

8.6 GENERAL PLAN LAND USE ASSUMPTIONS



**SANTA CLARA
GENERAL PLAN**

8.6 GENERAL PLAN LAND USE ASSUMPTIONS

This section provides an overview of assumptions for land use and development used in the General Plan, including existing and projected development, population, and employment.

8.6.1 Projected Development

The General Plan provides a framework for the future of the City of Santa Clara. While it identifies areas of potential growth and development, it is not expected that the full potential of all areas will be reached in the 25-year horizon of the Plan. Areas identified for potential development, as well as others that may be identified in the future, will develop according to market demand and the availability of infrastructure and services. The phased progression of development identifies specific areas, time-frames, average densities/intensities and absorption rates as a means to quantify and evaluate the potential effects resulting from the implementation of this General Plan. This means that while some areas may build-out to their full potential within the Plan horizon, others may not. Figures 8.6-1, 8.6-2, and 8.6-3 illustrate the assumed development by phase, location and land use.

The assumed development potential calculated for each phase of the General Plan provides a reasonable expectation for development within the General Plan horizon based on the following:

1. Average densities and intensities were applied to sites identified as potential development areas. Sites identified in each phase as potential development areas are shown in Figures 8.6-1, 8.6-2, and 8.6-3. The assumptions for density and intensity for each land use are listed in Table 8.6-1 based on recent development trends in the region, except for Regional Commercial along Stevens Creek Boulevard which was assumed at an average of 0.40 FAR to recognize the potential for auto-sales.
2. The land absorption by 2035 for each developable land area was assumed as 75 percent of the average density and/or intensity of the potential development as calculated under number one (1) above.
3. New open space, public/quasi public space, and retail services indicated on the land use map were assumed as ten (10) percent of the potential developable land area each, except for the Tasman East Future Focus Area, identified in Figure 5.4-1, where new open space comprises 15 percent of the potential developable land area. New retail square footage in Future Focus Areas was assumed at 0.40 FAR except in the Lawrence Station Focus Area where new commercial development was assumed at 0.50 FAR for ten (10) percent of the land area designated for High Density Residential uses only. New open space associated with Future Focus Areas is assumed to be completed by 2035



4. For both residential and non-residential uses, an additional five (5) percent of the land area was attributed to site access, roads and other rights-of-way, which correspondingly reduced the development assumed in each area.
5. All sites identified in Phase I are assumed to reach build-out, as defined under one through four (1-4), above, by 2035. Future Focus Areas identified in Phase II and III, including Central Expressway, De La Cruz, and Great America Parkway, as well as any other sites only shown for development in these Phases, are assumed to require a 25 year timeframe, as assumed for Phase I development in order to reach the build-out defined under one through four (1-4), above. This reduces development projections to approximately 80 percent and 40 percent of the full potential for Phase II and Phase III, respectively. The areas with development potential beginning in Phases II and III are assumed to reach their full potential beyond the Plan's 2035 horizon.
6. Assumed development for the Santa Clara Station Focus Area, designated as "Santa Clara Station Area" on the General Plan Land Use Diagrams, is consistent with the projected development proposed for the portion of the Santa Clara Station Area Plan within the City of Santa Clara, discussed in 6.1.1: City of Santa Clara Planning Efforts. This includes approximately 1,490,000 square feet of commercial (retail/hotel) development, 550,000 square feet of office development, and 1,663 dwelling units.
7. Assumed development for the Downtown Focus Area on the General Plan Land Use Diagrams is consistent with the projected development identified in the Downtown Plan discussed in 6.1.6: City of Santa Clara Planning Efforts. This includes 129,300 square feet of commercial space and 396 dwelling units.
8. Projections for jobs are based on the square footage per employee for new uses shown on Table 8.6-3, reduced by the jobs lost as a result of redevelopment, with a 6.5 percent vacancy rate applied to new non-residential buildings.
9. Projections for population are based on the number of new dwelling units with an estimated 2.78 percent vacancy rate and 2.5 persons per household.
10. Approximately seven (7) percent of new square footage for High and Low Intensity Office/Research and Development is assumed as supporting commercial services.

