MEMO

Submitted by: **Ken Kirkey, Planning Director**

Subject: **Proposed Planned Priority Development Areas in the City of Santa Clara**

Date: **May 12, 2011**

Executive Summary

FOCUS is a voluntary, incentive-based, multi-agency development and conservation strategy for the San Francisco Bay Area. As part of FOCUS, over 60 local government entities have stepped forward and proposed over 120 Priority Development Areas, which have been adopted by the ABAG Executive Board.

The proposed Priority Development Areas submitted by the City of Santa Clara are for the El Camino Real corridor segment within the City of Santa Clara, and the Santa Clara Station area, surrounding a rail station served by Caltrain and Amtrak Capitol Corridor, and the future terminus of the BART extension to Silicon Valley.

Recommended Action

Staff is seeking Executive Board adoption of two new Priority Development Areas (PDAs) submitted by the City of Santa Clara as part of FOCUS, the San Francisco Bay Area's Regional Blueprint Plan. Staff is further recommending 'Planned' status for these areas. The recommendation was endorsed by the ABAG Regional Planning Committee on April 6, 2011 for consideration by the Executive Board.

Next Steps

This area, if adopted as a 'Planned' Priority Development Area, will receive corresponding eligibility and/or scoring for FOCUS planning, capital, and technical assistance programs.

Attachments:

Location Maps

Item 10

MEMO

DATE: May 12, 2011

TO: ABAG Executive Board

FROM: Ken Kirkey, ABAG Planning Director

SUBJECT: Proposed Planned Priority Development Areas in the City of Santa Clara

Recommended Action

At the May 19, 2011 ABAG Executive Board meeting, staff will seek approval for designating the El Camino Real Focus Area and the Santa Clara Station Focus Area as proposed by the City of Santa Clara as Priority Development Areas. The recommendation was endorsed by the ABAG Regional Planning Committee on April 6, 2011 for consideration by the Executive Board.

Background

FOCUS is a voluntary, incentive-based, multi-agency development and conservation strategy for the San Francisco Bay Area. As part of FOCUS, over 60 local government entities have stepped forward and proposed over 120 Priority Development Areas (PDAs), which have been adopted by the ABAG Executive Board. Working in partnership with local jurisdictions and partner regional agencies, ABAG and the Metropolitan Transportation Commission (MTC) seek to support the development of the PDAs as complete communities. Complete communities are mixed-use neighborhoods served by transit with shops, parks and other amenities to provide for the day-to-day needs of residents. PDAs are within an existing community, near transit, and are either planned for more housing or there is a vision to create such a plan.

PDAs are designated as either "Planned" or "Potential." The primary difference between these two designations is that a Planned PDA has both an adopted land use plan and a resolution of support from the city council or county board, while Potential PDAs may be lacking either of these. In general, these categories relate to readiness for funding: Planned PDAs are eligible for capital infrastructure funds, planning grants, and technical assistance, while Potential PDAs are eligible for planning grants and technical assistance, but not capital infrastructure funds. The first set of PDAs was adopted by the Executive Board in November 2007 followed by the adoption of additional PDAs in November 2008 and in September 2009. Priority Development Areas encompass the vast majority of transit-served neighborhoods in the nine-county Bay Area.

The Regional Planning Committee at its meeting on April 6, 2011 discussed the amount of existing and new housing proposed for these areas in light of their potential, as well as the provision of affordable housing.

Proposed City of Santa Clara Priority Development Areas
The City of Santa Clara has proposed two new areas that would be designated as "Planned" PDAs.

El Camino Real Focus Area
The area consists of a series of automobile-oriented strip-malls largely developed in the 1950's and 1960's.

The area is currently served by Santa Clara Valley Transportation Authority (VTA) bus routes 10, 22, 43, 57, 58, 60, 81, 328, and 522, four of which have headways under 20 minutes. The 22 and express line 522 serve the length of the El Camino Corridor in Santa Clara County, and there are plans for countywide bus rapid transit and streetscape improvements for the corridor.

The City of Santa Clara's recently updated 2010-2035 General Plan establishes a vision to transform El Camino Real into a tree-lined, pedestrian- and transit-oriented corridor with a mix of residential and retail uses. The General Plan designates larger properties at key intersections as Regional Mixed Use, with an emphasis on pedestrian-oriented retail and higher-density residential at appropriate locations. Between these nodes, properties are designated for lower-intensity Community Mixed Use. Overall growth in the El Camino Real Focus Area is expected to go from 466 housing units and 3,172 jobs in 2011 to 4,666 housing units and 4,328 jobs in 2035.

The City anticipates the need for additional planning efforts to realize the vision for El Camino Real, including a future Streetscape Plan for the corridor.

Santa Clara Station Focus Area
The area consists of 244 acres within Santa Clara of the larger, multi-jurisdictional (with the City of San Jose) planning area of the 'Santa Clara Station Area Plan'.

At the center of this area is the existing Santa Clara Transit Station, served by Caltrain, Amtrak Capitol Corridor, and VTA bus service. The station is also planned to include the terminus of the BART extension to Silicon Valley and a future Automated People Mover to the Norman Y. Mineta San José International Airport.

