

Reclaiming Our Downtown Our Member's "Five Visions"



1. Return the Exact Street Footprint
2. Blend Key Architectural Features of Our Original Downtown with Nationally Recognized Urban Design
 - *The Creation of a "Place" Not a "Project"*
3. Protect the Current Hardworking Retailers as well as the Current Residents
 - – Construction in Phases
4. People living and working in Santa Clara's Downtown
 - Add Residences on Top of Retail
5. Return a Trolley that delivers people to and from Downtown to Caltrans Station

Santa Clara's Franklin Street "Before"

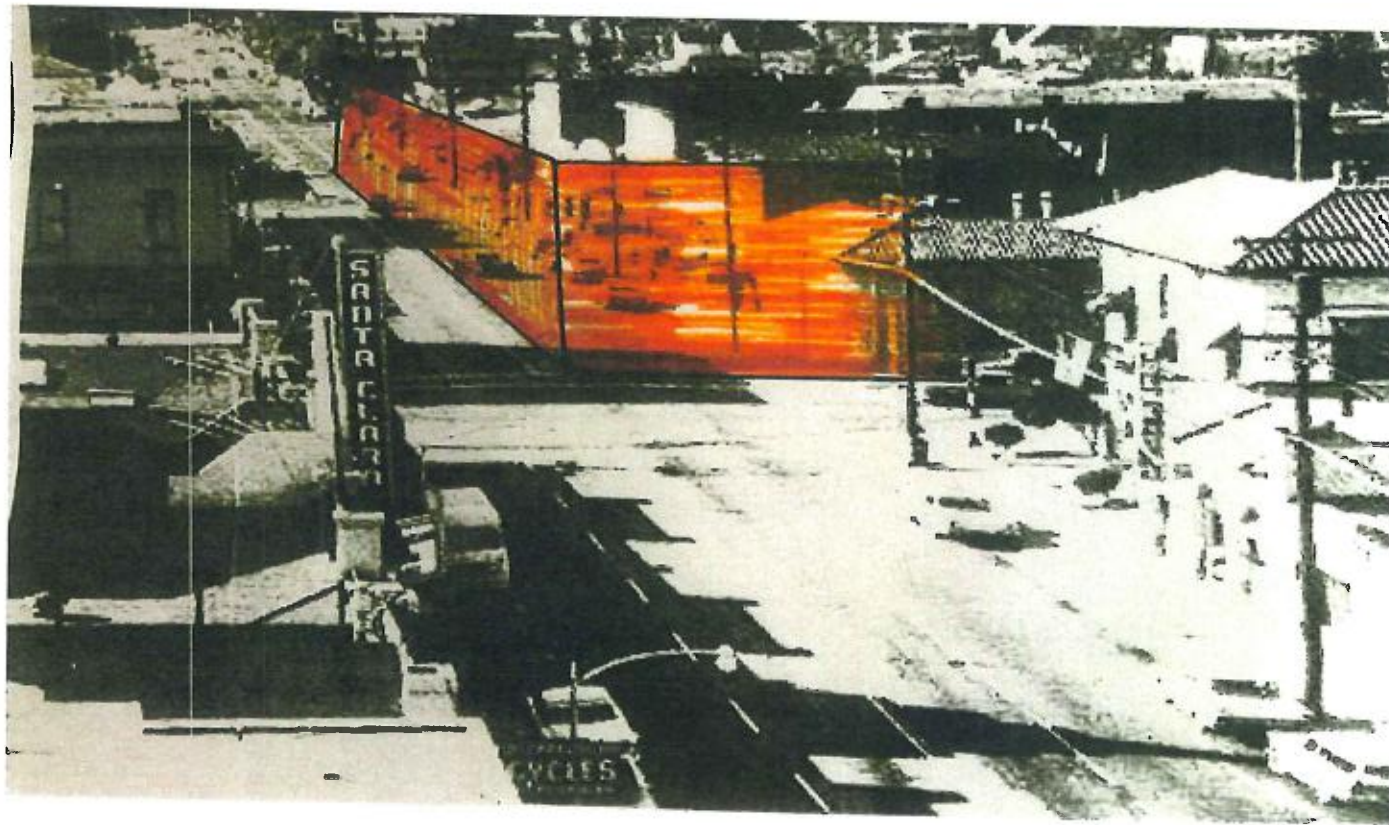
FRANKLIN STREET CIRCA 1955
75 FEET IN WIDTH



Prometheus Plan

A 35' "Franklin Lane"

Urban Planners Opinion:
Not "Retail Friendly" and "Could Be Permanent"



