

Santa Clara Downtown Revitalization Committee



May 15, 2017



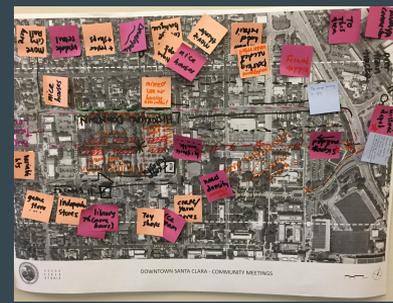
U R B A N
F I E L D
S T U D I O

Overview of Downtown Santa Clara Workshops

- Seven workshops to date, beginning in Fall 2015 with last meeting in April 2017
- Workshops started with presentation, followed by small group discussions and reporting back to all participants
- Key Principles and Objectives for a Revitalized Downtown
- Three Alternatives created based on input from workshops
- Feedback on three Alternatives resulted in Preferred Alternative
- Next Steps

Previous Downtown Revitalization Meetings/ Workshops

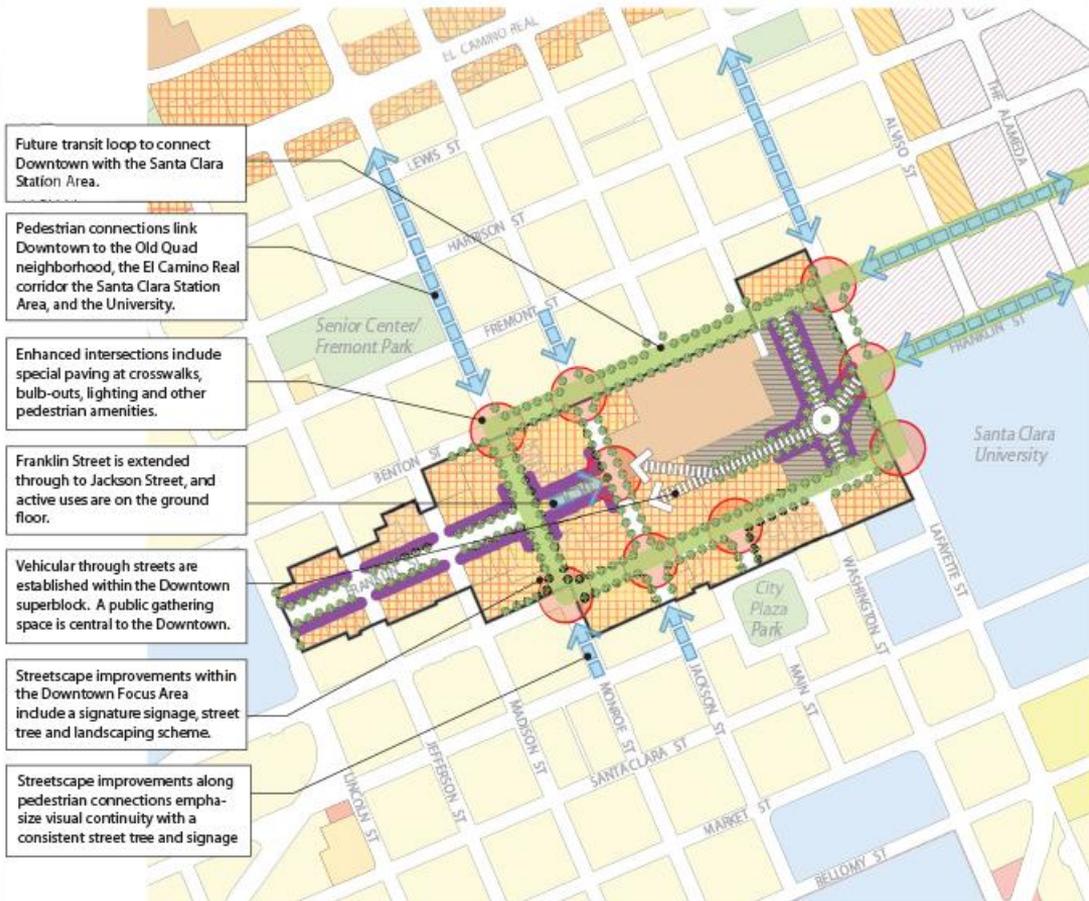
There have been seven meetings to date beginning in Fall 2015. The last one was on April 20, 2017



