



EXISTING CONDITIONS | OPPORTUNITIES | CHALLENGES

SANTA CLARA DOWNTOWN PRECISE PLAN

Submitted to city of Santa Clara / January 2020



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01.

INTRODUCTION

A NEW PLAN FOR DOWNTOWN

THE OPPORTUNITY

Santa Clara, like other largely suburban communities in the Valley, is transforming into an urban center attracting people from all over the world. The City has undertaken several important planning projects to position Santa Clara for a successful future.

The Downtown Santa Clara Precise Plan is among these. Based on a vision to restore the City's original core, it will lay the framework for a core that is rooted in its cultural and historical context, while being supported by infrastructure and amenities that will respond to the evolving needs of the community over time.

The following four themes will be integral features of the Precise Plan:

Re-Centering Santa Clara. The proposed land use mix will need to support a vibrant downtown.

Creating a Place that is Timeless and of Its Time. The Plan will define a design language that honors the context and continues to stay relevant in the future.

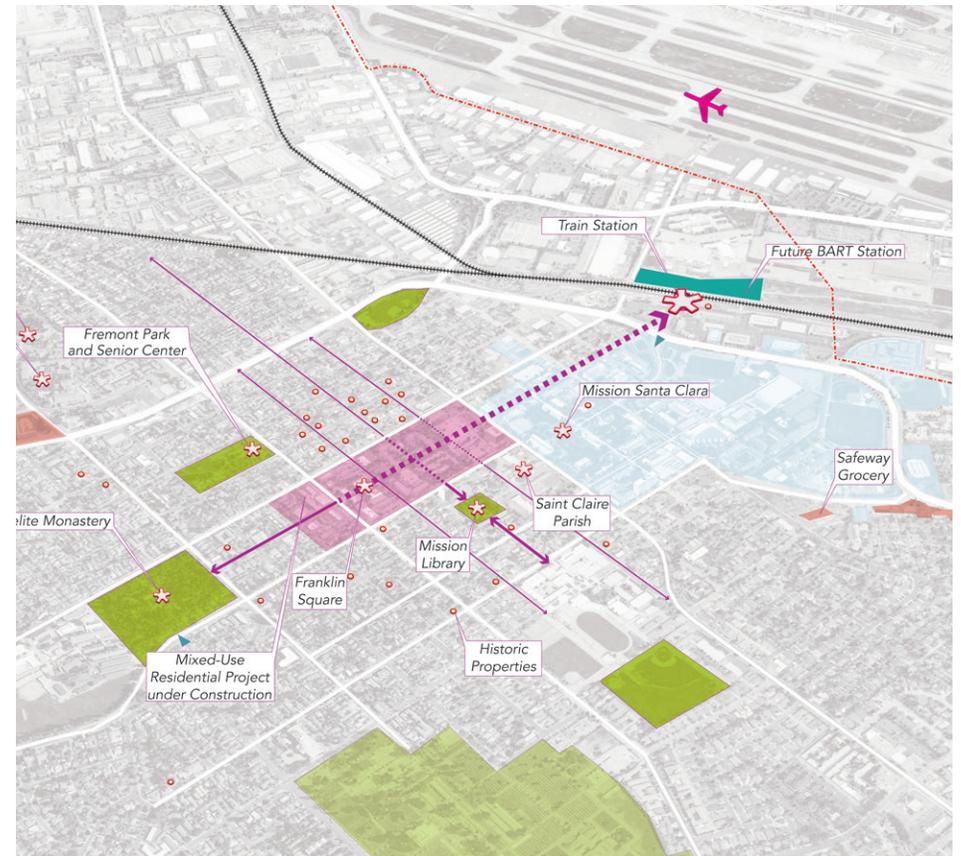
Realizing the Vision. A successful Precise Plan must function as a practical implementation tool.

Balancing Community Needs with Development Realities. The Plan must enable financially feasible development that also achieves community desires desired placemaking qualities.

THIS REPORT

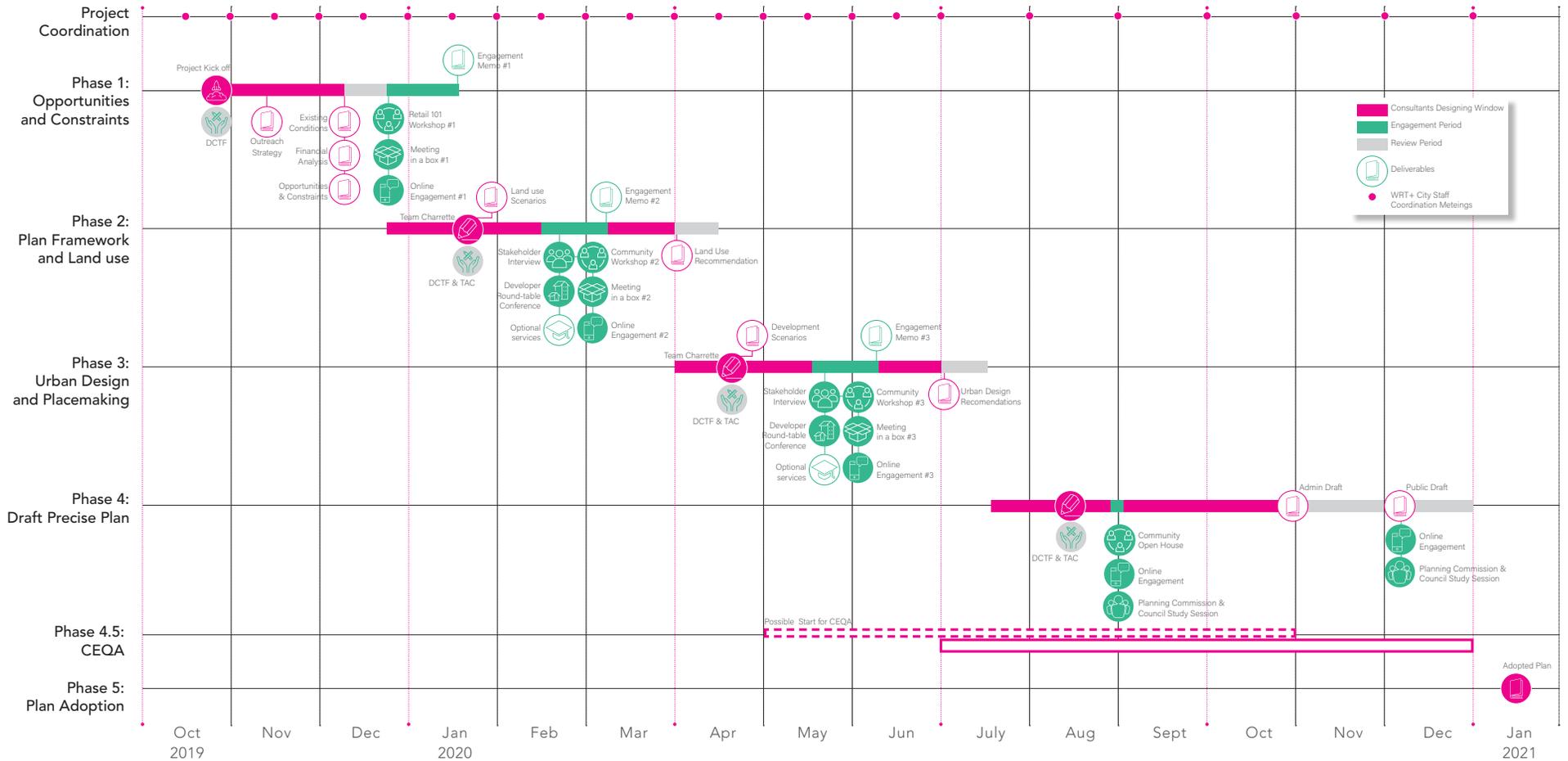
The Existing Conditions, Opportunities and Challenges Report provides the planning team and the community with important background about the place and its history, the people who live and work here, land use and circulation patterns, other plans and development projects in the vicinity, and market conditions. Each of these topics is a critical piece of the puzzle.

The report's last chapter aims to bring these threads together and identify key challenges and opportunities for downtown.



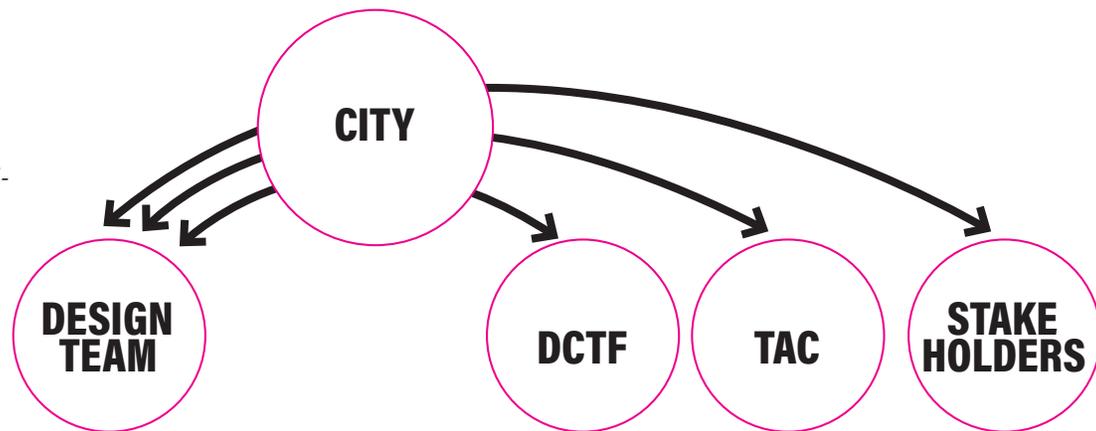
THE PLAN AREA AND ITS CONTEXT

The Precise Plan area encompasses an area of x acres, or the equivalent of ten square blocks where the City's original downtown was. The area is directly adjacent to Santa Clara University, and approximately 1/4 mile from what will become one of the South Bay's premier transit stations.



SCHEDULE

The Precise Plan will be created over a period of 16 months, through a collaborative process involving design and technical consultants, City staff and decision-makers, community leaders and members of the community.







02.

PAST,
PRESENT,
FUTURE

DOWNTOWN SANTA CLARA: A BRIEF HISTORY

Santa Clara has a rich past that both predates and exemplifies the early history and development of California.

The first inhabitants of the coastal area from San Francisco to Monterey were members of the Ohlone or Costanoan Native American language group. Although the Ohlones shared cultural and linguistic similarities, the tribe consisted of eight distinct politically autonomous groups. The Santa Clara Valley along the banks of the Guadalupe River and Coyote Creek was occupied by the Tamyen or Tamien group, made up of four or more tribes in concentrations of small villages that were related to each other by kinship ties.

These early people established their settlements near a dependable water source and other easily available subsistence needs. Inhabitants in the northern portion of the valley were able to exploit both the river and estuary environments in addition to nearby grasslands and oak woodlands for fish, game, and vegetable materials. Temporary camps were

also established in scattered locations in order to collect seasonal foodstuff or materials that were not locally available.

During the era of Spanish missions in California, the Tamyen's lives changed with the Mission Santa Clara, and later the Mission San José of Fremont. Most moved into one of these missions and lived as Catholic neophytes, also known as Mission Indians, until the mission was discontinued by the Mexican Government in 1834. A large majority of the Tamyen died from disease in the missions.

Today, the Tamyen have joined with the other San Francisco Bay Area Ohlone people under the name of the Muwekma Ohlone Tribe.

Primary source:: Laffey, Glory Anne 1992 Historical Overview and Context for the City of San Jose. Report prepared for the City of San Jose Planning Department by Archives & Architecture. Accessed at sanjosehistory.org.



OHLONE PEOPLE IN SANTA CLARA VALLEY
IMAGE: SANJOSEHISTORY.ORG

The Mission Santa Clara de Asis dates to 1777, and Santa Clara College (1851) and the city (1852) were established shortly after California became part of the United States. Through the 1940s, Santa Clara was a small town in the heart of a thriving agricultural valley.

Rapid growth began in the 1950s, with postwar suburbanization and the emergence of the semiconductor industry.

Key reminders of history remain all around the planning area, including the Mission, the Railroad Depot, and the vintage houses of the Old Quad. However, the City made a pivotal turn in 1963, when City Council voted to demolish eight city blocks in the downtown core in the name of Urban Renewal. Santa Clara has grown and prospered in the years since, but its connection to its

roots and access to a common gathering space have never been recovered.

What was downtown Santa Clara like between the 1850s and the 1950s? How did it evolve?

Santa Clara had what was in many ways a typical American small-town main street district, with storefronts lining the sidewalks and a mix of 1- to 3-story buildings. There were a few notable landmarks: the Santa Clara Theater, on the south side of Franklin between

Washington and Lafayette; and the old City Hall, on the northeast corner of Franklin and Washington, with a clock. The corner of Franklin and Main Streets was known as "Bank Corners."

Franklin Street, unpaved and lined with horses and carts in its early days, soon came to have a streetcar line. If there was a parade in Santa Clara, it took place on Franklin Street.

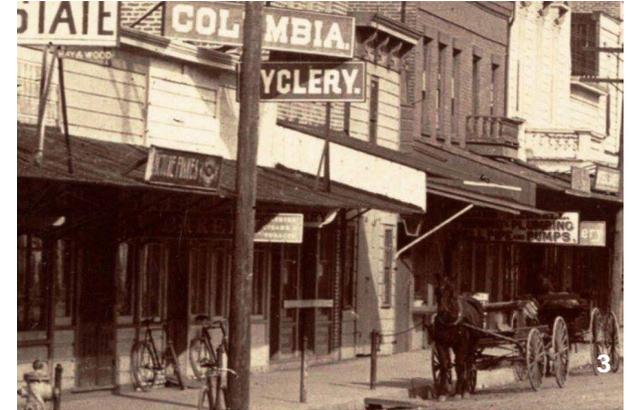
By the early 1960s, downtown appears to have been struggling with competition from shopping centers and the rise of a car-oriented lifestyle.



SANTA CLARA VALLEY ORCHARDS



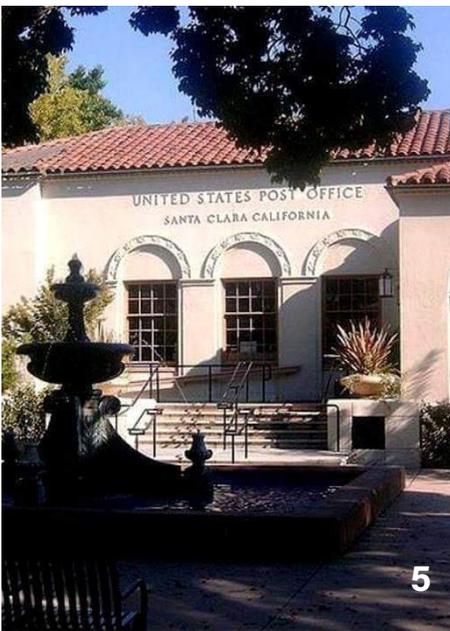
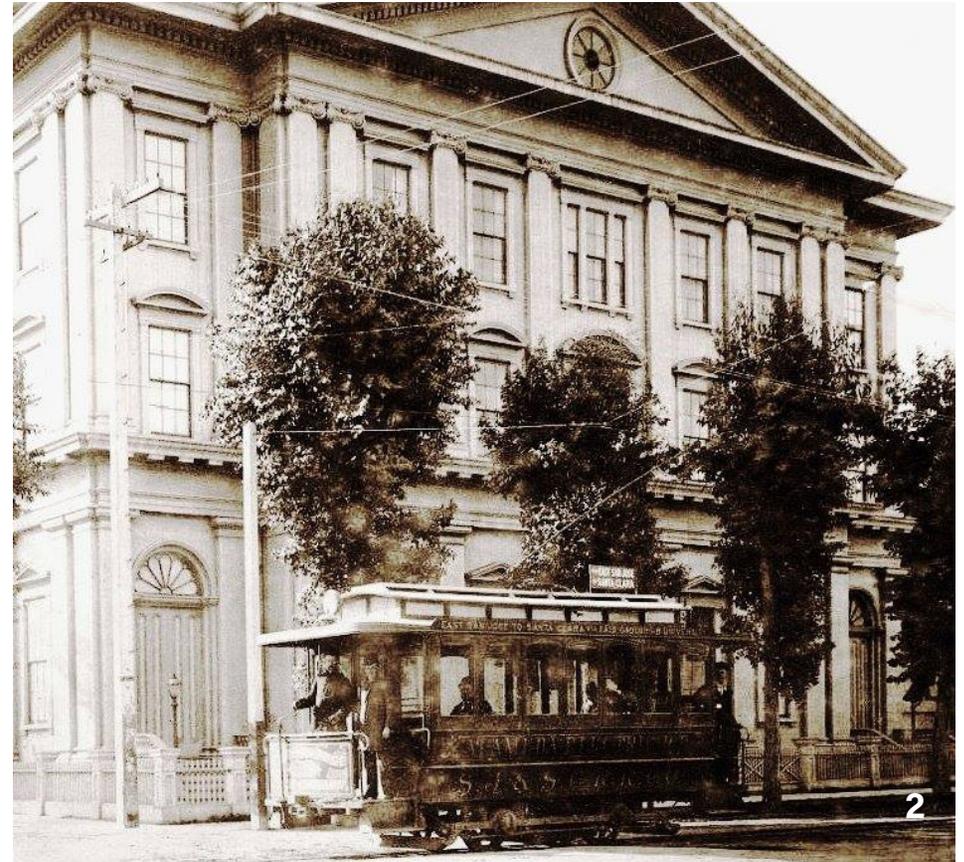
**SANBORN MAP SERIES,
DOWNTOWN SANTA
CLARA**



EARLY DAYS

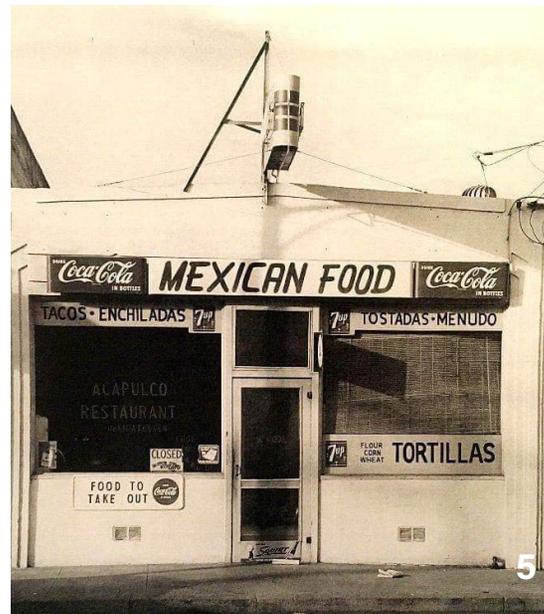
1. View east on Franklin Street from Washington showing the Cameron Hotel (1870s.)
2. View east on Liberty Street (now Homestead) toward Meth-

- odist Church and Plaza Park. 1873.
3. Businesses on Franklin Street near Jackson Street, 1888.
4. Widney Mercantile, northwest corner of Franklin and Main Streets, 1892.
5. View west of Franklin Street from Main, 1899.



MEMORABLE PLACES

1. Cherry Carnival Parade on Franklin Street, 1914.
2. City Hall, northeast corner of Franklin and Washington, 1915.
3. Bank Corners, Franklin and Main, 1946.
4. Santa Clara Theater, south side of Franklin Street east of Washington, 1939.
5. Post office, southwest corner of Franklin and Jackson, today.



EARLY 1960S

1. Bondi's Electronics; Santa Clara Drug Co., Franklin and Main, 1960.
2. Safeway, Franklin and Monroe Streets, early 1960s.

3. Jewelry and Loans, Franklin Street, early 1960s.
4. View west on Franklin Street from Lafayette, 1963.
5. Acapulco Restaurant, Franklin Street, 1961.
6. Bank of America, Franklin and Main Streets, 1962.

1



2



2



Proponents envisioned a modern Santa Clara. No one predicted that much of the area would remain vacant for years to come.

URBAN RENEWAL

In 1963, Santa Clara City Council voted for the University Urban Renewal Project, to clear eight blocks of downtown to make way for what was hoped would become a modern shopping and business center. Demolition occurred in 1965.

1. Downtown Santa Clara from above, early 1960s.
2. Downtown after demolition, 1970s.
3. One early vision for redevelopment.
4. Downtown today.



RHYTHM OF USE

1 and 2. Franklin Square and University Plaza have a mix of retail, service and office tenants.

3. Large parking areas in the site interior.

4. Annual Street Dance at Franklin Square.

5 and 6. The weekly farmer's market on Jackson Street and Franklin Square.

7. Easter Egg Hunt at Mission Library.

8. Historic Home Tour in the Old Quad.



DOWNTOWN TODAY

With the help of the community volunteer, efforts from City Staff and support of City's Leadership many of Santa Clara's Events have been revived. These events are essential elements to bring vibrance to the Downtown Core.

Today, the Planning Area includes approximately 350,000 square feet of commercial and office space and 190 residential units. Important elements include the Franklin Square commercial center and plaza; the historic Post Office; the County Courthouse; and Commerce Plaza office building. The two westernmost blocks retain a "main street" fabric along Franklin Street.

Downtown is activated with a number of events:

The **Weekly Farmers Market** occurs every Saturday morning around the year at Franklin Square. There is live music, locally grown food and flowers, food vendors, local craftsmen and bakers.

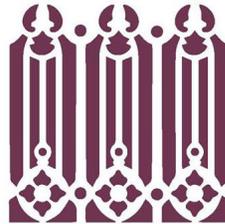
The **Annual Street Dance** is a City-sponsored festival hosted at Franklin Square every August, with live performances, food vendors, beer and wine, and art and activities for all ages.

The Santa Clara **Parade of Champions** was a time-honored legacy in Santa Clara from 1945 to 1995. With the support of City leadership, the community revived the parade this year, and plans to make it an annual event.

A **Historical Home Tour at Old Quad** takes place the first week of December. The event is sponsored by the Historical Preservation Society of Santa Clara and supported by the Old Quad Resident Association. It is a great opportunity to get a peek into Santa Clara's history; proceeds go to charities.

The **Easter Egg Hunt** is hosted by Santa Clara City Library Foundation and Friends at Mission Library.

The **Festival of Lights at Santa Clara Mission** is hosted each December by Santa Clara University's Music Department. University Choirs fill the candlelit Mission Santa Clara with choral music.



SANTA CLARA HISTORIC HOME TOUR

Tour of Four Private Homes Plus the Mission Branch Library

Friday, December 6th: **6-10pm**
 &
 Saturday, December 7th: **Noon-5pm**

Come Explore the Homes and Enjoy:
 Live Music and Entertainment
 History & Architecture
 Refreshments

For additional information call us at:
408.249.7905
 Or visit our website at:
sc-hometour.com

Special Thanks to Our 2019 Sponsors



Tickets:

Early Bird Tickets—Purchased by 10/31/2019:	\$25
Standard Tickets:	\$30
Day of Tickets:	\$35

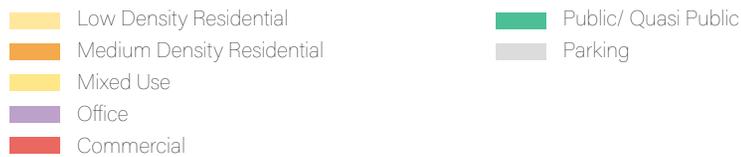
Beginning 10/01/2019 Tickets will be available at:

- Illusive Comics & Games—1270 Franklin Mall, Santa Clara
- Antiques Colony—1881 W San Carlos St, San Jose
- sc-hometour.com

8



LAND USE



LAND USE

PLOT	LAND USE
1	Franklin Square: Commercial center with restaurants, bars, retail stores, personal services, offices
2	US Post Office
3	Shalom Christian Academy
4	Park Central Apartments (1050 Benton): 136-unit apartment complex
5	Ignatian Center for Jesuit Education (990 Benton)
6	1000 Lafayette: Commercial center with cleaners, salons, sandwich and frozen yogurt shops
7	Commerce Plaza (900 Lafayette): 7-story multi-tenant office building
8	Santa Clara County Courthouse (1095 Homestead Rd.)
9	University Plaza (1171 Homestead Rd.): 2-story commercial complex with cafes, bars, gym and yoga studio, salon
10	950 Monroe: Real estate office, pizzeria
11	136-146 Franklin: Small complex with beauty salons
12	1356 Franklin: 2-story office building with photo studio
13	Small retail building (vacant as of December 2019)
14	1394 Franklin: Dental offices
15	1395 Franklin: Financial offices
16	Downtown Gateway (1048 Monroe): 4-story mixed-use building with 44 residential units and ground-floor retail spaces (vacant as of December 2019).



PROPERTY OWNERSHIP

- Privately Owned
- City of Santa Clara
- Santa Clara University
- State of California
- United States Postal Services

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-Tee
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.

COMMUNITY VISIONING, 2015-17

Building on community momentum, the City formed a Downtown Santa Clara Revitalization Committee in 2015 to explore how downtown might come back.

The Committee held seven workshops between 2015 and 2017, in which members shared research findings, came together around principles and objectives, explored three alternative concepts for future development, and identified a preferred concept. This concept is shown in the panels below, in a sequence of four potential phases of development.



Phase 1
Preferred Plan Vision (2017)



Phase 2
Preferred Plan Vision (2017)

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

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



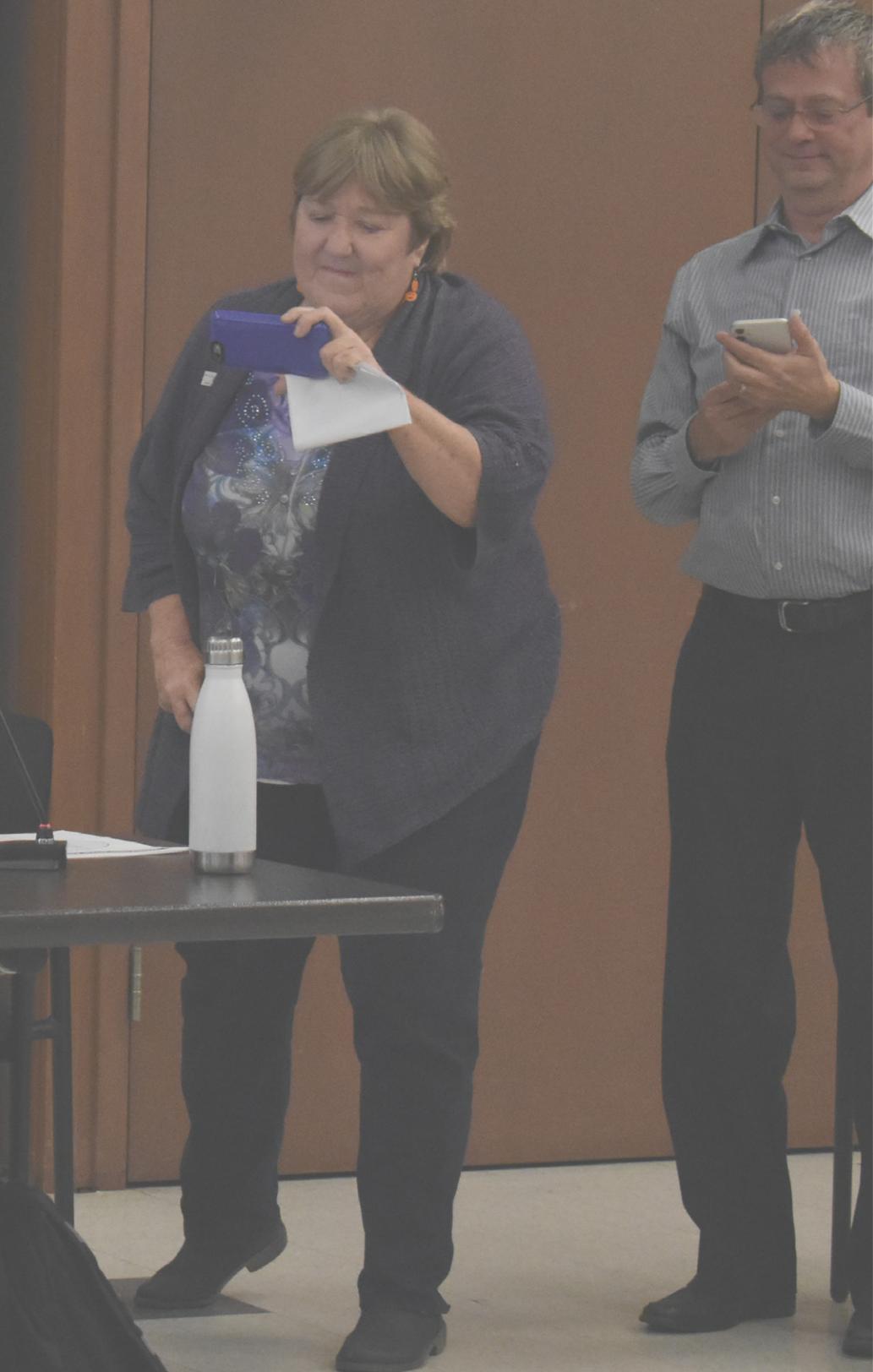
Phase 3

Preferred Plan Vision (2017)



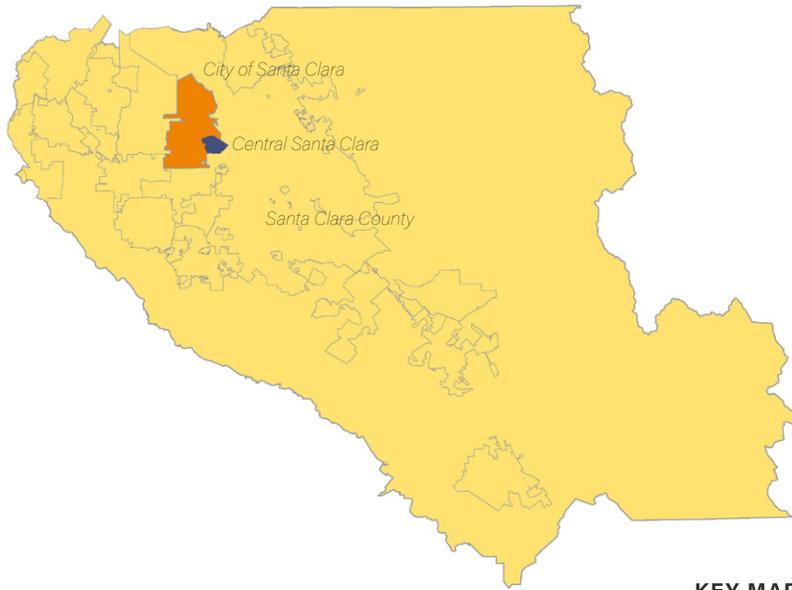
Phase 4

Preferred Plan Vision (2017)



03.

PEOPLE



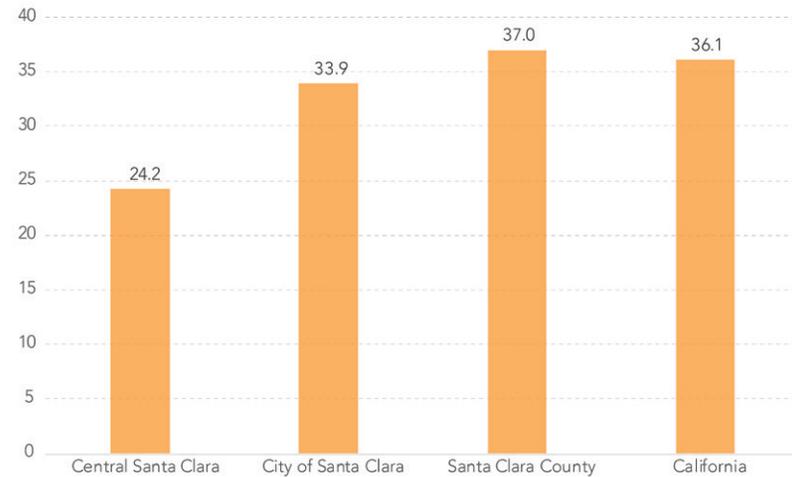
KEY MAP

DEMOGRAPHICS

This section provides a brief description of Santa Clara’s population, including race and ethnicity educational attainment, and household income. Having an understanding of the makeup of the population allows jurisdictions to better gauge needs and concerns of its residents.

Central Santa Clara (Census Tracts 5056, 5052.03, 5057) has significantly lower median age and income levels that the City of Santa Clara and Santa Clara County. It also has a highly educated population with 57.6% people having a Bachelor’s degree or higher, along with a very diverse culture as seen from the racial and ethnic makeup as well as the languages spoken at home.

MEDIAN AGE



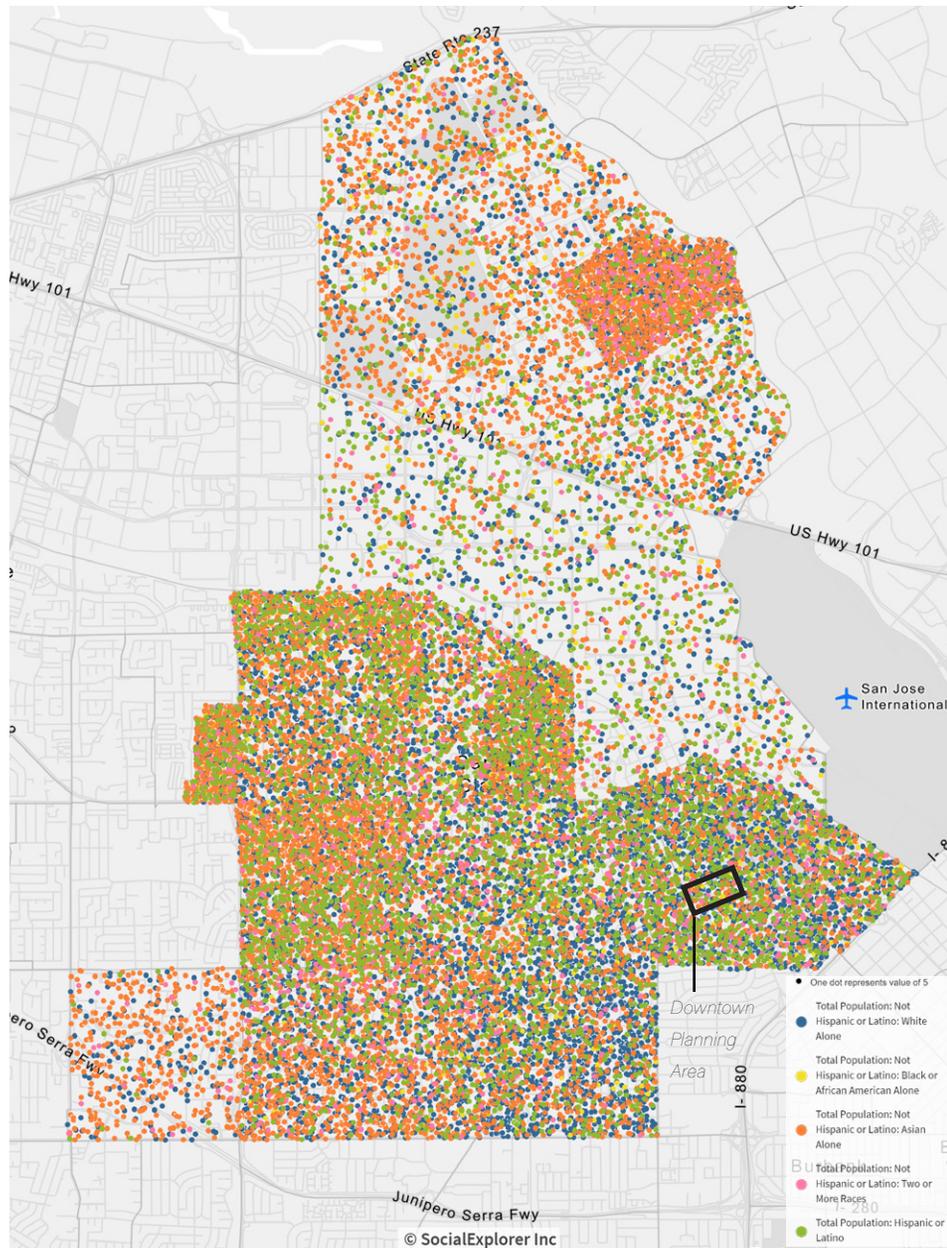
Source: B01002, 2013-2017 ACS. Universe - Total population

MEDIAN HOUSEHOLD INCOME

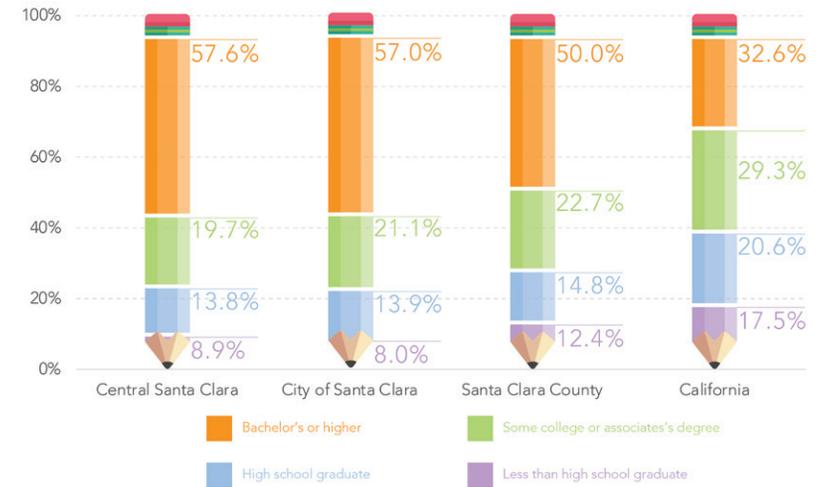


Source: B19013, 2013-2017 ACS. Universe - Households

RACE AND ETHNICITY

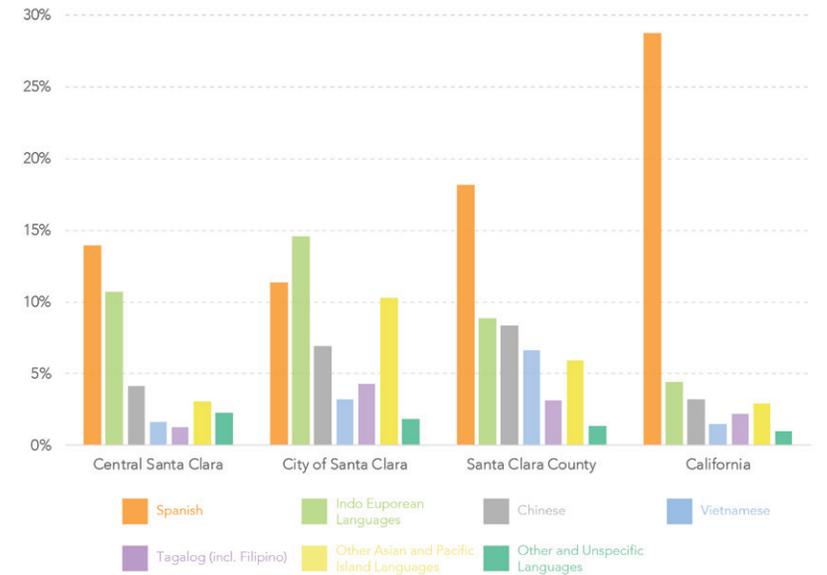


EDUCATIONAL ATTAINMENT



Source: B15003, 2013-2017 ACS. Universe - Population 25 years and over

LANGUAGE OTHER THAN ENGLISH SPOKEN AT HOME



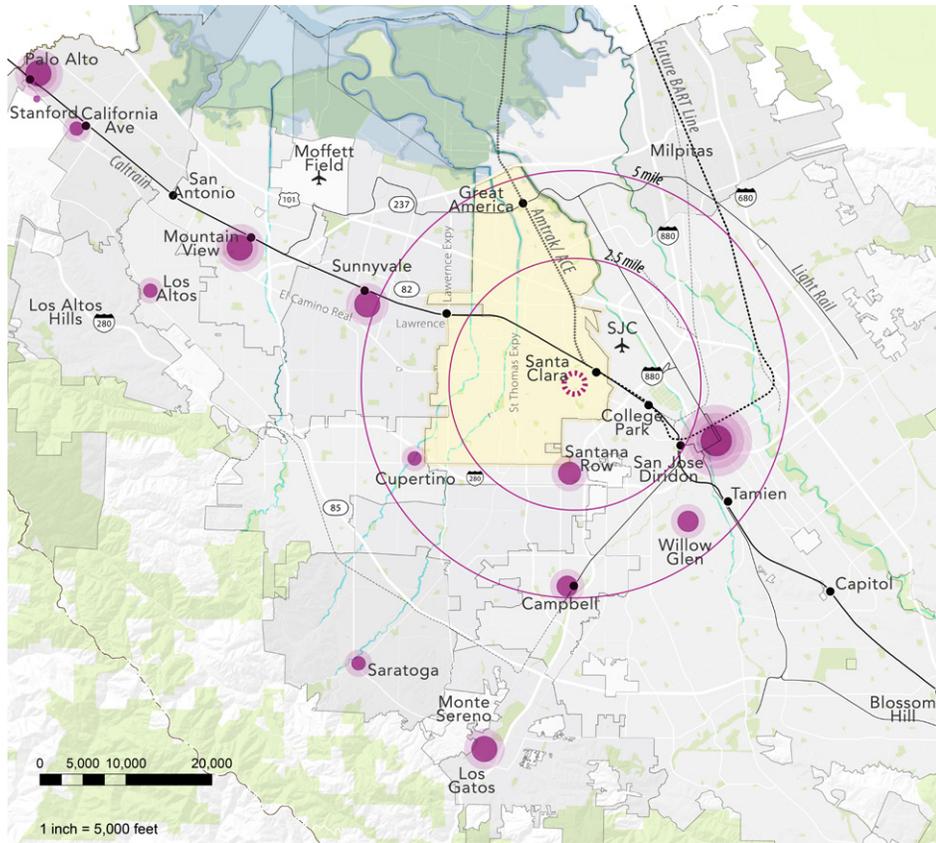
Source: C16001, 2013-2017 ACS. Universe - Population 5 years and over





04.

