



City of Santa Clara

The Center of What's Possible

EL CAMINO REAL SPECIFIC PLAN Community Advisory Committee (CAC)

Meeting #3 Agenda

*Santa Clara City Hall, Cafeteria
1500 Warburton Avenue, Santa Clara, CA 95050
October 25, 2018 | 5:30 pm – 7:30 pm*

Meeting Objectives

- Review and discuss visioning of land use for the Specific Plan

Agenda

- | | |
|--------------------------|---|
| 5:30 pm – 5:45 pm | Introduction and welcome <ul style="list-style-type: none">• Review of background materials |
| 5:45 pm – 6:45 pm | Land Use Visioning Activity <ul style="list-style-type: none">• Of the three land use alternatives for each of the two areas (Activity and In-Between) what type of growth do you envision? |
| 6:45 pm – 7:15 pm | CAC group report back |
| 7:15 pm – 7:30 pm | Public Comment |
| 7:30 pm | Adjournment |

DRAFT DESIRED OUTCOMES

The following is a draft list of desired outcomes that could be used to guide the alternatives development and overall planning framework for the El Camino Real Specific Plan. They incorporate input received to date through the initial online survey, pop-up workshops, and Community Workshop #1 (February 28, 2018). These outcomes should be further revised and refined throughout the planning process.

Desired Outcomes

1. **More Parks, Plazas, and Open Space.** Increase the amount of parks, green space, plazas, and other public space that encourages pedestrian activity, recreation, and access to nature, including recreation opportunities along Calabazas and Saratoga Creeks.
2. **Landscaping and Street Trees.** Integrate a variety of landscaping and street trees along the corridor to create a more comfortable walking environment, break up large expanses of hardscape, and provide a buffer from vehicular traffic.
3. **More Walkable Environment.** Improve the pedestrian experience, public space, aesthetics, safety, and design quality throughout the Plan Area to attract visitors, serve residents, and promote walking.
4. **Better Mobility and Connections.** Improve pedestrian, bicycle, transit, and vehicle connections in the plan area, with a focus on better connections between El Camino and adjacent neighborhoods as well as to/from key destinations such as shopping centers, community facilities, the Old Quad, and Santa Clara Station.
5. **More transportation options.** Provide a range of multimodal transportation options and improvements such as bicycle facilities, wider sidewalks, more frequent bus service, and shuttles to Caltrain.
6. **Efficient and Shared Parking.** Implement parking management solutions that most efficiently use parking resources, including sharing of spaces between uses, structured parking, parking demand reduction measures, and park-once strategies.
7. **Compatibility with Adjacent Neighborhoods.** Ensure compatibility with the residential neighborhoods that are adjacent to the planning area and encourage sensitive design transitions in bulk, height, and massing, provision of public amenities, and uses and services that benefit surrounding neighborhoods.
8. **Local and Regional Destination.** Increase the variety of retail amenities and amount of public space and gathering places to create destinations along the corridor that will draw both local and regional populations.

9. **Diversity of uses.** Support a diverse mix of uses within the plan area including retail, housing, civic spaces, and community facilities. Encourage retention of key retail establishments while introducing more varied essential goods and services such as grocery stores, pharmacies, banks, laundromats, entertainment venues, social services, restaurants, cafes, and diverse small, mid-sized, and large retail businesses.
10. **Balanced Approach to Housing.** Support a variety of appropriately scaled and designed housing types, both market rate and affordable housing, along the corridor while protecting existing neighborhoods from privacy, shading, and traffic impacts.
11. **Beautification.** Beautify the El Camino Real corridor by improving the visual appearance and character of existing building facades, requiring high-quality design for new development and renovations, renovating streets, encouraging public art and unique street furnishings, and adding landscaping and open space.
12. **Green Building and Sustainable Infrastructure.** Create a sustainable urban environment that incorporates green building, energy efficiency, water conservation, and stormwater management best practices.
13. **Support Health and Wellbeing.** Support health and wellbeing through cross-cutting strategies such as active transportation, connections to open space, access to healthy foods, and improved air quality.

Key Themes

The following are additional key works or themes from the Desired Outcomes that could be used in a number of ways, such as to develop plan alternatives or provide the foundation for a vision statement.

- Trees and landscaping
- More shops and restaurants
- Diversity of small and large-format retail
- Affordable housing
- Entertainment
- Destinations and placemaking
- Context sensitive development
- More parks
- Community gathering spaces
- Multimodal circulation
- Transit access
- Walkability



El Camino Real Alternative Framework Analysis

The draft growth projects for El Camino Real Specific Plan analyzes the “Activity Centers” and “In Between” areas identified in the Alternatives Frameworks. The analysis first identified parcels that were redeveloped or are in the process of being redeveloped since 2008 as “built/planned”. The analysis then identified other probable sites that may be redeveloped during the estimated lifetime of the specific plan.

Three development intensity alternatives were studied for each area. Based on analysis of recently built projects, pipeline projects, and parcel capacity studies, the study assumed a residential density and estimated retention for the three development intensity alternatives for each area. These densities fit the descriptions outlined in the Alternative Frameworks. Based on these densities, the study created a range of development that assumed a high growth projection at 100% of the assumed density and a low projection of 80% of the assumed density.

For the “Activity Centers” sub-area, the study determined that 20% of the total sub-area to be built/planned and analyzed the redevelopment of an additional 45% of the sub-area (or 56% of the sub-area not redeveloped since 2008). Alternative A was a no-growth redevelopment alternative and represented no statistical change from the existing conditions. Growth projections for Alternatives B and C ranged from 1,300 units to 2,500 units over approximately 28 acres. Redevelopment scenarios assumed 4 to 6-story mixed-use development. With each increase in density for a redeveloped parcel, a small loss of commercial retail is typical for mixed-use projects. The loss of retail for Alternatives A and B may represent up to a 50% reduction in retail for redeveloped parcels.

For the “In Between” sub-area, the study determined that 14% of the total sub-area to be built/planned and analyzed the redevelopment of an additional 30% of the sub-area (or 35% of the sub-area not redeveloped since 2008). Growth projects for Alternative A, B, and C ranged from approximately 800 units to 2,800 units on approximately 37 acres. Building form ranged from 3-story townhomes up to 5-story podium buildings.

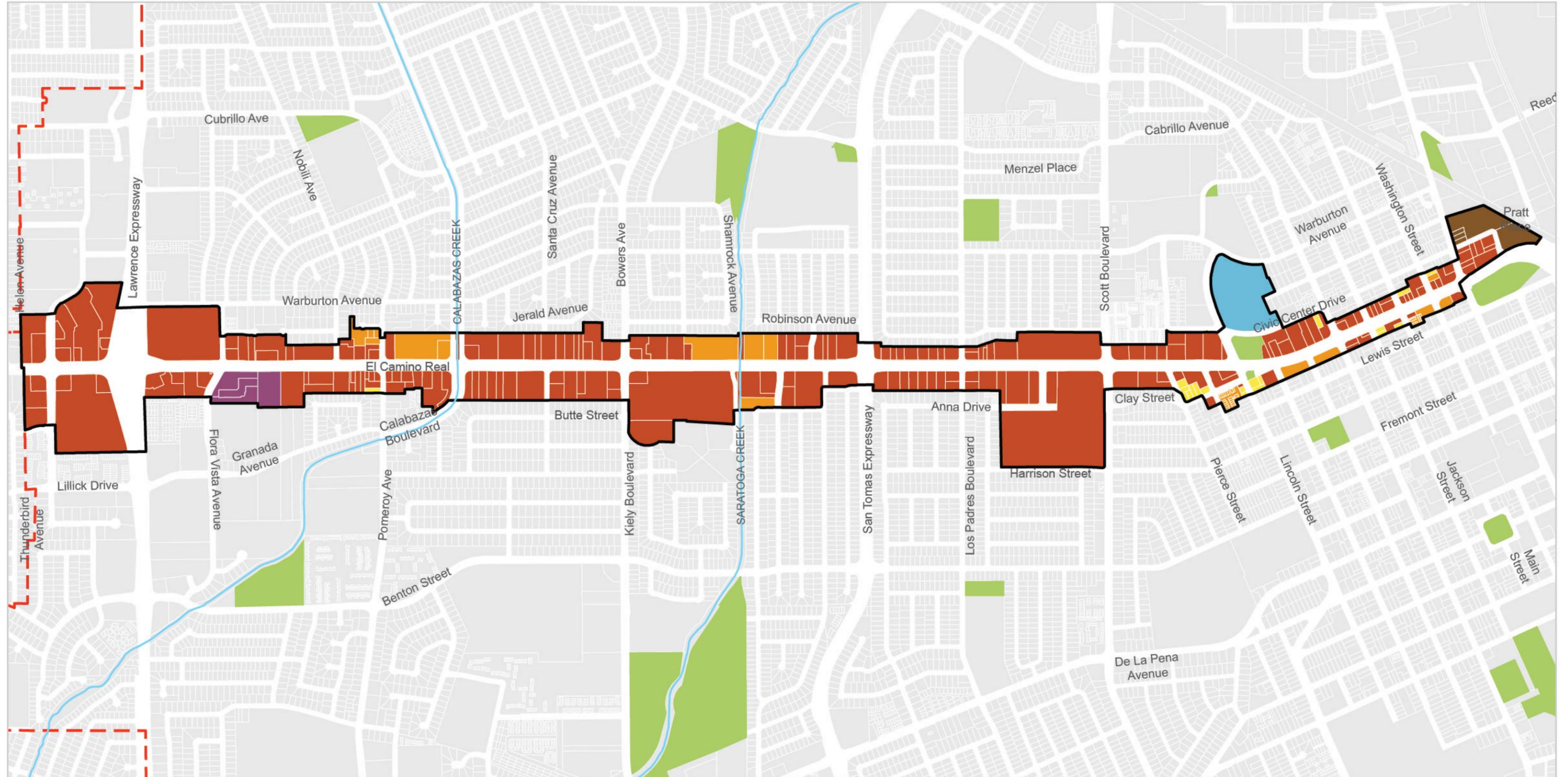
Statistical Analysis

ACTIVITY CENTERS					ALT A		ALT B		ALT C	
Assumed No					1-story retail		1-story retail + 5-story mixed use		6-story mixed use	
Total Area (acres)	Redevelopment	Planned/Built 2008+ (acres)	Redeveloped (acres)	Projected	RESIDENTIAL (0 du/a)	RETAIL (0.3 FAR)	RESIDENTIAL (60 du/a)	RETAIL (0.2 FAR)	RESIDENTIAL (100 du/a)	RETAIL (0.15 FAR)
62.83	22.15	12.76	27.92	Low (80%)	0	290,000	1300	180,000	2200	140,000
100%	35%	20%	44%	High (100%)	0	360,000	1600	225,000	2750	175,000

