



City of Santa Clara

Meeting Agenda

Downtown Community Task Force

Thursday, October 15, 2020

6:00 PM

Virtual Meeting

Pursuant to the provisions of California Governor's Executive Order N-29-20, issued on March 17, 2020, to prevent the spread of COVID-19, the City of Santa Clara has implemented the following method for the public to participate remotely:

- Via Zoom:
 - o <https://santaclaraca.zoom.us/j/91975789377>
Meeting ID: 919 7578 9377 or
 - o Phone: 1(669) 900-6833

CALL TO ORDER AND ROLL CALL

CONSENT CALENDAR

- 1.A 20-973 [Downtown Community Task Force \(DCTF\) Meeting Minutes of the September 24, 2020 Meeting.](#)

Recommendation: Approve the DCTF Meeting Minutes of the September 24, 2020 Meeting

GENERAL BUSINESS

2. 20-975 [Review and Discussion of the community feedback from the May/June 2020 online survey and meeting-out-of-the-box outreach efforts](#)

Recommendation: There is no staff recommendation.

3. 20-1009 [Question and Answer \(Q & A\) session on the Brown Act](#)

4. 20-976 [Election of a Downtown Community Task Force Chair and Vice Chair](#)

Recommendation: There is no staff recommendation.

5. 20-1004 [Discussion on filling the two Downtown Community Task Force \(DCTF\) seats](#)

PUBLIC PRESENTATIONS

ADJOURNMENT

The next meeting will be on Thursday, November 19, 2020 at 6:00 PM.



City of Santa Clara

1500 Warburton Avenue
Santa Clara, CA 95050
santaclaraca.gov
@SantaClaraCity

Agenda Report

20-973

Agenda Date: 10/15/2020

REPORT TO DOWNTOWN COMMUNITY TASK FORCE

SUBJECT

Downtown Community Task Force (DCTF) Meeting Minutes of the September 24, 2020 Meeting.

RECOMMENDATION

Approve the DCTF Meeting Minutes of the September 24, 2020 Meeting



City of Santa Clara

Meeting Minutes

Downtown Community Task Force

09/24/2020

6:00 PM

Special Meeting - Zoom Webinar

NOTICE IS HEREBY GIVEN that, pursuant to the provisions of California Government Code §54956 (“The Brown Act”), the Mayor calls for a Special Meeting of the Downtown Community Task Force to commence and convene on September 24, 2020, at 6:00 pm for a Special Meeting, to consider the following matter(s) and to potentially take action with respect to them.

Pursuant to the provisions of California Governor’s Executive Order N-29-20, issued on March 17, 2020, to prevent the spread of COVID-19, the City of Santa Clara has implemented methods for the public to participate remotely:

Zoom Meeting: <https://santaclaraca.zoom.us/j/98890899550>

Meeting ID: 988 9089 9550

CALL TO ORDER AND ROLL CALL

Staff Liaison/Principal Planner, Lesley Xavier called the meeting to order at 6:00 p.m.

Present 7 - Adam Thompson, Dan Ondrasek, Rob Mayer, Debra von Huene, Ana Vargas-Smith , Mathew Reed, and Butch Coyne

Absent 1 - Soli Cayetano

A motion was made by member Coyne to excuse member Cayetano’s absence.

Aye: 7 - Thompson, Ondrasek, Mayer, von Huene, Vargas-Smith, Reed, and Coyne

Excused: 1 - Cayetano

CONSENT CALENDAR

There were no consent items.

PUBLIC PRESENTATIONS

Mary Grizzle, a member of the public, inquired about the procedure for filling the two empty task force member seats.

GENERAL BUSINESS

1. [20-941](#) Election of a Downtown Community Task Force Chair and Vice Chair

Recommendation: There is no staff recommendation.

This item was heard at the end of the Agenda. A motion was made by member Mayer to continue this item to the next regularly scheduled meeting on October 15, 2020. The motion was seconded by member Reed.

Aye: 6 - Thompson, Ondrasek, Mayer, von Huene, Vargas-Smith, and Coyne

Excused: 1 - Cayetano

2. [20-947](#) Discussion on the Financial Feasibility, and Infrastructure and Public Realm Improvement Memorandums from the Downtown Precise Plan consultant team.

Recommendation: There is no staff recommendation.

The City's consultants for the development of the Downtown Precise Plan, James Stickley, Peter Winch, and Benjamin Sigman, provided a PowerPoint presentation on the assessment of the financial viability of concept-level site redevelopment prototypes. The purpose of the analysis is to assess the economic potential of possible development prototypes and to generate findings that inform urban planning parameters to incentivize reinvestment in downtown sites.

3. [20-942](#) Training on the Brown Act

Assistant City Attorney, Alexander Abbe provided a PowerPoint presentation on the Brown Act.

ADJOURNMENT

Staff Liaison, Principal Planner, Lesley Xavier called to adjourn the meeting at 8:30 p.m.

A motion was made by member von Huene, and seconded by member Mayer to adjourn the meeting.

The next meeting is scheduled for Thursday, October 15, 2020 at 6 p.m.

Aye: 7 - Thompson, Ondrasek, Mayer, von Huene, Vargas-Smith, Reed, and Coyne

Absent: 1 - Cayetano



Agenda Report

20-975

Agenda Date: 10/15/2020

REPORT TO DOWNTOWN COMMUNITY TASK FORCE

SUBJECT

Review and Discussion of the community feedback from the May/June 2020 online survey and meeting-out-of-the-box outreach efforts

BACKGROUND

This is the 9th meeting of the Downtown Community Task Force (DCTF). At this meeting the DCTF will review and discuss the summary of information provided by the consultant on the second phase of community engagement.

DISCUSSION

Attached to this report is a summary of the second phase of community engagement for the Downtown Precise Plan process. During this second phase, the planning team developed an initial set of potential “land use frameworks,” and received feedback from the community members and stakeholders in the following ways:

- A Santa Clara University class evaluated Downtown and gathered input from the SCU community;
- A Developer Roundtable was held in February 2020;
- The Downtown Community Task Force (DCTF) met on March 9, 2020 and responded to the initial land use frameworks;
- An online survey on the land use frameworks for Downtown was conducted in May-June 2020; and
- Small-group Zoom-based discussions (“Meetings Out-of-the-Box”) on the land use frameworks were held in June 2020.

All three of the land use frameworks illustrate potential development patterns for a future downtown. Each framework draws from a menu of land uses that balance community desires and development fiscal realities with its own unique character. These concepts test the placement of public space, retail/commercial space and housing, and the size of buildings.

ENVIRONMENTAL REVIEW

The action being considered does not constitute a “project” within the meaning of the California Environmental Quality Act (“CEQA”) pursuant to CEQA Guidelines section 15378(a) as it has no potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City’s official-notice bulletin board outside City Hall Council Chambers, as well as on the Downtown Precise Plan City website. A

complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email clerk@santaclaraca.gov <<mailto:clerk@santaclaraca.gov>>

RECOMMENDATION

There is no staff recommendation.

Reviewed by: Andrew Crabtree, Director, Community Development Department

Approved by: Manuel Pineda, Assistant City Manager

ATTACHMENTS

1. Summary of Community Engagement (Phase II)



SANTA CLARA DOWNTOWN PRECISE PLAN

SUMMARY OF COMMUNITY ENGAGEMENT (PHASE 2)

CITY OF SANTA CLARA / AUGUST 2020





FRANKLIN SQUARE

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INTRODUCTION

THE OPPORTUNITY

Santa Clara, like many other post-war communities in the Valley, is transforming itself into a place with a town center that provides a vibrant pedestrian experience and access to transit. 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. It will lay the framework for a downtown that is rooted in history while expressing the needs and vision of today.

PHASE 2 ENGAGEMENT

During the second phase of creating a new plan for downtown, the planning team has developed an initial set of potential "land use frameworks," and gotten feedback from community members and stakeholders in the following ways:

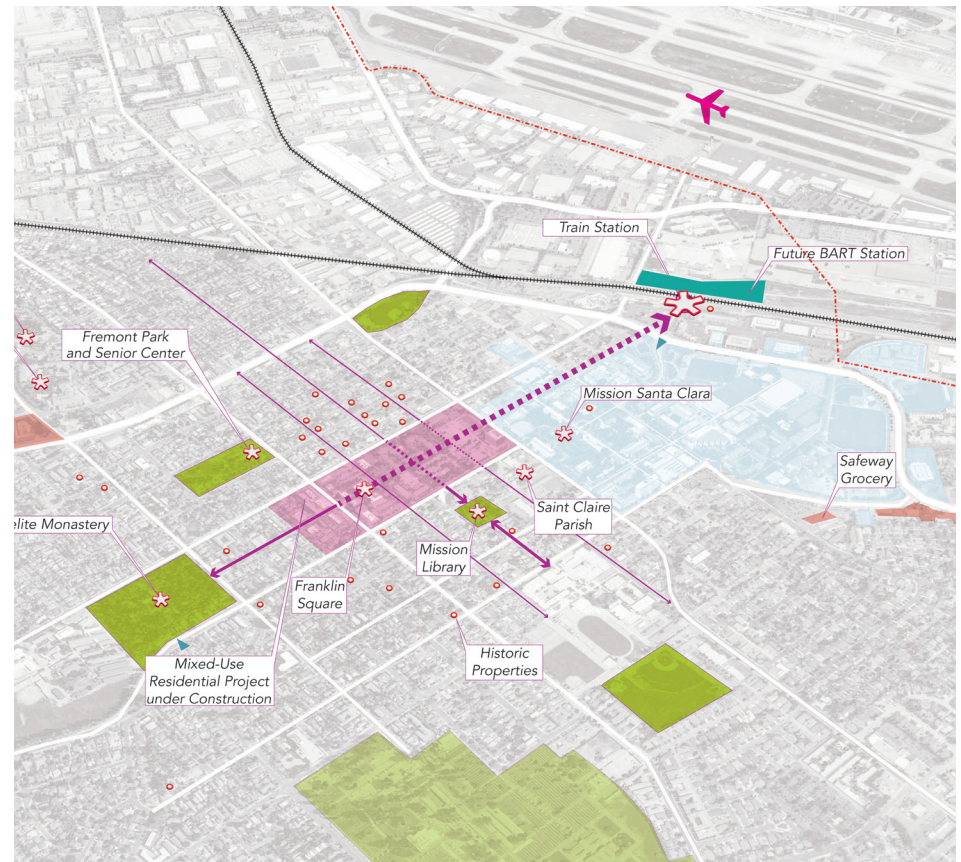
- » A **Santa Clara University class evaluated Downtown** and gathered input from the SCU community;
- » A **Developer Roundtable** was held

in February 2020'

- » The **Downtown Community Task Force (DCTF)** met on March 9, 2020 and responded to initial land use frameworks;
- » An **online survey** on land use frameworks for Downtown was conducted in May-June 2020
- » Small-group Zoom-based discussions ("**Meetings Out of the Box**") were held in June 2020

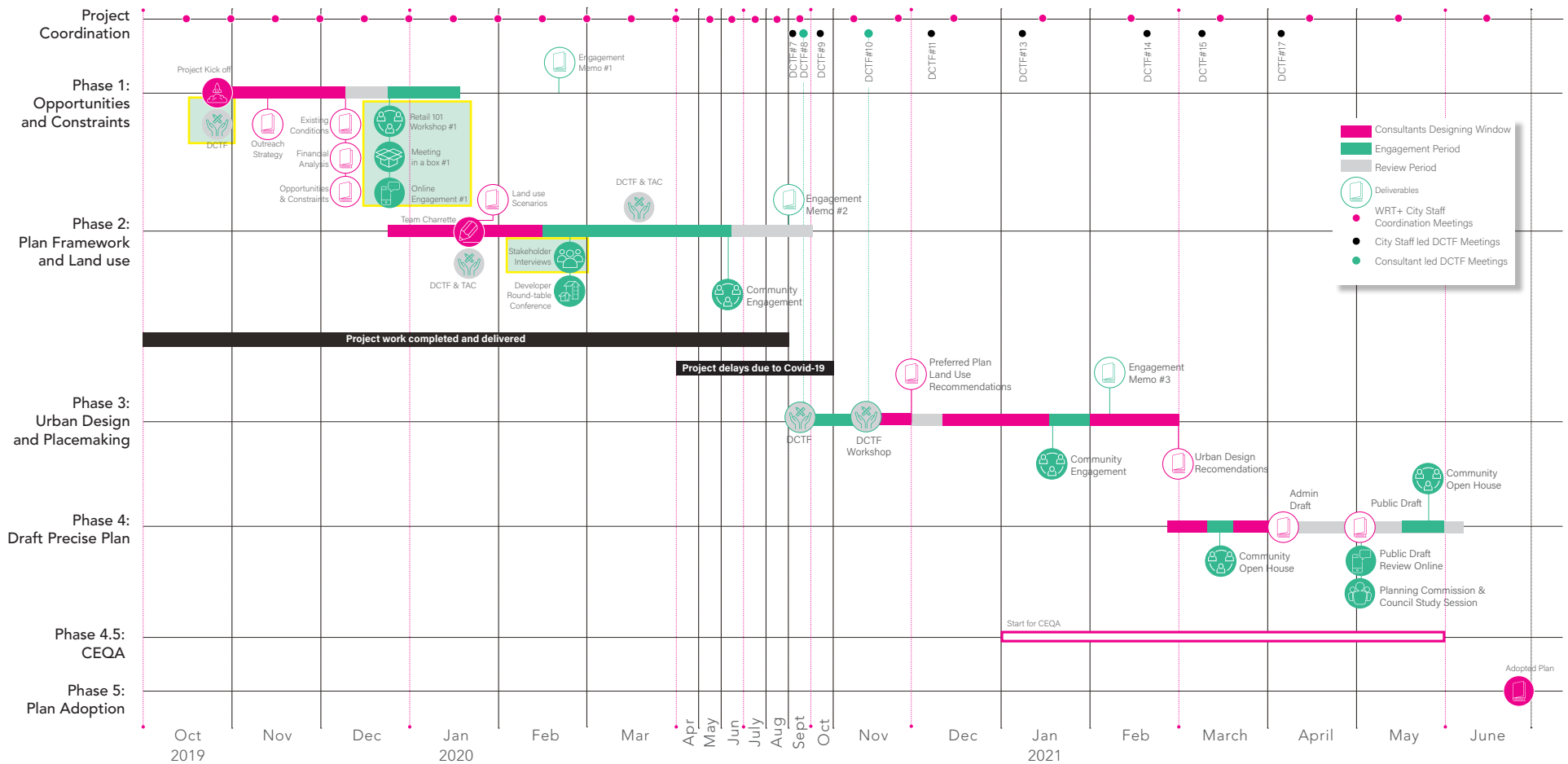
Santa Clara County was among the first places in the country to experience the outbreak of COVID-19. Sheltering in place began in mid-March 2020 - and in the middle of our Phase 2 engagement effort.

The planning team made major adjustments to our outreach and engagement activities, shifting to virtual formats. We believe these efforts were successful in reaching a broad spectrum of the community as well as providing substantive, valuable feedback. The Summary of Community Engagement (Phase 2) documents what we've heard.



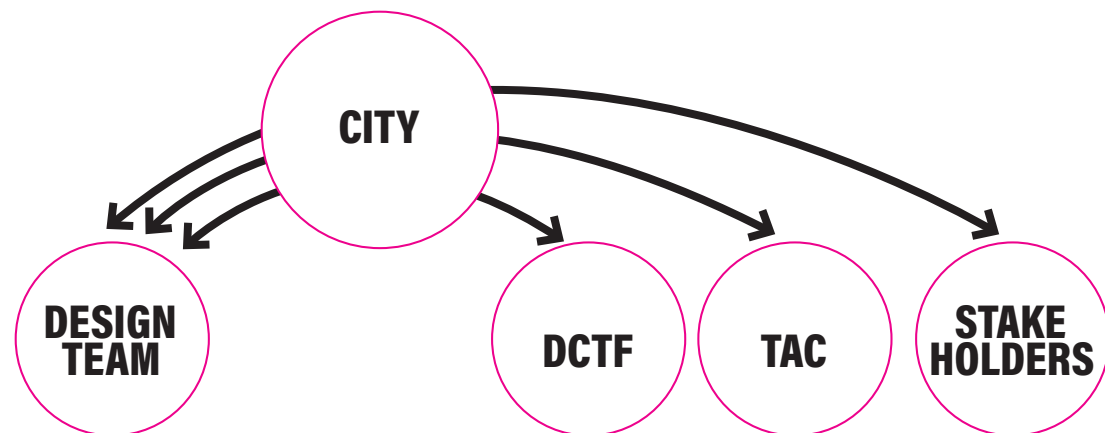
THE PLAN AREA AND ITS CONTEXT

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 is being 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.



DEVELOPER ROUNDTABLE

On February 26th, 2020, WRT and City staff invited a panel of local developer to discuss the Downtown Precise Plan. The focus of the meeting was to understand the challenges of real estate development in Santa Clara County faced by developers and what will make Downtown Santa Clara more attractive for investment. These pages summarize the and priorities expressed at the meeting by the developer panel.

Attendees:

City Staff: Lesley Xavier, Steve Le, Andrew Crabtree and Reena Brilliot

Consultant Team: James Stickley (WRT), Atisha Varshney (WRT), Benjamin Sigman (EPS)

Developer Panel: Michael Van Every - Republic Urban Properties, Elaine Breeze - SummerHill Apartments, Marilyn Ponte - Prometheus, Peter Tsai – Sobrato, Deke Hunter – Hunter Storm; Mike Black - Swenson

PARKING		MINIMUM HEIGHT		UNIT SIZE	
Market Rate Housing	1 per unit	Market Rate Housing	11 ft	Market Rate Housing	900 sq ft gross
Co-living	.25 per Unit	Co-living	11 ft	Co-living	250 sq ft gross per bed
Office	2/1000 sq ft	Office	13 ft	Office	7500 sq ft min floor-plate
Retail	Shared and Street Parking	Retail	15 ft	Retail	40 ft to 60 ft depth
Civic/Cultural	2/1000 sq ft	Civic/Cultural	15 ft	Hotel	250 sq ft gross per key
Hotel	.5 per key	Hotel	11 ft		
Conference	2/1000 sq ft	Conference	15 ft		

PRELIMINARY DEVELOPMENT ASSUMPTIONS

WRT presented preliminary development assumption based on current market trends to the developer panel.

