

EL CAMINO REAL SPECIFIC PLAN

WORKSHOP #1 SUMMARY

February 28, 2018, 5:30-7:30 pm

Santa Clara City Library, Redwood Room | 2635 Homestead Rd | Santa Clara, CA 95051

On Wednesday, February 28, 2018, the City of Santa Clara hosted a workshop to engage with community members about their vision for the future of the El Camino Real corridor area. The workshop was held at the Central Library and took place from 5:30-7:30pm. The event was attended by approximately 65 community members and interested stakeholders.

After an introduction by Anna McGill, project manager from the City of Santa Clara, including background information regarding the Specific Plan process and a summary of the previous outreach conducted, the workshop commenced with a short presentation by Aaron Welch, project consultant with Raimi + Associates. Aaron discussed the importance of the Specific Plan, some background information about the project area, and an estimated timeline for the project. Aaron followed with some basic project information and instructions for each of the five workshop exercises, as well as the

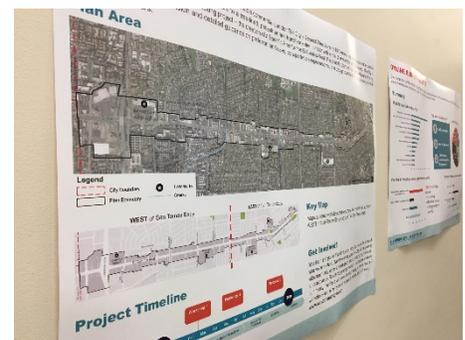


importance of community participation and collaboration in the process. Copies of the workshop presentation are available on the project website: www.santaclaraca.gov/ecr

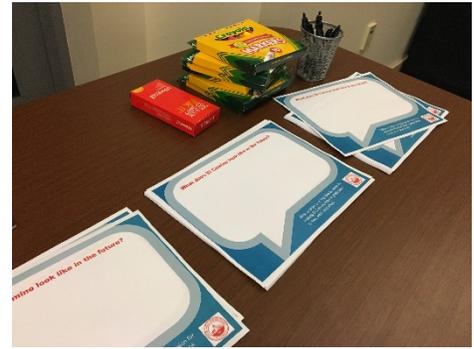
Workshop Stations/Exercises:

The workshop included 6 interactive exercises:

- **STATION #1: Planning Process to Date**
 - This station provided an overview of the project, timeline, and engagement activities to date, such as results from the recent online survey.
- **STATION #2: Visioning**



- **Visioning Big Ideas Exercise (interactive):** This exercise allowed participants to articulate their one “big idea” for El Camino Real. Participants were encouraged to draw or write their idea on a handout and post it on the wall to display.



- **Issues Exercise (interactive):** The project team identified a number of issues for the project area printed them on a large board or poster. Using a dot-voting exercise, participants were able to identify their top five priority issues, with results compiled on a single board.

- **STATION #3: Land use and community character**

- **Existing Conditions:** A poster board provided overview of existing land use conditions along the corridor, with supporting maps.
- **Desired Uses and Community Amenities (interactive):** This station included maps of the plan area. Participants were able to use pre-printed stickers with different land uses (e.g. retail & services, housing, office), community amenities, and open space to show where each attribute would be most appropriate.
- **Areas of Change & Stability (interactive):** This poster provided an aerial map of the area and used a dot-voting exercise to allow participants to identify likely areas of change (red stickers - “I’d change”) and likely areas of stability (blue stickers - “I like”).



- **STATION #4: Transportation**

- **Existing Conditions:** A poster board provided an overview of existing transportation conditions along the corridor, with supporting maps.
- **Desired Streetscape Improvements (interactive).** A poster board provided an aerial map of the area. Participants were able to use pre-printed stickers with different streetscape improvements (e.g. wider sidewalks, street trees, improved crossing) to show where each attribute would be most needed or appropriate.
- **Transportation Priorities (interactive):** Participants were presented with a poster with a list of possible transportation/street improvements. Each participant completed a dot-voting exercise to identify their top five streetscape priorities, with results compiled on a single board.

