



**Agenda  
February 22, 2017  
6:30 pm – 8:00 pm**

**Committee Members**

Councilmember Debi Davis, Chair  
Councilmember Teresa O'Neill  
Councilmember Kathy Watanabe

**Staff**

Andrew Crabtree, Director of Community  
Development  
Ruth Shikada, Assistant City Manager

1. Call to Order and Roll Call Chair Davis
2. Public Presentation  

*This portion of the meeting is reserved for persons to address the Downtown Revitalization Committee on any matter on the agenda. The law does not permit action on, or extended discussion of, any item not on the agenda except under special circumstances. Committee members or the staff liaison may briefly respond to statements made or questions posed and may request staff to report back at a subsequent meeting. Please limit your remarks to 2 minutes.*
3. Correspondence & Announcements
4. Approval of Minutes from September 12, 2016
5. New Business
  - A. Presentation of concepts based from previous Community Meetings – Urban Field Studios
  - B. Small Group Discussions – Feedback on three conceptual alternatives with topics for discussion
    - a. *Which elements and ideas illustrated in the three alternatives do you like?*
    - b. *Which ones do you not like?*
    - c. *What kind of street or connection should Franklin Street become?*
    - d. *What uses and activities should Downtown Santa Clara offer?*
    - e. *What kind of new buildings and open spaces should be in Downtown?*
  - C. Future Regular Downtown Revitalization Committee Dates/Times
6. Adjournment



## **Monday, September 12, 2016, 6:00 PM**

*Central Park Library - Margie Edinger Room*

### **1. Attendance**

Councilmember Debi Davis and Councilmember Teresa O'Neill was present. Councilmember Kathy Watanabe was absent.

City staff present included Ruth Shikada, Assistant City Manager, and Andrew Crabtree, Director of Community Development.

Members of the public (as identified by sign in sheet) included: Pat Mahan, Fran Lemmon, Yvonne Zeman, Suds Jain, Kevin park, Callie Rimpfel, Janet Stevenson, Tino Silva, Noreen Carlson, Adam Thompson, Butch Coyne, Andrew Ratermann, Sam Saiu, Ana Vargas-Smith, Anthony Becker, Monica Pound, Mark and Kathy Kelsey, Tracy Wingrove, John Figueira, and Ella Mae Zemax.

### **2. Presentation**

Following introductory comments by Councilmember Davis, Frank Fuller of Urban Field Studios gave a presentation that focused on two topics:

- 1) Summary of general principles for a downtown vision derived from the Downtown Visioning workshops
- 2) Analysis of the Downtown context, scale (including comparison to Downtown Campbell which is very similar in size), opportunities to connect to transit, property constraints and opportunities.

### **3. Discussion**

The public did not have any specific comments on the project principles. There was a request to focus on visuals such as diagrams or drawings.

Public comments indicated that the Downtown context slides were very helpful and found the comparison to Downtown Campbell encouraging. The group was particularly interested in the potential re-establishing a grid street system and there was considerable discussion was given to the feasibility and desirability of such.

Members of "Reclaiming our Downtown" stated that a considerable amount of information and community input is available on their Facebook page:

<https://www.facebook.com/groups/669697299850510/?fref=nf>

This group provided a presentation and discussed their interest in the creation of a Santa Clara Theater.

Comments made by members of the public included the following attributes that should be considered in the creation of a plan for Downtown:

