

12/4/18

Item 2
RTC 18-1493

The seal of the City of Santa Clara, California, featuring a mission-style building, the year 1852, and the text "CITY OF SANTA CLARA CALIFORNIA" and "THE MISSION CITY".

City Council Meeting

Downtown Precise Plan Downtown Community Task Force

December 4, 2018

The City of Santa Clara logo, featuring the city seal and the text "City of Santa Clara" and "The Center of What's Possible".

Downtown Precise Plan

Background

- Downtown identified as Focus Area for future growth in General Plan
- Growing community interest in redevelopment of the Downtown to create a destination within Santa Clara
- City completed Downtown Revitalization Committee workshop series in November 2017
- City committed funding for preparation of a Precise Plan in the 2018-2019 FY budget
- Council provided input on the formation of a Downtown Community Task Force (DCTF) at the October 2, 2018 Study Session

2



Downtown Precise Plan

Plan Area Boundary

- Bounded by Benton, Monroe, Lafayette, and Homestead
- Area ~ 21 acres
- 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



3



Downtown Precise Plan

Plan Scope

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

- Financial Feasibility
- Land Use
- Connectivity / Circulation
 - New Streets
 - Multimodal Infrastructure
 - Monuments
 - Signage



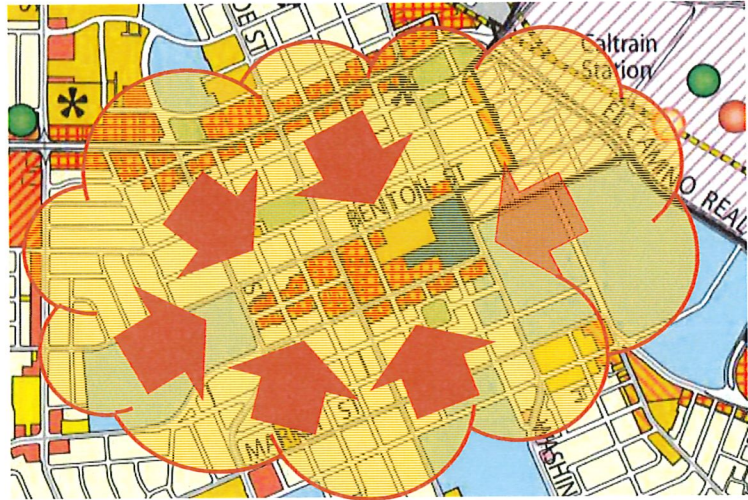
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Downtown Precise Plan

Plan Scope (continued)

- Environmental Review
- Identify Key Transportation Connections
- Design Standards
 - Buildings
 - Streets and Streetscapes
 - Open Space



5



Downtown Precise Plan

Outreach Strategy

- Downtown Community Task Force (DCTF) - Advisory and Non-voting
- Interest Groups (Property Owners, Developers, Events, etc.)
- Technical Advisory Committee
- (3+) Community Workshops
- On-line Engagement
- Planning Commission & City Council Study Sessions / Hearings

6



Downtown Precise Plan

DCTF Purpose

- High-level input on the Plan concepts at key points
- Guidance on the results of the public engagement activities
- Time limited to the duration of the Precise Plan process

Proposed Meeting Schedule

- #1: Provide input on urban design consultant RFP; intro to the planning process
- #2: Review background information; identify opportunities and constraints
- #3: Review financial analysis, plan scenarios, & determine guiding principles
- #4: Provide input on the Plan framework
- #5: Review and provide input on the draft Plan document

7



Downtown Precise Plan

DCTF Selection Process

- Input from City Council Study Session
 - Primary Stakeholders (OQRA, ROD, SCU)
 - Historical and Landmarks Commission
 - Residents from outside of the Downtown
 - Architectural review expertise
- Input from Key Stakeholders (OQRA, ROD, SCU)
 - Ability to work collaboratively in a Task Force environment
 - Represent diverse viewpoints
 - Include two students
- Participation in City Commissions/Committees, Placemaking Activities

