


8.29.23

Item 5




**City of Santa Clara**  
**City Council**  
**August 29, 2023**

**Item 5 RTC 23-924**  
**2655 The Alameda**  
 Environmental Impact Report, General Plan Amendment and Rezoning PLN22-00448

Andrew Crabtree, Director  
 Community Development Department


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**2655 The Alameda**

**Request**

- California Environmental Quality Act (CEQA): Mitigated Negative Declaration & Mitigation Monitoring & Reporting Program
- General Plan Amendment from Neighborhood Mixed Use to Very High Density Residential
- Rezone from Neighborhood Commercial (CN) to Planned Development (PD)



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**POST MEETING MATERIAL**

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## 2655 The Alameda

### Proposed Project

- 39 Residential Units
- 1,500 Sq. Ft. Commercial
- 4-story + Subgrade Garage



The Alameda Elevation



Park Street Elevation

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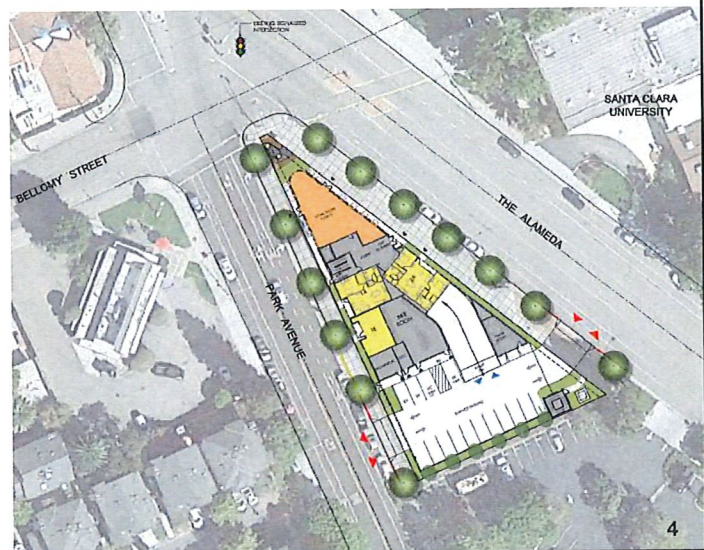
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## 2655 The Alameda

### Project Details

- 2 points of access
- 46 parking spaces
- 80 bicycle spaces
- Outdoor open space
- Off-site improvements
  - Complete street frontages
  - Traffic & pedestrian safety



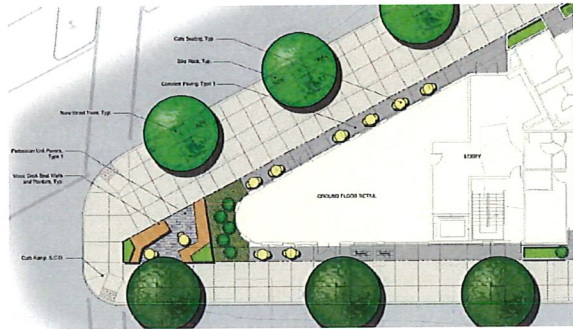
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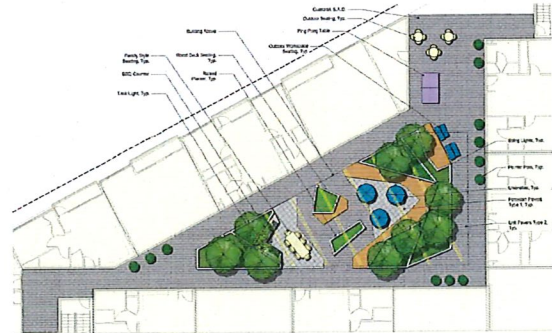