PLACE



REGIONAL FRAMEWORK

REGIONAL FRAMEWORK

Downtown Santa Clara sits adjacent to the Caltrain corridor extending down the Peninsula from San Francisco to San Jose's Diridon Station. Virtually every other downtown along the corridor, from San Mateo to Sunnyvale, has become a thriving center of community life and new development. Diridon, just one station away, will soon to emerge as a major hub for the region.



STRING OF PEARLS

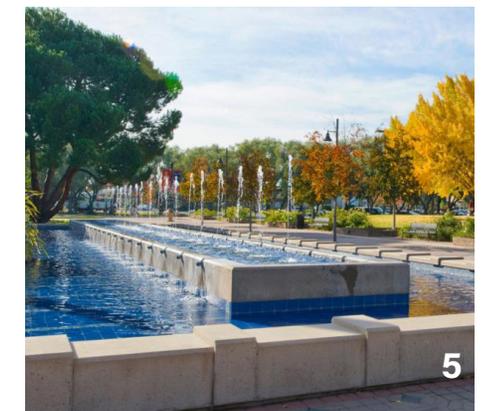
Downtown Palo Alto (1), Mountain View (2), and Sunnyvale (3), are thriving. The City of San Jose and Google have big plans for the Diridon station area (4).

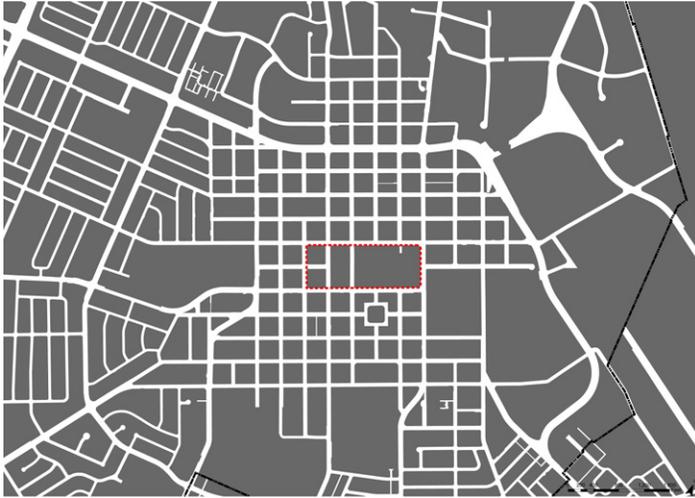
CENTRAL SANTA CLARA CONTEXT

Downtown Santa Clara is situated in the center of the **Old Quad (1)** neighborhood. **Santa Clara University (2)** is directly to the northeast across Lafayette Street. **Santa Clara Station (3)** is close to a half mile to the northeast along Franklin Street, much of which is now a pedestrian mall. From the southeastern end of the University to I-880, the Alameda features a business district catering to students and other neighborhood residents. The **El Camino Real (4)** commercial corridor lies about a quarter mile northwest of Downtown, continuing on all the way up the Peninsula. The City's **Civic Center (5)** complex is just northwest of El Camino.

CENTRAL SANTA CLARA ELEMENTS

1. Old Quad historic homes
2. Santa Clara University
3. Santa Clara Station
4. El Camino Real
5. Santa Clara Civic Center





BLOCKS



BLOCKS AND LOTS



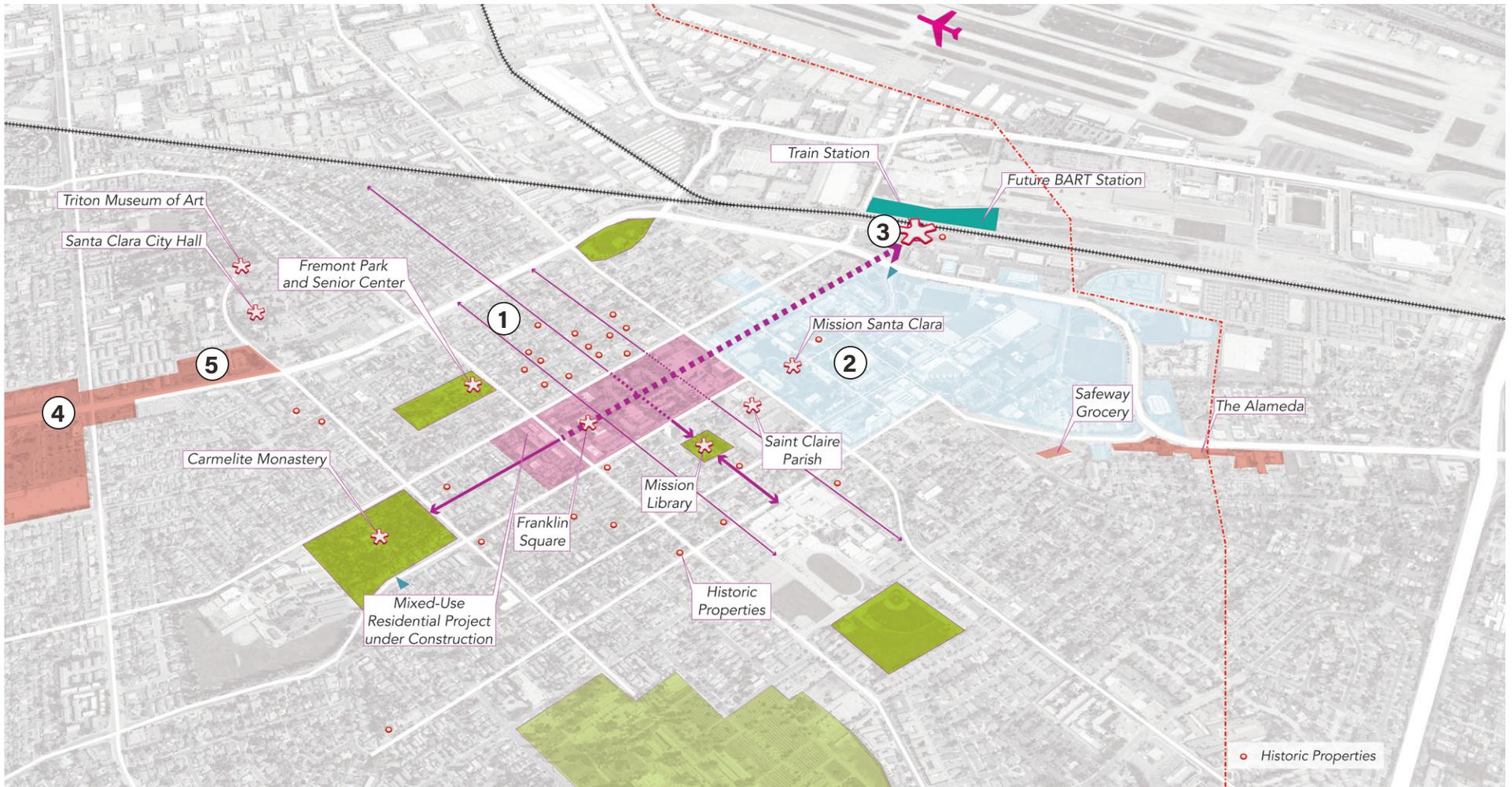
BLOCKS, LOTS AND PUBLIC SPACES



BLOCKS, LOTS, PUBLIC SPACES AND BUILDINGS

URBAN STRUCTURE

Downtown Santa Clara shows a clear break from the surrounding block, lot and building pattern of the Old Quad.



CENTRAL SANTA CLARA

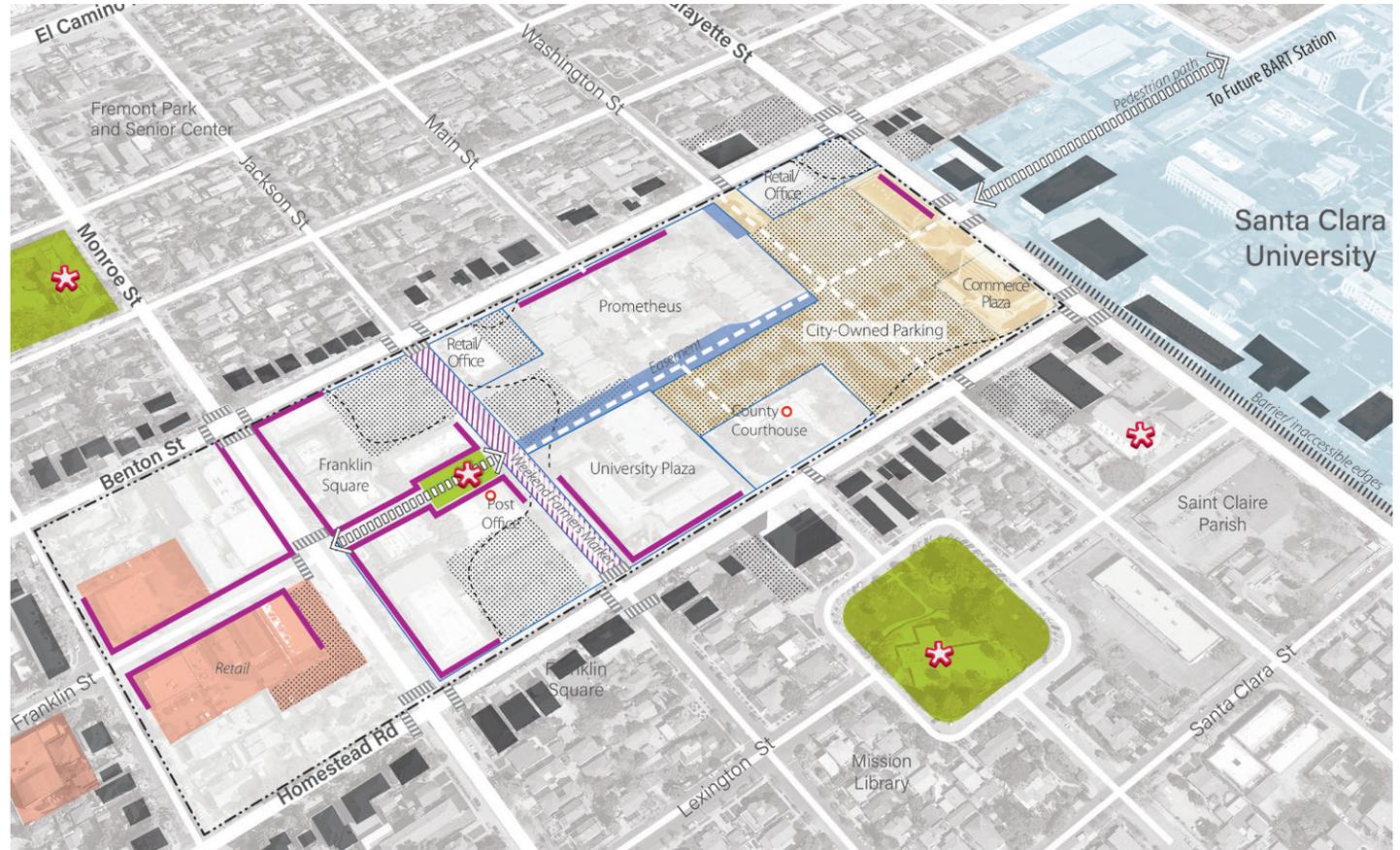
CENTRAL SANTA CLARA ELEMENTS

1. Old Quad neighborhood
2. Santa Clara University
3. Santa Clara Station
4. El Camino Real
5. Santa Clara Civic Center

SITE CONTEXT

The Downtown planning area covers what would be ten standard Old Quad blocks. A sense of place exists at Franklin Square, with its arcaded commercial buildings oriented along Monroe Street and the attractive plaza on what was Franklin Street. The University Plaza commercial building creates a strong corner at Homestead and Jackson, and the 7-story Commerce Plaza office building at the corner of Homestead and Lafayette can't be missed. Other parts of the Planning Area tend to recede behind landscaped or parking areas.

In contrast to the site itself, the Old Quad neighborhood that surrounds Downtown has a strong character of old (many historic) houses and mature trees in an urban grid. Santa Clara University, just to the east, has a formal and often beautiful campus character surrounding the historic Mission de Santa Clara Asis.



SITE AND SURROUNDINGS

Legend

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



EXPERIENCE OF PLACE

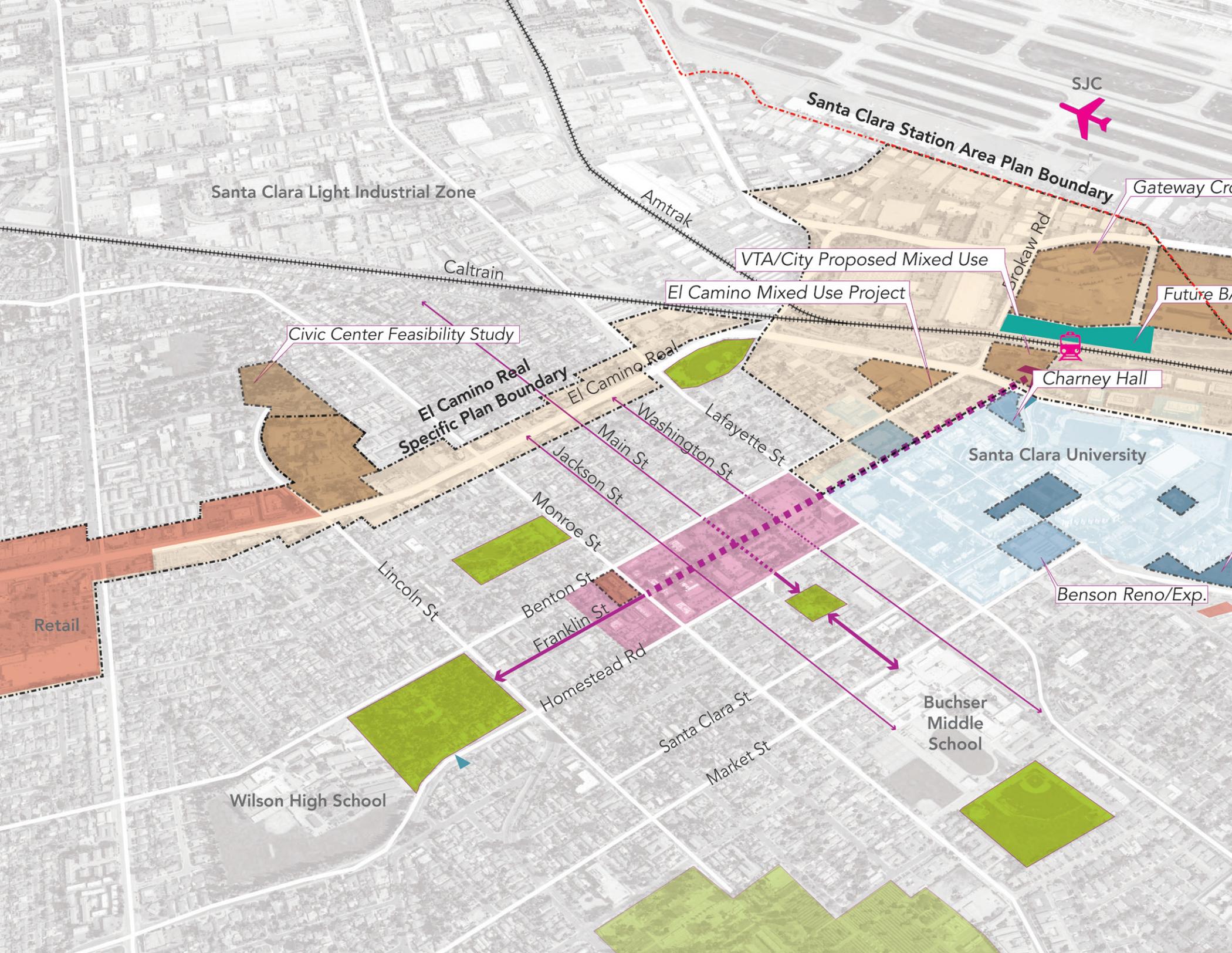
1. The fountain in Franklin Square.

2. A sea of parking and unrelated buildings on the site's northeast side.

3. Historic house directly across Benton Street from Downtown.

4. Plaza Park and Mission Library.

5. View northeast on Franklin Walk.



SJC



Santa Clara Station Area Plan Boundary

Gateway Cr

Santa Clara Light Industrial Zone

Amtrak

Caltrain

VTA/City Proposed Mixed Use

El Camino Mixed Use Project

Brokaw Rd

Future Br

Civic Center Feasibility Study

El Camino Real Specific Plan Boundary

El Camino Real

Charney Hall

Santa Clara University

Benson Reno/Exp.

Retail

Lincoln St

Monroe St

Benton St

Franklin St

Homestead Rd

Santa Clara St

Market St

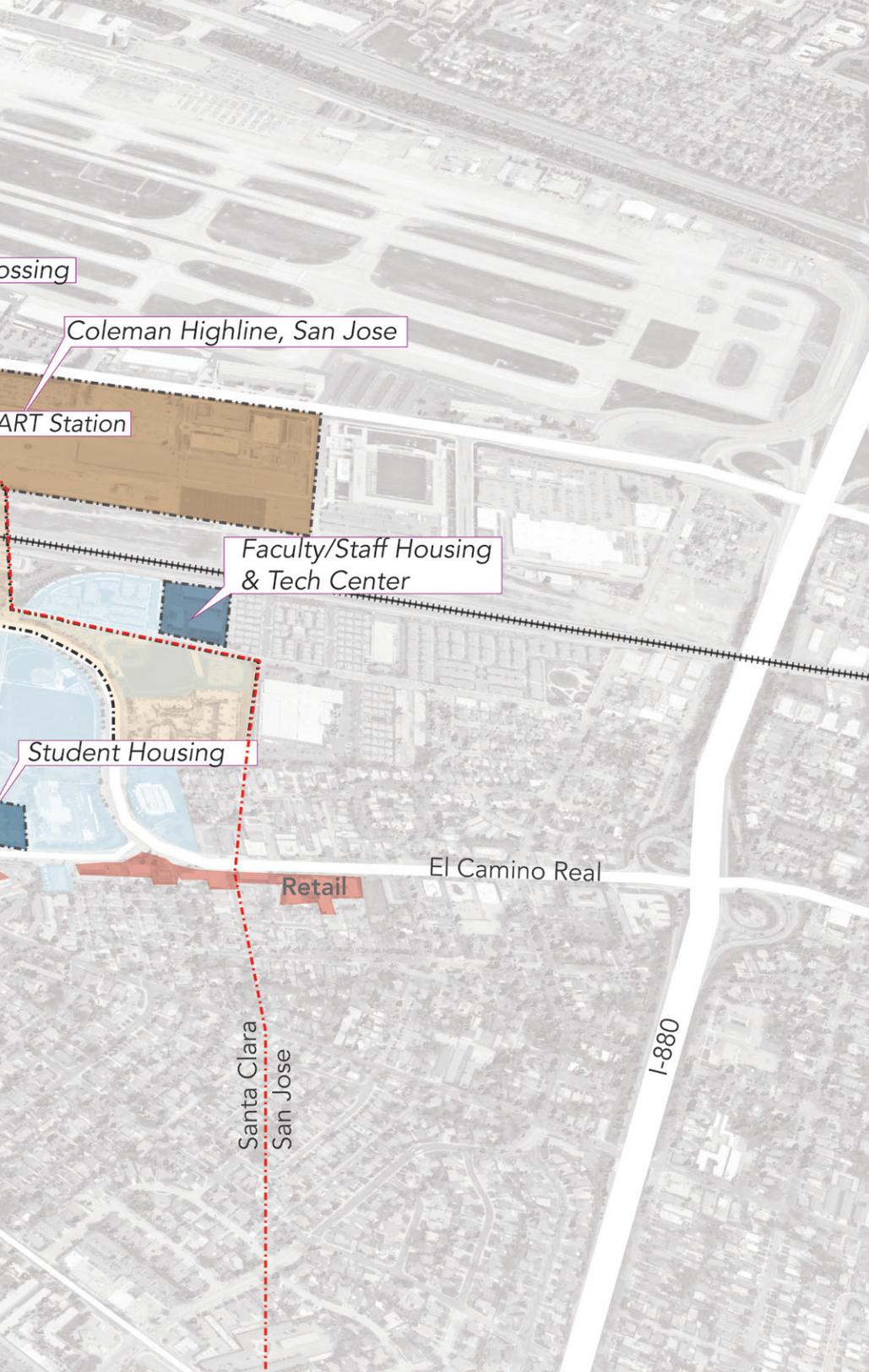
Wilson High School

Buchser Middle School

Main St

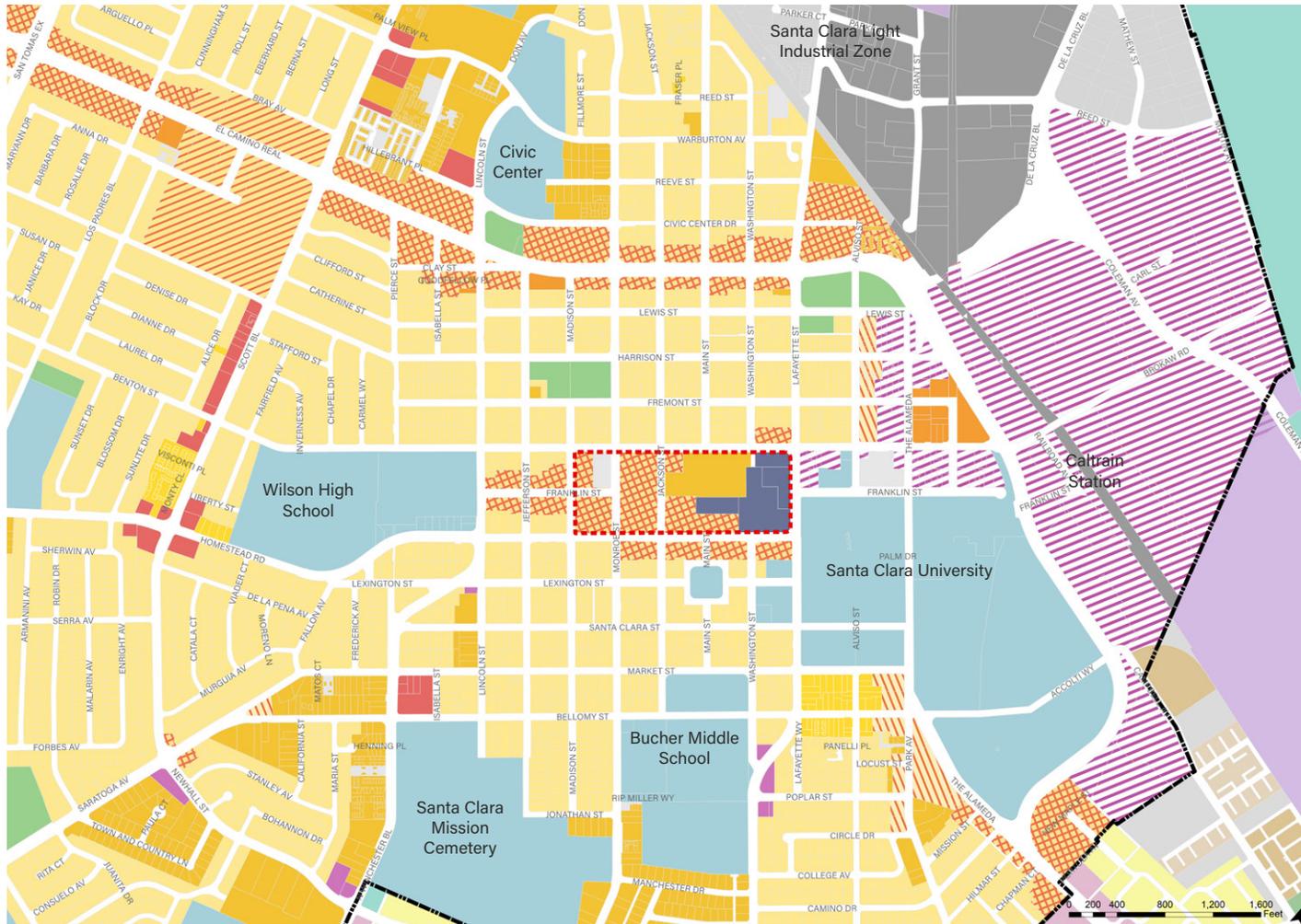
Washington St

Lafayette St



05.

PLANS



GENERAL PLAN LAND USE



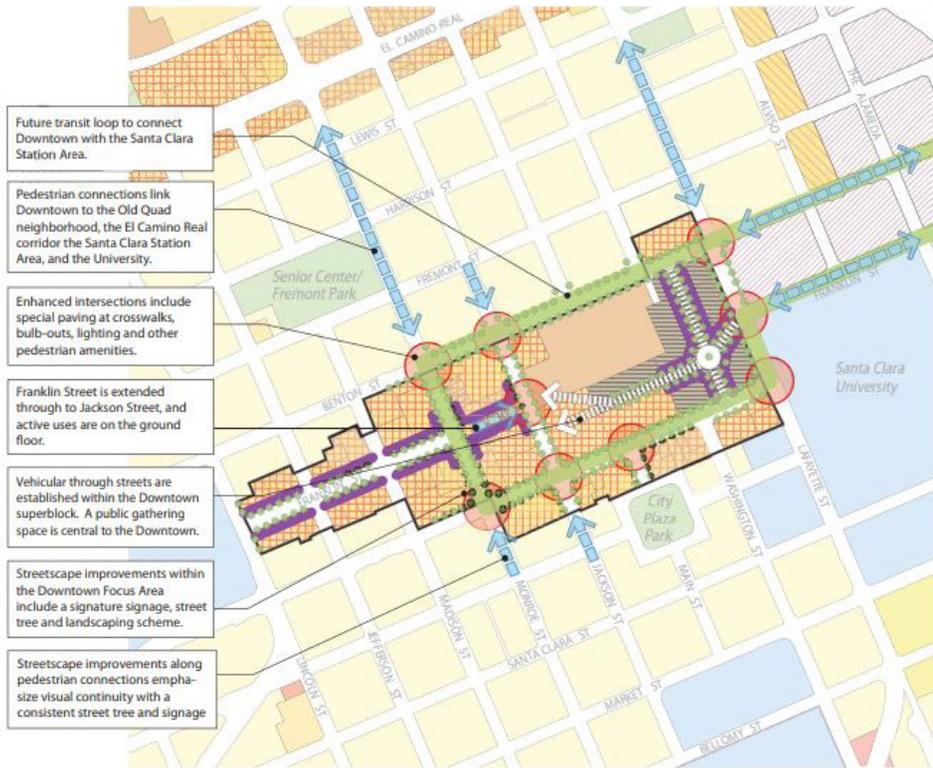
GENERAL PLAN

The Santa Clara General Plan provides a long-range blueprint for the city's evolution through 2035. The General Plan establishes land use designations to ensure that future development is of a type and scale that suits its location and supports the City's vision.

The General Plan designates portions of the Planning Area as Downtown Core, Community Mixed Use, and Medium Density Residential. These designations are summarized below.

DOWNTOWN CORE

The Downtown Core classification covers the approximately seven acres of land within the University Redevelopment Project Area which is publicly-owned and located on the eastern end of the site. The designation enables high density residential and retail uses that will draw local and regional patrons and increase pedestrian activity in the City's center. Development under this designation could be at intensities of almost 2.0 FAR, with building heights between five and eight stories.



Future transit loop to connect Downtown with the Santa Clara Station Area.

Pedestrian connections link Downtown to the Old Quad neighborhood, the El Camino Real corridor the Santa Clara Station Area, and the University.

Enhanced intersections include special paving at crosswalks, bulb-outs, lighting and other pedestrian amenities.

Franklin Street is extended through to Jackson Street, and active uses are on the ground floor.

Vehicular through streets are established within the Downtown superblock. A public gathering space is central to the Downtown.

Streetscape improvements within the Downtown Focus Area include a signature signage, street tree and landscaping scheme.

Streetscape improvements along pedestrian connections emphasize visual continuity with a consistent street tree and signage

Legend

Land Uses Within the Focus Area

- High Density Residential
- Community Mixed Use
- Downtown Core

Urban Design Features

- Focus Area Boundary
- Potential Street
- Pedestrian Connection
- Pedestrian Orientation/ Active Street Frontage
- Enhanced Intersection
- Transition Zone
- Signature Streetscape
- Downtown / BART Transit Loop

DOWNTOWN FOCUS AREA PLAN (GENERAL PLAN)

Downtown Core development is projected to include 396 residential units and 130,000 square feet of non-residential development, excluding any space devoted to civic or public uses.

COMMUNITY MIXED USE

This classification is intended to encourage a mix of residential and commercial uses. In the Downtown Focus Area, auto-oriented uses are not appropriate and with parking behind buildings, below-grade or in structures, to ensure active street frontages. Retail, commercial and neighborhood office uses, at a minimum FAR of 0.10, are required in conjunction with residential development between 20 and 36 units per acre. The height is limited to 3 to 4 stories.

MEDIUM DENSITY RESIDENTIAL

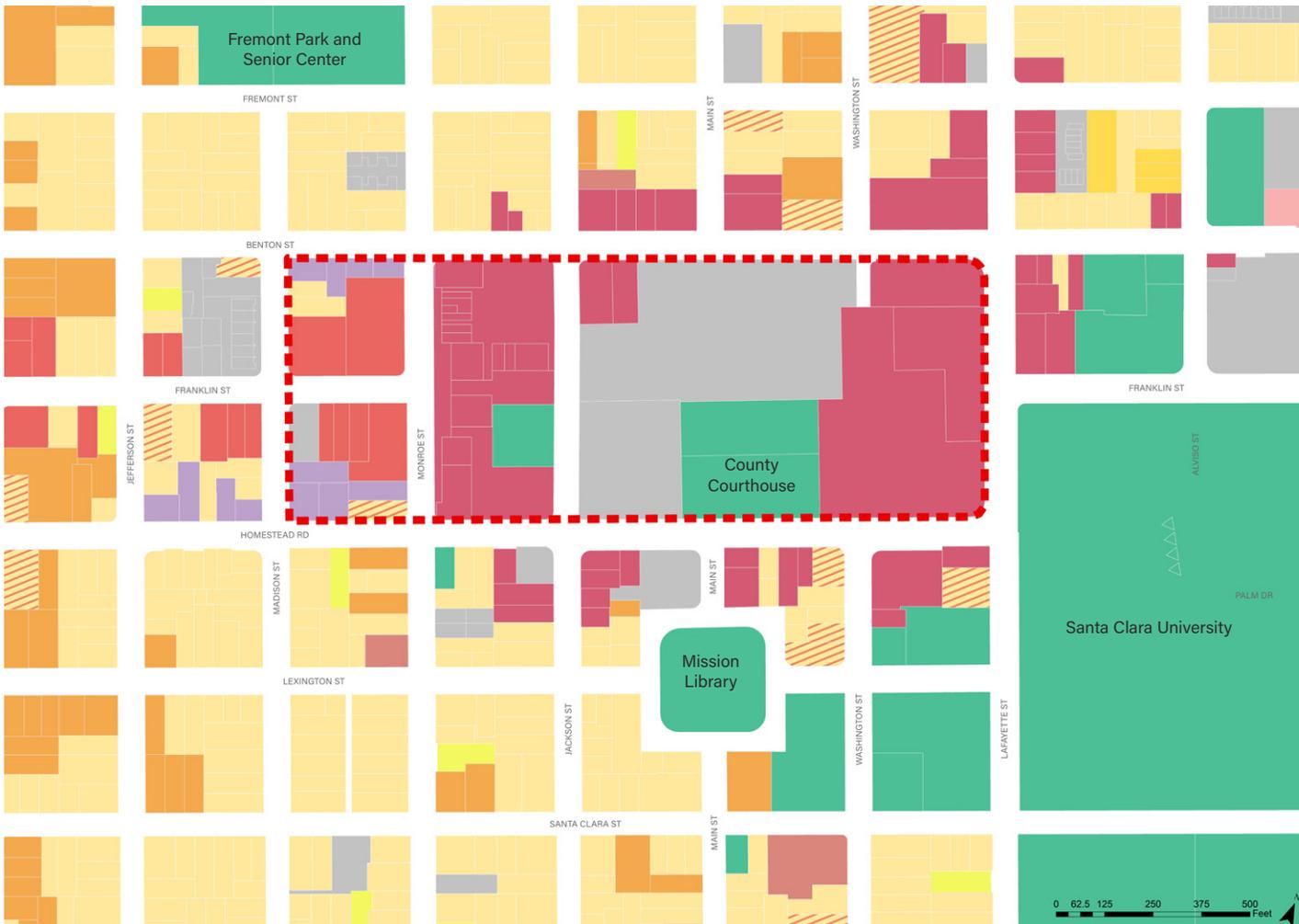
This classification is intended for residential development at densities ranging from 20 to 36 units per gross acre. Building types can include low-rise apartments, townhouses and rowhouses. It applies to the Park Central Apartments.

DOWNTOWN FOCUS AREA

The General Plan provides more detailed guidance for a Downtown Focus Area that encompasses the Downtown Precise Plan Area. General Plan guidance for this Focus Area is based on the Downtown Plan completed in 2007, envisioning a compact and walkable district with boutique shopping, restaurants, public gathering spaces and civic venues, as well as a transit loop connection to the train station and potential new street connections. The General Plan would allow 396 residential units and 129,300 square feet of non-residential development on the 8 acres zoned Downtown Core, and additional 3- and 4-stor buildings elsewhere in downtown.

The Precise Plan is an opportunity to test and revisit the vision for land use mix, building form and development capacity Downtown.

ZONING



ZONING PLAN

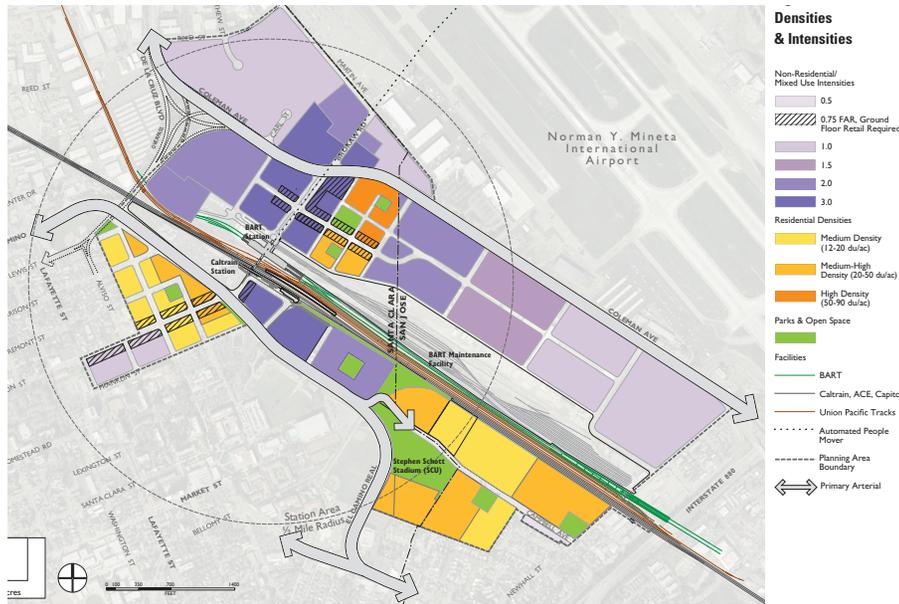


The current zoning is more granular than land use designations proposed in the General Plan for the site and its surroundings. Zoning reflects the General Plan's vision, but also appears to defer more to current use patterns.

