



City of Santa Clara

The Center of What's Possible

EL CAMINO REAL SPECIFIC PLAN Community Advisory Committee and Planning Commission Study Session

Meeting #7 Summary

*Santa Clara City Hall, Council Chambers
1500 Warburton Avenue, Santa Clara, CA 95050
November 14, 2019 | 6:00 pm*

Meeting Objectives

Review and discuss chapter 2-5 of the Draft Specific Plan

Meeting Summary

- Subsidize commercial development by benefit like density bonus.
- Include a public art policy to require 1% of project allocated to public art onsite or in the study area.
- Encourage artistic bike racks – refer to BPAC wayfinding plan
- Who would manage public art along the corridor?
- Public art can be designed as part of the building such as mural or green wall
- Consider how people will move around in the future – prepare to serve – decrease parking at transit stations.
- Support city's goals in the GP for reducing GHG and mode shift
- Not any space planned for medium size commercial space
- Policy/standard leasing center, lobby, fitness, etc. should not be counted as commercial or use a ground floor fronting ECR
- Should we have a comm. Only land use?
- Incentivize standalone affordable housing project.
- Encourage commercial land use for northwest, southwest, and southeast intersection of San Tomas and ECR

- Strive for neighborhood serving retail – density bonus if you provide neighborhood serving commercial
- 56% rental in Santa Clara
- 60% make less than 100,000 a year – current inclusionary policy prices out these people
- Cap inclusionary @ 80% AMI or below
- 15% at low and very low
- Standalone affordable
- Low income residential use transit - it's the place to put diversity of income.
- Opportunity to meet new RHNA #'s
- Build to LEED standard but not require certification because it takes a lengthy and expensive process.
- Encourage drought tolerant landscaping
- Math behind housing #'s and type of commercial supported by type of housing allowed.
- People move out of state – their GHG footprint doubles when they must move
- Encourage roof top gardens especially for apartments.
- Provide shade study especially on the north side of ECR
- Neighborhood transition with 45 degree angle abutting residential will push density to the ECR at the nodes with 6-stories. There will be no pedestrian scale or quaint retail up front on ECR.
- Unintended consequences – not able to negotiate with adjacent neighbors.
- Place active uses along creek trails, pedestrian path, and bicycle trail.
- 30 feet blank wall is too long – require design articulation on blank walls.
- Make sure its not just one big wall done on ECR.
- Avoid cannon effect with tall buildings along both sides of ECR.
- Use public art to treat blank walls
- Save historical signs and plaques – add historical plaques or wayfinding signs when appropriate.
- No more palm trees
- Require large canopy trees with minimum of 50 feet in width along ECR.
- Plotted plants are not aesthetically pleasing – scattered and tacky – if allowed, they must be grounded to not fall/push over.
- Landscape on the bike path at San Tomas
- Parking structures required at nodes that can be converted later. Parking open for public use not just on the site.
- Encourage mode shift
- On-site parking removed requirement accommodation for those small businesses that have no onsite parking.
- Bike and scooter share anticipate how the corals can be coordinated.
- Plan for bike intersections. Show how they would work. What intersections would be upgraded just the ped/bike corridors or all?
- Connecting green space for animal movement
- Add a policy to preserve mature trees onsite when possible. – typically on the edge of the property.

- The City should water street trees to maintain consistent streetscape. – regular irrigation requirement for landscape strip on ECR
- Add reference of NATCO standards as they are better than some VTA standards for safer intersection design.
- Add as a policy – encourage mechanical lift for parking
- Require more charging station requirements
- How can we reduce parking event further.
- Add elective bike charging stations on commercial properties and in bike rooms for apartments.
- Charge for commercial parking spaces to discourage driving behavior.
- Public docked in public space. – reserve for bike and scooter parking
- Refer to Silicon Valley coalition – bike friendly design guidelines
- Require ride share and deliver drop off parking or turnout.

Public Comment:

- We need microphones next time
- Must have bike lanes and remove parking
- Build it 1st – stripe the bike lanes
- Traffic calming – other tactics besides speed bumps
- Lighting in the crosswalk
- Don't want to go all the way around 1 quarter mile block from neighborhood to access stores – break the building for pedestrian thorough access to reduce walk.
- Parking – shared parking arrangement with neighborhood e.g. Diver Dan shar with adjacent business who has excess parking.
- Land use – opportunity – 95055 postal code? - Business partner with paypal – objective card – adult senior bus passes – where to get them lower cost – no zone limitations
- Not designed for walking – frequent bus stops along the corridor hotels should be allowed to 6-stores
- Planning for less cars – have max parking requirement.
- Utilities/SVP is a struggle for tree lined corridor in right of way -tough to balance but provide flexible guidelines for new development
- Need to get utilities – SVP, Water and Sewer to get on board with street trees – this is a big problem. This group should go to CC and request this coordination and effort.
- Provide flexibility on commercial requirement.
- This CAC group is being very practical.
- Housing affordability need 20% should be required - people can't afford to come back to SC home
- Concern about relocating and loosing commercial. Where can they the current retail go? Would the plan allow for them?