



City of Santa Clara

The Center of What's Possible

Downtown Precise Plan Downtown Community Task Force

Meeting #3 Summary

*Santa Clara City Hall, Council Chambers
1500 Warburton Avenue, Santa Clara, CA 95050
October 2, 2019 | 6:00 pm*

Meeting Objectives

Discuss the outcomes of the community outreach previously conducted on the Downtown. In 2015 and 2017, a series of meetings were held with the community to discuss and seek input from them on their vision for downtown development. From the 2017 process, a vision was identified.

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:

- Encourage the idea of local destination – If it's special it will attract people. We are competing are competing with other destinations
- Community centric but should also be a regional destination - design should draw people outside of the 10 blocks
- Accentuate the historic fabrics
- More people help retail – draw people in
- Would include a public and art space. Park place was designed to be this public space – roof top parks, publicly accessible space community gardens

- Question for economist: Why is Los Gatos losing business and Campbell thriving?
- Flexibility for small businesses – design for the space and ownership in the Precise Plan – rent stability – subsidize.
- Cultural diversity – about 40% of our residents are from other countries
- Recreation of some of the historic buildings
- Compare 2017 land use with the current economy.
- How will the plan connect to the surrounding area (SCU, ECR, Santa Clara train station, etc.)?
- Top 10 things to do in Santa Clara – in downtown.
- Leave a legacy for the future residents
- SC becoming a cultural center and SCU is providing those cultural amenities.
- Connecting to the art walk through SCU – partner with the City on this cultural amenity and more
- Active facades on all the blocks
- Housing – rent and for sale – micro units - a real mix not just apartments
- Flex space – design the space for a multitude of uses – pop-up retail
- Traditional store fronts had res. units above
- Campbell has more business around it to provide the consistent activity
- One-stop shopping – see and be seen – amass the retail together.
- Transit stop in the middle – connectivity – expand to other blocks beyond the study area
- Capitalized on the connection to the train station – plan for people to walk more.
- Plan and design with a strong “soul” in mind.
- Trolley through SCU on Franklin. SCU connect to downtown and is part of downtown fabric.
- Theatre on SCU – 78,000 people come through there each year- make that theatre visible by providing signage.
- Parking is expensive, ugly, takes up space, encourages driving cars
- Build flexible parking with potential to convert the unutilized space for other uses
- Share parking spaces with SCU
- Put a parking structure at SC train station – park and jump on a trolley to go back and forth from downtown
- Public parking at the Benton St. project if its really not used.
- Phased plan for parking as demand shifts.
- Generally, the vision direction is still the same – focus on getting to the next step
- How to do this? How will the plan be implemented?
 - City, State, SCU and other stakeholders
 - Locate retail strategically with phasing in mind
 - How to get investment from property owners?
 - What can the City do to help? – utilities, street improvements, infrastructure
 - Marketing to residents – I love SC campaign
- Consultant should be ground truthing what the DCTF and community comes up with from past outreach efforts.
- ULI – wait to flush things out before considering bringing them on board

Public Comment:

- SCU events for the community
- Cultural – consider indigenous people reflected in the community
- Connectivity – how to get to downtown – access is critical, but don't kill the old quad.
- Uptown vs historical downtown
- Trolley shuttle to train station and Coleman Development
- Example of other revitalization effort – Ashville, NC (university town)
- Street art and placemaking
- Example of Claremont, CA – public transit, parking, hub of the city – retailer association, actively engaged community – e.g. wine/beer walk and concert to promote revitalization effort
- Parking can always be removed later but cannot be added later
- Mountain View/Campbell have their own garages – charge for parking – plan for ride sharing drop-offs
- Connectivity is key – VTA bus #10 (free) can walk to downtown add options for moving around in the area
- Engage retailer now – organize events now – encourage community to investment in opportunity – public art project at the library
- Engage with Caltrain early in the process
- Signage to promote what's going on with Downtown Precise Plan – more marketing signs and events
- Millennials – public transit is disaster traffic is a nightmare already
- Benton and Brokaw need to go through connect to the airport
- City hall needs to be in downtown – City hall buildings are outdated
- Signage to direct people to downtown
- Bridge SCU to downtown
- Music in the park – plan more events
- Permitting process for events should be easier
- Loss of the #10 bus with VTA connecting to Diridon instead
- Santa Clara is the closest train station to SJC airport – there should be a connection to SJC from Santa Clara station