

SANTA CLARA TRANSIT AREA PLAN

STAKEHOLDER MEETING #3

Meeting Date: May 17, 2007

Attendees: Representatives and Stakeholders from VTA, City of Santa Clara, and City of San José

The objectives of the Stakeholder Meeting were to:

1. Provide a project overview and update.
2. Present findings from the Community Workshop on the Alternatives.
3. Present the Draft Preferred Plan.
4. Obtain feedback from stakeholders.

PROJECT OVERVIEW AND UPDATE

After general introductions, Dyett & Bhatia began the meeting with a project update and overview, with a reminder that several completed reports and summaries of public outreach are available on the project website (www.SantaClaraSAP.com). The project overview included a presentation of the Guiding Principles established during the Alternatives phase of the planning process, which serve as the basis for the Preferred Plan.

FINDINGS FROM COMMUNITY WORKSHOP ON ALTERNATIVES

The final concepts for the Alternatives were presented to the Stakeholder group, as they were presented to the community at the second public workshop in March, 2007. General underpinnings for the Alternatives, as well as the Preferred Plan, include the base assumption of opportunity sites in the Planning Area and the opportunities for new pedestrian and vehicular crossings. Key concepts for the Alternatives were reviewed and included:

Alternative 1

- Intensified retail core north of Brokaw Road, with the assumption that Costco remains;
- Public space and activity node with ground floor retail along Brokaw Road;
- High-density residential core adjacent to the BART station, south of Brokaw Road;
- Intensified development of office/R&D, commercial, and hotel uses within the FMC site;
- A new vehicular through-connection between El Camino Real and Coleman Avenue, located south of Railroad Avenue and north of Campbell Avenue; and a
- Central landscaped boulevard that runs north-south through the east side of the Planning Area.

Alternative 2

- Mixed-use hotel activity node at the Station Area with retail connection across the tracks;

- Two residential neighborhoods east of the tracks on either side of Brokaw Road, anchored by open space and connected by a “Main Street” of neighborhood commercial uses;
- Strong retail/commercial connection along Brokaw Road and Benton Street to Downtown Santa Clara;
- Mixed-use development with some residential uses west of the tracks along El Camino Real;
- Street grid sized for walkability through residential neighborhoods; and
- A new vehicular underpass connecting El Camino Real at Campbell Avenue to the central landscaped boulevard east of the tracks.

Community Input

Feedback on the Alternatives was received by both stakeholders and community workshop participants. Since feedback from the second stakeholder meeting was incorporated into the alternatives concepts presented to the community in March, subsequent input from the workshop was presented. Highlights from the Alternatives Workshop include:

- High intensities and a mixed-use/hotel focus around the Station and along People Mover line
- Retain Costco
- Support for high-density residential, including on the east side
- Plan should establish a destination—like a marketplace or museum/cultural center
- More open space, as well as pocket parks
- Minimize traffic and parking spillover impacts

PREFERRED PLAN CONCEPT

Land Uses

Several categories of land use were presented as part of the Preferred Plan Concept. These included several residential densities, four mixed-use categories, and additional non-residential uses such as ground-floor retail, commercial, public or institutional uses, as well as park space. These uses are described in greater detail in the handout distributed during the stakeholder meeting, and which is attached to this meeting summary.

Preferred Plan

The Preferred Plan was presented in several layers of information, beginning with overall land uses, and then overlaid by major circulation. Key concepts of the overall land use and structure of the Plan included:

- Mixed-use development with hotel focus surrounding the Station Area and focused along Brokaw Road;

- Medium-high to high density residential neighborhood south of Brokaw and the mixed-use development, with central open space and pocket parks;
- “Main-street” ground floor retail core connecting the residential neighborhood to the mixed-use core and BART Station, with visibility from Coleman Avenue, the central boulevard street through the site, and from the proposed vehicular underpass connection;
- Additional mixed-use development with a residential focus west of the tracks along El Camino Real to maximize residential units within a five-minute walk of the station;
- Pedestrian connection linking the mixed-use core of the Station Area to Downtown Santa Clara with retail and public activity nodes;
- Enhanced connectivity across El Camino Real to Santa Clara University; and
- Two alternatives for a vehicular through-connection between El Camino Real and Coleman Avenue.