1. Proximity to transit, Caltrain, Ace, Capitol Corridor and eventually BART
2. Potentially having a historical trolley, also potentially self-driving
3. A shuttle to connect to places around the City, including Levi Stadium, Rivermark, the Civic Center, railroad stations, the University, and Downtown
4. Inclusion of Santa Clara University and a planned "History Walk" on Franklin Street
5. The Downtown area and the University as resources for each other
6. Establish an icon, such as a cinema theater, in the center of downtown
7. Reestablish the identity of Downtown Santa Clara in the region
8. Make downtown a vibrant and walkable place
9. Post office is the oldest non-residential building with historical value in Downtown
10. Connect the Mission Branch of the Santa Clara Library with the Downtown
11. Make the Arts an attracting feature for the area, connected with SCU
12. If streets are reconnected through the Super Block, such as Franklin Street, they do not necessarily need to be straight
13. Arts and entertainment, including food of various kinds, should be the major land uses
14. Affordable housing for artists should be a part of an arts downtown, such as live/work lofts and gallery lofts
15. The Downtown needs three or four core experiences, identifiable destinations
16. Financing for Downtown will require a clear plan, selling, and Council support
17. Events could include car shows, street dances, farmers' market, outdoor movies and more year round activities
18. The southern part of the Prometheus housing property has an easement of the City and perhaps the entire development is at the end of its economic life
19. The Superior Court might be willing to move from the building and move to another building within the City

Chairperson Davis, inviting discussion with all present at the end of the meeting, summarized the most important items for next steps for the Downtown:

1. Establish a "Committee Work Plan" and a budget for next steps of the Committee
2. Take the work plan to the full City Council with a budget for approval
3. Talk with stakeholders, including institutions, land and business owners
4. Create ideas for a conceptual master plan and the "look of the area"
5. Emphasize walkability and explore instituting a trolley
6. Create connections with Santa Clara University
7. Leverage City-owned land to assist realization of the plan
8. Establish a process to engage potential partners

Development of a "Committee Work Plan", which would be presented to the full City Council, included a general discussion of the following concepts/points and potential follow up items:

1. Establish a sub-committee to give advice to the Council Committee, possibly through a workshop format - *Make this interactive*
2. Prepare an inventory of City-owned parcels of land, easements, and leases with expiration dates - *Identify these for the next meeting*
3. Conduct a study of parking in the area, including building of underground parking that has been included in developments over the past fifteen years - *Identify some key opportunities/obstacles related parking for the next meeting*
4. Study potential private partners for development who have interest in the area, including but not limited to Prometheus, Santa Clara University, Irvine Company, and Swenson Builders

5. Meet with potential public and institutional partners, including but not limited to the Superior Court of California, Santa Clara County, and Santa Clara University
6. Prepare a conceptual master plan, which considers incremental and phased development, and which includes visual representations of “how it would look”
7. Create a clear process for engaging the development community in the realization of a plan for Downtown in collaboration with the City, the University, and the community

**4. Adjournment**

The meeting was adjourned at 8:00 PM. Dates for future meetings are TBD and will likely include an interactive workshop format.

Prepared  
by: \_\_\_\_\_  
Jane Lin  
Consultant

Approved  
by: \_\_\_\_\_  
Andrew Crabtree  
Director of Community Development

# The Financial Relevancy of Returning the 'Santa Clara Theater' to the New Downtown

Dan Ondrasek

August 2016

**POST MEETING MATERIAL**  
Downtown Revitalization  
9/12/2016

# Cinemas at the Heart of Downtown Revivals

## – Film Journal International

- “In the last 15 years every major American city has developed new cinema complexes and renovated existing ones within their downtowns to help bring people back to the city’s historic center”
- “Movie theatres are the perfect catalyst for economic growth and urban development.
- Benefits:
  - bring in large crowds that are necessary to support vibrant commerce, and diverse businesses
  - establish the strong communities and cultures that once defined America’s small towns. “\*

\*“Small towns, big picture: Cinemas at the heart of downtown revivals” [Film Journal](#) 031110



# Comparing Bay Area Cities With and Without Their Theater Centerpiece

- Multiple examples exist in the San Francisco Bay Area of Cities who have built or Restored their Theaters
- Los Gatos, Redwood City, Palo Alto, Orinda, Multiple Neighborhoods of San Francisco have preserved or restored their Town/Neighborhood Theaters



- Without exception, all boast vibrant downtown commerce surrounding these Theatres
- (Pictured: The Orinda Theater and Orinda Theater Square)



