

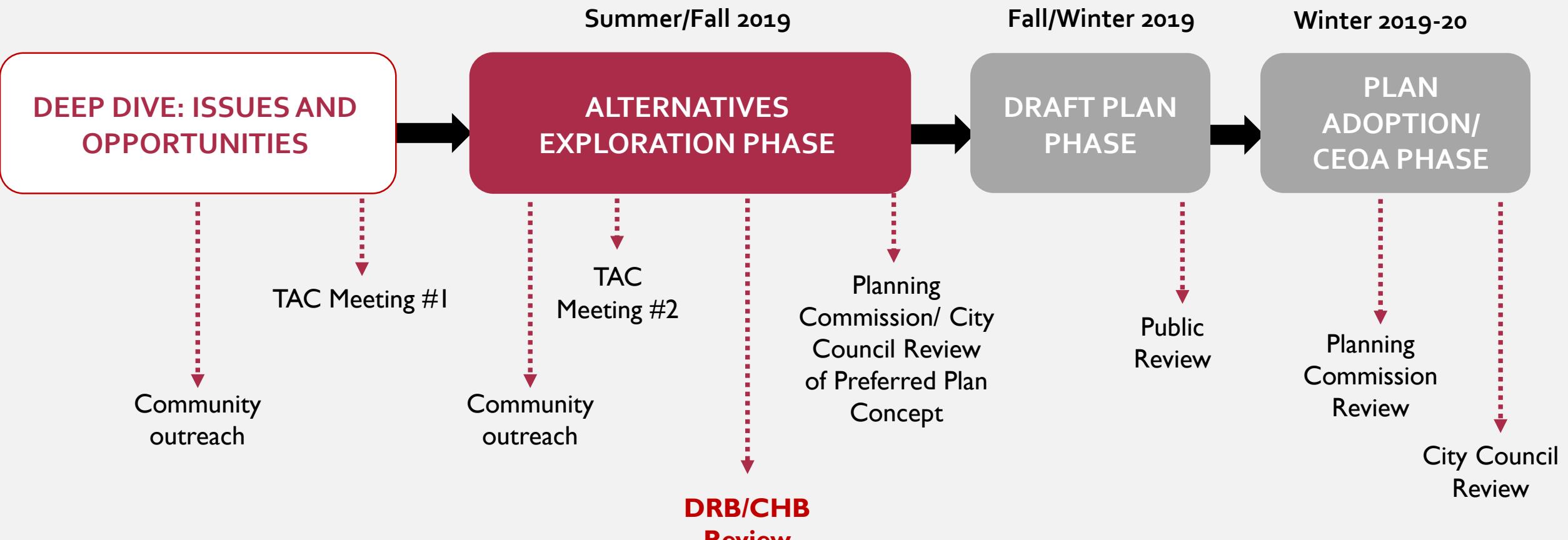
DOWNTOWN STATION AREA SPECIFIC PLAN UPDATE: DRAFT PREFERRED ALTERNATIVE

**DOWNTOWN SUBCOMMITTEE
NOVEMBER 7, 2019**



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Planning and Economic Development

TIMELINE



1

Project Initiation

2

Issues and Opportunities Identification

3

Alternatives Development

4

Alternatives Testing

5

Preferred Plan Concept

6

Draft Specific Plan

7

Final Specific Plan

PREFERRED PLAN CONCEPT: PURPOSE

- Summarizes the consensus that has emerged from the process to date
- Lays out vision and key strategies needed to implement the vision
- Establishes a framework to guide the detailed update of the DSASP, including policies and implementing actions

