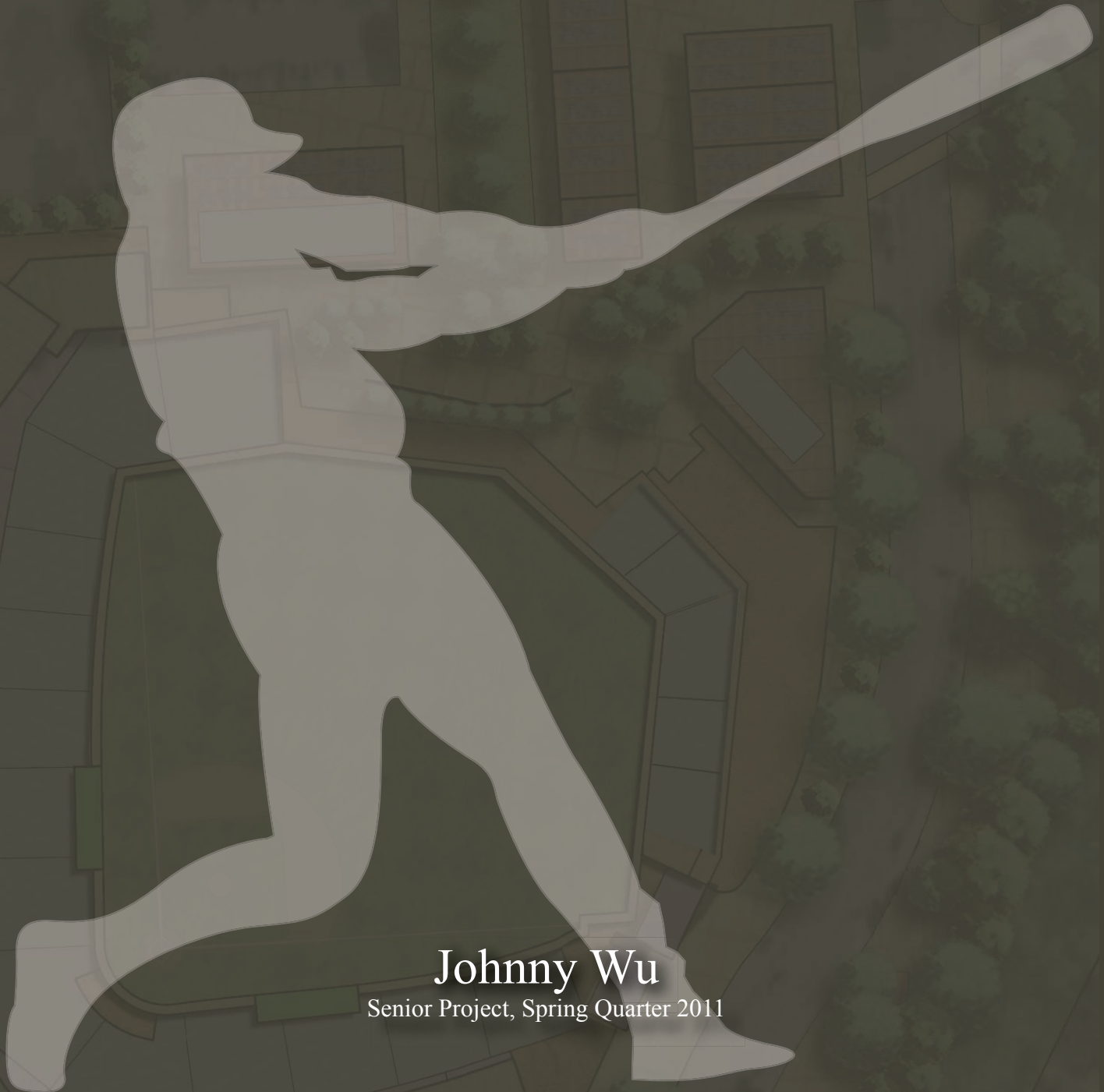


# Bridging Community and Entertainment:

A New Stadium for the Athletic's Baseball Team



**Johnny Wu**

Senior Project, Spring Quarter 2011



# **Bridging Community and Entertainment**

A New Stadium for the Athletic's Baseball Team

A senior project  
presented to the faculty of the University of California, Davis  
in partial fulfillment of the requirements for the degree  
of Bachelor of Science of Landscape Architecture.

Accepted and Approved by:

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**Byron McCulley**, Faculty Committee Member

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**Stephen Wheeler**, Faculty Committee Member

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**Claire Napawan**, Senior Project Advisor

## *Acknowledgements and Dedications*

I would like to take the time to thank everyone who helped contribute to my research. Thank you to my advising professors Michael Rios, Stephen Wheeler, and Byron McCulley of the Department of Landscape Architecture at UC Davis, who have given me the assistance and guidance that I needed throughout this process. Thank you to my family, especially my parents, brother, and sister-in-law, who have always been supportive of what I have chosen to do with my project and my life. Thank you Winnie Chan, who, for more than half of a year, has put up with my busy schedule during my senior project. Thank you to my many friends and acquaintances in landscape architecture who have become great influences on my goals as an aspiring landscape architect. Thank you to my friends on Facebook, who helped guide my intentions and shape my driving passion for this project. Finally, I would like to thank you, the reader of this document, for taking an interest in my project. It has been a long senior year, and nothing would make me happier than for you to learn something valuable from my studies, however big or small it may be.



## Abstract

The objective of this project is to present a plan that the owners of the A's organization will find appealing, thus they will keep the A's in the California Bay Area. I studied the design principles of Populous architecture; this firm has designed every ballpark of the last 2 decades. I used this firm's designs as a guide to choosing a site and designing a new stadium community. After examining various forms of data and information, San Jose's Diridon Station was chosen as a good site for a new stadium with its abundance of public transportation connections and favorable location near downtown for the development of a mixed-use baseball stadium community. I was able to formulate a master plan that responds to the needs of the baseball stadium community in a way that promotes density, the reduction of automobile use, and the smart utilization of our finite resources. It incorporates the design principles of recent stadiums past. It incorporates technologies that will handle recharge storm-water in on-site biofiltration areas, gather solar energy on rooftop solar panels, and contain materials that are permeable and sustainable. As a result, the 40 units/acre development will be an evolution of current stadium designs.



*Think outside of the diamond*

*“Intelligence about baseball statistics had become equated in the public mind with the ability to recite arcane baseball stats. [...] ‘if we haven’t become so numbed by all these numbers that we are no longer capable of truly assimilating any knowledge which might result from them.’”*  
Michael Lewis from *Moneyball: the Art of Winning an Unfair Game*

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## Introduction to the Project

The Purpose, History, Past Ideas, Current Directions, and Relevant Factoids

### The Purpose

The Athletic's baseball organization wants a new stadium; if the bay area wishes to keep the team, then a suitable location must be found for a new stadium. The ultimate goal that I wish to accomplish through this project is to find this suitable site that is most analogous to the recent ballpark designs of the last decade. Thus, I can create a master plan that draws upon the ideas and principles of recent stadium designs. There are two sites that I wish to analyze. The City of Oakland proposes that the team move to a small site near Jack London Square called Victory Court. On the other hand, the city of San Jose is proposing for a stadium near Diridon Station and the HP Pavilion. I wish to explore the differences between the two sites and provide a well-informed site selection based on various forms of empirical data. The project is, in a sense, very time sensitive, as the owner of the Athletics is eager to find a new home for the team. *Thus, I wish to choose a site that already has the infrastructure needed to support a baseball stadium and community.* The master plan will address issues prevalent to the site that I choose. It will borrow from existing designs of recent baseball stadiums and mixed use developments. It will also include sustainable features, resulting in a landscape that handles water runoff wisely, promotes the use of public transportation, and generates its own energy through advanced solar cell and passive heating systems.

## The History of the Project

In 2005, the newly inaugurated owner of the Oakland A's, Lewis Wolff, announced his intent to create a new stadium for his team<sup>1</sup>. It was widely known in the world of baseball that the current A's stadium is one of the worst in Major League Baseball. In an online poll by ESPN, it had found that the Oakland-Alameda County Stadium was the 8<sup>th</sup> worst ballpark to currently exist<sup>2</sup>. Its architecture and landscape paled in comparison to the team's rival across the bay – the San Francisco Giant's. The Giant's had recently constructed a new ballpark, Pacific Bell Park (nowadays named AT&T Park); Wolff felt that his team deserved a new park as well.

Before Wolff became part owner, the A's were already looking for a new place to call home. World renowned sports field architecture company, Populous, highlighted an area near Jack London Square in Oakland as a prime development spot for idea was to build a new stadium community. However, this plan was rejected by Jerry Brown, then mayor of Oakland at that time. The site was eventually transformed into several upscale condos<sup>3</sup>.

When Lewis Wolff bought part of the A's, he immediately proposed to build a new stadium across the street from the existing one. The plan was to displace over 100 businesses that currently occupy the space. However, 70 business owners refused to sell their properties, perhaps in opposition of the mass gentrification. By 2006, all plans to build a stadium near the current one were dropped<sup>4</sup>.

Wolff turned his attention to a new site in Fremont, California. The plan was to develop an area currently owned by computer systems company Cisco Systems. The result would be

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<sup>1</sup> “executive profiles: Lewis Wolff” [http://oakland.athletics.mlb.com/oak/team/exec\\_bios/wolff\\_lewis.jsp](http://oakland.athletics.mlb.com/oak/team/exec_bios/wolff_lewis.jsp) (2011)

<sup>2</sup> “Page 2; The List: Worst Ballparks” <http://espn.go.com/page2/s/list/worstballparks/010503.html> (1/5/2003)

<sup>3</sup> Eric “Downtown Oakland Construction” Transbay Blog <http://transbayblog.com/2007/10/25/downtown-oakland-construction-10-25-2007/> (10/25/2007)

<sup>4</sup> Dickey, Glenn “A's owner unveils stadium plans” SFGate.com [http://articles.sfgate.com/2005-08-12/bay-area/17384536\\_1\\_new-park-coliseum-board-lew-wolff](http://articles.sfgate.com/2005-08-12/bay-area/17384536_1_new-park-coliseum-board-lew-wolff) (8/12/2005)

much akin to the one proposed for the Oakland Coliseum site. The plan was rejected once again, this time by the residents of Fremont. Many of the residents felt that the community would be exposed to a new wave of crime with the development of an A's ballpark. The plans to build a Fremont A's ballpark were dropped by 2008<sup>5</sup>.



Figure 1: A location map of the two sites *Diridon Station* and *Victory Court*

### *The Current Plans: A Bid from Two Cities and an Introduction to the Two Sites*

While the A's organization planned for a stadium in Oakland and Fremont, San Jose was preparing to propose a stadium on a small 14 acre lot near Diridon Station. In 2009, the city of San Jose publicly announced its intention to build a new baseball stadium<sup>6</sup>.

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<sup>5</sup> Brown, Maury "Lewis Wolff Announces that A's Relocation to Fremont is Officially Dead" BizofBaseball [http://www.bizofbaseball.com/index.php?option=com\\_content&view=article&id=2984:lewis-wolff-announces-that-as-relocation-to-fremont-is-officially-dead&catid=41:facility-news&Itemid=56](http://www.bizofbaseball.com/index.php?option=com_content&view=article&id=2984:lewis-wolff-announces-that-as-relocation-to-fremont-is-officially-dead&catid=41:facility-news&Itemid=56)

<sup>6</sup> Jones, Caroline "A's hire architect for proposed San Jose stadium" [http://articles.sfgate.com/2010-09-08/bay-area/23994433\\_1\\_stadium-nummi-auto-plant-lew-wolff](http://articles.sfgate.com/2010-09-08/bay-area/23994433_1_stadium-nummi-auto-plant-lew-wolff) (9/8/2010)



San Jose's redevelopment agency has completed an environmental impact report of the new site while also acquiring several parcels of land in anticipation of developing a new stadium on it. The land is just south of the existing HP Pavilion and a few blocks west of downtown San Jose. It is bordered by the Guadeloupe River and several major transportation depots such as bus, train, and light rail.

Oakland, on the other hand, has just begun the process of creating a proposal for the team. The city council has approved the conduction of an environmental impact report and has garnered the approval of Major League Baseball's blue ribbon task force<sup>7</sup>. Considering the cost of an environmental impact report, Oakland appears to be fully committed with keeping the A's. It would depend on whether the A's ownership would want to stay in Oakland.

Victory Court is approximately the same size as San Jose's Diridon Station. However, it is located in the Alameda/Oakland channel near the Port of Oakland. Downtown Oakland is approximately 3 blocks away, while the developing Jack London Square is right next to the Victory Court site. Amtrak, Ferry, and BART subway connections are located within reasonable walking distance of the site.

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<sup>7</sup> Gammon, Robert "Oakland's Play for the A's" East Bay Express <http://www.eastbayexpress.com/ebx/oaklands-play-for-the-as/Content?oid=2258860> (10/8/2010)



## *Definitions*

- MLB (Major League Baseball) - The entity responsible for governing all teams in American professional baseball
- Baseball stadium/park – A recreational park built to house 30,000-50,000 spectators at a time for the purpose of watching the game of baseball or other entertainment venues such as music concerts and performance arts.
- X-Factor – A characteristic or feel of a particular design that creates an enjoyable environment in a place. Can also be referred to as “personality” or “coolness”
- Cultural Factors – Social values and characteristics that define behavior in regards to an event or happening. In this case, the personality of the A’s fans is a huge cultural factor that influences behaviors.
- Spatial Requirements – This includes space required to fit the footprint of a baseball stadium, as well as its supporting landscape, capital, and infrastructure.
- Integrated community – A community created through the construction of mixed income housing, thus removing segregation in class and social status in a community
- Case Study – A detailed examination of a particular site within a certain set of criteria. It is intended to be used as a precedent or example of a particular phenomenon.
- Mixed-use development – A zone of development that is, in most cases, classified by the construction of buildings where the lower floor would be occupied by retail and commercial businesses, while the floors above it are residential units.
- Eminent Domain – The ability of the government to exorcise citizens from private property in order to convert it into public land. There is reasonable compensation for the displaced private property owners. This power is often used today in urban renewal projects.
- ‘Retro-Classic’ stadium – a modernized yet classically-styled stadium design pioneered by Populous, where the architecture and surrounding landscape mirrors that of classic designs such as Fenway Park and Wrigley Field.
- ‘Retro-Contemporary stadium – a stadium style created by Populous; it is notable for its use of contemporary design forms and materials reflecting that of more recent architectural and landscape architectural trends. Examples of recent baseball stadiums designed in this fashion are Petco Park in San Diego and Target Field in Minnesota.
- Infographic – A graphical illustration that allows a viewer from any field, profession, and experience to digest and make sense of maps, data, and other information that may be hard to understand.

## *Definitions*

EIR (Environmental Impact Report) – A report meant to highlight possible significant changes to an environment as a result of a past, present, or future government-involved project. It may include mitigation measures to reduce impacts on the environment. EIR's were a requirement of the California Environmental Quality Act (CEQA) meant to reduce our footprint on the land.

Expressway – A multilane street with a center divider, often able to handle a large concentration of auto traffic. Not to be confused with highways, which do not have traffic regulation devices (stop lights, yields, stop signs)

Blue ribbon task force – A group of professionals hired by Major League Baseball to determine the suitability of a proposed site for a baseball stadium

New Urbanism – An ideology/theory in urban planning that supports the reduction in automobile use through smart community planning. It supports environmentally and socially responsible design through the construction of denser urban developments, walkable streets, public transportation, a central public park space, nearby storefronts and markets, and fewer accommodations to cars such as parking lots. It has adopted its own charter that outlines many of its goals; it can be found in the Congress of New Urbanism's website (<http://www.cnu.org/charter>).