POST MEETING MATERIAL

# Comparing Bay Area Cities With and Without Their Theater Centerpiece

- Those cities or towns that have demolished, gutted, or abandoned their Movie Palaces have experienced less/no foot traffic and, in some cases, urban blight
- Fremont, Milpitas, Santa Clara, San Carlos are all examples of slow or deserted downtowns at night
- (Pictured: Fremont's Closed 'Center Theater' in the city's Centerville District and businesses across the street)



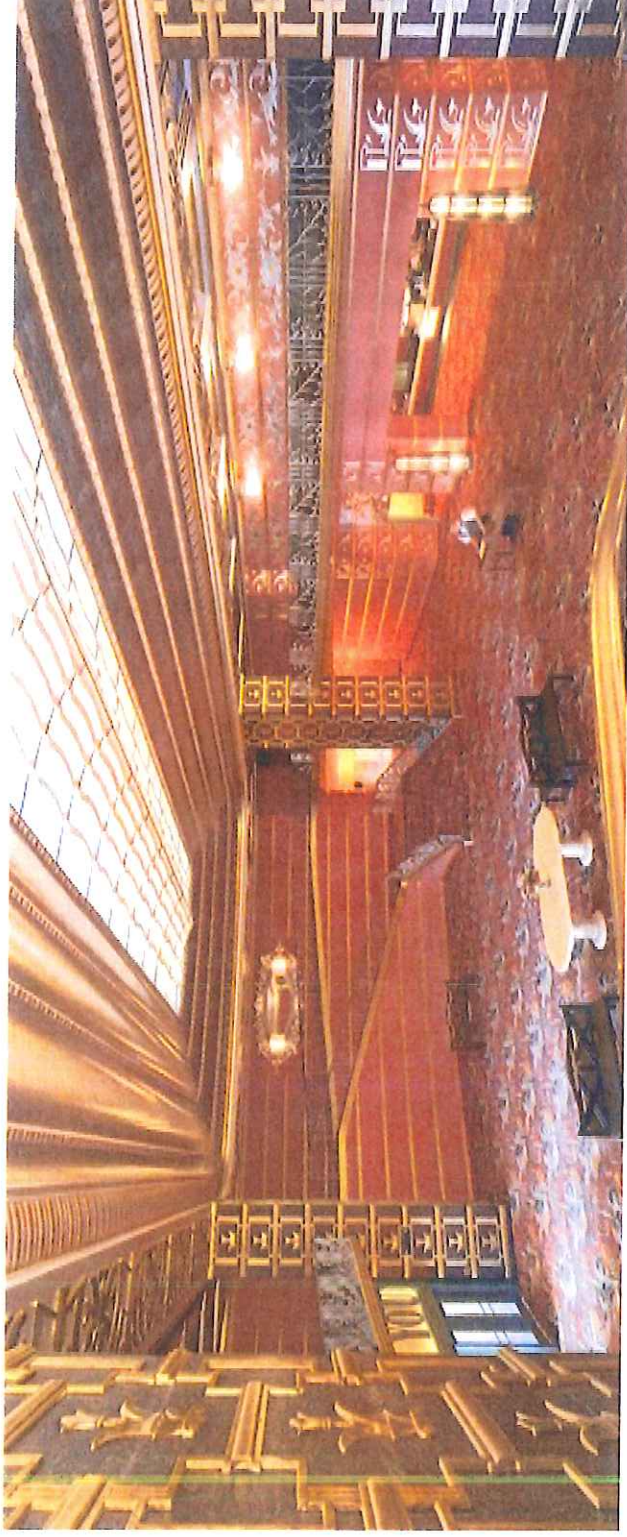


# Case Study – How Alameda, California Rebuilt and Revitalized Their Downtown

- “The revival in downtown Alameda is reflected in the glowing neon of a 65-foot vertical sign.” - The Wall Street Journal
- Alameda’s Downtown Vision Plan and the Economic Development Strategic Plan both listed the restoration of the Alameda Theater and additional parking as top priorities to revitalize the Park Street Business District
- The Alameda Theater’s makeover attracted merchants like San Francisco restaurant chain BurgerMeister, who opened an outlet in Alameda in July 2008 to take advantage of the theater’s relaunch
- Six restaurants have opened in the area and many businesses are expanding their hours.”



