

Santa Clara Valley Open Space Authority

## 2017-2018 Measure Q Urban Open Space Grant Program

1/12/2018 deadline

### Guadalupe River Park Conservancy Guadalupe Gardens Open Space Protection

**\$ 27,009.91** Requested  
\$ 36,572 Total Project Cost

Submitted: 1/12/2018 4:53:20 PM (Pacific)

#### Project Contact

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#### Additional Contacts

*none entered*

#### Guadalupe River Park Conservancy

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EIN 77-0166797

## B. Project Description

### Project Overview

#### 1. Grant Category (check all that apply)

- Environmental Stewardship and Restoration
- Parks, Trails, and Public Access
- Environmental Education
- Urban Agriculture / Food Systems

#### 2. What type of project is this (check all that apply)

- Capital improvement
- Planning
- Program

#### 3. Project Location: Address

*If the project will be in multiple locations, please list all addresses. If there is no street address, please describe the area(s).*  
The Guadalupe Gardens project area is bounded by Coleman Ave (west), Hedding St (north), Asbury St (south) and Guadalupe River Park (east).

#### 4. Project Location: Neighborhood

*If unknown, please enter "N/A."*  
This area was formerly known as the Coleman Loop neighborhood.

#### 5. Project Location: OSA District (check all that apply)

*A detailed map of the OSA Districts can be found under the Library tab, or online at <http://www.openspaceauthority.org/about/boardmap.html>.*

- OSA District 1
- OSA District 2
- OSA District 3

- OSA District 4
- OSA District 5
- OSA District 6
- OSA District 7

**6. Are there any project partners?**

*If there are project partners, please list each partner and describe their roles. Required - upload letter from each partner describing their role.*

NA

**7. Project Abstract**

*(Brief, 3-4 sentences)*

Guadalupe River Park Conservancy (GRPC) is working to protect and enhance an open space area in Guadalupe Gardens that has been the subject of unsolicited development proposals. Most recently, it was evaluated for a soccer complex, but that use was found to be inconsistent with Caltrans aviation guidelines. GRPC seeks to protect the land by defining its borders via split-rail fences, adding Guadalupe Gardens lettering to the fences along Hedding, Coleman, and Asbury streets, and planting poppies

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**Community Engagement / Stakeholder Support (10 points)**

**8. Describe the community support and/or community engagement process.**

*When applicable, the application should include letters of support from local jurisdiction(s), particularly for capital improvement projects. Please submit letters using the Documents Upload tab.*

The Guadalupe Gardens Master Plan was approved by the San Jose City Council and the Federal Aviation Administration (FAA) in 2002. GRPC participated in the master planning process, which involved extensive stakeholder involvement, and since then, GPRC has led visioning sessions in 2006 (consultant: RHAA) and 2009 (consultant: Ken Kay) that involved community meetings/design charettes and neighborhood outreach. The proposed project addresses the feedback we received about improving the look of the undeveloped lands.

Incidentally, GRPC leads a group through this area every year in support of the Audubon Christmas Bird Count.

Attached is a letter of support from Assistant Director of Parks, Recreation and Neighborhood Services Matt Cano.

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**Project Planning (20 points)**

**9. Describe the proposed project**

GRPC will purchase the materials for and construct 3,000 feet of split-rail fence to create a sense of place along Hedding St, Coleman Ave, and Asbury St. We will order and attach 24" aluminum letters spelling out Guadalupe Gardens along each street, and we will purchase and plant poppy seeds along the fence to create an attractive border.

We will rent an auger and equipment needed to transport materials and support the fence construction.

Our volunteer coordinator will reach out to our base of skilled volunteers and also schedule individual volunteers and corporate groups. We anticipate working with five volunteers a day for ten days to build the fences. Volunteers will plant the poppy seeds for germination during the rainy season.

**10. What is the lifetime of this project?**

*For capital improvement projects, applicants must state how long the project would remain on the site AND demonstrate that they have appropriate permissions. Please submit the Land Tenure form and documentation using the Documents Upload tab.*

- 5 Years (minimum for capital improvement projects)
- Other time period - explain:
- Perpetuity
- Not applicable

**11. Describe your plans for operating and maintaining the project over the next 10 years, and indicate your source**

**of funds for ongoing management.**

*This question is required for all capital improvement projects. For planning and program projects, please answer if applicable, otherwise enter "N/A."*

GRPC coordinated over 22,000 volunteer hours in 2017. We have access to skilled construction volunteers as well as corporate groups that come for team building or service days. We don't anticipate any problems related to maintaining the project.

We will use volunteers to perform regular inspections of the fence and letters on the signs, and use funds generated by our corporate "dollars for doers" programs to pay for any necessary repairs.

**12. Describe the project's readiness for implementation.**

*Please include the status of any planning, design, or funding development necessary for project completion. This includes the status of CEQA compliance and any permits required for this project. REQUIRED: CEQA form, if applicable.*

We are ready to implement the project immediately. It is consistent with the 2002 Guadalupe Gardens Master Plan so doesn't require additional CEQA review.

**Project Budget (15 points)**

**13. Budget Summary**

*This is a budget summary only; a detailed Project Budget must be submitted using the Documents Upload Tab. Please note: after the application is submitted, the software will automatically total all lines. This additional TOTAL will not be used.*

0	Grant request: Personnel
0	Grant request: Contracted Services
23048.72	Grant request: Supplies/Materials
2675	Grant request: Other Direct Costs
1286.19	Grant request: Indirect Costs
27009.91	TOTAL GRANT REQUEST
9562	TOTAL MATCHING FUNDS
36571.91	TOTAL PROJECT COSTS (grant request + matching funds)
35.4	PERCENT MATCH (matching funds / grant request)
100,189.13	<b>TOTAL</b>

**Project Goals (15 points)**

**14. Describe the specific problems, issues, or unserved needs the project will address.**

The land is part of Guadalupe Gardens, which was created when the airport expanded in the 1970s. Over 600 homes were cleared from the site. The area south of Taylor is largely developed, with the Courtyard Demonstration Garden, Heritage Rose Garden and Historic Orchard planted in the mid 1990s, and Rotary PlayGarden in 2015. Columbus Park (sports fields) and Guadalupe Community Garden occupy the block between Taylor and Asbury. The land north of Asbury Street is undeveloped and features an eclectic collection of trees that were in people's yards.

The land is listed as Open Space, Parkland, Habitat in the 2040 General Plan and Greenprint; however, in our overheated economic climate, seemingly everything is up for grabs. A City councilmember told us that a developer offered to write a check for \$30 million for the area bounded by this project, with mini storage as the desired outcome.

Our goal is to protect this land as open space, and we see this project -- defining borders with fencing, affixing letters spelling out Guadalupe Gardens along the three bordering roads, and planting poppy seeds -- as the first phase. The second phase will involve pathways to link to the River Park, interpretive signage, and additional native plantings. This project is the first step in creating "developed parkland", which is protected under the City charter. A citywide vote is required to convert parkland to another use. The undeveloped lands in Guadalupe Gardens currently lack that protection.

