



DCTF// MARCH 10, 2020

SANTA CLARA DOWNTOWN PRECISE PLAN



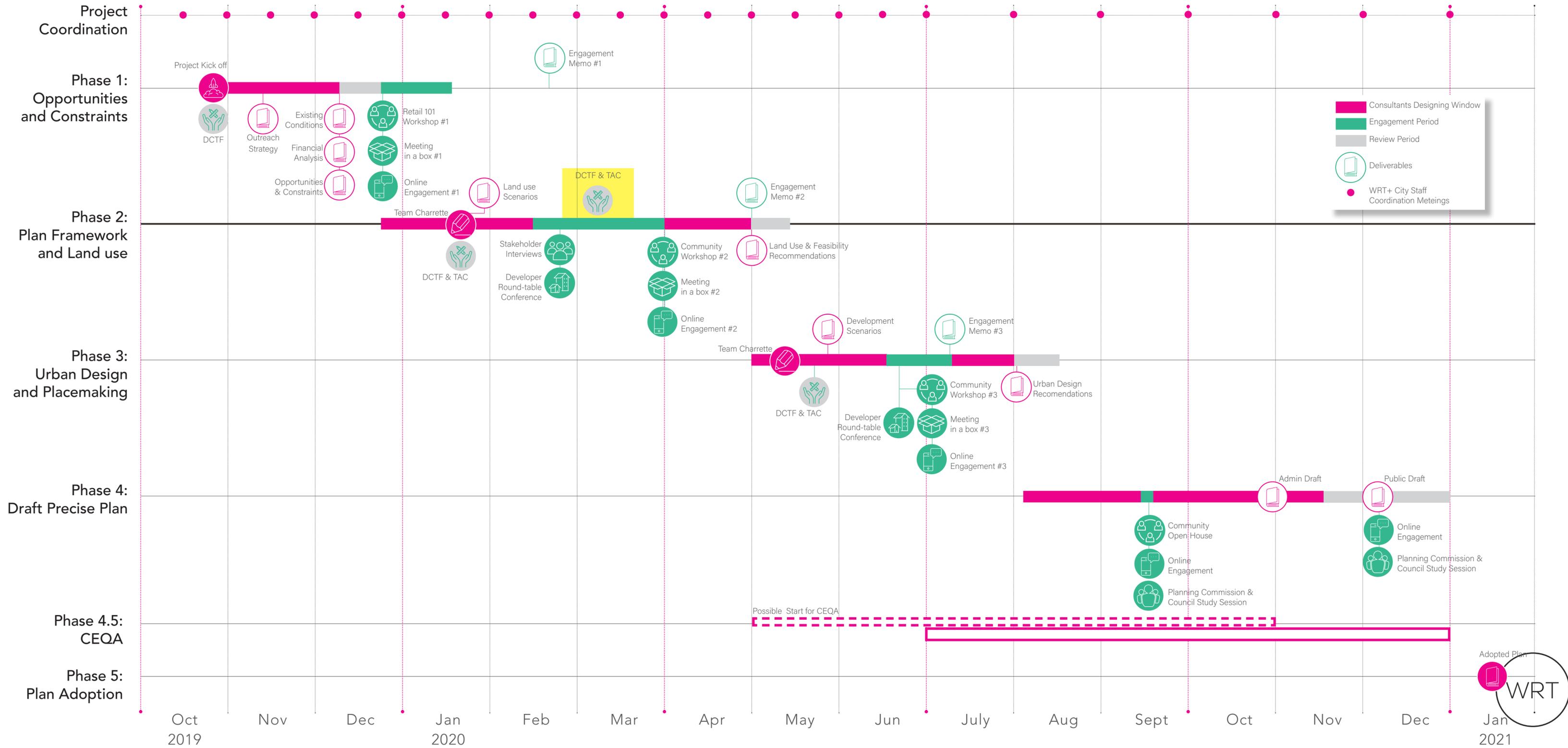
PROJECT TEAM:

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

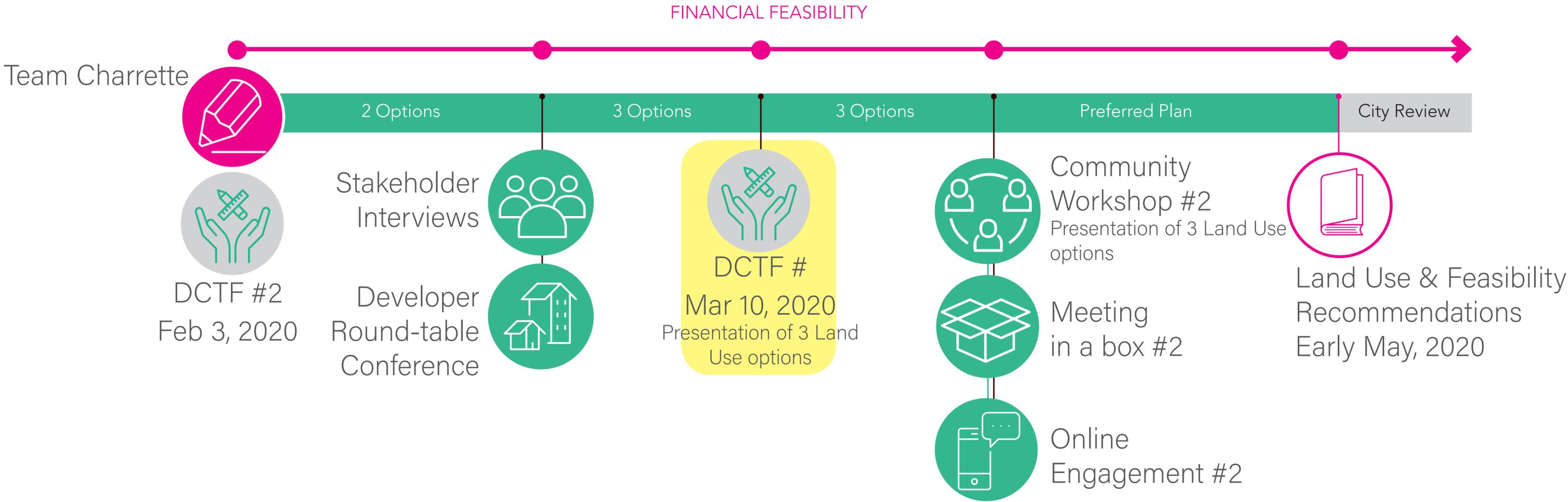
AGENDA

- STATUS UPDATE
- MAKING DOWNTOWN UNIQUE
- BALANCING COMMUNITY NEEDS WITH DEVELOPMENT REALITIES
- DEVELOPMENT OPTIONS
- FEEDBACK & NEXT STEPS

WORK PLAN AND ENGAGEMENT STRATEGY (AMENDED)



PHASE 2: LAND USE SCENARIO DEVELOPMENT



STAKEHOLDERS WE INTERVIEWED

Santa Clara University:

- Leadership
- Students, Staff and faculty Workshop

Property Owners:

- Prometheus
- Swenson

Neighborhood Groups:

- Old Quad Neighborhood Association
- Reclaiming Our Downtown

City Agencies:

- Assistant City Manager
- Community Development Department
- Housing Department
- Parks and Recreation Department
- Transportation Department
- Fire Marshal
- Utilities

VTA

MEETING IN A BOX

• There are tons of assets surrounding the 10 blocks.
 There is not enough room here to mention them all ;)
 • Protect all existing, locally owned, businesses!

SANTA CLARA DOWNTOWN PRECISE PLAN \ ASSETS AND OPPORTUNITIES

■ = assets
■ = opportunities
■ = Not sure (?)

Name: Chris Howden
Designation:
Email: chris.howden@gmail.com

What are the opportunity areas?

- Protected bike lanes and wide sidewalks on Franklin
- Remove parking from "condos"
- Remove courthouse building, and parking structure
- Destroy ugly "Togos" building!

What are the community assets?

- Franklin square mall, if it must stay, add color and art.
- The post office!
- Keep the "Safeway" building at Franklin/Monroe. Make it a public market w/outdoor seating.

Additional observations

- Save all historic lamp posts and everything else of historic value!
- Bike lanes on Benton, all the way to the train station, and the awesome street!
- Save all historic lamp posts and everything else of historic value!
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10. add traffic calming on Lafayette. (and protected bike lanes)

11. Create entrance/arch way at Franklin/Lafayette

12. Remove or restore this building?

13. Add multi-level, high-quality "downtown" buildings.

14. Restore the street grid!

15. Restore main street!

16. Add as much many art, trees, and protected bike lanes as possible.

WRT
 xavier@santacalaraca.gov

MEETING IN A BOX

Historic

SANTA CLARA DOWNTOWN PRECISE PLAN \ ASSETS AND OPPORTUNITIES

Historic

Name: Kathleen Romano *and HLC Commission*
Designation: Old World Resident
Email: karomano@me.com

What are the opportunity areas?

- ① Lower retail to transition into neighborhoods - 2 story
- ② 2 Story Retail facing perimeter street to ease transition to neighborhood
- ③ 4-5 Story Retail Below living above
- ④ Long term apartments should go

What are the community assets?

- ① German homes at Homestead between Monroe
- ② Madison should be preserved
- ③ green center Islands
Sadly few assets remain in red perimeter

Additional observations

- ① green space to ease west end retail from neighboring homes.
- ② Downtown garden arches
- ③ green areas at perimeter too!

WRT
havier@santacruz.gov

MEETING IN A BOX

SANTA CLARA DOWNTOWN PRECISE PLAN \ ASSETS AND OPPORTUNITIES



SWENSON PROPERTY

Skip Pearson
 Name: MATY GRIZZLE
 Designation: R.O.D.
 Email: skip@pearson-realty.com
mogrizzle2@gmail.com
 What are the opportunity areas?

- 1- City buy or exchange for this SCU-owned property
- 2- City buy or exchange for this property OR REZONE for high-rise development AND restore street grid (i.e. main st)
- 3- City buy or exchange for this property
- 4- City buy or exchange for this property (courthouse).

What are the community assets?

- 5- City preserve Downtown Post Office
- 6- City preserve this building for offices, including a temporary or permanent City Hall, with retail/commercial on ground floor
- 7- Restore Main Street promenade from Franklin to original (1868) Town Plaza.
 Promenade streets (Franklin & Main) Additional observations should stand out with spacious sidewalks, uniform trees, and unique pavement coverings and street lights/signs
 Promenade streets should be closed occasionally for public events such as street fairs & markets, art displays, music performances
- 8- Proposed Public Parking Garage
 Site meets criteria: 1) Location is away from residences and close

to offices and SCU, 2) Location allows a desirable 122'x255' footprint, 3) Entry from Homestead is over 150ft. from a busy street (Lafayette), 3) Height allows 6 stories of parking AND a shared rooftop park w/ adjacent 7-story office building AND allows the Santa Clara Theater to be restored on the garage ground floor with entry and sign facing Franklin

WHAT WE HEARD

Public Land and Buildings:

- Current leases at City-owned buildings downtown expire in 2021 and 2022
- Development on City-owned land should cover cost of improvements
- Surplus Land Act would apply
- Courthouse removal would require replacement

University Partner:

- SCU wants to help create high-quality downtown
- Theater, hotel, conference center, business incubator, student housing

Private Property Owner Considerations:

- Park Central Apartments and University Plaza are both fully leased and successful
- Limited interest in redeveloping Franklin Square
- Strong developer interest in participating in redevelopment of City-owned land

Transportation:

- Neighborhood residents sensitive to parking
- Community supports bike and ped improvements
- City prepared to adjust parking requirements to TOD levels if community supports
- High-frequency 60 bus serves downtown

WHAT IT MEANS



BRING BACK THE GRID

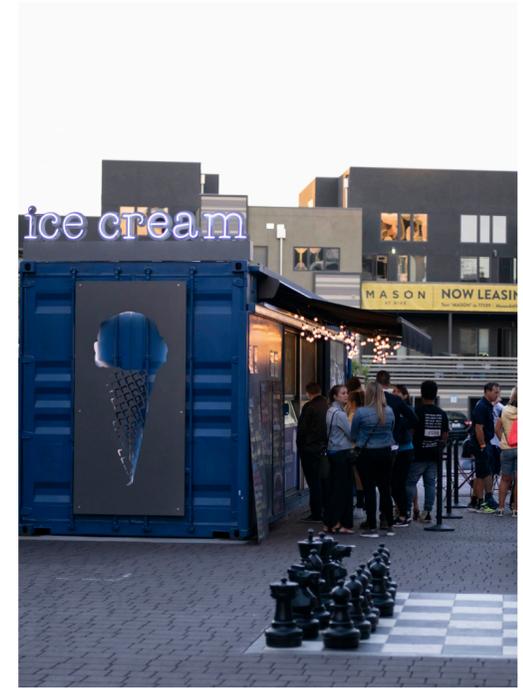
ACTIVE AND PEDESTRIAN-SCALED FRANKLIN STREET

OPEN SPACE FOR COMMUNITY GATHERING

RETAIL AND RESTAURANTS
THEATER/PERFORMANCE
BOUTIQUE OFFICE
HOTEL/CONFERENCE
BUSINESS INCUBATOR
STUDENT HOUSING
APARTMENTS AND CONDOS

PUBLIC/SHARED PARKING

MULTI-MODAL STREETS



COMMUNITY VISION FOR DOWNTOWN, 2015-17



Downtown Community Task Force

2017 Downtown Vision Elements

Top 5 Priorities from DCTF's Responses

1. Encourage the mix of uses in Downtown. (i.e. housing, office, retail, entertainment, etc.)
2. Re-establish the street grid to improve walkability and connectivity.
3. Incorporate a shuttle system to connect Downtown to other local destinations and BART/Caltrain Station
4. Encourage different housing types to sustain the businesses and provide affordability for future residents.
5. Provide the sense of a local destination for Downtown.

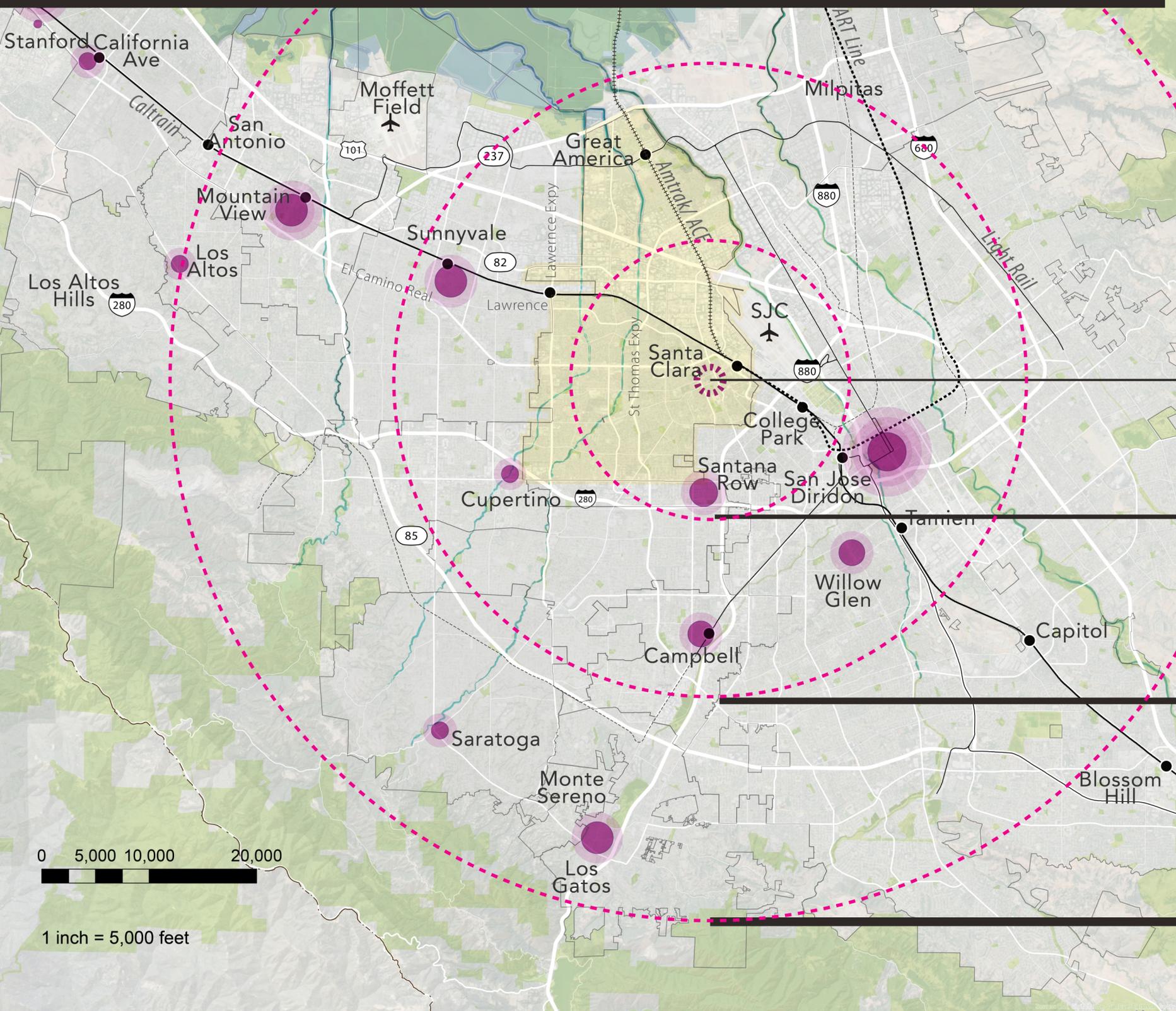


MAKING DOWNTOWN UNIQUE



MAKING DOWNTOWN UNIQUE

WHAT KIND OF DOWNTOWN?



