

---

**From:** Alex Shoor  
**Sent:** Tuesday, May 22, 2018 5:02 PM  
**To:** Elaheh Kerachian; PlanningCommission; Mayor and Council; advocacy; Catalyze SV  
**Subject:** Conditional Support - 575 Benton St.

Dear Mayor Gillmor, City Council, and Planning Staff,

I am writing to conditionally support the proposed project at 575 Benton by Prometheus but with some improvements.

This proposal would create a welcome mixed-use project near the transit center with robust Caltrain, ACE, Capitol Corridor, VTA, and future BART service. Additionally, the ground-floor retail, plaza, park space, wider sidewalks, and bike lanes help foster a vibrant, walkable and bikeable neighborhood. The developer has also engaged with the Old Quad residents and incorporated their preferred design aesthetic.

With that being said, the project is over parked for its transit-rich location. Utilization data from Prometheus's existing projects in the Bay Area show a utilization ratio of only 1.3 spaces per unit. Data from Transform's GreenTrip and other sources suggest this can be even lower with a Transportation Demand Management plan, ridesharing/carsharing and offering permanent transit passes to residents. A parking ratio of 1 space per unit is reasonable and achievable especially since the project will likely house students from the adjacent Santa Clara University.

The affordable housing is welcome - Prometheus is providing 10% deed restricted affordable units (30% at 80% AMI and 70% at 120% AMI) per the city's agreement with the previous developer. Given our housing crisis however, this should be higher. I agree with Greenbelt's goals to provide at least 10% of the units to be deed restricted at below market rate for low or very low income households, or at least 15% of the units to deed restricted at below market rate for moderate and low/very low income households. If additional units are necessary to make the project financially viable, I support the project providing more homes with higher density. We are in a housing crisis and need homes built.

Lastly, I agree with the staff report that the retail component increase to 27,000 sf per the project EIR. Active ground floors are important for vibrancy and walkability of neighborhoods and lessening our reliance on vehicular traffic.

Give its location at the multi-modal transit center, and as an anchor for the El Camino Corridor plan area, we should strive for the most vibrant, equitable and sustainable mixed-use project possible.

Thank you for considering my perspective.

Sincerely,

Alex Shoor, Catalyze SV Board Member

---

**From:** Anthony Perry  
**Sent:** Tuesday, May 22, 2018 11:19 AM  
**To:** Elaheh Kerachian; PlanningCommission; Mayor and Council; advocacy;  
[REDACTED]  
**Subject:** [REDACTED] - 575 Benton St.

Dear Mayor Gillmor, City Council, and Planning Staff,

I am writing to conditionally support the proposed project at 575 Benton by Prometheus development but with some improvements. As a former student and current active member of the SCU community, we could do so much more!

This proposal would create a welcome mixed use project near the transit center with robust service from Caltrain, ACE, Capitol Corridor, VTA, and future BART, supporting a shift to increased use of sustainable transportation. Additionally, the ground-floor retail, plaza and park space, wider sidewalks and bike lanes help foster a vibrant, walkable and bikeable neighborhood. The developer has also engaged with the Old Quad residents and incorporated their preferred design aesthetic.

With that being said, the project is over parked for its transit rich location. Utilization data from Prometheus's existing projects in the Bay Area show a utilization ratio of only 1.3 spaces per unit. Data from Transform's GreenTrip and other sources suggest this can be even lower with a Transportation Demand Management plan, ridesharing/carsharing and offering permanent transit passes to residents. A parking ratio of 1 space per unit is reasonable and achievable especially since the project will likely house students from the adjacent Santa Clara University.

The affordable housing is welcome - Prometheus is providing 10% deed restricted affordable units (30% at 80% AMI and 70% at 120% AMI) per the city's agreement with the previous developer. Given our housing crisis however, I feel this should be higher. I agree with Greenbelt's goals to provide at least 10% of the units to be deed restricted at below market rate for low or very low income households, or at least 15% of the units to deed restricted at below market rate for moderate and low/very low income households. If additional units are necessary to make the project financially viable, I support the project providing more homes with higher density. We are in a housing crisis and need homes built.

Lastly, I agree with the staff report that the retail component increase to 27,000 sf per the project EIR. Active ground floors are important for vibrancy and walkability of neighborhoods and lessening our reliance on vehicular traffic.