The vision of the Santa Clara Station Focus Area includes the replacement of existing low-intensity retail, office, residential, and light industrial uses with larger-scale, mixed-use development. The City views the area as an opportunity to establish a new gateway into the city, as well as to expand the City's economic base with new office, hotel, and retail uses, and add high-density residential development to maximize the use of existing and future transit. Approximately 1,650 residential units and 2,000,000 square feet of non-residential uses are expected, providing 4,300 jobs. There are 507 housing units and an estimated 2,466 jobs in the area today.

The City anticipates the need for additional planning efforts to realize the vision for the Santa Clara Station Focus Area, including a future Streetscape and Public Facilities Plan for the area.

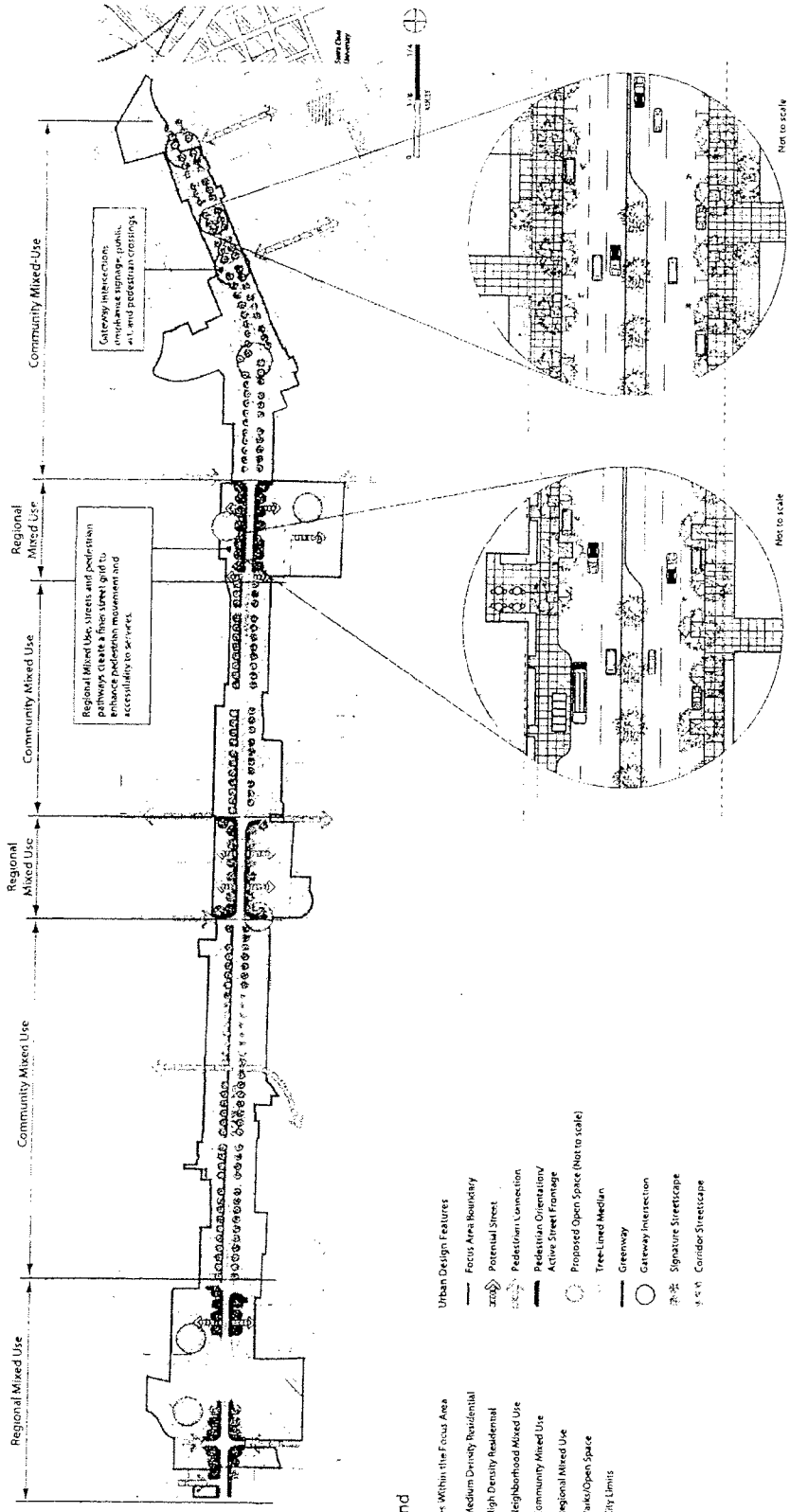
Next Steps
As Planned Priority Development Areas, El Camino Real Focus Area and Santa Clara Station Focus Area would be eligible for planning, technical assistance, and infrastructure funding through the FOCUS Program.

RECOMMENDATION
Staff recommends that the Executive Board:

- Designate El Camino Real Focus Area and Santa Clara Station Focus Area as proposed by the City of Santa Clara as Planned Priority Development Areas.