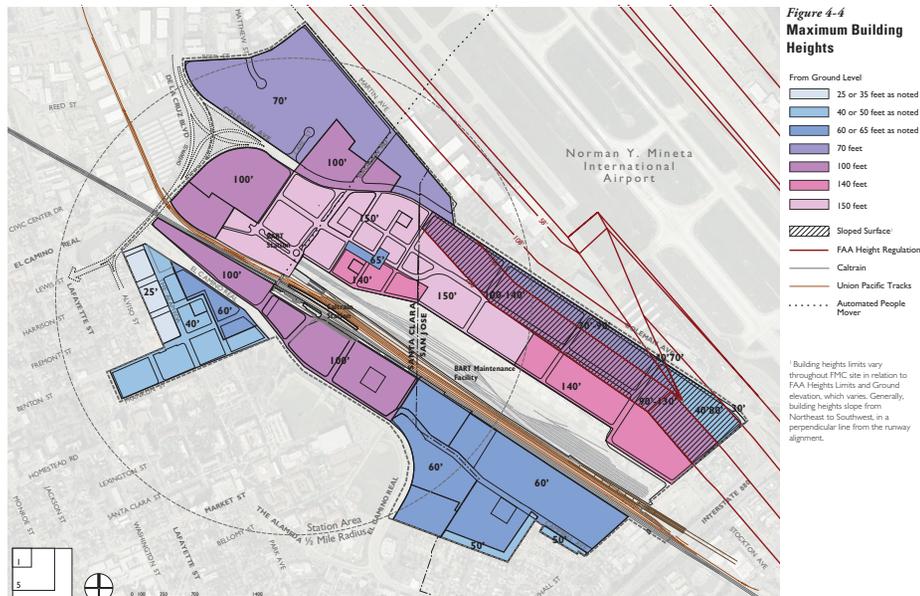
Predominant zoning districts in the Planning Area are Downtown Commercial, Planned Development, and Public/Quasi-Public. The two blocks west of Monroie Street have a different zoning palette of Community Commercial along Franklin street, General Office along Benton and Homestead, and individual parcels with Planned Development and Single-Family designations. Regulations applying to these districts are in the table on the facing page.

Use and development standards in the zoning code may be adjusted to achieve feasible development with desired character.

	Downtown Commercial	Community Commercial	Public of Quasi Public	Planned Development	General office
Intent	This zone is intended to encourage the development of a large concentration of commercial and office uses in the central business area of the City, which will provide a focal point of activity for the entire City and the surrounding areas.	This is a general shopping center zone district, which is intended to encourage organized concentration of a wide variety of retail goods and services for the community	This district is intended to provide for public, quasi-public and public park facilities as specific land use developments.	This district is intended to accommodate development that is compatible with the existing community and that Integrates uses that are not permitted to be combined in other zone districts. Utilizes imaginative planning and design concepts that would be restricted in other zone districtsSubdivides land or air space in a manner that results in units not having the required frontage on a dedicated public street Creates a community ownership project.	This district is intended to provide an environment exclusively for and conducive to the development and protection of administrative facilities and business office centers, wherein the normal development of mixed commercial uses would not be appropriate. This is a heavy employment zone bordering and contiguous to the central business area or community and regional commercial areas
Permitted use	Any of the following commercial nonmanufacturing uses or services for which a central location for convenient use by the general public is desired	The following retail business establishments, shops, and offices supplying commodities or performing services for residents of the surrounding community	Public parks without recreational facilities where there will be no evening activity or concentration of people such as a memorial site, the Civic Center Park, and other quiet park facilities which in the opinion of the Planning Commission are similar.		
Conditional use	Auditorium, arena, ice skating rink, roller skating rink, or other activity involving a large assemblage of people. Transportation terminal, such as bus station, heliport.	Any conditional use permitted in the CN or OG district, subject to the regulations set forth in this chapter. (b) Amusement or recreational enterprise, such as arcade, bowling alley, or pool hall.(c) Drive-through service facility.(d) Outdoor walk-up service facility, if located within one hundred (100) feet of a residentially zoned property or property designated as residential in the general plan.(e) Outdoor activity, display, or storage ancillary to a permitted use, such as incidental nursery display or tire, battery, or auto accessory service center. (f) Theater (indoor).	Public or private general educational facilities such as elementary, intermediate or high schools, junior colleges, and universities. This provision does not apply to single-purpose educational facilities such as "welding, dancing, and the like." Municipal and public utility facilities such as fire houses, telephone company business office, post office and the like.		Animal clinics or hospitals (not kennels). (b) Cocktail lounges, bars, taverns (intended to include any establishment serving liquor, beer, wine, or other alcoholic beverage for consumption on the premises). (c) Dancing or live entertainment. (d) Fraternity house, sorority house, dormitory, boarding house. (e) Hospitals. (f) Research laboratories, limited to investigation, analysis, testing, or experimentation only.
Lot area	6000 sqft minimum	15,00 sqft min	10000 sqft min		7000 sqft min
Lot Width	60 ft minimum	150 ft min	80 ft min		65 sqft min
Maximum height	No restrictions by city. Check FAA regulation	50 ft amx	shall not exceed that allowed in the most restrictive abutting zone district.		100 ft max
Front Yard	Not required	25ft min	15 ft min		15 ft min
Rear Yard	A rear yard is required at the rear of each lot that is adjacent at the rear of the lot to a residentially zoned property or property designated as residential in the general plan. Such rear yard shall be not less than fifteen (15) feet in depth	A rear yard is required at the rear of each lot that is adjacent at the rear of the lot to a residentially zoned property or property designated as residential in the general plan. Such rear yard shall not be less than twenty (20) feet in depth.	15 ft min		15 ft min
Interior and corner side yards	Side yards are required at each side of a lot that is adjacent at such side of the lot to a residentially zoned property or property designated as residential in the general plan. Each such side yard shall not be less than ten feet in width.				
Minimum parking requirements.	1/300 Sqft for offices, 1/200sqft for retail, 1 per three employee for Public servise office, 1/100 sqft for museum and art galleries	1/300 Sqft for offices, 1/200sqft for retail, 1 per three employee for Public servise office, 1/100 sqft for museum and art galleries	1/300 Sqft for offices, 1/200sqft for retail, 1 per three employee for Public servise office, 1/100 sqft for museum and art galleries		



SANTA CLARA STATION AREA PLAN: DENSITIES AND INTENSITIES



SANTA CLARA STATION AREA PLAN: MAXIMUM BUILDING HEIGHTS

SANTA CLARA STATION AREA SPECIFIC PLAN (2010)

The Santa Clara Station Area Plan (2010) was joint effort between VTA, the City of Santa Clara and the City of San Jose. The Plan, covering 432 acres around the Caltrain and future BART station, established a framework for higher-intensity development around this transit node.

The Plan would cluster the tallest buildings and greatest diversity of uses near the Station, on both sides of the rail lines. Medium-high and high-density residential is proposed for sites somewhat further from the station. Retail frontage is proposed on Benton Street between El Camino Real and Lafayette.

The plan also studies the new BART station and proposes a potential under-crossing south of the station linking east and west sides.

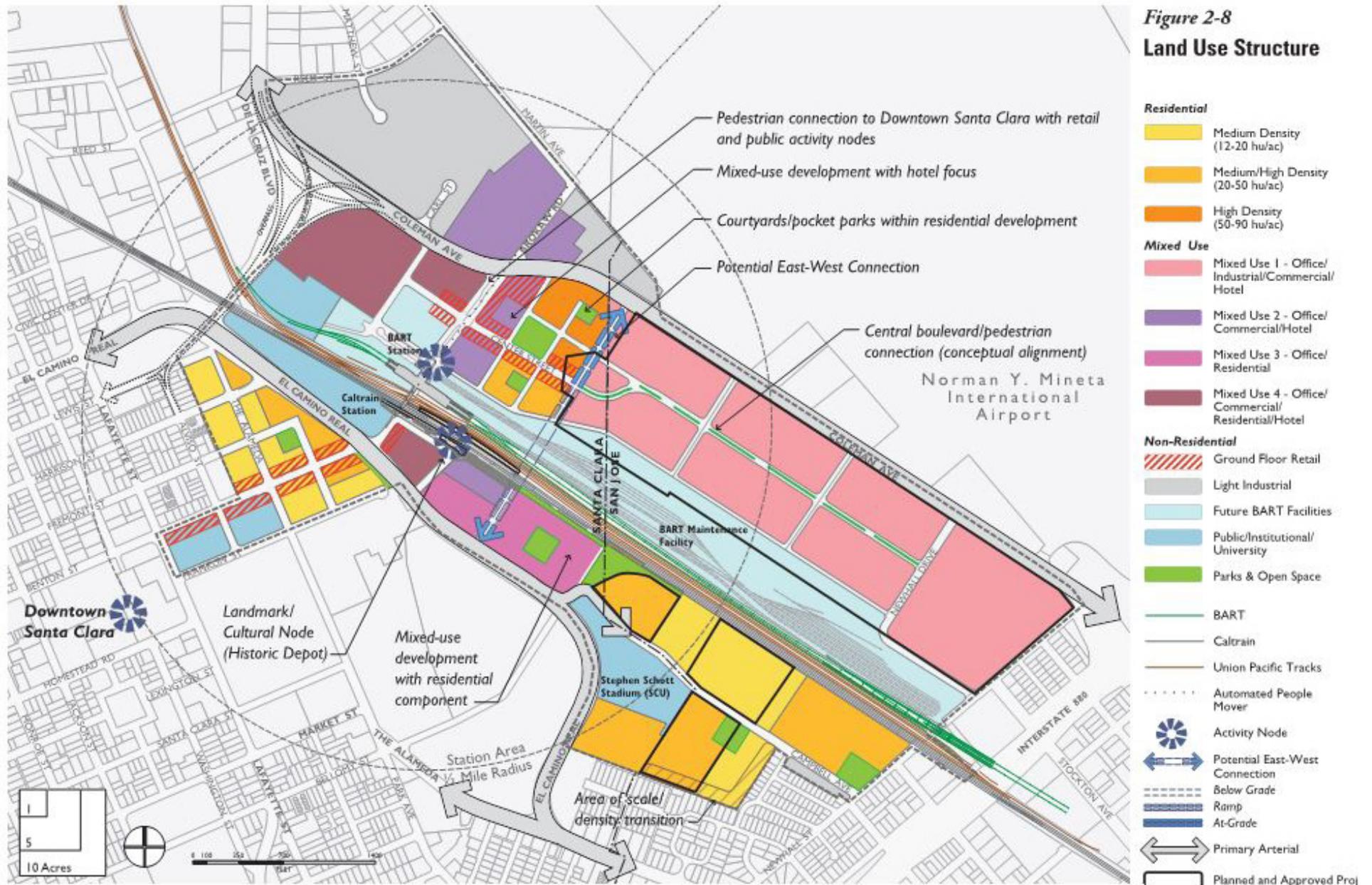
The Station Area is a Focus Area in the General Plan, with a set of policies that and a conceptual land use and circulation diagram that express the intention for transit-oriented development. This diagram is not completely consistent with the Station Area Plan.

Though the plan was not adopted, it has informed development projects in the area.

The Station Area Plan's view of Benton Street as an active street linking the Station Area to Downtown poses a challenge to reinstating Franklin as the downtown retail street, creating competition for retail.

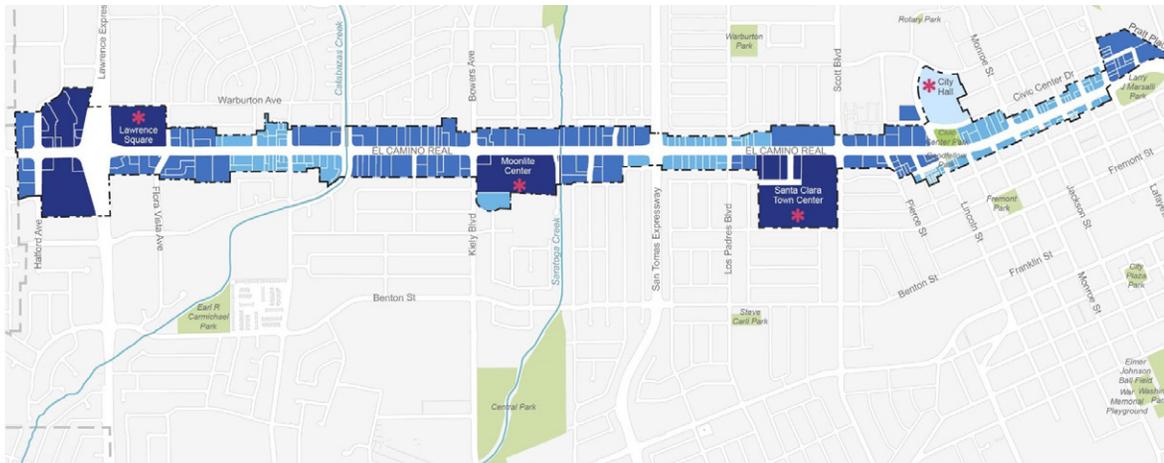
A new Station Area Plan may be prepared in the future.

The Downtown Plan should work hand-in-hand with the vision for the Station Area so the two districts support each other. This may mean rethinking elements of the Station area Plan.



SANTA CLARA STATION AREA PLAN: LAND USE STRUCTURE

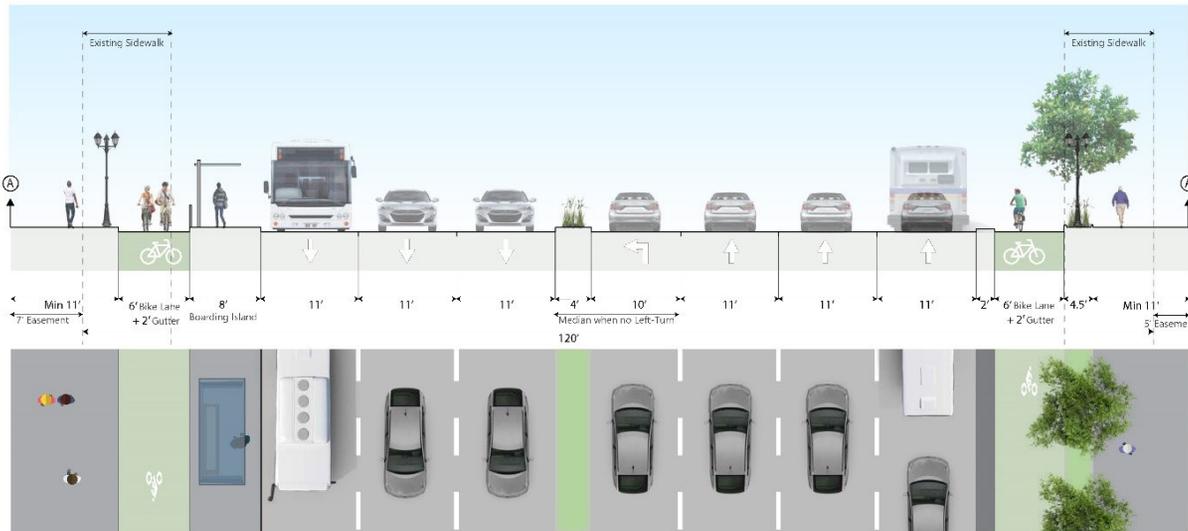
EL CAMINO REAL SPECIFIC PLAN (DRAFT)



EL CAMINO REAL SPECIFIC PLAN (DRAFT): MAXIMUM BUILDING HEIGHTS

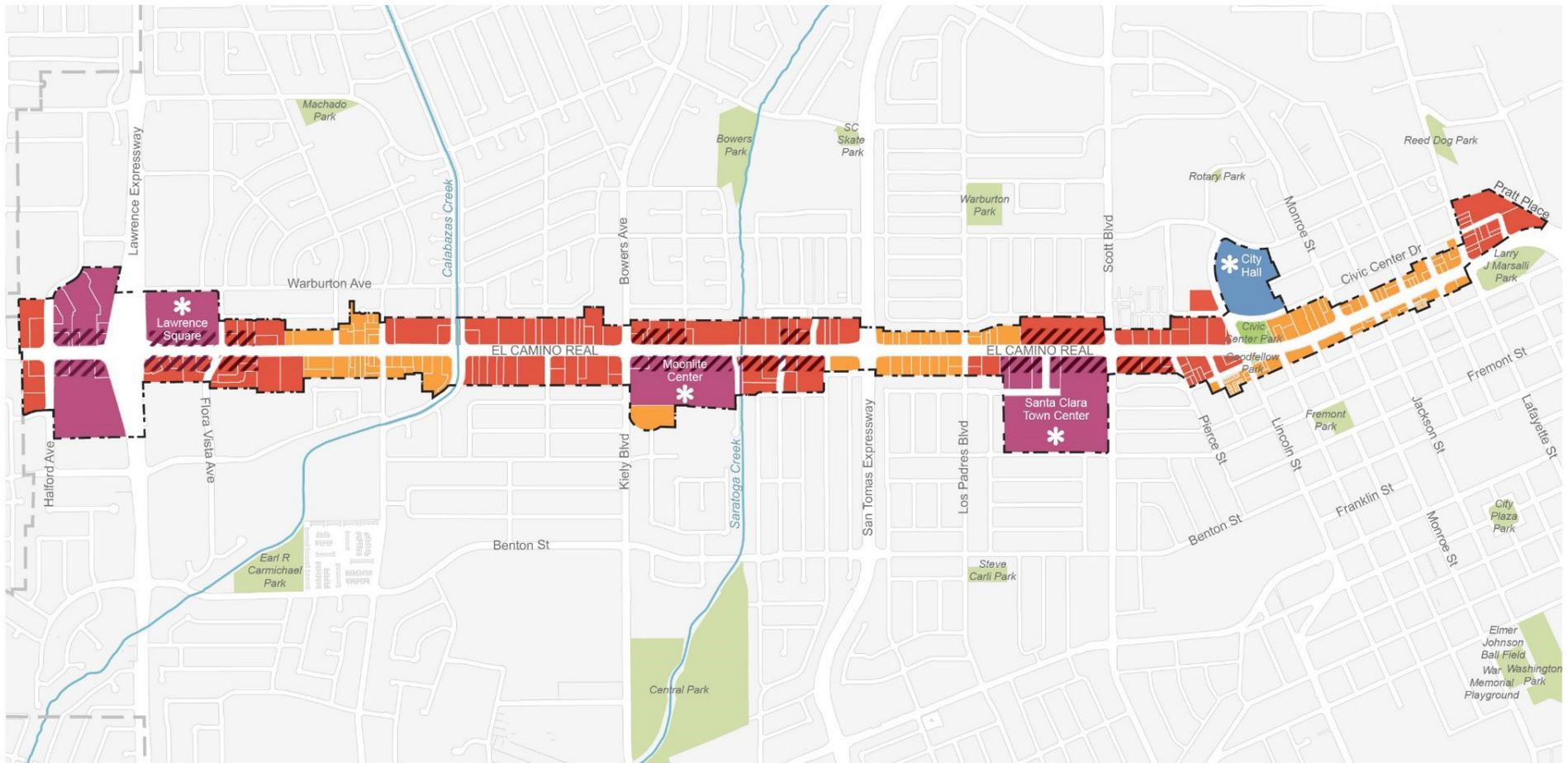
The El Camino Real Specific Plan will establish land use and development regulations for just over 250 acres along the length of the 3.2-mile corridor in Santa Clara. Currently, most of the land along the corridor is designated for retail and commercial uses.

The draft Plan proposes a residential and mixed-use corridor with 4- to 6-story buildings with ground floor retail. Regional commercial is strategically concentrated at key intersections. The Specific Plan is scheduled to be adopted in June 2020.



EL CAMINO REAL SPECIFIC PLAN (DRAFT): RIGHT-OF-WAY CONCEPT

As we plan for Downtown's future, we should anticipate that El Camino Real will become a more residential, mixed-use corridor.



Legend

- City Boundary
- Plan Boundary
- Parcels
- ✳ Landmarks
- Parks
- Creeks

Land Use Designation

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

Commercial Overlay

- Ground Floor Commercial Required

0 0.125 0.25 0.5 Miles



EL CAMINO REAL SPECIFIC PLAN (DRAFT): LAND USE



VTA PLAYBOOK

The VTA Playbook (2019) presents a starting point for a long-term, collaborative partnership between Santa Clara, San José and VTA to capitalize on the new Santa Clara BART Station.

The Playbook focuses on regional transit connectivity, recognizes the aspirations of the Santa Clara University Master Plan and sees this area as a potential site for a regional employment center. The vision in the VTA Playbook would refocus growth in the southern half of Santa Clara around the station.



Map of Santa Clara density zones. Note that the El Camino Real and Historic Downtown planning areas are included as influence areas only.

The shaded areas on this diagram represent the recommended density ranges which should be applied to all opportunity sites which occur within that zone. Opportunity sites are defined and identified in Section B of the Technical Appendix. Please note that there is no requirement or expectation that other properties which are not opportunity sites would be redeveloped, nor were these sites included in the calculations for development potential in the station area.

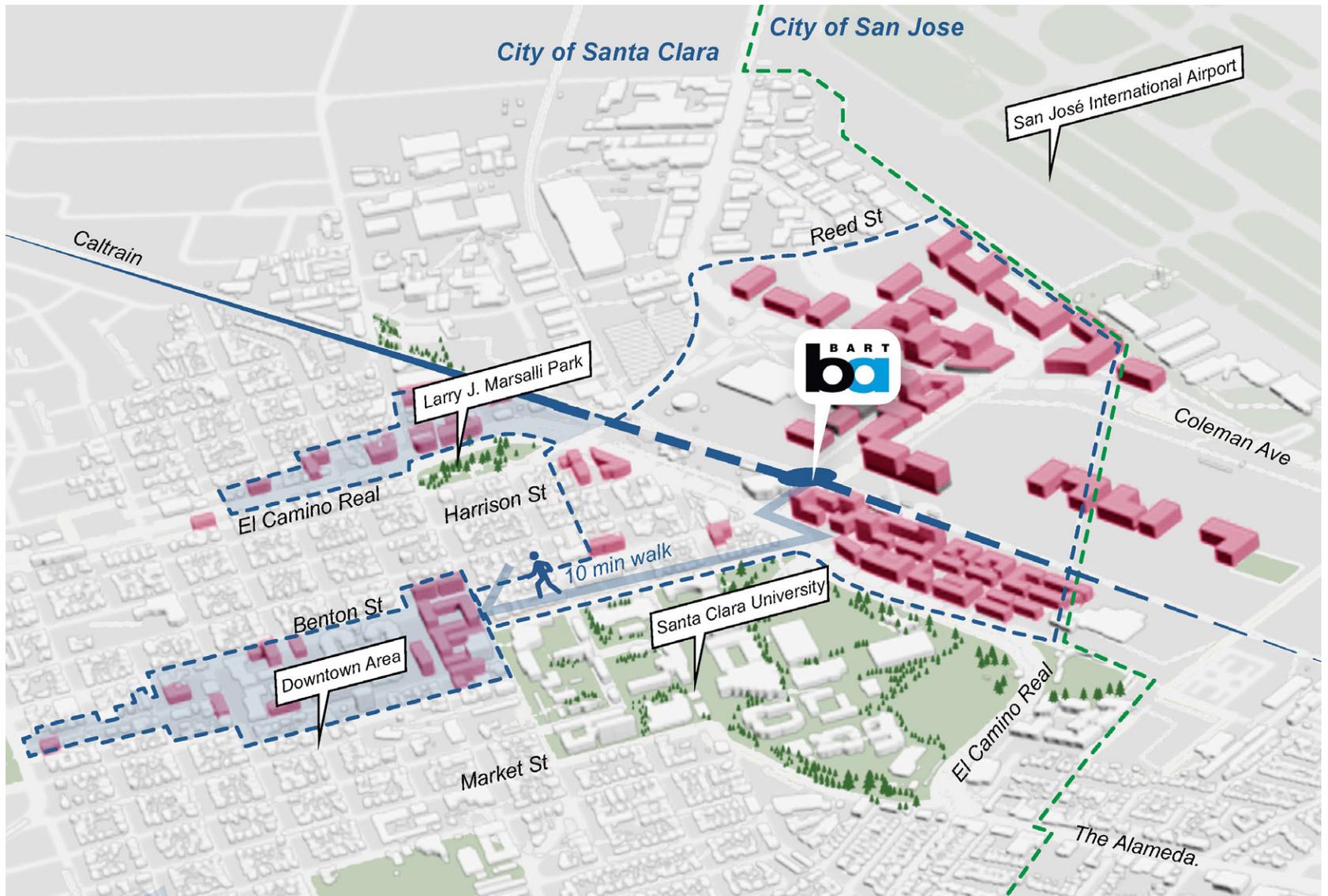
- ZONE 1:** HIGH DENSITY OFFICE & RESIDENTIAL, TRANSIT SERVING RETAIL
- ZONE 2:** MEDIUM DENSITY OFFICE & HIGH DENSITY RESIDENTIAL
- ZONE 3:** MEDIUM DENSITY RESIDENTIAL & RETAIL
- ZONE 4:** LOW DENSITY, MIGHT BE LOWER IF NEAR RESIDENTIAL AREA
- HEIGHT RESTRICTION**

	Residential	Office
ZONE 1	 METRICS Use Type: Residential Height*: Min 85' / Max 155' Stories: 8 - 15 Ground floor: Wrapped Parking or active use	 METRICS Use Type: Office Height*: Min 90' / Max 155' Stories: 6 - 11 Ground floor: Wrapped Parking or active use
ZONE 2 & 3	 METRICS Use Type: Residential Height*: Min 85' / Max 85' Stories: 5 - 8 Ground floor: Wrapped Parking or active use	 METRICS Use Type: Office Height*: Min 45' / Max 90' Stories: 3 - 6 Ground floor: Wrapped Parking or active use
ZONE 4	 METRICS Use Type: Residential Height*: Min 60' / Max 85' Stories: 5 - 8 Ground floor: Wrapped Parking or active use	 METRICS Use Type: Office Height*: Min 45' / Max 90' Stories: 3 - 6 Ground floor: Wrapped Parking or active use

* Zone 1 and 2 maximum heights reflect FAA height restrictions. Zone 3 and 4 reflect sensitivities to adjacent single family neighborhoods.

Matrix of Santa Clara Station Area density zones

There is much to do to ensure that the arrival of the BART station leads to realizing the community's vision of creating a transit-oriented community.



VTA PLAYBOOK
DISTRICT
SUMMARY
DIAGRAM

 Priority Development Areas (PDAs) as identified by the Metropolitan Transportation Commission (MTC).

 Potential Development  Areas with concurrent Precise Plans



SCU MASTER PLAN 2016

A DEVELOPING CAMPUS

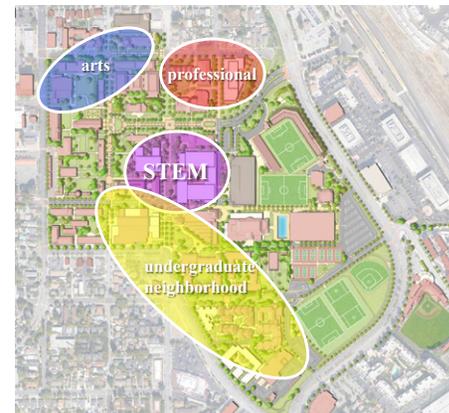
Edward M. Dowd Art and Art History Building – Completed

Charney Hall of Law – Completed

Sobrato Campus for Innovation and Discovery - Under Construction

Finn Residence Hall - Under Construction

Renovation of Benson Memorial Center Basement - In Design.



SANTA CLARA UNIVERSITY MASTER PLAN

Santa Clara University adopted a 5-year capital improvement Master Plan in July 2016 to sustain a physical environment that supports the University's initiatives for a community of scholars, integrated education and effective use of resources. Significant development and construction have followed. Key projects and their status as of December 2019 are shown here.

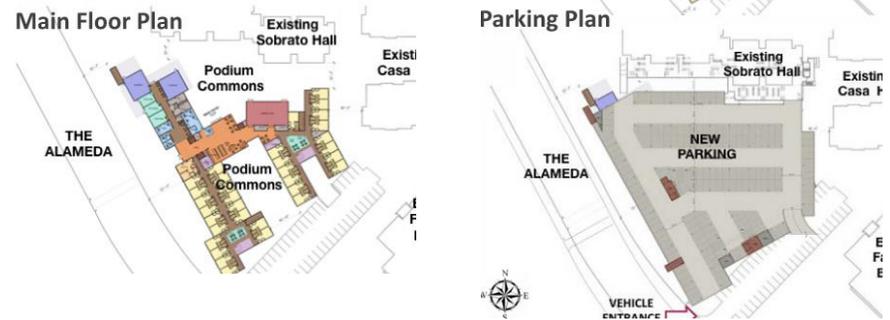
Creating a cohesive urban fabric and complementary programming between downtown and the university will be key for the success for both.

View 4: From East end of Franklin Street



Charney Hall

The Howard S. and Alida S. Charney Hall is the new home to Santa Clara University's School of Law. This facility has 96,000 square feet of classroom, office, study and library space. The building is located east of Lucas Hall, Leavey School of Business, and creates a professional partnership between these two programs.



Finn Residence Hall

Finn Residence Hall is located at the south end of campus adjacent to Sobrato Hall. This residence opened for the 2019-2020 academic year. This facility has mini-suite style rooms for the students and 1-2 bedroom apartments for staff members. Amenities such as kitchens, living rooms and study spaces are on each floor as well as a large multi-purpose room and recreational space to round out this student influenced design.



The Sobrato Campus for Discovery and Innovation will create classrooms, labs, research, study and office space for the School of Engineering and the College of Arts and Science. This complex will bring together multiple departments to create a collaborative learning environment where students and faculty alike can benefit from the expertise of their peers. This 270,000 squarefoot building will be built on the site of the previous engineering and law buildings with a 4-story wing on the east side and 3-story wings on the north and south. The courtyard in the middle will open up towards Heafey Hall and Bergin Hall to create an interconnection between all of the STEM facilities.

The Sobrato Campus For Discovery and Innovation

Stem Complex



The Stephen C. and Patricia A. Schott Athletic Excellence Center will be built adjacent to the Leavey Center and the Degheri Tennis Center. The 50,000 square foot, two-story Athletic Excellence Center will provide dedicated space for SCU's Division I student-athletes to work out, train, practice, eat, and study together. It will also provide additional facility options for events and for all students participating in club and intramural sports. It will feature two practice gymnasiums; a 9,000-square-foot Bronco Bench Foundation Sports Performance Center; a 4,200-square-foot Stevens Academic Center with study rooms and computer space; a nutrition station; and an 8,000-square-foot sports medicine center.

The Stephen C. and Patricia A. Schott Athletic Excellence Center

Athletics Excellence Center



Franklin Street East of Lafayette

To better connect the campus facilities, Franklin Street, from Alviso Street to the Alameda, has been converted to a pedestrian mall. This project connected the buildings north of Franklin Street to the rest of the campus. This conversion better integrates the Edward M. Dowd Art and Art History building as well as the Jesuit Residence Community with the rest of the Santa Clara University campus.



DEVELOPMENT PROJECTS

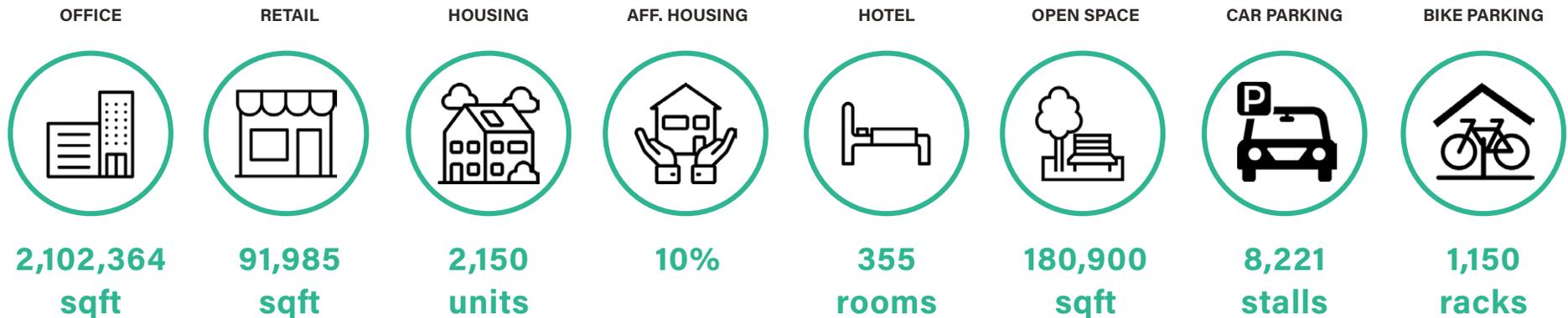
The intense demand for housing and the planned extension of BART and electrification of Caltrain service have created the momentum for private development in the immediate vicinity of what will become a regional transit hub. Projects in the development pipeline are profiled in this and the following pages.

The Precise Plan will recognize the effect planned development will have on the downtown context--and may be able to influence outcomes .



DEVELOPMENT UNDERWAY

Planned Development in the Vicinity

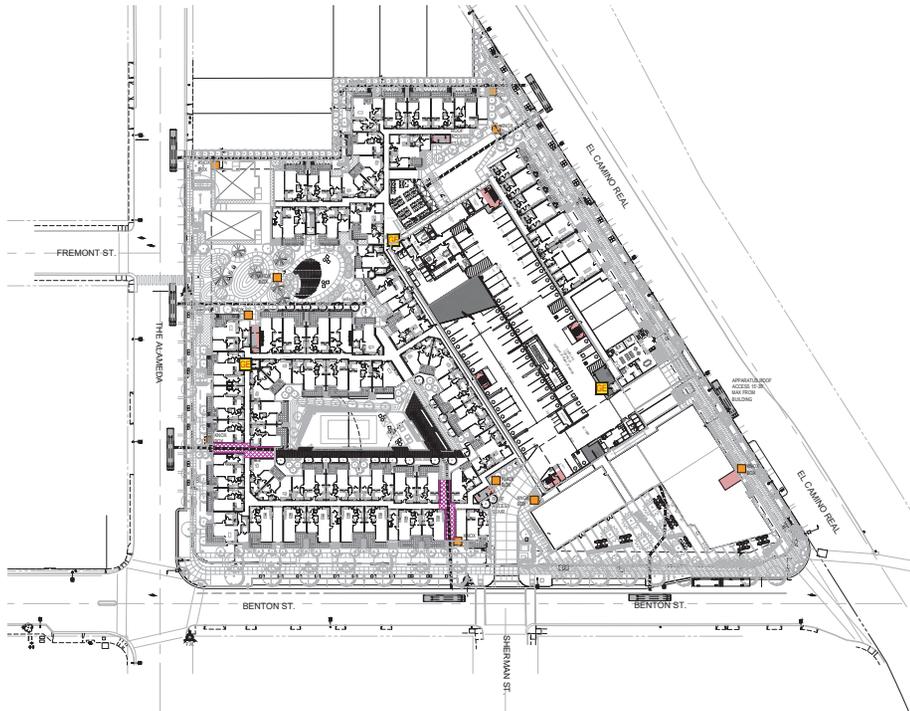




1 EL CAMINO MIXED-USE

Developer: Prometheus
 Project Address: 575 Benton Street, Santa Clara
 Project Type: Housing Mixed Use
 Zoning Designation: -
 Project Stage in Dec 2019: Under Construction

Site Area: 250,291 sqft
 Building GSF: 476,113 sqft
 Parking Structure GSF: 290,962 sqft
 Site Coverage: 60.90%
 Density: 61.7 DU/AC
 Max Building Heights: 86'
 Office (live work): 2,364 sqft
 Retail: 19,985
 Civic and Cultural: -
 Market Rate Units: 355
 Affordable Units: -10% of total unit built offsite.
 Public Open space: 6,210 sqft
 Parking Ratio: Housing is 1.5/units and retail is 4/1000 sqft
 Parking Stalls: 650
 Bicycle Parking: 250
 Construction type: -





2 GATEWAY CROSSING

Developer: Hunter Storm

Project Address: 1205 Coleman Ave, 328 Brokaw Road, 340 Brokaw Road, 400 Brokaw Road, Santa Clara

Project Type: Very High Density Residential

Zoning Designation: Very High Density Residential/ Station Area Plan

Project Stage in December 2019: Approved

Site Area: 1,036,778 sq. ft.

Building GSF: 2,134,440 sq. ft.

Parking Structure GSF:

Site Coverage:

Density: 73.13 units per acre

Max Building Heights:

Office (Live/Work):

Retail: 45,000 sq. ft.

Civic and Cultural: 225 Room Hotel

Market Rate Units: 1,565

Affordable Units: 10% on site

Public Open space: 108,900 sq. ft.

Parking Ratio: 1.27/unit & 5/1,000 sq. ft. retail

Parking Stalls: 2,420

Bicycle Parking: 909

Construction type:





3 VTA /CITY PROPOSED MIXED USE

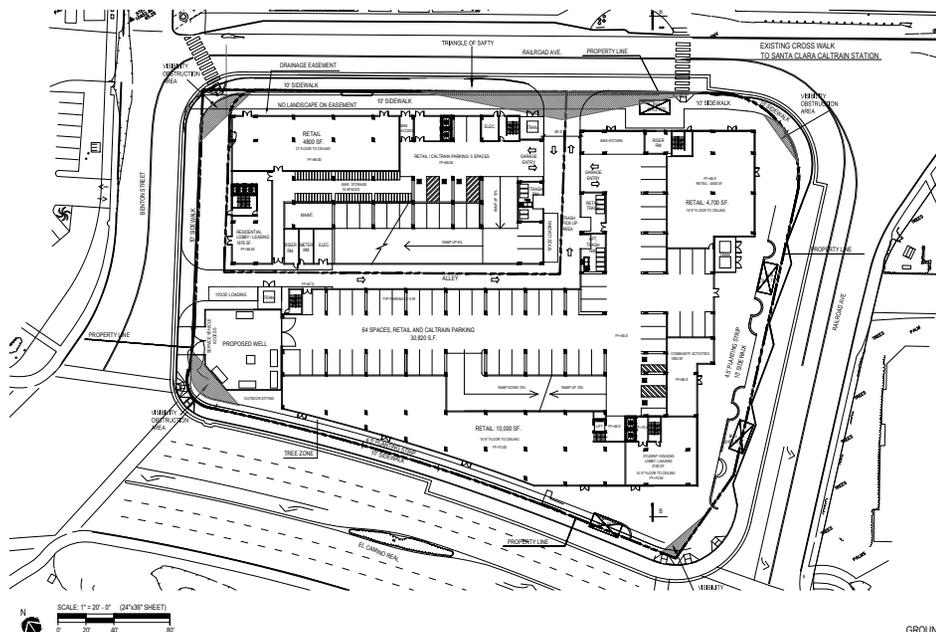
Developer: Republic Properties
 Project Address: 501 Benton Street, Santa Clara
 Residential Mixed-Use

Project Type: Santa Clara Station Very High Density
 Zoning Designation: Very High Density Residential/ Station Area Plan

Project Stage in December 2019: Planning

PROJECT DETAILS:

- Site Area: 120,661 sq. ft.
- Building GSF:
- Parking Structure GSF:
- Site Coverage:
- Density:
- Max Building Heights: 7 and 8 story
- Office:
- Retail: 19,500 sq. ft.
- Civic and Cultural:
- Market Rate Units: 230
- Affordable Units:
- Public Open space:
- Parking Ratio: 0.5/unit
- Parking Stalls: 316
- Bicycle Parking:
- Construction type: Type III



GROUND



4 COLEMAN HIGHLINE SAN JOSE

Developer: Hunter Storm & CBRE
 Project Address:
 Project Type: Office Mixed Use
 Zoning Designation:
 Project Stage in Dec 2019: Approved and Phase 1 Construction

PROJECT DETAILS:

Site Area:
 Building GSF:
 Parking Structure GSF:
 Site Coverage:
 Density:
 Max Building Heights: 6 storeys
 Office (live work) 2,100,000 sq. ft.
 Retail: 7,500 sq. ft.
 Civic and Cultural: 175 room hotel
 Market Rate Units:
 Affordable Units:
 Public Open space:
 Parking Ratio: 3.2/1000 sqft
 Parking Stalls: 4835
 Bicycle Parking:
 Construction type:

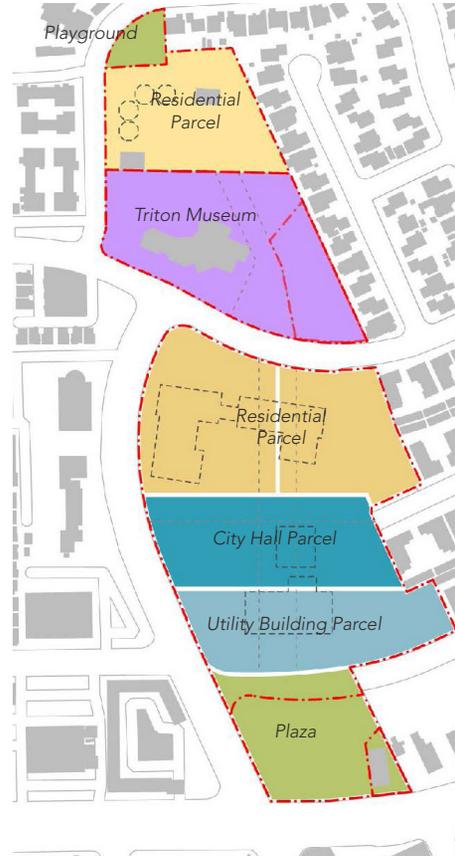
MIXED-USE COMMUNITY

Office
 Amenities
 Residential
 Parking
 Hotel
 Santa Clara Station:
Caltrain, ACE, Amtrak Capitol Corridor,
 VIA, 10 Airport Flyer, Future BART Station





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



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

LEGEND

-  Project Area Boundary
-  Triton Museum Area
-  City Hall
-  Office Building
-  Office Building
-  Office Building
-  Office Building (Vacated/Non-Building Code Compliant)
-  Triton Museum of Art
-  Headen-Inman House
-  Jamison-Brown House
-  Rotary Park
-  Civic Center Park

CIVIC CENTER STUDY

The City has hired Smith Group to consult on the Civic Center Concept Plan and Utility Building Project. The 19-acre site is within 1/2 mile of Downtown, north of El Camino Real. The current Civic Center was built in 1960. Since then the city has seen incredible growth and so has the need to expand City operations. Managing this growth has been challenging, and existing buildings are now at capacity..