8



Downtown Precise Plan

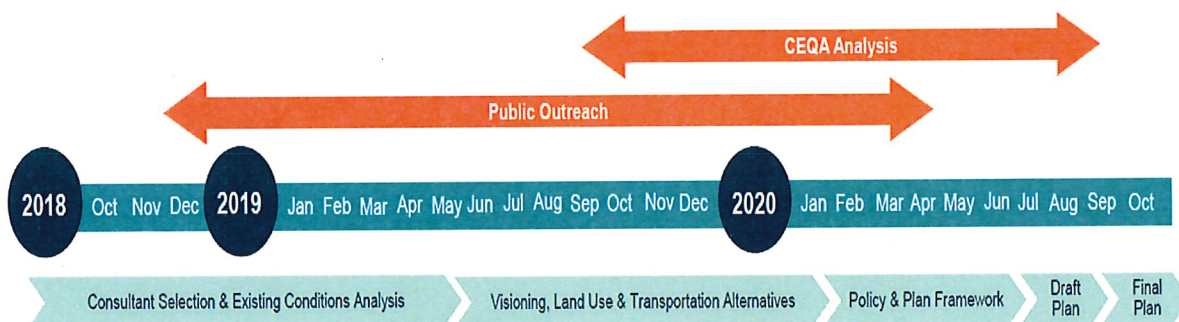
Proposed DCTF Composition

Name	Stakeholder/Representation
Adam Thompson	Old Quad Resident Association
Dan Ondrasek	Reclaiming Our Downtown
Butch Coyne	Santa Clara University Administration
David Warne	Santa Clara University Associated Student Government (ASG)
Soli Cayetano	Santa Clara University Student
Ana Vargas-Smith	Historical and Landmarks Commission
Debra von Huene	Cultural Commission
Matthew Reed	El Camino Real Advisory Committee
Rob Mayer	Architect



Downtown Precise Plan

Project Timeline





Downtown Precise Plan

RFP Schedule



11



Downtown Precise Plan

Recommendation

- Approve DCTF composition and appoint participants
- Direct Staff to commence Task Force Work Program – Meeting #1 Review of RFP Scope

12



City Council Meeting

Downtown Precise Plan Downtown Community Task Force

December 4, 2018



**City of
Santa Clara**
The Center of What's Possible

Downtown Precise Plan

Background

The Community's Vision

- Reconstructing the grid street system is a priority.





Downtown Precise Plan

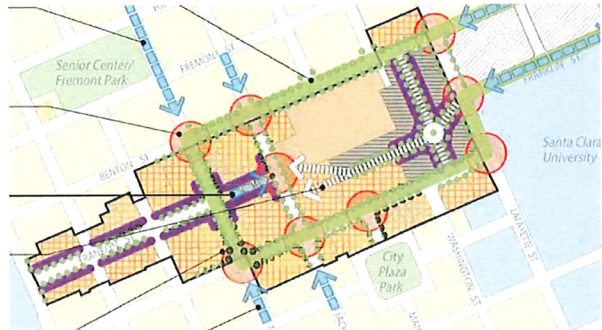
Background

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	Pedestrian Orientation/Active Street Frontage	Signature Streetscape
High Density Residential	Focus Area Boundary	Enhanced Intersection	Downtown / BART Transit Loop
Community Mixed Use	Potential Street	Transition Zone	
Community Core	Pedestrian Connection		

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*

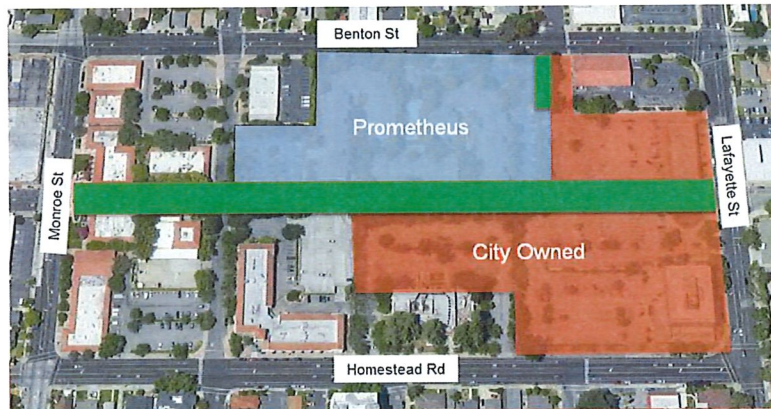




Downtown Precise Plan

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.



17



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



18



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?

19



DRAFT

REQUEST FOR PROPOSALS
FOR THE
DOWNTOWN PRECISE PLAN

October XX, 2018

PROPOSALS DUE
Friday, October XX, 2018 at 3:00 PM

City of Santa Clara
Community Development Department
Planning Division
1500 Warburton Avenue
Santa Clara, CA 95050

Attn: Lechay Xavier, Principal Planner
(408) 615-2488
lxavier@santataraca.gov