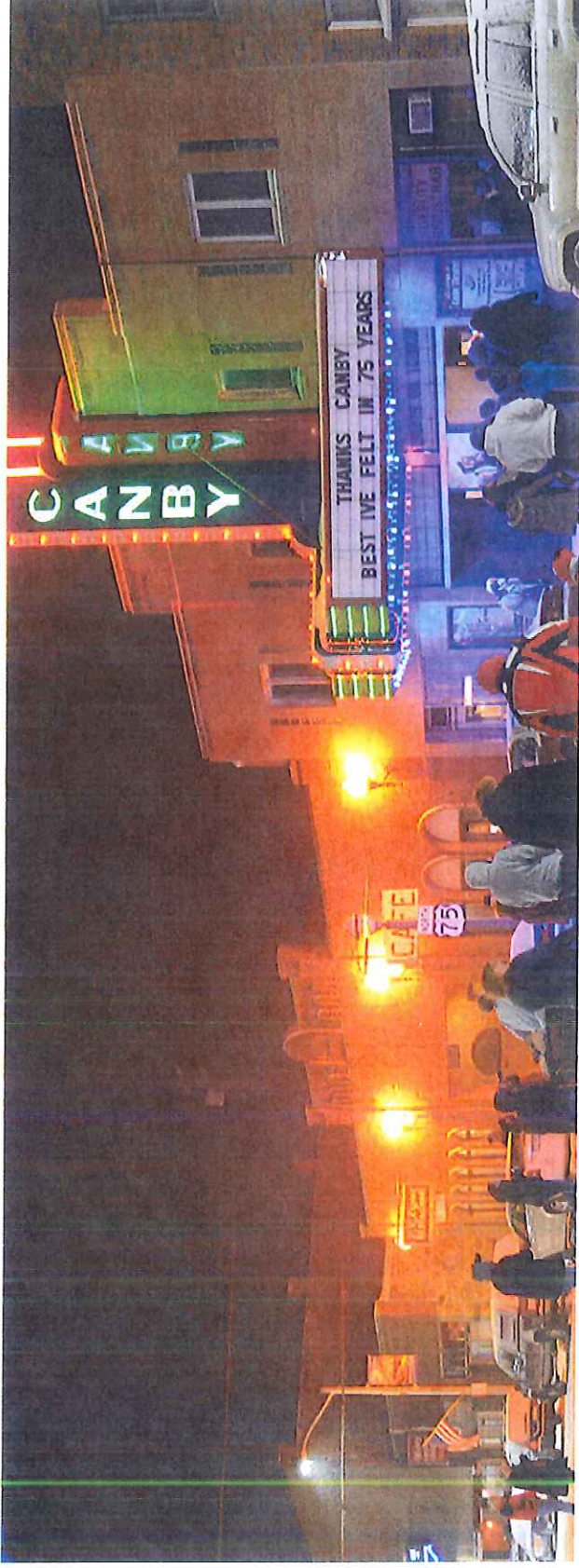
# Case Study – How Alameda, California Rebuilt and Revitalized Their Downtown



- Downtown Alameda's metamorphosis shows the halo effect that can happen after a historic theater is put into use again
- The revitalization of the Alameda "have created 410 full and part-time jobs," according to city officials

• -The Wall Street Journal "Theater Sets Stage for Local Revival" 2008

# Case Study – How Canby, Oregon Rebuilt and Revitalized Their Downtown



- “Construction of the Canby 8 Cinema has been the most successful commercial accomplishment of the city’s Urban Renewal Plan”\*

