



CITY COUNCIL // SEPTEMBER 28, 2021

SANTA CLARA DOWNTOWN PRECISE PLAN

Item 2 RTC 21-1070



PROJECT TEAM:
WRT with Sargent Town
Planning, Kimley-Horn,
EPS, Greensfelder
Commercial Real Estate,
CSW-ST2, and David J.
Powers & Associates

AGENDA

1. FRAMEWORK PLAN
2. BASE + BONUS HEIGHTS
3. DEVELOPMENT CAPACITY AND CAPS
4. NEXT STEPS
5. QUESTIONS

1. FRAMEWORK PLAN

FRAMEWORK PLAN

VISION FOR DOWNTOWN



AUTHENTIC

Timeless and of its Time
Hodge Podge
Something Old Something
New



ADAPTABLE

Flexible for Future
Retail Ready
Parking Strategy



AFFORDABLE

Mix of Uses
Resource Sharing
Affordable Retail
Community Benefits
Public Programming

Streets and public spaces

Restored street grid
Multi-modal streets
Active and pedestrian-scaled Franklin Street
Open spaces for community gathering
Outdoor seating

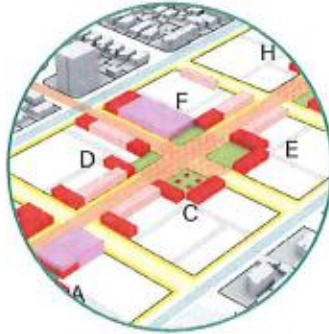
Urban form

Human scale and pedestrian comfort
Building height variation and diversity
Mix of building uses
Stepping down to neighborhood context

WHAT IS THE FRAMEWORK PLAN?



**STREETS
+ PUBLIC
SPACES**



**ESSENTIAL
LAND USE**

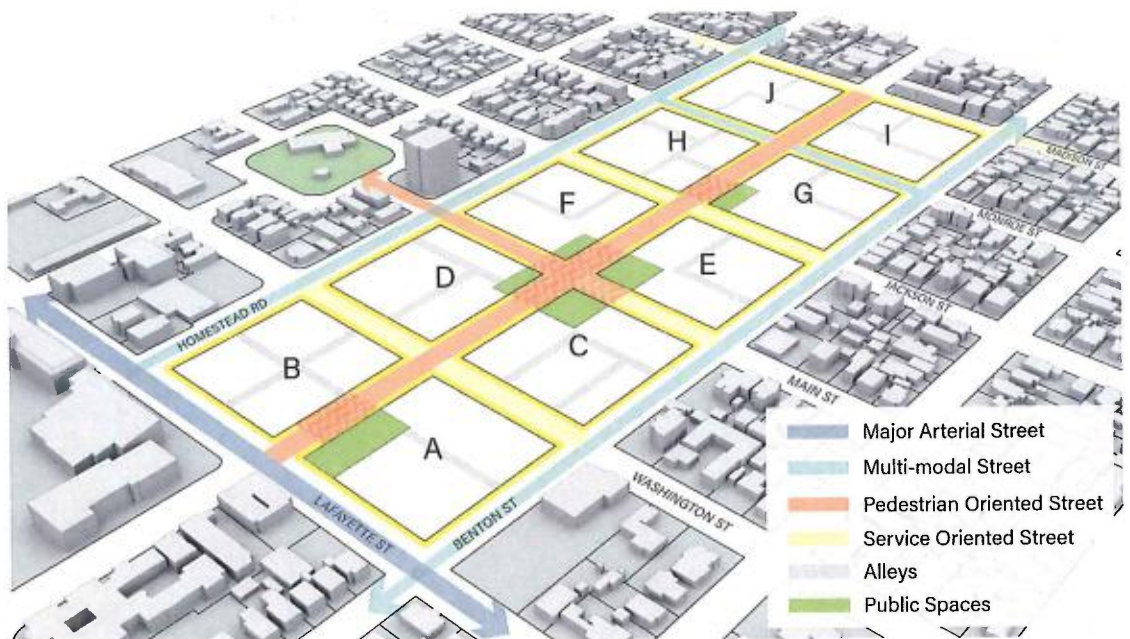


URBAN FORM

STREETS + PUBLIC SPACES

Re-establishing
the street grid
with distinct
experiences for
different street
types