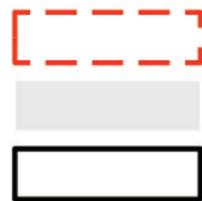
IN BETWEEN					ALT A		ALT B		ALT C	
Assumed No					Townhouse or 3-story w/ Subgrade Parking		4-Story w/ Subgrade Parking		5-Story w/ At-Grade + Subgrade Parking	
Total Area (acres)	Redevelopment	Planned/Built 2008+ (acres)	Redeveloped (acres)		RESIDENTIAL (22-45 du/a)	RETAIL (0.02-0.05 FAR)	RESIDENTIAL (60 du/a)	RETAIL (0.02-0.05 FAR)	RESIDENTIAL (75 du/a)	RETAIL (0.1 FAR)
123.41	69.14	17.01	37.26	Low (80%)	800	30,000	1600	30,000	2200	130,000
100%	56%	14%	30%	High (100%)	1600	80,000	2000	80,000	2800	160,000

TOTAL					ALT A		ALT B		ALT C	
Assumed No					RESIDENTIAL	RETAIL	RESIDENTIAL	RETAIL	RESIDENTIAL	RETAIL
Plan Area (acres)	Redevelopment	Planned/Built 2008+ (acres)	Redeveloped (acres)							
186.24	91.29	29.77	65.18	Low (80%)	800	320,000	2,900	210,000	4,400	270,000
100%	49%	16%	35%	High (100%)	1,600	440,000	3,600	305,000	5,550	335,000

Existing Land Use



Legend



City Boundary
Parcels
Plan Boundary



Plan Parcels
Creeks
Parks

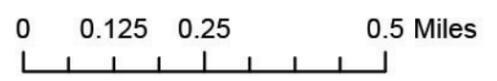
Existing Land Use



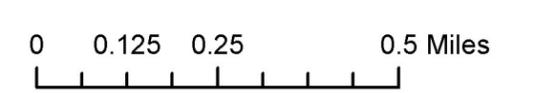
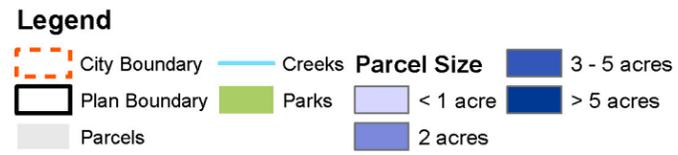
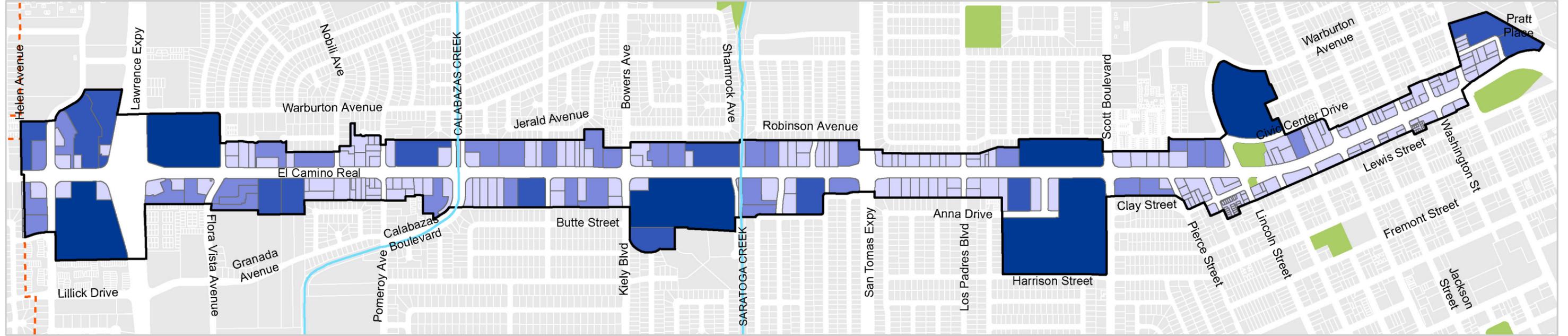
Single Family Residential
Multi Family Residential
Mixed Use



Commercial
Industrial

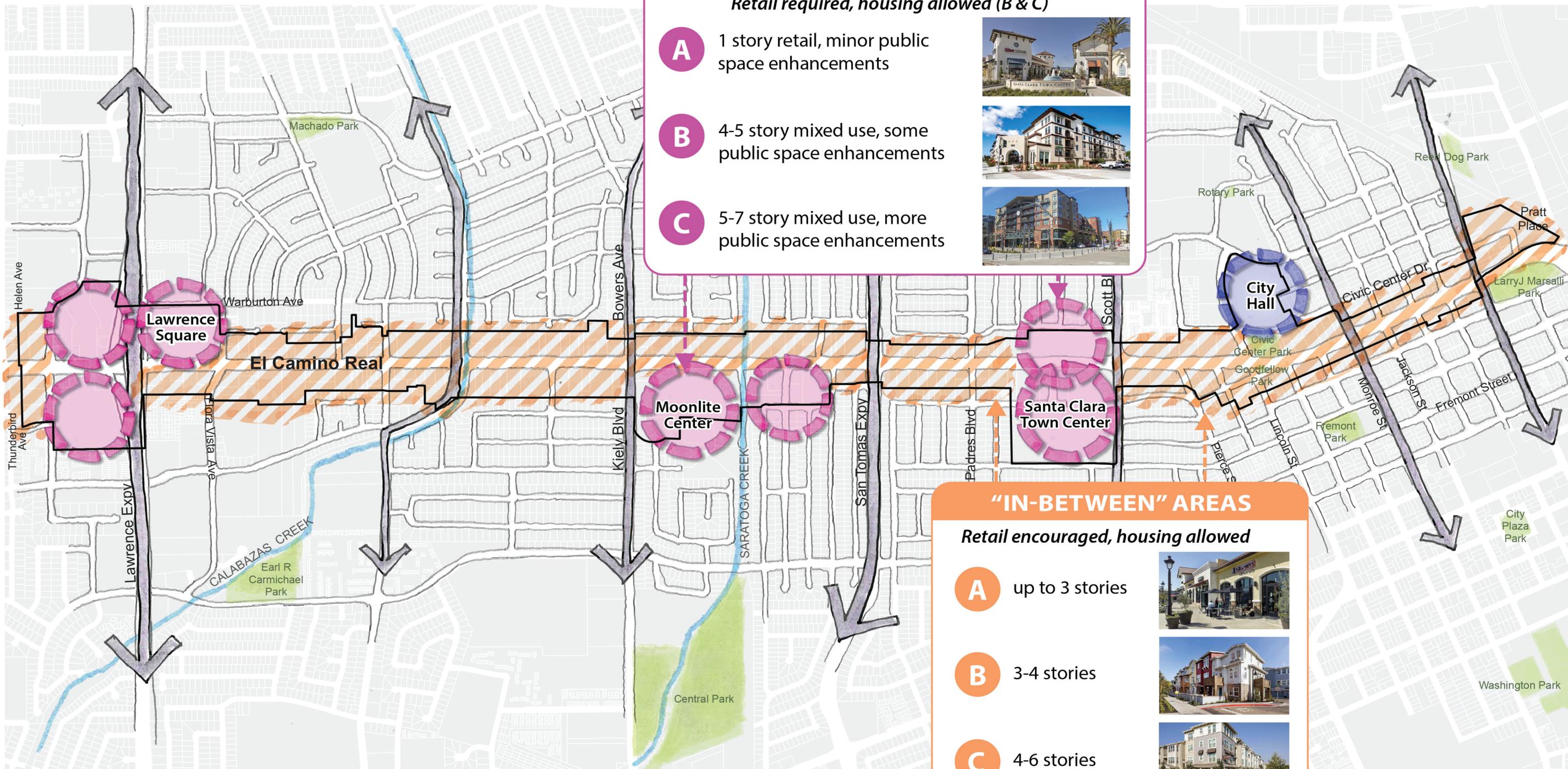


Parcel Size



LAND USE FRAMEWORK

Alternatives Framework



ACTIVITY CENTERS

Retail required, housing allowed (B & C)

- A** 1 story retail, minor public space enhancements
- B** 4-5 story mixed use, some public space enhancements
- C** 5-7 story mixed use, more public space enhancements



"IN-BETWEEN" AREAS

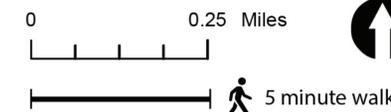
Retail encouraged, housing allowed

- A** up to 3 stories
- B** 3-4 stories
- C** 4-6 stories

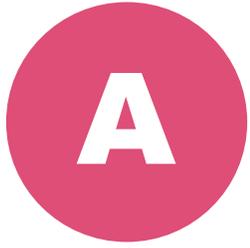
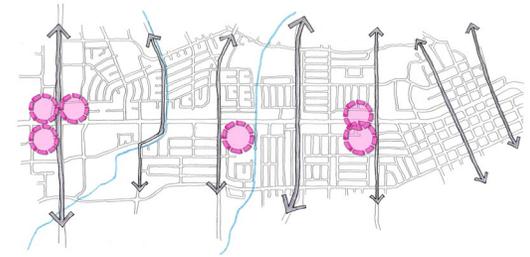


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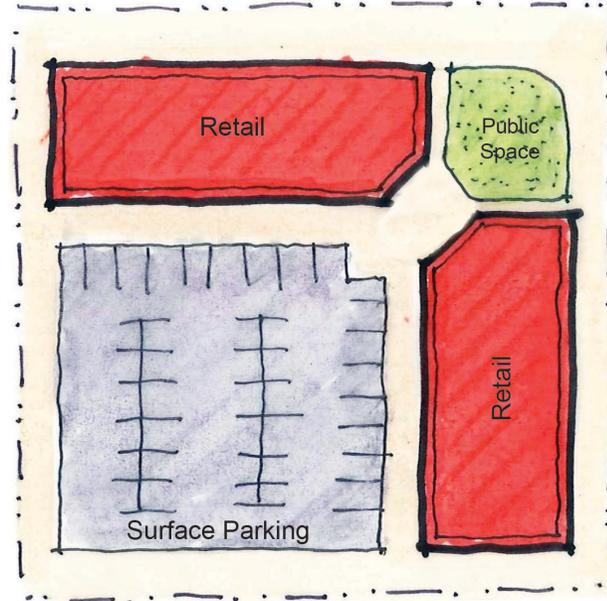
- Civic Activity Center
- Activity Center
- "In-Between" Areas
- Major Connections
- Parcels
- Creeks
- Parks
- Project Boundary