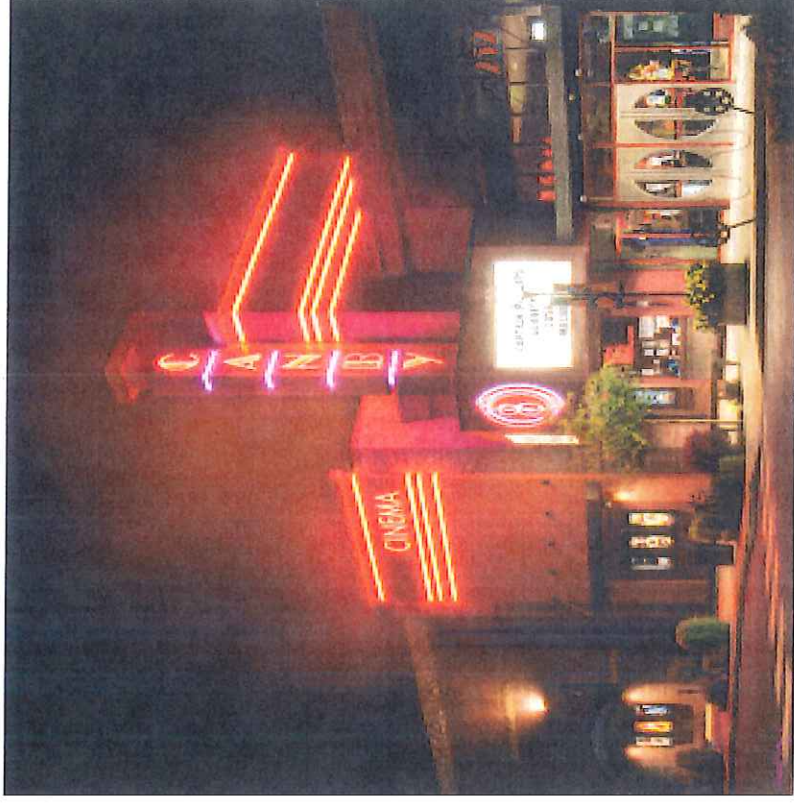
“Small towns, big picture: Cinemas at the heart of downtown revivals” [Film Journal](#) 031110

# Case Study – How Canby, Oregon Rebuilt and Revitalized Their Downtown

- Canby has been struggling for years to bring people and businesses back to the downtown
  - tax revenues were well below their potential. “\*\*
- In February 2006, the Urban Renewal Agency began considering the necessity of a “NEW” entertainment anchor to achieve their goals for redevelopment
  - The design also captures the historic feel of main street cinemas from the past
- The Theatre has exceeded expectations in popularity and in boosting sales of other businesses
- On Christmas weekend alone, 4,700 people attended movies at the 800-seat cinema

-- the population of Canby is 15,000.”\*

\*“Small towns, big picture: Cinemas at the heart of downtown revivals” [Film Journal\\_031110](#)



# Case Study – How Banning, CA Restored and Revitalized Their Theatre

- The town of Banning had been working to eliminate blight from its historic downtown
- At the heart of Downtown Banning stands the 1928 Fox Theatre
- The theatre had fallen into disrepair, and was in dire need of refurbishing and important upgrades
- Banning's redevelopment agency recognized that the Fox Theatre was not only the most important historical landmark in the city, but it also had the potential to bring vitality and economic growth back to the city's main street



- “Small towns, big picture: Cinemas at the heart of downtown revivals” [Film Journal](#)\_031110

# Case Study – How Banning, CA Restored and Revitalized Their Theatre

- The original gold-leaf molded sconces in the auditorium and architectural ornamentation on the façade were preserved, while all the interior and exterior surfaces were refinished
- The Fox theatre reopened in November 2009 and has since brought crowds of people back to Banning’s downtown
- The theatre has sparked business owners on Banning’s main street to also invest in renovating their buildings, and the city’s goals of revitalizing and beautifying their historic center are being realized