# 2655 The Alameda

## Landscaping and Open Space



Street Level



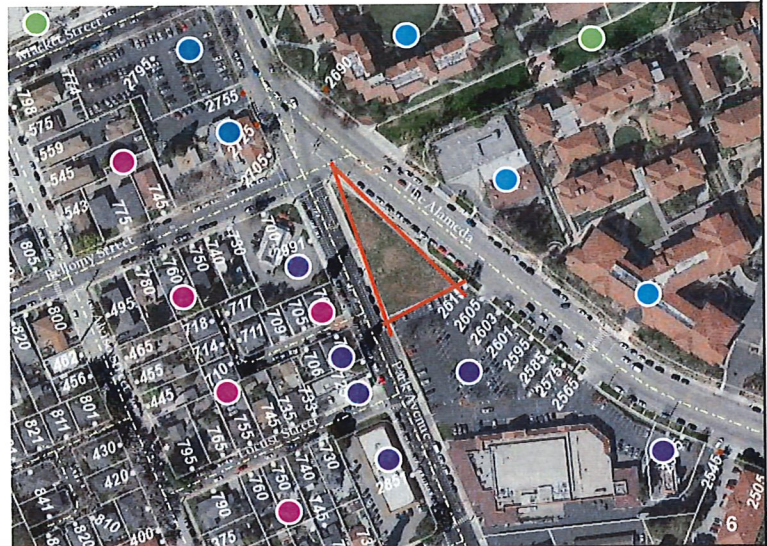
Podium Level



# 2655 The Alameda

## Site Context

- 0.4 acres
- Vacant / unimproved lot
- Prior use: gas station
- Surrounding uses:
  - SCU campus
  - SCU supporting uses
  - SCU dormitories
  - Commercial
  - Residential

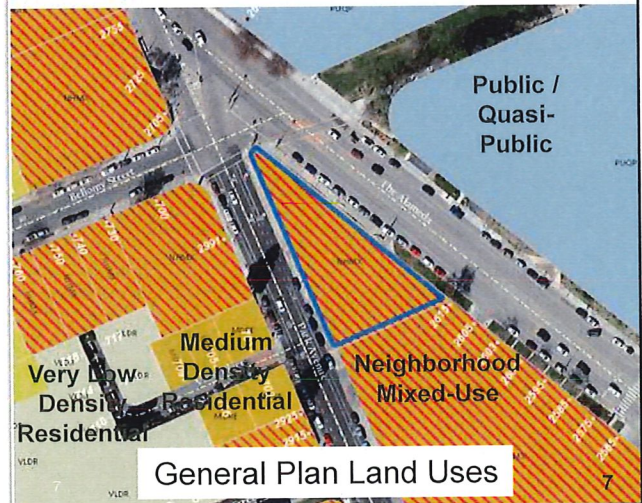




## 2655 The Alameda

### General Plan Amendment

- **Current General Plan: Neighborhood Mixed Use**
  - Pedestrian-oriented mixed-use
  - Residential density 10-36 du/ac
  - Minimum 0.10 Commercial FAR
- **Proposed General Plan: Very High Density Residential**
  - Housing near transit
  - Residential density 51-100 du/ac
  - Supports mixed-use



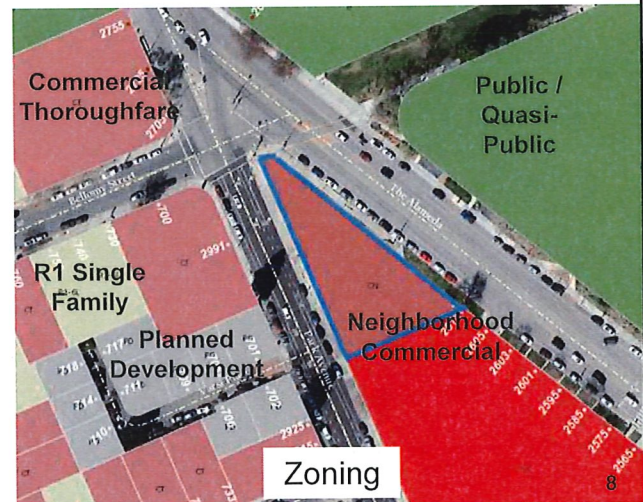
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## 2655 The Alameda

