



DCTF #1 // OCTOBER 30, 2019

DOWNTOWN PRECISE PLAN CONSULTANT SERVICES



PROJECT TEAM:

WRT with Sargent Town
Planning, Kimley-Horn,
EPS, Greenfelder
Commercial Real Estate,
CSW-ST2, and David J.
Powers & Associates

AGENDA

1 PROJECT BACKGROUND AND OPPORTUNITIES

Understanding of History / Urban Renewal
Context

2 TEAM INTRODUCTION

Teaming Strategy
Key Personnel
Team Qualifications

3 DOWNTOWN EXPERIENCE

Broadway / Valdez District Specific Plan (Oakland, CA)
Village South Specific Plan (Claremont, CA)

4 RE-CENTERING SANTA CLARA

Connecting with the Immediate Context
Mix of Users
Mix of Land Uses
Rhythm of Use

5 BALANCING COMMUNITY NEEDS WITH DEVELOPMENT REALITIES

Feasibility
Retail Strategy
Mobility

6 REALIZING THE VISION

Zoning
Infrastructure
EIR
Phasing
Attracting Developers

7 WORK PLAN

PROJECT BACKGROUND AND OPPORTUNITIES

UNDERSTANDING HISTORY

PLACE MAKING &
LAND USE



SANTA CLARA'S RICH AGRICULTURAL HERITAGE

UNDERSTANDING HISTORY

HISTORIC CONTEXT



PLACE MAKING & LAND USE



FEASIBILITY



UNDERSTANDING HISTORY



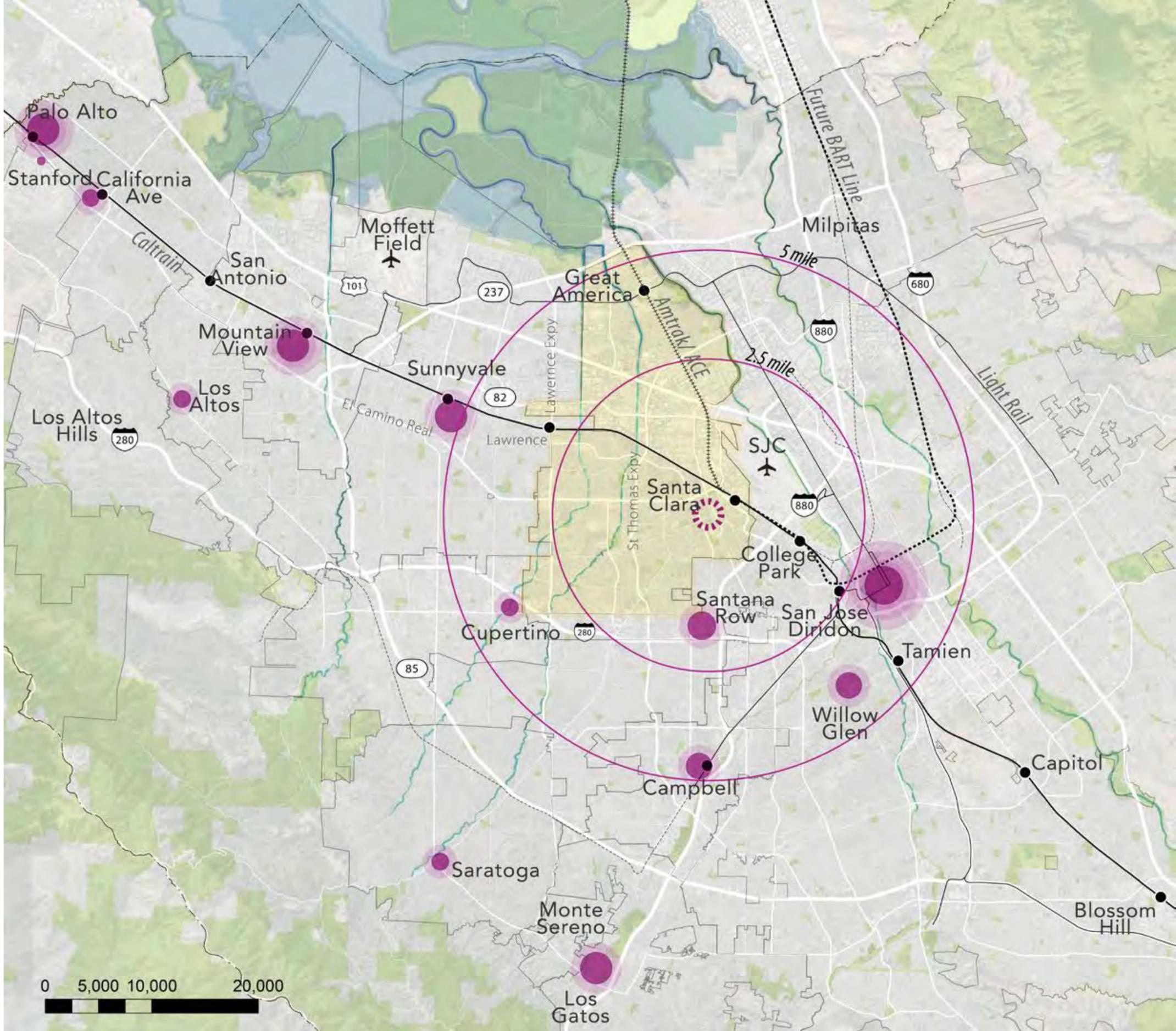
PLACE MAKING &
LAND USE



FEASIBILITY



REGIONAL CONTEXT



CONNECTIVITY



FEASIBILITY



OTHER PLANNING EFFORTS

SANTA CLARA STATION AREA PLAN



STATION AREA PLAN

2010

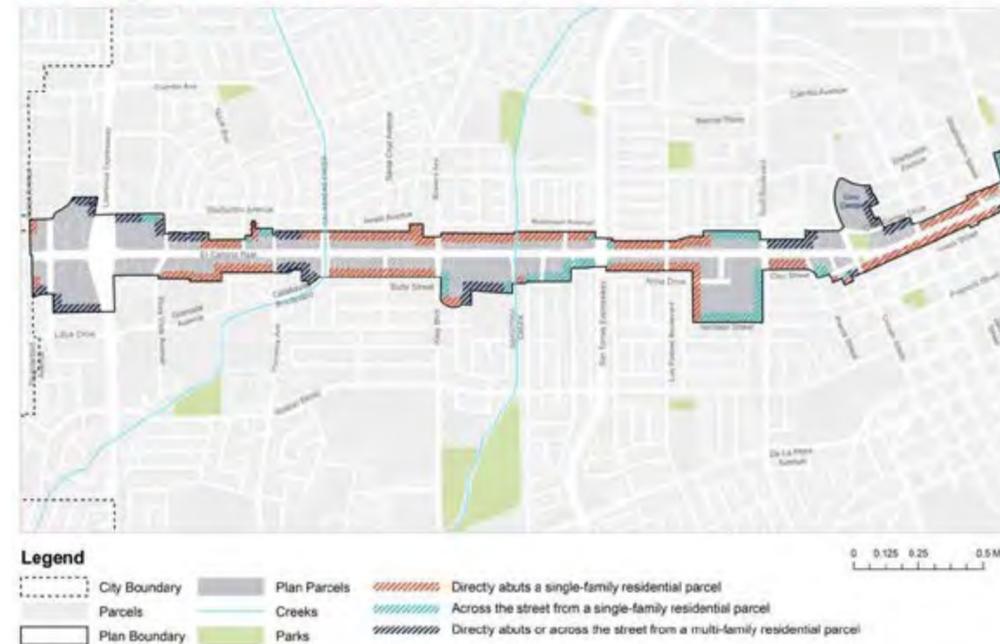
ENVIRONMENTAL REVIEW



FEASIBILITY



Neighborhood Transitions



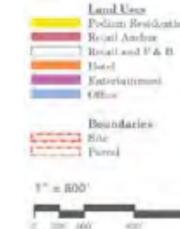
EL CAMINO REAL SPECIFIC PLAN

Ongoing

PROGRAM SUMMARY



LEGEND

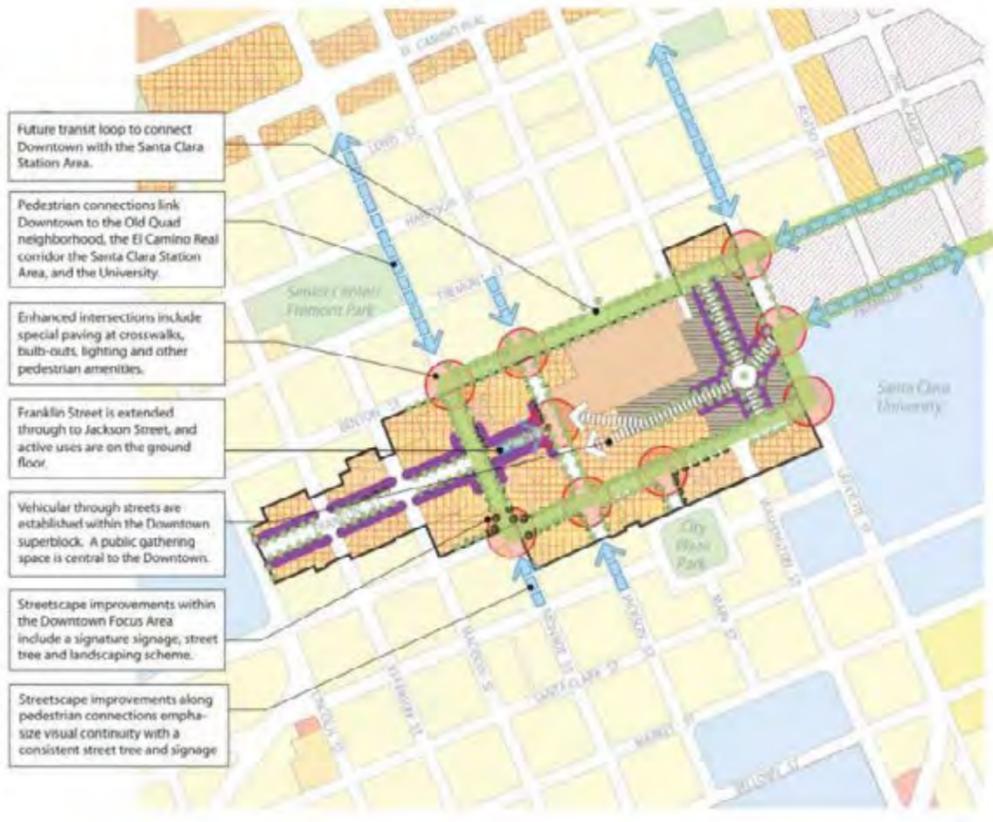


CITY PLACE SANTA CLARA

Breaking ground in October 2019

PLANNING FOR DOWNTOWN

ATTACHMENT A3
GENERAL PLAN DOWNTOWN FOCUS AREA MAP



GENERAL PLAN

2010

Possible Implementation - Phase 4



VISIONING

2015-2017

City Council Action

- Option Agreement approved with Prometheus to purchase roadway easements.



FRANKLIN ST ALIGNMENT

August 2018

PLACE MAKING &
LAND USE



FEASIBILITY



INFRASTRUCTURE



ENVIRONMENTAL
REVIEW



PLANNING FOR DOWNTOWN

FEEDBACK FROM VISIONING, 2015-17

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

PLACE MAKING &
LAND USE



FEASIBILITY



CONNECTIVITY



PLANNING FOR DOWNTOWN

FEEDBACK FROM VISIONING, 2015-17

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

PLACE MAKING &
LAND USE



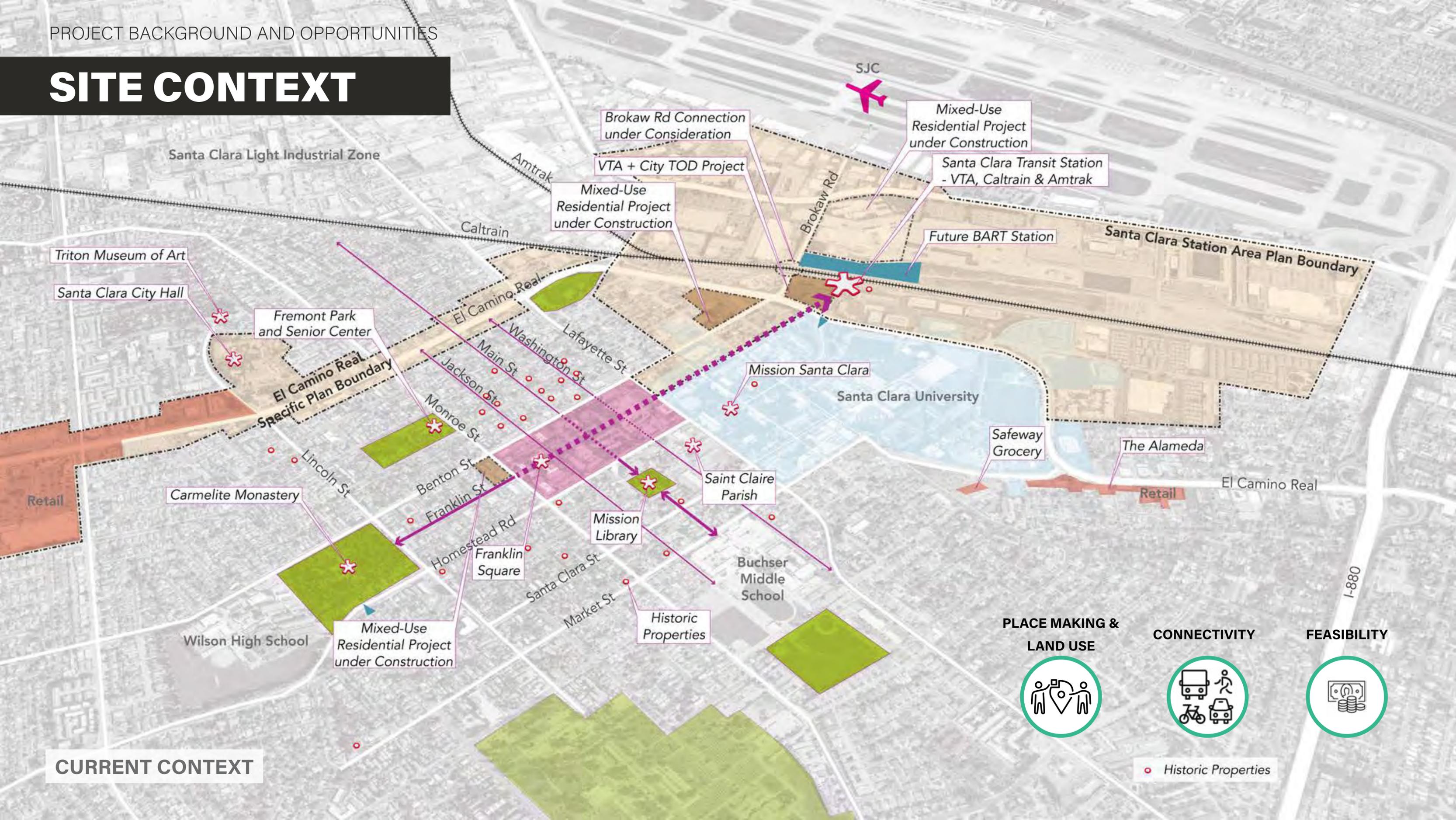
FEASIBILITY



CONNECTIVITY



SITE CONTEXT



CURRENT CONTEXT

PLACE MAKING & LAND USE



CONNECTIVITY



FEASIBILITY



● Historic Properties

ENGAGED COMMUNITY

Rod Dunham created a poll
Admin · November 30, 2018

Please choose one whether you're a Santa Claran or not: The historic 10 person "New Downtown" Santa Clara Citizen Task Force is being selected this coming week at City Hall 12/4, Which Downtown do you believe this important Task Force should work to deliver for us the citizens and future Santa Clarans to this most historic area of our beloved city?...again please choose one and please attend this very important Tuesday night 12/4 at City Hall selection meeting to have your voice heard.

- Mix of Vintage historic Architecture feel/modern mix use setbacks on historic Franklin St and surrounding downtown grid.
- Creative mixed use architecture and a pedestrian only Franklin St. Focus on dining and entertainment for ground level.
- Old Downtown feeling Pedestrian only Franklin Street.
- Modern futuristic look and feel with a nod to Santa Claras Silicon Valley Tech boom on historic Franklin St and surrounding downtown grid.
- Modern High Density mix use on historic Franklin St and surrounding downtown block grid.

+ Add option

29 Likes · 22 Comments · 3 Shares

Linda Mello
Admin · March 31

Reclaiming Our downtown

Such a great photo from our evening meeting at 7:PM on the 3rd Wednesday of every month at Mountain Mike's in Franklin Square. 🍷❤️
#SantaClara #santaclaraca #santaclaracalifornia



Dan Ondrasek
Admin · May 12 at 1:22 PM

Santa Clara Informal Poll of 1900 Citizens on Downtown (Part 3)

Survey Q3: What Do YOU Most Want to See in Your Downtown?

