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Attachments: 1. City North Vision Plan Outline, 2. City North Vision Principles and Strategies, 3. POST MEETING MATERIAL

Date	Ver.	Action By	Action	Result
8/27/2019	1	Council and Authorities Concurrent Meeting	Approved	Pass

REPORT TO CITY COUNCIL

SUBJECT

Public Hearing: City North Framework

BACKGROUND

On August 22, 2018, the City commenced the planning process for the Freedom Circle Specific Plan and Patrick Henry Specific Plan with consultants, MIG, Inc. (MIG), to establish a land use plan and policies for the redevelopment of low-intensity office and industrial parks in northern Santa Clara into high-density mixed-use neighborhoods. The Patrick Henry Specific Plan area aligns with one of the Phase III Future Focus Areas identified in the City's General Plan with the intent that the City consider future redevelopment of the area for high density residential mixed-use development. The Freedom Circle Specific Plan would potentially create a new high density mixed commercial and residential district not previously contemplated within the General Plan.

The approved scope with MIG also includes preparation of a City North Framework (also referred to as a Vision Plan) document per City Council input that the planning process should comprehensively address the broader geographical area in which the Specific Plan areas are located to articulate a unifying vision for these neighborhoods, to comprehensively analyze the infrastructure and service needs to support the new development under consideration at multiple locations, and to establish a framework for how these new neighborhoods will become part of a complete community. The contract scope, approved by the City Council in July 2018, identified this as: "preparation of a consolidated North of Bayshore Plan document that will show how the land uses and infrastructure needs for development of the two Specific Plan areas are coordinated with each other, the Kylli development, Mission College, Great America, and other land uses in the area, as well as how the overall development has been addressed through the prerequisite studies." The City North Framework is intended to fulfill the General Plan requirements for prerequisite studies prior to initiation of the General Plan Phase III Future Focus Areas.

At the April, 2019 City Council meeting, staff presented key objectives for the Patrick Henry Specific Plan, Freedom Circle Specific Plan and City North Framework to the Council for consideration and input. Following deliberation and review of the objectives, the City Council directed staff to return with more information on the purpose and contents of the City North Framework.

DISCUSSION

Preparation of the City North Framework document is in the early stages as the focus of the initial stages of the planning process is on outreach, while the technical analysis and the contents of the Framework are still under development. In addition to the two Specific Plans in process, the proposed Framework area would geographically encompass the recently adopted Tasman East Specific Plan area, the Related Santa Clara (previously known as City Place) project site, the Great America theme park, Mission College, the former Yahoo campus site and other commercial and industrial properties along Great America Parkway and Tasman Boulevards. The general intent of the Framework is to address land use goals and objectives that would apply broadly across the Framework area and/or establish policies for how development within these areas will be coordinated and addressed comprehensively in terms of infrastructure and service needs.

This report describes the current contents for the Framework as being prepared by staff and the consultant team. At this point, the Framework is anticipated to include three elements:

1. Prerequisite Studies
2. Guiding Principles and Strategies
3. Coordinated Mobility Plan

Prerequisite Studies

Consistent with existing policy guidance in the General Plan and prior direction from the City Council, the Framework will include the required findings and prerequisite studies established in the General Plan for Phase III Future Focus Areas. The Framework document will incorporate prerequisite studies to evaluate Citywide parkland ratios; adequacy of infrastructure fiscal health; emergency response times; and bicycle, pedestrian, and transit improvements. These prerequisite studies would form the foundation of a comprehensive analysis of available resources and be used along with planned development to forecast infrastructure needs within the City North area. The Framework would also delineate strategies for providing infrastructure improvements across the City North area, including areas outside of the two specific plan boundaries.

Guiding Principles and Strategies

The City North framework would establish a set of six major planning principles that will provide overarching guidance for the plan area (attached). While each Specific Plan or individual projects within the Framework area can incorporate specific principles for the project, the Framework provides an opportunity to identify principles that should be applicable throughout the larger area. As one of the most densely developed neighborhoods in the City, the guiding principles are intended to ensure City North grows into a vital, attractive place.

The draft framework establishes strategies for three key topics: urban design and placemaking; regional parks and open space; and mobility and circulation. Collectively, the strategies are intended to support the creation of a public realm that uniquely enhances placemaking and social interaction, while knitting together the various sub-neighborhoods within City North. The purpose of these three strategies is to put an emphasis on the public realm to create a neighborhood that both residents and visitors enjoy and admire.

Coordinated Mobility Plan

The City North Framework will also include a coordinated mobility plan to help maximize the ability for people to move through the City North Area, which was developed with a relatively simple street grid reliant on large-scale arterials and lacking in alternative routes. The coordinated mobility plan will include Transportation Demand Management measures to reduce the use of single-occupant vehicles and will include the provision of a variety of alternative transportation modes, including a possible shuttle service, and bike and scooter share provided through a Transportation Management Association (TMA). The plan will also include language to require the participation of new industrial users in addition to residential developers within the Tasman East, Patrick Henry Drive and Freedom Circle plan areas.

ENVIRONMENTAL REVIEW

The action being considered does not constitute a “project” within the meaning of the California Environmental Quality Act (“CEQA”) pursuant to CEQA Guidelines section 15378(b)(5) in that it is a governmental organizational or administrative activity that will not result in direct or indirect changes in the environment.

Prior to adoption, a single Environmental Impact Report (EIR) will be prepared to address the two Specific Plans and the Santa Clara City North Vision Plan in accordance with the California Environmental Quality Act (CEQA) to inform key decision-makers and the general public of the potential environmental effects that would arise from implementation of the Specific Plans and Vision Plan.

FISCAL IMPACT

The City’s consultant costs for preparation of the Freedom Circle and Patrick Henry Specific Plans, as well as the City North Framework, will be covered through funding agreements with affected property owners. While property owners initially committed to fully fund these activities, the terms of the Agreement allow for the parties to terminate the Agreement and withdraw their property from the specific plan boundary under consideration. As such, two property owners, Sobrato and the Irvine Company, have requested to withdraw from funding of the Freedom Circle Specific Plan. The City is currently processing refunds of \$247,240 each for Sobrato and Irvine based on their initial deposits less payments to the consultant for work to date. Further information on the status of the Freedom Circle Specific Plan and funding options for the Plan will be discussed as a separate City Council agenda item.

The proposed change in land uses would significantly increase land values as well as demand for services, having both positive and negative fiscal impacts upon the City. While the City has not conducted a fiscal analysis for the Specific Plans, it is understood that residential land uses generally have a net negative fiscal impact (as increased land value revenue does not completely offset increased costs for service), but infill development and higher density development, particularly utilizing Type I or Type III construction, can provide for more efficient delivery of services and support more tax revenue generating activity, potentially resulting in net neutral or positive fiscal implications.

COORDINATION

This report has been coordinated with the City Attorney’s Office.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City’s official-notice bulletin board

outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email clerk@santaclaraca.gov <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

ALTERNATIVES

1. Accept the report on the City North Framework as presented by staff.
2. Do not accept the report on the City North Framework as presented by staff and provide alternative direction.

RECOMMENDATION

Alternative 1:

Accept the report on the City North Framework as presented by staff.

Reviewed by: Andrew Crabtree, Director of Community Development

Approved by: Deanna J. Santana, City Manager

ATTACHMENTS

1. City North Vision Plan Outline
2. City North Vision Principles and Strategies