The scope of the Civic Center Concept Plan and Utility Building Project includes financial feasibility analysis, comprehensive community engagement, market analysis and architectural & space planning. It is planned to be completed by 2021.

Many residents see this as an opportunity to move certain Civic Center elements downtown, and to leverage the potential value of the Civic Center site to support Downtown development.

Santa Clara’s need for more civic space could be an opportunity to move certain functions downtown, or to leverage the value of the Civic Center site to support Downtown development.



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06.

MARKET

GROWTH TRENDS AND REAL ESTATE FACTORS

The City of Santa Clara is seeking a Precise Plan that reflects economic reality. This Economics Chapter considers growth trends and real estate market factors that inform planning for new development downtown. These existing conditions are first-stage economic data to support planning efforts. In the future, the planning team will identify real estate development prototypes for downtown, and financial feasibility analysis will consider whether these potential new projects are financially viable and likely to promote redevelopment.

FINDINGS

The City of Santa Clara has evolved notably in recent years, with a dramatic economic expansion that has significantly outpaced local population growth. The City of Santa Clara is home to over 117,000 jobs. Employment in the city increased by 26 percent between 2010 and 2017, while population increased by 11 percent and housing stock by just 7 percent. Over 90 percent of jobs in Santa Clara are filled by workers who commute in. This pattern of growth is consistent with nearby jurisdictions and

Silicon Valley overall in recent years. Technology companies and supporting economic activities have boomed while housing production has not kept pace.

Although Santa Clara historically has been suburban in its built form, recent economic growth and associated real estate appreciation has intensified high-density housing production. Now a City of nearly 130,000 residents, Santa Clara has been increasingly urbanized for decades. Permitting activity dating back to the early 1980s reveals that for over almost 40 years housing growth has been primarily in multifamily developments. The trend has continued in the current growth cycle, with nearly 80 percent of new housing permits in the city contained within multifamily structures. Today, the majority of housing in Santa Clara is apartments and condominiums. New projects have been relatively dense, achieving greater than 50 units to the acre with structured parking in above-ground and subterranean formats. Some new housing developments have been built on small sites, though projects generally benefit from scale. The market

has embraced the high-density formats and even with over 3,000 units delivered since 2010, vacancy has remained low due to strong leasing activity. New housing projects have been well distributed, including downtown. Overall, the market for new housing appears healthy and the market potential for new housing downtown is positive.

Santa Clara's economic performance and competitive market position is strong, with strong demand for office space fueled by the high-tech sectors of Silicon Valley. Since 2010, Santa Clara has added over 24,000 jobs, largely driven by growth in the technology-driven sectors. Applied Materials, Intel, and Avaya are top employers in the City. Real estate development activity in Santa Clara has delivered over 6.5 million square feet of office space in 35 buildings since 2010. With the addition of over three million square feet in 2017 alone, the market appears well supplied. Office vacancy in 2019 is over 12 percent, with nearly two million square feet available, and 450,000 square feet of new office projects under construc-

tion. Office development in the city has been primarily large-format Class A buildings, with stronger tenant demand and willingness to pay for these products. Additionally, office development has clustered around the major highway access points, with no examples of new office development within or near downtown. Office development downtown likely will require the introduction of new, boutique office concepts that are not yet well proven in Santa Clara.

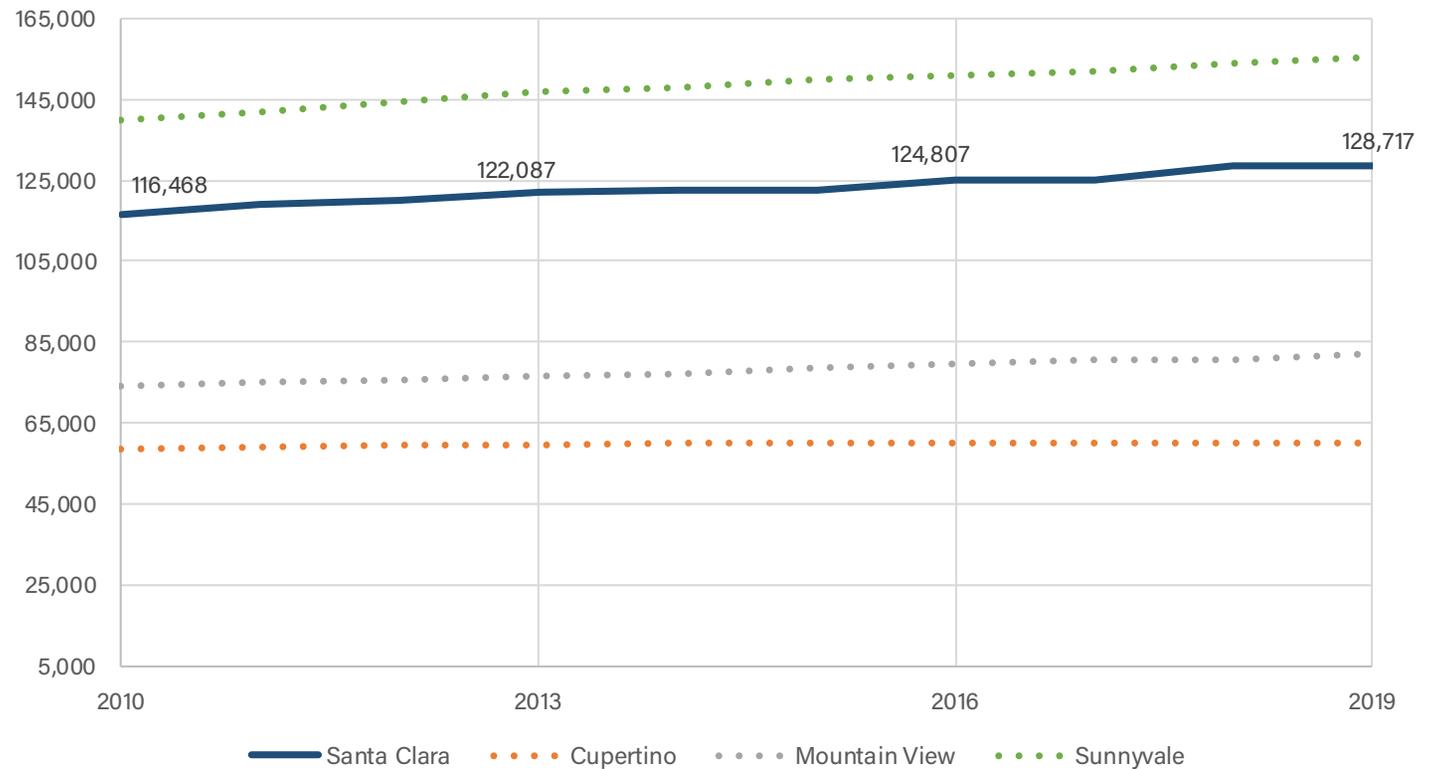
Retail development has been minimal, largely owing to regional competition and national shopping trends that are negatively affecting brick-and-mortar retailers. Despite planning for major new retail development in Santa Clara, only about 425,000 square feet of new retail space has been built in the City since 2010. In fact, there is less retail space in the City now than in 2008. With so little new supply, vacancy in the local market has remained low. However, lease rates have not appreciated measurably in recent years, a sign that the market is well served by existing retail stock. Despite the challenges of new retail

development, unique retail concepts that outcompete or complement the existing marketplace may be viable. Planning for new retail downtown should rely on retail sparingly, with this use focused in busy, visible locations that will benefit from the added street-level vibrancy generated by new retail.

POPULATION

Over the last decade Santa Clara has seen modest population growth, in line with neighboring jurisdictions, with the exception of Cupertino. An anomaly, Cupertino experienced the lowest growth rate of all cities in Santa Clara County, growing by only 3 percent since 2010. All other cities considered in this analysis have grown by roughly 11 percent since 2010. Population growth is stable, with average annual growth rates for Santa Clara, Mountain View, and Sunnyvale at 1.1 percent.

TOTAL POPULATION BY CITY



Source: California Department of Finance; Economic & Planning Systems

Absolute growth since 2010:

Santa Clara: 12,249

Cupertino: 1,577

Mountain View: 7,926

Sunnyvale: 15,486

EMPLOYMENT

Santa Clara's significant employment base is stable and growing. Adding nearly twice as many new employees as new residents since 2010, annual job growth has outpaced annual population growth for the past decade.

New jobs added since 2010:

Santa Clara: 24,000

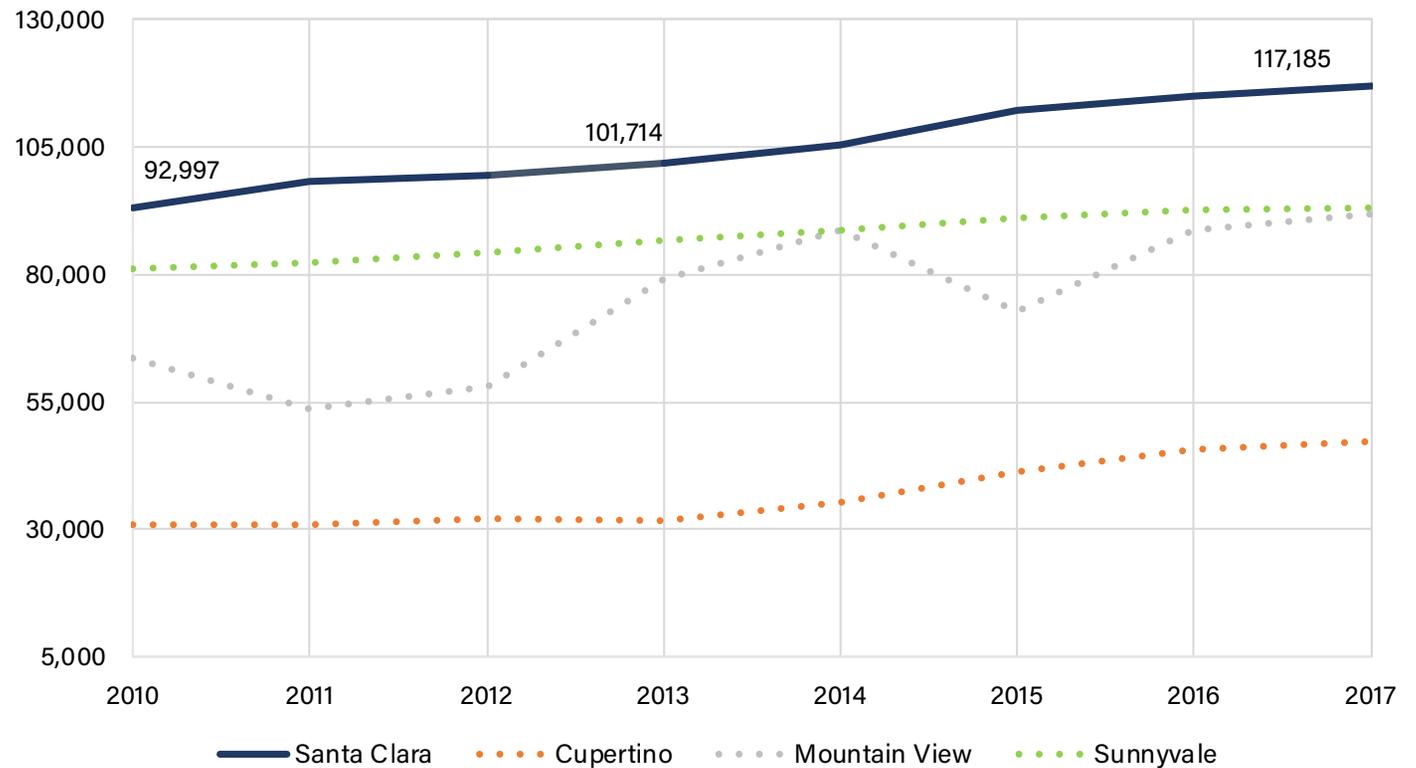
Cupertino: 16,000

Mountain View: 28,000

Sunnyvale: 12,000

Home to a number of semiconductor manufacturing firms, including Intel Corporation, Santa Clara's economy continues to be fueled by science and technology-related business. The dominant industry is Manufacturing, followed by Professional Services and Administration/Support. While Manufacturing jobs have been stable, Professional Services jobs are growing as a share of total employment in Santa Clara. With 28,502 jobs, Manufacturing constituted 31 percent of all jobs in 2010, increasing to 29,431 job, but constituting only 25 percent of employment by 2017. Professional Services jobs represented 14 percent of all jobs in 2010, and 19 percent of all jobs by 2017.

TOTAL EMPLOYMENT BY CITY



Source: US Census Bureau, Longitudinal Employer-Household Dynamics; Economic & Planning Systems

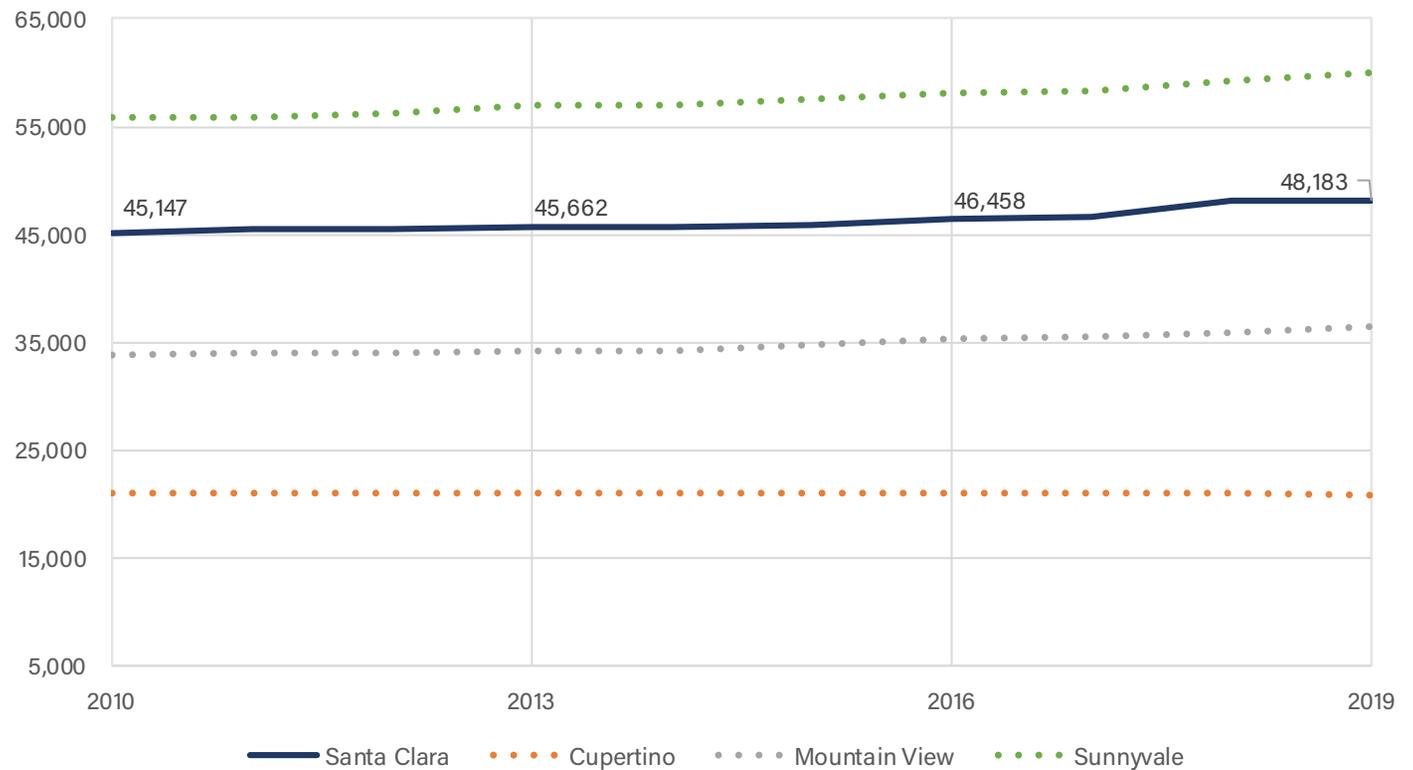
REAL ESTATE MARKET OVERVIEW: RESIDENTIAL

The statewide housing shortage has had magnified effects in Silicon Valley. The influx of jobs and investment without a commensurate increase in housing supply, has led to lengthy commutes and a constrained talent supply for local businesses. The housing inventory for all cities considered has grown by roughly 7 percent since 2010, except in Cupertino. Despite this increase, housing development in Santa Clara has not kept pace with the city’s population growth (11 percent increase) or the increase in jobs (26 percent) since 2010. However, compared to its neighbors Santa Clara has a healthy jobs-housing balance of 1.83 jobs for every employed resident.

While Santa Clara has increasingly offered high-density housing, the ongoing economic activity in Silicon Valley and additional jobs in Santa Clara have intensified the need for housing at a local and regional scale. In the last decade, Santa Clara has added over 3,000 units in multifamily rental projects. High rental rates and consistently low vacancy suggest the market can accommodate additional high-density residential uses.

New units since 2010:
 Santa Clara: 3,036
 Cupertino: (5)
 Mountain View: 2,541
 Sunnyvale: 4,162

ALL HOUSING UNITS (FOR SALE AND RENTAL)



Source: California Department of Finance; Economic & Planning Systems

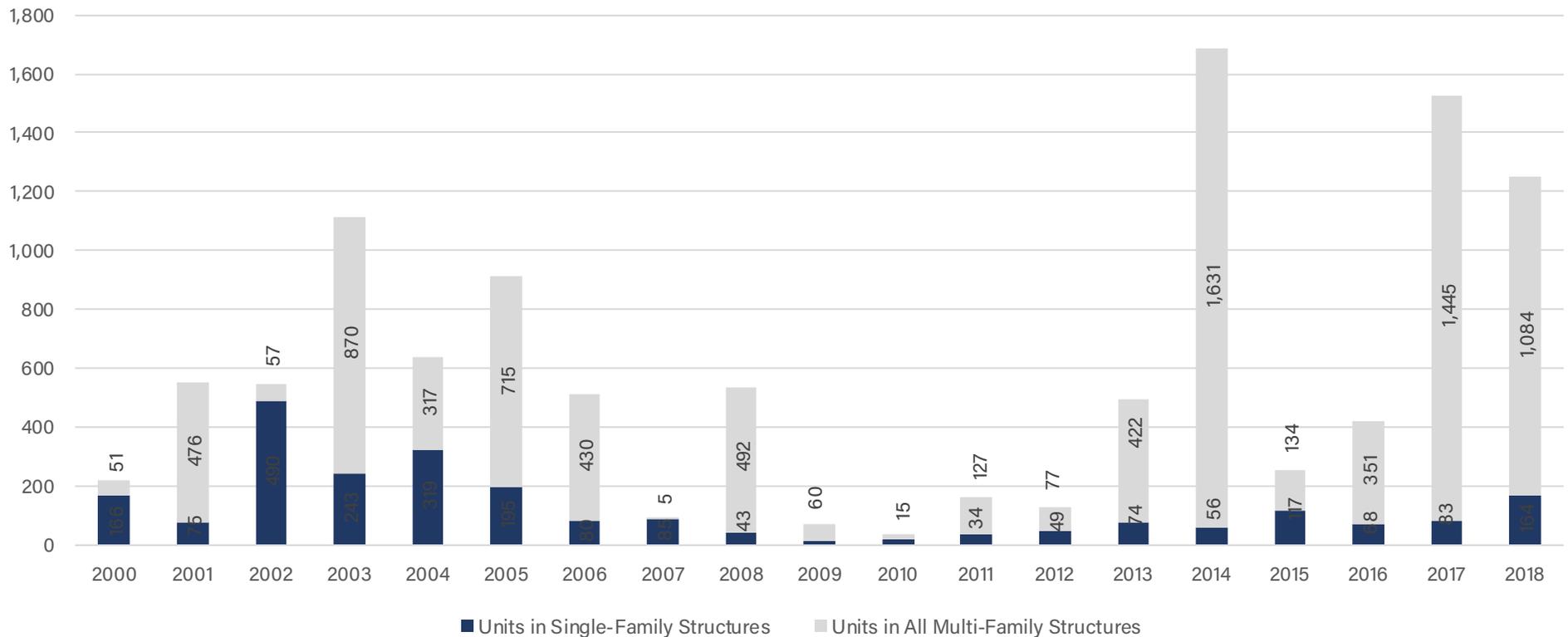
BUILDING PERMITS

In Santa Clara County, residential building permits increased sharply after the 2008 recession. The City of Santa Clara has contributed substantially to the County's development of new housing, issuing building permits for nearly 6,000 new units since 2010 and delivering 3,000 units in the same period. Although the city historically has been

suburban in its built form, permitting activity dating back to the early 1980s reveals that for over almost 40 years housing growth has been primarily in multifamily developments. By 2019 the citywide housing inventory was evenly split 50/50 between single and multifamily units. Moreover, the great majority of multifamily development taking place

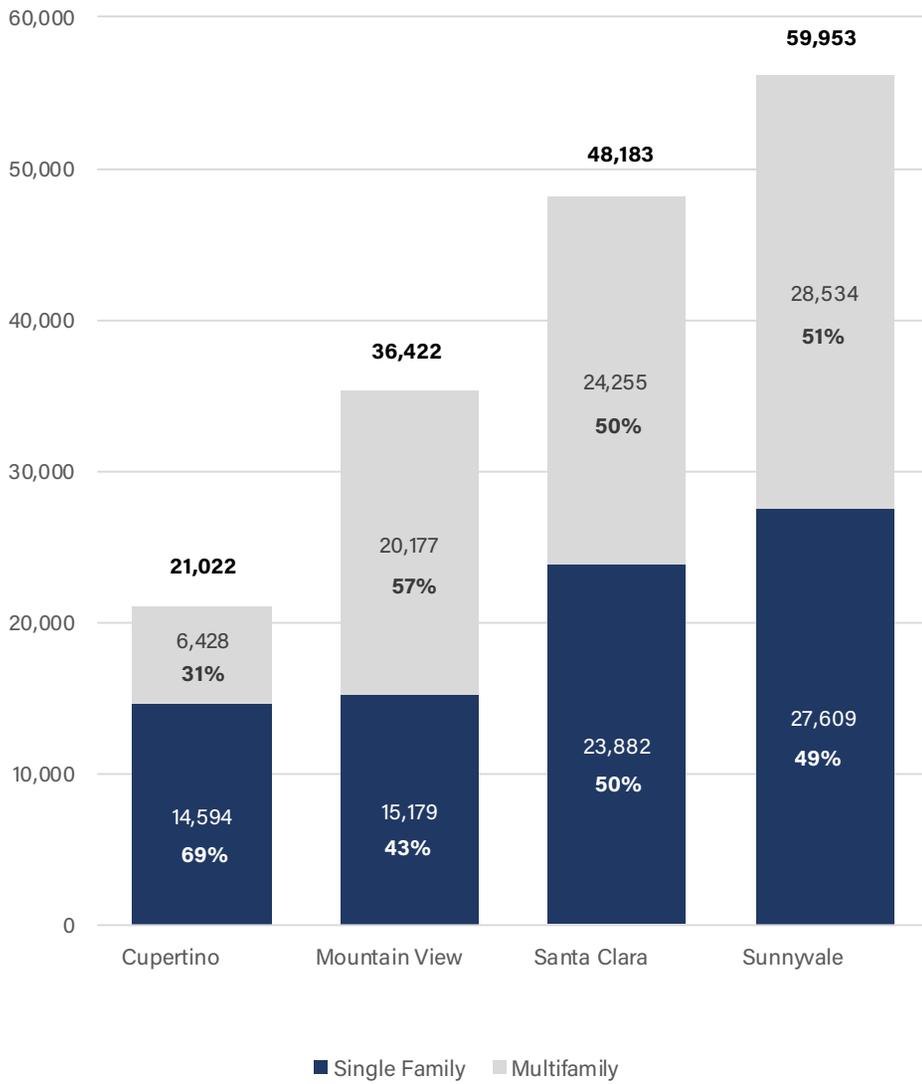
is high density, large format. Nearly 80 percent of existing multifamily units are in buildings with over five units.

NUMBER OF BUILDING PERMITS



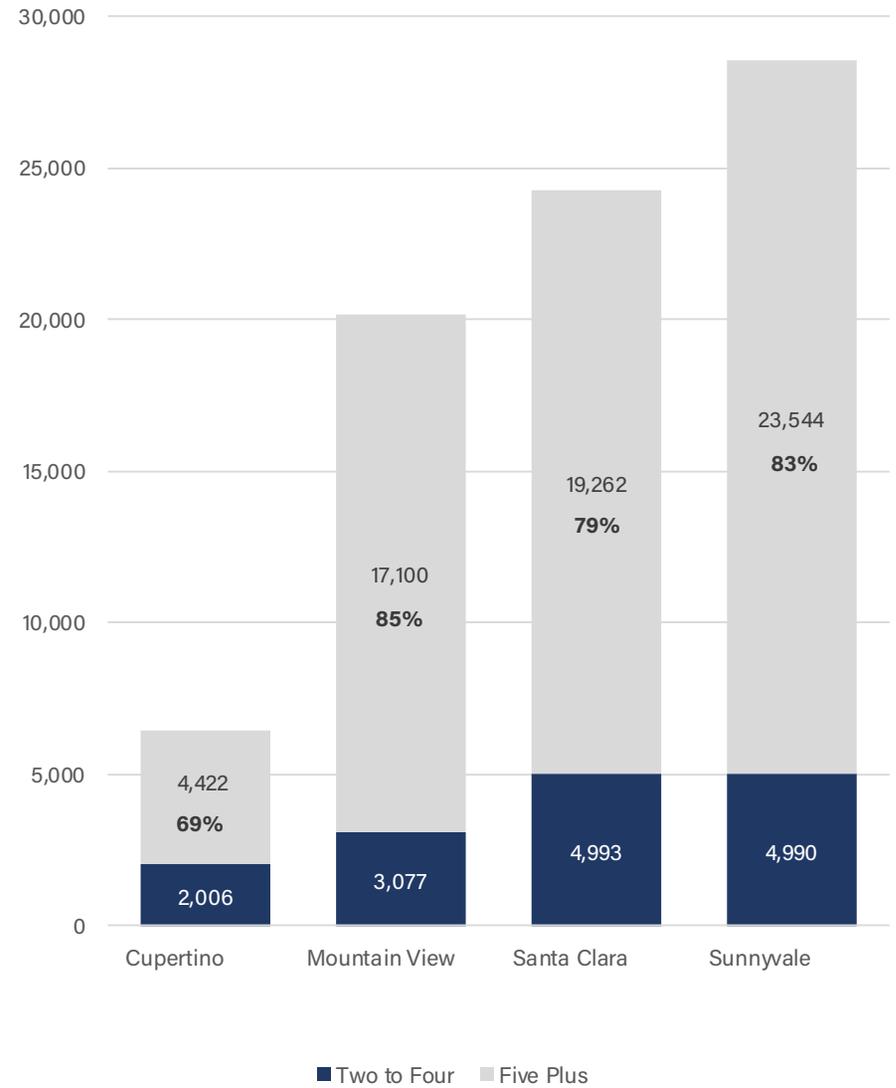
Source: SOCDs, Department of Housing and Urban Development; Economic & Planning Systems

ALL HOUSING UNITS, 2019



Source: California Department of Finance; Economic & Planning Systems

MULTIFAMILY UNITS, 2019



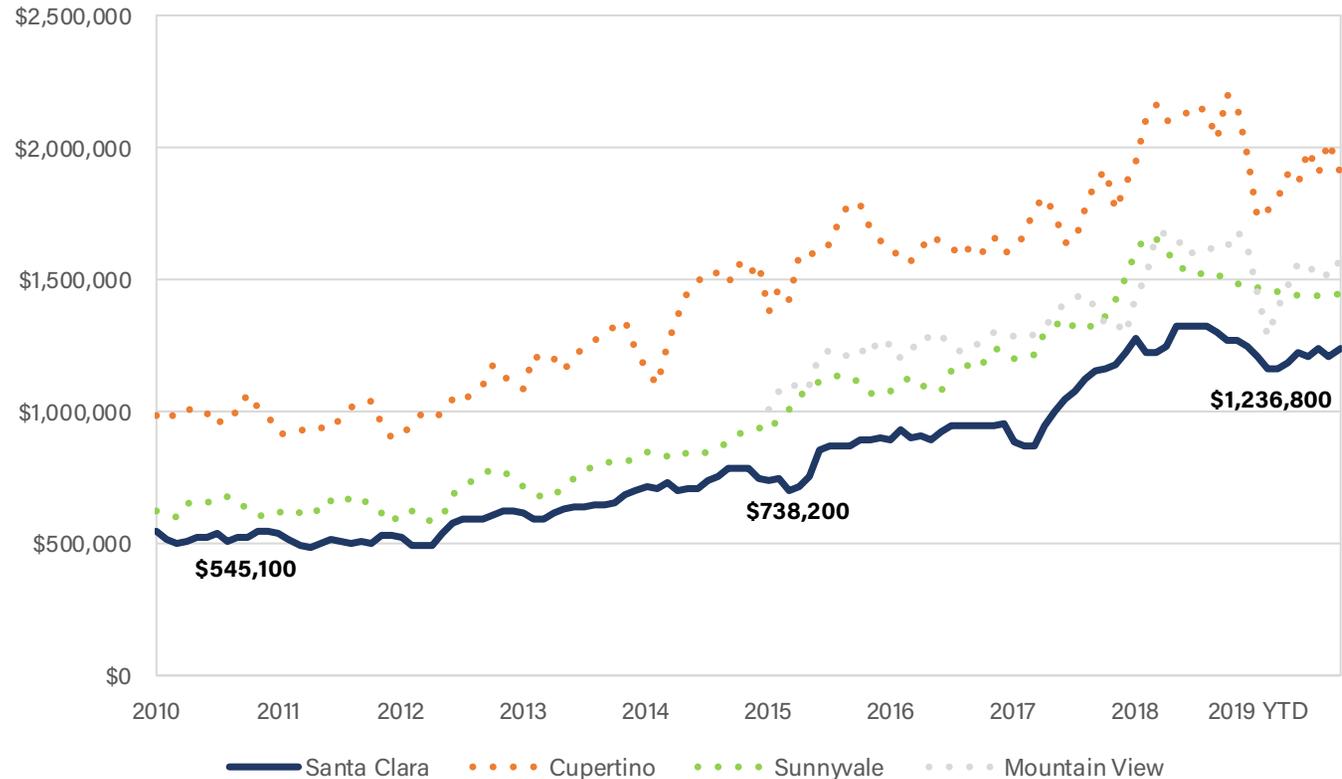
Source: California Department of Finance; Economic & Planning Systems

MEDIAN SALE PRICES

A statewide housing shortage has put upward pressure on home sales prices, with a tremendous run-up in value between 2010 and early 2018 when sale prices began to plateau. In Santa Clara the median sale price is currently about \$1.2 million, up nearly 160 percent from the 2009 recessionary low of \$480,000.

New housing in Santa Clara has included multifamily for-sale units. Within the Precise Plan area, a 44-unit condominium development was delivered in 2019, the brand new Downtown Gateway (as seen in the Project Profiles section). These condominiums sold for an average \$1,103,000 or nearly \$800 per square foot between June and September of 2019, suggesting healthy demand for multifamily for-sale product.

MEDIAN SALE PRICE (SINGLE FAMILY HOMES, CONDOMINIUMS, AND COOPERATIVES)



Source: Zillow; Economic & Planning Systems

MULTIFAMILY RENTS

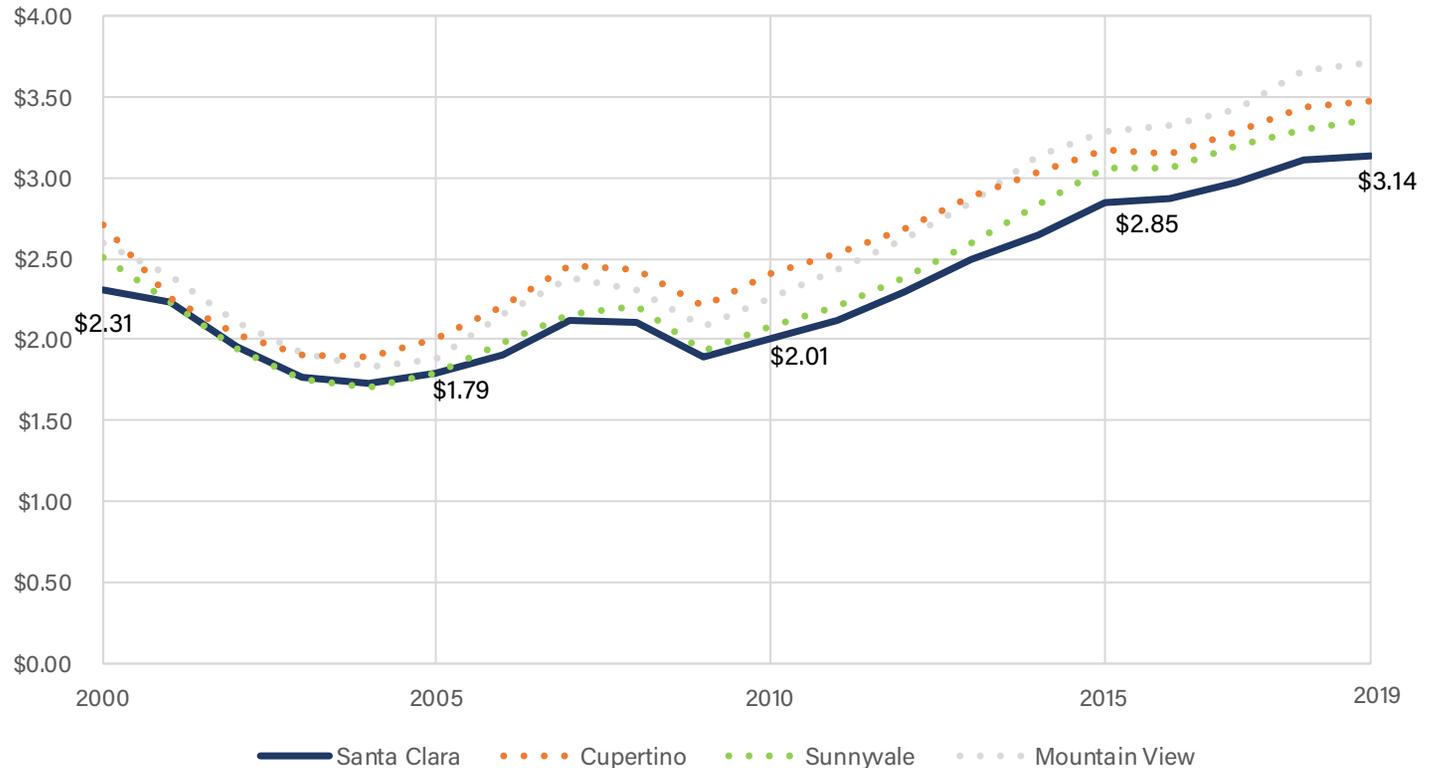
The annual growth in asking rent for multifamily rental units has slowed in recent months. In Santa Clara rents escalated rapidly after the 2008 recession, but have increased about 5 percent per year for the past four years, healthy growth compared to the annual increase of 9.5 percent between 2012 and 2013.

Prevailing rental rates among the eight market rate rental deliveries since 2010 reveal ongoing potential for mixed-use residential development. Asking rents for multifamily units built since 2010 range from roughly \$3 to \$4.50 per square foot per month.

- 1 Bedroom:
\$2,723 - \$3,630
\$3.57 - \$4.58 per sq. ft.
- 2 Bedroom:
\$3,183 - \$4,326
\$3.10 - \$3.41 per sq. ft.

While most of the region's new multifamily housing supply caters to the upscale market, the top performing new projects are proximate to transit (Caltrain and/or Route 101) and amenities (e.g. pool, rooftop terrace, in-unit patio/balconies).