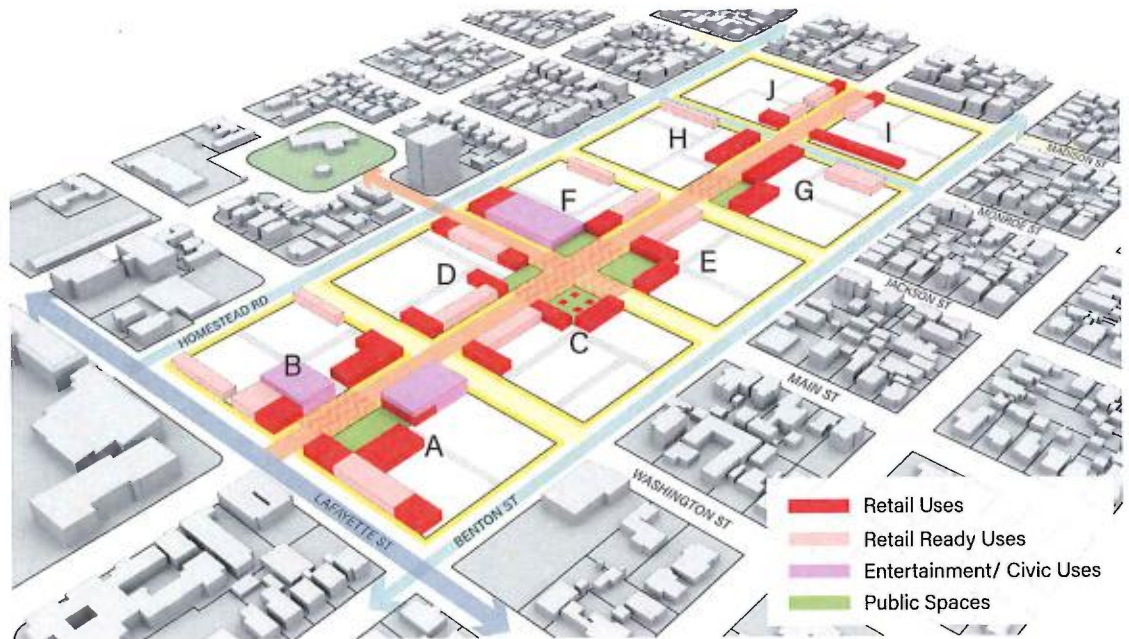
Three key
public spaces
established



ESSENTIAL LAND USE

Ground floor active uses focused on Franklin St. are required

Potential locations for cultural uses are identified



URBAN FORM

Development is form based and land use is flexible



FROM FRAMEWORK TO PRECISE PLAN

PRECISE PLAN

IMPLEMENTATION

Streets + Public Spaces

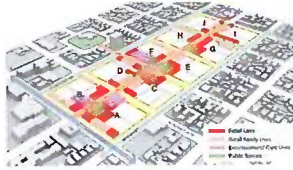


Circulation Diagram
Street Cross-Sections
Public Space Conceptual Plans
Policies and Design Guidelines



Form-based Code Regulating map
Right-of-Way Dedication
Street Design + Construction
Public Space Design + Construction

Essential Land Use



'Essential Land Use Diagram
Land Use Policies



Form-based Code Regulating Map
Land Use Regulations
Building Design + Development

Urban Form



Urban Form Diagram
Guidelines Demonstrating Intent
for Ground-Floor Interface,
Building Height and Massing



Form-based Code Regulating Map
Detailed Development Standards
Building Design + Development

2. BASE + BONUS HEIGHTS

REGULATING BUILDING HEIGHTS



Maximum Building Heights

Maximum **base** building heights are allowed for all development projects that meet other requirements

Bonus height is allowed for buildings that provide additional community benefits

Community Benefits

Uses and amenities that are not financially achievable on their own, e.g. additional contributions to public space; public art; public parking; transit enhancements; mix of active uses

Affordable Housing

State density bonus may grant up to 80% over the number of units allowed in base zoning

WRT

FINANCIAL FEASIBILITY

RESIDENTIAL BENCHMARKS

RESIDENTIAL CONDOMINIUM APARTMENTS

Dwelling Units/Acre	30	40	50	60	70	80
Redevelopment Feasibility	NO	NO	NO	MAYBE	YES	YES

RESIDENTIAL RENTAL APARTMENTS

Dwelling Units/Acre	30	40	50	60	70	80
Redevelopment Feasibility	NO	NO	NO	NO	MAYBE	YES