Feature	4th of July	SV BBQ	Street Dance
Theater	117	129	145
Public/Microbrew	117	129	145
Sidewalk Cafe	117	129	145
Restaurants	117	129	145
Drugstore	50	72	82
Wine Bar	50	72	82
Coffee Shop	50	72	82
Ferries	50	72	82
Family Events	50	72	82
Specialty Shops	50	72	82
Ice Cream Store	50	72	82
Live Music	50	72	82
Bakery	50	72	82
Museum	50	72	82
Parade of Champions	50	72	82
Trolley	50	72	82

10 Reactions · 4 Comments · 1 Share

Like Comment Share

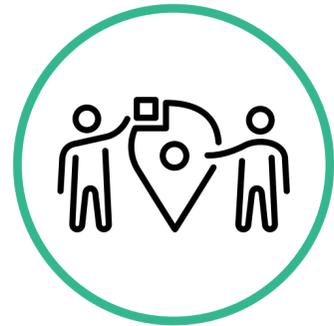
View 2 more comments

Thomas Cavello Maybe a night time Farmer's Market like SLO does every Thursday. If you haven't been its really big, with hot food, fresh fruits and vegetables and live music.
1 Like · Reply · 1w

Martha I. Dominguez Omg This reminds me of the ice cream shop that was in Franklin Mall when I was a kid. It was right where Mio Vicino is. The memories...
1 Like · Reply · 1w

PROJECT ISSUES AND CHALLENGES

PLACE MAKING & LAND USE



- » Harmony with historic fabric
- » Town/Gown relationship
- » Active community groups
- » Densities and building form

CONNECTIVITY



- » Access to station
- » Parking
- » Congestion
- » Wayfinding

FEASIBILITY



- » Balance of jobs and housing
- » Attracting the right mix of developers
- » Competition from surrounding projects
- » Right mix of retail

INFRASTRUCTURE



- » Carrying capacity of existing utilities
- » Cost of introducing modern infrastructure

ENVIRONMENTAL REVIEW



- » Goals established in General Plan
- » Feasible densities

TEAM INTRODUCTION

TEAMING STRATEGY

PLACE MAKING & LAND USE



CONNECTIVITY



FEASIBILITY



INFRASTRUCTURE



ENVIRONMENTAL REVIEW



<p>WRT PLANNING, URBAN DESIGN & ENGAGEMENT</p>	<p>KIMLEY-HORN TRANSPORTATION</p>	<p>EPS ECONOMICS</p>	<p>CSW ST2 CIVIL ENGINEERING</p>	<p>DAVID J. POWERS & ASSOCIATES CEQA</p>
<p>SARGENT TOWN PLANNING PLACE MAKING & FORM-BASED GUIDELINES</p>		<p>GREENSFELDER RETAIL STRATEGY</p>		

KEY PERSONNEL

CITY OF SANTA CLARA

Key Stakeholders



James K. Stickley, ASLA LEED AP
Principal-in-Charge



Atisha Varshney, AICP
Project Manager / Senior Urban Designer



Peter Winch, AICP
Senior Planner



Deeksha Rawat
Urban Designer



KIMLEY-HORN
TRANSPORTATION
Troy Russ
Transportation Engineer



David Sargent
Principal-in-Charge

SARGENT TOWN PLANNING
PLACE-MAKING & FORM-BASED GUIDELINES
David Sargent
Principal-in-Charge



Benjamin C. Sigman
Principal-in-Charge



David Greensfelder
Principal + Economist

CSW|ST2
CIVIL ENGINEERING
Robert Stevens
Project Manager



Troy Russ
Transportation Engineer

EPS
ECONOMICS
Benjamin C. Sigman
Principal-in-Charge



Shannon George
Senior Project Manager

GREENSFELDER
RETAIL STRATEGY
David Greensfelder
Principal-in-Charge



Robert Stevens
Principal + Infrastructure

DJP&A
CEQA
Shannon George
Senior Project Manager





**BRISBANE BAYLANDS
SPECIFIC PLAN**



**CASTRO VALLEY
REDEVELOPMENT STRATEGIC
PLAN + CASTRO VALLEY
BOULEVARD STREETScape
DESIGN**



**SAN FRANCISCO STATE
UNIVERSITY MASTER PLAN**

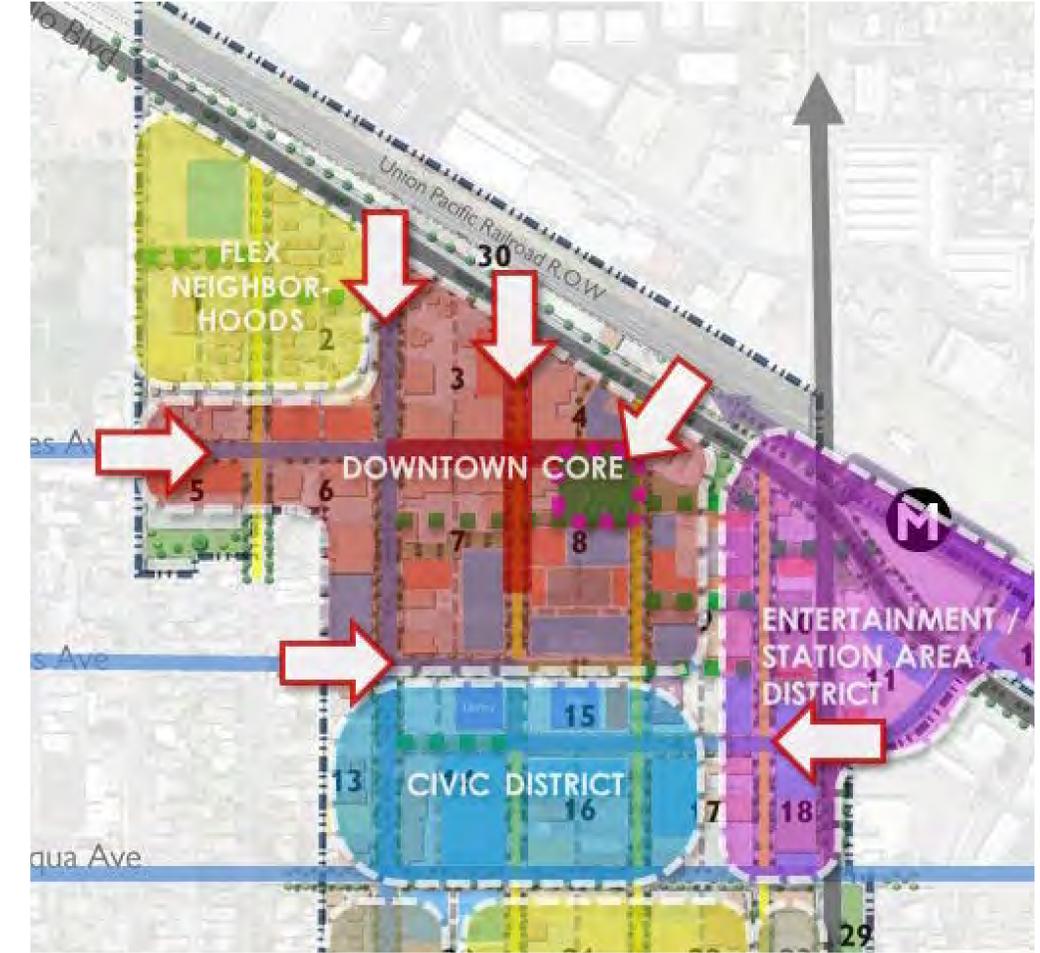
SARGENT TOWN PLANNING



CLAREMONT VILLAGE SOUTH



LANCASTER BLVD.
STREETScape MASTER PLAN



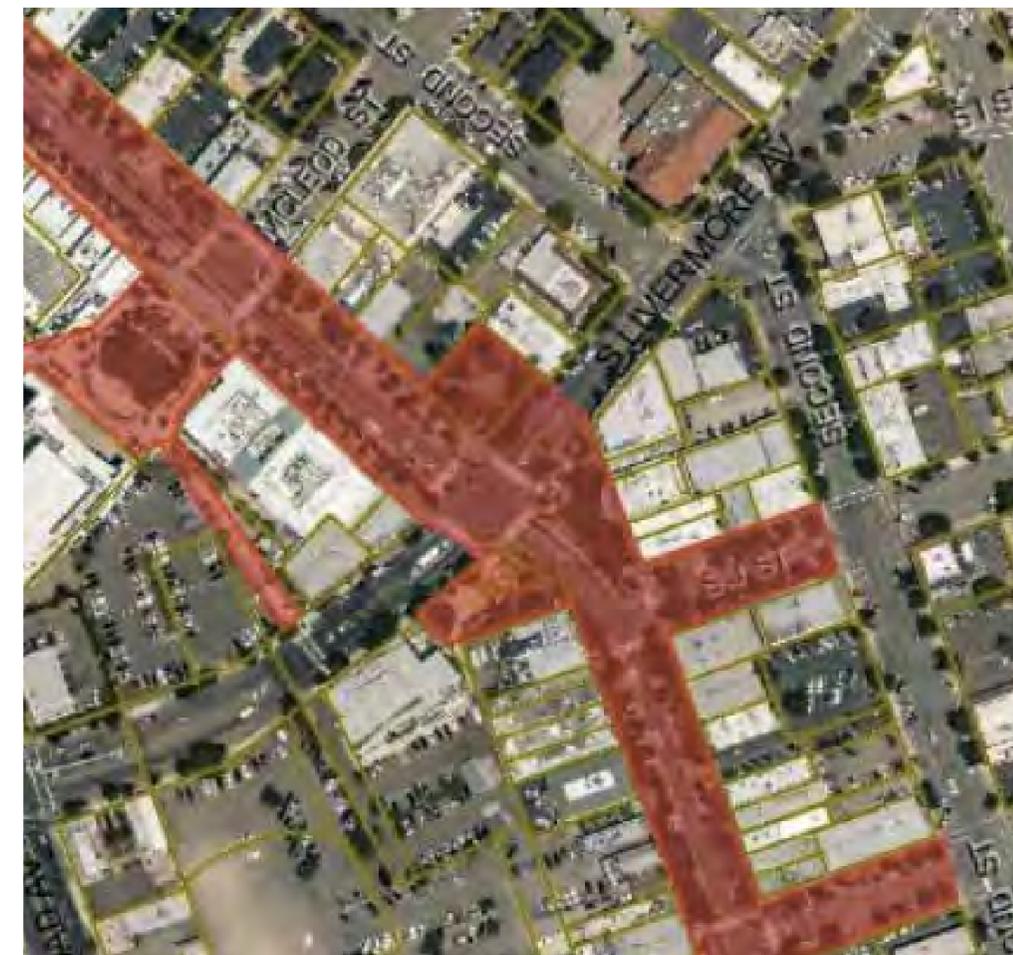
INDIO DOWNTOWN
SPECIFIC PLAN



DOWNTOWN DEVELOPMENT
CAP EVALUATION
PALO ALTO



DOWNTOWN MOUNTAIN VIEW
PRECISE PLAN UPDATE



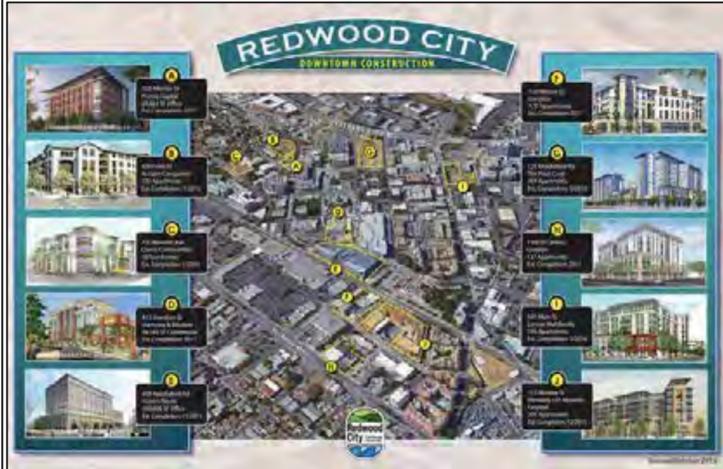
LIVERMORE DOWNTOWN

DAVID GREENSFELDER



**BROADWAY VALDEZ
SPECIFIC PLAN
PEER REVIEW
OAKLAND**

The Redwood City Downtown Precise Plan, covering an approximately 183-acre area, was established to orchestrate private and public investment in the City's Downtown historic center. It is the City's primary means of regulating land use and development, and the mechanism for planning City actions and investments in the area.



Greensfelder was hired as part of a consultant team to perform an economic analysis with a focus on retail and hotel markets, retail and hotel trends, how these trends apply in the Precise Plan area, providing insight about the types of locations each prefers, and explaining how Redwood City can meet retailer and hotel

operator expectations to encourage more development in the Precise Plan area.

At the client's request, Greensfelder prepared and delivered a presentation to the City Council that combined both an education and a "reality check" component including: The current state of the retail and hotel industries, the true impact of e-commerce, why development caps for retail and hotel have not been reached, why coveted tenancies (e.g. Lululemon, Apple, etc.) have not materialized, and pinpointing Downtown's current evolutionary redevelopment "stage."

