

**Recreating Santa Clara's
Downtown:
Not Just a "Project"
A "Place"**

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"Reclaiming Our Downtown"

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Rebuilding Our Downtown: How It Was and How It Can Be



Our Vision

1) Return the Exact Street Footprint



Our Vision

2) Bring Back the Unique Architectural Features of Our Original Downtown



Our Vision

2) Bring Back Key Architectural Features of Our Original Downtown: Not Santana Row

- Developers are responding to mixed-use architecture
- However, due to the economics of building there is a lot of similarities
- We do not want the New Santa Clara Downtown to Look Like *Santana Row*



Our Vision

2) Bring Back Key Architectural Features of Our Original Downtown: Not Repetitive Commonplace Mixed-Use

- While there are some ornamentation in this latest phase of architecture, the effect is uniform, redundant and now commonplace
- It is Seen in Every Corner of Every City in Bay Area



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Our Vision
2) Bring Back Key Architectural Features of
Our Original Downtown:
The Creation of a “Place” Not a “Project”

- A True Downtown has “Evolved” Through Numerous Years and Architectural Styles:
- Italianate, Art Deco, Neo-Gothic and Even Modern Styles All Work Together to Create a Sense of Place
- Pictured: Burlington, Vermont



Our Vision
2) Bring Back Key Architectural Features of
Our Original Downtown:
The Creation of a “Place” Not a “Project”

- **Through the Blending of Authentically -reproduced Facades and Buildings:**
- **It can be done...**
- **Victorian, Industrial and Even Modern Styles All Work Together to Create a Sense of Place**
- **Pictured: Galena, IL**



Our Vision
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SONOMA'S LEDSON HOTEL

- Built in 1993!
- The Ledson is Proof that We Now Have What it Takes to Rebuild Ornate Buildings
- Less Ornate Buildings like “The American Trust Building” or “Santa Clara’s City Hall” can be Reproduced as part of the Development



Our Vision
2) Bring Back Key Architectural Features of
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- It can Be Done!
- There are Multiple examples of “New” architecture that recreate downtowns of the past
- Pictured:
Spanish Colonial Revival 555 Ramona Street Palo Alto



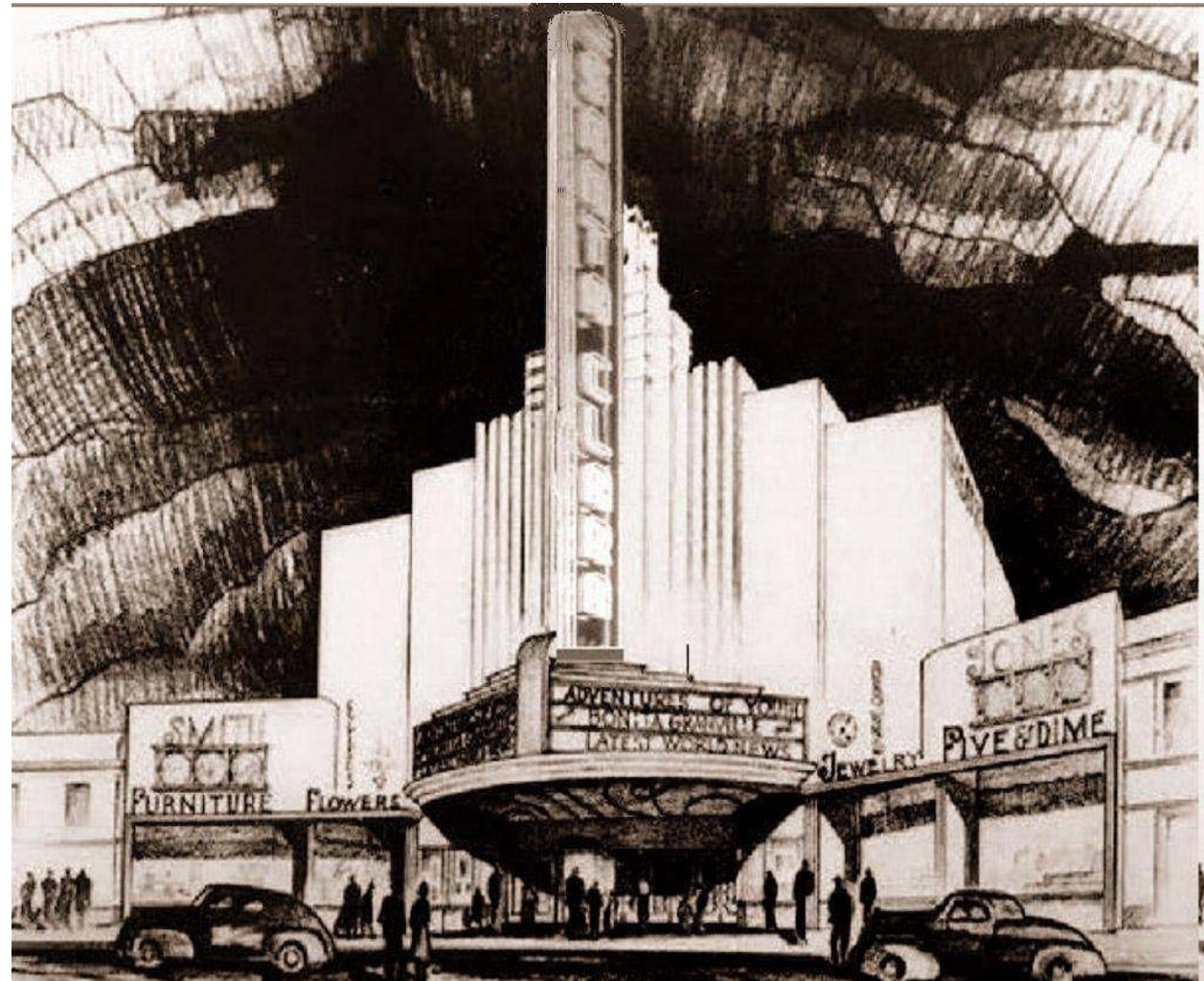
Our Vision
2) Bring Back Key Architectural Features of
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- **It can Be Done**
- **In 2014, Los Gatos Recreated Her Original (1915) Theatre’s Exterior Architecture while meeting the Demands of Today and Tomorrow Needs**
- **The Façade is Identical to Santa Clara’s Demolished Theatre**



