



SANTA CLARA DOWNTOWN PRECISE PLAN

SUMMARY OF COMMUNITY ENGAGEMENT (PHASE 1)

CITY OF SANTA CLARA / MARCH 2020





ENGAGEMENT WORKSHOP WITH SANTA CLARA UNIVERSITY

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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.

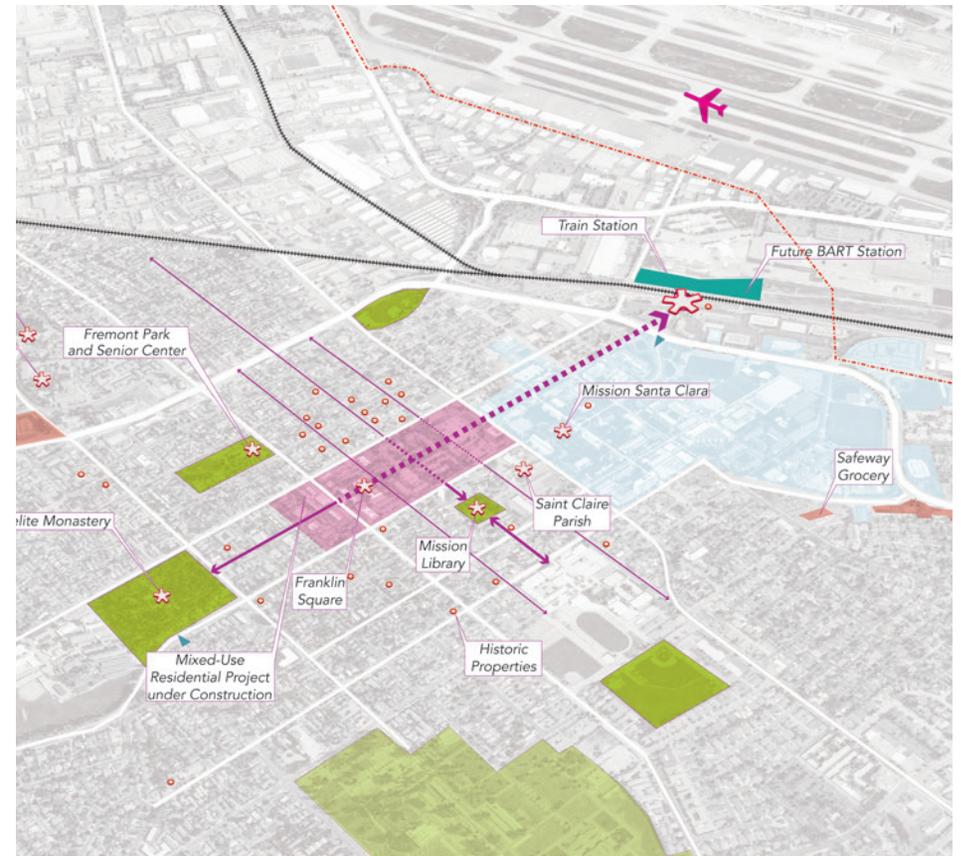
Balancing Community Needs with Development Realities. The Plan must enable financially feasible development that also achieves community desires and desired placemaking qualities.

PHASE 1 ENGAGEMENT

During the first phase of creating a new plan for downtown, the planning team has gotten feedback from community members and stakeholders in the following ways:

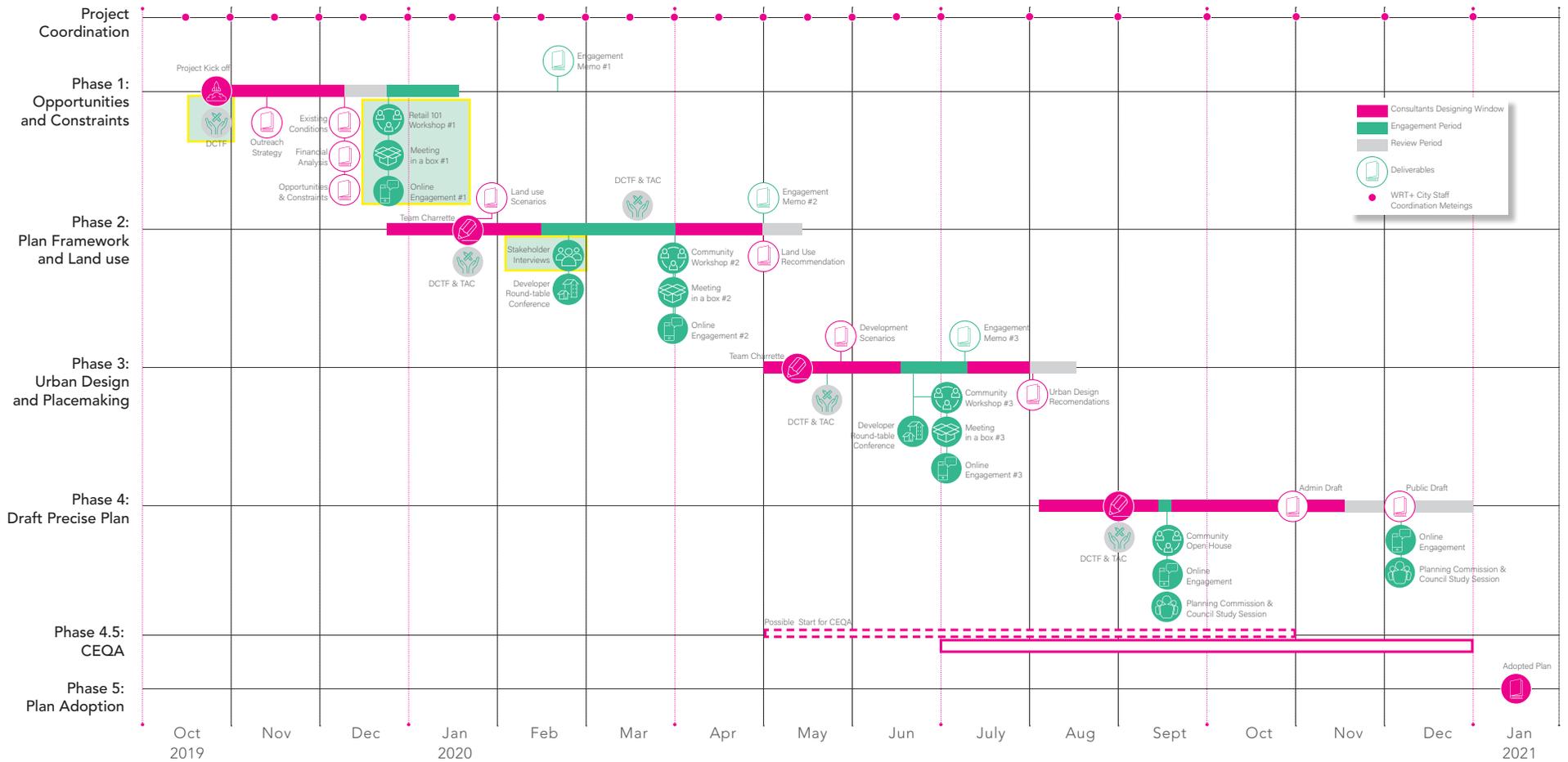
- » The Downtown Community Task Force (DCTF) meeting on October 30, 2019
- » Two "Meeting in a Box" activities distributed to the community in December 2019
- » A lunchtime workshop at Santa Clara University on January 29, 2020
- » Meetings with stakeholders and technical advisors in January through March 2020.

The Summary of Community Engagement (Phase 1) documents what we've heard.