Figure 8.6-1
Phase I: 2010-2015
Area of Potential Development

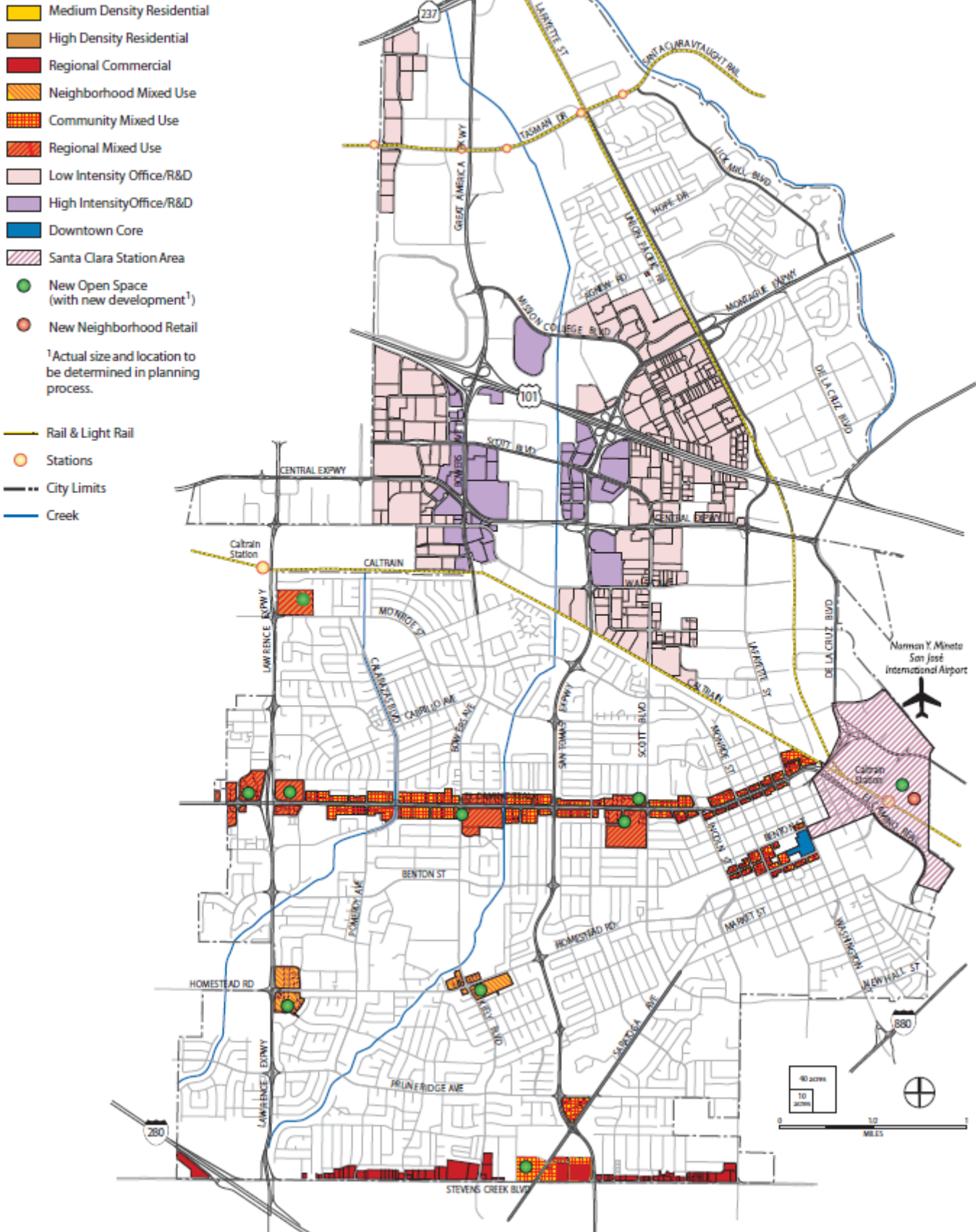




Figure 8.6-2
Phase II: 2015-2025
Area of Potential Development

- Medium Density Residential
- High Density Residential
- Regional Commercial
- Neighborhood Mixed Use
- Community Mixed Use
- Regional Mixed Use
- Low Intensity Office/R&D
- High Intensity Office/R&D
- Downtown Core
- Santa Clara Station Area
- New Open Space (with new development¹)
- New Neighborhood Retail

¹Actual size and location to be determined in planning process.