Key Takeaways

Some of the major takeaways from the workshop were:

- Add mature street trees along El Camino
- Add bike lanes along El Camino
- Minimize traffic, parking, and privacy impacts on surrounding neighborhoods
- Improve pedestrian connectivity between El Camino and surrounding residential neighborhoods
- Create pedestrian and bike access/connections to and along Calabazas and Saratoga creeks
- Widen sidewalks along El Camino and add safe crossings at several key intersections or midblock locations such as Flora Vista Ave, Santa Cruz Ave, Moonlite Center, and Calabazas and Saratoga creeks
- Add parks, open space, and or public plazas at regular intervals along El Camino, and at major activity centers
- Create destinations along El Camino that will attract both residents and visitors to the corridor
- Retain key retail establishments while adding a greater variety of quality shops and restaurants
- Introduce a wider variety of housing choices for a mix of income levels
- Consider housing on larger sites such as Lawrence Square, Moonlite Center, and El Camino Center
- Make sure that new housing is well designed and appropriately scaled

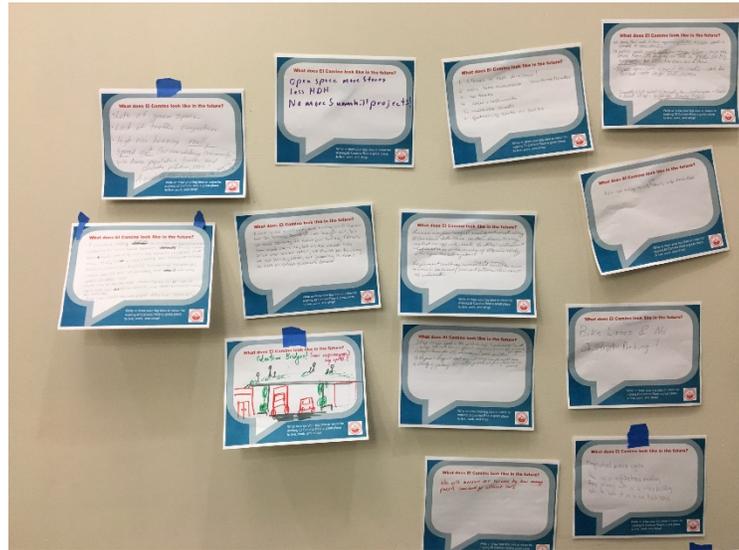
Interactive Station Results

Station 2 – Exercise #1: Big Idea

The “Big Idea” exercise allowed participants to write down big picture ideas for what should happen in the Plan Area. There many opposing viewpoints on housing, on-street parking, the number of travel lanes along El Camino Real (ECR). Results identified by workshop participants included:

Land Use

- Mixed use near Santa Clara Station
- More destinations along ECR
- Mixed use at Moonlite Center
- Placemaking
- More stores
- Quality restaurants
- Walkable, urban, denser collection of neighborhoods supported by transit



Housing

- Privacy and light for adjacent neighborhoods
- Mixed income housing
- Only homeowners
- Less high density housing
- More housing to help solve the housing crisis
- No tall apartments
- High-rise buildings spread out – not all clumped together
- Mid-rise housing

Mobility

- ECR under San Tomas
- Make ECR 2 lanes in each direction (2 comments)
- Keep ECR 3 lanes (2 comments)
- Repave ECR
- Keep onstreet parking (1 comment)
- Remove onstreet parking (2 comments)
- Bike lanes along ECR
- Connections to trails
- Trails along creeks
- Pedestrian bridges over expressways
- Walkable streets
- People coming and going without the use of cars

Station 3 – Exercise #1: Desired Uses

For this exercise, each participant was given a map of the Plan Area and a set of land use stickers to place on the map. As shown in the map below, the highest concentrations of housing and retail stickers were placed at Lawrence Square, along the northern portion of El Camino Real between Calabazas Creek and Bowers Ave, at Moonlite Center, at El Camino Center, and near Pratt Place at the far eastern end of the Plan Area. Park and plaza stickers were most frequently placed near the creeks, at Moonlite Center, and at Santa Clara Town Center. Entertainment uses were scattered along the corridor at locations such as Lawrence Square and the properties across El Camino, at Moonlite Center, Civic Center, and Santa Clara Town Center. Several people suggested hotels between Saratoga Creek and San Tomas Expressway. Very few office uses or community facilities were suggested along the corridor, as seen below. Participants also submitted hand written comments proposing:

- Creek access and unchannelization
- A greater variety of types/cuisines of restaurants along ECR
- Better pedestrian access to the back side of large developments such as Santa Clara Town Center
- A fitness center
- Façade improvements/beautification of existing storefronts

