

# 28th Street/Little Portugal Station

## Design Development Framework (DDF)

### Engagement Memo

**August 2025**

**Prepared For**

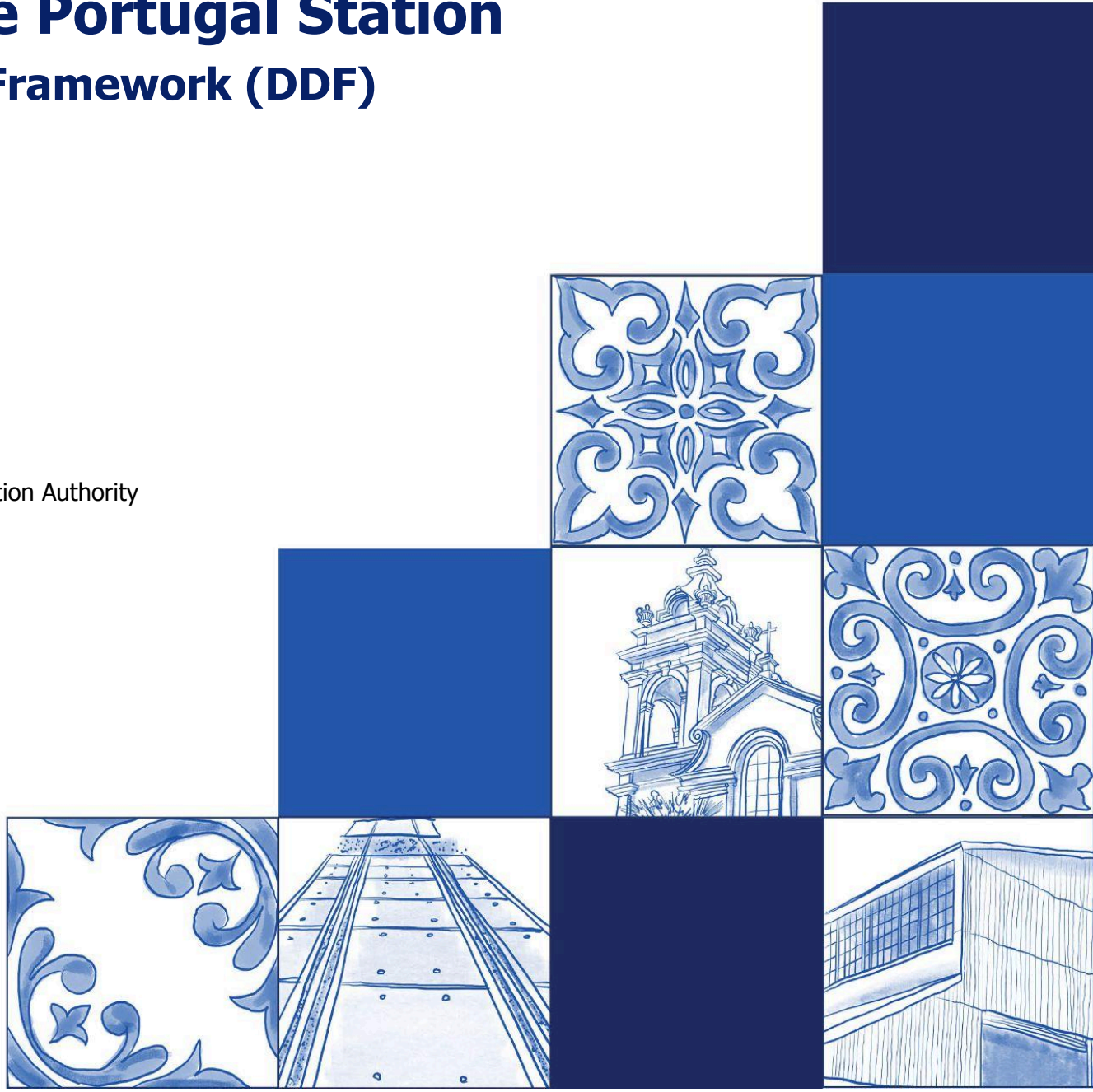
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**Acknowledgments**

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Introba



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# 1 Introduction

The Santa Clara Valley Transportation Authority's (VTA) Design Development Framework (DDF) provides a concept vision and guiding principles for real estate development at the 28th Street/Little Portugal Transit Center (the "Station") in San José, California. The DDF will be used by VTA and stakeholders to guide and evaluate developers' future proposals and designs for Transit-Oriented Development (TOD) on approximately 12 acres of VTA-owned property by the Station ([www.vta.org/28LPdevelopment](http://www.vta.org/28LPdevelopment)). The Station is being constructed as part of the BART Silicon Valley Phase II (BSVII) Extension Project ([www.vtabart.org](http://www.vtabart.org)).

## 1.1 Memo Purpose

The memo summarizes DDF engagement that occurred during 2023, highlighting key takeaways that informed the development of the concept vision to date. The memo also identifies opportunities for future engagement to continue building relationships with neighborhood stakeholders.

Data analysis focused on highlighting trends while also being attentive to unique responses. This was done within the context of informing the concept vision and identifying key considerations for a future developer. Findings in this memo are meant as a summary, not as a comprehensive record of individual responses. Engagement activities were organized around conversation and discussion, and findings should be interpreted in qualitative rather than quantitative ways.

The diagrams and figures provided in this memo are conceptual and subject to change. They reference BART Silicon Valley Phase II Extension Project (BSVII) plan sets updated through April 2025. This content is for preliminary planning purposes only; it is not a formal planning application nor a regulatory document. Unless otherwise noted, all figures in this document were created by SITELAB urban studio for VTA.

## 1.2 Memo Organization

Three sections focus on highlights and key takeaways, participants and process, and feedback summary for both "seasons" of engagement which are further described in the next chapter. Attachments provide a closer look at engagement materials as well as a debrief of the Art Engagement.

## 1.3 Terms and Definitions

- **Transit-Oriented Development (TOD):** Individual real estate projects that are compact, walkable, pedestrian-oriented and centered around high-quality transit, enabling a carless lifestyle with everyday access to residences, businesses, civic institutions, and amenities.
- **28th Street/Little Portugal TOD** (also referred to as "TOD" or "new development" in this document): The area of VTA-controlled parcels available for mixed-use, transit-oriented development surrounding the forthcoming 28th Street/Little Portugal BART Station—approximately 12 acres. Development(s) may



be built by a single developer or multiple developers. The area is within the City of San José's Five Wounds Urban Village Plan boundaries.

- **Five Wounds Urban Village Plan (FWUVP):** City of San José-led planning initiative for the approximately half-mile area surrounding the 28th Street/Little Portugal BART Station. The plan underwent an update in 2022-25, simultaneous to the creation of this DDF. The Urban Village Plan includes four Districts in the area—Roosevelt Park, Five Wounds, Little Portugal, and 24th & William. It identifies vision, principles, land use, urban design, streetscape, circulation, open space, parking, and implementation policies and actions.

## 2 Highlights and Key Takeaways

### 2.1 Engagement Strategy

Key to the DDF engagement effort was first acknowledging that the 28th Street/Little Portugal Station area has an extensive planning and engagement history. Formative documents—such as *Five Wounds/Brookwood Terrace BART Station Area Community Concept Plan* from CommUniverCity in 2010—have already articulated vision, goals, and strategies informed by robust community engagement. Our approach has been to build upon this foundation to meet this moment, understanding the priorities that were expressed and confirming that they still hold.

Other aspects of our engagement strategy:

- **Broaden reach.** Engage many different groups within the neighborhood, including youth, seniors, multilingual speakers, and cultural and creative organizations. Increase outreach to community members who have not been historically engaged.
- **Meet people where they are.** Rather than holding standalone public workshops, request to join existing community events and meetings where possible.
- **Frame with intention.** Acknowledge what was heard previously. Present information in clear and accessible language. Focus on topics that community members can meaningfully influence within the larger design process.
- **Coordinate with Five Wounds Urban Village Plan.** Because of simultaneous engagement efforts

around the Five Wounds Urban Village Plan, ensure coordination and alignment to avoid potential messaging challenges and community fatigue.

