



CITY COUNCIL // SEPTEMBER 28, 2021

SANTA CLARA DOWNTOWN PRECISE PLAN

Item 2 RTC 21-1070



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

AGENDA

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

1. FRAMEWORK PLAN

FRAMEWORK PLAN

VISION FOR DOWNTOWN



AUTHENTIC

Timeless and of its Time
Hodge Podge
Something Old Something
New



ADAPTABLE

Flexible for Future
Retail Ready
Parking Strategy



AFFORDABLE

Mix of Uses
Resource Sharing
Affordable Retail
Community Benefits
Public Programming

Streets and public spaces

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

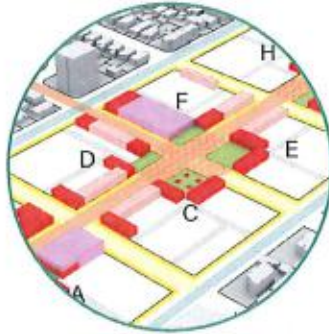
Urban form

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

WHAT IS THE FRAMEWORK PLAN?



**STREETS
+ PUBLIC
SPACES**



**ESSENTIAL
LAND USE**

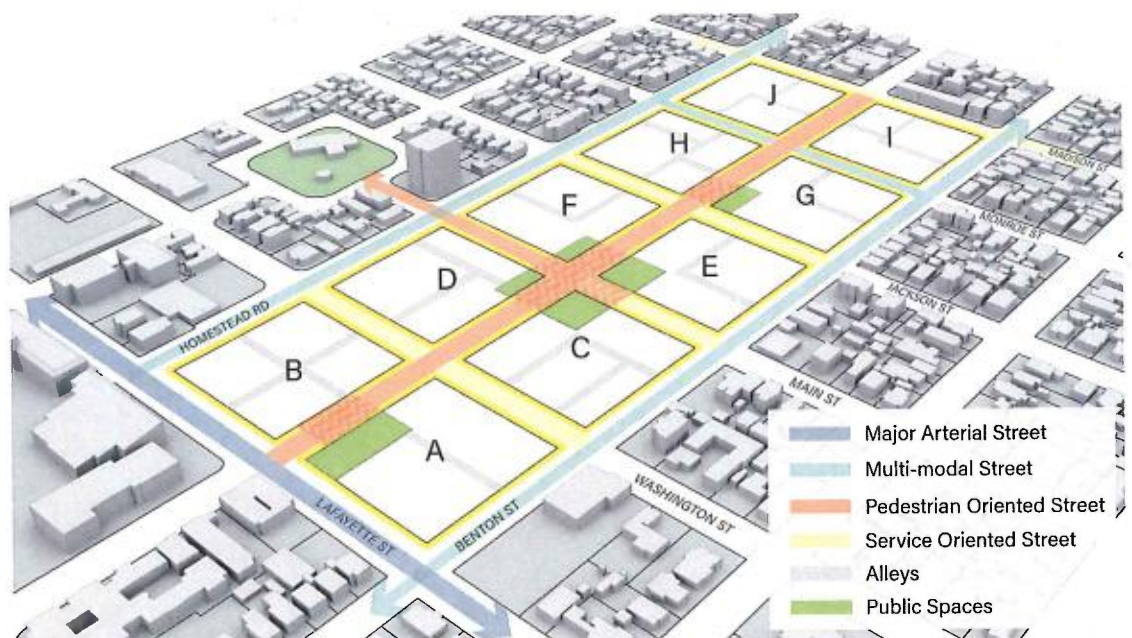


URBAN FORM

STREETS + PUBLIC SPACES

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

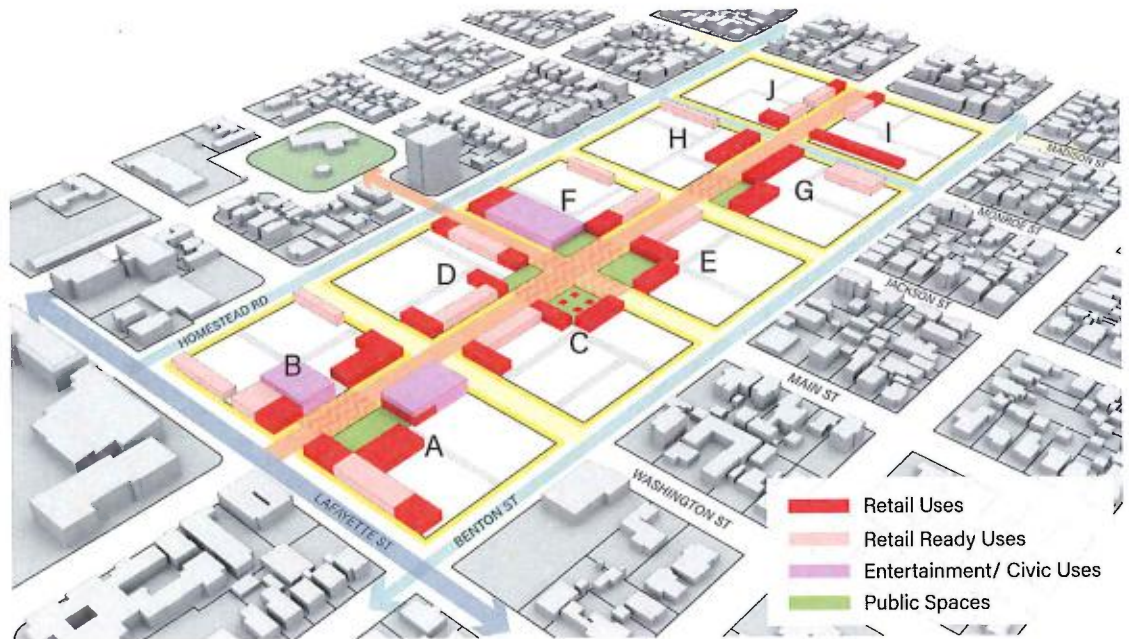
Three key
public spaces
established



ESSENTIAL LAND USE

Ground floor active uses focused on Franklin St. are required

Potential locations for cultural uses are identified



URBAN FORM

Development is form based and land use is flexible



FROM FRAMEWORK TO PRECISE PLAN

PRECISE PLAN

IMPLEMENTATION

Streets + Public Spaces

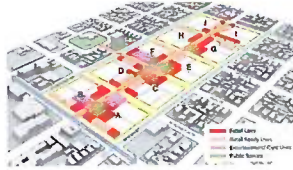


Circulation Diagram
Street Cross-Sections
Public Space Conceptual Plans
Policies and Design Guidelines