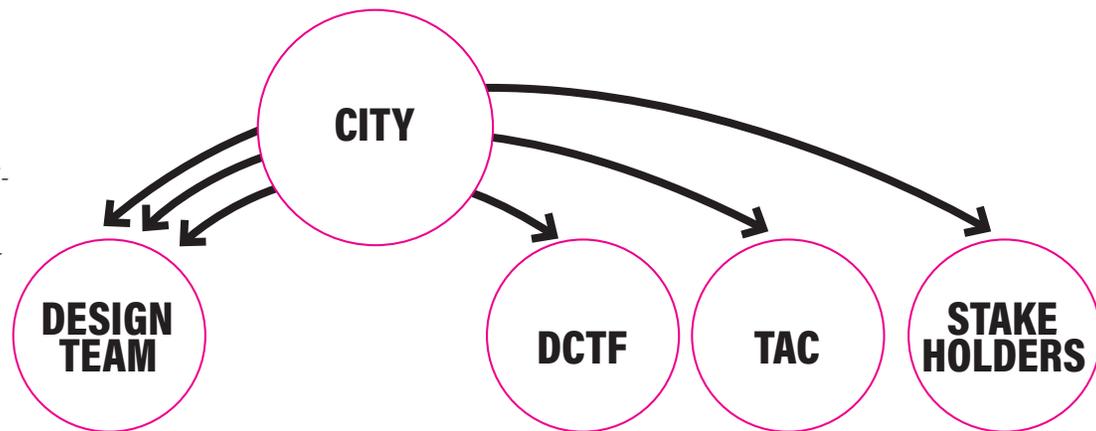
THE PLAN AREA AND ITS CONTEXT

The Precise Plan area encompasses an area of 25 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. Engagement activities summarized in this report are highlighted.





WAIT HERE



02.

WHAT
WE'VE
HEARD
(PHASE 1)

DCTF MEETING 1

At the **October 30, 2019** meeting of the Downtown Community Task Force (DCTF), City Staff and the Consultant Team introduced the Precise Plan process and our understanding of the issues and opportunities in Downtown Santa Clara. The Task Force and members of the public shared their vision and priorities for Downtown. These pages summarize the vision and priorities expressed at the meeting by members of the Task Force and community.



THE SCROLL

The Santa Clara University Students present a scroll of ideas for downtown collected at the University.

TASK FORCE AND COMMUNITY RESPONSES

- » Reclaiming Our Downtown's(ROD) top 5 priorities:
 1. **Restoring the Grid**, including Main Street and full alignment of Franklin Street
 2. Conserve (and recreate) **historical context**
 3. **Open space** for relaxation, events and gathering
 4. Trolley or other **transit connection** to Caltrain station
 5. Create high-quality, **memorable** place
- » Downtown Santa Clara is seen as having better "bones" than peer cities like Campbell and Mountain View.
- » Particular attention given to the access and visual connection between Franklin Street and the park. That would be restored if the courthouse could be removed, so there is strong interest in creating economically viable path to doing that.
- » City has contracted with Smith Group for a feasibility study of rehabilitating and expanding the civic center. Community expressed possibility of moving the civic center to downtown.
 - » Community would like to understand the critical decision-making points in the design process.
 - » Create a unique character and experience of place, going beyond the standard housing-over-retail footprint and cookie-cutter plans
 - » Desire for a Downtown with a "heart and soul," connected to its roots
 - » At the same time, look to the future, build for the young generation and those to come
 - » Arts as an anchor, with University as partner; opportunity to tie in to University initiative to replace performing arts center.
 - » Recognition of the challenging environment for retail, underlining the need for high-quality placemaking and detailed analysis of what can work and how to remove regulatory barriers.
 - » Desire for economically-tested and viable plan.
 - » Desire for a plan that has an ambitious vision for long-term change, but also can begin to bear fruit in the near term
 - » Challenges posed by the barriers to access posed by rail line, El Camino.
 - » Interest in building momentum on momentum of the transit hub, creating good mobility options.
- » Desire to keep the broader area in view and not focus solely on the 10-block project area.

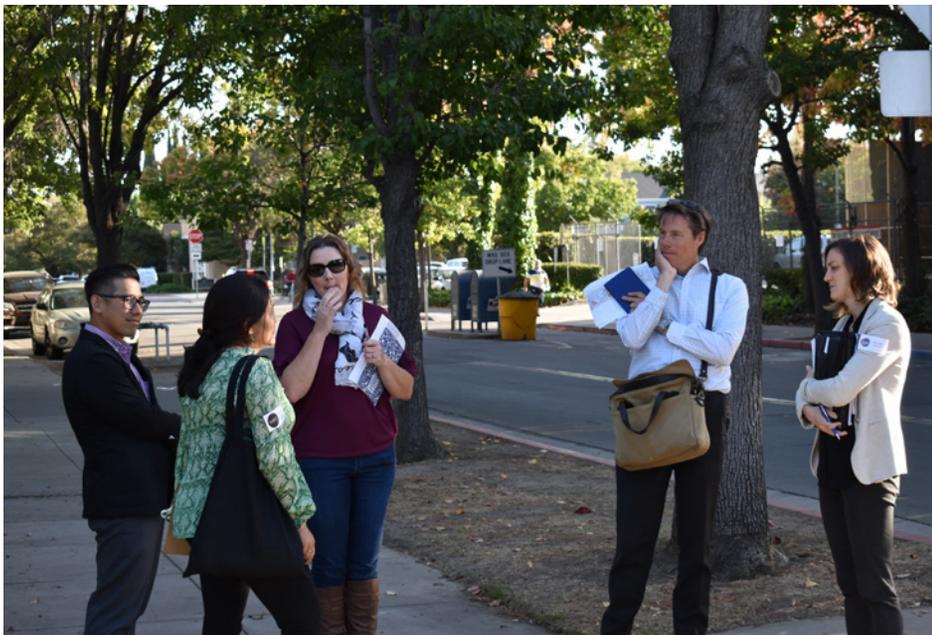
MEETING IN A BOX

In December 2019, the City and Consultant Team gave the Santa Clara community homework for the holidays.

First, interested community members were asked to take a walk downtown, and then on a map included in the “box,” identify assets and opportunities for change.

Second, community members were given a list of books and films with relevant themes, and asked to respond with their thoughts.

Responses are summarized here and shown on the following pages.



ASSETS AND OPPORTUNITIES

We received four responses to the Assets and Opportunities mapping exercise: three from individuals, and one done collectively by members of Reclaiming Our Downtown(ROD)

Assets commonly identified by community members: the Post Office, Plaza Park, and the rich historic context of the neighborhood.

Community members laid out **opportunities** in detail. These included:

- » Restoring the original street grid, and making Franklin and Main Streets like promenades, with wide sidewalks.
- » Removing buildings that interfere with the historic street grid, including the Courthouse and the Central Square Apartments, and certain buildings at Franklin Square.

- » Enabling a higher-density building form to help make new development financially feasible.
- » Stepping back future buildings from Franklin and Main Streets above the second story to create a good pedestrian experience.
- » Concentrating taller buildings away from the surrounding neighborhood.
- » Recreating key building facades that were lost when downtown was demolished.
- » Creating a public parking garage with access from Homestead Road, in connection with a recreated Santa Clara Theater facing Franklin Street.

Complete responses are on the following pages.

WALKING TOUR

The Consultant Team conducted a walking tour of the site, identifying assets and opportunities.

SANTA CLARA DOWNTOWN PRECISE PLAN \ ASSETS AND OPPORTUNITIES



Dear Santa Clara community member,

As we begin to create a new plan for Downtown, we want to hear from you:
What's there today that can be an asset for the future?
Where do you see opportunities for change?

Here, you'll find two versions of a map of the 10-block Downtown area. We encourage you take a walk with this map in hand. Bring pens or pencils. Choose a few colors if you want. Mark up the map, and use the side panel to write your observations of downtown.

