

Mission San Jose Commercial Strategy Study

Community Meeting
July 25, 2019



Who We Are

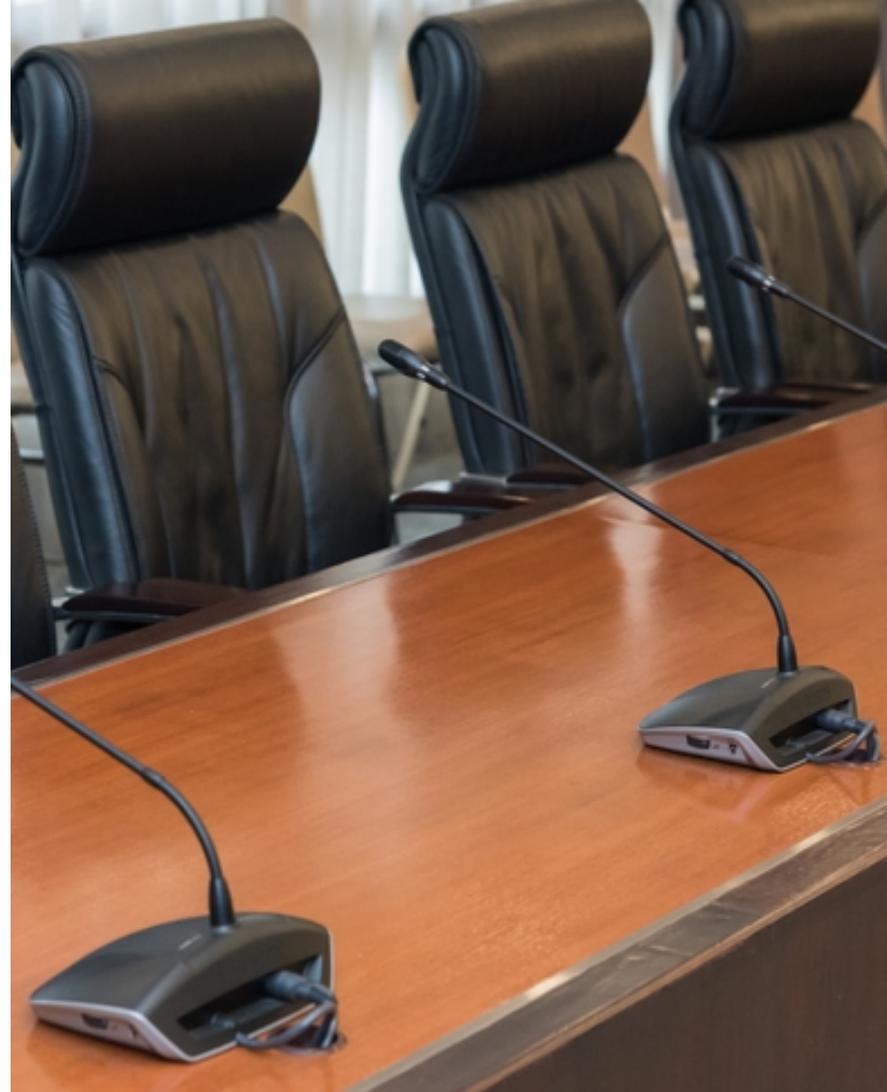
- ❖ Urban Designers: **Urban Field Studio**
- ❖ Economist: **Land Econ Group**
- ❖ Retail Consultant: **Retail Real Estate Resources**
- ❖ Retail Architects: **Field Paoli Architects**