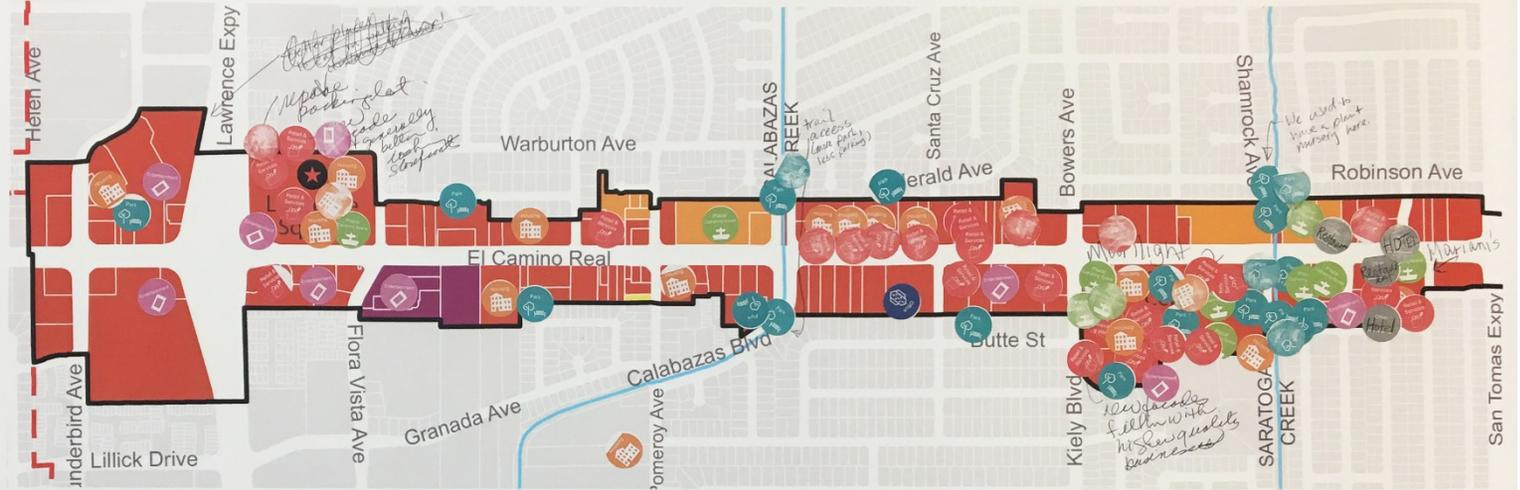


DESIRED USES

DIRECTIONS: What would you like to see happen along El Camino Real? Use the provided stickers and markers to show where you envision different uses and improvements on the maps to the right.



WEST of San Tomas Expy



CURRENT LAND USE

EAST of San Tomas Expy



CURRENT LAND USE

- Legend**
- City Boundary
 - Parcels
 - Plan Boundary
 - Plan Parcels
 - Creeks
 - Parks
 - + Landmarks

- Existing Land Use**
- Single Family Residential
 - Multi Family Residential
 - Mixed Use
 - Commercial
 - Industrial
 - Institutional

0 1/4 Miles



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Station 3 – Exercise #2: Areas of Change & Stability

For this exercise, each participant was given an existing land use map of the Plan Area, and red and blue dot stickers. Participants were asked to identify areas that are likely to change in the next 10-20 years with a red dot and areas that are most likely to stay the same with a blue dot. Again, there were conflicting viewpoints, with both red and blue dots placed in some of the same locations. Some of the most frequently identified areas likely to change included Moonlite Center, the retail properties along the northern side of El Camino Real between Calabazas Creek and Bowers Ave, El Camino Center, Lawrence Square, and City Hall. Some of the most frequently identified areas that were unlikely to change included Lawrence Square, Santa Clara Town Center, Dollar Tree, Moonlite Center, Civic Center, Goodfellow Park, and the area around California College of Communications just east of Civic Center.

- **I'D CHANGE** - Areas you think should or will change in the next 10 - 20 years
- **I LIKE** - Areas that you think should or will remain as they are

AREAS OF CHANGE & STABILITY

DIRECTIONS: Use the stickers provided to identify areas of change and stability on the maps to the right.