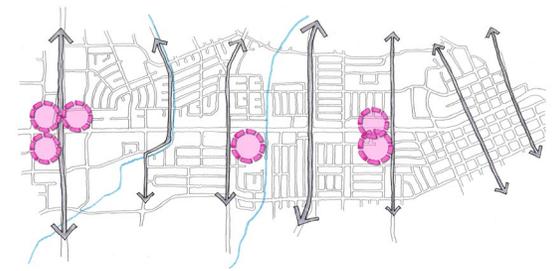
Activity Center Alternatives



- 1-story retail
 - 0 du/acre
- Surface parking
- Minor public space enhancements

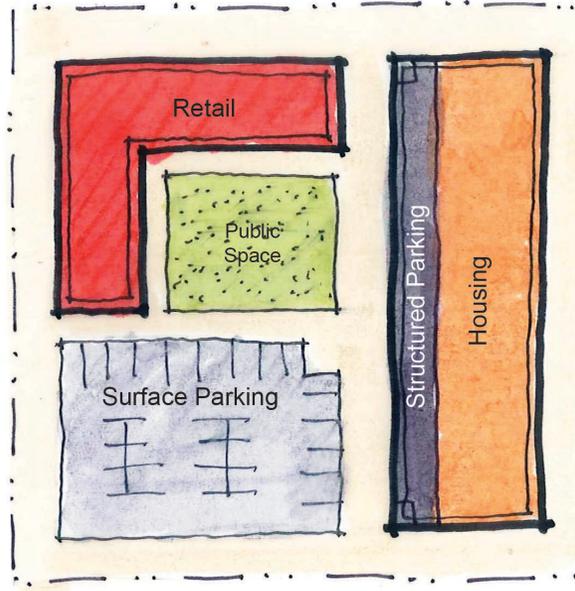


Activity Center Alternatives

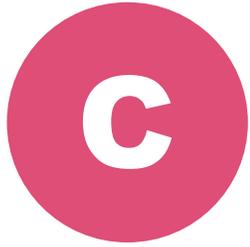
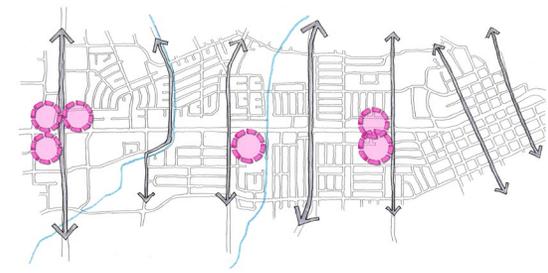


B

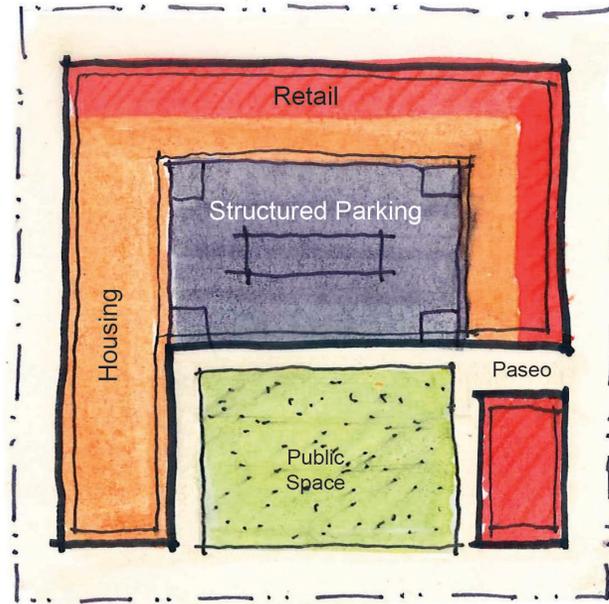
- Retail (1-story or ground floor)
- 4-5-story multifamily housing (retail optional)
 - ~ 60 du/acre
- Less surface parking
- Some public space



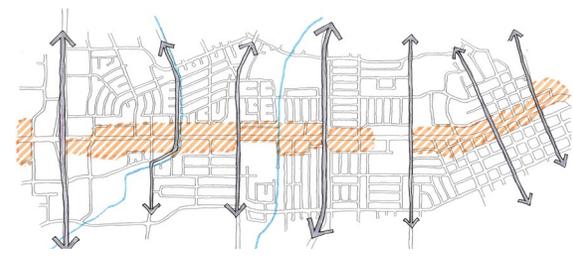
Activity Center Alternatives



- Retail (1-story or ground floor)
- 5-7-story multifamily housing (retail optional)
 - ~ 100 du/acre
- Structured parking, no surface parking
- More public space



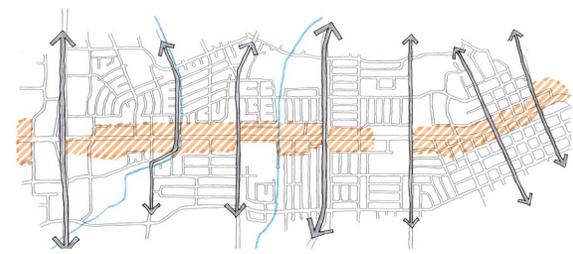
“In-Between Area” Alternatives



- Retail allowed & encouraged
- Housing up to 3 stories
 - ~20-45 du/acre



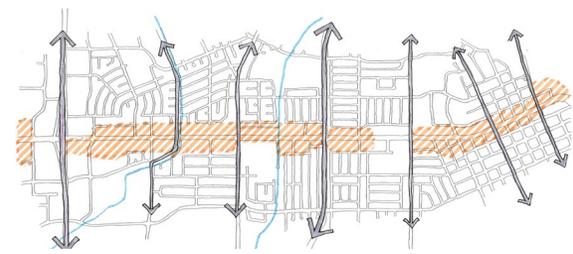
“In-Between Area” Alternatives



- Retail allowed & encouraged
- 3-4 story housing
 - ~60 du/acre



“In-Between Area” Alternatives



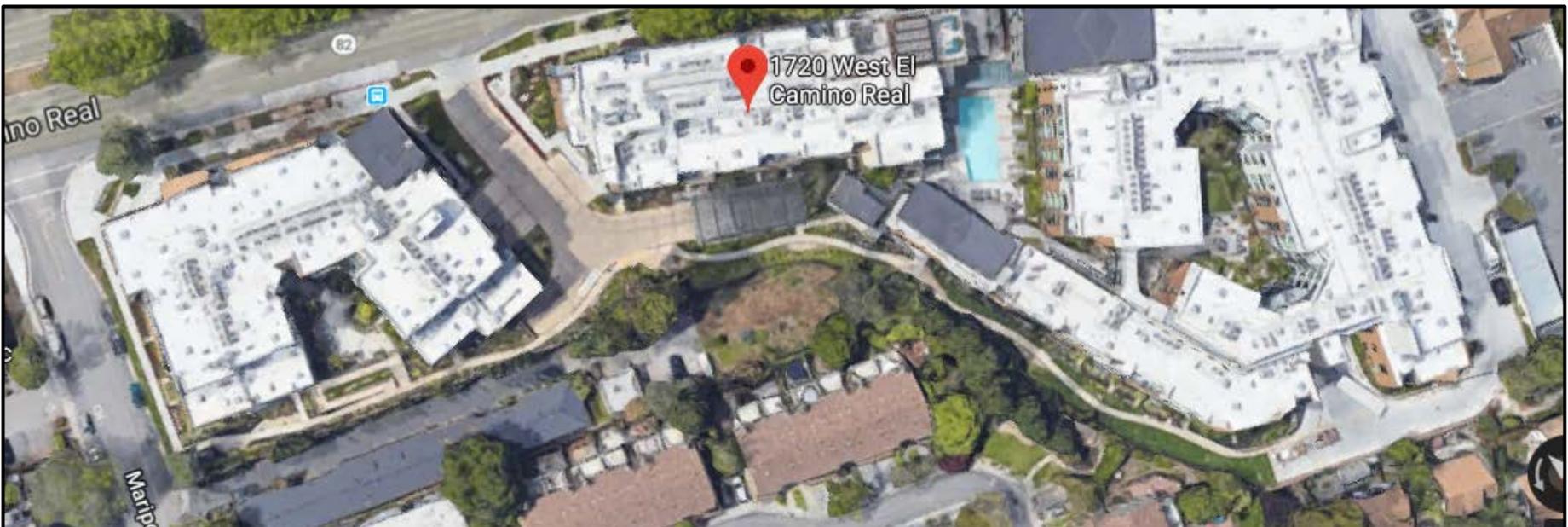
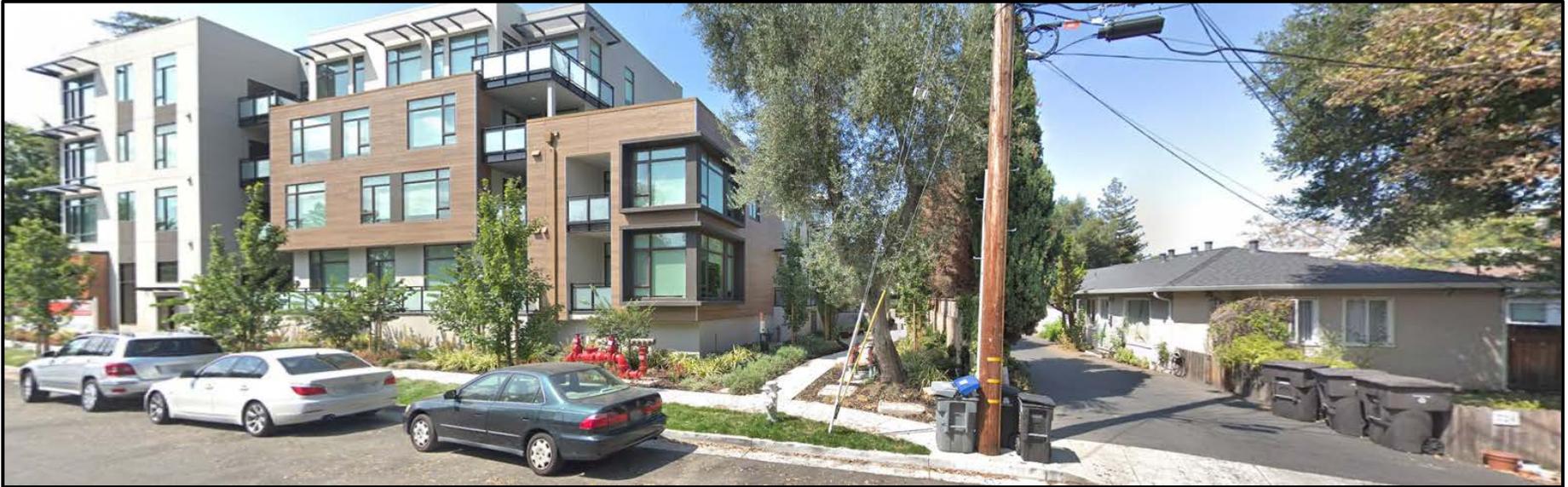
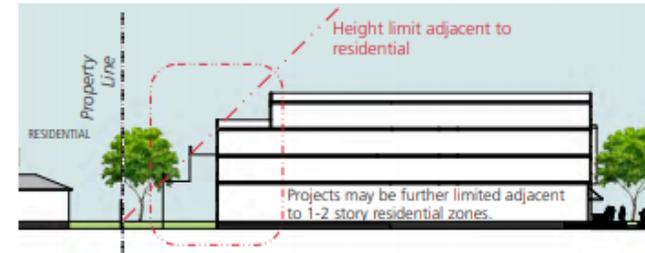
- Retail allowed & encouraged
- 4-6 story housing
 - ~75 du/acre