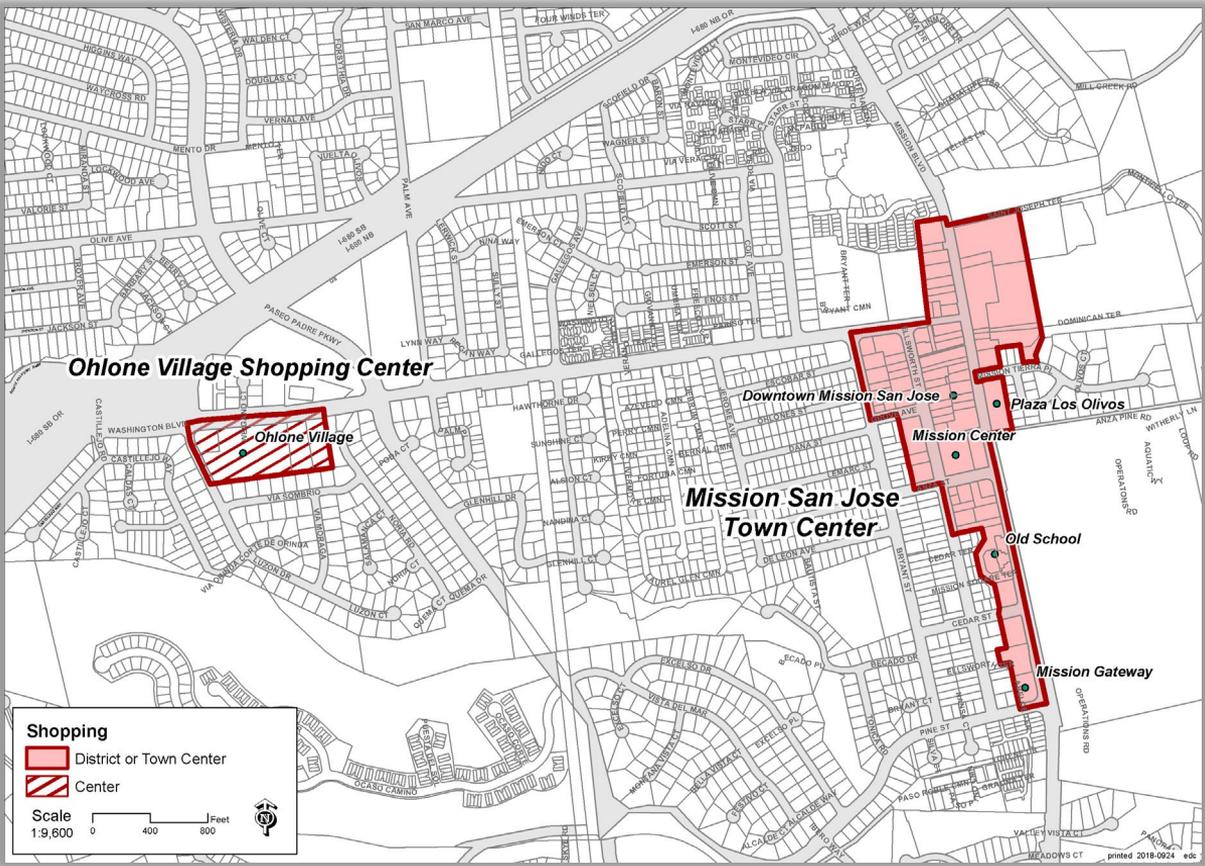
Working with City of Fremont Planning, Economic Development, Public Works, and Landscape Architecture



City Council Referral

- In June 2018, City Council directed City staff to study Mission San Jose Town Center to determine potential for commercial success
- In October 2018, an initial Community Outreach Meeting was held
- On May 21, 2018, the findings of the study were presented to City Council and accepted