- **I'D CHANGE** - Areas you think should or will change in the next 10 - 20 years
- **I LIKE** - Areas that you think should or will remain as they are

For the areas you identified as likely to change, what should happen there? (comment below)

*I have a no jobs on ECR
Put HDA near jobs not ECR
Put + bike lanes on creeks
Dedicated bike lanes not near cars. Stop development of stack + pack housing on ECR.*

*Greater variety of restaurant types/corner
Diff. type shops & restaurants*

WEST of San Tomas Expy



EAST of San Tomas Expy



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Station 4 – Exercise #1: Streetscape Improvements

For this exercise, each participant was given a map of the Plan Area and a set of streetscape improvement stickers to place on the map. As shown on the map below, parks and/or plazas were suggested along the entire corridor, with higher concentrations focused along the two creeks, and at Lawrence Expressway and Moonlite Center. Bike parking was suggested at key shopping and activity centers along ECR, such as Lawrence Expressway Plaza, Lawrence Square, Moonlite Center, Santa Clara Town Center, and Civic Center. It was clear that participants would like bike lanes along El Camino, as well as along Calabazas and Saratoga Creeks. Wider sidewalks were recommended along the western half of El Camino. Participants suggested adding crosswalk at Flora Vista Ave, Santa Cruz Ave, at Moonlite Center, and Saratoga Creek. Audible crosswalks in particular were recommended where Lawrence Expressway, Calabazas Creek, and Monroe St cross El Camino. Lastly, many participants were interested in making the neighborhood south of El Camino between Saratoga Creek and San Tomas Expressway a slow speed zone. In addition, participants also submitted hand written comments proposing:

- Better pedestrian and bicycle connections are needed from Santa Clara Town Center, Lawrence Square, and El Camino Center to the residential neighborhoods behind them
- Protected intersections at Pomeroy Ave, Calabazas Creek, and Los Padres Blvd
- Trail access along creeks
- Additional bike parking at Santa Clara Town Center

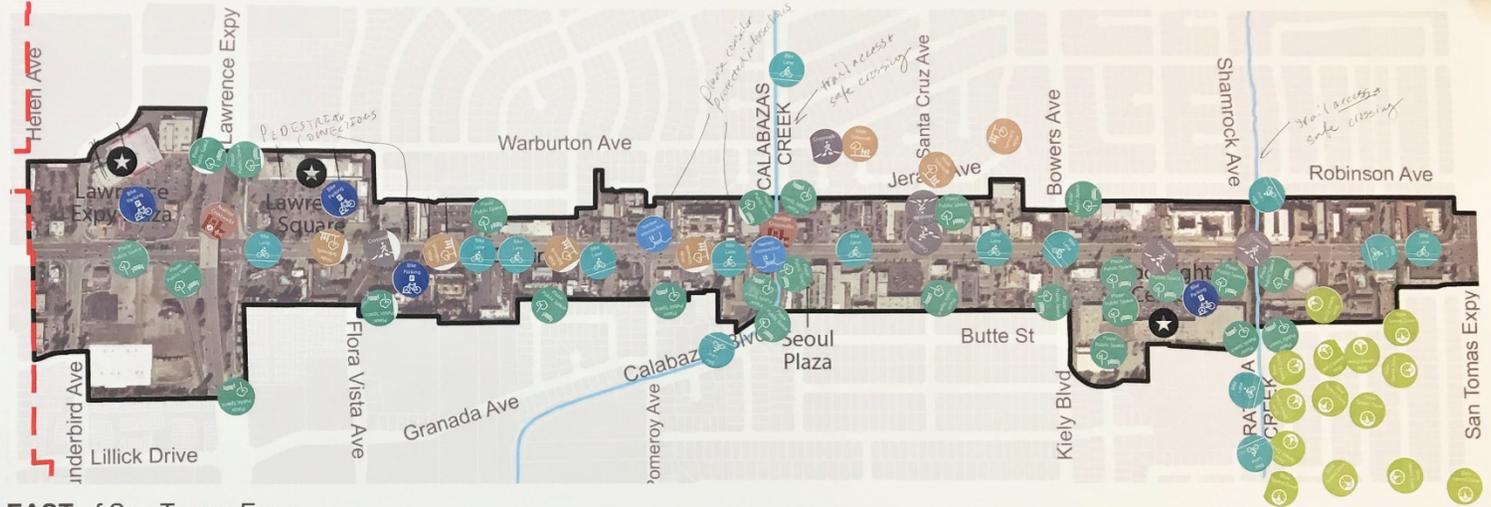


DESIRED STREETScape IMPROVEMENTS

DIRECTIONS: What types of streetscape improvements would you like to see along El Camino Real? Use the provided stickers and markers to add improvements on the maps to the right.



