

DOWNTOWN STATION AREA SPECIFIC PLAN UPDATE: COMMUNITY ENGAGEMENT STRATEGY

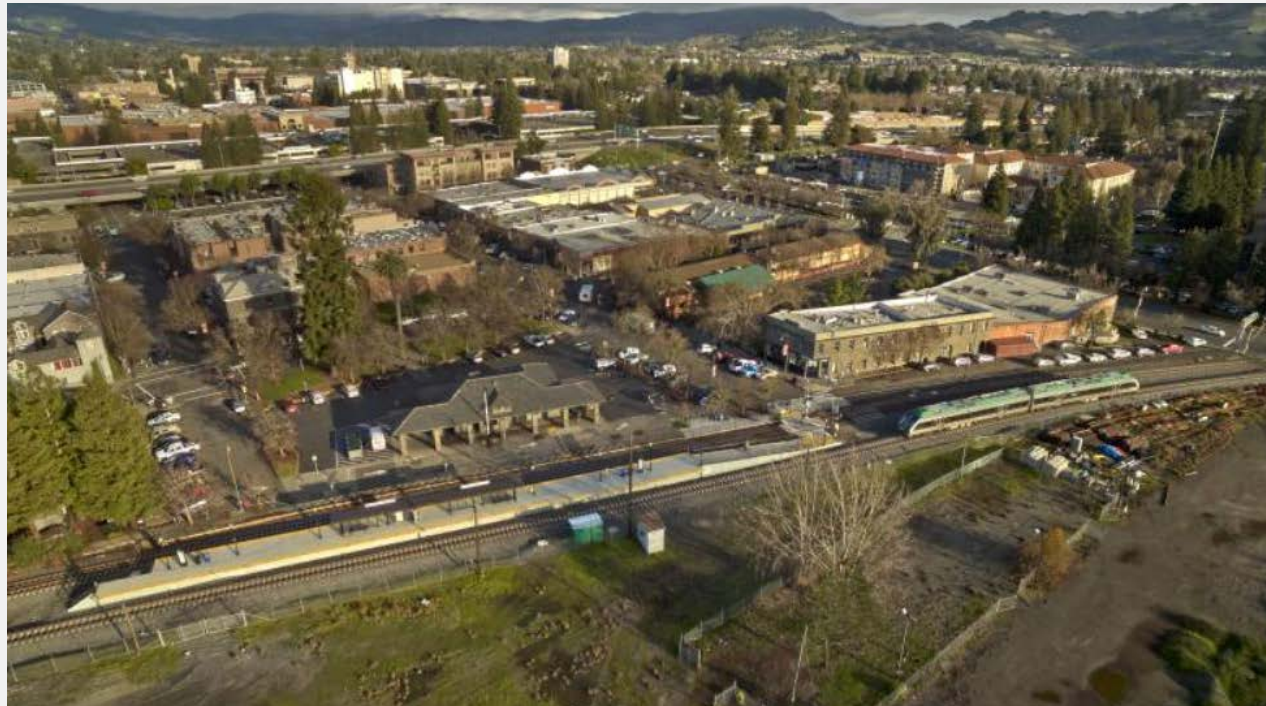
**CITY COUNCIL
JANUARY 8, 2019**



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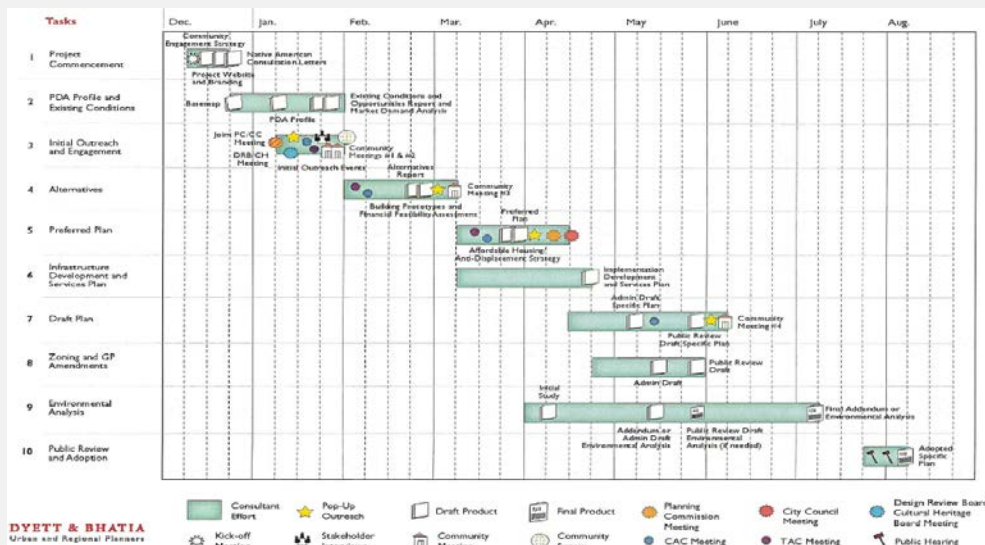
BACKGROUND