Then take a photo of your map and email it to Lesley Xavier at the City of Santa Clara: LXavier@SantaClaraCA.gov

Thank you, and happy holidays!

Querido miembro de la comunidad de Santa Clara,

A medida que comenzamos a crear un nuevo plan para el centro, queremos saber de usted:
¿Qué hay hoy que pueda ser un activo para el futuro?
¿Dónde ve oportunidades de cambio?

Aquí, encontrará dos versiones de un mapa del área del centro de 10 bloques. Le recomendamos que camine con este mapa en la mano. Trae bolígrafos o lápices. Elige algunos colores si quieres. Marque el mapa y use el panel lateral para escribir sus observaciones del centro.

Luego tome una foto de su mapa y envíela por correo electrónico a Lesley Xavier en la Ciudad de Santa Clara: LXavier@SantaClaraCA.gov

¡Gracias, y felices días de fiesta!



lxavier@santaclaraca.gov

MEETING IN A BOX

We provided resources for community members to do the same, as a "meeting in a box."

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

• 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



Name: Chris Howden

Designation:

Email: chris.howden@gmail.com

What are the opportunity areas?

1. Protected bike lanes and wide sidewalks on Franklin
2. Remove parking from "condos"
3. Remove courthouse building, and parking structure
4. Destroy ugly "Togos" building!

What are the community assets?

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

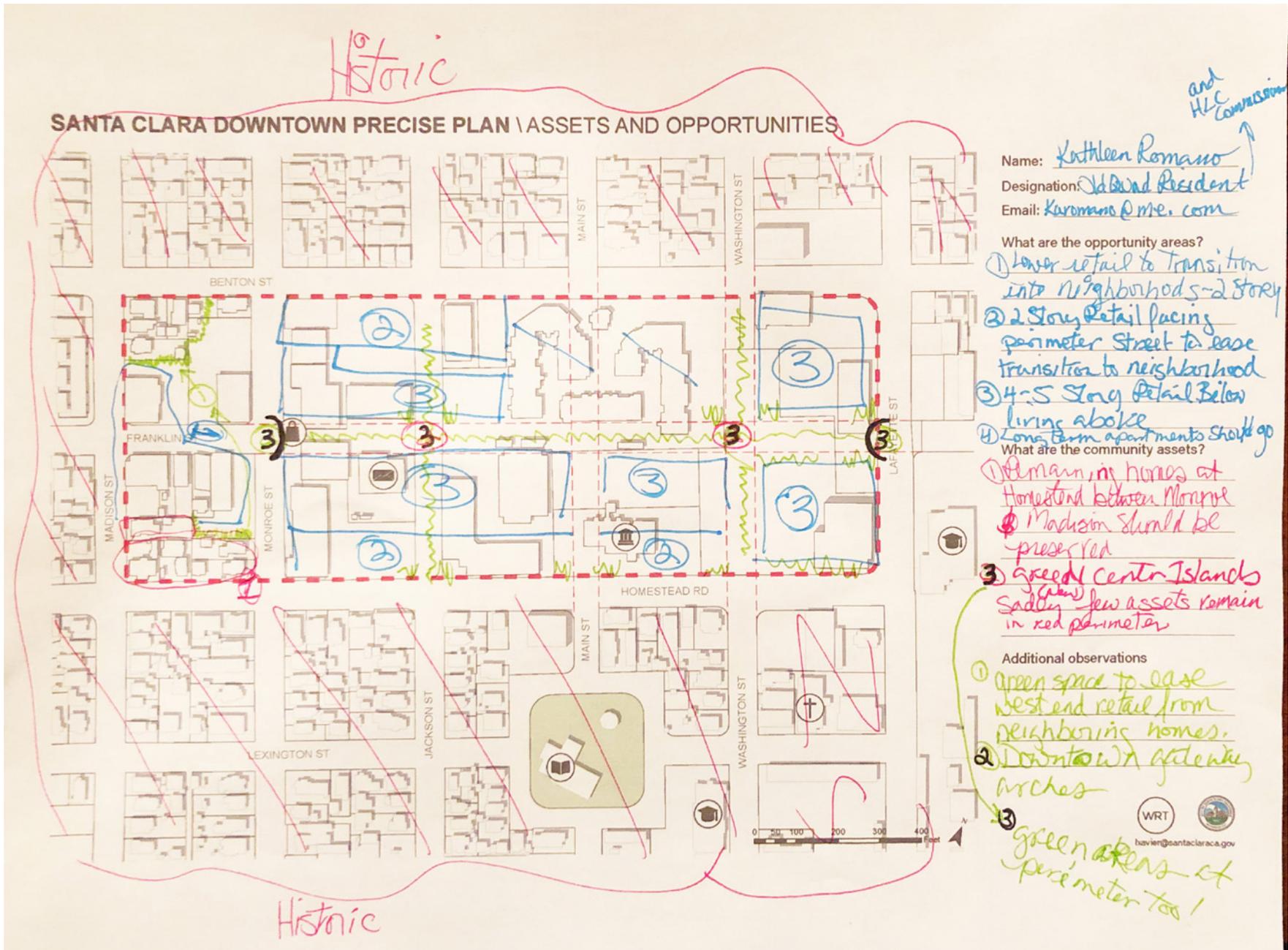
Additional observations

8. Save all historic lamp posts and everything else of historic value!

9. Bike lanes on Benton, all the way to the train station, and the awesome! Add as much many art, trees, and protected bike lanes as possible.

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!





Historic

SANTA CLARA DOWNTOWN PRECISE PLAN | ASSETS AND OPPORTUNITIES

and HLC Commission

Name: Kathleen Romano
 Designation: Board 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?

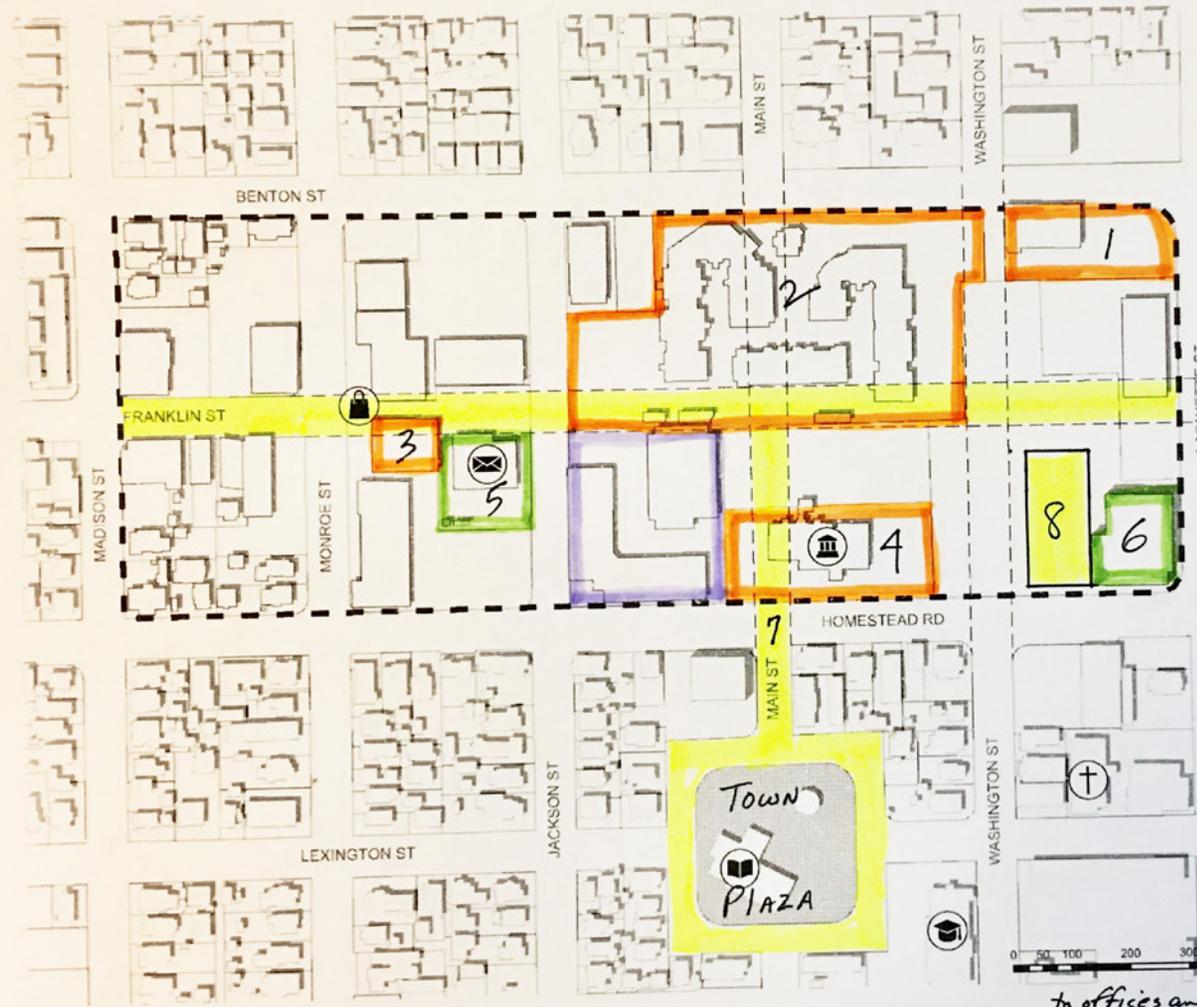
- ① Main in homes at Homestead between Monroe & Madison should be preserved
 - ③ green center islands
- Sadly few assets remain in red perimeter

