

City Council Meeting

6:00 pm Study Session
Downtown Precise Plan

October 2, 2018



Downtown Precise Plan

Agenda

- Background
- Recent Actions
- Request for Proposals
- Community Engagement
- Next Steps



2



Downtown Precise Plan

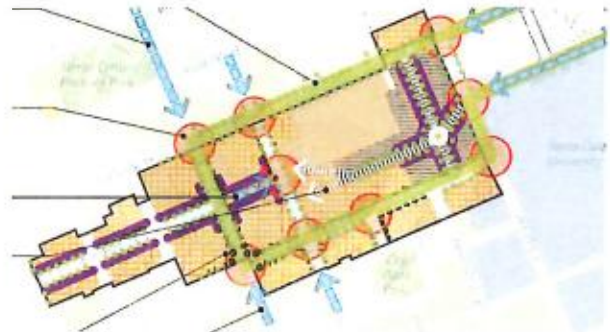
Background

2010-2035 General Plan identifies the Downtown Focus;

- Up to 129,300 square feet of new commercial uses; and
- 396 new residential units.

Previous Downtown revitalization efforts:

- 2007: Downtown Plan endorsed by City Council.
- 2010: Downtown Revitalization Plan Committee established.
- 2015 – 2017: Downtown/Super Block Project vision and objectives.



Legend

- | | | | |
|--|------------------------------|---|----------------------------|
| Land Uses Within the Focus Area | Urban Design Features | Proposed Orientation/Access Street Network | Signature Skyline |
| High Density Residential | Focus Area Boundary | Enhanced Intersection | Downtown BART Transit Loop |
| Community Mixed Use | Potential Street | Pedestrian Connection | |
| Downtown Core | Pedestrian Connection | Turbulence Zone | |

Downtown Precise Plan

Background

City's Downtown Vision

- Presented to the Downtown Revitalization Committee
- Not Council approved
- Additional community-engagement required



Santa Clara Downtown Revitalization Committee Meeting, April 20, 2017





Downtown Precise Plan

Background

The Community's Vision

- Reconstructing the grid street system is a priority.



5



Downtown Precise Plan

Recent City Council Actions

- Approval of an Option Agreement with Prometheus to purchase roadway easements.
 - Part of the grid street system.
- City commitment to a Precise Plan.
 - Preparation of a Downtown Precise Plan included in the 2018-2019 FY budget.



6



Downtown Precise Plan

General Scope

The Precise Plan will guide new development through policies, guidelines, and illustrations for:

- Financial Feasibility
 - Will existing uses redevelop?
- Land Use
- Connectivity / Circulation
 - New Streets, Multimodal, Monuments, Signage
- Design Standards:
 - Buildings
 - Streets and Streetscapes
 - Open Space



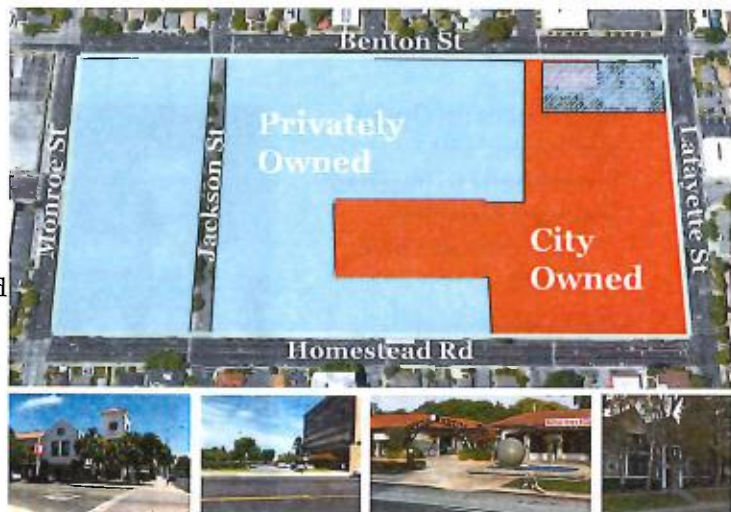
7



Downtown Precise Plan

Plan Boundary

- Bounded by Benton, Monroe, Lafayette, and Homestead
- Total Size- 21 acres (approximately)
- Privately Owned Property – 15 acres
 - Multiple property owners
 - Mix of older and newer lower-mid density development
 - Housing, retail, and commercial
- City Owned Property – 6 acres
 - Older strip mall development, office building, parking lots



8



Downtown Precise Plan

City Owned Properties

Great Opportunity but also Constraints

- Property 1 – 1.3 Acres
 - Lease expires on October 2021
- Property 2 – 3.8 Acres
 - Lease expires April 2022
- Property 3 – 1.1 Acres
 - City required to provide 112 parking spaces contiguous to courthouse property – no expiration
 - Typical cost of a new parking space - \$30,000-\$60,000 a space

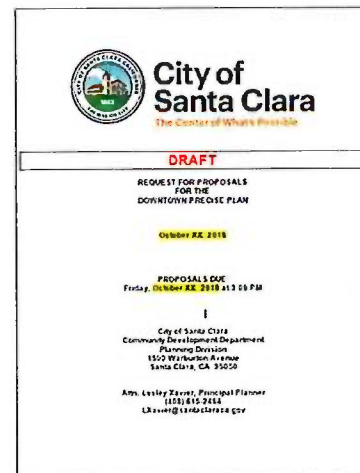


Downtown Precise Plan

Request For Proposals

Proposers shall provide a draft scope of work for the following primary components:

- Community Engagement Expertise/Experience
- Market Demand Analysis – Economic Sustainability
- Land Use Plan
- Connectivity
- Design Standards
- Environmental Review
- Help Develop RFP for City Owned Properties
 - Timing of RFP with completion of Precise Plan?





Downtown Precise Plan

Request For Proposals

RFP Selection Process



Community Engagement



Community Engagement

Robust Community Process

- Online Engagement Tools
- Establish a Staff/Outside Agency Technical Advisory Committee (TAC)
- Establish a Downtown Community Task Force (DCTF)
- Property Owner/Developer Meetings
- Public Workshops (3+)

13



Community Engagement

Community Task Force

- The Downtown Community Task Force (DCTF):
 - Approximately 7 members
 - Advisory and non-voting
 - Time limited to the duration of the Precise Plan process
- The purpose and mission of the committee is to provide:
 - High-level direction on the Plan concepts at key points
 - Guidance on the results of the public engagement activities
 - Recommendations on key policy topics.

14



Downtown Precise Plan

Downtown Community Task Force (DCTF)

CTF membership will include representatives of:

- Santa Clara University
- Old Quad Residents Association
- Reclaiming Our Downtown
- Downtown Area Business Owner
- Downtown Area Resident
- Santa Clara Resident Outside of the Downtown A
- Building Industry Association (BIA) Member



15



Downtown Precise Plan

Next Steps

- Release of RFP and consultant selection
- Establish the Technical Advisory Committee (TAC)
- Select the Downtown Community Task Force (DCTF) members
- Council consideration of consultant contract
- Start project and community engagement
- Study Session - project update (TBD)

16



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Downtown Precise Plan
Request For Proposals

RFP Selection Process



The timeline consists of six sequential steps represented by chevron arrows pointing right:

- RFP Released**: 3 weeks
- Proposals Due**: 2-3 weeks
- Consultant Selection**: 3-4 weeks
- Contract Negotiations**
- City Department Approvals**: 4 weeks
- Council Award of Contract**