MULTIFAMILY MONTHLY ASKING RENTS PER SQUARE FOOT



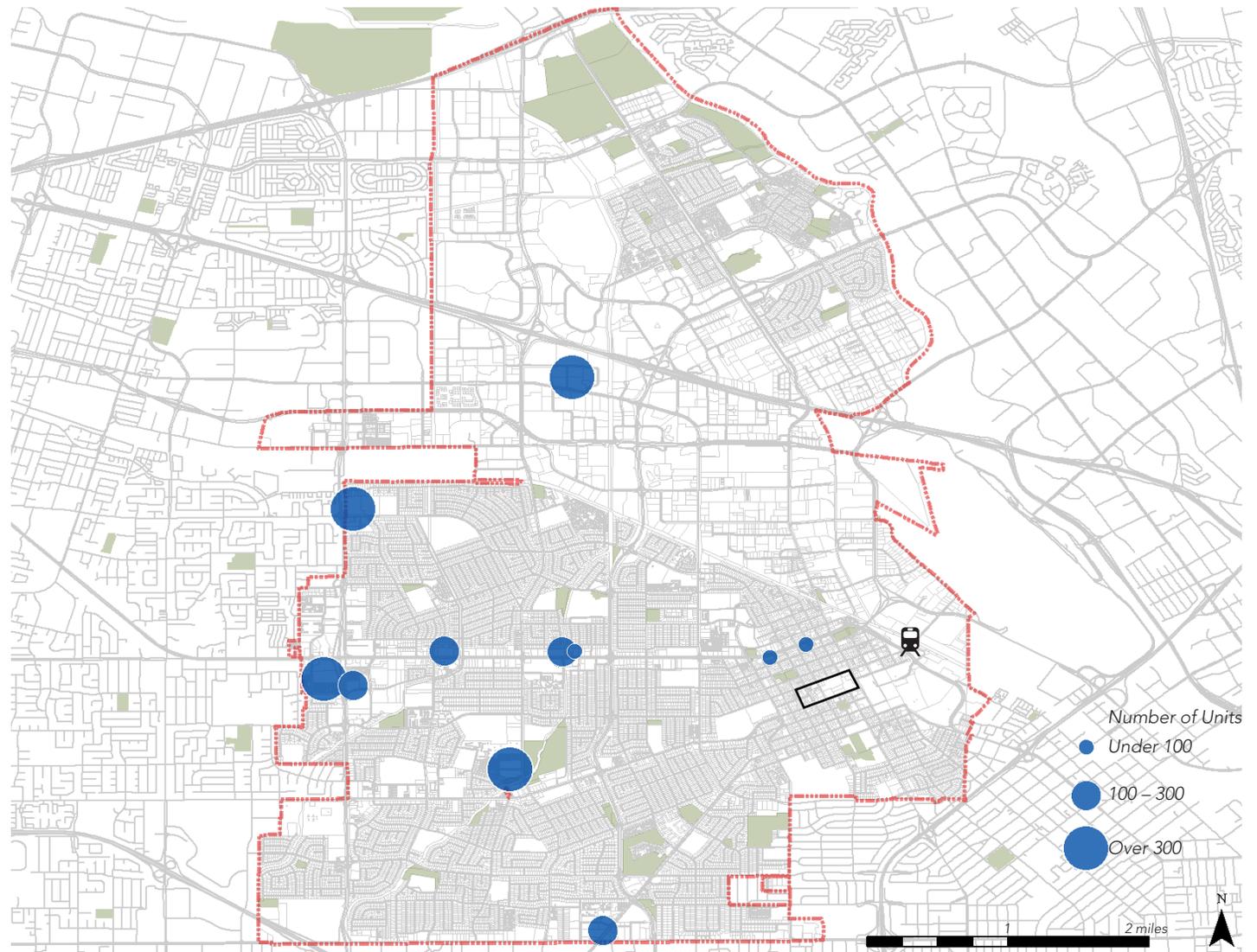
Source: Costar; Economic & Planning Systems

MULTIFAMILY PROJECTS BY SIZE

Multifamily construction has been dispersed throughout Santa Clara. Most major projects are near major arterial roads, including in the vicinity of Santa Clara's downtown, on El Camino Real.

Building at scale is attractive to the market, with an average project size of 334 units. Only three of the 11 projects built since 2010 contain fewer than 100 units.

MULTIFAMILY PROJECTS BY SIZE BUILT SINCE 2010



Source: Costar; Economic & Planning Systems

SANTA CLARA MULTIFAMILY MARKET DYNAMICS

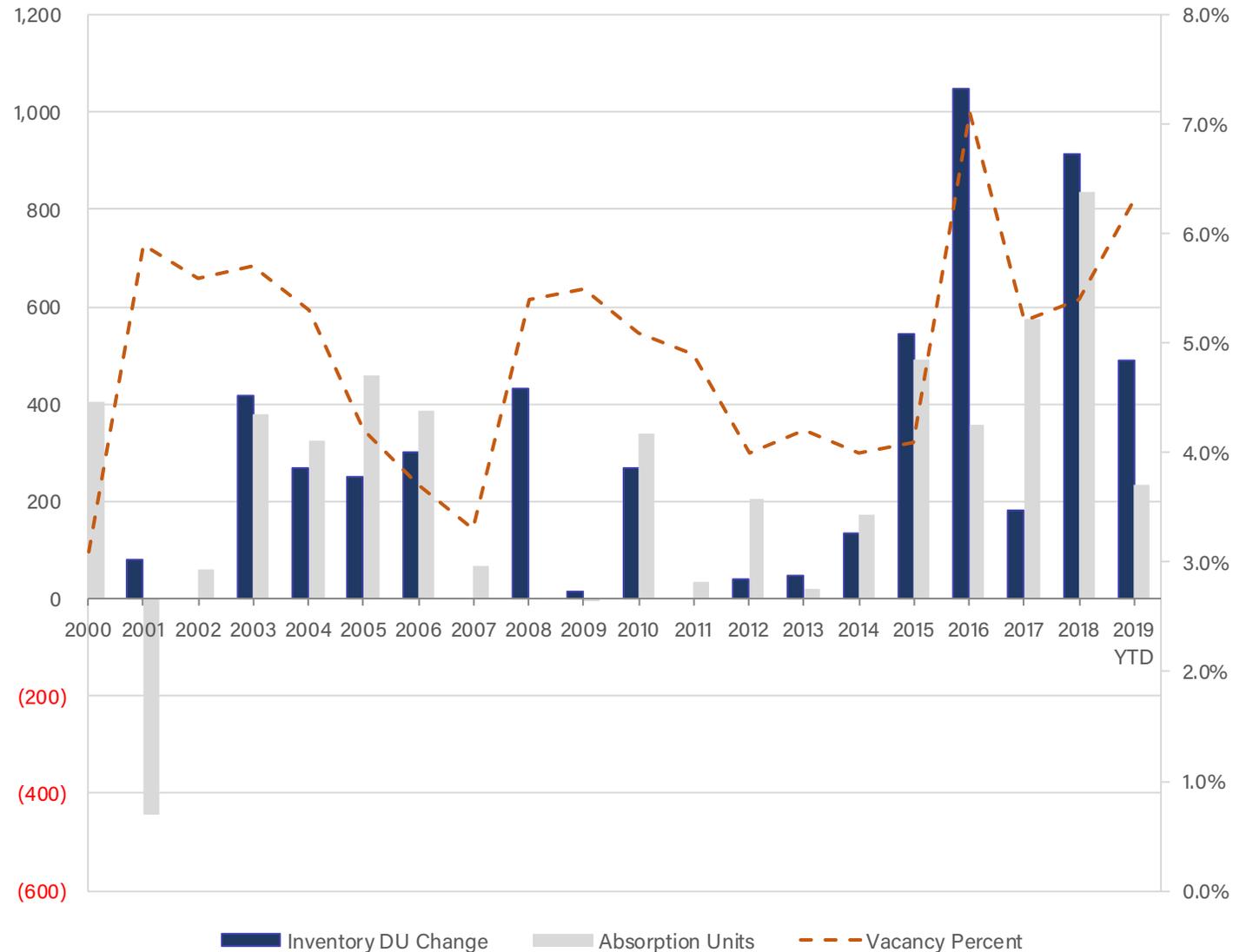
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SANTA CLARA MULTIFAMILY MARKET DYNAMICS



Source: Costar; Economic & Planning Systems

PROJECT PROFILES

COBALT APARTMENTS



Location	50 Saratoga Ave., Santa Clara
Year Built	2016
Uses	Residential Rental
Units	222; 56 DUAC
Unit Mix	53% 1 BR; 47% 2 BR
Stories Above Ground	4
Gross Building Sq. Ft.	222,000
Land Acreage	4.0
Parking Format	Attached Garage
Parking Spaces	128
Parking Ratio per Unit	0.6
Average Lease Rates per Sq. Ft.	1 BR: \$4.36; 2BR: \$3.39
Occupancy Rate	96.4%
Amenities	Bike Storage, Car Charging, Conference Rooms, Controlled Access, Fitness Center, Pet Care/Washing Station, Roof Terrace, Storage, Pool

VILLAS ON THE BOULEVARD



Location	2615 El Camino Real, Santa Clara
Year Built	2017
Uses	Residential Rental
Units	186; 58 DUAC
Unit Mix	62% 1 BR; 38% 2 BR
Stories Above Ground	4
Gross Building Sq. Ft.	148,800
Land Acreage	3.23
Parking Format	Attached Garage
Parking Spaces	200
Parking Ratio per Unit	1.1
Average Lease Rates per Sq. Ft.	1 BR: \$3.56; 2BR: \$3.34
Occupancy Rate	96.2%
Amenities	Clubhouse, Conference Rooms, Controlled Access, Courtyard, Fitness Center, Grill, Pet Washing Station, Pool, Spa, Volleyball Court

See also profile of a Downtown Gateway as a residential/retail mixed use project (page 79.)

REAL ESTATE MARKET OVERVIEW: OFFICE

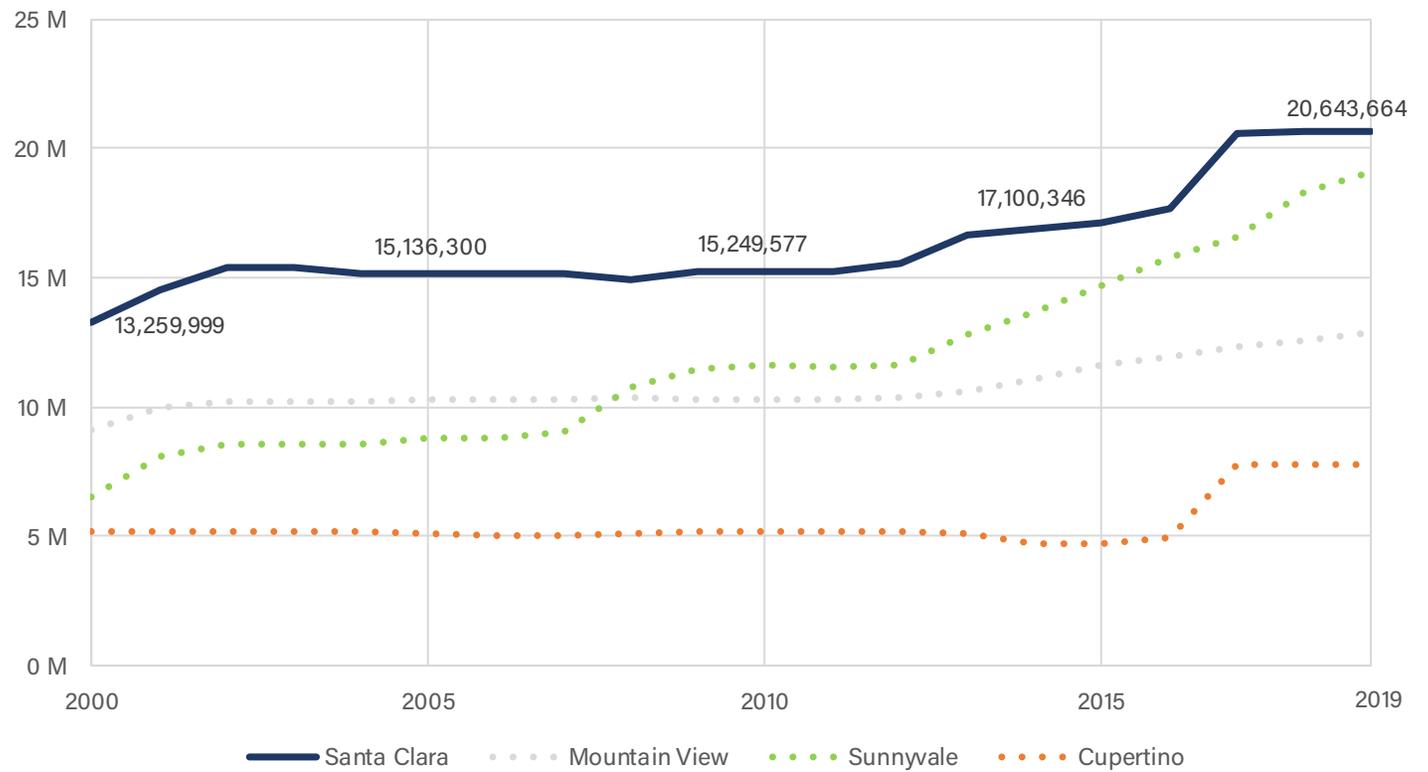
Silicon Valley is a nationally-recognized employment cluster with military technology roots that have grown into the premier innovation economy in the US. However, there is mounting concern over the mismatch between housing growth and job growth, with costly and undersupplied housing posing a threat to the continued expansion of high-tech sectors in the South Bay.

Santa Clara has added over 5 million square feet of office space since 2010, nearly 3 million square feet of which was delivered in 2017 alone. Given the significant new inventory, vacancy rates above 10 percent, and additional projects in the pipeline, the city's office market is well-supplied, particularly in the near term.

Net office absorption in Silicon Valley continues to be positive and overall vacancy is stable near 10 percent, suggesting ongoing demand for office space throughout the region¹. Investor demand continues to remain strong for office development that is well-designed, strategically located, and has a long-term

tenant in place. Real estate professionals expect tenant demand to remain high and to translate into leasing throughout the remainder of 2019.

OFFICE INVENTORY BY SQUARE FEET (ALL OFFICE CLASSES)



Sources: Costar; Economic & Planning Systems

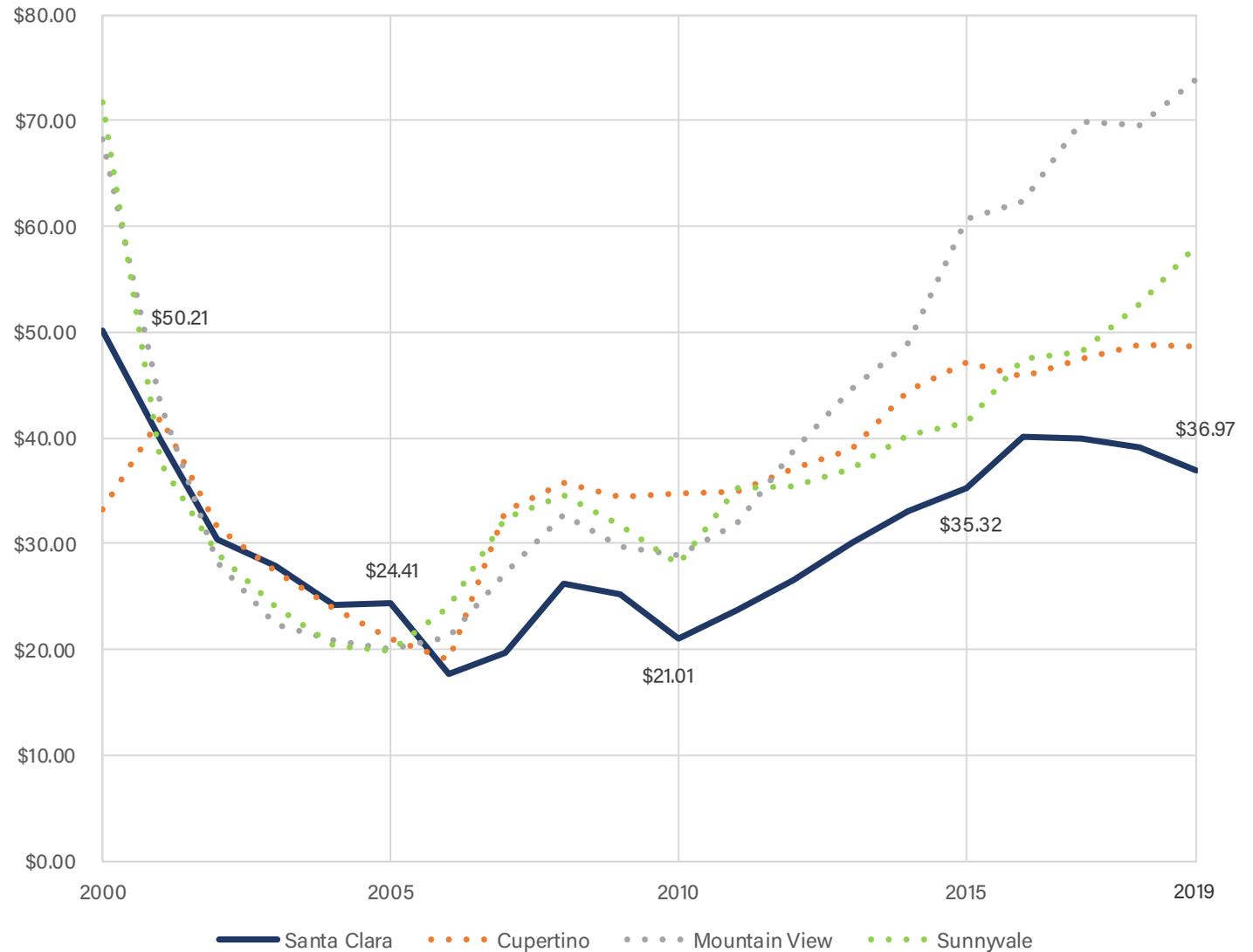
¹ Cushman & Wakefield Silicon Valley, Office Snapshot, Q 3 2019

OFFICE GROSS RENT

Office tenants that pay the highest rents seek to be in Silicon Valley cities that are home to major technology headquarters, driving rents up in name brand cities like Mountain View and Cupertino. Since the Great Recession Santa Clara has commanded lower office lease rates than its more well-known neighbors.

The delivery of new Class A office product in 2017 pushed market lease rates up to \$40 per square foot. Lease rates have not increased since then.

OFFICE GROSS RENT PER SQUARE FOOT (ALL OFFICE CLASSES)



Source: Costar; Economic & Planning Systems

OFFICE RENT BY CLASS

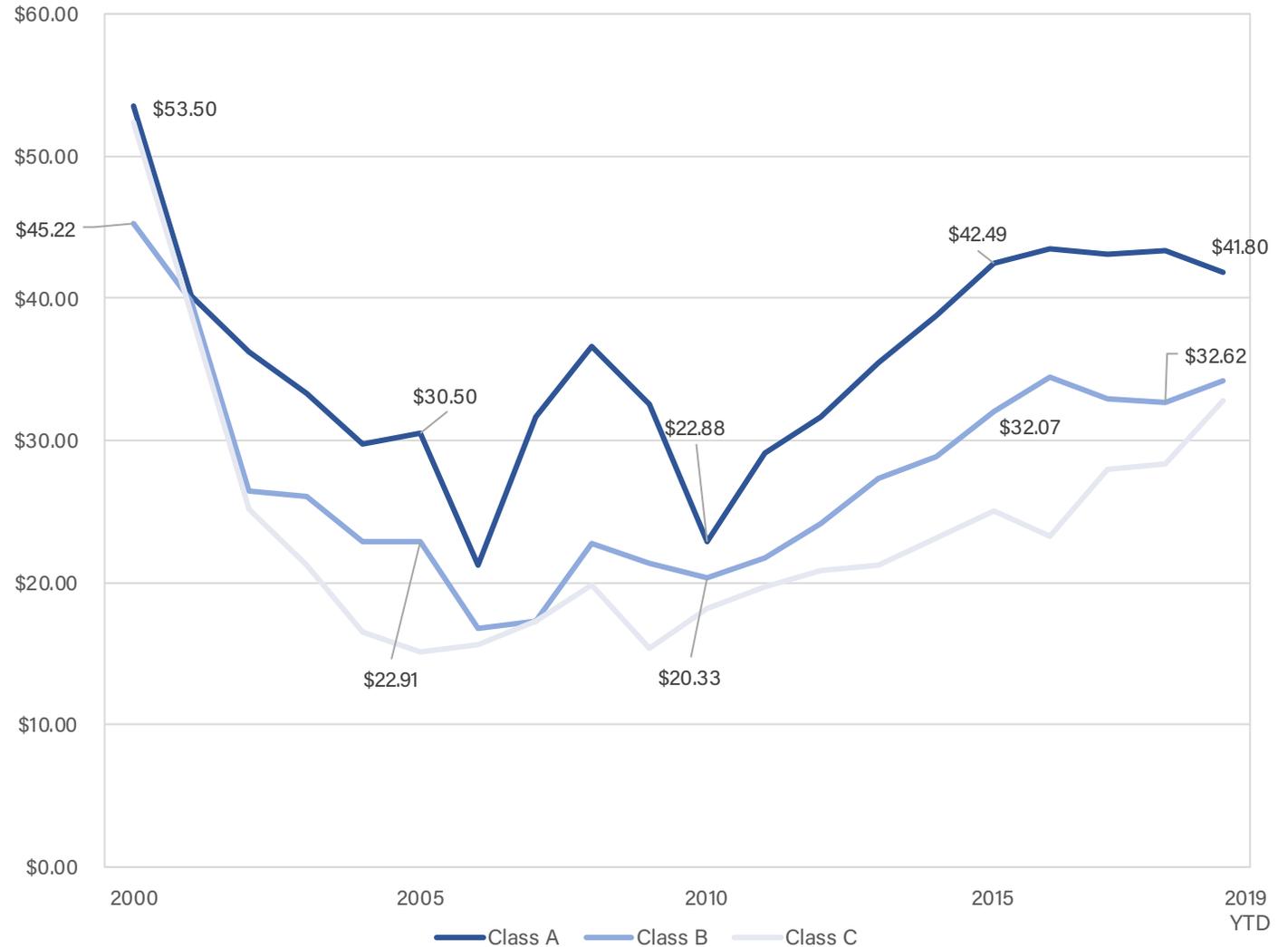
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OFFICE GROSS RENT PER SQUARE FOOT BY CLASS



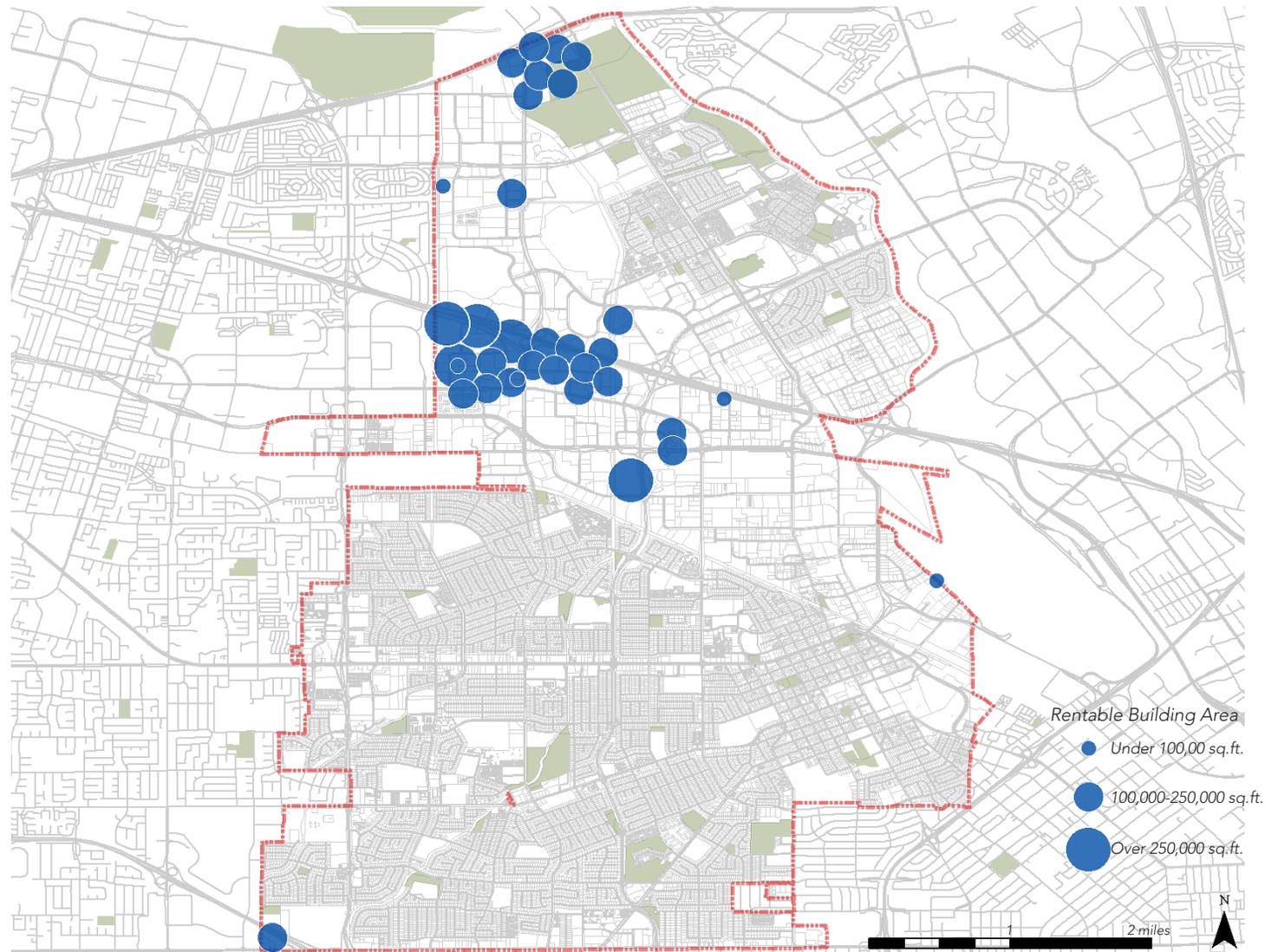
Source: Costar; Economic & Planning Systems

OFFICE PROJECTS BY SIZE

Between 2012 and 2018 Santa Clara built 36 new office projects. The majority of new projects, 26 of the 36, were mid-sized projects, suggesting a robust market for products in the 100-250,000 square foot range. Only five new offices were under 100,000 and the remainder of new offices were between 250,000 and 500,000 square feet.

Geographically, there is distinct clustering along Routes 237 and 101, suggesting a market preference for accessible locations. Notably, no office has been delivered in the vicinity of downtown in the last decade.

OFFICE PROJECTS BY SIZE BUILT SINCE 2010

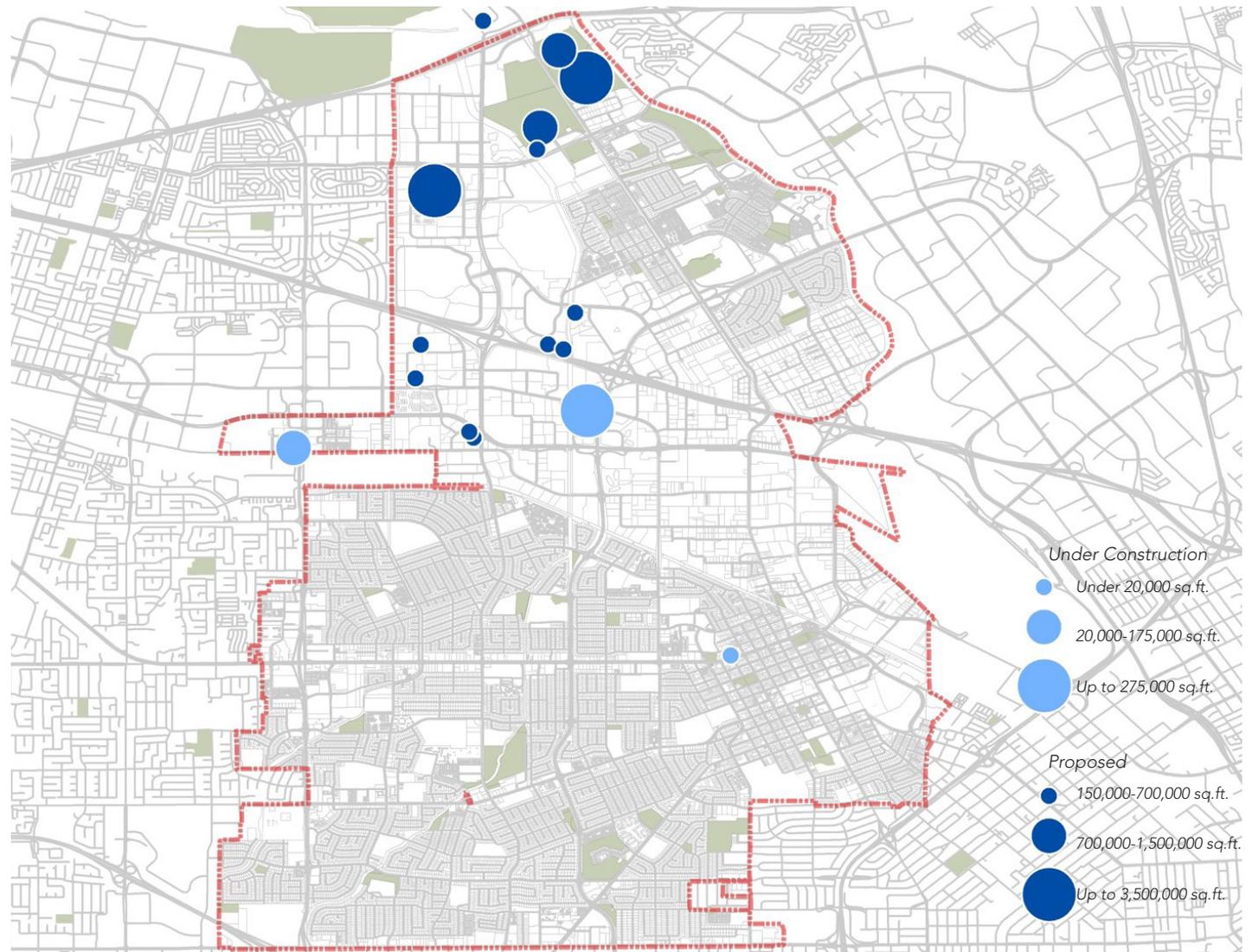


Source: Costar; Economic & Planning Systems

OFFICE PROJECTS PLANNED AND UNDER CONSTRUCTION

Planned office construction appears somewhat more distributed geographically than office construction to date. In addition to the 452,000 square feet of office space currently underway, there are 13 proposed projects that could add an additional 11.1 million square feet if approved and constructed.

OFFICE PROJECTS PLANNED AND UNDER CONSTRUCTION



Source: Costar; Economic & Planning Systems

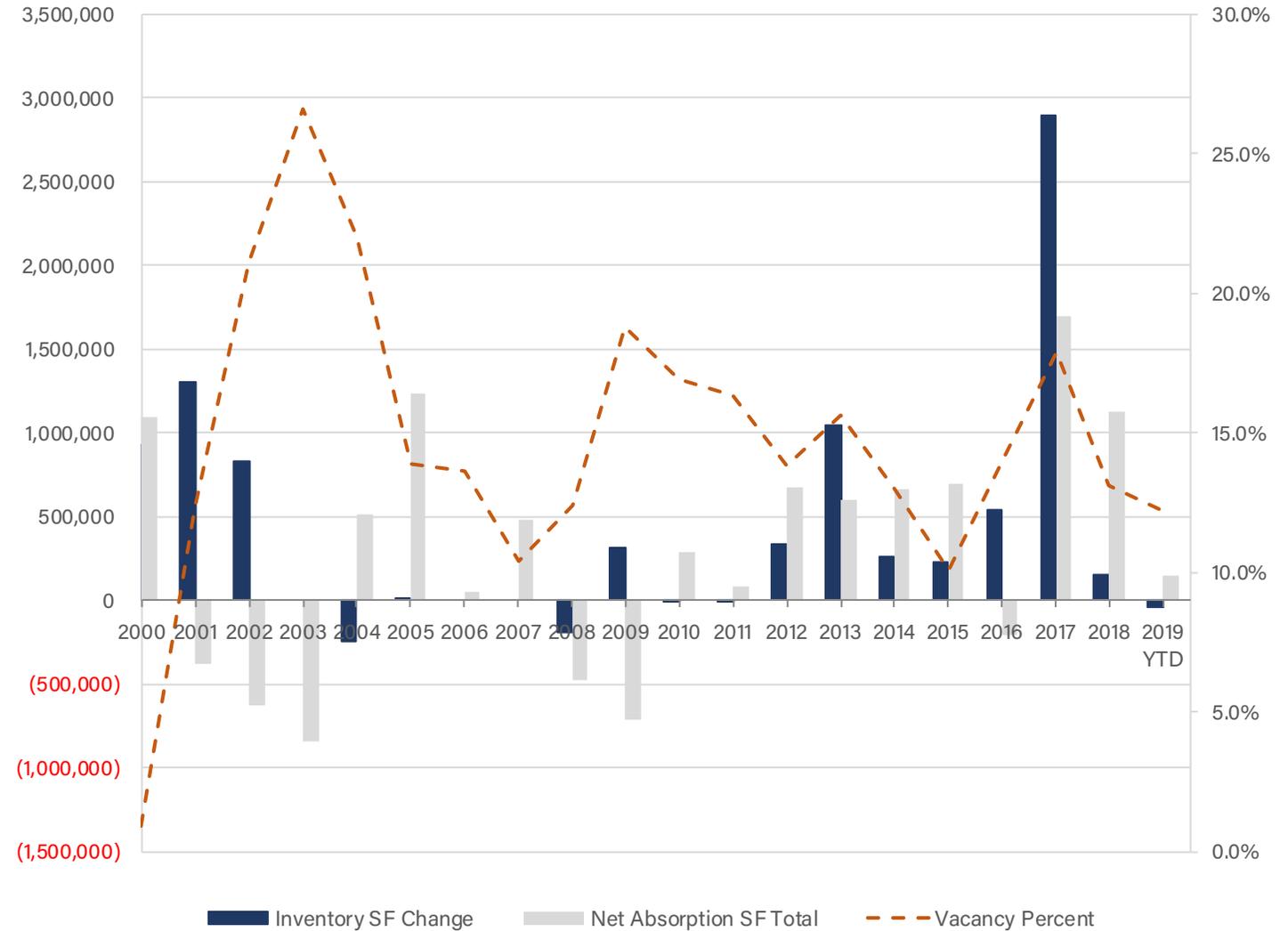
SANTA CLARA OFFICE MARKET DYNAMICS

Silicon Valley's office vacancy rate decreased marginally to 9.8 percent during the third quarter of 2019. For the last five quarters regional vacancy has stayed consistent, hovering near 10.0 percent. In Santa Clara the nearly 3 million square feet of deliveries in 2017 appears to have flooded the market. Vacancy spiked to nearly 18 percent in 2017, but net absorption since has improved occupancy and 2019 (year to date) vacancy is at 12.2 percent.

According to Costar, 453,000 square feet of office space in three buildings is under construction in Santa Clara as of November 2019 and an additional 11.1 million square feet of proposed office space in 13 projects could be added if approved and constructed.

Given the substantial office space supplied in recent years and the existing pipeline, the Santa Clara office market may require additional absorption before further supply is market supportable.

SANTA CLARA OFFICE MARKET DYNAMICS (ALL OFFICE CLASSES)



Source: Costar; Economic & Planning Systems

PROJECT PROFILES: OFFICE

1600 DUANE AVE



This prototype is the only compact-format office project on a small site built recently in the City.

Location	1600 Duane Avenue, Santa Clara
Year Built	2017
Uses	Class B Office
Stories Above Ground	3
Gross Building Sq. Ft.	36,000
Land Acreage	1.38
Parking Format	Surface
Parking Spaces	95
Parking Ratio per 1,000 Sq. Ft.	2.64
Average Lease Rates Per Sq. Ft.	\$35.40 (Full Service)
Occupancy Rate	71.5%

278 UNIVERSITY AVE, PALO ALTO



Location	278 University Ave, Palo Alto
Year Built	2013
Uses	Mixed - Class B Office, Retail
Stories Above Ground	4
Gross Building Sq. Ft.	23,752
Land Acreage	0.16
Parking Format	NA
Parking Spaces	0
Parking Ratio per 1,000 Sq. Ft.	NA
Average Lease Rates Per Sq. Ft.	NA
Occupancy Rate	100%

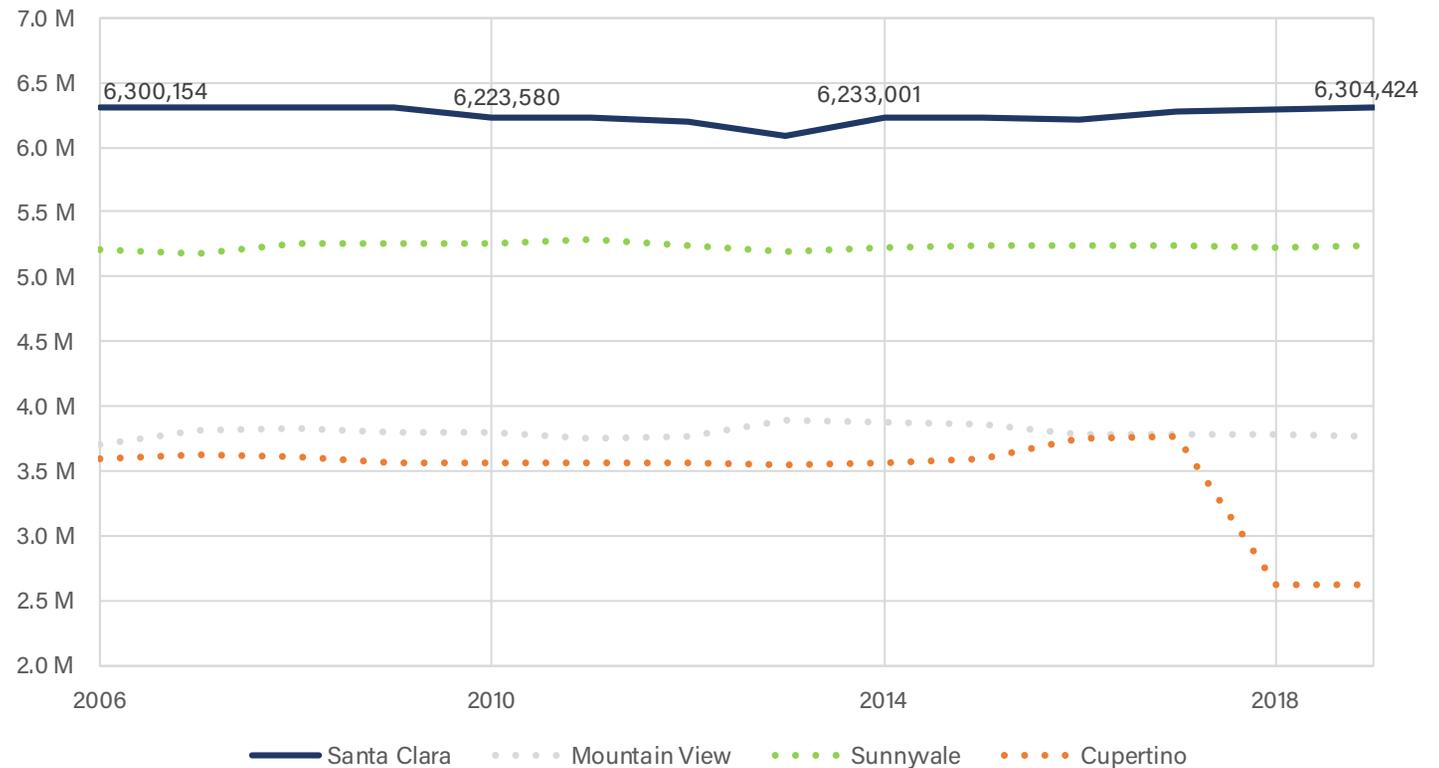
REAL ESTATE MARKET OVERVIEW:

RETAIL

Despite national shopping trends, retail inventory in Santa Clara and neighboring cities has been fairly stable for over ten years. Cupertino's decline in retail inventory is due to the closure of the Vallco mall. To stay competitive, the nature of new retail offerings is evolving from the traditional indoor mall and strip mall formats to lifestyle shopping centers that are more experiential, offering high profile retailers, amenities, and extensive restaurant offerings. Research and observed trends suggest that retail-dominant centers must either fit into one of two extremes, luxury or value, with the middle market struggling to compete with online retailers.