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



Historic

SANTA CLARA DOWNTOWN PRECISE PLAN \ ASSETS AND OPPORTUNITIES



- SWENSON PROPERTY

Skip Pearson
 Name: MATY GRIZZLE
 Designation: R.O.D.
 Email: SKIP@PEARSON-REALTY.MOGRIZZLE2@gmail.com 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 colorings 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

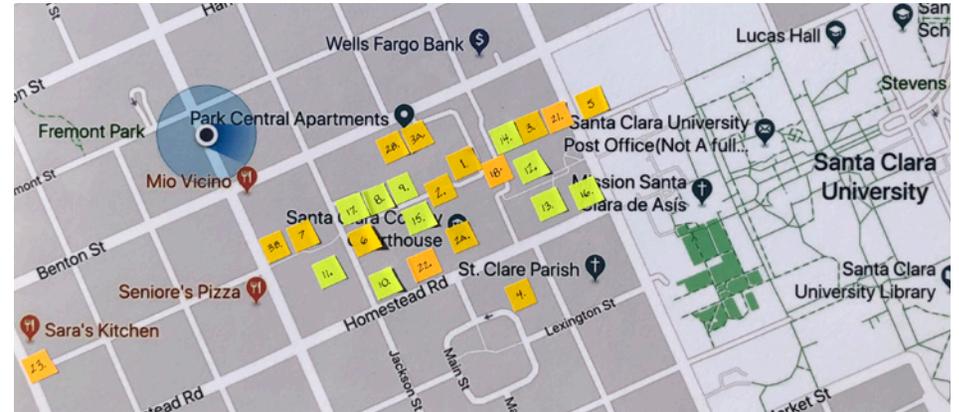
to offices and SCU, 2) Location allows a desirable 122'x255' footprint, 3) Entry from Homestead is over 150ft. from a busy street (Lafayette), 3) Height allows 6 stories of parking AND a shared rooftop park w/ adjacent 7-story office building AND allows the Santa Clara Theater to be restored on the garage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

RECLAIMING OUR DOWNTOWN (ROD) RESPONSE

RETURN OF THE STREET GRID (MARKED AS YELLOW ON THE MAP)

- 1. The Complete Return of Downtown Santa Clara's Street Grid
 - a. All Streets within the original Santa Clara Downtown Street Grid (Main, Franklin, Washington, and Jackson)
 - b. Exact Original Street Width
 - c. Comments:
 - i. As discussed in R.O.D's 10/30/19 Presentation to the DCTF, one of the finest artistic pieces of our original Downtown was its original street Grid and how its design led Visitors to our FIRST Park
 - ii. There is no comparison of the "uniqueness" of the street design compared to other Bay Area or California Downtowns
 - iii. David Sargent at the DCTF Meeting on 10/30/19 stated that the original Downtown Santa Clara street design reminded him of the beauty of Savannah, Georgia.

- 2. The Return of Downtown's Main Street
 - a. The Relocation of the Court House
 - i. We recommend that Santa Clara City Officials (The City) renew negotiations with Santa Clara County Courthouse officials with the goal of finding a new "potential" location for the Courthouse
 - ii. As City officials are evaluating the rebuilding of City Hall (located on over 10 acres), we recommend that the City investigate City-owned land to exchange for the Courthouse property
 - b. Prometheus Property
 - i. We recommend that the City renew negotiations with Prometheus
 - ii. Due to the costs involved with "redesigning" the Prometheus property (including demolition, reconstruction and relocation of current tenants), Prometheus will most likely need a large number of additional units
 - 1. These units could possibly be split between their current location and a new location



RETURN OF THE STREET GRID ▶



HISTORIC VIEW OF MAIN STREET TOWARD PLAZA PARK ▶

iii. As City officials are evaluating the rebuilding of City Hall (located on over 10 acres), we recommend that the City investigate City-owned land to exchange for the Prometheus property or a portion of it

3. The Return of Downtown’s Franklin Street

a. We strongly advocate for City Hall to exercise their option in 2020 with the Prometheus Corporation to re-establish Franklin and Washington Streets

i. We recommend that these expenditures be included in the 2020 budget

b. We strongly advocate for the City to begin discussions with the appropriate Franklin Mall owners to ensure that the original street grid is restored, that any tenants affected are relocated at no cost with the same lease conditions. This would open Franklin St. from the Santa Clara train depot to Lincoln Avenue

4. The return and revitalization of the Town Plaza (Plaza Park/Mission Library Site). R.O.D. strongly advocates for:

- a. Relocation of the Courthouse restores the Main Street promenade from Franklin Street to the Town Plaza.
- b. Maintain an intimate park environment by restricting future building heights to two-three stories
- c. Restoration of the Park’s ga-



▲
DOWNTOWN’S ORIGINAL STREET LIGHTS

▲
ORIGINAL TREES IN STREET DESIGN

zebo

5. Return of the original Downtown lamppost bases and pre-1950 lights on top

a. We have also noted on attached map location of original lamppost base)

6. Return original Downtown white and black street signs

7. Saving the Original Trees found in the existing Franklin Mall, and those adjacent to the Courthouse if possible; an arborist’s evalua-



▲
DOWNTOWN’S ORIGINAL STREET SIGNS

tion is desirable

**ARCHITECTURAL REQUESTS
(MARKED AS LIGHT GREEN ON MAP)**

- 8. Promenade streets (Franklin and Main) should be distinctive with setback buildings; unique ground coverings such as potentially stamped brick/cobble street (which will allow a “non-tripping” surface and smooth paved sides for bicycles and ADA requirements), wide sidewalks, beautiful trees and original street lights
- 9. With setbacks, the one- and two-story facias of the building can utilize some of the original Art Deco, Mission Style, and Italianate designs
 - a. Each are not difficult to reproduce utilizing today’s skilled masons
- 10. We recommend the utilization of different architects for different blocks which would help to prevent a monothematic appearance of the new Downtown
 - a. Each would follow the agreed-upon Precise Plan and Form-based Code to provide structural uniformity throughout the Downtown while allowing for