## Problem Statement

I wish to explore the possibilities and impacts of a new baseball stadium in a two potential sites in the California Bay Area; Oakland's Victory Court and San Jose's Diridon Station. The project calls for an extensive amount of research in order to carefully choose a new site as well as planning for a stadium community. This project will answer two overarching questions:

- 1) *What site will best serve as the new location for a baseball stadium in the Bay Area?*
- 2) *What will a potential master plan look like?*

The first question will make up the research portion of this project. Within this question is a subset of questions that must be answered in order to determine a suitable location as well as information for an appropriate master plan. This will include the following:

- What are the spatial requirements for a new baseball stadium?
- What are the typical land use surroundings of recent stadiums of the past two decades?
- What aspects of design can potentially be improved from recent stadiums?
- What are some of the constraints of each candidate city?
- What infrastructure should be present to support a new stadium?
- What "X-Factors" create an environment conducive for a successful and enjoyable sports stadium community?

My objective is to study the factors that make a baseball stadium community successful. To do this, I will conduct an in-depth case study of several stadiums and find relevant statistical, factual, and spatial data to quantify the accessibility, appeal, surrounding demographics, and suitability of a popular ballpark. Thus, I will create a graphical analysis of these factors that would illustrate a pattern of landscapes that defines a good successful ballpark neighborhood design. I will use this information and compare it with that of two sites: Victory Court in

Oakland's waterfront district and San Jose's Diridon Station. I will use this comparison to eventually choose a site that is best primed for hosting a new Athletic's stadium. When a suitable site is chosen, I will be able to answer my second question and create a potential master plan that is fitting to the chosen site and the community around it by utilizing my previous research. This may also include renderings and photography of the potential site. The all-encompassing objective is to create a stadium community design that continues the current trend of successful contemporary baseball stadiums and perhaps build upon its success by implementing more of the theories of New Urbanism

### Limitations and Delimitations

The politics regarding the construction of a stadium is a rather complicated and would take several years to work out the logistics (MLB and city officials are still debating over the future of the A's, even after 5 years of dispute). Due to the time constraints and the limited resources for this project, this study will not factor in public policy, nor will it attempt to address the legal issues and interests of Major League Baseball. I will not focus on the effects of the finance of the potential stadium; I am not qualified to provide a detailed analysis of funding nor will I have the time to research and accumulate the data required for an acceptable analysis. I will not have time to conduct any community response to the project, thus it will not be a part of my research. Due to the great time constraints, I recognize that my master plan may not be completely refined and will lack the full details of my vision. Therefore, I plan to continue refining my master plan into a better product after my college career is over.

### *Significance of the Study*

This study covers a very unique situation for the practice of landscape architecture. Few studies have been completed on professional sports stadium communities, and this study may provide insight into what makes a unique community like this work. This study also touches base on transportation and regional planning for a venue that is sure to attract tens of thousands to a single place. It can serve as a valuable reference to the landscape architect, planner, or architect interested in planning a new stadium for the A's.

### **Methodology**

#### *Project Approach*

In this project, I will conduct a thorough case study of several contemporary stadiums. This case study will examine several factors and experiences that make a new stadium an enjoyable experience and a feasible project. Then, I will create illustrations and infographs of each factor at each case study and each potential site. Ultimately, a site will be chosen after this research. A master plan will then be developed to fit the needs of my research, the baseball team, and the surrounding community.

#### *Data Collection, Recording Procedure, and Analysis*

The research portion of this study will require the case study of several existing contemporary professional baseball parks. These stadiums will be chosen based its regional similarities with the Bay Area of California. The case study will be an analysis of several criteria that exemplifies a top quality design of an urban ballpark from a renowned architectural firm. I will be studying transportation, demographics, nearby

amenities, parking, and other factors. With this type of information, I could create a series of graphics that can be used to compare each of the sites that are being studied including the two potential sites considered for the construction of a new ballpark. These infographics can be placed side by side for quick and easy comparisons of each site. They will be used to find patterns and trends in typologies, demographics, and infrastructure among successful stadium designs. I will study the following categories:

- Walkability – to determine a site that already makes living without transit easier
- Landuse – to determine a site that embodies the zoning structure similar to that of precedent stadium communities built upon the New Urbanism model.
- Footprints of the sites – to determine whether a stadium can feasibly fit in the parcel of land to create a working stadium.
- Transit – to determine a site that has better access to various modes of public transportation.

I will also record the experience of reaching the site through sketches and quick illustrations of the surrounding landscape. The resulting images would be much akin to Allan Jacob's study of the pedestrian experience in his celebrated book *Great Streets*<sup>1</sup>. These experiential sketches from each site may be compared to each other to provide a more controlled method of comparing an experience through a space. Once this portion of the research is complete, I will be able to choose a site that best emulates the physical, social, and experiential characteristics of previously successful stadiums.

The ultimate result of this project is a master plan for the site best suited for the construction of a new baseball stadium. It will draw from what I've learned in my

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<sup>1</sup>Jacobs, Allan "Great Streets" The MIT Press (August 5, 1995)

research of previous plans and designs. The master plan will incorporate the most modern architectural and landscape architectural features that promote a sense of sustainable design and reduce the impact that the stadium will have on the environment around it.

### *Verification of Results*

I will verify my results by having several urban designers study and critique the research and master plan of my project. If they approve of the design as a viable option for the chosen city to pursue, then it will verify the feasibility and appropriateness of my project. Eventually, I may use this to gain a position at a reputable firm. That may be the ultimate verifier of my results.

### **Expected results**

This project will provide a possible solution to bay area region if it wishes to keep the Athletics. I anticipate that this project will incorporate sustainable elements such as curb cut rain gardens, LEED certified buildings and landscapes, reduction of impermeable surfaces, fewer panels of lawns, and reduced dependence on traditional storm water drains; these may be revolutions in stadium landscape design. This project will produce a detailed study based mainly on precedent design and a master plan that will take its cues from successful designs of the past while incorporating new and exciting technologies. The products will be packaged in a way that can be presented to either the owners of the Athletics, or the city council responsible for the proposed site.

## Populous: A quick study of the firm that revolutionized modern sports stadium design

Populous has planned and designed most of the recent baseball stadiums from last two decades. In fact, ever since the construction of the Baltimore Orioles' Ballpark in Camden Yards, Populous has design all but one of the recent major league professional baseball stadiums in the United States. This revelation was somewhat surprising to me. This one company has a monumental influence on the landscape and city life. As such, I felt that I should provide a brief history on the company as well as a look into what the company strives to do, how they operate, and what projects they take on.

Populous began as HOK Sport, an architectural firm based in Kansas City. It was founded in 1983 by architect Jerry Sincoff as a branch-off of architectural firm HOK. The company grew from 8 architects to the 400+ architects under its management today. In 2009, the firm's management bought the firm from HOK and changed its name to Populous<sup>1</sup>.

Populous focuses almost entirely on the planning and design of sports venues of an incredibly wide variety. Some of their recent projects include architectural and planning elements for Wembley Stadium in London, the 2008 Beijing Olympics, the new Yankees Stadium, and the upcoming 2012 summer games in London<sup>3</sup>. A slogan on their website exemplifies their mission "drawing people together"<sup>2</sup>. This passage means that their approach is to create a place where any person can come and enjoy a game whether they are fans or not. Thusly, they abhor the circular cookie cutter stadiums of the modern era. Instead, they take their design inspiration from older retro stadiums such as Wrigley Field in Chicago and Fenway Park in Boston. These stadiums were characterized by the residential and commercial establishments that surround it. As a result, Populous' projects often incorporated the

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<sup>1</sup> "Company History: HOK Sport Inc." Funding Universe <http://www.fundinguniverse.com/company-histories/HOK-Group-Inc-Company-History.html> (2002)



theories and practices of New Urbanism. There was more emphasis on creating a memorable experience rather than just a functional piece of infrastructure. Planning around the stadium meant completely surrounding the site with service amenities and public transportation. Populous took the principles of New Urbanism and applied it to these large scale entertainment venues. They strived to glorify the game and its ability to bring a community together<sup>2,3</sup>.

As a result of this approach, the subsequent generation of baseball stadiums created by Populous was affectionately dubbed the “retro” era. It is characterized by a shunning of modernist “cookie cutter” designs from the middle of the 20<sup>th</sup> century in favor of a classic throwback form. Eventually, this “retro” approach branched off into two different forms of baseball stadiums – the ‘retro-classic’ and the ‘retro-contemporary’. Both styles champion design for the spectator experience – however, the retro-contemporary style bases its aesthetics more upon present day contemporary forms and materials while maintaining the ‘retro’ layout of the stadium<sup>4</sup>.

In 2005, Populous came to the mayor of Oakland, Jerry Brown, and proposed that the abandoned industrial land near Jack London Square was prime development land for a new A’s stadium. However, Jerry Brown denied their proposal in favor of one that called for the construction of a series of condos<sup>5</sup>. Populous has not been involved in the recent planning and design of the new A’s stadium for San Jose’s Diridon Station. However, the City of Oakland and

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<sup>2</sup> “About Populous” Populous Inc. <http://portfolio.populous.com/about/index.html> (2011)

<sup>3</sup> “Projects” Populous Inc. <http://portfolio.populous.com/projects/index.html> (2011)

<sup>4</sup> Goldenberger, Paul “Home: New Stadiums for the Yankees and the Mets” The New Yorker [http://www.newyorker.com/arts/critics/skyline/2009/03/23/090323crsk\\_skyline\\_goldberger](http://www.newyorker.com/arts/critics/skyline/2009/03/23/090323crsk_skyline_goldberger) (3/23/2009)

<sup>5</sup> Newhouse, Dave “Profiling the Oakland Mayoral Race” The Silicon Valley Mercury News [http://www.mercurynews.com/columns/ci\\_16269840?nclick\\_check=1](http://www.mercurynews.com/columns/ci_16269840?nclick_check=1) (11/25/2010)

Major League Baseball has hired them to study the site at Oakland's Victory Court<sup>6</sup>. As of now, their findings have not been made available to the public.

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<sup>6</sup> Gammon, Robert "Oakland's Play for the A's" The East Bay Express  
<http://www.eastbayexpress.com/ebx/oaklands-play-for-the-as/Content?oid=2258860> (12/8/2010)

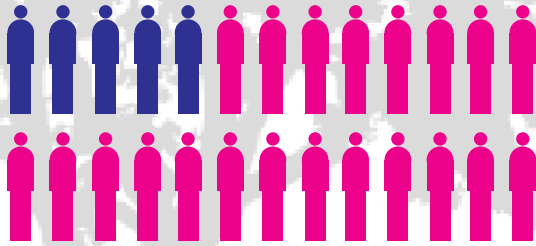
A Quick Summary of the Candidate Cities

# OAKLAND

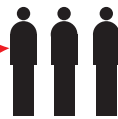
Population 430,666



= 10,000 Residents



192,000 are male  
vs 240,000 females



29,000  
regularly take public transportation

26,000  
of those take the bus and subway

A grey icon representing a bus and subway car.

Number of Fortune 500 Companies  
influencing the Region




Chevron  
Safeway  
Chlorox  
Ross

#3 on the Fortune 500  
List and a potential  
major investor in a new stadium

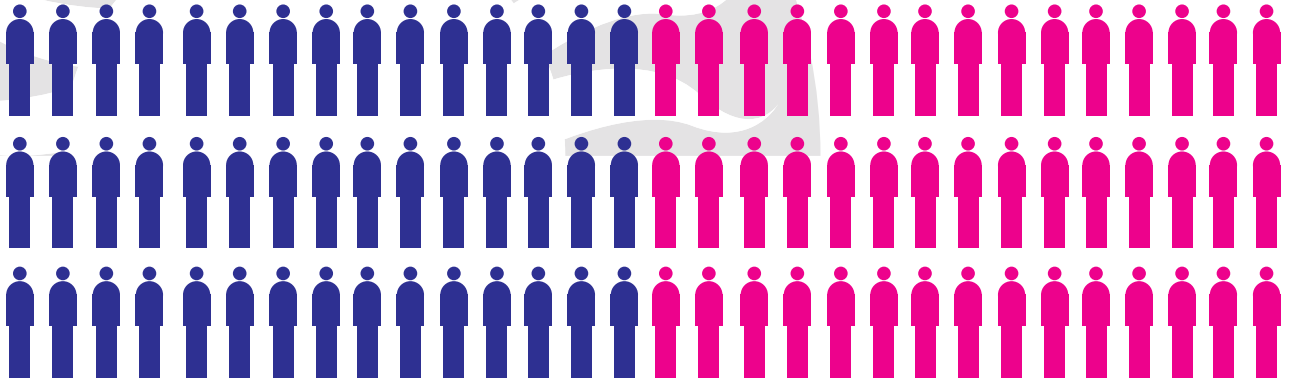
Source: Bay Area Census, California

A Quick Summary of the Candidate Cities

# SAN JOSE

 = 10,000 Residents

Population **905,000**



Gender is split nearly even

**50.8% Male, 49.2% Female**

 **17,400** regularly take public transportation

**Nearly All** of them take the bus, as there is little other public transport option

However, San Jose is a strong candidate for high speed rail and subway transit connections

Number of Fortune 500 Companies influencing the Region

**13**  
\$ \$ \$ \$ \$ \$  
\$ \$ \$ \$ \$ \$

**CISCO**  
**Google**  
 Hewlett Packard  
 Ebay SUN  
 Apple  
**Intel**  
 and many more

Cisco is expected to be a major investor in a new A's Stadium if built in the South Bay

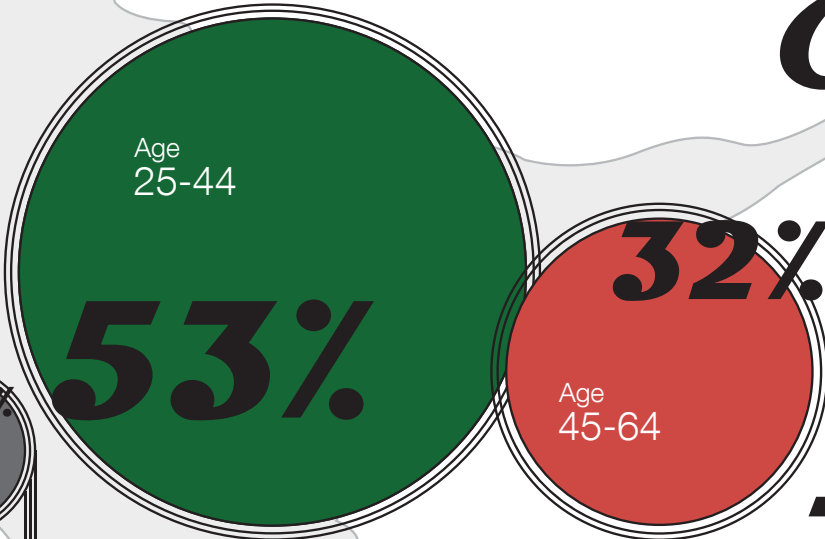
Source: Bay Area Census, California

# The Baseball Fan

Comparison with the Two Candidate Cities

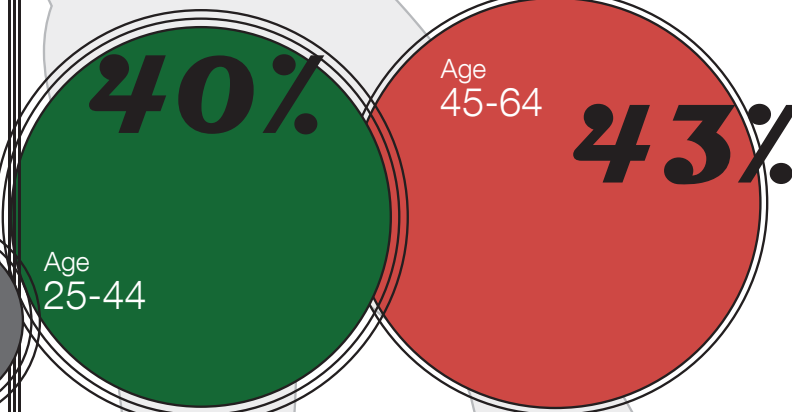
61%

% of Survey Participants Who Are "Loyal Fans"

