



DOWNTOWN COMMUNITY TASK FORCE // FEBRUARY 3, 2020

# SANTA CLARA DOWNTOWN PRECISE PLAN



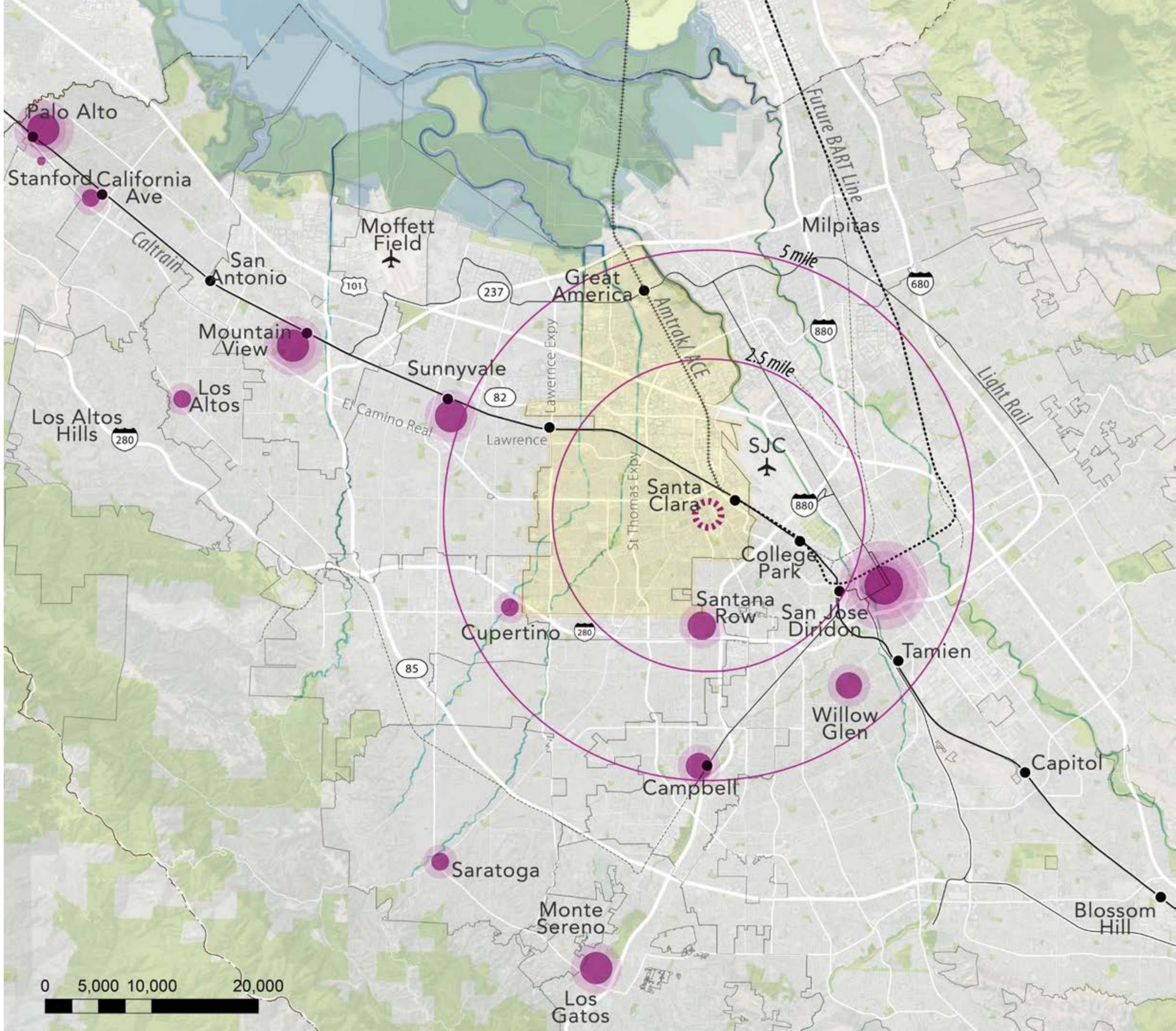
**PROJECT TEAM:**

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

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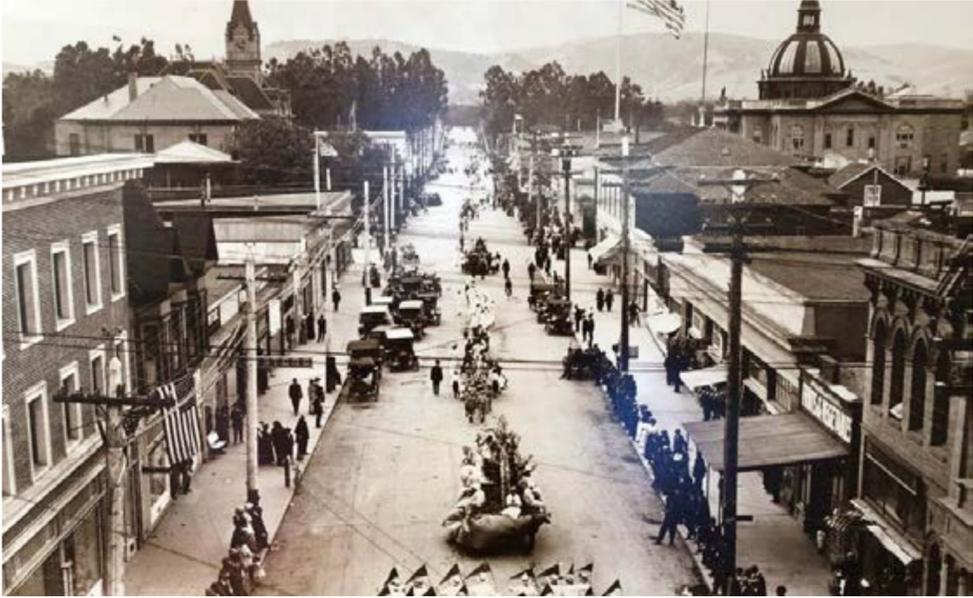
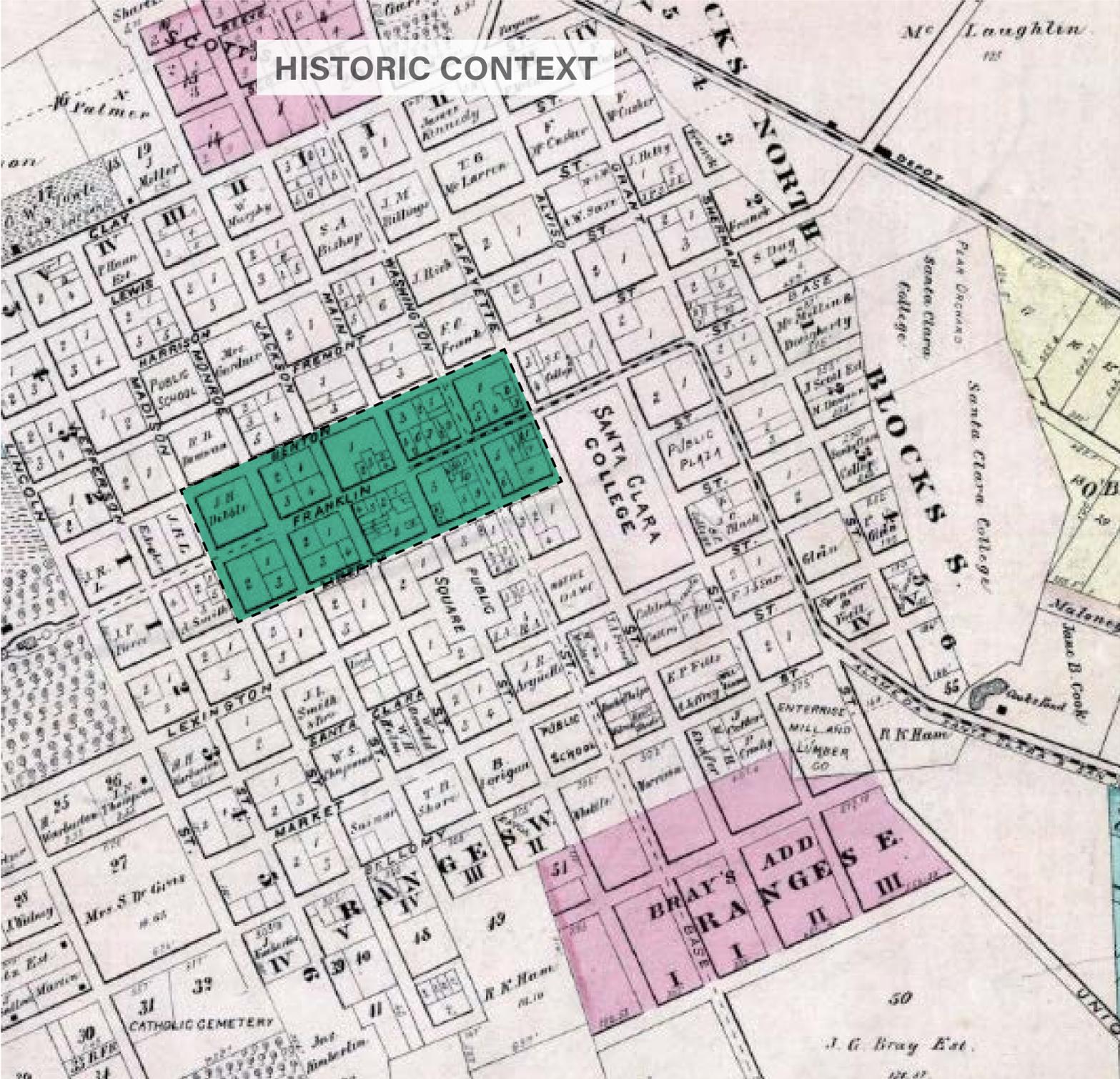
**PLANNING FOR DOWNTOWN:  
WHY AND HOW**