**DOWNTOWN RETAIL
FEASIBILITY &
IMPLEMENTATION STRATEGY
REDWOOD CITY**



**DOWNTOWN RETAIL
FEASIBILITY &
IMPLEMENTATION STRATEGY
SANTA CLARA**

KIMLEY HORN



Parking Plan Fort Collins

DOWNTOWN & SURROUNDING NEIGHBORHOODS



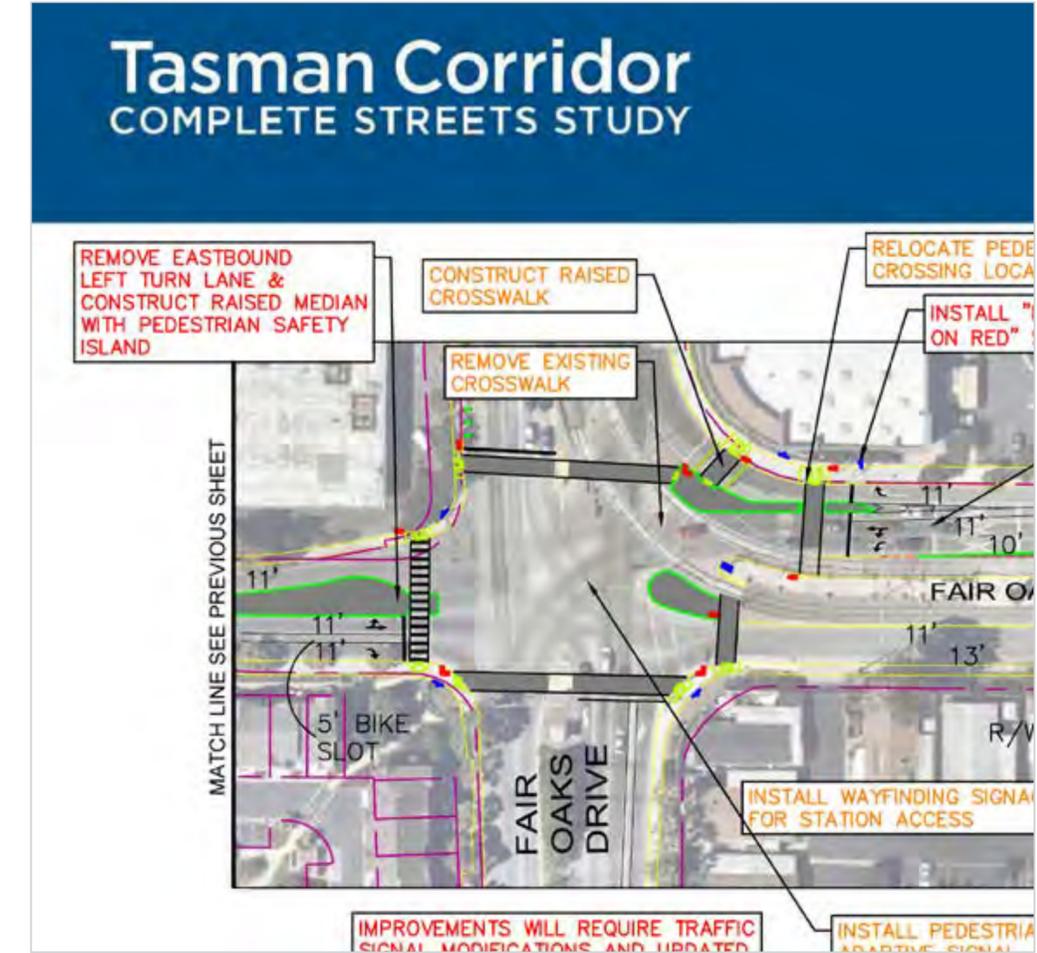
FORT COLLINS, COLORADO



Downtown Parking Strategy

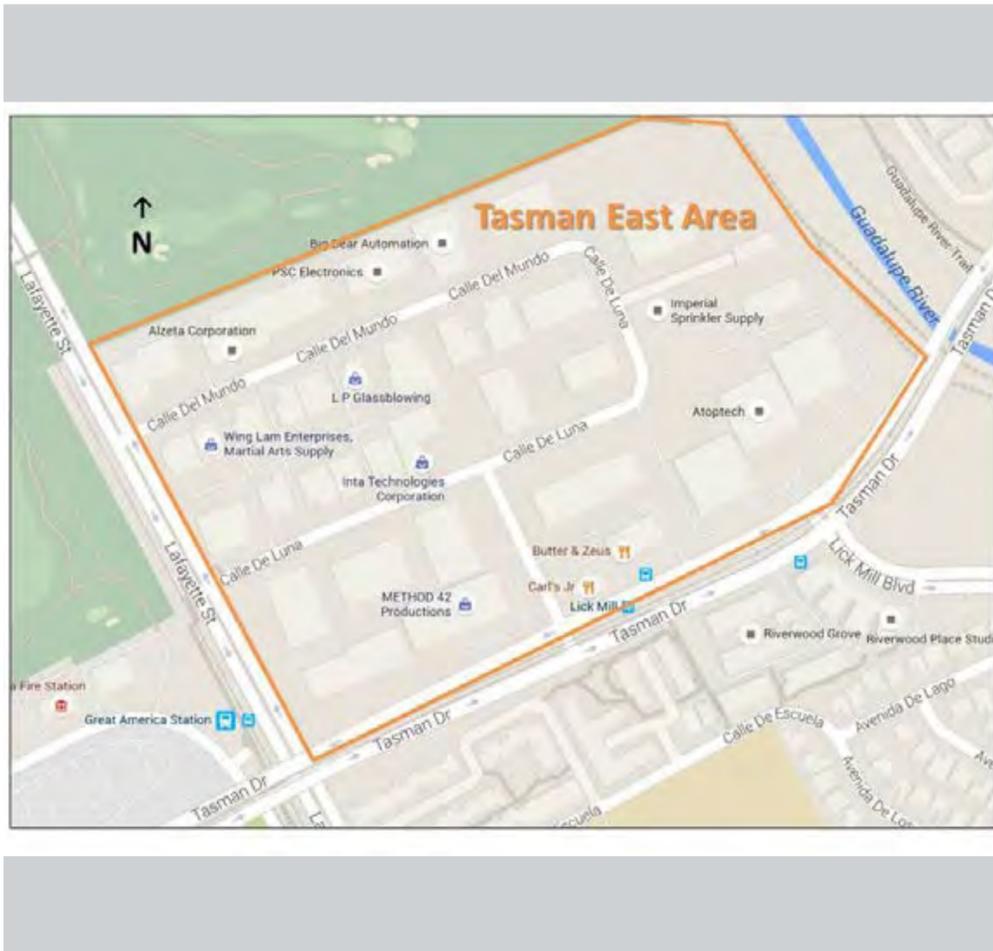
Downtown Winter Park | 2017

WINTER PARK, FLORIDA

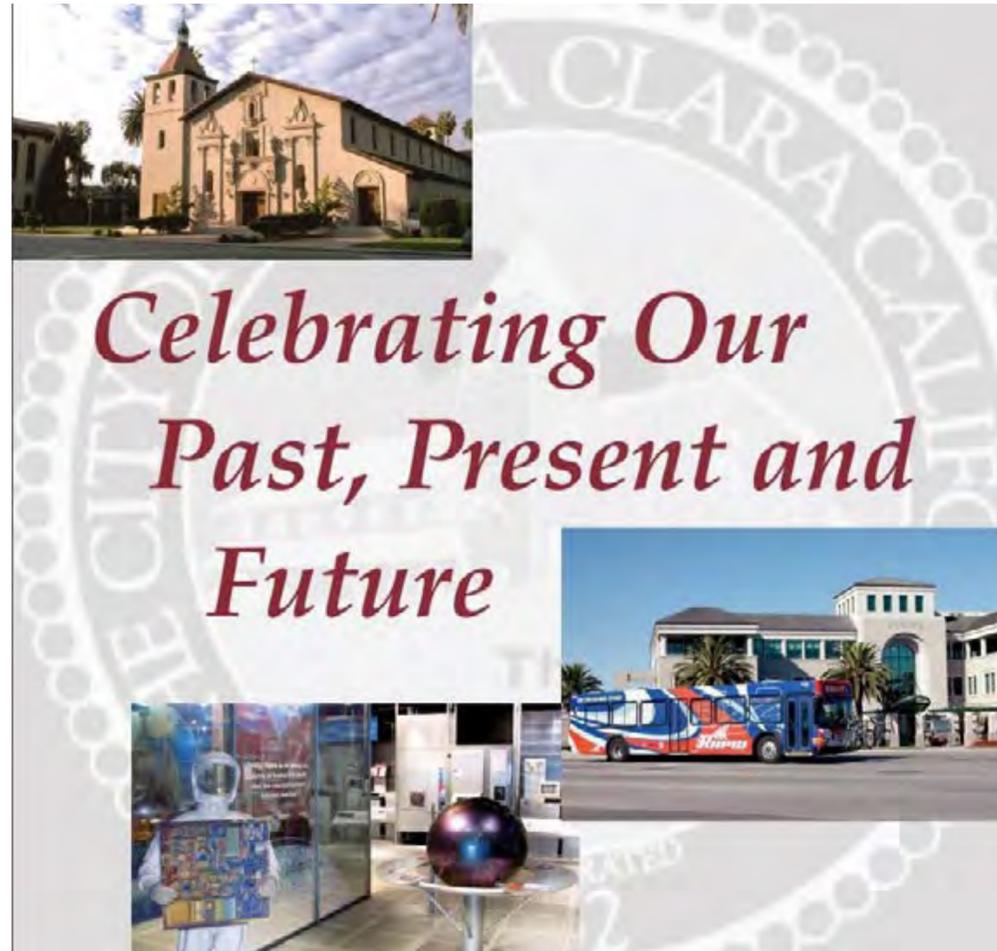


SANTA CLARA COUNTY, CA

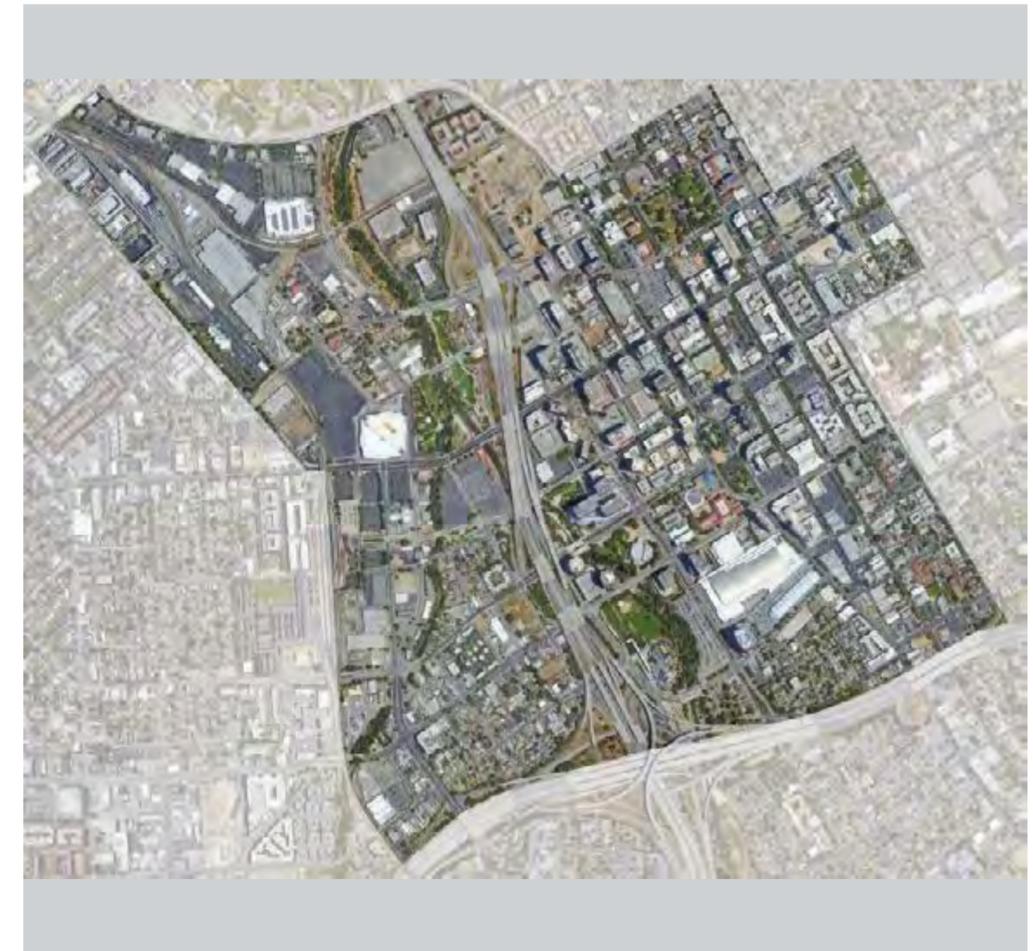
DAVID J. POWERS



TASMAN EAST SPECIFIC PLAN
SANTA CLARA



SANTA CLARA GENERAL PLAN
2010-2035 - SANTA CLARA



DOWNTOWN STRATEGY PLAN
2040 - SAN JOSE

DOWNTOWN EXPERIENCE

WRT DOWNTOWN EXPERIENCE



WRT

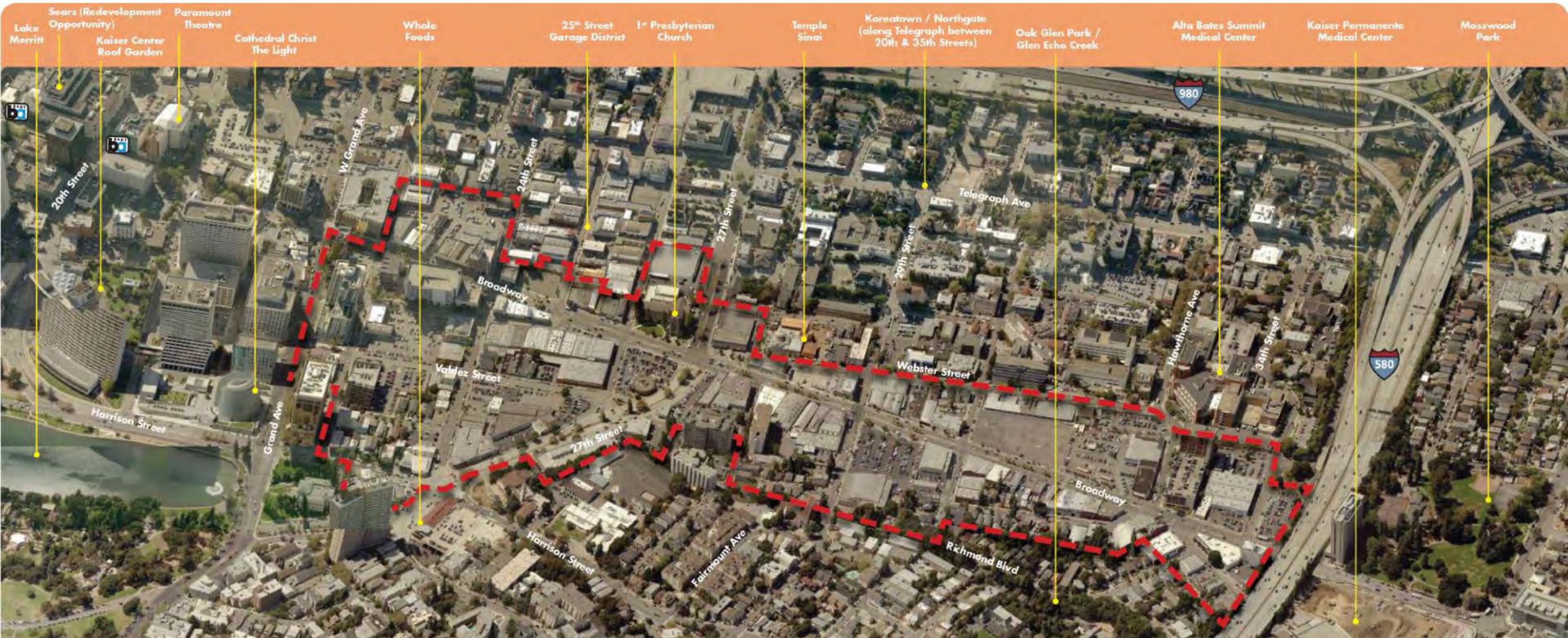
Broadway / Valdez District Specific Plan
Oakland, CA