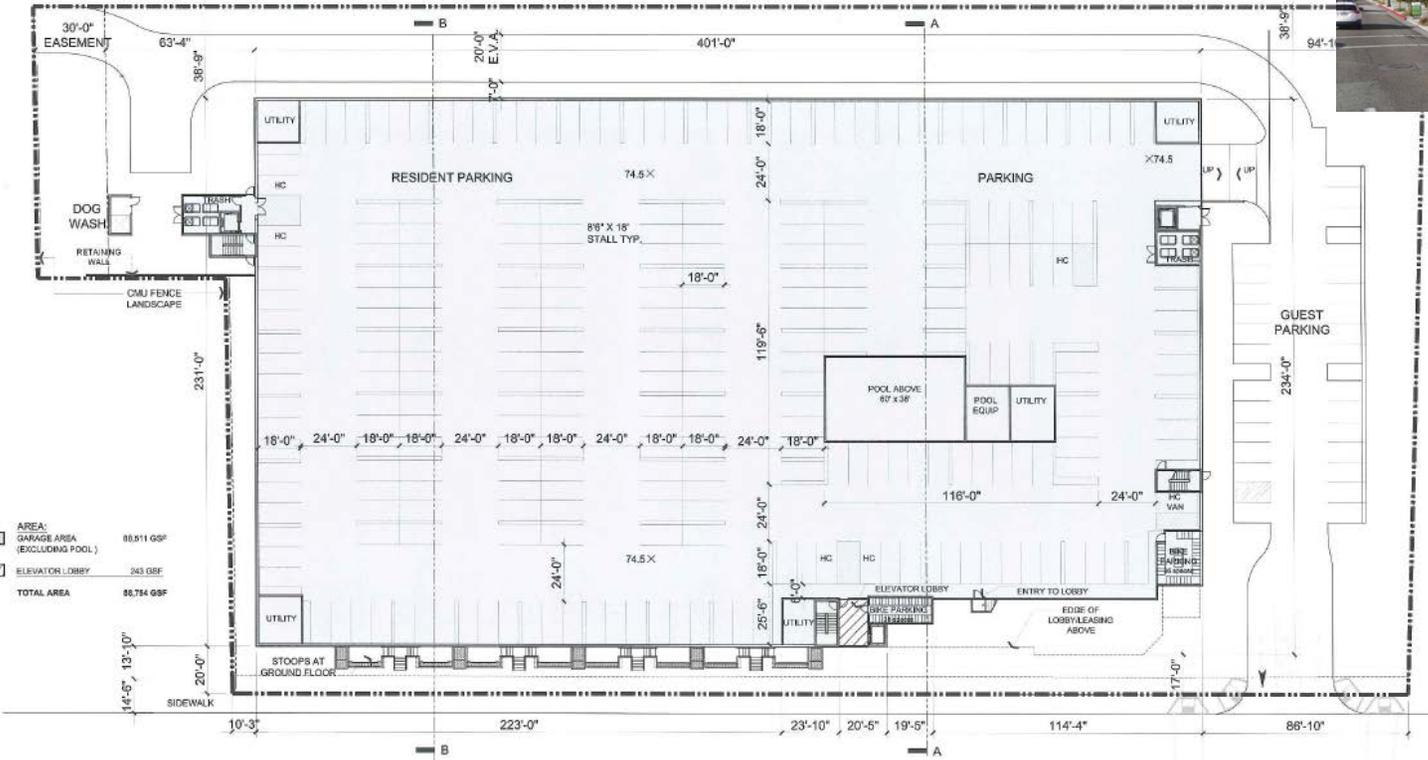
1720 West El Camino Real, Mountain View, CA
Montrose Apartments (Prometheus)
162 units, 4-stories, 2.51 acres (64 DU/AC)

- Medium Intensity Corridor
 - Base Process: 1.35 FAR 3 stories/45'
 - Tier 1 Process: 1.85 FAR 4 stories/55'
 - 25' Rear Setback Required from a Residential Parcel

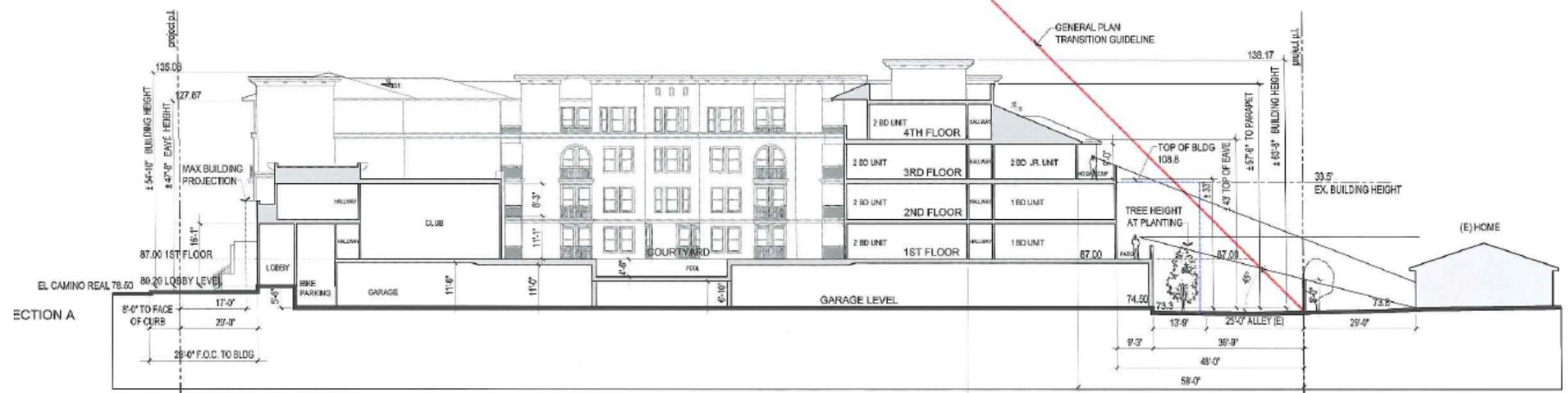
Figure 14: Maximum Height Adjacent to Residential



Villas on the Boulevard
2615 El Camino Real, Santa Clara, CA
52.1 DU/AC (186 units); 3.57 acres
4-5 stories 63 feet



AREA:	
GARAGE AREA (EXCLUDING POOL)	88,811 GSF
ELEVATOR LOBBY	243 GSF
TOTAL AREA	89,734 GSF



Camino Main Place

1480 Main Street, Santa Clara, CA

Number of Dwellings/Space: 12 residential units, 1,000 square feet of retail/commercial space (35 DU/AC)

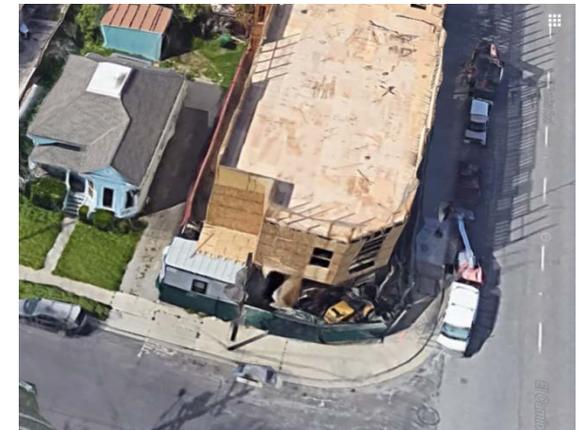
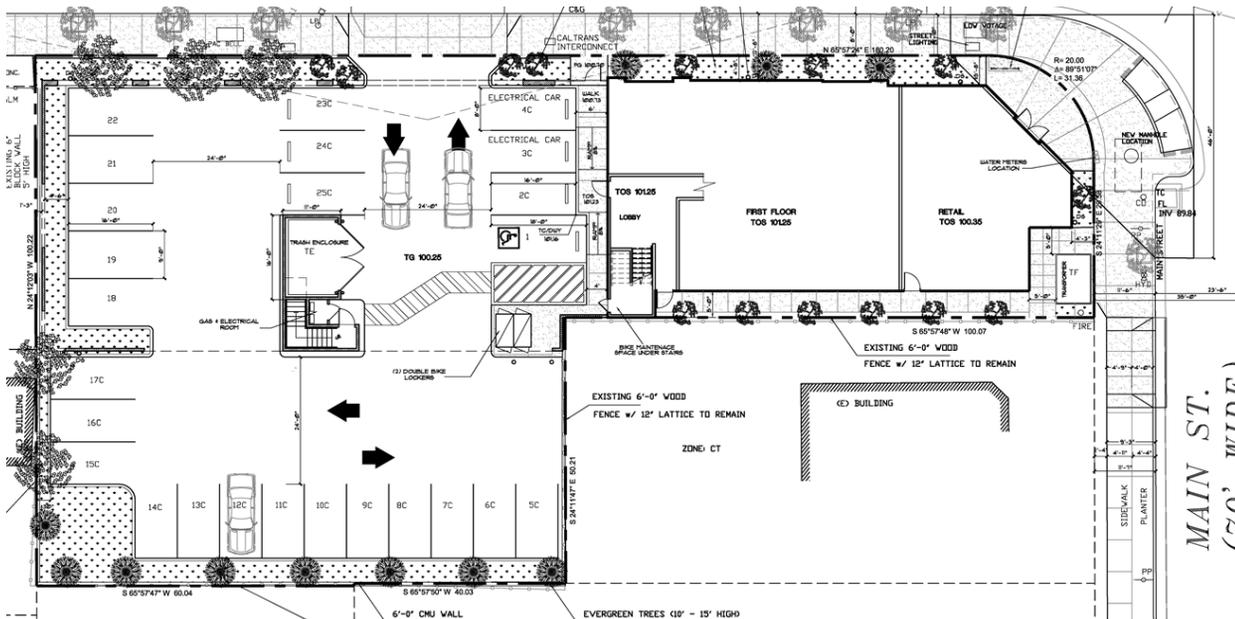
Number of Stories: 3; Land Area: 0.34 acres