### Rezoning

- **Current Zoning: Neighborhood Commercial**
  - Commercial uses (retail, services)
  - 3-story
- **Proposed Zoning: Planned Development**
  - Project specific
  - Mixed-use, 4-story
  - 39 residential units + 1,500 SF of commercial use



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## **2655 The Alameda**

### **California Environmental Quality Act (CEQA) Review**

- Mitigated Negative Declaration (MND) and Notice of Availability circulated for 30-day public and agency review from April 13, 2023 to May 15, 2023
- 3 agency and 0 public comment letters received
- MND identified potential significant air quality, biological, cultural resources, geology and soils, hazard and hazardous materials, and noise impacts
- Responses to comments prepared and attached to staff report
- Mitigation measures identified and to be incorporated to reduce impacts to less than significant levels and implemented through the Mitigation Monitoring and Reporting Program and project conditions of approval

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## **2655 The Alameda**

### **Community Engagement**

- Two Community Meetings (mailed to 5,950 residents)
  - November 10, 2022 (12 speakers)
  - March 21, 2023 (16 speakers)
- Planning Commission July 13, 2023 (8 speakers)
- Concerns / Issues Raised by Residents
  - Residential unit count
  - Traffic and pedestrian safety
  - On and off-site parking
  - Status of soil contamination and remediation

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## 2655 The Alameda

### Considerations

- Consistent with General Plan land use, residential and transitional policies
- Integrated into the community
- Contributes to City's housing supply and RHNA mandate
- Provides 15% percent affordable housing units
- Contributes sales tax from commercial lease space to City's General Fund
- Provides resident on-site amenity space and shared community open space
- Provides off-site pedestrian and traffic safety improvements

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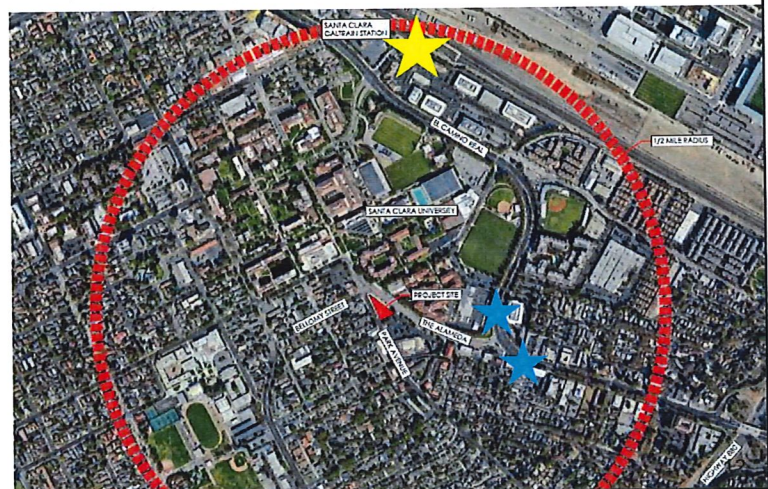
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## 2655 The Alameda

### Considerations

- Pedestrian and transit accessible to retail commercial office, public-quasi public and service uses
- Proximate to local bus service with connections to regional transit providers



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## 2655 The Alameda

### Recommendation

- Adopt a Resolution to adopt the MND and MMRP
- Adopt a Resolution to approve the General Plan Amendment from Neighborhood Mixed Use to Very High Density Residential
- Adopt a Resolution to approve the Rezone from Neighborhood Commercial (CN) to Planned Development (PD) to construct a 4-story development with 1,500 sq. ft. of ground floor commercial space, 39 residential units and common open space over subgrade parking with 44 on-site parking spaces, and on- and-off-site public and private improvements

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## City of Santa Clara

**City Council**

**August 29, 2023**

**Item 5 RTC 23-924**

2655 The Alameda  
Environmental Impact  
Report, General Plan  
Amendment and Rezoning  
PLN22-00448

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**SANTA CLARA CITY COUNCIL PRESENTATION**  
**AUGUST 29, 2023**  
**2655 The Alameda**