Give its location at the multi-modal transit center, and as an anchor for the El Camino Corridor plan area, we should strive for the most vibrant, equitable and sustainable mixed-use project possible.

Thank you for considering my perspective.

Sincerely,

Anthony Perry

---

**Subject:** FW: Public Comment: Agenda item 18-252: Public Hearing: Action on a Mixed Use Project located at 575 Benton Street

**From:** Donna West

**Sent:** Monday, May 21, 2018 11:02 AM

**To:** Planning

**Cc:** PlanningCommission

**Subject:** Public Comment: Agenda item 18-252: Public Hearing: Action on a Mixed Use Project located at 575 Benton Street

To: Planning Division of City of Santa Clara, and Planning Commission Committee

I am writing on behalf of the Public Hearing scheduled this week, Wednesday evening at 7 PM.

My interest is:

**Agenda item 18-252:**

Public Hearing: Action on a Mixed Use Project located at 575 Benton Street

My ask is for each Commissioner and Planning Staff member to not approve and wait and hold this development activity for at least two weeks - two or more months is ideal. My reason is because it is directly influenced with our Historic Downtown Franklin and Main St. - and the citizens of our city have already publicly asked for a Precise Plan, Task Force, Urban Planner to be selected at the May 8, 2018 City Council meeting. (I am happy to forward the comments as per the city videos).

I am AGAINST more high density building. My location on Benton St close to Lawrence Expressway - I am currently experiencing horrific daily traffic delay, congested traffic, grocers and hardware shops are congested with the added population the past two years. Pot holes on El Camino Real. I am happy to add more - this is what these High Density residences bring withOUT a Precise Plan. It is like creating a house without a living room.

Solution:

The Santa Clara City public - citizens - has asked for a Task Force and Precise Plan to be issued for Downtown Santa Clara - Franklin and Main - and this includes surrounding areas of Benton St and Homestead Rd.

Please find it in your hearts to wait and listen to the residents and micro- businesses of Santa Clara who want to create a local community in Santa Clara that was destroyed 50 years ago.

It is time to give back to us our community. - Downtown Santa Clara is this area designated with a Precise Plan.

I have revenue data is you want to see - that other local Downtowns bring to their cities that we are missing.

I am planning to attend on Wednesday evening.

Please do NOT approve this agenda item on Benton St.

Donna West

Santa Clara City - 25 year resident, 15 year business woman (and yes my 2 business permits are up to date and active.

Fred C. Zillmer

F A A Designated Examiner  
Private & Commercial  
Flight Instructor

retired

RECEIVED

MAY 15 2018

BUILDING INSPECTION DIVISION  
CITY OF SANTA CLARA

Santa Clara Planning Commission

May 15, 2018

I am the owner of the property at [REDACTED]  
the Alameda and would like you to not have so  
many units on the 575 Benton St project.

Do not allow 355 Apt. units in this area  
because there would be too many people and  
too much traffic. have no more than 150 units.  
because more would be bad for the neighborhood.

thank you

Fred C. Zillmer, owner  
[REDACTED]

RECEIVED

MAY 15 2018

PLANNING DIVISION

---

**From:** Jeremy Barousse  
**Sent:** Tuesday, May 22, 2018 9:50 AM  
**To:** Elaheh Kerachian; PlanningCommission; Mayor and Council; [REDACTED]  
**Subject:** Conditional Support - 575 Benton St.

Dear Mayor Gillmor, City Council, and Planning Staff,

I am writing to conditionally support the proposed project at 575 Benton by Prometheus development but with some improvements.

This proposal would create a welcome mixed use project near the transit center with robust service from Caltrain, ACE, Capitol Corridor, VTA, and future BART, supporting a shift to increased use of sustainable transportation. Additionally, the ground-floor retail, plaza and park space, wider sidewalks and bike lanes help foster a vibrant, walkable and bikeable neighborhood. The developer has also engaged with the Old Quad residents and incorporated their preferred design aesthetic.

With that being said, the project is over parked for its transit rich location. Utilization data from Prometheus's existing projects in the Bay Area show a utilization ratio of only 1.3 spaces per unit. Data from Transform's GreenTrip and other sources suggest this can be even lower with a Transportation Demand Management plan, ridesharing/carsharing and offering permanent transit passes to residents. A parking ratio of 1 space per unit is reasonable and achievable especially since the project will likely house students from the adjacent Santa Clara University.