- Rail & Light Rail
- Stations
- City Limits
- Creek

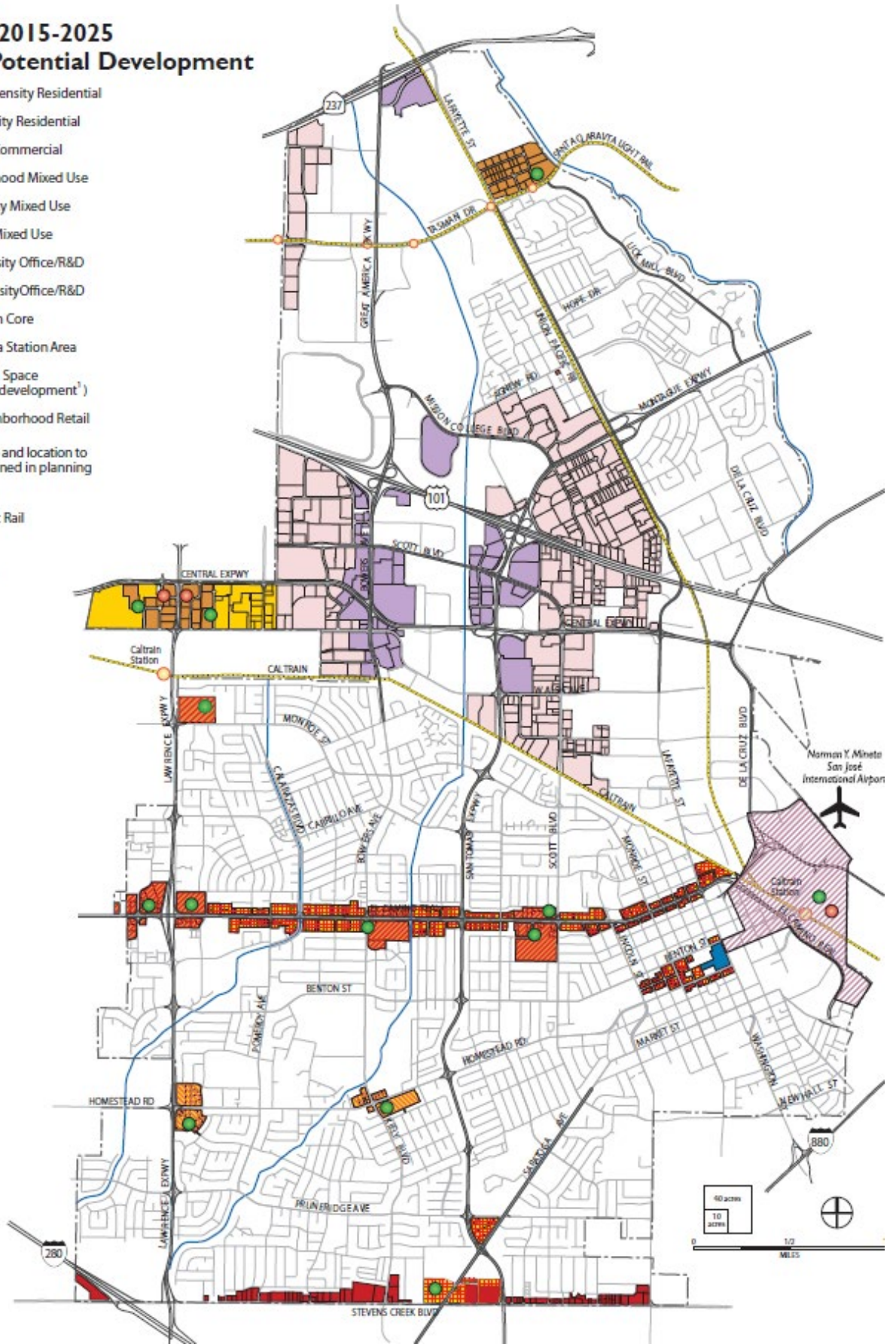


Figure 8.6-3
Phase III: 2025-2035
Area of Potential Development

- Medium Density Residential
 - High Density Residential
 - Regional Commercial
 - Neighborhood Mixed Use
 - Community Mixed Use
 - Regional Mixed Use
 - Low Intensity Office/R&D
 - High Intensity Office/R&D
 - Santa Clara Station Area
 - New Open Space (with new development¹)
 - New Public Facilities
 - New Neighborhood Retail
- ¹Actual size and location to be determined in planning process.