Town/Gown Neighborhood Retail

Small Town Main Street/Civic Center

Town Center

Regional Destination

0 5,000 10,000 20,000

1 inch = 5,000 feet



VISION FOR DOWNTOWN



AUTHENTIC

Timeless and of its Time
Hodge Podge
Something Old Something New



ADAPTABLE

Flexible for Future
Retail Ready
Parking Strategy



AFFORDABLE

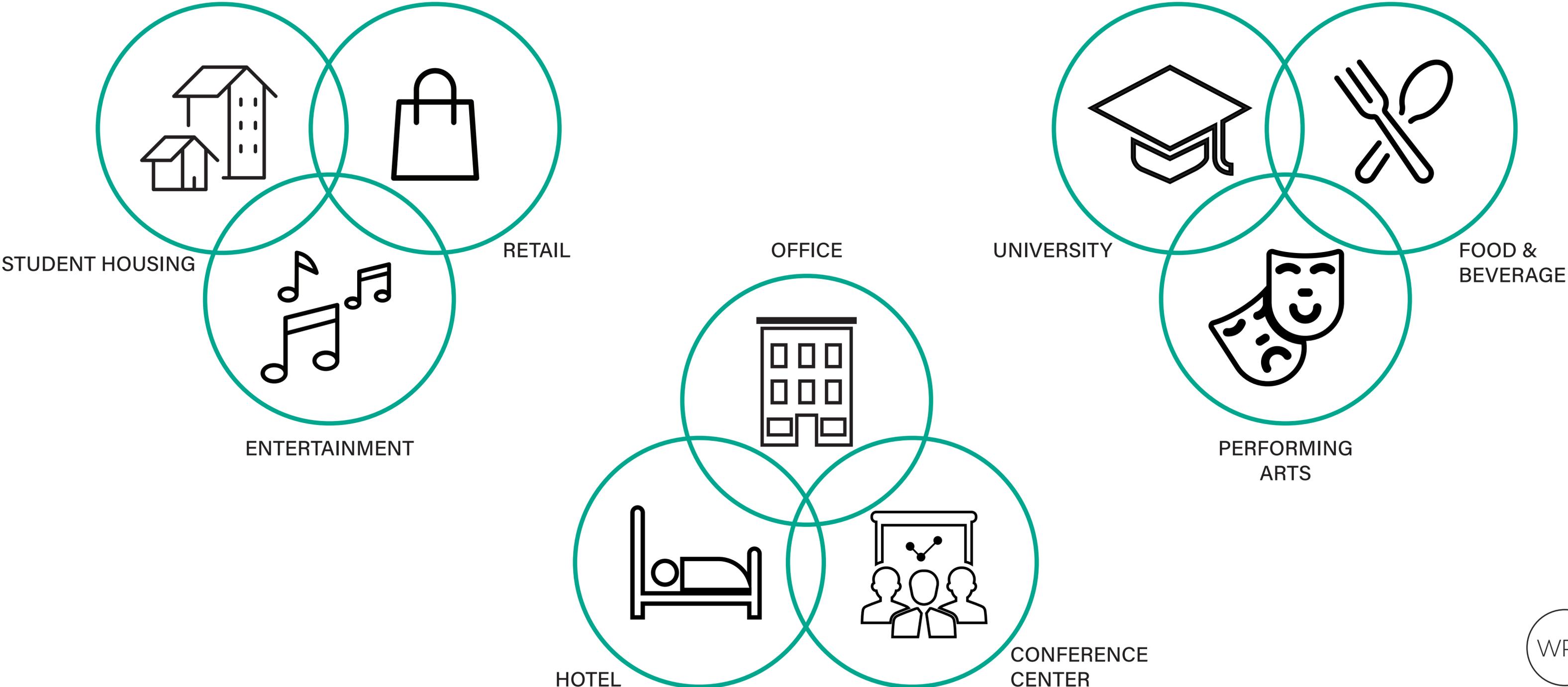
Mix of Uses
Resource Sharing
Affordable Retail
Community Benefits
Public Programming

WHAT'S THE CATALYST?

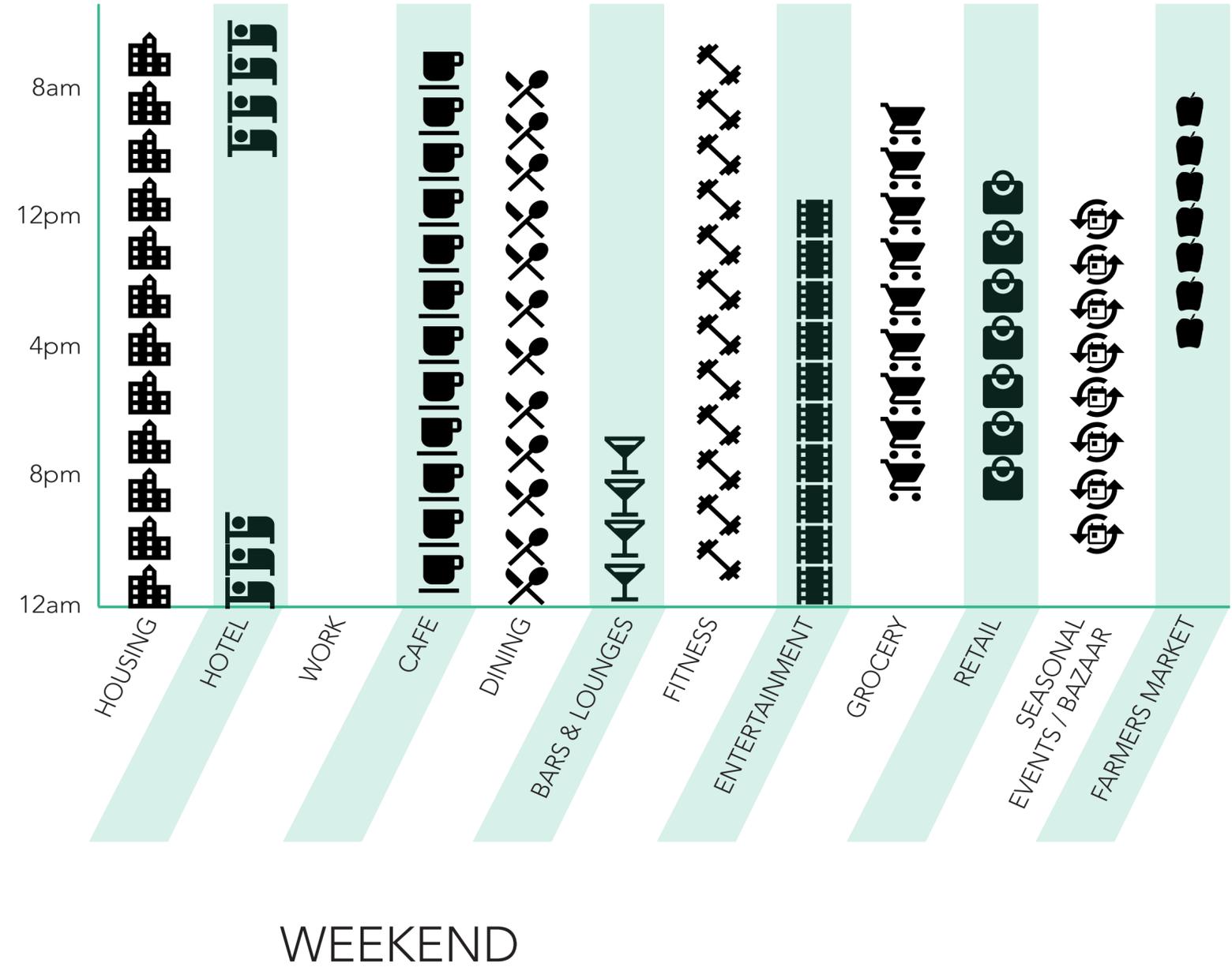
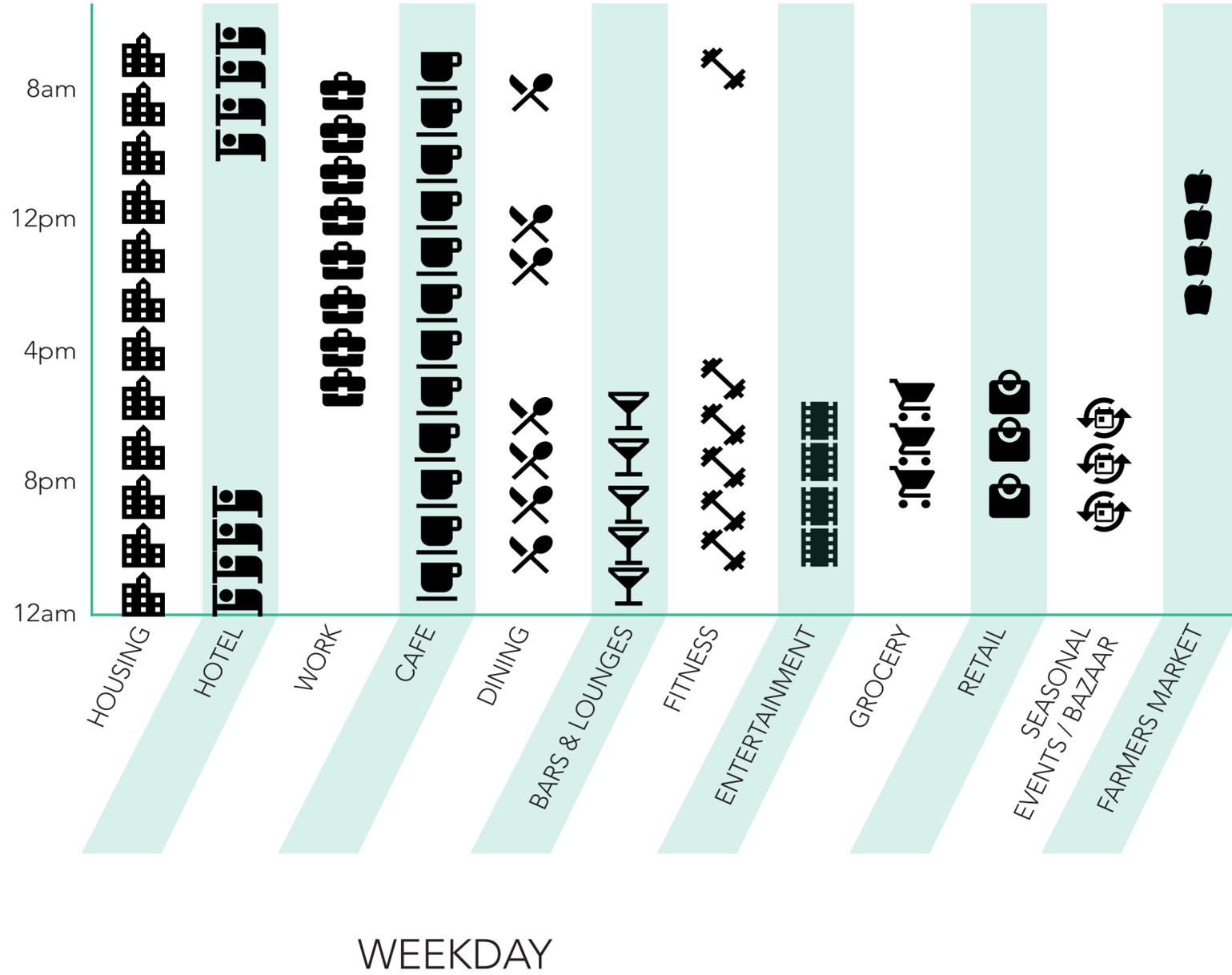


- **VISUAL AND PERFORMING ARTS** - THEATRE, MUSEUM, HISTORIC WALK, PUBLIC ART
- **PUBLIC PROGRAMMING**- ANNUAL, WEEKLY EVENTS
- **FOOD HALL**
- **RETAIL MIX** -MICRO RETAIL, SPECIALTY RETAIL AND ANCHORS

INTERDEPENDENT USES AND SHARED RESOURCES



DOWNTOWN ACTIVATION AND PROGRAMMING



**BALANCING COMMUNITY NEEDS
WITH DEVELOPMENT REALITIES**

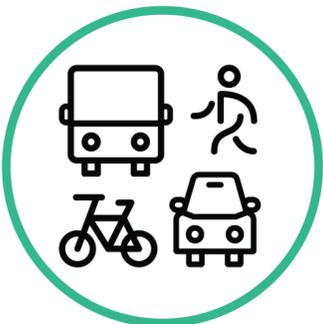
DEVELOPMENT REALITIES

LAND USE & DENSITY



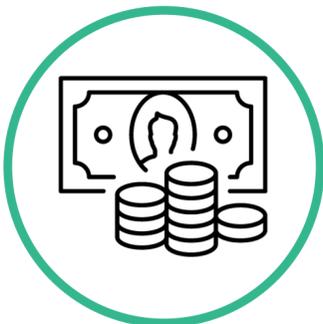
Height & Massing
Construction Type
Mix of Land Uses

PARKING AND ACCESS



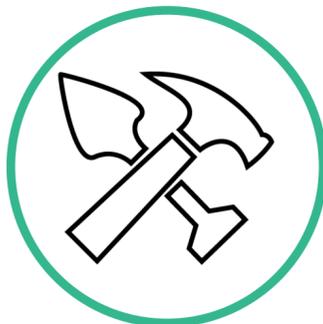
Parking Ratios
Leveraging Transit
Bike-Ped Network
TDM