NORTH



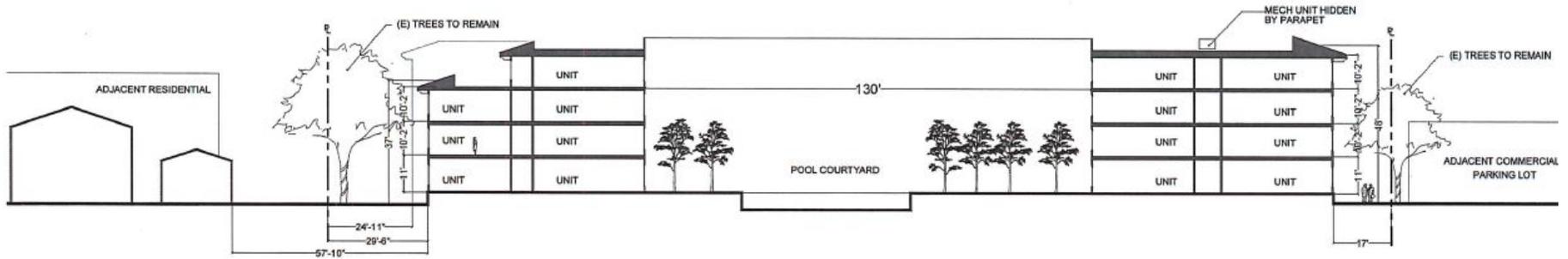
MAIN ST. ELEVATION - EAST



2232-2240 El Camino Real Mixed Use Senior Apartments

Number of Dwellings/Space: 151 senior apartment units, 17,909 square feet of retail/commercial space (55 DU/AC)

Number of Stories: 3-4 stories; Land Area: 2.74 acres



The Deck

Location: 3204 El Camino Real

Number of Dwellings/Space: 66 apartment units, 9,919 square feet of retail/commercial space (29 DU/AC)

Number of Stories: 4 stories; Land Area: 2.27 acres



1890 El Camino Real

Number of Dwellings/Space: 58 apartment units (38 DU/AC)

Number of Stories: 4 stories; Land Area: 1.51 acres



EL CAMINO REAL SPECIFIC PLAN

WORKSHOP #2 SUMMARY

August 14, 2018, 6:00-8:00 pm

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

On Tuesday, August 14, 2018, the City of Santa Clara hosted a workshop to engage with community members about land use and transportation concepts for the El Camino Real corridor area. The workshop was held at the Central Library and took place from 6:00-8:00pm. The event was attended by approximately 65 community members and interested stakeholders.

After an introduction by Lesley Xavier, 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 described proposed concepts for neighborhood transitions, land uses, transportation, and streetscape improvements along El Camino Real. Aaron followed with some basic project information and instructions for each of the workshop stations, 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 7 interactive stations:

- **Draft Desired Outcomes**
 - This station provided the draft guiding principles for the project and asked participants to comment on what they liked or disliked, and provide ideas for anything missing.
- **Neighborhood Transitions**
 - This station showed a large map identifying areas along the project boundary that were abutting to single-family residential parcels, across the street from single-family residential parcels, or abutting/across from multi-family residential. The board also provided diagrams to illustrate a proposed approach to neighborhood transitions for each of these conditions. Participants were asked if they “Agree” or “Disagree” with the approach, and prompted to provide additional comments.

- **Land Use Framework & Alternatives**
 - This station consisted of a large-format map of the alternatives framework, with detailed information and images to describe each land use alternative for Activity Centers and “In-Between” Areas. Using a dot-voting exercise, participants were able to identify their preferred alternative for each.
- **Transportation Network**
 - This station consisted of a large-format map of the proposed transportation network outlining modal priorities for key streets. Participants were asked to provide any comments they might have.
- **Transportation Alternatives**
 - This station provided cross-sections of proposed right-of-way (ROW) concepts for El Camino Real and asked participants to choose their preferred alternative using sticky dots.
- **Potential Improvements to Streets & Crossings**
 - This station displayed options for potential street and crossing treatments along El Camino Real and asked participants to provide their comments.
- **Streetscape & Lighting**
 - Participants were presented with a large-format map illustrating utility conditions along a segment of El Camino Real, with corresponding options for how to install street trees under each condition. It also showed existing lighting along El Camino Real, with a recommendation for how to add more pedestrian-oriented lights. Participants were asked to provide their comments on the approach for adding street trees and lighting along the corridor.

Key Takeaways

In general, workshop participants were supportive of the following principles or ideas:

- Encourage higher-intensity development at activity centers and lower intensity development in the “in-between” areas along the corridor
- Promote affordable housing
- Incorporate neighborhood transition strategies to protect adjacent residential neighborhoods from the potential sunlight and privacy impacts of new development
- Support existing retail uses along ECR and encourage higher quality retail and services
- Remove travel lanes and on street parking along ECR to accommodate wider sidewalks and protected bike lanes
- Improve bicycle and pedestrian safety by adding high-visibility crosswalks, leading pedestrian phase signals, protected bike lanes, and other crossing treatments
- Improve traffic flow and efficiency
- Improve access and connectivity to the Santa Clara Transit Center
- Add street trees along the sidewalk and/or in the parking lane
- Add pedestrian-scale lighting

Interactive Station Results

Draft Desired Outcomes

Participants shared a number of comments on the draft desired outcomes, mainly related to housing and retail along the corridor.

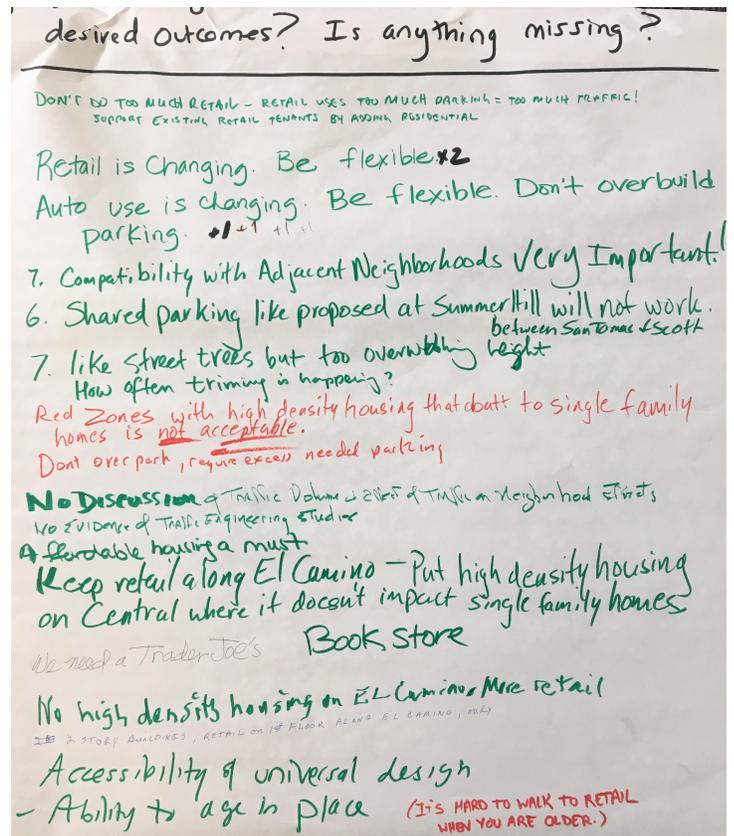
Participants were split, with many people wanting to limit high-density housing, and others wanting more high-density housing along ECR. Many participants also wanted to see continued retail uses along ECR with a focus on higher quality retail and services. Specific comments included the following:

Housing:

- Need as much high-density living as possible
- More housing. Adjust allow more density to facilitate more affordable/microhousing
- More high-density housing with restaurants/coffee houses/pubs at street level with sidewalk seating
- Affordable housing a must
- Limit high-density housing
- Consider placing high density housing in concentrated locations so that El Camino does not become a “tunnel” that blocks out views/sunlight, etc. Keep open concept on El Camino Real. (*secondary comment: I second this*)
- No high-density housing on El Camino – more retail
- No more high-density housing = quality of life
- More open space, we have enough high-density housing
- #7: Compatibility with adjacent neighborhoods very important!
- Red zones with high density housing that abut to single family homes is not acceptable
- Ability to age in place (*secondary comment: It’s hard to walk to retail when you are older.*)
- #9 Diversity of Uses: Vertically too. A row of apartments is boring to walk past.

Retail:

- 2-story buildings, retail on 1st floor along El Camino only
- Keep retail along El Camino – Put high density housing on Central where it doesn’t impact single family homes
- We need a Trader Joe’s
- Book store
- We need quality restaurants and services plus high density housing so people who work here can live here. Basic justice.
- This City needs “quality” design – and quality retail (I’m tired of leaving the city to go to a Trader Joes)
- The more housing – the more people – need more relevant retail



- Need retail but not necessary on every block
- Don't do too much retail – retail uses too much parking = too much traffic! Support existing retail tenants by adding residential.
- Retail is changing. Be flexible (*secondary comment: agree*)

Mobility:

- Do not slow down car traffic with too many do-dads
- Auto use is changing. Be flexible. Don't overbuild parking (*secondary comments: agree X3*)
- #6: Shared parking like proposed at Summerhill project between San Tomas and Scott will not work
- Likes: focus on improved ped/bike access and safety (also need bike parking and lockers) (*secondary comments: agree; BikeLink.org*)
- #1, 3, 13: Calabazas and San Tomas trails intersect. Give people a reason to pause.
- Don't overpark, require excess needed parking
- No discussion of traffic volume and effect of traffic on neighborhood streets. No evidence of engineering studies.

Other:

- #8 Local and Regional Destinations: Stevens Creek in Cupertino has some good examples of mixed-use/retail/restaurants working in a setting like this
- Include accessibility and universal design guidelines
- Make sure library services match housing
- Public art = public good
- Allow landscaping between street and sidewalk
- #7: Like street trees but too overwhelming height. How often is trimming happening?
- Concerned about how fragmenting this process is – lacks an overall design or theme or architecture type. Very chaotic – lacks integration.

Neighborhood Transitions

There were many opposing viewpoints on neighborhood transitions. Many people chose not to vote on whether they agreed or disagreed with the approach to transitions. Of those that did vote, 6 people agreed and 15 people disagreed with the approach. Specific comments on neighborhood transitions included:

NEIGHBORHOOD TRANSITIONS



Do you have any comments on the approach to neighborhood transitions?
Note: size of last 20' - adjacent to large

Keep El Camino zoned retail - Put high density housing on Central - I second that!

