



SANTA CLARA DOWNTOWN PRECISE PLAN

# SUMMARY OF COMMUNITY ENGAGEMENT (PHASE 2)

CITY OF SANTA CLARA / AUGUST 2020

WRT





FRANKLIN SQUARE



# CONTENTS

<b>01</b>	<b>INTRODUCTION</b>	4
<b>02</b>	<b>SCU STUDENT-LED ENGAGEMENT</b>	6
<b>03</b>	<b>DEVELOPER ROUNDTABLE</b>	8
<b>04</b>	<b>DCTF MEETING</b>	10
<b>05</b>	<b>ONLINE ENGAGEMENT</b>	
	WEBSITE AND SURVEY	12
	SURVEY RESULTS	14
	SURVEY PARTICIPATION BY THE NUMBERS	22
<b>06</b>	<b>MEETING OUT OF THE BOX</b>	23

# INTRODUCTION

## THE OPPORTUNITY

Santa Clara, like many other post-war communities in the Valley, is transforming itself into a place with a town center that provides a vibrant pedestrian experience and access to transit. The City has undertaken several important planning projects to position Santa Clara for a successful future.

The Downtown Santa Clara Precise Plan is among these. It will lay the framework for a downtown that is rooted in history while expressing the needs and vision of today.

## PHASE 2 ENGAGEMENT

During the second phase of creating a new plan for downtown, the planning team has developed an initial set of potential "land use frameworks," and gotten feedback from community members and stakeholders in the following ways:

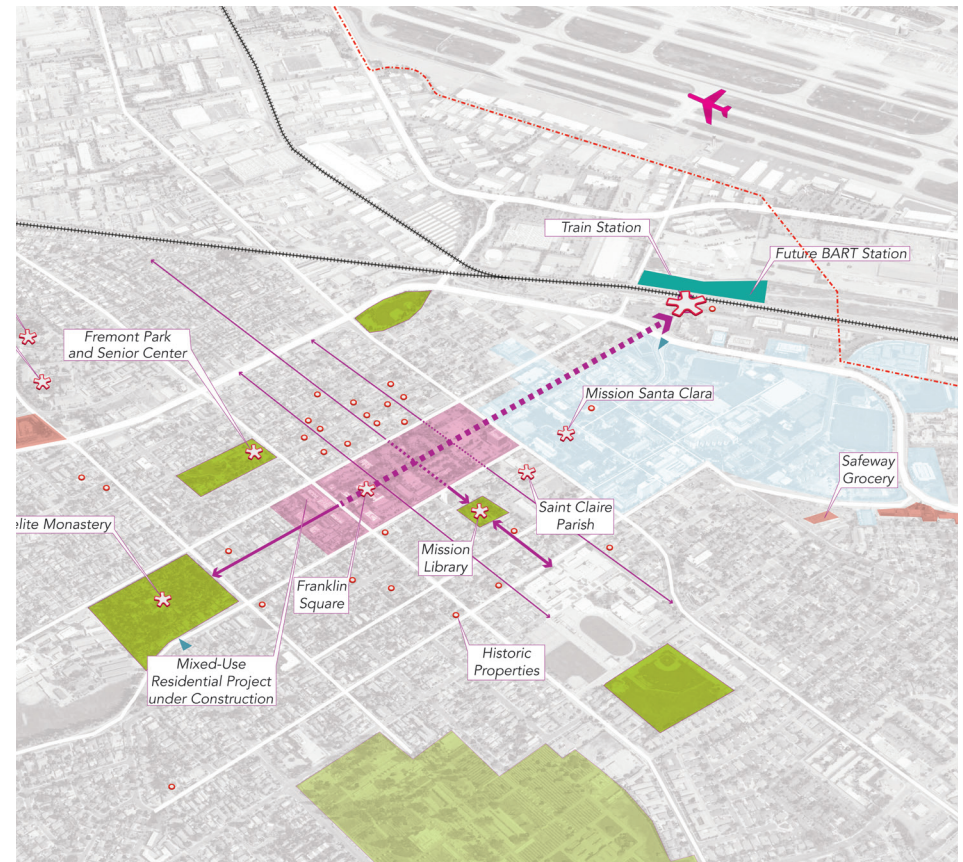
- » A **Santa Clara University class evaluated Downtown** and gathered input from the SCU community;
- » A **Developer Roundtable** was held

in February 2020'

- » The **Downtown Community Task Force (DCTF)** met on March 9, 2020 and responded to initial land use frameworks;
- » An **online survey** on land use frameworks for Downtown was conducted in May-June 2020
- » Small-group Zoom-based discussions ("Meetings Out of the Box") were held in June 2020

Santa Clara County was among the first places in the country to experience the outbreak of COVID-19. Sheltering in place began in mid-March 2020 - and in the middle of our Phase 2 engagement effort.

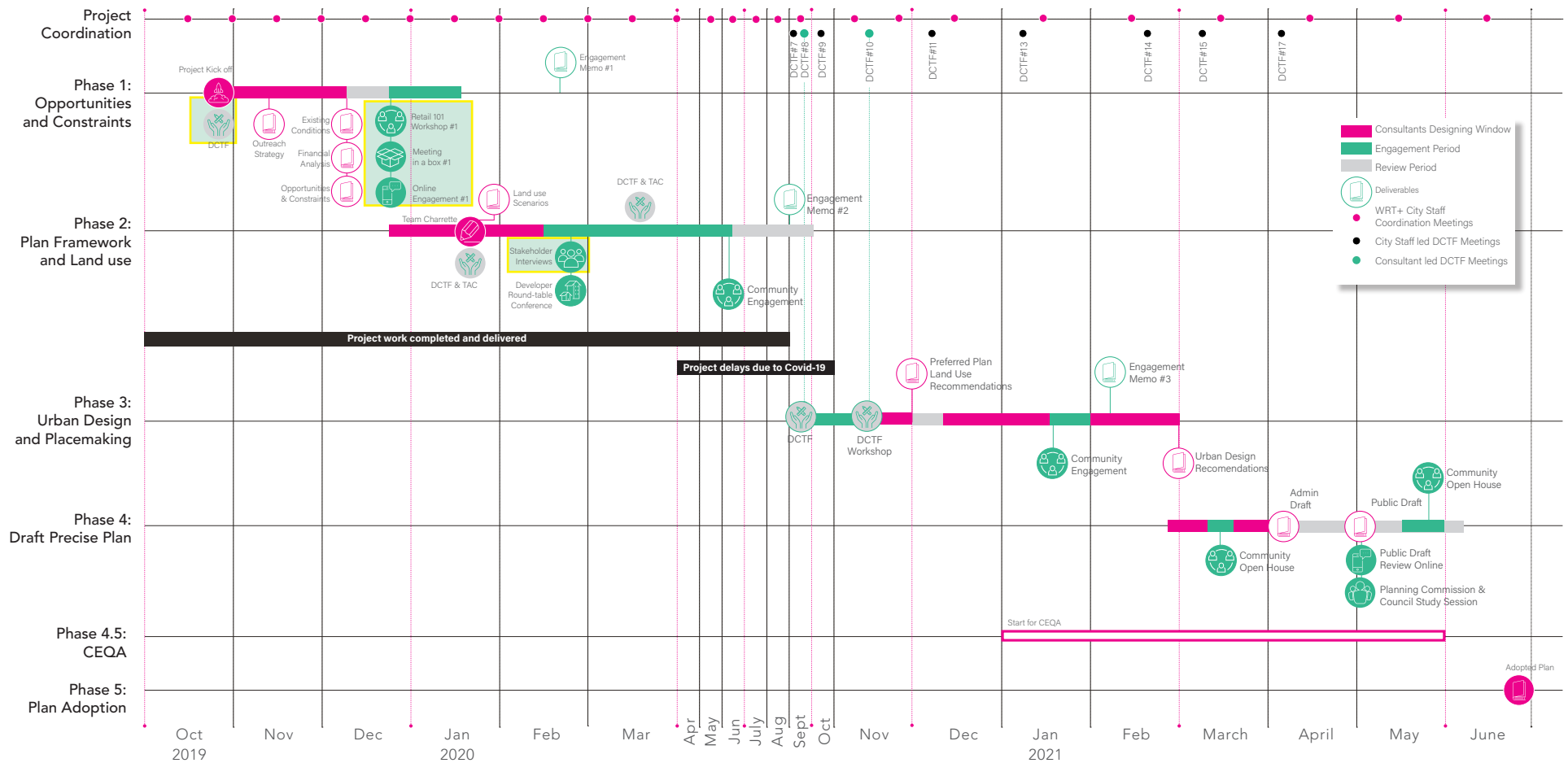
The planning team made major adjustments to our outreach and engagement activities, shifting to virtual formats. We believe these efforts were successful in reaching a broad spectrum of the community as well as providing substantive, valuable feedback. The Summary of Community Engagement (Phase 2) documents what we've heard.