We need to resolve some issues with the City of San Jose, specifically the Airport and Office of Economic Development, that arose during the soccer proposal review. The airport claimed the right to take the Coleman Ave frontage for commercial development and charge fair market value lease rates on any public or private development in Guadalupe Gardens. We maintain that these claims are completely unsubstantiated by the environmental documents from the mid 1970s that stated the land was being assembled for a park, the 2002 FAA and City Council approved Guadalupe Gardens Master Plan, and a legal opinion the City sought at our request in 2009 (uploaded). Language from the Mitigated Negative Declaration reads, "Public project for the adoption of the Guadalupe Gardens Master Plan to guide future development of the 120-acre Guadalupe

Gardens and to provide a framework for a mix of horticultural, agricultural and environmental uses while maintaining the primary function of Guadalupe Gardens as a safe approach zone for the Norman Y. Mineta International Airport".

We see this as the airport trying to monetize land that was dedicated to a park decades ago and have been working for months to resolve these issues. Our next meeting with City staff is on Feb. 2.

The only part of the proposal at risk is the 800 feet of fencing along Coleman Ave.

**15. Please list the project's goals (both social and environmental).**

*These should be specific, measurable goals (e.g. 600 people participating in educational programs). Please see Appendix E of the Grant Program Guidelines for a list of sample goals.*

The overarching goal is to preserve the public's open space lands and protect the area from development. Specifically, we will:

Build 3,000 feet of split-rail fencing to define park boundaries

Add 24" Guadalupe Gardens lettering to fence to better designate park space

Plant 100 pounds of poppy seeds along the constructed fences to create a stunning visual display

## Impact (15 points)

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**16. Describe the lasting impact of the project.**

The City of San Jose's financial woes have led to short-term thinking instead of long-range planning. For example, a staff member in the Office of Economic Development sees the park as a potential development site, at one point suggesting that the best use of the land now occupied by the Rotary PlayGarden would have been a CVS (and would have bulldozed half the Historic Orchard for parking). GRPC worked with the City and Rotary to create the \$6M all-access PlayGarden, a spectacularly better option for the land and one that averages 170,000 visitors a year.

Coleman Avenue is a major thoroughfare to downtown from the airport. The master plan references a "green gateway" to the city center. The split-rail fence creates a sense of place and sends a signal that the land is under stewardship, not just waiting for the next unsolicited development proposal.

Just as people living in San Jose 100 years ago would never have dreamed (nightmared?) that their bucolic valley would grow to be home to over one million people, we need to plan for what our community will be like in 100 years. Even during the darkest financial times in New York City, Central Park was never put on the real estate block. GRPC is standing up for parkland and open space. As noted above, this project is the first step in creating "developed parkland", which is protected under the City charter.

## Leadership & Innovation (10 points)

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**17. Describe how this project employs innovative approaches or encourages collaboration and partnership in the field of parks, open space, urban agriculture, land conservation, or environmental education.**

While this phase engages the community, we anticipate that the next will do even more. As described elsewhere, we will involve the community in choosing the location of the pathways and content of the signs. We also plan to work with the Native Plant Society to create habitat to complement the existing trees.

By protecting the land, we will preserve the opportunity for urban agriculture.

## Organizational Capacity (15 points)

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**18. Briefly describe the organization.**

*Please include the year the organization was founded and its mission and goals. If the applicant is a Fiscal Sponsor, please describe both the APPLICANT and the SPONSORED ORGANIZATION.*

Mission: GRPC provides community leadership for the development and active use of Guadalupe River Park & Gardens through education, advocacy and stewardship. GRPC's programs are directly tied to the education, advocacy, and stewardship mission. Founded in 1996 as Friends of Guadalupe River Park & Gardens (GRPG), the organization initially focused on bringing community stakeholders' perspectives to the design of San Jose's new "central park," which resulted from a flood control project and airport expansion. The park includes over 250 acres of trails, public art, gardens, sports fields, and playgrounds along the Guadalupe River in downtown San Jose.

With construction well underway by 2003, we turned our attention to programming and park activation, taking advantage of the river and gardens to provide hands-on field trips for K-12 students and community engagement opportunities for volunteers.

With an orchard and rose garden, a network of trails connecting to south San Francisco Bay, and miles of riparian habitat that is home to salmon, trout, and beaver, it is an ideal site for introducing youth from Santa Clara County to nature- and standards-based science education programs.

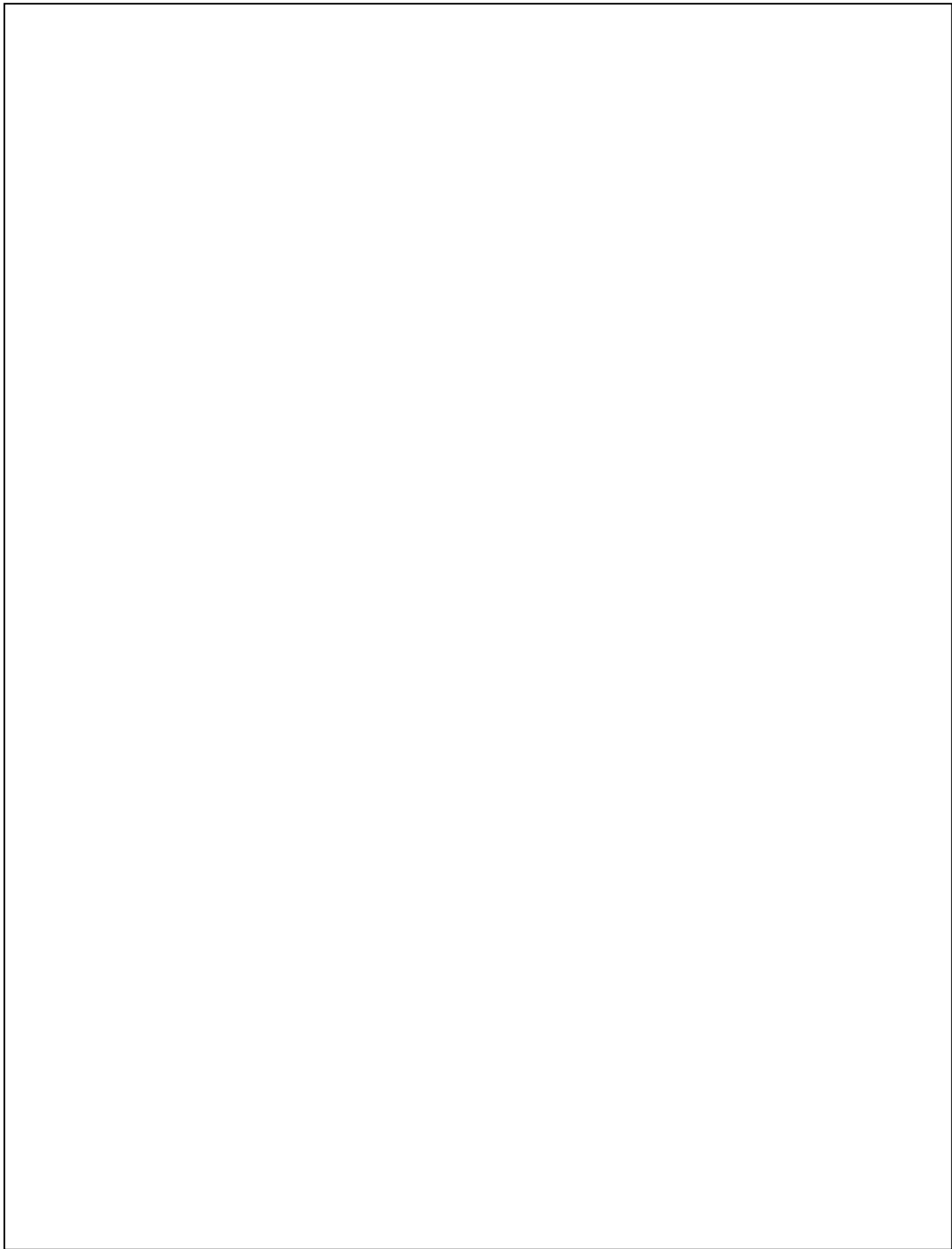
In 2008, San Jose's Parks Director asked the Friends of GRPG Board to consider becoming a conservancy, with New York's Central Park Conservancy as a model. The board voted to embrace this larger role and its implied responsibility and adopted the name Guadalupe River Park Conservancy in 2010.