WEST of San Tomas Expy



ECR is a barrier to pedestrian and bicycle movement through the city. Please consider crossing ECR as well as traveling along it.

EAST of San Tomas Expy



Legend

- City Boundary
- Parcels
- Plan Boundary
- Plan Parcels
- Creeks
- Parks
- Landmarks

0 1/4 Miles



EL CAMINO REAL SPECIFIC PLAN

APPENDIX A: BIG IDEA EXERCISE

What does El Camino look like in the future?

- ECR should go under San Tomas to ease traffic and congestion on both roadways. ~~the~~
- make ECR 2 lanes in each direction

Write or draw your big idea or vision for making El Camino Real a great place to live, work, and shop!



should
What ~~does~~ El Camino look like in the future?

the lack of tall shade
trees & trees that announce
spring are missing ~~let~~ from the
current tree standards, see
Cupertino along Stevens Creek Blvd.
for a solid approach. Double tree
rows that all adjacent business
to be seen.

Write or draw your big idea or vision for
making El Camino Real a great place
to live, work, and shop!



^{should}
What does El Camino look like in the future?

The recent approved Apartment structures have Unit stairs, unit ~~patios~~ patios & other unit facilities. They should be eliminated from future designs by a greater regulation.

Write or draw your big idea or vision for making El Camino Real a great place to live, work, and shop!



should

What does El Camino look like in the future?

the lighting type of down lights
for the sidewalk areas, need retirement

1) New apartment building have
down lights (cutoff type) that
contact with city street lights
on the backside of New poles.

2) Many sidewalk areas are very
poorly lit.

- standards!

Write or draw your big idea or vision for
making El Camino Real a great place
to live, work, and shop!



^{Should}
What does El Camino look like in the future?

The study needs to include the ~~the~~ specific guidelines for the Architectural requirements for all buildings. The Massing, ~~form~~ needs defined & studied. At Present the current Architectural ~~standards~~ standards for approved ^{buildings} allow tall, box like masses without refined traditional appealing ~~look~~ look.

Write or draw your big idea or vision for making El Camino Real a great place to live, work, and shop!



What does El Camino look like in the future?

- Industrial & commercial uses close to SC Station converted to mixed use, mixed income with greater emphasis on housing.
- Moonlike complex converted to mixed use with a large green plaza and open space next to Saratoga Creek
- Two lanes in each direction with wide sidewalks buffered from traffic by large mature trees and a bike lane
- Go to destinations along ECR
- Trails along each creek that meets up and goes over ECR with pedestrian bridge.

Write or draw your big idea or vision for making El Camino Real a great place to live, work, and shop!



What does El Camino look like in the future?

Please do not wait to improve bicycle and pedestrian safety.

Repaving happens 2018. This ~~is~~ corridor has the highest rate of bike & pedestrian collisions of any street in Santa Clara

now → - Bicycle lanes

- Remove on-street parking for visibility

future → - connections to creek trails

- mature trees

- placemaking - things to do, places to sit

- destinations

Write or draw your big idea or vision for making El Camino Real a great place to live, work, and shop!



What does El Camino look like in the future?

Bike Lanes & No
On-Street Parking !

Write or draw your big idea or vision for making El Camino Real a great place to live, work, and shop!



What does El Camino look like in the future?

Open space Move Stores
Less HDH

No more Sunnyside projects!

Write or draw your big idea or vision for making El Camino Real a great place to live, work, and shop!



What does El Camino look like in the future?

- Privacy for residences that abutt ECR.
- Also, multi-story buildings will block sunshine for abutting residences (sun is lower in the sky in winter, even though going E→W).

Write or draw your big idea or vision for making El Camino Real a great place to live, work, and shop!



What does El Camino look like in the future?

More set back of buildings = 14 feet +
w/ space for multiple trees, grass, bushes, etc
along El Camino -

Write or draw your big idea or vision for making El Camino Real a great place to live, work, and shop!



What does El Camino look like in the future?