WRT presented project background, history and context along with community aspirations for Downtown. WRT also shared development assumptions along with three preliminary framework options. Following the presentation WRT led a moderated discussion and received developer feedback on development standards, community benefits, retail and other aspects related to development process.

KEY HIGHLIGHTS

Construction Type and Land Uses

- » Type III construction, which is 5 stories of wood frame over 2 to 3 stories of concrete podium, is feasible on Downtown sites for multifamily housing in this market. This will give the flexibility to provide active ground floor uses.
- » Type I construction, which is 6 to 8 stories of steel frame structure, will be feasible for office buildings on the downtown sites.
- » Although large floor plates of 25,000 sqft and above were in high demand from tech companies at the time of the panel, this might not be a suitable building form for downtown.
- » This site is more suited to boutique office buildings with floor plates of 7,500 sqft to 20,000 sqft
- » Affordable housing is more feasible when built on its own and with flexibility in development standards (i.e. lower parking ratios) and in impact fees.

Parking

- » Proposed parking ratios are forward-looking compared to Santa Clara's current standards, but developers believed they reflect current market trends.

- » Developers agreed that lowering overall parking ratios and going with a shared parking approach especially for commercial and retail uses, could make sense in this context. The cost of providing structured parking is about \$50-80K per stall in the Bay Area, impacting overall financial feasibility.
- » They agreed one car per housing unit could work in this context with proximity to transit.
- » Developers supported leveraging transit and micro-mobility as alternatives to cars.

Retail and Ground Floor Uses

- » Developers unanimously agreed that retail is a burden at this site and should be viewed as a project amenity, not a revenue-generating resource.
- » Retail will need a lot of design attention, curation and flexibility to be successful.
- » Developers requested zoning flexibility in ground floor uses beyond traditional retail, which may include other active uses such as artist lofts, community rooms, galleries, small event spaces, co-working spaces etc.
- » Zoning standards should allow for a variety

of retail floor plates to support micro to larger retailers.

- » The developers thought that retail success could be further enhanced with support to retailers from the City which could include TI subsidies, clear and predictable permitting process and support for downtown public space programming.

Zoning and Entitlements

- » Many developers supported the concept of a form-based code, as it allows a higher level of flexibility to help mitigate investment risk.
- » A form-based code may support both community goals and developer goals. It gives the community the public realm they care about and provides developers flexibility of uses and housing density.
- » A form-based code with development caps by land use will allow the right mix of land uses to happen on the site.
- » Developers requested a predictable development timeline from the city and the community. This provides them more predictability.
- » Portland and Redwood City were some successful examples mentioned by the developers as attractive places for development.

DCTF SUMMARY

MARCH 9, 2020

The March 9th Downtown Community Task Force (DCTF) meeting was focused on balancing community needs with development realities, and reviewing the three land use framework options proposed by WRT. This meeting was live-streamed and broadcast on the local Cable Channel, and the City of Santa Clara's Facebook page and YouTube channels. The Task Force and members of the public shared their vision and priorities for Downtown which are summarized here.

WRT shared a summary of the stakeholder interviews, meeting-in-the-box, SCU student workshop, retail 101 workshop and developer roundtable conference. WRT also presented technical principles and assumptions pertaining to development at this site.

Feedback from engagement activities and the technical principles informed the land use framework design options.

Attendees:

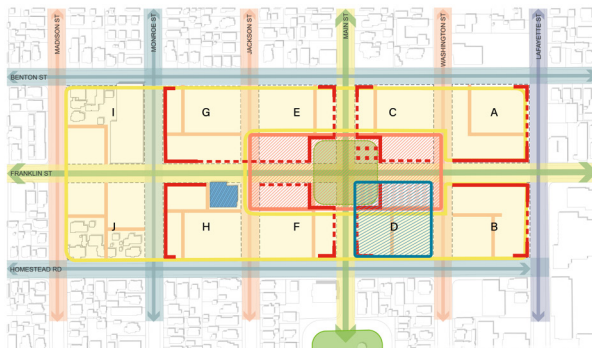
DCTF members: Butch Coyne, Rob Mayer, Adam Thompson, Ana Vargas-Smith, Dan Ondrasek, Debra Von Huene, Mathew Reed

City Staff: Lesley Xavier, Andrew Crabtree, Reena Brilliot and Manuel Pineda

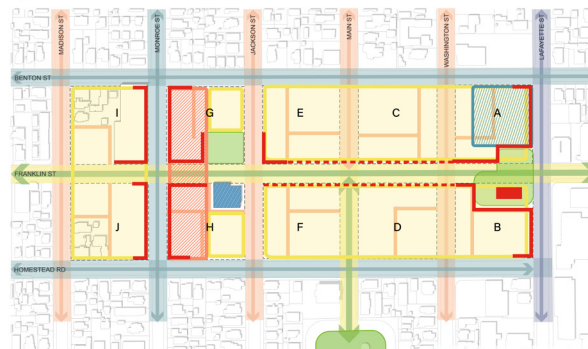
Consultant Team: James Stickley (WRT), Atisha Varshney (WRT), Benjamin Sigman (EPS)

WRT presented three land use framework options:

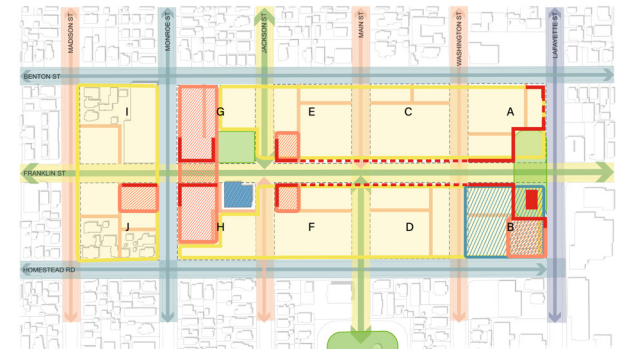
- » **Option 1 - Central Open Space** – housing heavy with central open space and activation area
- » **Option 2 - Lafayette Gateway (formerly called Gown and Town)** – walkable Downtown balance of housing and jobs
- » **Option 3 - Contextual** – more sensitive to neighborhood edges with higher density focused centrally



CENTRAL OPEN SPACE



LAFAYETTE GATEWAY



CONTEXTUAL

VISION AND FRAMEWORK OPTIONS

Based on an understanding of community priorities and land use regulations, as well as the dynamics of real estate economics, WRT presented a design vision for Downtown:

- » A Downtown which is authentic, adaptable and affordable
- » A Downtown which is attractive to all age groups and is family friendly.
- » A Downtown that has weekday, evening and weekend programming to activate public spaces
- » Leveraging university partnership for art programming and station access.
- » Designing a framework which will allow for better public realm and walkability. This includes street hierarchy and carefully balancing heights.

TASK FORCE AND COMMUNITY RESPONSES

- » Most DCTF members liked Option 1 with the central open space, but understood the challenges of implementation, as the City doesn't have ownership of the four central parcels and can't govern the development timeline. Some committee members suggested a hybrid

approach with the central open space and a bookend plaza.

- » DCTF expressed the need to focus on placemaking through arts and history to make Downtown Santa Clara unique. Some suggestions included a historic neon sign, gathering places like Pike Place Market, enhanced walkability in Downtown and surrounding areas, and showcasing the historic Santa Clara Depot.
- » There was great deal of attention given to retail. DCTF members want to maximize retail along Franklin Street.
- » This is in tension with the WRT team's understanding of the challenges of successful retail at this location. The land use concepts propose retail priority areas and other ground floor frontage to be "retail-ready", with other uses also allowed to provide flexibility.
- » DCTF requested that WRT focus on City-owned parcels and make them successful, as it is the best leverage the City and community have to catalyze Downtown redevelopment.
- » DCTF was concerned about station connectivity, as they understand this is a critical element to make Downtown successful. Concerns were related to both physical connection and identity.
- » DCTF members asked City staff to clarify the process leading to moving the courthouse from Downtown. City staff responded that it would require Council approval for them to start initial conversations.

PUBLIC COMMENTS

- » Community members wanted the City to expedite the conversation regarding courthouse relocation.
- » People supported walkability with appropriate on-site parking. Less parking is better.
- » SCU students presented the findings of their capstone project which included partnership with the City for Downtown revitalization; increasing retail in proximity to the University; including students and faculty in community events to increase cohesion; and improving the pedestrian environment- crosswalk, lighting, shade trees.

ONLINE SURVEY

WEBSITE + SURVEY

In May 2020, the City and Consultant Team created an Online Survey to gather community feedback on three land use frameworks for Downtown.

Due to COVID-19, a website was created to showcase the land use options in the absence of in-person engagement. The public was then directed to the survey to express their preferences.

The survey was shared extensively by Reclaiming Our Downtown on their facebook page, broadcasted on

the City's and social media pages, announced through Santa Clara Unified School District and through a poster at Downtown Farmer's Market.

A total of 485 responses were received on the survey and 152 people expressed interest in further engagement on the project through a virtual 'Meeting Out of the Box' Zoom session. Responses are summarized here and shown on the following pages. The complete set of responses can be found at <https://tinyurl.com/y2ewynkk>.