## THE PLAN AREA AND ITS CONTEXT

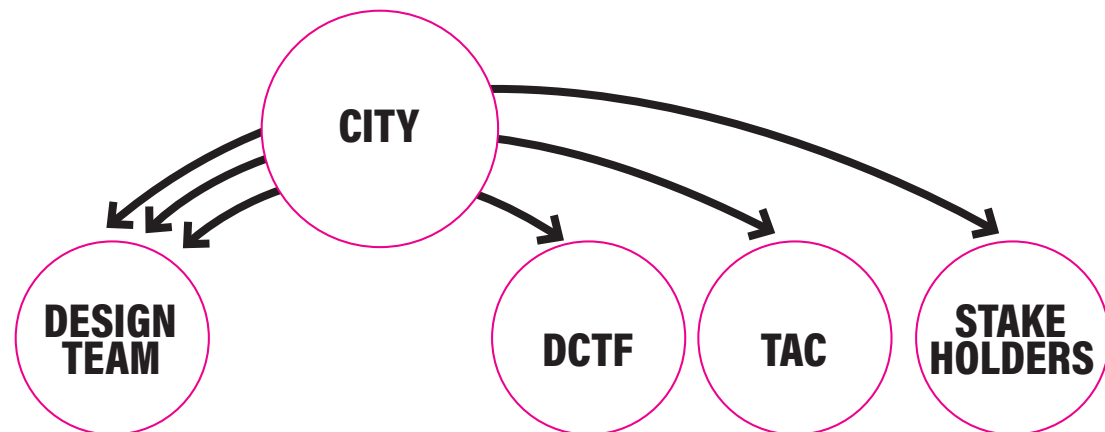
*The Precise Plan area encompasses an area of 25 acres, or the equivalent of ten square blocks where the City's original Downtown was. The area is directly adjacent to Santa Clara University, and approximately 1/4 mile from what will become one of the South Bay's premier transit stations.*





## SCHEDULE

The Precise Plan is being created over a period of 16 months, through a collaborative process involving design and technical consultants, City staff and decision-makers, community leaders and members of the community. Engagement activities summarized in this report are highlighted.

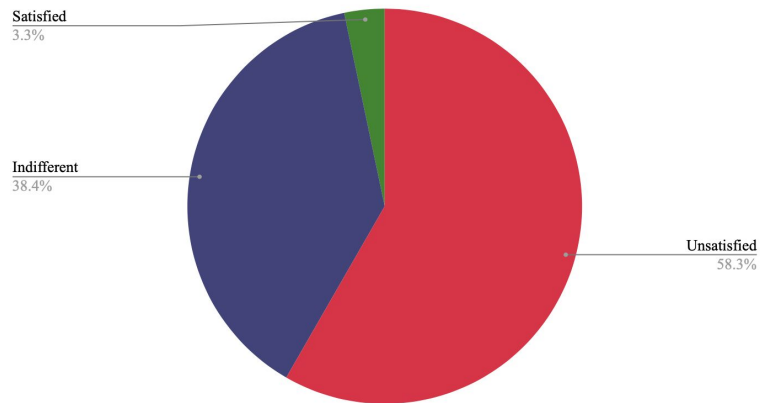




# SCU STUDENT-LED ENGAGEMENT

Four students (Angelica Scott, Nicholas Fazio, Graeme Hugo and Kaitlin Allen) from SCU worked with the City and Consultant team for their Environmental Studies and Science class, Spring 2020, under the guidance of C.J. Gabbe. The Consultant team mentored the students on the project to align with the Downtown Precise Plan.

The students used various methods to analyze Downtown Santa Clara and also gathered feedback on desires for the future downtown from SCU community members. The class conducted a Walk Audit for the Downtown, a Public Perception Survey and a Downtown Comparison study which included Sunnyvale, Redwood City and Palo Alto. Their key recommendations are summarized here.



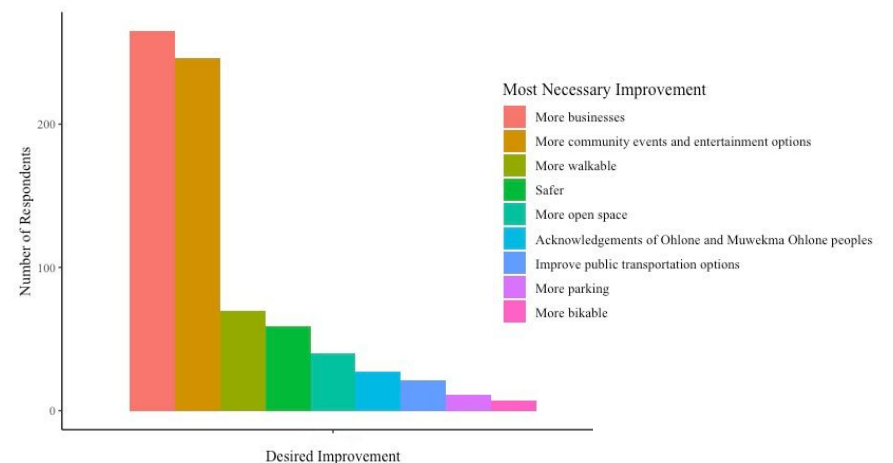
SCU STAKEHOLDER SATISFACTION LEVELS WITH DTSC

## KEY RECOMMENDATIONS

- » Increase Downtown's business density to levels more comparable with Downtown Sunnyvale, Palo Alto, and Redwood City.
- » Include more community events in Downtown to attract the university community, other local residents, and visitors.
- » Improve visitor safety, satisfaction, and walkability:
  - Expand opportunities for outdoor seating and dining.
  - Add pedestrian-oriented lighting to improve night time safety.
  - Add flashing lights at crosswalks to improve visibility for pedestrians.



## MOST COMMON RESPONSES FOR WHAT RESPONDENT WOULD LIKE TO SEE IN A RE-ENVISIONED DOWNTOWN



MOST DESIRED IMPROVEMENTS FOR DTSC





# TOWARD A THRIVING AND WELL-CONNECTED DOWNTOWN SANTA CLARA

Kaitlin Allen, Nicholas Fazio, Graeme Hugo, and Angelica Scott  
Environmental Studies and Sciences, Santa Clara University

## INTRODUCTION

This research supports the City of Santa Clara's goal for a revitalized Downtown Santa Clara (DTSC) that will be a vibrant, pedestrian-oriented destination, and symbolic center of historic Santa Clara. Our study focuses on the area bounded by Benton Street, Lafayette Street, Madison Street, and Homestead Road (Figure 1).

The City of Santa Clara has made the redesign of DTSC a core part of their General Plan. The downtown is meant to serve as an area where members of the community can gather and feel at home. As such, the City has placed a high emphasis on collecting input from local residents and stakeholders. To incorporate feedback from SCU students, staff, and faculty, the City asked our Capstone team to investigate the current sentiment and most desired improvements for DTSC. To meet this goal, we focused our research on garnering data from the SCU community, identifying the assets of our current downtown, and generating ideas for new developments in a future DTSC. In general, we recommend focusing on business recruitment and expanding walkability characteristics to make DTSC an attractive destination for both SCU stakeholders and other local residents.



Figure 1: Boundary of Downtown Santa Clara (pink)

## RESEARCH QUESTIONS

1. What are SCU stakeholders' perceptions about Downtown Santa Clara?
2. What businesses would students, faculty, and staff like to see in the downtown area? How can we improve walkability to attract more SCU community members to DTSC?
3. How does Downtown Santa Clara compare with other successful, mid-sized downtown areas? How can the City best incorporate these features into Downtown Santa Clara?

## ACKNOWLEDGMENTS

We would like to acknowledge the contributions from the City of Santa Clara, specifically Principal Planner Lesley Xavier and Wallace Roberts & Todd LLC, and Benji Coyne with the SCU Downtown Task Force for all of their help and guidance on the project. We would also like to thank Dr. C.J. Gabbe for his invaluable leadership and support throughout the entirety of the project.

## METHODS

**Walk Audit:** We conducted a Pedestrian Environment Data Scan (PEDS) walk audit to collect information on the existing characteristics of DTSC, such as sidewalk quality, lighting, public amenities, and safety. We used the walk audit to collect data on the 16 block perimeter of DTSC (Figure 1). This data allowed us to evaluate the average walkability of each street in downtown Santa Clara (Figure 5).

**Public Perception Survey:** We surveyed members of the SCU community about their opinions of DTSC, specifically the reasons and barriers to their visitation and changes they would like to see. We surveyed 764 community members (69% students, 21% staff, and 10% faculty).

**Downtown Comparison:** We visited downtown Sunnyvale, Palo Alto, and Redwood City to compare the conditions of "successful" downtowns to DTSC. We specifically analyzed each downtown's business density and overall walkability conditions.

**Analysis:** The data gathered from the walk audit was compiled to establish a total walkability score for DTSC, summarized per-block in Figure 5. The downtown field comparison is summarized in Figure 4. Our survey results were analyzed and graphed in RStudio and portrayed in Figures 2, 3, and 6.