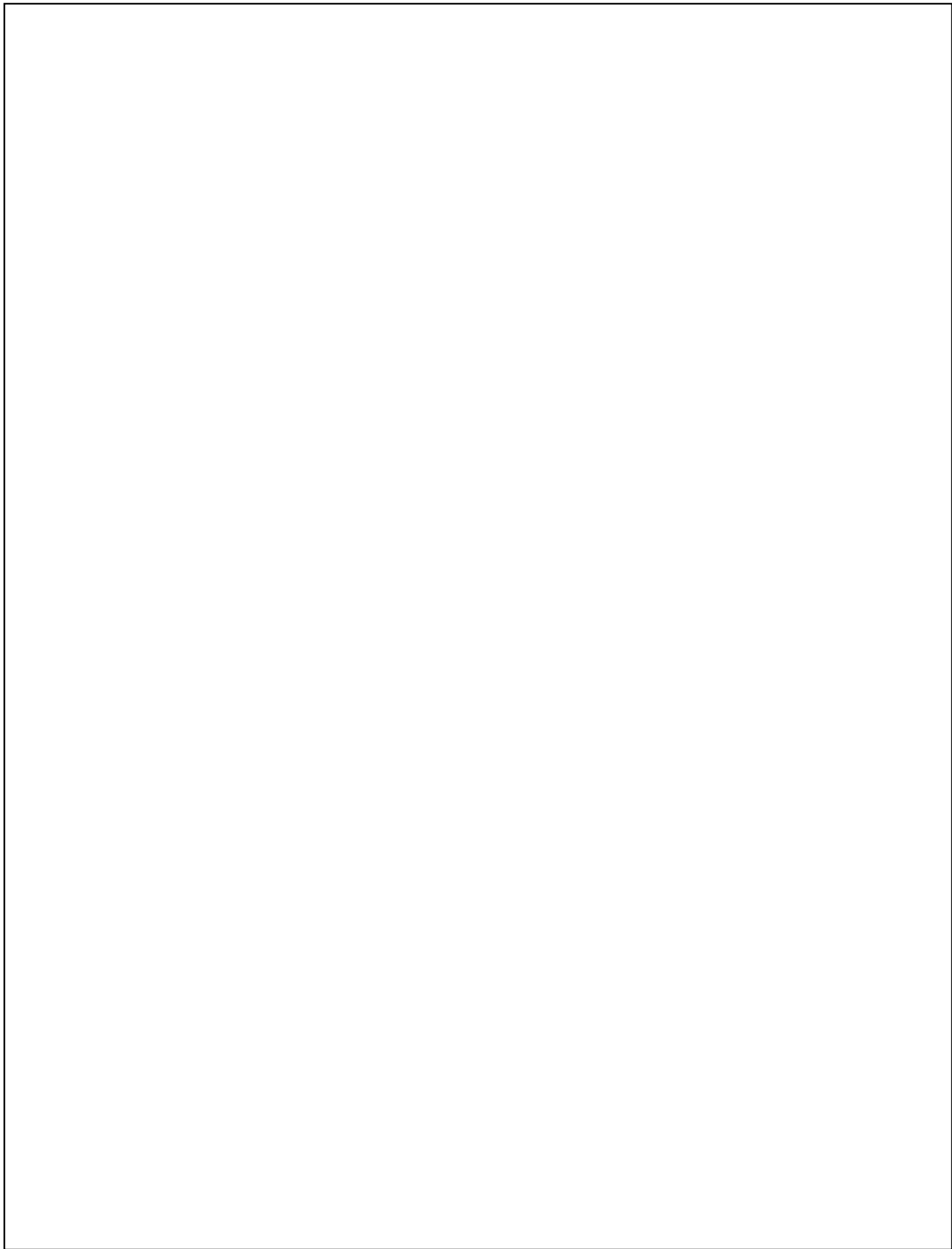
**19. Describe the organization's ability to successfully implement this project. This might include successful past projects, staffing levels, financial resources, etc.**