- Rail & Light Rail
- Stations
- City Limits
- Creek

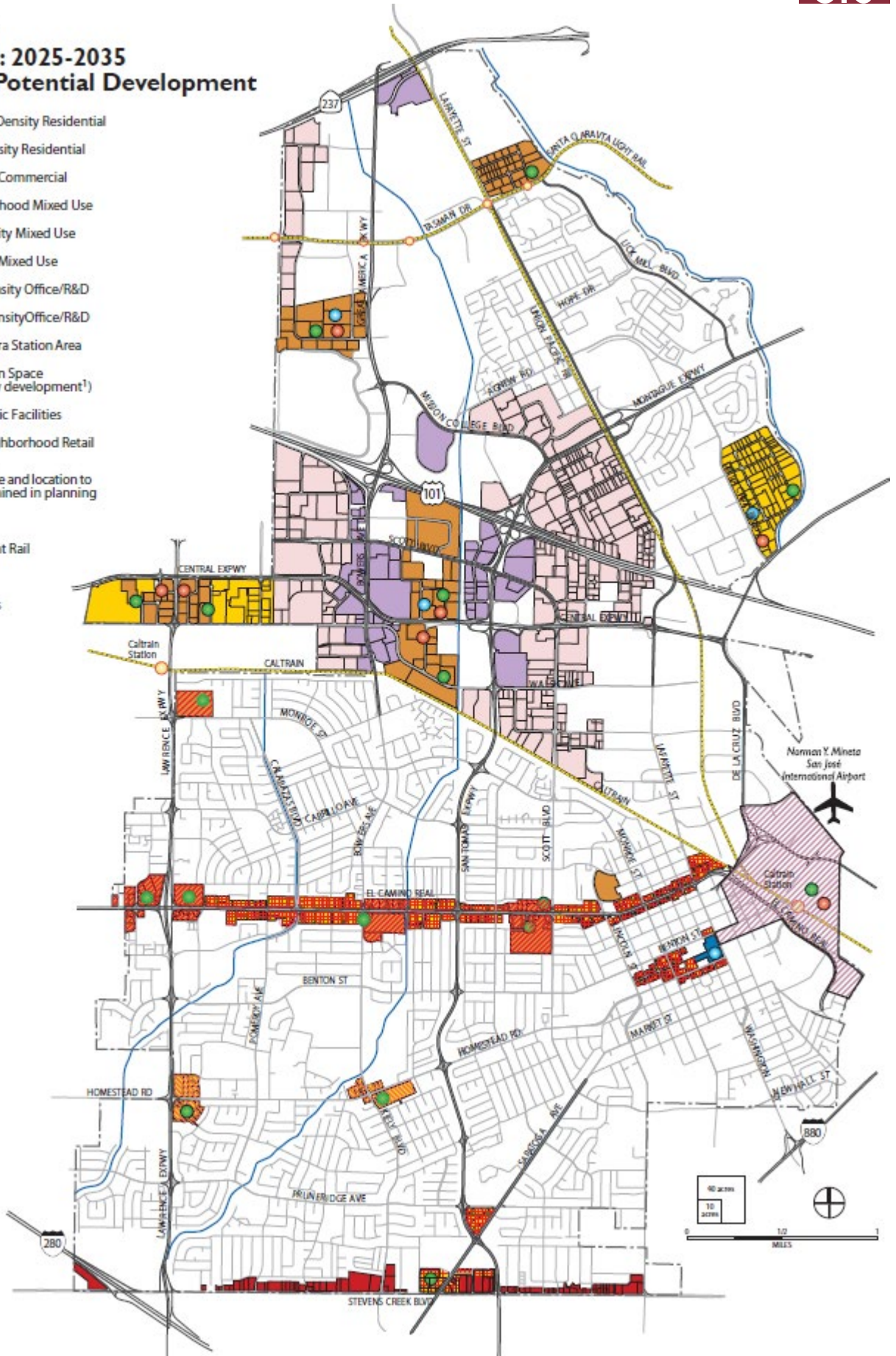




TABLE 8.6-1: DENSITY AND INTENSITY ASSUMPTIONS FOR POTENTIAL DEVELOPMENT

<i>Land Use</i>	<i>Density (units/acre)</i>	<i>Intensity (FAR)</i>
Residential		
Medium Density	25	
High Density	40	
Mixed Use*		
Neighborhood Mixed Use	25	0.30
Community Mixed Use	25	0.40
Regional Mixed Use	40	0.50
Commercial		
Neighborhood Commercial		0.30
Community Commercial		0.40
Regional Commercial		0.50
Industrial		
Low Intensity Office/R&D		0.85
High Intensity Office/R&D		1.25
Public/Quasi Public Uses		0.20

* Intensity applies to retail/commercial uses and is in addition to residential development.

Note: Density and Intensity are assumed averages. Minimum and maximum development are defined in 5.2.2: Land Use Classifications and Diagram.

8.6.2 Proposed Development

Proposed projects, or development that is approved, pending or under construction as of the end of 2008, are included in the General Plan build-out. Between 2008 and 2010, the City anticipates that all proposed residential, commercial, mixed-use and public/quasi public projects will be completed (resulting in 523,600 square feet of commercial space, 130,000 square feet of quasi public space, and 2,957 dwelling units). For proposed Office/ Research and Development projects, 287,300 square feet are anticipated to be complete by 2010 and the remaining 9,012,100 square feet is anticipated for completion between 2010 and 2015. Note that the proposed non-residential square-footage on Table 8.6-2 excludes the proposed San Francisco 49ers Stadium proposal because its unique development characteristics do not translate into equivalent square feet. Table 8.6-2 provides a breakdown of the proposed development projects by land use.

8.6-2: PROPOSED DEVELOPMENT (APPROVED, NOT CONSTRUCTED AND PENDING PROJECTS)

