



**Placemaking New Neighborhoods
Thursday, May 11, 2017 – 6:30 P.M.**

Recap of Placemaking New Neighborhoods

a panel discussion including Rob Steinberg of Steinberg Architects, C.J. Gabbe of Santa Clara University and John O'Brien of Nvidia, moderated by Jeff Smith of Sares Regis

Key points of the presentation:

- Providing more well-designed housing and building near the present and future public transportation are the principles of sustainable placemaking that should be implemented in City of Santa Clara.
- Accessibility is at the hearth of sustainable placemaking; living somewhere that you can bike, walk, drive and use the transit to connect to your destinations.
- There are other supplemental elements in addition to housing defining sustainable neighborhoods including the urban amenities, walkable places, retail destinations, active and passive recreation and public open spaces.
- Providing mix of housing types is really fundamental in ensuring sustainable neighborhoods. At City of Santa Clara we are missing the middle housing development types such as duplexes, townhomes and small garden courtyard houses.
- Accessory dwelling units are invisible density incorporated to the single family residential neighborhoods. It is helpful to prepare guided hand books for the residents. Santa Cruz, Seattle, and Portland are some of the successful cities implementing the accessory dwelling unit's policy within their neighborhoods.
- Implementation can be improved through creating deliberate and transparent planning processes and adopting new citywide policies.
- New workforces prefer to live near urban centers where they can access urban amenities within walking distance such as downtown San Jose and San Francisco. Providing local housing and amenities would encourage people to work and live locally and would enhance their live work balance.
- Sculpting space and shaping life should become major goals in making places. Successful projects are authentic, contextual, pedestrian oriented, welcoming, and memorable.
- Placemaking is not just about the buildings design. The places between the buildings play an important role in connecting people and making great places.