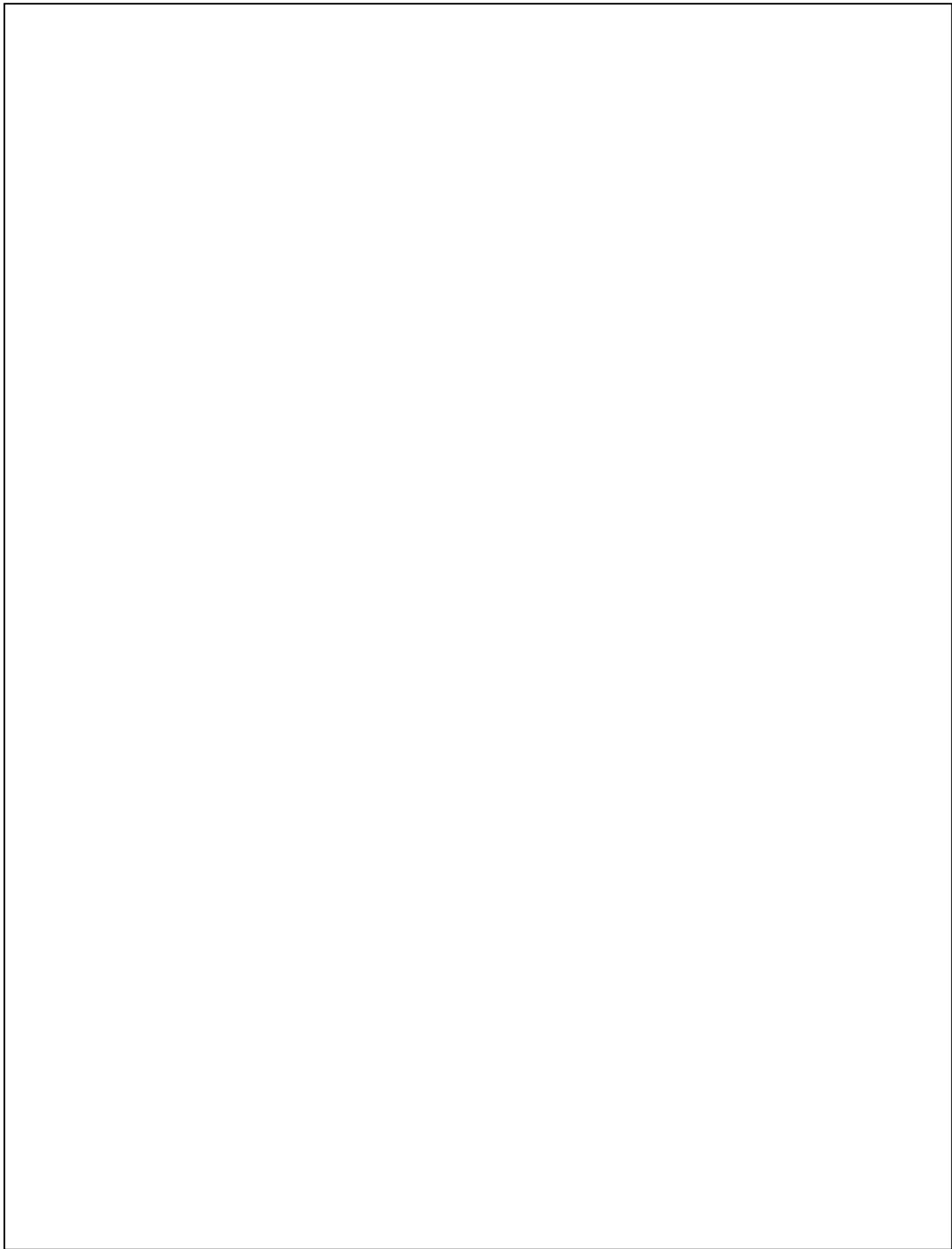
*If applicant cannot otherwise demonstrate its capacity, expertise, and experience, please provide names and contact information of individuals knowledgeable about the organization's work.*

The Rotary Club of San Jose's proposed centennial gift to the community of an all-access play space soon presented an opportunity for GRPC to act as a conservancy and take full responsibility for a park feature. Rotary's proposal went to the San Jose City Council after it had adopted a resolution in 2010 that no new parks would be built unless maintenance was privately funded. Recognizing that the City's lack of operations and maintenance funds could jeopardize the project and that the proposal fit our mission, GRPC agreed to assume responsibility for ongoing maintenance and operations. The Rotary PlayGarden opened to the public in May 2015 and has attracted over 438,000 visitors. GRPC staffs the front gate and oversees landscape and janitorial work.

Additionally, GRPC's full-time Volunteer Coordinator directed over 22,000 volunteer hours in 2017. Both individuals and corporate teams helped with gardens maintenance, river cleanups, festival support, and other activities.