RESIDENTIAL FOR SALE TOWNHOMES

Dwelling Units/Acre	30	40	50	60	70	80
Redevelopment Feasibility	YES	N/A	N/A	N/A	N/A	N/A



WRT

FINANCIAL FEASIBILITY

OFFICE BENCHMARKS

DOWNTOWN OFFICE

Floor Area Ratio	1.0	2.0	3.0	4.0	5.0	6.0
Redevelopment Feasibility	NO	NO	NO	MAYBE	MAYBE	YES



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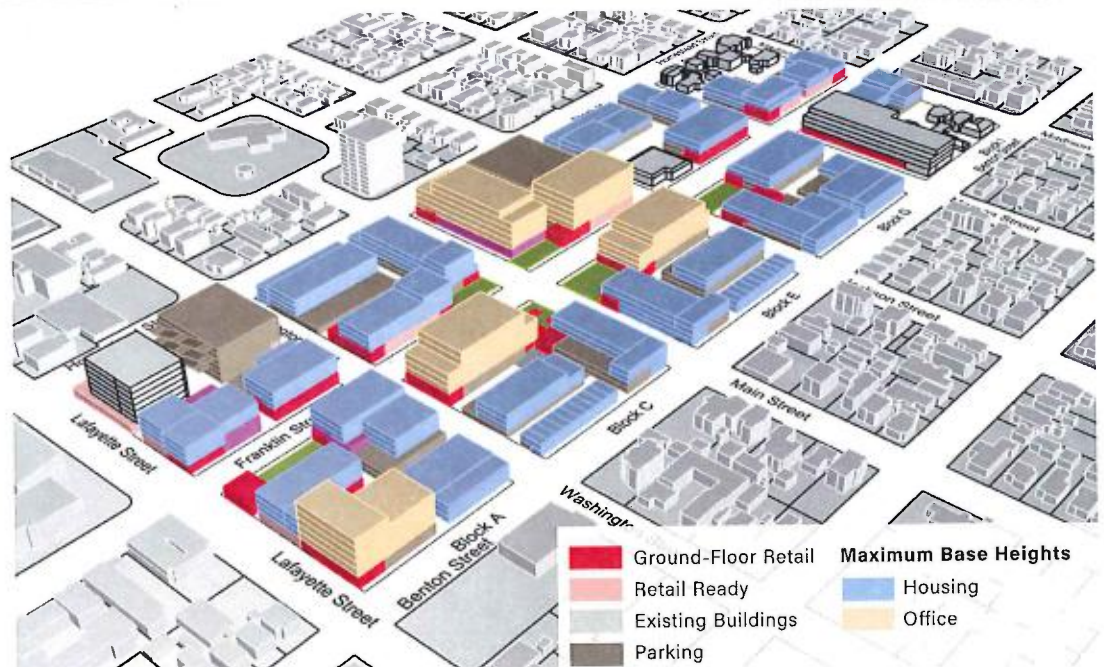
MAXIMUM BASE HEIGHTS

Maximum base heights are established with **financial feasibility** in mind

Heights range from 2 stories or 22 ft along Benton to 7 stories or 98 ft in interior

Typically 5 stories (64 ft) on eastern blocks, 4 stories (53 ft) on western blocks