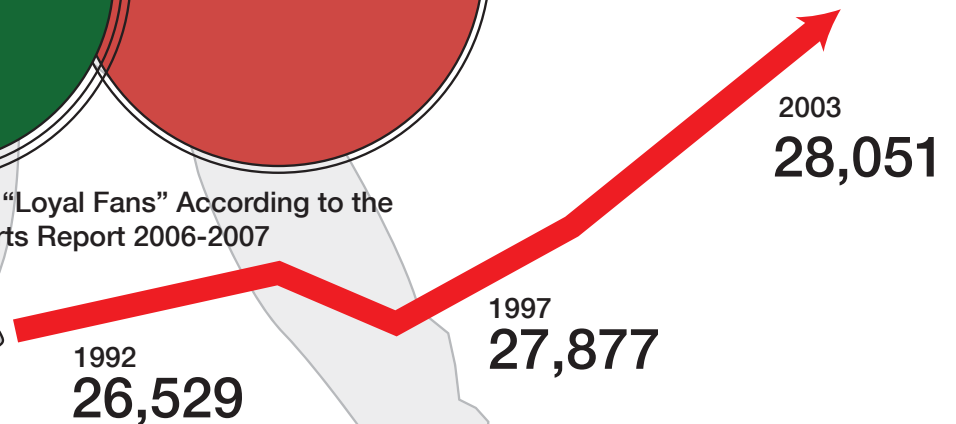


Average Distribution of Age in Example Baseball Cities (San Francisco, St.Louis, Minneapolis, San Diego)

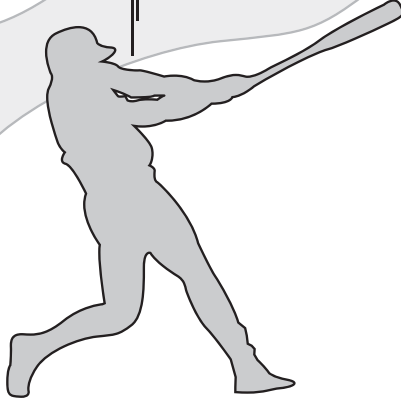
39%



Age Distribution of "Loyal Fans" According to the Scarsborough Sports Report 2006-2007



Average Attendance per Stadium Over the Years Since the Beginning of the Retro Stadium Era



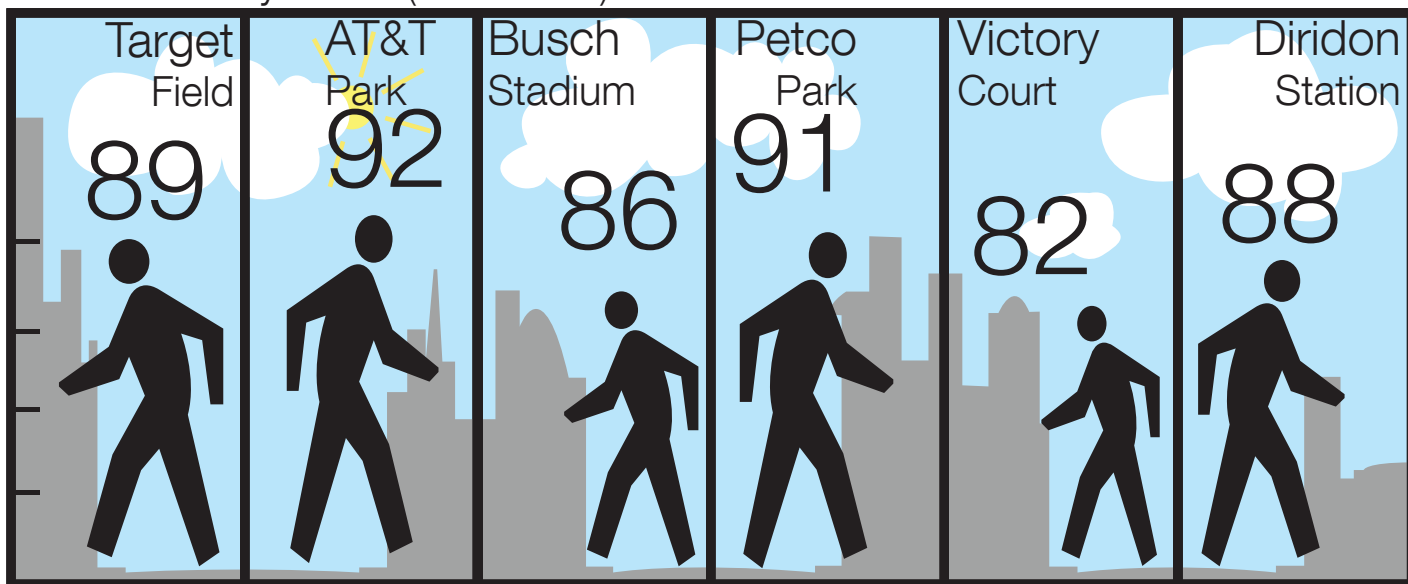
Source: Scarsborough Sports Report, US Census Bureau, CSUSF

# WALKABILITY

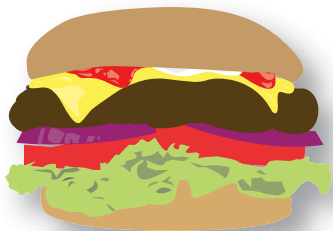
A measure of accessibility by foot

A stadium is often built with the intention of providing benefits to the businesses and communities surrounding it. The proximity and number of nearby amenities is important to the success of a stadium; people will not walk long distances to reach a restaurant or nearby transit. Thus, walkability can be considered as an accurate measure of how much a stadium will effect a neighborhood's prosperity and vice versa.

Walkability Score (out of 100)



13 The average number of restaurants in a one mile radius of the precedent sites



81 The average transit score (out of 100) for the case study sites based on walkscore.com algorithms

89 The average walkability score (out of 100) for the 4 precedent sites based on walkscore.com algorithms

Source: Walkscore.com

## Walkability

Walkability is a term used to describe how accessible a particular area is by foot. These may include availability of amenities such as pedestrian-friendly walking paths, restaurants, schools, transportation, and less automobile traffic. Unfortunately, there is no standard for measuring walkability. However, through the website Walkscore.com, it is easy to compare the walkability of several places.

Walkscore obtains a walkability score rating for a given site by awarding points for the number of amenities within a 1 mile radius. However, the site admits several flaws with its algorithms; it does not factor in the design of the street, crime, climate, or topography – all of which are important variables in the walkability of a place<sup>1</sup>.

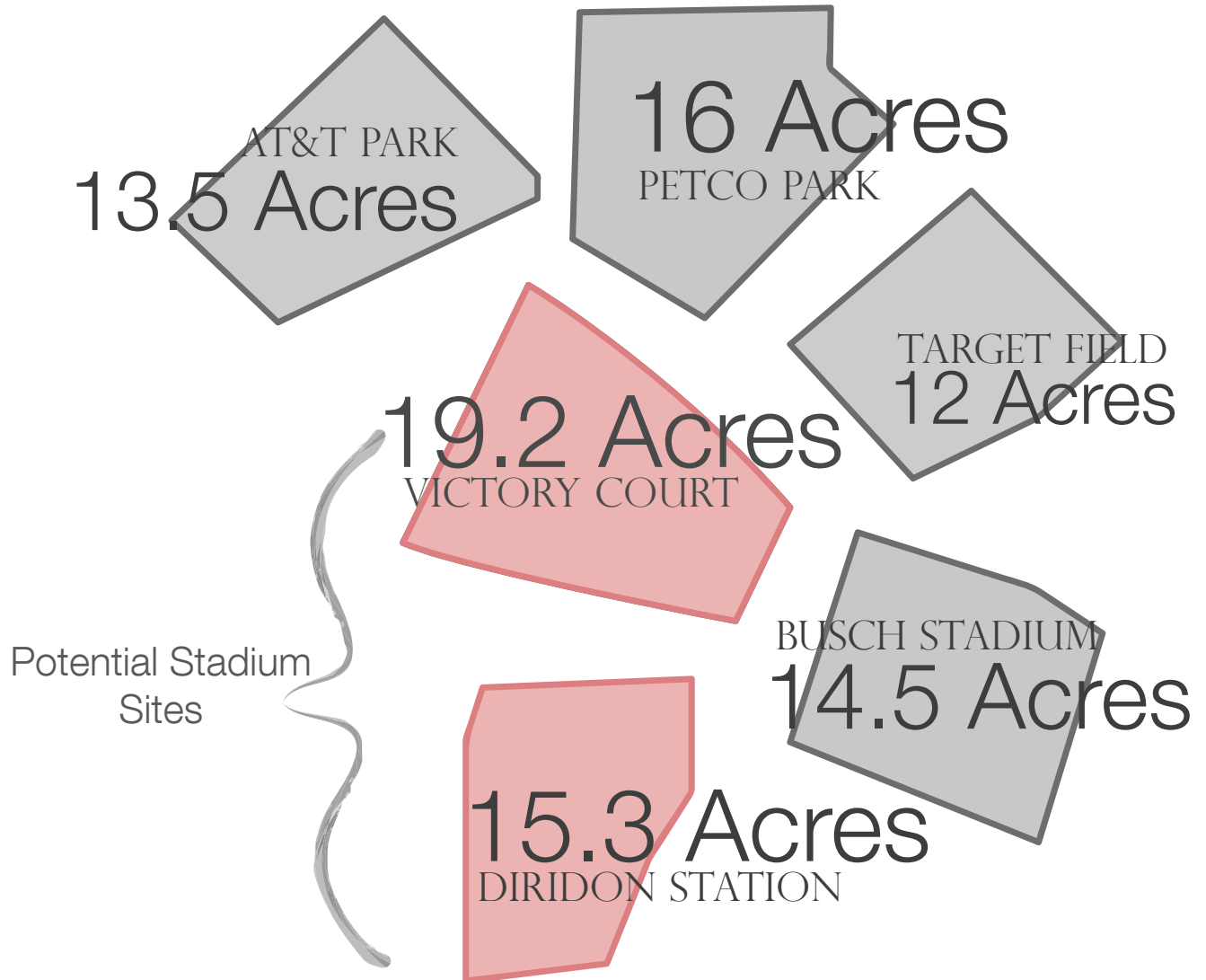
Nevertheless, it is the best and easiest way to compare a group of places using the same criteria. Therefore, I will be using this measure of walkability for each of my sites and case studies. However, I and the creators of walkscore.com acknowledge that the system is not perfect for the aforementioned reasons.

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<sup>1</sup> “How Walk Score Works” Front Seat <http://www.walkscore.com/how-it-works.shtml> (2011)

# FOOTPRINTS

Baseball Stadiums can occupy a widely variable number of landforms. However, how much space does a typical stadium occupy? Below is an analysis of the footprints and areas of each study site, including any outdoor public space that belongs to the stadium.



We can conclude that both potential sites are suitable to contain a professional baseball stadium. The analysis also proves that a stadium may exist on incredibly narrow tracts of land, such as San Francisco's AT&T Park and the two potential stadium sites. It is made possible by the flexibility of MLB's stadium design rules which allows for a variety of unique ballpark designs.

Source: Google Earth



## *About the Dynamics of Baseball Stadium and Its Relation to the Land*

The landscape greatly affects how a baseball field looks. Major League Baseball allows for this variation by having fairly lax standards for the shape and size of a baseball field. As long as the infield dimensions and angle of the foul poles follow the standards given by MLB, the rest of the park from the foul area to the distance and height of the outfield walls could vary wildly from one park to another. Some stadiums, build stadiums to favor a particular hitter or pitcher (Left handed batter Ted Williams and Boston's incredibly short right field wall being a famous example of this practice). However, most baseball stadiums of recent design conform to the shape of the landscape around it<sup>1</sup>.

Take for example San Francisco's AT&T Park. In comparison to many other stadiums, the right field wall at AT&T Park is a relatively short distance from home plate. This is because it is located only several feet away from the waters of China Basin. It makes up for it with a higher than usual right field wall. Thus, AT&T Park is a relatively small and intimate park because it is built on a very small area of land.

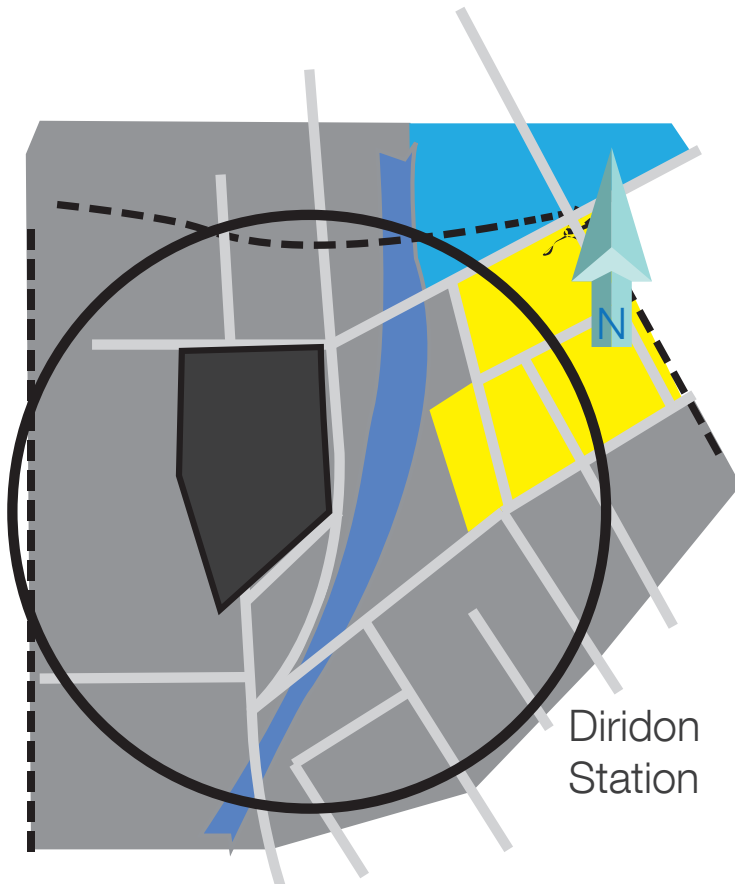
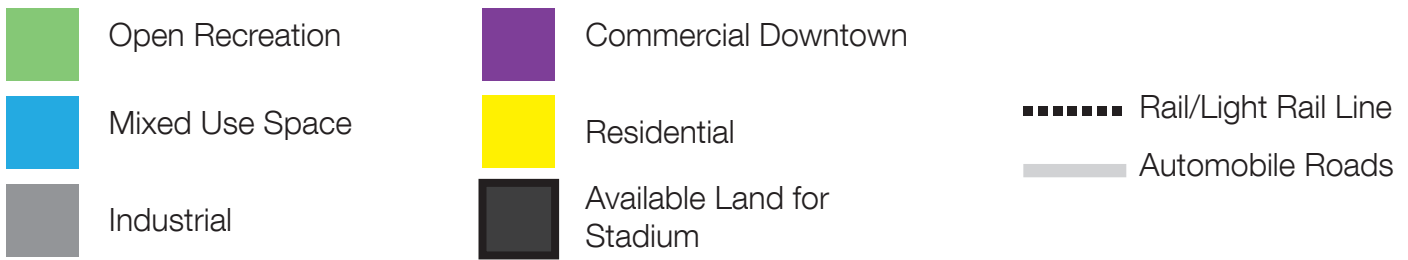
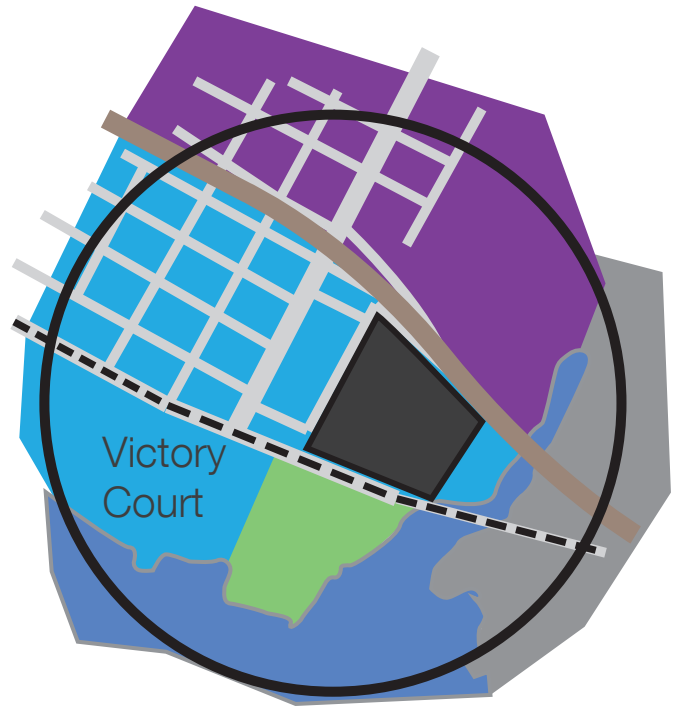
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<sup>1</sup> St. John, Allen "How Baseball Stadiums can Rig the Game: Giants vs. Rangers"  
<http://www.popularmechanics.com/outdoors/sports/baseball/baseball-stadium-design-homefield-advantage>  
(10/30/2010)

# LANDUSE

The area around Oakland's Victory Court has already been transformed into a thriving mixed use waterfront space. To the north is the downtown business district and Chinatown. A fairly large park borders the proposed site's southern edge.