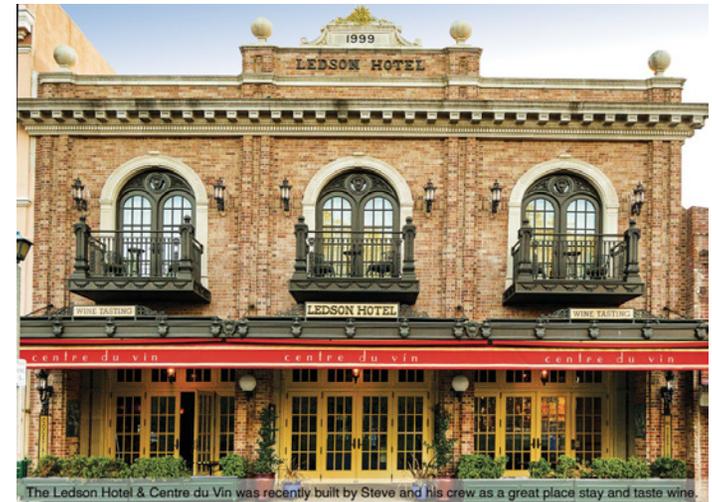


▲ **POTENTIAL EXAMPLES OF SETBACKS TO CREATE INTIMATE DOWNTOWN FOR PEDESTRIANS WHILE ALLOWING HIGHER DENSITY**

9A – ART DECO (FRANKLIN BETWEEN MAIN AND JACKSON STREETS)



9B – MISSION STYLE (FRANKLIN STREET BETWEEN MAIN AND LAFAYETTE)



▲ **ORIGINAL ARCHITECTURAL STYLES (TOP)**

USING TODAY’S SKILLED ARCHITECTS AND ARTISANS (BOTTOM)

unique creativity of design

11. Restoration of the Original Santa Clara Post Office Building

12. The Return of the Santa Clara Theatre

a. Complete restoration of the Art Deco Façade, Marquee and Santa Clara Vertical

b. Comments: In our group’s opinion, this theatre and sign is the signature piece announcing the Downtown as well as paying tribute to its past

c. Please note: Our group is in discussions with a major theatre chain who is considering paying the cost of the restoration of the Art Deco Façade, Marquee and Santa Clara Vertical (details to follow)

d. The theatre’s interior should meet the economic needs of today’s theatre-going audience with their ability to serve food and alcohol and have a restaurant

e. The theatre’s original location would be ideal for its future location as it would be a part of



▲ THE SANTA CLARA THEATRE FACADE, VERTICAL AND MARQUEE



POTENTIAL GARAGE WITH A HOMESTEAD ENTRANCE ▼



the initial construction between Lafayette and Washington streets and draw people to surrounding retail businesses

13. Opportunity for a multi-story garage on top of the theatre

a. Due to the noise from the theatre, mixed-use residential or office would not be desirable

b. Therefore, R.O.D. recommends that a garage be considered on top of the theatre. Entrance to this garage could be on Homestead Street which is much larger street than Benton or Monroe and less busy than Lafayette

c. R'O.D.'s initial survey of the area reveals that a parking garage with access from Homestead could provide an efficient parking structure

i. Our initial opinion is the structure needs to be at least 122 ft wide and 155-255 ft. long and we have that space

d. Ingress and egress should be 75-150 ft from Lafayette Street

e. A Homestead entrance would not be in proximity to residences which would discourage parking and traffic in the Old Quad neighborhood

f. The garage would be close to SCU to ensure maximum usage (and promote City & University shared parking arrangements)

14. Recreation of the original City Hall façade

- a. Comments: In our group’s opinion, this recreation is not difficult (architecturally) as the ornament is minimal. It would also be a signature piece paying tribute to Downtown’s past
- b. This could be the entrance to an office or museum

c. Provide a home for displaced Downtown businesses

d. The building is perfect height for a rooftop gathering place (restaurant, bar, public place) and could be continuous with the aforementioned public parking garage

e. The two buildings could share rooftop green space (with great views for art exhibits and music recitals, restaurants, etc.)

f. The seven-story bldg. and the parking garage could be connected with rooftop bridges

15. Recreation of the original Mission Bank/Bank of America building (which stood on Main and Franklin)

a. Comments: In our group’s opinion, this recreation is not difficult (architecturally). It would also be a significant signature piece paying tribute to Downtown’s past

17. We also recommend the return of the original neon signs that were

16. R.O.D. members would like to recommend that the City and Urban Planners investigate retaining the seven-story office building at Homestead and Lafayette. This would:

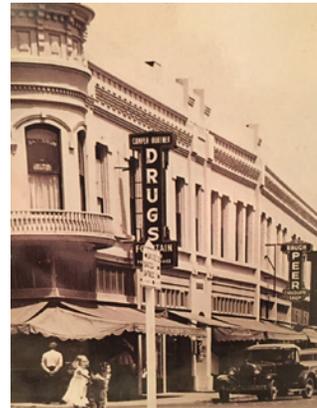
- a. Save Costs
- b. Potentially provide a home for the new City Hall



RECREATION OF THE ORIGINAL SANTA CLARA CITY HALL FACADE



▲ RECREATION OF THE ORIGINAL MISSION BANK FACADE



◀ RETURN OF DOWNTOWN’S ORIGINAL NEON SIGNS

common in Downtown Santa Clara as well as many other Downtowns of the past

- a. Signs would be part of the "Precise-Plan" and meet height, width restrictions

TROLLEYS AND TRANSIT/SUCCESSFUL RETAIL (MARKED AS ORANGE ON THE MAP)

- 18. Return of two trackless (autonomous or semi-autonomous) trolleys to Downtown
 - a. A trolley down Franklin
 - b. A second trolley connecting

Benton and Brokaw to the employees, hotel guests and residents of Coleman Avenue

- 19. SCU finishes Franklin Street so Downtown has direct access to the historic Santa Clara Train Station via trolley
- 20. A connection is established which allow only trolleys, bicycles, and pedestrians (and emergency and police vehicles) to connect the over ten thousand workers, residents and hotel guests

on Coleman Avenue to the new Downtown and their retailers (as well as the West side train station entrance).

- a. Without a connection, Coleman workers will be far less likely to frequent Downtown which will have the "Los Gatos" effect on retailer's revenues and chances of success.
- b. R.O.D. is offering tours of the "Business-rich" area of Campbell vs. the lack of businesses in and around Los Gatos and the drastic "lunchtime-foot traffic" difference between the two cities.
- c. At present, over 6000 workers, residents and hotel guests are projected to inhabit Hunter Storm, Roku, and Verizon. Couple this with the thousands of potential Downtown guests from Avaya and you will see the need for such a connection
 - i. As we understand it, additional buildings are projected to be built on Coleman at Benton

adding thousands of more potential riders

- d. The City of Santa Clara only has to "request" study and funding through F.R.A. and the U.S.D.O.T for such loans and grants as the R.R.I.F. (Dan Ondrasek can provide additional information and schedule meetings with F.R.A. in Washington D.C.)

- 21. While initial rents should be "competitive" with other cities, the new Downtown Santa Clara offers property owners additional revenues that other local cities do not have: Mixed use and office revenues above.
 - a. ROD is asking to investigate IF retail rents could initially be lowered as property owners are benefitting from substantial revenue from the rentals above
- 22. We would also advocate for the relocation of existing retailers and residents to the rebuilt locations which would honor their existing leases through the life of those leases
- 23. R.O.D. also requests that the original turnabout that was originally located at Lincoln and Franklin be restored.



◀ RECONNECT COLEMAN AVENUE WITH THE NEW DOWNTOWN SANTA CLARA

BOOKS, FILM AND TRAVEL

The planning team provided a list of books, short films, and places to visit, and asked community members to share their responses. Eleven intrepid Santa Clarans took us up on the challenge. Their responses follow.