A Brief Review from Previous Meetings

- City's General Plan
- Larger Downtown Area
- Santa Clara University
- Current Projects & Parcels
- Revitalization Principles

Figure 5.4-3
Downtown Focus Area



Legend

Land Uses Within the Focus Area

- High Density Residential
- Community Mixed Use
- Downtown Core

Urban Design Features

- Focus Area Boundary
- Potential Street
- Pedestrian Connection
- Pedestrian Orientation/ Active Street Frontage
- Enhanced Intersection
- Transition Zone
- Signature Streetscape
- Downtown / BART Transit Loop

2010 General Plan Amendment for the Downtown Area





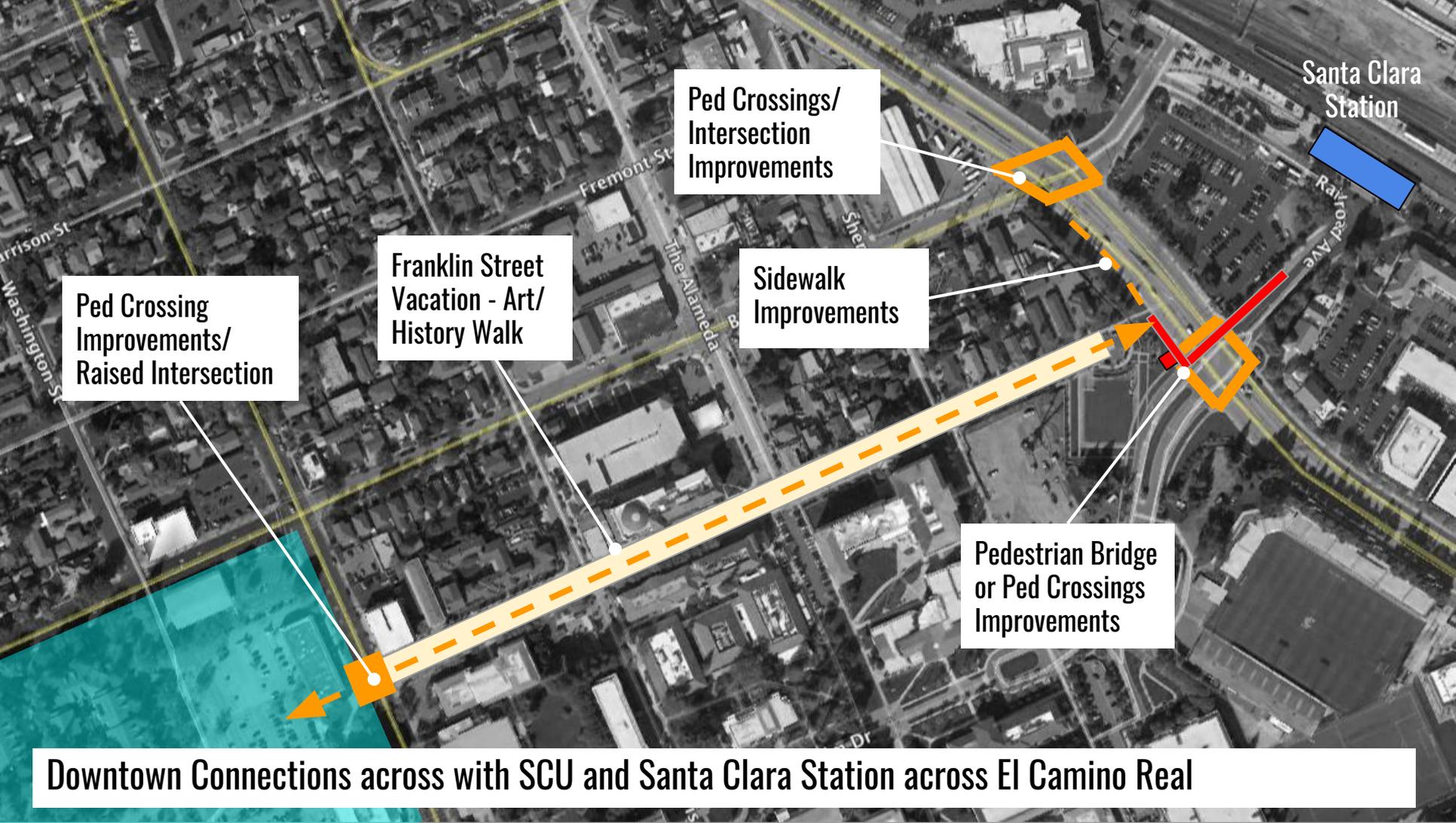
OLD QUAD



3/4 mile

SANTA CLARA UNIVERSITY





Ped Crossing Improvements/
Raised Intersection

Franklin Street
Vacation - Art/
History Walk

Ped Crossings/
Intersection
Improvements

Sidewalk
Improvements

Pedestrian Bridge
or Ped Crossings
Improvements

Santa Clara
Station

Downtown Connections across with SCU and Santa Clara Station across El Camino Real

Aerial of Existing Downtown



Revitalization Principles for Downtown Santa Clara

1. Define a flexible plan boundary
2. Promote a local flavor and unique vibe
3. Respect the historical heritage and character
4. Incorporate a pedestrian-oriented spine along Franklin Street
5. Address flexibility in uses, densities and site relationships

Revitalization Principles for Downtown Santa Clara

6. Maximize collaboration among the City, SCU, and other stakeholders
7. Include a diversity of uses that will activate downtown
8. Promote the arts and the arts community as a theme
9. Enhance transit, pedestrian and bicycle access, and other forms of access
10. Promote a balanced scale of development that achieves a density for success

3 Alternatives at the February 22nd Workshop

Alternative “A” - Focus on Infill

Alternative “B” - Meandering Main Street

Alternative “C” - Downtown Grid