# REGIONAL CONTEXT



# UNDERSTANDING HISTORY

HISTORIC CONTEXT



# UNDERSTANDING HISTORY



1950s



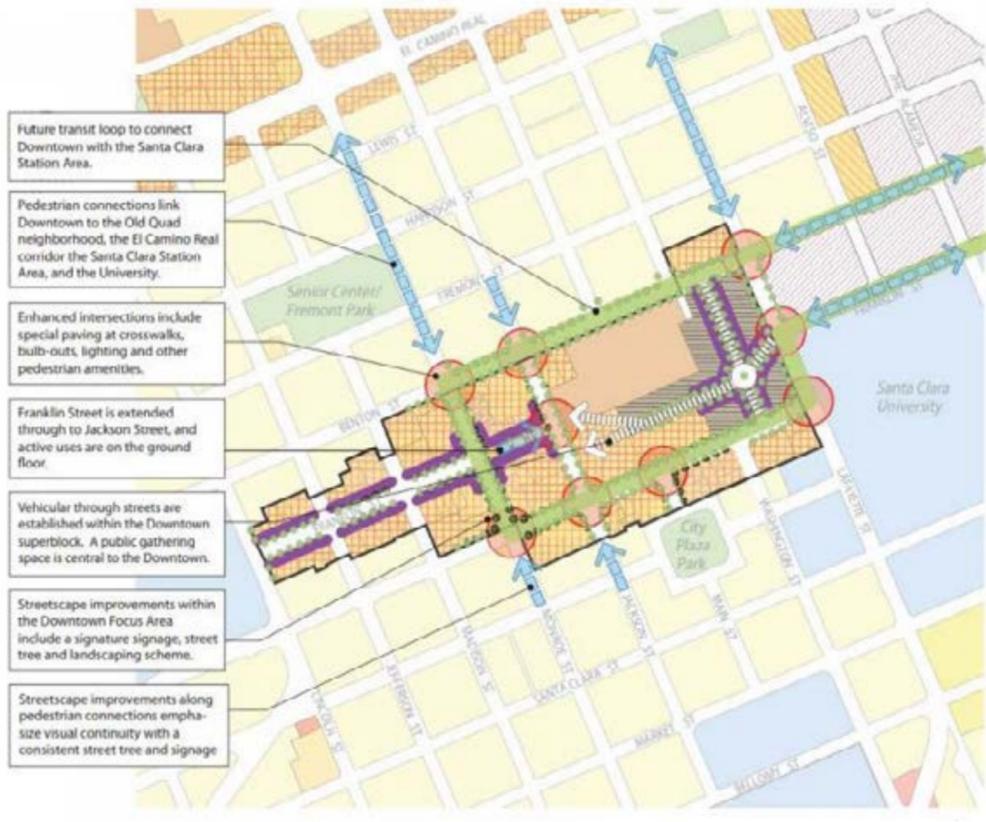
1960s



Today

# 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



# OUR TEAM

## CITY OF SANTA CLARA

Key Stakeholders

**WRT**  
PRIME CONSULTANT  
PLANNING / URBAN DESIGN / ENGAGEMENT

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

Atisha Varshney  
Project Manager / Urban Designer

Peter Winch, AICP  
Senior Planner

Deeksha Rawat  
Urban Designer



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

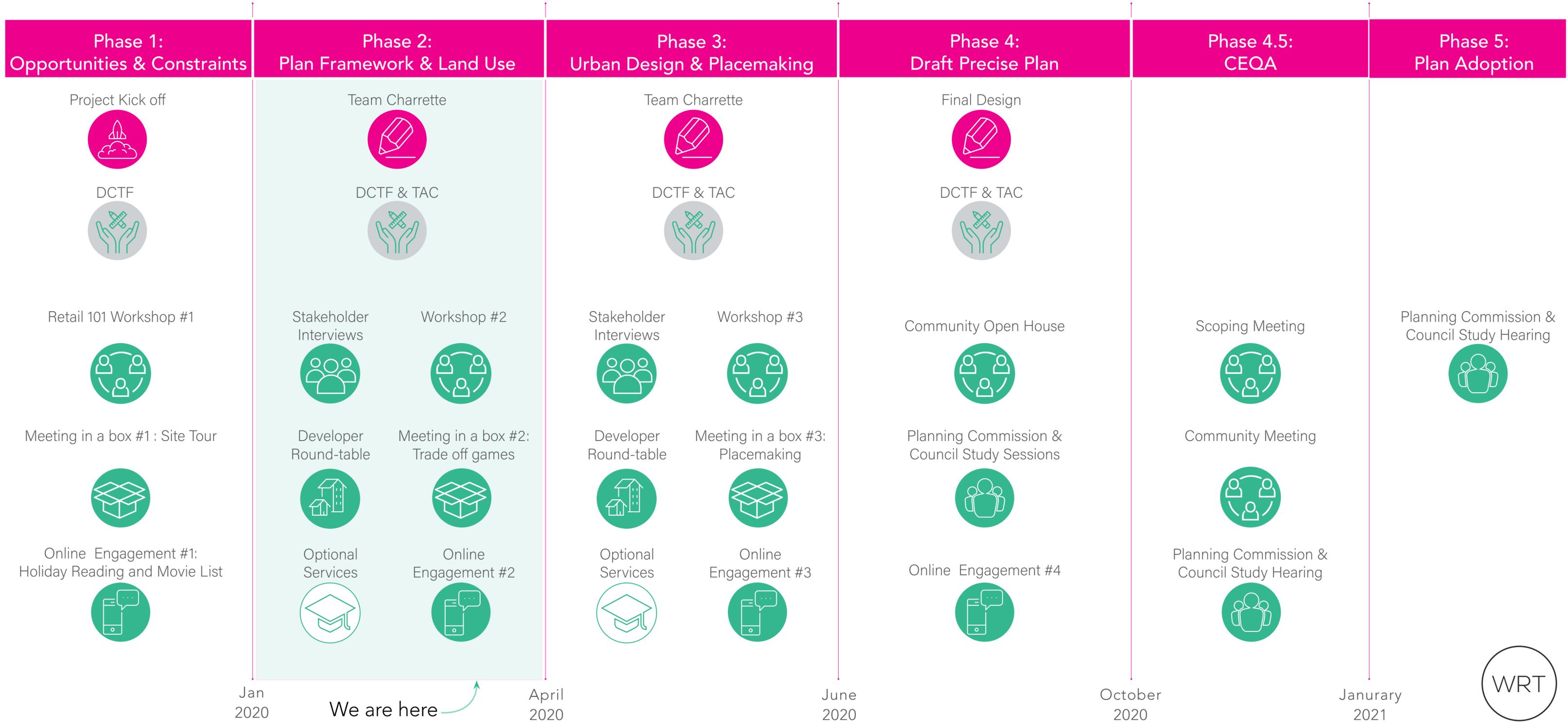


Robert Stevens  
Principal + Infrastructure

**DJP&A**  
CEQA  
Shannon George  
Senior Project Manager



# ENGAGING THE COMMUNITY

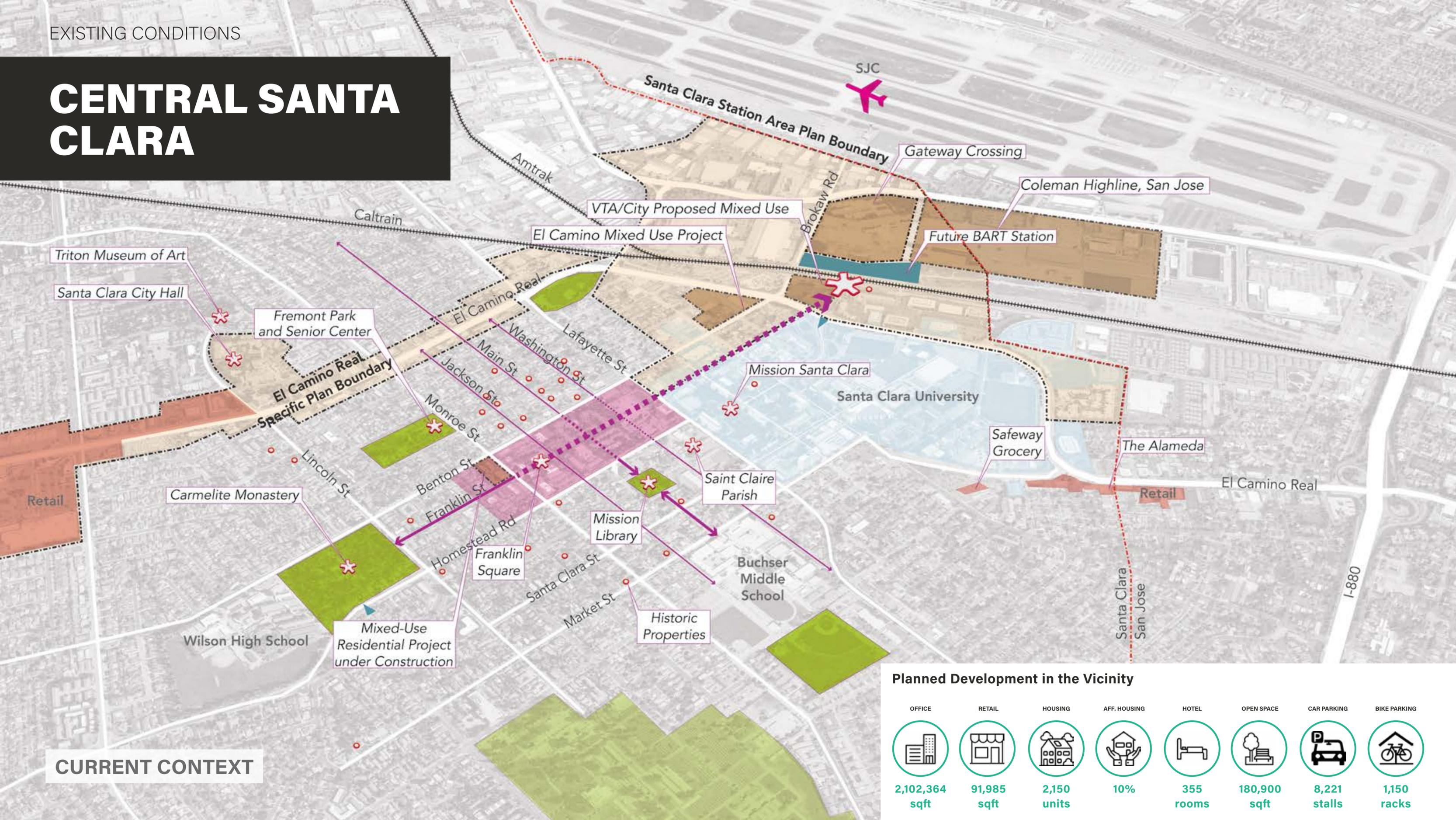


B

# EXISTING CONDITIONS

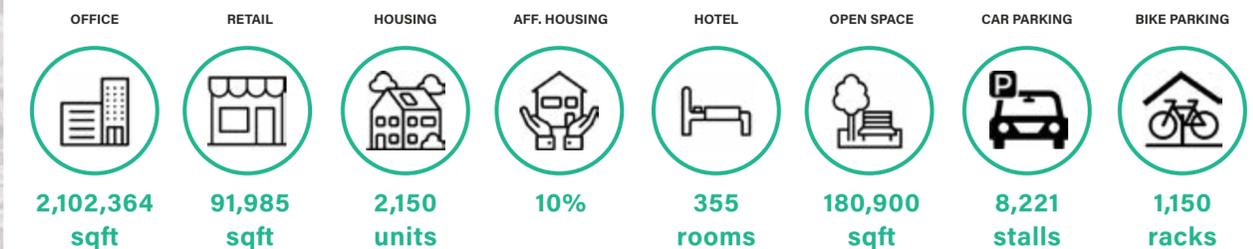
EXISTING CONDITIONS

# CENTRAL SANTA CLARA



CURRENT CONTEXT

## Planned Development in the Vicinity



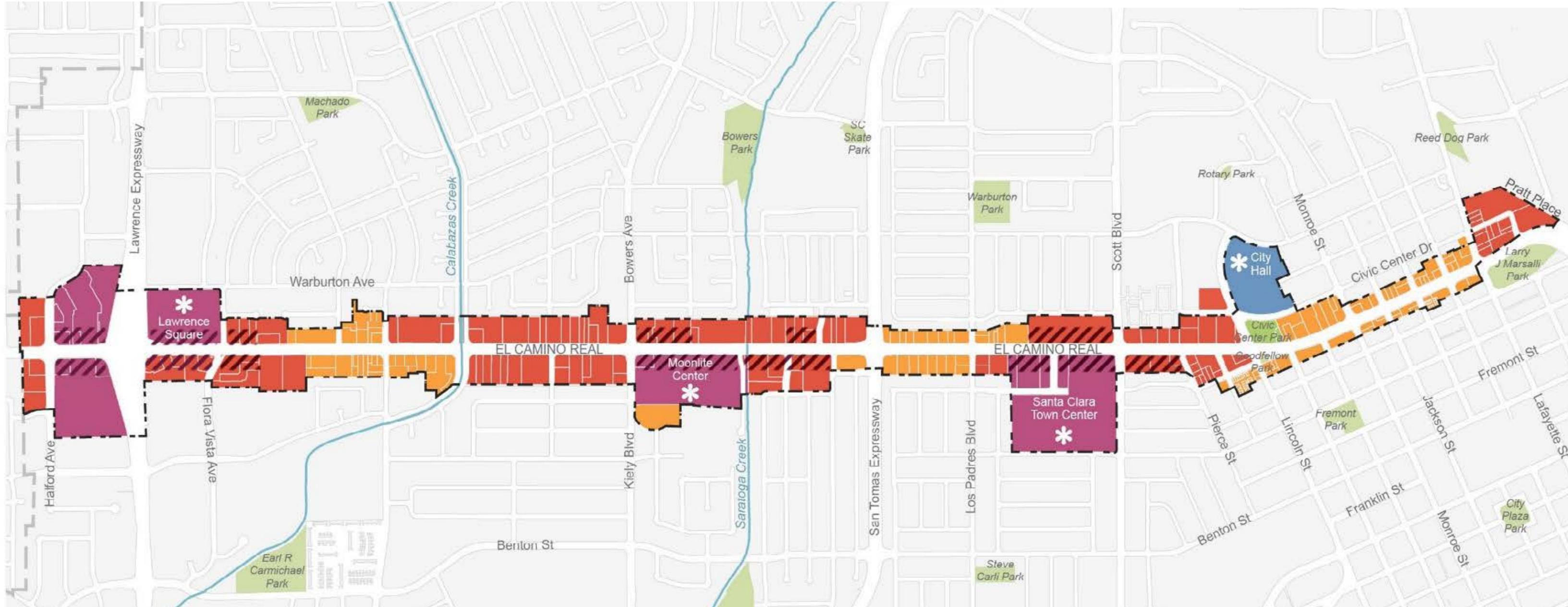
# EL CAMINO REAL

## Land Use Designation

-  Regional Commercial Mixed Use
-  Community Mixed Use
-  Medium Density Residential
-  Public/Quasi-Public

## Commercial Overlay

-  Ground Floor Commercial Required

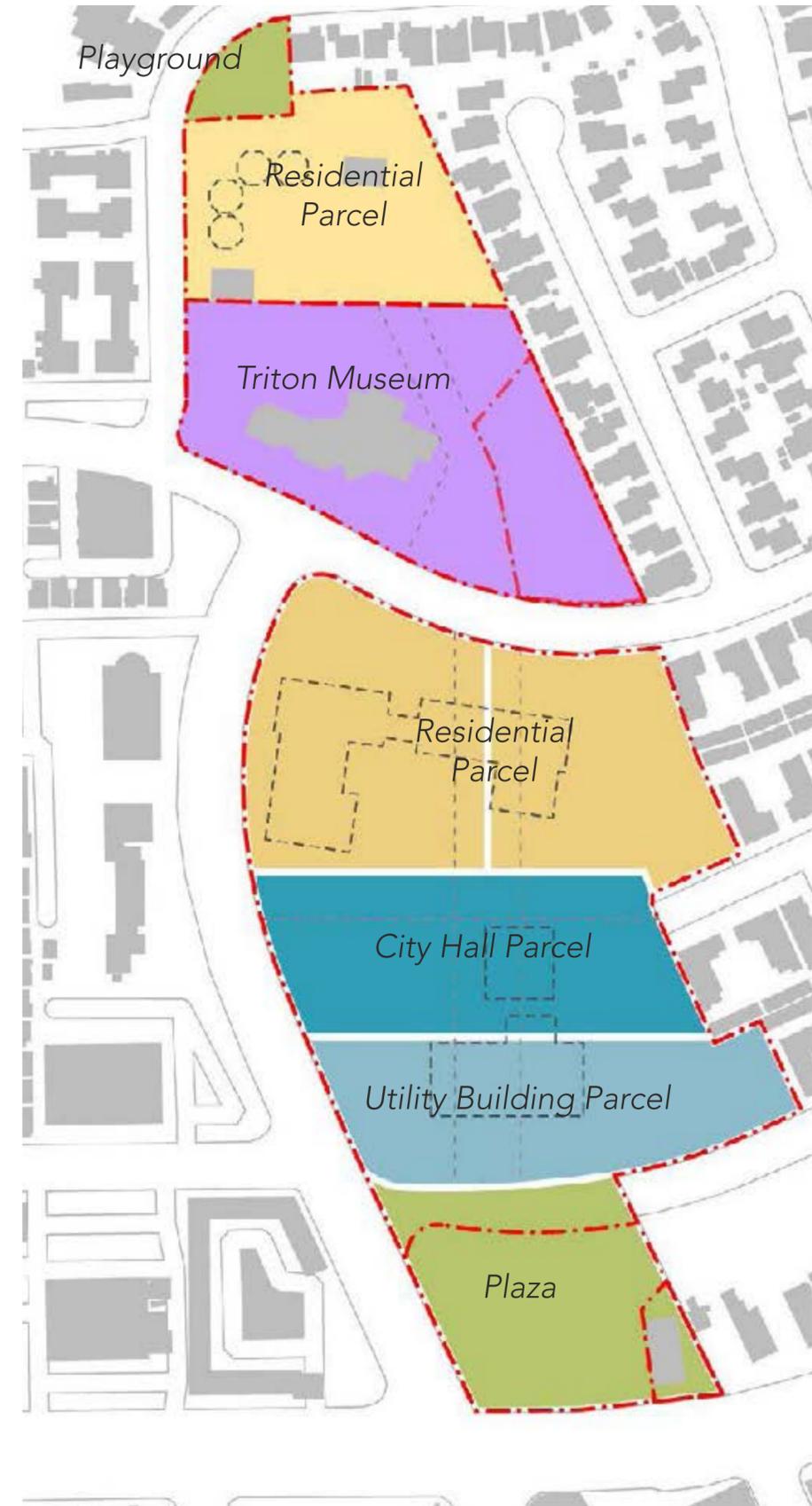


# CIVIC CENTER STUDY

-  Project Area Boundary
-  Triton Museum Area
-  1 City Hall
-  2 Office Building
-  3 Office Building
-  4 Office Building
-  5 Office Building (Vacated/Non-Building Code Compliant)
-  6 Triton Museum of Art
-  7 Headen-Inman House
-  8 Jamison-Brown House
-  9 Rotary Park
-  10 Civic Center Park