The most concerning thing about the site is its lack of high capacity roads. However, this problem may be alleviated by the fact that the freeway exit is just a block away. Amtrak and BART access is relatively close to the site.



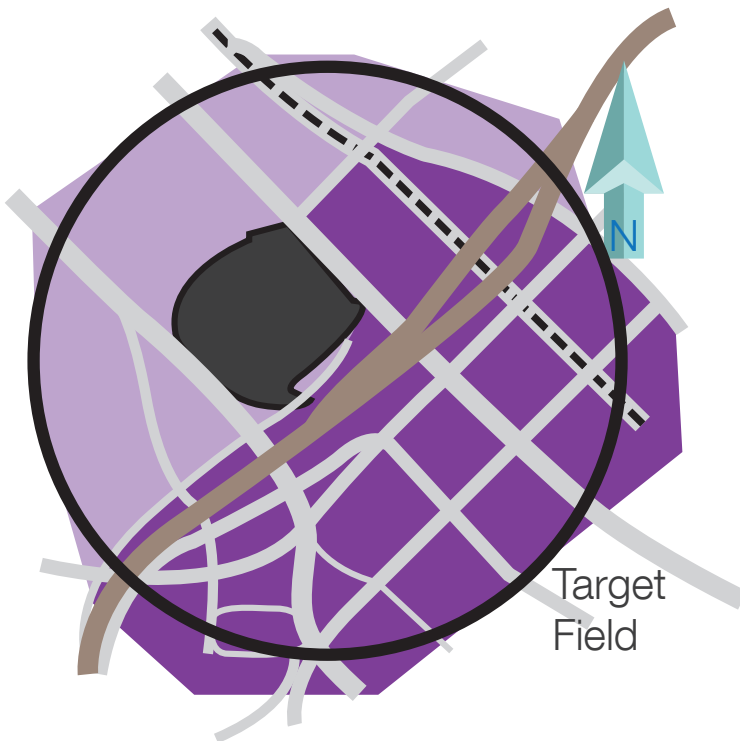
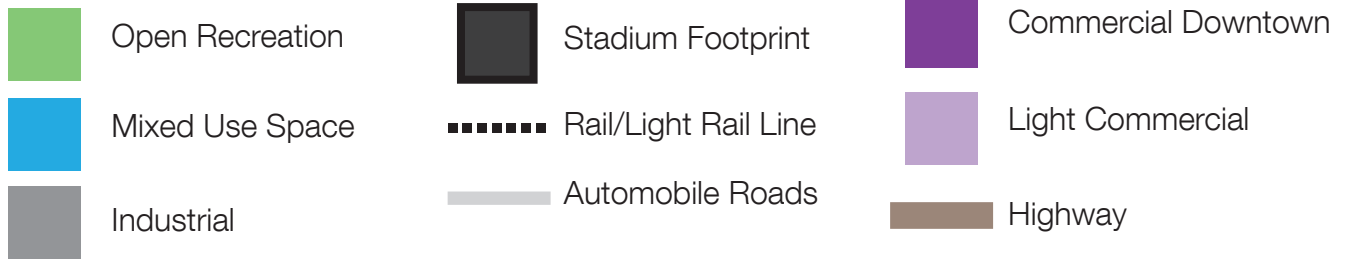
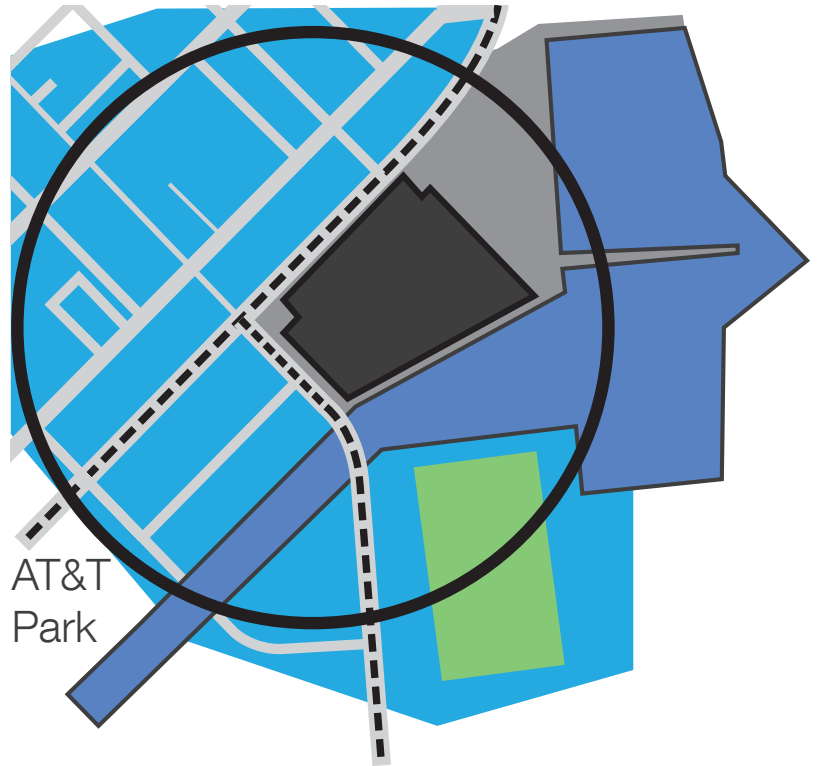
The Diridon Station Area is currently a light industrial zone. However, this will soon change as San Jose has made clear that mixed use development will replace the industrial establishments already in place. To the east is the downtown district, while to the north and south are various types of light residential dwellings. To the southwest is a mixture of industrial and commercial zones.

The roads around the site are rather narrow. The city planning department has already called for a reorganization of the streets to accommodate a new ballpark.

# LANDUSE

The surrounding landuse at AT&T Park is mixed use residential, service industrial, and light commercial. For whatever reason, the landuse map provided marks the actual ballpark as an industrial zone, even though the map was created in 2008.

The main road that feeds the ballpark is King Street, which connects to the Embarcadero. Smaller two lane streets lead to the ballpark, creating traffic conditions that heavily discourages driving to the ballpark



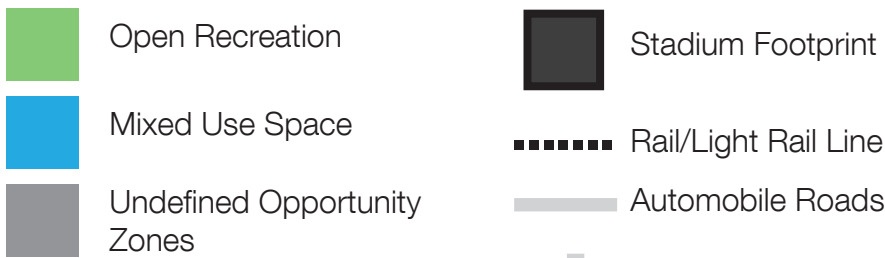
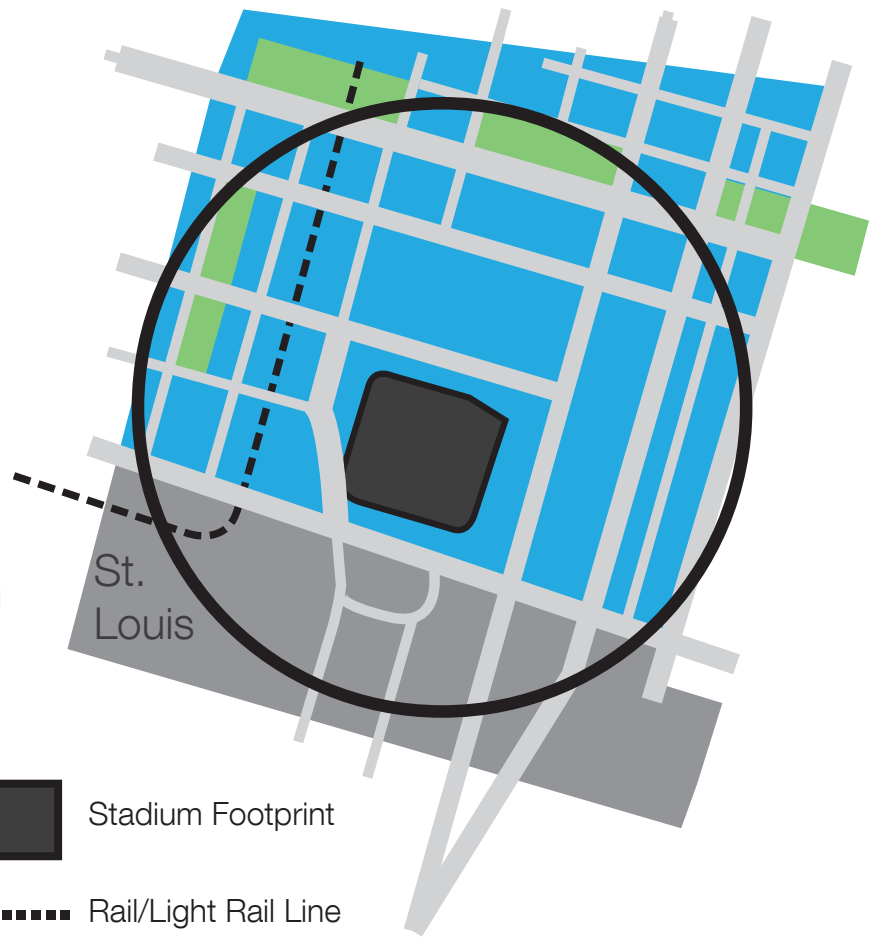
Minnesota's Target Field was constructed near downtown in an area that was not part of a revitalization project like many of the other stadiums built during the retro era. As a result, much of the zoning around the stadium was not designated for higher density mixed used construction, but rather a more traditional downtown business/office zone. Interestingly, mixed use is not a term used in any zoning documents from the Minneapolis planning department.

The roads are of a grid pattern, and are usually filled with one way streets at least 3 lanes wide as well as avenues. This affords for more automobile capacity.

# LANDUSE

The landuse around Busch Stadium is predominantly mixed use commercial and apartment space. Towards the south is a large zone of land that is yet to be defined, though as of now it is occupied by light industrial use. Parks surround the stadium and are well within walking distance to the stadium.

Roads are rather wide with several expressways that handle dense traffic in and out of the stadium's parking lots



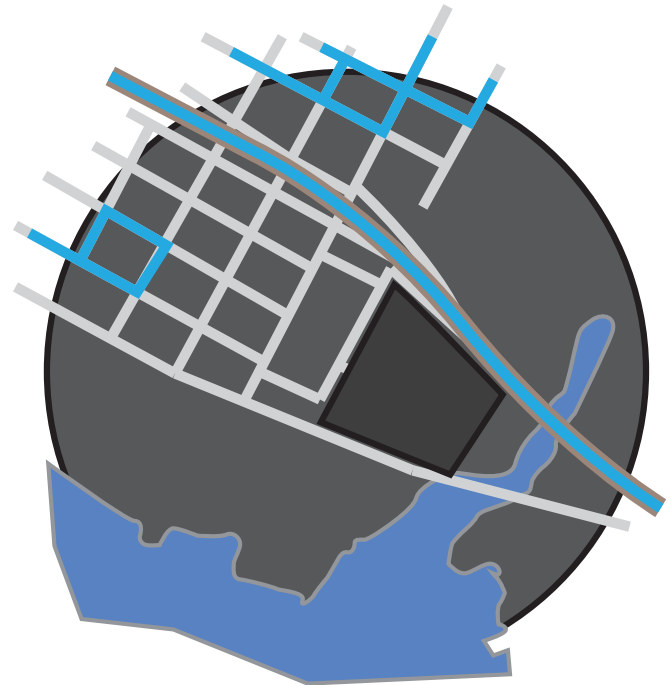
Landuse around San Diego's Petco Park is quite similar to Busch Stadium in that mixed use and park zones surround the ballpark area. Just south of the ballpark is shoreline light industrial warehouses, which will most likely become mixed use zones as well.

The roads around the ballpark are 4 lane two-way streets and avenues.. The ballpark lies at the vertex of a light rail crossroad. This makes transportation to the ballpark plentiful while reducing traffic on the somewhat narrow roads

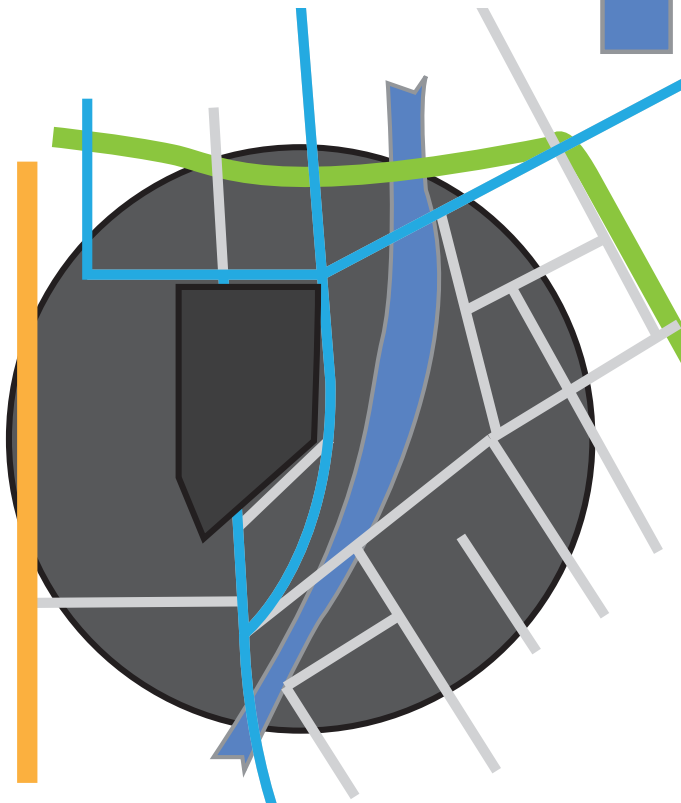
# TRANSIT

The public transit connections near Oakland's Victory Court is rather sparse. Currently, the only form of public transportation available to the site is through the AC Transit bus system and the Amtrak train. Northwest of the site is the BART subway station. However, it is located nearly a mile away from Victory Court.