Alternative "A" - Focus on Infill



Alternative "B" - Meandering Main Street



Downtown Gateway (under construction)

Shared Parking Structure

Raised Intersection

Retail along new Franklin Street

New Park

New Live-Work/ Artist Studios/ Galleries

New Theater (Arts District)

Resid./Retail

Resid./Retail

Resid./Retail

(E) Residential

Theater

Live-Work

Franklin Street Vacation

Resid./Retail

(E) Post Office

(N) Retail

Resid./Retail

Office/Retail

Office

Raised Intersection

Resid./Retail

Resid./Retail

(E) Retail/Office

Resid.

Resid./Retail

Office

New Main Street (Shared Street)

Post Office to remain

New Residential with Ground Floor Retail

Improved Ped Crossing

New Extension of Washington Street

New Office with Ground Floor Retail

Office

SANTA CLARA UNIVERSITY

Alternative "B" - Meandering Main Street



Alternative "C" - Downtown Grid



**ALTERNATIVE C:
DOWNTOWN GRID**



Emerging Common Themes for Downtown

- Make the Downtown a local destination
- Make Franklin Street a pedestrian-focused Main Street
- Re-establish the street grid from the “Old Quad”
- Encourage a mix of uses, particularly along the new Franklin Street
- Introduce a theater as an iconic building & symbol for downtown
- Establish a central public space that can be used for music & events

Historic Downtown Reference



A Preferred Plan Vision



**PREFERRED ALTERNATIVE:
DOWNTOWN GRID**

| | |
|--|--|
| Residential | Live/Work |
| Office | Existing Office |
| Public Amenities | Existing Post Office |
| Retail | |



Key things the Downtown Needs in a Preferred Plan

1. An open space for gathering and events
2. A street that can be called Main Street
3. Ease of movement as a pedestrian, but also accommodation of cars
4. Diversity of activities and uses, including people living in downtown
5. Shared cultural facilities, such as a theater with the University