The affordable housing is welcome - Prometheus is providing 10% deed restricted affordable units (30% at 80% AMI and 70% at 120% AMI) per the city's agreement with the previous developer. Given our housing crisis however, I feel this should be higher. I agree with Greenbelt's goals to provide at least 10% of the units to be deed restricted at below market rate for low or very low income households, or at least 15% of the units to be deed restricted at below market rate for moderate and low/very low income households. If additional units are necessary to make the project financially viable, I support the project providing more homes with higher density. We are in a housing crisis and need homes built.

Lastly, I agree with the staff report that the retail component increase to 27,000 sf per the project EIR. Active ground floors are important for vibrancy and walkability of neighborhoods and lessening our reliance on vehicular traffic.

Give its location at the multi-modal transit center, and as an anchor for the El Camino Corridor plan area, we should strive for the most vibrant, equitable and sustainable mixed-use project possible.

Thank you for considering my perspective.

Sincerely,

Jeremy Barousse

---

**Subject:**

FW: Viso Prometheus and Downtown!

**From:** Jim Crouch

**Sent:** Tuesday, May 22, 2018 8:47 AM

**To:** PlanningCommission

**Cc:** 2-Jim

**Subject:** Viso Prometheus and Downtown!

**Santa Clara Planning Commission:**

I recently found out that there is hearing on the Prometheus Viso Property possible development this coming Wednesday. There are several items which I and other Santa Claran's feel very important. First what has Prometheus Development done for our city or community after getting millions and millions of dollars in approvals and development completions.

Second, why should the City of Santa Clara accept anything less than it original 75' feet on one of its most historic streets (Franklin) unless a 'precise plan' determines goals can be achieved otherwise.

Third why is this meeting not being notified to ALL SANTA CLARAN CITIZENS? The downtown and may I remind you the HISTORIC downtown area must be studied and evaluated for any kind of development when ongoing actions could impact the downtown as this area impacts all citizens of Santa Clara on a historical nature.

Fourth there has this month a group of residents as well as Citizens of Santa Clara who have asked for a Task Force as well a Precise Plan which is needed to go forward. Why is not this taken into account?

Finally I respectfully ask you to for an extension of time to fully allow you as well ALL parties on this very important area and the impact it will have. Enough has been damaged on the El Camino Corridor by the amount of development let alone the historical 'heart' of Santa Clara. Thank you very much!

**Best Regards,  
Jim Crouch**

---

**From:** Karen Schlessner  
**Sent:** Tuesday, May 22, 2018 4:14 PM  
**To:** Elaheh Kerachian; PlanningCommission; Mayor and Council; [REDACTED]  
**Subject:** Conditional Support - 575 Benton St.

Dear Mayor Gillmor, City Council, and Planning Staff,

I am writing to conditionally support the proposed project at 575 Benton by Prometheus development but with some improvements.

This proposal would create a welcome mixed use project near the transit center with robust service from Caltrain, ACE, Capitol Corridor, VTA, and future BART, supporting a shift to increased use of sustainable transportation. Additionally, the ground-floor retail, plaza and park space, wider sidewalks and bike lanes help foster a vibrant, walkable and bikeable neighborhood. The developer has also engaged with the Old Quad residents and incorporated their preferred design aesthetic.

With that being said, the project is over parked for its transit rich location. Utilization data from Prometheus's existing projects in the Bay Area show a utilization ratio of only 1.3 spaces per unit. Data from Transform's GreenTrip and other sources suggest this can be even lower with a Transportation Demand Management plan, ridesharing/carsharing and offering permanent transit passes to residents. A parking ratio of 1 space per unit is reasonable and achievable especially since the project will likely house students from the adjacent Santa Clara University.

The affordable housing is welcome - Prometheus is providing 10% deed restricted affordable units (30% at 80% AMI and 70% at 120% AMI) per the city's agreement with the previous developer. Given our housing crisis however, I feel this should be higher. I agree with Greenbelt's goals to provide at least 10% of the units to be deed restricted at below market rate for low or very low income households, or at least 15% of the units to be deed restricted at below market rate for moderate and low/very low income households. If additional units are necessary to make the project financially viable, I support the project providing more homes with higher density. We are in a housing crisis and need homes built. Higher density is eminently appropriate at this location.