Our Vision
2) Bring Back Key Architectural Features of
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- The Theatre has proven to be a focal point in every city
- Multiple Cities (Like Los Gatos) have recognized they have become anchors for other businesses
- The Original SANTA CLARA Vertical sign will signify that this downtown remains the heart of the city
- "Small towns, big picture: Cinemas at the heart of downtown revivals" [Film Journal](#) 031110



Our Vision
2) Bring Back Key Architectural Features of
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Our Vision

3) Protect the Current Hardworking Retailers – Construction in Phases



Our Vision

4) Add Residences on Top of Retail to People living and working in Santa Clara's Downtown



Case Study: Mountain View

Creation of a “Place” Not a “Project”

- “One of the things we learned was that we were planning a *place*, not a *project*”
- A neighboring city ...saw downtown as a project, and they tore down their traditional downtown and replaced it with a project – a regional shopping mall.
 - **The mall later failed and was replaced**, and it is now in the process of being replaced again
- We feel we did better because we saw our downtown as a **real *place for people***, not a shopping mall.”
 - Better Cities.net “**How Mountain View revived its downtown**”

Case Study: Mountain View

Advise From Those Who Did It

- Stay with traditional downtown basics
 - *"Beware!: Many developers are accustomed to suburban shopping mall standards..."*
- Make it compact
 - A downtown's appeal: close together within a convenient walk
 - Invite Gatherings/Parades
- Mix it up!
 - *Traditional downtowns: mix of retail businesses below and residences/offices above AND DIFFERENT ARCHITECTURES*
- People living and working in your downtown = fewer people and cars that need to be imported for success

Conclusions/Next Steps

- **Our Goal: Meeting The Desires of Santa Clarans to Bring Back Their Downtown**
- **A Community Wide Effort:**
 - We want to meet with all affected parties (Current Business Owners; the Quad Group; etc.) to discuss and get *inputs/solutions*.
- **Our first point of concern is all Current Franklin and Lafayette Business Owners as Well as Current Tenants**
 - All MUST be protected.
 - Potential Solution – Build in Stages: The first stage's Construction in the current open parking lot.
 - Once Phase 1 is completed, the current retailers can “turnkey” into the retail space they want.
 - Once they are relocated, we can then tear down the 1960 structures and continue with Phases 2/3/4.
- **Mixed Use: Residential and Retail:**
 - It can be and IS being done WITHOUT it being a “Santana Row:” *we want a downtown – NOT a Mall.*