Turning Downtown into a Barbell

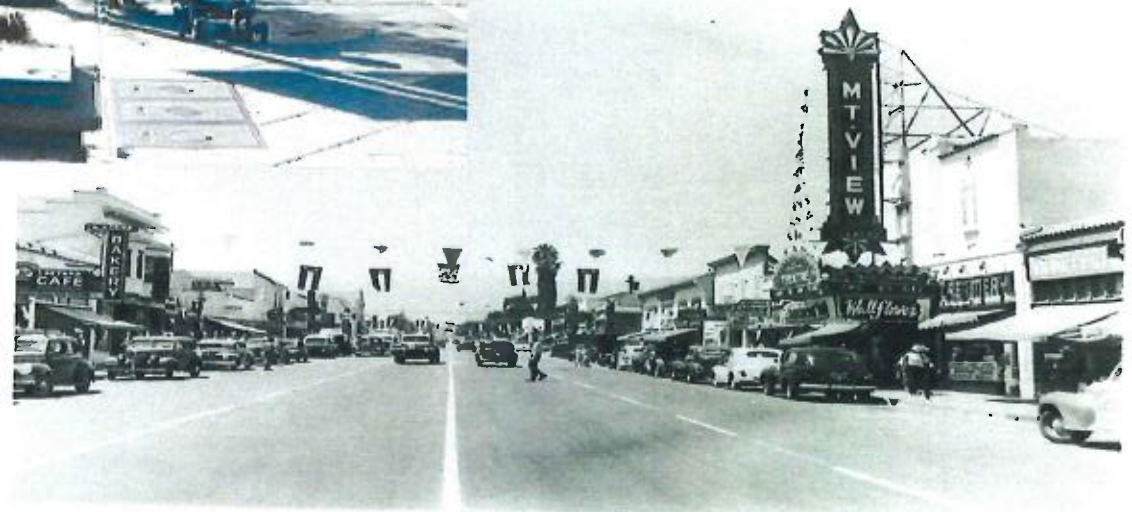
- After 54 years, We Are Considering Taking a Bold, Inviting, 75 Foot Center Spine of Downtown...
- And Replacing it with Two Mini Malls connected by a 35 foot Alley



Our Forefathers "Got it"

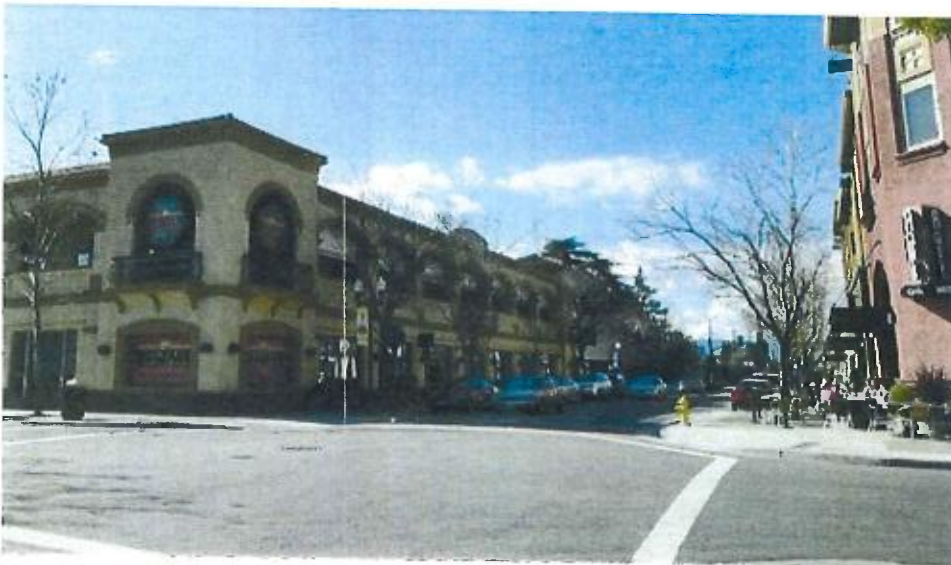
Mountain View Street Width: 80' and "Flex Zone" Outdoor Dining