VTA's *Community Engagement and Activities: Outreach Planning Best Practices* document served as a reference regarding best practices for equitable implementation.

Engagement was split into two main “seasons,” each with their own focus and goals. This framing supported alignment of engagement topics with specific stages in the design process, ensuring feedback would be incorporated into draft designs. Season 1 (April to June 2023) focused on listening to stories, lived experiences, qualities of place, and gaps/opportunities to understand what about future development excited and concerned community members most. Four questions were consistently asked:

- What do you find special or unique about the neighborhood that you want the project team to know?
- Close your eyes and imagine this area 20 years from now. What has changed? What are you happy to see has stayed the same?
- What kinds of spaces/services are hard to access that would be helpful to have close by?
- What else do you think is very important for VTA to know?

Season 2 (August to October 2023) focused on engaging community members around the concept vision and more specific opportunities it could unlock for the public realm. The goal was to refine the concept vision based on preferences

and build trust in showing how ideas were thoughtfully incorporated to date. Three questions were consistently asked:

- Community members have shared many stories about the culture, history, and character of the neighborhood. These can be highlighted within development around the station. Which stories do you connect with, and why? Vote for up to 3.
- In addition to seating and gathering space, what open space activities would you prioritize for this neighborhood, and why?
- In addition to housing, what future uses are you most excited about, and why?

See Section 3 for more information on participants, process, and engagement formats.

A third season of engagement to review the DDF with community members is forthcoming.

## 2.2 Key Takeaways

- What makes the neighborhood special and unique is the Portuguese culture and community, a sense of community that is tight-knit and multigenerational, the diverse and working class neighborhood with legacies of immigration and organizing, and love for local places and landmarks. Prioritized stories of Little Portugal to highlight within development include the multicultural and immigrant community, local businesses, and local art and artists.
- Parks and open spaces are highly desired. They should be safe and friendly for many age groups (youth, families, seniors) and support different activities, from passive to active recreation. Prioritized open space activities include a farmer's market area, athletic facility, and play area.
- A variety of retail, services, and community uses are desired, with highest interest in food and retail services. Prioritized uses include a food hall, grocery store, retail/shopping center, and dining.
- Community members also articulated broader desires and concerns. These sentiments included wanting to see the area cleaner and safe for children, families, and seniors; preserving culture and sense of identity; enabling people to stay in place and enjoy new opportunities and amenities; concerns around existing homelessness, commercial vacancies, construction effects, and gentrification.

## 3 Participants and Process

### 3.1 Participants

Following VTA's Outreach Planning Best Practices, stakeholders tiers were identified to ensure engagement with community members who may be most impacted by the project. Tier 1 stakeholders were defined as residents, local community leaders and groups, businesses, schools, churches, and local and absentee property owners, and properties located within ½ mile.

Engaged stakeholders included future immediate neighbors of the station, local public institutions, nonprofit groups, faith-based groups, artists, youth, and community-based organizations.

- Amigos de Guadalupe\*
- Carnegie Branch Library
- Cristo Rey San José Jesuit High School\*
- Eastside Magazine
- El Rancho Verde Apartments\*
- Five Wounds Portuguese National Parish\*
- Friends of Five Wounds Trail/CommUniverCity\*
- Grail Family Services
- Greater St. John Baptist Church
- IES Hall\*
- Latino Business Foundation
- Latino College Prep Academy
- Local Color
- Mayfair Golden Manor

- Mexican Heritage Plaza/School of Arts and Culture (MHP/SOAC)\*
- Portuguese Community Center (POSSO)
- Rocketship Discovery Prep
- Roosevelt Community Center
- San José Arts Advocates
- San José City Councilmembers
- San José High School\*
- San José Jazz\*
- San José Mobile Home & RV Park
- San José Taiko
- San José Youth Commission\*
- Events with general public and local residents
  - Chile, Mole, Pozole at MHP/SOAC
  - Dia de Portugal at Kelley Park
  - Viva Calle San José
  - Viva Parks at Mayfair Park
  - VTA Visionary Network event at Roosevelt Community Center

\*Indicates participation in both Season 1 and Season 2.

In total, Season 1 included 15 engagements while Season 2 included 16 engagements. In total we estimate over 750 touchpoints occurred across various event types which are described further in Section 3.3.

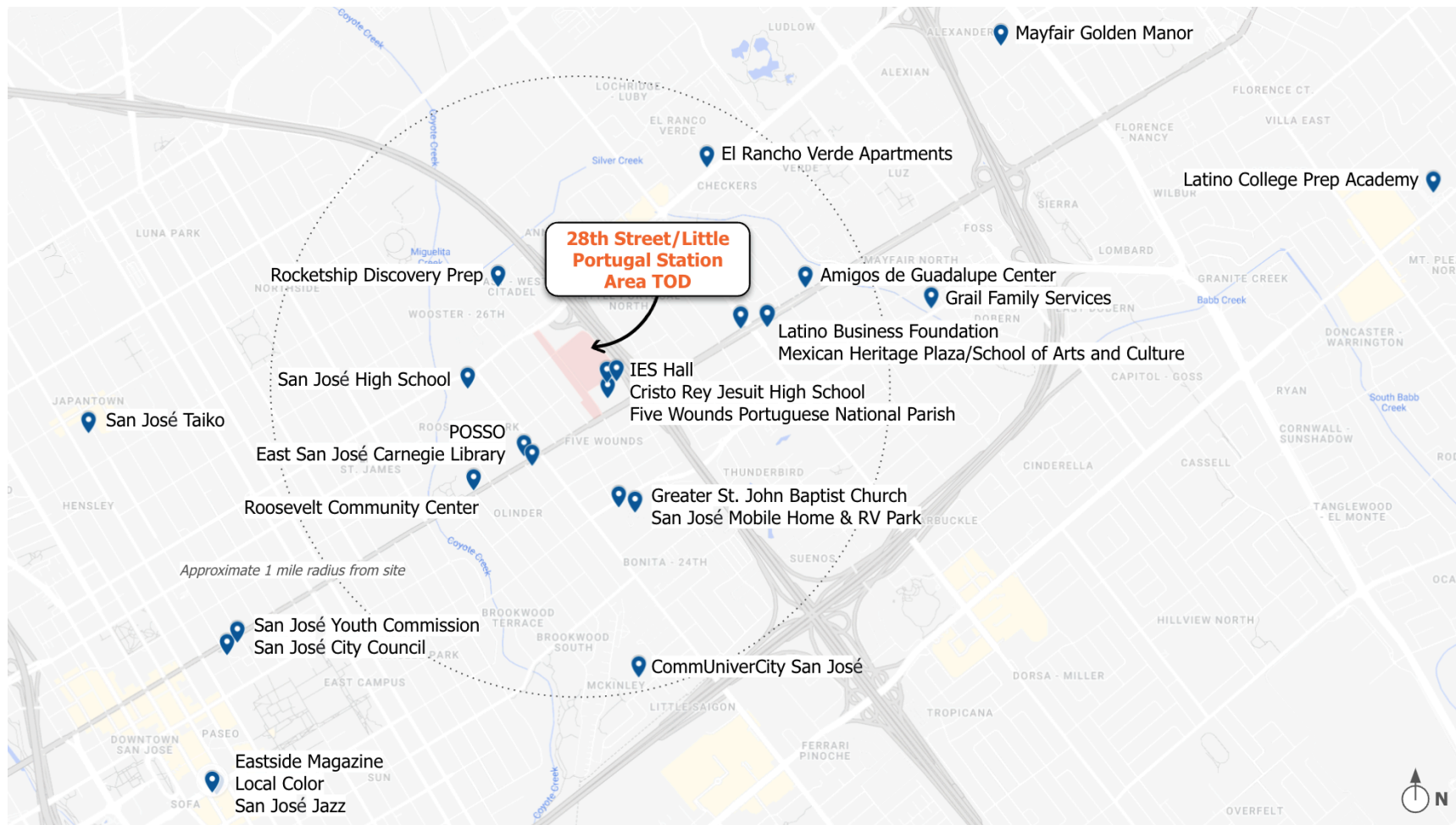


Figure 1. Organizations engaged

## 3.2 Outreach Process

### 3.2.1 Broaden Reach and Meet People Where They Are

The outreach process focused on building long-term relationships and reconnecting with community members. VTA utilized a variety of outreach methods, including phone calls, emails, digital notices, and visiting organizations directly to invite broad participation, especially by organizations who have not been historically engaged. In order to meet people where they already were, stakeholder meetings were scheduled at local venues such as the Carnegie branch library, IES Hall, and Cristo Rey High School. Where possible, engagements were added onto the agendas of existing gatherings, such as the Cristo Rey High School monthly Cafecito with parents and staff.