Ohlone Village Shopping Center

Ohlone Village

Downtown Mission San Jose

**Mission San Jose
Town Center**

Mission Center

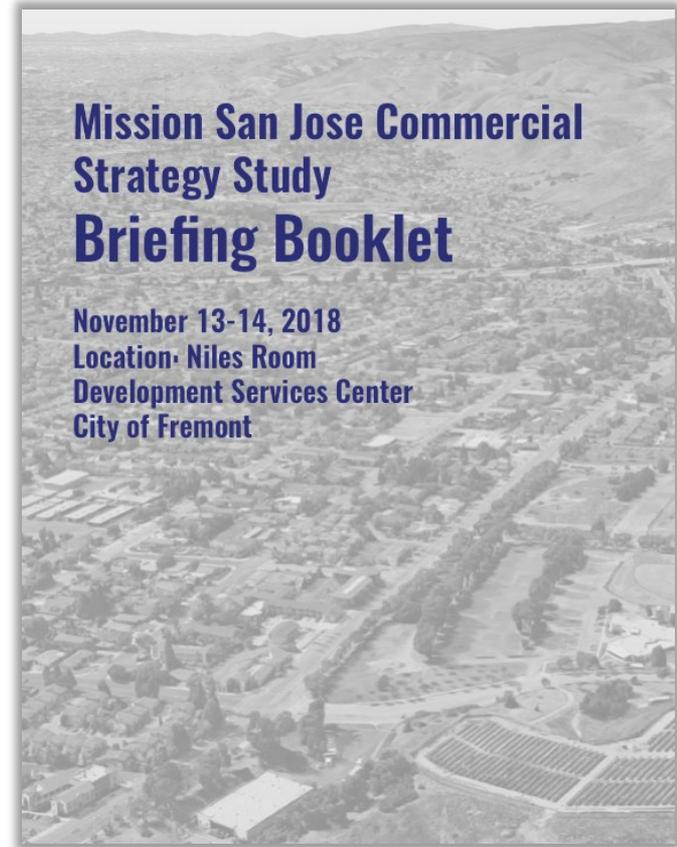
Plaza Los Olivos

Old School

Mission Gateway

Research for Study

- Conducted stakeholder interviews
- Provided briefing booklet which included background information and summary of policies, zoning, and design standards for area



Community Meeting



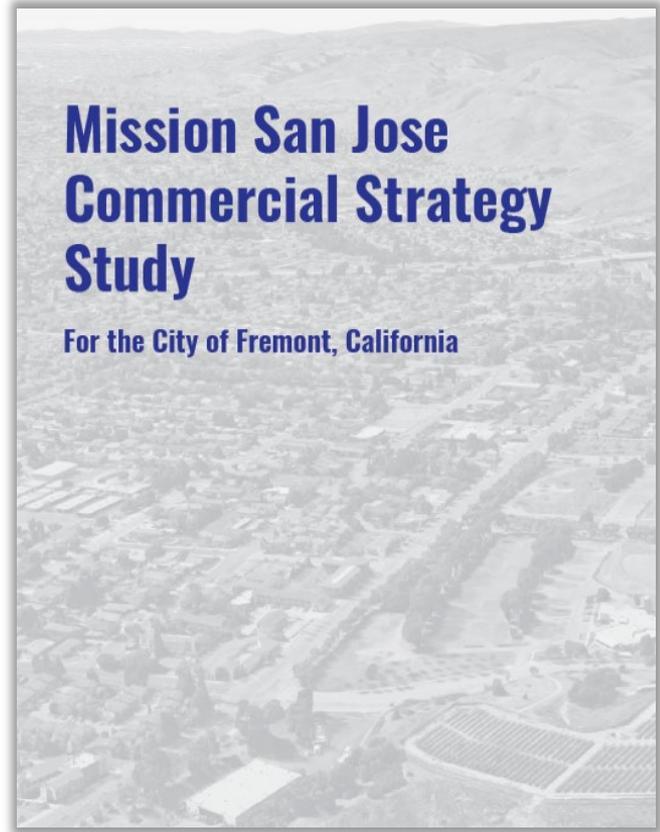
October 18, 2018 - Olive Hyde Art Center - 75 people attended

Feedback from Public Outreach

- Create **sense of place**
- Encourage **wider variety of commercial uses** to enhance quality of life
- Attract **retailers** that will serve local community
- **Reduce pass-through traffic** for more local convenience
- Enhance **historic identity** of Mission San Jose destination
- Maintain character of **historic village**
- Provide more **amenities** to families with children
- Provide more **gathering spaces** and outdoor public plazas

Strategy Study Report

- Observations of Mission San Jose Town Center
- Market and Retail Overview
- Strengths, Weaknesses, Opportunities, and Threats (SWOT)
- Commercial Strategies
- Implementation Strategies over Short and Long Term



Key Findings

- **Demographics in area (strength):** high income and high education; Asians make up 78% of residents versus 56% city-wide
- **Cultural/recreational destination (strength):** Mission, Mission Peak, hills/natural beauty
- **Retail market (weakness):** low density population; considered “edge” market; district located on eastern periphery of area; not central/inconvenient access
- **Land ownership map (weakness):** parcels are small and individually owned; makes it difficult for coordinated development and revitalization
- **Building stock (weakness):** majority of buildings too old; expensive retrofits for retail/restaurant uses
- **Traffic (weakness):** cut-through traffic on Mission Blvd. creates significant challenge, particularly in afternoon commute hours