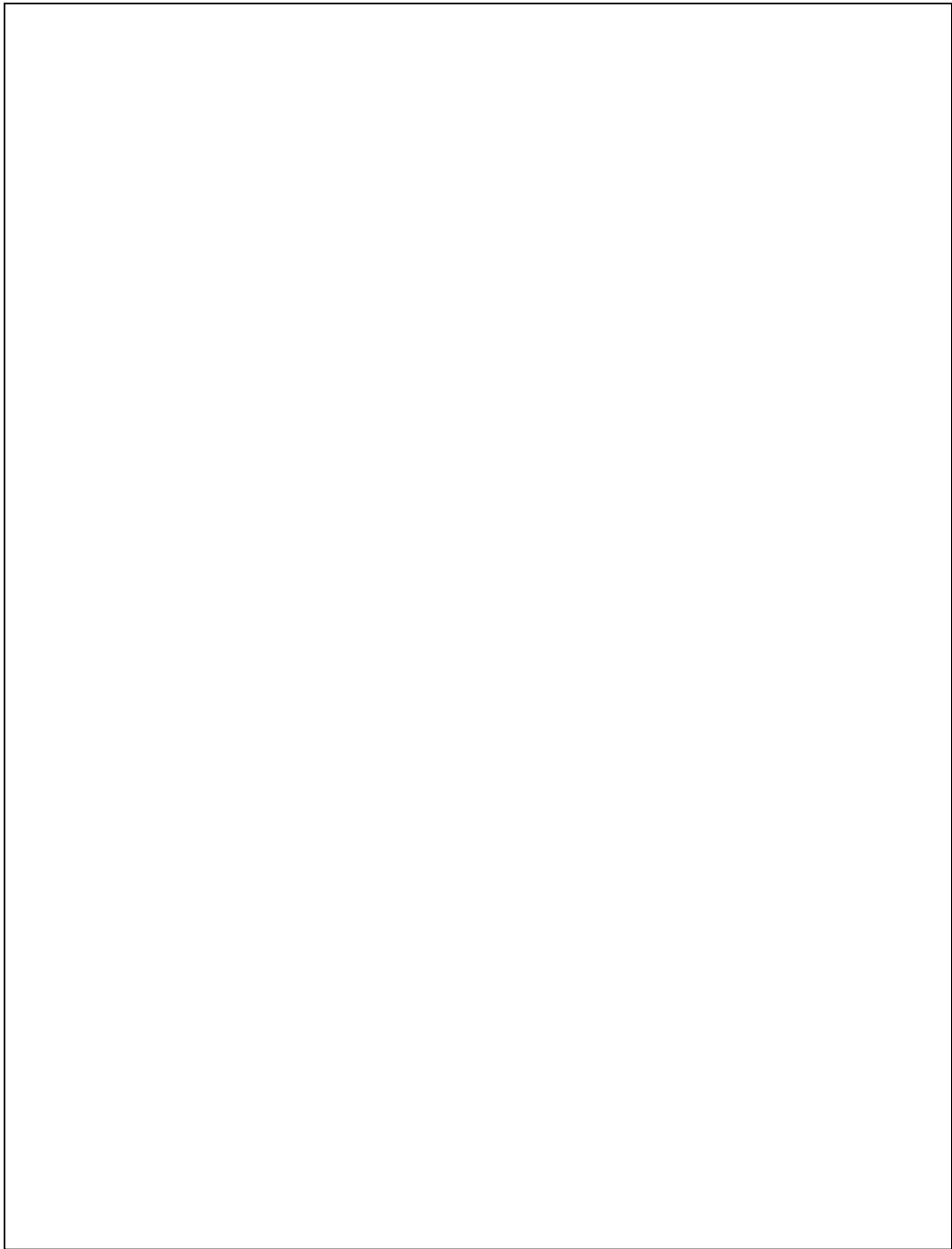


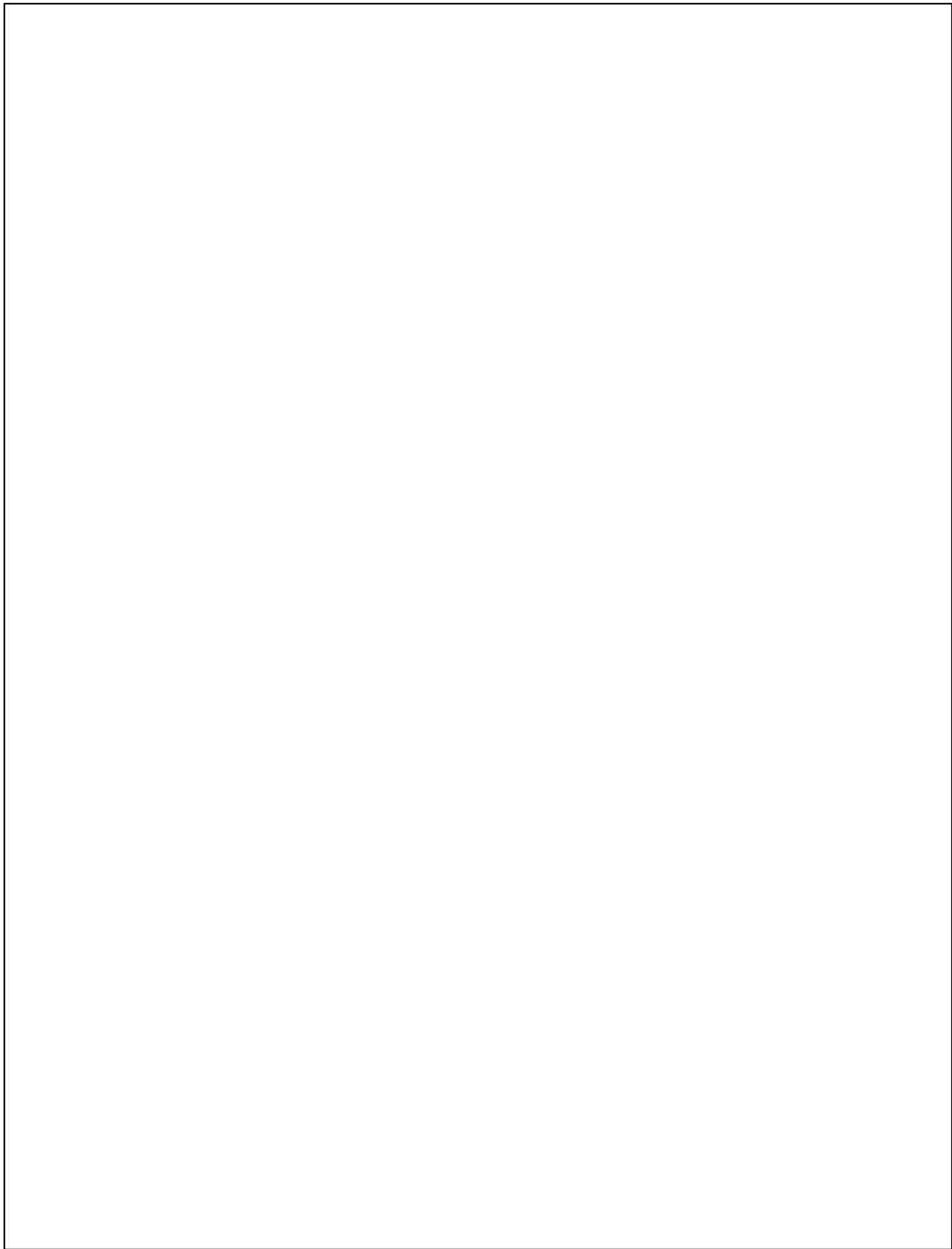


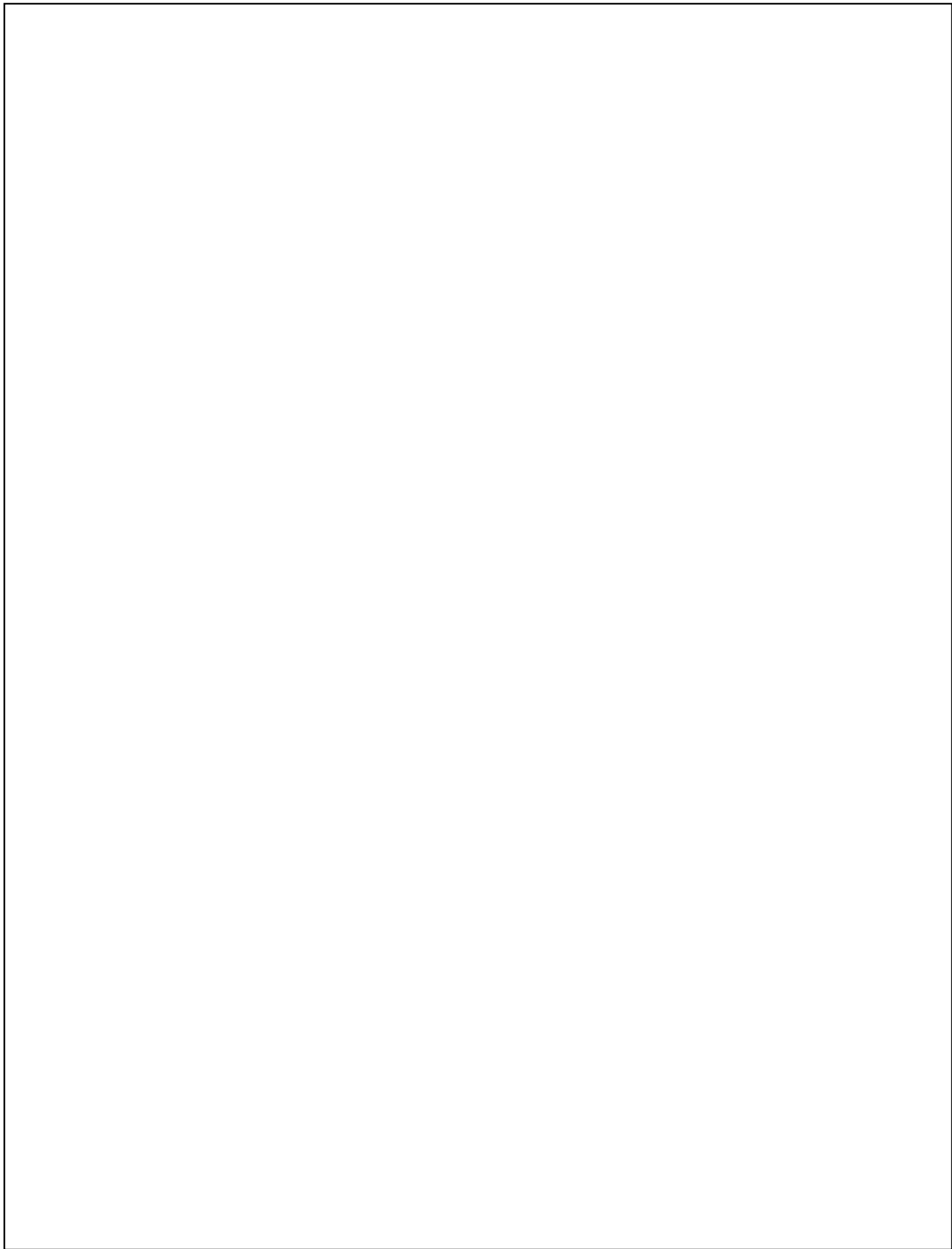


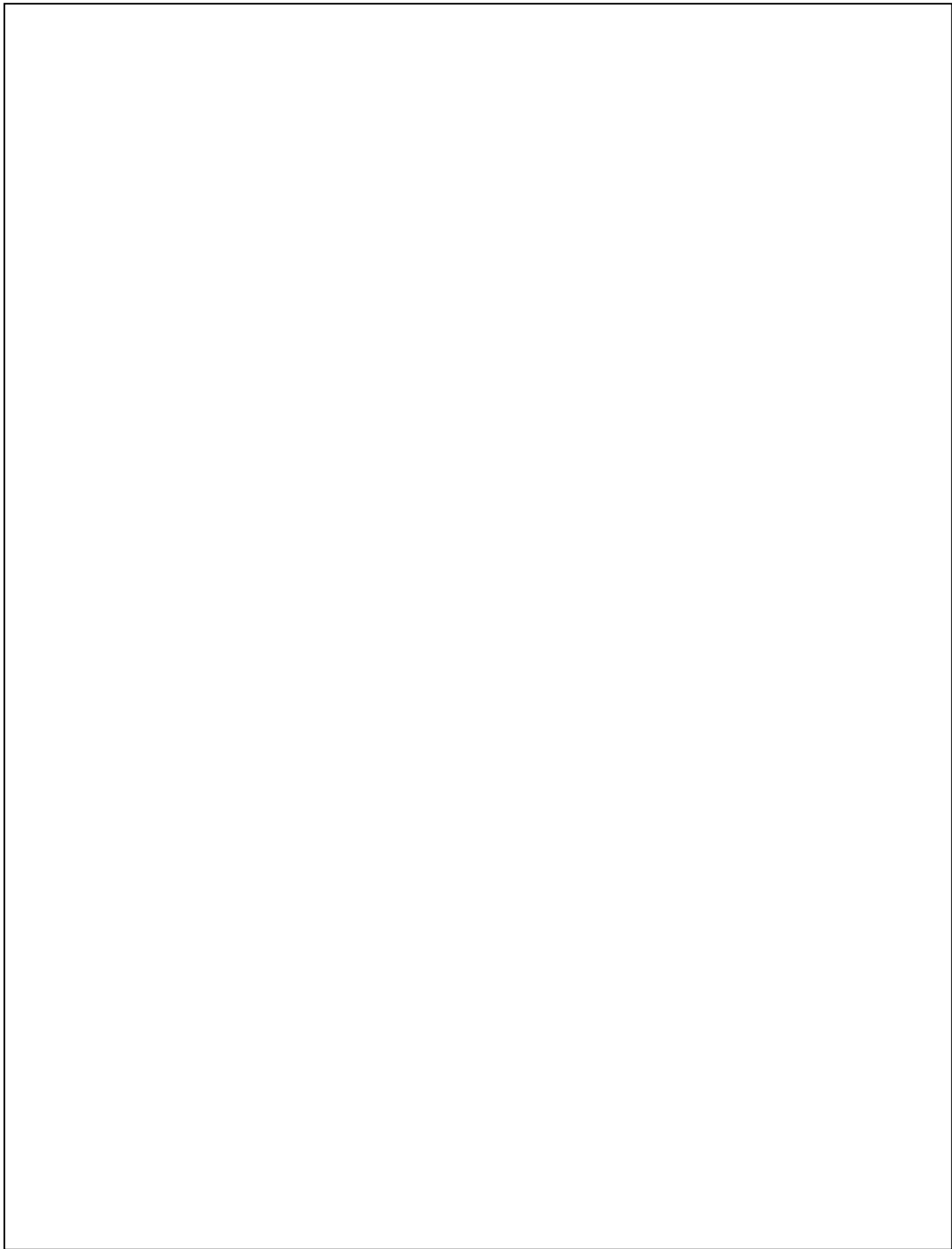


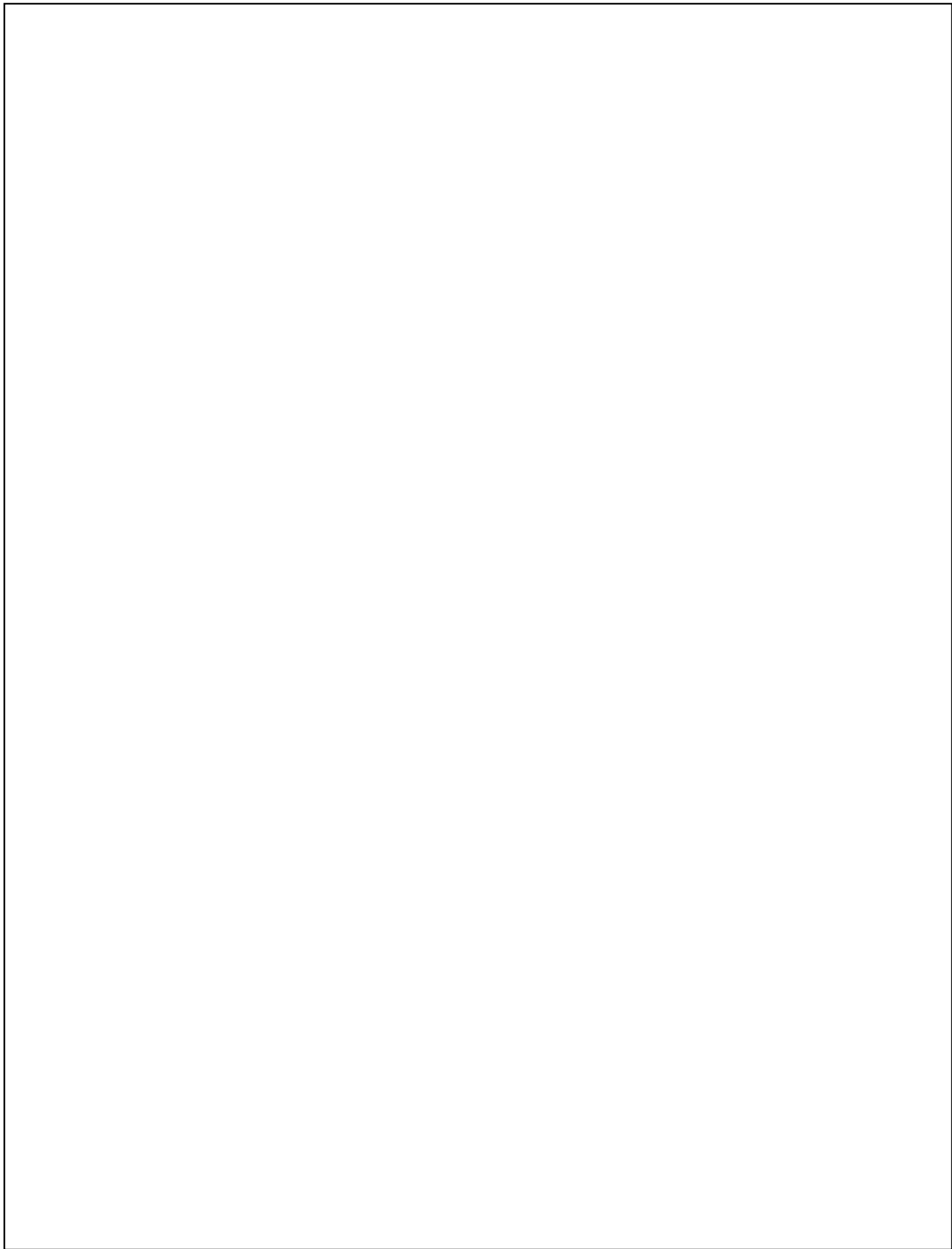


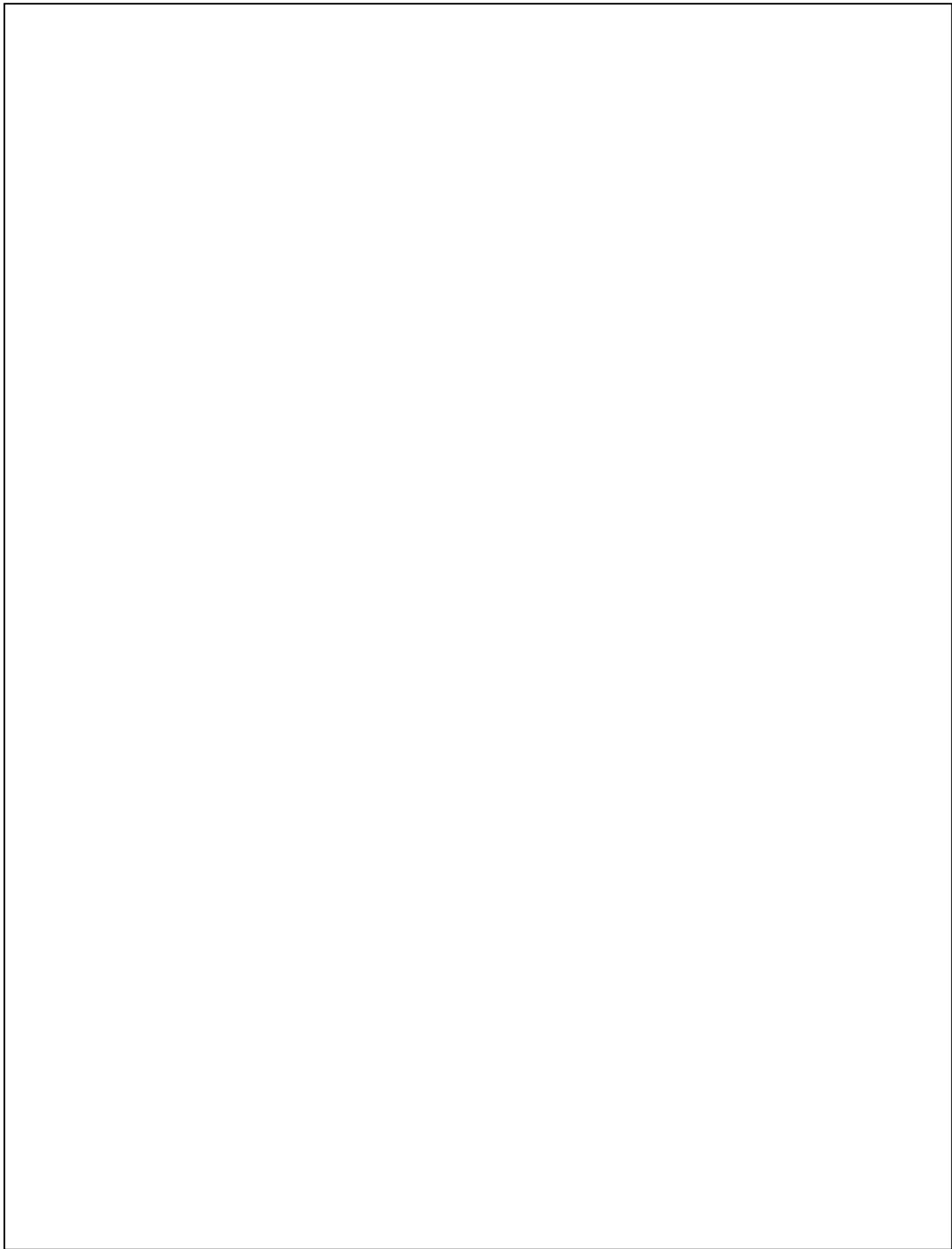








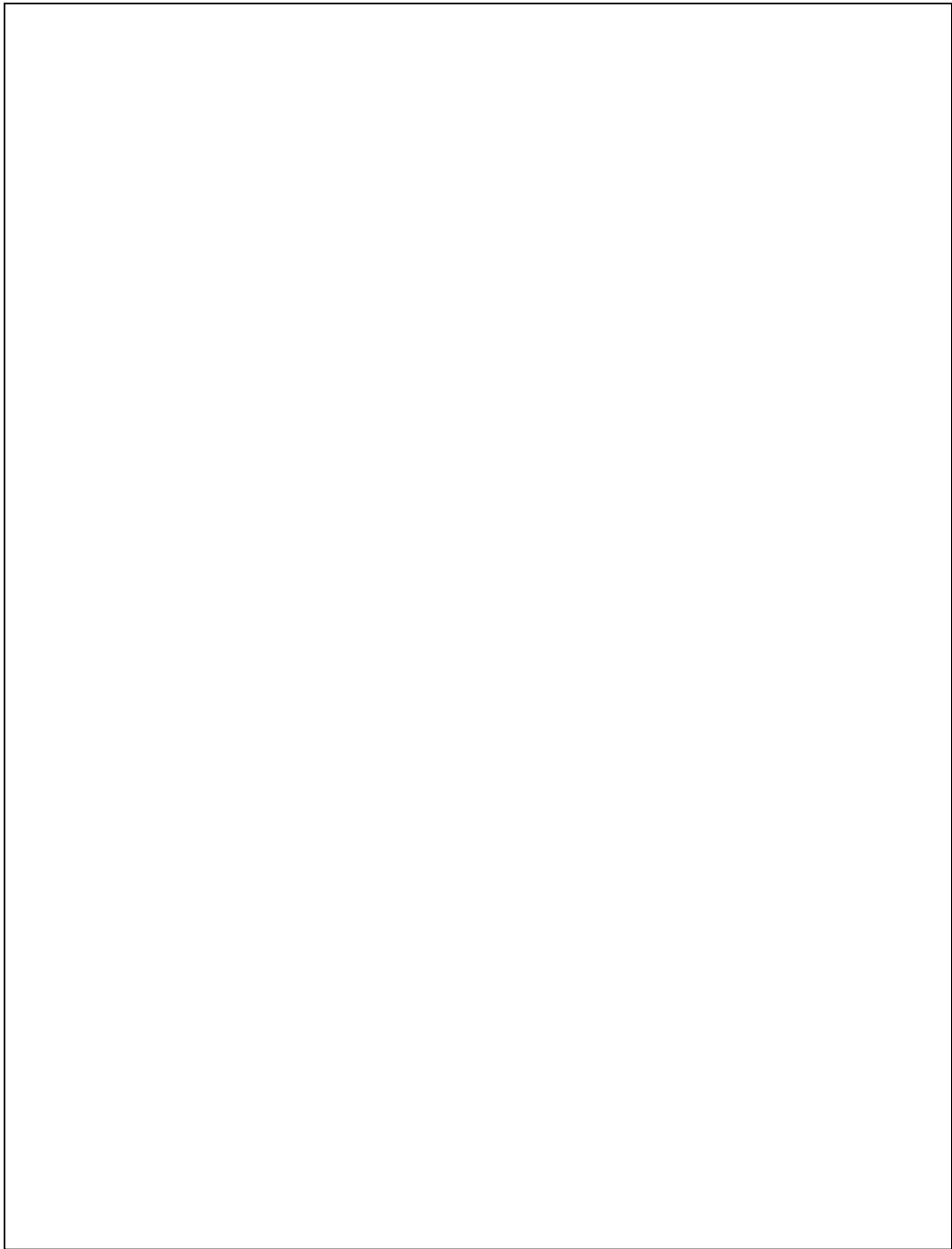












**20. Briefly describe key staff members and volunteers' qualifications and experience relevant to the project.**

Joe Salvato, Operations Director, has been with the organization in a variety of roles since 2011. Joe oversees maintenance of the Rotary PlayGarden and, among other things, orders supplies for the Visitor & Education Center and PlayGarden.

Ricky Davis, Volunteer Coordinator, has been in his role for two years. Under his tenure, we reached our highest volunteer hour count.

Skilled volunteers - we have a number of people who volunteer extensively with Habitat for Humanity and Rebuilding Together. We maintain a list of projects, and when the skilled volunteers aren't involved in housing projects, they build and repair things for us.

**BONUS POINTS: Underserved Communities (10 points)**

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**21. Describe how the project addresses open space needs for sensitive populations such as residents of park-poor neighborhoods, underserved or disadvantaged communities, youth, seniors, or is located within a Deep Engagement Community (DEC).**