WHAT WE READ

- » *Cities for People* | Jan Gehl
- » *The Death and Life of Great American Cities* | Jane Jacobs
- » *The Image of the City* | Kevin Lynch
- » *Place Matters* | Peter Dreier
- » *Palaces for the People* | Eric Klinenberg
- » *The Social Life of Small Urban Spaces* | William Whyte
- » *Walkable City Rules* | Jeff Speck

WHAT WE WATCHED

- » *4 Ways to Make a City More Walkable*, Jeff Speck
- » *7 Principles for Building Better Cities* | Peter Calthorpe
- » *Citizen Jane: Battle for the City* | Matt Tyrnauer
- » *The High Cost of Free Parking*, Donald Shoup
- » *How Public Spaces Make Cities Work* | Amanda Burden
- » *How Urban Spaces can Preserve History and Build Community* | Walter Hood
- » *In Search of the Human Scale* | Jan Gehl
- » *Superblocks: How Barcelona is Taking City Streets Back from Cars* | Vox



WHAT DID THEY MAKE US THINK ABOUT DOWNTOWN SANTA CLARA?

- » We should accommodate “mixed use” in the precise plan and form-based code. We have a variety of uses to address for the community including retail, residential, and community venues.
- » Think small opportunities rath-

er than large areas. Interaction happens on park benches and street corners not fields. (Go to the Farmers market on a Saturday and see how little of the square in front of the post office is used - benches not fields.) Vibrant places are shaped by economic and social diversity not by chain stores - this is potentially a contemporary crisis of the public sphere, but import-

ant nonetheless. You need daily rounds. People need to occupy a space not visit it for it to be vibrant enough for others to be drawn to it. Because ours is not particularly on the way from here to there for very many we need to anchor people in enough numbers that they will help push it over that threshold. The library should be both integrated and enhanced as an underutilized resource. If that open space exists already, can we build access to it more efficiently than we can replicate it in the plan.

- » Downtown area should be walkable and with more small business and a farm market is a good way to connect people
- » Santa Clara is not walkable, has poor circulation/Transit and is dependent on cars—it's built as a 60s strip mall. For pedestrians it's a maze to maneuver in downtown from SCU—these students do not have cars yet choose to go to the Alameda businesses instead of downtown. More density of merchants and options are needed. A safer and better walk to downtown. Merchants are few and those that have succeeded are on the corner intersections of the downtown 8

block area because of traffic, have nearby parking, visibility to cars and walkers and better lighting at the corners—also 3 of those 4 corners have some kind of outdoor seating. Merchants in the center of Franklin mall have zero visibility and struggle plus we do not attract quality merchants. Franklin Street is the missing piece—historic main artery of the Downtown before its demo in 1963—it was a very active street and social. WRT has their work cut out for them but I am optimistic.

- » 1) A walking-friendly main street, 2) Parking garage (all local successful down towns have provided some parking structure; perhaps fee-based or retailer-validated), 3) Setback design, so high-density, high-rise structures don't dominate the street experience, 4) Break-out areas, for small groups and side-walk dining opportunities, 5) Bike parking spots, 6) Heritage honoring design, where possible to do.
- » I've been lucky enough to experience spaces built for the pedestrian and bicycling instead of for automobiles in Lower Manhattan and river fronts, Barcelona, Sacramento, Florence, Frankfurt, London,

Charleston, and Charlottesville. But these TED Talks really helped vocalize what it was that drew me to them. The Downtown Santa Clara district needs to be designed for those living and working in the immediate area or arriving through the train or BART. Also it needs to support all ages, ethnicities and economic incomes! But this also means we need to plan for similar plans for each area of Santa Clara.

- » I am disclosing that I am an Historic & Landmarks Commissioner for the City of Santa Clara and my comments are my personal opinions, as an Old Quad resident, and in no way reflect the views of the Historic & Landmarks Commission and/or the City of Santa Clara.
- » We have to design for humanity—was my favorite line. Our streets are empty of pedestrians and our door gathering spaces are sparse but parking lots are full. We tick most of the boxes listed of what is wrong with our downtown. The silver lining is that we have identified the problems.

THE PLACES WE'VE VISITED AND STUDIED

- » Palo Alto Downtown, Campbell,

Mountain View, Los Gatos, Saratoga, Davis, Claremont

- » Walnut Creek Downtown, Palo Alto Downtown, Redwood City Downtown, Downtown Oakland, Friday Nights at Oakland Museum, Emeryville, Downtown Berkeley
- » Palo Alto Downtown, Redwood City Downtown, Emeryville, Downtown Berkeley
- » Santa Barbara Downtown, Palo Alto Downtown, Redwood City Downtown, Downtown Oakland, Friday Nights at Oakland Museum, Downtown Berkeley
- » Walnut Creek Downtown, Santa Barbara Downtown, Palo Alto Downtown, Redwood City Downtown, Downtown Oakland, Friday Nights at Oakland Museum, Emeryville, Downtown Berkeley
- » Walnut Creek Downtown, Palo Alto Downtown, Downtown Berkeley
- » Walnut Creek Downtown, Palo Alto Downtown, Downtown Berkeley
- » Walnut Creek Downtown, Palo Alto Downtown, Redwood City Downtown, Emeryville, Downtown Berkeley
- » Palo Alto Downtown, Redwood City Downtown, Downtown Berkeley
- » Walnut Creek Downtown, Santa Barbara Downtown, Palo Alto Downtown, Redwood City Downtown

- » Walnut Creek Downtown, Santa Barbara Downtown, Palo Alto Downtown, Redwood City Downtown, Downtown Oakland, Friday Nights at Oakland Museum, Emeryville, Downtown Berkeley, Campbell Santana Row SJ, SF Sunnyvale
- » Bend, Oregon, Claremont, So. Cal. This downtown has preserved its quaint "past years" charm while energizing it's vitality with community events such as an annual beer fest, wine walk, live music, and art events.
- » Downtown Boulder, Colorado, Bend, Oregon, Ann Arbor, Michigan and Charlottesville, Virginia
- » Pearl District, Portland
- » Portland
- » Campbell Pasadena So. Pasadena

WHAT DID THEY MAKE US THINK ABOUT DOWNTOWN SANTA CLARA?

- » We want a place where citizens can enjoy visiting, gathering in, and spending time at. Also, where specialty retailers will feel welcome and prosperous. And where residents can enjoy living and calling "Home".
- » I enjoy the small spacial scale and walking with mixed use buildings

meant primarily for those in the area. They are self contained and while they offer some parking, it is minimal and kept below grounds and peripheral to the Main Street.

- »
- » I am disclosing that I am an Historic & Landmarks Commissioner for the City of Santa Clara and my comments are my personal opinions, as an Old Quad resident, and in no way reflect the views of the Historic & Landmarks Commission and/or the City of Santa Clara.

- » Make it walkable with places to park nearby the main core but not too close to the main street. Perhaps even make a pedestrian mall.

Creating an area that is both walking and shopping friendly with a myriad of relevant restaurants, shops, and entertainment venues for all generations to create a meeting and hanging out hub where folks in the community gravitate to. It could even include a movie theater, ice cream parlor, bowling alley, signature pastry shop and a community cultural center that serves multi cultural cuisine and hosts functions, parties or weddings and lastly a community high quality modern tap brewery restaurant similar to Inc 82 in Dublin who ranked no 8 in the Bay Area .