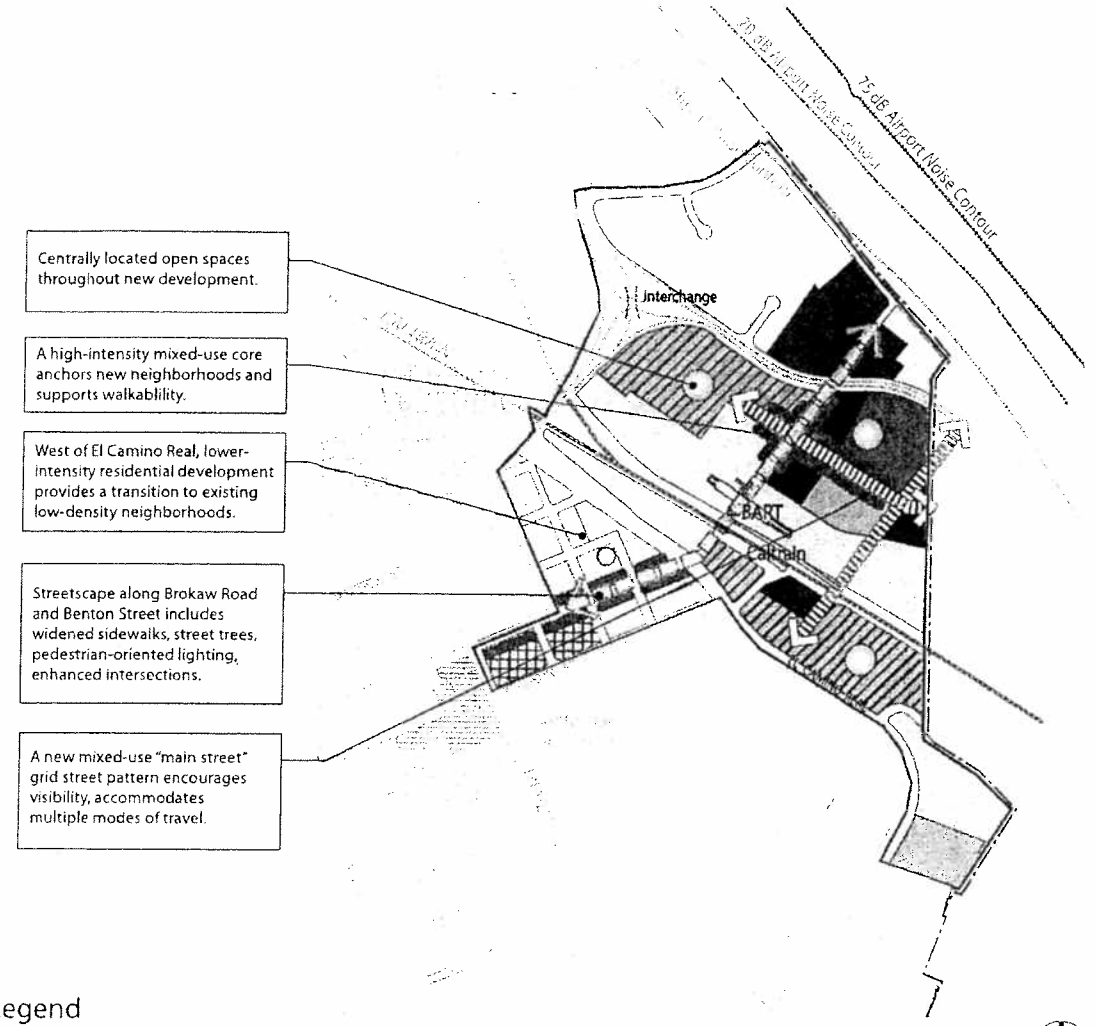
ATTACHMENT:
Maps of the proposed El Camino Real Focus Area and Santa Clara Station Focus Area Priority Development Areas

Figure 5-4-2
El Camino Real Focus Area



SANTA CLARA
GENERAL PLAN

Figure 5.4-4
Santa Clara Station Focus Area



Legend

Land Uses Within the Focus Area

- Santa Clara Station Low Density Residential (8-18 du/ac)
- Santa Clara Station Medium Density Residential (19-36 du/ac)
- Santa Clara Station High Density Residential (37-50 du/ac)
- Santa Clara Station Very High Density Residential (51-90 du/ac)
- Santa Clara Station Regional Commercial (up to 3.0 FAR) (with an emphasis on office and hotel uses)
- Santa Clara Station Regional Mixed Use (Santa Clara Station Regional Commercial + Santa Clara Station High Density Residential) (with an emphasis on residential and commercial uses)
- Santa Clara Station Community Mixed Use Commercial (up to 0.45 FAR + Santa Clara Statiuon Medium Density Residential)
- Santa Clara Station Public/Quasi Public (Intensity based on policies 5.3.1, 5.5.1 and 5.9.2)
- Santa Clara Station Light Industrial (up to 0.6 FAR)
- City Limits

0 1/4 1/2
MILES

Urban Design Features

- Focus Area Boundary
- Potential Street
- Pedestrian Connection
- Pedestrian Orientation/Active Street Frontage
- Proposed Open Space (Not to scale)