



# City of Santa Clara

The Center of What's Possible

## Downtown Precise Plan Downtown Community Task Force

### Meeting #2 Summary

*Santa Clara City Hall, Council Chambers  
1500 Warburton Avenue, Santa Clara, CA 95050  
July 23, 2019 | 6:00 pm*

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### Meeting Objectives

The purpose of the meeting was to review topics/items of discussion for future Task Force meetings, introduce the Urban Land Institute application, update on the Precise Plan consultant selection process and work scope.

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### Meeting Summary

This meeting was livestreamed and broadcast on the local Cable Channel, and the City of Santa Clara's Facebook page and Youtube channels.

#### Downtown Community Task Force (DCTF) Discussion

Staff gave a presentation and the DCTF asked questions and engaged in discussion. Highlights of the discussion were as follows:

- Provide a list of must haves and wants
- What do we keep from all the community outreach done in the past?
- City needs to help move the courthouse and apartment.
- How do we get Franklin Street back?
- What's happening on the SCU campus and how does it tie into the Plan? – meld students into the fabric.
- Traffic calming around downtown.
- Trolley without tracks.
- Control traffic on Lafayette. Fast past traffic on this street and Monroe Street.

- Include public art.
- Residents are not advocate of bisecting lane on Lafayette. We should look at this as part of the circulation analysis.
- Incorporate safety of walking to downtown as it is currently not pleasant.
- More lighting for safety.
- The current downtown has too many holes and not enough connectivity in between destinations.
- Consider looking at downtown Campbell
- Improve access to downtown from ECR and The Alameda
- How can we implement the Precise Plan.
- Phase development?
- The plan should start with the east side from Lafayette Street.
- Using alternative C as a starting point for this process.
- Retail is fragile and needs synergy.
- Prioritize Alternative C vision, ideas, priorities, and themes according to slide #29 of a presentation from December 2018.
- Mtg #1 with consultant – initial economic analysis of Alternative C (baseline)
- Give consultant DCTF priorities from previous work.
- How has other cities dealt with this problem of revitalizing downtown?
- Financial analysis – trade-off, other funding sources, grants and revenue sources.
- Downtown business district as an improvement and maintenance strategy (Kensen – Chair, no website)

Public Comment:

- Other D.T have hotel where people stay and shop.
- Alternative C – why not redevelop the Wells Fargo site?
- Include live work uses.
- Can we incorporate Morse Mansion into the Plan?
- Have we engaged current property owners?
- What incentives can the City provide like reduced fee, standards, etc.
- Resident don't want to live next to a 4-story parking garage. It should be underground or no more than 2 stories.
- Drunk students roaming.
- Accessibility (ADA) – pedestrian bridge not easy for disabled – easier to dodge traffic.
- Accessible path to and from downtown and other facilities like the Senior Centers and transit center.
- Urban planner is the most important part. We need to do thorough research on consultant.
- August 2 @ 6pm-8:30pm Franklin Street Dance