



# **Downtown Community Task Force (DCTF)**

**Meeting #9  
October 15, 2020**



# Downtown Community Task Force

## Agenda

### CALL TO ORDER AND ROLL CALL

### CONSENT CALENDAR

- 1.A    20-973    [Downtown Community Task Force \(DCTF\) Meeting Minutes of the September 24, 2020 Meeting.](#)

**Recommendation:** Approve the DCTF Meeting Minutes of the September 24, 2020 Meeting

### GENERAL BUSINESS

2.       20-975    [Review and Discussion of the community feedback from the May/June 2020 online survey and meeting-out-of-the-box outreach efforts](#)

**Recommendation:** There is no staff recommendation.

3.       20-1009    [Question and Answer \(Q & A\) session on the Brown Act](#)

4.       20-976    [Election of a Downtown Community Task Force Chair and Vice Chair](#)

**Recommendation:** There is no staff recommendation.

5.       20-1004    [Discussion on filling the two Downtown Community Task Force \(DCTF\) seats](#)

### PUBLIC PRESENTATIONS

### ADJOURNMENT



Downtown Precise Plan

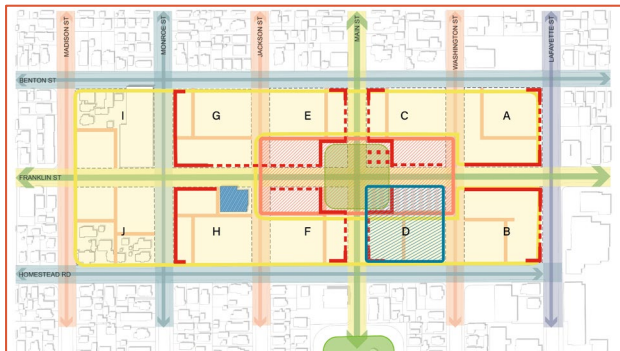
## **Task Force Discussion**

Summary of Community Engagement (Phase II)

# Development Options



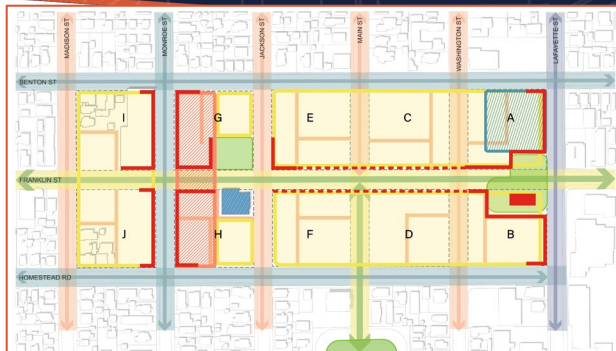
City of  
Santa Clara



## #1 Central Open Space

*Central core with central gathering public space*

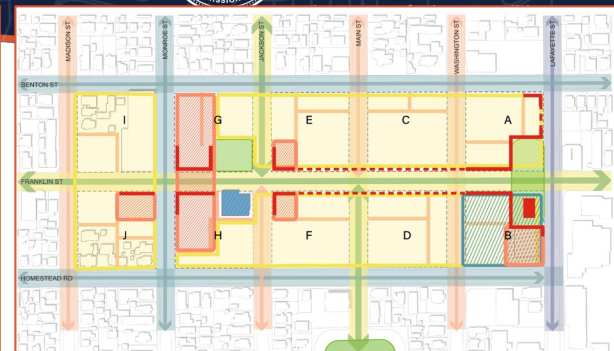
- Core Uses - cultural, entertainment and commercial land uses (retail, office, and hotel) supported by a public parking garage.
- Eastern blocks multifamily housing with ground floor commercial.
- Blocks west of Madison Street have a housing focus.



## # 2 Lafayette Gateway

*Two Distinct nodes/gateways*

- Eastern gateway plaza anchored by commercial and cultural uses, & housing.
- Western gateway plaza at the post office anchored by a mix of housing and office with retail.
- Nodes are supported by a public parking garage.
- Central blocks would be predominantly housing, with retail-ready space along Franklin Street.