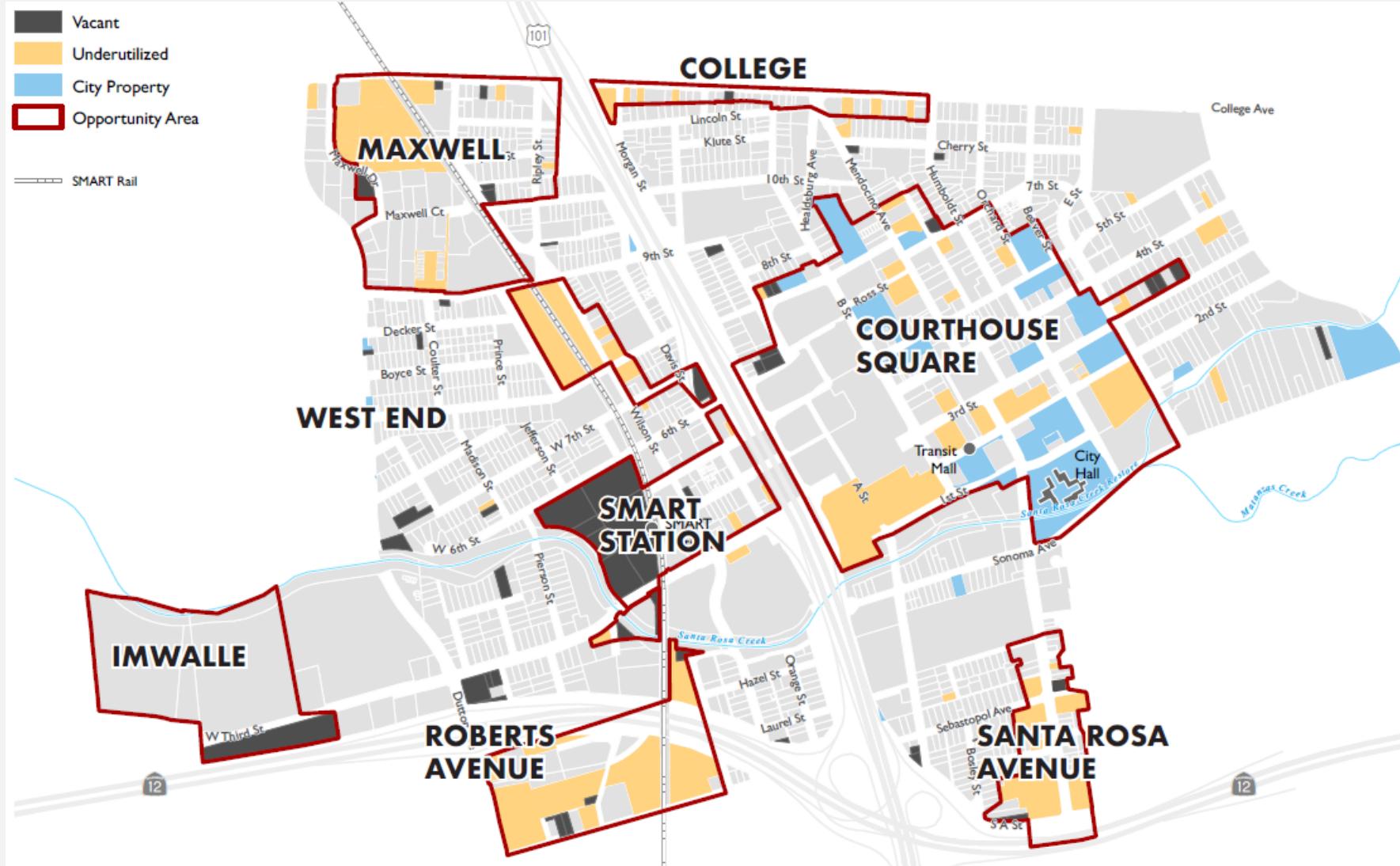
Preferred Plan Concept

PREFERRED PLAN CONCEPT: VISION

- Big city urban core
- Network of mixed use village centers
- Active ground floors
- Enhances streetscape and connectivity
- Opportunities for new development and redevelopment



PREFERRED PLAN CONCEPT: OPPORTUNITY AREAS



PREFERRED PLAN CONCEPT: CORE



PREFERRED PLAN CONCEPT: VILLAGE CENTERS



PREFERRED PLAN CONCEPT: LAND USE

- Core Mixed Use
- Station Mixed Use
- Maker Mixed Use
- Neighborhood Mixed Use
- Park/Open Space
- Potential Catalyst Project
- Urban Park/Civic Space
- No Land Use Change Proposed
- SMART Rail