View from Northeast

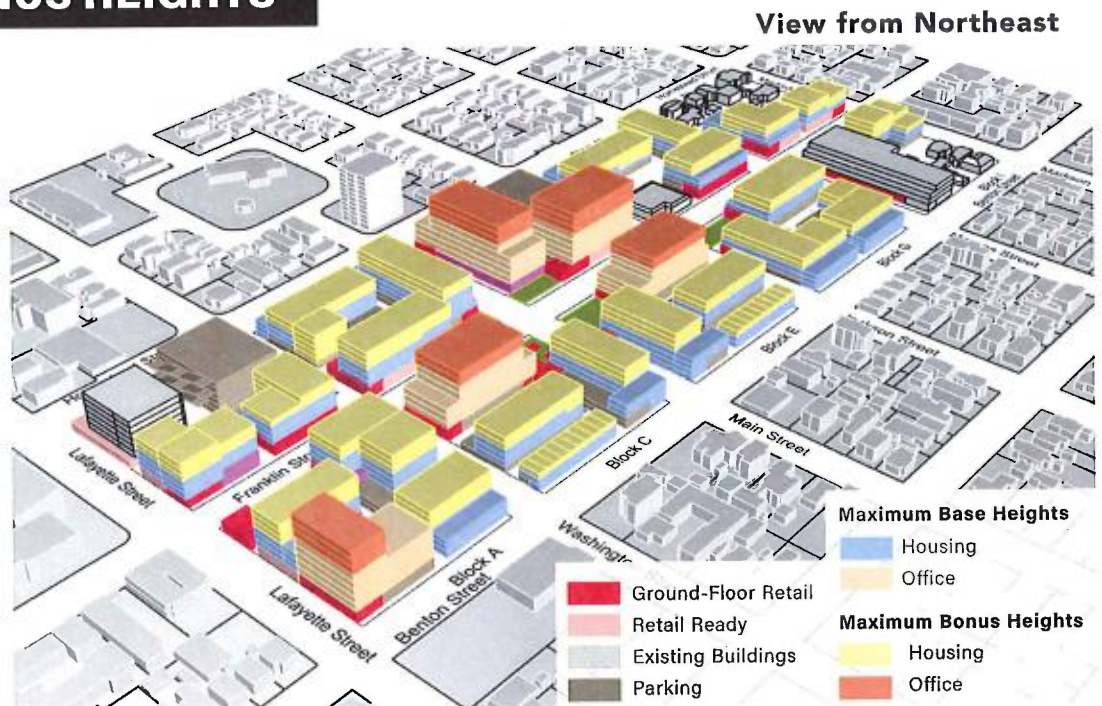


MAXIMUM BONUS HEIGHTS

Maximum overall (base + bonus) building heights are consistent with Framework Plan, with minor exceptions

Heights range from 3 stories (33 ft) to 9 stories (124 ft)

Typically 7-8 stories (86 to 97 ft) on eastern blocks, 5-6 stories (64 to 75 ft) on western blocks



SUMMER SOLSTICE



BASE + BONUS HEIGHTS

EQUINOX



9 AM



12 PM



4 PM

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BASE + BONUS HEIGHTS

WINTER SOLSTICE



9 AM



12 PM



4 PM

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3. DEVELOPMENT CAPACITY AND CAPS

DEVELOPMENT CAPACITY AND CAPS

ASSUMPTIONS

PARKING

Market Rate Housing	1 per unit
Office	2/1,000 sq ft
Retail	Shared and Street Parking
Civic/Cultural	2/1,000 sq ft
Hotel	0.5 per key
Conference	2/1,000 sq ft

MINIMUM HEIGHT

Market Rate Housing	11 ft
Office	13 ft
Retail	19-20 ft
Civic/Cultural	15 ft
Hotel	11 ft
Conference	15 ft
Parking	10-13 ft

UNIT SIZE

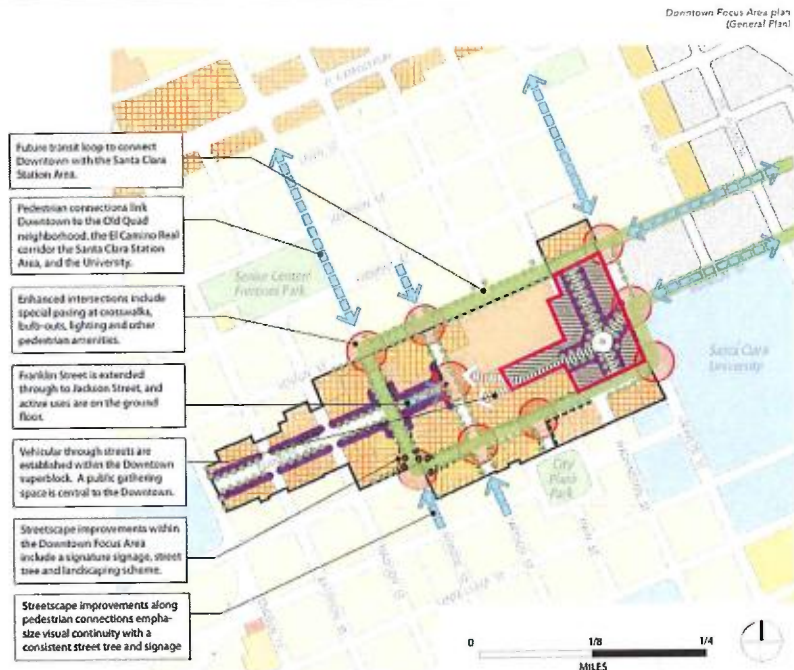
Market Rate Housing	900 sq ft gross
Townhomes	2,000 sq ft gross
Office	7,500 sq ft min floor-plate
Retail	40ft to 60ft depth
Hotel	250 sq ft gross per key