MARKET FEASIBILITY



Rents/sqft
Cost of Construction
Affordable Housing
Attracting
Development

COMMUNITY BENEFITS



Open Space
Public Realm
Programming
Operations
Retail Activation
Impact Fee

TECHNICAL ISSUES

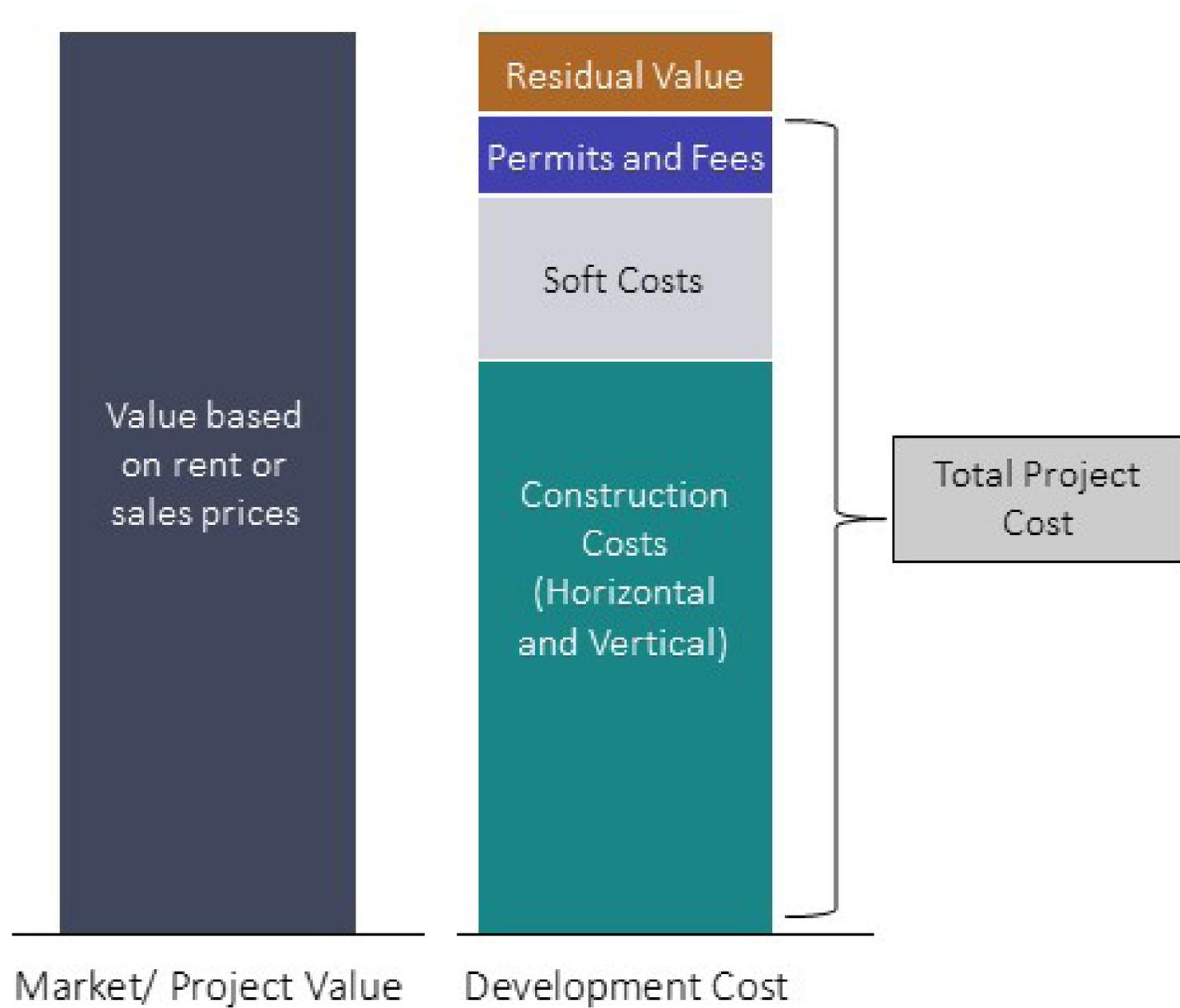


Life and Safety
Building Codes
Utility Capacity
Environmental Issues

FINANCIAL FEASIBILITY CONSIDERATIONS

- **Existing Uses.** For simplicity, financial analysis assumes development would take place on site with existing low-density retail use. In fact, feasibility will differ by parcel based on the cash flow of existing uses
- **Demand Over Time.** Analysis considers mid-rise residential and office, both of which are considered feasible. However, Downtown is seen as stronger market for residential today, while office is more likely once “there’s a there there”
- **Parking.** Parking is assumed to be developed at lower ratios than is typical today, but within a range that is market-acceptable
- **Affordable Housing.** Residential development will be required to include 15% affordable housing, per City policy. On City-owned land, residential development will be required to achieve 25% affordability based on Surplus Land Act
- **The Catalyst Effect.** Demand for retail Downtown is limited today. However, a catalyst such as a food hall, theater, or robust public programming will inform the amount and success of retail

DEVELOPMENT FEASIBILITY



MARKET/PROJECT VALUE

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



REAL ESTATE DEVELOPMENT COST

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



RESIDUAL VALUE

Market-supported land value and potential for community benefits

REDEVELOPMENT FINANCIAL FEASIBILITY ANALYSIS

Preliminary feasibility findings reflect outputs from a planning-level pro forma financial analysis. The analysis approximates the cash-flow (i.e., costs and revenues) of generic future office and residential projects in Downtown Santa Clara. The analysis finds significant value associated with build-able Downtown sites when higher density development is permitted.

KEY ASSUMPTIONS

The findings summarized below illustrate redevelopment potential across a range of potential land use densities. These preliminary model outputs reflect redevelopment of existing low-density retail sites with new, higher-density buildings. Key analytical assumptions include:

Valuation Assumption	Existing Retail Use Site Value Assumptions	Office Development	Residential Condo Development	Residential Rental Development
Rent/Sale Price PSF	\$2.50 NNN PSF	\$4.50 NNN PSF	\$950 PSF Market Rate; 15% BMR @ 100% AMI*	\$4.30 PSF Market Rate; 15% BMR @ 100% AMI*
Building Efficiency (Leasable Space)	90%	90%	80%	80%
Parking	Surface Parking	Above-Ground Structured 2 space/1,000 SF	Above-Ground Structured 1 space/unit	Above-Ground Structured 1 space/unit
Direct Parking Cost (Per Stall)	N/A	\$46,000	\$46,000	\$46,000
Development Soft Costs (e.g., A&E, Permits, Fees, Financing Costs)	N/A	28% of Direct Costs	34% of Direct Costs	33% of Direct Costs
Required Return on Investment (Yield or Return on Cost)	N/A	6% Yield	15% Return on Cost	5% Yield

* Excluding city owned land that comes under Surplus Land Act (25% BMR @ 80% AMI)

PRELIMINARY BENCHMARKS FOR DENSITY

RESIDENTIAL CONDOMINIUM APARTMENTS

Dwelling Units/Acre	30	40	50	60	70	80
Redevelopment Feasibility	NO	NO	MAYBE	MAYBE	YES	YES

RESIDENTIAL RENTAL APARTMENTS

Dwelling Units/Acre	30	40	50	60	70	80
Redevelopment Feasibility	NO	NO	NO	MAYBE	MAYBE	YES



PRELIMINARY BENCHMARKS FOR DENSITY

BOUTIQUE OFFICE

Floor Area Ratio

1.0

2.0

3.0

4.0

5.0

6.0

Redevelopment Feasibility

NO

NO

NO

MAYBE

YES

YES



SURPLUS LAND ACT AND AMENDMENTS

If the local agency receives offers from more than one entity that agrees to meet specified requirements related to the provision of affordable housing on the surplus land, existing law requires the local agency to give priority to the entity that proposes to provide the greatest number of units that meet those requirements. Notwithstanding that requirement, existing law requires the local agency to give first priority to an entity in specified circumstance

If a local agency does not agree to price and terms with an entity to which notice and an opportunity to purchase or lease are given and disposes of the surplus land to an entity that uses the property for the development of 10 or more residential units, existing law requires the purchasing entity or a successor in interest to provide not less than 15% of the total number of units developed on the parcels at an affordable housing cost or affordable rent to lower income households.

Surplus land that is put out to **open, competitive bid** by a local agency, developers will be invited to participate in the competitive bid process, for the following purpose: A mixed-use development that is **more than one acre** in area, that includes not less than 300 housing units, and that **restricts at least 25 percent of the residential units to lower income households**, as defined in Section 50079.5 of the Health and Safety Code, with an affordable sales price or an affordable rent, as defined in Sections 50052.5 and 50053 of the Health and Safety Code, for a minimum of 55 years for rental housing and 45 years for ownership housing.

CITY'S AFFORDABLE HOUSING REQUIREMENTS

Residential **ownership** projects of **ten (10) or more units must provide at least fifteen percent (15%)** of the units at affordable housing costs for extremely low, very low, low and moderate income households, or some combination of those income categories. A developer shall select income categories for each of the affordable units such that the average income of purchasers **will not exceed 100 percent of AMI.**

Residential **rental** projects of **ten (10) or more units must provide at least fifteen (15%)** of the units at affordable housing costs made available at affordable rental prices to extremely low, very low, low and moderate income households as long as the distribution of affordable units averages to a **maximum of 100 percent Area Median Income.**

The Surplus Land Act exception requires:

25% of the units to be restricted to lower income households at 80 percent of area median income.

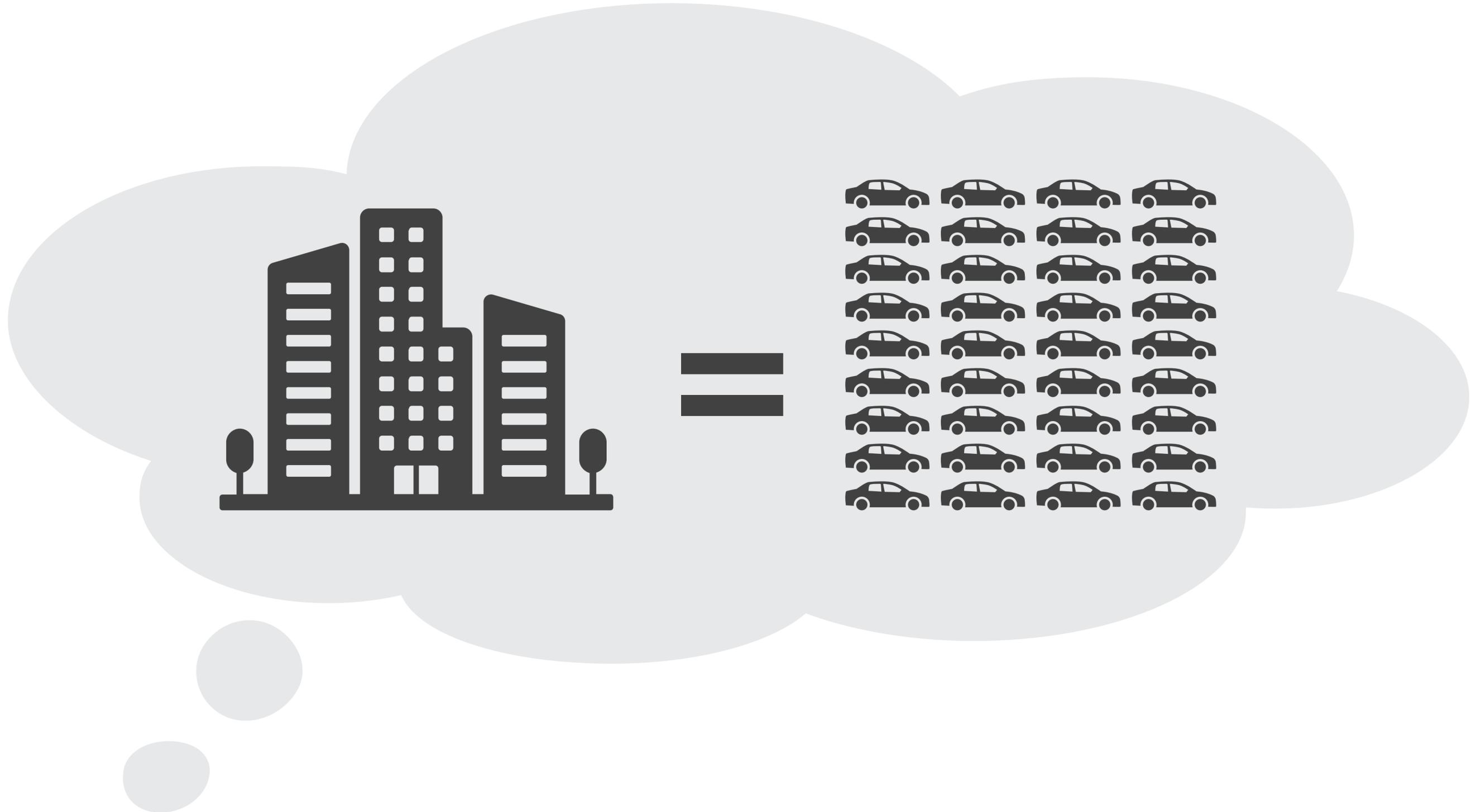
DEVELOPER FEEDBACK

- Type III construction - 5 floors of wood frame over concrete podium for housing
- Type I construction - 6 to 8 floors for office
- Housing will be the predominant use
- Although large floor-plate commercial office dominates the tech market, it may not be appropriate here
- Boutique office with 7,500 to 15,000 sqft floorplate may be more feasible – a “Business District”.
- Parking ratios can be tested to be forward-looking, but consultant assumptions are in sync with current trends
- Retail should be seen as a project amenity not as a revenue source –40’-60’ depths work well.
- Form-based codes with land use caps are ideal and provide developers flexibility to respond to market needs
- Predictability and streamlined permitting process is key to attracting developers

RETAIL SUCCESS

- Commodity and specialty goods are consumed differently. It is important to understand the underlying behaviors of each in determining what sorts of retail uses may or may not be appropriate in a given area.
- Retail is demand driven. Among other factors, a retailer will look at available market share and also at concentrations of customers in determining if enough demand exists for its goods/services.
- Traffic flows are as or even more important than demographics in evaluating potential retail locations.
- Retail is evolving rapidly, and looking at key trends from influencers, platforms, the creation of a new equilibrium of needed retail space, and beacons for retail are important to consider.
- In order for retail to be successful in mixed-use projects, (a) retail should only be required in locations where it will be successful as opposed to blanket requirements that retail be placed in all mixed-use projects, and (b) the projects need to be designed with retail in mind, ensuring that the retail portion of the project meet certain minimum requirements.
- Projects should be designed with an eye to having active as opposed to inactive ground floor spaces.
- In terms of diagnosing what works and does not work in today's environment, Downtown Los Gatos is not a good analog for Downtown Santa Clara.