Engagement materials aimed to reflect the area's multilingual and multigenerational community. This included translating all content into Spanish, Vietnamese, and English to enable the greatest opportunity for self discovery of the content (in addition to the presence of translators). This also included considering the clarity and accessibility of all materials for multiple ages (legible for youth to seniors) as well as incorporating creative formats for youth engagement (encouraging drawing exercises and short stories/poems).

### 3.2.2 Foundational Artist Outreach and Engagement

Engaging artists early is an important part of the outreach process. Not only is art a fundamental way that neighborhood identity and cultures are expressed, but artists are connected

in a unique way to place and community. Art Builds Community (ABC), a local public art planning and engagement firm, helped to bring together a variety of local arts advocates in our stakeholder meetings. In addition, ABC organized an art engagement at the annual Chile, Mole, Pozole event for Mexican Independence Day at the Mexican Heritage Plaza. This was an opportunity involving local artist Rayos Magos, who facilitated a community mural activity as a hands-on complement to the DDF Season 2 boards activity. It engaged many children and families in the co-creation of something that will have a future life within the neighborhood. See ABC's engagement debrief in Supplementary Figures for more information on the conversations and themes that arose.

Looking forward, creating an art framework plan can establish a holistic public art vision for the station area and guide artist selection. See Appendix F: Placemaking Memo for more information.



Figure 2. Art engagement at Chile, Mole, Pozole

### 3.2.4 Additional Opportunities in Future Engagement

Future engagement should continue to engage individuals and organizations who have not been part of the process historically and/or represent a unique interest within the neighborhood. This may include expanding outreach to senior housing, and homelessness advocates; deepening preliminary relationships with local schools and the Youth Commission; and connecting more intentionally with more residents and families with younger children. This may also include testing different ways of reaching community members beyond digital outreach, such as door knocking as a way to reach people more directly or establishing a field office with staff and additional related to the project at the forthcoming Public Information Office (PIO). It will be important to establish partnerships with organizations active in the surrounding area as stewards of this place, and provide space within the TOD to host them.

### 3.3 Engagement Formats

We utilized three different engagement formats. The purpose was to provide a variety of ways for community members to engage, to meet people where they already were, and to encourage participation from new individuals who were not historically engaged in the project.

**Stakeholder forums** consisted of large format pop-ups, where we set up a table at an existing community event (e.g. Viva Parks at Mayfair Park, Viva Calle, and Dia de Portugal). Because there were many people already gathered for these cultural festivals and family-friendly activities, each stakeholder forum engaged approximately 50+ people (with some events engaging 100+). Boards were provided for participants to walk around and review, and included an introduction of project context in addition to deeper dives into specific topic areas. Participants noted their preferences and comments via sticker dots and sticky notes.



Figure 3. Stakeholder forum at Viva Parks (Mayfair Park)



**Stakeholder meetings** entailed small group discussions with 2-6 participants at a time. The meetings were each an hour in duration, offered both virtually and in-person at locations in the neighborhood (e.g. Carnegie Library, IES hall), and were scheduled at varying times of day (morning, lunch, afternoon and evening) to accommodate working schedules. Some meetings were held with participants representing specific interests (e.g. East San José art advocates; Five Wounds Parish and IES Hall staff) but other meetings included a wide range of participants who did not necessarily share common interests. As in the stakeholder forums, boards were provided for in-person stakeholder meetings to review and leave feedback via sticker dots and sticky notes. A virtual Miro board was provided for virtual groups to comment similarly.



Figure 4. Stakeholder meeting at Carnegie Library

**Youth engagement** consisted of two different formats. The first format was in-classroom engagements at Cristo Rey High School and San José High School. These 1-hour engagements included an introductory presentation of project overview, an interactive activity, and group discussion/share out. The interactive activities focused on generating ideas for the station area's future open space, considering in particular the large plaza adjacent to the station entrance building and what features or amenities would encourage student/family use after school or on the weekend. Students were encouraged to express their ideas through drawing and/or description. In addition, students at San José High School provided feedback on Season 2 boards.



Figure 5. Student drawing from engagement at San José High School



The second format was presentation and discussion with the San José Youth Commission during a portion of their standing meeting (approximately 20 minutes). Similarly to the in-classroom engagements, these began with an introductory presentation of project overview. In Season 1, the presentation was followed by a brief Q&A. In Season 2, the presentation was followed by discussion and time for Commissioners to review and provide feedback on boards.

feedback related to the DDF given its central proximity to the plan area.



Figure 6. Youth engagement at San José Youth Commission

### **Supporting Five Wounds Urban Village Plan**

**engagement.** Lastly, we also connected with the City of San José's Five Wounds Urban Village Plan update through community workshops, a multilingual online survey, and a walk audit. While these workshops were focused primarily on the updates to the Urban Village Plan, they provided another touchpoint with community members and provided insightful

## **4 Feedback Summary**

### **4.1 Season 1**

This section summarizes Season 1 data across engagement formats. Feedback is grouped into four subsections—4.1.1 Special and Unique Qualities, 4.1.2 Imagining 20 Years from Now, 4.1.3 Spaces and Services, and 4.1.4 Additional Responses—aligning with the four questions that were consistently asked. Each subsection includes a rollup of feedback into themes, while also sampling specific comments to retain responses in participants’ own words. As mentioned in Section 1.1, data analysis was focused on highlighting trends while also being attentive to unique responses. It is important to qualify that engagements were organized around conversation and discussion, and findings should be interpreted in qualitative rather than quantitative ways. See Figure 7 for Season 1 boards.

**1) What do you find special or unique about the neighborhood that you want the project team to know?**

**¿Qué piensa que es especial o único en el vecindario y que desea que el equipo del proyecto conozca?**

**Quý vị thấy điều gì đặc biệt hoặc độc đáo về khu phố mà quý vị muốn nhóm dự án biết?**

**2) Close your eyes and imagine this area 20 years from now.**

**What has changed? What are you happy to see has stayed the same?**

**Cierre los ojos e imagine esta zona dentro de 20 años.**

**¿Qué ha cambiado? ¿Qué cosa le alegra ver que se ha mantenido igual?**

**Nhắm mắt lại và tưởng tượng khu vực này trong 20 năm tới.**

**Điều gì đã và đang thay đổi? Quý vị vui khi thấy điều gì vẫn giữ nguyên?**



Figure 7. Season 1 boards

#### 4.1.1 Special and Unique Qualities

*What do you find special or unique about the neighborhood that you want the project team to know?*

Across engagements, participants largely expressed interest in the following four categories. Sample responses are noted.