The City of Oakland has received research and proposals for a streetcar system that would run through Diridon Station and serve the downtown district. Unfortunately, nothing more about this proposal has made it to the public<sup>1</sup>.



- Rail
- Bus Route
- Road
- Light Rail Route
- Highway/Expressway
- Proposed Stadium
- Water

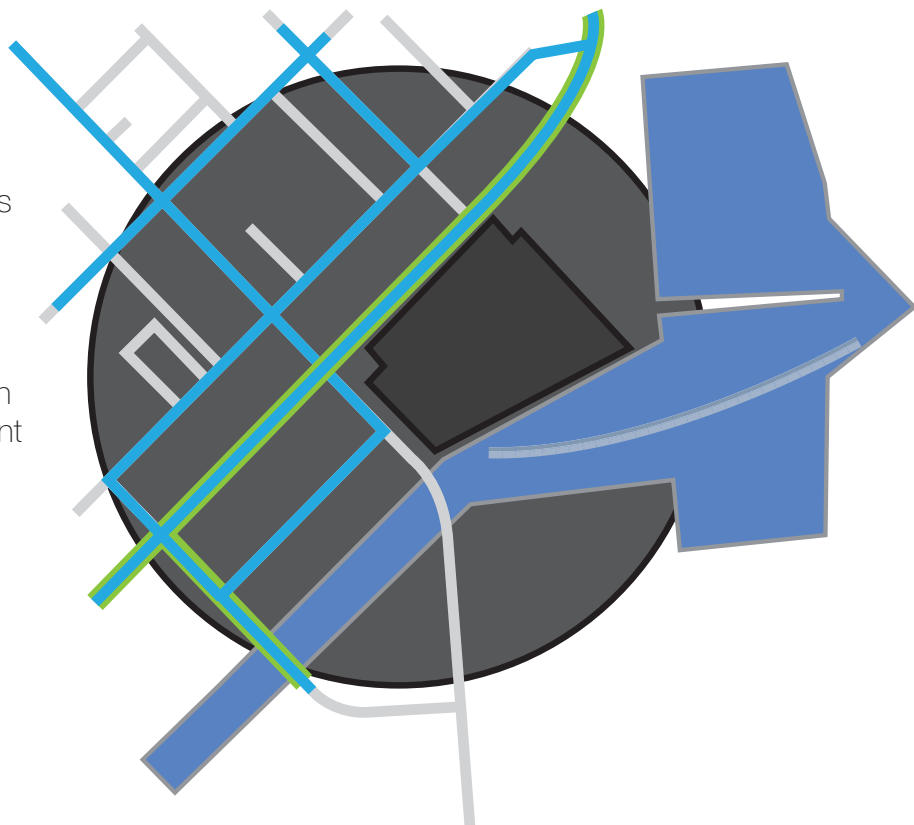


On the other hand, San Jose has a very diverse set of transportation options coming from all directions of the site. Amtrak and CalTrain serve the site at a regional level, while the light rail and bus system serve the site at a more local level. BART is soon to arrive at Diridon Station, and San Jose is lobbying for the construction of a high speed rail line that will serve the entire state of California. As a result, Diridon Station is a great location in regards to public transportation today and in the future.




<sup>1</sup> Jacobson, Daniel "The Oakland Streetcar Plan" <http://www.oaklandstreetcarplan.com/about.html> (2011)

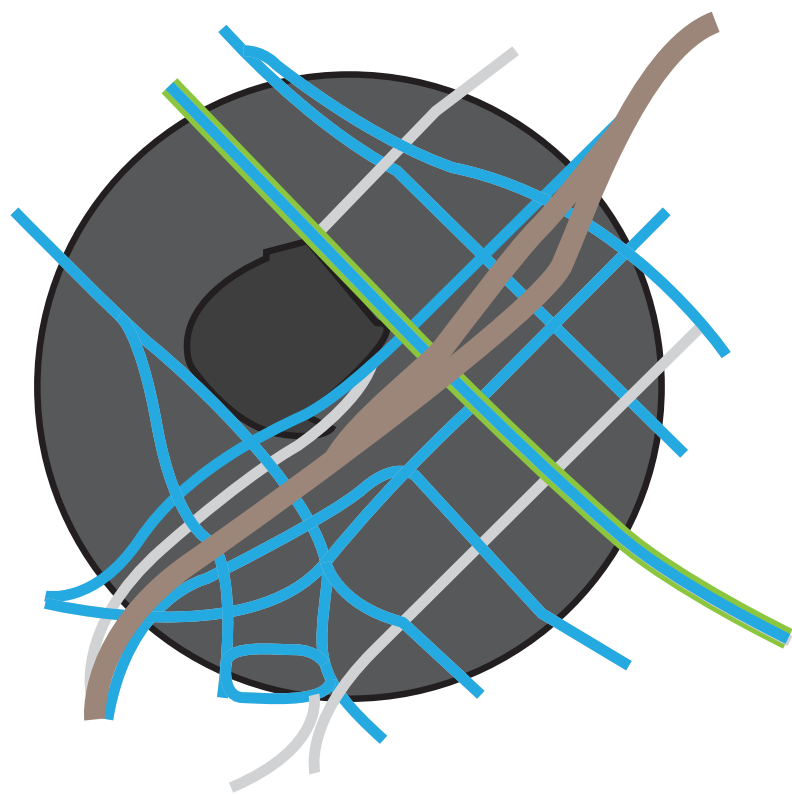
# TRANSIT

AT&T Park in San Francisco is surrounded by a multitude of transportation options. Fans can take the bus from different parts of San Francisco to the stadium. Light rail comes directly from the BART station and drops off passengers on the front steps of the stadium. A ferry connects to a pier next to the stadium. This variety of public transportation makes driving in the city traffic much less desirable.



-  Ferry
-  Bus Route
-  Road
-  Light Rail Route

-  Highway/Expressway
-  Stadium
-  Water



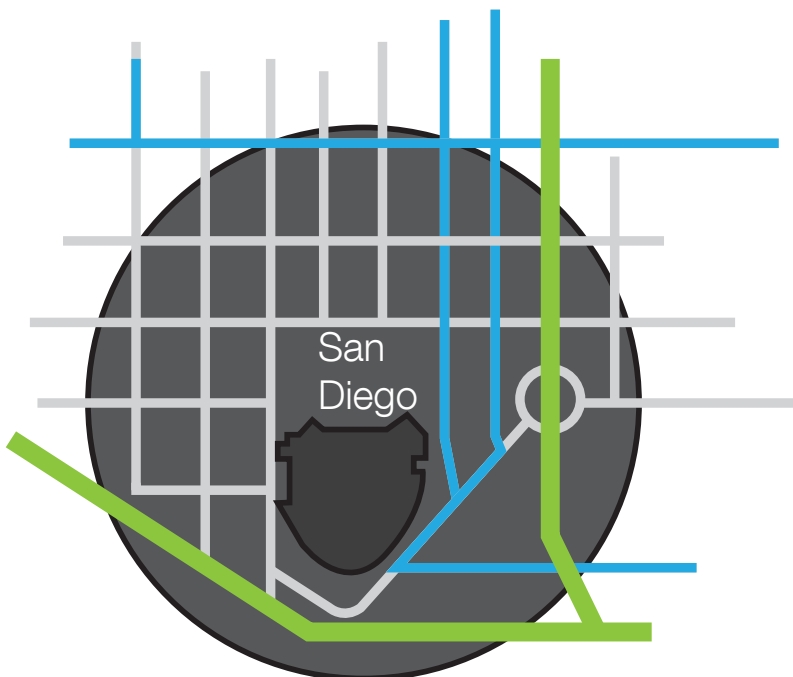
Minnesota offers an incredible public transportation system that blankets nearly every street in downtown. Several dozen bus lines cross the 1/2 mile radius imposed around the stadium, while 2 different light rail lines drop passengers off in front of the stadium.

Several Yelp reviews have praised the stadium's proximity to its numerous public transportation options.

# TRANSIT

St. Louis has several lines of public transportation that runs around Busch Stadium. While its transportation system is nowhere near as robust as that of Downtown Minnesota's, it still has enough options to serve the public well.

A handfull of bus routes run right next to the stadium, while a light rail line drops off passengers just 2 blocks away from the stadium. Busch Stadium is easily accessible by public transportation.



Light rail features prominently in the various transportation options at San Diego's Petco Park. Two different light rail lines service the stadium coming from two different parts of downtown. The Coaster train system brings fans from all over southern California to watch the Padres play.

Several bus lines also criss cross the streets next Petco Park, thus providing a very diverse public transportation system for the stadium.



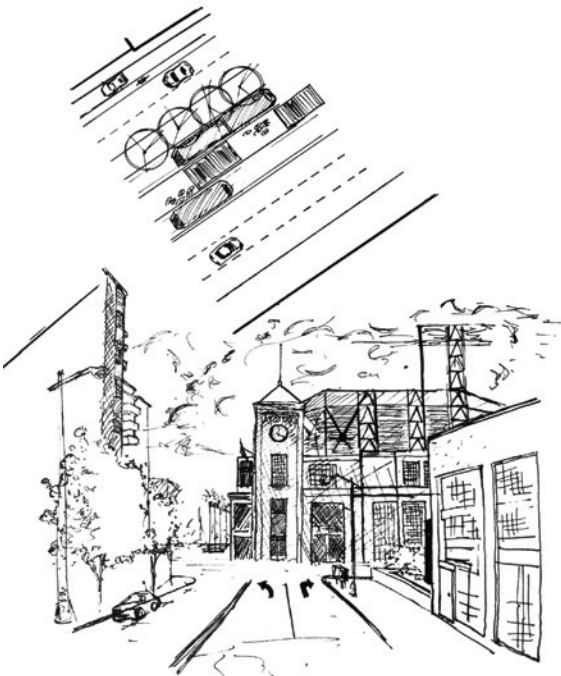
# EXPERIENTIAL

## San Francisco - Retro-Classic

*Fans arrive to the ballpark comfortably, without ever encountering a car on their way from the Embarcadero*



The pedestrian experience around AT&T Park is exceptionally pleasant. Wide and well landscaped paths provide a safe and enjoyable walk from Embarcadero Street to King Street. The mile-long walk from the BART rail connection is capped off by the beautifully designed AT&T Park.



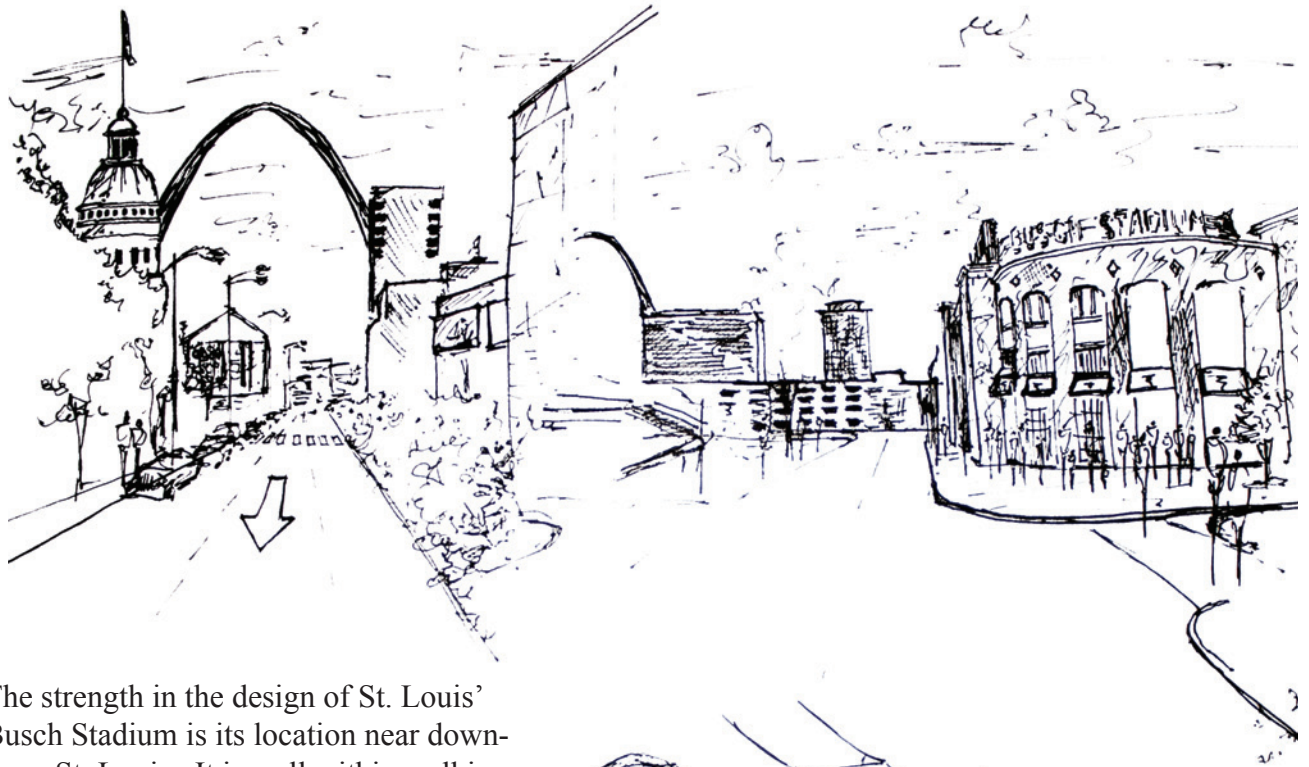
Automobile access to the stadium is rather limited as the roads are dominated by light rail and bus traffic. Parking spaces are limited as well. Considering this, AT&T Park and its surrounding developments are planned around the concepts of New Urbanism. Public transportation is key in this progressive design, and it should be part of the new A's ballpark.



# EXPERIENTIAL

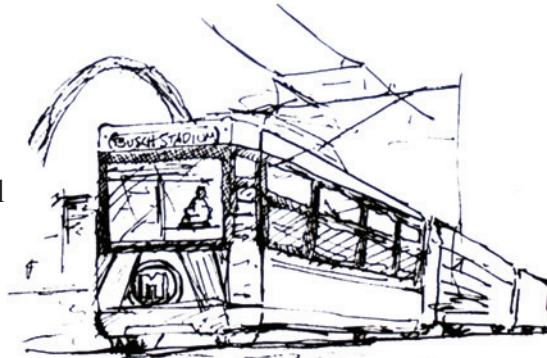
## St. Louis - Retro-Classic

*This stadium is surrounded by sights to see and things to do; it is an example of a stadium that has catalyzed development around it.*



The strength in the design of St. Louis' Busch Stadium is its location near downtown St. Louis. It is well within walking range. The walk from downtown to the stadium is also very pleasant with numerous monuments, old architecture, and well landscaped streets.