SET A MAX HEIGHT OF BUILDINGS NEXT TO SINGLE FAMILY HOMES. ALSO SET GUIDELINES SO SINGLE FAMILY PROPERTY DOESN'T LOSE ALL SUNSHINE (BUILDINGS ON SOUTH SIDE)

NO 2 STORY+ STRUCTURES ABUTTING SINGLE STORY / 2 STORY STRUCTURES
Deference to SFH character seems in conflict with the purpose of Priority Development Areas

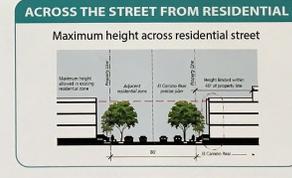
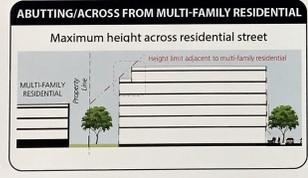
DIRECTIONS: Do you agree or disagree with this approach to neighborhood transitions.

Directly abutting residential parcels

Across from residential parcels

Agree

Disagree



Agree	Disagree
Place sticky dot here	Place sticky dot here



EL CAMINO REAL SPECIFIC PLAN

- Make sure at least 20 ft between buildings
- Keep El Camino zoned retail – put high-density housing on Central (*secondary comment: I second that*)
- Set a max height of buildings and minimum setback next to single family homes. Also set guidelines so single-family property doesn't lose all sunshine (buildings on south side)
- No 2 story+ structures abutting single family structures
- Deference to SFH character seems in conflict with the purpose of Priority Development Areas
- What happened to BRT?
- Need 3D model (either computer or physical) to understand impact of height vs sunlight on single-family homes
- On-street parking is misuse of public space

Land Use Framework and Alternatives

At this station, participants were asked to vote for their preferred alternative for both Activity Centers and “In-Between” Areas. For both Activity Centers and “In-Between” Areas, Alternative C received the most votes. Again, there was a split between individuals who wanted to see more housing and higher densities along the corridor, particularly at activity centers, and those that were concerned with building higher, denser housing. Below are the detailed results of the voting exercise:

LAND USE ALTERNATIVES: ACTIVITY CENTERS

#1 allow flexibility for intelligent variations along ECR
#2 allow flexibility for intelligent variations along ECR

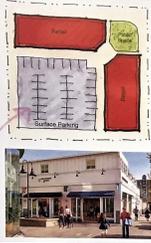


DIRECTIONS: Place ONE sticky dot next to your preferred alternative for activity centers along ECR.

1

- 1-story retail
- Surface parking
- Minor public space enhancements
- Minimal potential to fund community benefits

WINDS TO THE STREET



Buildings

Open Space



Housing 3-4 stories.
issues to be resolved: more than 20 units along the left street

Do you have any other comments on these land use alternatives for activity centers?

NO 7 FLOOR DEVELOPMENTS NEXT TO SINGLE FAMILY HOMES NO MATTER WHAT SET-BACK/ANGLE.

Parking needs to be 2/unit at a minimum
No shared parking

CONSIDER DIRECTION OF SUN + WIND - STAIR BUILDINGS ON SOUTH SIDE OF STREET SHADE ENTIRE STREET (=> GLOOM, CRIME). WIND BLOWS WEST - DON'T CREATE WIND TUNNEL WITH TALL BUILDINGS ON BOTH SIDES OF STREET

Need more green space included

Consider more underground parking for retail + housing = less congestion + less noise

Build more housing. Design for pedestrians, bikes and buses, not cars. Activity centers for space to use space.

Need more housing greater heights give more flexibility for intelligent, innovative design. New design housing for

affordable housing for service workers

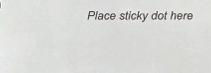
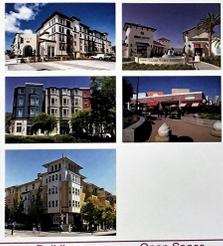
2

- Retail (1-story or ground floor)
- 4-5-story multifamily housing (retail optional)
- Less surface parking
- Some public space
- Moderate potential to fund community benefits



Buildings

Open Space



Do you have any comments on the future of Civic Center?

great spot for high density / micro-urban

move city hall to old downtown. Lift up

higher density would increase transit ridership and encourage multi-modal transportation

- Unbundle parking and consider TDM policies #1 #1

encourage other community uses such as pre-school. Repair or incentivize developments

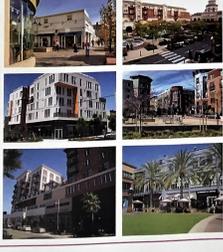
3

- Retail (1-story or ground floor)
- 5-7-story multifamily housing (retail optional)
- Structured parking
- More public space
- Significant potential to fund community benefits



Buildings

Open Space



Activity Centers:

Alternative	Number of Votes
Alternative A:	11
Alternative B:	4
Alternative C	26

“In-Between” Areas:

Alternative	Number of Votes
Alternative A:	16
Alternative B:	5
Alternative C	18

Participants also provided the following comments on the alternatives:

Activity Centers:

- No 5-7 floor developments next to single family homes, no matter what set-back/angle
- Parking needs to be 2/unit at a minimum. No shared parking.
- Housing no more than 2 stories – retail on 1st story
- Possible stream restoration?
- Consider direction of sun and wind – tall buildings on south side of street shade entire street (= gloom, crime). Wind blows W to E. Don't create wind tunnel with tall buildings on both sides of street.
- Need more green space included
- No development where existing businesses
- Consider more underground parking for both retail and housing = no impact to houses and other retail = less congestion in neighborhoods
- Build more housing
- Design for pedestrians, bikes, and buses – not cars
- Activity centers bring opportunity for denser development and housing
- Why is so much space for parking?
- Need affordable housing for service workers (*secondary comment: I agree*)
- #3: Need more housing – greater heights give more flexibility for intelligent, innovate design
- Need denser housing to create affordable units (BMR)
- Don't create parking per unit – hold area for drop-off/pickup.
- Add bike storage, allow parking for zip cars, transit vehicles, etc.

“In-Between” Areas:

- Alt A is the best plan
- Chunkiness of development – should be cohesive
- Require trees in new development

- Trader Joe's
- Need ped/bike cut-through in long blocks to get to El Camino in between major intersections
- Should not be as tall as activity center areas
- As a home owner very concerned about total height of buildings. 1st floor very tall in most retail and that makes a 3 story much higher than a housing height.
- More housing where compatible to neighbors
- Do not need retail on every block but need retail
- Ground-floor retail, better streets, engagement and visibility
- We need more homes to provide opportunities across income spectrum. Compact housing also helps to preserve our natural resources.
- Mariani's shouldn't be taller than 30 feet since part of residential
- 4-6 stories, but only if policy allows must be affordable to go higher and/or preserve retail (*secondary comments: I agree X 2*)
- Retail, residential, and small-scale offices
- Allow greater densities for affordable and/or microhousing
- Higher density creates more affordable (BMR) units
- Put high density housing in newly developed areas of Santa Clara (north), not in established single-family neighborhoods
- Encourage space for other community usage such as preschools to be allocated by developers

Civic Center

- Great spot for high-density housing/microunits
- Move City Hall to old Downtown/Lafayette
- Higher density would increase transit ridership and encourage multimodal transportation
- Unbundle parking and consider TDM policies (*secondary comment: I agree X2*)
- Encourage other community usage such as a preschool. Require or incentivize developers.

Other comments:

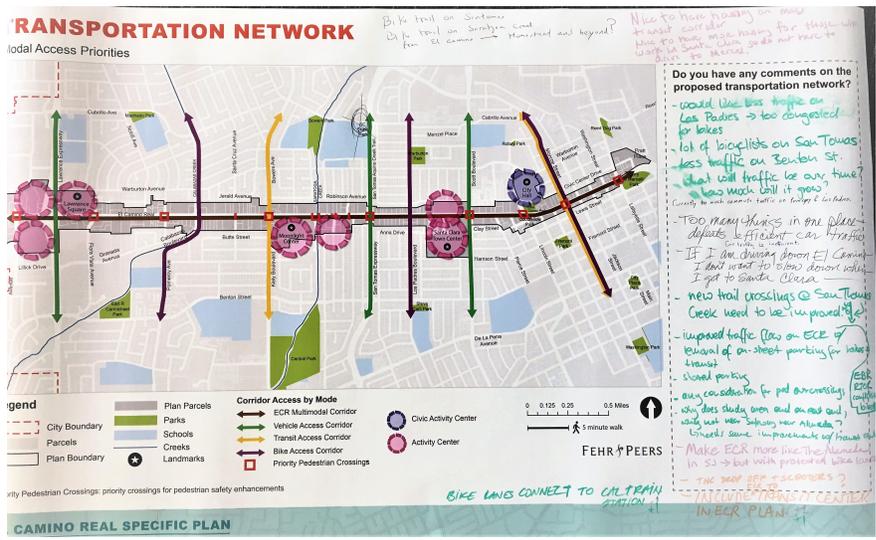
- Build less homes due to overpopulation
- Affordable housing

Transportation Network

At this station, participants were asked to provide general comments on the proposed transportation network and modal priorities for El Camino Real. Many of the comments focused concerns over traffic congestion along ECR and other arterials and the need for bike corridors/facilities and safer crossings. In addition, some participants suggested that the plan should address and include the area around the Santa Clara Transit Center (Caltrain and future BART station). Specific comments included:

- Need bike trail on San Tomas
- Need bike trail on Saratoga Creek from El Camino – Homestead and beyond?
- Nice to have housing on mass transit corridor
- Nice to have more housing for those who work in Santa Clara so do not have to drive to Merced
- Would like less traffic on Los Padres – too congested for bikes

- Lot of bicyclists on San Tomas
- Less traffic on Benton St
- What will traffic be over time? How much will it grow?
- Currently too much commute traffic on Pomeroy and Los Padres
- Too many things in one place – defeats efficient traffic
- Car traffic is inefficient
- If I am driving down El Camino I don't want to slow down when I get to Santa Clara
- New trail crossings at San Tomas Creek need to be improved
- Improved traffic flow on ECR with removal of on-street parking for bikes and transit
- Shared parking
- Any consideration for ped crossings
- Why does study area and on east side, why not near Safeway near Alameda? – needs same improvements with transit center
- Make ECR more like the Alameda in SJ – but with protected bike lanes.
- TNC drop off and scooters?
- Include transit center in ECR plan
- Bike lanes need to connect to Caltrain station

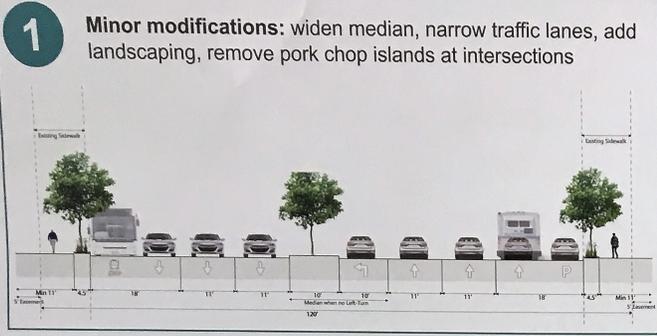


Transportation Alternatives

At this station participants were asked to vote on their preferred ROW alternative for El Camino Real. Option 3A: Roadway Reallocation A which proposed removal of travel lanes, widening of the center median and sidewalks, and adding protected bike lanes and bulb outs received the most votes. Below are the detailed results of the voting exercise and comments on each alternative:

TRANSPORTATION ALTERNATIVES

DIRECTIONS: Place ONE sticky dot next to your preferred street alternative for ECR.