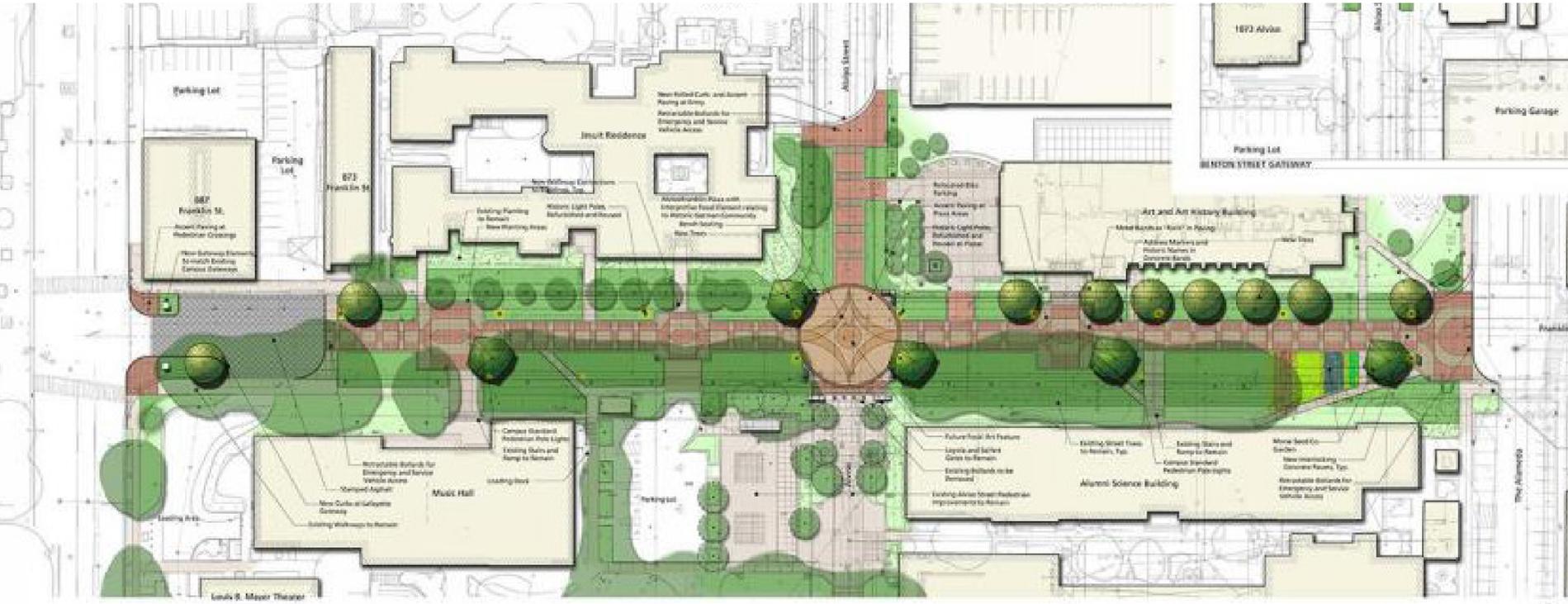


**SANTA CLARA CIVIC CENTER:  
EXISTING SITE PLAN**

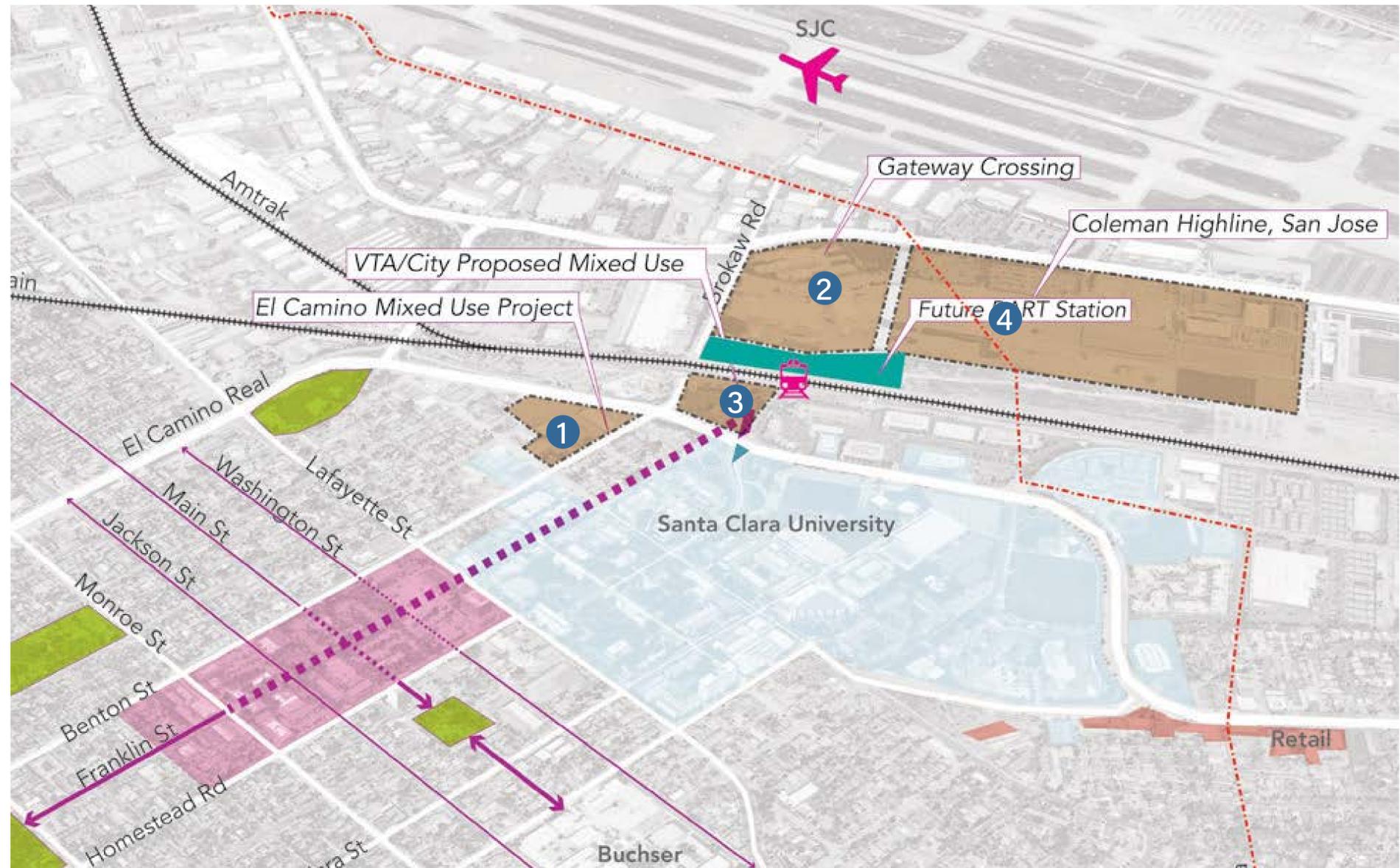


**SANTA CLARA CIVIC CENTER: DRAFT  
CONCEPT PLAN**

# SCU CAMPUS EVOLUTION



# CURRENT DEVELOPMENT



OFFICE



2,102,364  
sqft

RETAIL



91,985  
sqft

HOUSING



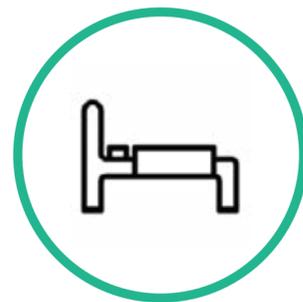
2,150  
units

AFF. HOUSING



10%

HOTEL



355  
rooms

OPEN SPACE



180,900  
sqft

CAR PARKING



8,221  
stalls

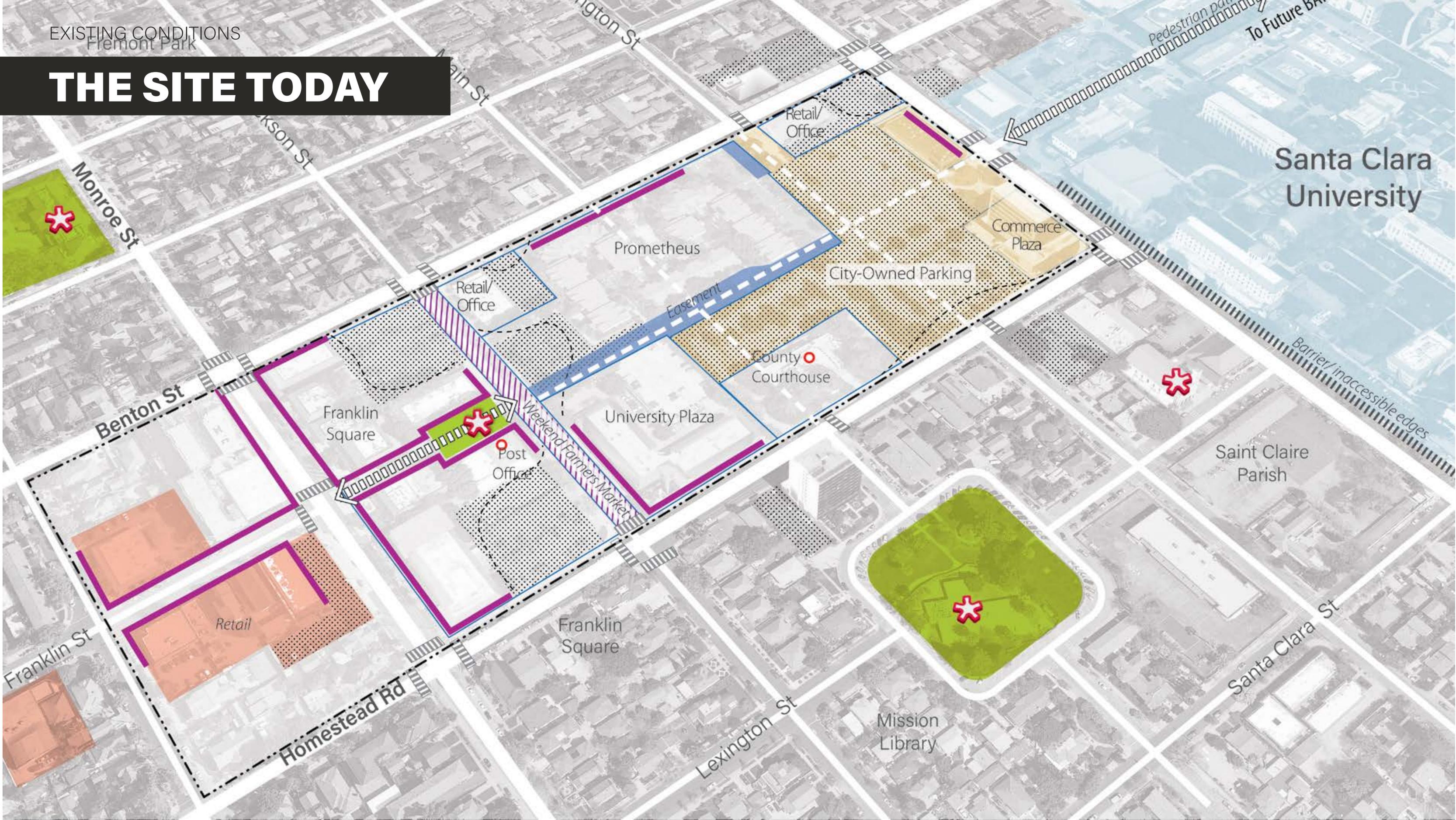
BIKE PARKING



1,150  
racks

EXISTING CONDITIONS  
Fremont Park

# THE SITE TODAY



# STREETS



**Benton**



**Lafayette**



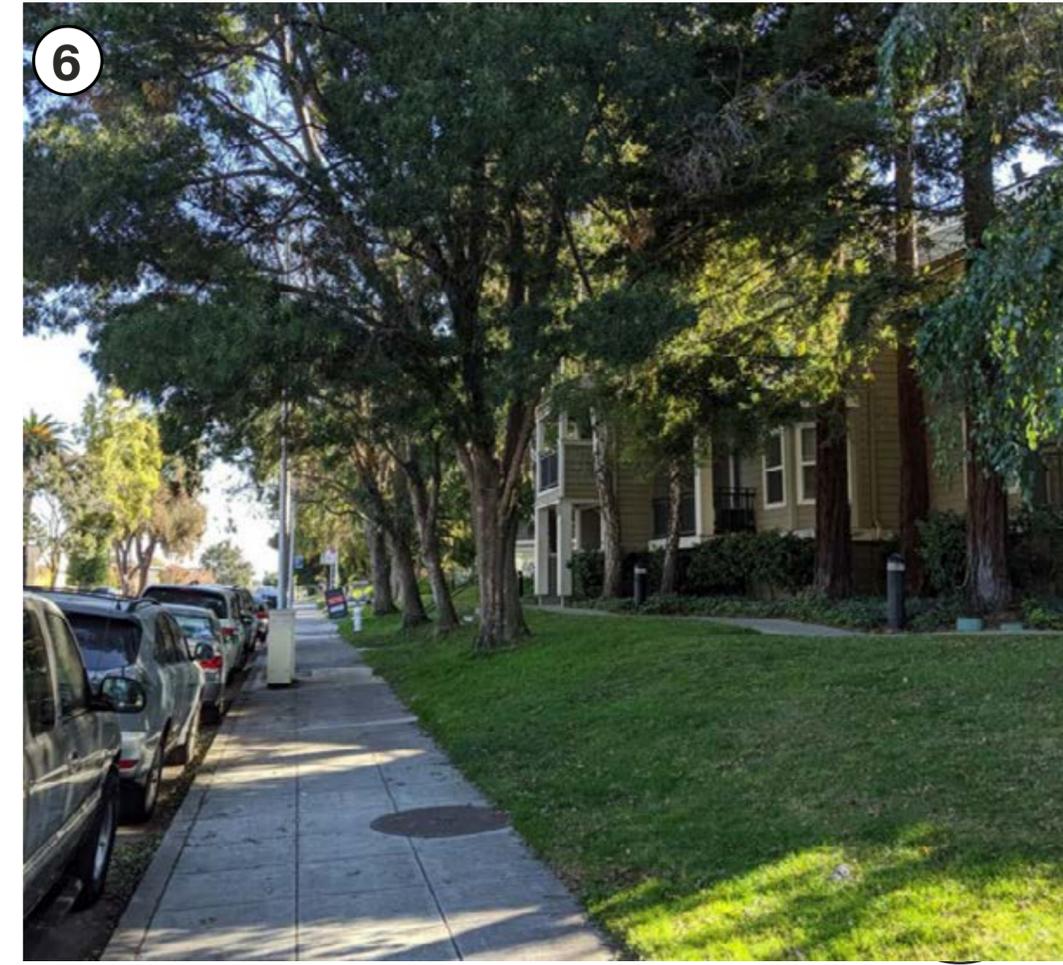
**Homestead**



**Monroe**



# FRONTAGES



# ACTIVITY



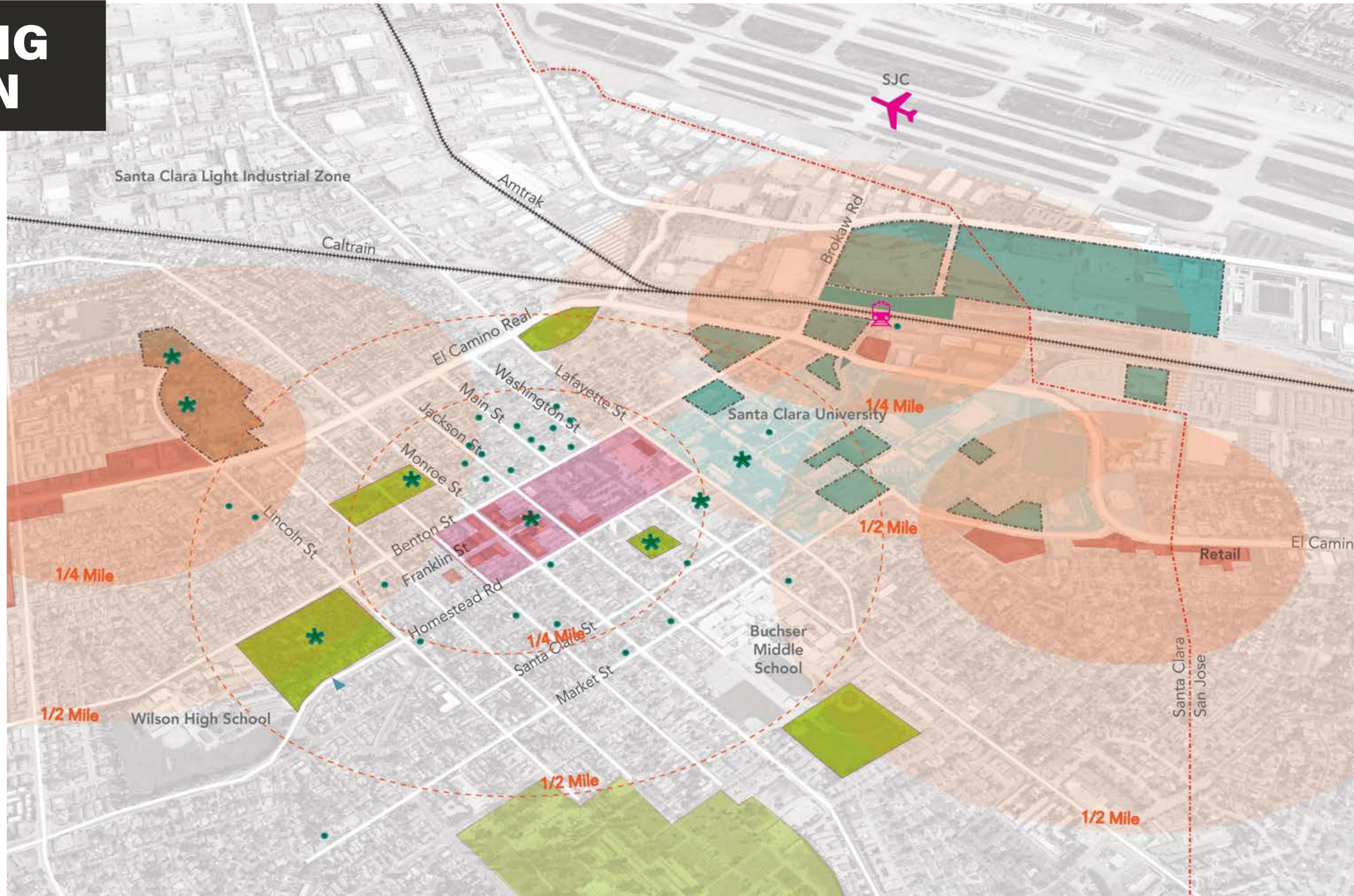
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# CONSTRAINTS + OPPORTUNITIES



# POSITIONING DOWNTOWN

-  STRONG ECONOMY WITH SIGNIFICANT REAL ESTATE INVESTMENT
-  HEALTHY HOUSING DEMAND
-  COMPETITION FROM ESTABLISHED DISTRICTS
-  COMPETITION FROM NEW DEVELOPMENT
-  LEVERAGING THE HISTORIC FABRIC OF THE OLD QUAD AND MISSION
-  ACCESS AND VISIBILITY CONSTRAINTS
-  EXISTING BUSINESSES AND EVENTS
-  IMMEDIATE PROXIMITY TO UNIVERSITY
-  ESTABLISHING A DISTINCTIVE PROGRAM MIX AROUND A DOWNTOWN ANCHOR



# POSITIONING DOWNTOWN



SANTA CLARA

1 Mile RADIUS



PALO ALTO



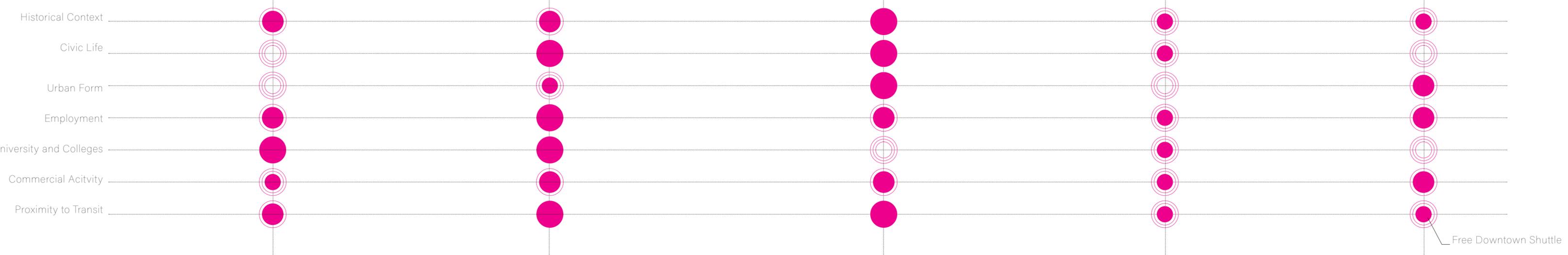
REDWOOD CITY



CAMPBELL



WALNUT CREEK



Free Downtown Shuttle



# CONNECTING DOWNTOWN



NEAR A MAJOR EMERGING TRANSIT HUB FOR THE SOUTH BAY



DISTANCE FROM THE STATION (CLOSE, BUT CLOSE ENOUGH?)