Demographics

Compared to rest of Fremont, Mission San Jose has:

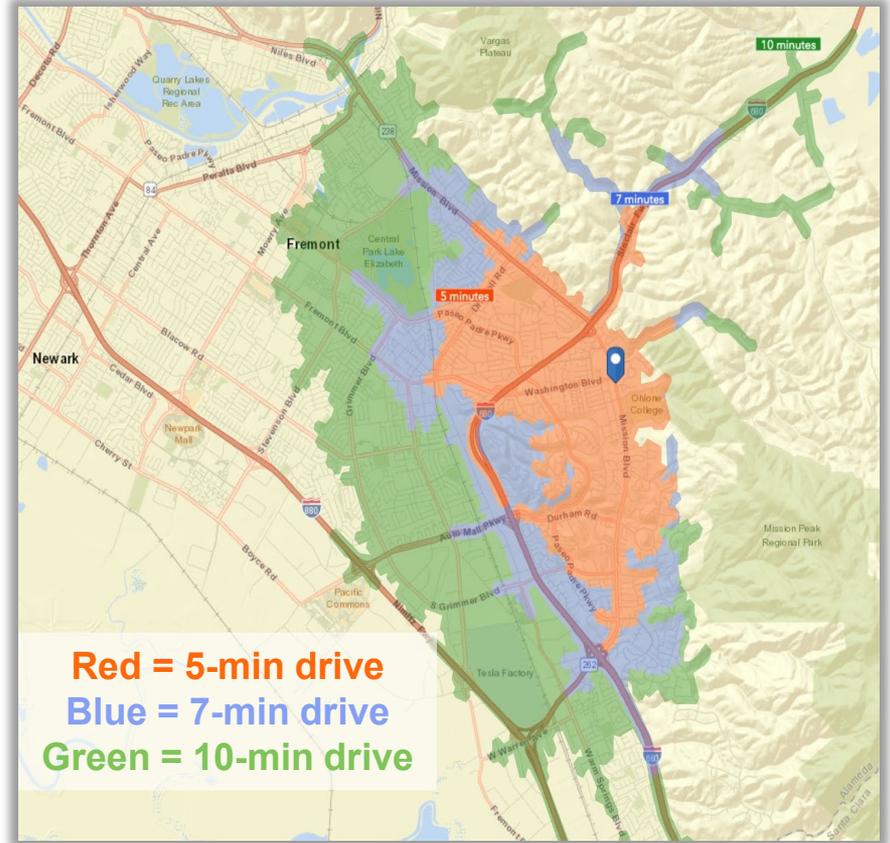
- Higher median age
- Higher household income
- Highly educated
- Higher Asian population

	2000	2010	2018	2023 Projection	2000-2018 Avg Annual Growth Rate
Population					
Fremont	203,413	214,089	230,734	241,309	0.7%
Neighborhood Market Area	17,742	18,561	19,901	20,804	0.6%
Households					
Fremont	68,237	71,004	75,934	79,030	0.6%
Neighborhood Market Area	5,344	5,667	6,039	6,282	0.7%
Median Age					
Fremont		36.8	38.5	39.6	
Neighborhood Market Area		41.4	43.7	45.2	
Median Household Income					
Fremont			\$112,225	\$125,553	
Neighborhood Market Area			\$165,602	\$181,755	

Source: U.S. Census and ESRI Business Analyst

Trade Areas

- Map shows areas within 5, 7, and 10 minutes of Washington Blvd. and Mission Blvd when driving



Trade Areas:

Comparison of Mission San Jose and Ohlone Village Shopping Center

- Ohlone Village Center is positioned more centrally within market area than Mission San Jose, where trade area is limited to the east by geography of hills



Market Area Comparison

(Seven-Minute Drive Time)

	Mission San Jose	Ohlone Village	Difference
Population	37,231	59,013	58.5%
Households	11,531	18,671	61.9%
Per Capita Income	\$61,439	\$49,960	-18.7%
Median Household Income	\$153,430	\$118,875	-22.5%
Total Income in Millions	\$2,287	\$2,948	28.9%
Projected Population Growth 2018-23	1,827	3,198	75.0%
Ethnic Concentration			
Asian Percentage	75.4%	61.1%	
Hispanic Origin Percentage	4.8%	13.3%	