Conclusions/Next Steps

- **Financing of the development:**
 - The construction of Residences can bring in a staggering amount of revenue to finance the retail beneath.
 - Retail: few developments have the luxury of @ 10K students hundreds of yards away.
- **Next Steps:**
 - *What are our Collective next steps to make this happen?*
 - *How can our group help to make this a reality?*
- **Santa Clara WILL BE One of the First Cities in America to BRING BACK THEIR DOWNTOWN from scratch**
- **Santa Clara deserves its heart back
.....and this growing group will see it Gets Done By 2022**

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

Back Up Foils

Our Group

"Reclaiming Our Downtown"

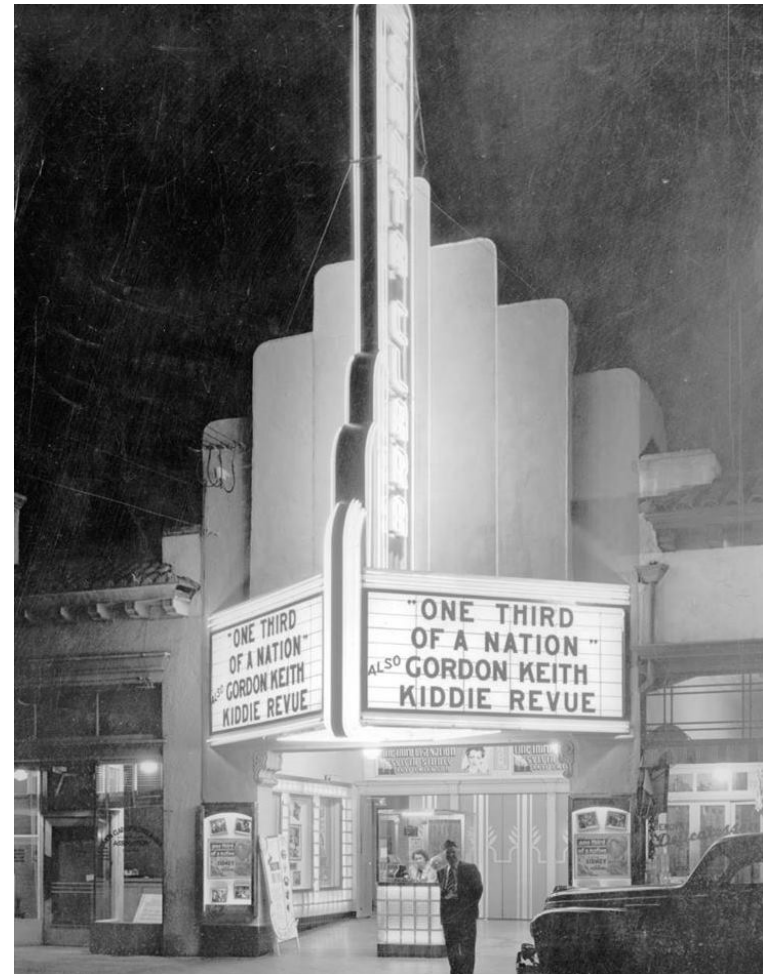
- **Who are we?**
 - *A Group of Concerned Citizens that Are Dedicated to Returning an Amazing Downtown to Santa Clara*
 - Membership: **Over 1000 and counting**
 - 80+ Added This Week
 - Started by Rod Dunham
- **Our MISSION STATEMENT:**
 - *"The Completion of a Santa Clara Downtown by 2022, which Meets the Residential and Retail needs of Today's Santa Clarans, while Paying Meticulous Architectural Homage to Our Original Downtown."*

How Do Citizens Feel About Losing Downtown Santa Clara?

- ***"Sunnyvale and Mountain View have turned their old downtowns into destinations. Santa Clara is just one big strip mall now"*** - Virginia Johnson
- ***"I remember going to the movie theater, going bowling and donuts at Wilsons Bakery. Everyone was like Family. It was a quaint little town (&) sadly it was ruined."*** - Ray Coelho
- ***"Campbell's downtown, Los Gato's Main St, Sunnyvale's Murphy St, Mtn. View's Castro St. are all destination attractions because they offer the best of both worlds: Original charm with great food, bars, specialty shops, and fun and easy walking options."*** – Frank Lemmon
- ***"...The best of all was our Santa Clara Movie Theater. It would be great to see small businesses such as these in the Old Franklin Street Area. And a Town Square where you could put up the Town Christmas Tree the way we did on the corner of Franklin and Washington next to the old city hall. It would be great to see Santa Clara have a "real downtown" again."***- Lorre (Loretta) Ferreira

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

- 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)