THE CHALLENGE



DENSITY / PARKING / PUBLIC AMENITIES



Development



Reduced Parking

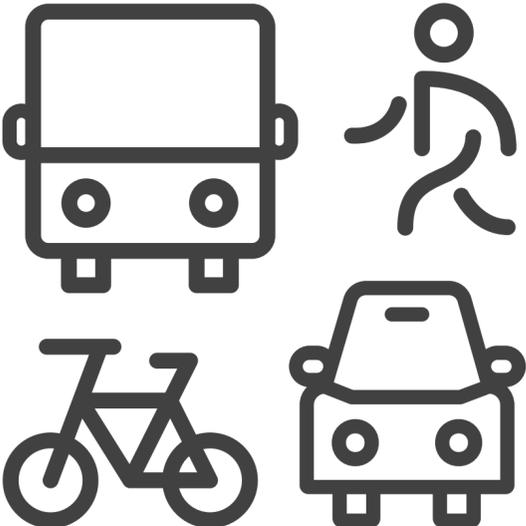


Vibrant City with Public Amenities

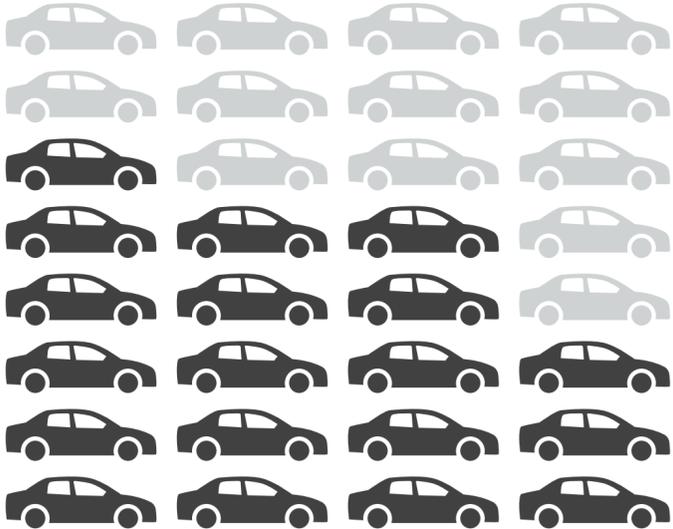
TDM AND LOWER PARKING SOLUTIONS



Development



Transportation Demand Management

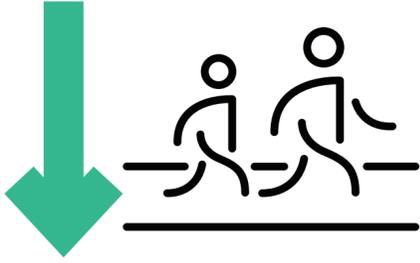
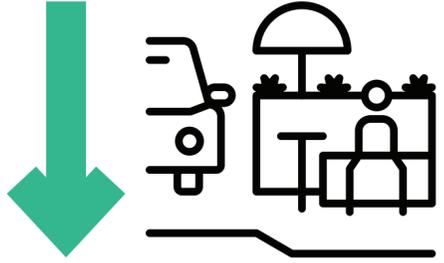
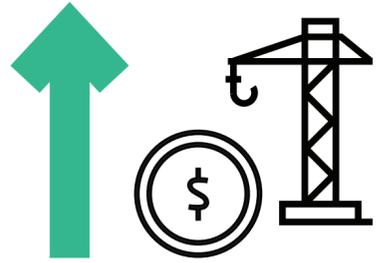
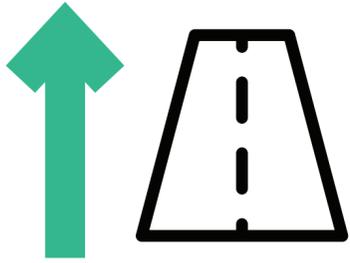
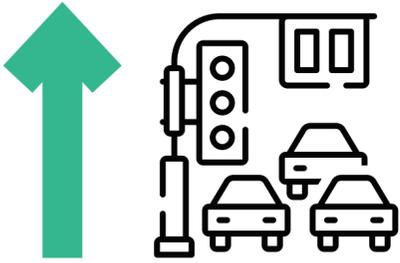


Reduced Parking

IMPACT OF HIGH PARKING RATIOS



=



TDM VS PARKING RATIOS

Transportation Demand Management (TDM):

Leveraging Proximity to Transit

Existing and emerging transit services have multiple stops in the area at frequent intervals to provide high capacity non-Single Occupant Vehicle (SOV) access to the area.

Shared parking resources

Allows businesses to lower the amount of parking they are required to own and operate, making it easier and less expensive for businesses to operate.

Promotion of other modes of transportation

Extends the mobility of pedestrians and enables people alternative transportation choices to SOVs.

Transportation Demand Management

Lower Parking Ratios

Lower Parking ratios:

Allow the city and developers to provide the "right" amount of parking necessary to support surrounding land uses.

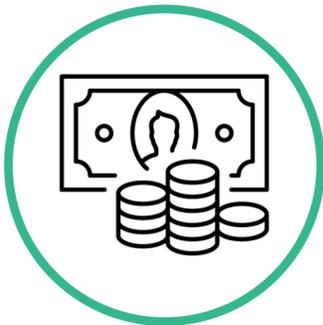
Result is **less vacant parking lots/spaces**, which can be used more efficiently and economically to promote economic activity or achieve alternative community goals.

Viable in areas where there is a **strong multimodal network** so people have other options to get to and through the area

Prepare for increased ridership on surrounding transit systems or other modes as reliance on parking is reduced and reliance on transit/other modes increases

WHO PAYS FOR PUBLIC REALM?

DEVELOPER BASED FUNDING



Development Impact Fees
Development Agreements

LAND SECURED FINANCING



Community Facilities
District

CITY FUNDING



City Land Leased for
Development
Infrastructure Financing
Districts

GRANT PROGRAMS



State
Federal

DEVELOPMENT OPTIONS

PRELIMINARY ASSUMPTIONS

PARKING

Market Rate Housing	1 per unit
Co-living/Student housing	0.25 per Unit
Office	2/1,000 sq ft
Retail	Shared and Street Parking
Civic/Cultural	2/1,000 sq ft
Hotel	0.5 per key
Conference	2/1,000 sq ft

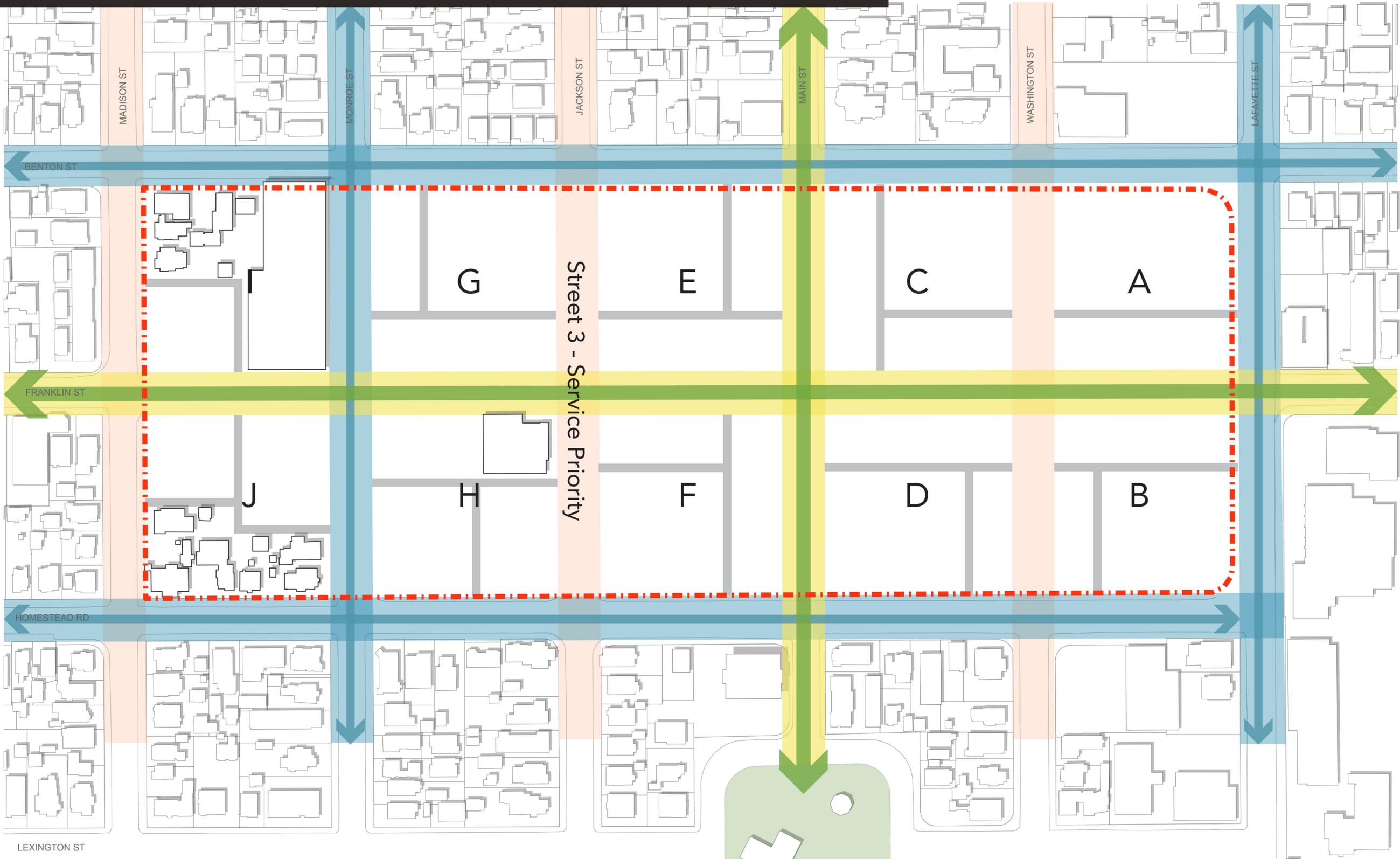
MINIMUM HEIGHT

Market Rate Housing	11 ft
Co-living/Student housing	11 ft
Office	13 ft
Retail	15 ft
Civic/Cultural	15 ft
Hotel	11 ft
Conference	15 ft
Parking	11 ft to 13 ft

UNIT SIZE

Market Rate Housing	900 sq ft gross
Townhomes	2,000 sq ft gross
Co-living/Student housing	250 sq ft gross per bed
Office	7,500 sq ft min floor-plate
Retail	40ft to 60ft depth
Hotel	250 sq ft gross per key

STREET FRAMEWORK



Street 2 - Multi-modal Priority

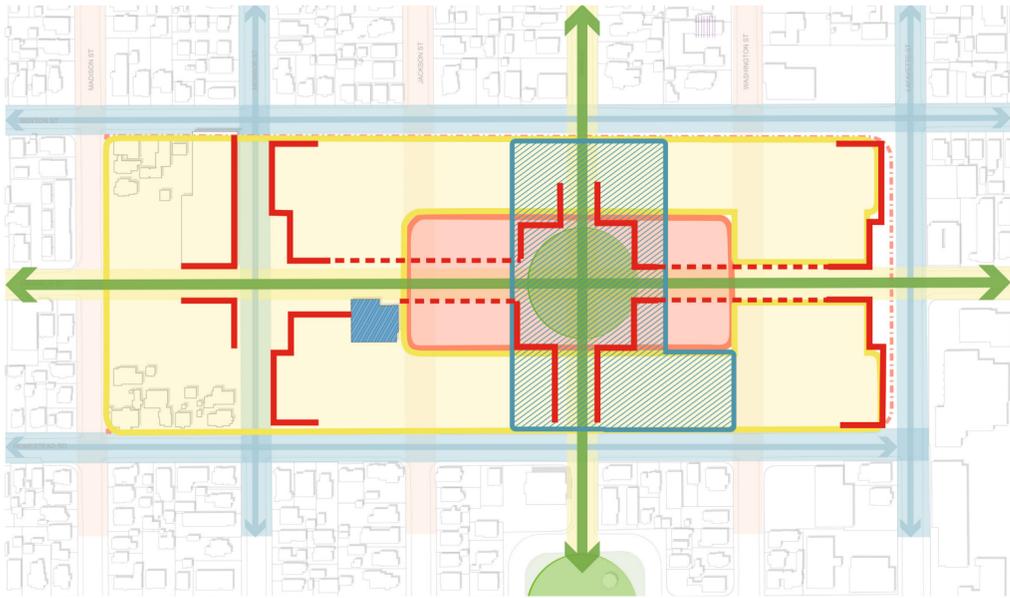
Street 1 - Pedestrian Priority

Street 3 - Service Priority

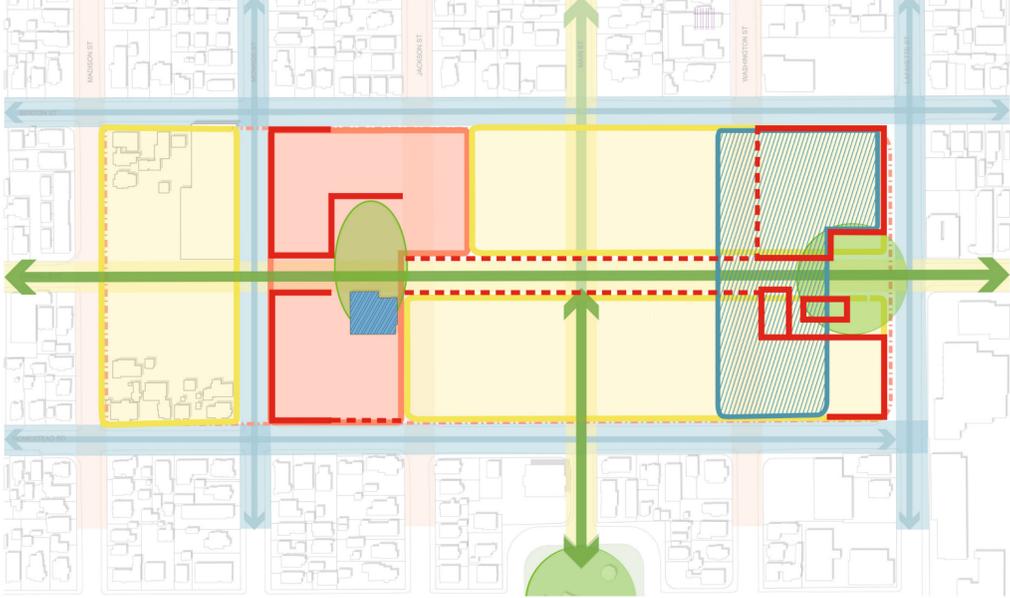
- LEGEND**
- Pedestrian Priority
 - Multi-modal priority
 - Service/ Access
 - Alleys