CREATING A FRAMEWORK FOR FUTURE DEVELOPMENT

The Santa Clara Downtown Precise Plan will guide the development of a place that is rooted in culture and history, while responding to the community priorities and market realities of today. The City of Santa Clara, a Task Force of citizens, and a team of planners, designers, economists, and others, informed by the community, have completed "Phase 1" of this effort. Go to the **BACKGROUND** tab for a quick summary of the project process to date. If you have more time, we invite you to explore the summaries of our discussions with community members and stakeholders, and our analysis of issues and opportunities, [here](#).

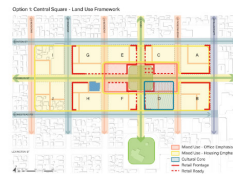
WEBSITE+SURVEY

The Consultant Team created a website to explain the design in the absence of an in-person engagement and a survey to solicit public feedback.
<https://sites.google.com/view/scdpp/home>

LAND USE FRAMEWORK OPTIONS

We are looking for your feedback on three potential development patterns for a future downtown introduced here. Each of these draws from a menu of land uses that balance community desires and development realities, and each has its own unique character.

These concepts are just initial ideas to test the placement of public space, the types of activities, retail and housing, and the size and shape of buildings. Your feedback will be critical in helping us create a downtown that will be cherished by Santa Clarans. This is just one of many opportunities to share your ideas.

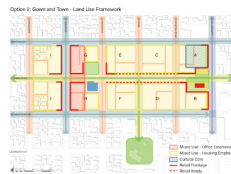


CENTRAL SQUARE

A Downtown with a strong central gathering space at the intersection of an active main street (Franklin) and cultural street (Main).

Attributes:

- A central plaza for Santa Clara is established around the intersection of Franklin and Main streets. The plaza is surrounded by a concentration of cultural amenities, hotel, retail, jobs, and housing, and is supported by a public parking garage.
- The easternmost blocks (likely Phase 1) will be primarily multifamily housing with retail.
- Housing is also the focus of blocks west of Madison Street.
- The post office and Victorian houses

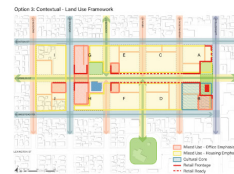


GOWN & TOWN

A Downtown catalyzed by a cultural and entertainment hub supported by students and University-related development (gown), and a community or civic hub around the historic post office.

Attributes:

- Two distinctive smaller plazas are created.
- The first is a gateway at the eastern end of downtown, anchored by retail, cultural and entertainment activities including a hotel, theater and conference center, as well as housing.
- The second is a downtown plaza facing the post office. This area would have a mix of housing and office buildings, with retail, and would be expected to be developed later.
- Each of these nodes are supported by a



CONTEXTUAL

A Downtown defined by taller buildings along the new Franklin Street, and lower buildings along Benton and Homestead, "stepping down" to the scale of the adjacent neighborhood.

Attributes:

- Similar to Option 2, two distinctive smaller plazas are created, one at Franklin and Lafayette and one at Franklin and Jackson.
- The first plaza has a strong cultural and entertainment focus, including a hotel, conference center and food hall while the second is jobs-focused, with more later-phase office development than in Option 2.
- Option 3 is defined by keeping taller buildings around the public open spaces and along Franklin Street, while

SHARE YOUR IDEAS

Please click the Online Survey button to share your ideas and help us build the future downtown on the best pattern!

Online Survey

Meeting out of the Box

NEXT STEPS

Based on your input about the best pattern for downtown, we'll dive into the details of how streets, public spaces, and buildings should look and feel. We'll come back for more public input at the next stage.

To be added to the Downtown Precise Plan e-mail notification list, please contact the Planning Department at Planning@santaclaraca.gov or by phone at 408-615-2450.

Land Use Framework Options

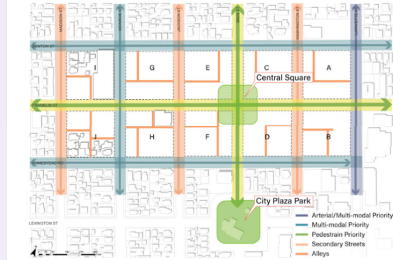
Three potential development patterns for a future downtown are introduced here. Each of these draws from a menu of land uses that balance community desires and development realities, and each has its own unique character. We are looking for your feedback on the way each pattern handles streets, public spaces, land use and building form so that a single pattern can emerge that reflects the community's vision. This survey will take 10 minutes of your time.

* Required

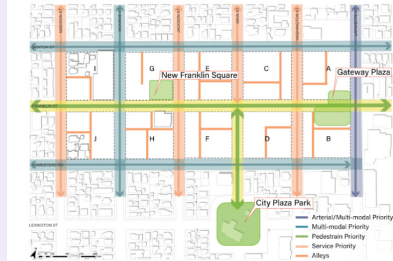
1. What Pattern of Streets and Public Spaces do You Prefer?

The pattern of streets and public spaces is the starting point for creating a new downtown. Please rate these patterns. *

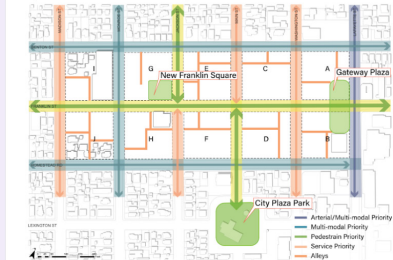
Option 1: Central Open Space - Streets and Public Space



Option 2: Gown and Town - Streets and Public Space



Option 3: Contextual - Streets and Public Space

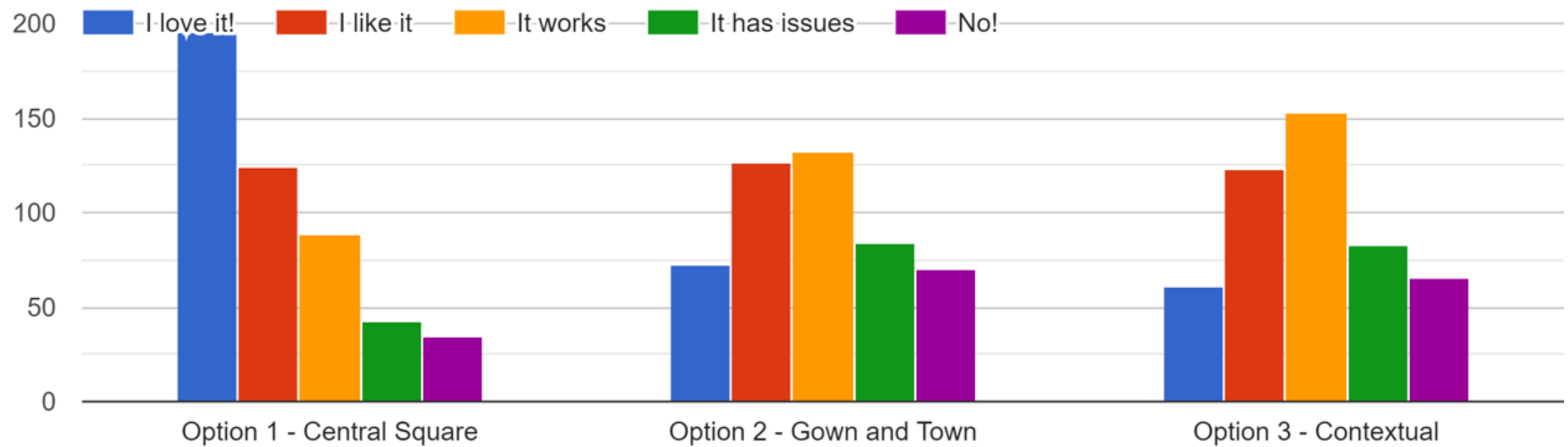
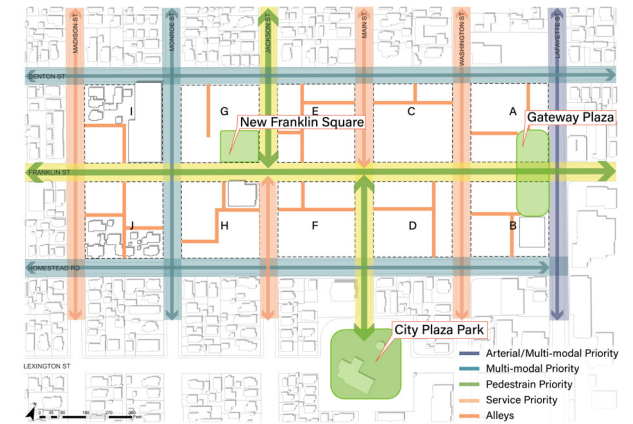
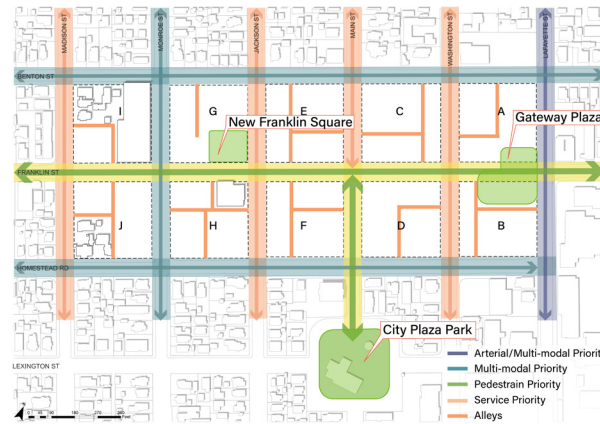
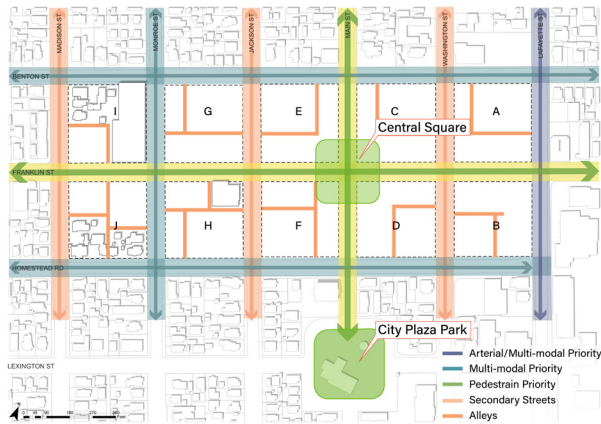