MOUNTAIN VIEW CA. BEFORE AND AFTER
TODAY'S REVENUES \$152,339,829



Our Forefathers "Got it" Campbell – with "Flex" Zone Outdoor Dining

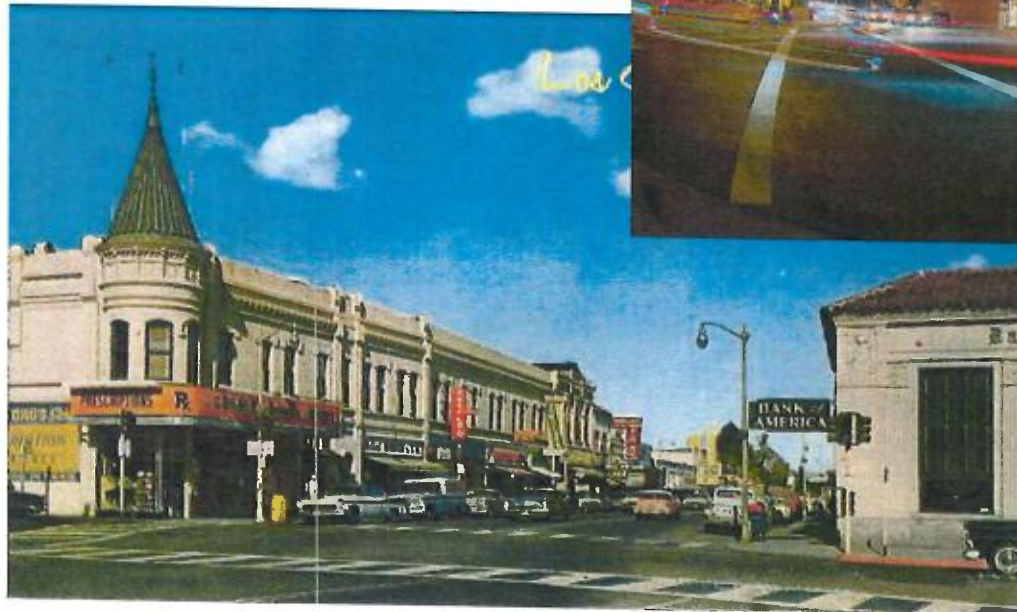
CAMPBELL CA. BEFORE AND AFTER
TODAY'S REVENUES \$79,000,000 (2014-2015)



Our Forefathers "Got it"