- “Small towns, big picture: Cinemas at the heart of downtown revivals” [Film Journal\\_031110](#)

# Case Study - City Opera House

## Traverse City, Michigan

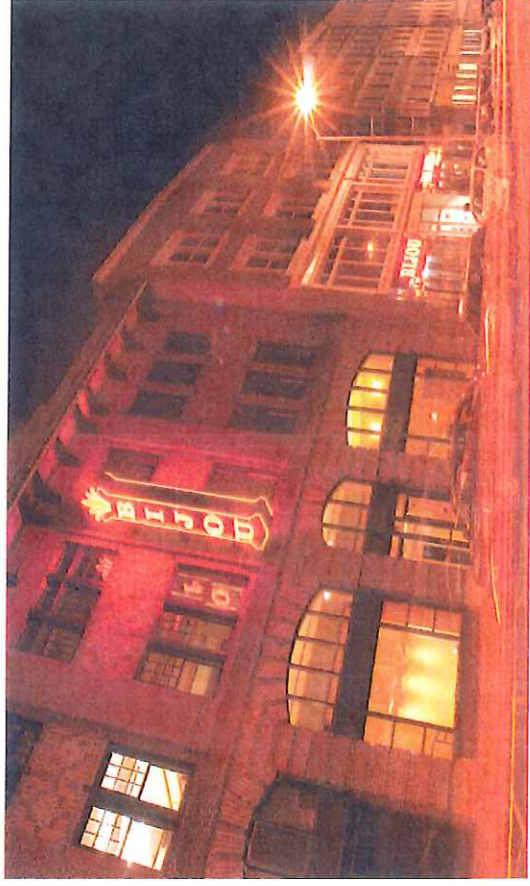
- The City Opera House rehabilitation project has had “significant financial impact” on downtown Traverse City
- After restoration, projected to add \$5,000 per seat per year for Traverse City’s Downtown
- This equates to an annual yield of \$3,600,000 into the Downtown community.\*
- Currently the venue hosts over 270 events and services
- Over 50,000 people go through City Opera House annually



• \* *Historic theaters as tools of economic revitalization*  
• Ilene R. Tyler, FAIA, FAPT QUINN EVANS | ARCHITECTS Norman Tyler, Ph.D., AICP- EASTERN MICHIGAN UNIVERSITY

# Case Studies - Bijou Square project

- The renovation of the 1910 Bijou Theatre (Bridgeport, Connecticut ) led to a renaissance in Bridgeport's Downtown
- The rejuvenation of the Bijou has acted as a catalyst to transform the surrounding neighborhood
- The project was followed by a new five-story building with 84 apartments and first-floor retail space
- Several other projects are moving forward on Bijou square: a fitness center, office building and another apartment
- The Project won the 2012 National Historic Preservation and Development Award





# Cinemas at the heart of downtown revivals

- For almost a hundred years, the cinema has proven to be a focal point in every city and a place where all ages and classes can come together
- Towns have recognized the significance of having a local cinema and they have become focal points and anchors for other businesses
- Theatres are the ultimate “anchor” for a City’s Center Businesses
- Because of their desire, determination and persistence, towns are opening up a new market in cinema exhibition and guaranteeing that downtown remains the heart of the city



- “Small towns, big picture: Cinemas at the heart of downtown revivals” [Film Journal](#)\_031110

# The Santa Clara Theatre's Return Will Be the Centerpiece of Downtown's Revival

- The ROI of building a replica (or restoration of an existing ) theater is being proven across the nation
- Theatres are a stimulus to revenue for businesses and that city's coffers
- The cost of recreation of the *Santa Clara Theatre* would be minimal when compared to the benefits it would deliver:
  - An instantly identifiable “Centerpiece” of the “New Downtown”
  - A traffic Generator during all hours of the day
  - A business that would create synergism for other Downtown Santa Clara Businesses
  - A monument to our city's great past
  - Santa Clara could become a Pioneering City in being one of the first to Rebuild Their Original Downtown