In addition to the land use and structure components of the Plan, an initial round of three-dimensional modeling of the Planning Area was presented. The modeling effort will provide a visual tool to describe the intensity and height of new development, and how these will visually affect surrounding development.

Overall Development and Traffic Generation

The total development projected for the Preferred Plan Concept was roughly 5.3 million square feet of non-residential development, which, added to existing development, would amount to 6.3 million square feet within the Planning Area. In addition, the Plan provides roughly 2,400 new residential units—which, combined with existing development, would provide 3,900 residential units within a half-mile radius of the BART Station (just over the MTC requirement for 3,850 units). In conjunction with new residential development, the Plan creates 6.3 acres of new park space, which would provide roughly 1.5 acres per 1,000 new residents.

Traffic generation from the proposed build-out is primarily focused on the east side of the tracks, especially during the AM Peak Hour. In a comparison of the trip generation for the proposed underpass alternatives, the northern-most connection would have a heavier inflow of traffic from El Camino Real to the BART Station in the AM Peak Hour, while the southern connection would have a greater flow in the PM Peak Hour. Without an east-west connection, projected trips along De La Cruz would increase dramatically from existing conditions in 2002-2006, from 510 in the morning peak hour to 1,455; creating additional traffic along Alviso Street and Lafayette Street as well.

STAKEHOLDER FEEDBACK

Input from stakeholders was recorded during the meeting, with major issues and concerns noted. The primary issues discussed focused on circulation, traffic and accessibility—especially for bicyclists and pedestrians. Comments recorded during the meeting are organized by topic.

Circulation and Traffic

- Improvement of the De La Cruz Boulevard overpass could allow for greater pedestrian accessibility. Trying to cross El Camino Real at Benton Street is like trying to cross Stevens

Creek Boulevard between Valley Fair and Santana Row—pedestrians are hindered from crossing from the size and volume of the streets.

- There should be additional analysis of the De La Cruz Boulevard overcrossing in terms of traffic flow issues.
- Will Coleman and El Camino Real/The Alameda be able to handle the projected traffic? *Fehr & Peers response: Trips may double, which would reduce the LOS at least on Coleman, but there is a lot of capacity on both roads.*
- Both underpass alternatives are very close to Brokaw Street.
- The intersection of El Camino Real and Campbell Avenue is already a four-approach intersection—the southern approach is not great, and the underpass at that location would make it worse. The alignment would also interfere with the development parcels on the FMC site.
- The old Alameda bypass is isolated through Santa Clara—therefore the only major circulation streets in the area are Benton and El Camino Real. Lafayette has been turned into a high-volume arterial and is very congested.

Pedestrian and Bicycle Accessibility

- The pedestrian bridge planned for BART is not a great way across the tracks, especially for bicyclists. If pedestrians and bicyclists can be accommodated on the underpass connection, that would be good.
- The pedestrian bridge ramps will be long, and are not shown on the west side of the tracks.
- The De La Cruz Boulevard overpass is very challenging for bicyclists—it has minimal shoulders and cars drive pretty fast over the ramps.
- The proposed Newhall bridge does not connect to much or benefit bikers.
- The Plan should have enhanced connectivity to Santa Clara University.

Land Use

- Why did the medium density residential designation for the Swenson property change to medium-high density? *City of San José response: The site is currently zoned for Transit Corridor Residential, which allows for more density than provided for in the medium density designation on the plan (shown as 12-25 housing units/acre).*
- Why does BAE have such specific uses while other sites don't? Response: The Hunter Properties/BAE site is gridded and shown with more specific uses because of its proximity to the station—the uses and scale reflect the need to plan for a pedestrian-oriented, active district within the Station Area.

Representation and Process

- The maps should have coordinates for easier reference.
- It would help to be able to read street names better, and to note the name of the ball park off of Campbell and El Camino Real.