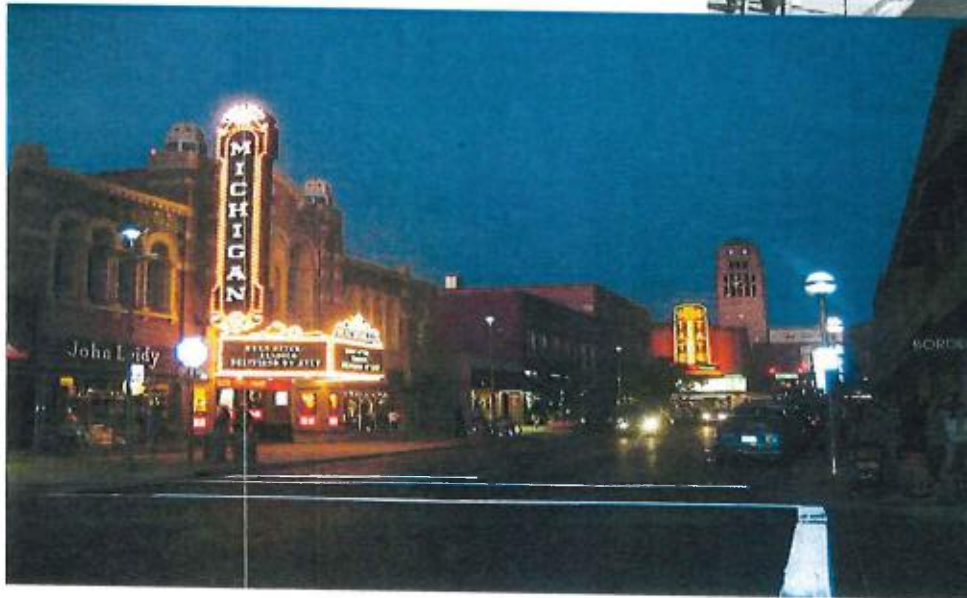
Los Gatos, CA

LOS GATOS CA. BEFORE AND AFTER
TODAY'S REVENUES – OVER \$200,000,000



Other State's Get it

...ANN ARBOR, MICHIGAN

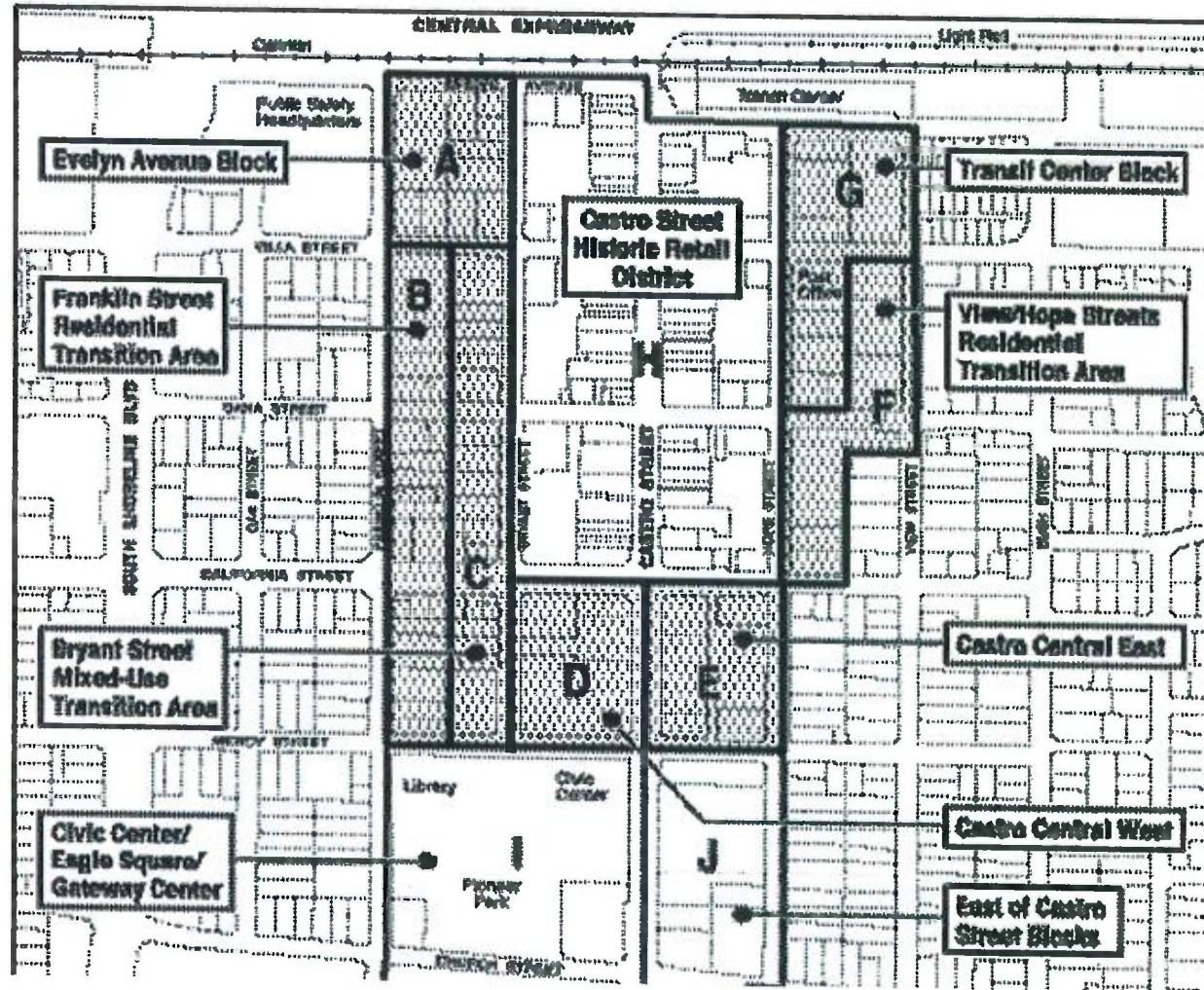


This is "Yesterday's Thinking, Tomorrow" We Must have a Precise Plan

- **Our City is at a "VERY RARE" point**
 - Unification between groups that were previously at odds
 - Forming a group of over 3000 people (3500 with the OQRA Group)
 - A Unification of vision with many City Officials, Managers and Councilmembers
 - a unification of visions with over 85% of YOUR Citizenry
 - Access to the nation's best Urban Planners and their "Best Practices" on how to create a truly unique Downtown
- **IF we want to see Downtown built - this is NOW the time**
- **In our discussions with other city's experts and key Urban Planners, we have found the following**
 - Just as you do not begin building your house's hallways before a **Precise Plan**— nothing starts with out a "Precise Plan"
 - A "Precise Plan" is Best Hammered Out through a "**Community Task Force**"
 - Comprised of ROD, OQRA, Merchants, SCU Executives; SCU Students; Citizens; etc
 - No More than 10 Representatives
 - We Have also found that "Form-Based Code" has been Extremely Successful in Creating the "Living Room" we all desire
 - A **Financial Expert** to verify that this makes sense for the citizens AND Developers
- **WE MUST STOP Parcel-by-Parcel Development**

The Precise Plan Not Just a Downtown Plan

- Mt. View's Precise Plan
- Treats the Area Like a House with Downtown as a "Living Room"
- Protecting the Quad
- Enabling Comfortable Entry and Exit



Parcel-by-Parcel-by...