SARGENT TOWN PLANNING

Village South Specific Plan
Claremont, CA

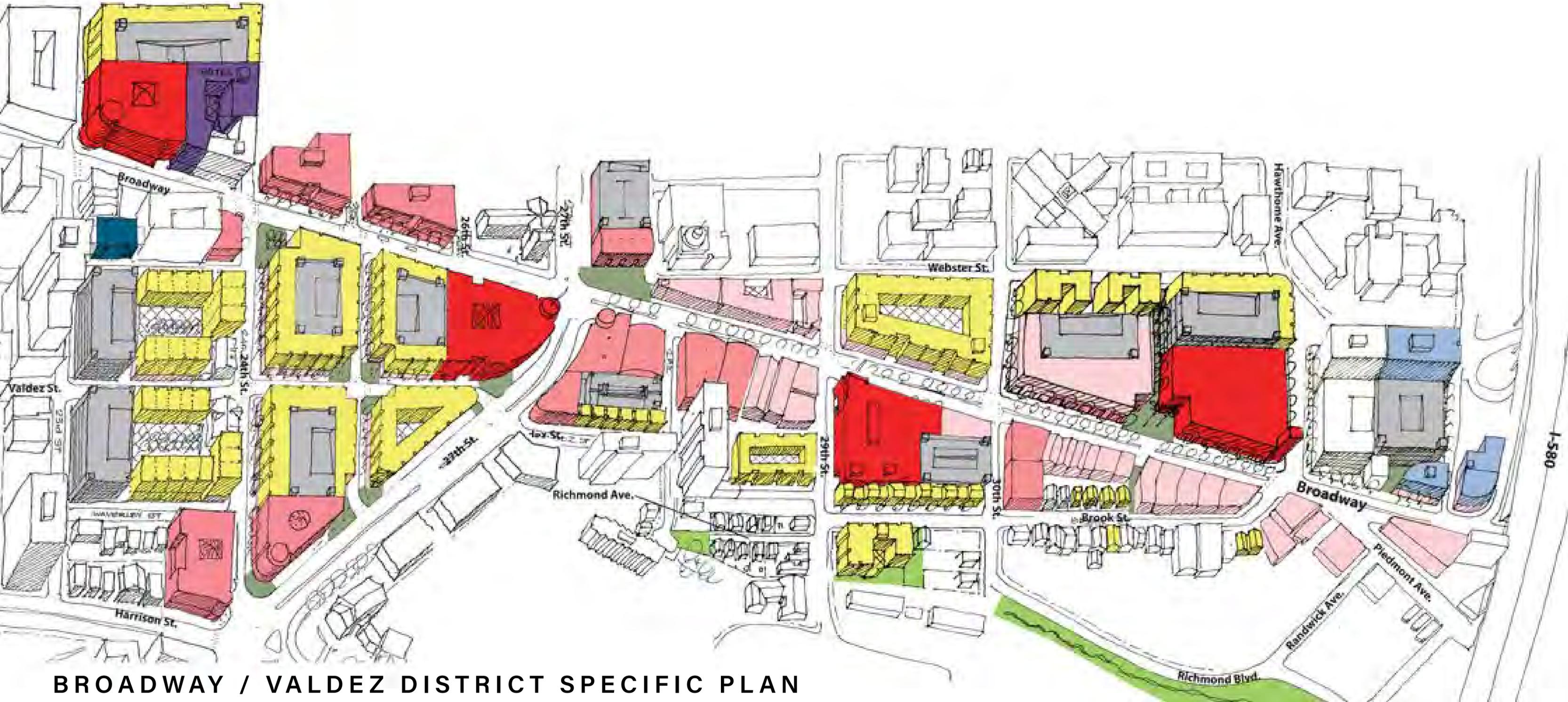
WRT DOWNTOWN EXPERIENCE



BROADWAY / VALDEZ DISTRICT SPECIFIC PLAN
Oakland, CA

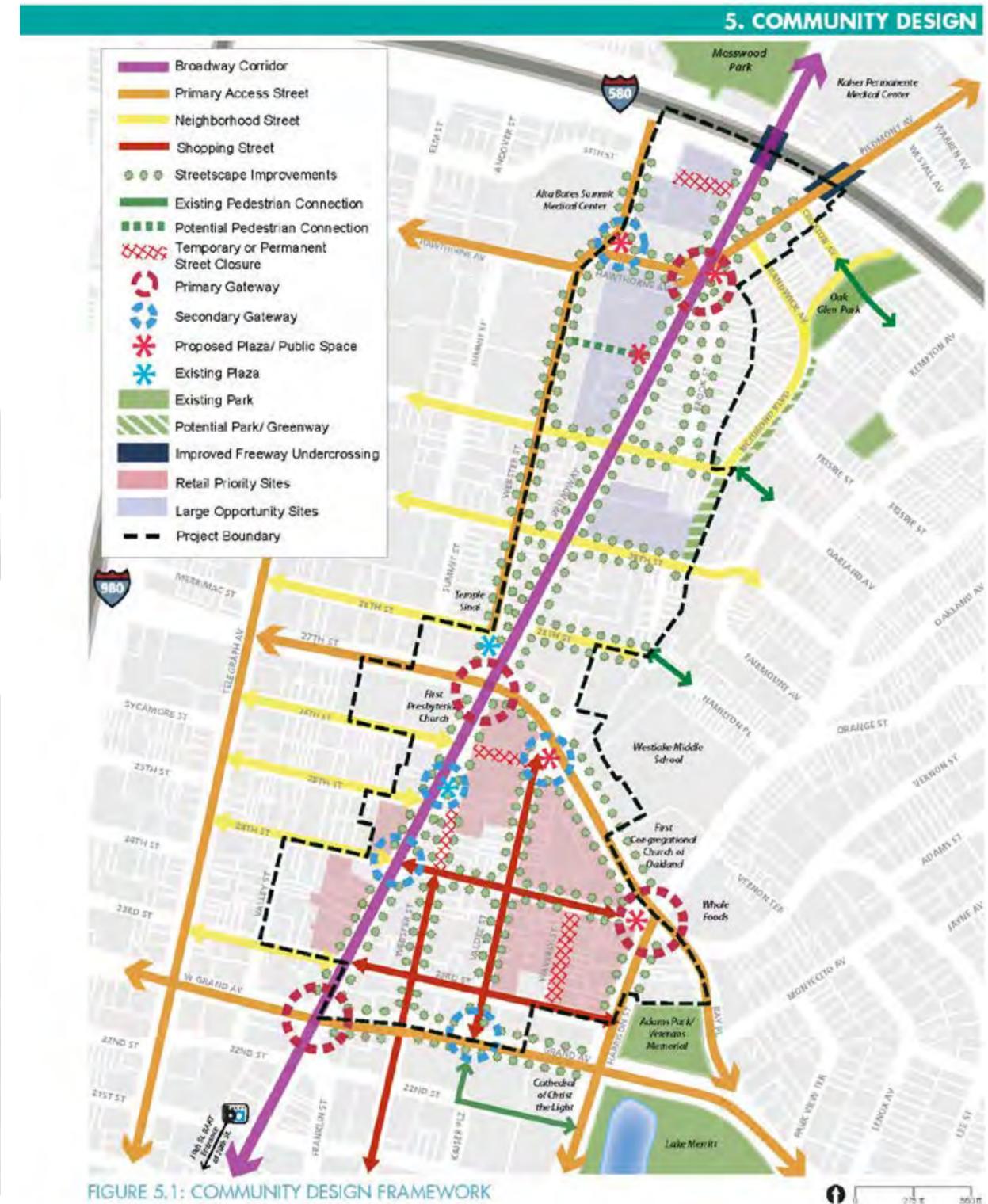


WRT DOWNTOWN EXPERIENCE



BROADWAY / VALDEZ DISTRICT SPECIFIC PLAN
Oakland, CA

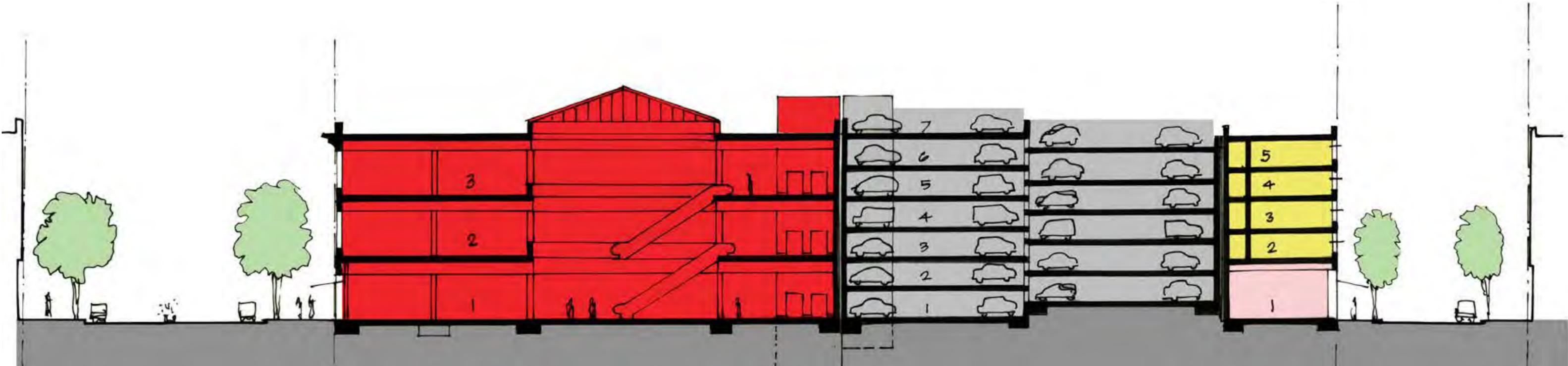
WRT DOWNTOWN EXPERIENCE



BROADWAY / VALDEZ DISTRICT SPECIFIC PLAN
Oakland, CA



WRT DOWNTOWN EXPERIENCE



BROADWAY / VALDEZ DISTRICT SPECIFIC PLAN
Oakland, CA



WRT DOWNTOWN EXPERIENCE



WRT DOWNTOWN EXPERIENCE

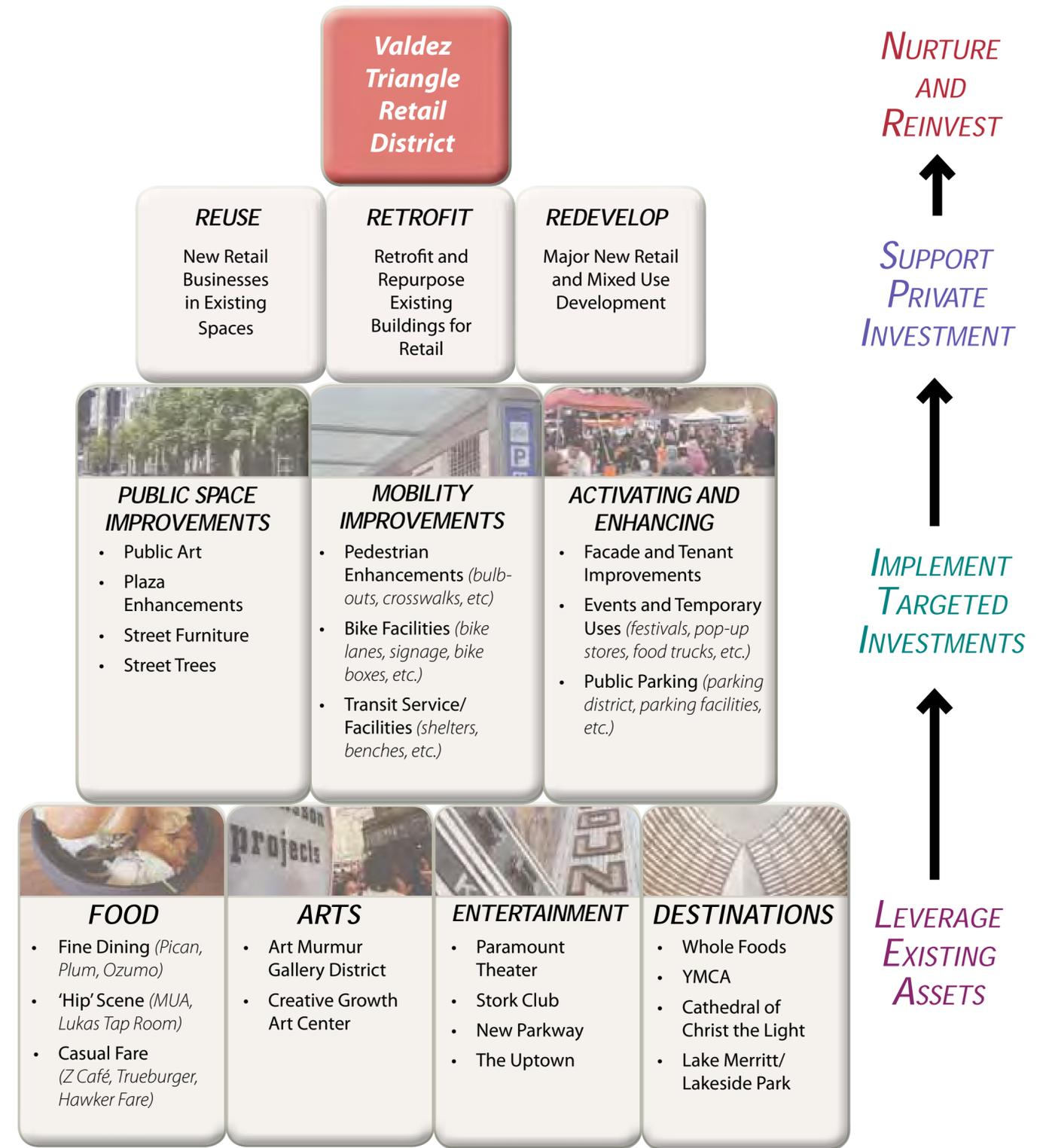
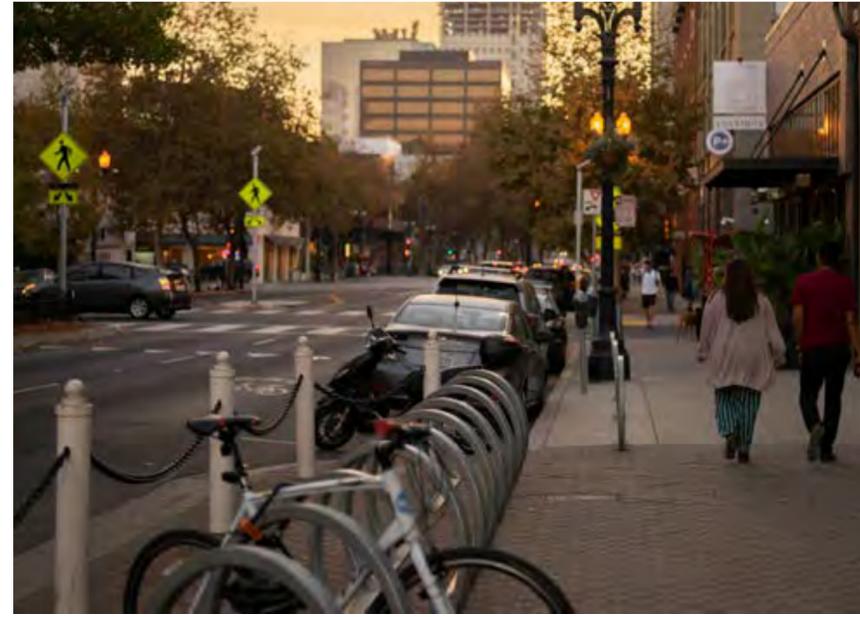
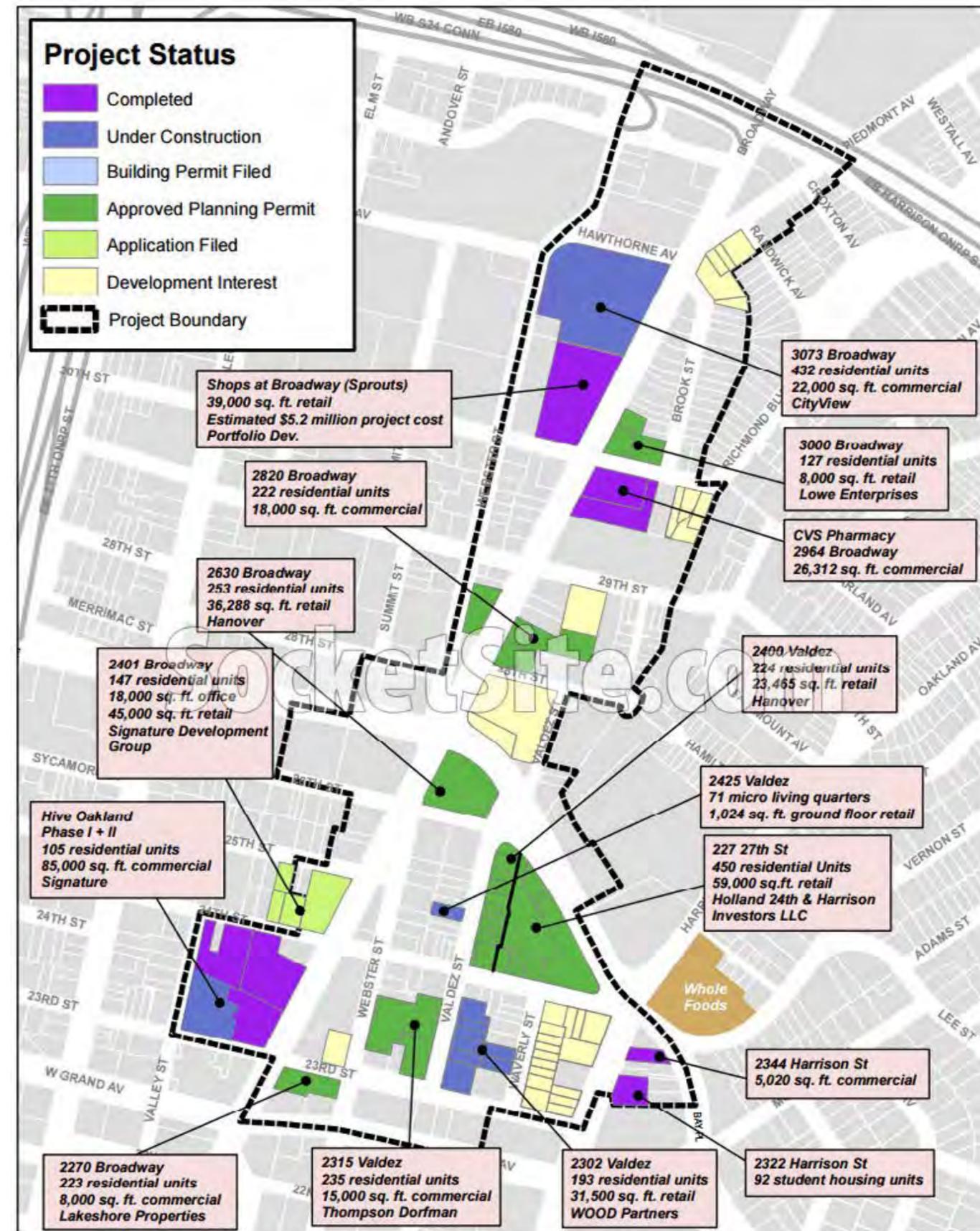


FIGURE 8.1: BUILDING A DESTINATION RETAIL DISTRICT FROM THE GROUND UP

WRT DOWNTOWN EXPERIENCE



BROADWAY / VALDEZ DISTRICT SPECIFIC PLAN Oakland, CA

DOWNTOWN EXPERIENCE

WRT DOWNTOWN EXPERIENCE



BROADWAY / VALDEZ DISTRICT SPECIFIC PLAN
Oakland, CA

DOWNTOWN EXPERIENCE

WRT DOWNTOWN EXPERIENCE

BROADWAY / VALDEZ DISTRICT SPECIFIC PLAN
Oakland, CA



DOWNTOWN EXPERIENCE

WRT DOWNTOWN EXPERIENCE

HIV

OAKLAND

RED BAY
COFFEE



BROADWAY // VALDEZ DISTRICT SPECIFIC PLAN

Oakland, CA

3.1 WRT DOWNTOWN EXPERIENCE



BROADWAY / VALDEZ DISTRICT SPECIFIC PLAN
Oakland, CA

WRT DOWNTOWN EXPERIENCE



BROADWAY / VALDEZ DISTRICT SPECIFIC PLAN
Oakland, CA

SARGENT DOWNTOWN EXPERIENCE



HISTORIC VILLAGE, 1920

Small blocks, fine landscape, diverse shops and restaurants, active pedestrian environment, daily shoppers and students.



VILLAGE EXPANSION, 2005

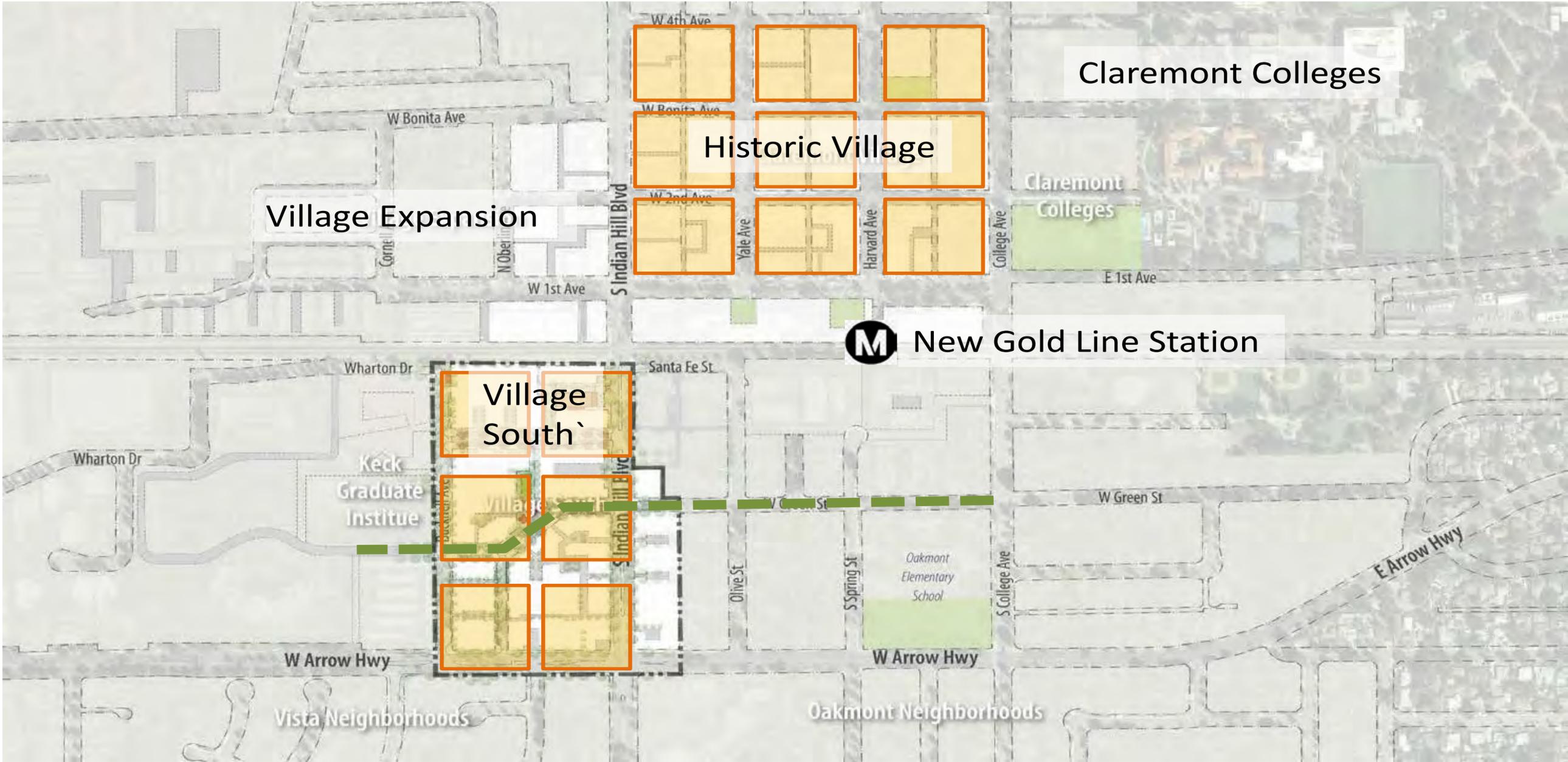
New mixed-use buildings, historic packing house adaptive reuse, new housing, and this lined parking structure.



VILLAGE SOUTH, 2020

A second Village Expansion, finally south of the tracks, 3-minute walk to new Metro Station, new main street connecting to new Keck Graduate Institute campus to the west.

SARGENT DOWNTOWN EXPERIENCE



VILLAGE SOUTH SPECIFIC PLAN
CLAREMONT, CA



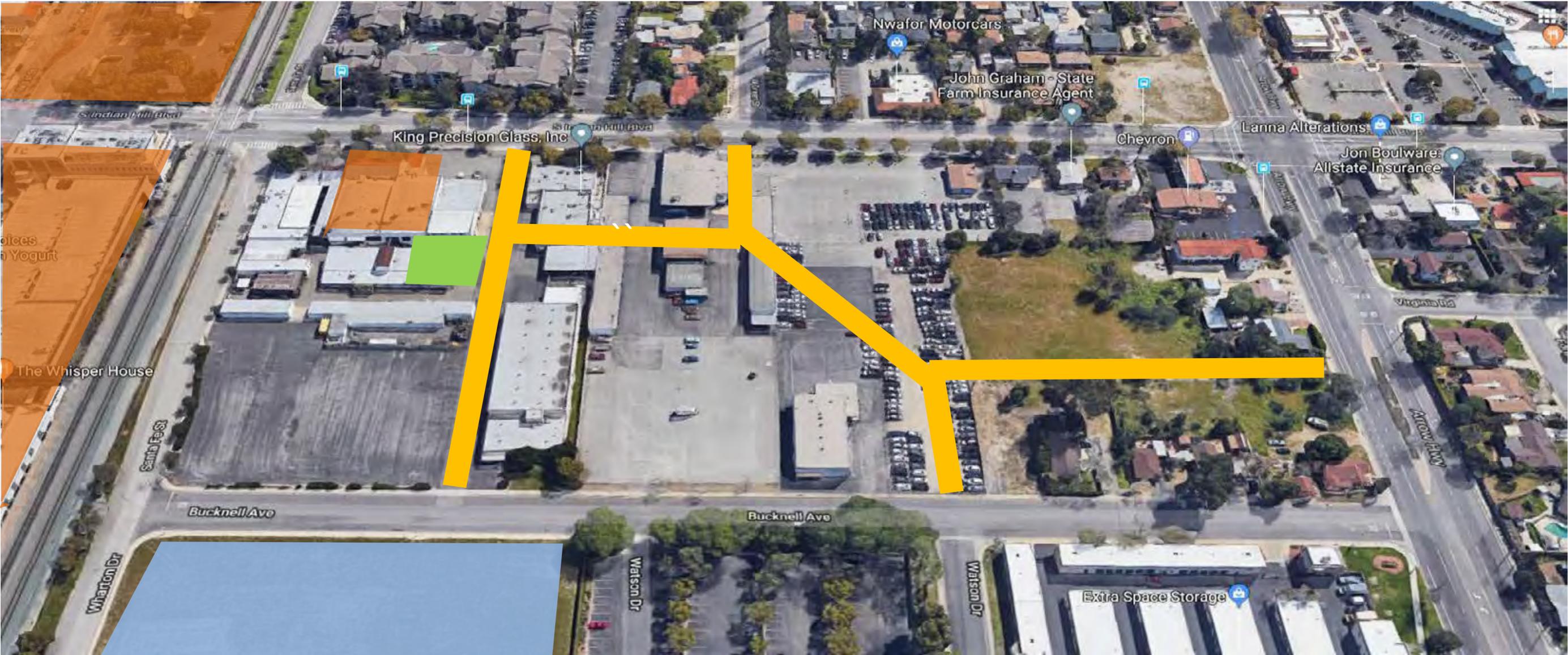
SARGENT DOWNTOWN EXPERIENCE



VILLAGE SOUTH SPECIFIC PLAN
CLAREMONT, CA



SARGENT DOWNTOWN EXPERIENCE



VILLAGE SOUTH SPECIFIC PLAN
CLAREMONT, CA



SARGENT DOWNTOWN EXPERIENCE



CONNECTIVITY



URBAN CHARACTER



BUILDING HEIGHTS AND SCALE

SARGENT DOWNTOWN EXPERIENCE



USE PRIORITY



REGULATION ZONES



HEIGHT ZONES

SARGENT DOWNTOWN EXPERIENCE



VILLAGE SOUTH SPECIFIC PLAN
CLAREMONT, CA

SARGENT DOWNTOWN EXPERIENCE

COMMUNITY BENEFIT HEIGHT BONUS PROGRAM

Community Benefits for which additional building height (density) may be allowed:

1. More retail/restaurant shopfronts: Extending beyond the required area around the Vortex Building:
 - a. farther west on New Santa Fe Street, and/or
 - b. farther south along Indian Hill Boulevard and into Green Street, and/or
 - c. to the south round central green.
2. Significant amount of office space in Village Core area, with 50 to 100 spaces of parking shared with the Village evenings and weekends.
3. A significant central public park/green/plaza

SARGENT DOWNTOWN EXPERIENCE

SECTION 4.3 | FR

4.3 Frc

A. Introduction

The ground-floor face of buildings collectively they define the character of the street and the public realm and the private interior spaces of galleries, and arcades are

B. Applicability

The standards of this section apply to public open space in the

C. Standards A)

1. All frontage types are required to comply with the standards of this section.
2. All street-facing facades of quality, whether of existing or new construction, shall be required to provide access, using only the types of access as identified below in the California Building Code.
3. Unless specified otherwise, all expansions within 50 feet of the existing building are required to be placed in compliance with the zone requirements.
4. Issues may arise in the physical context of emergency access. Refer to 4.1.1 (Deviations from Standards).
5. Design, materials, and architectural style shall be compatible with the surrounding context.
6. The key below each frontage type identifies the type of ground floor use.

SECTION 4.3 | FR

SECTION 4.3 | FR

SECTION 4.3 | FR

SECTION 4.3 | FR

FIGURE 4.3 FRONTAGE AND STREET DESIGN



1. Parklets via outdoor dining.
2. Base panels or slopproof base not to exceed 36 inches in height.
3. Main glazing area may either be fixed or an operable door, sectional garage door with glazing or bi-fold door system.



Photo similar character on



SARGENT DOWNTOWN EXPERIENCE

SECTION 4.4 | STREET DESIGN STANDARDS

D. Street Standards

The location of this section is to provide a descriptive context within the overall framework of the Plan Area and then to be an extension of Sargent Village.

Key public or restaurant streets in the Plan Area for design and development in compliance with the standards provided in this section. The design of such streets must meet the requirements of this section and be based on applicable standards and practices of the area.

While the local character and street alignments may differ from the figure in certain cases, the standard street types and formative standards may still apply.

Figure 4.4B shows the street network of the Plan Area. The color of the legend corresponds with its respective section below (see also Figure 4.4A for the legend and standards).



STREET DESIGN STANDARDS | SECTION 4.4



SECTION 4.4 | STREET DESIGN STANDARDS



Traditional downtown street with sidewalk, trees, and parking spaces.