OTHER BARRIERS TO STATION CONNECTIVITY, ESPECIALLY EL CAMINO REAL



DIRECT ADJACENCY TO UNIVERSITY BACK OF HOUSE



PEDESTRIAN-UNFRIENDLY STREET BETWEEN DOWNTOWN AND UNIVERSITY



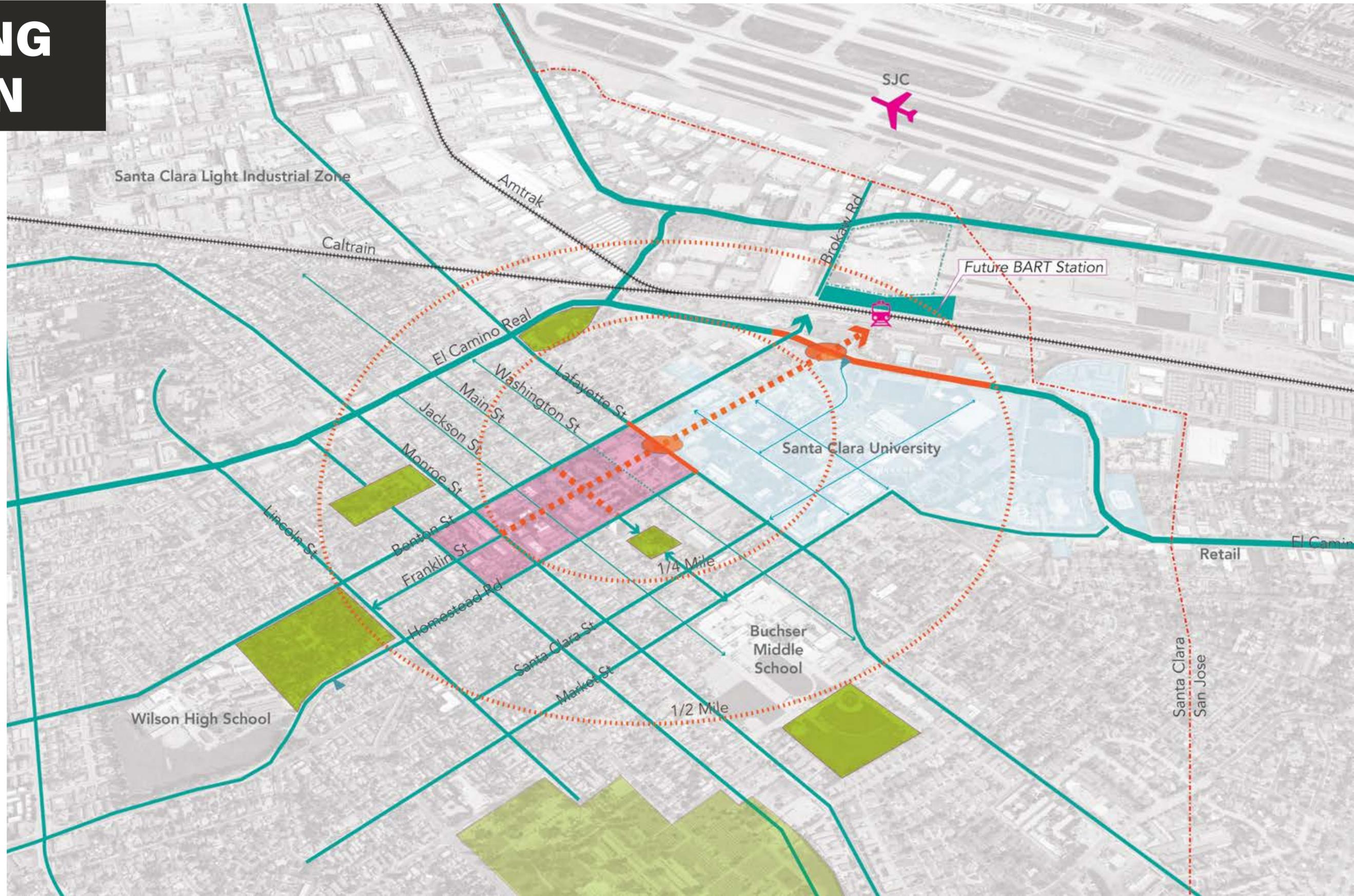
OPPORTUNITY TO INFLUENCE AND LEVERAGE OTHER PLANNED DEVELOPMENT



ENHANCED MULTI-MODAL ACCESS AND LEVERAGE MICRO MOBILITY



CONNECTING TO THE HISTORIC FABRIC OF THE OLD QUAD



# CONNECTING DOWNTOWN

CONNECTING TO THE STATION AREA

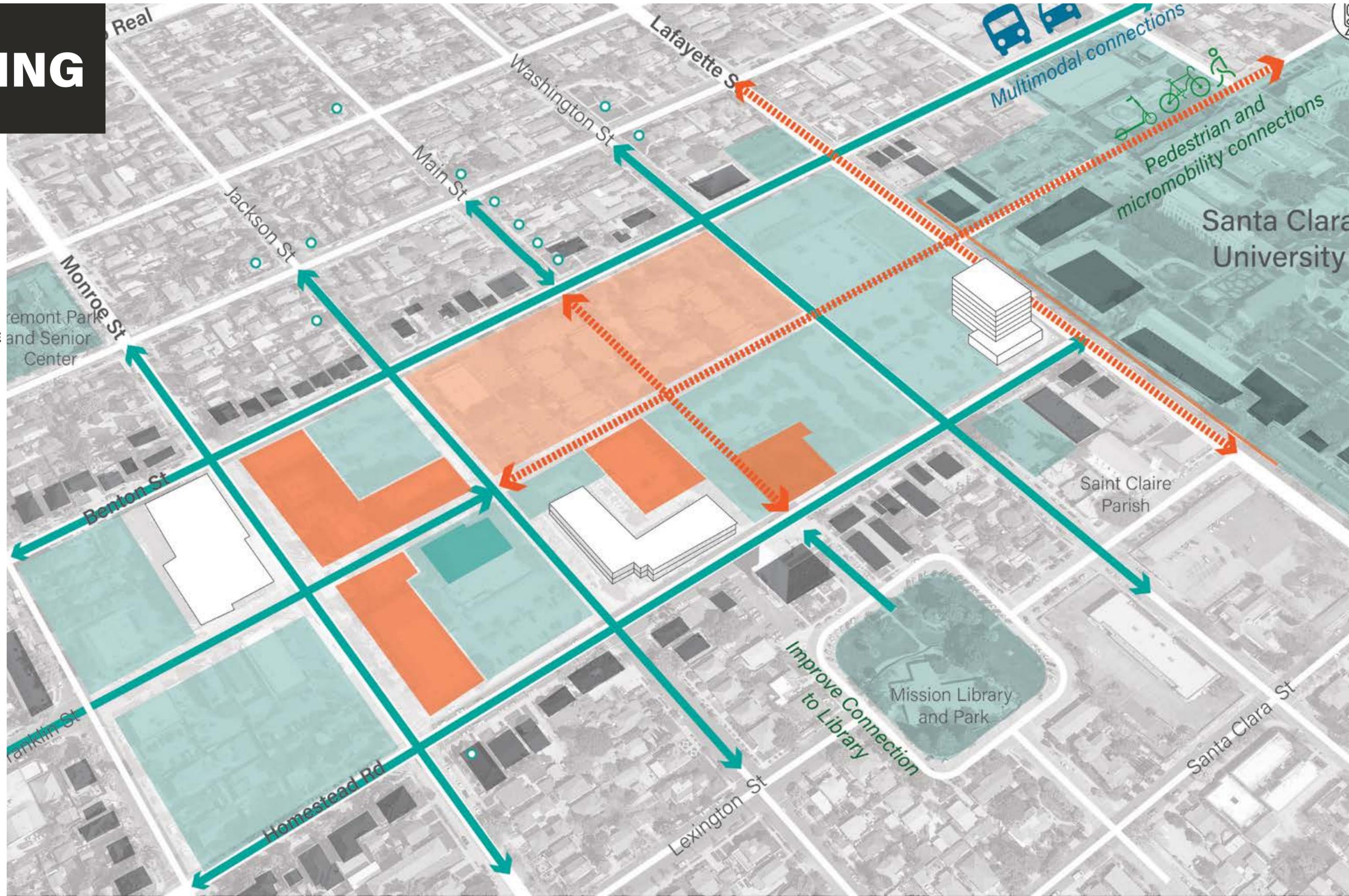


CONNECTING TO THE UNIVERSITY



# PLACEMAKING

-  RICH SENSE OF PLACE PROVIDED BY UNIVERSITY, OLD QUAD
-  DOWNTOWN'S BUILDING FRONTAGES AND STREETSAPES AREN'T WORKING
-  COURTHOUSE AND APARTMENTS ARE BARRIERS TO ACHIEVING THE STREET GRID
-  BUILDING ON THE POST OFFICE AS AN HISTORIC ASSET
-  UNDERUTILIZED PARKING AREAS MAY BE RIPE FOR EARLY ACTIVATION AND DEVELOPMENT
-  SMALL-SCALE PUBLIC REALM ENHANCEMENTS COULD MAKE A REAL IMPACT
-  CREATING A CLEAR STREET HIERARCHY AND STREETScape IMPROVEMENTS
-  RE-ESTABLISHING A GRID, IN PHASES
-  SPURRING NEW DEVELOPMENT WHILE RESPECTING EXISTING ACTIVITY AT FRANKLIN SQUARE



# SUSTAINABILITY



**LOW-DENSITY, AUTO-ORIENTED BUILT ENVIRONMENT**



**LOW-DENSITY, AUTO-ORIENTED REGIONAL CONTEXT**



**YOUNG POPULATION BASE WITH DIFFERENT LIFESTYLE PRIORITIES**



**CREATING A WALKABLE PLACE**



**PARKING AND CURBSIDE MANAGEMENT INNOVATION**



**MULTI-MODAL AND MICRO-MOBILE FUTURE**



**LOW WATER USE PLANTING AND STORMWATER MANAGEMENT CAN BE EMBEDDED IN PUBLIC SPACE**

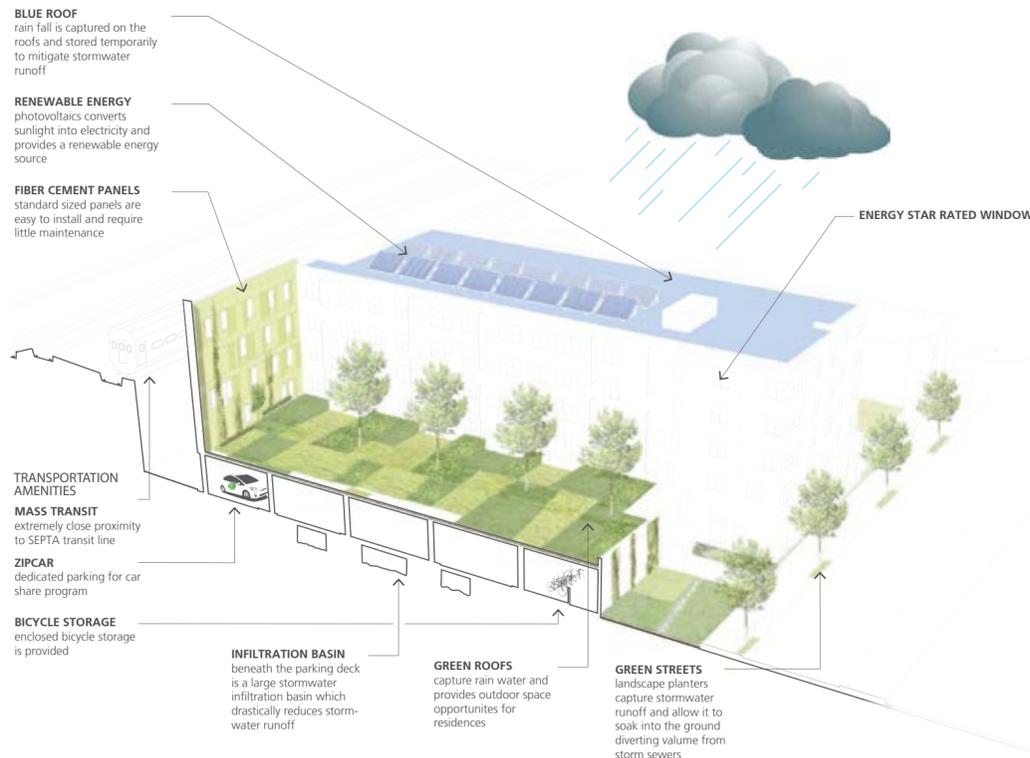


**OPPORTUNITY FOR HIGH-PERFORMANCE BUILDINGS, DISTRICT ENERGY**



Mobility Shift

Stormwater Management



Green Buildings

District Energy

# STAKEHOLDERS + COMMUNITY



**FRAGMENTED LAND AND BUILDING OWNERSHIP**



**CHALLENGE OF RELOCATING COURTHOUSE**



**OCCUPIED, CASH-FLOWING RETAIL AND OFFICE SPACES**



**STABLE, OCCUPIED APARTMENTS ON-SITE**



**OPPORTUNITY TO LEVERAGE CITY AND UNIVERSITY LAND**



**OPPORTUNITY TO BUILD AROUND NEW CIVIC AND ACADEMIC SPACES**



**BUILD ON CITY'S ACHIEVEMENT OF FRANKLIN STREET RIGHT-OF-WAY**



**TAP INTO MOMENTUM AND CONSTITUENCY FOR A BETTER DOWNTOWN (YOU!)**



## LAND OWNERSHIP

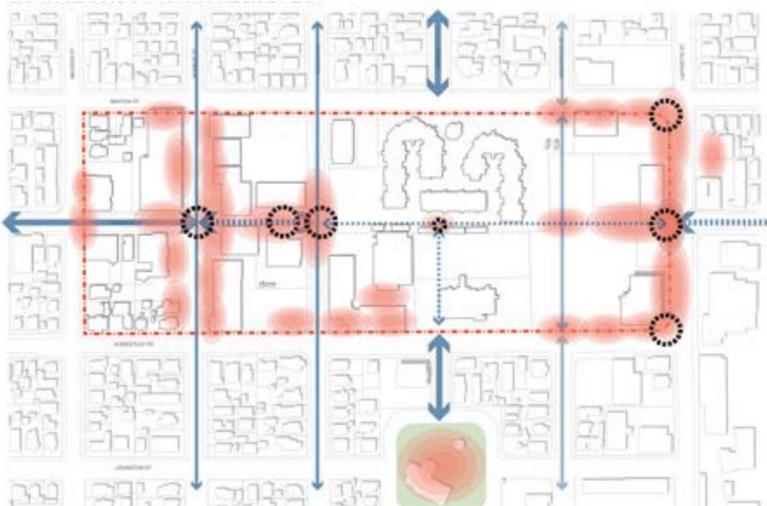
PARCEL	OWNERSHIP
1	Santa Clara University
2, 3, 5, 18, 26	City of Santa Clara
4	Prometheus Partners- 86 Benton Lp
6	State of California
7, 8	Los Esteros Ranch Partnership
9	1171 Homestead Road Llc
10	Joanne Delozier Trustee & Et. Al.
11, 12	Vitarelli Family Lp
13	Cheuk-Sang and May-Yee Chan Trus-
14	John Frey Trustee & Et. Al.
15	Robert Freitas Et. Al.
16	Ross Peterson Et. Al.
17	Warren Mitchell Et. Al.
19, 20, 21	Gillmor Properties Llc
22	John and Catherine Demartini Trustee
23	Ramiro Hermosillo Trustee
24	Green Valley Corporation
25	United States Postal Service
27, 28, 34	1313 Franklin Llc
29	Manuel And Maria Silva Trustee
30	Maria Davis Trustee
31	Howard Doherty And Marie Labrie
32	Valerie Gordon Trustee
33	Mission City Federal Credit Union
35	Von Raesfeld Family Partnership Lp
36	Emma Kaliterna Trustee
37	Wayne and Stella Salvatore
38	1370 Franklin St. Llc
39	Tom and Diane Jew
40	Lucilia Haro Trustee
41	Donald and Jocylene Von Raesfeld
42	Michael Kohl And Mary Martin Trustee
43, 44	Ronald Dias Trustee & Et. Al.