A parking garage like in Hayward or Emeryville near the theaters that these cities both have. A signature store that mirrors the demographics that support as Trader Joe's would be helpful. Other businesses could include a gym and bakery and spa services like massage, nails, hair, lashes, etc. also recommend activation of sister city of Coimbra Portugal and others if applicable and create awareness around downtown of shared cultural patrimony

- » Love little shop/restaurants
- » Ugh. We are none of these. We are also going to be competing with major other centers. We have to be different enough to be worth coming to. Way more compact than Berkeley, less multi-use than Redwood City and Walnut Creek (I don't know how you get daytime traffic, but it would be super hard to get an office anchor there.), something of the compactness of Palo Alto, but higher (Palo Alto downtown is surrounded with middle density 30-40 dwelling units per acres(du/ac) developments that bring a lot of people to the area besides students - note 4 story parking garage under city hall).

- » Downtown Santa Clara is much smaller than the other downtown area that I've visited, but small doesn't mean it can not be great. If the fountain in FranklinSquare can be well redesigned and maintained, something like a small musical fountain with lights will be a great idea!
- » More gathering spaces more mixed use, dining lighting more Walking art history color design less parking lots more bikes more green spaces and landscape more events and live music—this is why I go out to these downtowns.

- » lift his head better; found where the itch was, and saw that it was covered with lots of little white spots which he didn't know what to make of; and when he tried to feel the place with one of his legs he drew it quickly back because as soon as he touched it he was overcome by a cold shudder.
- » Merchant and business engagement is essential. A strong "Merchants Association" has been fundamental to success in Claremont's case. I think we'll want to see citizen, resident, and merchant groups all working together to make the downtown the best it can be, too!
- » Walkability is crucial. Ann Arbor, Charlottesville, and Boulder are especially pedestrian friendly. Boulder's Pearl Street Mall is great because cars are not on the main road. Charlottesville has a similar setup but is smaller. Ann Arbor allows vehicle traffic but it's limited with traffic control devices. Santa Clara should consider a pedestrian mall navigable by cars on side streets only.
- » In each case we are missing the relative lack of competition (except Portland) from other area - if we don't tackle this we will fail.

SCU WORKSHOP

We held a lunchtime meeting at the DeSaisset Museum at Santa Clara University on January 29, 2020. Following a presentation on the project and our understanding of issues and opportunities, students, faculty and staff were encouraged to provide feedback on a future Downtown, using interactive presentations and in dialogue with members of the planning team. Responses are summarized below and captured on the pages that follow.



WHERE DO YOU GO TODAY?

Participants identified places they go today to shop, meet friends, or explore and experience something new. Respondents let us know they like to go to independent small shops and restaurants. They go to food trucks and tea shops where they can study or meet friends. They go to yoga studios and game stores. And they go to walkable downtown areas that can be reached on Caltrain.

WHAT IS YOUR DOWNTOWN SANTA CLARA?

So what kind of downtown do these SCU community members want? The most common desires included:

- » Independent cafes
- » Inexpensive, mom-and-pop eateries
- » Other independent businesses
- » Outdoor restaurant seating
- » Farmer's market
- » An amphitheater or area for outdoor events
- » Performing arts center
- » Plaza reflecting Ohlone history
- » Parks with water features and

- » things for children to do
- » Public art
- » Sustainable plantings

DOWNTOWN AND PUBLIC SPACE PRECEDENTS

Images of public spaces and downtown environments that resonated most with SCU community members included:

- » Public plaza with mature tree canopy and places to sit
- » Outdoor seating along a broad pedestrian way

- » Public plaza with movable tables
- » Farmers' market
- » Theater marquee along main street
- » Cafe seating in a "parklet"
- » Temporary market event in a downtown street

WHERE DO YOU GO TODAY...

Please use sticky notes and place dots on the map to tell us where you go to shop, meet friends, have a night out, or simply explore.

...TO SHOP?

- Thrift stores
- used book store
- Bathrooms (public)
Plan on little parking
(check transportation as it arrives)
- Vegan Friendly!
- Do not shop much in SC although I love here
- reuse, thrift stores: Crossroads, Therapy (campbell)



...TO MEET FRIENDS?

- Comic/ Game Stores
- Vegetarian Mom & Pop Restaurants
- Boba
- Crema + Cafe نکراتی to study
- Meet friends in some parks at new BART station area
- yoga + wellness studios

...TO EXPLORE AND EXPERIENCE SOMETHING NEW?

- Food Trucks
- PAID ART & MTA VIEW OF CASE STUDY
- + accessible by CALTRAIN from SC
- food art show pop-ups live music
- Food trucks - areas where pop up activities can happen

SANTA CLARA DOWNTOWN PRECISE PLAN





DOWNTOWN PRECEDENTS

SANTA CLARA DOWNTOWN PRECISE PLAN





CRAFTING PUBLIC SPACE

SANTA CLARA DOWNTOWN PRECISE PLAN



INSPIRATION FOR DOWNTOWN

One student shared these images, writing "here are a couple of ideas if I may."



EMAIL RESPONSES

Some students followed up with responses via email. Recommendations included:

- » Please create a downtown with modern amenities and since this area is the center of the historical Santa Clara include elements of history in the buildings and in the shops and bars. Acknowledge the agricultural history, the Ohlone Indians, our culture. These elements will make our downtown unique. Please not another strip mall, or non-character Santana Row. Focus on our heritage and cultural institutions.
- » Can't wait to see what you all come up with. Do we have a tentative timeline for all this?
- » I would like to see multi-specialty Hospital (never saw anything nearby)
- » Thank you for reaching out on this. Here are a couple of ideas if I may.



STAKEHOLDERS AND TECHNICAL ADVISORS

In January through early March 2020, the planning team held informal interviews with individuals or small groups, to get the specific perspectives of City officials, transit agencies, University administrators, neighborhood residents, and developers. Here is a summary of what we heard.

CITY OF SANTA CLARA

Civic Center Feasibility Study

- » At 12/17 Study session, Council approved a framework. Facility size: 243K sf (20% growth), including 80,280sf Utility Building and 163,100sf City Hall
- » Utility building could be funded with rate increase
- » Development cost estimated at \$500 to \$1,800/sf, depending on parking treatment
- » Total cost for Civic Center development estimated at \$373M with surface parking or \$437M with underground parking
- » \$57M net present value from sale or lease of Civic Center
- » No financing strategy to fill the gap
- » Recommending phased approach, starting with Utility Building, with shared common spaces

City-owned Land Downtown

- » Leases run out in 2021 (retail) and 2022 (office building-85,700 sqft approx)
- » City expecting to let leases expire to make property available for development
- » Likely interest in long-term lease arrangement
- » Revenue from downtown development should support cost of down-

town improvements (e.g. streets, public spaces)

- » For Parcel behind courthouse, City would be required to replace 112 parking spaces for the Courthouse if parcel is redeveloped
- » Parking replacement was also required as part of easement deal with Prometheus: 40 spaces valued at \$30 to \$50K each

Courthouse

- » The parcel is owned by the stated and the court house is run by the county.
- » Reclaiming Our Downtown initiated discussion with State and County around courthouse relocation
- » Courthouse is open to relocation. They would require the replacement space (15K sf). State would retain the value of the land.
- » City Staff to require Council direction before starting formal discussions.