- Portuguese culture and community, including traditions, events, bands, food, and the Five Wounds Parish
  - *"Prevalence of Azorean culture"*
  - *"Processions and parades (pageantry, Holy Week, IES festival)"*
  - *"Bacalhau Grill, Adega, cafes and bakeries"*
  - *"Beautiful stories about the church being built"*
  - *"Many worked in agriculture and canneries"*
- Sense of community that is tight-knit and multigenerational
  - *"My block has three families that are multigenerational. People watch out for each other"*
  - *"Aging population"*
  - *"Everybody comes to events"*
  - *"Connection between people"*
- Diverse and working class neighborhood with legacies of immigration and organizing
  - *"Embrace this as a landing spot for new immigrants to feel a sense of home and welcome. Hope for this to continue mix of old and new"*
  - *"Vietnam Town"*

- *"Mexican, Vietnamese, Latino restaurants and businesses"*
- *"Many elderly immigrants and blue collar jobs"*
- *"Childhood home of Cesar Chavez"*
- Love for local places and landmarks, including small businesses, schools, and parks
  - *"Pinata shop, quinceanera shops, Mexico theater building"*
  - *"Mom and pop shops, not big corporations"*
  - *"Local businesses owned by [Cristo Rey High School] alumni"*
  - *"San José High School is often overlooked because of many brown kids, but it's unique and has been here for a long time. Lots of history"*
  - *"Library has lots of programs for all ages"*

#### 4.1.2 Imagining 20 Years from Now

*Close your eyes and imagine this area 20 years from now. What has changed? What are you happy to see has stayed the same?*

Many participants named specific places that they wanted to see in 20 years. Largely, this included:

- Housing
  - *"Mix of housing, higher density/smaller units but also family units with school access"*
  - *"New model of housing/homeownership including different incomes (low, high, senior, veteran)"*

- *"Housing with children, laughter, and safety"*
- Open space
  - *"Parks for young kids to play"*
  - *"More trees"*
  - *"Green areas, green infrastructure"*
- Food/retail
  - *"Encourage/support more local businesses"*
  - *"Nice restaurants not just food trucks"*
  - *"Ethnic and healthy food"*
  - *"Affordable shopping areas"*
  - *"No more liquor stores or smoke shops"*

In addition, participants articulated broader desires and concerns for the area in response to this prompt. Largely, this included:

- Wanting to see the area cleaner and safe for children, families, and seniors.
  - *"Parks stay safe places for children"*
  - *"Cleaner environment, better air"*
  - *"Cleaner streets"*
  - *"More lighting"*
  - *"More bike paths and safer bike paths"*
- Preserving culture and sense of identity.
  - *"A lot of Portuguese community still here; the older people"*
  - *"Cultural groups to stay (and welcome others)"*
  - *"Hire local muralists and embrace local activists"*
  - *"I wanna see the Weinerschnitzel still here"*
- Enabling people to stay in place and enjoy new

opportunities and amenities.

- *"Families being able to afford to live here but also given opportunities to grow"*
- *"Preserve what's here while also providing new housing"*
- *"Same local families in the area"*
- *"Infrastructure for a small business to be successful"*
- Concerns around existing homelessness, commercial vacancies, construction effects, and gentrification.
  - *"Services for those who need it, specifically for mental illness"*
  - *"Fear of pushing people out. Want to be able to be here in 20 years, in the same place I grew up"*
  - *"Since it will be crowded, more police/safety"*
  - *"Hopefully not more vacancies in buildings because folks can't afford to rent the commercial spaces"*

#### **4.1.3 Spaces and Services**

*What kinds of spaces/services are hard to access that would be helpful to have close by?*

Continuing similar conversations from the previous prompt, participants expressed interest in the following categories. The highest amount of interest was in food/retail and open space:

- Food/retail
  - *"Grocery store"*

- *"Healthier and affordable options other than McDonalds"*
- *"Farmer's market, night market"*
- *"Food hall"*
- *"Shopping center"*
- Open space
  - *"Places to support active living"*
  - *"Soccer field"*
  - *"Playgrounds"*
  - *"Parcourse exercise stations"*
- Housing
  - *"Affordable senior housing"*
  - *"Arts and affordable housing"*
  - *"Higher density housing"*
  - *"Housing near grocery/healthcare"*
- Community serving uses
  - *"Community center"*
  - *"Clean restrooms"*
  - *"Activities for seniors"*
  - *"Student-friendly spaces"*
  - *"Art center"*
  - *"Music/performance infrastructure"*
  - *"Job training"*
  - *"Childcare"*
  - *"Homework center"*
  - *"Afterschool programs"*
  - *"Incubator for small businesses"*
- Medical
  - *"Urgent care"*
  - *"New hospital close by"*
- *"Medical office"*
- Transportation infrastructure
  - *"I want more parking"*
  - *"Not a giant parking structure"*
  - *"Ride sharing pick up/drop off"*
  - *"School commute/bus pick up for kids; a safe place to wait"*
- Safety
  - *"Police station; safety/security with increased people"*
  - *"Control de velocidad" (speed control)*

## 4.2 Season 2

This section summarizes Season 2 data across engagement formats. Feedback is grouped into three subsections—4.2.1 Open Space, 4.2.2 Retail, Services, and Community Use, and 4.2.3 Stories of Little Portugal—aligning with the three questions that were consistently asked. Each subsection includes top three priorities that were identified by participants, other options in order of decreasing priority, and qualitative feedback (both broad sentiments and specific notes). Tables 1-3 in Supplementary Figures include participant response data.

Two additional demographic questions were asked at each engagement. However, they were not consistently answered by participants.

- *Have you attended past events about development of the Little Portugal station area? How many?*
  - The majority of respondents attended zero events previously—particularly those at stakeholder forums which engaged a broader audience. Many participants weren't familiar with BART coming to the neighborhood, much less the opportunity for TOD. This demonstrates an important outcome of this engagement in inviting new people to the conversation.
- *What is your relationship to Little Portugal?*
  - The majority of respondents live in the area.
  - Other options in order of decreasing priority: school, shopping, other, work, church, have a business.

- “Other” responses identified the various activities that bring people to the area today such as soccer practice, dance group, volunteer work, senior center, attending events and arts activities, visiting family, or passing through to Alum Rock.

Note the amount of qualitative feedback differed across engagement formats. During popups with the general public, most participants noted their feedback just via dots, with a minority adding sticky notes of other responses or explanations. Conversely, the environment of stakeholder meetings supported more detailed conversation with fewer people, resulting in more comments and open responses in these venues. It is also important to note that the boards provided an array of options to choose from—which were informed by what we heard in Season 1 and ideas from CommUniverCity documents—but participants were encouraged to write in their own responses and share additional ideas. See Figure 8 for a closer look at the boards.