# A POTENTIAL SEQUENCE OF ACTIVATION AND DEVELOPMENT

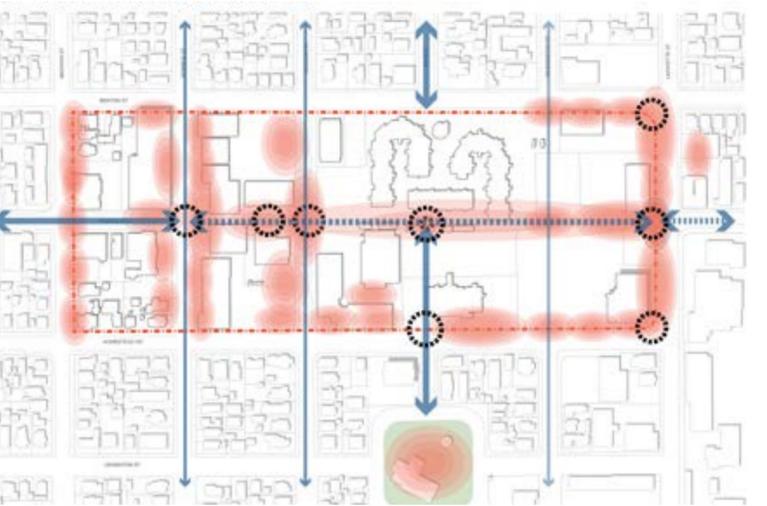
CURRENT CONDITION



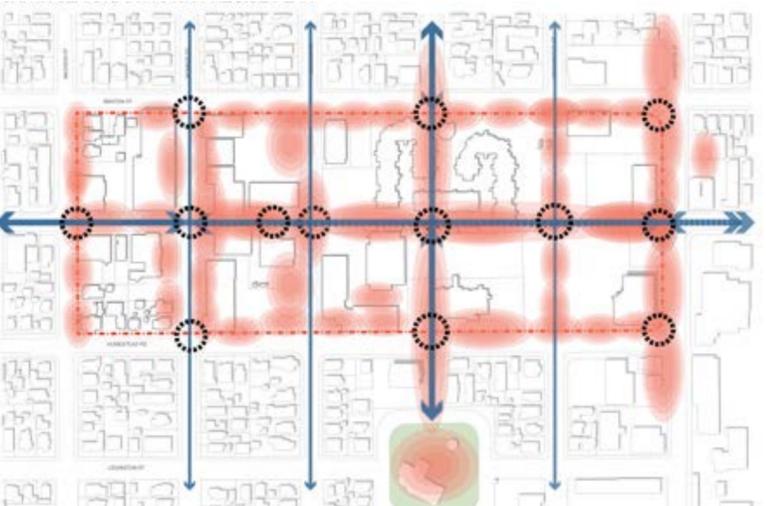
STEP 1



STEP 2



STEP 3



EXISTING BUSINESSES AND ACTIVITIES



NEW STREETS AND PROGRAMMING



EAST SIDE DEVELOPMENT, FRANKLIN WALK



A UNIFIED DOWNTOWN

D

# WHAT WE'VE HEARD

## PROGRAMMATIC IDEAS

MARKET RATE HOUSING

STUDENT HOUSING

FACULTY HOUSING

GRAD HOUSING

OFFICES

INCUBATOR SPACES

MAKERS AREA

LIVE WORK LOFT

RETAIL - BOUTIQUE

DINING

POP UPS

PUBLIC MARKETS

HOTEL

CONFERENCE CENTER

CIVIC CENTER

THEATRE

OUTDOOR EVENT SPACE

## EXPERIENCE OF PLACE

HOJ' POJ- MIX OF HEIGHT  
AND DENSITY

ARTS AND CULTURE

PORTRAY THE HISTORY  
OF SANTA CLARA

CONNECTIVITY TO BART  
AND EAST SIDE OF RAIL  
TRACKS

JOBS

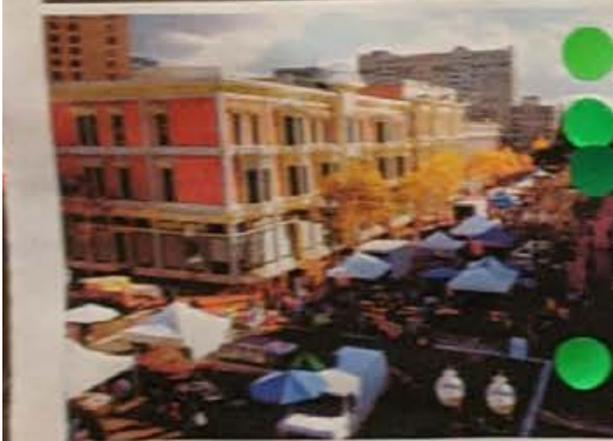
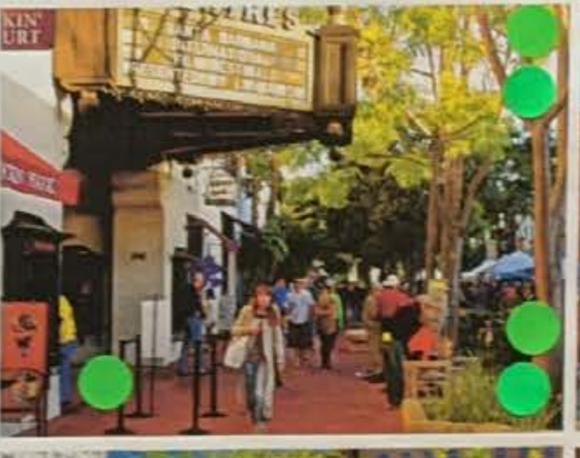
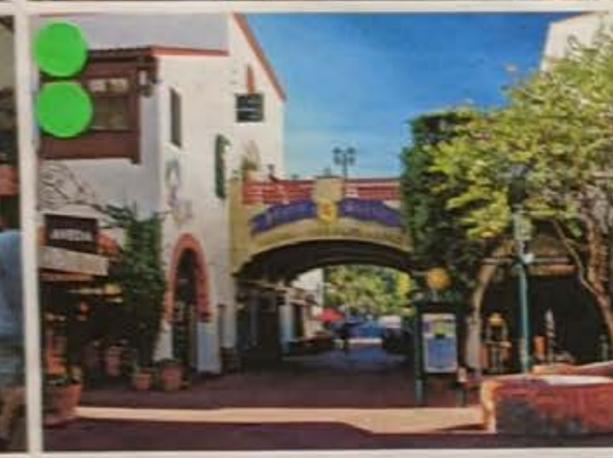
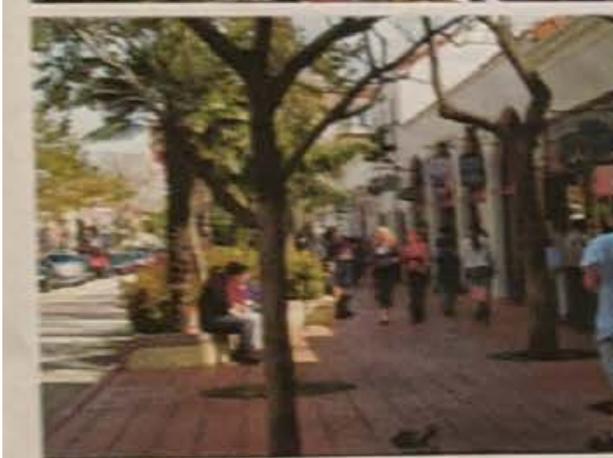
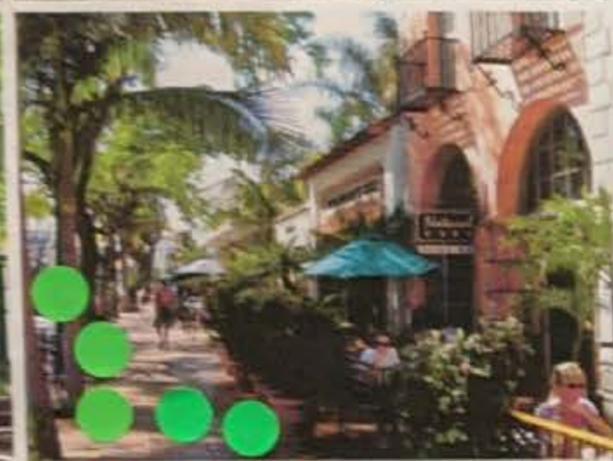
AFFORDABLE RETAIL

MIX OF RETAIL

16 HOUR DOWNTOWN

SEASONAL EVENTS

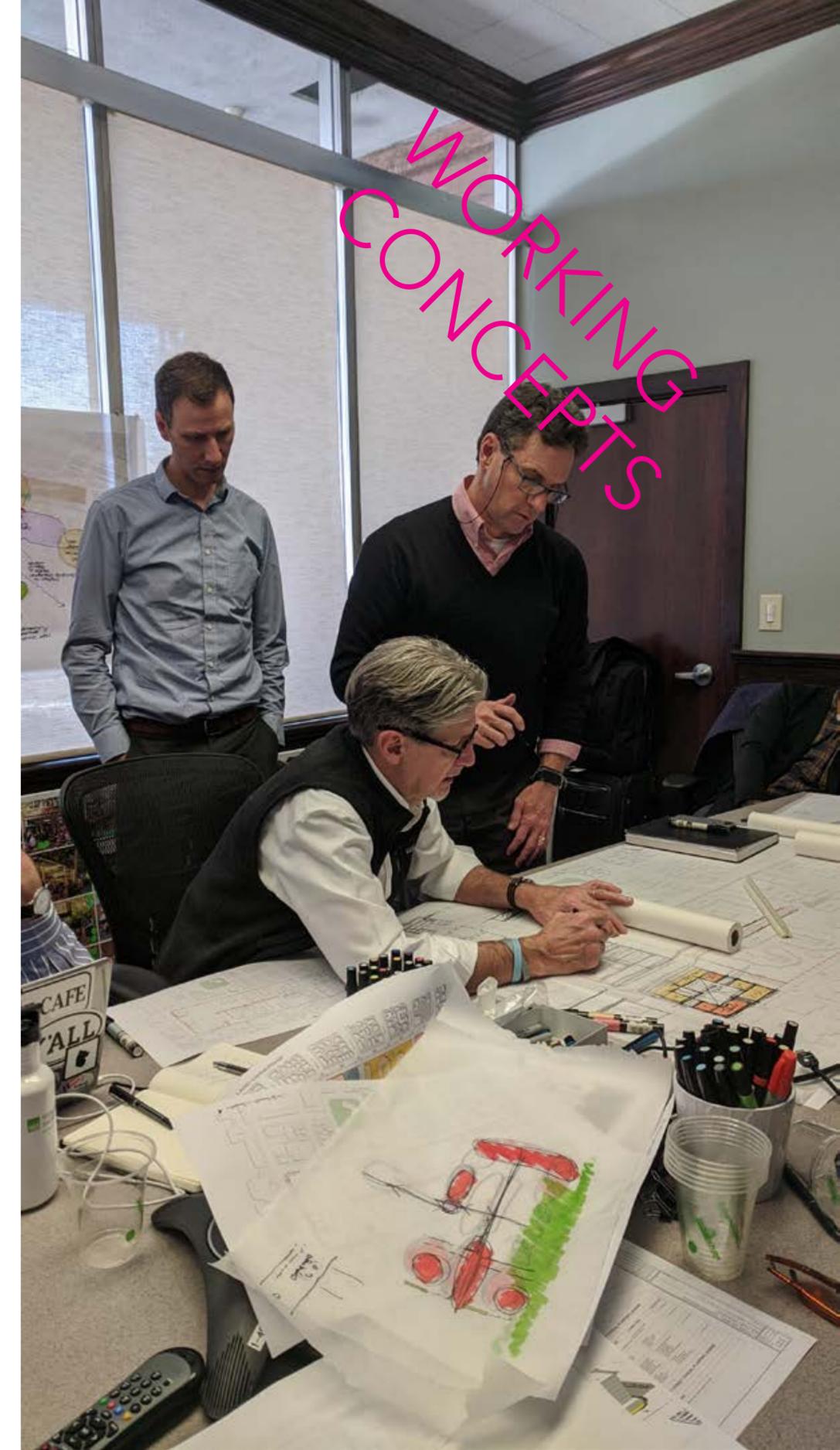




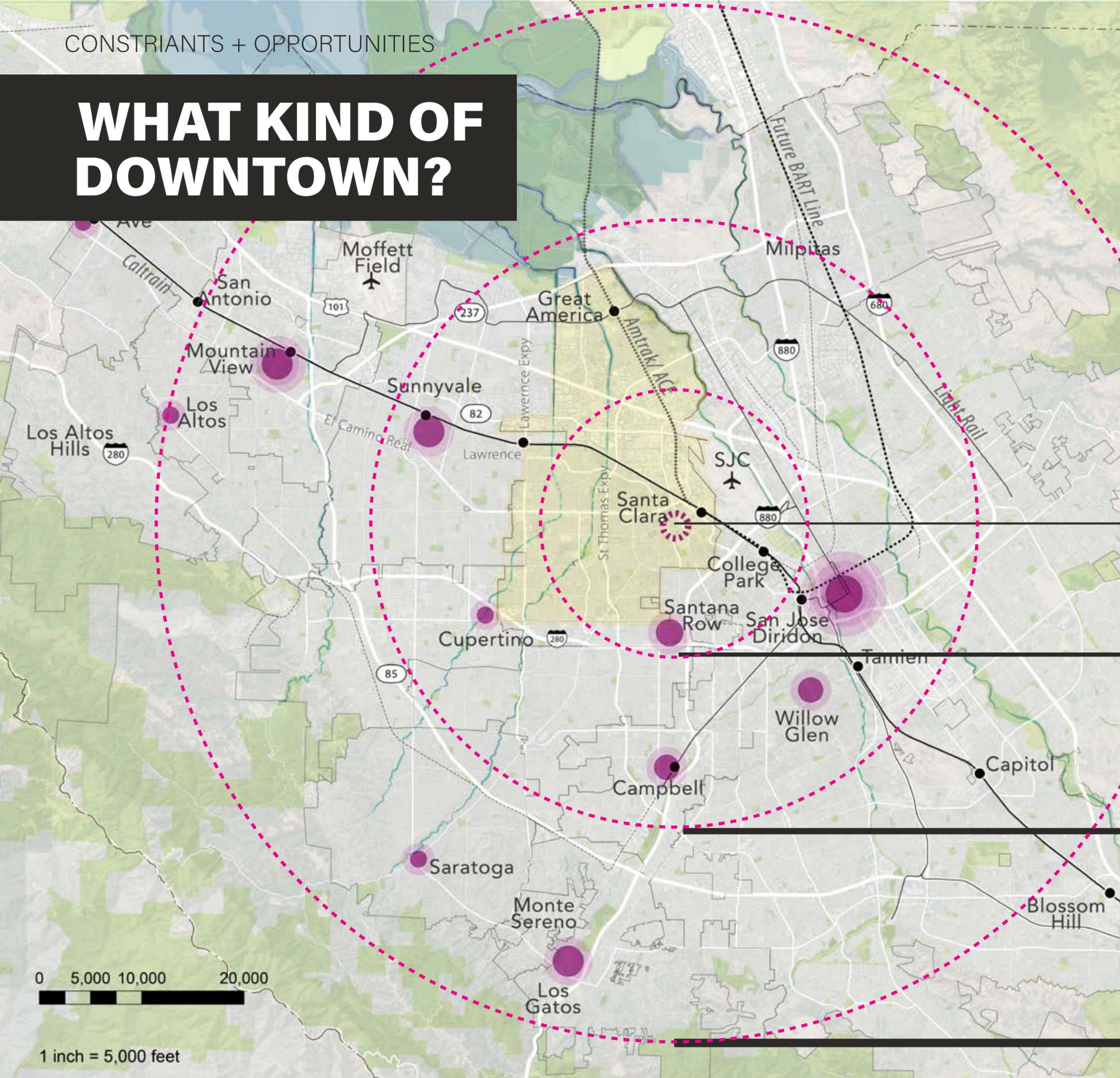
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**CONCEPTS FOR DOWNTOWN:  
ZOOMED OUT**

# CHARRETTE DAY 1



# WHAT KIND OF DOWNTOWN?

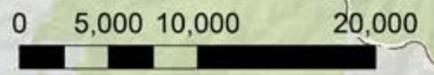


Town/Gown  
Neighborhood Retail

Small Town Main Street/  
Civic Center

Town Center

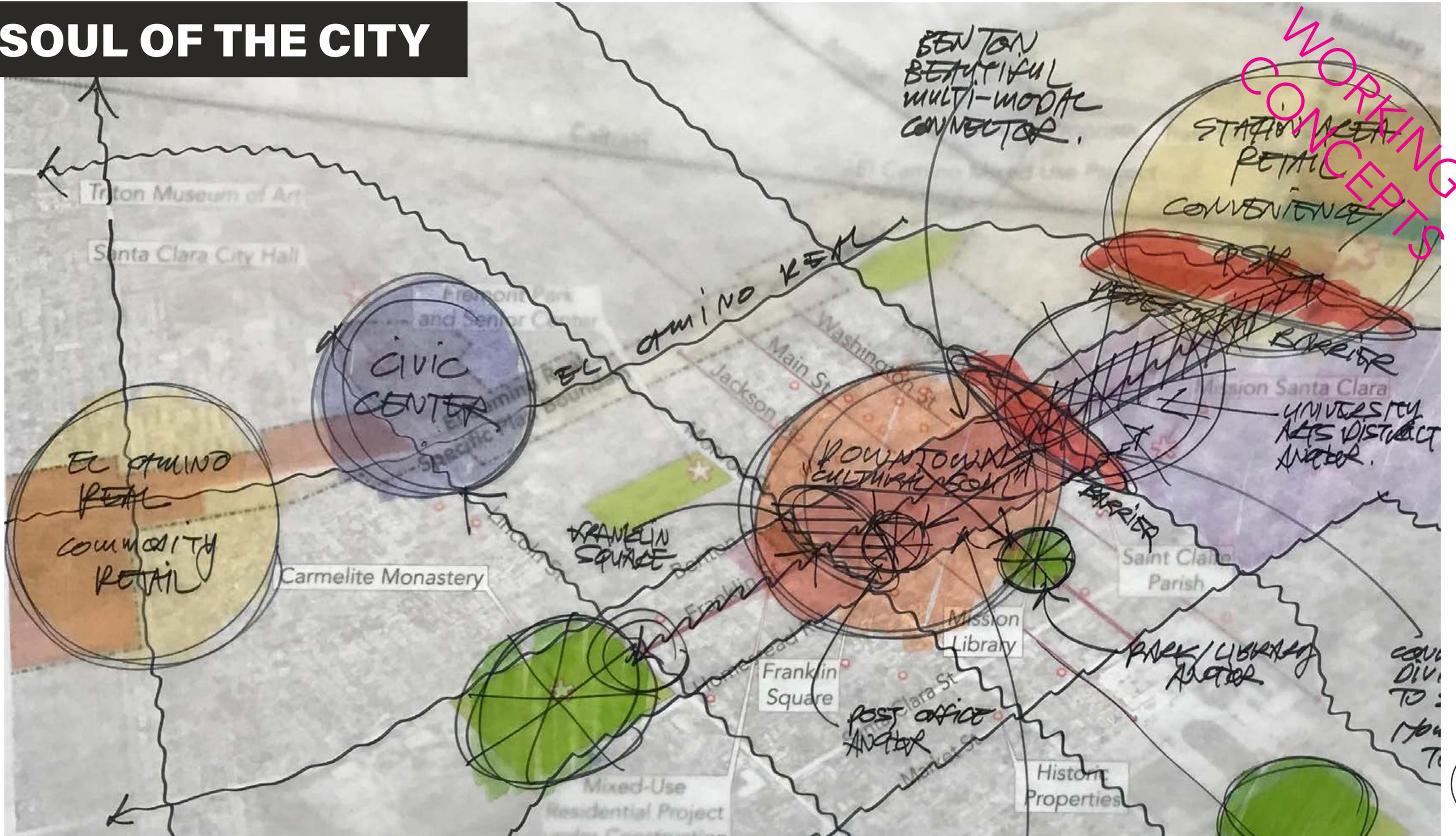
Regional Destination



1 inch = 5,000 feet



# SOUL OF THE CITY



WORKING CONCEPTS



WORKING  
CONCEPTS

F

**CONCEPTS FOR DOWNTOWN:  
ZOOMED IN**

# STREET CHARACTER: BENTON STREET

WORKING  
CONCEPTS

## Option A: 20' Median



### Strengths

1. Street trees and median provide “screen” between neighborhood and downtown buildings
2. Street trees define pedestrian realm
3. Tree “tunnels” slow drivers and soften streetscape
4. Parking lane planters provide root space for large trees (including those that exist)

### Challenges

1. Fire department to verify sufficient clearances for trucks
2. Bikes share lanes with automobiles – which may be perfectly fine if traffic speeds are 25-30 m.p.h.