I love it! I like it It works It has issues Not

Option 1 - Central Square	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Option 2 - Gown and Town	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Option 3 - Contextual	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SURVEY RESULTS

1. What Pattern of Streets and Public Spaces do You Prefer?



Tell us in your own words what matters most to you about the pattern of streets and public spaces Downtown.

Total Comments received: 383

- » 147 comments mentioned wanting increased walkability to and within Downtown. There was a focus on a safe and pleasant experience for pedestrians. People also suggested the possibility of closing parts of Downtown to cars and also encouraging cycling and public transport access to Downtown.
- » There was a desire to have clarity in traffic flow Downtown, especially with additional

development in the area. Many people expressed a desire to have adequate parking Downtown.

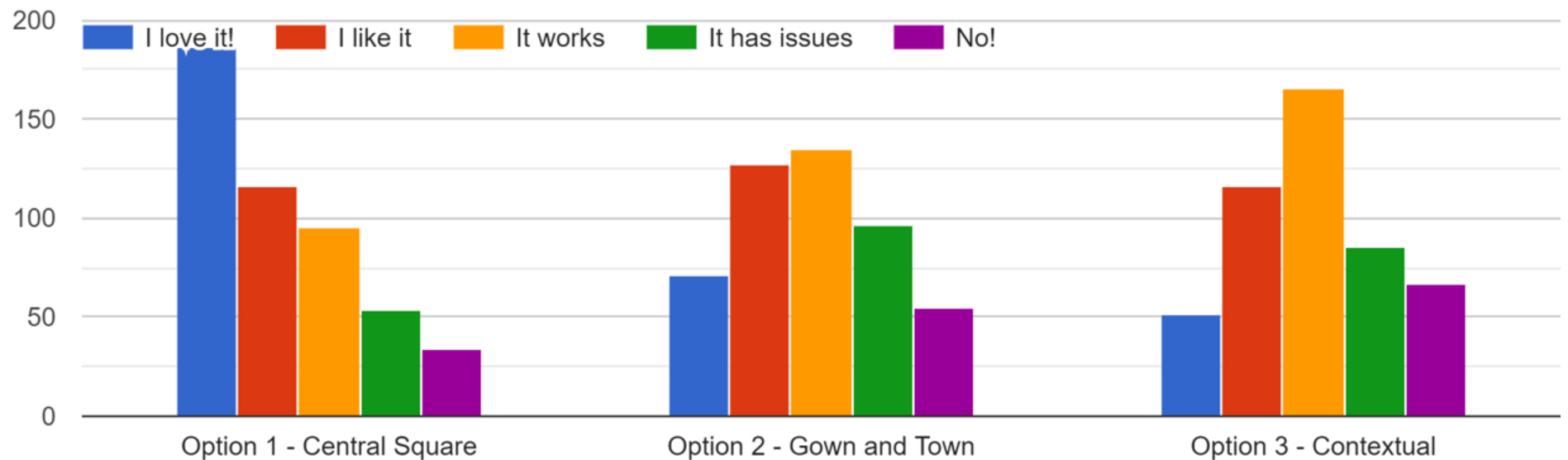
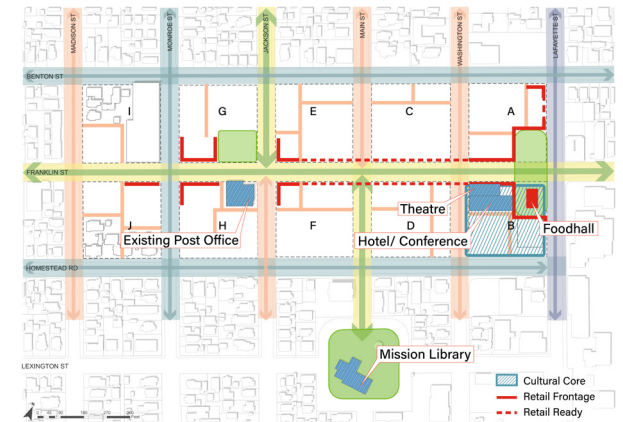
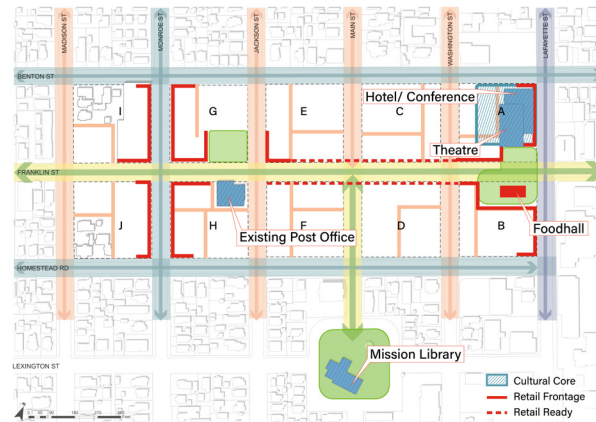
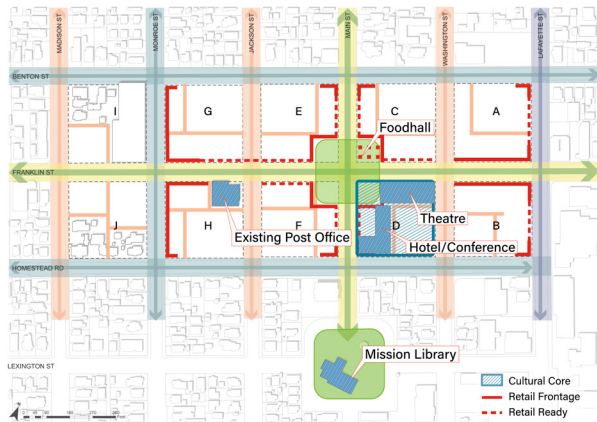
- » There is a desire for open gathering spaces Downtown, with 111 people mentioning it in their comments. Out of these, 46 people were more inclined towards a central gathering space at the heart of Downtown.
- » The community wants Downtown streets which are lined with retail and restaurants.



Word cloud representing most discussed topics in public comments

SURVEY RESULTS

2. What Pattern of Cultural and Retail Activation do You Prefer?



Tell us in your own words what matters most to you about how cultural and commercial activity is distributed Downtown.