- In 2007 Council adopts DSASP with a vision of increasing number of residents and employees around the future SMART station
- 10 years into planning period, development is far below projections



BACKGROUND

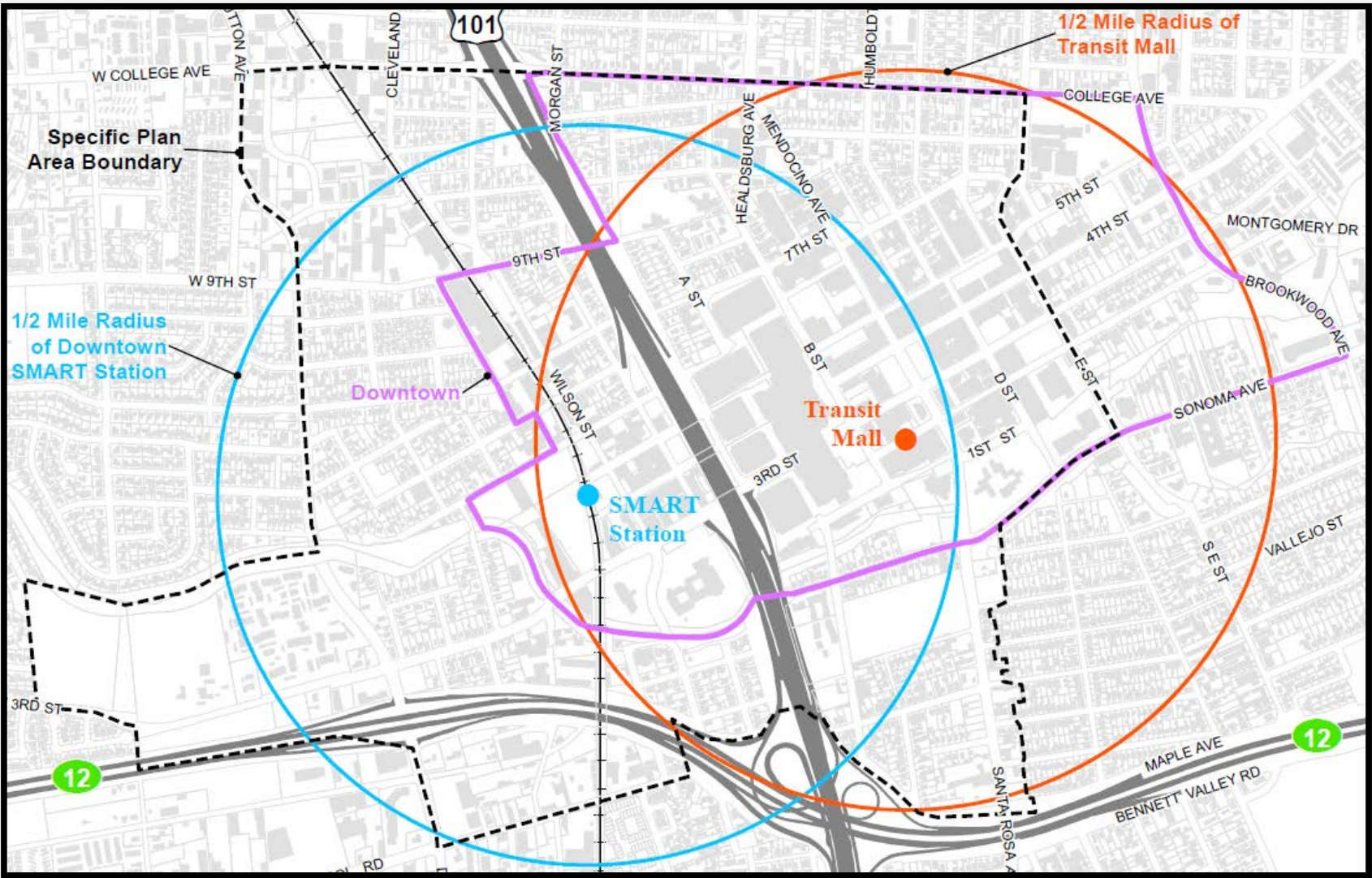
- In February 2018, downtown development and downtown housing designated as a top priority by Council
- In April 2018, MTC approves planning grant to update DSASP
- In November 2018, Council authorizes Mayor to sign PSA with Dyett & Bhatia Urban and Regional Planners



DOWNTOWN STATION AREA



PLAN AREA



COMMUNITY ENGAGEMENT STRATEGY

- Critical component of the update
- Innovative outreach strategies
- Input sought from residents, business proprietors, property owners, neighborhood groups, community and faith-based organizations, environmental advocacy groups, and members of the development community
- Priority toward diversity - efforts to engage low-income, youth, renter, and non-English speaking populations

8/13 Building Height

This map shows proposed building height limits along Winchester Boulevard.

Hover your cursor over colored areas on the map to see proposed height limits. The images below show buildings that would be allowed under each height limit.

Next, please answer the questions below to let us know your thoughts about the proposed height limits.