## FINDINGS

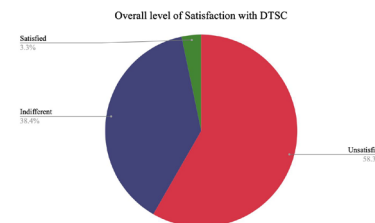


Figure 2: SCU stakeholder satisfaction levels with DTSC

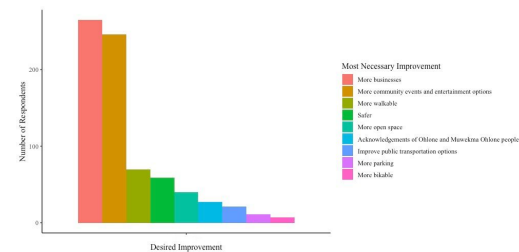


Figure 3: Most desired improvements for DTSC

	Sunnyvale	Palo Alto	Redwood City	DTSC
Area (acres)	77	90	92	32
Total Businesses	152	255	258	40
Business Density	1.98	2.85	2.8	1.25

Figure 4: Comparison between DTSC and successful Bay Area downtowns

## Walkability of Streets in Downtown Santa Clara

Organized by Relative Personal Walk Score (PWS)

Low Walkability High Walkability

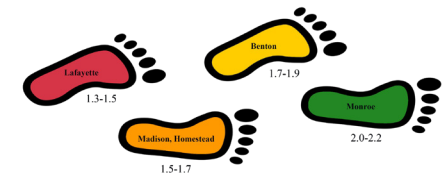


Figure 5: Walkability ranges for the key streets in Downtown Santa Clara



Figure 6: Word bubble illustrating the most common responses when survey respondents were asked what they would like in a re-envisioned downtown.

## RECOMMENDATIONS

We recommend that the City of Santa Clara focus on:

1. Increasing DTSC's business density to levels more comparable with downtown Sunnyvale, Palo Alto, and Redwood City.
2. Include more community events in DTSC to attract the university community, other local residents, and visitors.
3. Improve visitor safety, satisfaction, and walkability in DTSC:
  - Expand opportunities for outdoor seating and dining.
  - Add pedestrian-oriented lighting to improve night time safety.
  - Add flashing lights at crosswalks to improve visibility for pedestrians.



# DEVELOPER ROUNDTABLE

On February 26th, 2020, WRT and City staff invited a panel of local developer to discuss the Downtown Precise Plan. The focus of the meeting was to understand the challenges of real estate development in Santa Clara County faced by developers and what will make Downtown Santa Clara more attractive for investment. These pages summarize the and priorities expressed at the meeting by the developer panel.

Attendees:

**City Staff:** Lesley Xavier, Steve Le, Andrew Crabtree and Reena Brilliot

**Consultant Team:** James Stickley (WRT), Atisha Varshney (WRT), Benjamin Sigman (EPS)

**Developer Panel:** Michael Van Every - Republic Urban Properties, Elaine Breeze - SummerHill Apartments, Marilyn Ponte - Prometheus, Peter Tsai – Sobrato, Deke Hunter – Hunter Storm; Mike Black - Swenson

PARKING		MINIMUM HEIGHT		UNIT SIZE	
Market Rate Housing	1 per unit	Market Rate Housing	11 ft	Market Rate Housing	900 sq ft gross
Co-living	.25 per Unit	Co-living	11 ft	Co-living	250 sq ft gross per bed
Office	2/1000 sq ft	Office	13 ft	Office	7500 sq ft min floor-plate
Retail	Shared and Street Parking	Retail	15 ft	Retail	40 ft to 60 ft depth
Civic/Cultural	2/1000 sq ft	Civic/Cultural	15 ft	Hotel	250 sq ft gross per key
Hotel	.5 per key	Hotel	11 ft		
Conference	2/1000 sq ft	Conference	15 ft		

## PRELIMINARY DEVELOPMENT ASSUMPTIONS

WRT presented preliminary development assumption based on current market trends to the developer panel.

WRT presented project background, history and context along with community aspirations for Downtown. WRT also shared development assumptions along with three preliminary framework options. Following the presentation WRT led a moderated discussion and received developer feedback on development standards, community benefits, retail and other aspects related to development process.

## KEY HIGHLIGHTS

### Construction Type and Land Uses

- » Type III construction, which is 5 stories of wood frame over 2 to 3 stories of concrete podium, is feasible on Downtown sites for multifamily housing in this market. This will give the flexibility to provide active ground floor uses.
- » Type I construction, which is 6 to 8 stories of steel frame structure, will be feasible for office buildings on the downtown sites.
- » Although large floor plates of 25,000 sqft and above were in high demand from tech companies at the time of the panel, this might not be a suitable building form for downtown.
- » This site is more suited to boutique office buildings with floor plates of 7,500 sqft to 20,000 sqft
- » Affordable housing is more feasible when built on its own and with flexibility in development standards (i.e. lower parking ratios) and in impact fees.
- » Developers agreed that lowering overall parking ratios and going with a shared parking approach especially for commercial and retail uses, could make sense in this context. The cost of providing structured parking is about \$50-80K per stall in the Bay Area, impacting overall financial feasibility.
- » They agreed one car per housing unit could work in this context with proximity to transit.
- » Developers supported leveraging transit and micro-mobility as alternatives to cars.

### Retail and Ground Floor Uses

- » Developers unanimously agreed that retail is a burden at this site and should be viewed as a project amenity, not a revenue-generating resource.
- » Retail will need a lot of design attention, curation and flexibility to be successful.
- » Developers requested zoning flexibility in ground floor uses beyond traditional retail, which may include other active uses such as artist lofts, community rooms, galleries, small event spaces, co-working spaces etc.
- » Zoning standards should allow for a variety

of retail floor plates to support micro to larger retailers.

- » The developers thought that retail success could be further enhanced with support to retailers from the City which could include TI subsidies, clear and predictable permitting process and support for downtown public space programming.

### Zoning and Entitlements

- » Many developers supported the concept of a form-based code, as it allows a higher level of flexibility to help mitigate investment risk.
- » A form-based code may support both community goals and developer goals. It gives the community the public realm they care about and provides developers flexibility of uses and housing density.
- » A form-based code with development caps by land use will allow the right mix of land uses to happen on the site.
- » Developers requested a predictable development timeline from the city and the community. This provides them more predictability.
- » Portland and Redwood City were some successful examples mentioned by the developers as attractive places for development.

### Parking

- » Proposed parking ratios are forward-looking compared to Santa Clara's current standards, but developers believed they reflect current market trends.



# DCTF SUMMARY

**MARCH 9, 2020**

*The March 9th Downtown Community Task Force (DCTF) meeting was focused on balancing community needs with development realities, and reviewing the three land use framework options proposed by WRT. This meeting was live-streamed and broadcast on the local Cable Channel, and the City of Santa Clara's Facebook page and YouTube channels. The Task Force and members of the public shared their vision and priorities for Downtown which are summarized here.*

WRT shared a summary of the stakeholder interviews, meeting-in-the-box, SCU student workshop, retail 101 workshop and developer roundtable conference. WRT also presented technical principles and assumptions pertaining to development at this site.

Feedback from engagement activities and the technical principles informed the land use framework design options.

Attendees:

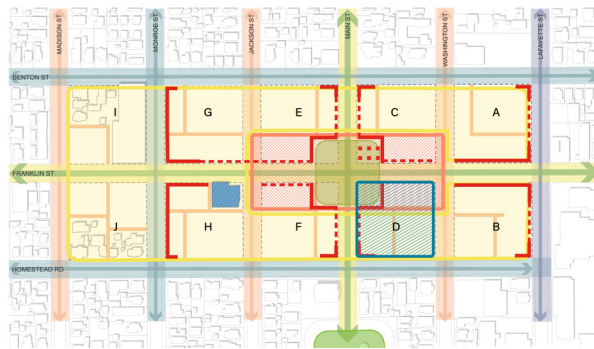
**DCTF members:** Butch Coyne, Rob Mayer, Adam Thompson, Ana Vargas-Smith, Dan Ondrasek, Debra Von Huene, Mathew Reed

**City Staff:** Lesley Xavier, Andrew Crabtree, Reena Brilliot and Manuel Pineda

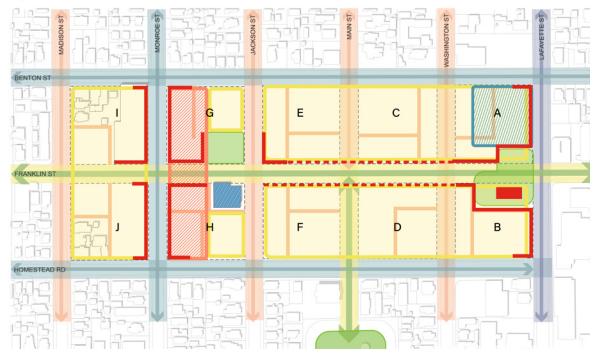
**Consultant Team:** James Stickley (WRT), Atisha Varshney (WRT), Benjamin Sigman (EPS)

WRT presented three land use framework options:

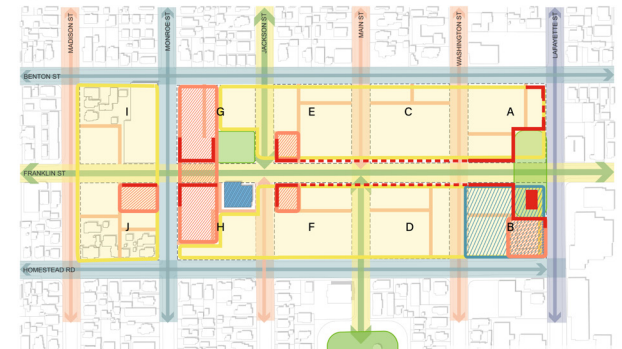
- » **Option 1 - Central Open Space** – housing heavy with central open space and activation area
- » **Option 2 - Lafayette Gateway (formerly called Gown and Town)** – walkable Downtown balance of housing and jobs
- » **Option 3 - Contextual** – more sensitive to neighborhood edges with higher density focused centrally



**CENTRAL OPEN SPACE**



**LAFAYETTE GATEWAY**



**CONTEXTUAL**

## VISION AND FRAMEWORK OPTIONS

Based on an understanding of community priorities and land use regulations, as well as the dynamics of real estate economics, WRT presented a design vision for Downtown:

- » A Downtown which is authentic, adaptable and affordable
- » A Downtown which is attractive to all age groups and is family friendly.
- » A Downtown that has weekday, evening and weekend programming to activate public spaces
- » Leveraging university partnership for art programing and station access.
- » Designing a framework which will allow for better public realm and walkability. This includes street hierarchy and carefully balancing heights.

## TASK FORCE AND COMMUNITY RESPONSES

- » Most DCTF members liked Option 1 with the central open space, but understood the challenges of implementation, as the City doesn't have ownership of the four central parcels and can't govern the development timeline. Some committee members suggested a hybrid

approach with the central open space and a bookend plaza.

- » DCTF expressed the need to focus on placemaking through arts and history to make Downtown Santa Clara unique. Some suggestions included a historic neon sign, gathering places like Pike Place Market, enhanced walkability in Downtown and surrounding areas, and showcasing the historic Santa Clara Depot.
- » There was great deal of attention given to retail. DCTF members want to maximize retail along Franklin Street.
- » This is in tension with the WRT team's understanding of the challenges of successful retail at this location. The land use concepts propose retail priority areas and other ground floor frontage to be "retail-ready", with other uses also allowed to provide flexibility.
- » DCTF requested that WRT focus on City-owned parcels and make them successful, as it is the best leverage the City and community have to catalyze Downtown redevelopment.
- » DCTF was concerned about station connectivity, as they understand this is a critical element to make Downtown successful. Concerns were related to both physical connection and identity.
- » DCTF members asked City staff to clarify the process leading to moving the courthouse from Downtown. City staff responded that it would require Council approval for them to start initial conversations.

## PUBLIC COMMENTS

- » Community members wanted the City to expedite the conversation regarding courthouse relocation.
- » People supported walkability with appropriate on-site parking. Less parking is better.
- » SCU students presented the findings of their capstone project which included partnership with the City for Downtown revitalization; increasing retail in proximity to the University; including students and faculty in community events to increase cohesion; and improving the pedestrian environment- crosswalk, lighting, shade trees.



# ONLINE SURVEY

## WEBSITE + SURVEY

*In May 2020, the City and Consultant Team created an Online Survey to gather community feedback on three land use frameworks for Downtown.*

*Due to COVID-19, a website was created to showcase the land use options in the absence of in-person engagement. The public was then directed to the survey to express their preferences.*

*The survey was shared extensively by Reclaiming Our Downtown on their facebook page, broadcasted on*

*the City's and social media pages, announced through Santa Clara Unified School District and through a poster at Downtown Farmer's Market.*

*A total of 485 responses were received on the survey and 152 people expressed interest in further engagement on the project through a virtual 'Meeting Out of the Box' Zoom session. Responses are summarized here and shown on the following pages. The complete set of responses can be found at <https://tinyurl.com/y2ewynkk>.*



### CREATING A FRAMEWORK FOR FUTURE DEVELOPMENT

The Santa Clara Downtown Precise Plan will guide the development of a place that is rooted in culture and history, while responding to the community priorities and market realities of today. The City of Santa Clara, a Task Force of citizens, and a team of planners, designers, economists, and others, informed by the community, have completed "Phase 1" of this effort. Go to the **BACKGROUND** tab for a quick summary of the project process to date. If you have more time, we invite you to explore the summaries of our discussions with community members and stakeholders, and our analysis of issues and opportunities, [here](#).

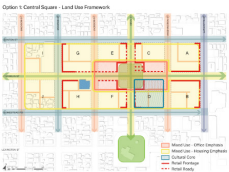
### WEBSITE+SURVEY

*The Consultant Team created a website to explain the design in the absence of an in-person engagement and a survey to solicit public feedback.*  
<https://sites.google.com/view/scdpp/home>

LAND USE FRAMEWORK OPTIONS

We are looking for your feedback on three potential development patterns for a future downtown introduced here. Each of these draws from a menu of land uses that balance community desires and development realities, and each has its own unique character.

These concepts are just initial ideas to test the placement of public space, the types of activities, retail and housing, and the size and shape of buildings. Your feedback will be critical in helping us create a downtown that will be cherished by Santa Clarans. This is just one of many opportunities to share your ideas.

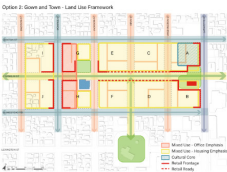


CENTRAL SQUARE

A Downtown with a strong central gathering space at the intersection of an active main street (Franklin) and cultural street (Main).

Attributes:

- A central plaza for Santa Clara is established around the intersection of Franklin and Main streets. The plaza is surrounded by a concentration of cultural amenities, hotel, retail, jobs, and housing, and is supported by a public parking garage.
- The easternmost blocks (likely Phase 1) will be primarily multifamily housing with retail.
- Housing is also the focus of blocks west of Madison Street.
- The post office and Victorian houses

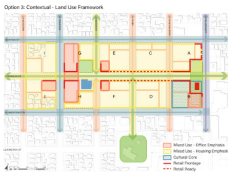


GOWN & TOWN

A Downtown catalyzed by a cultural and entertainment hub supported by students and University-related development (gown), and a community or civic hub around the historic post office.

Attributes:

- Two distinctive smaller plazas are created.
- The first is a gateway at the eastern end of downtown, anchored by retail, cultural and entertainment activities including a hotel, theater and conference center, as well as housing.
- The second is a downtown plaza facing the post office. This area would have a mix of housing and office buildings, with retail, and would be expected to be developed later.
- Each of these nodes are supported by a



CONTEXTUAL

A Downtown defined by taller buildings along the new Franklin Street, and lower buildings along Benton and Homestead, "stepping down" to the scale of the adjacent neighborhood.

Attributes:

- Similar to Option 2, two distinctive smaller plazas are created, one at Franklin and Lafayette and one at Franklin and Jackson.
- The first plaza has a strong cultural and entertainment focus, including a hotel, conference center and food hall while the second is jobs-focused, with more later-phase office development than in Option 2.
- Option 3 is defined by keeping taller buildings around the public open spaces and along Franklin Street, while

SHARE YOUR IDEAS

Please click the Online Survey button to share your ideas and help us build the future downtown on the best pattern!

Online Survey

Meeting out of the Box

NEXT STEPS

Based on your input about the best pattern for downtown, we'll dive into the details of how streets, public spaces, and buildings should look and feel. We'll come back for more public input at the next stage.

To be added to the Downtown Precise Plan e-mail notification list, please contact the Planning Department at [Planning@santacalaraca.gov](mailto:Planning@santacalaraca.gov) or by phone at 408-615-2450.

Land Use Framework Options

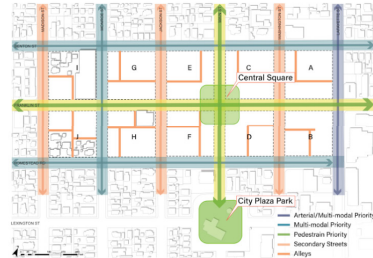
Three potential development patterns for a future downtown are introduced here. Each of these draws from a menu of land uses that balance community desires and development realities, and each has its own unique character. We are looking for your feedback on the way each pattern handles streets, public spaces, land use and building form so that a single pattern can emerge that reflects the community's vision. This survey will take 10 minutes of your time.

\* Required

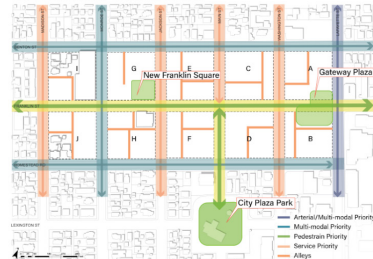
1. What Pattern of Streets and Public Spaces do You Prefer?