- The East-West connection should be referred to as “Proposed East-West Connection Alternatives” in the legend.
- The depiction of De La Cruz Boulevard should include the ramps and connections from Lafayette and Alviso streets.
- Would like to see the guiding principles in a format that applies to specific aspects of the Plan; i.e., how are they represented.
- There needs to be a clearer understanding of how aspects of the plan will occur, such as infrastructure; and who will be implementing them—i.e., the city, etc.

ATTENDEES

The following attendees signed the sign-in sheet provided at the meeting. Where possible, affiliations have been listed.

Michael Bordoni, Barry Swenson Builder

George DeOliveira, Costco Wholesale

Michele Difrancia, Caltrain

Joe Hoffman, Historical RailRoad Society

Nanci Klein, Office of Economic Development, San José

Curtis Leigh, Hunter Properties

Jack Lueder, Santa Clara Bicycle Advisory Committee

Joe Kornder, City of Santa Clara City Council

Tim Steele, Sobrato Development Company

Joe Sugg, Santa Clara University

John Sullivan, Santa Clara Bicycle Advisory Committee

Jesse Thielen, Barry Swenson Builder

Richard Truempler, Sobrato Development Company

John Urban, Newhall Neighborhood

SANTA CLARA STATION AREA PLAN

www.SantaClaraSAP.com

STAKEHOLDER MEETING #3

Thursday, May 17, 3:00 – 5:00pm

VTA, River Oaks Campus

Building B, Room 104

- I. Welcome and Introduction
 - Review meeting objectives
 - Introduce Stakeholders
- II. Project Overview and Update
- III. Findings from Community Workshop on Alternatives
- IV. Preferred Plan Concept
 - Land Use
 - Street Network & Circulation
 - Buildout Numbers
- V. Stakeholder Feedback/Input
- VI. Conclusions and Next Steps













STAKEHOLDER MEETING #3
Land Use and Development Comparison

May 17, 2007

SANTA CLARA STATION AREA PLAN

Land Use Classifications

Land use	Density/ Max FAR	Description
 Medium Density Residential	12-25 (du/ac)	Townhouses and low-rise multi-family (2-4 floors) stacked
 Medium-High Density Residential	25-60 (du/ac)	Multi-family stacked flats, primarily structured parking, (3-6 floors)
 High Density Residential	60-120 (du/ac)	Stacked flats with structured parking (6-12 floors)
 Ground Floor Retail	0.75 FAR	Neighborhood-oriented shopping and services at the ground floor level to parking structures, residential, and non-residential uses
 Mixed Use 1: Office, Industrial, Commercial	2.0 FAR	Including office, R&D, business park, and commercial uses such as hotel
 Mixed Use 2: Office, Hotel	3.0 FAR	Hotel uses with minimal supportive services
 Mixed Use 3: Office, Residential	2.0 FAR	Mix of commercial, office, hotel, and entertainment uses with many buildings having active uses (such as retail uses) on the ground floor
 Mixed Use 4: Office, Commercial, Residential, Hotel	2.0 FAR	Mix of commercial, office, hotel, and residential uses with many buildings having active uses on the ground floor
 Public		Includes public/semi-public uses such as utilities, transportation facilities, and government offices
 Open Space/Parks		Includes parks, recreation complexes, and landscaped trails or pathways

Preferred Plan Total Development

	Existing & Pipeline	Net New by Location		Total New	Total New & Existing
		East of Tracks	West of Tracks		
Housing Units					
Total Housing Units	865	1,057	1,356	2,413	3,278
Non-Residential Development (s.f.)					
Office	639,000	3,149,629	-95,078	3,054,551	3,693,551
Commercial	332,000	529,667	110,378	640,046	972,046
Hotel	96,000	1,548,379	48,511	1,596,890	1,692,890
Hotel Rooms	200	870	1,500	2,370	2,570
Total Development	1,067,000	5,227,676	63,811	5,291,487	6,294,676
Open Space	-	2.5 acres	3.8 acres	6.3 acres	6.3 acres

Note: Additional existing development in the Planning Area, including industrial, public, and institutional uses are summarized in the Existing Conditions Report. This table analyzes only existing office, commercial, and hotel uses in relation to new projected development.