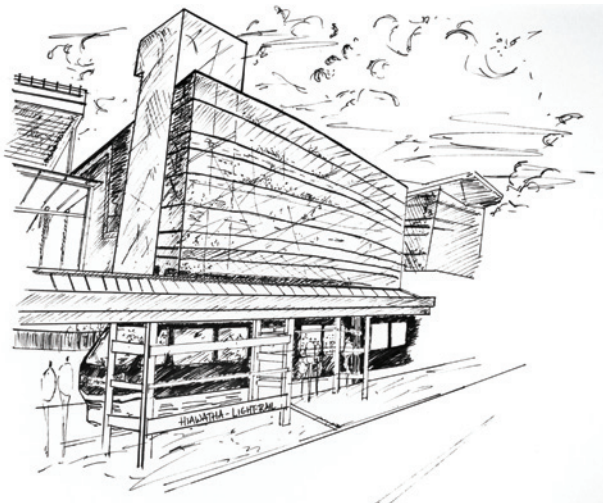
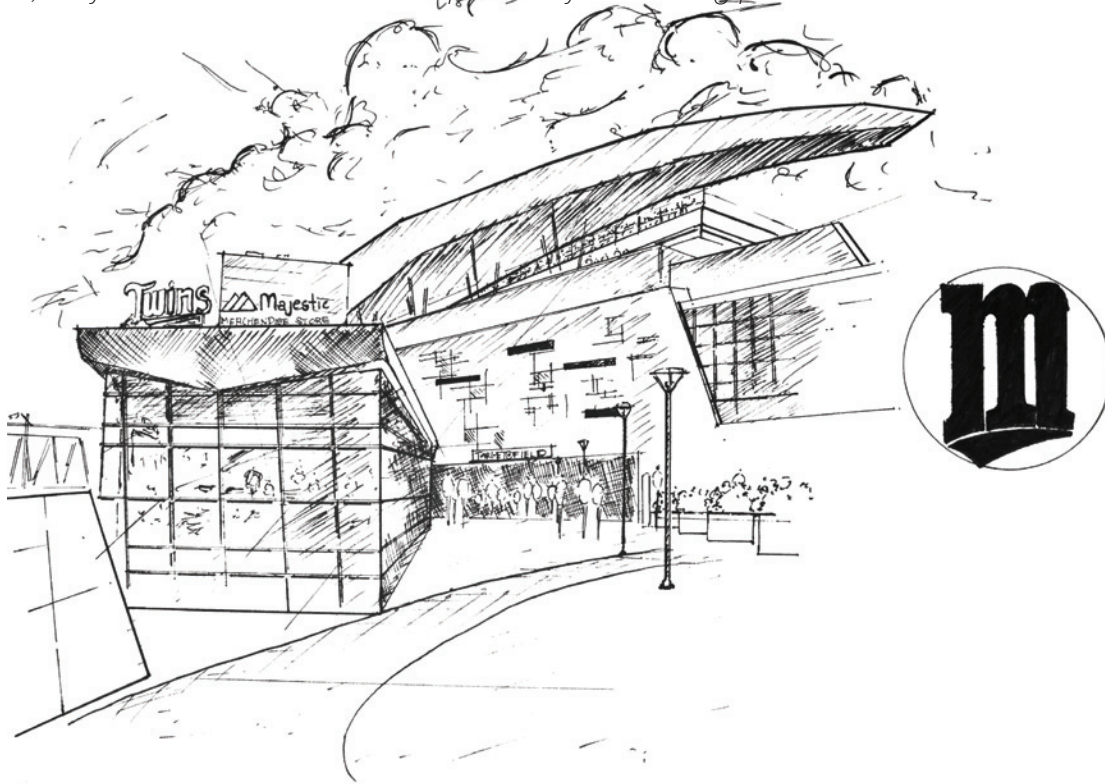
Once again, light rail creates an exceptionally good connection to the stadium. Automobile access is far too frustrating to be considered an efficient option for this particular stadium.



# EXPERIENTIAL

## Minneapolis - Retro-Contemporary

*Patrons arrive quickly and efficiently through the extensive light rail and bus system; they then find themselves in a pleasantly welcoming plaza*



The area of land that is occupied by Target Field is quite small. Despite this, Populous was able to program sizable areas of open space and meeting areas; the idea of accessible open public space is an important concept in New Urbanism.

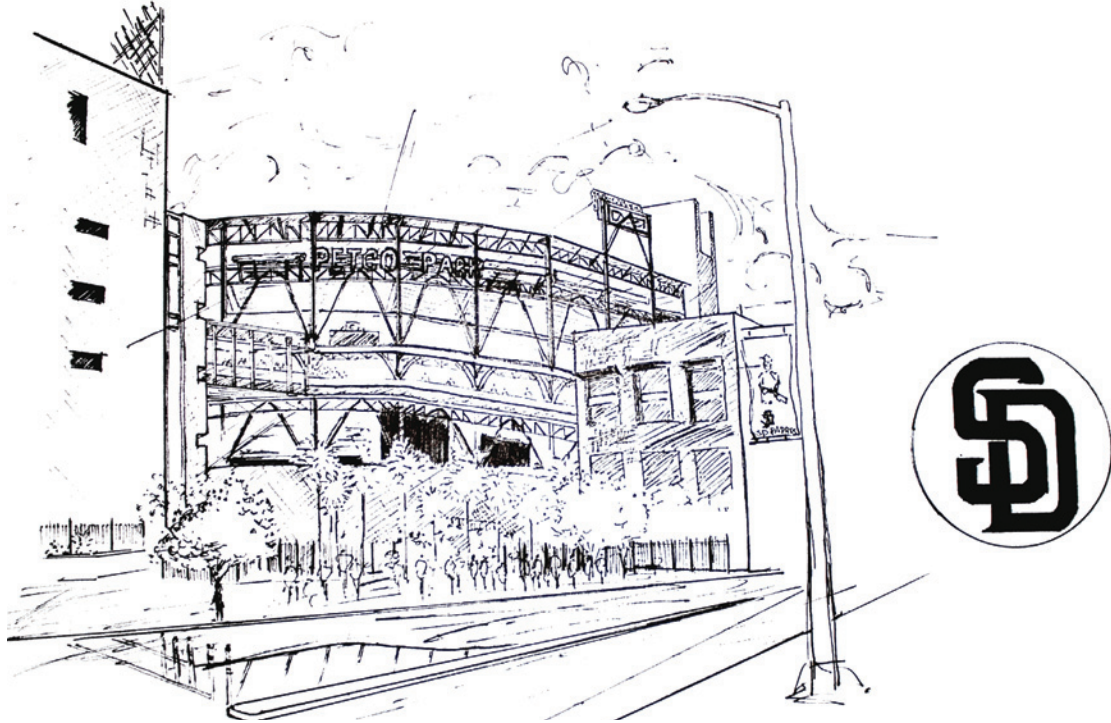
Once again, public transportation is key in this design of a ballpark. The Hiawatha Light Rail system is the cornerstone of this ballpark's design. Thus, patrons of the ballpark have praised the ease of traveling to the area.



# EXPERIENTIAL

## San Diego - Retro-Contemporary

*Pedestrians find that the architecture and building materials reflect that of nearby historical buildings and monuments.*



The design of San Diego's Petco Park mirrors that of the architecture in the area. The sand shaded stone that covers the ballpark and its landscape reflects the sandy bluffs of San Diego and its unique Spanish/Italian architecture.

The charter for New Urbanism highlights historical preservation as an important part of smart planning and design. Both Oakland's Victory Court and San Jose's Diridon Station have historical architecture and landscapes that should be respected

## The Conclusion of Site Selection: An analysis of results and the selection of a site

For this project, the site best suited for a new baseball stadium community should have similar properties with past designs of the retro stadium era while presenting opportunities to implement a plan that focuses on transit and walkability rather than automobile access. This will result in a site that is already primed for development. The site will require fewer pieces of infrastructure to be constructed – this is an important cost saving measure in today’s stagnant economy. As a result, we increase the chances that the Athletics will stay in the Bay Area.

There are 6 categories in which to rate the sites. I will outline the results of each and use this to determine a winner for each site.

### Public Transportation - Winner: San Jose’s Diridon Station

In absolutely all baseball stadiums built since the retro stadium era, public transportation is plentiful and diverse. It is important when dealing with such a huge influx and outflow of people that there is a myriad of public transport options that caters to a large area.

San Jose’s Diridon Station is a hub for a number of transportation options. Referring back to the public transit study, San Jose has an extensive bus system that connects the site at a local level. VTA light rail, the prospects of a new BART subway<sup>1</sup>, and Caltrain connect the site at a regional level. Amtrak connects the site at a larger scale. In this way, Diridon Station is more than ready to meet the transportation needs of a new stadium.

On the other hand, Oakland is much less prepared. The only options currently for the site is through a handful of AC Transit bus lines serving a limited neighborhood, and subway

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<sup>1</sup> “Bart to Silicon Valley: Benefits” Santa Clara Valley Transportation Authority (2011)  
<http://www.vta.org/bart/benefits.html>

and ferry connections just beyond the ½ mile imposed walking radius. While there is a grassroots push for the implementation of a streetcar system to serve the Jack London neighborhood<sup>2</sup>, it is still far from a workable plan. Oakland must invest far too much on transportation infrastructure to compete with San Jose’s robust and well established system.

Walkability – Winner: San Jose’s Diridon Station

Walkability measures the ease of access to amenities on foot. Even recently constructed stadiums such as Minnesota’s Target Field and San Diego’s Petco Park have garnered extremely high scores on Walkscore.com (89 and 91 points, respectively)<sup>34</sup>. Thus, it must be important for a stadium to be built on a site that is walker friendly.

In a one mile radius, Diridon Station has several transit options as well as access to pubs, restaurants, stores, nearby residences, and the popular San Jose downtown. Thus, San Jose’s Diridon Station earns itself a score of 88<sup>5</sup>. The stadium and the established businesses around it would mutually benefit from fans walking to and from the stadium.

While Victory Court is technically located within walking distance to downtown Oakland, the area near the site is rather vacant and lacks the number of supporting businesses that surrounds Diridon Station. Unfortunately, many of the few businesses in nearby Jack London Square are moving out as many of the commercial units are turning into office space<sup>6</sup>. As a result, Victory Court earns a lower walkability score of 82. Victory loses out in the walkability category.

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<sup>2</sup> Jacobson, Daniel “About the Oakland Streetcar Plan” The Oakland Streetcar Plan (2010) <http://www.oaklandstreetcarplan.com/about.html>

<sup>3</sup> “Petco Park” Walkscore.com (2011) <http://www.walkscore.com/score/petco-park>

<sup>4</sup> “Target Field” Walkscore.com (2011) <http://www.walkscore.com/score/target-field>

<sup>5</sup> “Diridon Station, San Jose” Walkscore.com (2011) <http://www.walkscore.com/score/diridon-station-san-jose>

<sup>6</sup> Birdsall, John and Gammon, Robert “Back to Square One” East Bay Express August, 8 2007 <http://www.eastbayexpress.com/eastbay/back-to-square-one/Content?oid=1083923>

### *Pedestrian experience – Winner: San Jose’s Diridon Station*

Each of the case study stadiums was located in or very near the host city’s downtown district. Patrons often venture to and from these downtowns during the gameday. Both Diridon Station and Victory Court are within walking distance to their respective downtowns. Therefore, there should be an analysis of the pedestrian experience through these corridors.

Diridon Station’s pedestrian experience offers wide sidewalks and interesting landscape elements. Trees and planting along the sidewalks are a pleasant and welcome sight. Parks and water features line the walk into downtown San Jose. Overall, the experience going through the corridor is very enjoyable.

Victory Court’s pedestrian experience isn’t nearly as enjoyable. The streets are devoid of street trees and greenery. Pedestrians must navigate under a freeway overpass before they enter the waterfront district. They then weave through narrower streets and sidewalks that would definitely not handle the extra foot traffic produced from a ballpark community. While there are definitely workable solutions to these problems, I feel that Oakland must improve many streets to create a pedestrian experience on par with precedent stadium communities.

### *Land Use and Policy – Winner: Oakland’s Victory Court*

A case study of 4 stadiums built in the last decade shows that mixed use zoning has dominated the areas surrounding the stadium. Perhaps Populous meant to have it this way to create a particular environment that creates an enjoyable pedestrian experience.

San Jose’s current landuse plan highlights the Diridon Station area as a predominantly industrial zone. However, the Diridon Station Redevelopment Agency has already outlined a

been acquired to make this plan a reality, but the transformation awaits public approval and the coming of the A's baseball team<sup>7</sup>.

Oakland's Victory Court is just one step ahead of Diridon Station in that much of the space around the proposed lot is already zoned for mixed use and ready for development, or is already developed with mixed use units<sup>8</sup>. This gives Oakland a slight advantage in landuse policy.

#### Age Demographic - Winner: Tied

Using the 2010 US Census data, it was found that the candidate cities had very similar age distributions compared to each other and with the four case study examples<sup>9</sup>. Thus, a comparison with the Scarsborough "Fan Loyalty" age demographic distribution would be meaningless in a comparison of the two sites. The results are considered a tie.

#### Auto Traffic- Winner: Diridon Station

Traffic is always a concern in a large scale project, especially for a sports stadium. There must be major connections that would provide sufficient inflow and outflow traffic capacity. While there is no draft EIR report for the Victory Court site, it is still reasonable to draw some sort of conclusion as to which potential site has a better traffic network infrastructure.

The Diridon Station site is already connected by several main arterial streets in all directions (S. Autumn St.; Park Ave.; W. San Carlos St.; W. Santa Clara St.). As a result, the area is well equipped to handle a large influx of traffic without too much trouble. Unfortunately,

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<sup>7</sup> "City of San Jose Planning: Maps/Data" City of San Jose, Planning Department (January 21, 2011)

<http://www.sanjoseca.gov/planning/zonemap/default.asp>

<sup>8</sup> "Estuary Policy Plan; City of Oakland General Plan and Zoning Map" City of Oakland Community and Economic Development Agency (December 10, 2008)

<http://www2.oaklandnet.com/Government/o/CEDA/o/PlanningZoning/index.htm>

<sup>9</sup> "American Factfinder: 2010 Census Report" US Census Bureau (2010)

<http://factfinder2.census.gov/faces/nav/jsf/pages/searchresults.xhtml?refresh=t>

the Diridon Station Environmental Impact Report highlights bad traffic at the soon to be narrowed Park Avenue to be a significant environmental impact that may not be easily mitigated, if at all<sup>10</sup>.

However, Victory Court has far greater problems. To get into the Jack London Square district, drivers must navigate narrow 2 lane streets to get to Victory Court. The only significant street that feeds the area is Oak Street, a four lane corridor that runs under interstate 880 and into Downtown Oakland. While the freeway is very nearby, the off-ramp streets are narrow; thus, widening of the street is required. To the south is 1<sup>st</sup> street/Embarcadero way, 2 lane streets that may be widened to accommodate greater traffic; however, the train tracks may prove to be a difficult and possibly expensive obstacle to hurdle<sup>11</sup>. Oakland must invest far too much in traffic mitigation in comparison to San Jose's Diridon Station and thus loses in this category.

### *Site Selected as the Best Choice for a new Baseball Stadium and Community*

*San Jose's Diridon Station* is my choice for the best possible site for a new baseball stadium over Oakland's Victory Court. Diridon Station is already set up to handle the requirements of a new stadium. It is the site that is most analogous to past retro stadium plans. San Jose is also further along in the planning process in comparison to Oakland. Thus, it is San Jose's Diridon Court that makes the most sense as the site for a stadium.

Oakland must invest far too much in improving the traffic, walkability, pedestrian experience, and public transit connections. Despite the promise for a streetcar system and a few possible solutions to solve some of the problems, I do not see it as enough to meet the

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<sup>10</sup> "First Amendment to Diridon Station SEIR" San Jose Redevelopment board (May 5, 2010)

[http://www.sanjoseca.gov/planning/eir/Ballpark\\_PP05-214/SJ\\_Ballpark\\_First\\_Amendment\\_to\\_SEIR\\_050510.pdf](http://www.sanjoseca.gov/planning/eir/Ballpark_PP05-214/SJ_Ballpark_First_Amendment_to_SEIR_050510.pdf)

<sup>11</sup> Information extrapolated from maps.google.com



standards required of a baseball stadium, nor do I see it as an economically rational decision. Therefore I feel that San Jose is the better choice.