Implementation - Plan of Existing Conditions



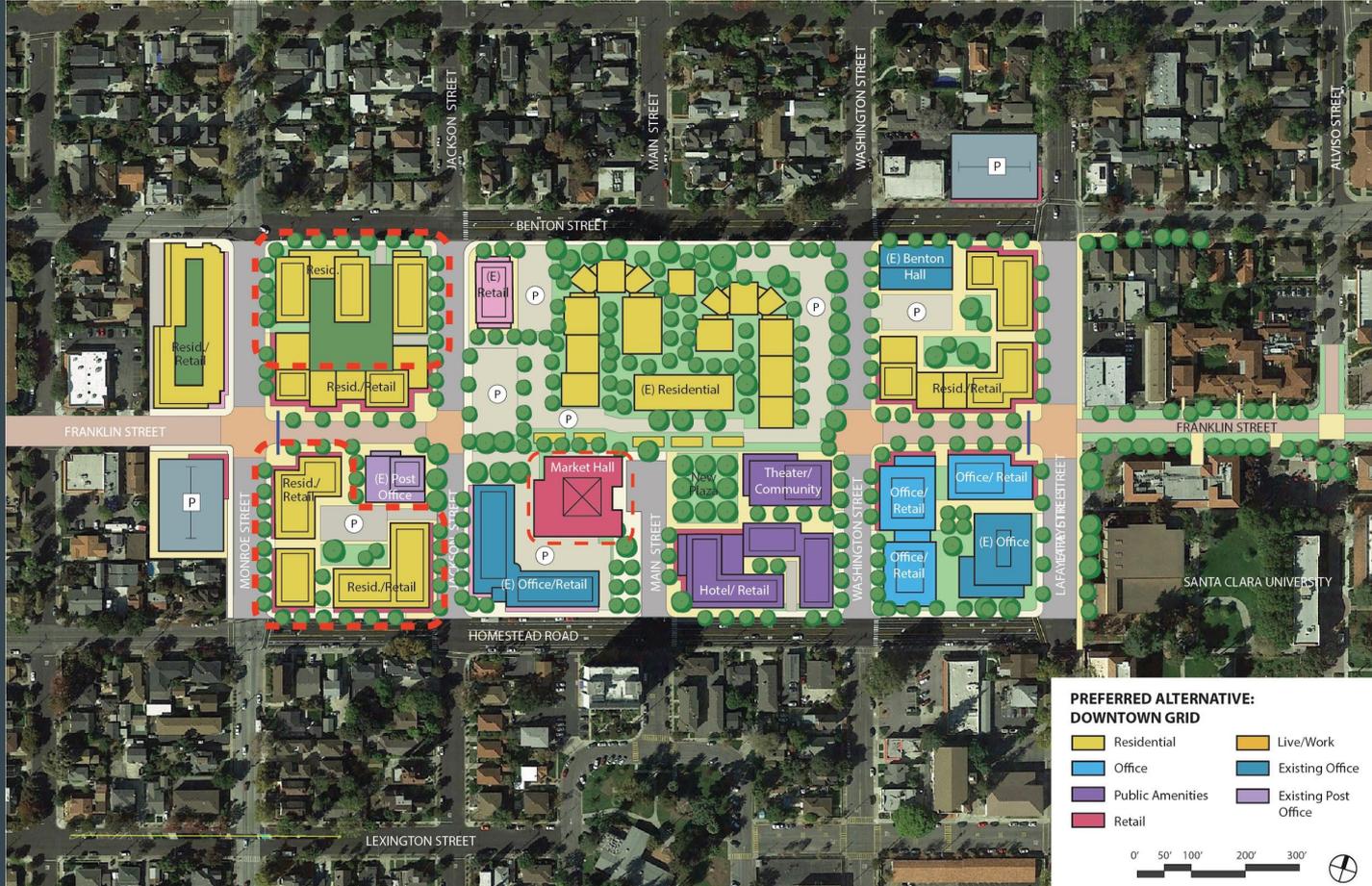
Possible Implementation - Phase 1



Possible Implementation - Phase 2



Possible Implementation - Phase 3



Possible Implementation - Phase 4



Feedback on Preferred Plan

- Likes/ Dislikes
- Vision
- New Ideas
- Priorities
- Challenges
- Next Steps

Feedback on Preferred Plan

- Likes:
 - Generally liked reestablishing Franklin Street and old grid
 - Mix of housing, retail, and some office; a hotel, museum, market hall, theater and community center; theater as landmark
 - Central and smaller open spaces
 - Downtown as local destination with small shops
 - Relationship/ connection with SCU and complementing SCU's arts district
 - Walkability and pedestrian-friendly street design
 - Activity along Homestead Road and residential uses along Benton Street
 - Services for different groups of people including students
 - Heights between 3-5 stories along Franklin

Feedback on Preferred Plan

- Some dislikes:
 - Too much visible parking
 - Existing office tower; its scale is out of place and hinders connectivity with university campus

Feedback on Preferred Plan

- Vision:
 - Different kinds of housing: affordable for families and seniors; low-cost for artists (live/work) with gallery spaces; on top of retail for Millennials
 - Gathering places for music events, entertainment, dining, coffee
 - Connect to BART/ Caltrain Station via streetcar-inspired shuttle
 - Relocate City Hall and consider less active location for museum
 - Underground parking or parking structures near but not at edges of Downtown
 - Different architectural styles and designs to create a heterogeneous character
 - Connectivity between library and cultural uses
 - Franklin Street as Main Street with continuous streetscape design; side streets designed to visually draw in from side streets

Feedback on Preferred Plan

- New Ideas:
 - Franklin Street as pedestrian-only or limited vehicular access street with parking in side streets only
 - Rooftop gardens
 - Density important to make underground parking work
 - Commercial uses above retail
 - Transition from taller buildings to lower buildings (Sunnyvale example)'
 - Hide parking with ground floor uses
 - Capture importance of history including industrial elements; no “disneyfication”

Feedback on Preferred Plan

- Priorities:
 - Start at Franklin and Main Street with retail and commercial uses facing Franklin Street
 - Start development in area west of Lafayette and connect with university
 - Relocate Franklin Mall businesses
 - City to purchase land for Franklin Street to help development
 - Partnerships for financing