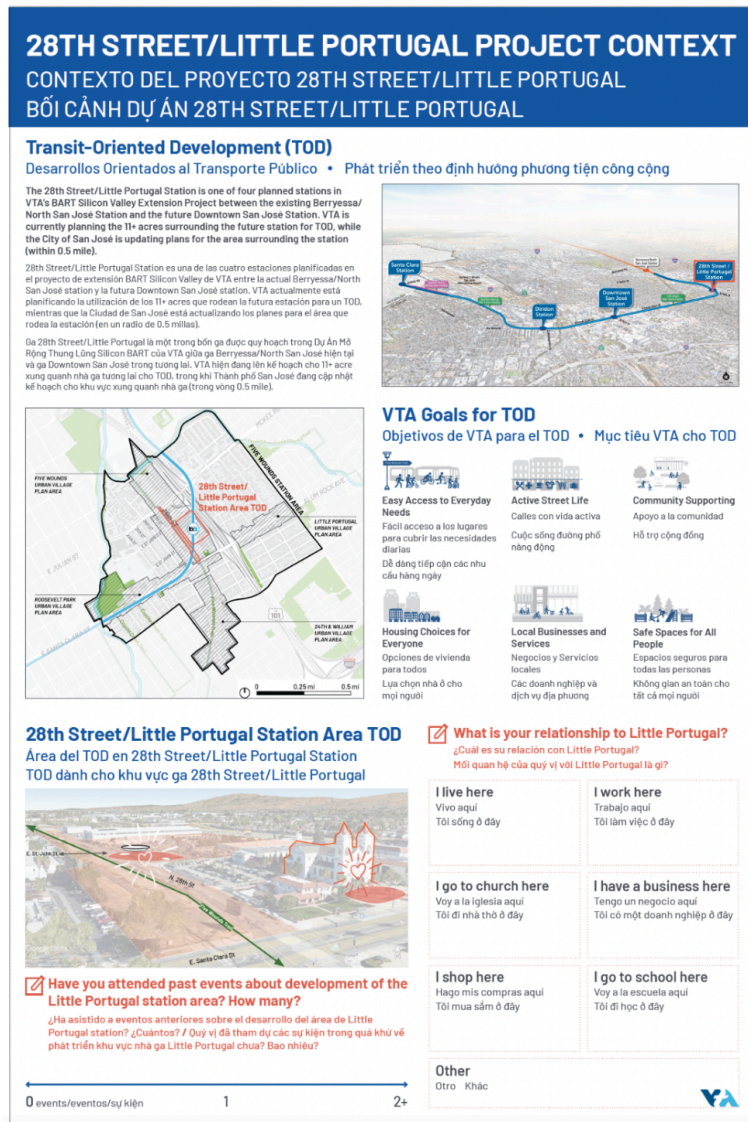


Figure 8. Season 2 boards



#### 4.2.1 Open Space

*In addition to seating and gathering space, what open space activities would you prioritize for this neighborhood, and why?*

Top three priorities were identified as:

**1. Farmer's market area (171 tallies)**

- Some participants suggested that this could be a place for continued entrepreneurship in the area, including vendors from former food trucks or displaced brick/mortar businesses.

**2. Athletic Facility (117 tallies)**

- Participants expressed interest in group sports activities, soccer field, and a track. One participant expressed concern about athletic facility maintenance and raised concerns about the size of such a facility in a dense area.

**3. Play area (116 tallies)**

- Participants expressed interest in added seating as well as adjacency to lawn space, with one participant noting that there are many kids in the area and limited areas to take them.

Other options on the boards, in order of decreasing priority:

**4. Art (97 tallies)**

- Similarly to the Stories of Little Portugal responses, participants expressed interest in art that is relevant to the history of the neighborhood; examples raised included banners, Portuguese tiles created by community

members, murals, and the inclusion of both permanent and temporary art.

**5. Garden (84 tallies)**

- Participants expressed interest in specific features within a garden (benches, picnic tables, seating to support dining), types of plants (hydrangeas, seasonal plants that attract butterflies), and activities (teach kids).

**6. Water Feature (71 tallies)**

- Participants expressed interest in how water features could appeal to families and small children, provide relief from hot weather, and bring value to San José given other cities have these. Some participants expressed concerns about the drought as well as potentially attracting homelessness and drug use.

**7. Lawn (64 tallies)**

- Participants expressed interest in how a lawn can be a flexible gathering space for different activities. Other participants expressed interest in the idea of picnicking, but were concerned about encampments and attracting homelessness and drug use.

**8. Stage (62 tallies)**

- Participants expressed interest in the opportunities of a stage, including a place to host live music, performance, public events, future festivals, and for additional artists/community activities. One participant

also noted that a stage was included in original plans for the area.

9. Exercise Station (59 tallies)

10. Dog Park (57 tallies)

- One participant expressed enjoyment in seeing people walk their dogs around the neighborhood, and was in support of a dog park but hoped that it would supplement rather than detract from this behavior.

Additional open responses included an interest in activities for youth and families (walks in the park, movie nights), interest in multi-use space that functions for special occasions and everyday events, and a desire for open spaces to have a sense of safety, accessibility, affordability, inclusion, and shade. One participant also suggested improving connections to Roosevelt Park and Roosevelt Community Center, citing these both as unique community resources in the area.

#### 4.2.2 Retail, Services, and Community Uses

*In addition to housing, what future uses are you most excited about, and why?*

Top three priorities were identified as:

**1. Food hall (137 tallies)**

- Examples that were shared included Anaheim Packing District and a Portuguese market with food and cultural items.

**2. Grocery store (132 tallies)**

- Many participants expressed interest in access to healthy food options. Some participants

acknowledged existing small groceries in the area especially along E. Santa Clara Street, and cautioned against impacting these local businesses.

**3. Retail/shopping center (98 tallies) + Dining (97 tallies)**

- Participants expressed interest in having more retail and how it can bring income for the community from taxes. Examples shared included Valley Fair, and Santana Row.
- Participants expressed interest in outdoor seating, affordable healthy eating, dining with extended hours, and diverse options (prioritizing small and microbusinesses, but also allowing other types such as franchises).

Other options on the board, in order of decreasing priority:

**4. Medical facility (75 tallies)**

- Participants expressed interest in urgent care for seniors, dentist office, and an accessible community clinic that meets general needs. The facility should accept all insurance types. One participant said that there is a medical facility already on E. Santa Clara Street.

**5. Gallery/performance space (72 tallies)**

- Participants expressed interest in a multi-use space that could include a gallery as well as cultural activities.

**6. Cultural center (66 tallies)**

- Participants expressed interest in a cultural center that is welcoming and inclusive of many

cultures, and interconnected with the Mexican Heritage Plaza. Many named the Mexican Heritage Plaza as an existing hub in the area that models this welcoming and inclusive approach.

7. Creative maker space (42 tallies)
  - Participants noted that this could be an opportunity for mom and pop retail, community arts studio, and space for artists in the neighborhood.
8. Small business incubator (29 tallies)
  - Participants expressed interest in a variety of sizes of small business opportunities, and creating opportunities for dining to become brick/mortar establishments.

Additional open responses included high degrees of interest in uses that are affordable, accessible, versatile, and flexible. Many also named family services as a priority; examples included affordable/all-day childcare, homework centers, and education services. Other specific uses that were uniquely named included a post office annex, charging for EV's, nail/hair salon, small/hybrid multi-businesses (i.e. bike shop and cafe, barber shop and vinyl store), an info kiosk, space for parties, bookstore, and Walmart.

#### **4.2.3 Stories of Little Portugal**

*Community members have shared many stories about the culture, history, and character of the neighborhood. These can*

*be highlighted within development around the station. Which stories do you connect with, and why?*

Top three priorities were identified as:

##### **1. Multicultural and immigrant community (125 tallies)**

- Multiple participants spoke of striking a balance between highlighting the Portuguese community as well as immigrants of other cultures, because these histories are interwoven and side-by-side. Some participants named the prominence of many Asian cultures in the neighborhood (including Vietnamese and Filipino cultures).

##### **2. Local businesses (123 tallies)**

- Participants expressed interest in promoting existing businesses. One participant noted that as a child, they used to go to the Mexico Theater with their family.

##### **3. Local art and artists (104 tallies)**

- Participants expressed interest in art that is specific to San José/East San José. Examples raised included culinary arts, tilework, design elements, and murals.

Other options on the boards, in order of decreasing priority:

##### **4. Portuguese community and legacy (87 tallies)**

- Participants expressed interest in the character of Azores, celebrating the founder of the Five Wounds Parish and IES Hall, and noting a

kinship/social connection with Brazil (in terms of soccer, culture, and language connection).

5. Organizing and advocacy culture (*52 tallies*)
  - Participants reiterated Cesar Chavez as an important figure, whose home is within a mile of the TOD.
6. Agriculture, dairy, cannery history (*31 tallies*)
7. Industrial and rail history (*24 tallies*)

Some participants noted that all stories represented on the board are important to highlight, and suggested finding a way to cohesively weave them together (such as through La Avenida Cultural District efforts). Other participants noted general interest in showcasing the history of San José, and how history can inspire future stories and development.