Research



Planning and Design

## Introduction to the Planning and Design Phase

The planning and design phase will be a glimpse at what can be possible at Diridon Station. More specifically, it will be a site analysis of the current conditions and a final master plan that responds to the site analysis. I wish to present the notion that the California Bay Area has a strong chance to keep the Athletics baseball team in Diridon Station.

The site analysis portion of this phase is broken down into a few simple steps:

### 1. Site Analysis

- a. This will be a study of the different limiting conditions and design opportunities at the site. The categories of study will include
  - i. Location in regards to nearby amenities and infrastructure, or constraints from conflicts with other tenants of the neighborhood.
  - ii. Physical and Cultural factors that may limit the type of architecture to be constructed or the extent of development in terms of parcel sizes and density.
  - iii. Utilities that may be limiting factors if they are unable to handle the change in environment. This can be from resources such as electricity, sewage and wastewater pipes, water lines, storm-water systems, and gas lines.
  - iv. Circulation that affects pedestrian movement and automobile traffic. These issues and opportunities can be quantified in the width of roads, the width of pedestrian pathways, the direction of flow, and the type of traffic regulators currently utilized in the streets.

- v. Man-made factors such as existing rail tracks, parking lots and structures, buildings, streets, zoning limitations, and other ordinances or artificial physical barriers

2. Goals Outline

- a. Creating a set of goals based on the site analysis, precedent designs, and progressive ideas
  - i. Copying the design elements of precedent stadium community designs while incorporating unique features to create a self-sustainable energy system and creative storm water treatment solution.

3. A master plan

- a. A top down view of the site with callouts of important design features and recommendations

4. Supporting graphics and text

- a. Perspectives, sketches, and supplemental text to display the intent of the design and explain relevant details regarding the master plan

## Site Analysis; Diridon Station Area

The site analysis will draw from studies conducted through the EIR, other existing studies, and personal observations taken during a site visit. It will also be highlighting several opportunities and constraints that may affect the design of the master plan.

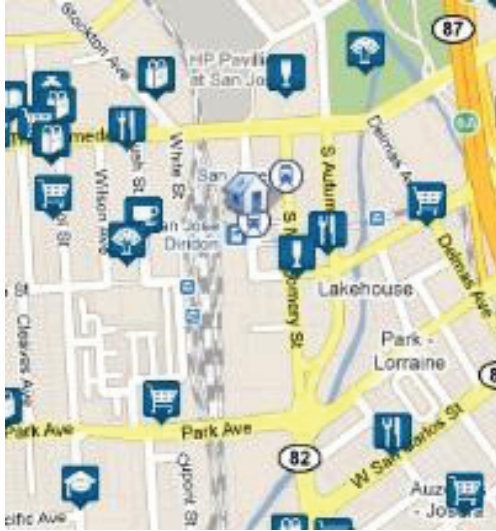


Figure 1: Nearby Amenities Courtesy of Walkscore.com

### *Location:*

Diridon Station is located west of downtown San Jose. According to walkscore.com, the site garners a walk score of 88 out of 100, making it relatively accessible to restaurants, retail storefronts, other entertainment venues, and public transportation options. Figure 1 to the left highlights these nearby amenities<sup>1</sup>. Though the area has a number of shopping and dining options, there is still opportunity for the

creation of more retail and business space. The close vicinity of single family residential dwellings may create a significant constraint to the project if residents there feel that the development is inappropriate. The solution is to have community involvement early in the development of plans.

### *Physical and cultural constraints:*

The lot proposed for development is relatively small. A baseball stadium will definitely fit in it. However, it will take some creative architectural solutions to create a ballpark that is

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<sup>1</sup> “San Jose Diridon Station Walk Score” Front Seat <http://www.walkscore.com/score/diridon-station-san-jose> (2011)

suitable for the geometries of the land. Several minor streets will be removed to accommodate the new development.



Figure 2: Diridon Station, built in 1904 and is considered an important historical monument in San Jose's history <http://as.sjsu.edu/asts/index.jsp?val=diridonstation>

Diridon Station is considered to be a historical architectural element. Thus, this creates a constraint that must be circumvented through the adaptation of a plan that will complement, rather than compete with the existing structures; this means having architectural elements of the appropriate type and height. The history of Diridon Station is further examined in a subsequent section of the

site analysis portion of this document.

In terms of topography, the site is located on a relatively flat surface. As a result, the topography of the land presents no significant constraints to the design of spaces.

*Utilities:*

Storm water management can potentially be a problem for Diridon Station. It is located next to the Guadalupe River to the east. The river handles storm water collected by the system of drains located throughout the Diridon Station area. Thus, the area has historically been prone to flood from moderate to intense rain<sup>2</sup>. In an existing utilities condition report of Diridon Station conducted by San Jose's planning department, it had acknowledged that the

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<sup>2</sup> "Existing Infrastructure Capacity" San Jose Planning Agency [http://www.sanjoseca.gov/planning/diridon/Diridon Existing Conditions Report/Diridon%20ECR%20-%208%20\(2\).pdf](http://www.sanjoseca.gov/planning/diridon/Diridon Existing Conditions Report/Diridon%20ECR%20-%208%20(2).pdf) (2010)

area’s current system was not efficiently planned – this results in periodic “ponding” of streets. Unfortunately, there is no mention of the magnitude of this type of flooding, though FEMA flood data does map some parts of the Diridon Station area in the 10-year floodplane. All of the Diridon Station area is in a 100-year floodplane<sup>3</sup>. There is an opportunity here to implement unique and cutting edge storm water management systems that do not have to rely on the existing storm water drainage systems.

According to the Diridon Station utilities report, the sewage system serving the area appears to be adequate. There are no constraints that will limit the design of the ballpark and its surrounding community<sup>2</sup>.

*Circulation:*

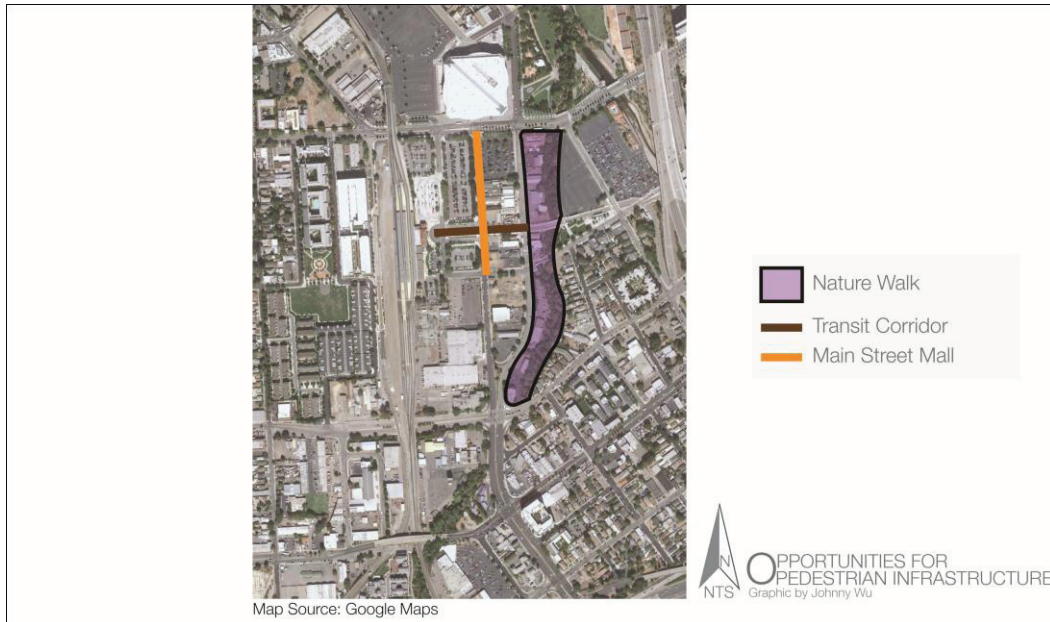


<sup>3</sup> “FEMA Flood Insurance Map; Santa Clara County” Federal Emergency Management Agency  
[http://map1.msc.fema.gov/idms/IntraView.cgi?ROT=0&O X=7200&O Y=5175&O ZM=0.038647&O SX=556&O SY=399&O DPI=400&O TH=23420796&O EN=23420796&O PG=1&O MP=1&CT=0&DI=0&WD=14400&HT=10350&IX=1358&JY=626&MPT=0&MPS=0&ACT=1&KEY=23420280&ITEM=1&PICK\\_VIEW\\_CENTER.x=214&PICK\\_VIEW\\_CENTER.y=239&R1=VIN](http://map1.msc.fema.gov/idms/IntraView.cgi?ROT=0&O X=7200&O Y=5175&O ZM=0.038647&O SX=556&O SY=399&O DPI=400&O TH=23420796&O EN=23420796&O PG=1&O MP=1&CT=0&DI=0&WD=14400&HT=10350&IX=1358&JY=626&MPT=0&MPS=0&ACT=1&KEY=23420280&ITEM=1&PICK_VIEW_CENTER.x=214&PICK_VIEW_CENTER.y=239&R1=VIN) (2009)



The site is surrounded by several main streets that connect to various parts of the San Jose – West San Carlos Street, West Santa Clara Street, Park Avenue, and South Autumn Street. These streets are all regulated by traffic lights; this type of set up is geared towards handling heavy amounts of traffic, and can be fine-tuned to efficiently govern traffic. Each of these major street are 4 lanes wide; of these streets, only South Autumn Street is a one way street. The Diridon Station EIR highlighted one major traffic issue; the inevitable plan to narrow Park Avenue will constrict traffic flow south of the site. The solution should be to heavily promote the use of mass transit and to create the most enjoyable experience for users of public transportation and pedestrian sidewalks – thus, the number of automobiles on Park Avenue will be reduced.





There are a few opportunities to create a very comfortable pedestrian experience.

There can be a nature path running along South Autumn Street and the Guadeloupe River that can connect to the ballpark and communities at several points. There is also an opportunity to create a main street mall that will connect the existing HP Pavilion to the new development to the south while at the same time making mixed-use units to support the new sports facility.

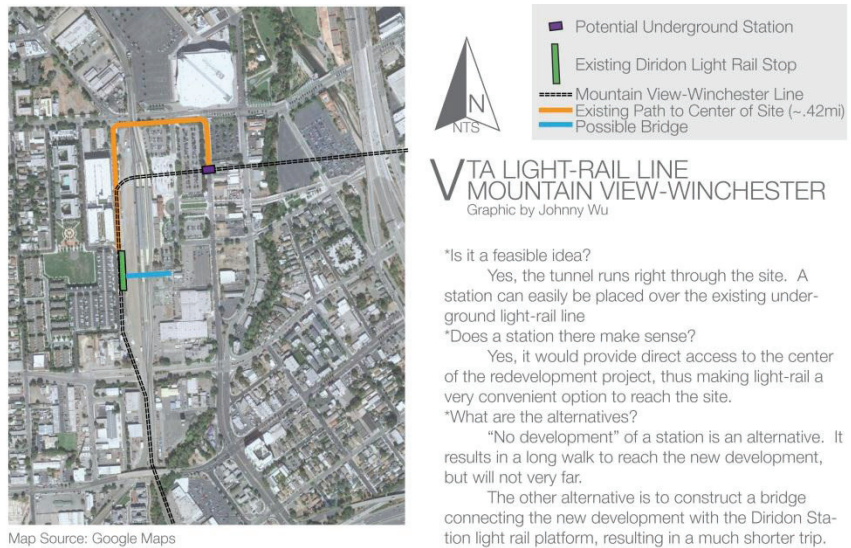
*Man-made:*

The site is currently home to several light industrial and service businesses. However, the San Jose Redevelopment Agency has purchase most of the properties from these businesses and is ready to develop over these structures<sup>4</sup>.

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<sup>4</sup> “Project Updates” San Jose Redevelopment Agency <http://www.sjredevelopment.org/ballpark.htm> (2011)

The train station next to the site poses a noise pollution problem. Though any attempts to mitigate the problem can be insignificant, there should still be measures implemented to reduce the impact of the noise from this source.



The bus depot next to Diridon Station is to remain at its location undisturbed. It serves the train depot and nearby light rail stations and is thus protected from redevelopment. The VTA light rail runs directly under the proposed site and can be a source of constraints as well as opportunities. Underground construction (underground parking, basement space, etc.) would certainly be restricted based on the location of the light rail line. However, this can also be an opportunity to create a light rail station in between the new baseball stadium and HP Pavilion. An underground light rail station could be completely optional, as San Jose’s Diridon station area is already nearby and could be adequate for public transportation purposes.

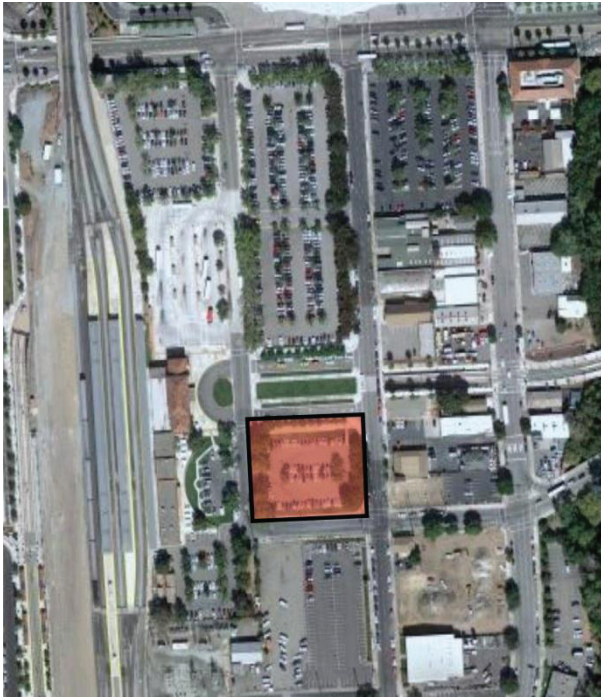


Figure 3: Parking lot to be preserved highlighted in transparent red. Map Source: Google Earth

According to the San Jose Diridon Station Supplemental EIR, the various transportation agencies in the Diridon Station Depot (CalTrain, Amtrak, and VTA Bus) have made it clear that they want the parking lot directly south of Diridon Station to remain undisturbed<sup>5</sup>.

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<sup>5</sup> “First Amendment to Supplemental Environmental Impact Report” San Jose Redevelopment Agency  
[http://www.sanjoseca.gov/planning/eir/Ballpark\\_PP05-214/SJ\\_Ballpark\\_First\\_Amendment\\_to\\_SEIR\\_050510.pdf](http://www.sanjoseca.gov/planning/eir/Ballpark_PP05-214/SJ_Ballpark_First_Amendment_to_SEIR_050510.pdf)  
(5/5/2011)

## Taking a New Urbanism Approach

This project is a perfect opportunity to implement the principles of New Urbanism. New Urbanism is the idea that communities should be built in a way that promotes walking and public transit rather than personal automobile transportation. Communities would be built to accommodate pedestrians; mass transit would encircle the spaces; residential units would be designed as mixed-use places to be shared with retail space and offices; it would contain a central common space, such as a park<sup>1</sup>.

Residential density is an important concept in New Urbanism. A dense residential development can theoretically reduce the carbon footprint of every individual living in New Urbanism housing settlements. Calculating density for a particular project depends on the state of the supporting infrastructure around it and the architectural feel that a designer is envisioning<sup>1</sup>.