Feedback on Preferred Plan

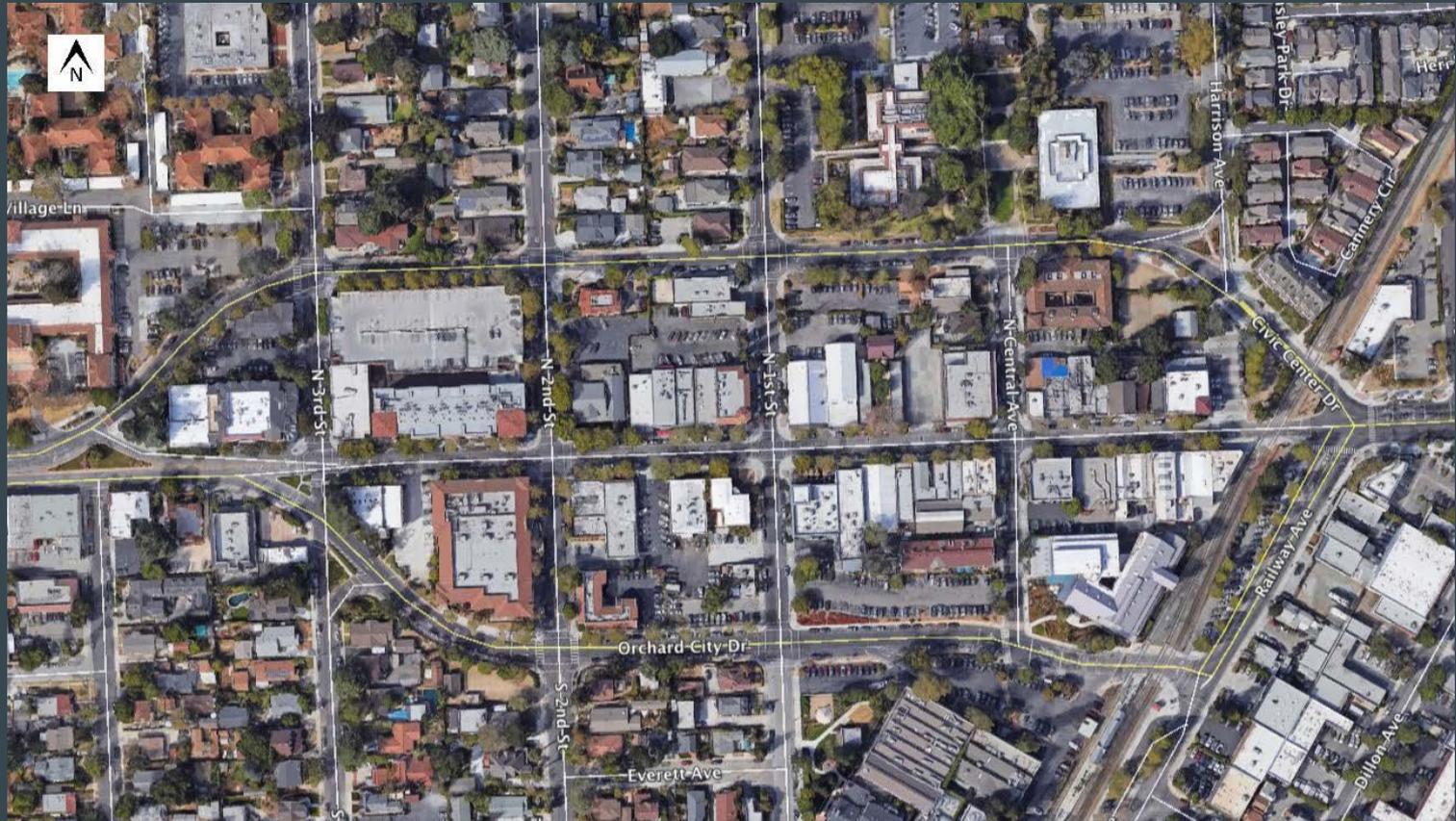
- Challenges:
 - Existing residential uses (Prometheus)
 - Assembling parcels
 - Phasing and timing
 - Financial feasibility
- Next Steps for Planning Downtown
 - Encourage quality and type of retail - small, independent, big variety
 - Establish progressive development standards
 - Planning to encourage eclectic uses
 - Iconic landmark like a sign or theater

Next Steps

- Stay active with the Downtown Revitalization Committee
- Periodic Community Meetings
- Meet with stakeholders
- Block-by-block approach
- Create an action plan with near-, mid-, and long-term steps

Thank You.

Aerial of Downtown Campbell - A Comparable Downtown



Buildings in Downtown Campbell



Campbell Buildings Imposed on Aerial of Downtown



Questions about 3 Alternative Plans

Discussion of 3 Alternatives on February 22nd considered the following questions:

- A. Which elements and ideas illustrated in the three alternatives do you like?
- B. Which ones do you not like?
- C. What kind of street or connection should Franklin Street become?
- D. What uses and activities should Downtown Santa Clara offer?
- E. What kind of new buildings and open spaces should be in Downtown?

Franklin Street east of Lafayette along Santa Clara University

Franklin Street design between The Alameda & Lafayette Street (Phase I)