# STREET CHARACTER: BENTON STREET

## Option B: 10' Median + Bike Lane



WORKING  
CONCEPTS

### Strengths

1. Similar to Option A, but with smaller median
2. Separate bike lanes offer more comfortable bike riding experience, but may lead to increased driving speeds

### Challenges

1. Fire department to verify sufficient clearances for trucks

# STREET CHARACTER: BENTON STREET

## Option C: Diagonal Parking



WORKING  
CONCEPTS

### Strengths

1. More parking on the side of Downtown retail
2. Trees in the median and parking lane planters offer the benefits of other options

### Challenges

1. Fire department to verify sufficient clearances for trucks
2. Bikes share lanes with automobiles – which may be perfectly fine if traffic speeds are 25-30 m.p.h.

# FRONTAGE CHARACTER: BENTON STREET

## Option A: House-Form Courtyard Apartments



WORKING  
CONCEPTS

### Strengths

1. Accomplishes medium density while its height and form relate to the adjacent neighborhood homes
2. Forms a transition from lower density detached homes to higher Downtown density along the new Franklin Street

### Challenges

1. The form limits density
2. The frontage condition is not ideal for retail

# FRONTAGE CHARACTER: BENTON STREET

WORKING  
CONCEPTS

## Option B: 2- or 3-Story Frontage with upper floors set back



### Strengths

1. Two-story scale at street level creates an environment compatible with existing houses
2. Upper levels provide opportunity for higher density
3. Setback provides terraces for residential amenities or commercial use

### Challenges

1. Block-form buildings relate less directly to existing homes

# FRONTAGE CHARACTER: BENTON STREET

## Option C: 3-Story Flexible Frontage with variable upper floor setback



WORKING  
CONCEPTS

### Strengths

1. Massing is broken up vertically and horizontally to reduce the effect of three stories
2. Ground floor use is flexible, allowing residential and commercial uses

### Challenges

1. Block-form buildings relate less directly to existing homes
2. Upper floor setbacks must be adequate to achieve the effect of 2- to 3-story street frontage

# FRONTAGE CHARACTER: BENTON STREET

WORKING  
CONCEPTS

## Option D: 3-Story Frontage with mid-rise housing set back



### Strengths

1. Opportunity for much higher density
2. Three-story scale at street mitigates the effects of the neighborhood-adjacent density
3. Setback provides terraces for residential amenities or commercial use

### Challenges

1. Despite the setback (illustrated as 25'), the effect of the high-rise development is felt from the street and adjacent homes

# KEY PROGRAM ELEMENTS

WORKING  
CONCEPTS



ACTIVE AND PEDESTRIAN-  
SCALED FRANKLIN STREET

RETAIL AND RESTAURANTS

THEATER

HOTEL/CONFERENCE

MARKET-RATE HOUSING

AFFORDABLE HOUSING

COLLECTIVE LIVING HOUSING

BOUTIQUE OFFICE

BUSINESS INCUBATOR SPACE

PUBLIC/SHARED PARKING



# KEY PROGRAM ELEMENTS



ACTIVE AND PEDESTRIAN-  
SCALED FRANKLIN STREET

RETAIL AND RESTAURANTS

THEATER

HOTEL/CONFERENCE

MARKET-RATE HOUSING

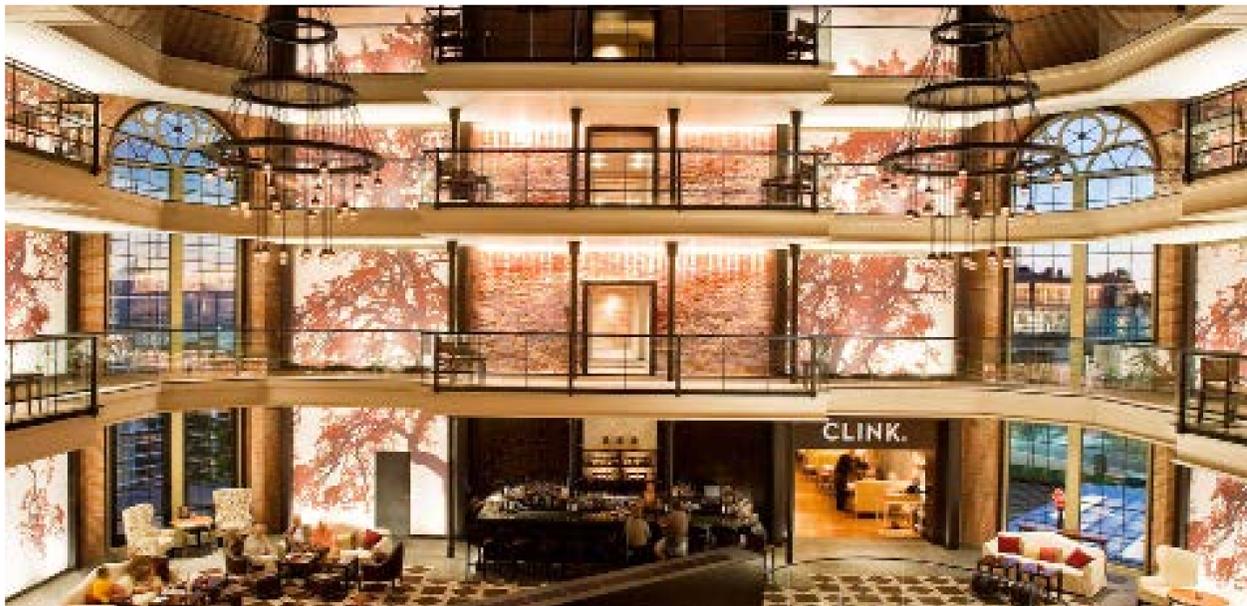
AFFORDABLE HOUSING

COLLECTIVE LIVING HOUSING

BOUTIQUE OFFICE

BUSINESS INCUBATOR SPACE

PUBLIC/SHARED PARKING



WORKING  
CONCEPTS

# KEY PROGRAM ELEMENTS

WORKING  
CONCEPTS



ACTIVE AND PEDESTRIAN-  
SCALED FRANKLIN STREET

RETAIL AND RESTAURANTS

THEATER

HOTEL/CONFERENCE

MARKET-RATE HOUSING

AFFORDABLE HOUSING

COLLECTIVE LIVING HOUSING

BOUTIQUE OFFICE

BUSINESS INCUBATOR SPACE

PUBLIC/SHARED PARKING



# KEY PROGRAM ELEMENTS

WORKING  
CONCEPTS



ACTIVE AND PEDESTRIAN-  
SCALED FRANKLIN STREET

RETAIL AND RESTAURANTS

THEATER

HOTEL/CONFERENCE

MARKET-RATE HOUSING

AFFORDABLE HOUSING

COLLECTIVE LIVING HOUSING

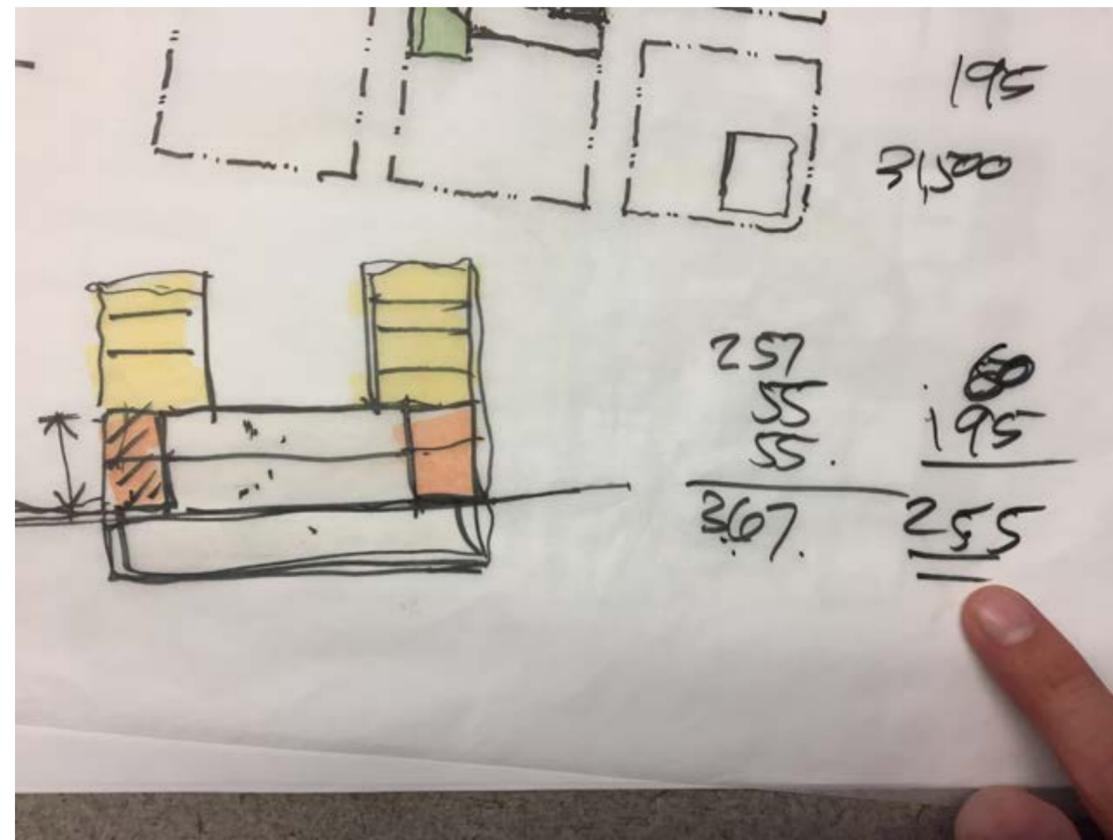
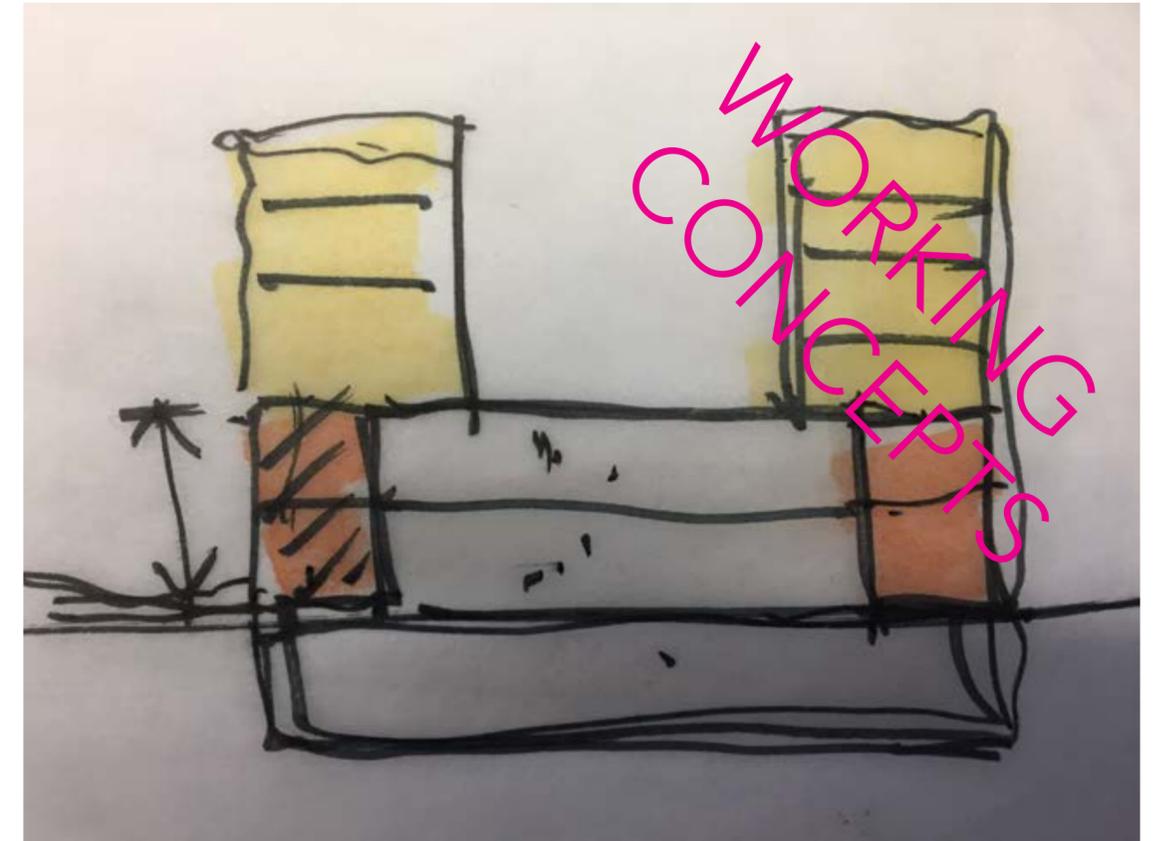
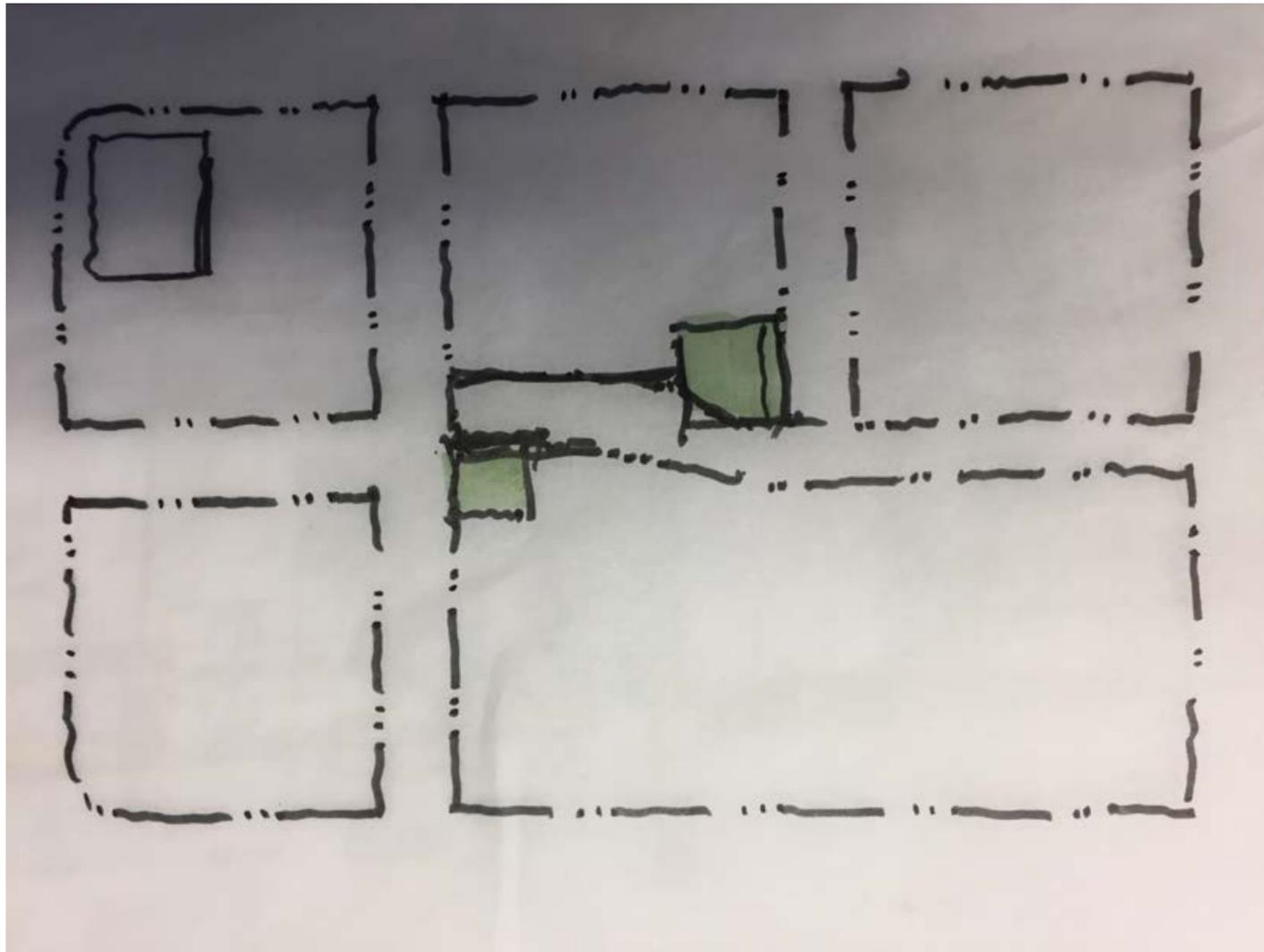
BOUTIQUE OFFICE

