

# CITY NORTH

Vision Plan 

## DRAFT VISION, PRINCIPLES AND STRATEGIES JUNE 2019

### VISION STATEMENT

City North is a vibrant new district that provides a unique urban experience in Santa Clara. Comprised of a mosaic of distinct, complementary neighborhoods that have a wide array of uses, City North is an accessible, walkable, lively and livable place that is integrated through innovative mobility options and a dynamic public realm.

### PLANNING PRINCIPLES

#### 1. Urban Scale and Vitality

##### *Description*

**City North will be dense.** The District will be home to Santa Clara’s first truly urban-style neighborhoods with high-density housing and multiple job and activity centers. Higher density allows for the development of multimodal transit, a strengthened public realm, and interesting places.

##### *Rationale*

Dense residential projects can help meet high housing demand and improve the jobs/housing balance in the City and region. New commercial development in this premier Silicon Valley office location will replace much of the outdated building stock, be more land-efficient, and provide new state-of-the-art facilities for technology firms and other innovative businesses.

Increasing development intensity in City North has a broad base of support from the City Council and other community leaders. Most Santa Clara residents live in established suburban-scale neighborhoods south of US 101 and will be minimally impacted by new high-density, urban-scale development in City North.

## 2. Polycentric District

### *Description*

**City North will have several activity centers and destinations** across its diversity of neighborhoods.

### *Rationale*

Distinct, dispersed activity centers will leverage existing assets and improve neighborhood design and circulation. The planned development of several urban-scale mixed-use projects (including Related Santa Clara and Tasman East) alongside traditional suburban amenities and unique regional destinations (including Mission College, Great America Theme Park and Levi's Stadium) will create a variety of experiences and environments across City North.

## 3. Complete Neighborhoods

### *Description*

**City North neighborhoods will include a rich variety of places to live, work, play, gather and engage.** Each will have a mix of core community uses to improve access to jobs, housing, services and recreation.

### *Rationale*

Ensuring an appropriate mix of uses allows more people to walk, bike or scooter to their destinations, minimizing the impact on congested roadways and activating the public realm. This mix of uses also allows more people to live near their work. Establishing complete neighborhoods ensures that each area will allow people to fulfill many of their daily needs proximal to their home and/or workplace.

## 4. Innovative Multi-Modal Mobility

### *Description*

**City North will encourage walking, biking and transit use and will accommodate new transportation options.** The District's mobility and circulation network will support the

use of existing and future transit infrastructure, including VTA light rail on the Tasman Corridor, bus transit along Great America Parkway, trails along Calabazas and San Tomas Aquino Creeks, and the Hetch Hetchy right-of-way.

#### *Rationale*

Improving the existing streetscape to better serve cyclists and pedestrians can mitigate the future impact of new urban-scale development on vehicular traffic. Introducing new innovative travel modes, such as high-frequency shuttles, elevated gondolas or autonomous jitneys, can move residents and employees to destinations and transit stations and help Santa Clara become a pioneer in sustainable transportation practices.

## 5. Human-Scale Public Realm

#### *Description*

**City North will be comfortable, inviting and interesting for pedestrians.** Co-location of community amenities such as libraries, parks, plazas and urban gardens will activate public spaces and create hubs of social activity.

#### *Rationale*

The design of buildings, open spaces and streetscapes will support safety and comfort, allowing people to move more freely within and between neighborhoods. Locating several key community amenities in and adjacent to the public realm will foster interactions between residents, employees, and visitors and support District cohesion.

## 6. Compatible Neighborhoods

#### *Description*

**City North neighborhoods will be distinct but compatible,** with transitional areas and multiple connections between neighborhoods.

#### *Rationale*

City North includes several unique destinations which will continue to draw visitors from around the region as other neighborhoods redevelop, adding new uses and density. Urban design, infrastructure planning and development phasing will minimize conflicts between neighborhoods and support an eclectic but coherent District.

## TRANSFORMATIVE STRATEGIES

### A. Mobility and Circulation

1. Create a high-frequency transit route that links district destinations, activity centers, residential neighborhoods and transit stations
2. Pursue a shuttle system in the near-term and evaluate the potential of implementing a gondola in the long term
3. Create a City North transportation management association (TMA) to provide transit services
4. Ensure streets are designed to safely accommodate all modes of travel
5. Create a fine-grained grid of walking and biking paths within neighborhoods
6. Leverage and enhance the existing trails to provide intra-city and regional connectivity

### B. Urban Design and Placemaking

1. Co-locate amenities and destinations with flexible public space to create social hubs
2. Use public realm design and gateways to create distinct and identifiable places
3. Provide transitions to existing lower-density neighborhoods and existing uses

### C. Area Parks and Open Space

1. Create an open space hierarchy throughout the district
2. Site parks adjacent to trails whenever possible
3. Provide a range of urban-style open spaces with complementary programming