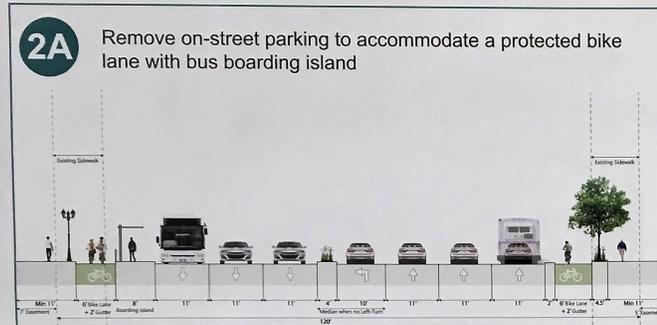
Place sticky dot here

3 lanes on Elk just encourages Summits to San Jose traffic

Keep 3 Lanes of traffic +1 — Education

ECR has the worst bike/ped collision rates in our entire city.

Strongly recommend:
 - protected bike lane
 - review bike/ped safety.
 - remove underutilized on-street parking for improved visibility.

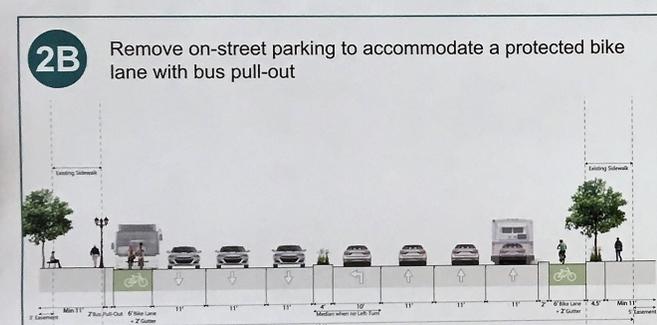


Place sticky dot here

Bike lanes should not have barriers so you can merge into the left turn lane well ahead of the light if the road is temporarily clear. +1

- I disagree; barriers provide safety for all, in turn in crosswalks

Preserve potential for BRT in the future - I agree +1

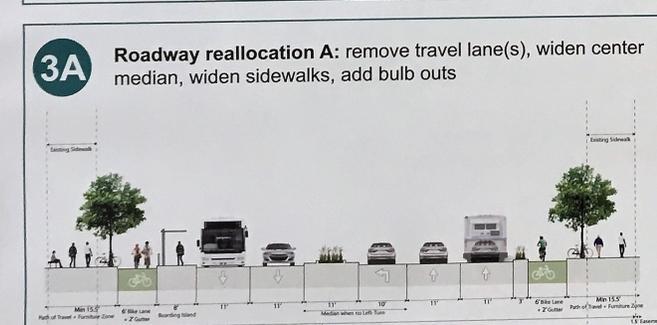


Place sticky dot here

Bus lane should be for all Public/Private Buses Shuttles + Car Pool vehicles

I agree! (we are 8 bikes household too)

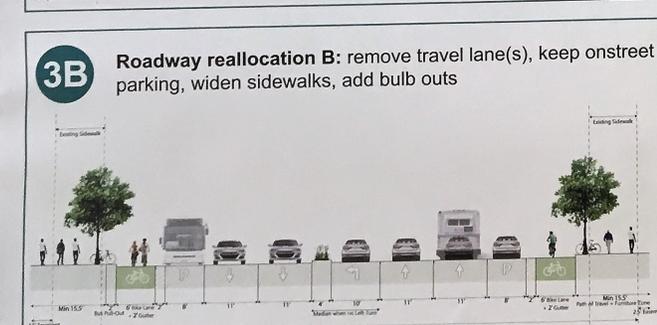
Bust bikes is a scary conflict on a bike.



Place sticky dot here

Intersection design must prevent right hook bicycle collisions

Left turn buses for bikes at intersections



Place sticky dot here

IN 24 YEARS WHEN TRAM SIT & EFFICIENT

Alternative	Number of Votes	Comments
1: Minor modifications – widen median, narrow traffic lanes, add landscaping, remove pork chop islands	5	<ul style="list-style-type: none"> • 3 lanes on ECR just encourages Sunnyvale to San Jose traffic • Keep 3 lanes of traffic (+1) • ECR has the worst bike and ped collision rates in the entire city • Strongly recommend: protected bike lane, review bike/ped safety, remove underutilized on-street parking for improved visibility
2A: Remove on-street parking to accommodate a protected bike lane with bus boarding island	4	<ul style="list-style-type: none"> • Bike lanes should not have barriers so you can merge into the left turn lane well ahead of the light if the road is temporarily clear (+1) • I disagree – barriers provide safety for all, can turn in crosswalks (+1) • Preserve potential for BRT in future (+3)
2B: Remove on-street parking to accommodate a protected bike lane with bus pull-out	5	<ul style="list-style-type: none"> • Bus lanes should be for all public/private buses, shuttles, and carpool vehicles • Bus + bikes is a scary conflict on a bike (+1)
3A: Roadway Reallocation A - remove travel lanes, widen median, widen sidewalks, add bulb outs	19	<ul style="list-style-type: none"> • Intersection design must prevent right hook bicycle collisions • Left turn lanes(?) for bikers at intersections
3C: Roadway Reallocation B – remove travel lanes, keep on-street parking, widen sidewalks, add bulb outs	4	<ul style="list-style-type: none"> • In 25 years when transit is improved and efficient this would be an option

Potential Improvements to Streets and Crossings

This station provided potential options for crossing treatments, signal treatments, and bicycle treatments along ECR. While this station was not originally designed as a voting activity, many participants used sticky dots to select their preferred treatment options. In general, people seemed to be in favor of high-visibility crosswalks, leading pedestrian phase signals, and protected bike lanes. Below are the detailed results of the sticky dot voting:

Pedestrian Crossing Treatments

Treatment	Number of Votes
Bulb out	3
High visibility crosswalk	6
Median refuge island	3
Pedestrian detection	1

Pedestrian Signal Treatments

Treatment	Number of Votes
Yield to pedestrians	0
Leading pedestrian phase	7
Pedestrian hybrid beacon	3
No right-turn on red	3

Bicycle Treatments

Treatment	Number of Votes
Buffered bike lane	3
Protected bike lane	17
Bike lane next to right-turn lane	2
Marked crosswalk with separate cyclist area	3

POTENTIAL IMPROVEMENTS TO STREETS & CROSSINGS

Pedestrian Crossing Treatment Options

- Bulb Out
- High Visibility Crosswalk
- Median Refuge Island
- Pedestrian Detection

Pedestrian Signal Treatment Options

- Yield to Pedestrians
- Leading Pedestrian Phase
- Pedestrian Hybrid Beacon
- No Right-Turn on Red

Bicycle Treatment Options

- Buffered Bike Lane
- Protected Bike Lane
- Bike Lane Next to Right-Turn Lane
- Marked Crosswalk with Separate Cyclist Area

Comments?

Need protected lanes - anything else feels too unsafe
 Who has priority? People or Bikes? Let's not make bikes a priority
 Yes to Protected Bike Lane!
 Yes to Marked Crosswalk w/ Sep cyclist Area!
 Let people choose even when the choice isn't "car".
 Yes to protected bike lane, also more education for drivers to know how to drive around cyclists
 median refuge takes up too much room for refuge island
 make sure there is money for maintenance for new public improvements including landscaping
 Education for drivers on how to handle flashing lights (+1)
 Education for drivers how to handle flashing lights (+1)
 Marked crosswalk with separate cyclist area
 Median refuge takes up too much room for refuge island
 Make sure there is money for maintenance for new public improvements including landscaping
 Transportation Dept. 2014. This work was funded by the City of El Camino Real.

EL CAMINO REAL SPECIFIC PLAN

In addition, participants shared the following comments:

- Need education for drivers on how to handle flashing lights (+1)
- Bike lane next to right-turn lane – this is scary for bikes with oncoming traffic focused on merging
- Hawk signals are confusing – does not count down
- Need protected bike lanes – anything else feels too unsafe
- Who has priority? People on bikes? Let's not make bikes a priority
- Yes to protected bike lane!
- Yes to marked crosswalk with separate cyclist area!
- Let people choose even when the choice isn't "car"
- Yes to protected bike lane, also more education for drivers to know how to drive around cyclists
- Median refuge takes up too much room
- Make sure there is money for maintenance for new public improvements including landscaping
- Pedestrian crossing near Dollar Tree takes way too long for green even if clear of cars. Shorten pedestrian wait time.

Streetscape and Lighting

At this station, participants were given an opportunity to comment on the proposed approach for adding street trees and pedestrian lighting along ECR. Participants seemed to be supportive of the approach for both, with some additional suggestions to add festive lighting in activity areas and encourage larger street trees and other types of landscaping such as shrubs and flowering plants. Detailed comments included:

STREETSCAPE & LIGHTING

Utility Constraints & Street Trees

Legend:

- Electrical lines at back of walk - potential for trees from face of curb approx 3 ft back
- Electrical lines at back of walk & storm drain under gutter potential for trees from face of curb approx 3 ft back, no more than 4 ft deep
- Multiple utility conflicts - no trees within curb area

Lighting

Potential to add pedestrian-oriented lamps on existing light poles, particularly at activity centers

Trees
Street trees in parking lane good idea

Trees on sidewalk	
Trees on sidewalk – no more than 4' deep	
Utility conflicts – trees must be in street	

Do you have any comments on the approach for adding street trees and pedestrian lighting along ECR?

Larger trees

- Can rise above lighting standards so they don't cast shadows at night
- Provide better shade & noise mitigation
- Soften the appearance of the corridor and make it a more pleasant place to walk, or to sit/eat.