*A map of the DEC's can be found under the Library tab of online at <http://www.openspaceauthority.org/urban>. This question is optional; please answer if applicable, otherwise enter "N/A."*

GPRC education programs serve children from Title One schools, with many from the DEC's. While this phase of the project does not directly address the disadvantaged, we are working to preserve the land for the community.

With downtown adding high-density housing, people will need more parks and open space. Add to that the proposed Google campus and transportation investments, there will be many more people downtown, and Guadalupe River Park & Gardens is key to the quality of life. The park should be added to, not subtracted from. GRPC is leading that effort.

## BONUS POINTS: Community Building (10 points)

**22. Describe how this project actively encourages community building by engaging or accommodating local residents in novel and creative ways.**

*This question is optional; please answer if applicable, otherwise enter "N/A."*

The next phase of this project will involve creating pathways and interpretive signage. We will invite people to walk the land and plant irrigation flags indicating their chosen route and use this data to plot the new decomposed granite pathways.

We will also solicit community input for the content of the interpretive signs. Many people stop by the park Visitor & Education Center and tell stories about relatives who lived in the Coleman Loop neighborhood. We would like to capture some of that history along with the natural history of the area.

## BONUS POINTS: Leverage Funding (5 points)

**23. Describe how the project leverages funding with more than 25% match by grantee (cash or in-kind).**

*This question is optional; please answer if applicable, otherwise enter "N/A."*

We have an excellent track record of engaging volunteers, with over 22,000 hours coordinated last year. We also have a stable funding base that allows us to maintain a core staff of 5.5 FTEs and many part-time employees who deliver our education programs and/or staff the Rotary PlayGarden.

## C. Work Plan

### C.1. Project Work Plan

Task Number	Activities	Timeframe	Outcome/Deliverables
1a Split Rail Fence	purchase materials - posts, boards, gloves, concrete, silicone, tools, etc	September 2018	materials on hand for construction
1b Split Rail Fence	Rent auger and truck/van to transport materials, arrange for in-kind water truck	October 2018	Support equipment in place
1c Split Rail Fence	Recruit, schedule and train volunteers	September-October 2018	workforce to build fence
1d Split Rail Fence	Build fence	October 2018	3,000 feet of fence
2a Signs	Order three sets of 24" Guadalupe Gardens letters	September 2018	letters ready to be installed