Total Comments received: 326

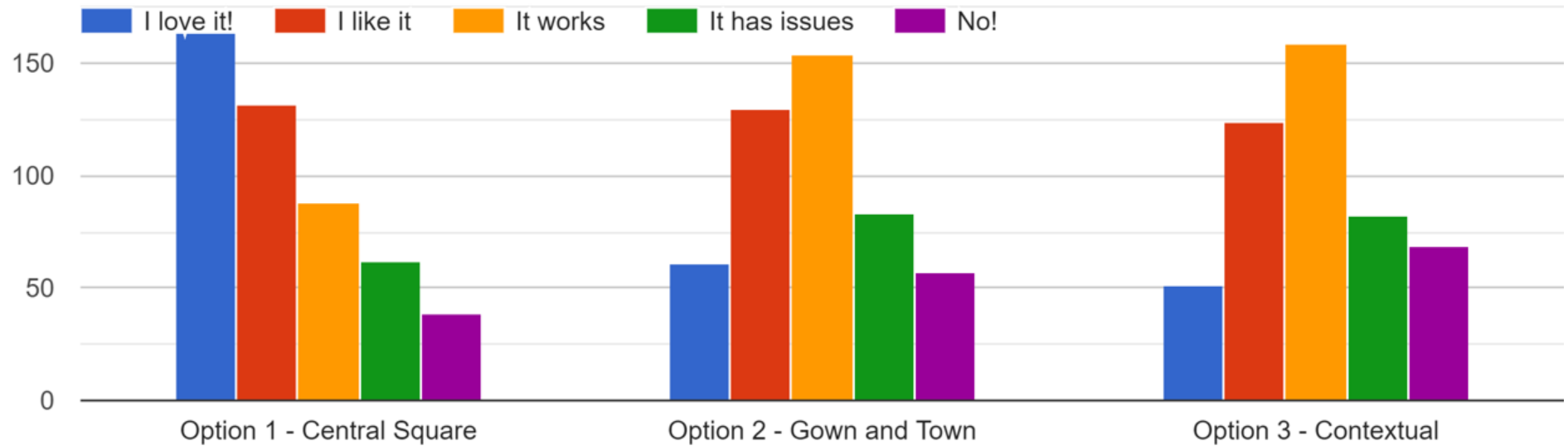
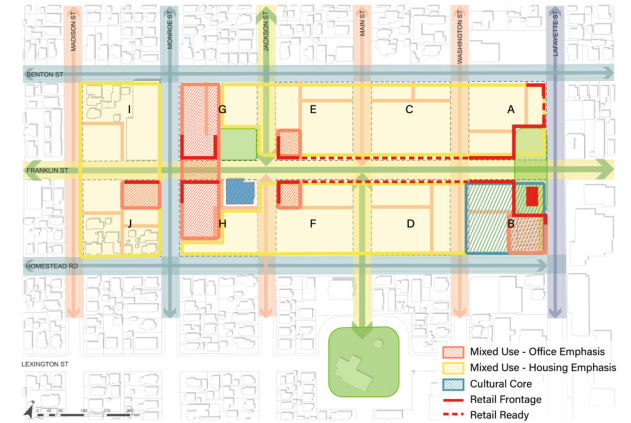
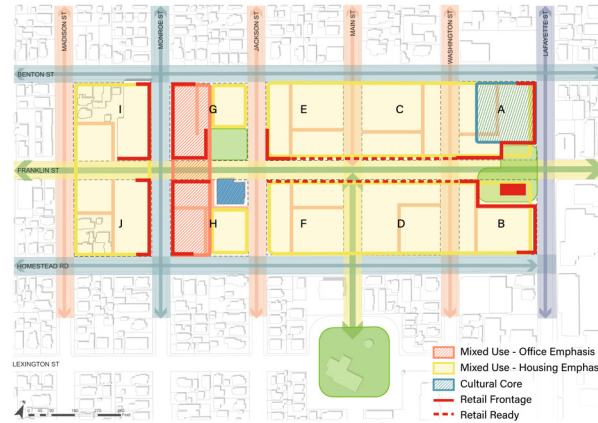
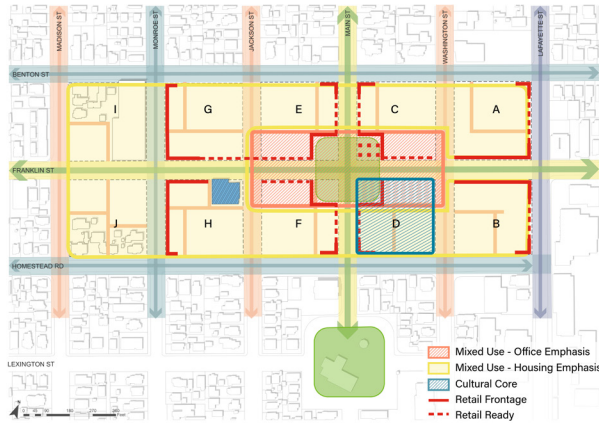
- » A mix of retail, entertainment and cultural spaces are a priority to the people.
- » The community wants more local businesses Downtown as opposed to large chain retail stores. Comments also expressed a desire to have a variety of food options with outdoor seating space.
- » 72 comments wanted to create a central hub of activity for the Downtown versus 47 comments which wanted the activity to be dispersed throughout the Downtown.



Word cloud representing most discussed topics in public comments

SURVEY RESULTS

3. Choose Your Pattern for Land Use Mix



Tell us in your own words what matters most to you about the mix of land uses in the Downtown.

Total Comments received: 311

- » 72 comments want more retail and food options Downtown.
- » 50 comments expressed a desire for a mixed use Downtown which includes housing and office spaces. Some community members would like a lesser density of housing or office whereas others encourage even more housing than is shown in

the concepts. Voices against offices are slightly higher than voices against housing. 5 people want no development at all.

- » The community wants cultural spaces Downtown.
- » Respondents want to preserve existing businesses.
- » Some respondents did not want to see a student

and University-centric Downtown and want to ensure that Downtown is for everyone.

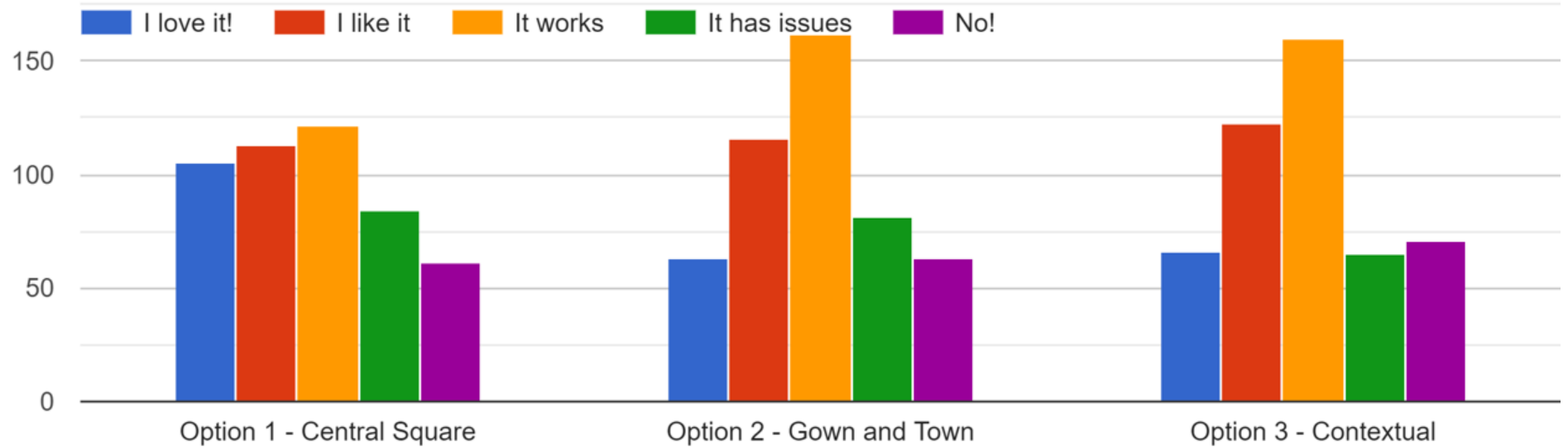
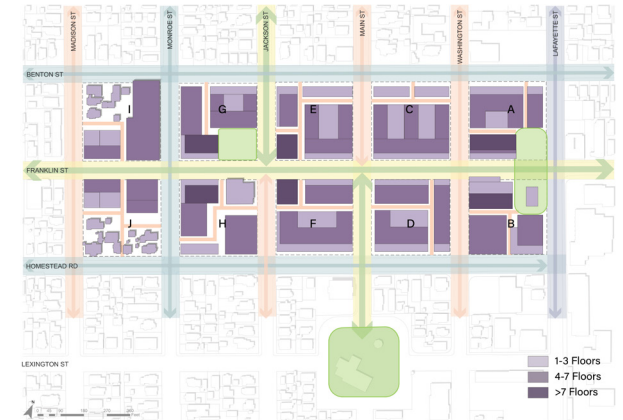
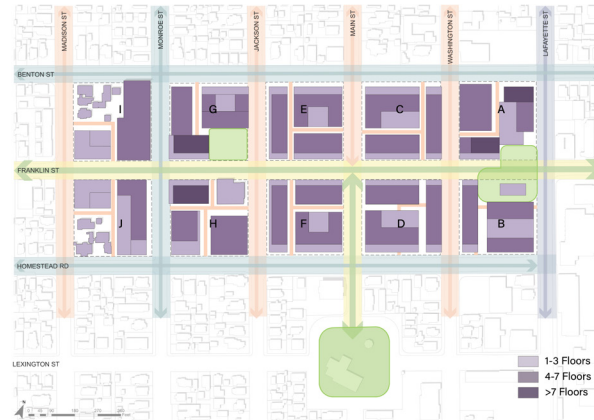
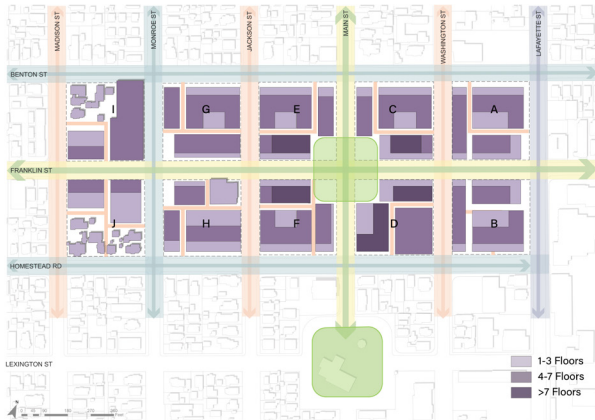
- » There were suggestions to locate office buildings on the periphery, with a separation between the offices and retail.



Word cloud representing most discussed topics in public comments

SURVEY RESULTS

4. Choose Your Pattern for Building Heights



Tell us in your own words what matters most to you about the mix of building types and building heights Downtown.