Given its location at the multi-modal transit center, and as an anchor for the El Camino Corridor plan area, we should strive for the most vibrant, equitable and sustainable mixed-use project possible.

Thank you,  
Karen Schlessner



---

**From:** Kirk Vartan  
**Sent:** Tuesday, May 22, 2018 9:54 AM  
**To:** Elaheh Kerachian; PlanningCommission; Mayor and Council; [REDACTED]  
**Subject:** Conditional Support - 575 Benton St.

Dear Mayor Gillmor, City Council, and Planning Staff,

I am writing to conditionally support the proposed project at 575 Benton by Prometheus development but with some improvements.

This proposal would create a welcome mixed use project near the transit center with robust service from Caltrain, ACE, Capitol Corridor, VTA, and future BART, supporting a shift to increased use of sustainable transportation. Additionally, the ground-floor retail, plaza and park space, wider sidewalks and bike lanes help foster a vibrant, walkable and bikeable neighborhood. The developer has also engaged with the Old Quad residents and incorporated their preferred design aesthetic.

With that being said, the project is over parked for its transit rich location. Utilization data from Prometheus's existing projects in the Bay Area show a utilization ratio of only 1.3 spaces per unit. Data from Transform's GreenTrip and other sources suggest this can be even lower with a Transportation Demand Management plan, ridesharing/carsharing and offering permanent transit passes to residents. A parking ratio of 1 space per unit is reasonable and achievable especially since the project will likely house students from the adjacent Santa Clara University.

The affordable housing is welcome - Prometheus is providing 10% deed restricted affordable units (30% at 80% AMI and 70% at 120% AMI) per the city's agreement with the previous developer. Given our housing crisis however, I feel this should be higher. I agree with Greenbelt's goals to provide at least 10% of the units to be deed restricted at below market rate for low or very low income households, or at least 15% of the units to deed restricted at below market rate for moderate and low/very low income households. If additional units are necessary to make the project financially viable, I support the project providing more homes with higher density. We are in a housing crisis and need homes built.

Lastly, I agree with the staff report that the retail component increase to 27,000 sf per the project EIR. Active ground floors are important for vibrancy and walkability of neighborhoods and lessening our reliance on vehicular traffic.

Give its location at the multi-modal transit center, and as an anchor for the El Camino Corridor plan area, we should strive for the most vibrant, equitable and sustainable mixed-use project possible.

Thank you for considering my perspective.

Sincerely,

Kirk Vartan  
Catalyze SV Board Member

---

**From:** Mark Apton  
**Sent:** Friday, May 18, 2018 6:27 PM  
**To:** PlanningCommission; Mayor and Council  
**Subject:** 575-675 Benton Street; Too many units and too high;

Dear Mayor, Council and Planning Commission;

The developer wants to, "amend the number of luxury rental apartment units to 355 (from 318). This is a ~12% increase in units. 355 units is very high density for 5.8 acres. We have enough very high density in this city built already and being built. By my rough estimation, this turns an approximately \$40M piece of property into a \$355M windfall profit for the developer and results in a major drain on the existing infrastructure of our city. We need appropriate impact fees on this and any other of these size developments. These impact fees should have been put in place many years ago. We did not see this building boom coming. Now we are way behind and need extra impact fees to catch up. The location is fine for maybe half that many units. They ask for 355 units because they can break even with half that many units. They expect to be denied a permit by any responsible planning commission and council. The council and planning commission are our only protection from unreasonable, irresponsible and unsustainable building practices. This developer also wants to raise the height of the planned development, all this after the community out-reach. Classic bait and switch. With this kind of density comes many new issues. We need impact fees for transportation, subsidized housing, water, police, fire, schools, parks, libraries and I am sure I missed some very important others. I did not read the whole project plan in detail but without even looking at the details, I am sure they will short us on parking spaces and charging station hookups. I know our civic leaders have our best interests at heart. The developers, not so much. The more we give, the more they will take. We have a General Plan and zoning for a reason, not so every development can be an "exception".