OVERALL DEVELOPMENT CAPACITY

	Total			Housing			Office/Hotel			Retail/ Retail Ready/ Entertainment	Garage/ Parking	Public Space
	Base Development (s.f.)	Bonus Development (s.f.)	Total Development (s.f.)	Base Area (s.f.)	Bonus Area (s.f.)	Total Area (s.f.)	Base Area (s.f.)	Bonus Area (s.f.)	Total Area (s.f.)	Area (s.f.)	Number of Spaces	Area (s.f.)
Modeled Concept	1,567,400	796,100	2,363,500	872,700 (882 units)	623,700 (692 units)	1,496,400 (1,574 units)	497,500	172,600	670,100	197,300	2,900	44,300

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DOWNTOWN CORE



	Total	Housing	Non-Residential (Office, Hotel, Retail)
	Total Development (s.f.)	Total Units	Total Area (s.f.)
Existing General Plan	NA	396	130,000
Modeled Concept	707,000	480 (431,800 s.f.)	250,500

Legend

Land Uses Within the Focus Area

- High Density Residential
- Community Mixed Use
- Downtown Core

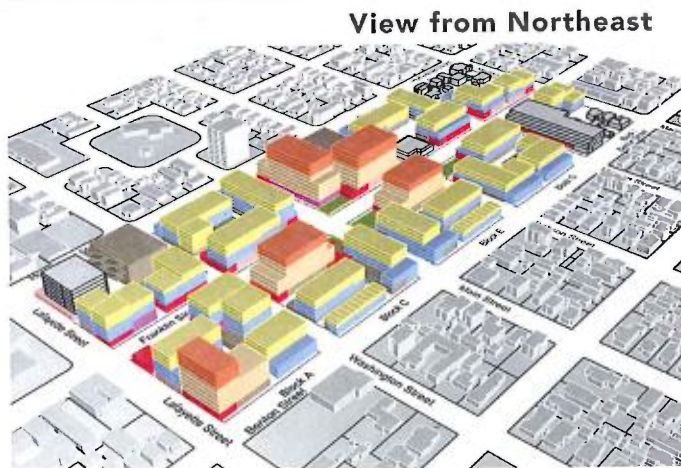
Urban Design Features

- Focus Area Boundary
- Potential Street
- Pedestrian Connection
- Pedestrian Orientation/
Active Street Frontage
- Enhanced Intersection
- Transition Zone
- Signature Streetscape
- Downtown / BART Transit Loop

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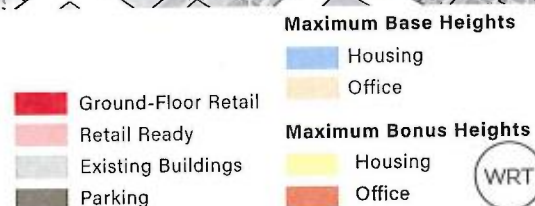
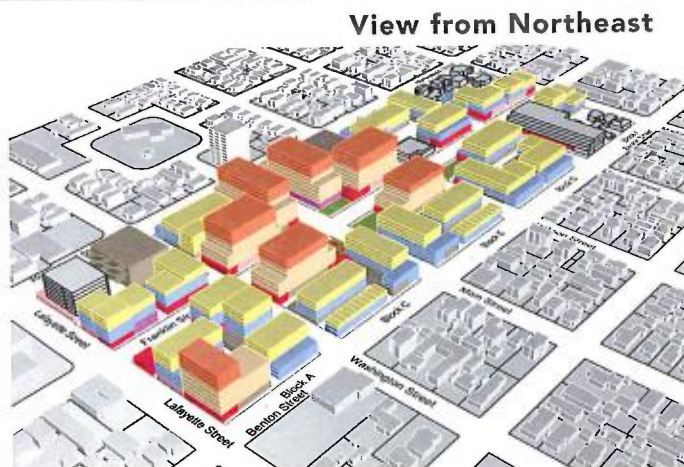
PRECISE PLAN DEVELOPMENT CAPS