The pattern of streets and public spaces is the starting point for creating a new downtown. Please rate these patterns. \*

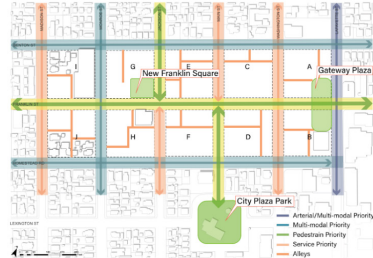
Option 1: Central Open Space - Streets and Public Space



Option 2: Gown and Town - Streets and Public Space



Option 3: Contextual - Streets and Public Space

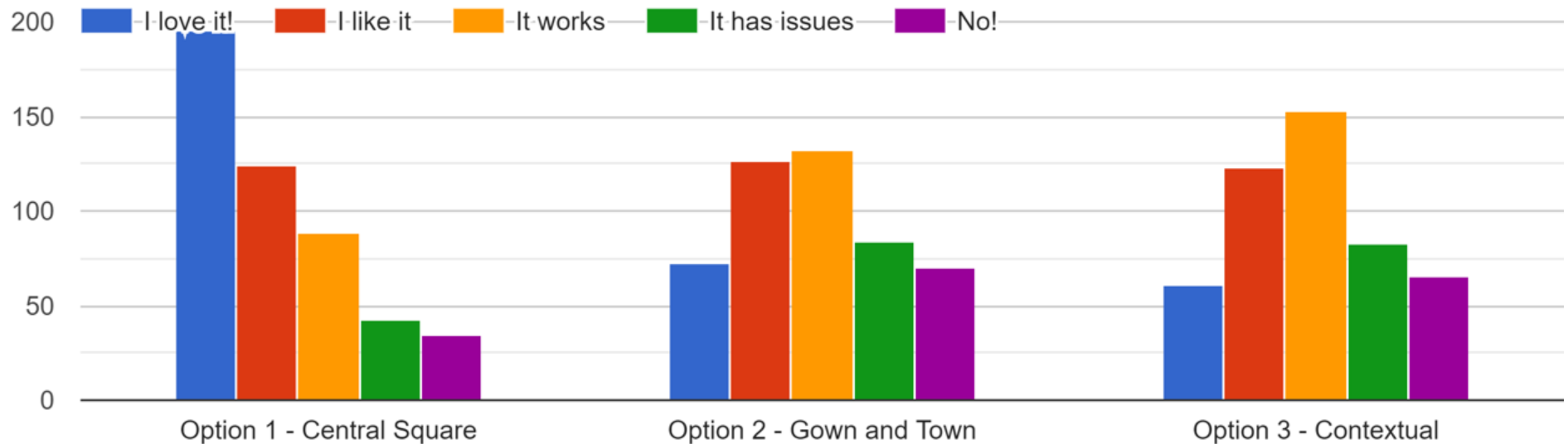
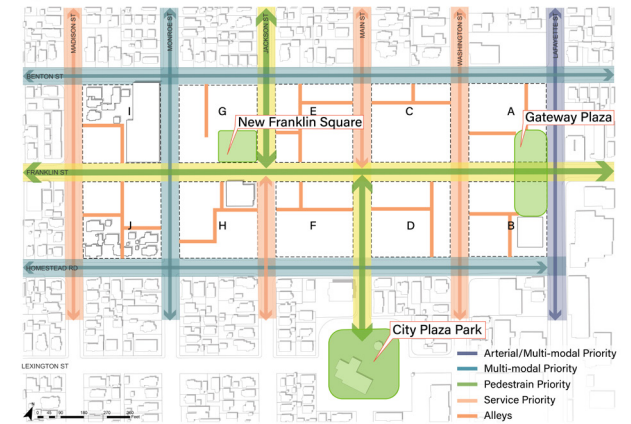
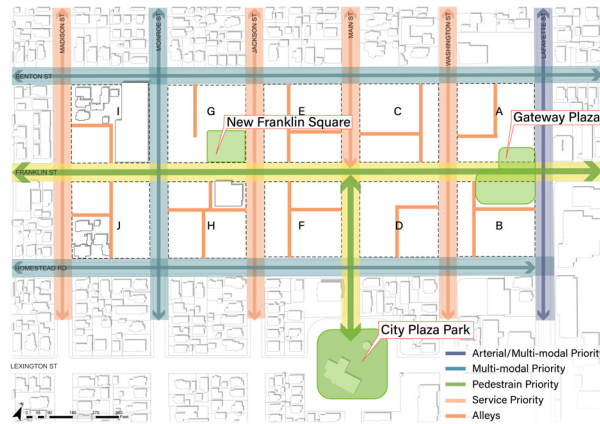
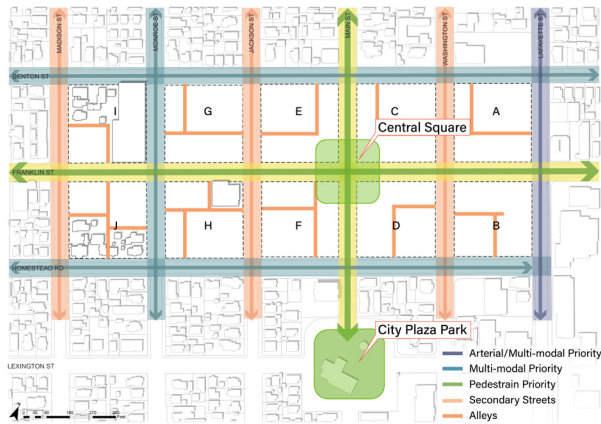


	I love it!	I like it	It works	It has issues	No!
Option 1 - Central Square	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Option 2 - Gown and Town	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Option 3 - Contextual	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



# SURVEY RESULTS

## 1. What Pattern of Streets and Public Spaces do You Prefer?



Tell us in your own words what matters most to you about the pattern of streets and public spaces Downtown.

**Total Comments received: 383**

- » 147 comments mentioned wanting increased walkability to and within Downtown. There was a focus on a safe and pleasant experience for pedestrians. People also suggested the possibility of closing parts of Downtown to cars and also encouraging cycling and public transport access to Downtown.
- » There was a desire to have clarity in traffic flow Downtown, especially with additional

development in the area. Many people expressed a desire to have adequate parking Downtown.

- » There is a desire for open gathering spaces Downtown, with 111 people mentioning it in their comments. Out of these, 46 people were more inclined towards a central gathering space at the heart of Downtown.
- » The community wants Downtown streets which are lined with retail and restaurants.

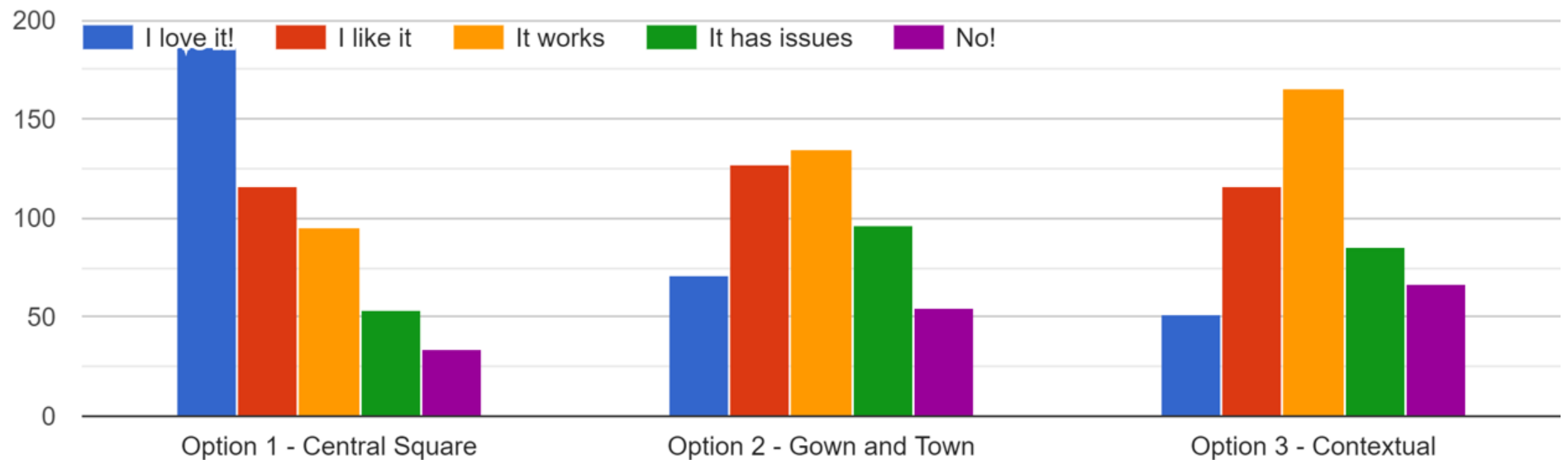
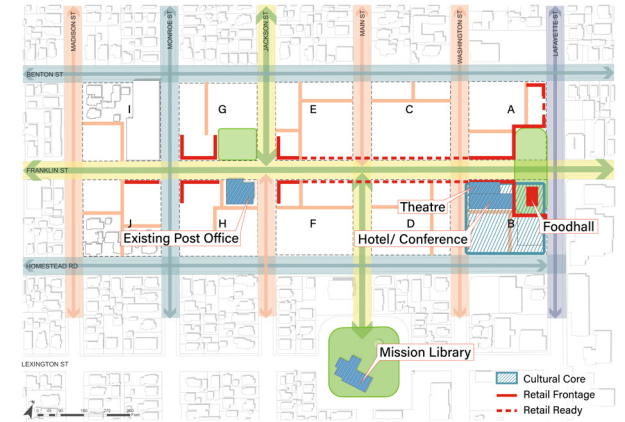
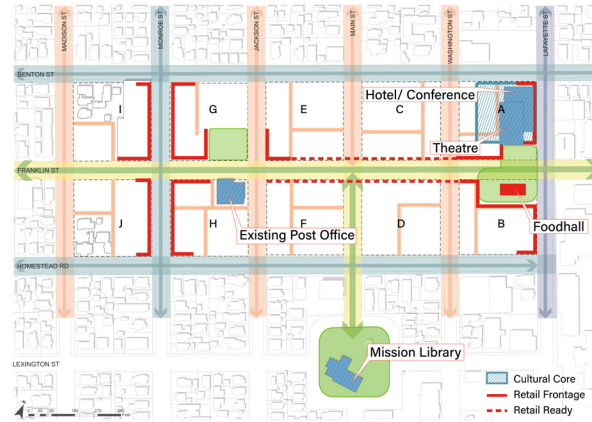
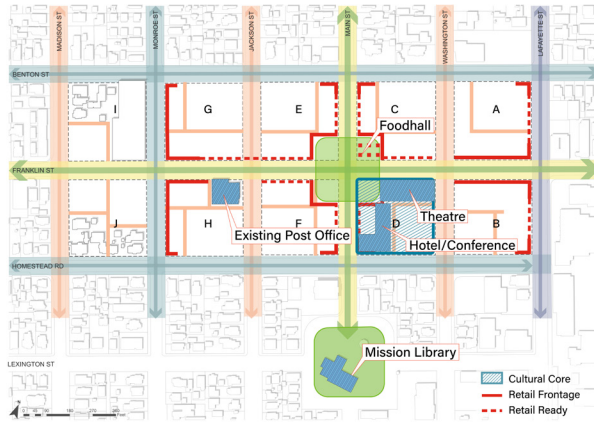