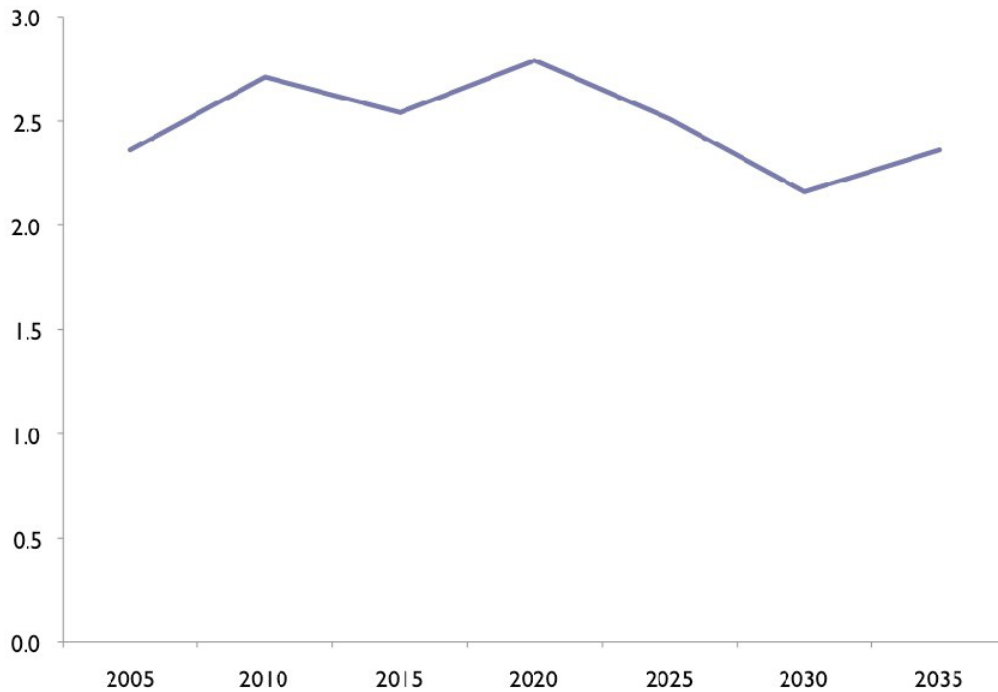
<i>Land Use Designation</i>	<i>Anticipated Completion</i>	<i>Project Location</i>	<i>Proposed New Square Footage</i>	<i>Proposed Housing Units</i>
Residential				
Medium Density Residential	2010	1468 Lafayette St		3
Medium Density Residential	2010	1655 Scott Blvd (Shea/UL Site)		130
Medium Density Residential	2010	1701 Lawrence Rd		9
Medium Density Residential	2010	2255 Gianera St		6
Medium Density Residential	2010	2447 Homestead Rd		8
Medium Density Residential	2010	3421 Homestead Rd		14
Medium Density Residential	2010	3459 Lochinvar		30
Medium Density Residential	2010	3625 Pruneridge Ave (Pruneridge Villas)		8
Medium Density Residential	2010	4092 Davis St		4
Medium Density Residential	2010	502 Mansion Park Drive (Mansion Grove Apartments)		124
Medium Density Residential	2010	90 N Winchester Blvd (BAREC)		275
Medium Density Residential	2010	900 Pomeroy Ave		3
Medium Density Residential	2010	900 Kiely Blvd. (former Kaiser Hospital)		766
Medium Density Residential	2010	Various Locations		40
High Density Residential	2010	1331 Lawrence Expy (Marina Playa/BRE)		340
High Density Residential	2010	1828-1878 Main St		28
High Density Residential	2010	2250 El Camino Real		45
High Density Residential	2010	550 Moreland (M2 at Rivermark)		430
High Density Residential	2010	Agnew Road & Lafayette Rd (Mission Terraces)		202
Commercial				
Regional Commercial	2010	24 Hour Car Wash	1,400	
Regional Commercial	2010	2875 Lakeside Dr	419,000	



