EL CAMINO REAL SPECIFIC PLAN

City of Santa Clara

Public Draft - May 2020

ACKNOWLEDGMENTS

City Council

Lisa Gillmor, Mayor
Kathy Watanabe, District 1
Raj Chahal, District 2
Karen Hardy, District 3
Teresa O'Neill, District 4
Debi Davis, District 6

Planning Council

Marc Rauser, *Chairperson*
Aimee Escobar, *Vice Chair*
Bob Levy
Kathy Schmidt
Aaron Resendez
Vicki Moore
Erin Gil

Project Staff

Lesley Xavier, *Project Manager*
John Davidson, *Senior Planner*
Steve Le, *Planner*

Technical Advisory Committee

Cary Greene, *City of San Jose Airport*
Yves Zsutty, *City of San Jose Parks*
Mark Connolly, *County of Santa Clara Planning*
Dan Leavitt, *ACE rail*
Corinne Winter, *ACE rail*
Melissa Cerezo, *VTA*
Sue Tippetts, *Santa Clara Valley Water District*
Colleen Haggerty, *Santa Clara Valley Water District*
Michal Healy, *Santa Clara Unified School District*
Angie Ruiz, *Santa Clara Unified School District*
Andy Miner, *City of Sunnyvale Planning*
Trudi Ryan, *City of Sunnyvale Planning*
Jay Lee, *City of Sunnyvale Planning*
Chris Shay, *Santa Clara University*
Pratyush Bhatia, *City of Santa Clara*
Carol Shariat, *City of Santa Clara*
Anil Babbar, *California Apartment Association*
Pilar Lorenzana, *Metropolitan Transportation Commission*
Mark Shorett, *Metropolitan Transportation Commission*
Ryan Sheelen, *City of San Jose Airport*
Patricia Maurice, *Office of Local Development-Intergovernmental Review*
Michael Mchenry, *Office of Local Development-Intergovernmental Review*

Community Advisory Committee

Matt Vandersluis, *Greenbelt Alliance*
Kiyomi Yamamoto, *Greenbelt Alliance*
Shiloh Ballard, *Silicon Valley Bicycle Coalition*
John Cordes, *Silicon Valley Bicycle Coalition*
Vince Rocha, *Silicon Valley Leadership Group*
Mathew Reed, *Silicon Valley @ Home*
Dennis Martin, *Building Industry Association (BIA)*
Ana Vargas-Smith, *Historical and Landmarks Commission*
Nick Kaspar, *Chamber of Commerce*
Pat Sausedo, *Commercial Real Estate Development Associate (NAIOP)*
Ken Kim, *Korean-American Chamber of Commerce of Silicon Valley*
Adam Thompson, *Old Quad Resident Association*
Barbara Estrada, *Senior Advisory Committee*
Carolyn Seeger, *Senior Advisory Committee*
Nancy Toledo, *Senior Advisory Committee*
Vikas Gupta, *Santa Clara Resident*
Shanti Dickson, *Santa Clara Resident*
Howard Myers, *Santa Clara Resident*
Megan Mujushi, *Santa Clara Resident*
Marie Mayer, *Santa Clara Resident*
Richard Bonito, *Santa Clara Resident*
Suds Jain, *Santa Clara Planning Commission*

Thank you to the community members who attended the workshops and hearings and provided valuable input that helped create a visionary plan.

Consultant Team

Raimi + Associates
Simran Malhotra
Aaron Welch
Alessandra Lundin
Kelsey Hubbard

Van Meter Williams Pollack
Rick Williams
John Doyle

BKF
Jason White
Jana Cicerello
Melinda Thomas

Keyser Marsten
Jerry Keyser
Jessica Franklin

Fehr + Peers
Franziska Church
Charlie Coles

David J. Powers + Associates
Mike Campbell

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1.1 Location and Plan Context
1.2 Purpose & Authority of the Specific Plan
1.3 Relationship to Other Plans
1.4 Community Engagement Process

INTRODUCTION 1

INTRODUCTION

1.1 Location and Plan Context

El Camino Real is the primary east-west route and state highway running through Santa Clara from Sunnyvale to the west to San Jose to the east. El Camino Real is the City's most visible and identifiable commercial corridor, connecting residents and visitors to retail and service amenities and civic destinations, as well as freeways and transit. El Camino Real is also an important regional connector as the termination of a 43-mile urban corridor that runs all the way to the southern neighborhoods of San Francisco (see Figure 1-1 Regional Context Map). It links most of the cities on the Peninsula and is a major bus route for Santa Clara and San Mateo Counties.