## 4.3 Immediate Neighbors

### 4.3.1 Local Students Vision for Parks

As noted in Section 3.3, we facilitated in-classroom engagements with Cristo Rey High School and San José High School. Students were prompted to imagine their dream plaza or park near the station, as well as its name, look and feel, and the amenities that would encourage student and family use after school or on the weekend. Some students expressed their ideas through drawing, while others relied more on descriptions. Many similar features were shared across student ideas, though each included unique aspects and had their own creative way of representing ideas. Commonly referenced features included:

- Food/retail
  - Multiple students mentioned a range of small and local businesses to chain stores (i.e. "*local vendors*" to "*Starbucks*"). More quick-service establishments were mentioned over sit-down restaurants. Students noted that options should be affordable, have a variety of offerings, and appeal to students.
  - Some students also mentioned a convenience store, grocery store, and farmer's market.
- Open space activities
  - Multiple students mentioned sports (primarily soccer, but also baseball, basketball, volleyball, skateboard) as well as playgrounds/play equipment. There was a general widespread

interest in parks, gardens, and nature that is friendly for families and dogs.

- Other interests included a climbing wall, exercise equipment, community garden, fountain, big board games, clock tower, designated smoking spot, and areas to do homework and study.
- Landscape elements
  - Multiple students mentioned grass/lawn, flowers (hydrangeas, carnations), trees, and water features (ranging from ornamental to ecological).
  - Other unique ideas included bird house/butterfly enclosure, conservatory of flowers, and a bike route.
- Basic amenities
  - Multiple students mentioned seating (benches, picnic areas, seating that is “comfy,” “homey,” and “relaxing”), parking, public bathrooms, shade, trees, lighting, trash cans, and water (for both people and dogs).
  - Other unique ideas included rental bikes, e-scooters, EV charging, security station, information station, sanitary station, and a homeless center.
- Art/culture
  - Multiple students mentioned bilingual signage and the multicultural community of the area. There was interest in events (local bands, cultural heritage day, music, family, sports) as

well as art (flags, murals, painted floor, places to walk around and view art, colorful, well-decorated).

- Some students mentioned other spaces such as “landmark community space” and “library.”
- Other specific ideas for representing Portuguese culture included blue Portuguese tiles, the rooster of Barcelos, and Azores “doors of the City.”
- Look and feel
  - Multiple students mentioned a desire for safety and security, and also had thoughts on overall look and feel, such as:
    - *“Fun; not just modern”*
    - *“Open, not closed off”*
    - *“Friendly for animals, dogs”*
    - *“Multiple age groups”*
    - *“Seeing people regularly, local people”*
    - *“Colorful”*
    - *“Vibrant”*
    - *“Energetic”*
    - *“Peaceful”*
  - Few students also mentioned housing and its relationship with public space.
    - *“Building with stores on ground floor and apartments on top”*
    - *“No housing in the plaza because it’s a public space”*

As part of the exercise, students were asked to name their plaza. The following were names raised by the Portuguese Class at San José High School for consideration:

- "Barcelos Park"
- "Parke de Libertade"
- "Parque da Cultura"
- "Espuertos de Ciudado"
- "Little Portugal"

See Figures 9 and 10 for images of student work.



Figure 9. Plaza designs by San José High School students



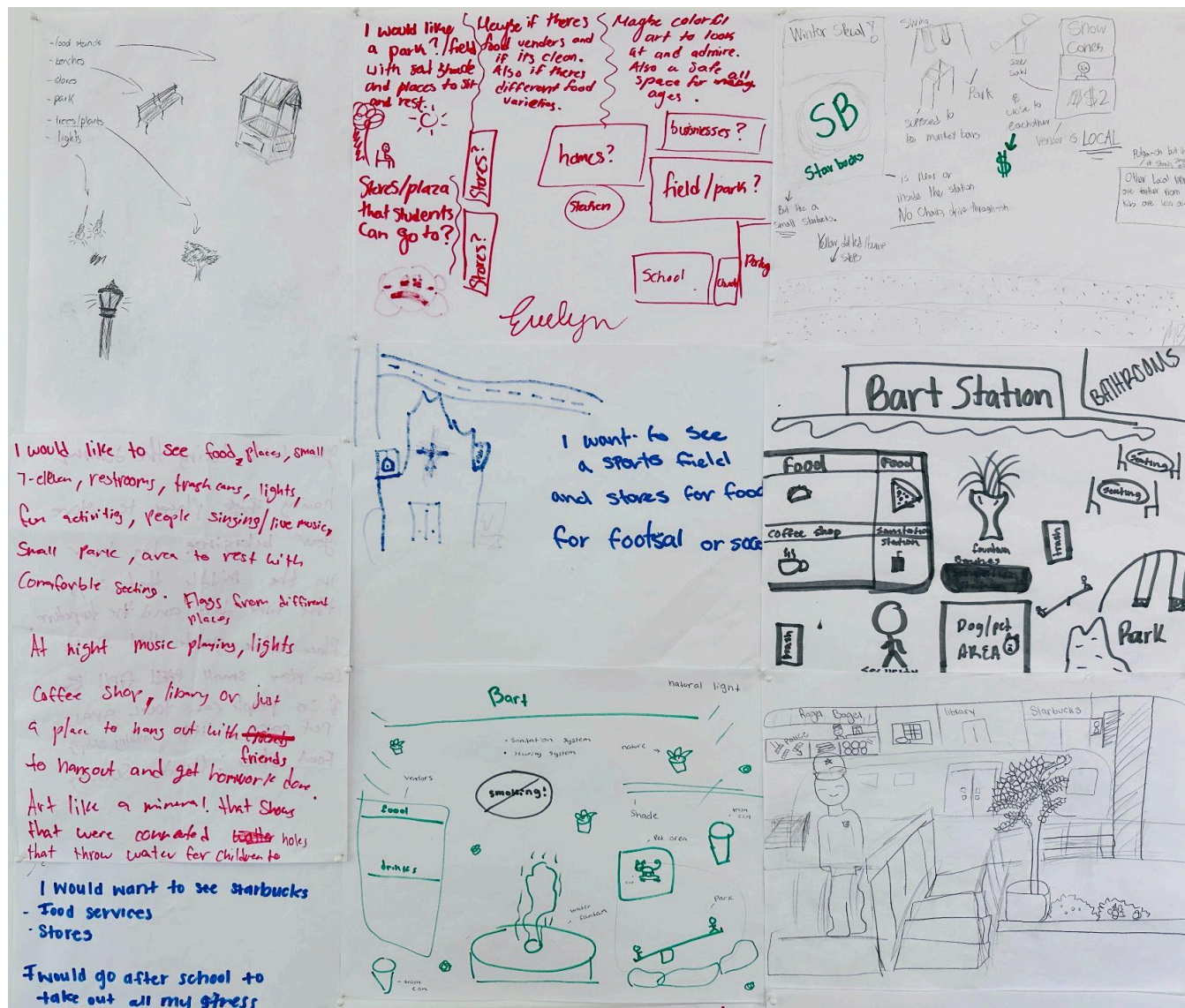


Figure 10. Plaza designs by Cristo Rey High School students

#### 4.3.2 Excitement and Concerns from Neighbors Across Five Wounds Lane

Immediate station neighbors across Five Wounds Lane include Five Wounds Parish, Cristo Rey High School, and IES Hall—longstanding institutions that serve the surrounding communities and important stewards in the success of the station and surrounding TOD. Five meetings with these stakeholders revealed both excitement and concerns which require additional attention and follow up. Largely, these topics included access and parking, sense of safety and security, and opportunities for their organizations within future development (such as space for expanding program/events as well as potential partnerships).

- **Access and parking** in the neighborhood is an existing challenge that affects many stakeholders. Concerns were raised about sufficient parking for faculty, staff, constituents, and events. Some suggestions included making parking free on Sundays between 8am and 2pm, or that the institutions might start charging for parking at the church or IES Hall to protect parking for constituents. For Cristo Rey parents, traffic was raised as a major concern with the majority of students being dropped off by parents along Five Wounds Lane at the start of the day, requiring significant curb space and flowing traffic during dropoff and pickup times.
- **Desiring a sense of safety and security** came up in multiple ways. This included a desire to be connected

to the development (i.e. a participant noted that a paseo from the plaza to the church was part of the original station area vision), but needing necessary separation to ensure safety, especially for students. Security was highlighted also in the context of the neighborhood's senior population and wanting to ensure their safety. However, there was acknowledgment that the BART station could increase foot traffic and interest in Little Portugal, which could support positive activation of the area. Finally, there was overall concern about the crime and homelessness in the area, as well as the perception of those same issues occurring on BART. Staff and students at Cristo Rey also identified concerns regarding school security, including potential acts of violence.