	Total	Housing	Office/Hotel	Retail/ Retail Ready/ Entertainment	Public Space
	Total Development (s.f.)	Total Area (s.f.)	Total Area (s.f.)	Area (s.f.)	Area (s.f.)
Maximum Housing Scenario	2,363,500	1,496,400 (1,574 units)	670,100	197,300	44,300



PRECISE PLAN DEVELOPMENT CAPS

	Total	Housing	Office/Hotel	Retail/ Retail Ready/ Entertainment	Public Space
	Total Development (s.f.)	Total Area (s.f.)	Total Area (s.f.)	Area (s.f.)	Area (s.f.)
Maximum Housing Scenario	2,363,500	1,496,400 (1,574 units)	670,100	197,300	44,300
Maximum Office Scenario	2,454,100	1,319,200 (1,377 units)	937,900	197,300	44,300



PRECISE PLAN DEVELOPMENT CAPS

	Total	Housing	Office/Hotel	Retail/ Retail Ready/ Entertainment	Public Space
	Total Development (s.f.)	Total Area (s.f.)	Total Area (s.f.)	Area (s.f.)	Area (s.f.)
Maximum Housing Scenario	2,363,500	1,496,400 (1,574 units)	670,100	197,300	44,300
Maximum Office Scenario	2,454,100	1,319,200 (1,377 units)	937,900	197,300	44,300
Precise Plan Maximums	2,454,100	1,496,400 (1,574 units)	937,900	197,300	44,300

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4. NEXT STEPS

RECOMMENDATIONS

Accept the Preferred Framework Plan for the Downtown Precise Plan.

Alternative:

Do not accept the Preferred Framework Plan for the Downtown Precise Plan and direct staff to make modifications.

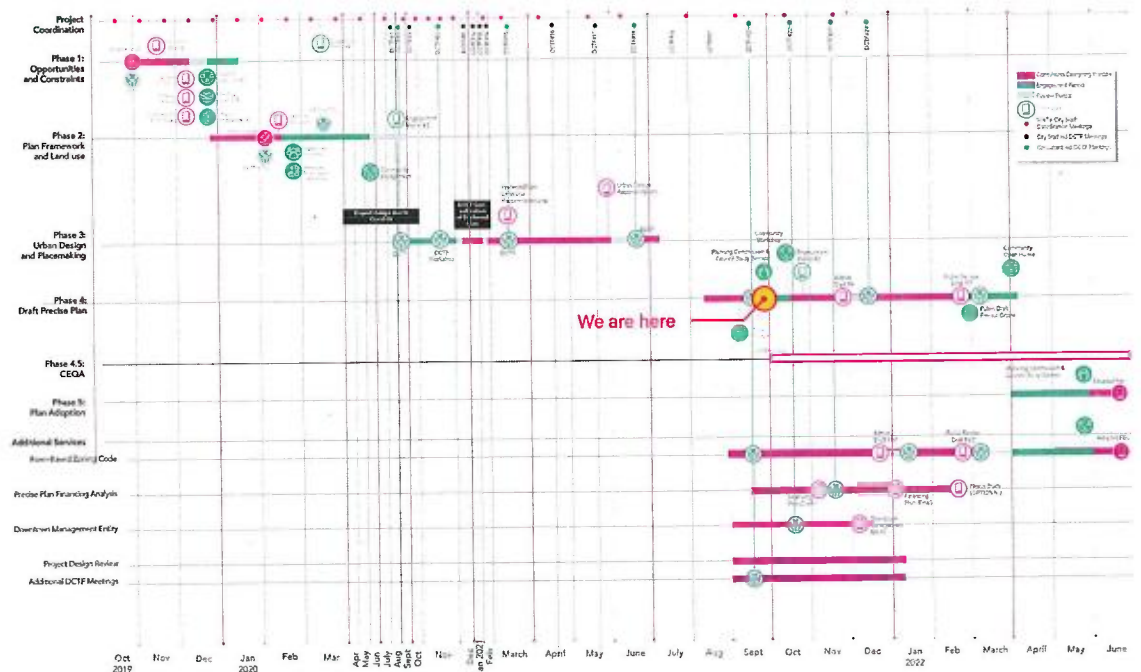
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WORK PLAN

Next Steps

Community Workshop
Precise Plan Document
Initiate:

- » CEQA
- » Form-based Code
- » Financing Analysis
- » Downtown Management Entity



QUESTIONS?

THANK YOU