

Executive Summary:

Support local policy makers in creating a space that allows local neighborhoods and community members to engage and “partner” with developers on future plans.

Location Ideas:

Century site

- The site is being used for car storage, parking for Santana Row guests, and staging for the DevCon construction crew for the 500 Santana Row office building being built across the street
- DevCon has fenced off/controlled areas and modular office containers for the project management and construction crew, storage, and staging
- Not activated and underutilized
- Owned and controlled by Federal Realty

BAREC site

- Completely graded and idle
- No activity
- Fenced off and controlled by City of Santa Clara

Suggest - Century Site:

- Add 1-2 modular office containers for neighborhood/regional discussion space, similar to what has been done in downtown San Jose (http://www.mercurynews.com/sal-pizarro/ci_26893215/pizarro-temporary-retail-stores-pop-up-downtown-san)
- Have a launch event - half of the Century lot (big presentation screen, stage, sound, a local band - big name: https://en.wikipedia.org/wiki/List_of_bands_from_the_San_Francisco_Bay_Area)
- Launch event will review the many things happening in the area (Valley Fair, Santana Row, Century Site, BAREC, and a couple of large examples like the Reserve Apartments down Winchester), giving overview with some past and present assumptions/examples
- Pose some provocative ideas of what the future holds for us (both planned and potential)...it can even reference the Lawrence Station project that is a Santa Clara/Sunnyvale border project and fold in the new Vallco project (The Hills at Vallco: <http://thehillsatvallco.com>)
- Agenda can continue to speak about some of the critical elements of expansion like this (traffic, circulation, growth, housing, transit, affordability, land values, quality of life, pedestrian amenities, walkability, site plans, etc.)
- Invite regional stakeholders (cities of San Jose, Santa Clara, Cupertino, and Campbell, as well as County Supervisors, Congress, and Assembly offices).
- Invite Apple, Google, Facebook, and Tesla to participate in this. They will be shaping many of the technologies that will be implemented in the future, so who better to include in the design and visioning process than them. They could show/demonstrate the technology (e.g., autonomous car, drones, electric vehicles, next-gen services, etc.)
- Announce creation of the Stevens Creek/Winchester Information and Idea Center (SCWIIC)
- The SCWIIC will be staffed initially by corporate staff, but the majority of the time will be staffed by volunteers or just open for viewing (maybe official Federal/Westfield reps M-F for the

first week or two, from 11am-1pm and 4-6pm, then once a week for 3-4 hours....or something like that. I think it would be a huge win for Federal and Westfield to have a real presence)

- There will be analog components (images and posters of developments and plans) as well as digital (maybe tablets and touch screens) for more comprehensive City info and development details (like permits, plans, EIR, presentations, meeting notes, etc.)
- Gather email and contact info of people who want to stay engaged and participate in visioning
- Gather comments and organize by topic (e.g., group traffic, density, height, etc. comments together and people can “vote” to help prioritize things that are most important to them)
- Have a portable hydroponics station and other local urban farming technology to show other ways urban agriculture can be done...and even grow some food for the locals. We are in contact with a company that is supporting us on Win6 that does this in Santa Cruz.

Opportunity (around launch, space, and ongoing messaging):

I see this as either a large single day event, or multi-day event, maybe a Sat/Sun or include a weekday. The idea is a kick off/awareness event that highlights these ideas, concerns, questions, plans and introduces the info center that is headquartered right here on-site in these one or two office containers. It would provide information about what is already approved, what is planned, and areas for improvement. Suggestions would be continually welcomed and a mechanism will exist to capture all input and make it available online. It can be seen in real-time on-site, or on your tablet/phone/laptop. I’m talking about kicking off the idea of creating a community-inspired and community-driven input process and visioning area. The space would have volunteer staff, hopefully on a daily basis. It can be at night and during the day.

The idea of creating a place that is actually part of the solution to the problems in the area I think is something that will not only get local attention and excitement, but I think it will garner the interest of national concerns and really show how communities working together can accelerate out of a very frustrating and hopeless situation. At the same time, it will get development on track to create the best solutions out there, drawing from the talent from the area and hopefully beyond. Start utilizing the innovation strength of the area.

I think this is it....the time to bring all the attention to a single area of focus. The BAREC site is very time sensitive, so it is a leading part of this discussion. But the Century plans are also very important and timely. These are all tied together. Santana Row’s and Westfield’s plans are already underway.

We could use the marquee sign at the Century site to advertise this event that will take place, getting people excited about what we are doing and creating a buzz. Who else in the area is even trying to do something on this scale? I think the local press will help drive interest and activity too. Think about the local talent we can attract to be involved in this.

Besides helping to grow and scale this area in a way that is supported by the community, I believe it can set an example of how other cities can approach the same challenges to urbanizing their suburban communities that engages the community at all levels before changes

are made. It's really interesting how Santana Row is always used as an example of a successful development (literally always), so this process would also continue that leadership role in helping to work with the local community to figure out how to evolve and grow.

General Comments:

Some cities like Palo Alto are better at community engagement, but even then, they have “event based” meetings and discussion. This can turn that model on its head. We are an innovative society here....we should be innovating ways to fix the problems we are facing, not just the housing and traffic stuff, but how we effectively engage the community with developers and municipalities. I am suggesting taking bold steps and investing time, energy, and resources in creating a process that will ultimately create a better solution for everyone. The outcomes may become a different solution than what the developers planned or even what the community had considered, but the net result will be one that works and has buy-in at all levels because it was created by everyone. Yes, the developers have the money, it is their property, and they have the right to do what they have entitlements to do, but companies like Westfield and Federal are long term players with a time horizon focused on decades, not years. Having an engaged and supportive community is very meaningful to them.

I also think there should be some transparency on what is at stake. I heard a statistic that San Jose invested something like \$2.2B in its downtown over the past decade (or something like that). Westfield and Federal Realty will be investing close to that amount in a half-square mile in 2-7 years. I think sharing how much is at stake and how much these things cost are critical to getting through to the people that don't really understand what is happening.

These are ideas to help start a process and then implement it. The real opportunity is to draw on everyone's perspectives and collaborative nature. Again, this is just a first pass, but I am ready to move on this immediately if you are. I have a strong network of people that will use this as a focal point to make it successful and I will help lead the effort to insure its success. Outside the box is where I like to operate, as it requires you to always challenge your process and reason for proceeding on a path.