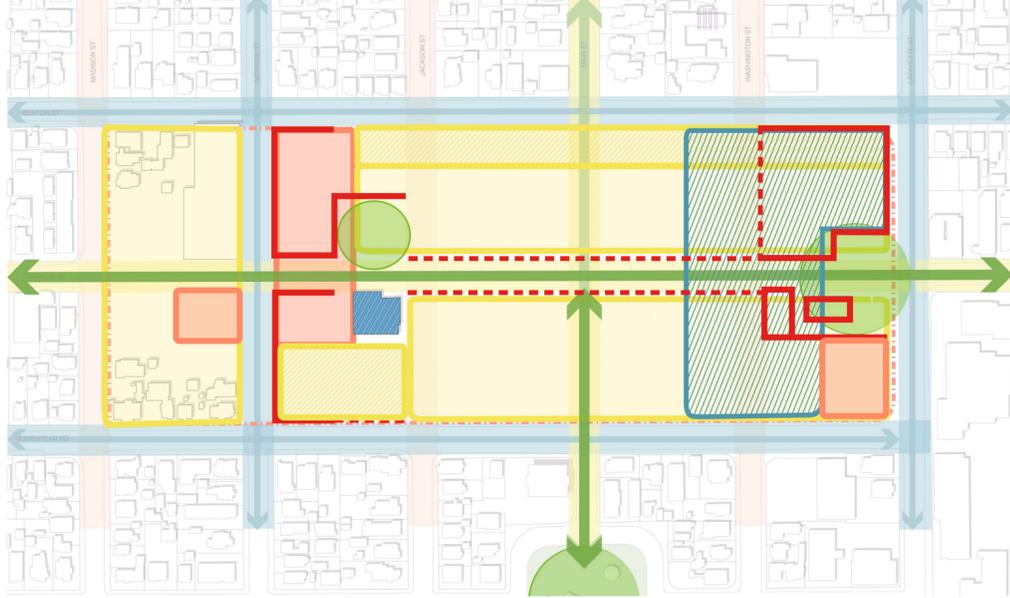
DEVELOPMENT OPTIONS



CENTRAL OPEN SPACE

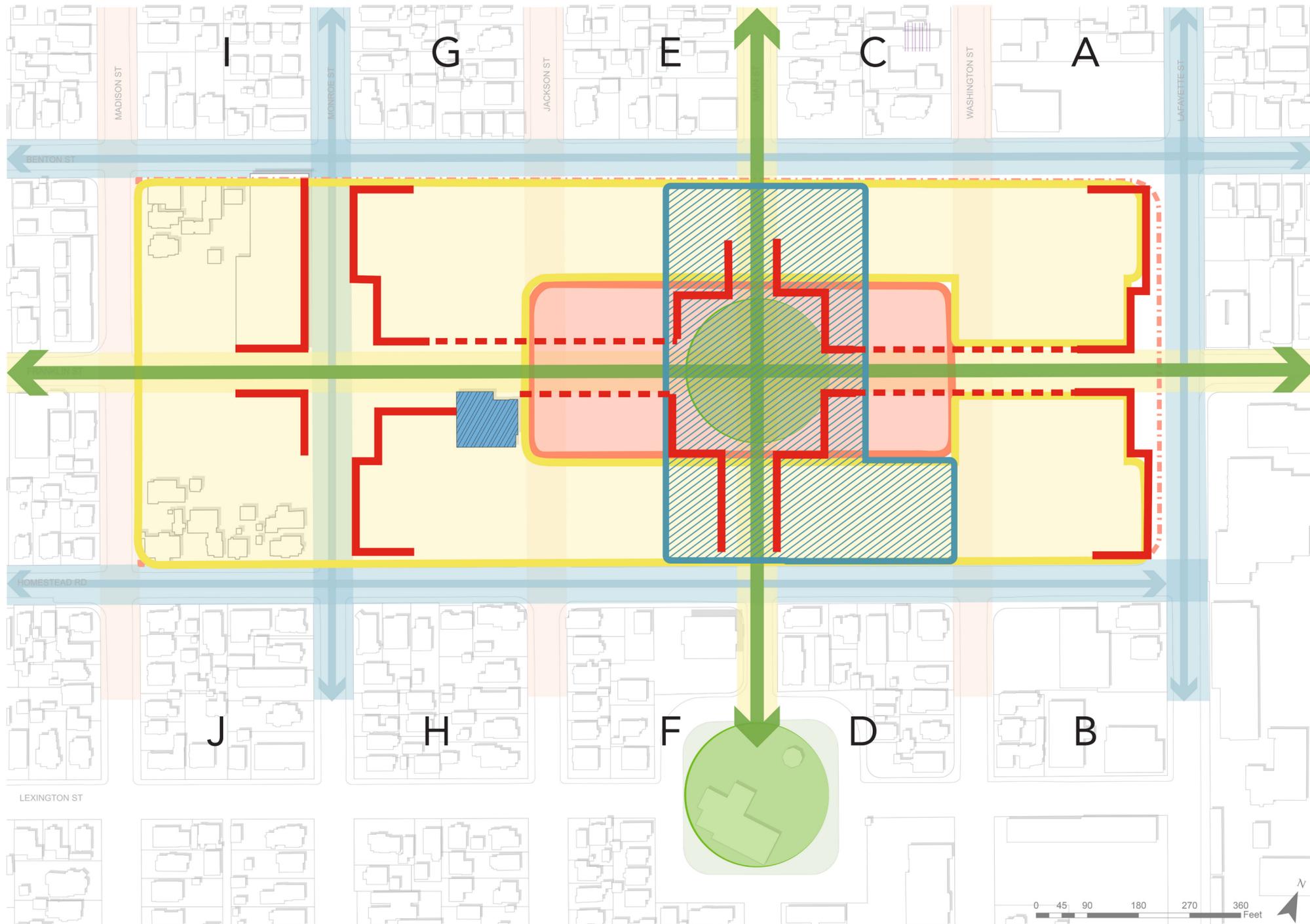


BOOKENDED OPEN SPACE



LOWERING DENSITIES

OPTION 1: CENTRAL OPEN SPACE



- Stronger central core at intersection of Franklin and Main Streets with public space
- Culture, entertainment and commercial uses surrounding the central open space
- Eastern parcels are predominantly housing mixed use – Central core predominantly office
- Higher densities overall with strong public realm

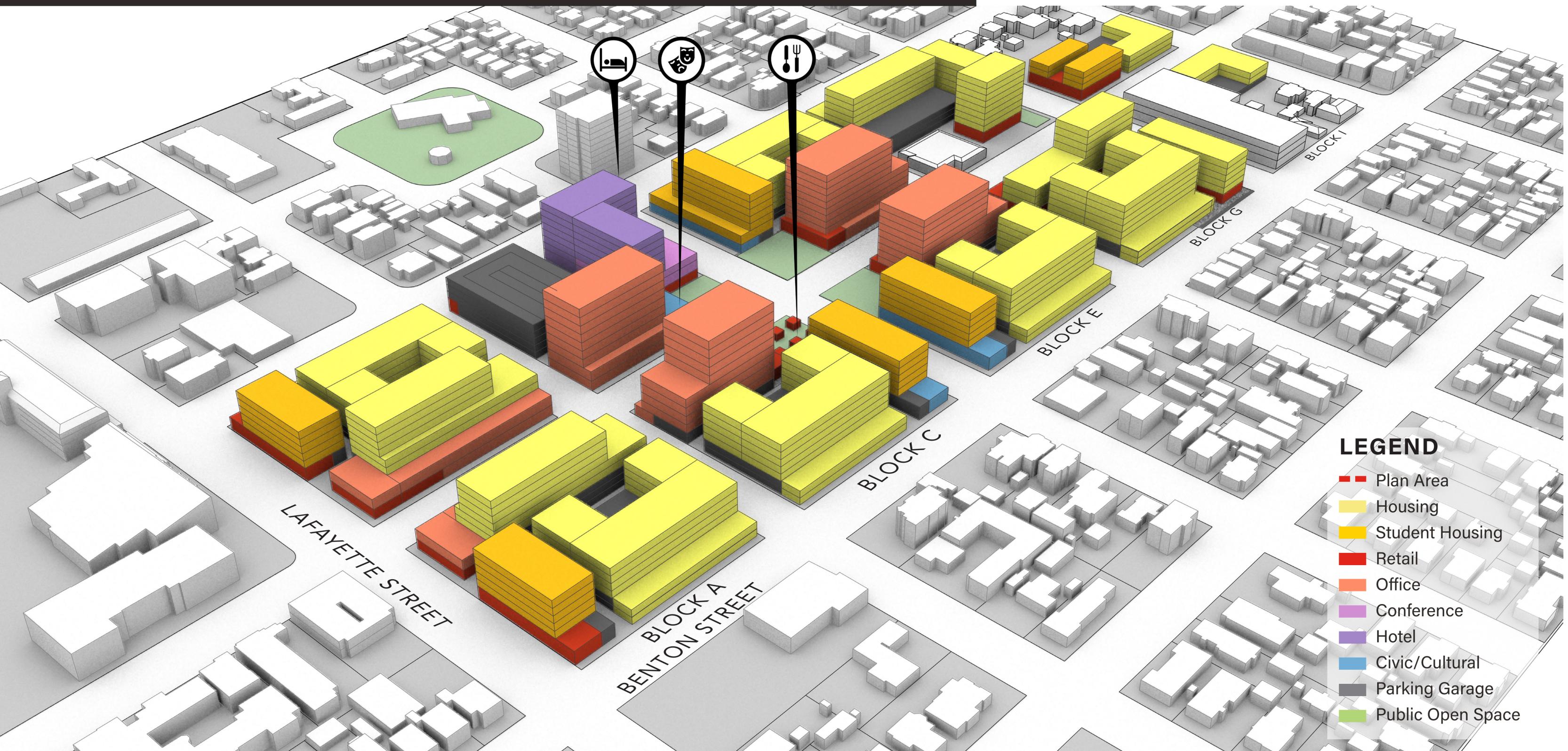
LEGEND

- Job Concentration
- Multi-family Housing
- Civic and Cultural Core
- Public Open Space
- Retail Core
- Retail Ready

OPTION 1: NORTH EAST VIEW



OPTION 1: NORTH WEST VIEW



LEGEND

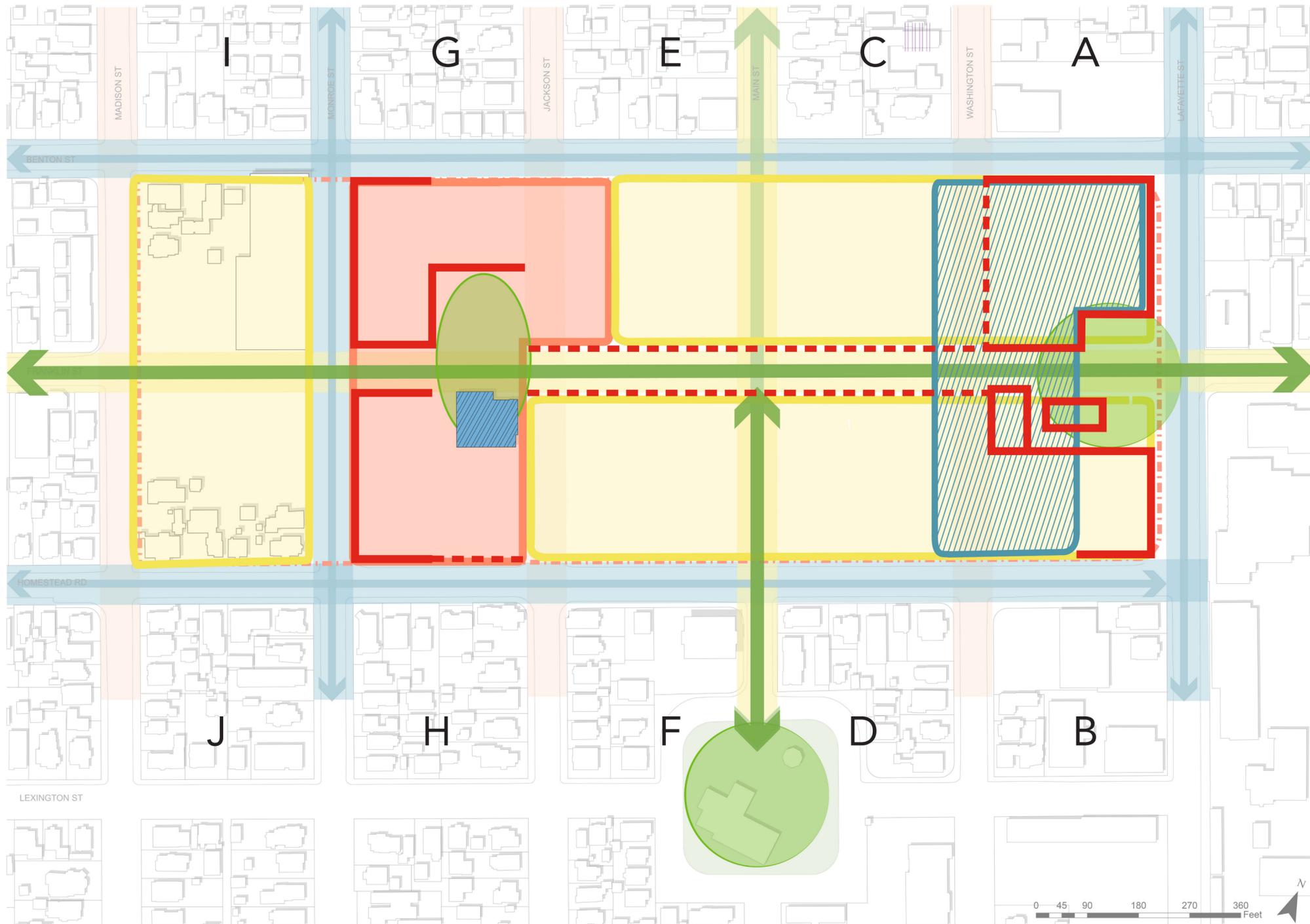
- Plan Area
- Housing
- Student Housing
- Retail
- Office
- Conference
- Hotel
- Civic/Cultural
- Parking Garage
- Public Open Space

OPTION 1: AREA PROGRAM

	Summary				Housing-Market Rate			Housing-Student			Office	Retail	Entertainment/Civic	Hotels			Conference	Garage/parking			Public Space
	Parcel (s.f.)	Total Development (s.f.)	Total Gross Development (s.f.)	FAR	Area (s.f.)	Avg Unit Size	Units	Area (s.f.)	Avg Unit Size per bed	Units	Area (s.f.)	Area (s.f.)	Area (s.f.)	Area (s.f.)	Avg Unit Size	Beds	Area (s.f.)	Area (s.f.)	Number of Spaces Provided	Number of Spaces Required	Area (s.f.)
Block A	91,502	347,061	256,304	2.80	190,638	1000	191	38,822	250	155	13,672	11,403	-	-	300	-	-	90,757	259	257	1,769
Block B	91,502	347,061	256,304	2.80	190,638	1000	191	38,822	250	155	13,672	11,403	-	-	300	-	-	90,757	259	257	1,769
Block C	91,502	383,951	270,926	2.96	96,467	1000	96	46,208	250	185	105,812	4,857	7,583	-	300	-	-	113,024	323	369	10,000
Block D	91,502	439,573	291,650	3.19	-	1000	0	-	250	-	100,208	17,470	4,872	119,130	300	397	29,971	147,923	423	469	20,000
Block E	90,470	430,788	315,161	3.48	117,500	1000	118	46,208	250	185	129,951	3,919	7,583	-	300	-	-	115,627	330	439	10,000
Block F	90,470	436,834	319,094	3.53	117,500	1000	118	53,097	250	212	127,197	3,919	7,381	-	300	-	-	117,740	336	440	10,000
Block G	93,257	462,680	322,394	3.46	284,964	1000	285	-	250	-	-	32,901	-	-	300	-	-	140,286	401	285	4,529
Block H	71,600	310,264	202,271	2.83	181,511	1000	182	-	250	-	-	15,960	-	-	300	-	-	107,993	309	182	4,800
Block I	25,906	36,600	28,200	1.09	28,200	1000	28	-	250	-	-	-	-	-	300	-	-	8,400	24	28	-
Block J	42,688	111,567	89,967	2.11	28,200	1000	28	49,600	250	198	-	12,167	-	-	300	-	-	21,600	62	78	-
Total	780,399	3,306,380	2,352,273	2.82	1,235,618		1,237	272,757		1,091	490,513	114,000	27,418	119,130		397	29,971	954,107	2,726	2,804	62,867



OPTION 2: BOOKEND OPEN SPACE

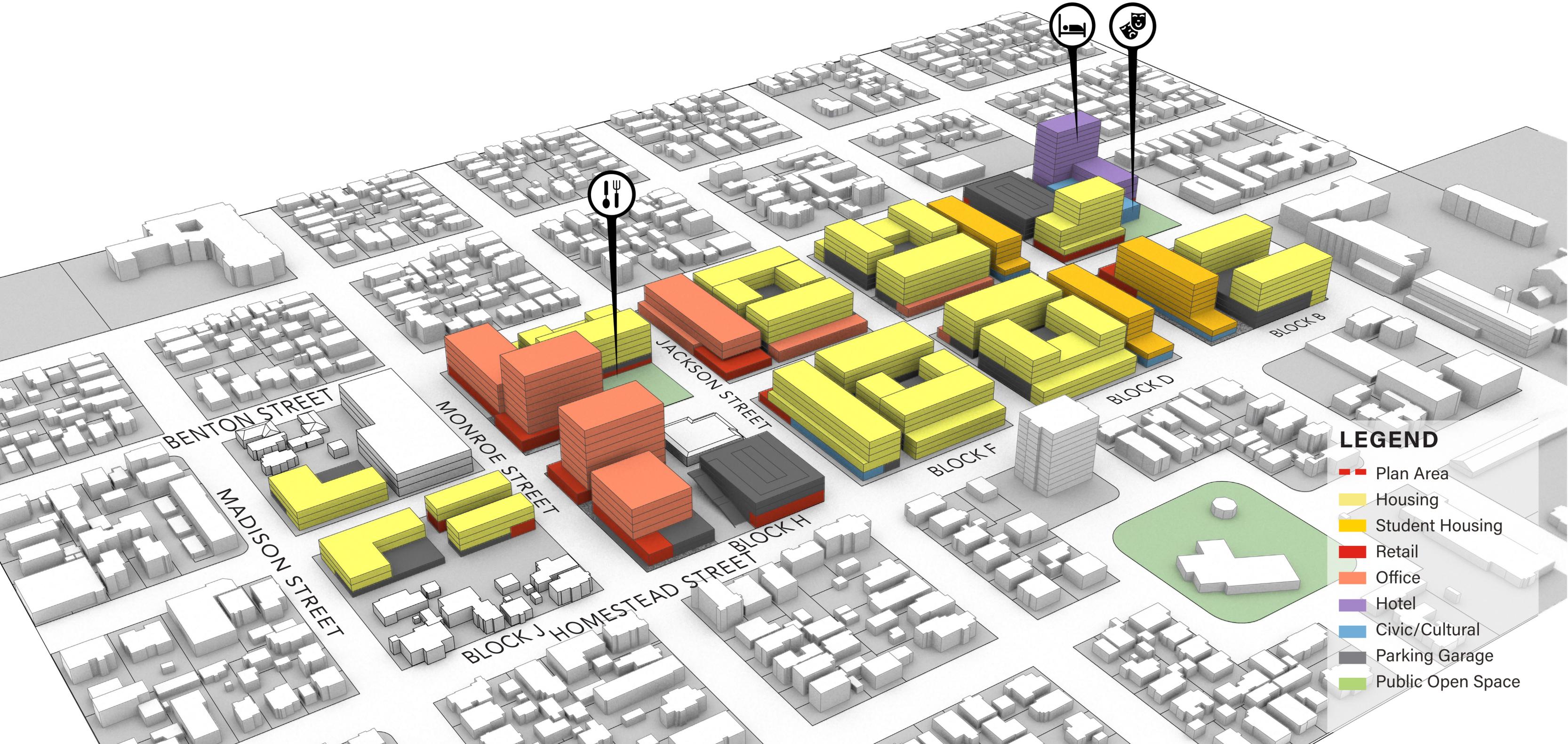


- Book ending with public space on Lafayette and Monroe
- Making eastern parcel mixed use with culture, entertainment and housing
- Central core is predominantly housing. Office mix focused on western parcels
- Medium densities overall with stronger public realm

