



City Council Meeting

Objectives for the Patrick Henry and Freedom Circle Specific Plans and City North Vision Plan
Item #1

April 9, 2019



Study Session Goals

Feedback on Objectives for the City North Plan Area and the Patrick Henry and Freedom Circle Specific Plans for:

- Community Vision and Neighborhood Character
- Fiscal Sustainability
- Land Use
- Densities and Building Heights
- Infrastructure
- Mobility
- Parkland and Open Space
- Community Amenities
- Affordability



North Santa Clara Area

- **City North Vision Plan**
- **Patrick Henry Specific Plan**
(General Plan Phase 3 Focus Area)
- **Freedom Circle Specific Plan**





North Santa Clara Area

City North – Context

- **Tasman East Specific Plan**
- **CityPlace Entitlement**
- **Great America Master Plan**
- **Development Proposals**
 - Kylli
 - KT Urban
 - Greystar





Community Engagement

Engage all interested community members and stakeholders to inform the City North Vision and land use policies

- Initial activities:
 - Stakeholder meetings and phone interviews
 - Technical Advisory Committee Vision Plan Charette November 2, 2018
 - Technical Advisory Committee Meeting on January 23, 2019
 - City North Vision community workshop on February 25, 2019
 - City Council Study Session on April 9, 2019



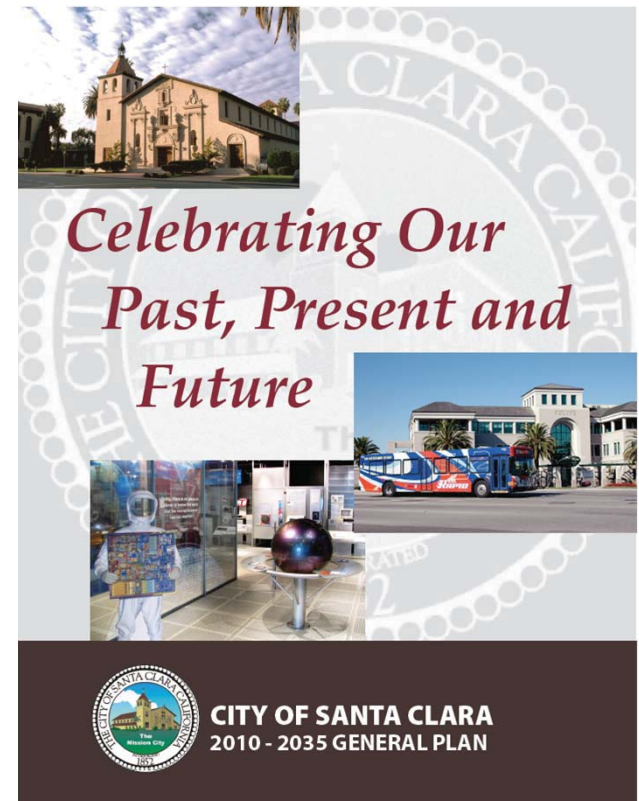


**City of
Santa Clara**
The Center of What's Possible

Planning Context

The General Plan establishes Major Strategies for land use decisions

- Enhance the City's High Quality of Life
- Preserve and Cultivate Neighborhoods
- Promote Sustainability
- Enhance City Identity
- Support Focus Areas & Community Vitality
- Maintain Fiscal Health & Quality Services
- Maximize Health & Safety Benefits





City North Vision

- A complete community of distinct, complementary neighborhoods, each with a unique identity built on placemaking and an attractive public realm
- A fiscally sustainable mix of land uses and supporting services
- Innovative mobility options and a highly walkable environment to foster livability and an active street environment
- Full provision of supporting infrastructure