KAPITAL PARTNERS, LLC  
KENNETH RODRIGUES & PARTNERS, INC

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VIEW FROM THE ALAMEDA

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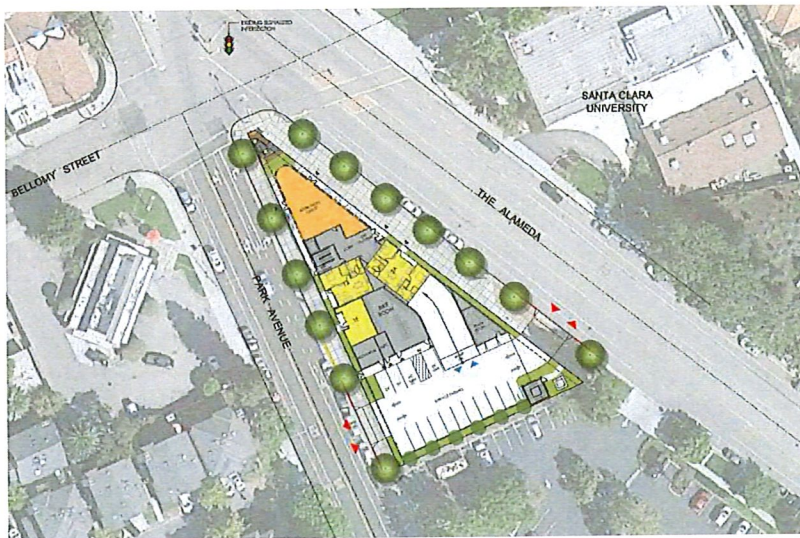


VIEW FROM PARK AVENUE

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### Project

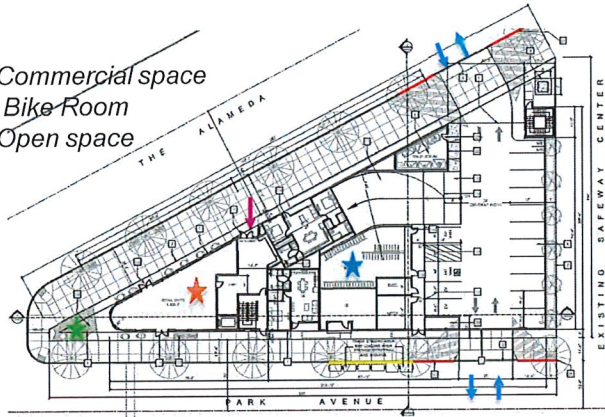
- 4-story over subgrade garage
- 1,500 sq.ft. commercial space
- 39 residential units
  - 1 bedrooms 26
  - 2 bedrooms 13
- Outdoor open space
- 2 points of access
- 46 parking spaces
- 80 bicycle spaces
- Off-site improvements
  - Complete street frontages
  - Traffic & pedestrian safety



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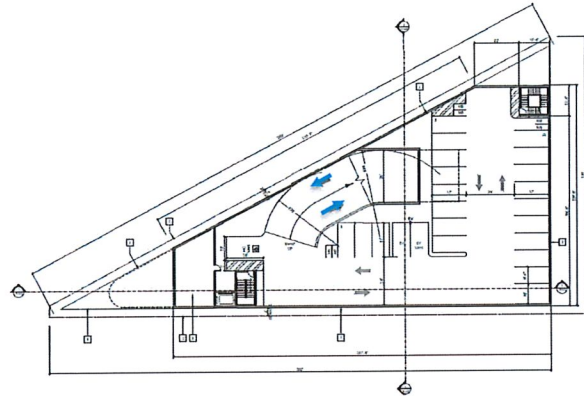
### Floor Plans