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

Essential Land Use



'Essential Land Use Diagram
Land Use Policies



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

Urban Form



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



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

2. BASE + BONUS HEIGHTS

REGULATING BUILDING HEIGHTS



Maximum Building Heights

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

Bonus height is allowed for buildings that provide additional community benefits

Community Benefits

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

Affordable Housing

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

WRT

FINANCIAL FEASIBILITY

RESIDENTIAL BENCHMARKS

RESIDENTIAL CONDOMINIUM APARTMENTS

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

RESIDENTIAL RENTAL APARTMENTS

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

RESIDENTIAL FOR SALE TOWNHOMES

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



WRT

FINANCIAL FEASIBILITY

OFFICE BENCHMARKS

DOWNTOWN OFFICE

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




MAXIMUM BASE HEIGHTS

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

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

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

View from Northeast

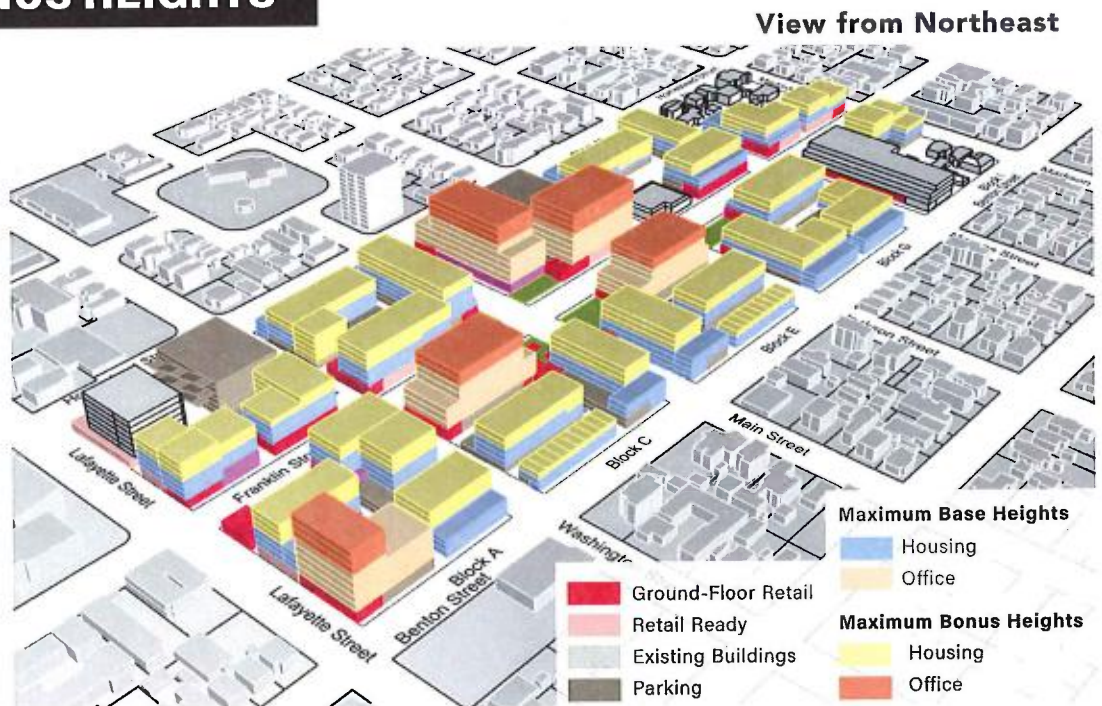


MAXIMUM BONUS HEIGHTS

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

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

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



SUMMER SOLSTICE



BASE + BONUS HEIGHTS

EQUINOX



9 AM



12 PM



4 PM

WRT

BASE + BONUS HEIGHTS

WINTER SOLSTICE



9 AM



12 PM



4 PM

WRT

3. DEVELOPMENT CAPACITY AND CAPS

DEVELOPMENT CAPACITY AND CAPS

ASSUMPTIONS

PARKING

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

MINIMUM HEIGHT

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

UNIT SIZE

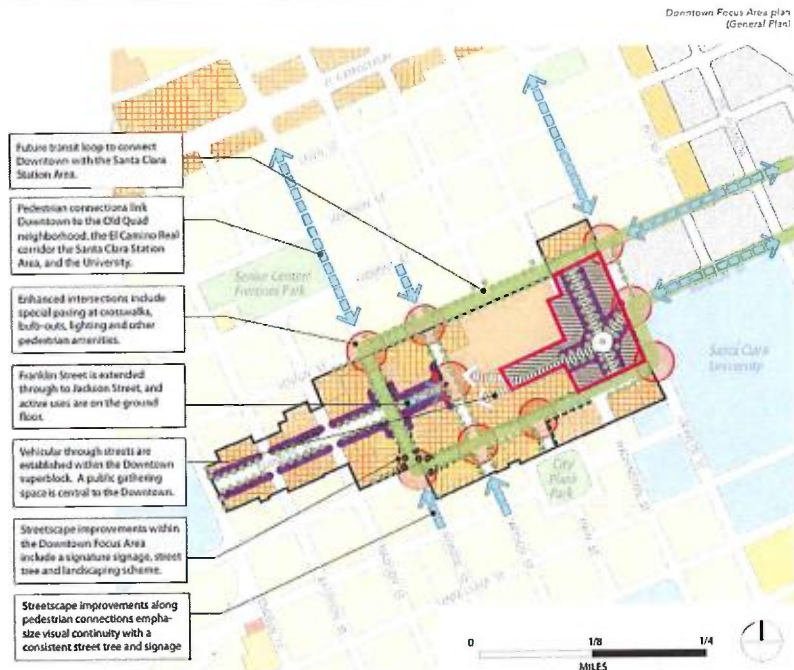
Market Rate Housing	900 sq ft gross
Townhomes	2,000 sq ft gross
Office	7,500 sq ft min floor-plate
Retail	40ft to 60ft depth
Hotel	250 sq ft gross per key