Recommended Strategies

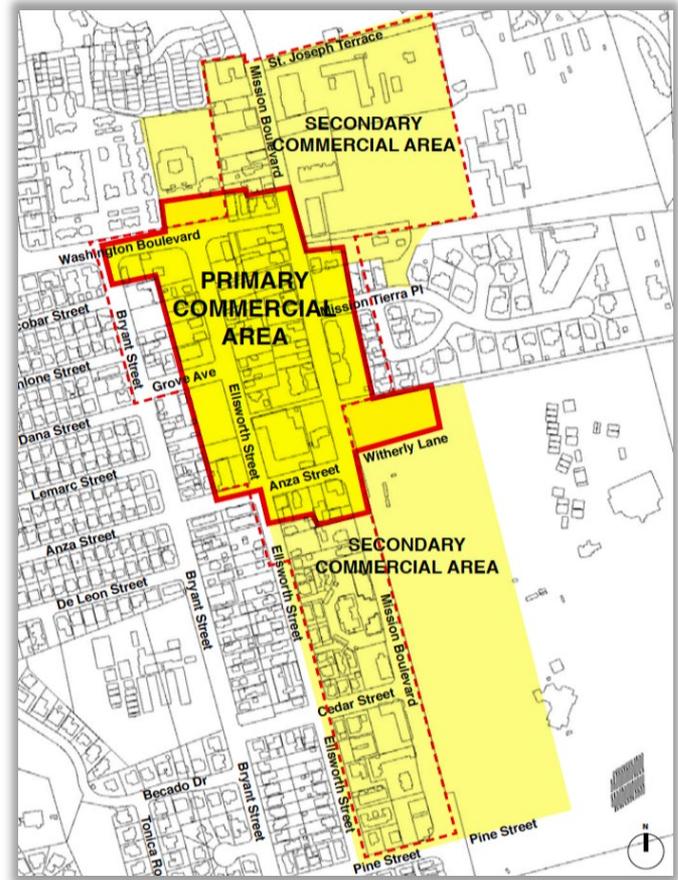
Strategies

- Primary Commercial Area Master Plan
- Improve Public Realm
- Mission San Jose Identity
- Leasing/Merchandising Plan