Thank you,

Long time resident;

Mark Apton  


---

**From:** Paul Bickmore  
**Sent:** Tuesday, May 22, 2018 7:02 PM  
**To:** Elaheh Kerachian; PlanningCommission; Mayor and Council [REDACTED]  
**Subject:** [REDACTED] Conditional Support - 575 Benton St.

Dear Mayor Gillmor, City Council, and Planning Staff,

Support the proposed project at 575 Benton by Prometheus development  
,  
but with some improvements.

This proposal would create a welcome mixed use project near the transit center with robust service from Caltrain, Altamont Corridor Express, Capitol Corridor, Valley Transit Authority, and future

Bay Area Rapid Transit, supporting a shift to increased use of sustainable transportation. Additionally, the ground-floor retail, plaza and park space, wider sidewalks and bike lanes help foster a vibrant, walkable and bikeable neighborhood. The developer has also engaged with the Old Quad residents and incorporated their preferred design aesthetic.

With that being said, the project has too much parking for its transit rich location. Utilization data from Prometheus's existing projects in the Bay Area show a utilization ratio of only 1.3 spaces per unit. Data from Transform's GreenTrip and other sources suggest this can be even lower with a Transportation Demand Management plan, ridesharing/carsharing and offering permanent transit passes to residents. A parking ratio of one space per unit is reasonable and achievable especially since the project will likely house students from the adjacent Santa Clara University.

The affordable housing is welcome - Prometheus is providing one tenth deed restricted affordable units (three tenths at four fifths area median income and three tenths at one and a fifth area median income) per the city's agreement with the previous developer.

Given our housing crisis however, I

think

this should be higher. I agree with Greenbelt's goals to provide at least

one tenth

of the units to be deed restricted at below market rate for low or very low income households, or at least

fifteen percent

of the units to deed restricted at below market rate for moderate and low/very low income households. If

additional units are necessary to make the project financially viable, I support the project providing more homes

with higher density

and increased building height

.

Reducing the parking requirements will help with this, too.

We are in a housing crisis and need homes built.

Give

n

its location at the multi-modal transit center, and as an anchor for the El Camino Corridor plan area, we should

strive for the

densest

,

most

equitable

,

and

most

sustainable mixed

use project possible

!

Thank you

,

Paul Bickmore

---

**Subject:**

FW: Conditional Support - 575 Benton St.

**From:** Sean McFeely**Sent:** Tuesday, May 22, 2018 8:11 AM**To:** Elaheh Kerachian; PlanningCommission; Mayor and Council [REDACTED] Catalyze SV**Subject:** Conditional Support - 575 Benton St.

Dear Mayor Gillmor, City Council, and Planning Staff,

I am writing to conditionally support the proposed project at 575 Benton by Prometheus development but with some improvements.

This proposal would create a welcome mixed use project near the transit center with robust service from Caltrain, ACE, Capitol Corridor, VTA, and future BART, supporting a shift to increased use of sustainable transportation. Additionally, the ground-floor retail, plaza and park space, wider sidewalks and bike lanes help foster a vibrant, walkable and bikeable neighborhood. The developer has also engaged with the Old Quad residents and incorporated their preferred design aesthetic.

With that being said, the project is over parked for its transit rich location. Utilization data from Prometheus's existing projects in the Bay Area show a utilization ratio of only 1.3 spaces per unit. Data from Transform's GreenTrip and other sources suggest this can be even lower with a Transportation Demand Management plan, ridesharing/carsharing and offering permanent transit passes to residents. A parking ratio of 1 space per unit is reasonable and achievable especially since the project will likely house students from the adjacent Santa Clara University.

The affordable housing is welcome - Prometheus is providing 10% deed restricted affordable units (30% at 80% AMI and 70% at 120% AMI) per the city's agreement with the previous developer. Given our housing crisis however, I feel this should be higher. I agree with Greenbelt's goals to provide at least 10% of the units to be deed restricted at below market rate for low or very low income households, or at least 15% of the units to deed restricted at below market rate for moderate and low/very low income households. If additional units are necessary to make the project financially viable, I support the project providing more homes with higher density. We are in a housing crisis and need homes built.

Lastly, I agree with the staff report that the retail component increase to 27,000 sf per the project EIR. Active ground floors are important for vibrancy and walkability of neighborhoods and lessening our reliance on vehicular traffic.