Intent:
Santa Fe Street is one of the primary east-west connectors that is necessary in the Plan Area. Fully within the Village South Core Zone, Santa Fe Street acts as a traditional neighborhood-scale downtown thoroughfare and destination. It should provide diagonal parking that serves retail along the east half of both sides of this street. Pedestrian access should be provided with built-out curbs and crosswalks at a number of locations, slowing traffic and creating an environment of safe pedestrian activity.

1. Public Right-of-Way (R.O.W.)	
Right-of-Way	10'
Land-Use Code	XX
Minimum Lane Width	33' (with 10' of lane width)
Median	Not applicable
Street Lighting	Standard
Street Buffers	Not applicable
Parking Facilities	Standard design; angled at 15-45°
Landscaping	Street trees and native landscaping in planters (including on-street parking); see Section 4.4F
Street Lighting	See Section 4.4F
Street Signs	Standard signage and parking; see Section 4.4F
2. Public Frontage	
Minimum	15' min. See Section 4.3.D
Maximum	18' max. See Section 4.3.E
Street Signs	15' min. See Section 4.4F
3. Private Frontage	
Minimum	See Section 4.3.F

STREET DESIGN STANDARDS | SECTION 4.4



Traditional downtown street with sidewalk, trees, and parking spaces.

Intent:
Green Street is the primary residential east-west thoroughfare that connects existing Rabbit Drive to the west of the Plan Area and West Green Street to the east. It replicates the typical working-class-to-middle-class street of West Green St, but introduces built-out curbs at intersections and along at least one point of its length through the Plan Area, which may be a central intersection. Green Street will be bordered by residential frontages and one public open space, ensuring that this thoroughfare experiences a great deal of pedestrian activity. Because of this, traffic-calming measures such as built-out curbs, parallel parking planters, and high-quality paving alternatives to asphalt are critical to Green Street's design.

1. Public Right-of-Way (R.O.W.)	
Right-of-Way	10' (with 10' of lane width)
Land-Use Code	XX (general housing)
Minimum Lane Width	23' (with 10' of lane width)
Median	Not applicable
Street Lighting	Standard
Street Buffers	Not applicable
Parking Facilities	Standard design; angled at 15-45°
Landscaping	Street trees and native landscaping in planters and planters (including on-street parking); see Section 4.4F
Street Lighting	See Section 4.4F
Street Signs	See Section 4.4F
2. Public Frontage	
Minimum	15' min. See Section 4.3.D
Maximum	18' max. See Section 4.3.E
Street Signs	15' min. See Section 4.4F
3. Private Frontage	
Minimum	See Section 4.3.F



SARGENT DOWNTOWN EXPERIENCE

C. Primary Identification Sign



A sign placed or hung directly from the building facade is the basic, typically above the entrance or recessed entry as approved by the City. This type consists of a single or multiple panels or individual letters and/or signs. The type of sign is determined by viewing from across the street and along the sidewalk.

See CMC 18.025.020 and 18.025.140 and for standards.

Guidelines

- Use no more than one primary identification sign per business along a building facade. In multi-story buildings, only the business sign facing on the sidewalk should have a primary identification sign.
- Primary identification signs should be located above the storefront and at least 12 inches from the side edge of building or top of parapet. On multi-story buildings, primary identification signs should be located either above the storefront or above the openings on the uppermost story.
- Signs that cross the recessed entry (see Guide) should not extend into the entry.
- A minimum clearance of 24 inches is recommended between a sign and any opening.
- If a recessed entry (see Guide) is recommended and should be treated as recessed entry for the sign.

	MIN	MAX
1. Height	24"	24"
2. Width as % of facade width	100%	60%
3. Clearance from openings	24"	12"

- If a recessed entry is recommended, an illuminated sign height is 42 inches (34 inches tall).

Primary Identification Sign Examples



Recessed entry illuminated sign above arched entrance.



Wall sign may be located within the recessed area of the storefront.



Sign height used to provide contrast in recessed entry.



Sign height and letter height considered in recessed entry.



Recessed, internally illuminated sign recessed above entry wall.



Signs, recessed sign with letter height. Check sign height according to sign contract against the setbacks the sign is mounted on.

E. Pedestrian-Oriented Canopy Sign



A double-sided sign that projects horizontally from the building facade from a recessed wall base or from the ceiling of a recessed entry. Projecting signs typically project from a public right-of-way such as a sidewalk or public open space and are intended for viewing by pedestrians approaching the store.

Note: Signs that require both a sign permit and an attached permit, double canopy or awning signs shall be reviewed by staff CMC 18.025.020 C.

Guidelines

- A maximum of one projecting sign is recommended for every storefront entrance on the facade.
- The overall area of a projecting sign should not exceed ten square feet.
- At least eight feet of vertical clearance shall be provided between the lowest point of the sign and the sidewalk.
- Projecting signs that hang from the ceiling of a recessed entry should not extend a width of two feet and should be centered with the recessed entry.
- The top of a projecting sign should be located above the window or the upper floor of the building.
- Projecting signs should be externally illuminated by a light mounted on the facade or by recessed lighting in a slanted canopies, burlins, and awning frames.

	MIN	MAX
1. Height	100%	10"
2. Width	100%	60"
3. Sign Thickness	100%	4"
4. Vertical Clearance from Sidewalk	8'	12'
5. Horizontal Clearance from Adjacent Curb	24"	0"

- Decorative and supporting hardware such as fasteners should be architecturally concealed with the building facade.
- Projecting signs should be recessed near recessed entrances.
- Projecting signs should not be placed over an entry or horizontally within five feet of an entry or another projecting sign.

Pedestrian-Oriented Canopy Sign Examples



Recessed sign with canopy to be higher than the sidewalk, maintain vertical clearance to be 8-12 feet from the curb.



Projecting signs may be recessed and allow other signs placement to provide more information.



Projecting sign with decorative panel and within the entry.



A double-sided sign with recessed entry and top of sign.



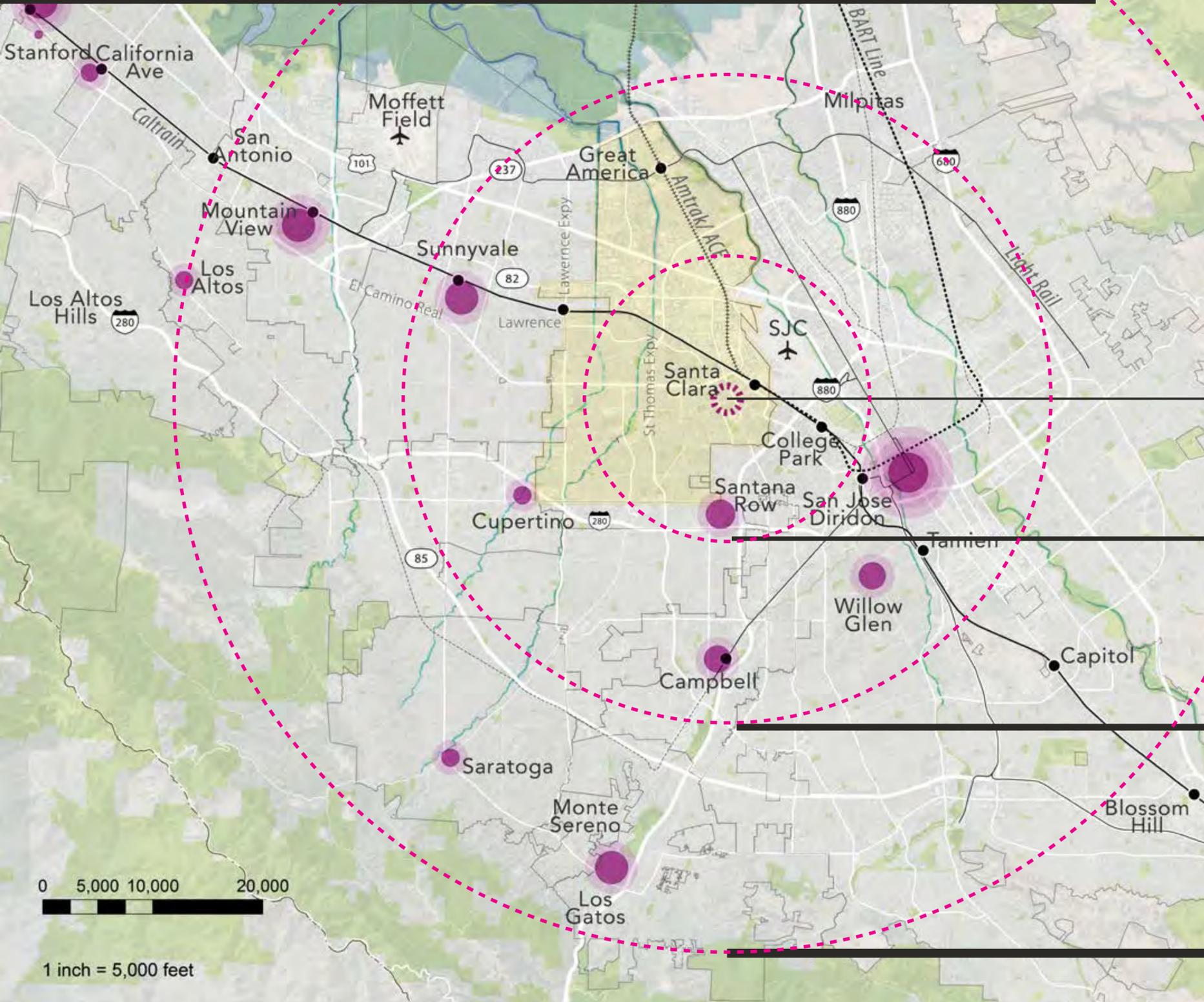
Projecting sign with decorative panel and within the entry.



Signs that project from the sign.

RE-CENTERING SANTA CLARA

WHAT KIND OF DOWNTOWN?



Town/Gown Neighborhood Retail

Small Town Main Street/Civic Center

Town Center

Regional Destination



WHAT KIND OF DOWNTOWN?

Employment Center

- Office workers / space
- Direct highway / transit access
- Business amenities

- Oakland
- San Jose

- Fremont
- Concord

Destination Retail

- Credit retailers
- Major Hwy. / transit access
- Parking structures

- Walnut Creek
- Burlingame

- Palo Alto
- Los Gatos

Small Town 'Main Street'

- Mom & Pop retailers
- Small parcels / store fronts
- Historic landmarks / buildings

- Livermore
- Pleasanton

- Fairfield
- San Bruno

Visitor / Tourist location

- Links to recreational amenities
- Diverse hospitality sector
- Dining and personal services