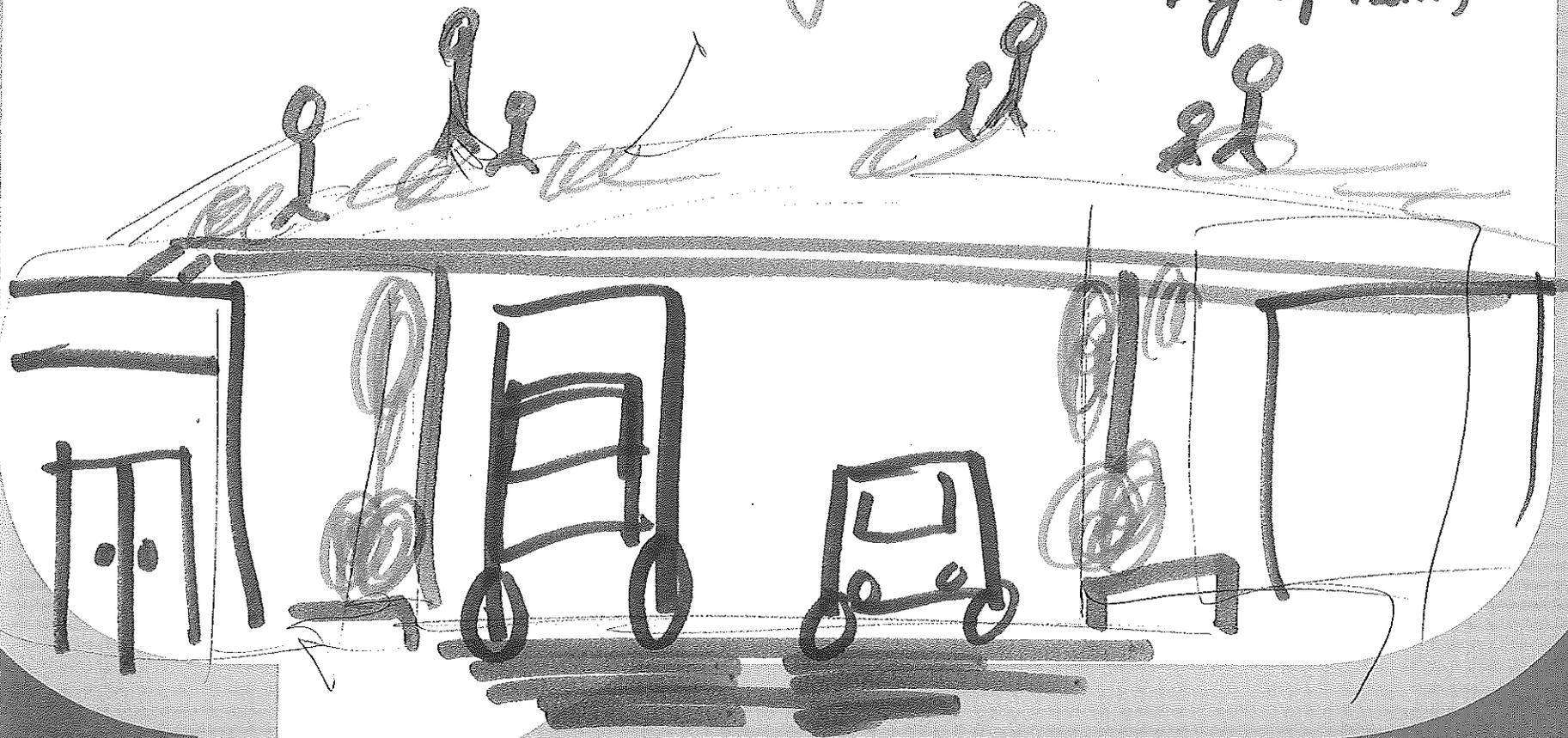
- (1) 2 story buildings only on El Camino - Build on Sustainable Row concept
- (2) prevent "Tunnel effect" that 4 stories create
no more Hi Tech Buildings, etc -
- (3) tell "Leadership group" to use their land for housing employees already here -

Write or draw your big idea or vision for making El Camino Real a great place to live, work, and shop!



What does El Camino look like in the future?

*Pedestrian Bridges! (over expressways,
busy spots...)*



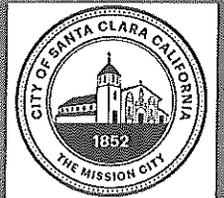
Write or draw your big idea or vision for making El Camino Real a great place to live, work, and shop!



What does El Camino look like in the future?