Total Comments received: 287

- » There are a range of opinions regarding density and heights Downtown. 59 comments want less density Downtown with an additional 30 comments not wanting the height of the buildings to exceed 3-4 stories. 32 comments are in support for higher density to bring economic development to the neighborhood.
- » The community likes the idea of building heights stepping down towards the periphery of Downtown to better respond to the existing context.
- » 48 comments emphasize sculpting of heights to ensure adequate sunlight, especially on Franklin Street. The heights should also not create a wind tunnel effect in the Downtown.
- » Community members wish to see high quality architecture Downtown.
- » There is some debate over having taller buildings concentrated in the center versus having them scattered around the Downtown. The idea of having taller buildings in the center had more support.

**Support Heights for Adequate
Economic Development Sunlight**

**Step Down
Around Periphery** Scatter Tall
Buildings Away
from Center

**Less Density Concentrate
Buildings up to 4 Storey Height in Center**

Word cloud representing most discussed topics in public comments

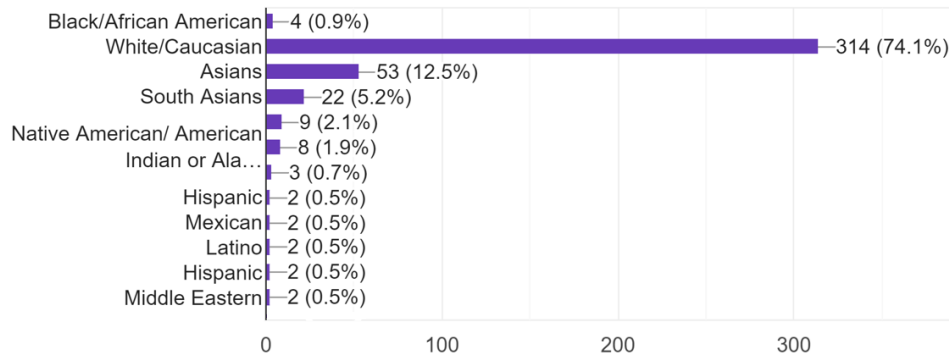
SURVEY PARTICIPATION BY THE NUMBERS

KEY HIGHLIGHTS

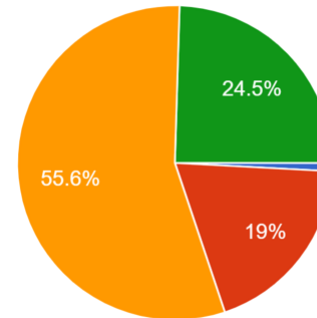
The City of Santa Clara has a diverse population and this section aims to summarize who we heard from and how does that compare to the citywide demographic make-up.

- » 80% of Santa Clara's population falls between 18-64 years with a median age of 33.9. 55.6% of the survey respondents fell in the 25-54 years age category which aligns with the median age. There was a healthy mix of older and younger population in the respondents.
- » 74.1% of survey respondents were White/ Caucasian, a group that makes up only 43% of the City's population. The Asian community, which comprises 41.3% of the population was very underrepresented in survey responses.
- » A majority of respondents live in the ZIP code in which the project is located.

Race (Please check all that apply)

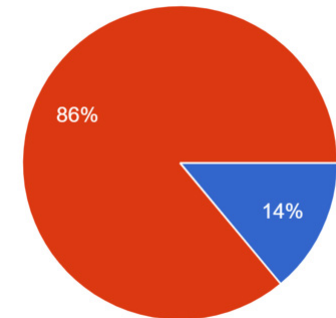


Age



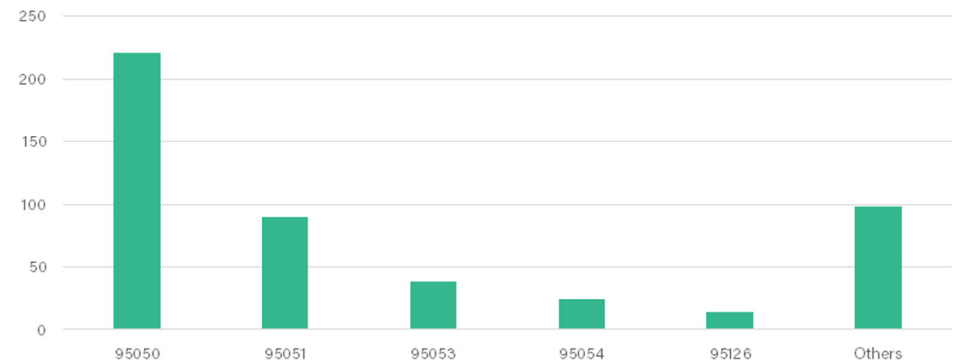
- Under 18 years old
- 18-24 years old
- 25-54 years old
- 55 years or older

Are you Hispanic/ Latino?



- Yes
- No

Which ZIP Code do you live in?



MEETING OUT OF THE BOX

In June 2020, the City and Consultant Team carried out virtual community engagement in the form of a "Meeting Out of the Box." The objective was to provide community members the opportunity to workshop the land use options and document their aspirations for Downtown.

Each meeting was facilitated by a member of the planning team or an interested community member who received training. A video presentation on the planning effort was shown at the beginning of the meetings to set the context for the project. The Zoom annotation tool was used to document live community feedback on the land use framework.

The Online Survey was used to solicit people's interest in joining a more in-depth design review video conference session. 34 community members participated in six Meeting Out of the Box sessions.



DESCRIBING THE LAND USE FRAMEWORK IDEAS

The Consultant Team created a video explaining the design options and the design process to be shared at the beginning of each Meeting Out of the Box session.

DISCUSSION THEMES

The following questions were posed to all the participants to solicit feedback:

1. Discuss aspirations for downtown. What is your vision for downtown? What are the most important outcomes?
2. Discuss the 3 conceptual alternatives. What are their pros and cons? Which one comes closest to achieving the group's priorities?
3. Discuss Blocks A, B & D. Recognizing that these blocks are most likely to redevelop sooner, how would you adjust your concept to make sure aspirations are met in the near term?

A summary of the key discussion points from the meetings are presented below.

ASPIRATIONS FOR DOWNTOWN

- » Downtown should be a gathering place for the whole community. Restaurants, atmosphere, people, families, open spaces.
- » Walkability and a good pedestrian environment were high on the priority list for people
- » Buildings with different scales and with character as if developed over time.
- » Building style should convey Santa Clara identity.

DEVELOPMENT CONCEPTS

- » Create a hybrid of development concepts. Support for the Central Open Space concept, with modifications to ensure it can be achieved and to shift certain elements

STREETS AND PUBLIC SPACE

- » A strong focus on public gathering spaces. Public open space should be in the interior, away from traffic. Overall, participants wanted a green, shaded environment
- » Franklin Street should prioritize pedestrians, with wide sidewalks, activity, limited traffic, no parking
- » Interest in trolley connection to BART/Caltrain Station, including idea of Trolley tracks through a green corridor.

CULTURAL AND RETAIL ACTIVATION

- » Creating space Downtown for local businesses rather than chain retail. Existing business should be supported in the Plan. Businesses should appeal to broader community, not just students.
- » Downtown Business Association could be important to manage and curate retail, manage parking, organize events, and do promotion.
- » Retail focused on Franklin but also on other streets to the extent it can be supported
- » Focus on outdoor retail activity: farmers' market, cafes & restaurants with outdoor dining

LAND USE FRAMEWORK

- » Ground-floor and open space activation is most important
- » Housing should include affordable housing, distributed across the site, and different housing

types including housing that may be affordable to first-time homebuyers

- » Office is OK; should be arranged to encourage people to stay after work
- » Theater/performance space has a lot of support
- » Parking should be provided in a way minimizes intrusion into neighborhoods

BUILDING HEIGHTS

- » There were tensions between the idea of having higher density and the desire to maintain the existing low height character.
- » People preferred that taller buildings be situated on the eastern blocks towards the University.
- » Buildings should step down in height towards the surrounding residential neighborhood.
- » Some people suggested spacing tall buildings apart, creating a mixed skyline and landmarks

BLOCKS A, B AND D: THE EASTERN BLOCKS

- » Groups liked the idea of a hotel/conference center and garage on Block B. These were felt to have strong demand and to be good catalysts
- » Adaptive reuse of existing office building on Block B as co-working/business incubation space was supported by some.
- » Higher-density residential was seen as a good fit for the eastern blocks, with strong demand. This could be well-suited to Block A.
- » Food & entertainment, catering to students, was seen as a good option for the eastern blocks.

DOCUMENTING VIRTUAL COMMUNITY INPUT

The meetings covered a variety of topics including street activation, density of development, creating a high quality pedestrian environment and desire for local businesses (this page).

COMMUNITY FEEDBACK

DISCUSS ASPIRATIONS FOR DOWNTOWN. WHAT IS YOUR VISION FOR DOWNTOWN? WHAT ARE THE MOST IMPORTANT OUTCOMES?

Discussed Aspirations for Downtown: What are the most important outcomes?