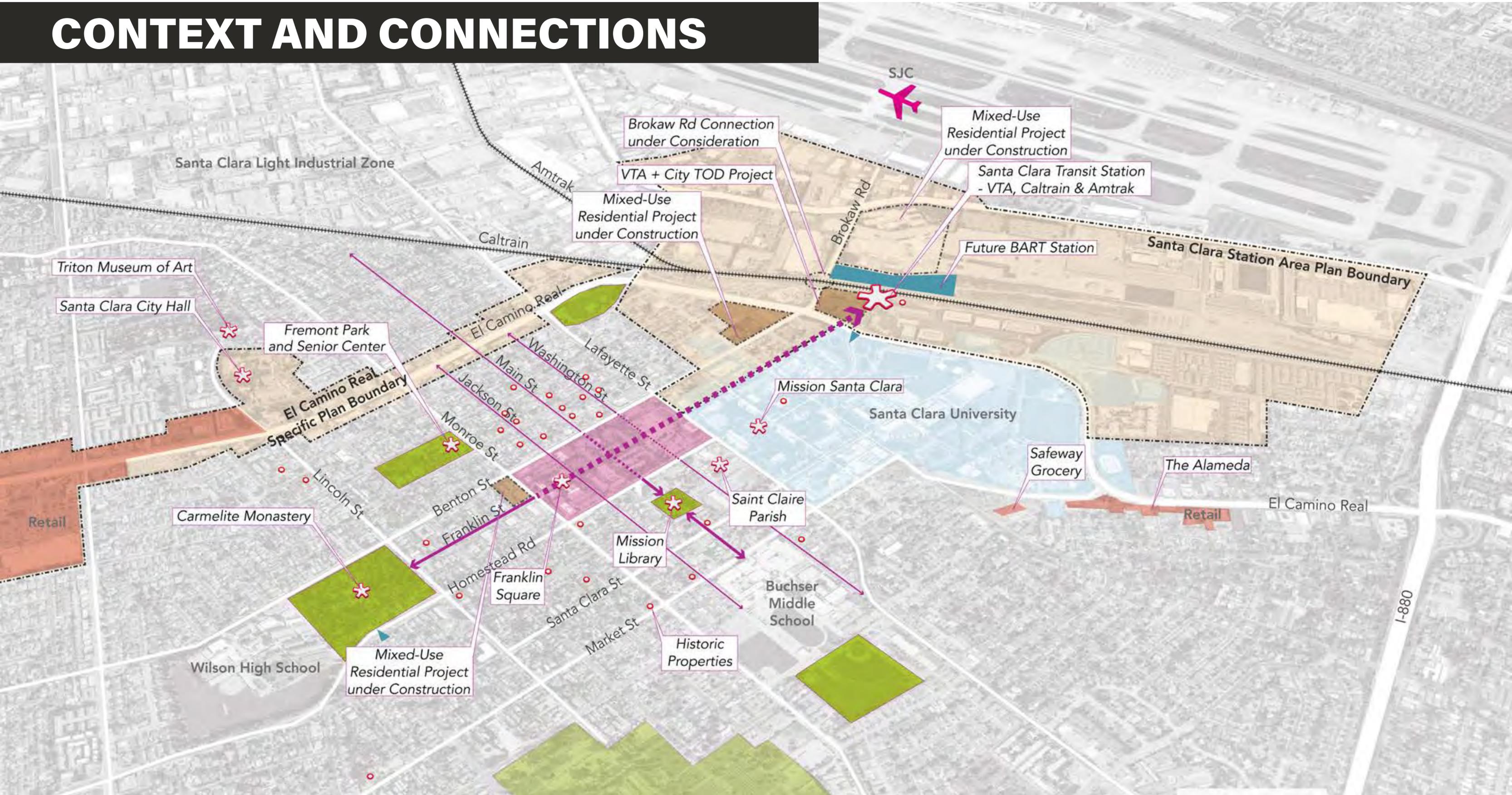
- Sausalito
- Sonoma

- St. Helena
- Healdsburg

DOWNTOWN BUILDING BLOCKS



CONTEXT AND CONNECTIONS

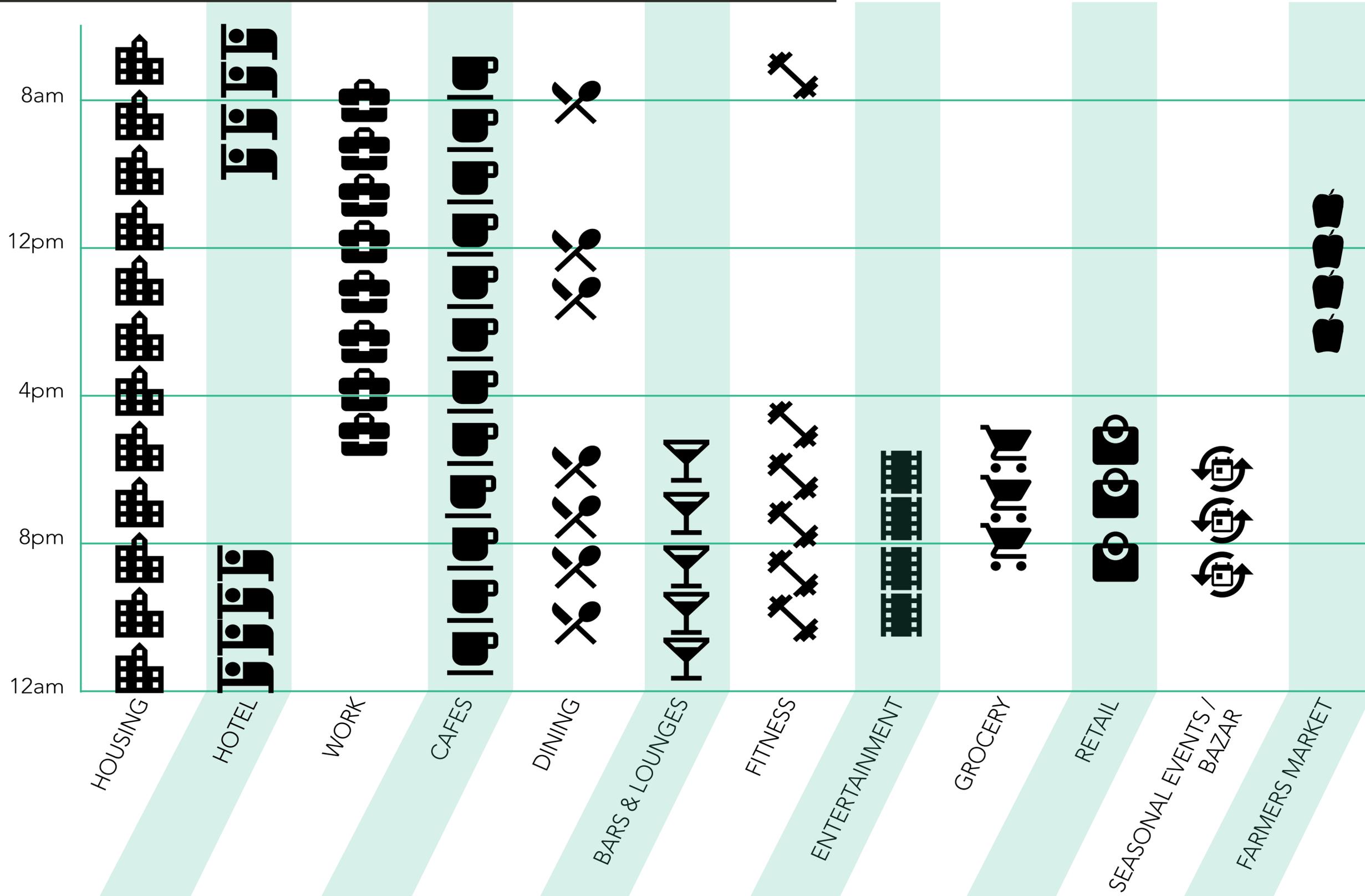


LAND USE MIX

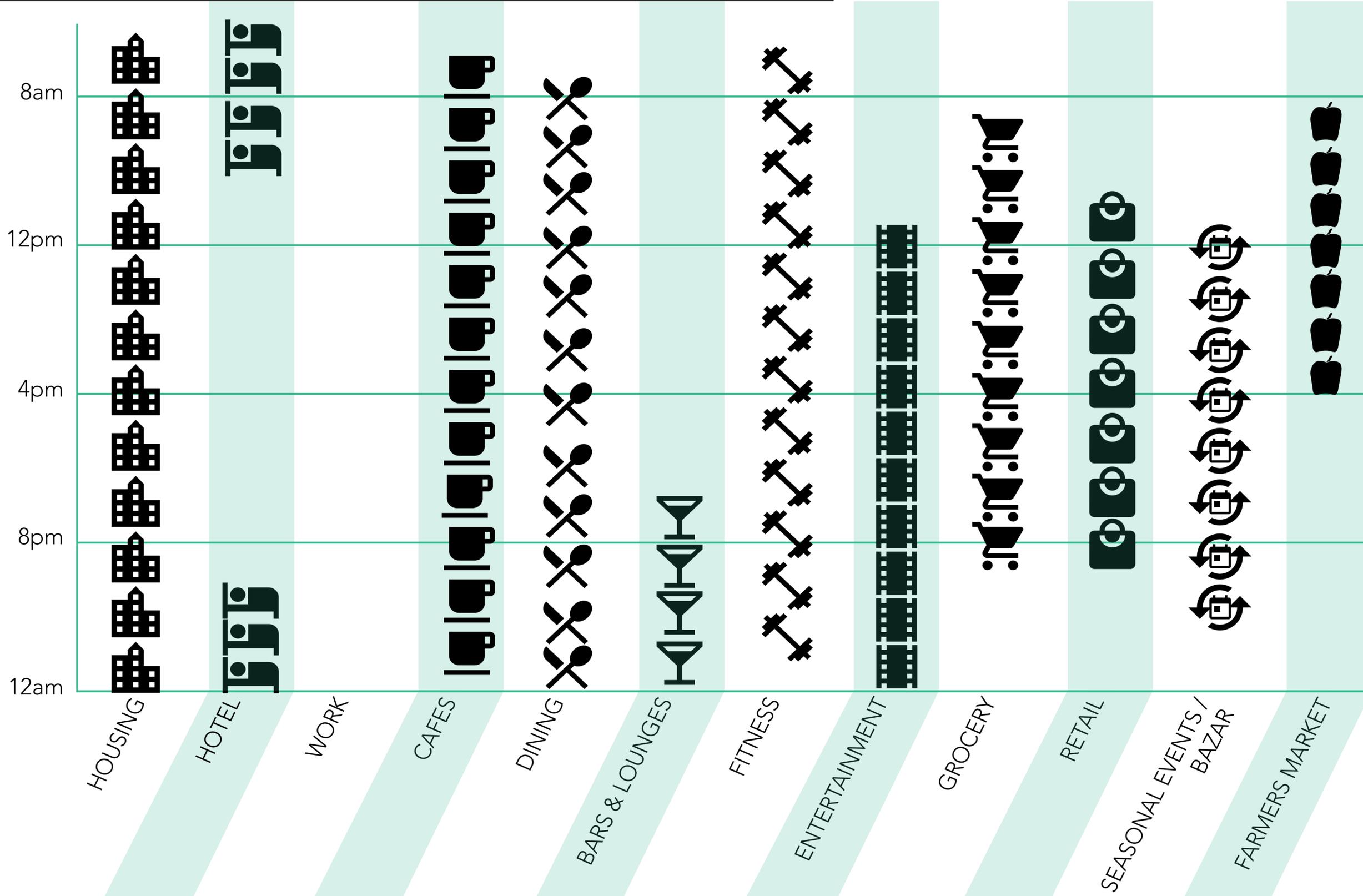
ATTACHMENT A3
GENERAL PLAN DOWNTOWN FOCUS AREA MAP



RHYTHM OF USE: WEEKDAY



RHYTHM OF USE: WEEKEND



EXISTING CONDITIONS



FRANKLIN SQUARE



HISTORIC HOMES

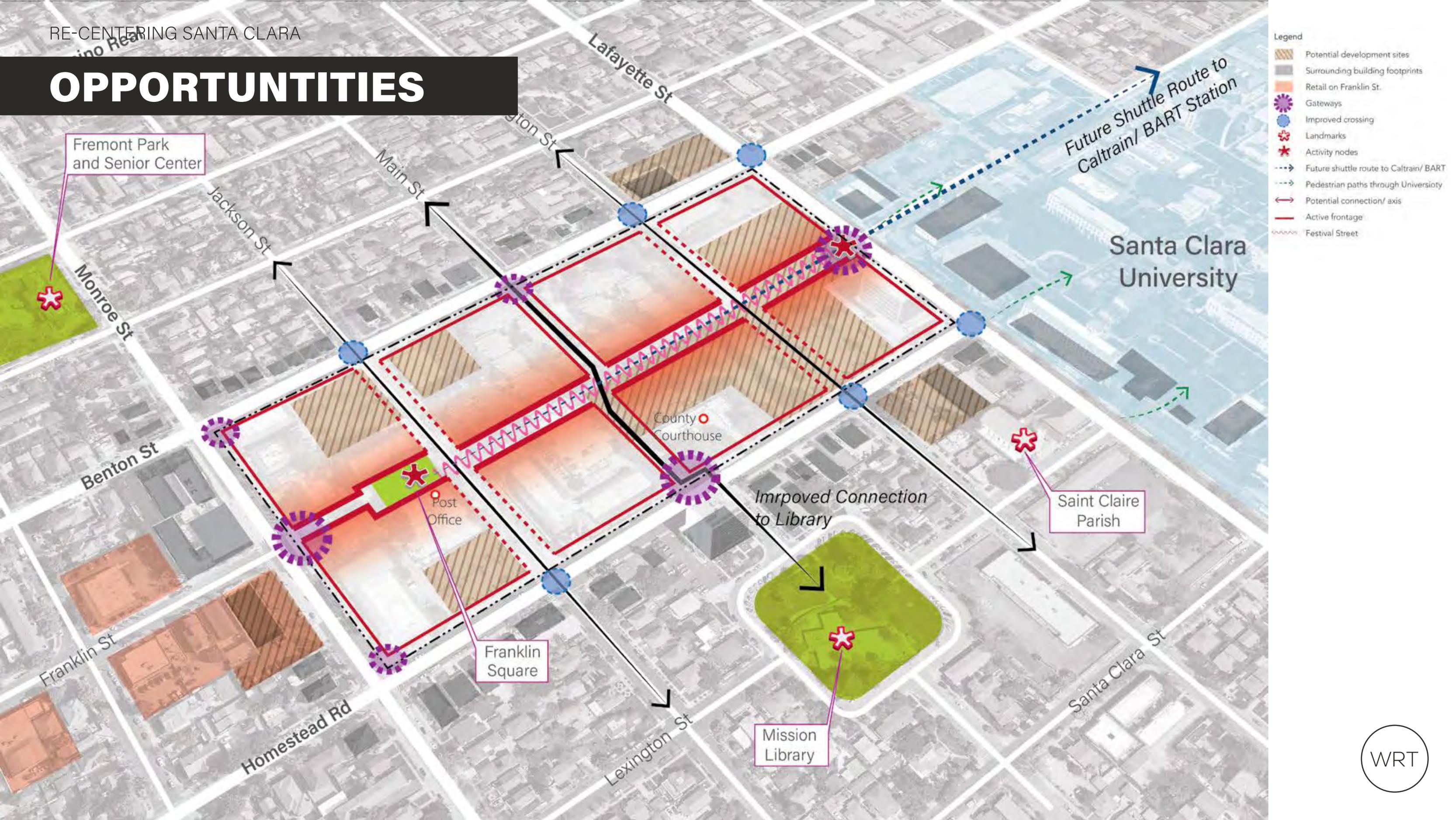


SANTA CLARA UNIVERSITY



HOMESTEAD ROAD

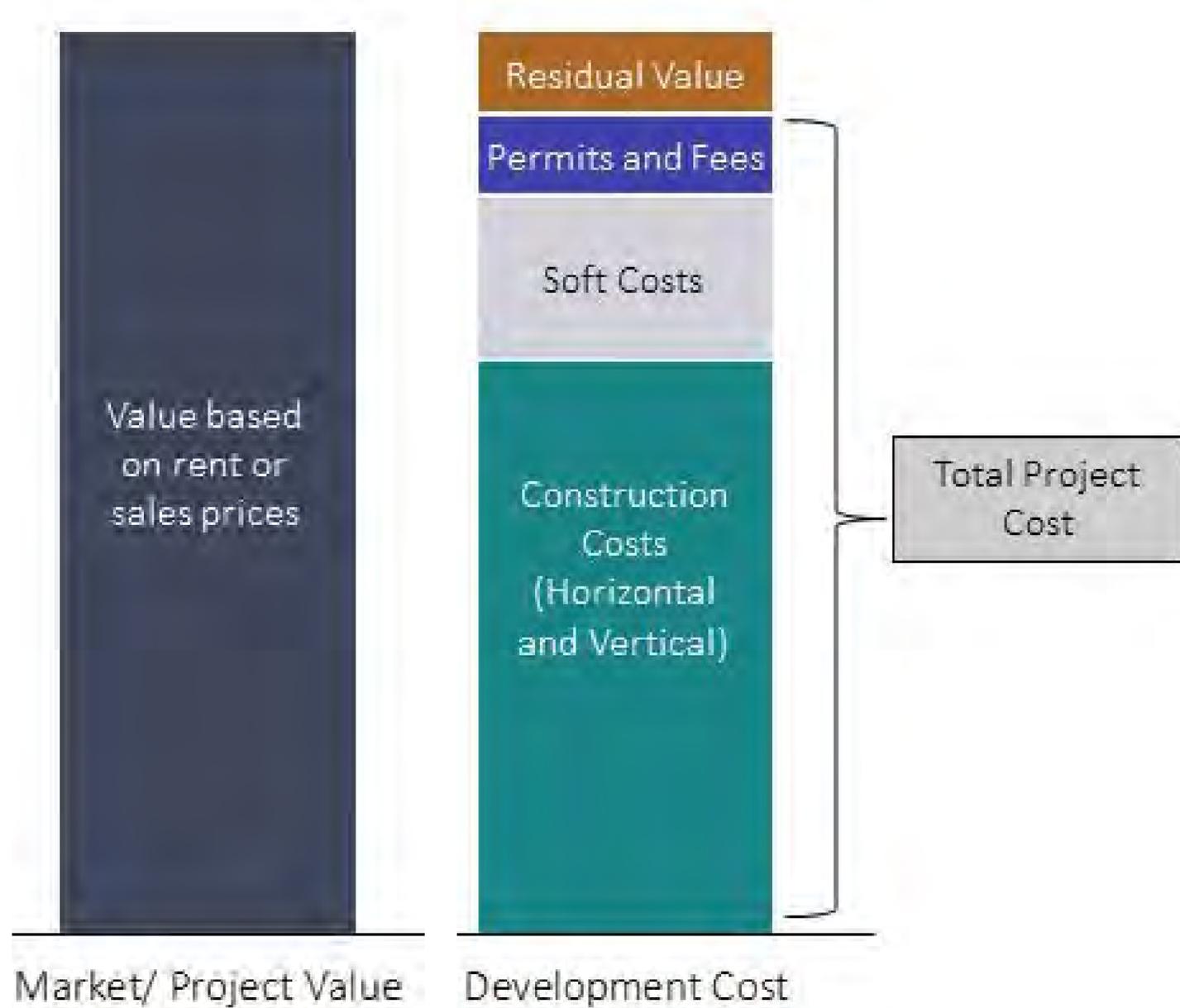
OPPORTUNITIES



- Legend
- Potential development sites
 - Surrounding building footprints
 - Retail on Franklin St.
 - Gateways
 - Improved crossing
 - Landmarks
 - Activity nodes
 - Future shuttle route to Caltrain/ BART
 - Pedestrian paths through University
 - Potential connection/ axis
 - Active frontage
 - Festival Street

BALANCING COMMUNITY NEEDS WITH DEVELOPMENT REALITIES

DEVELOPMENT FEASIBILITY



MARKET/PROJECT VALUE

Current market conditions for housing and commercial uses, with consideration of a rapidly evolving competitive landscape.



REAL ESTATE DEVELOPMENT COST

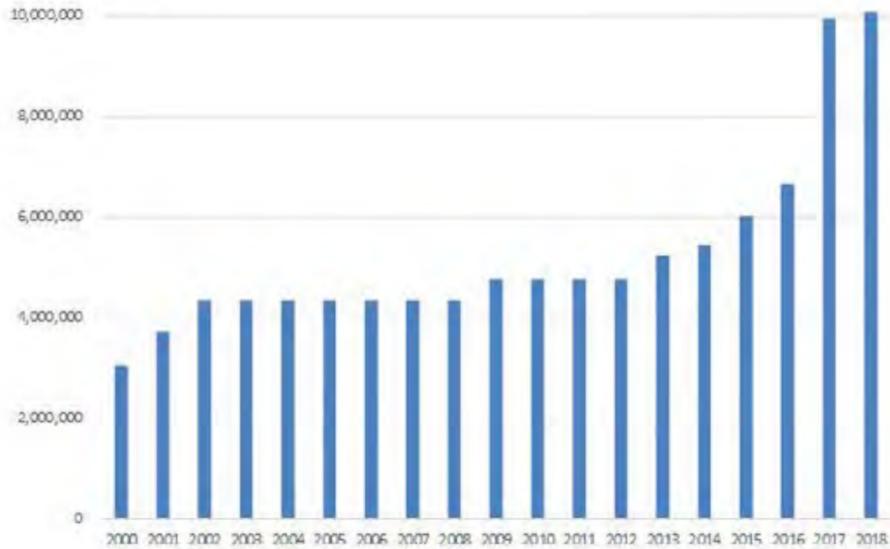
Planning-level cost estimates with WRT data on horizontal costs, City data on permits and fees, and typical for vertical cost estimates.



RESIDUAL VALUE

Market-supported land value and potential for community benefits

DEVELOPMENT FEASIBILITY: ECONOMIC TRENDS

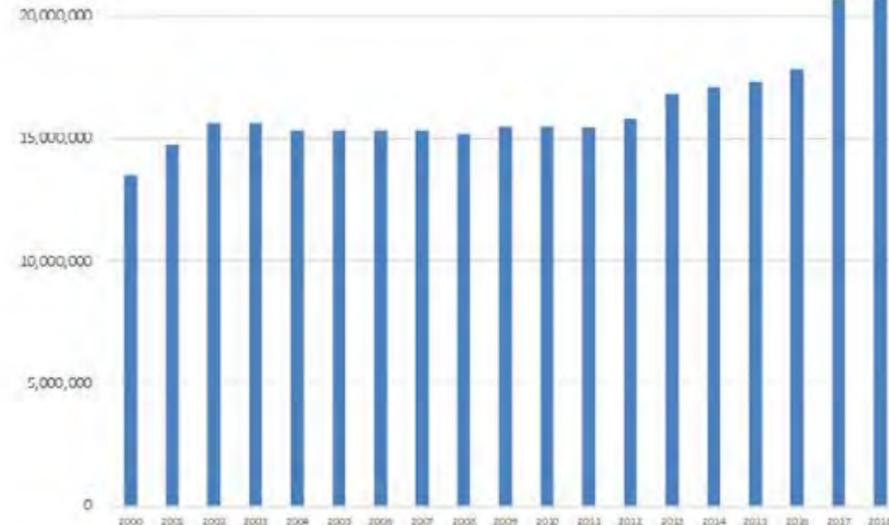


Economic & Planning Systems

CLASS A OFFICE

229% GROWTH SINCE 2000

92% GROWTH SINCE 2013

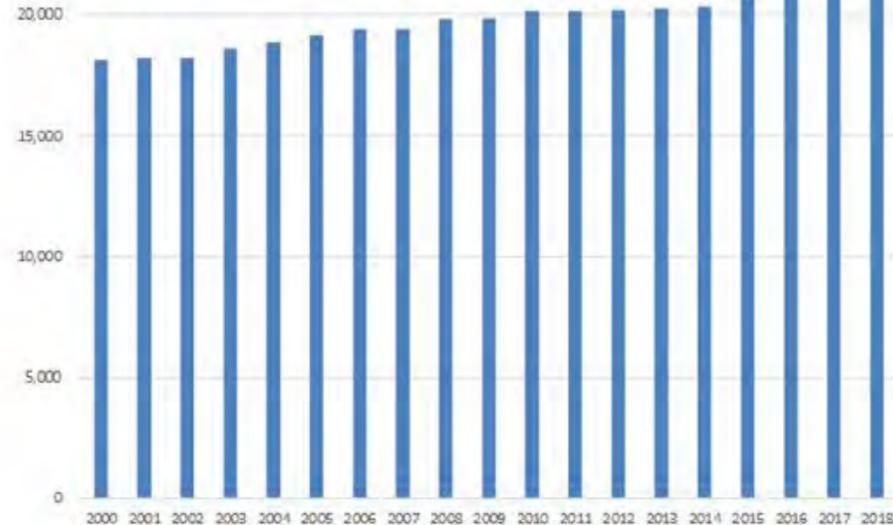


Economic & Planning Systems

OFFICE

54% GROWTH SINCE 2000

24% GROWTH SINCE 2013



Economic & Planning Systems

MULTIFAMILY HOUSING

25% GROWTH SINCE 2000

12% GROWTH SINCE 2013

SANTA CLARA ECONOMIC TRENDS



DEVELOPMENT FEASIBILITY: TOOLS



CREATING

- Developer Solicitation / P3
- Parcel Assembly
- Development Feasibility Analysis
- Infrastructure Investment
- Urban design



GROWING

- Marketing / branding
- Tenant recruitment
- Placemaking
- Business Assistance
- Target Opportunity site

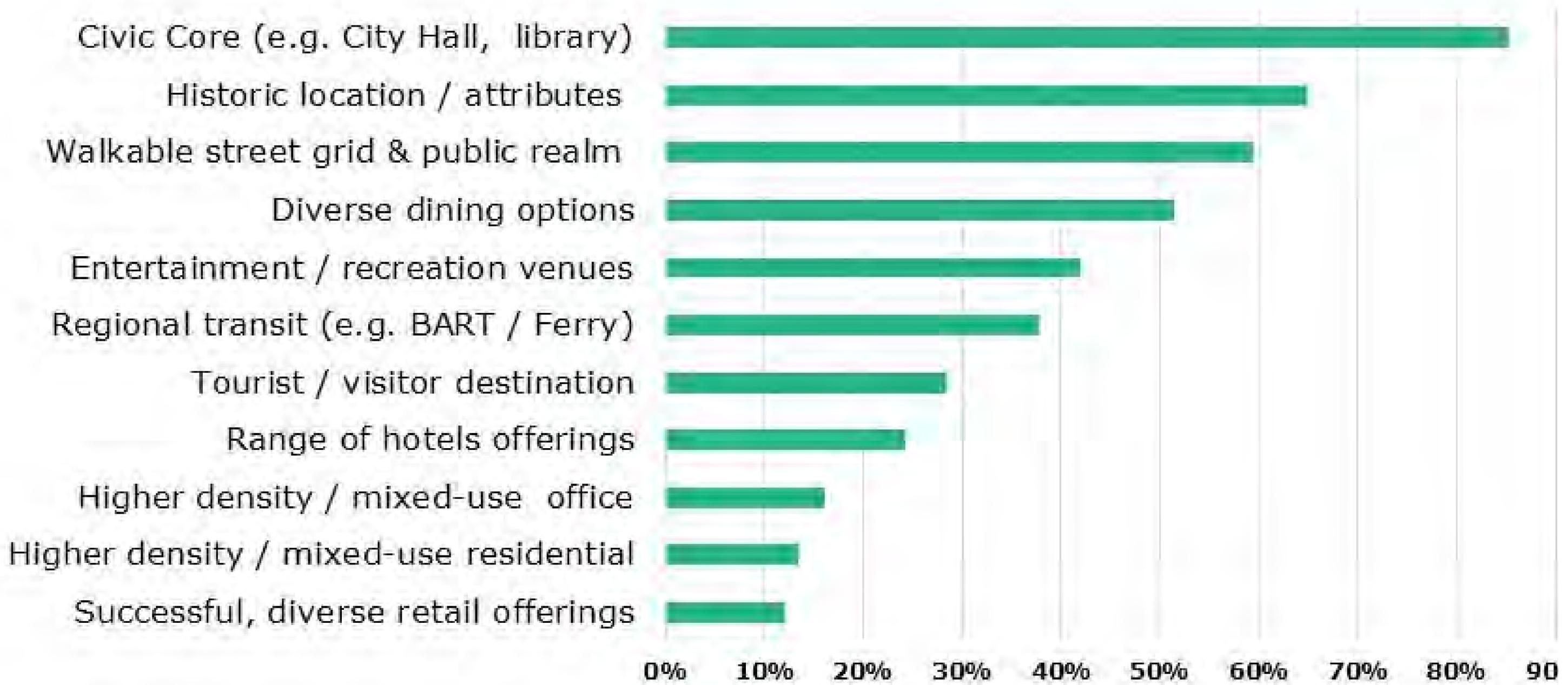


SUSTAINING

- Planning / Code Updates
- Enhancement of public realm
- Façade improvements
- TDM and Complete streets
- Event programming

COMMUNITY VISION FOR DOWNTOWN

DOWNTOWN ATTRIBUTES



RETAIL STRATEGY: FACILITY ATTRIBUTES

Retailers think in terms of whether their facility will be equal to or better than a competitor's.