- 1) Keep 35 mph speed - This will disturb "walkability" as it's noisy. You can't have an efficient artery (which it is now) & have parks & "open space" on it.
- 2) Keep 3 lanes for all vehicles in each direction
- 3) Repave & keep it ~~that~~ way - it's very rough right now
- 4) Plenty of parking - I've seen few problems but parking shouldn't be removed

Write or draw your big idea or vision for making El Camino Real a great place to live, work, and shop!



What does El Camino look like in the future?

We will measure our success by how many people come and go without cars.

Write or draw your big idea or vision for making El Camino Real a great place to live, work, and shop!



What does El Camino look like in the future?

Neighborhood privacy rights

How can a neighborhood maintain their privacy with a 6 story building able to look at us in our back yards

Write or draw your big idea or vision for making El Camino Real a great place to live, work, and shop!

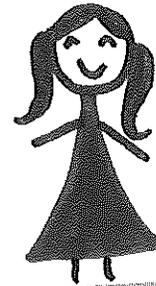


What does El Camino look like in the future? ☺

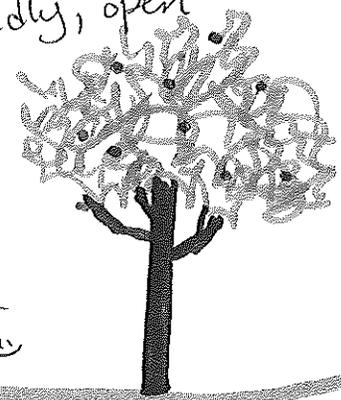
Apartment buildings shouldn't overlook private residences. Not only would it feel like an invasion of privacy to have several stories of people free to look into your backyards, but it would make backyards/neighborhoods feel more enclosed. It would also block out sunlight during part of the day.

There should be more trees, both to make things beautiful and to give cool shade for those who are walking (it's pretty hot in the summer...).

El Camino should be a friendly, open place, not a looming, closed-up stressful place.



-KT ☺



Write or draw your big idea or vision for making El Camino Real a great place to live, work, and shop!



What does El Camino look like in the future?

It is NOT packed
with tall apartments with
no land abutting El Camino!
That is ugly! El Camino
should be beautiful!

Write or draw your big idea or vision for
making El Camino Real a great place
to live, work, and shop!



What does El Camino look like in the future?

- Lots of green space
 - Lack of traffic congestion
 - High rise housing really
spread out (not overwhelming community
with dense population, traffic and
concrete, pollution, noise)
- A quality plan, emphasizing the quality of
life for all!

Write or draw your big idea or vision for making El Camino Real a great place to live, work, and shop!



What does El Camino look like in the future?

A WALKABLE URBAN ~~NEIGHBORHOODS~~ ^{DENSER} COLLECTION OF NEIGHBORHOODS
SUPPORTED BY HIGH VALUE TRANSIT, ~~SERVICES~~ A PLACE WHERE
MORE FOLKS CAN LIVE, WITH THE SERVICES AND PARKS THEY
WILL NEED, TO ~~BE~~ ACTUALLY MAKE REAL NEIGHBORHOODS.
HOUSING SHOULD BE MIDRISE, AND ORIENTED TOWARDS THE
STREET FOR THE MOST LIVELINESS, AND ~~BE~~ ADD SOME
STREET VENDORS TOO!
THERE MUST BE PEDESTRIAN CONNECTIONS TO INTEGRATE
NEW AND OLD ~~DEVELOPMENT~~, AND PARKS SCATTERED ALONG
THE CORRIDOR.
AND TWO LANES WILL BE DEDICATED FOR TRANSIT!

Write or draw your big idea or vision for making El Camino Real a great place to live, work, and shop!



What does El Camino look like in the future?

I want to see significantly more housing on El Camino Real. The housing should be well thought out, but we need density to solve our housing CRISIS. Some mixed use is OK, but as the internet kills brick and mortar retail, we should be focusing on our housing needs, not jamming in retail to meet an urban planners dream.

Write or draw your big idea or vision for making El Camino Real a great place to live, work, and shop!



What does El Camino look like in the future?

There are very few (too few) quality restaurants along El Camino in Santa Clara. Most are chains or very modest one-off restaurants. The Italian restaurant that used to be at the corner of El Camino + Kieley is the type I'm talking about.

Unpleasant walking environment ^(too hectic + noisy). Would be nice to have a barrier of some sort between the car + the sidewalk.

Write or draw your big idea or vision for making El Camino Real a great place to live, work, and shop!



What does El Camino look like in the future?