Give its location at the multi-modal transit center, and as an anchor for the El Camino Corridor plan area, we should strive for the most vibrant, equitable and sustainable mixed-use project possible.

Thank you for considering my perspective.

Sincerely,

Sean McFeely  
CatalyzeSV PAC Co-chair

---

**From:** Vikas Gupta  
**Sent:** Tuesday, May 22, 2018 10:47 PM  
**To:** Elaheh Kerachian; PlanningCommission; Mayor and Council; advocacy@catalyzesv.org; Catalyze SV  
**Subject:** Conditional Support - 575 Benton St.

Dear Mayor Gillmor, City Council, and Planning Staff,

I am writing to conditionally support the proposed project at 575 Benton by Prometheus development but with some improvements.

This proposal would create a welcome mixed use project near the transit center with service from Caltrain, ACE, Capitol Corridor, VTA, and future BART, supporting a shift to increased use of sustainable transportation. Additionally, the ground-floor retail, plaza and park space, wider sidewalks and bike lanes help foster a vibrant, walkable and bikeable neighborhood. The developer has also engaged with the Old Quad residents and incorporated their preferred design aesthetic.

With that being said, the project is has more parking spaces than necessary for a transit rich location. Utilization data from Prometheus's existing projects in the Bay Area show a utilization ratio of only 1.3 spaces per unit. Data from Transform's GreenTrip and other sources suggest this can be even lower with a Transportation Demand Management plan, ride sharing/car sharing and offering permanent transit passes to residents. A parking ratio of 1 space per unit is reasonable and achievable especially since the project will likely house students from the adjacent Santa Clara University.

The affordable housing is welcome - Prometheus is providing 10% deed restricted affordable units (30% at 80% AMI and 70% at 120% AMI) per the city's agreement with the previous developer. Given our housing crisis however, I feel this should be higher. I agree with Greenbelt's goals to provide at least 10% of the units to be deed restricted at below market rate for low or very low income households, or at least 15% of the units to deed restricted at below market rate for moderate and low/very low income households. If additional units are necessary to make the project financially viable, I support the project providing more homes with higher density. We are in a housing crisis and need homes built.

Lastly, I agree with the staff report that the retail component increase to 27,000 sf per the project EIR. Active ground floors are important for vibrancy and walkability of neighborhoods and lessening our reliance on vehicular traffic.

Given its location at the multi-modal transit center, and as an anchor for the El Camino Corridor plan area, we should strive for the most vibrant, equitable and sustainable mixed-use project possible.

Thank you for considering my perspective.

Sincerely,

Vikas Gupta  
Santa Clara, CA

---

**Subject:**

FW: Public Comment: City Council Precise Plan Downtown Santa Clara & Planning Commission Agenda 575 Benton St.

**From:** Donna West

**Sent:** Friday, June 01, 2018 11:14 AM

**To:** Mayor and Council; PlanningCommission; Planning

**Cc:** Donna West

**Subject:** Public Comment: City Council Precise Plan Downtown Santa Clara & Planning Commission Agenda 575 Benton St.

**Public Comment: City Council Precise Plan for Downtown Santa Clara should include Planning Commission Agenda item 18-252 – 575 Benton St.**

**Dear Mayor Gillmor, All City Council Members, City Manager Santana, City Staff, Planning Commission, Planning Commission Committee:**

I am writing this as a citizen today, not for another organization. I am a 25 year resident and 15 year woman business owner of our beloved city. Yes, I research data and facts for Reclaiming our Downtown – these facts I keep in my backup files and I am able to cite sources when asked.

**Today, I write this as a citizen and resident separate from any organization.**

My ask today is on behalf of both the Downtown Santa Clara Precise Plan and the 575 Benton St Project. Please create a Downtown Precise Plan that includes the 20 blocks around Franklin and Main Street core grid, this extends to 575 Benton St. property. Please do not approve 575 Benton St. parcel project as it stands separately.