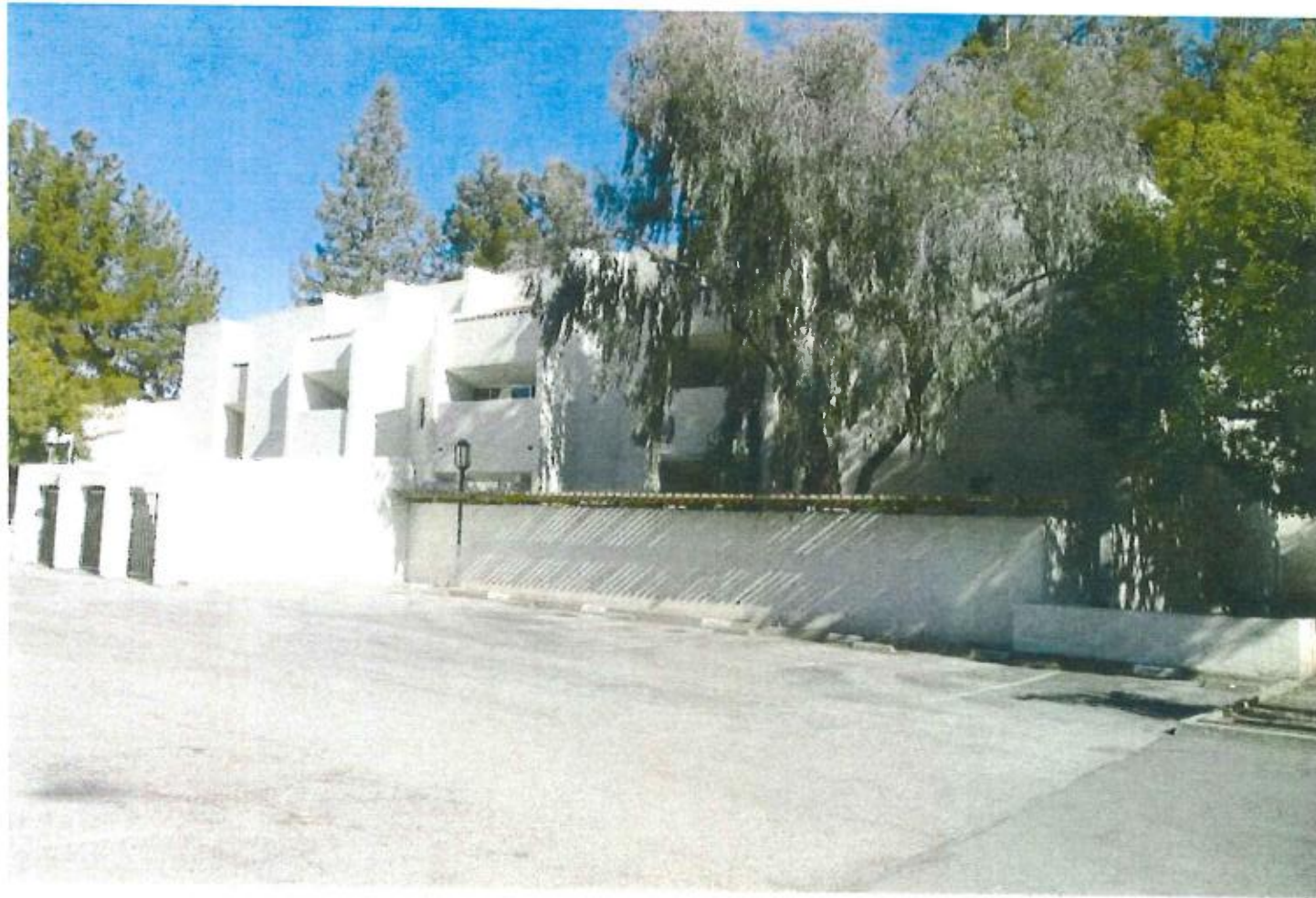
Parcel-by-Parcel-by...



Parcel-by-Parcel-by...



Parcel-by-Parcel-by...



...Parcel-by-Parcel



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