BUSINESS INCUBATOR SPACE

PUBLIC/SHARED PARKING



# PUBLIC SPACE AND BUILDING STUDIES

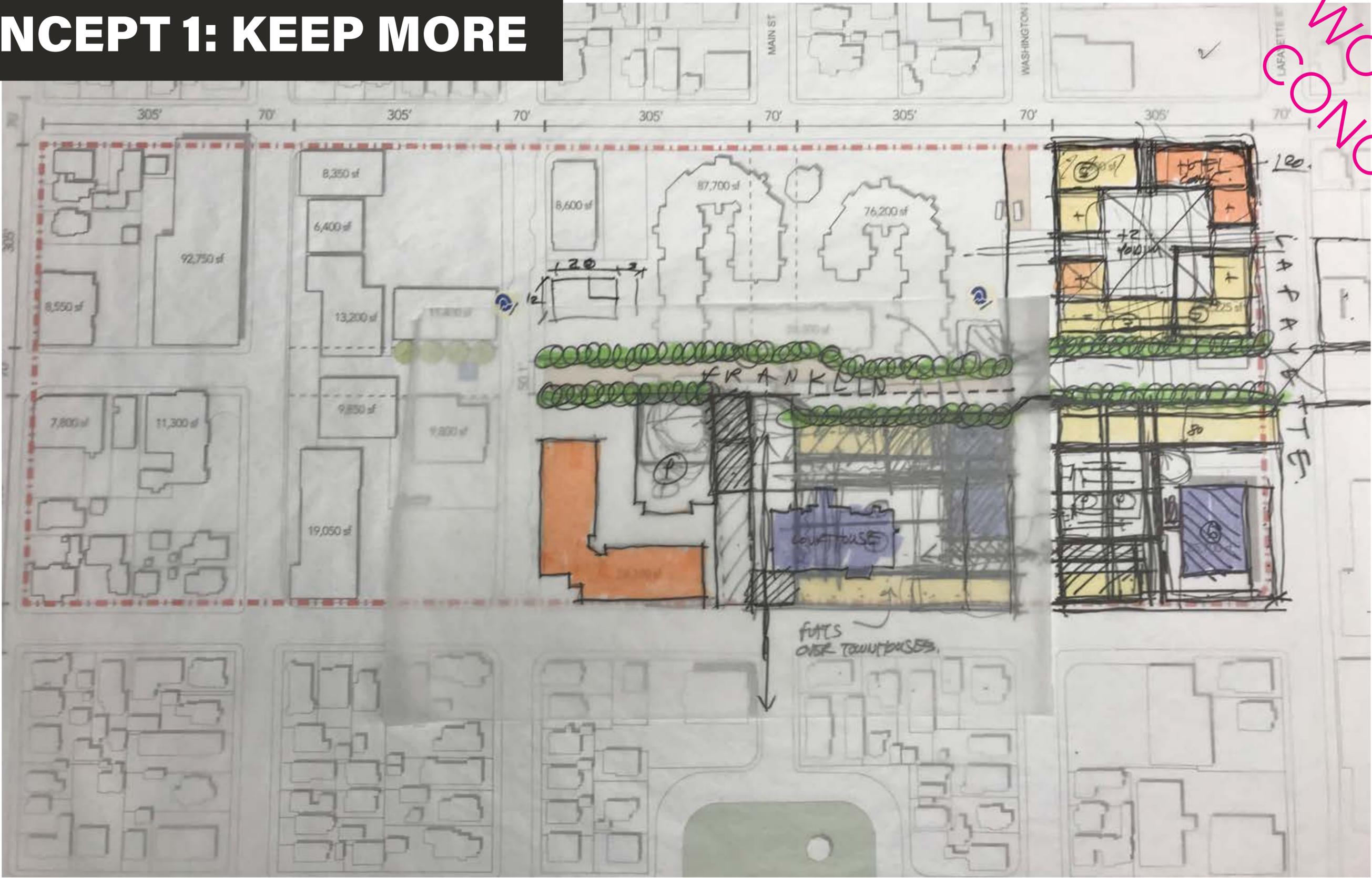


# CONCEPT 1: KEEP MORE



# CONCEPT 1: KEEP MORE

WORKING  
CONCEPTS



# CONCEPT 1: KEEP MORE



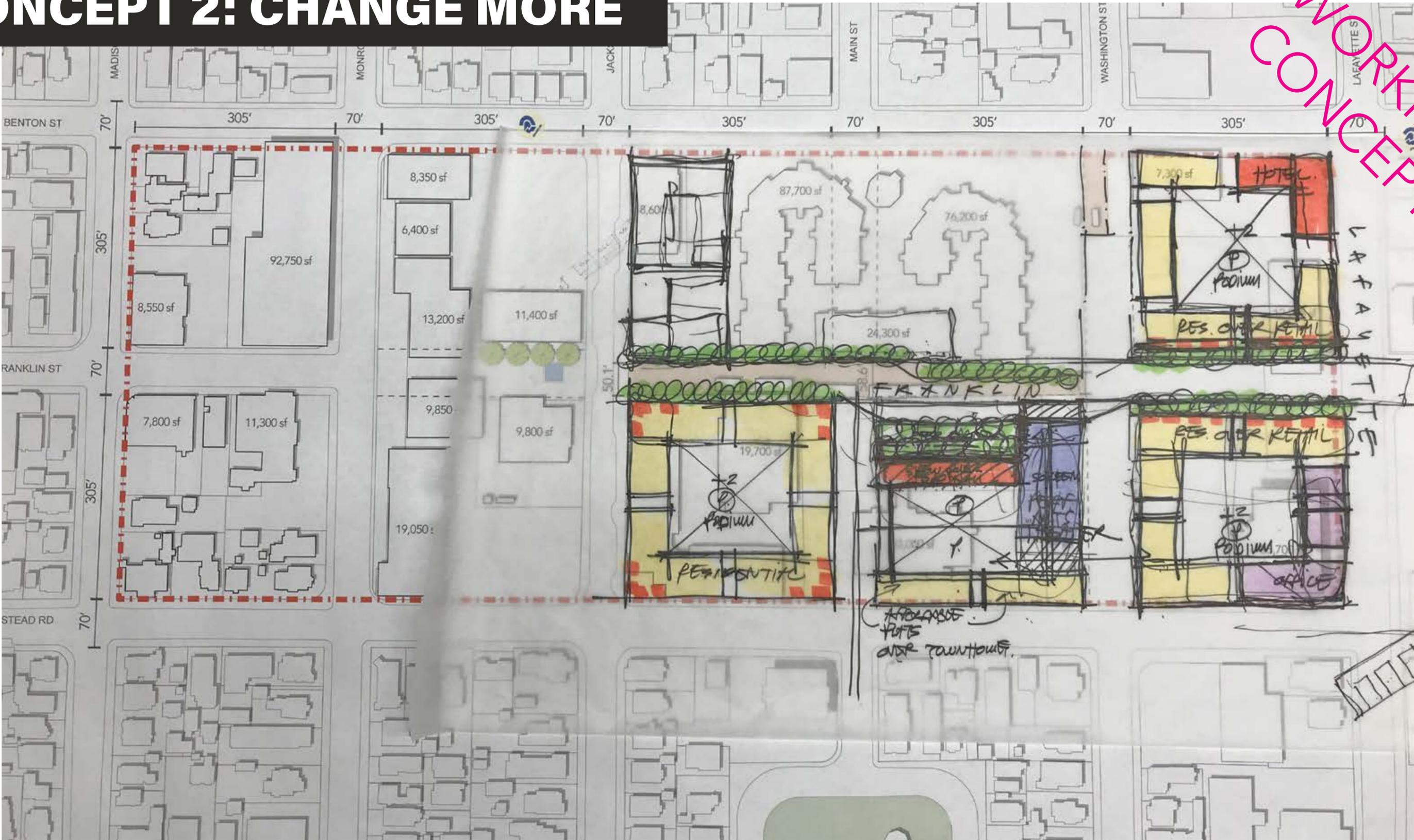
WORKING  
CONCEPTS

# CONCEPT 1: KEEP MORE

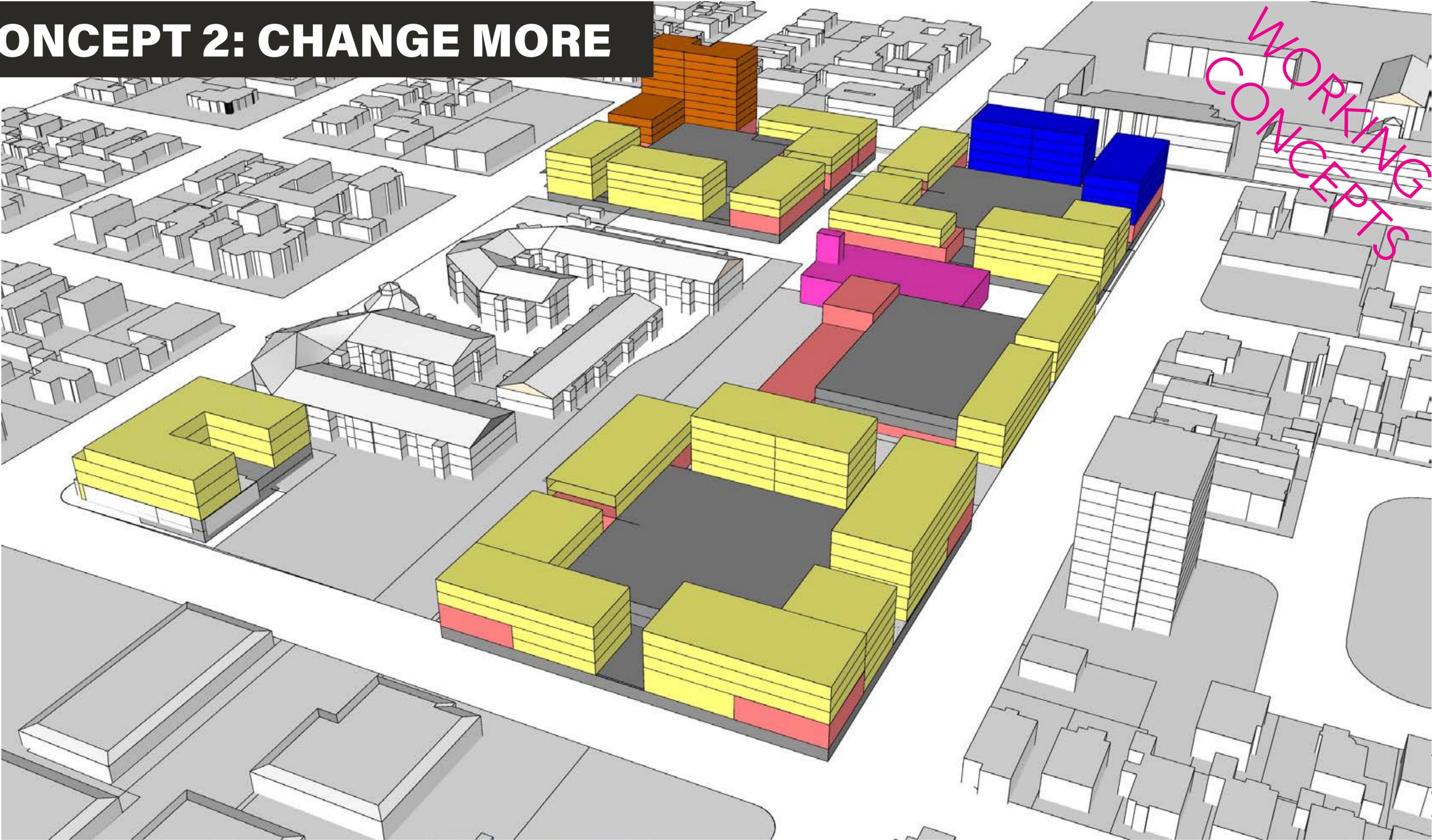


CONCEPTS  
WORKING

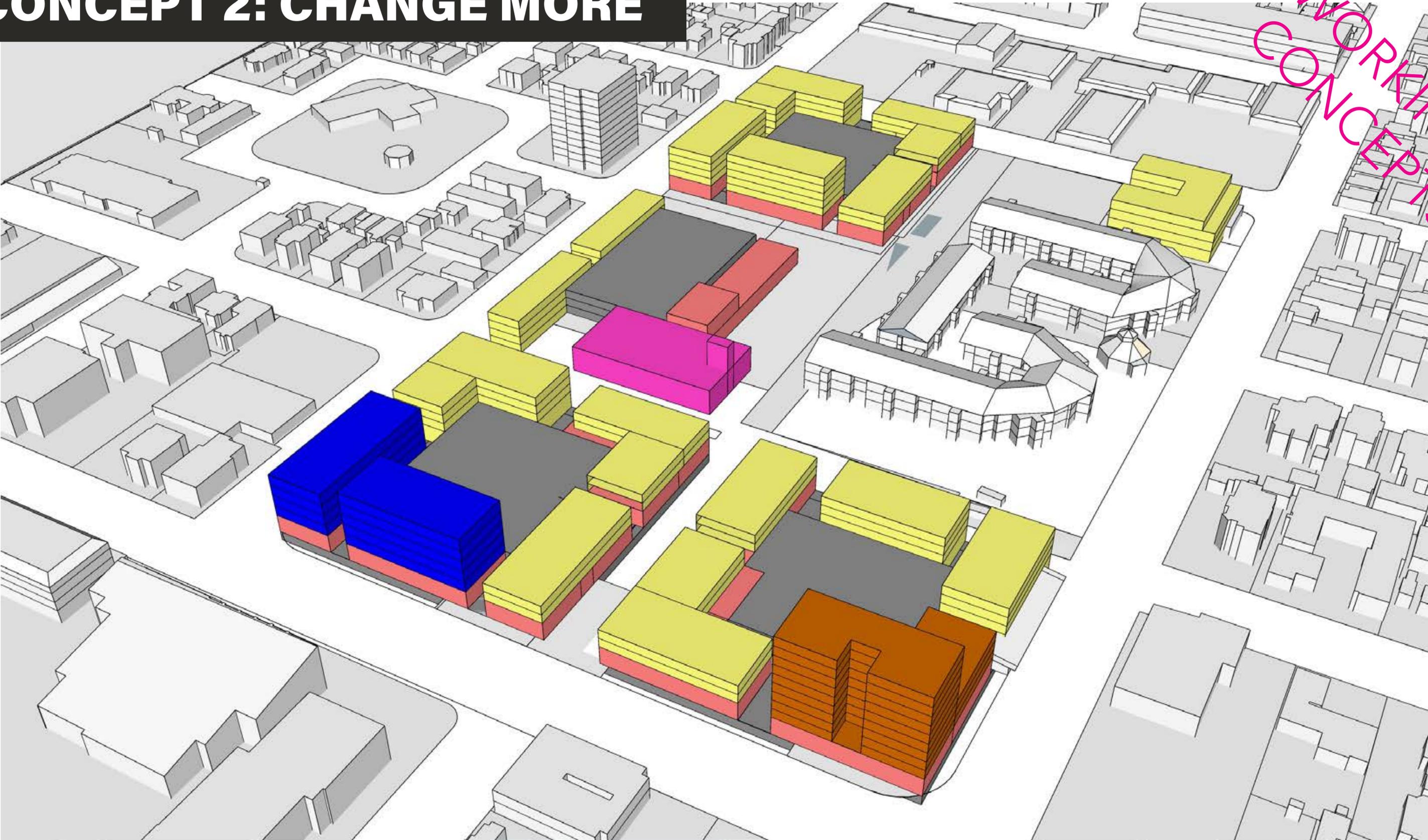
# CONCEPT 2: CHANGE MORE



# CONCEPT 2: CHANGE MORE



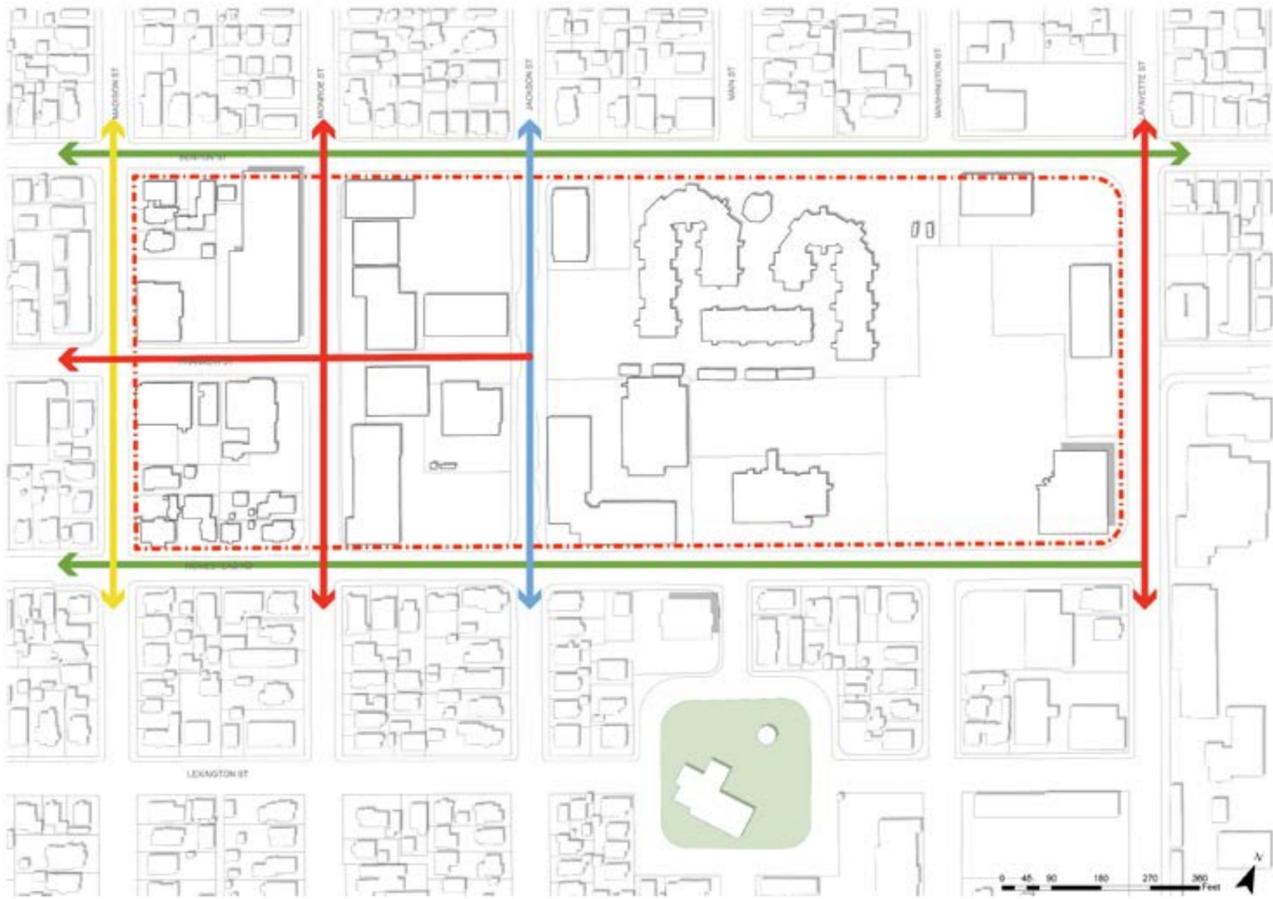
# CONCEPT 2: CHANGE MORE



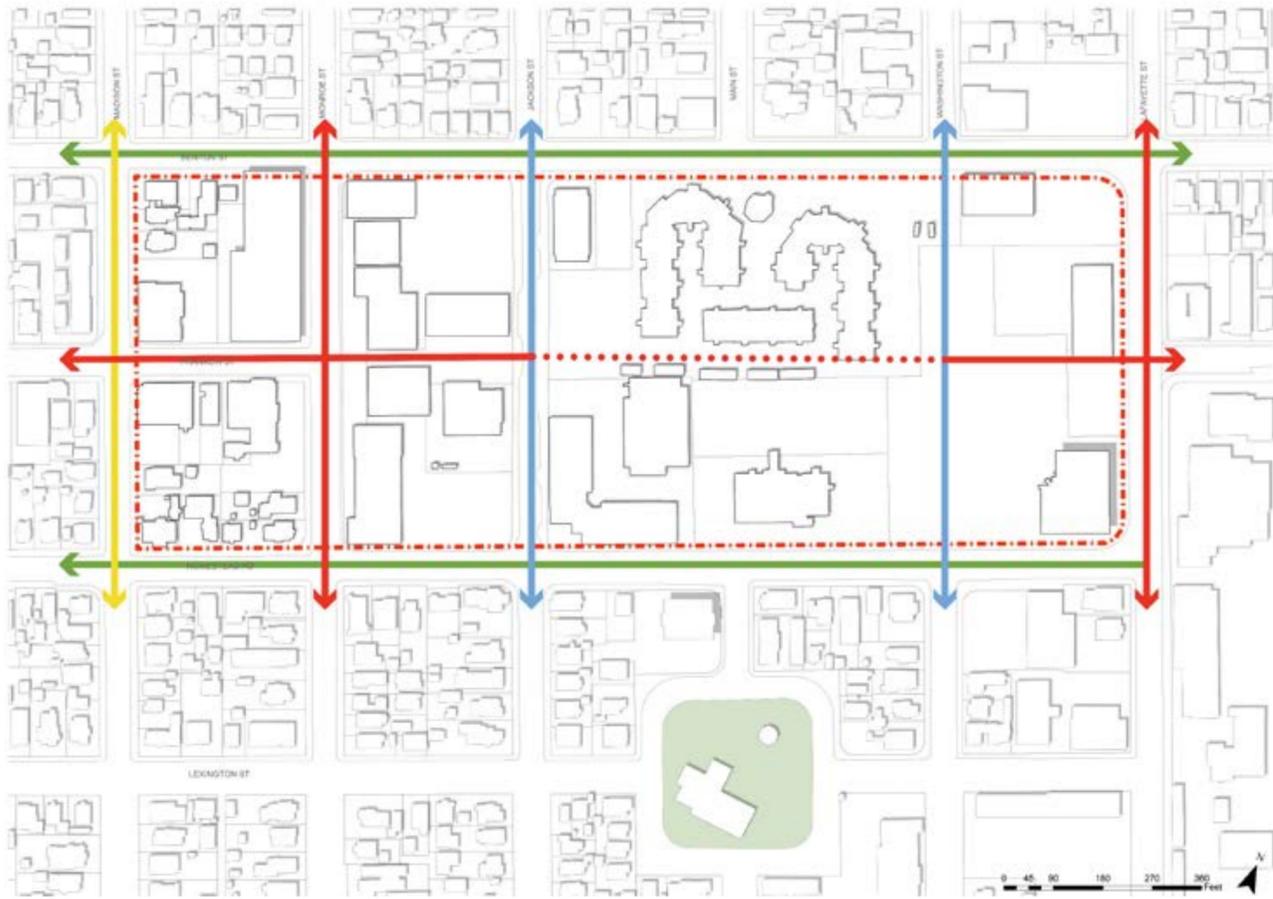
WORKING  
CONCEPTS

# RE-ESTABLISHING THE GRID

WORKING  
CONCEPTS



- █ Downtown Primary Street
- █ Downtown Secondary Street
- █ Mixed-Use Neighborhood Corridor
- █ Mixed-Use Neighborhood Street
- ⋯ Pedestrian Connection

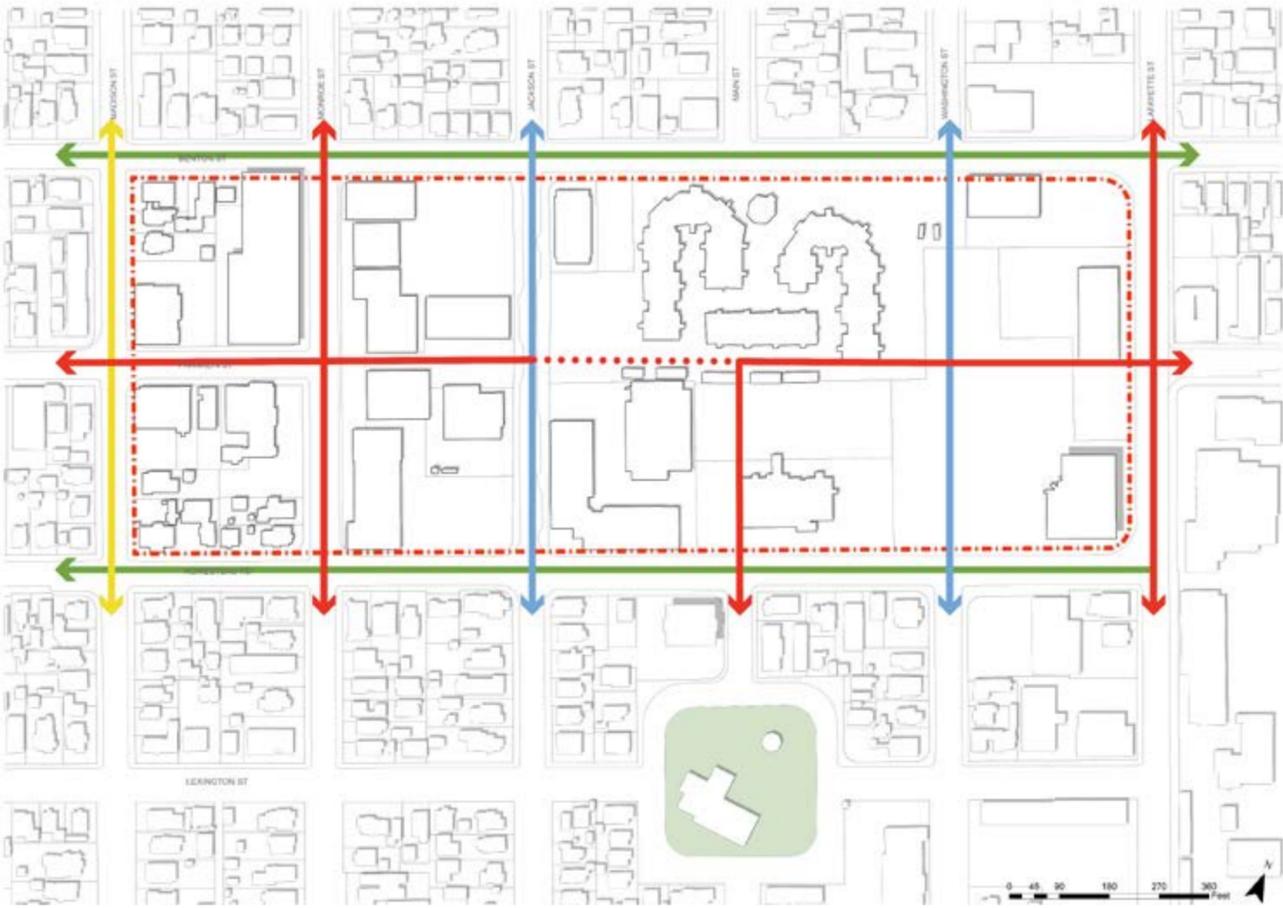


- █ Downtown Primary Street
- █ Downtown Secondary Street
- █ Mixed-Use Neighborhood Corridor
- █ Mixed-Use Neighborhood Street
- ⋯ Pedestrian Connection