- Designated Parking for DT so it doesn't need to go into neighborhood
- Housing, attractions (movie/performing arts theater, green gathering open space, restaurants (sidewalk seating), farmers market)
- Land Use that provides housing density including affordable and peds
- Sidewalk Cafe - outdoor seating important essential for providing the space for customers
- Residential needed
- Farmers Market
- Take care of current DT businesses that are already invested
- Traffic movement, ped safety crossing busier streets, plan now

Like the gathering spaces that Campbell has. Should not look like ECR - different sizes of buildings

- Restaurants - outside dining
- Cultural Theater
- A Meeting Place
- Businesses need to be successful - foot traffic, a business association
- Need housing - affordable included
- Central Land Use Concept (brings foot traffic)

How does C-19 change how we do business

- dog run/friendly environments
- Central Land Use Concept - pleasing, Conceptual more practical - merge the two
- little parks existing - green space matters

Franklin St - add trees green space - linear park for the length, no street parking

Wider Franklin for peds and bikes buildings wont feel as tall, farmers market

Student housing (east side)

Spread tall buildings out to avoid canyon effect/shadowing

theater, art gallery, sm business, service uses

history walking tour (include RR museum)

incorporate historic uses add markers in DT

Franklin Mall ped paseo provides opportunities for gathering

Park once/smart parking, in the right places

Affordable student housing so it gets used by the students

RR, BART - trolley to DT from Station

RR tracks on a lawn, green space when the trolley is gone

Facilities for walking and biking to DT

Trolley - not prioritized at the top

COMMUNITY FEEDBACK

LAND USE FRAMEWORK

Discuss Blocks A, B & D. Recognizing that these blocks are most likely to redevelop sooner, how would you adjust your concept to make sure aspirations are met in the near term?

Hotel Use Space - performance, entertainment, lecture

Make it vibrant, incorporate gathering space, outdoor space

Parking structure

Shared parking - careful with pay parking

metered street parking may be ok - careful of neighborhood impact

Dynamic parking pricing

permit parking has pros and cons, but could work

hotel, housing, restaurants (at least replace what is there now)

Food hall

A space to gather and stay

Outdoor seating important

WRT

Protect Franklin Mall and the Farmers Market

Set the ped environment template in these blocks that will spread to the rest of DT

Business Association to promote DT

Residential w/ ground floor retail (restaurants) outdoor dining, but keep it open/flexible to the commercial market

Beer garden - should be more than beer - not compete with taplands

Mixed Use - Office Emphasis

Mixed Use - Housing Emphasis

Cultural Core

Retail Frontage

Retail Ready

DEVELOPMENT OPTIONS

DEVELOPMENT OPTIONS

Discuss the 3 conceptual alternatives. What are their pros and cons? Which one to achieving the group's priorities? Jackson, Main, Washington - ped only

CENTRAL OPEN SPACE

GOWN AND TOWN

CONTEXTUAL

Pro - Businesses

Tiered buildings

An identifier for DT

Contextual - Aware of how much this serves the University

Add bike and ped facilities

Pro - Housing Density

Keep Franklin Mall area

Parking - better traffic flow

Add the central open space to the concept

Spaced out tall buildings

WRT

COMMUNITY FEEDBACK

DISCUSS ASPIRATIONS FOR DOWNTOWN. WHAT IS YOUR VISION FOR DOWNTOWN? WHAT ARE THE MOST IMPORTANT OUTCOMES?

Don't make it look like a modern office park. Give it character

What would it look like if it downtown had grown organically?

Franklin and Main can be closed temporarily for events

Adaptively reuse existing buildings to achieve character - the office building can be reused

Works alongside new parking garage and theater

Be pragmatic. Don't let perfect be enemy of the good. Focus on creating a downtown experience.

Open, outdoor space & activities. Something that can't be provided online.

PROJECT TEAM:

WRT

with

Sargent Town Planning

Kimley-Horn

EPS

Greenfelder Commercial Real Estate

CSW-ST2

David J. Powers & Associates





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Santa Clara, CA 95050
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Agenda Report

20-1009

Agenda Date: 10/15/2020

REPORT TO DOWNTOWN COMMUNITY TASK FORCE

SUBJECT

Question and Answer (Q & A) session on the Brown Act

REPORT

Assistant City Attorney Alexander Abbe will provide a Q & A session for the Task Force Members on the Brown Act



Agenda Report

20-976

Agenda Date: 10/15/2020

REPORT TO DOWNTOWN COMMUNITY TASK FORCE

SUBJECT

Election of a Downtown Community Task Force Chair and Vice Chair

BACKGROUND

On December 4, 2018 the City Council appointed a Downtown Community Task Force (DCTF) to support the preparation of the Downtown Precise Plan. The DCTF is advisory and non-voting, and is time limited to the duration of the Precise Plan process. The DCTF meetings are formally noticed and open to the public and activities of the DCTF are subject to the requirements of the Brown Act.

The purpose and mission of the Task Force is to provide input and help guide the Downtown Precise Plan planning process through:

- High-level strategic thinking on the direction of the plan at key points in the project;
- Review, interpretation, and guidance on the results of the public workshops and other engagement activities; and
- Recommendations on the vision, land use, circulation, and key policy topics for the project area.

DISCUSSION

To guide the DCTF through their meetings and serve as representatives for the group, the DCTF will be asked to elect a Chair and Vice Chair at the October 15 DCTF meeting. The roles of the Chair and Vice Chair are as follows:

The DCTF Chair is responsible for the following duties:

- Preside at all official meetings of the DCTF
- Consult with the staff liaison on the meeting agenda
- Attend City Council meetings to represent the DCTF as necessary
- Sign correspondence on behalf of the DCTF

The DCTF Vice Chair is responsible for the following duties:

- Substitute for the Chair as needed
- Consult with the staff liaison on the meeting agenda
- Attend City Council meetings to represent the DCTF as necessary

ENVIRONMENTAL REVIEW

The action being considered does not constitute a “project” within the meaning of the California Environmental Quality Act (“CEQA”) pursuant to CEQA Guidelines section 15378(a) as it has no potential for resulting in either a direct physical change in the environment, or a reasonably

foreseeable indirect physical change in the environment.

FISCAL IMPACT

There is no fiscal impact associated with this item aside from administrative cost and expenses.

COORDINATION

This report has been coordinated with the City Attorney's Office.

PUBLIC CONTACT

Public contact was made by posting the DCTF meeting agenda on the City's official-notice bulletin board outside City Hall Council Chambers, as well as on the Downtown Precise Plan City website. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email clerk@santaclaraca.gov <<mailto:clerk@santaclaraca.gov>>

RECOMMENDATION

There is no staff recommendation.

Reviewed by: Andrew Crabtree, Director, Community Development Department

Approved by: Manuel Pineda, Assistant City Manager



Agenda Report

20-1004

Agenda Date: 10/15/2020

REPORT TO DOWNTOWN COMMUNITY TASK FORCE

SUBJECT

Discussion on filling the two Downtown Community Task Force (DCTF) seats

BACKGROUND

On December 4, 2018 the City Council appointed a Downtown Community Task Force (DCTF) to support the preparation of the Downtown Precise Plan. The DCTF is advisory and non-decision making, and is time limited to the duration of the Precise Plan process. The DCTF meetings are formally noticed and open to the public.

The purpose and mission of the Task Force is to provide input and help guide the Downtown Precise Plan planning process through:

- High-level strategic thinking on the direction of the plan at key points in the project;
- Review, interpretation, and guidance on the results of the public workshops and other engagement activities; and
- Recommendations on the vision, land use, circulation, and key policy topics for the project area.

DISCUSSION

The current DCTF members were selected with a diversity of backgrounds and interests and were carefully selected people who are willing to work cooperatively to achieve a realistic plan that will allow redevelopment of the Downtown to move forward in the near term.

With the approval of the current make up of DCTF members, Council directed that changes to the DCTF should be accompanied with the same level of agreement that was achieved for the initial task force formation. The current DCTF includes the following representations:

- Santa Clara University Staff
- Santa Clara University Students
- Old Quad Residents Association (OQRA)
- Reclaiming Our Downtown (ROD)
- Downtown Area Residents
- Santa Clara Resident Outside of Downtown Area
- Non-Santa Clara Resident
- Affordable Housing Advocate
- Historical and Landmarks Commissioner
- Cultural Commissioner

One of the Santa Clara University students has graduated and moved out of state, and the other

student has not been actively participating. As such, these two members need to be replaced.

To ensure a balanced DCTF the two new members should contribute to the diversity of backgrounds and interests of the current member make-up. Staff is requesting the DCTF provide suggestions as to who the new members should be.

Appointment Process

Staff will seek concurrence of the two new members from the City Council at the next available Council hearing. The new members will then take the Oath of Office with the City Clerk's Office, and be able to participate in DCTF meetings.

ENVIRONMENTAL REVIEW

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(a) as it has no potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment.

COORDINATION

This report has been coordinated with the City Attorney's Office.

PUBLIC CONTACT

Public contact was made by posting the DCTF meeting agenda on the City's official-notice bulletin board outside City Hall Council Chambers, as well as on the Downtown Precise Plan City website. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email clerk@santaclaraca.gov <mailto:clerk@santaclaraca.gov>

RECOMMENDATION

Provide input on nominations to fill two Downtown Community Task Force member vacancies.

Reviewed by: Andrew Crabtree, Director, Community Development Department

Approved by: Manuel Pineda, Assistant City Manager