



City of Santa Clara

The Center of What's Possible

Downtown Precise Plan Downtown Community Task Force

Meeting #4 Summary

*Santa Clara City Hall, Council Chambers
1500 Warburton Avenue, Santa Clara, CA 95050
October 30, 2019 | 6:00 pm*

Meeting Objectives

The purpose of this meeting was for the Downtown Community Task Force (DCTF) to meet the consultant team contracted by the City to work on the development of the Downtown Precise Plan and discuss the project outlook.

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.

Staff gave a brief presentation on the consultant's scope of work, and roles and responsibilities. The consultant team then introduced themselves and provided a presentation on their understanding of Downtown and presented the work plan and engagement strategy. The DCTF then presented information and asked questions and engaged in discussion with the consultants. Highlights of the discussion from the DCTF members were as follows:

- Returning the street grid to Downtown
- Form, function, and open spaces
- The courthouse directly blocks where main street should be and the view corridor to the Mission Branch Library and City Plaza Park.
- Create an economically viable downtown.
- Start immediate activation strategies now, don't wait for the plan to be completed.

- Leverage Santa Clara University (SCU), there are 12,000 people on campus on any given day.
- There should be a civic component to downtown.
- Keep the historic feeling. Creatively tie in the history to new development.
- Do not repeat the same community meetings that were conducted in the past planning efforts.
- Build on the work that has already been done around downtown.
- We would like to see a basic analysis on the downtown vision from 2017. Compare how the vision would fit into the current market.
- Regarding process, when do decisions need to be made? Let's not get ahead of ourselves. This is a step by step process.
- Wayfinding. Tell Santa Clara's story. We have historic homes, Santa Clara University, a monastery where the "Call of the Wild" was written.
- How do we get the soul back into Downtown?
- Streetscape should not be an afterthought.
- We need a framework to get Downtown started, then the area will develop overtime.
- We need to thread and weave existing spaces with new, for example the Mission Branch Library and park.
- How do you make Downtown a part of the larger area, SCU, adjacent neighborhoods, and the Santa Clara transit station, to become the center of the larger area?
- Where is the front door to Downtown?
- Use trees to define spaces.
- Why did all of the past Downtown planning efforts fail? What is the tipping point?
- What would be the phasing steps for developing Downtown?
- Downtown should not compete with other areas of Santa Clara.
- How do you traverse the train tracts and draw people from areas east of the tracks?
- Attract students to Downtown integrate SCU and make Downtown accessible
- It is only a 10-minute train ride to Diridon Station in San Jose, leverage that connectivity.

Public Comment:

- Concerned about new development spilling into the adjacent single-family neighborhood.
- Bring back the entire street grid to the downtown.
- Relocate City Hall downtown and relocate the courthouse.
- Two Santa Clara University students representing the Associated Student Government (ASG) present a scroll signed by students detailing what they want to see in a downtown.
- Concerned about economic viability. Look at the June 2019 Planning Commission study session on retail.
- Bring music to downtown
- Relocate City Hall downtown and provide a mix of uses, not just commercial and residential.

- Provide a feasibility study that details trigger points for phasing development. Tell the story.
- The Triton Museum is a treasure to Santa Clara.
- We do not want a cookie cutter Downtown. Share things that have been successful in other efforts.
- Make a space for an outdoor amphitheater, maker space, artists, space for creativity.
- Look at the website and marketing efforts done by the City of Sandusky, Ohio
- The courthouse is located in the middle of where main street should be and they want to relocate.
- Need to balance what the public wants with the incentivize to change.
- Consider beyond the Downtown boundary, utilize transit, conduct business feasibility.