Moonlight Shopping Center – a large open space that needs large open trees

Plants – besides trees – there are vines – plants can grow on trellises. Hanging vines from large planters

Solitude/Coop

Make good observations from audible features (Preston for Safety of all)

Trees in planter or on private property

FESTIVE LIGHTING IN ACTIVITY AREAS

Bike racks in curb/landscaping strip, please.

NOT JUST TREES BUT SHRUBS AND FLOWERING PLANTS TO ENCOURAGE BIRDS AND BUTTERFLIES – ADD SOME NATURE MORE FOR SALE HOUSING AFFORDABLE FOR OUR KIDS 15% GOOD!

CAMINO REAL SPECIFIC PLAN

- Street trees in parking lane good idea
- Larger trees
 - Can rise above lighting standards so they don't cast shadows at night
 - Provide better shade and noise mitigation
 - Soften the appearance of the corridor and make it a more pleasant place to walk, or sit/eat
- Moonlight Shopping Center – a large open space that needs large open trees
- Plants – besides trees there are vines – plants can grow on trellises. Hanging vines from large planters
- Need audible features for safety for all at crossings
- Trees in planter or on private property
- Add festive lighting in activity areas
- Bike racks in curb/landscaping strip please
- Not just trees but shrubs and flowering plants to encourage birds and butterflies and add some nature
- More for sale housing affordable for our kids – 15% good!

APPENDIX A: COMMENT CARDS

EL CAMINO REAL SPECIFIC PLAN

Workshop #2

Comment Card

LIMIT RETAIL ON MIXED USE
RETAIL REQUIRES TOO MUCH PARKING AND
PRODUCES TOO MUCH TRAFFIC!
MAXIMIZE RESIDENTIAL ON LAND TO
GET MORE PEOPLE LIVING HERE TO
SUPPORT OUR EXISTING SMALL BUSINESSES

EL CAMINO REAL SPECIFIC PLAN

Workshop #2

Comment Card

WHAT ABOUT

- BIKE SHARE
- LYFT / UBER DROP OFF
- SELF DRIVING
- SCOOTERS

ATISHA

EL CAMINO REAL SPECIFIC PLAN

Workshop #2

Comment Card

Pedestrian cross signal
(HAWK) is ineffective
cars sometimes do not
stop at.

~~Build~~ Build overcross/bridges
across from high density
developments and largest
activity centers.

- Pavel

EL CAMINO REAL SPECIFIC PLAN

Workshop #2

Comment Card

HAWK signals are confusing but effective. Los Padres, Pomeroy, San Tomas Creek Trail and prospective Calabazas Creek Trail are major bike corridors. Pay special attention to crossings, placemaking.

Protected bike lanes are necessary here, to correct very bad safety records. Please think through conflicts with buses, bus boulevards, and intersections.

Please think ahead about cleaning & maintaining protected bike lanes, so they don't end up full of trash cans, loading zones, debris, etc.

EL CAMINO REAL SPECIFIC PLAN

Workshop #2

Comment Card

Moratorium on High
Density Housing

Move Low density
housing
And Parks

EL CAMINO REAL SPECIFIC PLAN

Workshop #2

Comment Card

- ① How will you ensure the road surface is maintained appropriately with the extra traffic? The state is responsible today and the condition of the road surface is horrible.
- ② For transportation impact plan, consider impact to small driveways close to El Camino (private roads) such as Cozumel Circle (at Bowers). It is already hard to turn in & out with traffic backup on Bowers. Fewer lanes on El Camino can cause more backup on side roads.

EL CAMINO REAL SPECIFIC PLAN

Workshop #2

Comment Card

need retail but not

necessary on every block

allowing higher stories

gives food to design more

intelligent, innovative

plans with potential

greater community benefits

need more housing

EL CAMINO REAL SPECIFIC PLAN

Workshop #2

Comment Card

~~parking~~ landscaping allowed

between curb & sidewalk

EL CAMINO REAL SPECIFIC PLAN

Workshop #2

Comment Card

Good job.
Thanks for keeping the
Community engaged.

EL CAMINO REAL SPECIFIC PLAN

Workshop #2

Comment Card

BEFORE ALLOWING PEOPLE TO VOTE, YOU SHOULD MAKE SURE THEY LIVE IN SANTA CLARA. THERE WERE A FEW "BALLOT STUFFERS" FROM OTHER AREAS I SPOKE WITH TODAY. YOU SHOULD TRY TO GET THE OPINIONS OF PEOPLE WHO LIVE HERE, NOT THOSE WHO JUST THINK SOMETHING SOUNDS GOOD, BUT WON'T HAVE TO LIVE WITH IT.

EL CAMINO REAL SPECIFIC PLAN

Workshop #2

Comment Card

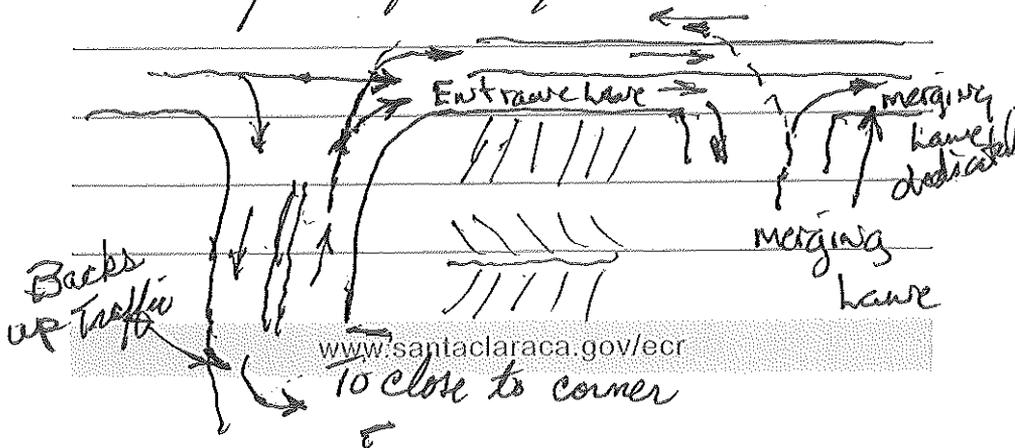
With respect to neighborhood transition, for the development on the north side ECR, a 45° elevation is going to cast shadows on the property behind the building, especially in winter. The sun is below 45° at noon from about October to February or March. If I was a property owner here, I would be upset. May consider lowering the elevation angle for the north side of ECR.

EL CAMINO REAL SPECIFIC PLAN

Workshop #2

Comment Card

This is my first time here (my fault) one) 90% of the time there is never enough parking. The problem that is the main point, access into and out of the developments either it stalls traffic not visiting the development going into the facility or the merging cross lanes leaving the facility.



EL CAMINO REAL SPECIFIC PLAN

Workshop #2

Comment Card

With the larger developments is it possible to dedicate the ~~the~~ Right lane just for that to reduce the grid lock of clock work customers. Going in and out of multiple entrances and exits.

Labeled on the street itself.

It can not be any more confusing than the pedestrian crosswalks with the red lights and red flashing lights. Can you proceed when their flashing or do you wait till the red light disappears? El camino does have 3 lanes.



EL CAMINO REAL SPECIFIC PLAN

Community Advisory Committee

Meeting #1 Summary Notes
Santa Clara City Hall, Council Chambers
1500 Warburton Avenue, Santa Clara, CA 95050
February 22, 2018 | 5 pm – 7 pm

Meeting Objectives

- Initiate the Specific Plan Community Advisory Committee.
- Discuss the roles and responsibilities of the CAC.
- Provide an overview of the El Camino Real Specific Plan project.
- Briefly review existing conditions
- Review the community engagement approach
- Brainstorm the key issues and opportunities along the corridor
- Discuss desired outcomes for the project

Agenda

1. Outreach Opportunities

- Reach out to high schools, engage high schoolers as part of a school project.
- Link in with other community events.
- Phrase questions directly, such as “what are the issues that matter most to you.”
- Go to where people are informally on the ECR (target, grocery store, libraries)
- Engage Cultural Centers and faith-based communities.
- Reach out to people that don't speak English as a first language, some groups are isolated by language.
- Use a variety of outreach formats.
- Reach out to the senior center, libraries, etc.
- Consider a statistically significant survey to gather baseline info/background – San Jose does this frequently.

2. Existing Conditions Report and Future Vision

Land Use

- Increase sense of place
- Affordable Housing is a priority.
- How does this plan compare to other cities? Learn from other corridor plans (e.g. where was too much retail or parking required such that development became infeasible?)
- Need form-based code, set density and heights, building form
- Need a grocery store at Moonlite Shopping Center.
- City has RHNA goal, 2,274 housing units to be accommodated on the ECR.

- For new housing, make sure level of retail provided is comparable to the level of proposed housing. May need to *overcompensate* for the housing coming in.
- Make it inviting like Santana Row in San Jose. Do it in pieces/small chunks. Work with the ethnic community to beautify the corridor.
- Think about what will make people want to walk and make stops along the corridor.
- Need a destination (e.g. movie theater?)

Transportation

- Remove on-street parking to safeguard for bicycle lanes.
- Increase Walkability
- Reduce parking ratios or create underground parking. Limit space devoted to parking.
- Parking structures strategically placed near commercial nodes (Pedro Market, San Jose).
- Parking behind development, building close to the street.
- Widen sidewalks.
- Menlo City and Redwood City recently adopted protected bicycle lanes on ECR through use of underutilized on street parking.
- Greatest barrier to bicycle safety is the current speed at which cars drive on the ECR.
- Street trees to create a pedestrian safety buffer and reduce noise.
- Remove on-street parking, gives the City a lot of opportunities.
- Increase connections through ECR.
- Open up access to Saratoga Creek.
- Consider green wall elements if street trees are not possible.
- Consider reduction of lanes.
- Unpleasant, loud walking environment – need buffer to street noise
- Create better connections along the western side of the corridor
- Traffic issues. Consider a parking garage at the train station and the other end of ECR. Provide a free hop on/off electric trolley to travel along the corridor (e.g. Old Town Alexandria)
- Need wider sidewalks and safer crossings

3. Public Comments

- There are about 8 large opportunity sites in the corridor, nodes should be created around these sites to create mixed use, interconnectivity and walkability. Getting developers to join smaller parcels is hard. Consider parking structures outside these nodes.
- Higher densities near Lawrence Expressway.
- Lots of auto shops on western side. Need to engage with owners to get them to sell/move.
- Underground parking is expensive. Smaller lots of hard to develop with current parking ratio requirements.
- Engage with Mission College.
- Retail is not necessary on every block, focus on nodes.
- Create realistic requirements for shallow lots.
- Reach out to/work with local developers.
- Plan for **future** rather than current parking demands.
- Encourage local retail, reduce parking ratios.