Retail is a high risk investment where success hinges on precise location characteristics. Increasingly, retail is a component of larger mixed-use development projects. Retail reuse of the downtown would require unique positioning that complements rather than competes with regional and local retailers or positions retail in a mixed-use development that may fulfill local demand while providing convenience to other on-site uses.

RETAIL INVENTORY BY SQUARE FEET



Sources: Costar; Economic & Planning Systems

RETAIL RENT

Although rents in Santa Clara have not quite rebounded to pre-recession levels, rents have been stable. Santa Clara's retail lease rates have increased very modestly, since hitting a low in 2010 and currently stand at an average of \$31 per square foot per year. With so few new deliveries in recent years, rents reflect rates for older inventory. Because new retail space is highly desirable, top retailers flock to new retail spaces, driving up rates in areas with premium retail space.

Rent growth will likely remain modest, but residential growth, low unemployment and high regional incomes will continue to drive retailer interest in Silicon Valley. Moreover, new deliveries command higher rents so any newly built retail can expect to outperform current rents.

RETAIL TRIPLE NET RENT PER SQUARE FOOT

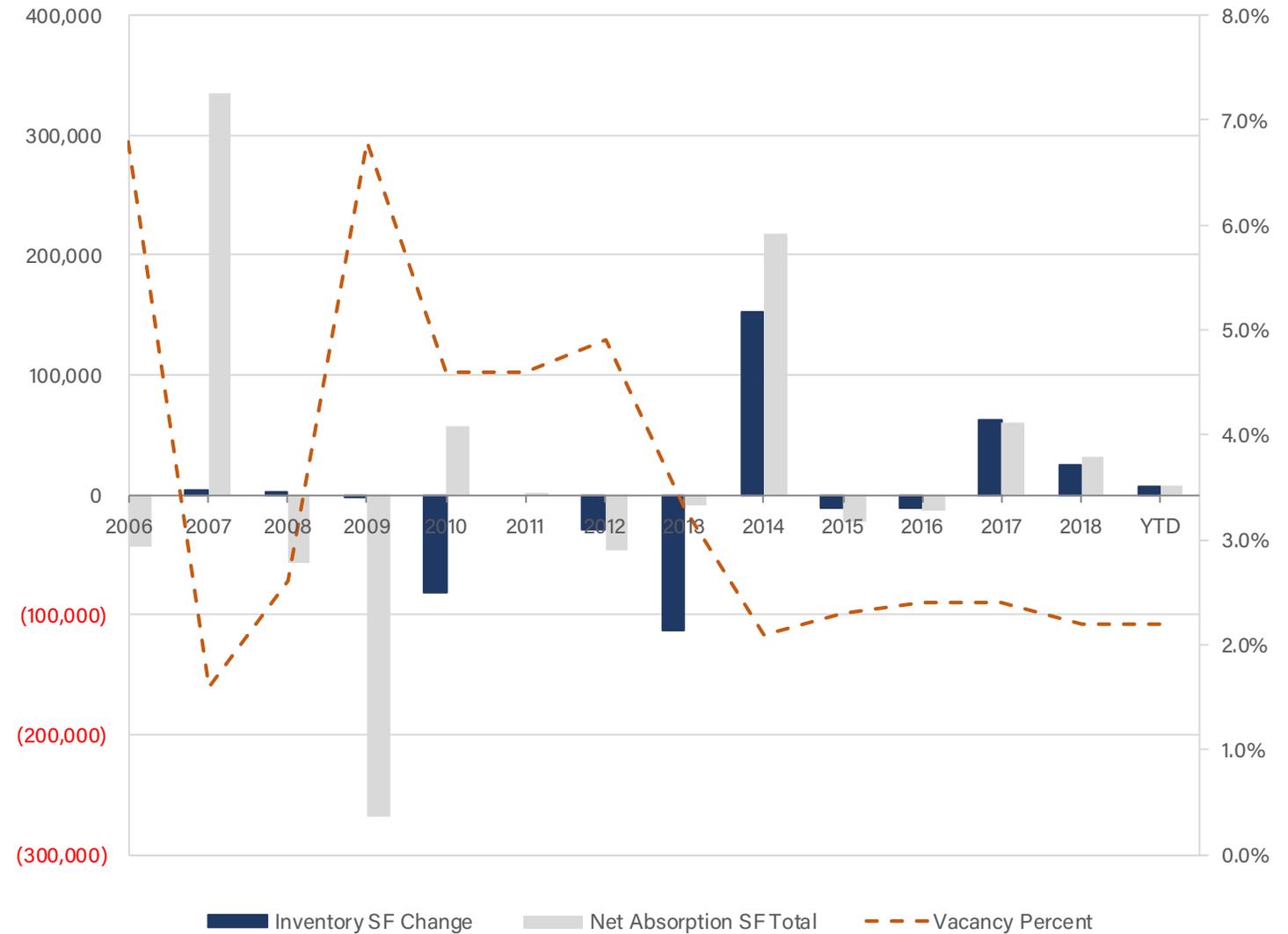


Source: Costar; Economic & Planning Systems

SANTA CLARA RETAIL MARKET DYNAMICS

Santa Clara's office retail vacancy is extremely low, at just over 2 percent, lower than Silicon Valley as a whole (defined as Santa Clara County east of Palo Alto and South of Milpitas), which ended the third quarter of 2019 with an overall retail vacancy rate of 4.7 percent. When the city has delivered new space since 2006 it has been quickly absorbed. Regionally, majority of recent positive absorption was concentrated among neighborhood & community centers, followed by regional centers¹.

SANTA CLARA RETAIL MARKET DYNAMICS



Sources: Costar; Economic & Planning Systems

¹ Cushman & Wakefield Silicon Valley, Office Snapshot, Q 3 2019

PROJECT PROFILE: RESIDENTIAL/RETAIL MIXED USE

DOWNTOWN GATEWAY



Location	1313 Franklin St., Santa Clara
Year Built	2019
Uses	Mixed Use – Retail, Residential Condominiums (for sale)
Units	44 units and 5 commercial spaces
Unit Mix	100% 1BR
Commercial Leasing Space (Sq. Ft.)	14,477 (1,200 - 3,000 SF per space)
Stories Above Ground	4
Gross Building Sq. Ft.	44,000
Land Acreage	0.87
Parking Format	Garage, subterranean
Parking Spaces	145 (includes retail parking)
Parking Ratio per Unit	2
Average Sale Price Per Sq. Ft.	\$795
Amenities	Fitness Center, Laundry Facilities

RETAIL OBSERVATIONS

BACKGROUND

Based upon 30 years of experience performing market analysis, repositioning retail projects and districts, and developing retail real estate, we recommend that the city take an approach that clearly differentiates between “Commodity” and “Specialty” retail uses. Because the factors that maximize performance of commodity retail districts and specialty districts are so different, we seek to clearly differentiate each in our analysis and strategic recommendations. To this end, we differentiate between commodity and specialty retail as follows:

COMMODITY RETAIL GOODS AND SERVICES are defined as those goods and services that are (a) consumed on a regular basis from “primary” household funds; (b) purchased without emotional connection by the consumer; and (c) purchased with primary emphasis by the consumer on selecting the combination of lowest “price” and highest “convenience.” “Commodity Retailers” range from local convenience stores to drug stores, grocery stores, discounters and warehouse stores. Examples of

commodity retail goods and services include food and liquor stores, banks, locksmiths, and insurance and real estate agents.

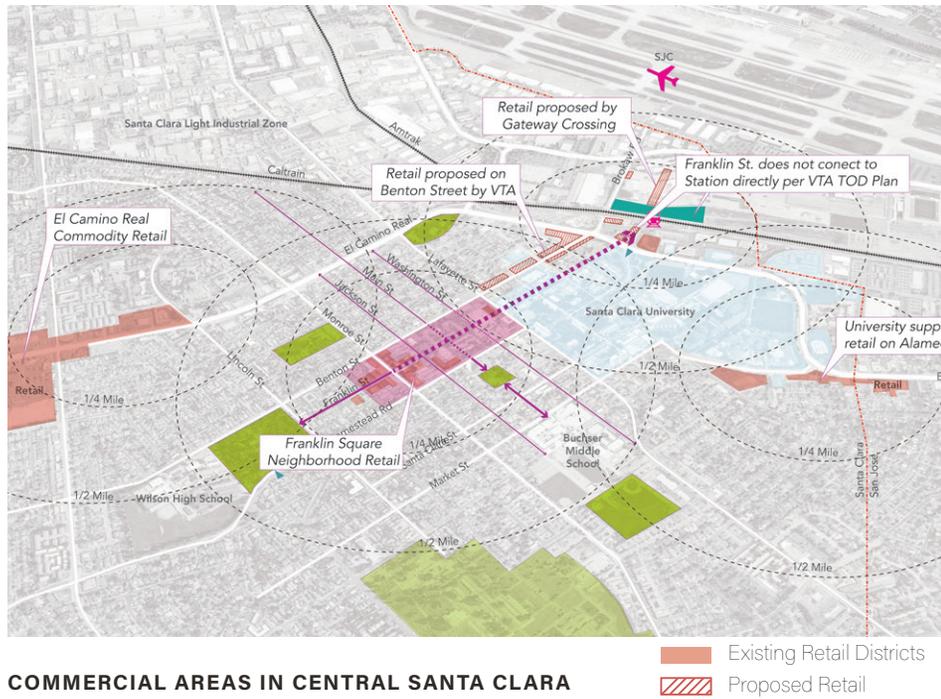
SPECIALTY RETAIL GOODS AND SERVICES, by contrast, are defined as those goods and services that are (a) consumed on an optional basis from “discretionary” income or funds; (b) involving the expenditure of “discretionary” time; and (c) for which environment or place is an important point of reference for the consumer, as is an emotional connection with purchased item and the overall shopping experience. “Place” and “environment” are key elements to understanding specialty retail, and are always part of our evaluation process. Successful specialty shopping venues, regardless of format, deliver a unique combination of “product” (i.e., shops and restaurants) and “place” (i.e., physical and conceptual environment) that are unique and inspiring. Examples include restaurants and bars, beauty salons, tattoo parlors, etc.



DIFFERENTIATION

1 2, 3. Commodity retailers range from local convenience stores to drug stores, grocery stores, discounters and warehouse stores.

4, 5, 6. Specialty retailers deliver a unique and inspiring combination of “product” and “place.”



DOWNTOWN CORE

- The Downtown area is characterized by a disjointed array of projects that don't relate well to each other or to other nearby areas with residential, office, and retail all represented.
- Franklin Mall is the largest retail project in the area, with a varied tenant mix including both specialty retail and commodity retail goods and services, and non-retail uses.
- A residential complex and civic uses lie between Franklin Mall and commercial uses fronting Lafayette Street between Benton and Homestead. The lack of connection between the consumer-serving projects is probably the greatest impediment to the reestablishment of the downtown grid, and a comfortable walking environment. Put differently, the termination of Franklin Street, the natural spine for Downtown, is broken.
- The recently renovated University Plaza project at Homestead and Jackson is almost fully leased.
- Benton and The Alameda has the potential to be an important corner depending upon if the ground floor retail is well designed.
- The park south of Homestead is effectively cut off from the commercial areas, but should be an important focal point of any redefinition of how downtown functions.



FRANKLIN SQUARE (DOWNTOWN)



THE ALAMEDA

THE ALAMEDA (FROM I-880 TO SANTA CLARA UNIVERSITY)

- From a retail perspective, the most mature of the three main study areas.
- There is a mix of commodity and specialty retailers in the area.
- The commodity retail category is dominated by Safeway and services such as Great Clips and a laundromat.
- Specialty retail offerings tend to food & beverage (Pizza My Heart, Annie's Vietnamese, Ike's, a bar, and a tea house). Some specialty food & beverage offerings are such ubiquitous chains (eg. Dominos) that they are tantamount to commodities. Other specialty goods and services include a pawn shop, tattoo parlor, and nail salon.



EL CAMINO REAL

EL CAMINO REAL

- There are several developable parcels including a triangular piece north of Safeway (appears to have active remediation ongoing on the site), and sites along The Alameda between Chapman Court and Idaho Street.
 - Overall, both the commodity and specialty retail in this area appear to be geared to the college community.
 - Starbucks closed in this location while the location at University Station has remained open.
- We include ECR mainly because it is home to a significant portion of Santa Clara's commodity retailers. It is unlikely that the Downtown area will attract any significant mass of commodity retail, it being better suited to destination specialty retail offering, provided that a grid and flow can be reestablished.



GATEWAY CROSSING (PROPOSED)

SANTA CLARA STATION AREA

- Retail along El Camino Real is cut off from the balance of downtown by Santa Clara University.
- Even with Franklin being defined as a walking street through the university, the area is physically disconnected from the other two areas.
- All of the commercial being on one side of El Camino Real, and there being no 4-way intersections is not an environment conducive to retail. University students also appear to be focused on the retail along The Alameda south of campus.
- There is not presently, nor will there be in the foreseeable future, enough passenger traffic to support anything but convenience oriented retail (likely focused on F&B and services).
- The University Station project has a few small retailers and a bank. There is not enough critical mass of retail in this project for it to be a major factor or for it to be considered to have the ability to jumpstart a downtown retail renaissance.
- In terms of connections, focusing on the Downtown area and The Alameda appears to be more important than focusing on connections with the Santa Clara Station.

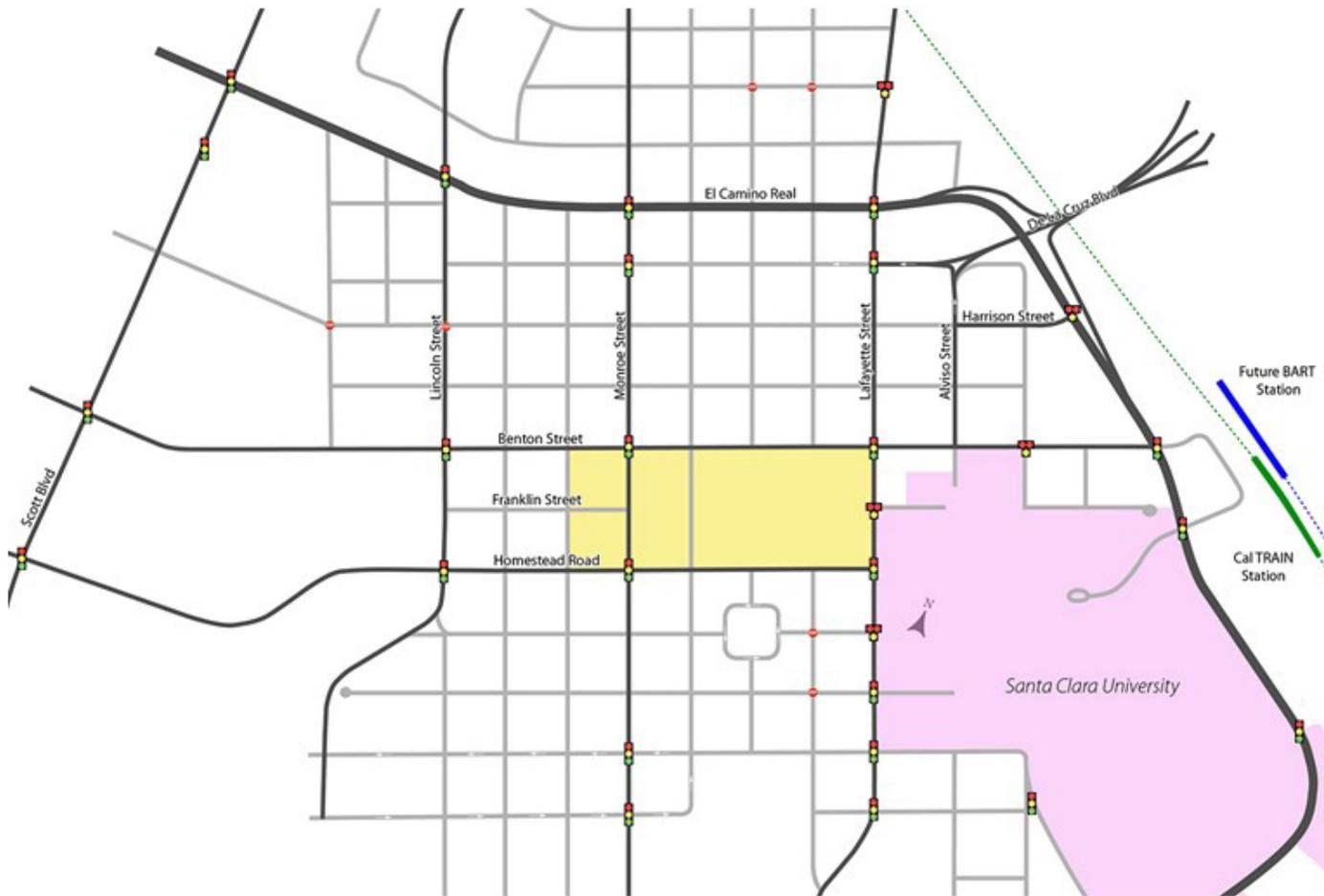




07.

MOVEMENT

STREET NETWORK



Downtown Precise Plan

- Study Area
- Santa Clara University

Street Hierarchy

- Arterial Street
- Collector Street
- Local Street

Intersection Control

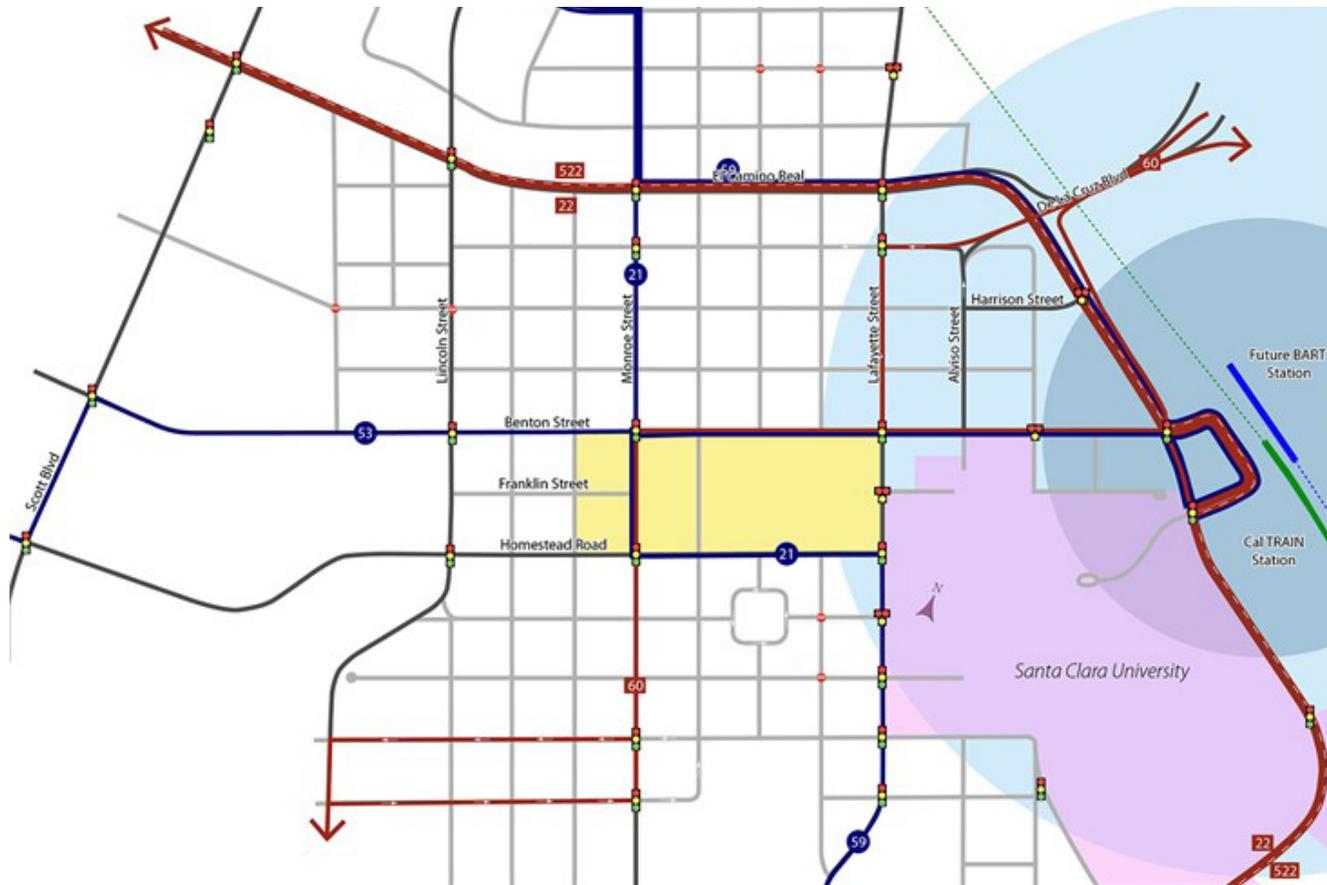
- Signalized
- Pedestrian Signal
- 4-way Stop

Mobility Context

The transportation elements of the Santa Clara Downtown Precise Plan (SCDPP) operate within a larger mobility context. The quality of the trip, be it in a car, on foot, on a bike, or using transit, is influenced by a larger regional transportation network designed to serve the travel origins and destinations within the SCDPP, the City of Santa Clara, and the Greater Bay Area.

The circulation element of the SCDPP examines transportation facilities within the study area and a larger area bound by Scott Boulevard to the west, El Camino Real to the north, the Santa Clara Station to the east, and Market Street to the south. Major trip generators influencing the SCDPP include Santa Clara University, the El Camino Real Corridor, the Santa Clara Station and a future Bay Area Rapid Transit (BART) extension.

TRANSIT NETWORK



Downtown Precise Plan Walking Distance

- Study Area
- Santa Clara University
- 1/4 mile (5 min. walk)
- 1/2 mile (10 min. walk)

Rail Transit

- CalTRAIN Station
- Future BART Station

Bus Transit

- 522 Rapid Bus (15 min. frequency)
- 60 Frequent Bus (15-30 min. frequency)
- 21 Local Bus (30-60 min. frequency)

Transit Context

Downtown Santa Clara is situated within a rich transit environment. The eastern portion of the study area is within a ten-minute walk (1/2 -mile) of the Santa Clara Rail Station and the future Santa Clara BART Station. Additionally, the study area is located with a five-minute walk (1/4-mile) of the Valley Transit Authority's (VTA) Rapid 522, which provides 10-15-minute service frequencies throughout the day.

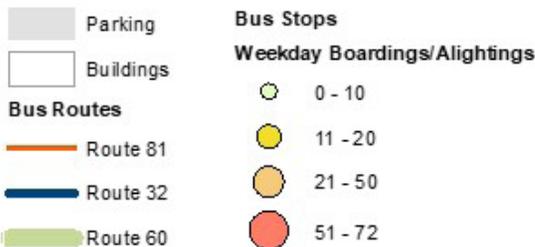
Regional Transit Considerations

These exceptional regional transit services and anticipated improvements with the BART extension provide the City of Santa Clara flexibility to reconsider its transportation policies to become more transit-oriented, which would further support infill redevelopment within the SCDPP. Specific transportation policy considerations are outlined in the traffic and parking sections of this assessment.

BUS ROUTES AND STOPS



Bus Routes and Stops



In addition to the exceptional regional transit service, the SCDPP area is served by three local VTA routes, Route 32, Route 60, and Route 81. Routes 32 and 81 are designated as a Local Bus Routes with 30-minute service frequencies. Route 60 is designated as a frequent bus route having frequencies of 15-20 minutes throughout the day. VTA local transit routes and service characteristics are further described on the following page.

There are nine stops within the SCDPP area. The most frequently used stops are located on Monroe Street, served Routes 32 and 60. Interestingly, the stops along Monroe Street serve residential areas, shops and restaurants. The more traditional transit generator, office and civic land uses, located on the southern and eastern portion of the study area, have less frequently used transit stops. The other stop that is frequently used is Route 81 stop in front of the apartment buildings along Benton Avenue.

The transit hub connecting the local VTA routes to regional transit and the larger Bay Area is located adjacent to the Santa Clara Rail Stations, a ½-mile east of the SCDPP area. While a 10-minute walk is not insurmountable, the ½-mile distance is on the fringe of what is considered a reasonable walk and the edge of the area that typically benefits economically from high-frequency premium transit service.

Transit Considerations

Several mobility actions should be considered to improve transit operations and transit benefits for the SDCPP to thrive. These include:

- Improve the quality of the walking environment along both Benton and Franklin Streets, connecting the SCDPP to the Santa Clara Rail Stations. These improvements should include deliberate actions to reduce the physical barrier caused by a six-lane El Camino Real.

- The City could license a micromobility vendor to operate in City rights-of-way to bridge the gap between the SCDPP and the rail stations.
- Improve transit service between the SCDPP and the rail stations. Several opportunities worthy of consideration include:
 - Increase the service frequency of Route 60 to 10-15 minutes
 - Introduce microtransit service connecting both the SCDPP and University to the rail station
 - Develop a pilot shuttle, (possibly autonomous) with a Bay Area partner to connect to the SCDPP and the University to the rail stations
- Increase the density of land uses within the SCDPP to increase the viability of improved transit ridership and performance.
- Reduce parking requirements to increase transit success and housing affordability. This will be further explained within the

VTA ROUTES SERVING DOWNTOWN SANTA CLARA

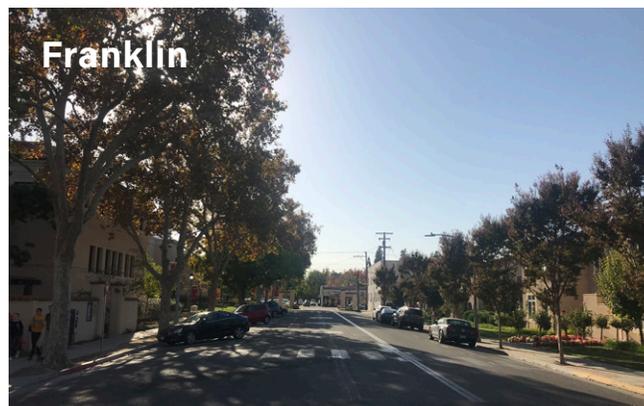
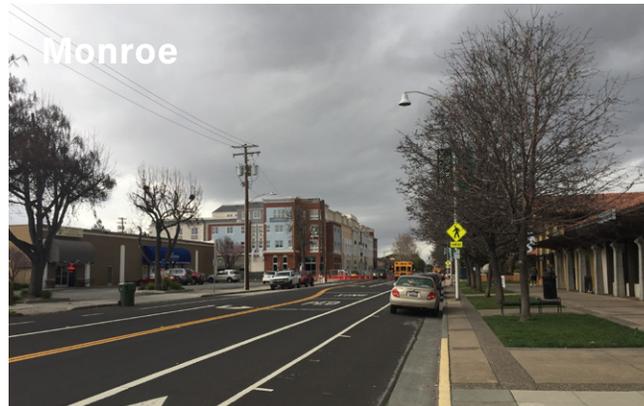
Route Number	Type	Service Area	Start Time	Stop Time	Frequency	Annual Ridership (2018)
32	Local Bus	San Antonio Shopping Center – Santa Clara Transit Center	5:45 am	8:35 pm	30 minutes	12,516
60	Frequent Bus	Winchester – Great America	5:30 am	11:00 pm	15-20 minutes	22,446
81	Local Bus	Moffett Field/Ames Center – San Jose University	6:00 am	9:00 pm	30 minutes	21,190

Weekday Bus Route Information

Route Number	Type	Service Area	Start Time	Stop Time	Frequency	Annual Ridership (2018)
32	Local Bus	San Antonio Shopping Center – Santa Clara Transit Center	8:45 am	6:00 pm	1 hour	2,925
60	Frequent Bus	Winchester – Great America	6:50 am	10:45 pm	30 minutes	12,253
81	Local Bus	Moffett Field/Ames Center – San Jose University	9:30 am	6:15 pm	1 hour	3,568

Weekend Bus Route Information

EXISTING STREET CONDITIONS

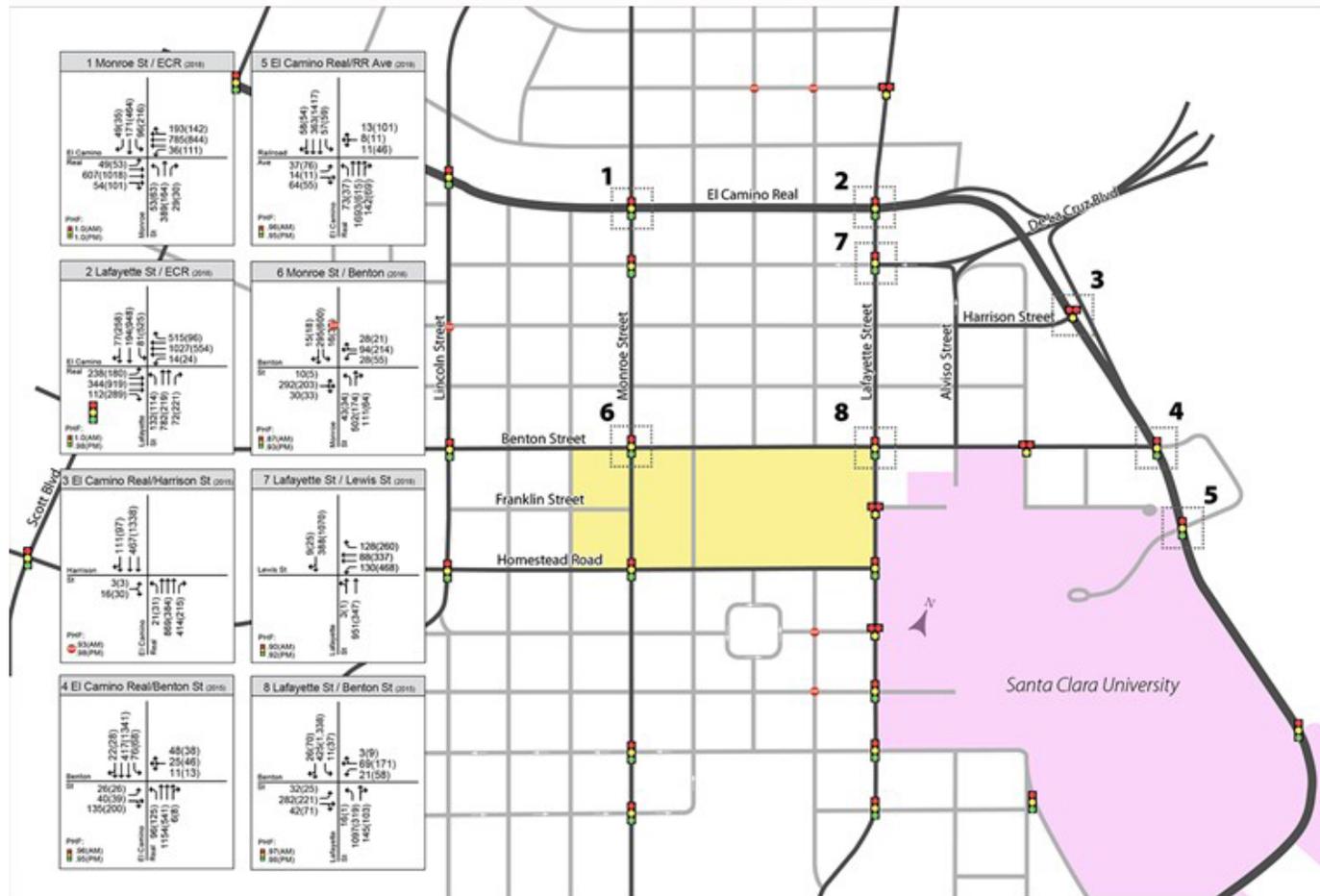


Vehicular Context

The operation and design of the SCDPP study area's boundary roads, Monroe, Benton, Lafayette, and Homestead Streets influence the quality of the redevelopment potential of the area. However, of the four boundary roadways, three maintain larger regional connectivity. Homestead Street's influence is limited by its terminus at Santa Clara University.

Traffic signals at the intersections of Benton Street with Monroe and Lafayette Streets control traffic operations within SCDPP. However, vehicular circulation in and around Downtown Santa Clara also influence the SCDPP, as they are critical to the larger success of Downtown and the city at-large. This traffic analysis examines eight signalized intersections to establish the baseline for the evaluation of redevelopment scenarios within the SCDPP.

INTERSECTION LEVEL OF SERVICE



Downtown Precise Plan

- Study Area
- Santa Clara University

Street Hierarchy

- Arterial Street
- Collector Street
- Local Street

Intersection Control

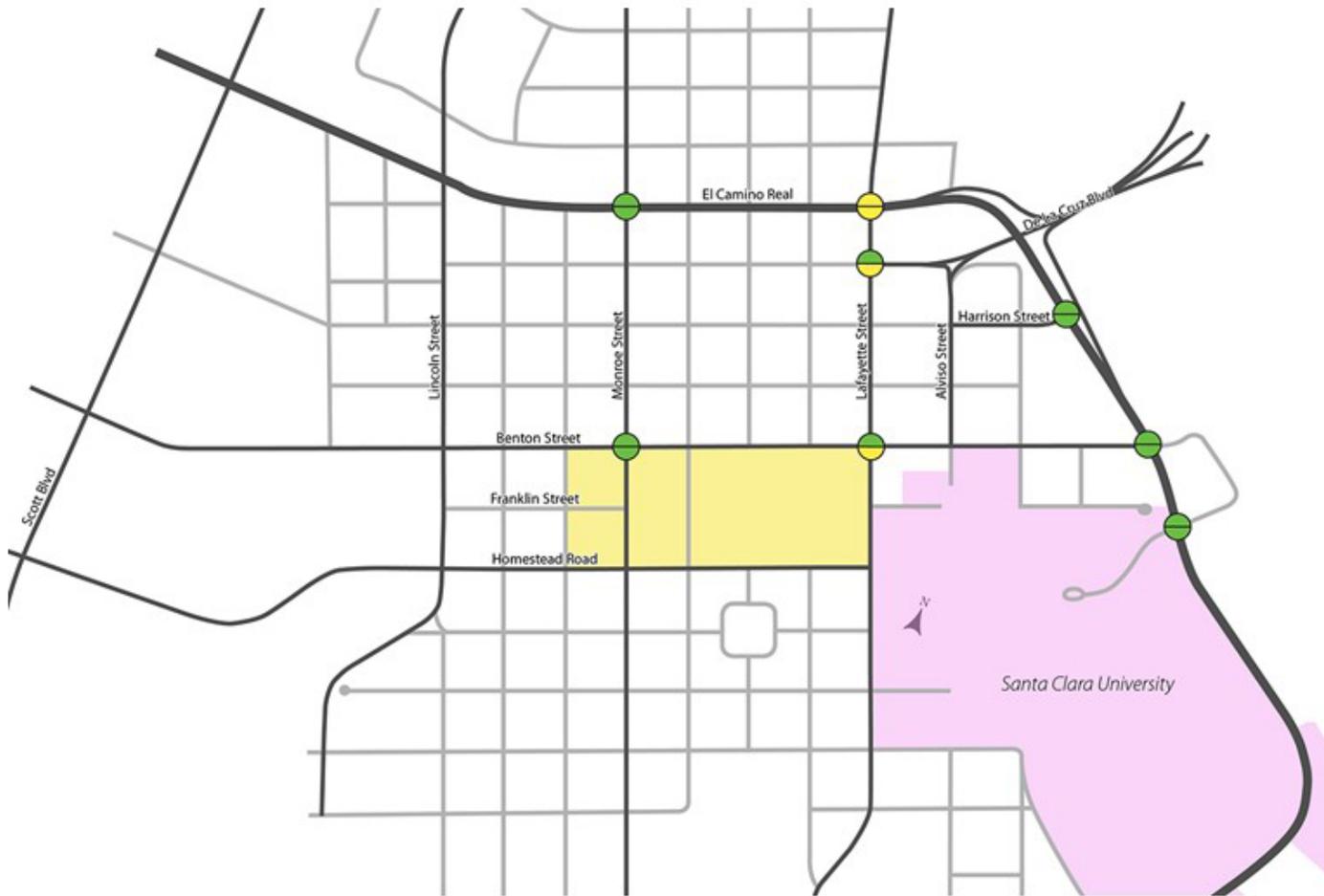
- Signalized
- Pedestrian Signal
- 4-way Stop
- Study Intersections

Vehicular traffic counts were collected from various traffic impact assessments (TIAs) conducted over the past several years. No single TIA incorporated all eight identified signalized intersections. Older traffic counts were standardized to match more recent traffic operations.

A traffic impact analysis was performed to evaluate these eight Downtown intersections and their current and future Level of Service (LOS) during the morning and afternoon peak hours. LOS is a measure of vehicle delay ranging from A (very little delay) to F (long delays and congestion). The acceptable intersection LOS in Santa Clara is LOSD.

The analysis shows that all eight intersections currently operate above the City's minimum acceptable LOS.

VEHICLE LEVEL OF SERVICE



Downtown Precise Plan

- Study Area
- Santa Clara University

Street Hierarchy

- Arterial Street
- Collector Street
- Local Street

Traffic Operations

- Level of Serv A-C
- Level of Serv D
- Level of Serv E
- Level of Serv F
- AM / PM Peak Hour Operations

Vehicular Operational Considerations

As redevelopment is defined and modifications to the multimodal networks are desired in the SCDPP, the City should reevaluate its minimum LOS standards.

The intersections studied currently operate above the City’s minimum LOS D; however, Downtown’s anticipated growth will challenge the intersections’ ability to maintain acceptable LOS. Maintaining LOS D will likely cause negative impacts to the physical configuration of the intersections inconsistent with the goals of the SCDPP.