Bike lane belong on city^{side} streets on the main drags.

Write or draw your big idea or vision for making El Camino Real a great place to live, work, and shop!



What does El Camino look like in the future?

- El Camino Real needs to have improved esthetic design - that is simple & consistent.
- The future needs much nature - freas foliage - turn the whole Moonlite parking lot into a Park. Go Big w/ green. Not little tiny trees here & there.
- Perhaps land areas around the creeks - can be turned into larger Park areas.

Currently ECR is full of concrete, tar, hard surface - Needs to be treat it up - w/ large living trees

Write or draw your big idea or vision for making El Camino Real a great place to live, work, and shop!



What does El Camino look like in the future?

1. 3 lanes in each direction!
2. only home ownership - Townhomes/condos
3. no trees
4. cafes + restaurants
5. walkable streets
6. gathering spots or parks

Write or draw your big idea or vision for making El Camino Real a great place to live, work, and shop!



APPENDIX B: COMMENT CARDS

EL CAMINO REAL SPECIFIC PLAN

Workshop #1

Comment Card

Great workshop

I'm really glad you are getting feedback from the community

I definitely want to attend again - But I think it could be advertised a little more clearly - Signs in library etc -

I saw it via my utility bill.

EL CAMINO REAL SPECIFIC PLAN

Workshop #1

Comment Card

good workshop
I will tell my
friends and neighbors
so they can get
involved as well.
Thank you!

EL CAMINO REAL SPECIFIC PLAN

Workshop #1

Comment Card

First, eliminate all on-street parking. (Impacted businesses can share lots with neighbors & provide incentives to employees & customers to arrive by bus, bike, or foot.)

Then, put in bike lanes all along corridor. At bus stops, bus should pull into bus pad and bikes proceed in lane to left of parked bus.

Add mid-size shops (e.g. Sprouts, Dollar Tree) to next survey.

ECR - best place for affordable housing, 50% should be public housing for public employees primarily and others who need it. Privately built housing should be required to be at least 1/3 B.M.R.

To reduce traffic volume, see business suggestion above. Also, all complexes should make life easy for folks with bicycles, not difficult. And, they could offer discount bus passes to residents.

Mark Apton

EL CAMINO REAL SPECIFIC PLAN

Workshop #1

Comment Card

New Parks? = none!

2 stories on move?

No jobs on ECR

creeks have been

mis-used = no

trail.

The Developers always

want max density

We do not!

I want low density

Move parks

Santa Clara is a Suburb

not a City

EL CAMINO REAL SPECIFIC PLAN

Workshop #1

Comment Card

Please build more housing
Mixed use is OK, but not important
as we have enough retail.
Retail is dying and adds
to traffic congestion. Keep
the good/less retail, and get
rid of the old.

We are in a housing crisis.
Make our community
affordable by creating
all types of high density
housing

Thank you. This
was a great session
to involve community

EL CAMINO REAL SPECIFIC PLAN

Workshop #1

Comment Card

PLEASE PLAN WELL
FOR QUALITY OF LIFE!

Must spread out high rise
housing; not crowded in to
areas that are already
impacted with dense traffic
and population. There are
other areas in Santa Clara
(ex. off Lafayette, in direction
off HW 237) - that should be
considered - to plan this
well for a high quality of
life for residents - not maximizing
profits for developers. Do not
not make our community more
densely populated in higher traffic
highly crowded areas already. We need
green space buffers in front of all high (over)

EL CAMINO REAL SPECIFIC PLAN

Workshop #1

Comment Card

We don't need more empty buses

We don't want an apt
canyon -

Need Quality Destinations

EL CAMINO REAL SPECIFIC PLAN

Workshop #1

Comment Card

- GREAT INFO PRESENTED. Thank you!

- Would like to see a more walkable El Camino Real

(similar to environment ~~on~~ along The Alameda in SJ)

where you can walk from the grocery store to
enjoying a coffee at a nearby coffee shop or
playing w/ your kids at a nearby park)

- would like to see bike facilities and remove
on-street parking

- MORE AFFORDABLE HOUSING!

EL CAMINO REAL SPECIFIC PLAN

Workshop #1

Comment Card

Affordable housing, housing, affordable housing. We need to integrate more housing and housing density to support robust and vibrant retail/commercial destinations, AND to meet the needs of lower income families. We are an economically and ethnically diverse community. ECR can help us preserve this quality.