Unit density is calculated by measuring the number of units per acre of land in a development. Though there is no real standard for what is considered sparse, medium, or dense development, there are precedent guides that have determined some appropriate figures for different residential densities. One of these guides is the Sacramento Area Council of Government's blueprint for development<sup>2</sup>.

The project site is approximately 25.3 acres. I will make the design decision to make the buildings 2 to 4 stories tall to keep it from overpowering the existing Diridon Station transit depot. Thus, the resulting development is considered to be "medium-density"; according to the SACoG guide, this is 20-40 residential units per acre of land.

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<sup>1</sup> "Charter of the New Urbanism" The Congress of New Urbanism <http://www.cnu.org/charter> (2011)

<sup>2</sup> "Blueprint: Transportation Land Use Study" SACOG <http://www.sacog.org/publications/PlaceTypeMenu.pdf> (2009)



## Goals of the Master Plan

The master plan of Diridon Station will address several key issues brought up in my previous research as well as several from the area's environmental impact report. While I intend to follow in the footsteps of previous stadium designs, I want to improve on their designs by incorporating more sustainable features. This can be done through a better handling of storm water, reducing impermeable paving, calling for better selection of planting, among other actions. Diridon Station already has a very extensive bus and rail system; I wish to create a neighborhood that is best accessed through this system.

I will be creating a general plan within the boundaries of West Santa Clara Street, South Autumn Street, and West San Carlos Street. This general plan will:

- create a mixed use neighborhood with:
  - New Urbanism as a guiding template for design.
  - a density of units per square foot of space that is typical of recent mixed-use space designs.
  - an enjoyable pedestrian experience, otherwise known as the x-factor.
  - residential units that will be least affected by noise issues.
  - a corridor connection to the existing HP Pavilion.
  - commercial business and office space.
  - a celebration of the various available public transportation options.
  - a ballpark designed to complement the architectural elements on site
    - this ballpark is to be designed as a pitcher's ballpark, one that gives an advantage to pitchers
      - Far and tall outfield walls

- address chronic issues concerning environmental waste water handling outlined in the EIR. (HAZ-4 on EIR Impacts Table<sup>1</sup>)
- attempt to choose a visual style in space that would complement that of the historic Diridon Station, as to not intrude with the established form.
- implement a number of features that have been proven to provide environmental benefits in the urban setting. (UTIL-1 in EIR Impacts Table<sup>1</sup>)
  - curb cuts leading into bio-swales in the
  - environmental (riparian) buffer zones (to the east – Guadalupe River)
    - Curb cuts that funnel street water into bio-remediation areas next to the riparian region.
  - permeable paving surfaces.
- present an idea of how pedestrians interact between the proposed Guadeloupe River nature walk and the new development across the street.
- attempt to address noise concerns regarding vicinity with rail lines.
- address the access of basic amenities such as:
  - fire and police access
  - parking structure(s)
  - parks and recreation space
- layout all elements in a manner that logically flows from one space to another.

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<sup>1</sup> “Draft Supplemental Environmental Impact Report” San Jose Redevelopment Agency  
[http://www.sanjoseca.gov/planning/eir/Ballpark\\_PP05-214/SJ\\_Ballpark\\_First\\_Amendment\\_to\\_SEIR\\_050510.pdf](http://www.sanjoseca.gov/planning/eir/Ballpark_PP05-214/SJ_Ballpark_First_Amendment_to_SEIR_050510.pdf)  
 (5/5/2010)

As part of my master plan, I will also take a look at the possible changes to the area as a result of the development at Diridon Station.

- It will be a study of potential areas for further development/redevelopment to complement the new stadium community.
- It will also present ideas on the role of the Guadeloupe River in relation to the new development around it.

These are my goals for the master plan process. Hence, I will limit myself to these criteria when designing the space.



# ILLUSTRATED

## Goals of the Master Plan



**P**ossibility of a parking structure, or more storefront development

**M**ixed-use residences, offices, and commercial spaces

**R**iparian river expansion to create onnection to the park north.

**A**ccess to public transit options made more pedestrian friendly and enjoyable

**C**reation of a pedestrian corridor and outdoor mall space. Implementation of smart waste water mitigation measures.

**P**lacement of the stadium to create an interesting and unique yet functional design

**A**nother possibility for a space for a parking structure or commercial space

**R**esidential space and small business storefronts. Office space and small parks.

**S**ound wall and Planting to reduce noise pollution problems for residents.





CISCO FIELD

1"=300'  
N

# MASTER PLAN

- ① Extra wide pedestrian crossing across Santa Clara Street provides added safety to achieve an enjoyable pedestrian experience.
- ② Nature walk to run next to the Guadeloupe River area. It will provide meeting space and rest stops for pedestrians wishing to be outside the bustle of the main street mall.
- ③ Mixed-use buildings will provide 400 units of housing at a density of 40 units per acre. This means that each unit will have approximately 1135 square feet of space. There will be 260,000 square feet of retail and restaurant space. These buildings have private access to underground parking facilities beneath the site.
- ④ 5 story parking structure that will provide approximately 500 public parking spaces for the site and the new ballpark.
- ⑤ Riparian biofiltration area with curb cuts to allow the remediation of polluted stormwater from the streets.
- ⑥ Central plaza to serve as a major circulation node and a meeting area for patrons of the mall.
- ⑦ Major grocery store to serve as the primary source of food and goods for the residents in the neighborhood.
- ⑧ Central pedestrian path connects the HP Pavilion and new ballpark. Has bioswale running through the center and is paved in permeable brick pavers to recharge on-site stormwater.
- ⑨ Central axis leading to Diridon Station is left undisturbed to preserve the integrity of the historic landscape and view of building. It is already very accommodating to pedestrians.
- ⑩ Parking lot for Diridon Station and the bus depot is preserved, as requested by the two parties.
- ⑪ Large grass picnic and chill spot with shade trees and barbeque pits.
- ⑫ Riparian zone (Guadeloupe River and its branching streams) to be made accessible to the public as a biking and walking trail.
- ⑬ Bridge connecting the VTA light rail station to the new ballpark by escalator and elevator.
- ⑭ North entrances to the ballpark with a large plaza acts as a grand terminus to the main street style mall.
- ⑮ Apartment buildings with bleacher style seating on the rooftops. Residents are serious fans of baseball and the Athletics.
- ⑯ 32,000 seat retro-classic styled baseball stadium with outfield walls 350 feet deep at left field, 410 feet at center field, and 330 feet at right field. Made to comply with LEED silver standards or better.
- ⑰ East entrance of the ballpark with tall belltower facade.
- ⑱ South Autumn Street to be converted to a 4 lane two-way street.

# MASTER PLAN

- ①⑨ South entrances and plaza of the ballpark featuring memorials for retired players and other significant monuments.
- ②⑩ Business and administrative office space for the Athletics and various other professional firms.
- ②⑪ Hotel serving visiting ballpark patrons, teams, and tourists of San Jose
- ②⑫ ~100 parking spaces for the offices and hotel
- ②⑬ Petition to the city of San Jose to keep Park Avenue a 4 lane street in order to accommodate the extra traffic generated by a new baseball stadium



2

## NATURE WALK BY THE GUADALOUPE RIPARIAN STREAM

Curb cuts in the sidewalks divert stormwater into the riparian biofiltration system





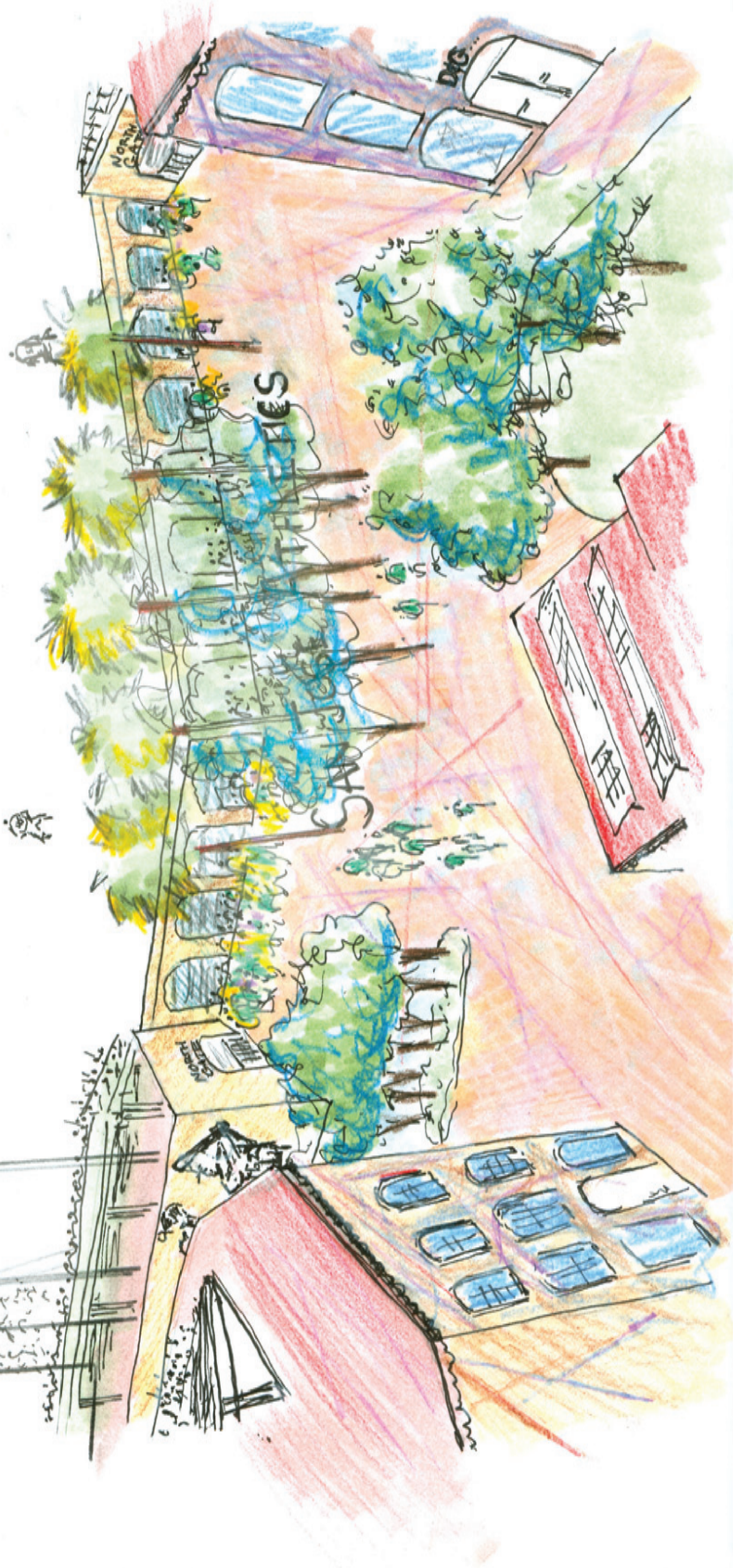
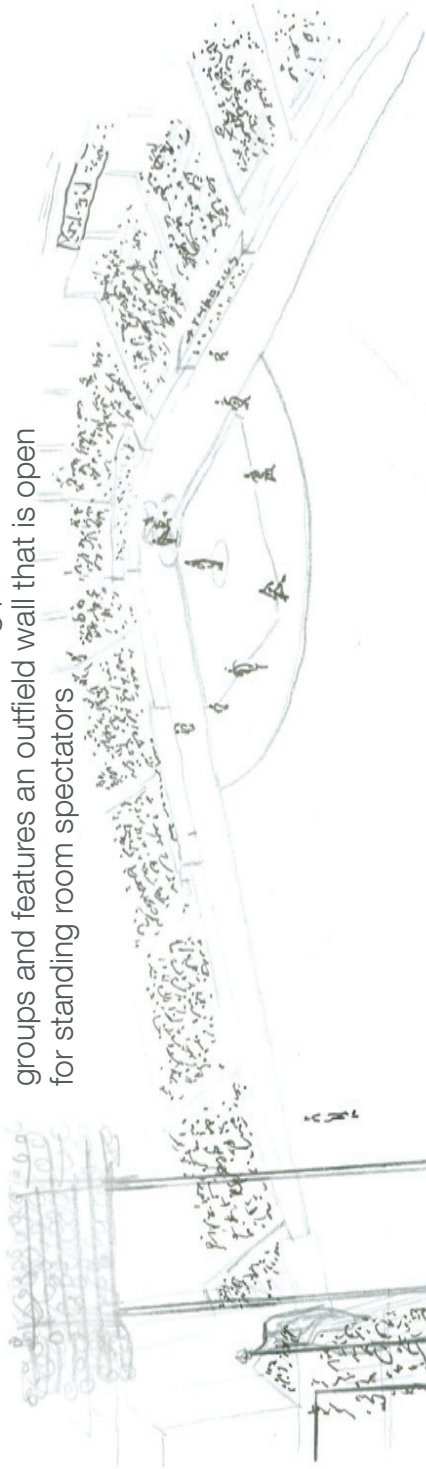
11 MAIN STREET MALL AND THE PATH TO THE STADIUM  
A central median acts as a gathering space and a bioswale system during wet rainy days





### 14 NORTH GATE PLAZA AND THE CENTER FIELD WALL

The North Gate Plaza is a meeting place for groups and features an outfield wall that is open for standing room spectators





# IMPACT

## Effects on Adjacent Neighborhoods



This baseball stadium development is expected to be the catalyst for subsequent development in adjacent areas. San Jose's burgeoning population requires the expansion of the downtown district. The purpose of this map is to show the potential sites for development and describe the direction in which downtown will grow.

# IMPACT

## Effects on Adjacent Neighborhoods

- ① This area north of the development site is filled with service industrial businesses. Interestingly, many buildings in this part of the area are boarded up and vacant. Perhaps the recent economic downturn has forced these businesses to close its doors. This presents an opportunity for further development and expansion of the downtown; a new stadium can certainly jump-start and accelerate this development. Growth is important to support the burgeoning population in San Jose; it can create vital jobs in offices, retail businesses, and professional services in a time where the nation is moving away from the service industrial and manufacturing era of economy.
  
- ② The two industrial zones to the south of the site are service industrial businesses as well. This area is also sporadically riddled with vacant lots and “for lease” signs, indicating that the area is experiencing a decline in its economic output. The significant amount of land in this area presents an enticing opportunity to continue the development started by the baseball stadium community. The benefits are the same as before; it is possible to catalyze the development of new business and residential opportunities with the construction of a new stadium.
  
- ③ This predominantly residential zone seems to be very well established; they will not be subject to redevelopment. It consists of mostly single family single story dwellings occupying small tracts of land. Based on its location, the surrounding freeways may appear to be the best mode of transportation for the residents. This area can certainly benefit from the added business and retail development nearby without the requirement of long distance automobile transportation.

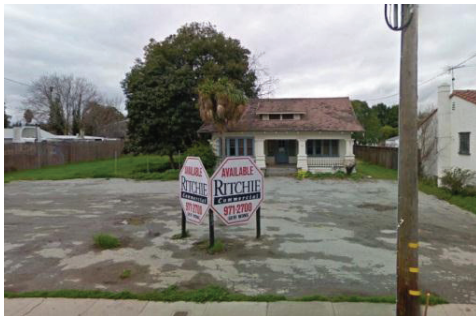


Figure 1: An Example of Vacant Lots and Buildings of West San Jose



Figure 2: West San Jose is a Mixture of Service Industrial and Small Residential Zones

*Finito, per ora...*



### *Bibliography of Studied Materials*

These texts have guided my theories, master plan, and graphic reproduction throughout this project. I wish to thank each and every one of them for contributing their knowledge to my studies. I have learned so much from just reading, though I feel I have much more to learn. Without further ado:

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