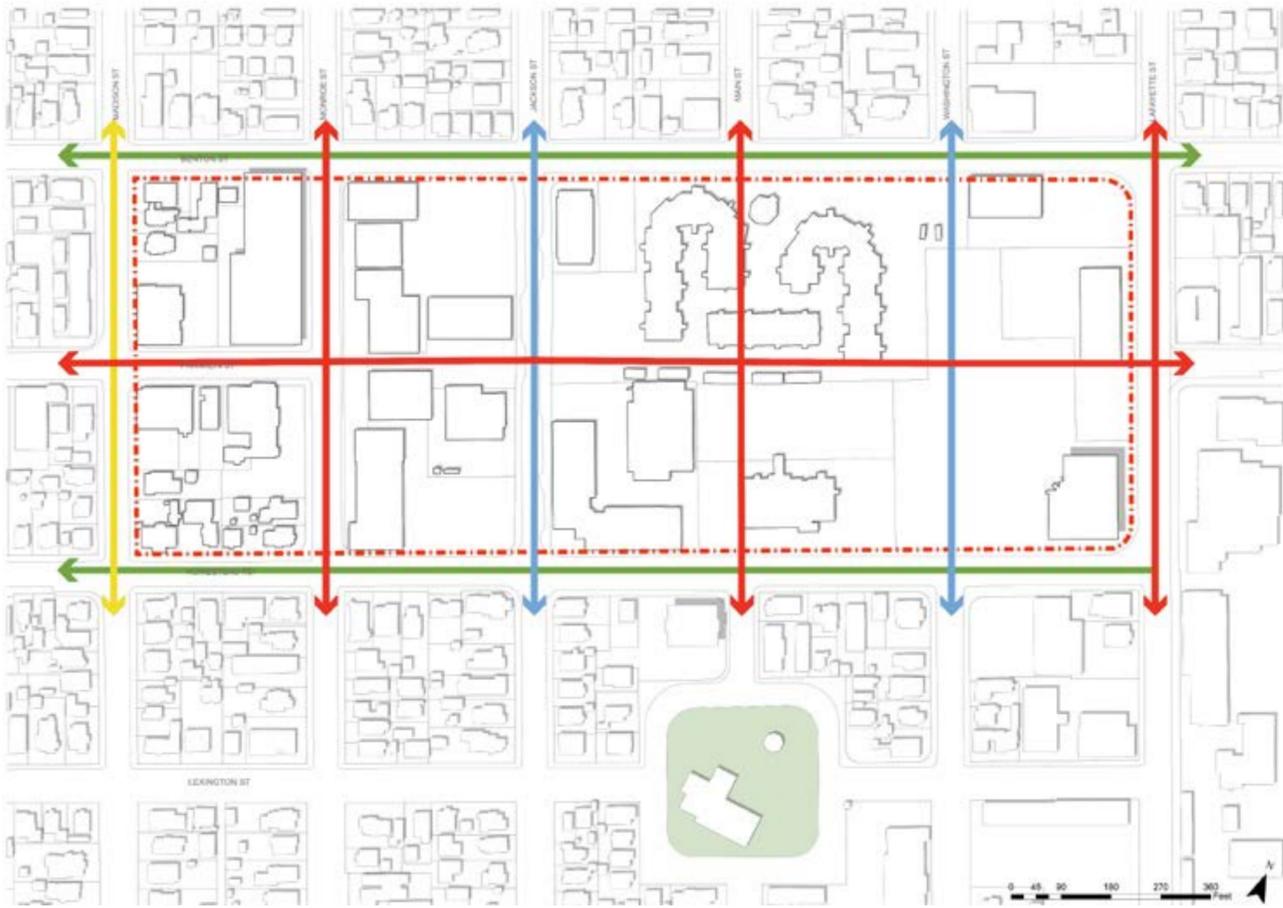
Multiple possible routes for pedestrian connection (Prometheus, Courthouse, Semi-subterranean parking deck. Prometheus access: use or block. What hurdles exist to connecting these two nodes (Lafayette/University and Franklin Square).

# RE-ESTABLISHING THE GRID

WORKING  
CONCEPTS



- Red line: Downtown Primary Street
- Blue line: Downtown Secondary Street
- Green line: Mixed-Use Neighborhood Corridor
- Yellow line: Mixed-Use Neighborhood Street
- Red dotted line: Pedestrian Connection

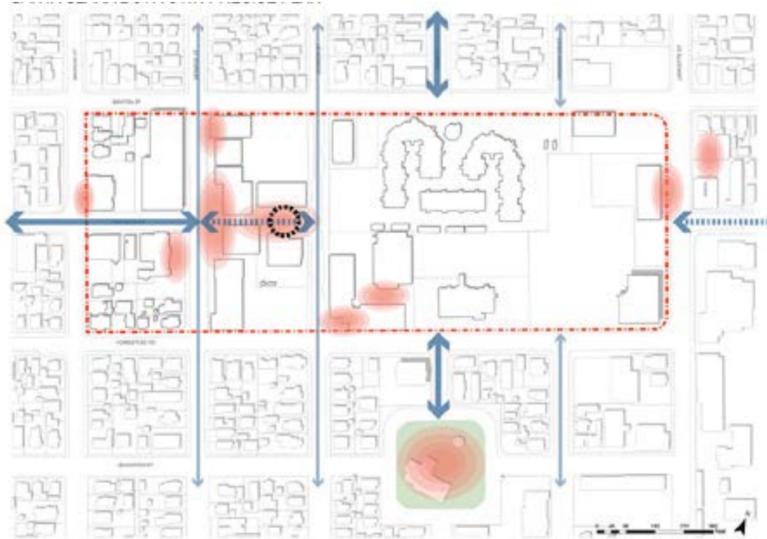


- Red line: Downtown Primary Street
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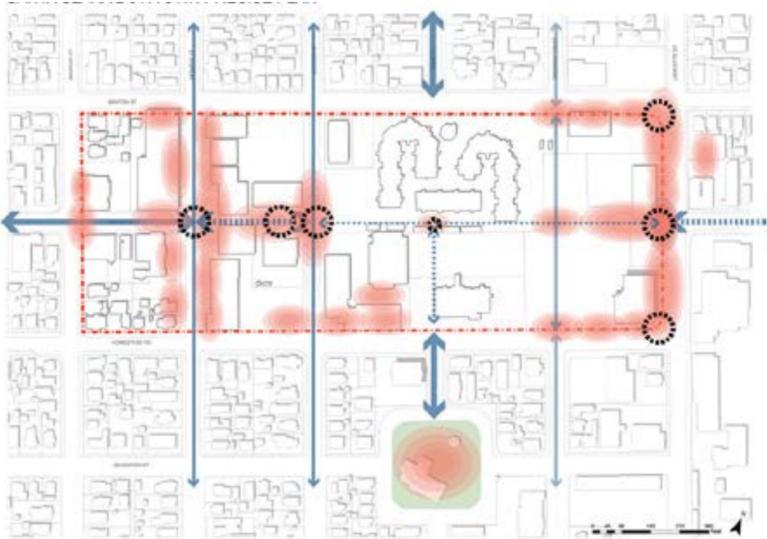
# POTENTIAL SEQUENCE OF ACTIVATION AND DEVELOPMENT

WORKING CONCEPTS

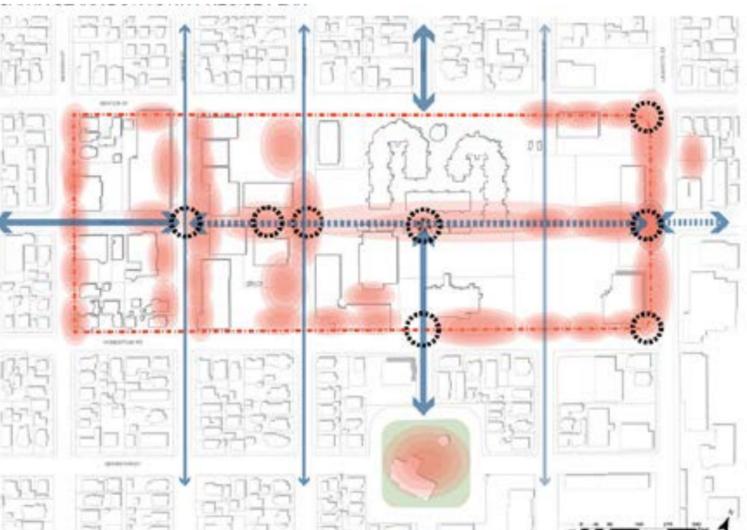
CURRENT CONDITION



STEP 1



STEP 2



STEP 3



EXISTING BUSINESSES AND ACTIVITIES



NEW STREETS AND PROGRAMMING



EAST SIDE DEVELOPMENT, FRANKLIN WALK



A UNIFIED DOWNTOWN

**THANK YOU**