- ★ Commercial space
- ★ Bike Room
- ★ Open space



1st Floor

16 parking spaces  
14 cars  
2 motorcycle



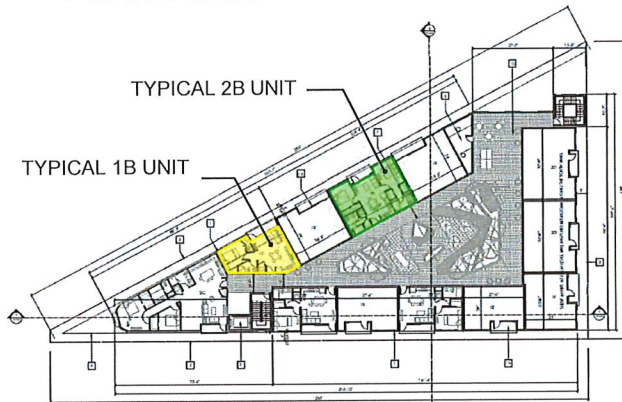
Subgrade Parking Garage

30 parking spaces  
24 cars  
6 motorcycle

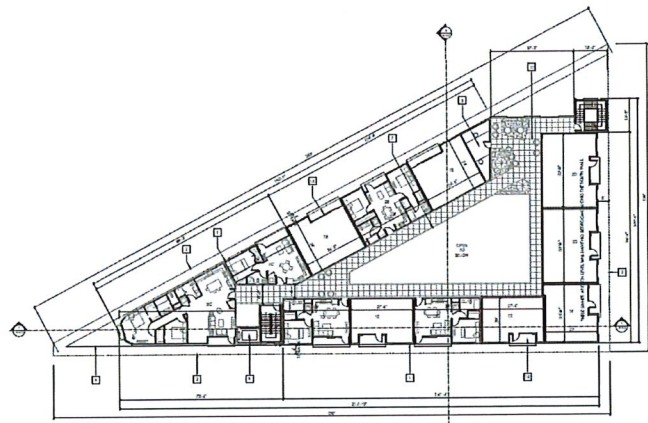
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### Floor Plans

- TYPICAL 2B UNIT
- TYPICAL 1B UNIT



2nd Floor



3rd & 4th Floors

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### Elevations

*The Alameda*



*Safeway Shopping Center*



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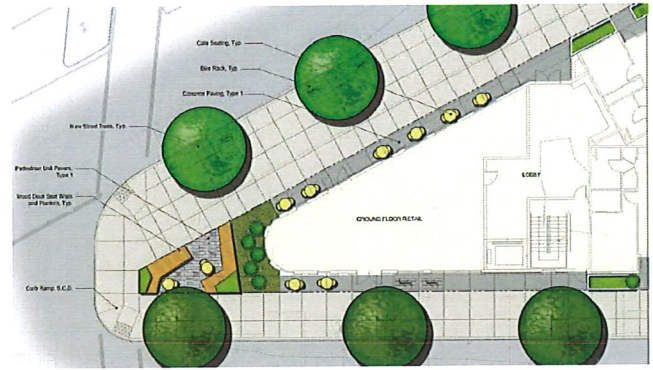
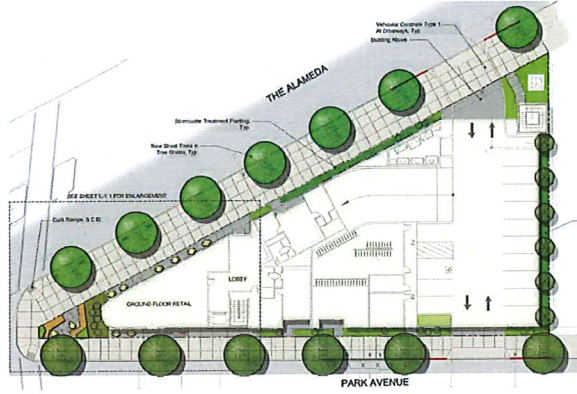
### Elevations