The City could consider lowering its LOS expectation in exchange for improved transit service and multimodal choices. For example, the extension of the BART system to Santa Clara and improved connections to the SCDPP study area enables the City to reconsider how intersection

ROADWAY CONFIGURATIONS



Intersection Control Type

-  Signalized
-  Pedestrian HAWK Signal

Lane Configuration

-  Travel Lane & Direction
-  Two-Way Left-Turn Lane
-  Variable Lane

Roadway Configurations and Safety

Vehicular collision data provided by the City of Santa Clara indicates the SCDPP study area streets do not have concerns that need to be addressed. However, the City-wide Bicycle Plan Update indicates the intersection of Monroe Street and Homestead Road is one of the highest bike collision locations in the City. This is concerning as bike and pedestrian collision data is generally underreported.

The following pages document the SCDPP study area's roadway configurations and safety concerns. All roads in the SCDPP study area are three-lane configurations with left-turn lanes or continuous center left-turn lanes, except Lafayette Street, which is four-lanes with left-turn lanes south of Homestead Road.

BENTON STREET CONFIGURATION



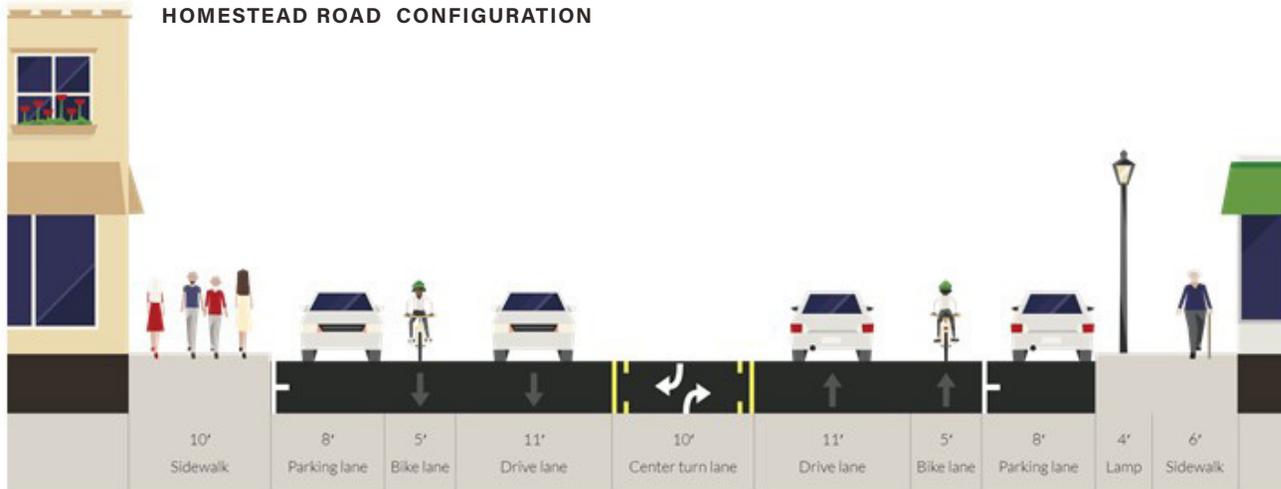
Benton Street is immediately north of the Downtown core, with a consistent cross-section along the study area. The roadway is configured as a two-lane roadway with continuous center left-turn lane and on-street parking. There is no painted delineation between the travel lane and parking lane.



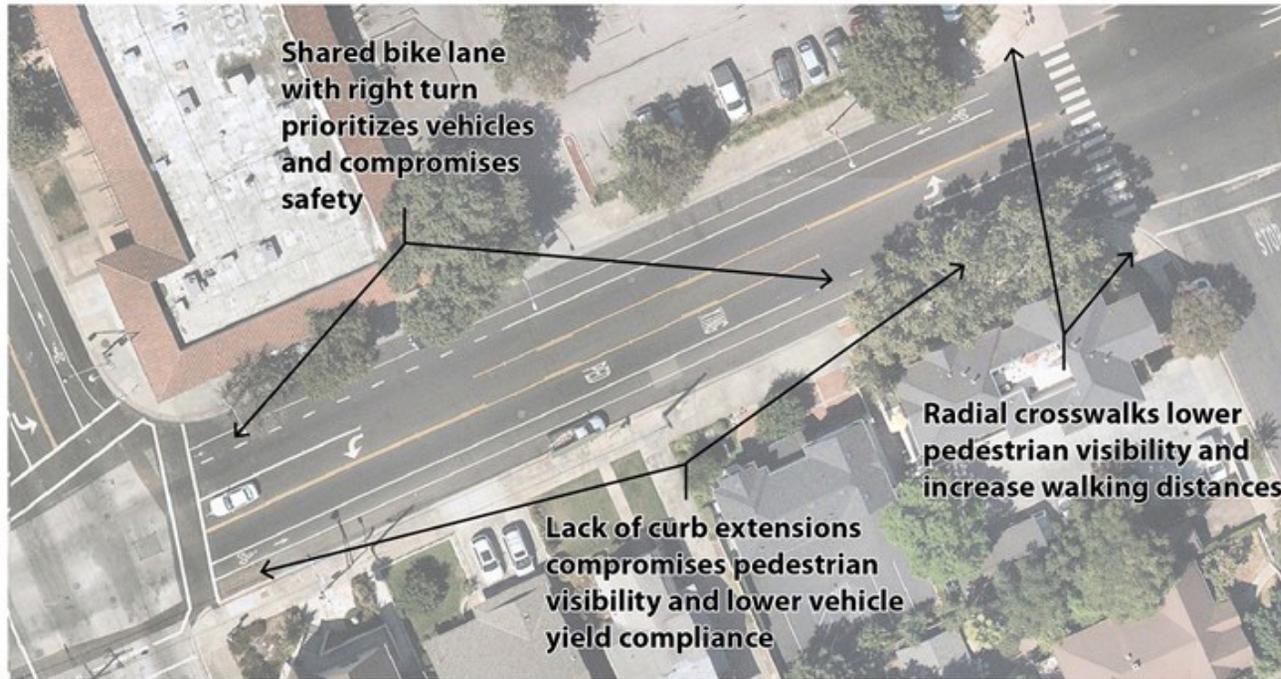
Roadway Considerations

The Bicycle Plan update identified Benton Street as needing to be enhanced to a Class II facility bike lane. The existing 15-foot travel lanes can be reconfigured, similar to Homestead Road, with 10-foot travel lanes and five-foot bicycle lanes. Additionally, Benton Street is a key connection between Downtown and the Santa Clara Caltrain Station and future BART Station. Pedestrian improvements along the corridor and at its intersections are recommended to increase the economic influence the rail service can have on the SCDPP study area.

HOMESTEAD ROAD CONFIGURATION



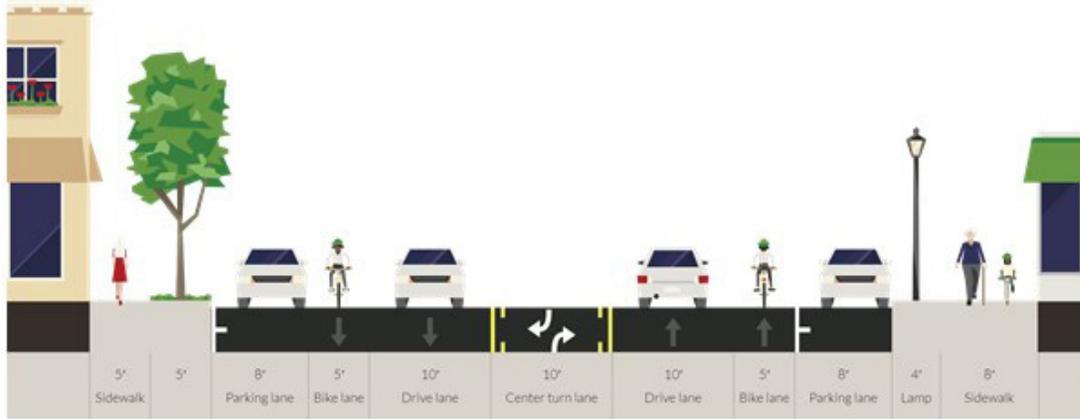
Homestead Road traverses the southern boundary of the SCDPP study area. The roadway is also configured as a two-lane roadway with a continuous center left-turn lane with Class II facility bike lanes and on-street parking. There is no painted delineation between the travel lane and parking lane.



Roadway Considerations

Homestead Road can be further improved and safety concerns addressed. Curb extensions at intersections will shorten pedestrian walking distances and improve their visibility for motorists. Additionally, Santa Clara should consider limiting shared right-turn lane with bicycle lanes along Homestead Road to improve bicycle safety. Lowering the City's minimum LOS standards could allow this to occur.

MONROE STREET CONFIGURATION



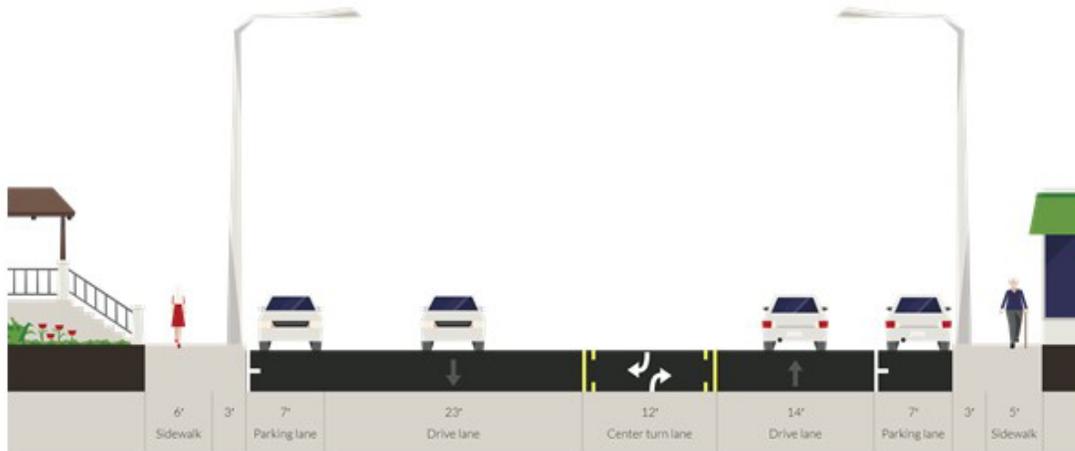
Monroe Street traverses the western portion of the study area. The street is configured as a two-lane roadway with left-turn lanes. The street has a Class II facility bicycle lanes and on-street parking. The western block face of Monroe Street between Benton and Franklin Streets has recent development with improved sidewalks and intersection designs with curb extensions and directional sidewalks.

Roadway Considerations

Monroe Street, like Homestead Road, has improved bicycle facilities, but can be improved further. Each intersection could be modified with curb-extensions and directional crosswalks where the crosswalk ramps are perpendicular to travel lanes. Also, similar to Homestead Road, the City should consider eliminating shared right-turn lanes with bicycle lanes in an effort to improve bicycle safety.



LAFAYETTE STREET CONFIGURATION



Lafayette Street operates as the eastern boundary of the SCDPP study area. Lafayette Street separates the Downtown from Santa Clara University. The roadway’s configuration functions as a barrier to connecting Downtown Santa Clara to the University, and ultimately, the Santa Clara Rail Stations. The roadway operates as a two-lane roadway with continuous center left-turn lane and on-street parking. The intersection of Lafayette and Benton Streets is strangely configured, accommodating a heavy right-turn movement from eastbound Benton Street to southbound Lafayette.

Roadway Considerations

No bicycle improvements were identified for Lafayette Street in the City-wide bicycle Master Plan. Needed pedestrian improvements include the introduction of intersection curb extensions and directional, along with better clarification for southbound travel lanes.



EXISTING AND PLANNED BIKE NETWORK



Santa Clara Bicycle Plan Update 2018

Existing Bikeways

- Class II Bicycle Lane
- Class III Bicycle Route

Recommended Bikeways

- ... Class II Bicycle Lane
(recommended to remove parking from Benton Street)

Bicycling Level of Traffic Stress

- █ Level 1 - All Ages and Abilities
- █ Level 2 - Average Adult
- █ Level 3 - Confident Adult

Bicycle Circulation

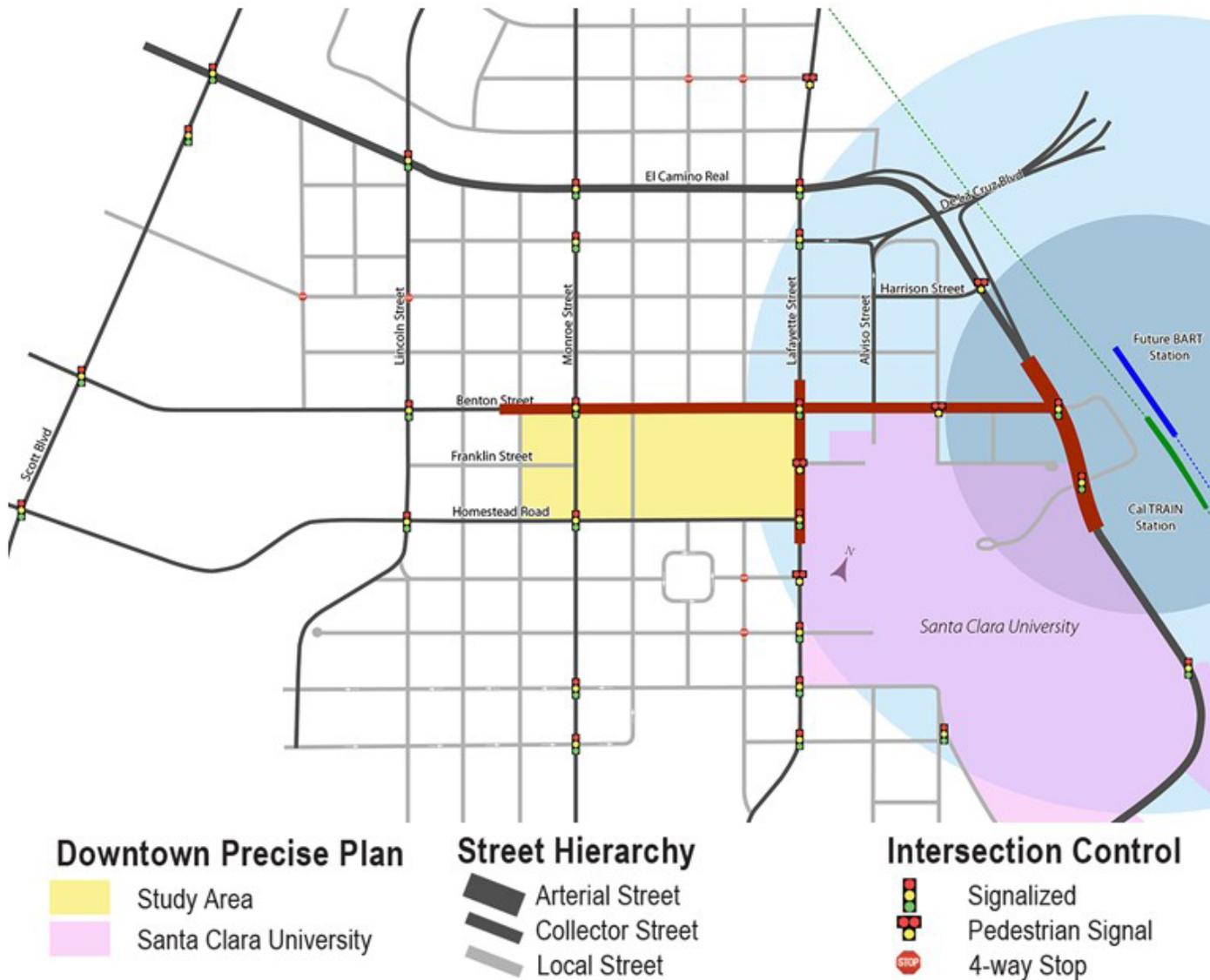
Santa Clara's Bicycle Plan update included the identification of three bicycle levels of traffic stress, scaled between Level 1 to Level 3. Level 1 indicates the bicycling experience is comfortable for bicyclists of all ages and ability levels. Level 2 indicates an experience that is comfortable to an average or better adult bicyclist. The final category indicates a comfort level appropriate only to a confident adult bicyclist.

The assessment shows the bicycling environment in Downtown Santa Clara largely comprises streets that are comfortable for Level 2 bicyclists. Benton Street and Lafayette Streets on the northern and eastern boundaries of the SCDPP area are appropriate only for Level 3 bicyclists.

Bike Considerations

The Bicycle Plan Update recommended implementation of a Class II bicycle lane along Benton Street, similar to Homestead Road. The plan also identified the Monroe Street and Homestead Road intersection as a fairly common crash site for bicyclists. The elimination of the shared vehicular right-turn lane with the bike lane at that intersection could reduce crash rates.

ACCESS BARRIERS



Access Barriers

Three transportation barriers influence the success of the SCDPP study area. The current configurations of Benton Street, Lafayette Street, and El Camino Real isolate Downtown from the University of Santa Clara, and the mobility economic benefits provided by the Santa Clara CalTrain Station and the future BART Station.

Barrier Reduction Considerations

The City should consider reducing El Camino Real from six to four lanes between Rail Road Avenue and Dela Cruz Boulevard. This lane reduction would improve pedestrian accessibility between Downtown and the Santa Clara Rail Stations. It is expected that modification to the City's LOS minimum standard will be needed to accommodate this recommendation. Like El Camino Real, Lafayette Street is also a physical barrier, separating Downtown from the University. Pedestrian improvements at both the Benton and Franklin Streets intersections with Lafayette are recommended to mitigate the barrier.

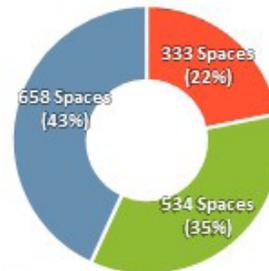
PARKING



Parking Facilities

- Private Off-Street Parking
- Public On-Street Parking
- Public Off-Street Parking
- Buildings

Parking Inventory



Parking

The parking in the study area consists of a combination of public on-street, public off-street, and private off-street. Public off-street parking consists of surface lots and a single garage available for general public parking. Most of the parking in the study area is considered public.

The private parking consists of off-street lots where only certain visitors can access the parking. This is regulated via a permit that allows the vehicle to park in the facility. Signs are posted at the facility entrances to indicate that a permit is required to park in the lot.

The on-street parking is considered public because the general public is able to park in any available space. There is no cost to park in these spaces. However, the on-street parking is restricted by time limitations in the study area. The Parking Inventory chart below summarizes the parking assets available in the study area.



1 Hr

54 Spaces



2 Hr

65 Spaces



4 Hr

34 Spaces

On-Street Parking Time Limits

The city’s traffic engineer is responsible for enacting parking regulations along the curb. Enforcement of parking is conducted by the Police Department.

Currently, there is no paid parking in the study area, however, there are time limits that regulate how long vehicles are allowed to remain parked. The time limits in the study area include 24-minute parking, 1-hour parking, and 2-hour parking. The variety of time limits encourages turnover while enabling visitors to park for a time that allows them to conduct their business. These regulations are enforced between 8am and 6pm Monday through Saturday.

There are 333 total on-street parking spaces in the study area, 153 of which are regulated by various time limits. The above graphic indicates how many

spaces are regulated by each time limit.

In addition to these time limits, there are 12 spaces that allow 3-minute or 24-minute parking to accommodate quick loading or drop-off for businesses. These locations are indicated by a green curb. Wherever there is a time limit restricting how long users are able to park, a sign is posted indicated the regulation.

There are 158 spaces in the area that are not regulated in anyway through posted signage. These spaces are considered to have no restrictions and therefore users are able to park as long as necessary.

Off-street parking is regulated in a different manner than the on-street. The number of spaces is dictated by the type and size of the building the parking will serve. The study area is considered part

SANTA CLARA PARKING REQUIREMENTS

Land Use	General Parking Code Requirement
Apartments	1 space per unit
Bank	1 space per 300 square feet
Court House	1 space per 300 square feet
Grocery Store	1 space per 200 square feet
Office	1 space per 300 square feet
Post Office	1 space per 300 square feet
Restaurants	1 space per 200 square feet or 1 space per 3 seats (whichever is greater)
Retail	1 space per 200 square feet

Off-Street Parking Regulations (City of Santa Clara City Code 18.74.020)

of the Downtown Commercial Zoning District. However, the parking requirements for this District are the same as those for the city-wide general parking requirements.

The above table summarizes the land uses in the study area with their corresponding intensity and required parking per the city’s code (City Code 18.74.020). It should be noted that these requirements represent the typical requirements for uses. The actual land uses in the study area may have other agreements in place that allow them to vary from the code regulations.

Parking Considerations

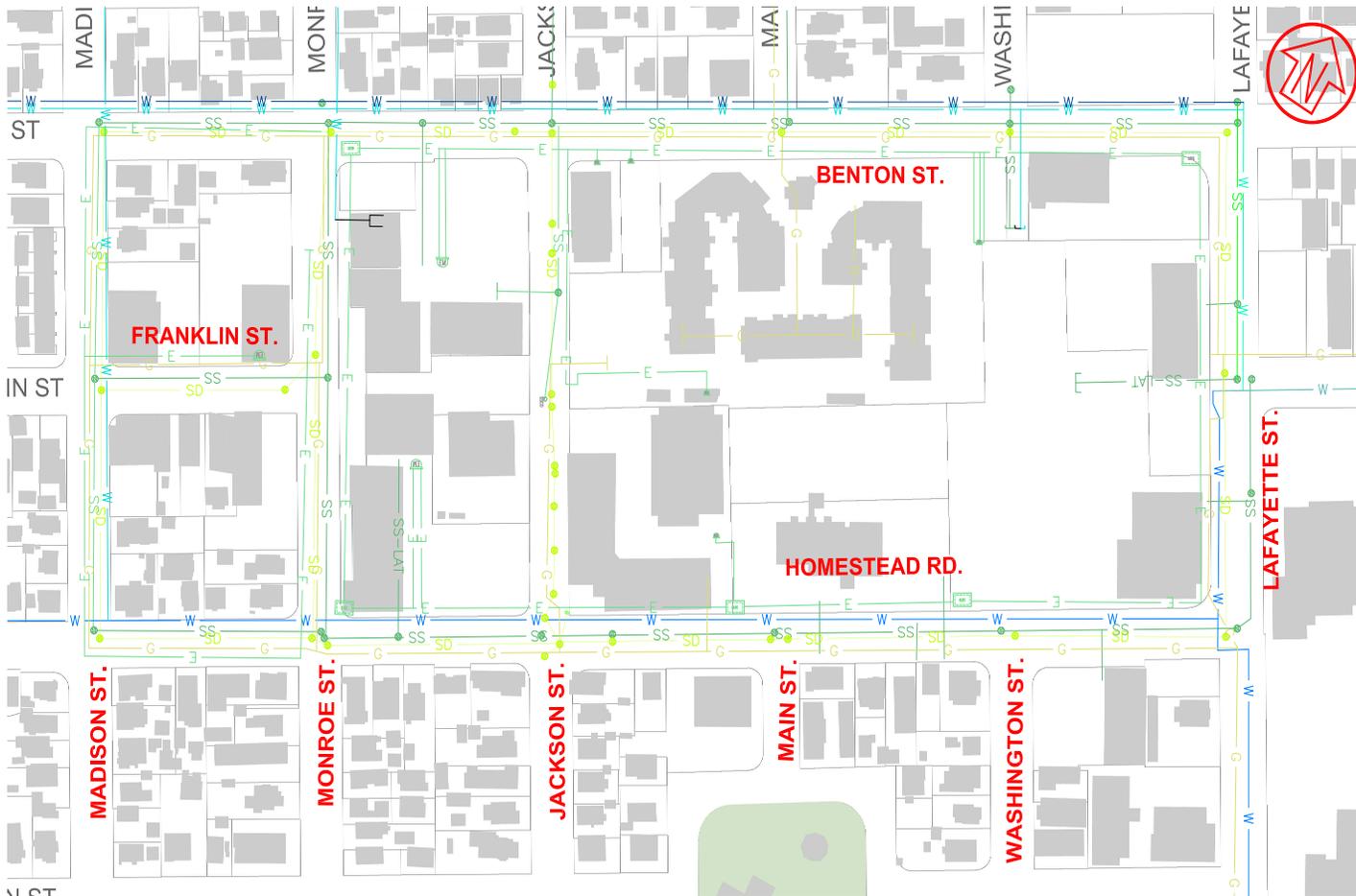
As the area evolves, the parking must evolve as well. Free, unregulated parking spaces encourages people to park for long periods of time, blocking access to

surrounding businesses and destinations. Further restrictions may be needed to encourage turnover along the curb.

Improved turnover means that more customers are able to park during the day. Increased turnover will result in improved access to business. For those that must stay longer in the area, such as employees or those wishing to visit multiple destinations, off-street parking should be available. On-street is typically used for short-term visits (1-2 hours) and those parking longer than that should be encouraged to use off-street parking.

Downtown Santa Clara is unique and will evolve differently than the rest of the City. Customized, lower, more transit supportive parking requirements are encouraged to promote redevelopment.

EXISTING UTILITIES



EXISTING UTILITIES

- E— EX. ELECTRIC
- G— EX. GAS
- SS— EX. 6" SEWER
- SS— EX. 8" SEWER
- SS— EX. 12" SEWER
- SD— EX. STORM DRAIN
- W— EX. 6" WATER
- W— EX. 8" WATER
- W— EX. 12" WATER
- W— EX. 24" WATER

Existing utility information surrounding the study area

EXISTING UTILITIES

This study summarizes our preliminary findings related to the existing utility systems located adjacent to the Santa Clara Downtown Precise Plan study area. Our area of evaluation includes all the public roadways shown in the illustration to the left.

We requested existing utility information from the City of Santa Clara, Pacific Gas and Electric, and other public utilities serving the City. To date, we have received water, storm drain, sanitary sewer, and electrical information.

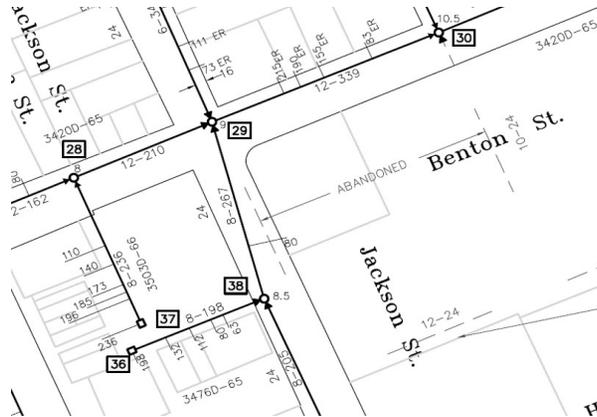
POTABLE AND NON-POTABLE WATER

The City of Santa Clara provides potable and fire water service to the area. The water sources include an extensive local underground aquifer supply delivered to the system by well as well as imported water supplies provided by two wholesale water agencies including the Santa Clara Valley Water District (SCVWD) and the San Francisco Public Utilities Commission (SFPUC) Hetch Hetchy system.

Raingardens are key features of the new development. They improve the quantity and quality of stormwater discharged from the site.



An 8 inch diameter sanitary sewer exists within an easement at 1290 Franklin Street, which serves several adjacent properties. This will require modification if a development requires its removal.



Electrical enclosure 2279 serves an existing transformer within the Park Central Apartments as well as other electrical demands along the Benton Street corridor.



According to the City of Santa Clara's 2015 Urban Water Management Plan, the City will have adequate water supply assuming projections for water demand of 8.9% average annual growth for the next 5 years and slower 1% growth thereafter.

The study area is within the City of Santa Clara's pressure zone 1. The normal pressure ranges within the zone are maintained between 45 and 85 psi. The pressure remains fairly constant with demand generally not varying by more than 15 psi. The water supply within this zone generally comes from groundwater delivered through wells.

The pipelines within the study area include the following:

- Madison Street – Water line of unknown size and type
- Benton Street – 24-inch ductile iron pipe installed in 1973 and 8-inch cast iron pipe installed in 1927
- Lafayette Street – A 6-inch cast iron pipe installed in 1927 and 12-inch cast iron pipe installed in 1962 which are not continuous along the segment
- Homestead Road - 12-inch cast iron pipe installed in 1965
- Franklin Street - 8-inch cast iron pipe installed in 1927 – an

abandoned 10-inch pipeline remains in the segment between Jackson and Monroe

- Monroe Street - 12-inch cast iron pipe installed in 1972
- Jackson Street - 8-inch ductile iron pipe installed in 1987

South Bay Water Recycling provides non-potable water service near the site. Currently, the utility has transmission pipelines located to the north and west of the study area in Fremont and Madison Streets respectively. This recycled water can be used for irrigation as well as non-potable building uses such as toilet flushing and/or mechanical processes.

Based upon the current land use at the site, average potable water demand ranges from about 11,000 to 17,000 gallons per day (GPD). This data could be better quantified by a review of annual water meter data.

At this time, it is unknown the condition and capacity of the potable and non-potable water systems.

SANITARY SEWER

Wastewater is collected by the City of Santa Clara and transported for treatment to the San Jose/Santa Clara Water Pollution Control Plant. The plant has the capacity to treat up to 167 million gallons per day. The treated effluent is sent to the South Bay Water Recycling project for re-use as non-potable water.

All pipelines adjacent to the study area are vitrified clay pipes and range from five to twelve feet in depth. The wastewater from the study area discharges to the collector pipeline in Lafayette Street where it flows to the south. The following summarizes the pipelines adjacent to the study area:

- Madison Street – 8 inches in diameter
- Benton Street - 12 inch in diameter
- Lafayette Street - 6 and 12 inches in diameter
- Homestead Road - 12 inches in diameter
- Franklin Street – 10 inch in diameter
- Monroe Street - 12 inches in diameter
- Jackson Street - 8 inches in diameter

Based upon the current land use at the site, average sanitary sewer flows range from about 10,000 to 16,000 gallons per day (GPD). Assuming a peaking factor

of 2.5, the peak daily demand could be about 0.65 cubic feet per second. This data could be better quantified by a review of annual water meter data. At this time, it is unknown the condition and capacity of the collection system.

STORM WATER

Storm runoff is collected by the City of Santa Clara and transported to the San Francisco Bay. The study area is within the Southern Guadalupe River Drainage Area as defined by the City of Santa Clara Storm Drain Master Plan dated December 2015. The study area does not contain areas designed by the Federal Emergency Management Agency as subject to the inundation from a 100-year storm.

All pipelines are reinforced concrete pipe, unless noted otherwise, and range from three to four feet in depth. The stormwater from the study area discharges to the collector pipeline in Benton Street where it flows to the east. The following summarizes the pipelines adjacent to the study area:

- Madison Street – 36 inches in diameter
- Benton Street - 36 inch in diameter
- Lafayette Street - 21 inches in diameter
- Homestead Road – 15 and 18 inches

in diameter

- Franklin Street – 8 inch in diameter noted as vitrified clay pipe
- Monroe Street - 12 inches in diameter
- Jackson Street - 20 inches in diameter

At this time, it is unknown the condition and capacity of the storm drainage system.

STORM WATER QUALITY

Redevelopment of the project area will require the use of low impact development strategies to improve the quality of stormwater discharged from the site. This should be completed in conjunction with the C.3 Stormwater Handbook prepared by the Santa Clara Valley Urban Runoff Pollution Prevention Program. In general, these measures should include the following goals:

- Minimize the area of impervious surfaces by using landscaping, pervious pavements, and green roofs.
- Direct runoff from impervious surfaces to bioretention or self-retaining areas that remove pollutants and contaminants as well as maximize the infiltration of rainwater into the aquifer.

- Install rainwater harvesting systems to capture and store runoff for irrigation and non-potable uses.

ELECTRICITY

Silicon Valley Power serves the site through overhead lines and underground infrastructure operating at 12KV. The site includes a series of transformers providing electrical services at voltages necessary to serve commercial and residential uses.

At this time, it is unknown the condition and capacity of the electrical system.

NATURAL GAS AND COMMUNICATIONS

Pacific Gas and Electricity (PG&E) has natural gas pipelines within the roadways surrounding the study area. Silicon Valley Power, Comcast, and AT&T provides communication services within the area.

At this time, it is unknown the condition and capacity of the natural gas and communications systems.

Development Considerations

Preliminarily, we offer the following observations for supporting development with the study area:

- There are utility service lines,

which stub into properties within the study area. However, there appear to be no major transmission lines, which would be impacted by redevelopment. Each alternative should be reviewed in conjunction with the utility mapping to develop service revisions.

- Much of the gravity utilities are deep, which allow flexibility in re-developing the project area.
- The condition and capacity of the infrastructure adjacent to the study area is unknown. We recommend meeting with representatives from the sewer, water, storm drain, and electrical departments.
- Consider extending the recycled water pipeline into the study area to reduce the dependence on potable water.
- Consider studying the integration of wastewater treatment systems into the development. IN the current marketplace, several vendors offer package plants that can treat both black and grey water to tertiary standards to serve non potable demands.

Explore the opportunity to develop a heat recovery system, which uses waste heat collected by the chilled-water system to meet the development's concurrent heating demand. For

instance, transferring heat generated from high energy consumers and transferring it to residential applications will reduce overall energy demands.

- There is evidence of abandoned utility infrastructure with the former public rights of way of Franklin, Main, and Washington Streets. These pipelines can be removed but can result in delays if not identified prior to construction.





08.

OPPORTUNITIES + CONSTRAINTS

PUTTING IT ALL TOGETHER

This chapter takes a step back and seeks to see the broad themes that weave through our analysis of the existing place and people, plans for development, and market and transportation context. Here we identify five key themes, each of which has elements of constraint and of opportunity.



POSITIONING DOWNTOWN



CONNECTING DOWNTOWN



PLACEMAKING



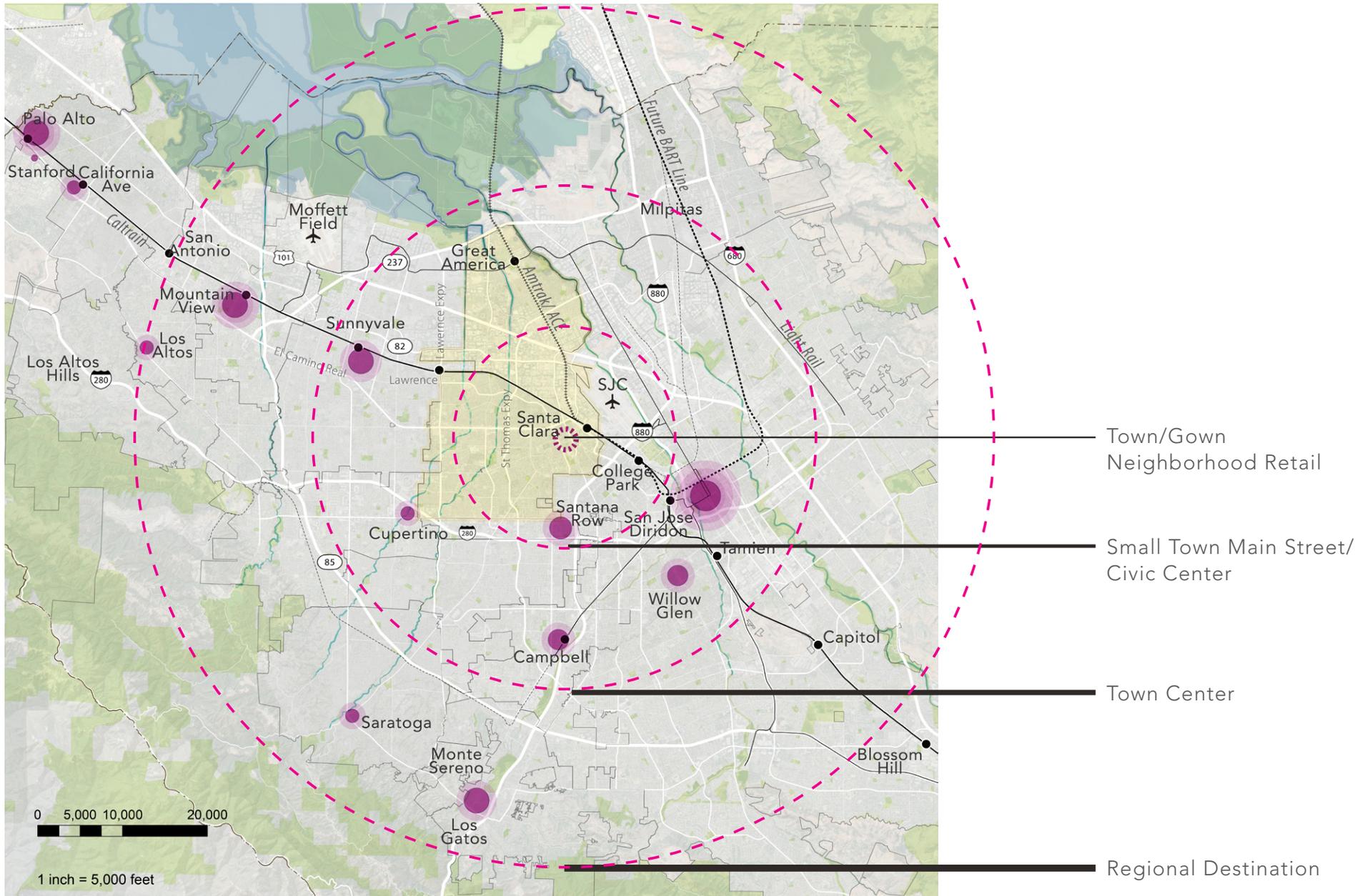
SUSTAINABILITY



STAKEHOLDERS

WHAT KIND OF DOWNTOWN?

Different kinds of downtown district may draw people from just the local vicinity, from a larger catchment area, or from the broader region. How can Santa Clara be positioned in a way that is economically successful and meets the desire of the local community?



REGIONAL CONTEXT AND POTENTIAL MARKET AREAS ▲
FOR DOWNTOWN SANTA CLARA

POSITIONING DOWNTOWN

Downtown Santa Clara is challenged by competition and constrained access and visibility. There are opportunities to create a distinct identity through programming, branding, and development.