OVERALL DEVELOPMENT CAPACITY

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

WRT

DOWNTOWN CORE



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

Legend

Land Uses Within the Focus Area

- High Density Residential
- Community Mixed Use
- Downtown Core

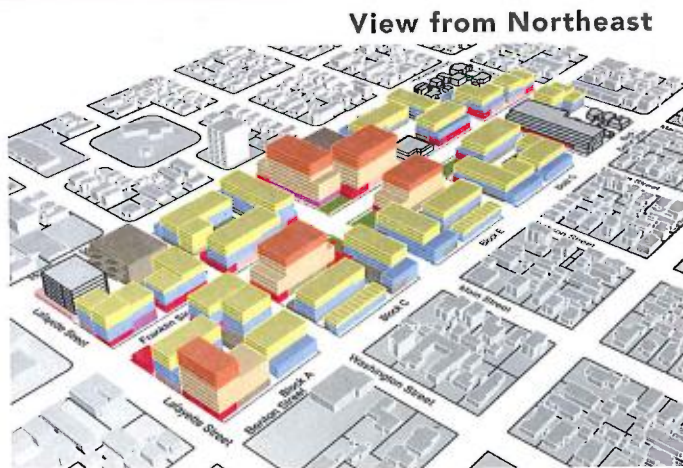
Urban Design Features

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

WRT

PRECISE PLAN DEVELOPMENT CAPS

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



Maximum Base Heights

- Housing
- Office
- Ground-Floor Retail
- Retail Ready
- Existing Buildings
- Parking

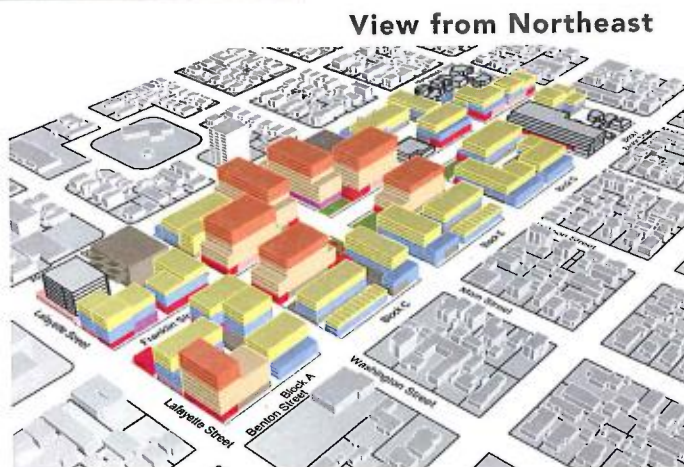
Maximum Bonus Heights

- Housing
- Office



PRECISE PLAN DEVELOPMENT CAPS

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



Maximum Base Heights

- Housing
- Office
- Ground-Floor Retail
- Retail Ready
- Existing Buildings
- Parking

Maximum Bonus Heights

- Housing
- Office



PRECISE PLAN DEVELOPMENT CAPS

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

WRT

4. NEXT STEPS

RECOMMENDATIONS

Accept the Preferred Framework Plan for the Downtown Precise Plan.

Alternative:

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

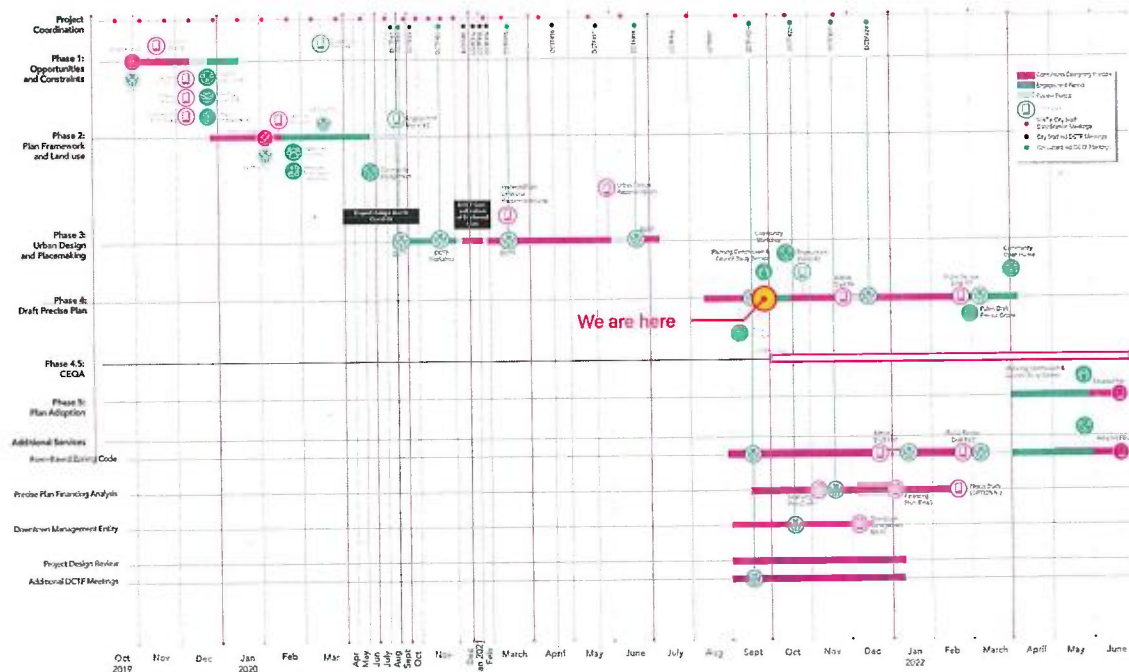
WRT

WORK PLAN

Next Steps

Community Workshop
Precise Plan Document
Initiate:

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



QUESTIONS?

THANK YOU

9/28/21

Item 2.



**City of
Santa Clara**
The Center of What's Possible

Date: September 28, 2021

To: City Manager

From: Executive Assistant to the Mayor & City Council

Subject: Correspondence received regarding Item 2 on the September 28, 2021 City Council Meeting Agenda

As of September 28, 2021, at 3:00 p.m. the Mayor and City Council Offices received the attached correspondence regarding agenda item 2. Acceptance of the Preferred Framework Plan for the Downtown Precise Plan.



Julie Minot
Executive Assistant to the
Mayor & City Council

Documents Related to this Report:

1) *Communications received*

POST MEETING MATERIAL

Julie Minot

From: connie Hill <monti519@sbcglobal.net>
Sent: Tuesday, September 28, 2021 5:48 AM
To: Mayor and Council
Subject: Council Meeting 09/28 - Downtown Precise Plan

Follow Up Flag: Follow up
Flag Status: Flagged

Dear Mayor and Council,

While I support the downtown precise plan, I do not do so at the expense of the history of Santa Clara.

The precise plan needs to keep and extend protections for historic resources, not remove protections that are already in place.

Please direct City Staff and their consultants WRT to prioritize historic resource preservation. while creating the downtown precise plan.

We already tore down a downtown without preserving our history, don't compound the mistake.

We moved here because we could save a historical house and retire in it. We want a neighborhood that is going to feel like a neighborhood that is for growing family and us retirees. Please don't change that!!!

Thank you.

Stew and Connie Hill
1410 Santa Clara St.

Julie Minot

From: LaDonna Silva <ladonnasilva@gmail.com>
Sent: Monday, September 27, 2021 9:44 PM
To: Mayor and Council
Subject: Downtown Precise Plan

Follow Up Flag: Follow up
Flag Status: Flagged

Dear Mayor and Council,

While I support the downtown precise plan, I do not do so at the expense of the history of Santa Clara.

The precise plan needs to keep and extend protections for historic resources, not remove protections that are already in place.

Please direct City Staff and their consultants WRT to prioritize historic resource preservation. while creating the downtown precise plan.

We already tore down a downtown without preserving our history, don't compound the mistake.

Thank you,
LaDonna Silva

Julie Minot

From: Patty Costantini <pattyc55@gmail.com>
Sent: Monday, September 27, 2021 1:37 PM
To: Mayor and Council
Subject: Downtown Development and Historic Preservation

Follow Up Flag: Follow up
Flag Status: Flagged

Mayor and City Council,

Both the original and 'modified' renderings posted for the proposed development at Monroe and Homestead have done little to engender faith in the community that downtown development is on the right track. In fact, those postings are a bold slap in the face to nearby residents that I have spoken to.

Homestead & Monroe cannot handle the increase in traffic. These are narrow, neighborhood streets. Furthermore, since the City NEVER requires adequate on-site parking spaces, parking for residents will become a nightmare. I predict this situation will occur at the Benton/Alameda complex. Residents won't have enough spaces, let alone visitors.

Santa Clara does not need a high density, crowded downtown. We need several quaint streets in the interior, with a measured amount of dwellings, shops, restaurants and green space. ADOPT A FORM BASED CODE to ensure the downtown reflects the history of the community, and the investments that residents have made in living here, maintaining lovely homes.