Word cloud representing most discussed topics in public comments



# SURVEY RESULTS

## 2. What Pattern of Cultural and Retail Activation do You Prefer?



Tell us in your own words what matters most to you about how cultural and commercial activity is distributed Downtown.

**Total Comments received: 326**

» A mix of retail, entertainment and cultural spaces are a priority to the people.

» The community wants more local businesses Downtown as opposed to large chain retail stores. Comments also expressed a desire to have a variety of food options with outdoor seating space.

» 72 comments wanted to create a central hub of activity for the Downtown versus 47 comments which wanted the activity to be dispersed throughout the Downtown.

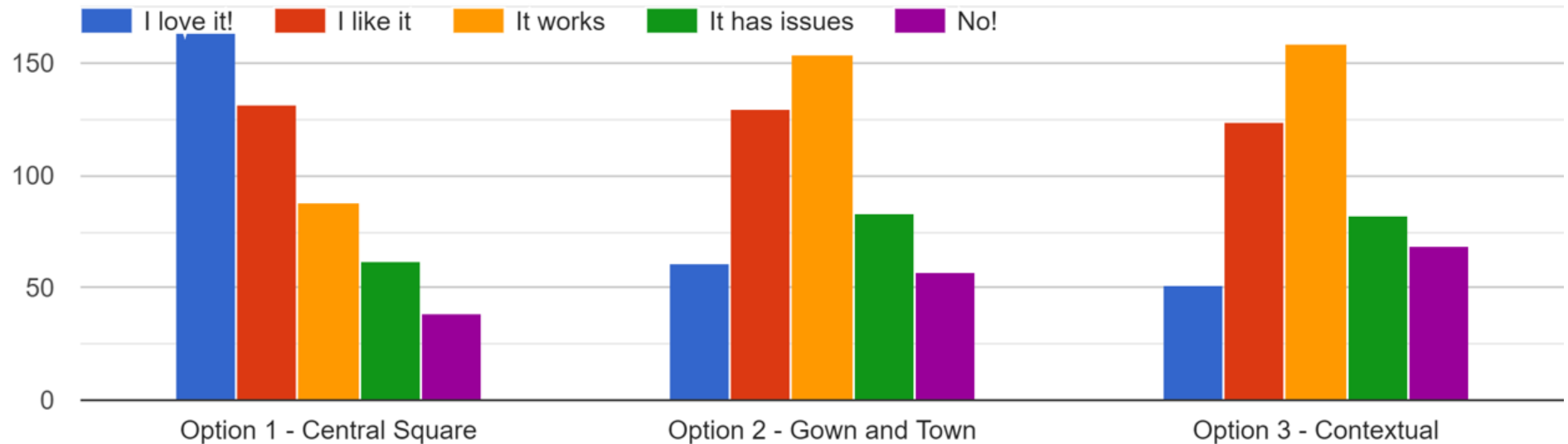
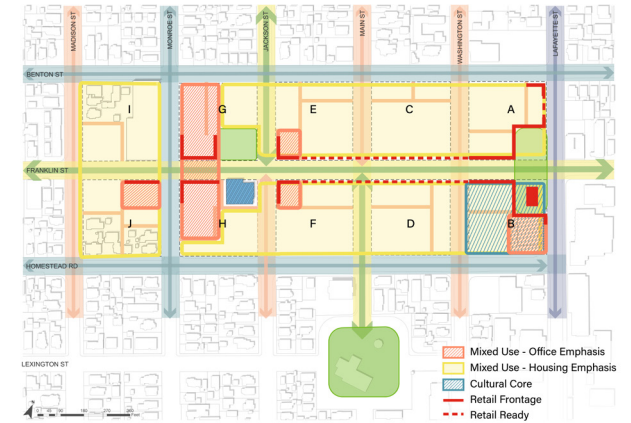
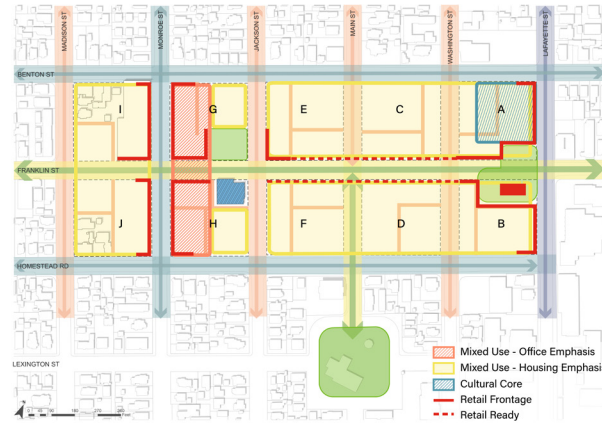
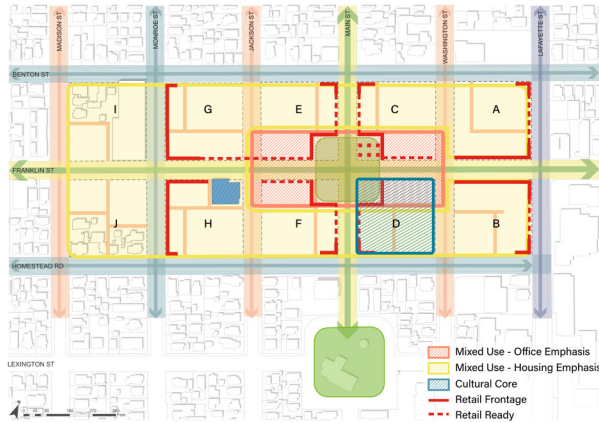


Word cloud representing most discussed topics in public comments



# SURVEY RESULTS

## 3. Choose Your Pattern for Land Use Mix



Tell us in your own words what matters most to you about the mix of land uses in the Downtown.