WELL ARTICULATED RETAIL PRESENCE

- Visually differentiated from other uses (massing, transparency, materials)
- Store entrances, parking, and way-finding clearly identified
- The right signage (identity)!



PARKING—ACCESS—VISIBILITY!



INFRASTRUCTURE

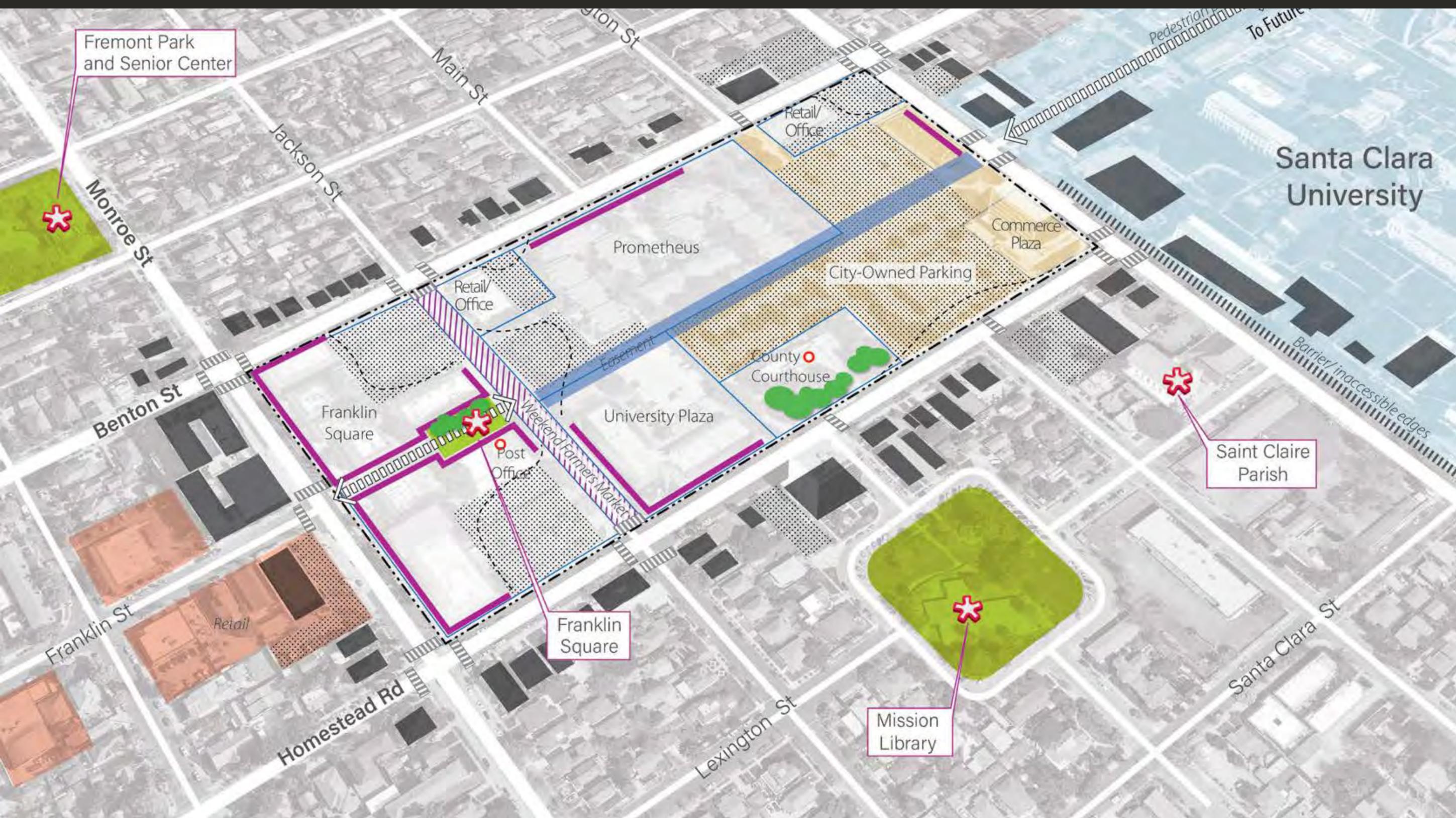
- Adequate clear-height in podium
- Service Areas – loading, trash, and storage.
- Ventilation, vent shafts for food service
- Pads for HVAC, refrigeration, and remote equipment

COMMUNITY VISION FOR DOWNTOWN



REALIZING THE VISION

VISION TO IMPLEMENTATION: EXISTING CONDITIONS



- Legend
- Surface Parking
 - Surrounding building footprints
 - Easement
 - Weekend farmers market
 - City-owned parcel
 - Retail on Franklin St.
 - Landmarks
 - Pedestrian path
 - Crosswalks
 - Defined edges/ active frontage
 - Missing defined edges
 - Barrier/ inaccessible edge
 - Mature tree grove

PHASING

Possible Implementation - Phase 1



Possible Implementation - Phase 2



DOWNTOWN
SANTA
CLARA
VISIONING,
2015-17

Possible Implementation - Phase 3



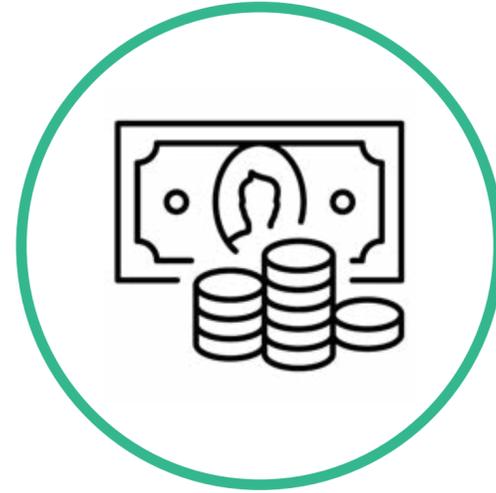
Possible Implementation - Phase 4



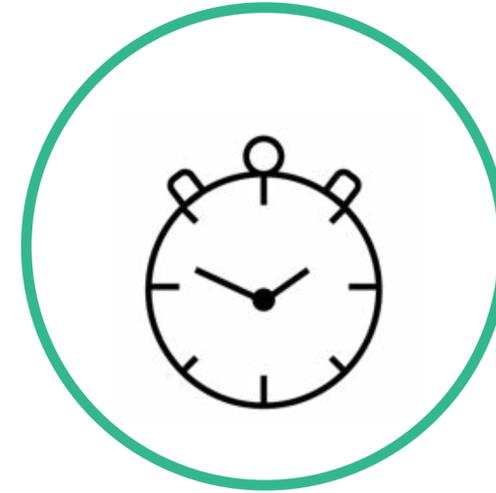
ATTRACTING DEVELOPERS



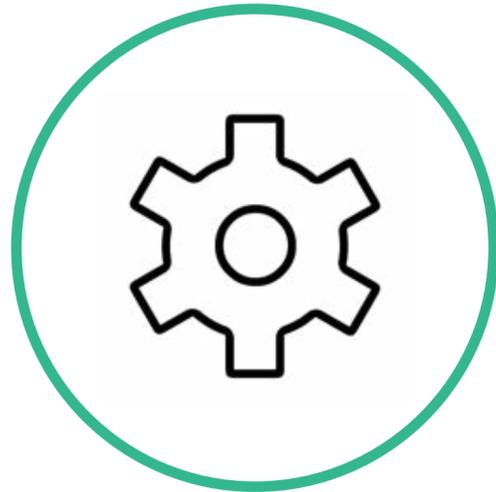
ZONING



MARKET
ECONOMICS



TIMING AND
PHASING



INFRASTRUCTURE



EIR/CEQA
CLEARANCE

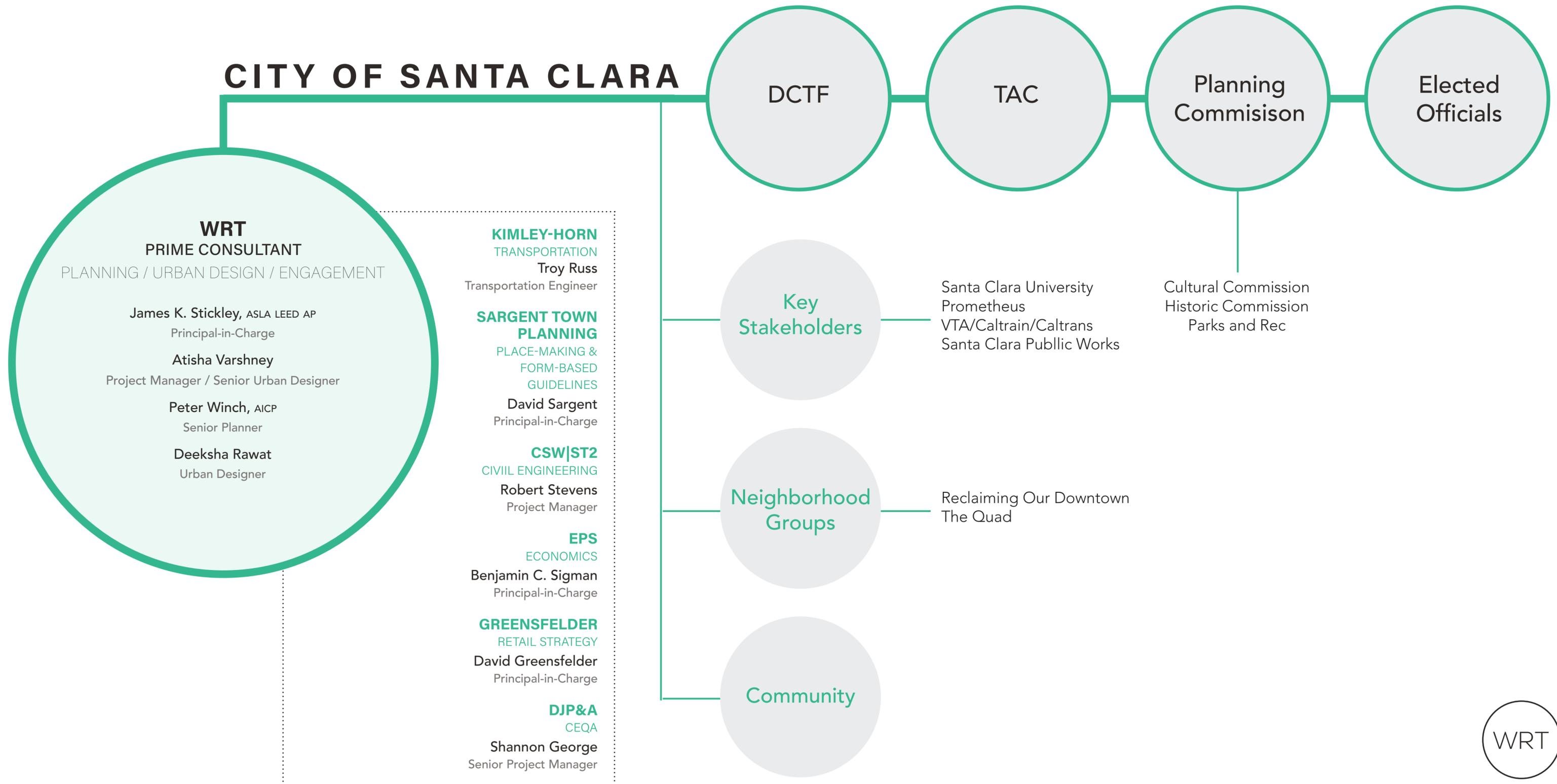


GOVERNANCE



WORK PLAN

WORKING WITH AN INTERDISCIPLINARY TEAM



RECOMMENDED

OPTIONAL TASKS



ENGAGEMENT

- » Student engagement
- » Summer pop up events
- » **Developer roundtable**
- » **Meeting in the box**
- » **Meeting in a box walk-Audit with TAC/DCTF/ Stakeholders**



RETAIL STRATEGY

- » **Retail workshop 101**
- » Ground floor retail best practices guidance document



ILLUSTRATIONS

- » Digital photo-realistic renderings
- » Artist watercolors



CEQA

- » **Full EIR**



DEVELOPER RFQ

- » Supporting City with developer solicitation effort



SUMMER POP UPS



WALKING AUDIT TO UNDERSTAND DOWNTOWN



MEETING IN A BOX



STUDENT ENGAGEMENT



RETAIL WORKSHOP 101



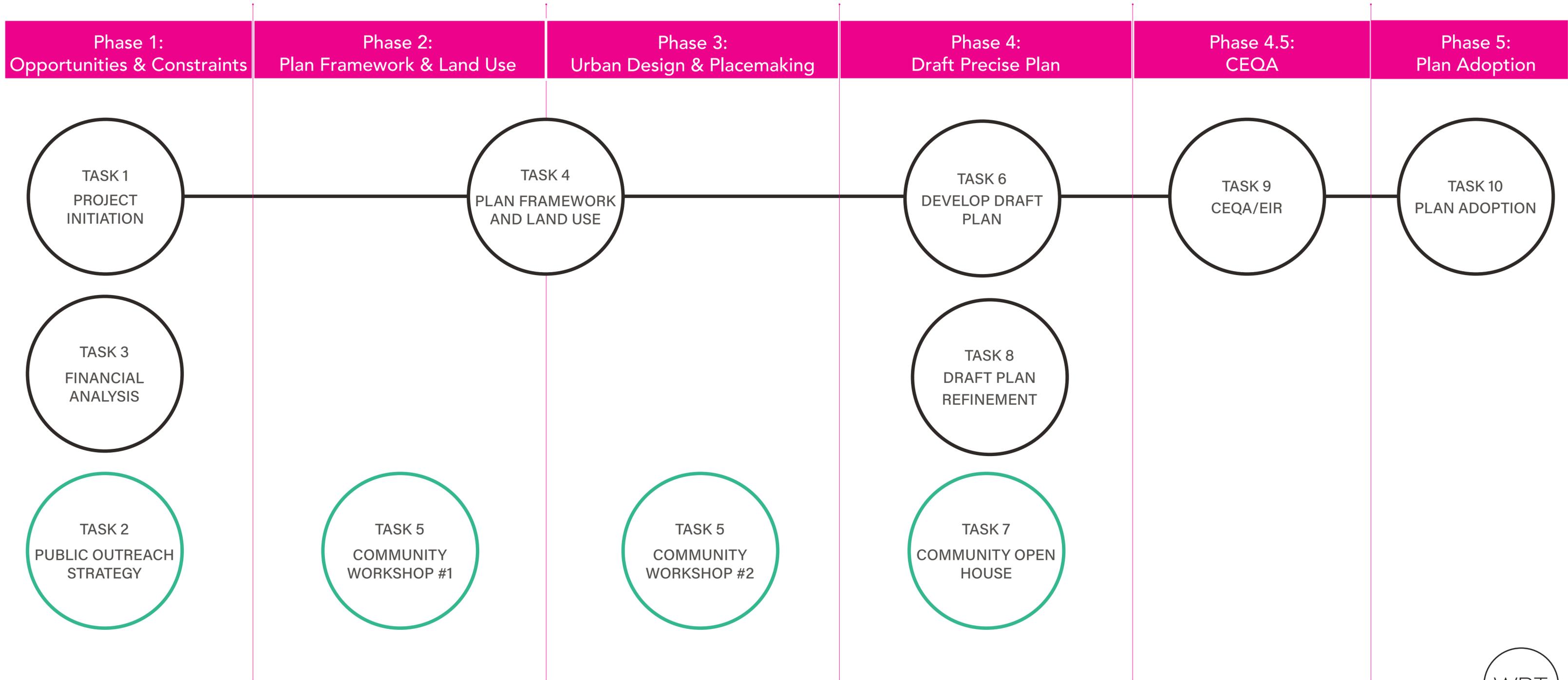
DEVELOPER ROUNDTABLE



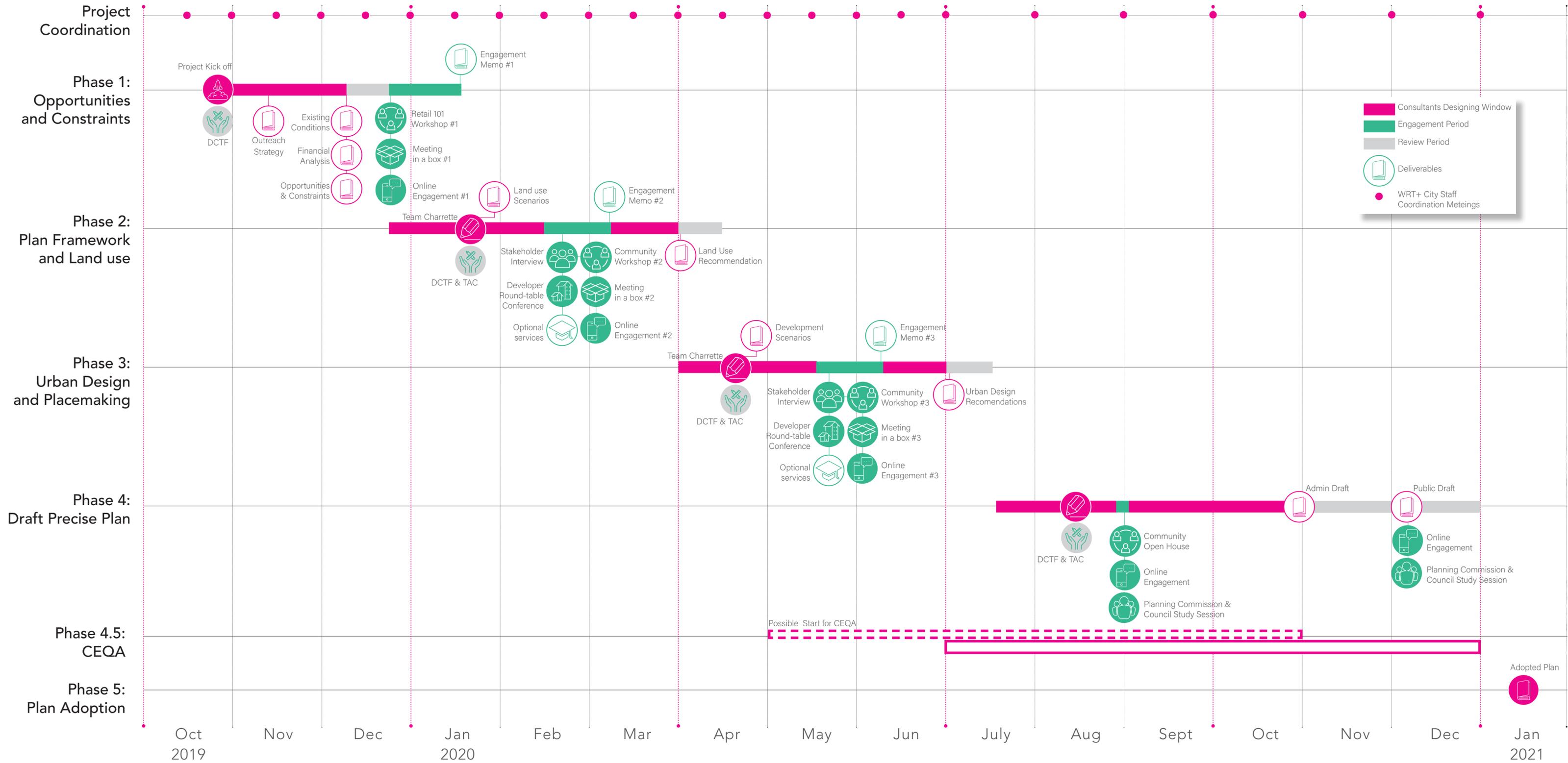
GROUND FLOOR RETAIL BEST PRACTICES



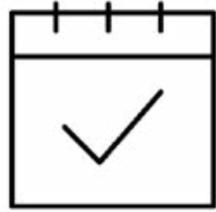
WORKPLAN AND TASK STRUCTURE



WORKPLAN AND ENGAGEMENT STRATEGY



MANAGING THE PROJECT



ESTABLISHING
PROJECT SCHEDULE
AND KEY MILESTONE
DATES



REGULARIZING
PROJECT MEETINGS



ESTABLISHING AND
ADHEREING TO
COMMUNICATION
PROTOCOL



COST MANAGEMENT



BUILDING CONSTITUENCY: ENGAGEMENT

PUBLIC ENGAGEMENT APPROACH



DEMOGRAPHICALLY RELEVANT OUTREACH

Leverage community events and online outreach to help us reach a larger diverse population