Franklin Street Promenade - PHASE 1

Santa Clara University/City of Santa Clara

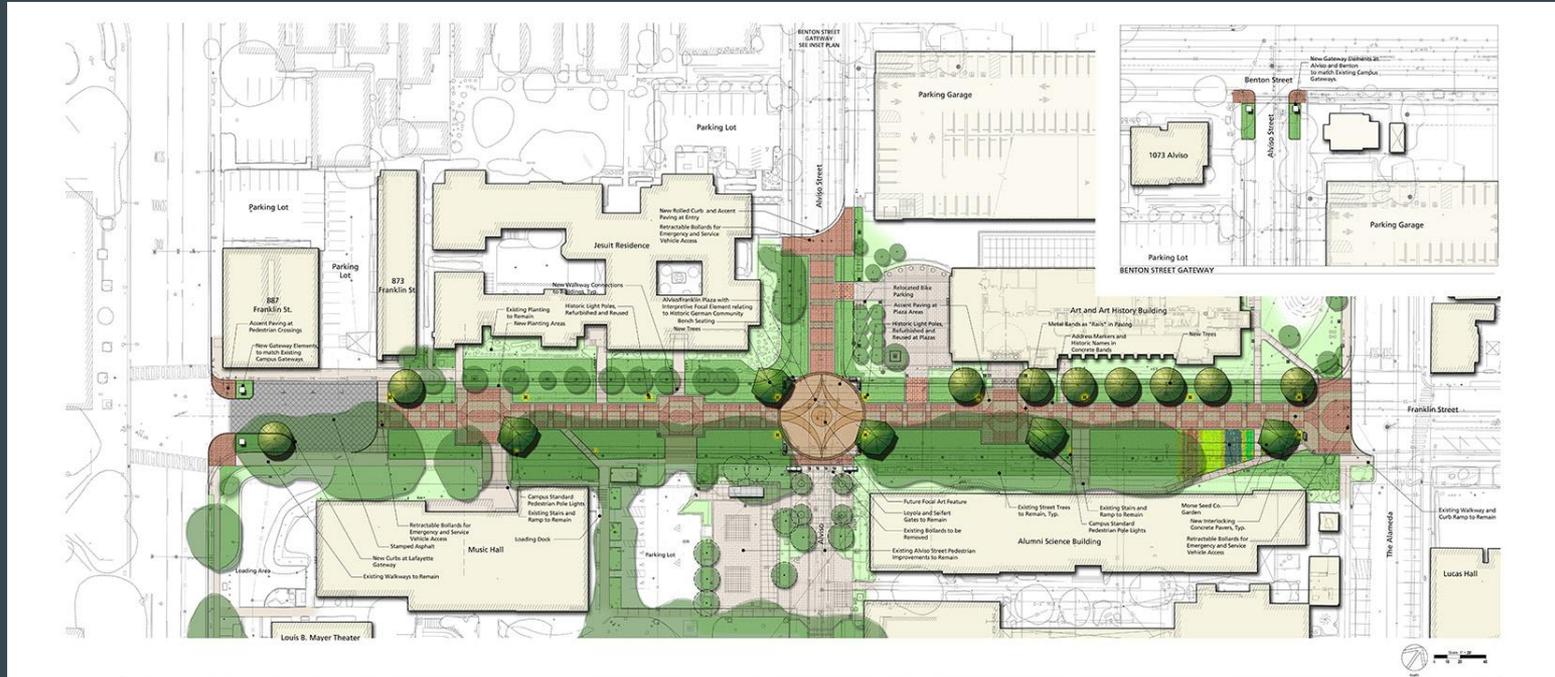
Preliminary Plan

01.27.17

THE
GUZZARDO
PARTNERSHIP, INC.
Landscape Architecture - Land Planners
181 Greenway Street
San Francisco, CA 94111
415.433.8017
415.433.5001

Franklin Street east of Lafayette along Santa Clara University

Franklin Street design between The Alameda & Lafayette Street (Phase I and II)



Franklin Street Promenade

Santa Clara University/City of Santa Clara

Preliminary Plan

01.27.17

THE GUZZARDO PARTNERSHIP, INC.
Landscape Architects • Land Planners
181 Chestnut Street
San Francisco, CA 94111
415.433.6000
F 415.433.9005

Franklin Street east of Lafayette along Santa Clara University

Proposed Bradshaw Gates



An Approved Project in the Downtown Area

Downtown Gateway - 44 condos and 7 commercial ground floor retail spaces
(under construction)



Corner of Franklin at Monroe Street



Corner of Benton and Monroe Street