**Total Comments received: 311**

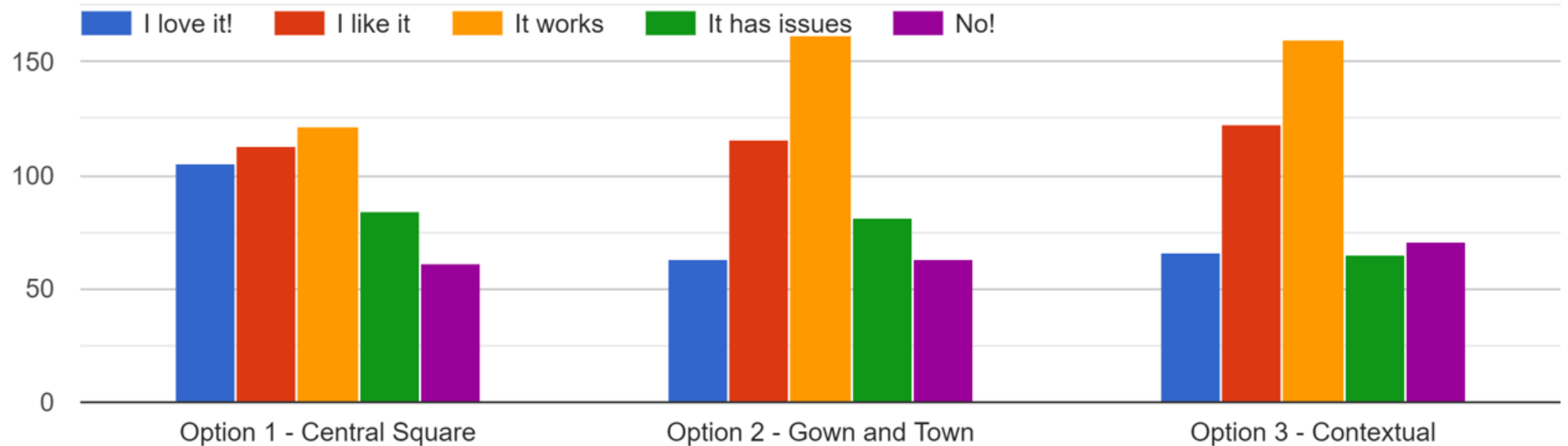
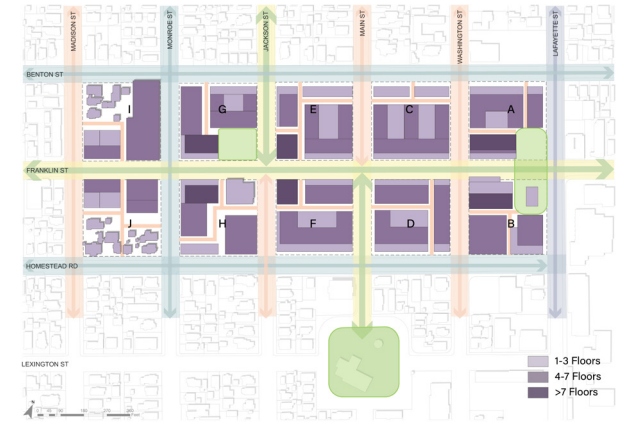
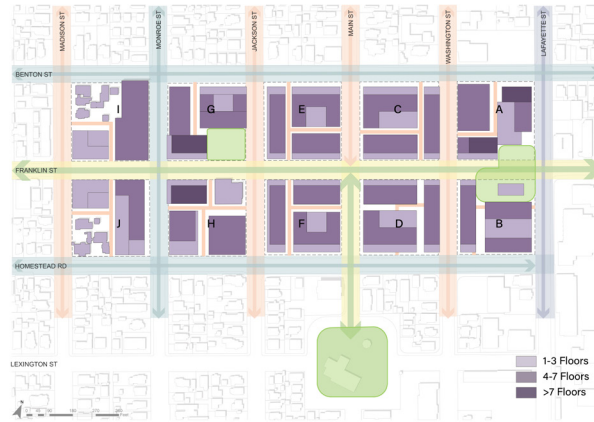
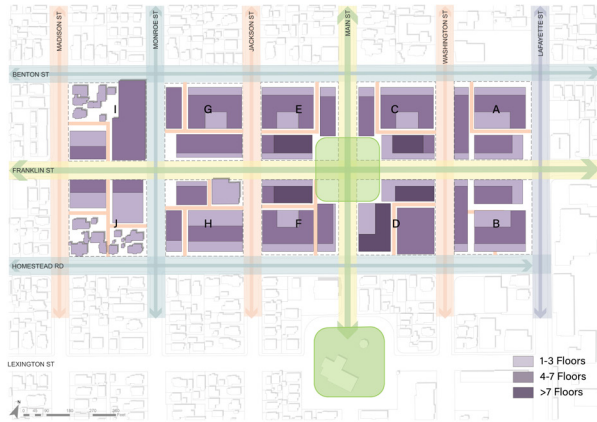
- » 72 comments want more retail and food options Downtown.
- » 50 comments expressed a desire for a mixed use Downtown which includes housing and office spaces. Some community members would like a lesser density of housing or office whereas others encourage even more housing than is shown in the concepts. Voices against offices are slightly higher than voices against housing. 5 people want no development at all.
- » The community wants cultural spaces Downtown.
- » Respondents want to preserve existing businesses.
- » Some respondents did not want to see a student and University-centric Downtown and want to ensure that Downtown is for everyone.
- » There were suggestions to locate office buildings on the periphery, with a separation between the offices and retail.



Word cloud representing most discussed topics in public comments

# SURVEY RESULTS

## 4. Choose Your Pattern for Building Heights





Tell us in your own words what matters most to you about the mix of building types and building heights Downtown.

**Total Comments received: 287**

- » There are a range of opinions regarding density and heights Downtown. 59 comments want less density Downtown with an additional 30 comments not wanting the height of the buildings to exceed 3-4 stories. 32 comments are in support for higher density to bring economic development to the neighborhood.
- » The community likes the idea of building heights stepping down towards the periphery of Downtown to better respond to the existing context.
- » 48 comments emphasize sculpting of heights to ensure adequate sunlight, especially on Franklin Street. The heights should also not create a wind tunnel effect in the Downtown.
- » Community members wish to see high quality architecture Downtown.
- » There is some debate over having taller buildings concentrated in the center versus having them scattered around the Downtown. The idea of having taller buildings in the center had more support.

**Support Heights for Adequate  
Economic Development Sunlight**

**Step Down Scatter Tall  
Around Periphery Buildings Away  
from Center**

**Less Density Concentrate  
Buildings up to 4 Storey Height in Center**

*Word cloud representing most discussed topics in public comments*

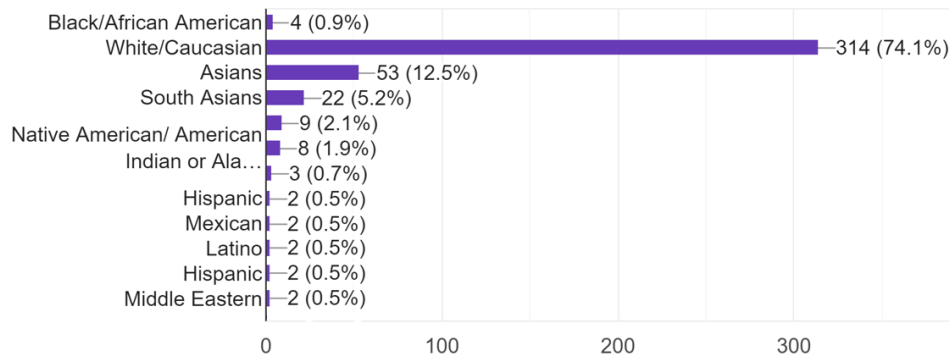
## SURVEY PARTICIPATION BY THE NUMBERS

### KEY HIGHLIGHTS

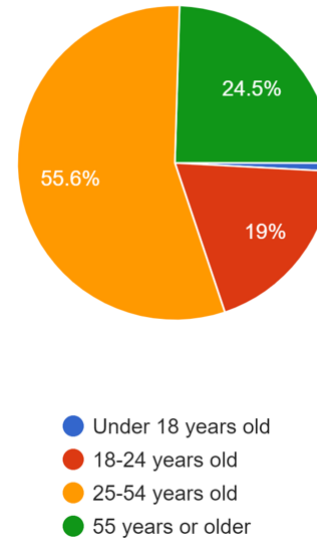
The City of Santa Clara has a diverse population and this section aims to summarize who we heard from and how does that compare to the citywide demographic make-up.

- » 80% of Santa Clara's population falls between 18-64 years with a median age of 33.9. 55.6% of the survey respondents fell in the 25-54 years age category which aligns with the median age. There was a healthy mix of older and younger population in the respondents.
- » 74.1% of survey respondents were White/ Caucasian, a group that makes up only 43% of the City's population. The Asian community, which comprises 41.3% of the population was very underrepresented in survey responses.
- » A majority of respondents live in the ZIP code in which the project is located.