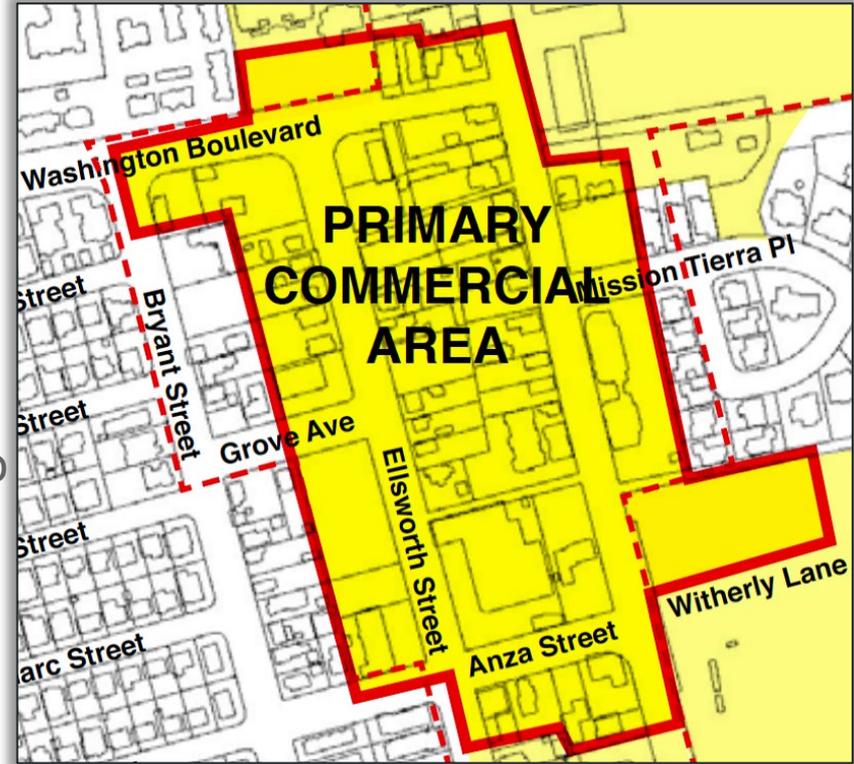
Primary Commercial Area Master Plan

- Focus efforts on core area to establish momentum
- Coordinate development and improvements to create stronger commercial environment
- Improve visibility of visitor attractions
- Work to bring retail that meets the needs of demographics of Mission San Jose
- Improve intersection of Mission Blvd. and Witherly Lane/Anza St.

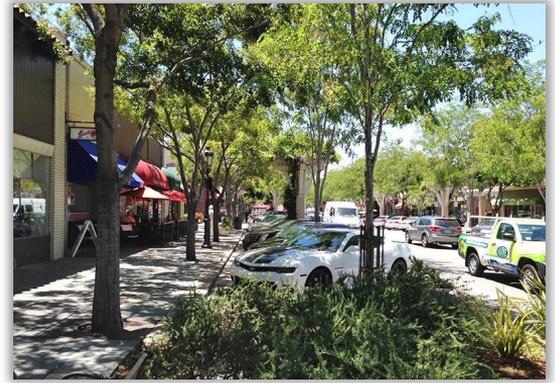


Focus on Ellsworth St. between Washington Blvd. & Anza St.

- Streetscape improvements should be planned in coordinated effort
- Maintain and strengthen connections between Mission Blvd. and Ellsworth St.
- Allow for new “retail-driven” development to support pedestrian-oriented street
- Opportunity for an improved public realm: small gathering places, outdoor seating, and amenities

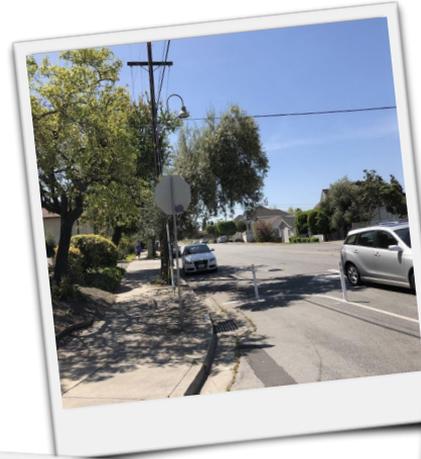


- Widen sidewalks, encourage outdoor dining, and improve streetscape
- Consider temporary and pilot programs with changes using paint, planters, and street furniture



Improve Public Realm

- Improve outdoor public spaces to create a better sense of place
- Improve mobility and circulation through alleys and mid-block connections
- Support measures to reduce traffic
- Centralize parking within the primary commercial area and enhance visibility



Mission San Jose Identity

- Enhance area through:
 - Marketing
 - Branding
 - Wayfinding/signage
 - Additional events
 - Educating public about Mission San Jose history



Mission San Jose Chamber of Commerce presents
The 17th Annual
Olive Festival
Saturday & Sunday
October 6 & 7, 2018
10 am - 5 pm
The Premier Event in the Mission San Jose District!



Behind the Historic Old Mission San Jose
In the Dominican Sisters of MSJ Olive Grove

43326 Mission Blvd. Fremont CA 94530
Enter Festival from Mission Blvd. at Mission Tierra Park or park on Mission Blvd. and walk through Bicentennial Plaza



Food • Live Music
Entertainment
Arts & Crafts • Kids' Activities
Beer & Wine
Drawings • Prizes

Live Music
Saturday
Sheela's Bollywood Across Party Lines
MSJ High School Band Wadaiko Newark Taiko
Hula Moves
Sunday
Dixie Dominus Dream Achievers Band
Kalau Kanes Wadaiko Newark Taiko
Tehani Dancers Fitness Girls

NO PETS. For the safety and enjoyment of all attendees, we can't allow pets at this event.

THANKS TO OUR SPONSORS!
as of 9/1/2018



For more information, visit our website at msjchamber.org

Leasing/Merchandising Plan

- Coordinate existing land owners
- Inventory spaces that are available
- Actively market to new businesses
- Target businesses desired for demographics of area