2b Signs	Install signs	October- November 2018	signage installed
3a Poppies	order 100 pounds of poppy seeds	September 2018	seeds for planting
3b Poppies	sow seeds along fence line	October - November 2018	gorgeous floral display
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10			
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## D. Documents Upload

Documents Requested *	Required?	Attached Documents *
Financial statements <a href="#">download template</a>	✓	<a href="#">990</a>
Authorizing Resolution from Governing Body <a href="#">download template</a>	✓	<a href="#">signed resolution</a>
Project Budget <a href="#">download template</a>	✓	<a href="#">Budget</a>
Acknowledgment Form <a href="#">download template</a>	✓	<a href="#">Acknowledgement form</a>
Fiscal Sponsorship Agreement <a href="#">download template</a>		<a href="#">legal opinion</a>
Land Tenure Form <a href="#">download template</a>		<a href="#">Land tenure</a>
CEQA Compliance Certification Form <a href="#">download template</a>		<a href="#">CEQA</a>
Letters of Support		<a href="#">City of SJ PRNS letter</a>
Letters from Project Partners		<a href="#">City contract</a>
Maps		<a href="#">Guadalupe Gardens map</a>
Other		<a href="#">990 2015</a>

\* ZoomGrants™ is not responsible for the content of uploaded documents.

Application ID: 97022

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