Surplus Land Act

- » Surplus Land Act requires that City-owned land must first be offered to public agencies and affordable housing developers
- » Recent amendment [AB 1486]

tightens this requirement

»

Parking Requirements

- » City is prepared to adjust parking requirements to TOD levels if community supports
- » Neighborhood is sensitive to parking, and may be looking to downtown to help ease parking demand generated by SCU

Theater

- » Mission City Center for Performing Arts has been the home for Roberta Jones Junior Theater Company and others for 50 years.
- » Venue is on School District land, and District wants to take it back
- » Community Recreation Center (CRC) is '70s-era facility; community wants to replace it
- » Bond is planned for 2020 for upgrade of International Swim Center (\$90M)
- » Rehab/replacement of Community Recreation Center not included in bond
- » City recognizes opportunity for downtown performing arts space shared with University, but partnership comes with risk

Park Land

- » City has strong preference for parks that are large enough to provide recreation facilities
- » Even urban plazas need to be large enough to function well
- » Need to be designed for safety and usability
- » City has park land standard of 3 acres/1,000 residents. Developers are required to dedicate land or pay in-lieu fee.
- » City has been allowing approximately 0.5 acres/1,000 of the requirement to be met through private open space within residential development

Lafayette Street

- » Uses center lane as peak-flow lane, and it has worked to reduce congestion without requiring expansion of right-of-way
- » City has also installed HAWK signal at Lafayette and Franklin
- » City does not see opportunity to reduce width of roadway. Lafayette is a major north south arterial and there is other major planned development will add pressure.

El Camino Real

- » In Santa Clara, Caltrans controls El Camino Real
- » Contrast with design and perfor-

mance of ECR in San Jose could help to make the case for road diet

SANTA CLARA UNIVERSITY

- » University wants to partner with City and community to create high-quality place.
- » University is working on affordability and economic feasibility for students
- » About \$750 million worth of construction ongoing on campus.
- » University wants to open the campus to the community, but still maintain the contemplative nature of the historic campus.
- » University is documenting seven periods of Santa Clara history, going back to archaeological and Ohlone period.

OLD QUAD NEIGHBORS

- » Neighborhood residents want downtown revitalization. Want a place for neighbors, students, and the broader community to come together.
- » Old Quad Neighborhood Association is trying to bring neighbors

and students together. Organized a picnic at Plaza Park last year.

- » Downtown Campbell; Pacific Avenue in Santa Cruz are inspirations
- » New development on Monroe has poisoned attitudes toward new development because of empty retail spaces, parking pressure
- » Downtown should include street grid. Before urban renewal, it was a business district, not just a main street.
- » Revitalization should build on historic context: use historic-looking facades, preserve old houses
- » People generally OK with 3-story buildings. Should step back above 1st or 2nd floor. Some taller buildings are OK too: they can contribute to a "hodgepodge" character, a sense of realness
- » Coffee shops, places to eat, to go with dogs. Sara's Kitchen, Taplands, The Hut – need more places like that. Games/comics stores, yoga studios.
- » Also like temporary activation: pop-ups and food trucks; movie night, Street Dance, Easter Egg Hunt, Parade of Champions.

- » Need a parking garage, and like the idea of shared parking. Maybe paid parking

PROPERTY OWNERS AND DEVELOPERS

Benton/El Camino Real Mixed Use Project

- » 355 apartment units, 22K sqft retail and commercial. Responded to City's desire to include retail. Being very intentional about that, with architecture and marketing support.
- » Plaza area retail is food-focused: Quick Service Retail, and anchor tenant on corner.
- » El Camino frontage: 3 spaces totalling 1,500 sqft. Soft or non-retail. Working closely with University.
- » Land and construction cost making it difficult to pencil out development projects today

Park Central Apartments

- » Easement for Franklin Street will mean loss of carport parking
- » There is basement parking under the J shaped building.
- » 187 units and 2 to 1 parking ratio. Might reduce to 1.8 to 1 after losing carport.
- » Park Central was built in 1980 and plans are to maintain it. Just did a clubhouse renovation.
- » 50% turnover every year for their

Santa Clara portfolio overall.

University Plaza

- » University Plaza is 95% leased with good mix of office and retail tenants

Franklin Square

- » Limited interest in pursuing Franklin Square property due to complicated ownership

City-Owned Land Downtown

- » Developers are interested in being part of redevelopment process
- » Could work with the City in public-private partnership (P3)
- » Interest in supporting University needs
- » Recognition of community desire for the street grid to be replaced, and that something special could be created here
- » Proposed development on the site has included housing, hotel, theater, and office, subterranean parking
- » Building heights shaped by community preferences; 75-ft life safety limit; next jump is to 120ft for financial feasibility due to higher cost of construction

VALLEY TRANSPORTATION AUTHORITY (VTA)

- » Next Network shifts VTA resources to high-ridership routes
- » High-use, high-frequency Route 60 serves Winchester corridor, connecting from Santa Clara Caltrain station to Winchester VTA LRT station in Campbell via downtown Santa Clara
- » Interested in coordinating with cities and employers to bridge first mile/last mile gaps
- » Acknowledges the desire for Trolley connection between Station and downtown to west, Coleman development to east
- » VTA Playbook was developed by VTA Staff with Community Working Groups around each BART station. Going to Council for Study Session
- » VTA regards City buy-in on transit-oriented community (TOC) recommendations to be valuable

RECLAIMING OUR DOWNTOWN

- » Building heights sensitivity is not as much of an issue on the eastern blocks due to adjacent uses. ROD has met with Old Quad and confirmed the same.
- » ROD confirms the 5 points of their

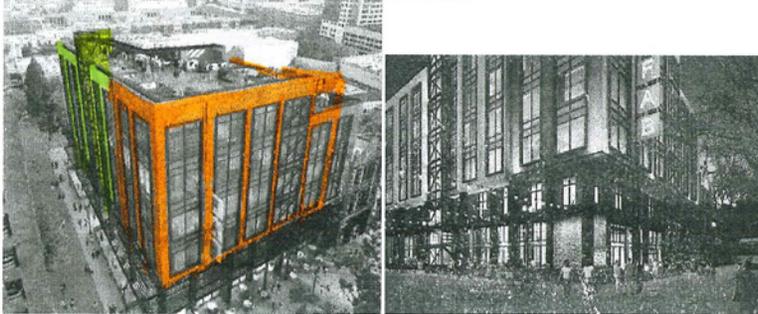
vision:

- » Return the Exact Street Footprint
- » Creation of a Planned Downtown, not just a series of unrelated projects.
- » Blend Key Architectural Features of Our Original Downtown with architecturally significant urban design - mixed use.
- » Protect the Current Retailers and Residents.
- » Return the Historic Trolley with a modern vision.
- » Relocating the Courthouse is a priority for ROD. Stressed the importance of these negotiations.
- » The re-establishment of Main and Franklin and the recreation of the historic Downtown Plaza is an important goal of ROD
- » Make parking easy in the 1st two blocks – public garage, shared parking with office use and possibility of adaptive reuse in future.
- » ROD presented a concept to combine a theater (fronting on Franklin) with a parking garage – see attached sketch.
- » Theater may be attractive to operators because of the 12,000 student population at SCU.
- » ROD is “in talks” with nationally recognized cinema companies.
- » ROD also stressed the importance of negotiations with Prometheus

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Rendering of Fountain Alley Building at night by Studio Current of San Jose.



"The rooftop bar will be a timeless and memorable place," says architect Jeff Current of Studio Current. "As designers of the building, we look forward to creating a vibrant outdoor space that brings energy to the neighborhood and takes advantage of our amazing weather in San Jose."

An adaptive reuse of a historic building, the property will include 73,000 square feet of office space and 14,000 square feet of retail space located on historic Fountain Alley next to the Bank of Italy office tower (already under wide-ranging renovation and revival), 200 feet from the home of the future BART Station, and close to VTA. Pre-zoned and pre-general planned for mixed-use, the location will break ground in 2021 with completion scheduled for 2022.

"Working closely with the city, we are excited to see our vision for the Fountain Alley project move closer to becoming a reality," says Urban Catalyst Founder, Erik Hayden. "The active reimagining of this building is key to revitalizing the area."

The planned development will also include a restaurant and fountain, while prioritizing the incorporation of the adjacent historic building. The six-story development is a joint effort with developer Gary Dillabough of Urban Community.

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PROJECT TEAM:

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Commercial Real Estate,
CSW-ST2, and David J.
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