



# City of Santa Clara

The Center of What's Possible

## EL CAMINO REAL SPECIFIC PLAN Community Advisory Committee

### Meeting #2 Summary

*Santa Clara City Hall, Council Chambers  
1500 Warburton Avenue, Santa Clara, CA 95050  
August 1, 2018 | 5 pm – 7 pm*

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### Meeting Objectives

Review and discuss project alternatives

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### Meeting Summary

#### Neighborhood Transitions and Land Use Alternatives:

- Include the adjacent SFD lots in the Plan boundary and require their assemblage before redevelopment.
- Why not just have three story buildings up to the setback lines across an entire site instead of having a transition policy.
- The 45 degree angle actually forces developers to build higher because must be set back further
- Add Mariani's as own activity center or make it part of Moonlite
- Location of public open space – how does it fit into the land use, placement - it must be visible and accessible to the community.
- In between areas should say retail with housing allowed, the focus should be on retail.
- Isn't there already a density requirement in the GP of 0.15 for commercial?
- Activity centers should have a higher requirement for commercial space. Stores that have come into MU areas aren't what people want (Subways, nail salons, etc.). Want places to gather, socialize.
- Require more retail in activity centers, but also in in-between areas (at least 15%)

- Require large commercial pads (tenant square footage) in activity centers.
- Moonlite Center needs to have a grocery store. Need large anchor for activity centers.
- Housing will pay for retail on a site. The commercial floorplate requirement will affect the overall building height and price of the housing – retail will not redevelop without more housing.
- The Plan needs multiple goals – there is a need for balance. What are the target numbers of new residential units? Commercial square footage? This information will help us build the box / grander vision. See how corridor fits into larger goals of City.
- Provide more specifics on how the housing affects the jobs/housing balance. Alternatives with few homes versus more homes. What minimum amount is needed for the Plan to be successful? Add an option for housing only. What about smaller floor plate grocers? Sunnyvale wrote rules for ECR so specifically with retail requirements and so no projects happened and they are revisiting it now. Give community more specifics on what you will get with each alternative and what the tradeoffs are.
- Activity nodes – option to not have parking and waste space that could be used for public space.
- Can we quantify what higher density housing gets you – saved water, etc.
- ECR is a ghost town. Make it more like hunters point, SOFA in San Francisco. Serve more people with housing.
- Goal for new housing (low and high) will help focus the Plan. What is the goal and target for housing along corridor? Rooftops drive retail/commercial locating at a site. Retail does not pay for itself. Housing and office funds retail. How many rooftops are needed to get the type and amounts of commercial that the community wants?
- What is the City's overall housing growth number?
- Activity Centers – high density housing. Low density housing in the “in-between” areas. Would like to see ECR as a destination with activity and housing and not an expressway. Create more of a community feel.
- What does the community get? What value is given for allowing more housing? How can the City extract value from redeveloping ECR? Need goals for housing, retail, public space along the corridor.
- What is the goal for retail? The Plan needs to identify specific locations.
- Remove FAR on small lots – it forces development to go higher.
- Activity Centers need a minimum commercial FAR requirement.
- Need guidelines for housing, parking, commercial.
- Sunnyvale has become the place to dine and shop.
- Big picture – how many more units do we need?
- What do Santa Clara residents want? They do not want more traffic, parking in the neighborhood.
- What are we providing for the youth? Parks with recreation space is needed. They need more than just hangout space at a table.
- Preserve daily needs retail/commercial that residents need. They need basic goods (eg. Hardware store, pharmacy? Low cost stores and restaurants).
- Require rent controlled retail space.
- Vital to have targets for retail/commercial and housing.

- There should be a bigger vision for the Civic Center area. Huge opportunity site. Make park nicer. Public land for affordable housing for low/very low income. Needs to be built and public land is vital resource.
- Where is the affordable housing going to go?
- Provide protection / care for historic resources – like the cactus sign.
- How much sales tax is generated on the corridor?

#### Transportation Alternatives/Streetscape Approach:

- What does narrowing lanes mean?
- Caltrans sets speed limits via speed surveys. Traffic calming 1<sup>st</sup>, then speed survey, then reduce posted speed limits.
- Cost to reduce median width – less landscaping.
- A parking study is needed to determine if you can remove on-street parking.
- It's the shoppers that drive fast down ECR – not the commuters.
- We should promote adding bike lanes and not promote cars.
- Will this be done in time for Caltrans to repave the street? (when is this planned?)
- Redwood City just did a parking study and are doing a pilot installation.
- Greater mix of uses has potential to reduce overall traffic generated
- What about under crossings or over crossings?
- Narrow lanes to 11 feet.
- Does narrowing lanes reduce speeding?
- It's reasonable to narrow lanes to 10 feet.
- Sidewalk placement within activity centers – need to walk on the road (look at circulation within the site).
- Crossing at Kiely and ECR – there is a high school there and no connections for bikes to and from the high school.
- Vote for #3 – slows down speed and is better for pedestrians.
- Put a fence in the median to prevent pedestrians from crossing at unsanctioned locations.
- Bus ridership – no one is on them, get smaller busses.
- Love #3 – it's a really nice street, but will it push cars onto Warburton, which has become a thoroughfare. Safety issues for the neighborhood.
- San Thomas – removed right turn lane and now people go through the neighborhood to get around the intersection.
- ECR serves as an expressway. People moving along it are commuters, not shoppers.
- Like the trees and the bikes, but what is the vision? Suburban or urban? Streetscape should be different 2 lanes vs. 3 lanes.
- Like #3 – but add a small open air trolley that goes up and down the corridor.
- Do we really see people walking on ECR – get rid of big sidewalks and add back to the travel lanes.
- Is there enough support for providing so much space for biking? And for bus loading, etc? Will it be used?

- What are our mode share goals? Complete streets? NACTO guidelines encourage 10 feet.
- Transit demand is there. It is the highest traveled corridor.
- TDM policies included in the plan – what about trip counts?
- Shift in people moving here and young people prefer to take transit, walk, and bike.
- If people don't use bikes or walk on ECR, reallocation is a waste.
- Support 10 foot wide lanes.
- Like the physically buffered bike lanes.
- Yes to mode share targets.
- What does a wide median get you? Does it need to be that wide?
- Add bio retention planters – Sunnyvale has done it.
- Requirement for large evergreen trees that will create a canopy.
- Tree removal controls – there should be tree removal controls to protect trees that shouldn't be removed.
- Consider making trees a category for targets

Public Comment:

- Greenbelt Alliance/Santa Clara University Student – yes! We need bike lanes. Most students don't have cars. Also, we need to push for higher density housing to address affordability and need.