- **Interest in space for expanding program/events** was raised, including interest in the Station Plaza being able to host events such as graduation, fundraisers, and festival spillover from IES Hall or the Cristo Rey gymnasium. There was also interest in space within the development for uses such as extracurriculars or an after school center.
- **Potential partnerships** were suggested, such as working with the future commercial tenants of the TOD to host work study programs or potentially a student-run coffee shop.



## 5 Supplementary Figures

		Vive Parks Mayfair	El Rancho Verde	Virtual Forum 1	Virtual Forum 2	MHP Chile Mole Pazole	Virtual Forum 3	Parish & IES Hall	SJ High Youth Engagement	SW Workshop 3 Pop-up	SW Workshop 3 DDP Exercise*	Youth Commission	In-person Forum 4 (Carnegie Library)	VIA Visionary Network	CRSJ Cafecito	CRSJ Agape Lette (Lunch)	Mayfair Golden Manor	Public Comments/Notes
	Event Date	8/22/2023	8/23/2023	9/13/2023	9/14/2023	9/16/2023	9/19/2023	9/20/2023	9/21/2023	9/21/2023	9/21/2023	9/25/2023	9/27/2023	9/27/2023	10/12/2023	10/12/2023	10/24/2023	
	Languages	Spanish translator	Vietnamese translator	English	English	Spanish translator	English	English	English	Spanish & Vietnamese translators	Spanish & Vietnamese translators	English	English	English	Spanish translator	English	English (Chinese/ informal)	
	Attendance	60	50	2	2	100	5	6	21	10	26	11	4	50	38	74	15	756
	PARKS + OPEN SPACE																	*Activities for school-aged and older youth *Anything that helps the economy *Shade, especially green climate change *People watching paired with active uses *Bike storage/lanes *Build community and engagement *Also an issue of equity and access to green space (maybe quantify but not quality) *Better connection to Roosevelt Park (a gem within greater downtown area)/community center - unique communal space *Increase opps for families to congregate: walks in the park, movie nights *Family-oriented community: avg 4.5 family members per household *Synthesis/combination of options *Combine art, stage, lawn, farmers market (+1) *Multi-use space, functional for everyday occasions and special events *Public spaces that are open, accessible, inclusive for all *Open and easier and affordable *Dancing, ping pong at Roosevelt Community Center *Water park
116	Play Area	32	9	0	2	21	4	6	10	5	9	2	1	4	0	7	4	*Added seating and areas for benches to supplement play areas *Play area adjacent to lawn so kids can play nearby *Lots of kids in the area and nowhere to take them *Sports
117	Athletic Facility	12	3	2	0	13	0		6	3	7	7	0	3	12	47	2	*Concern re: maintenance, occupying large footprint *Soccer field very popular in this community *Group sports use activities *Soccer field
59	Exercise Station	13	5	0	0	14	0		7	2	5	2	0	2	1	6	2	*Track (for both high schools)
57	Dog Park	12	4	1	1	14	2		3	2	4	3	1	4	1	4	1	*Dog park at Quetzal (fake grass is not working well) *Don't have a dog but enjoy seeing people walk their dogs in the neighborhood. Support dog park but it should supplement rather than detract/de-incentivize this
84	Garden	11	2	0	0	34	1	3	8	2	7	4	2	4	0	2	4	*Garden full of hydrangeas, something more cultural *Needs benches/picnic tables to co-exist/engage *Seats around the garden for when you get your food *Seasonal plants; attract butterflies, teach kids *For police, water & lawn attract homelessness/drugs *Concerned about drought *Many other cities have these - could bring value to SJ *Could appeal to families and small children *Nearest one is Cesar Chavez park *It gets hot, can provide relief
71	Water Feature	29	2	1	2	12	1		4	1	5	1	1	2	4	5	1	*Water concern with drought but good if it recycles *Little Portugal project with fountains *Portuguese tiling to tell a story throughout the neighborhood (community created tiles) *Especially art that is relevant to the history of the neighborhood
97	Art	8	1	2	2	38	2		9	3	9	3	2	12	3	0	3	*This community loves murals *Need space for permanent art but also temporary *Live music
62	Stage	8	6	0	0	20	3		4	5	6	2	2	1	0	3	2	*Space to perform, for artists/community activity, public events *Stage also a movie screen - evening projections for events *Future festivals in plaza could host live music and along five blocks (cultural district to SOAC)
171	Farmers' Market Area	14	11	1	0	53	0	5	16	9	18	7	2	13	4	10	8	*In the original plan *Holding existing food truck haven next to Alum Rock center, 28th to 24th, leverage this kind of entrepreneurship (i.e. former quesabirria truck or other brick/mortar businesses could congregate here) *Displaced businesses could live in farmer's market *For police, water & lawn attract homelessness/drugs *Love the idea of picnicking but concerned about encampments
64	Lawn	6	2	1	1	18	3	4	7	2	7	2	0	1	1	4	5	*Open green space for different activities *Flexible gathering space

Table 1. Data received from respondents who were asked, "In addition to seating and gathering space, what open space activities would you prioritize for this neighborhood, and why?" Participants were asked to vote for up to three items.

		Yellow = Top 3 overall Green = Top 3 per event	Viva Parks Mayfair	El Rancho Verde	Virtual Forum 1	Virtual Forum 2	MHP Chile Mole Pozole	Virtual Forum 3	Parish & IES Hall	SJ High Youth Engagement	SW Workshop 3 Popup	SW Workshop 3 DDF Exercise*	Youth Commission	In-person Forum 4 (Carnegie Library)	VTA Visionary Network	CRSJ Cafecito	CRSJ Agape Latte (Lunch)	Mayfair Golden Manor	Public Comments/Notes
	Event Date		8/22/2023	8/23/2023	9/13/2023	9/14/2023	9/16/2023	9/19/2023	9/20/2023	9/21/2023	9/21/2023	9/21/2023	9/25/2023	9/27/2023	9/27/2023	10/12/2023	10/12/2023	10/24/2023	
	Languages		Spanish translator	Vietnamese translator	English	English	Spanish translator	English	English	English	Spanish & Vietnamese translators	Spanish & Vietnamese translators	English	English	English	Spanish translator	English	English (Chinese/ informal)	
	Attendance		60	50	2	2	100	5	6	21	10	26	11	4	50	38	74	15	756
	RETAIL, SERVICES + COMMUNITY USES																		<ul style="list-style-type: none"> <li>*Ex. Anaheim Packing District</li> <li>*Make sure things are affordable/accessible</li> <li>*Of any ideas - is it affordable, not only to the "low-income" bracket</li> <li>*Family related services</li> <li>*Homework centers/education services</li> <li>*Nail salon/hair salon</li> <li>*Portuguese market with food and cultural items</li> <li>*Small hybrid multibusinesses (bike shop + cafe, barber shop + vinyl) could be dynamic</li> <li>*Versatility + flexibility</li> <li>*Careful to not impact local businesses</li> <li>*Consider long term sustainability; are spaces being run by people within the community. How is this facilitating more vibrant community and economic viability</li> <li>*Access to healthy food options (+4)</li> </ul>
132	Grocery Store		29	13	3	2	34	1	6	6	10		4	1	9	1	5	8	<ul style="list-style-type: none"> <li>*Key for families; currently use Chapparel and grocery outlet but helpful to have additional options</li> <li>*Food desert issues experienced by community</li> <li>*Accessible/walkable anchor store, including goods beyond produce</li> <li>*Santa Clara has smaller grocery stores; build on what we already have and can offer</li> <li>*Urgent care for seniors</li> </ul>
75	Medical Facility		17	5	1	0	23	0	1	6	2		4	1	1	5	4	5	<ul style="list-style-type: none"> <li>*Should accept all insurance types</li> <li>*Medical facility already on Santa Clara</li> <li>*Dentist office</li> <li>*General/accessible, something like a community clinic</li> </ul>
137	Food Hall		15	7	0	0	29	2	1	11	6		8	2	6	5	42	3	
72	Gallery/Performance Space		5	6	0	0	29	2		3	4		2	1	4	7	6	3	<ul style="list-style-type: none"> <li>*Multi-use space: gallery, cultural activities</li> <li>*Retail is shifting; opportunities for local and mom/pop</li> <li>*So many artists in the neighborhood; lots of sculpturists</li> <li>*Affordable healthy eating (vegan, vegetarian options)</li> </ul>
42	Creative Maker Space		7	2	0	0	20	1		5	3		0	0	1	1	0	2	<ul style="list-style-type: none"> <li>*Dining options with extended hours</li> <li>*Diverse options; prioritize small + microbusinesses, but also allow others (i.e. franchises)</li> <li>*Outdoor seating</li> </ul>
97	Dining		13	5	1	2	25	1	5	8	2		2	2	5	4	17	5	<ul style="list-style-type: none"> <li>*More retail</li> <li>*Ex. Valley Fair, Santana Row</li> <li>*Retail supports mixed use with housing</li> <li>*To bring income for the community from taxes</li> <li>*Cultural/gallery interconnected with MHP; not separate; place of unity</li> <li>*MHP seen as a hub</li> <li>*Appreciate MHP is welcoming + inclusive of many cultures (i.e. Vietnamese drum/dance group performs here. Would like to see similar sentiment here, celebrating Portuguese + diverse cultures)</li> <li>*Variety of sizes of small business opportunities</li> <li>*Opportunities for dining to become brick/mortar</li> </ul>
98	Retail/Shopping Center		17	4	0	2	19	0		14	6		7	1	9	2	13	4	
66	Cultural Center		15	3	0	2	29	1	2	6	0		3	1	3	0	0	1	
29	Small Business Incubator		2	0	1	0	10	0	3	3	2		2	2	1	2	1	0	