WORKING WITH NEIGHBORHOOD GROUPS

Meet people where they are in a way that is authentic, relevant and appropriate



STORY TELLING - VISUALIZATION TOOLS

Display information so it is easily understood and allows the public to provide informed input. We choose engagement tools that ensure equitable access

ENGAGEMENT PLAN



Phase 1: Opportunities & Constraints

Project Kick off



DCTF



Retail 101 Workshop #1



Phase 2: Plan Framework & Land Use

Team Charrette



DCTF & TAC



Stakeholder Interviews



Workshop #2



Online Engagement #2



Phase 3: Urban Design & Placemaking

Team Charrette



DCTF & TAC



Stakeholder Interviews



Workshop #3



Online Engagement #3



Phase 4: Draft Precise Plan

Final Design



DCTF & TAC



Community Open House



Planning Commission & Council Study Sessions



Online Engagement #4



Phase 4.5: CEQA

Scoping Meeting



Community Meeting



Planning Commission & Council Study Hearing

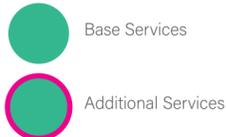


Phase 5: Plan Adoption

Planning Commission & Council Study Hearing



ENGAGEMENT PLAN



Phase 1: Opportunities & Constraints

Project Kick off



DCTF



Retail 101 Workshop #1



Meeting in a box #1 : Site Tour



Online Engagement #1:
Holiday Reading and Movie List



Phase 2: Plan Framework & Land Use

Team Charrette



DCTF & TAC



Stakeholder
Interviews



Workshop #2



Developer
Round-table



Optional
Services



Meeting in a box #2:
Trade off games



Online
Engagement #2



Phase 3: Urban Design & Placemaking

Team Charrette



DCTF & TAC



Stakeholder
Interviews



Developer
Round-table



Optional
Services



Workshop #3



Meeting in a box #3:
Placemaking



Online
Engagement #3



Phase 4: Draft Precise Plan

Final Design



DCTF & TAC



Community Open House



Planning Commission &
Council Study Sessions



Online Engagement #4



Phase 4.5: CEQA

Scoping Meeting



Community Meeting



Planning Commission &
Council Study Hearing



Phase 5: Plan Adoption

Planning Commission &
Council Study Hearing



PUBLIC ENGAGEMENT APPROACH



BUILDING A COMMON LANGUAGE

Dot + Word Exercises + Precedent Images



DEVELOPING A COMMON UNDERSTANDING OF ISSUES

Tour + Site Analysis Summary + Online Engagement



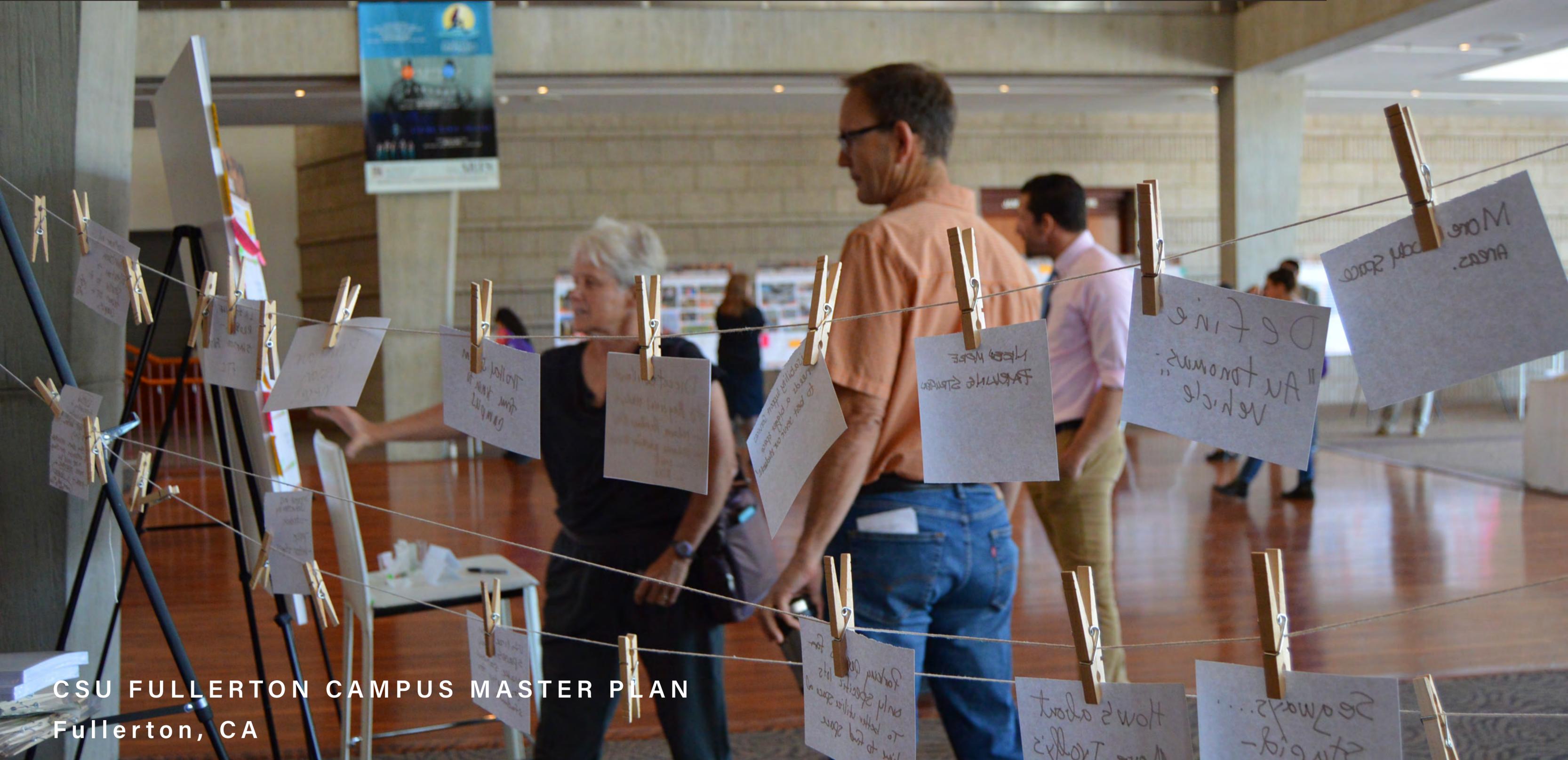
BUILDING A COMMON UNDERSTANDING OF SOLUTIONS

Physical Models + Games + 3D Studies + Precedents

COMMUNITY WORKSHOPS : BREAK OUT TABLES



COMMUNITY WORKSHOP: OPEN HOUSE FORMAT



TRADE-OFF GAMES



MILBRAE GENERAL PLAN UPDATE- PDA PLAN
Milbrae, CA

社区设计讲座

SITE TOURS



WINDSOR CIVIC CENTER VISION PLAN
Windsor, CA

MEETING IN A BOX



DEVELOPER ROUND-TABLE



YBCBD STREET LIFE PLAN
San Francisco, CA

ON-SITE POP UP AND ENGAGEMENT



POINT MOLATE VISIONING
Richmond, GA

ENGAGEMENT PLAN

Phase 1: Opportunities & Constraints

Project Kick off



DCTF



Retail 101 Workshop #1



Meeting in a box #1 : Site Tour



Online Engagement #1



Phase 2: Plan Framework & Land Use

Team Charrette



DCTF & TAC



Stakeholder Interviews



Workshop #2



Developer Round-table



Meeting in a box #2:
Trade off games



Optional Services



Online Engagement #2



Phase 3: Urban Design & Placemaking

Team Charrette



DCTF & TAC



Stakeholder Interviews



Workshop #3



Developer Round-table



Meeting in a box #3:
Placemaking



Optional Services



Online Engagement #3



Phase 4: Draft Precise Plan

Final Design



DCTF & TAC



Community Open House



Planning Commission &
Council Study Sessions



Online Engagement #4



Phase 4.5: CEQA

Scoping Meeting



Community Meeting



Planning Commission &
Council Study Hearing

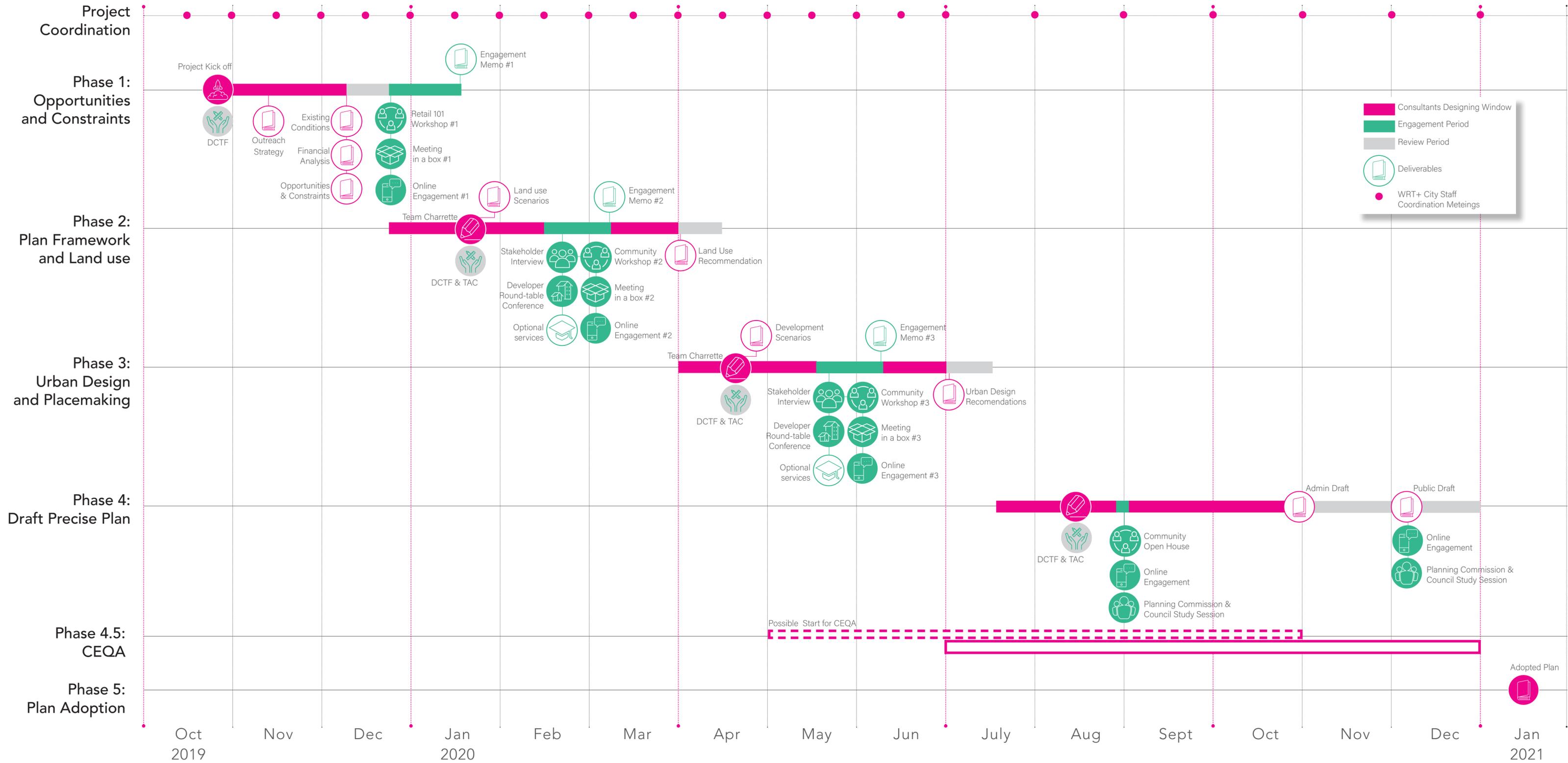


Phase 5: Plan Adoption

Planning Commission &
Council Study Hearing



WORKPLAN AND ENGAGEMENT STRATEGY





FRINGEARTS
Philadelphia, PA



Columbus Bl
N S

FRINGEARTS

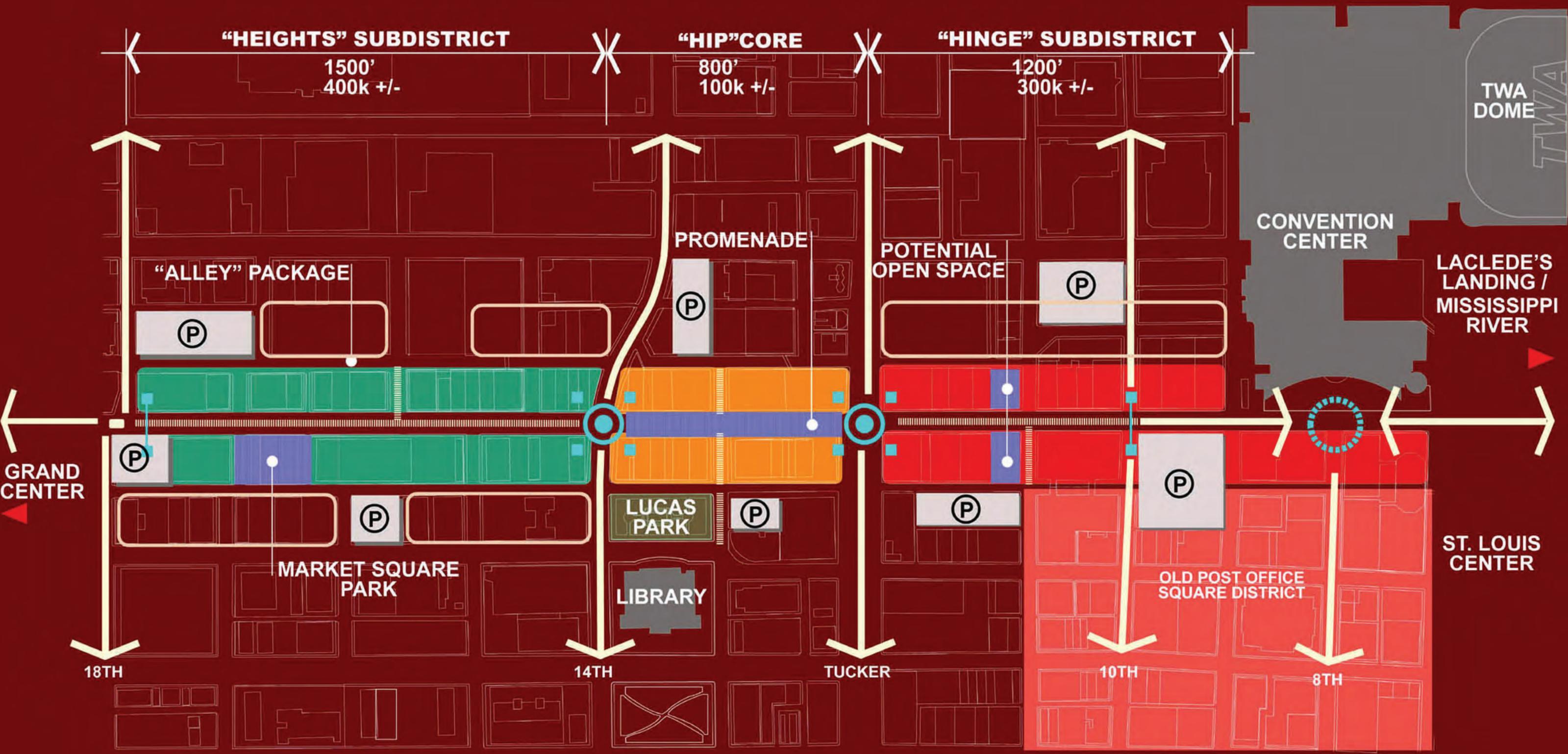
FRINGEARTS
Philadelphia, PA



FRINGEARTS
Philadelphia, PA



WASHINGTON AVENUE LOFT DISTRICT
Philadelphia, PA



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Philadelphia, PA



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Suite 800
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LYLE ACADEMY
GRADES K-6
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AVENUE
WELCOME

MICHENER AV

WADSWORTH AV
WATERLOO E

RESTAURANT CLINIC CAFE

P
PARKING

WADSWORTH AVENUE BRANCH

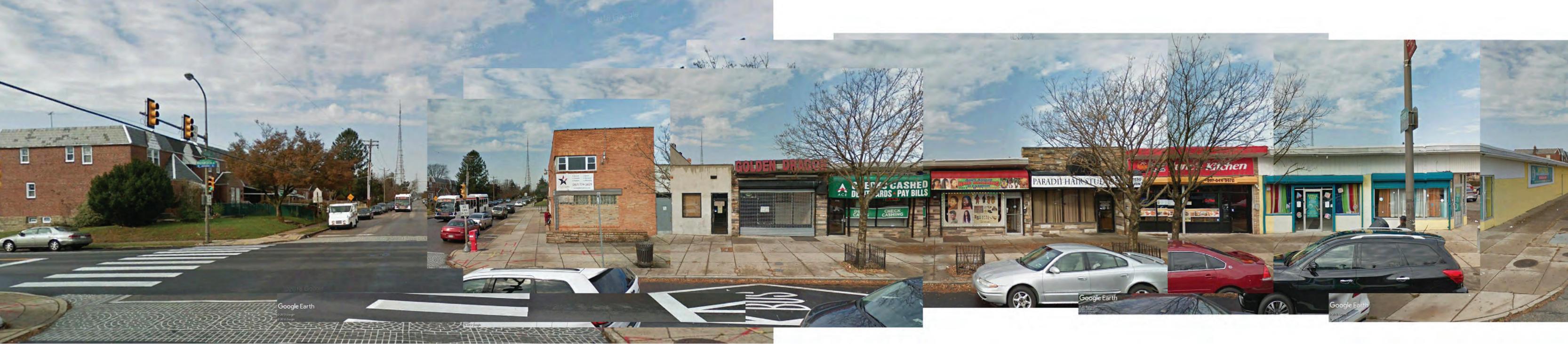
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