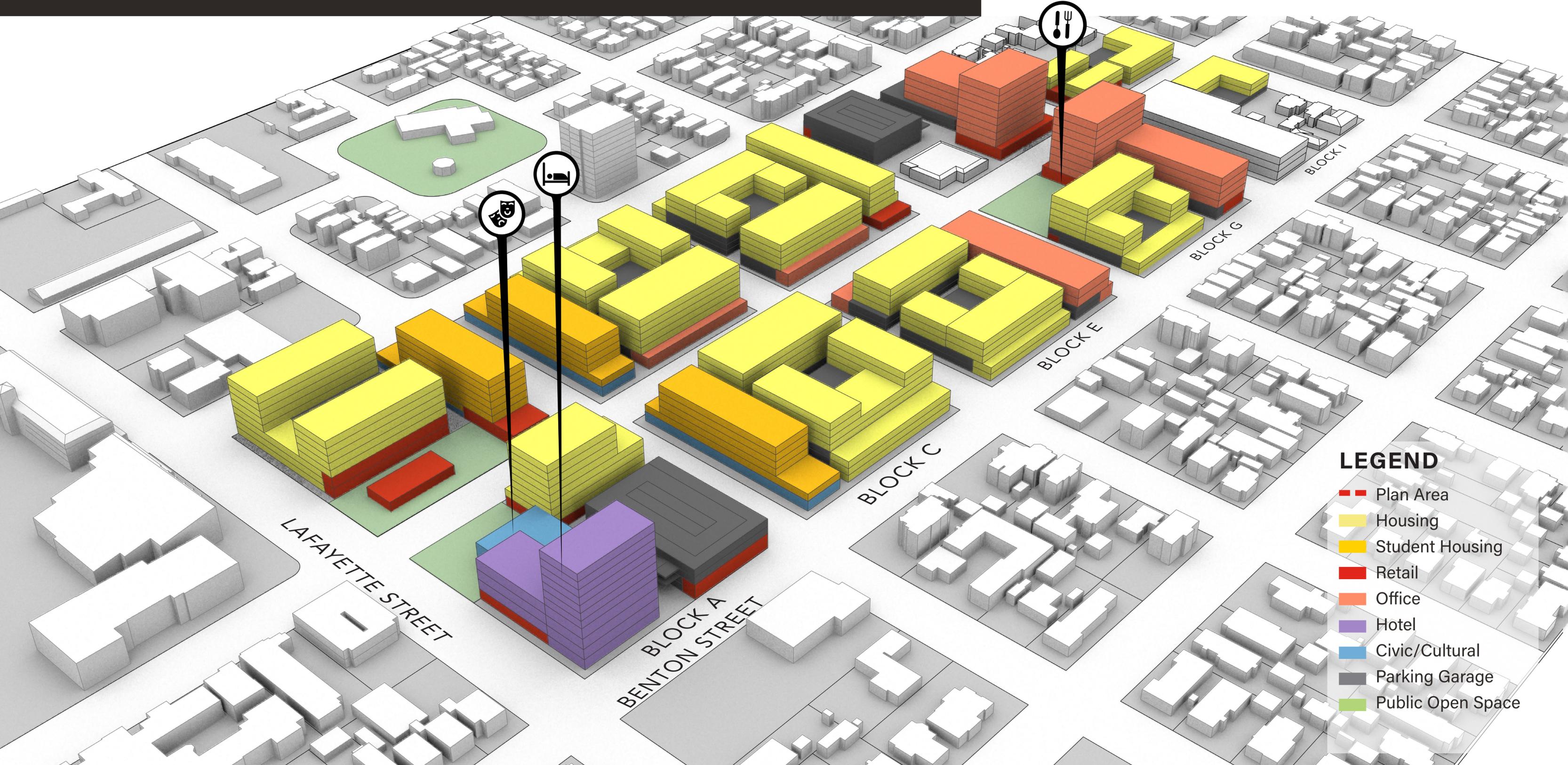
LEGEND

- Job Concentration
- Multi-family Housing
- Civic and Cultural Core
- Public Open Space
- Retail Core
- Retail Ready

OPTION 2: NORTH EAST VIEW



OPTION 2: NORTH WEST VIEW



LEGEND

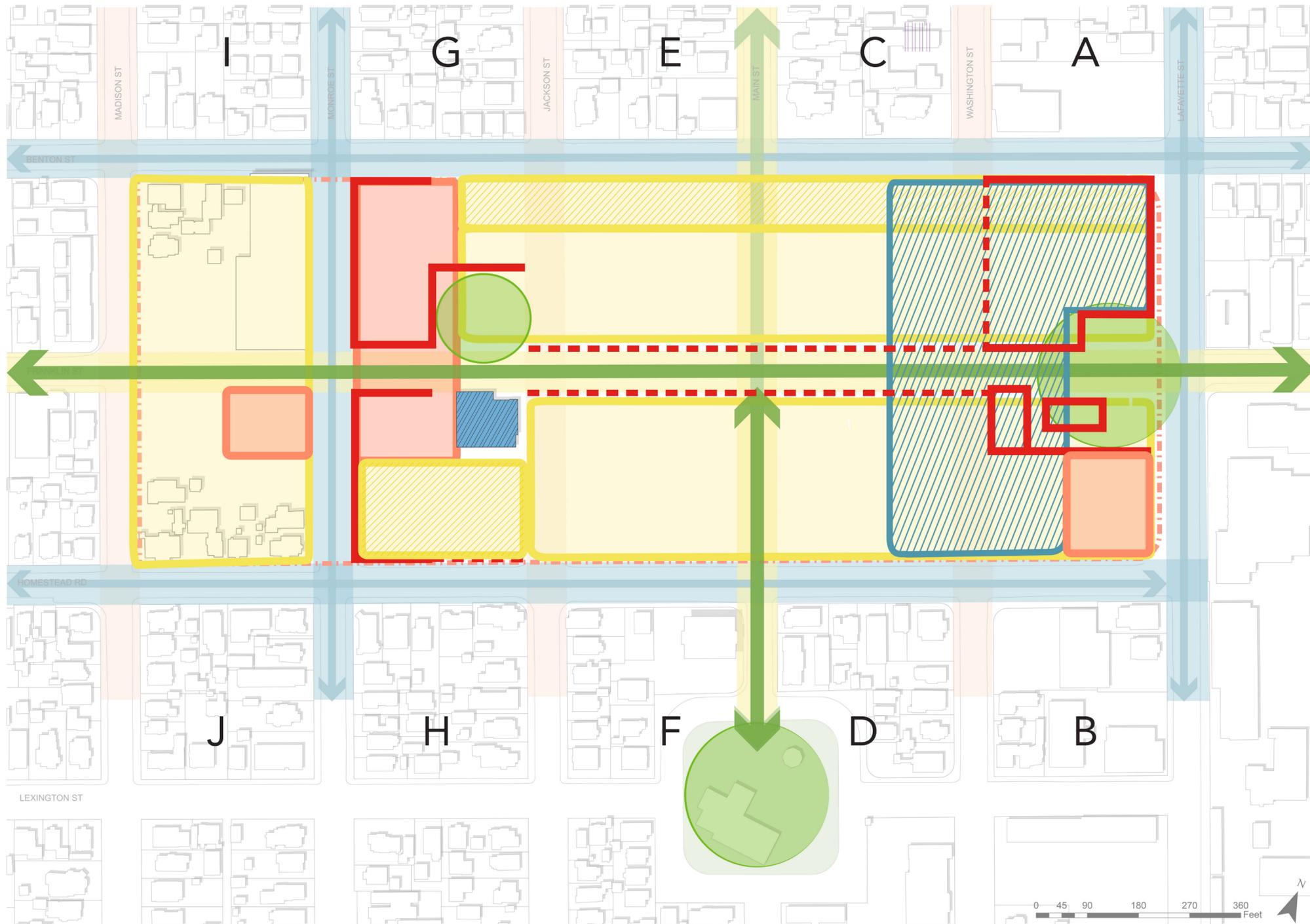
- Plan Area
- Housing
- Student Housing
- Retail
- Office
- Hotel
- Civic/Cultural
- Parking Garage
- Public Open Space

OPTION 2: AREA PROGRAM

	Summary				Housing-Market Rate			Housing-Student			Office	Retail	Entertainment/Civic	Hotels			Conference	Garage/parking			Public Space
	Parcel (s.f.)	Total Development (s.f.)	Total Gross Development (s.f.)	FAR	Area (s.f.)	Avg Unit Size	Units	Area (s.f.)	Avg Unit Size per bed	Units	Area (s.f.)	Area (s.f.)	Area (s.f.)	Area (s.f.)	Avg Unit Size	Beds	Area (s.f.)	Area (s.f.)	Number of Spaces Provided	Number of Spaces Required	Area (s.f.)
Block A	91,502	324,665	218,666	2.39	75,889	1000	76	-	250	-	-	19,859	15,354	53,996	300	180	39,924	105,999	303	277	13,645
Block B	91,502	343,245	265,965	2.91	139,080	1000	139	88,488	250	354	-	17,661	-	-	300	-	-	77,280	221	227	20,736
Block C	90,470	361,468	257,829	2.85	169,618	1000	170	64,762	250	259	6,649	-	16,800	-	300	-	-	103,639	296	282	-
Block D	90,470	361,628	257,989	2.85	176,267	1000	176	64,922	250	260	-	-	16,800	-	300	-	-	103,639	296	275	-
Block E	90,470	358,649	277,996	3.07	134,165	1000	134	-	250	-	44,264	9,098	-	-	300	-	-	80,653	230	223	-
Block F	91,502	301,349	215,134	2.35	191,377	1000	191	-	250	-	10,095	6,281	7,381	-	300	-	-	86,216	246	226	-
Block G	92,459	283,784	200,364	2.17	102,066	1000	102	-	250	-	60,073	18,193	-	-	300	-	-	83,420	238	222	20,032
Block H	71,600	419,811	256,531	3.58	-	1000	0	-	250	-	219,620	36,911	-	-	300	-	-	163,280	467	439	-
Block I	25,906	36,600	28,200	1.09	28,200	1000	28	-	250	-	-	-	-	-	300	-	-	8,400	24	28	-
Block J	42,688	49,600	38,000	0.89	30,400	1000	30	-	250	-	-	7,600	-	-	300	-	-	11,600	33	30	-
Total	778,569	2,840,800	2,016,675	2.42	1,047,062		1,046	218,172		873	340,700	115,604	56,335	53,996		180	39,924	824,125	2,355	2,228	54,413



OPTION 3: LOWERING DENSITIES

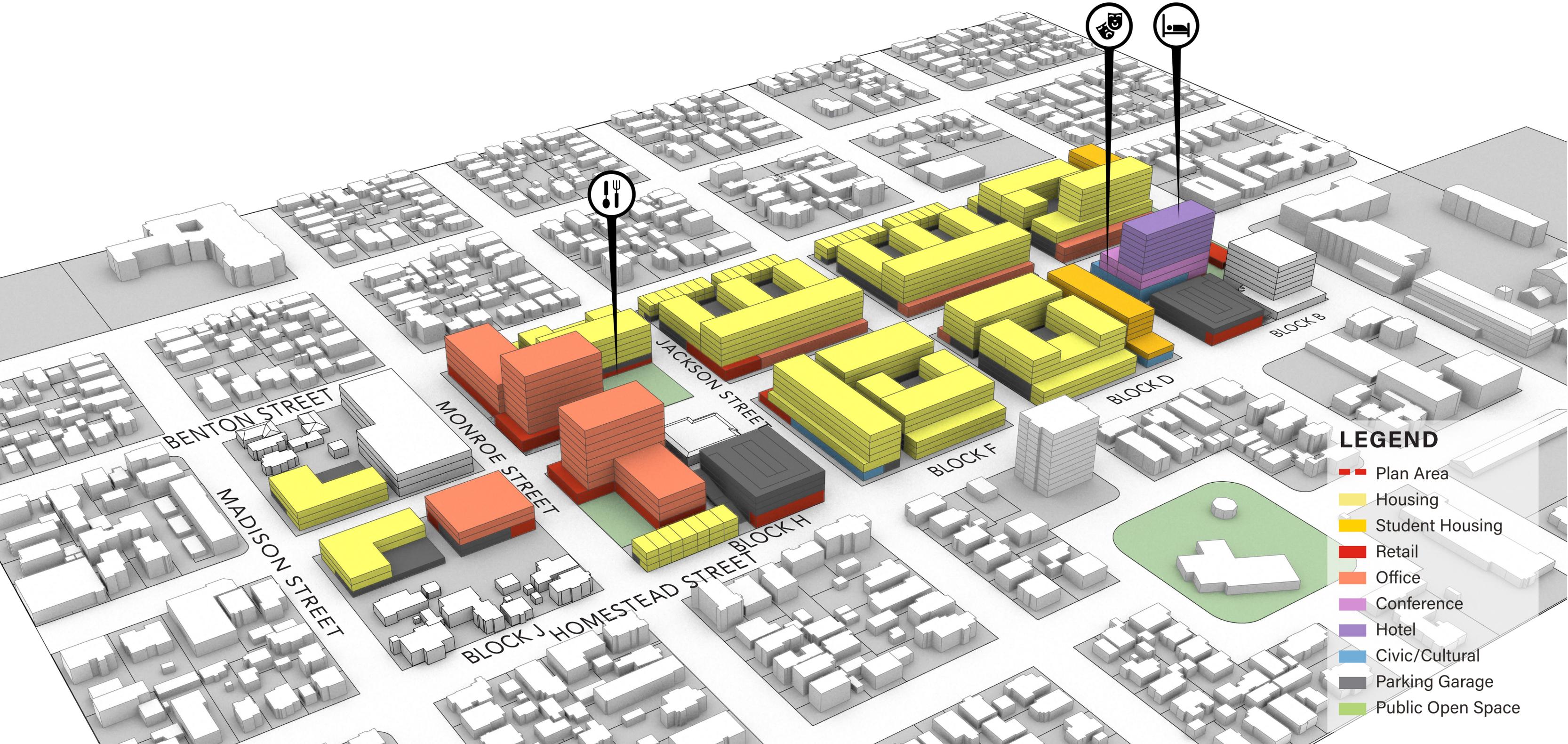


- Book ending with public space on Lafayette and Monroe
- Making eastern parcel mixed use with culture, entertainment, housing and office (retaining existing building)
- Office concentrated on western end along Monroe
- Lower densities along Benton & Homestead with townhomes