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<i>Land Use Designation</i>	<i>Anticipated Completion</i>	<i>Project Location</i>	<i>Proposed New Square Footage</i>	<i>Proposed Housing Units</i>
Regional Commercial	2010	70 Saratoga Ave	8,300	
Regional Commercial	2010	Valley Fair Shopping Center Addition	118,000	
Mixed Use				
Regional Mixed Use	2010	4272 Davis St	2,100	2
Regional Mixed Use	2010	3600 El Camino Real	141,600	490
Industrial/Office/R&D				
Low Intensity Office/R&D	2010	2045 Lafayette Street	330,400	
Low Intensity Office/R&D	2010	3205 Bassett Street (Data Center)	33,300	
Low Intensity Office/R&D	2015	3250 Scott Blvd	215,000	
Low Intensity Office/R&D	2015	3300 Olcott	200,000	
Low Intensity Office/R&D	2015	5301 Stevens Creek Blvd (Hewlett Packard)	727,500	
High Intensity Office/R&D	2010	1500 Space Park (Data Center)	350,000	
High Intensity Office/R&D	2015	2200 Lawson Ln (Sobrato)	516,000	
High Intensity Office/R&D	2015	2250 Mission College Blvd (Intel)	100,000	
High Intensity Office/R&D	2015	2350 Mission College (Maskatiya/Suri)	306,000	
High Intensity Office/R&D	2015	2727 Augustine Dr (EOP)	1,900,000	
High Intensity Office/R&D	2015	2800 San Tomas Expy (Harvest Properties)	1,950,000	
High Intensity Office/R&D	2015	4301 Great America Parkway	743,000	
High Intensity Office/R&D	2015	5355 Great America Parkway (Irvine)	911,000	
High Intensity Office/R&D	2015	5450 Great America Parkway	218,200	
High Intensity Office/R&D	2015	Freedom Circle (Intel)	400,000	
High Intensity Office/R&D	2015	4401 Great America Parkway (Yahoo)	3,000,000	
Light Industrial	2015	1920 Lafayette St (industrial condos)	65,400	