**The Downtown Santa Clara Precise plan needs to include the 20 blocks around the main 8 block grid. We cannot create a vibrant downtown community without creating a Precise Plan for this entire area.**

**My research shows this is a failed effort starting in 1963 and continues to fail every time the City of Santa Clara tries to revitalize Downtown Santa Clara.**

**The Precise Plan will also include “The Return of the Exact Grid” – including Franklin and Main Street in full.**

Campbell, which is exactly half the size of the destroyed **Santa Clara Downtown IF Franklin Street is returned as it was** – brought in over \$80M. This would mean that our Downtown would comfortably exceed \$120M in retail revenues.

Based on this data, a VERY liberal target for Santa Clara’s Downtown – located just yards from 9,000 students – let’s say is: \$120M a year. If you multiply this amount by the 52

years our Downtown has been destroyed, you would have **\$6.24 Billion dollars that this city has not seen due to the destruction of this Downtown.**

I am AGAINST more high density building. My location on Benton St is close to Lawrence Expressway and Halford Ave (El Camino) - and **what the Developers do not tell you** in these city workshops and meetings is what I am currently experiencing.

I drive through the daily street closures of Halford Ave Santa Clara because of heavy machinery, horrific daily traffic delay, and congested traffic as they build the project. This traffic continues with additional population after the project is built.

I reference example of the Kiely housing project (Old Kaiser Hospital location) across from Central Park for this increase of population and congestion example that I also face going to the small Kiely Post Office weekly.

Second reason, our very few grocers and hardware shops in Santa Clara are already congested with the added population the past two years, without new grocers on El Camino Real between Lawrence and San Tomas Expressways.

The 2 new housing projects (Moonlite Bowl and El Camino) that was approved by you, City Council members, in May 2018 adds to this congestion now as they begin these projects.

**Are we adding grocery stores here?**

The Pot holes on El Camino Real are getting worse. I am happy to add more chaos I face daily - this is what these High Density residences bring withOUT a Precise Plan for our entire City of Santa Clara. It is like creating a house without a living room.

The Santa Clara City public - citizens - has asked for a Task Force and Precise Plan to be issued for Downtown Santa Clara - Franklin and Main – please include the entire 20 blocks around Franklin and Main Streets so we have our vibrant local community downtown and shops to go to.

Please find it in your hearts to wait and listen to the citizens -residents and micro-businesses of Santa Clara who want to create and preserve a local community in Santa Clara that was destroyed 50 years ago.

It is time to give back to us, our community, a Downtown Santa Clara and the 20 blocks around it, a place we may go to daily for shops, dining, and recreation.

Please do NOT approve this agenda item on 575 Benton St. and please include this project with our Downtown Precise Plan and with a Task Force committee that we may co-create this together.

I am available for walks throughout our city to show you.



Sincerely and smiles, Donna West

[REDACTED]

[REDACTED]

RECEIVED

JUN 06 2018

June 6, 2018

U-file  
C-CHO  
C-Community  
Development

To Mayor Gillmor and Councilmembers of Santa Clara:

MAYOR & COUNCIL OFFICES  
CITY OF SANTA CLARA

Previous obligations prevent us from attending next Tuesday's meeting in person, so we are writing to express our support for the proposed agreement between the city and Prometheus Real Estate Group regarding Franklin and Washington Streets. As long-time residents and community advocates in Santa Clara and the Old Quad, we recognize that this exceptional opportunity is only possible in the present circumstances and stands to be a critical catalyst for development of our long-absent downtown.

It is our understanding that the terms of the deal repurpose a large fraction of the original Franklin Street footprint, currently part of the parking lot for Park Central apartments, to once again being the main artery of downtown Santa Clara. The cost to the city is reasonable and, while the new street is not the exact original footprint, it is a reasonable compromise considering the location of one of the development's buildings. Additionally, Prometheus is bringing much-needed housing to the greater area at 575 Benton. It is also notable how cooperative they have been with the community regarding the design of this development.

Right-of-way for these streets is the important first step of many to rebuilding our downtown. It is not new to observe that the leveling of downtown in Santa Clara was one of the worst decisions in the history of Silicon Valley. For over 50 years, we have talked about the 'return of the downtown' but have made little physical progress, in part because the absence of our two most central blocks has long been an obstacle toward serious planning and action. We encourage more collaboration between the community, the city and developers to find solutions such as the Franklin and Washington Street proposal. It is only with this type of creative approach to our unique situation that we can bring a real Downtown Santa Clara to fruition.

Sincerely,

LOU FARIA ROBERT BLAKE