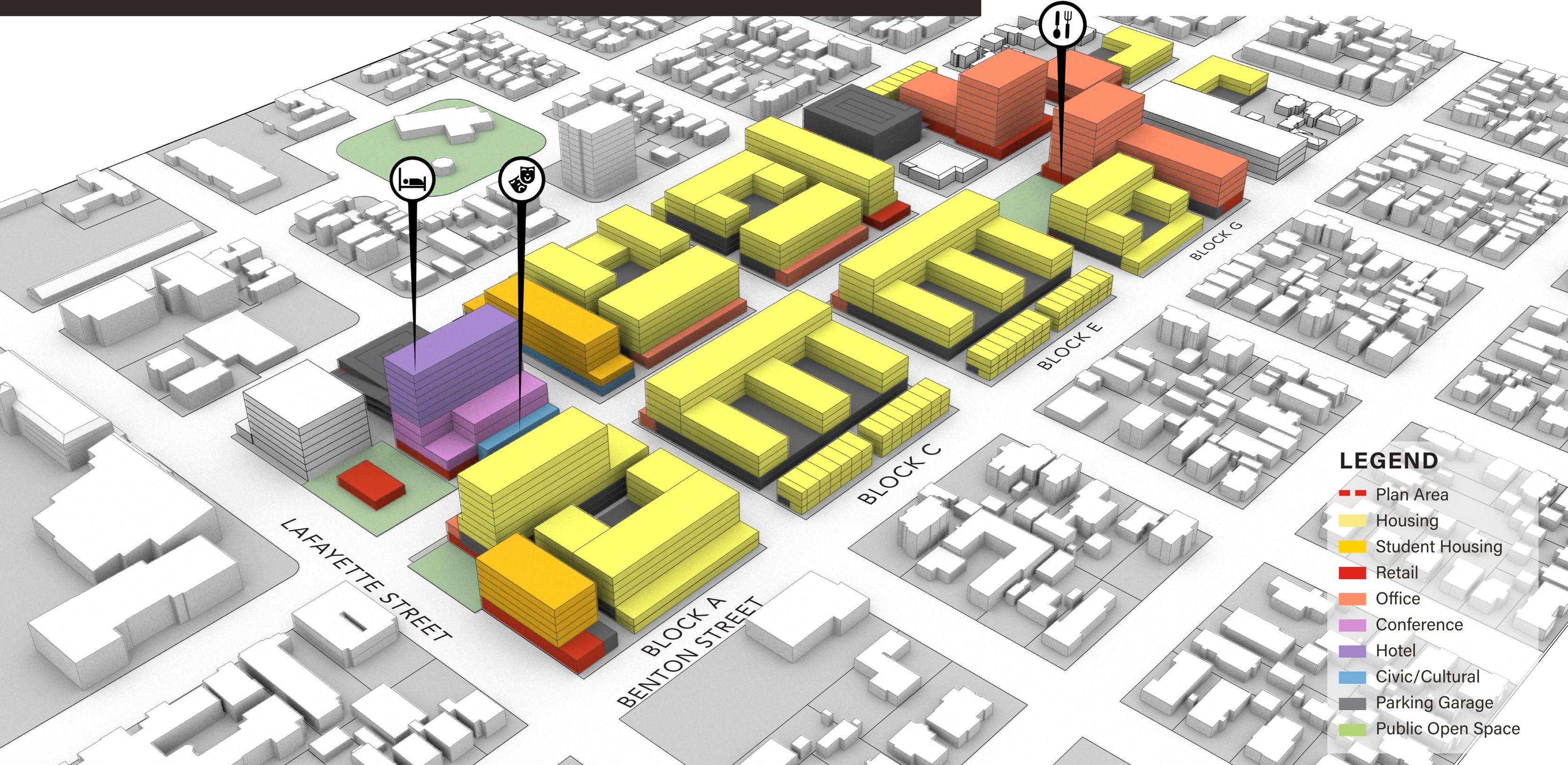
LEGEND

- Job Concentration
- Townhomes
- Multi-family Housing
- Civic and Cultural Core
- Public Open Space
- Retail Core
- Retail Ready

OPTION 3: NORTH EAST VIEW



OPTION 3: NORTH WEST VIEW



LEGEND

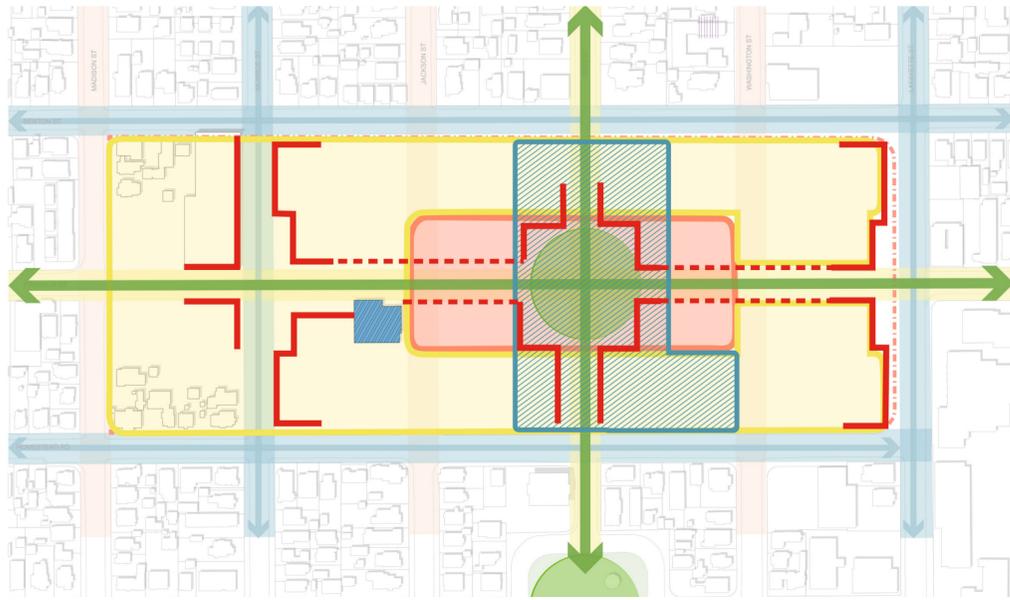
- Plan Area
- Housing
- Student Housing
- Retail
- Office
- Conference
- Hotel
- Civic/Cultural
- Parking Garage
- Public Open Space

OPTION 3: AREA PROGRAM

	Summary				Housing-Market Rate			Housing-Student			Office	Retail	Entertainment/Civic	Hotels			Conference	Garage/parking			Public Space
	Parcel (s.f.)	Total Development (s.f.)	Total Gross Development (s.f.)	FAR	Area (s.f.)	Avg Unit Size	Units	Area (s.f.)	Avg Unit Size per bed	Units	Area (s.f.)	Area (s.f.)	Area (s.f.)	Area (s.f.)	Avg Unit Size	Beds	Area (s.f.)	Area (s.f.)	Number of Spaces Provided	Number of Spaces Required	Area (s.f.)
Block A	91,502	367,176	280,619	3.07	212,130	1000	212	38,822	250	155	10,170	12,101	-	-	300	-	-	86,557	247	271	7,396
Block B	64,243	218,169	148,348	2.31	-	1000	0	-	250	-	-	8,717	14,880	69,580	300	232	36,673	69,821	199	219	18,499
Block C	90,470	319,487	211,840	2.34	206,440	1000	206	-	250	-	5,400	-	-	-	300	-	-	107,647	308	217	-
Block D	90,470	361,628	257,989	2.85	176,267	1000	176	64,922	250	260	-	-	16,800	-	300	-	-	103,639	296	275	-
Block E	90,470	322,686	221,432	2.45	206,681	1000	207	-	250	-	6,347	8,404	-	-	300	-	-	101,254	289	220	-
Block F	91,502	310,886	224,670	2.46	206,616	1000	207	-	250	-	4,392	6,281	7,381	-	300	-	-	86,216	246	231	-
Block G	92,459	384,674	301,253	3.26	102,066	1000	102	-	250	-	146,473	32,683	-	-	300	-	-	83,420	238	395	20,032
Block H	71,600	287,522	157,992	2.21	25,924	1000	26	-	250	-	106,153	19,995	-	-	300	-	-	129,530	370	238	5,920
Block I	25,906	36,600	28,200	1.09	28,200	1000	28	-	250	-	-	-	-	-	300	-	-	8,400	24	28	-
Block J	42,688	75,200	61,200	1.43	27,200	1000	27	-	250	-	26,400	7,600	-	-	300	-	-	14,000	40	80	-
Total	751,310	2,684,026	1,893,542	2.35	1,191,523		1,191	103,744		415	305,334	95,780	39,061	69,580		232	36,673	790,484	2,259	2,173	51,847

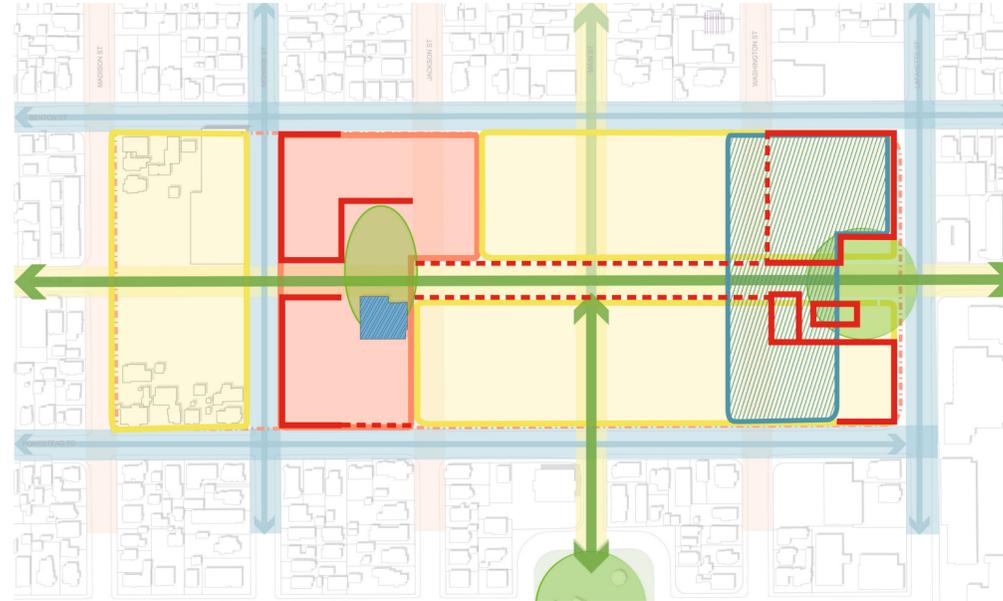
FEEDBACK AND NEXT STEPS

DEVELOPMENT OPTIONS



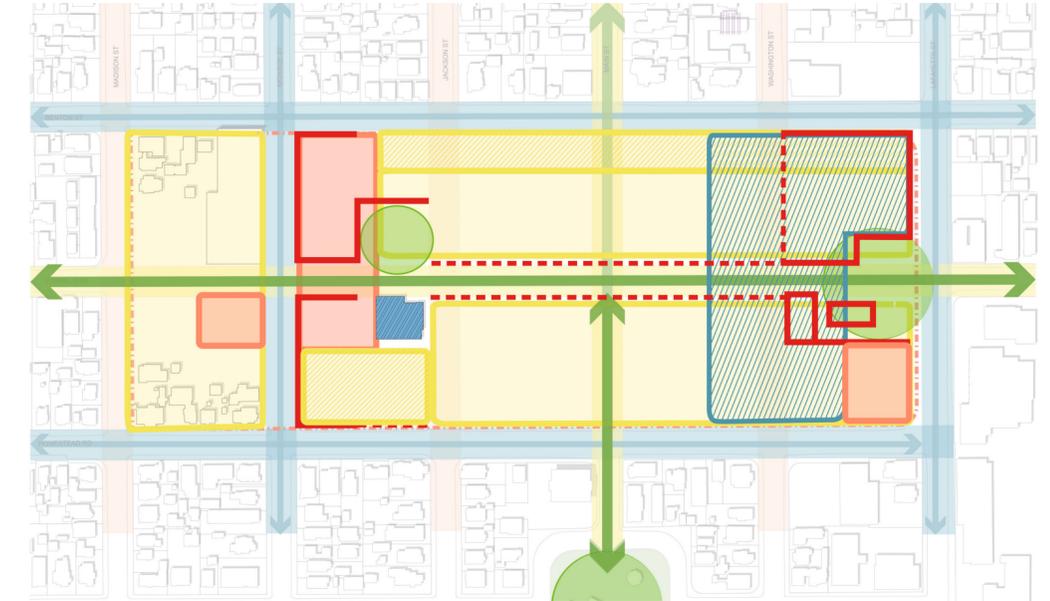
CENTRAL OPEN SPACE

- Stronger central core at intersection of Franklin and Main Streets with public space.
- Culture, entertainment and commercial surrounding the central open space.
- Eastern parcels are predominantly housing mixed use – Central core predominantly office.
- Higher densities overall with stronger public realm.



BOOKENDED OPEN SPACE

- Book ending with public space on Lafayette and Monroe.
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LOWERING DENSITIES

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DEVELOPMENT OPTIONS



CENTRAL OPEN SPACE

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REGULATORY FRAMEWORK

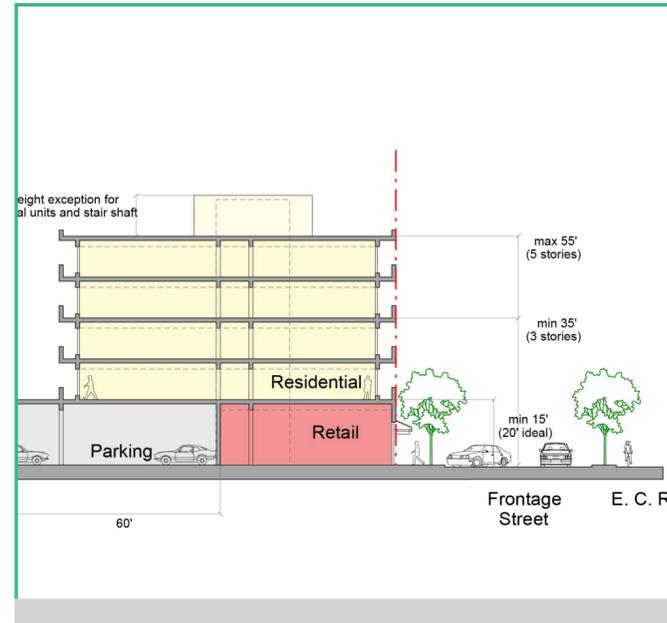
Recommend, suggest, encourage



DESIGN GUIDELINES

- Architectural Design
- Public Realm Design
- Materiality

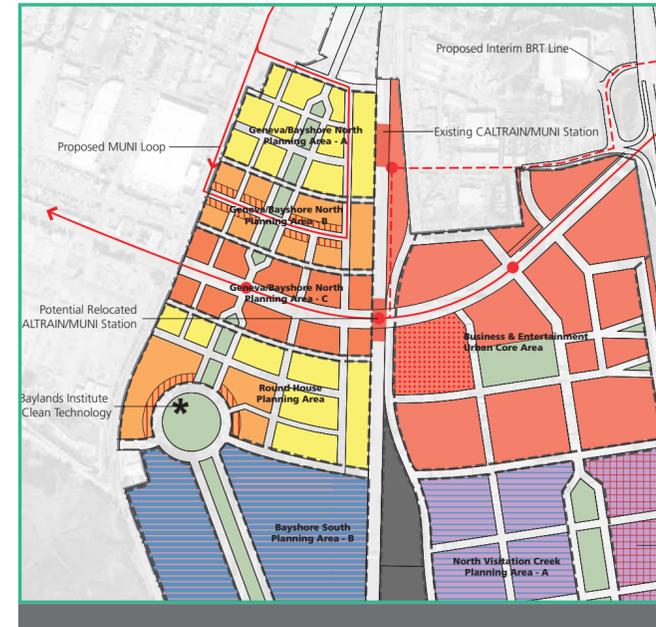
Required "shall, must, will"