<i>Land Use Designation</i>	<i>Anticipated Completion</i>	<i>Project Location</i>	<i>Proposed New Square Footage</i>	<i>Proposed Housing Units</i>
Heavy Industrial	2015	555 Reed Street (Data Center)	312,000	
Public/Quasi Public	2010	700 Lawrence Expressway (Kaiser Addition Medical Offices)	130,000	
Total Proposed Development			13,098,500	2,957
<i>Existing Square Footage Demolished for Proposed Development</i>			-3,145,500	
Net New Proposed Development			9,953,000	2,957



Source: ABAG, Projections 2007.

Chart 8.6-1: Projected Persons per Household 2010-2035

8.6.3 Population and Housing

For existing population and housing estimates, the City used the Department of Finance (DOF) E-5 City and County Estimates from January 2008. New population and housing projected from the General Plan development assumptions were added to these numbers to estimate the City’s population and housing units for 2035. These projections are provided in Table 5.2-1: Summary of General Plan Development Potential 2008-2035.

New population and housing projections were based on two assumptions: (1) an average housing vacancy rate of 2.78 percent to estimate the number of households in the City, and (2) an average of 2.5 residents per household to estimate the new population. These assumptions are based on Santa Clara’s steady vacancy rate of 2.78 percent, according to DOF estimates from 2000 to 2008. This trend is expected to continue through 2035 due to the regional demand for housing and the City’s high jobs-to-employed-resident ratio.

The City’s current 2008 ratio of residents per household is 2.68, according to the DOF. Over the next 25 years, however, the anticipated change in demographics will likely fluctuate from 2.79 in 2020 to 2.16 in 2030¹, as shown in Figure 8.6-1. The resulting average ratio for the extent of the General Plan horizon is 2.51. This ratio is also supported by the General Plan development assumptions that the majority of new housing units will be higher density, and likely smaller units, with a lower ratio of residents per households than the 2.6 in 2008.

¹ Association of Bay Area Governments, or ABAG, Projections 2007

8.6.4 Employment Projections

The estimated number of existing jobs in the City for 2008 was based on ABAG employment estimates and projections for 2005 and 2010, with the difference averaged over the five-year interval, resulting in a total of 106,680 jobs in the City in 2008. Projections for net new jobs for 2035 in the City based on the General Plan development assumptions were calculated by reducing the estimated jobs created from new development by the estimated loss of existing jobs as result of demolition of building at those locations. Both existing and new job estimates were based on two assumptions: (1) ratios of square feet per employee by land use, and (2) an average vacancy rate of six and one half (6.5) percent for future non-residential uses. The assumed square-footage for new employment related to specific land uses are listed in Table 8.6-3. The building square feet per employee ratios were derived from applicable studies and existing employment information for the City of Santa Clara and surrounding region. The assumed vacancy rates represent an average rate for the next 25 years, which takes into account the cyclical nature of the real estate market and economy.

TABLE 8.6-3: ASSUMED SQUARE FEET PER EMPLOYEE

<i>Land Use</i>	<i>Square Feet per Employee (sq ft)</i>
Industrial/Office/R&D	450
Industrial (Data Center)	5,000
Commercial (Retail and Professional Offices)	400
Public/Quasi Public	300