Neighborhood Character

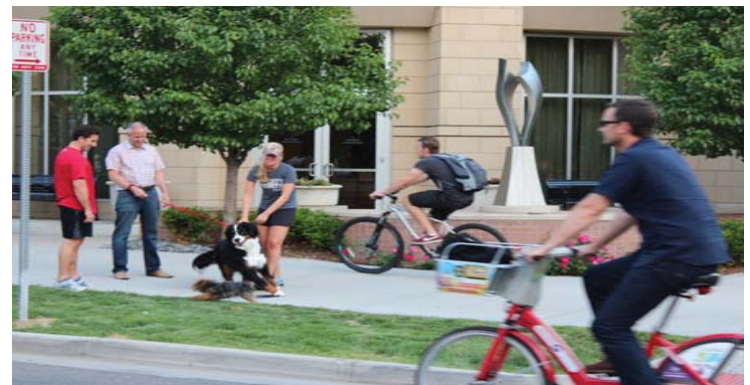
- Provide a rich variety of places to live, work, play, gather and engage
- Ensure nearby access for housing and employment areas to essential services, including public facilities,
- Create public spaces to foster interactions between residents, employees, and visitors and foster neighborhood identity





Neighborhood Character

- Ensure inviting design of buildings, open spaces, and streetscapes
- Program activated street frontages and ground-floor uses
- Design a comfortable, inviting, and interesting pedestrian environment
- Provide community amenities in and adjacent to the public realm, including public facilities and services





Fiscal Sustainability

Land use and density changes provide **net positive impact**

- **Fiscal Impact**
 - New development increases demand for public services
- **Fiscal Benefits**
 - New development can contribute significant increases in land value and property tax base
 - Retail uses and a growing local population increase sales tax revenue
 - Plan Areas can include fiscally positive land uses
 - Compact development can reduce per capita service costs
 - Potential for private maintenance and infrastructure financing



Land Use

High-density housing and multiple job centers connected by walkable streets will create Santa Clara's first urban district

- Efficient and land utilization
- Meet high housing demand
- Incentivize new investment
- Fiscally and environmentally sustainable
- Protect established neighborhoods





Land Use

North Santa Clara

- Create a complete and balanced mix of land uses that allow people to live near their workplace and supporting services and minimize traffic impacts
- Locate retail nodes throughout plan areas and locate residential complexes within a 10 minute walk of at least 20,000 square feet of neighborhood serving commercial uses
- Preserve commercial character of Great America Parkway





Land Use

Patrick Henry Specific Plan

- 85 acre Specific Plan area
- New high-density residential urban neighborhood with neighborhood- and site-serving retail and community amenities
- Maintain commercial frontage along Great America Parkway
- 4,500 - 5,000 residential units (4.5-5.0 million square feet)





Land Use

Freedom Circle Specific Plan

- 136 Acre Specific Plan Area
- Intensify office and commercial uses fronting Great America Parkway
- New residential uses and neighborhood amenities along Freedom Circle
- 5,400 -6,000 residential units (5.4-6.0 million square feet)





Density and Building Height

- Patrick Henry Plan residential densities of 85 - 200 du/acre
- Freedom Circle Plan residential densities of 85 - 150 du/acre
- A mix of residential and commercial building heights from 5 stories to 25 stories