DEVELOPMENT STANDARDS

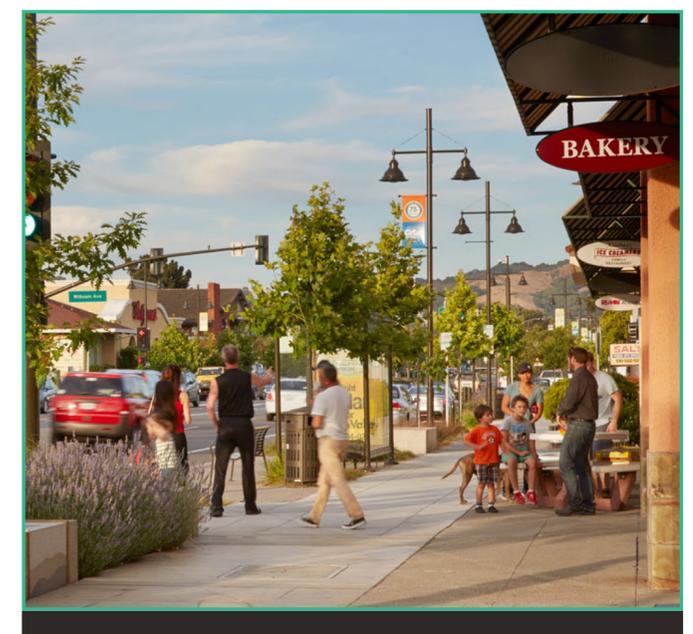
- Land use
- Building Mass- height, setback, step-backs
- Street Design Standards
- Parking/TDM Requirements

Required "shall, must, will"



ZONING CODE

- Land use
- Building Mass- height, setback, step-backs
- Street Design Standards
- Parking/TDM Requirements
- Temporary Uses
- Hours of Operations



IMPLEMENTATION

- Developer RFQ
- Capital Improvement
- TDM Program
- Entitlements
- Permitting Process

IN SCOPE : ADDITIONAL SERVICES



WHAT IS FORM BASED CODE

REGULATING PLAN

A plan or map of the regulated area designating the locations where different building form standards apply

PUBLIC STANDARDS

Specifies elements in the public realm: sidewalk, travel lanes, on-street parking, street trees and furniture, etc.

BUILDING STANDARDS

Regulations controlling the features, configurations, and functions of buildings that define and shape the public realm.

ADMINISTRATION

A clearly defined and streamlined application and project review process

Figure 3.10.4.C Parking on Corner Lots (applicable to surface and structured parking)

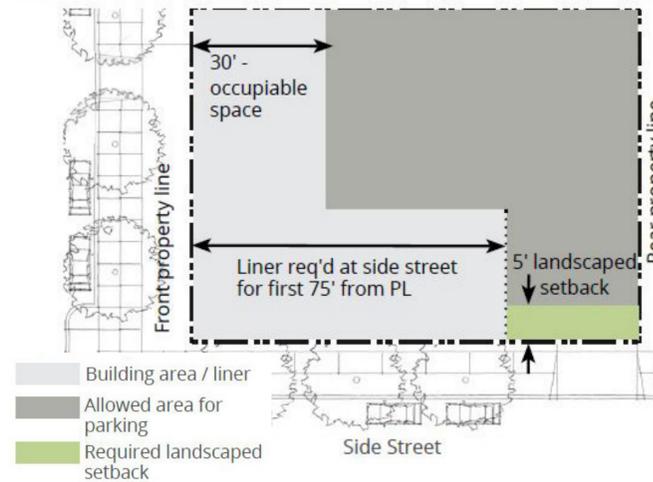


Figure 3.10.4.A Podium Parking

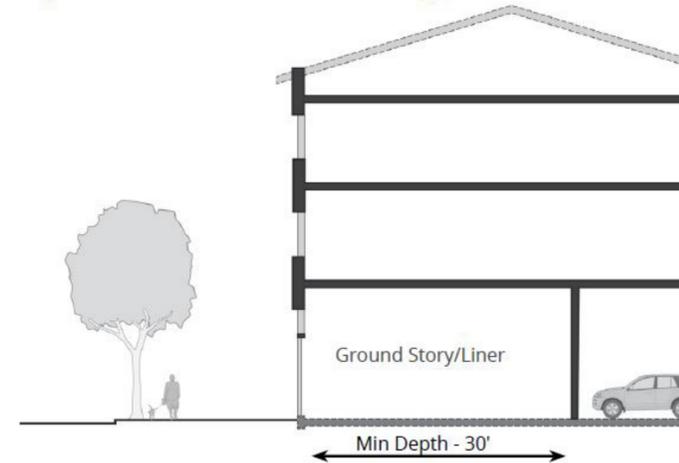


Figure 3.10.4.B Subterranean Parking



Figure 4.3.C.A Commercial Ground Floor

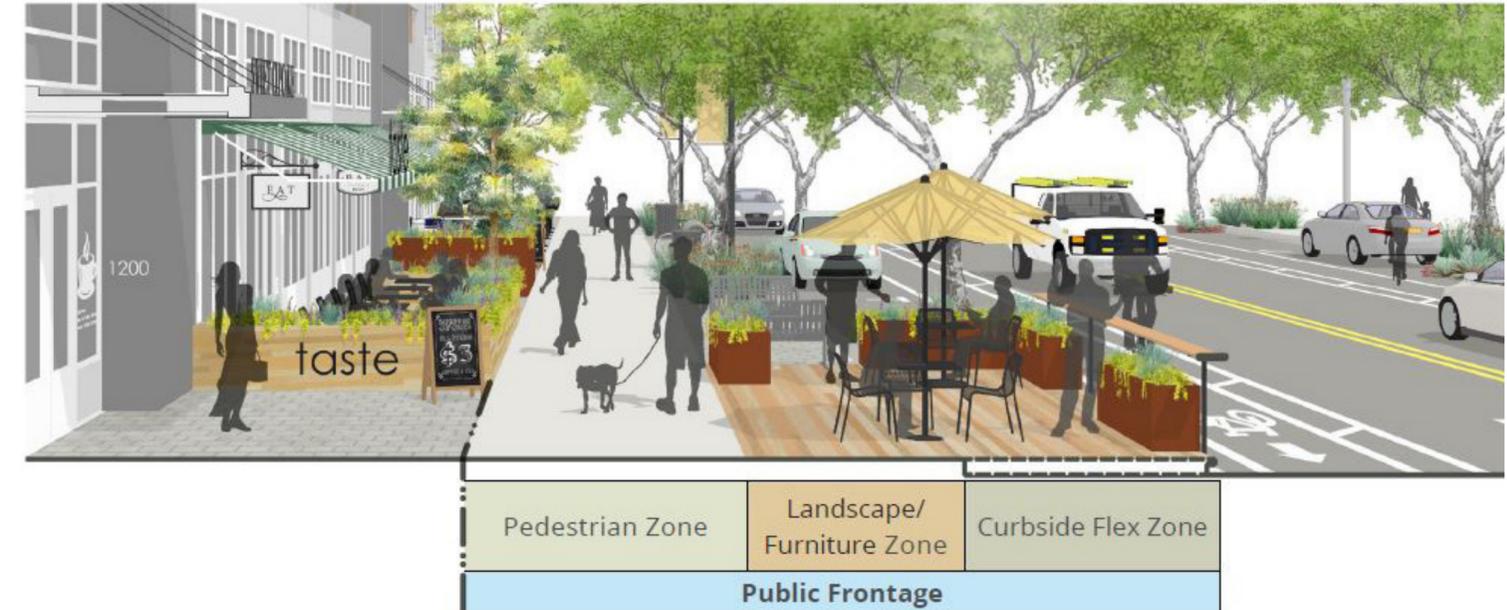


Figure 4.3.C.B Residential Ground Floor



PREFERENCES & FLEXIBILITIES

LAND USE & DENSITY



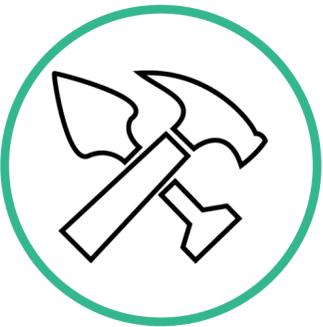
Height & Massing
Mix of Land Uses

PARKING AND ACCESS



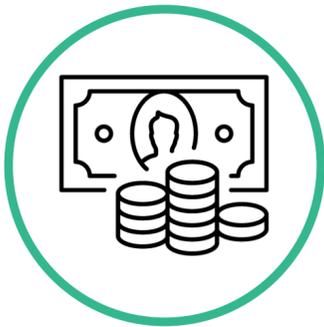
Parking Ratios
Transportation
Demand Management
(TDM)

COMMUNITY BENEFITS



Open Space
Public Realm
Programming
Retail Activation

MARKET FEASIBILITY



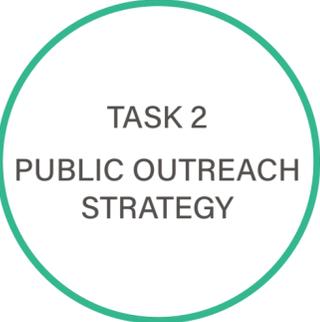
Rents/sqft
Cost of Construction
Affordable Housing
Attracting Development

TECHNICAL ISSUES

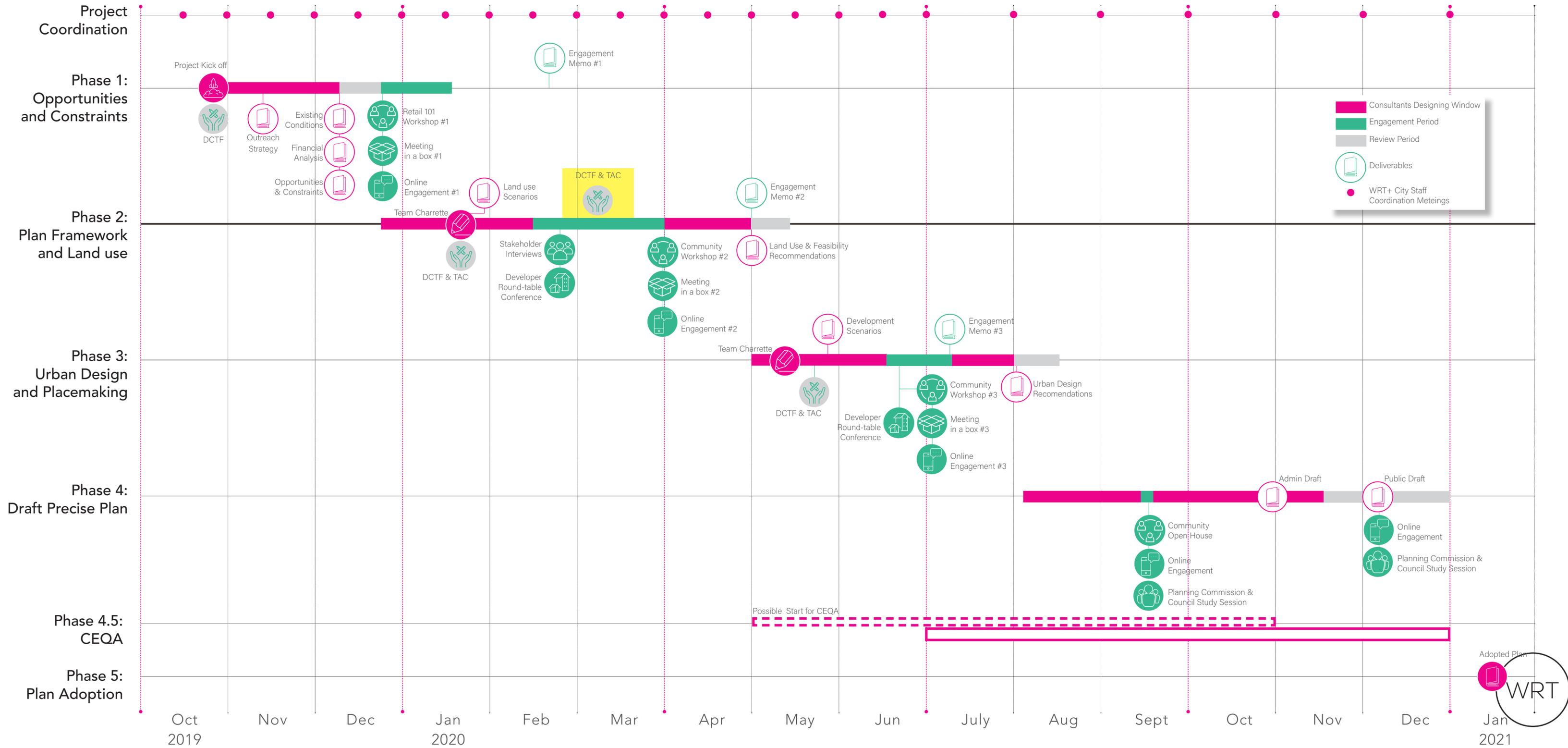


Life and Safety
Building Codes
Utility Capacity
Environmental Issues

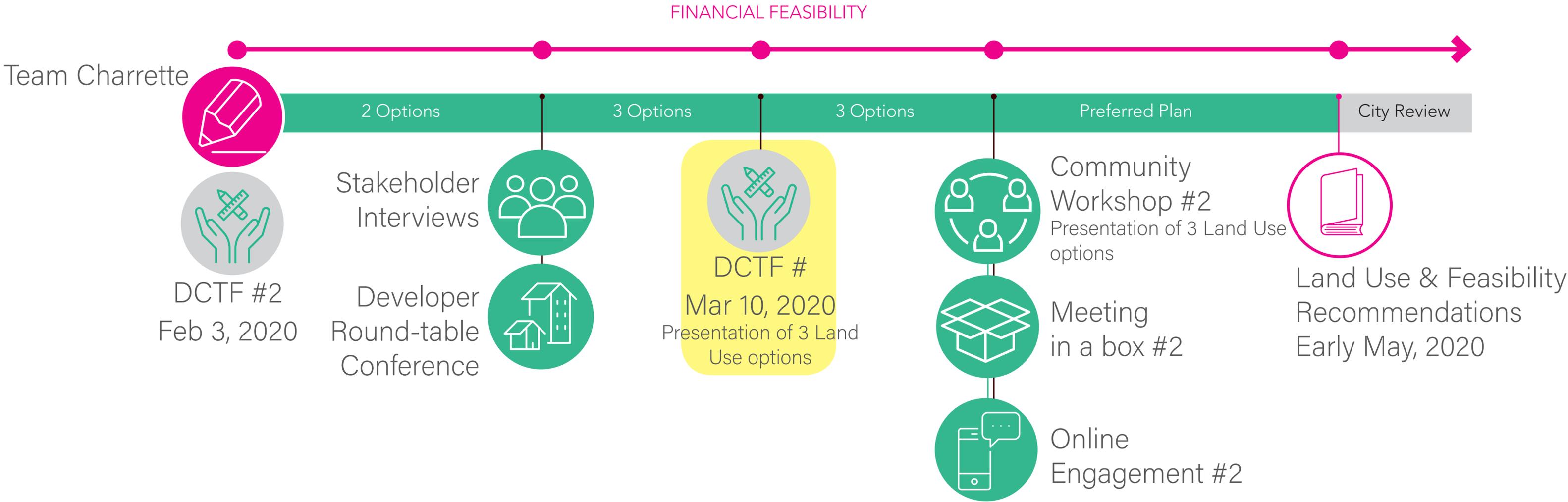
PHASE 2: NEXT STEPS



WORK PLAN AND ENGAGEMENT STRATEGY (AMENDED)



PHASE 2: LAND USE SCENARIO DEVELOPMENT



THANK YOU