ABOVE ALL, moving or destroying precious Victorian homes (especially if designated historic) should be a non-starter regardless if a land purchaser/developer says 'I didn't know' or the city looked the other way thinking the community would just go along with it.

These are my concerns. Thank you for your consideration,

Patty Costantini
Santa Clara resident for 30+ years

Julie Minot

From: Sue Harper <sejharper@aol.com>
Sent: Monday, September 27, 2021 1:20 PM
To: Mayor and Council
Subject: Downtown Precise Plan

Follow Up Flag: Follow up
Flag Status: Flagged

I strongly urge you as a council to protect And maintain what is left of our historic Properties in the downtown and around the old quad neighborhood. The homes in question on Monroe make a huge difference to the feel of the neighborhood. People downtown are proud of their homes and have spent many thousands of dollars Maintaining and improving them. The loss of Of these and any other historic properties to high rises destroys the community feel of the old neighborhood so many have worked hard to maintain and protect.

Respectfully submitted,
Sue Harper
Madison Sreet

Julie Minot

From: loriesc@ix.netcom.com
Sent: Sunday, September 26, 2021 11:15 AM
To: Mayor and Council
Subject: Comments for CC meeting for September 28, 2021 Downtown Precise Plan Study Session

Follow Up Flag: Follow up
Flag Status: Flagged

September 26, 2021

To: Mayor Lisa Gillmor and Members of the Santa Clara City Council

RE: City Council Meeting of September 28, 2021, STUDY SESSION 2. Acceptance of the Preferred Framework Plan for the Downtown Precise Plan.

Dear Mayor Gillmor and City Council members,

I am writing to express my concerns about the proposed Downtown Precise Plan and the Preferred Framework Plan. Unlike many California cities, Santa Clara did not appear to do a thorough review of the area in which this Downtown plan is located prior to the plan's development. In fact, the consultants do not appear to be aware of the multitude of Historically Significant properties located within this historic area, which will be impacted by any proposed development.

While the need for affordable housing in the State, along with "Transit Orientated" development, has led to the drive to redevelop of existing areas in order to accommodate new projects, it is of equal importance to protect and preserve those areas which give each jurisdiction its unique identity, i.e., its historic resources. The area of the preferred Framework Plan for Downtown Precise Plan is right in the heart of Santa Clara's Old Quad, the area first surveyed in 1866 and the area in which the town originally developed. The vast multitude of Santa Clara's Historically Significant properties (both surveyed and yet to be surveyed) exist in this area. Therefore, it is of the utmost importance to look carefully at how any new development relates to these properties and how it will impact their integrity.

Which brings up another point you need to be aware of. When the California Register of Historic Resources (CRHR) was created, to better reflect California's heritage than was covered by the National Register of Historic Places, all of the Certified Local Government (CLG) surveys of Historically Significant properties were automatically added to the CRHR and the City of Santa Clara is a CLG. Today although a multitude of laws are being enacted by the California Legislature to encourage the development of more housing, they provide for the protection of the Historically

Significant properties within the State of California. For example, one of the latest, Senate Bill No. 9 (Atkins. Housing development: approvals.) signed by the Governor on September 16, 2021, which would “require a proposed housing development containing no more than 2 residential units within a single-family residential zone to be considered ministerially, without discretionary review or hearing,” except when “the development is not located within a historic district, is not included on the State Historic Resources Inventory, or is not within a site that is legally designated or listed as a city or county landmark or historic property or district.” If the development is, then it is subject to discretionary review.

Also, on November 7, 2017, the City Council passed the Historic Preservation Ordinance, which became effective in January 2018. This added Chapter 18.106 ("Historic Preservation") to Title 18 ("Zoning") of "The Code of the City of Santa Clara, California" ("SCCC"). Section 18.106.070 requires that development projects that are not Historically Significant Properties listed on the Historic Resource Inventory (HRI) but are located within 200 feet of an HRI, must undergo review by HLC. This makes these projects subject to discretionary review.

The area designated for the Downtown Precise Plan lies between Homestead, Madison and Benton Streets. The south side of Homestead Street between Monroe and Madison and the west side of Madison Street between Homestead and Benton Streets, along with Madison's east side between Franklin and Benton Street, contain several Historically Significant properties. Historically Significant properties fill the entire block faces on the north side of Benton Street between Monroe and Washington Streets. As the streets themselves are all less than 200 feet wide, any proposed development within this area has the potential to impact a large number of Historically Significant properties and will need discretionary review.