*Park Avenue*



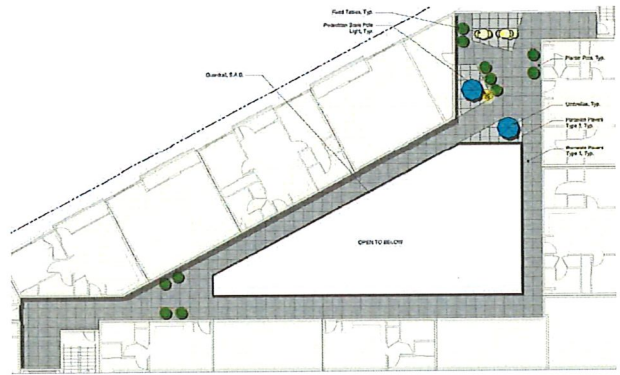
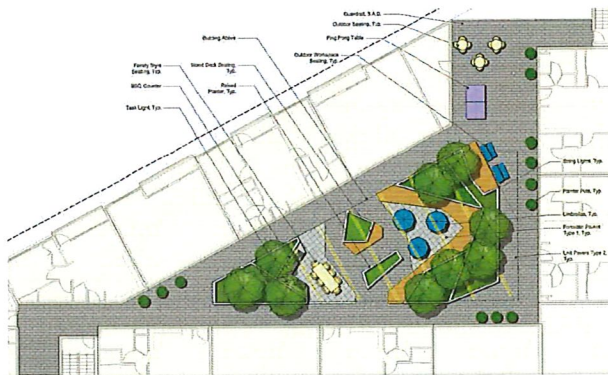
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### Landscape Plans



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### Landscape Plans



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**From:** [Mark Kelsey](#)  
**To:** [Clerk](#); [Lisa Gillmor](#); [Anthony Becker](#); [Kathy Watanabe](#); [Sudhanshu Jain](#); [Raj Chahal](#); [Karen Hardy](#); [Kevin Park](#); [Mayor and Council](#)  
**Subject:** 2655 The Alameda, Council Agenda Item 5. 23-924, August 29, 2023  
**Date:** Sunday, August 27, 2023 1:49:49 PM

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Mayor and Councilmembers,

The proposed project at 2655 The Alameda will have a significant impact on our neighborhood. Further improvements are needed before this project is approved.

First, the project plan does not do enough to mitigate the impact on traffic safety, pedestrian safety, and parking. The intersection of Park Avenue, The Alameda and Bellomy Street is already a dangerous intersection with multiple traffic flows and multiple confusing signals. There is already significant pedestrian traffic at this intersection. Parking along Park Avenue, The Alameda and surrounding streets is already congested. If the Council approves this project, the developer should be required to add additional mitigation measures including at least,

- Offer residents of 2655 The Alameda paid parking passes on the SCU campus and/ or transit passes to minimize parking overflow from the project.
- Fund the establishment of time limited parking and parking enforcement along Park Avenue from Bellomy to Poplar, along The Alameda from Bellomy to Mission, along Market Street and Bellomy Street from Park Avenue to Washington Street. This will help ensure adequate parking for the retail area here. Residents of 2655 The Alameda should not be qualified for parking permits which exempt residents from the time limited parking, as multi-family projects should provide adequate parking or alternatives for their residents.
- Fund upgraded signals and crosswalks in this area, not limited to the intersection of Park, Bellomy and The Alameda, but also including the crosswalks at Park and Locust, Park and Poplar, Market and The Alameda, Market and Alviso, Bellomy and Alviso. More visible crosswalk marking and more visible signaling (HAWK signals for the crosswalks) at this major intersection and at the crosswalks will add to pedestrian and traffic safety.

Additionally, the proposed project at 2655 The Alameda will have a significant visual impact will be an imposing structure at the entrance to our neighborhood. Its design should be iconic and welcoming. It is merely ordinary now. The developer should bring forward a better design as the community has requested in multiple meetings.

Mark and Kathy Kelsey  
408-859-3123