Urban Farm
Letter of Interest Request

Prototype Park & Letter of Interest Context

Guadalupe River Park Conservancy
March 29, 2023
Overview

The Guadalupe River Park Conservancy (GRPC) is seeking Letters of Interest (LOI) from a non-profit partner or partners to cultivate, program, and provide stewardship services to operate a new public urban farm facility (Urban Farm) in downtown San Jose.

Presentation Outline

- Background on the Guadalupe Gardens
- Prototype park
- Project Considerations
- Goals of the Urban Farm
- Objectives of the LOI
- Submission Process
Guadalupe River Park and Gardens

- 250-Acre Park originally conceived in the 1960’s
- In 1987 council recommended development of this urban park
- Three areas extending from Discovery Meadow to I-880:
  - Guadalupe River Park
  - Guadalupe River Trail
  - Guadalupe Gardens

*City of San Jose, Shape the Future of Guadalupe Gardens, December 8, 2021*
The Guadalupe Gardens

- Master Plan dated 2002
- Property acquired with FAA funding
  - Approximately 30 acres developed south of Taylor Street
  - 40 Acres north of Taylor Street is subject of this discussion
- Columbus Park predates creation of Gardens

*City of San Jose, Shape the Future of Guadalupe Gardens, December 8, 2021*
Prototype Park

Legend

- Dog park - 5 acres
- Proposed park-yard expansion
- Potential future commercial development
- Meadows - 4 acres
- Future partners / urban agriculture - 18 acres
- Disc golf, interspersed with meadows - 13 acres
- 10’ Interim walking path

City of San Jose, Shape the Future of Guadalupe Gardens, December 8, 2021
Project Considerations

- Phase I Prototype Park: Quick build short term projects
  - Assessment for soil contamination are on going
  - Construction of dog park to begin in Q2 2023
  - Ongoing coordination for disc golf course and meadow plantings

- Longer term improvements will be considered for Phase II
  - There is no funding to construct park amenities at this time
  - Long term maintenance funding for park amenities will be recommended based on feedback received
Urban Farm at Prototype Park

The Goal of the Urban Farm is to:

- Actively cultivate and operate a maximum area of 18 acres within the Guadalupe Gardens,
- Provide public programs and engagement opportunities for the community that advance the principles of the Department of Parks, Recreation and Neighborhood Services strategic plan, ActivateSJ,
- Provide park-serving amenities and benefits that improve community health and quality of life,
- Ensure that the space is welcoming, well-maintained, and positively contributes to the park user experience.
Objectives of the Letter of Interest

● To connect with organizations with the capacity and interest to operate and program the urban farm

● To guide the development of the urban farm project:
  ○ Draw park users through design and programming
  ○ Establish a project scope, budget, and footprint of the urban farm
  ○ Ensure infrastructure and amenities are in place for business operations and site stewardship

● To better understand and anticipate farm operational needs, and its alignment to FAA guidelines on airplane approach zones and community benefit designations.
Submission Process

GRPC is seeking partners where:

- The agency must be a 501(c)3 nonprofit where operating an urban agriculture farm will achieve their mission and provide community benefits.
- The agency possesses knowledge, experience, and capacity to operate an urban farm, including the ability to deliver public programs.
Submission Process

Submit a Letter of Interest no more than four pages excluding photos or graphics to info@grpg.org no later than Friday, April 28, 2023 at 5:00pm.

The LOI should cover:

1. The Agency’s knowledge or experience in urban farm operations and public programming
2. Proposed business operating model for the Urban Farm
3. Target populations within the City your operations/programs would serve

Complete details regarding the LOI submission process is located in the “Prototype Park - Urban Farm Letter of Interest Request” document.