Infrastructure

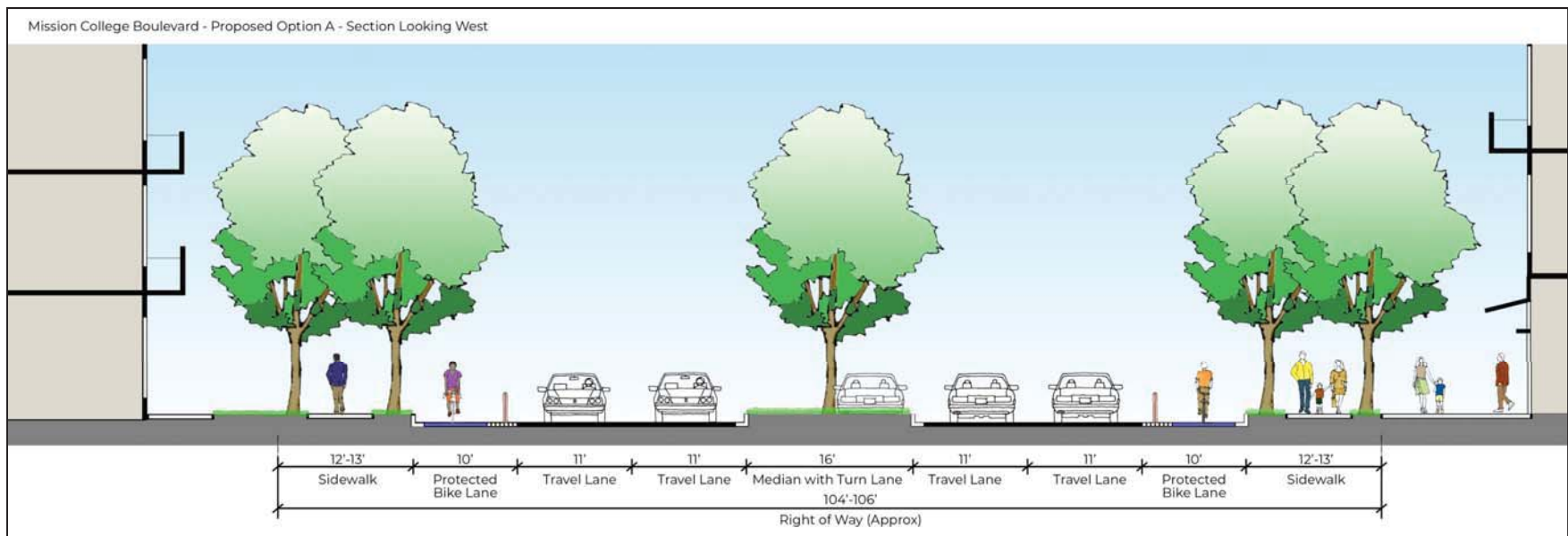
Adopt an infrastructure plan and funding plan to ensure infrastructure will be adequate to support planned uses, densities and intensities.





Mobility

Establish a street network flexibly designed to accommodate a balanced mix of travel modes including walking, cycling, driving, and transit





Mobility

- Mitigate impact of urban-scale development on traffic
- Accommodate all travel modes
- Improve pedestrian and bicycle infrastructure
- Retrofit existing streetscapes and add new connections
- Provide innovative transportation options





Parkland and Open Space

Establish parkland and open space standards to support high quality of life in an urban environment





Parkland and Open Space

- Require a minimum of 22% of total developable land to be public parkland and other open space amenities
- Allow a maximum of 50% of open space area to be private





Community Amenities

Provide community amenities and public facilities to support a complete neighborhood





Community Amenities

- Identify locations for new public schools, branch libraries and community meeting spaces
- Ensure that use and needs are projected accurately
- Locate schools with connections to open space
- Consider a range of library types (e.g., park setting, mixed-use, storefront)
- Evaluate the potential for a new community center





Affordability

Require 15 percent of all residential units developed to be affordable to households at or below 80 percent AMI





Environmental Review

Prior to adoption, **an Environmental Impact Report (EIR) will be prepared for each Specific Plan** in accordance with the California Environmental Quality Act (CEQA)

- Preferred alternative (Spring 2019)
- NOP and scoping (Spring 2019)
- Administrative draft plan (Summer 2019)
- Draft EIR (Summer - Fall 2019)
- Public draft plan (Winter 2019-2020)



Next Steps

Proceed with preparation of the Patrick Henry and Freedom Circle Specific Plans, including community and stakeholder outreach, based upon the identified City objectives

Schedule:

- EIR Notice of Preparation and scoping (Spring – Summer 2019)
- Outreach: Stakeholder, Community, TAC (Spring & Fall 2019)
- Administrative draft Specific Plans (Summer – Fall 2019)
- Draft EIR (Fall 2019)
- Public draft Specific Plans (Winter 2019-2020)
- City Council Hearing (Spring 2020)



Recommendation

Direct staff to proceed with preparation of Santa Clara City North Vision Plan, Patrick Henry Specific Plan and Freedom Circle Specific Plan with the identified objectives:

- Community Vision and Neighborhood Character
- Fiscal Sustainability
- Land Use
- Densities and Building Heights
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- Infrastructure and Mobility
- Affordability



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