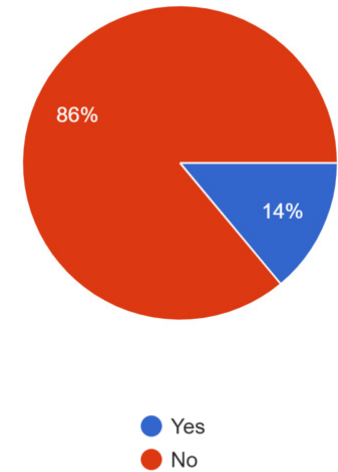
### Race (Please check all that apply)



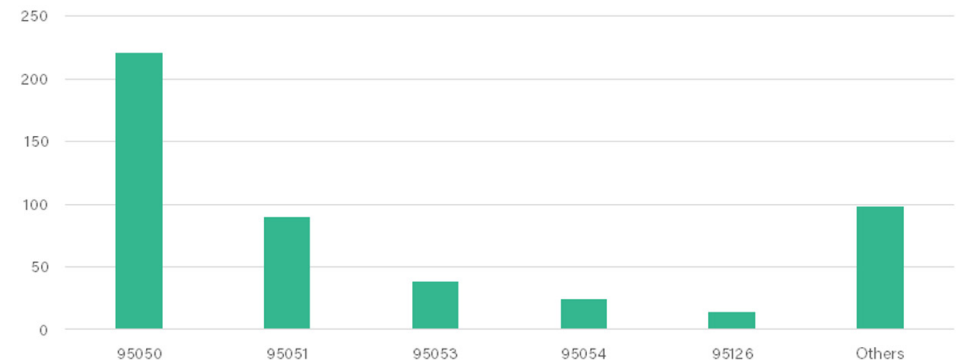
### Age



### Are you Hispanic/ Latino?



### Which ZIP Code do you live in?



# MEETING OUT OF THE BOX

*In June 2020, the City and Consultant Team carried out virtual community engagement in the form of a "Meeting Out of the Box." The objective was to provide community members the opportunity to workshop the land use options and document their aspirations for Downtown.*

*The Online Survey was used to solicit people's interest in joining a more in-depth design review video conference session. 34 community members participated in six Meeting Out of the Box sessions.*

*Each meeting was facilitated by a member of the planning team or an interested community member who received training. A video presentation on the planning effort was shown at the beginning of the meetings to set the context for the project. The Zoom annotation tool was used to document live community feedback on the land use framework.*



## DESCRIBING THE LAND USE FRAMEWORK IDEAS

*The Consultant Team created a video explaining the design options and the design process to be shared at the beginning of each Meeting Out of the Box session.*



## DISCUSSION THEMES

The following questions were posed to all the participants to solicit feedback:

1. Discuss aspirations for downtown. What is your vision for downtown? What are the most important outcomes?
2. Discuss the 3 conceptual alternatives. What are their pros and cons? Which one comes closest to achieving the group's priorities?
3. Discuss Blocks A, B & D. Recognizing that these blocks are most likely to redevelop sooner, how would you adjust your concept to make sure aspirations are met in the near term?

A summary of the key discussion points from the meetings are presented below.

### ASPIRATIONS FOR DOWNTOWN

- » Downtown should be a gathering place for the whole community. Restaurants, atmosphere, people, families, open spaces.
- » Walkability and a good pedestrian environment were high on the priority list for people
- » Buildings with different scales and with character as if developed over time.
- » Building style should convey Santa Clara identity.

### DEVELOPMENT CONCEPTS

- » Create a hybrid of development concepts. Support for the Central Open Space concept, with modifications to ensure it can be achieved and to shift certain elements

### STREETS AND PUBLIC SPACE

- » A strong focus on public gathering spaces. Public open space should be in the interior, away from traffic. Overall, participants wanted a green, shaded environment
- » Franklin Street should prioritize pedestrians, with wide sidewalks, activity, limited traffic, no parking
- » Interest in trolley connection to BART/Caltrain Station, including idea of Trolley tracks through a green corridor.

### CULTURAL AND RETAIL ACTIVATION

- » Creating space Downtown for local businesses rather than chain retail. Existing business should be supported in the Plan. Businesses should appeal to broader community, not just students.
- » Downtown Business Association could be important to manage and curate retail, manage parking, organize events, and do promotion.
- » Retail focused on Franklin but also on other streets to the extent it can be supported
- » Focus on outdoor retail activity: farmers' market, cafes & restaurants with outdoor dining

### LAND USE FRAMEWORK

- » Ground-floor and open space activation is most important
- » Housing should include affordable housing, distributed across the site, and different housing

types including housing that may be affordable to first-time homebuyers

- » Office is OK; should be arranged to encourage people to stay after work
- » Theater/performance space has a lot of support
- » Parking should be provided in a way minimizes intrusion into neighborhoods

### BUILDING HEIGHTS

- » There were tensions between the idea of having higher density and the desire to maintain the existing low height character.
- » People preferred that taller buildings be situated on the eastern blocks towards the University.
- » Buildings should step down in height towards the surrounding residential neighborhood.
- » Some people suggested spacing tall buildings apart, creating a mixed skyline and landmarks

### BLOCKS A, B AND D: THE EASTERN BLOCKS

- » Groups liked the idea of a hotel/conference center and garage on Block B. These were felt to have strong demand and to be good catalysts
- » Adaptive reuse of existing office building on Block B as co-working/business incubation space was supported by some.
- » Higher-density residential was seen as a good fit for the eastern blocks, with strong demand. This could be well-suited to Block A.
- » Food & entertainment, catering to students, was seen as a good option for the eastern blocks.

## DOCUMENTING VIRTUAL COMMUNITY INPUT

The meetings covered a variety of topics including street activation, density of development, creating a high quality pedestrian environment and desire for local businesses (this page).

COMMUNITY FEEDBACK

### DISCUSS ASPIRATIONS FOR DOWNTOWN. WHAT IS YOUR VISION FOR DOWNTOWN? WHAT ARE THE MOST IMPORTANT OUTCOMES?

Designated Parking for DT so it doesn't need to go into neighborhood  
Housing, attractions (movie/performing arts theater, green gathering open space, restaurants (sidewalk seating), farmers market)  
Land Use that provides housing density including affordable and peds  
Sidewalk Cafe - outdoor seating important essential for providing the space for customers  
Residential needed  
Farmers Market  
Take care of current DT businesses that are already invested  
Traffic movement, ped safety crossing busier streets, plan now

Like the gathering spaces that Campbell has.  
Should not look like ECR - different sizes of buildings  
Restaurants - outside dining  
Cultural Theater  
A Meeting Place  
Businesses need to be successful - foot traffic, a business association  
Need housing - affordable included  
Central Land Use Concept (brings foot traffic)

How does C-19 change how we do business  
dog run/friendly environments  
Central Land Use Concept - pleasing, Conceptual more practical - merge the two  
little parks existing - green space matters

Franklin St - add trees green space - linear park for the length, no street parking  
Wider Franklin for peds and bikes buildings wont feel as tall, farmers market  
Student housing (east side)  
Spread tall buildings out to avoid canyon effect/shadowing  
theater, art gallery, sm business, service uses  
history walking tour (include RR museum)  
incorporate historic uses add markers in DT  
Franklin Mall ped paseo provides opportunities for gathering  
Park once/smart parking, in the right places  
Affordable student housing so it gets used by the students  
RR, BART - trolley to DT from Station  
RR tracks on a lawn, green space when the trolley is gone

Facilities for walking and biking to DT  
Trolley - not prior WRT at the top

WRT

COMMUNITY FEEDBACK

### LAND USE FRAMEWORK

Protect Franklin Mall and the Farmers Market  
Set the ped environment template in these blocks that will spread to the rest of DT  
Business Association to promote DT  
Residential w/ ground floor retail (restaurants) outdoor dining, but keep it open/flexible to the commercial market  
Beer garden - should be more than beer - not compete with taplands

Mixed Use - Office Emphasis  
Mixed Use - Housing Emphasis  
Cultural Core  
Retail Frontage  
Retail Ready

Hotel Use Space - performance, entertainment, lecture  
Discuss Blocks A, B & D. Recognizing that these blocks are most likely to redevelop sooner, how would you adjust your concept to make sure aspirations are met in the near term?  
make it vibrant, incorporate gathering space, outdoor space  
Parking structure  
Shared parking - careful with pay parking  
metered street parking may be ok - careful of neighborhood impact  
Dynamic parking pricing  
permit parking has pros and cons, but could work  
hotel, housing, restaurants (at least replace what is there now)  
Food hall  
A space to gather and stay  
Outdoor seating important

WRT

DEVELOPMENT OPTIONS

### DISCUSS THE 3 CONCEPTUAL ALTERNATIVES. WHAT ARE THEIR PROS AND CONS? WHICH ONE TO ACHIEVING THE GROUP'S PRIORITIES? Jackson, Main, Washington - ped only

CENTRAL OPEN SPACE  
GOWN AND TOWN  
CONTEXT

Pro - Businesses  
Tiered buildings  
An identifier for DT

Contextual - Aware of how much this serves the University  
Add bike and ped facilities

Pro - Housing Density  
Keep Franklin Mall area  
Parking - better traffic flow  
Add the central open space to the concept  
Spaced out tall buildings

WRT

COMMUNITY FEEDBACK

### DISCUSS ASPIRATIONS FOR DOWNTOWN. WHAT IS YOUR VISION FOR DOWNTOWN? WHAT ARE THE MOST IMPORTANT OUTCOMES?

Don't make it look like a modern office park. Give it character  
What would it look like if it downtown had grown organically?  
Franklin and Main can be closed temporarily for events  
Adaptively reuse existing buildings to achieve character - the office building can be reused  
Works alongside new parking garage and theater

Be pragmatic. Don't let perfect be enemy of the good. Focus on creating a downtown experience.  
Open, outdoor space & activities.  
Something that can't be provided online.

WRT



## PROJECT TEAM:

WRT

with

Sargent Town Planning

Kimley-Horn

EPS

Greenfelder Commercial Real Estate

CSW-ST2

David J. Powers & Associates