Table 2. Data received from respondents who were asked, "In addition to housing, what future uses are you most excited about, and why?" Participants were asked to vote for up to three items.

Yellow = Top 3 overall Green = Top 3 per event		Viva Parks Mayfair	El Rancho Verde	Virtual Forum 1	Virtual Forum 2	MHP Chile Mole Pozole	Virtual Forum 3	Parish & IES Hall	SJ High Youth Engagement	SW Workshop 3 PopUp	SW Workshop 3 DDF Exercise*	Youth Commision	In-person Forum 4 (Carnegie Library)	VTA Visionary Network	CRSJ Cafectio	CRSJ Agape Latte (Lunch)	Mayfair Golden Manor	Public Comments/Notes
Event Date		8/22/2023	8/23/2023	9/13/2023	9/14/2023	9/16/2023	9/19/2023	9/20/2023	9/21/2023	9/21/2023	9/21/2023	9/25/2023	9/27/2023	9/27/2023	10/12/2023	10/12/2023	10/24/2023	
Languages		Spanish translator	Vietnamese translator	English	English	Spanish translator	English	English	English	Spanish & Vietnamese translators	Spanish & Vietnamese translators	English	English	English	Spanish translator	English	English (Chinese/ informal)	
Attendance		60	50	2	2	100	5	6	21	10	26	11	4	50	38	74	15	756
<b>STORIES OF LITTLE PORTUGAL</b>  Community members have shared many stories about the culture, history, and character of the neighborhood. These can be highlighted within development around the station. Which stories do you connect with, and why? Vote for up to 3.																		*Total community! *Weave together multicultural community, local art/artists, and organizing advocacy culture *All are important; highlight Portuguese community but there could be a cohesive way to do all. Japantown as a precedent for preserving and celebrating diversity of cultures not just Japanese (thru events, art, informational pieces) *Avenida* ties stories/cultures together *Emphasize special place to visit on BART and to live *Promote City of SJ *Celebrating the founder of the church & its main (statue?) *Kinship/social connections with Brazil (soccer, cultural, language connection) *Particularly character of Azores *Strike balance between Portuguese community and immigrant community because they're so interwoven and side by side. New immigrants doing work on the ground level
87	Portuguese Community + Legacy	15	2	1	0	10	1	6	20	4		3	3	6	4	12		
125	Multicultural + Immigrant Community	20	1	0	1	37	2	5	15	7		3	3	7	12	12		SJ one of the most multicultural places *Used to go to the "Mexico" theater in childhood with family.
123	Local Businesses	21	7	0	0	32	0	4	17	8		7	2	5	4	16		*Want to promote the businesses that are already here *Culinary arts *Tilework, design elements *Art that is very specific to SJ/east SJ *A lot of things being built in the neighborhood that might take down existing murals; bring that artwork back adn keep it alive *Feeling special and unique adjacent to BART
104	Local Art + Artists	11	3	1	1	31	5	1	16	5		6	2	6	5	11		
31	Agriculture, Dairy, Cannery History	6	0	0	0	14	1	2	0	2		0	0	4	0	2		*History can inspire future stories + development
24	Industrial + Rail History	1	0	0	0	3	0	0	0	1		0	0	5	0	14		
52	Organizing + Advocacy Culture	10	1	0	1	23	2	0	0	6		1	1	1	5	1		*Reiterate Cesar Chavez home within mile of site *Cesar Chavez

Table 3. Data received from respondents who were asked, "Community members have shared many stories about the culture, history, and character of the neighborhood. These can be highlighted within development around the station. Which stories do you connect with, and why?" Participants were asked to vote for up to three items.

## Art Engagement Debrief (ABC)

28<sup>th</sup> / Little Portugal

### Chile Mole Pozole Art Engagement Pop-up

Saturday, September 16, 2023

On Saturday, September 16, 2023, from Noon – 5PM, Art Builds Community and local artist Rayos Magos, set up a temporary art engagement during the Chile, Mole, Pozole festival at the School of Arts and Culture at MHP. The pop-up was an artistic component to compliment VTA's survey boards during the event. Rayos Magos presented a 4x10 foot canvas with a painted outline of a community space with buses, light rail train, people running, animals, plants, etc. Participants of all ages were invited to provide feedback on the future design 28<sup>th</sup> / Little Portugal by painting in the pre drawn design or by painting on what they were inspired by.

The final design will be inspired by the feedback from staff and community during that day.

#### Photos from Event:

<https://www.dropbox.com/scl/fo/87bltpdrw83pcywi9x6tm/h?rlkey=mhc6htvo0lpxvlwxv1bdfg96u&dl=0>

#### Notes from Engagement:

- The event overall was a success in terms of engagement.
- Many children, including adults, were hesitant at first to participate but lit up with joy once they realized that they were allowed to participate.
- A lady mentioned that she was not from the area anymore but came back to visit for the event. She reminisced about dancing during the weekends at Little Portugal because there use to be a dance hall but that got burnt down. She thought it would be a great idea to have dance programs/hall or dedicated space for dancing. She describes the neighborhood as a "total community"
- Another participant was sad that they are being developed and talked much about the Monarch Truck Center in the area which takes up a big chunk of space where the station would be. He, however, understood that in the bigger picture the station was for the benefit of the community and future. He mentioned that the Truck Center has been there for a long time. Seems that he may have brought it up because it was a place for employment and connection for many of those who work there, those who may rent from there to do their work. They liked the idea of having space for kids and family, farmers markets but not commercial businesses (corporation).
- For children, we rephrased the question to be more kid friendly.
- They painted a lot of symbolism including:
  - Trees, plants, flowers, natural spaces – appreciation of natural spaces, gardens, beautification, more green spaces in heavily suburban neighborhoods or business spaces.

- 

28th Street/Little Portugal Station Design Development Framework (DDF) Engagement Memo