



# RSG Introduction

Community Benefits Program for the Downtown Precise Plan  
City of Santa Clara Downtown Community Task Force

Thursday, October 16, 2025

## About RSG

<b>OUR CORE VALUES</b>	<b>1</b> <b>RELATIONSHIPS</b> Craft Sincere Relationships
<b>2</b> <b>OPPORTUNITIES</b> Only See Opportunities	<b>3</b> <b>DETERMINATION</b> Are Driven by Determination
<b>4</b> <b>INVEST</b> Invest in Ourselves	<b>5</b> <b>VALUE WISDOM</b> Value the Wisdom of our Client

- Advisor to 120 California communities, including
  - San Carlos (over \$100m in CB projects negotiated, extensive studies)
  - Redwood City – Downtown Gatekeeper Projects and infill redevelopment
  - Belmont CB Policy
- Featured presenter on Community Benefits Program best practices
  - CALED Annual Conference (2024)
  - APA Annual Conference (2024)

# From the City's RFP

## **Purpose**

- Creation of a Community Benefits Program (CBP) to obtain desired investments in community in exchange for increased building height and Floor Area Ratio
- Fee program envisioned

## **Consultant Activities**

- Project Initiation
- Public Outreach
- Economic & Financial Analysis
- Community Benefits Framework
- Develop Draft CBP
- Refinement of Draft CBP
- Planning Commission & City Council Public Hearings
- Adoption of Final CBP

# Key Considerations

- Reset Current Market Conditions and Forecast Buildout
- Refine Scope of Desired Community Benefits
- Allocation of Benefits Across Buildout Programs
  - What Benefits Can be Obtained on City Properties vs Elsewhere
- Develop Program Recommendations
  - Fee and Incentives
  - Credit for Onsite or Developer Funded Benefits in CBP
  - Other Details
- Other Factors

# Schedule (Subject to Change)

DPP / Community Benefits Program	3Q25	4Q25	1Q26	2Q26	3Q26	4Q26
Project Initiation	●					
Public Outreach		●	●	●	●	
Economic & Financial Analysis	●	●				
Community Benefits Framework		●	●			
Develop Draft CBP			●	●		
Refinement of Draft CBP				●	●	
Planning Comm & City Council Hearings					●	●
Adoption of Final CBP						●

## Discussion Points for Today

- Describe the community benefits program you envision and walk us through the program.
- How far along do you feel the vision is?
- What prompted or motivated this kind of program for Downtown?
- Are there examples from other cities or projects that shaped your thinking?
- What parts of those programs would you change to make them fit Santa Clara?
- Where do you think local market conditions or regulations could affect how the program works?
- What outcomes would you most like this program to deliver for the community?

### Community Benefits (DPP pg.98)

- Arts Commons cultural destinations that include Santa Clara Theater, the Cultural Arts Center and the Market Hall;
- A public parking garage that can support these venues; visual and performing art venues or movie theaters in locations other than the Arts Commons (but Downtown);
- Conservation of historic resources or contributing buildings to historic districts;
- Land dedication for public realm that exceeds the District average;
- Enhanced contributions to public realm improvements above fair-share development impact fee, including infrastructure, paving, planting, furnishings, public art and interpretation elements;
- Enhanced contributions to district transit infrastructure and operations.