PREFERRED PLAN CONCEPT: FAR



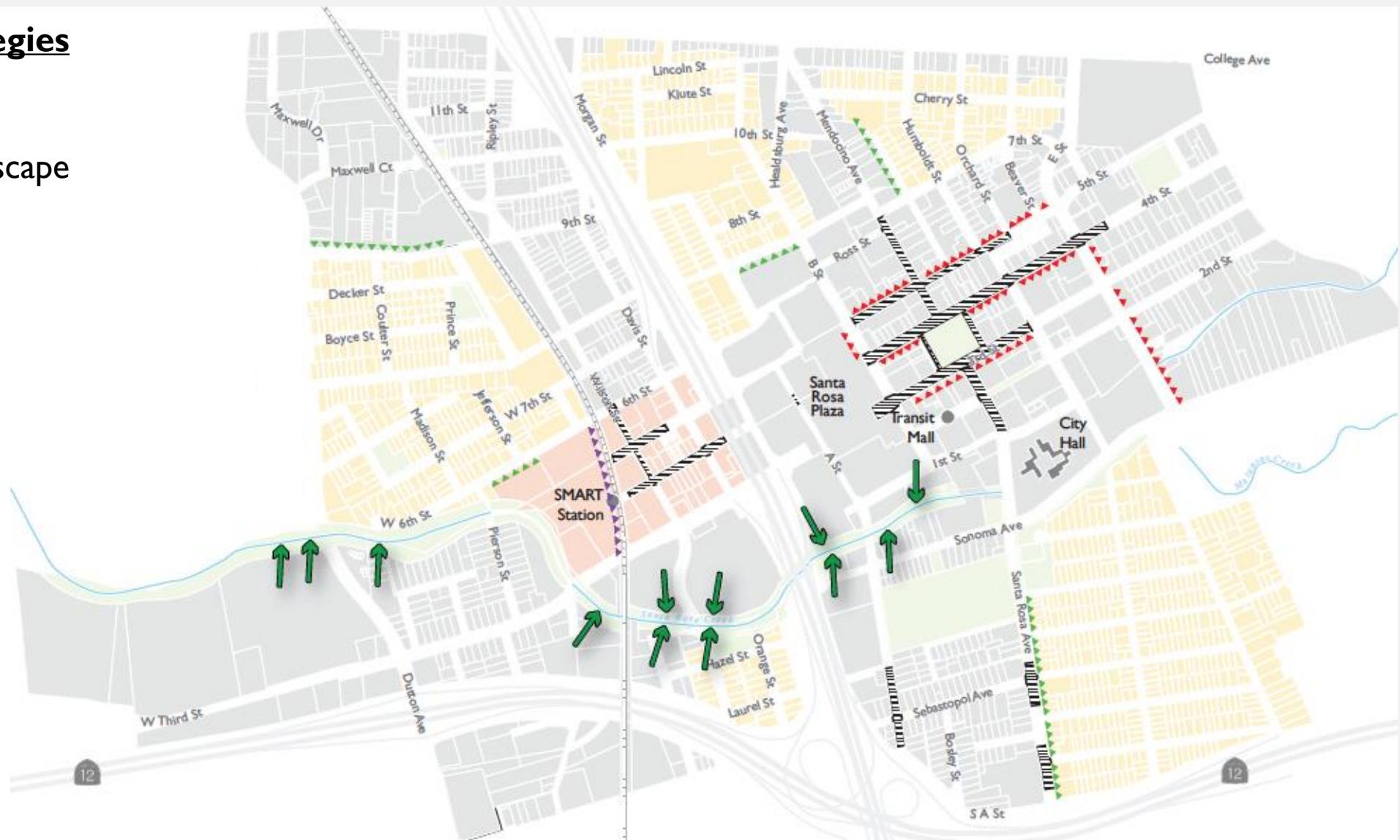
PREFERRED PLAN CONCEPT: DESIGN CONSIDERATIONS

Potential Design Strategies

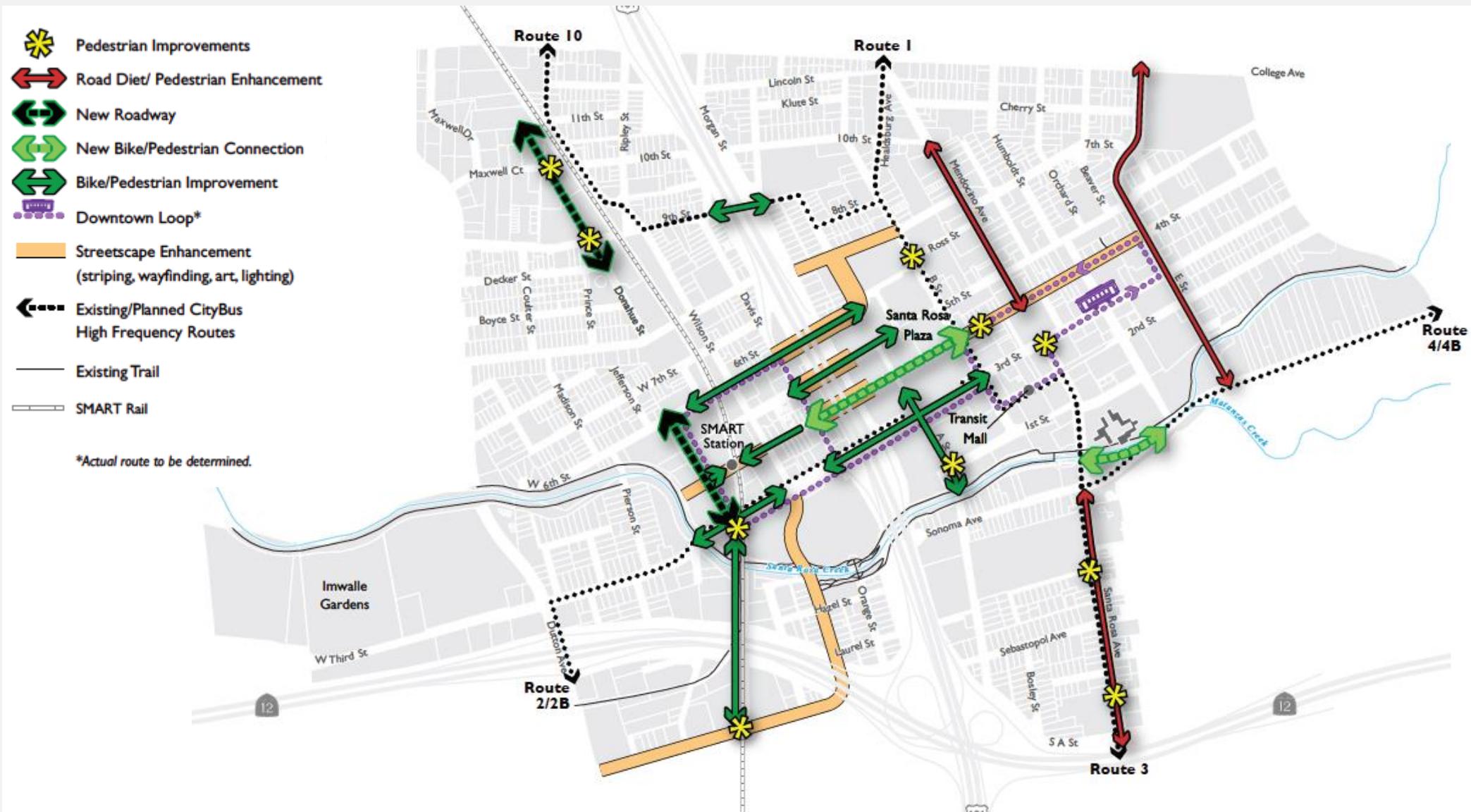
- Massing
- Modulation
- Landscaping and streetscape considerations
- Materiality and color palette

Legend

- Preservation District
- Park/Open Space
- ▼▼▼ Downtown Transition Edge
- ▼▼▼ Station Transition Edge
- ▼▼▼ Neighborhood Transition Edge
- Active Ground Floor Requirement
- ↑ Creek Oriented Development
- SMART Rail



PREFERRED PLAN CONCEPT: CONNECTIVITY



PREFERRED PLAN CONCEPT: KEY MOVES

- Uses FAR to regulate form and height
- Waive parking requirements for development within a 1/4 mile of high-frequency transit and facilitate shared parking
- Active ground floor requirements in key areas to foster walkability and vitality
- Pursue public-private partnerships on key catalyst sites
- Enable public spaces
- Improve wayfinding



QUESTIONS/COMMENTS

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