## # 3 Contextual

*Taller buildings along Franklin St, and lower buildings on Benton/Homestead*

- Two plazas one at Franklin/Lafayette and one at Franklin/Jackson.
- Plaza 1 cultural and entertainment focus, Plaza 2 is jobs-focused.
- Taller buildings around plaza spaces and along Franklin, lower scale along Benton/Homestead.
- Emphasizes preserving existing buildings.

# COMMUNITY ENGAGEMENT SUMMARY

## ONLINE SURVEY

- A total of **485 responses** were received on the survey.
- **152 people** expressed interest in further engagement on the project through a virtual 'Meeting Out of the Box' Zoom session.
- **147 comments** wanted **increased walkability** to and within Downtown. There was a focus on a safe and pleasant experience for pedestrians, along with possible pedestrainization of parts of Downtown.
- 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.
- **72 comments** wanted to create a **central hub** of activity for the Downtown.

What matters most to you about the pattern of streets and public spaces Downtown?



What matters most to you about how cultural and commercial activity is distributed Downtown?



# COMMUNITY ENGAGEMENT SUMMARY

## ONLINE SURVEY

- **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.
- **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**.

What matters most to you about the mix of land uses in the Downtown.

Less Residential  
Less Density  
**Cultural Spaces**  
**More Retail + Food** Less Density  
**Mixed Use** Pedestrian Environment  
**Live + Work** Offices at the Periphery  
Less Office Spaces

What matters most to you about the mix of building types and building heights Downtown?

Support Heights for **Adequate**  
Economic Development **Sunlight**  
**Step Down** Scatter Tall Buildings Away from Center  
**Around Periphery**  
**Less Density** Concentrate Height in Center  
Buildings up to 4 Storey



# COMMUNITY ENGAGEMENT SUMMARY

## MEETING OUT OF THE BOX

- Aspirations for Downtown** - Downtown should be a gathering place for the whole community. Restaurants, atmosphere, people, families, open spaces.
- 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.
- Cultural and Retail Activation** - Creating space Downtown for local businesses rather than chain retail. Existing business should be supported in the Plan.

COMMUNITY FEEDBACK

Talking and Vargas Smith

### DISCUSS ASPIRATIONS 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 won't 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 prioritized at the top

WRT

# COMMUNITY ENGAGEMENT SUMMARY

## MEETING OUT OF THE BOX

- **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
- **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.
- **Block A, B and D** - 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

COMMUNITY FEEDBACK

### LAND USE FRAMEWORK

You are screen sharing [X] Stop Share

Map of the site showing blocks A, B, C, D, E, F and surrounding streets (Franklin St, Benton St, Jackson St, Madison St, University St, Lafayette St).

**Key Feedback and Annotations:**

- 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 (Purple)
- Mixed Use - Housing Emphasis (Yellow)
- Cultural Core (Blue)
- Retail Frontage (Red)
- Retail Ready (Red dashed line)

**Additional Feedback:**

- Multi 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





# Next Steps





# Downtown Precise Plan **Brown Act Q & A**



# Downtown Community Task Force

## Election of a Downtown Community Task Force Chair and Vice Chair

### **The DCTF Chair is responsible for the following duties:**

- Preside at all official meetings of the DCTF
- Consult with the staff liaison on the meeting agenda
- Attend City Council meetings as needed to represent the DCTF as necessary.
- Sign correspondence on behalf of the DCTF.

### **The responsibility of the DCTF Vice Chair is:**

- Substitute for the Chair as needed.
- Consult with the staff liaison on the meeting agenda.
- Attend City Council meetings as needed to represent the DCTF as necessary.



# Downtown Community Task Force

## Filling Vacant DCTF Seats

- The current DCTF members were selected with a diversity of backgrounds and interests and who are willing to work cooperatively to achieve a realistic plan that will allow redevelopment of the Downtown to move forward in the near term.
- To ensure a balanced DCTF the two new members should contribute to the diversity of backgrounds and interests of the current member make-up.
- Staff is requesting the DCTF provide suggestions as to who the new members should be.



# **Public Presentations/Comment**





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