The Framework Plan “Urban Form” states that “Development is form based and land use is flexible” but without a detailed study of the impacts on such a wealth of Historically Significant properties in the immediate area and detailed knowledge of the laws that exist to ensure their protection from adverse impacts, I do not believe this statement can be proven to be correct and therefore I ask you not to adopt any proposed plan before doing due diligence.

Sixty years ago, Santa Clara lost its downtown due to the rush to jump onto the Urban Redevelopment bandwagon sweeping across the country, one of the most controversial decisions the City has ever made and one regretted by so many ever since. With that lesson learned, now is not the time to repeat it with hasty decision making. I ask you to listen to the people who truly care about Santa Clara's historic resources and take the time to thoroughly and carefully think out a plan that will benefit the City and preserve its rich history.

Sincerely,

Lorie Garcia,

Julie Minot

From: Janet Stevenson <janetmstevenson@gmail.com>
Sent: Saturday, September 25, 2021 7:04 PM
To: Mayor and Council
Subject: Downtown Precise Plan

Follow Up Flag: Follow up
Flag Status: Flagged

Dear Mayor & City Council,

I understand that the Council will soon be getting an update on the latest downtown precise plan progress and the consultant will be asking the council if the general form of the plan looks good. I also understand that the consultant WRT was unaware that the homes on the corner of Homestead/Monroe (906 & 930 Monroe) were listed on the City's Historical Resources Inventory, were zoned for historical protection (HT zoning), or in a preservation contract for the City.

It is very important to me, my neighbors, members of the OQRA & members of the Santa Clara Historic home tour that these homes are protected, remain intact and in place in their current location. These homes are located on a prominent corner in the Old Quad and give THIS part of Santa Clara its distinction. In 2020 the Home Tour committee developed a self-guided walking tour of the historical resources in Santa Clara listing over 50 homes (sc-hometour.com). We proudly included 906 & 930 Monroe on this walking tour.

In the early 1960's Santa Clara's Historical Downtown was demolished for "new development" (Franklin Square). For decades residents of Santa Clara have expressed regret over that decision. The 930 & 906 Monroe homes survived that demolition. Please, let's not make the same mistake and allow their demise 60 years later!

Please give the protection of historic homes the highest priority. The community will be forever grateful.

Janet Stevenson
Old Quad resident
Santa Clara Historic Home Tour chair
OQRA board member



Virus-free. www.avast.com

Julie Minot

From: christina eng <chuchabuddy1@yahoo.com>
Sent: Tuesday, September 28, 2021 10:05 AM
To: Mayor and Council
Cc: contactoqra@gmail.com
Subject: Downtown Precise Plan & Historic Protections

Dear Mayor and Council,

I am a home owner and resident of Santa Clara's Old quad, and while I support the downtown precise plan, I do not do so at the expense of the history of Santa Clara. I purchased my home in this area specifically because of the beauty and history of these homes.

The precise plan needs to keep and extend protections for historic resources, not remove protections that are already in place.

Please direct City Staff and their consultants WRT to prioritize historic resource preservation while creating the downtown precise plan.

These buildings are an irreplaceable part of Santa Clara history and need to be preserved. We have already torn down a downtown without preserving our history, please don't make the same mistake.

Christina Eng

Julie Minot

From: Kay <kafreefilly@yahoo.com>
Sent: Tuesday, September 28, 2021 1:58 PM
To: Mayor and Council
Cc: Old Quad Residents Association
Subject: Council Meeting 09/28 - Downtown Precise Plan

As a resident of the Old Quad, I am very concerned about historic homes disappearing and being replaced by buildings that do not reflect the character of the Old Quad. In particular, I am concerned about allowing developers to build where Historic homes that are currently protected exist. There has been a lot of construction in the OLD QUAD of buildings that are currently unfilled and likely to remain that way for a while. With the addition of the huge complex on Benton and the Alameda, it simply adds to the number of vacant commercial sites, creating an incredible eyesore. Removing historic homes and changing the code to allow that action, simply creates an unappealing and concerning number of vacant buildings.

Kay Ammon, 990 Harrison St.