Max. 45 Feet (3-4 Story)

Max. 55 Feet (4-5 Story)

Max. 65 Feet (5-6 Story)

Max. 85 Feet (6-7 Story)

Max. 120 Feet (11-12 Story)

Max. 150 Feet (14-15 Story)

Max. 200 Feet (19-20 Story)

In which part(s) of the Planning Area should the tallest buildings be located? Check all that apply.

- Stevens Creek Boulevard corridor
- The Santana Row area

COMMUNITY ENGAGEMENT STRATEGY

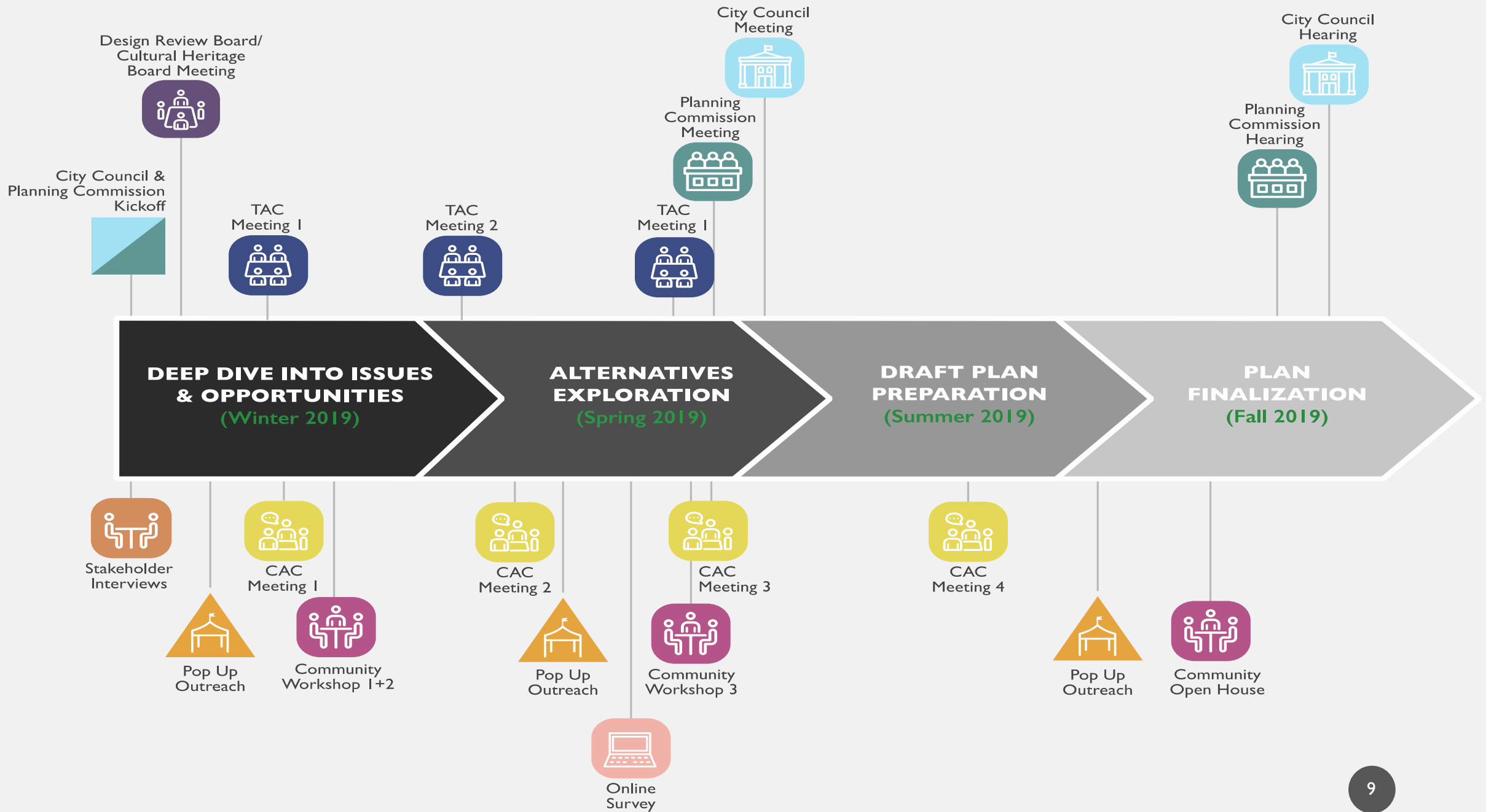
- Community meetings
- Pop-up outreach events
- Online and social media
- Public meetings



COMMUNITY ADVISORY COMMITTEE

- Role of CAC
- Outreach to prospective members
- CAC composition
- Council Policy 000-06
- Schedule
- Monthly report-out to Council's Downtown Subcommittee







RECOMMENDATION

It is recommended by the Planning and Economic Development Department that the Council, by motion, waive Council Policy 000-06 regarding appointments to Boards/Commissions/Committees, accept the Community Engagement Strategy for the Downtown Station Area Specific Plan Update, and authorize the Director of Planning and Economic Development to appoint members of the Community Advisory Committee as necessary.

QUESTIONS/COMMENTS

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www.SRCity.org/DowntownUpdate