**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**

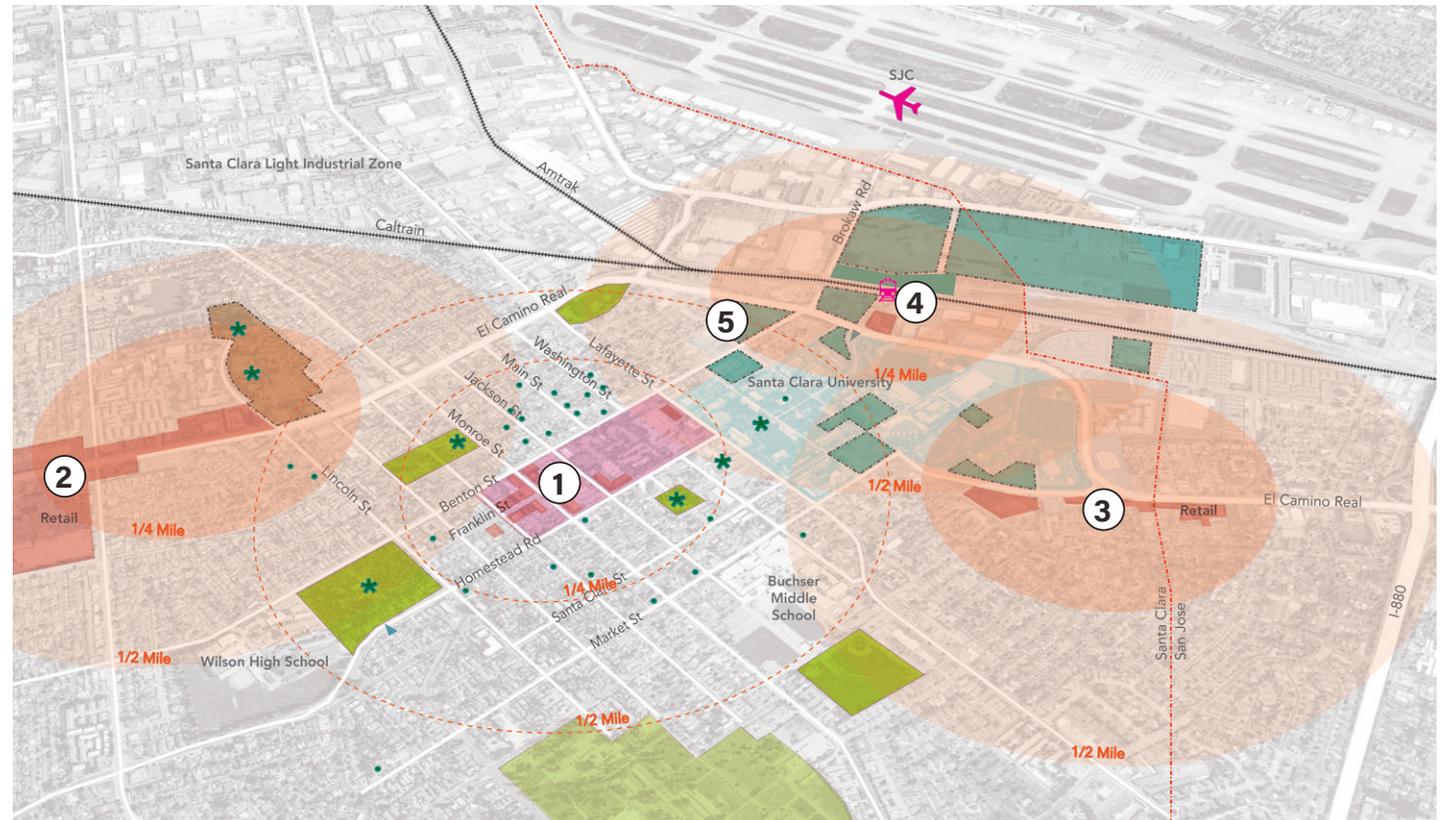
Ingredients for a Successful Downtown

Downtown faces some important challenges. It lacks good access and visibility from major thoroughfares and transit. El Camino Real will likely continue to have better fundamentals for commodity retail. Downtown will need to carve out its own unique identity.

What are the ingredients for a successful downtown Santa Clara? What will be downtown's rhythm of use on a weekday? A weekend?

Downtown could build on its **historic context**: buildings, landmarks, and stories. Downtown could build on **civic life and the arts**, with potential anchors like a city hall or theater. It could build on the unique experience of an **urban environment**. It could build on a **commercial niche**: retail, dining, hospitality, or a mix of all these.

And downtown has a base of **existing base local businesses** to build on.

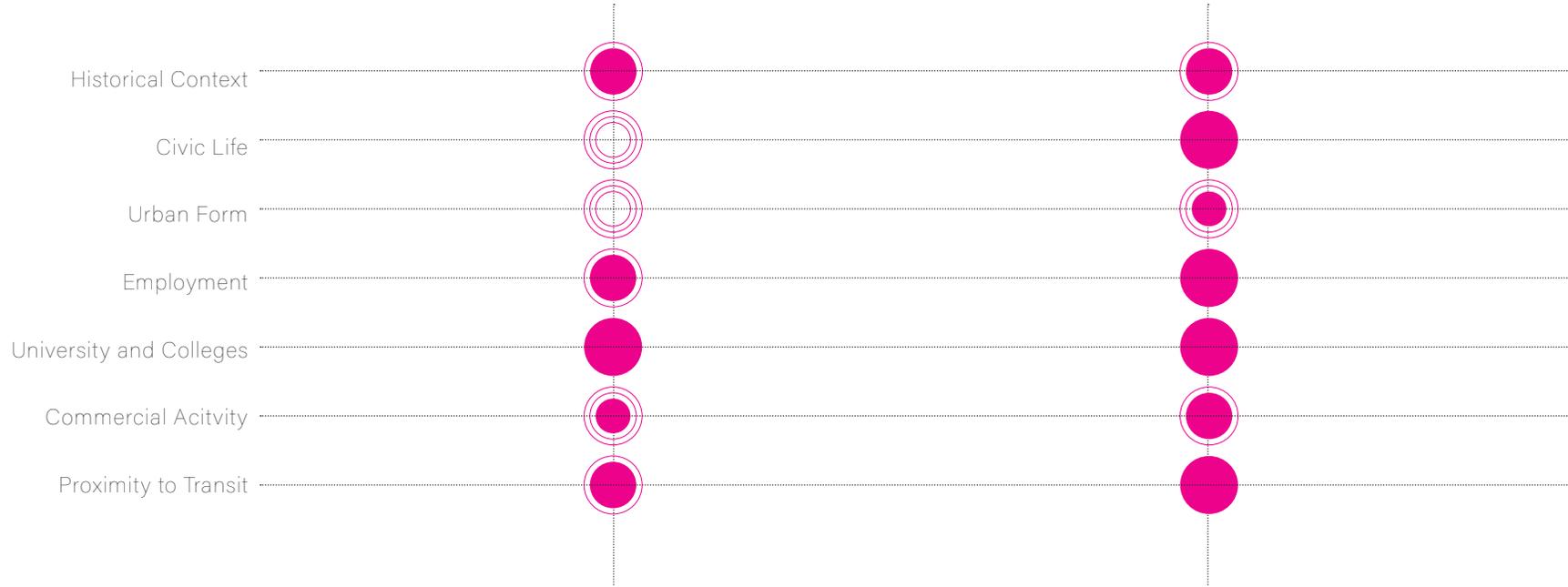
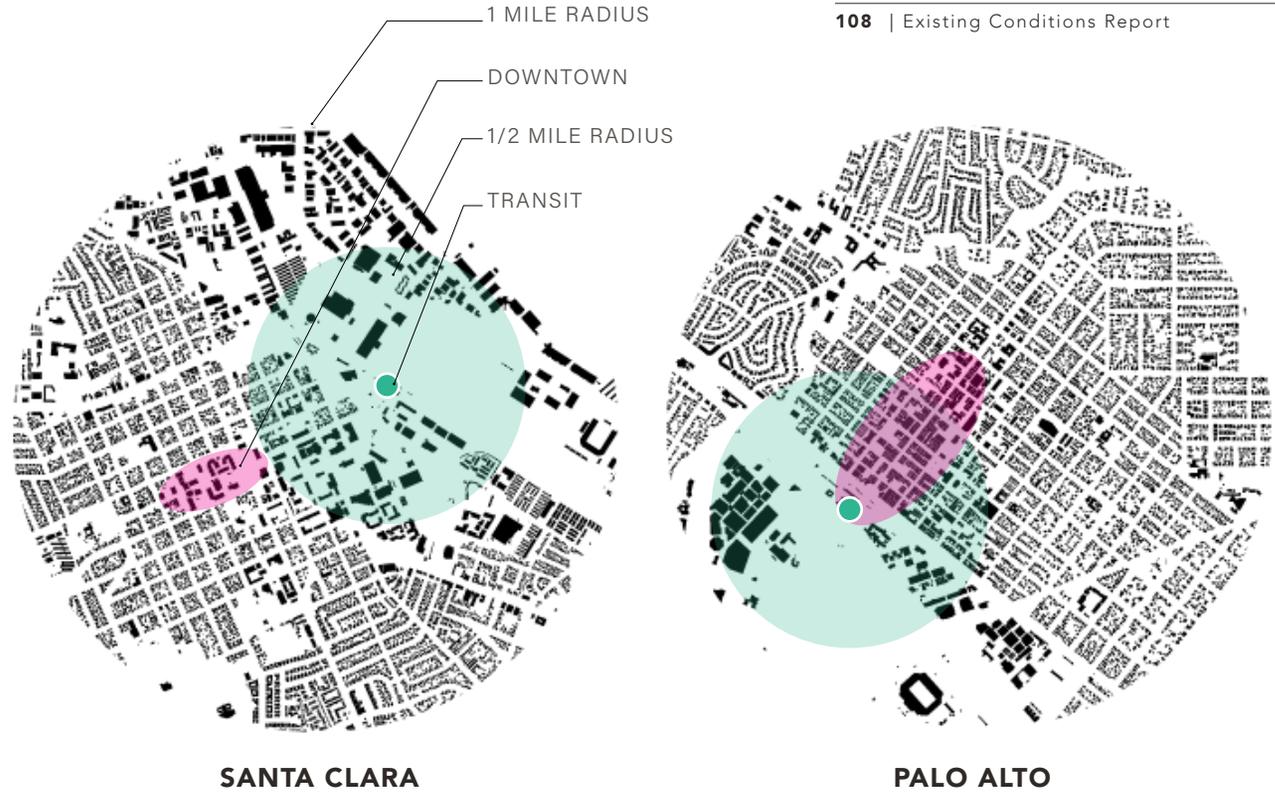
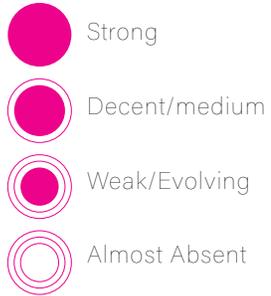


▲ **CENTRAL SANTA CLARA COMMERCIAL DISTRICTS**

- ① **Franklin Square/Downtown.** Franklin Square and University Plaza are home to a handful of restaurants, bars, and personal service businesses such as gyms and salons. The post office and courthouse are also here. The farmers' market and festivals bring people downtown on weekends and for special events.
- ② **El Camino Real** is a major commercial corridor with restaurants, grocery- and drugstore-anchored shopping centers, and other types of commodity retailers.
- ③ **The Alameda** is a local commercial area including Safeway, Starbucks, fast casual lunch spots, and professional offices.
- ④ **Santa Clara Station Area** is planned to include a cluster of ground-floor retail as part of future development on both sides of the rail line.
- ⑤ **Benton Street** is planned and zoned for retail development, though very little is there today.

Downtown Comparisons

How does Downtown Santa Clara compare to downtowns in peer cities in the Bay Area? Here we look at the relationship to transit and the strength of a variety of downtown characteristics.





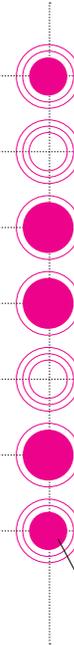
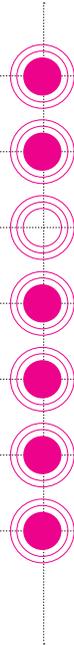
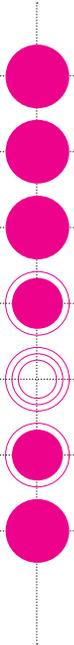
REDWOOD CITY



CAMPBELL



WALNUT CREEK



Free Downtown Shuttle

CONNECTING DOWNTOWN

Downtown Santa Clara is near what will become one of the most accessible spots in the South Bay, and just across the street from the University. Existing barriers make access challenging.



**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**



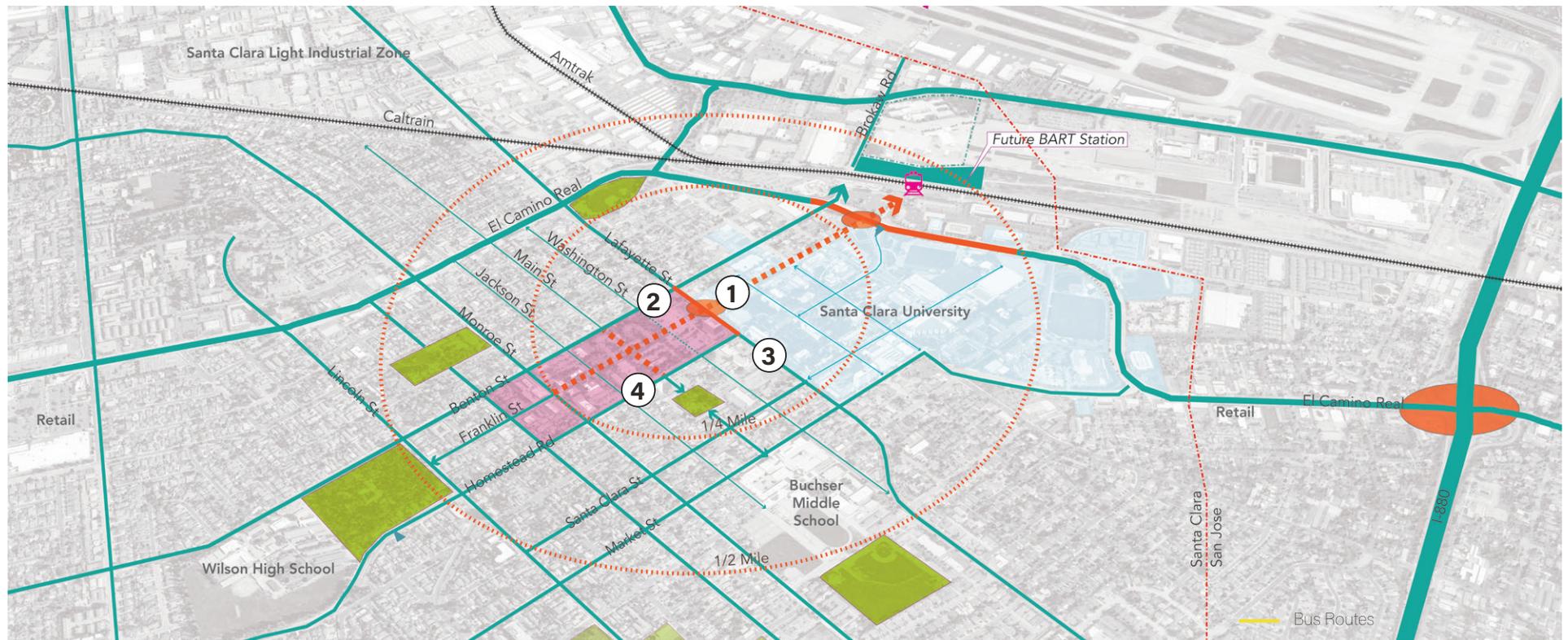
**OPPORTUNITY TO INFLUENCE
AND LEVERAGE OTHER
PLANNED DEVELOPMENT**



**ENHANCED MULTI-MODAL
ACCESS AND LEVERAGE MICRO
MOBILITY**



**CONNECTING TO THE
HISTORIC FABRIC OF THE OLD
QUAD**



▲ PRIMARY CONNECTING CORRIDORS

■ Opportunities
■ Constraints

- 1 Franklin Street** the historic main street of Downtown Santa Clara, was entirely removed in the 1960s through redevelopment, and is now being converted to a pedestrian mall within the Santa Clara campus. If it can be restored as a significant street, the chances for Downtown revitalization and connection to the high-intensity station area development will be greatly improved. Current plans for the station area development prevent a direct connection to the Caltrain and BART stations, and El Camino Real presents a major barrier to pedestrian and bicycle traffic.
- 2 Benton Street** presents a great opportunity for pedestrian, bicycle, and landscape improvements, which could define Benton as an important Downtown avenue, connecting Downtown to the station area and creating a graceful transition between the neighborhoods to the north and the Downtown to the south.
- 3 Lafayette Street** another important connector, offers a strong opportunity as a near-term and long-term connection and interface between the Downtown and the University campus.
- 4 Homestead Road** provides a similar opportunity for a beautiful transition from the Downtown to adjoining neighborhoods and a strong opportunity for a primary pedestrian gateway into the campus. It is also a significant sub-regional connector, including to the Apple corporate headquarters in Cupertino.

Downtown Santa Clara is close to the Caltrain/future BART Station - but is it close enough? The distance is magnified by the width and traffic speed on El Camino Real, the private campus feeling of Franklin Street, and the lack of wayfinding.

Santa Clara University is right across Lafayette Street from Downtown, but is again separated by an auto-dominated street and buildings which present their back sides to downtown.

There are important opportunities to influence and leverage other plans and planned development to preserve and enhance the relationship between Downtown and the Station.

The economic success of Downtown depends in large measure on high-levels of multi-modal connectivity between the Downtown Area, the new mixed-use station area developments, and the University campus.

Connecting to the Station Area

1. Santa Clara Station will become one of the most significant regional transit nodes and concentrations of housing of all kinds in the Silicon Valley. The connections from Downtown and the Santa Clara University campus to a major regional transportation hub and high-intensity mixed-use core must include streets and public spaces.

2. The view from Caltrain to the University across El Camino Real shows how its streetscape currently functions as an automobile-oriented barrier. This presents a major opportunity to reconsider the design and nature of El Camino Real to make it a connector from the University and Downtown to the high-intensity mixed-use station area, rather than a divider.

3. Franklin St axis looking north from Downtown toward the Transit Station.





Connecting to the University

1. The Louis B. Mayer Theater backs onto Lafayette Street.

2. Lafayette Street separates the University from downtown. Franklin Street could be re-established as a direct link into Downtown.

3. The Historic Mission mall in the University campus just east of Downtown.



PLACEMAKING

Downtown doesn't truly exist today--but it has a rich physical context in which to emerge. There is a lot of work to do to make buildings, streets, and public spaces that mesh to create a memorable place, but it can be done step by step.



RICH SENSE OF PLACE PROVIDED BY UNIVERSITY, OLD QUAD



DOWNTOWN'S BUILDING FRONTAGES AND STREETSAPES AREN'T WORKING



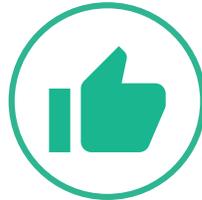
COURTHOUSE AND APARTMENTS ARE BARRIERS TO ACHIEVING THE STREET GRID



BUILDING ON THE POST OFFICE AS AN HISTORIC ASSET



UNDERUTILIZED PARKING AREAS MAY BE RIPE FOR EARLY ACTIVATION AND DEVELOPMENT



SMALL-SCALE PUBLIC REALM ENHANCMENTS COULD MAKE A REAL IMPACT



CREATING A CLEAR STREET HIERARCHY AND STREETScape IMPROVEMENTS

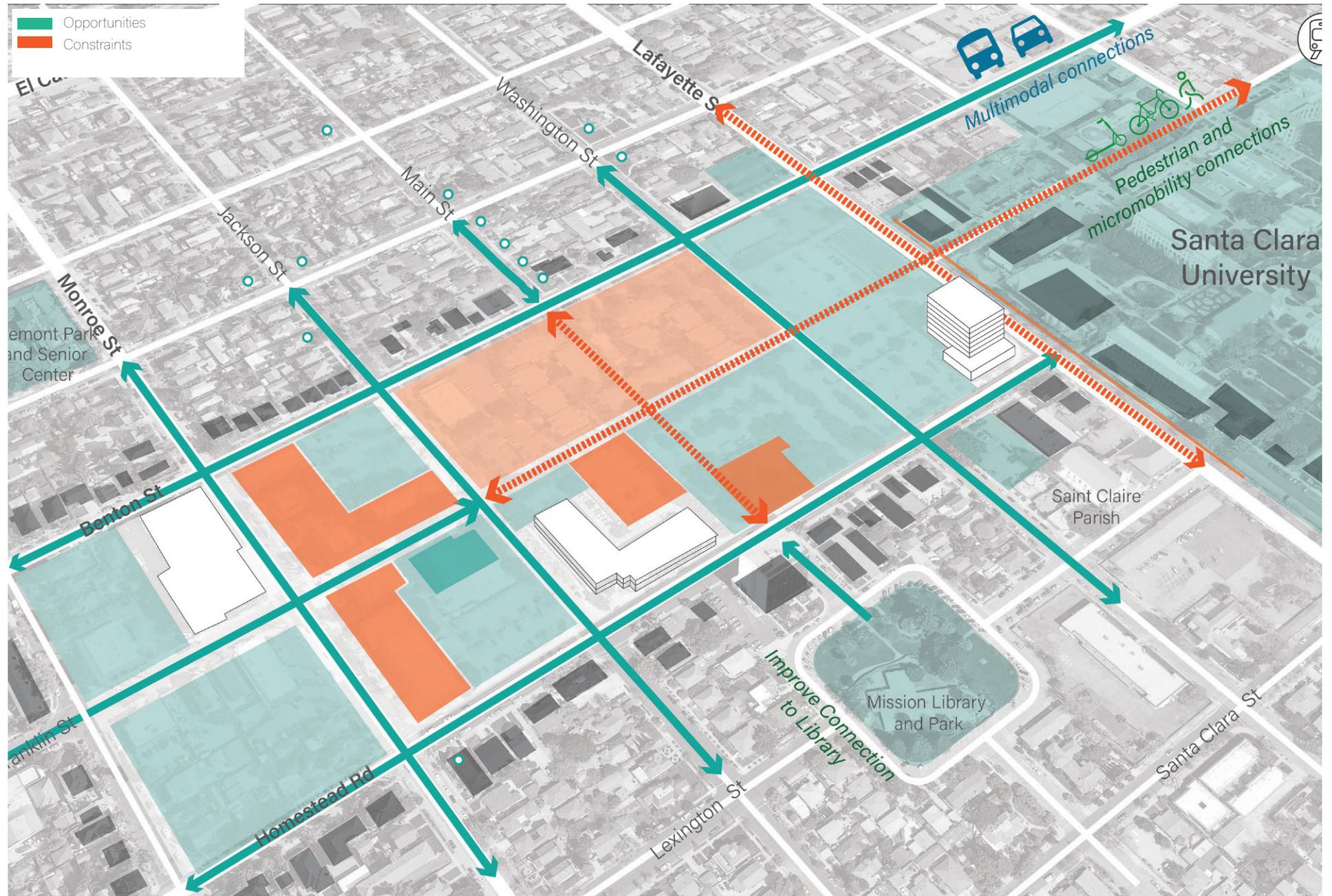


RE-ESTABLISHING A GRID, IN PHASES



SPURRING NEW DEVELOPMENT WHILE RESPECTING EXISTING ACTIVITY AT FRANKLIN SQUARE

DOWNTOWN SANTA CLARA OPPORTUNITIES



Franklin Street

Franklin Street, formerly the main street of central Santa Clara, could be restored within the Downtown.

As Santa Clara University transforms segments of Franklin to a vehicle-free environment, it is important that it evolve into a well-used active transportation corridor.

Furthermore, as the University has designated Franklin Street north of Downtown as a concentrated area of arts, including its music and dance facility and the new Edward M. Dowd Art and Art History Building, Franklin Street has the opportunity to become a fun, active environment which prioritizes those traveling on foot and by other modes of limited-speed travel.



DOWNTOWN BURLINGTON



CHURCH STREET, BURLINGTON

PEDESTRIAN PRECEDENTS

Civic life, the arts, and special programming could be important ingredients for a successful downtown.



THIRD STREET PROMENADE, SANTA MONICA

Homestead and Benton

The streetscapes of Benton Street and Homestead Road can be used to transition between the Downtown scale and the existing neighborhoods that surround them.

Medians with trees can be introduced along portions of the existing center turn lanes in order to form a buffered transition. Furthermore, boulevards with medians facilitate pedestrian crossings, as the pedestrian can cross the street in segments without having to look in both directions at the same time.

Mobility lanes will complete the character of these corridors and strengthen them as multi-modal connections. Bike lanes already exist on Homestead Road.

The image to the lower right is an example of a street design prepared for a Downtown in a very different context. A design with some of these characteristics might offer an attractive separation between the buildings on the more intense Downtown side of Benton St or Homestead Rd and the neighborhood across the street.



Neighborhood frontages consisting primarily of detached 1- and 2-story homes.



Streetscape design for a different context which uses a median to transition between scales and character.

Downtown Frontages

As the connections described on the previous pages are strengthened, they will provide opportunities for near- and long-term placemaking. The nature of their streetscape design and property frontages will determine the success of these placemaking efforts and ultimately, the quality of Downtown.

Currently, many of the existing buildings do not properly front and activate the public realm. Some require improvements, such as window replacement and signage alterations, in order to contribute adequately to the Downtown environment. These are shown in orange in the map to the left. Others, shown in brown, must be dramatically transformed if they are to contribute to the Downtown environment.

The numbers on the map correspond to the images on the following two pages.

- 1.** Scale of the automobile is dominant, facing neighborhoods.
- 2.** Blank “back” faces the neighborhood. If the contents of this corner mass are relocated, this could become a corner plaza.
- 3.** Reflective glass obscures the view to shop interiors and the shallow gallery creates distance and further obscurity without providing for pedestrian passage. The distance “X” in the image is too narrow to serve as a walkway.
- 4.** This arcade does not achieve its goals, but rather obscures shop interiors. The signage could be moved to the above building face in order to create a taller opening to the arcade.
- 5.** University Plaza does a nice job of defining space, creating a good presence along the street edge.
- 6.** Suburban forest-like frontage attempts to buffer the residential building from the street rather than front it and engage it. At the same time, significant street trees can be very effective at defining space.





SUSTAINABILITY

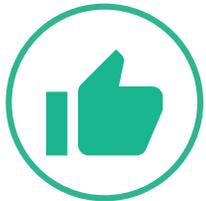
Downtown can't be considered a "sustainable" environment today, but future development can change that by creating a walkable environment and embracing best practices in infrastructure, landscape, and building design.



**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**

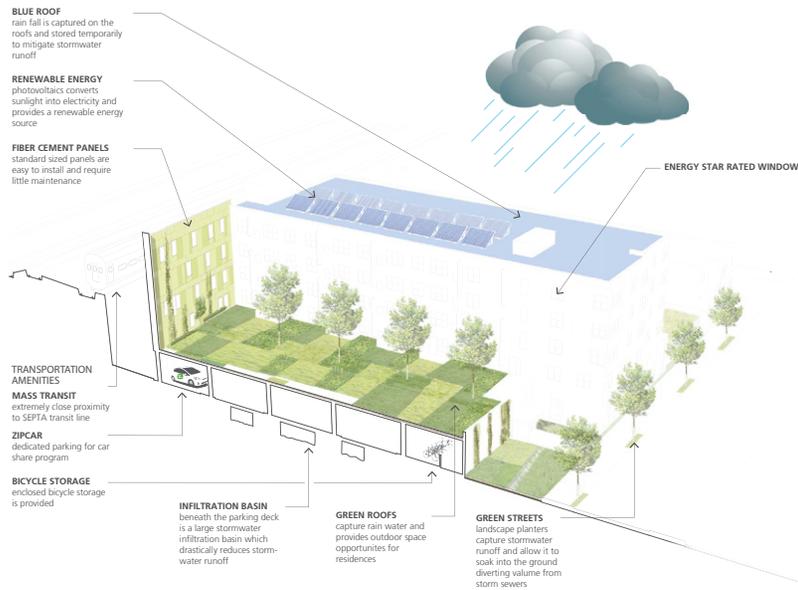
California has set ambitious targets to reduce greenhouse gas emissions, and a legislative framework to help ensure those targets are met. Santa Clara has its own targets and strategies, laid out in its Climate Action Plan (2013).

Downtown can help the City achieve its climate goals by supporting a shift to micro-mobility and transit, and by having energy and water-efficient buildings and landscapes. As a ten-block district, Downtown may be well-suited to a district heating and cooling system. This could result in great efficiencies, and also help make Downtown resilient to disruptions in the power grid.



MOBILITY SHIFT

- BLUE ROOF**
rain fall is captured on the roofs and stored temporarily to mitigate stormwater runoff
- RENEWABLE ENERGY**
photovoltaics converts sunlight into electricity and provides a renewable energy source
- FIBER CEMENT PANELS**
standard sized panels are easy to install and require little maintenance



GREEN BUILDINGS



STORMWATER MANAGEMENT



DISTRICT ENERGY

STAKEHOLDERS + COMMUNITY

The needs of people who live, own land, run businesses, or manage institutions downtown need to be addressed. City and University land, programs, and aligned values will go a long way, and the community's momentum is essential.



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!)

The Franklin Square commercial condominium, Park Central Apartments (Prometheus) and State of California land holdings may present challenges to implement a Downtown vision. There is also the possibility of objection to higher intensity development by surrounding Old Quad residents.

On the other hand, Downtown has some big opportunities. First, we are building on the momentum of community advocacy: the Community Visioning process from 2015-17, Reclaiming Our Downtown, and the Downtown Community Task Force. The City and Prometheus negotiated an easement for the re-establishment of a Franklin Street right-of-way. Most importantly, the City and the University share a long-term investment in revitalizing Downtown and both own land in Downtown to help create change. The Civic Center land, along with City, cultural and University programming could also be important parts of the equation.

OWNERSHIP MAP MADE BY DCTF MEMBERS



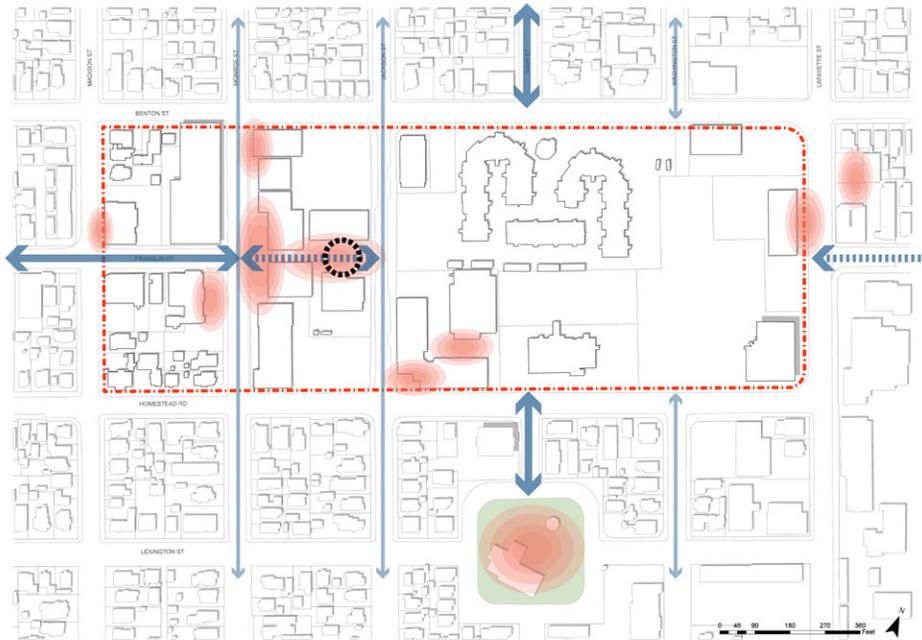
VISIONING (2015-2017)



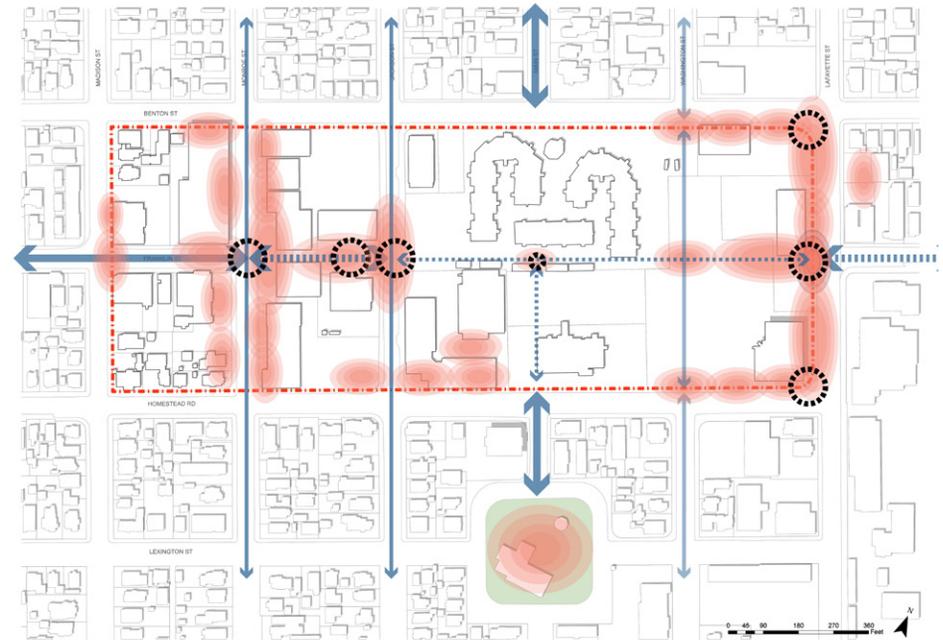
FRANKLIN ST ALIGNMENT (AUGUST 2018)

A POTENTIAL SEQUENCE OF ACTIVATION AND DEVELOPMENT

CURRENT CONDITION



STEP 1

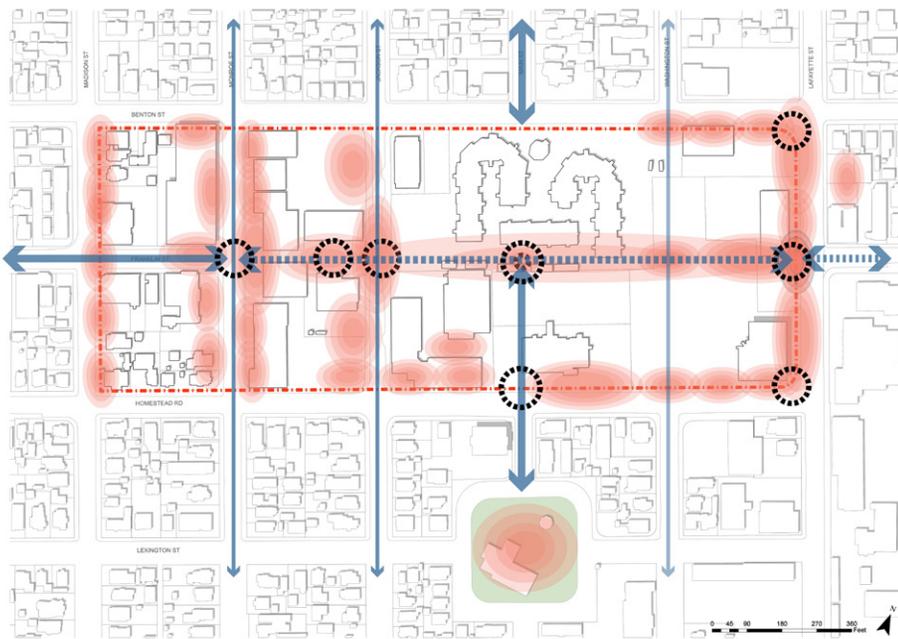


EXISTING
BUSINESSES AND
ACTIVITIES

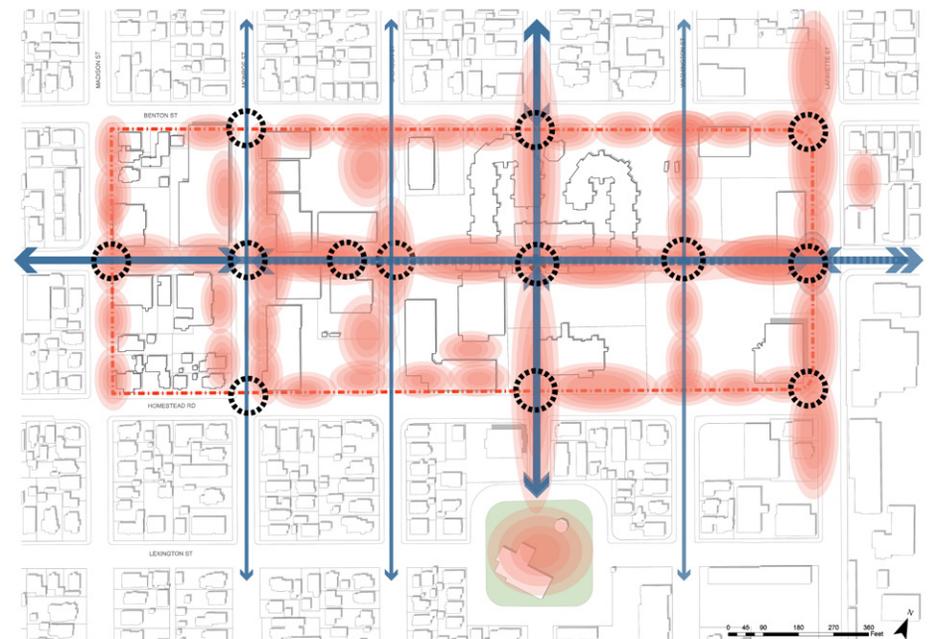


NEW
STREETS AND
PROGRAMMING

STEP 2



STEP 3



EAST SIDE DEVELOPMENT, FRANKLIN WALK



A UNIFIED DOWNTOWN



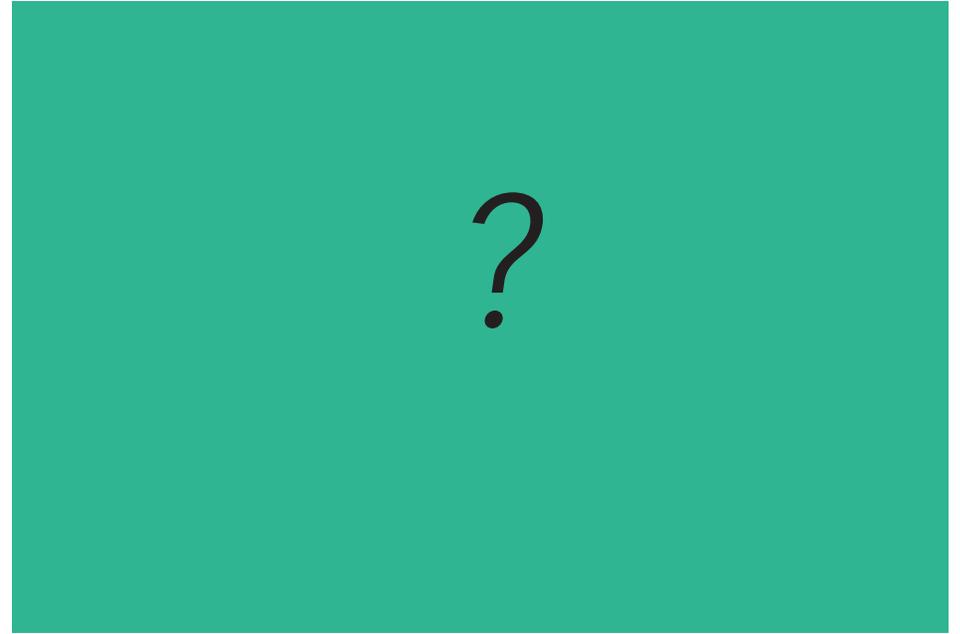
1955



1970s



2020



PROJECT TEAM:

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