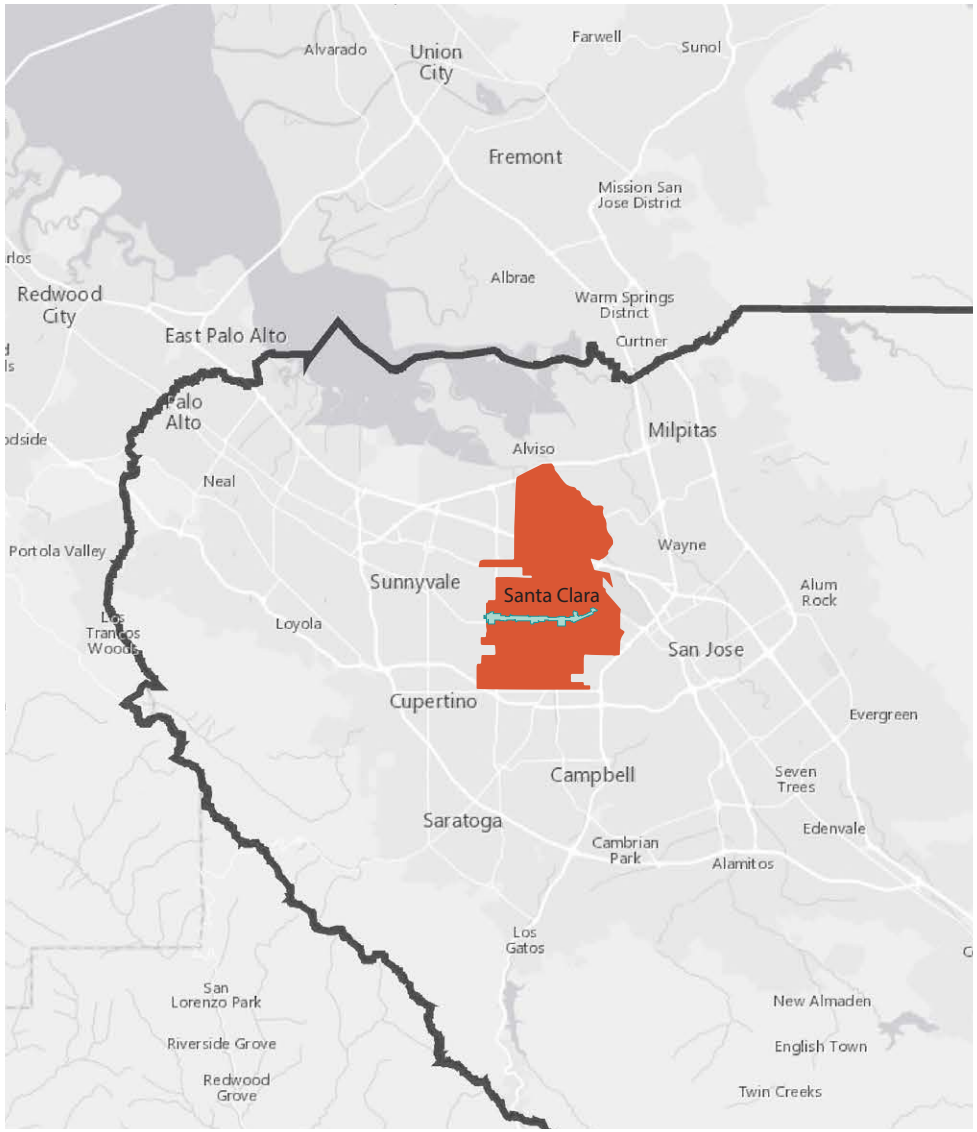
The El Camino Real Specific Plan Area is shown in Figure 1-2. The Plan Area includes the El Camino Real right-of-way, as well as all parcels fronting the arterial from Helen Avenue at the western edge of the city to the Capitol Corridor train tracks to the east. It generally includes the commercial and residential mixed-use developments along El Camino Real between Warburton Avenue and Benton Street, as well as Civic Center. The project area is surrounded in most directions by single-family neighborhoods. Further beyond, the area is near three Interstates or Highways (I-280, I-880, and Hwy-101).

The Specific Plan Area has a total acreage of just over 250 acres and extends the entire 3.2-mile length of the El Camino Real corridor in Santa Clara. The majority of land along the corridor is designated for retail and commercial uses. The remaining portion contains a mix of uses including multi-family residential, single-family residential, public/institutional, and light industrial.

Priority Development Areas

The Plan Area was designated as a Priority Development Area (PDA) by the Association of Bay Area Governments (ABAG) and the City in 2011, and in the regional Plan Bay Area adopted by ABAG and the Metropolitan Transportation Commission (MTC) in 2013. The PDA designation signals an agreement between the City and ABAG that transit-oriented development, connectivity and walkability, and infrastructure and design upgrades are priorities along El Camino Real. With a few minor exceptions, the Specific Plan Area boundary is consistent with the PDA boundary established by ABAG and the City.

Figure 1-1. Regional Context



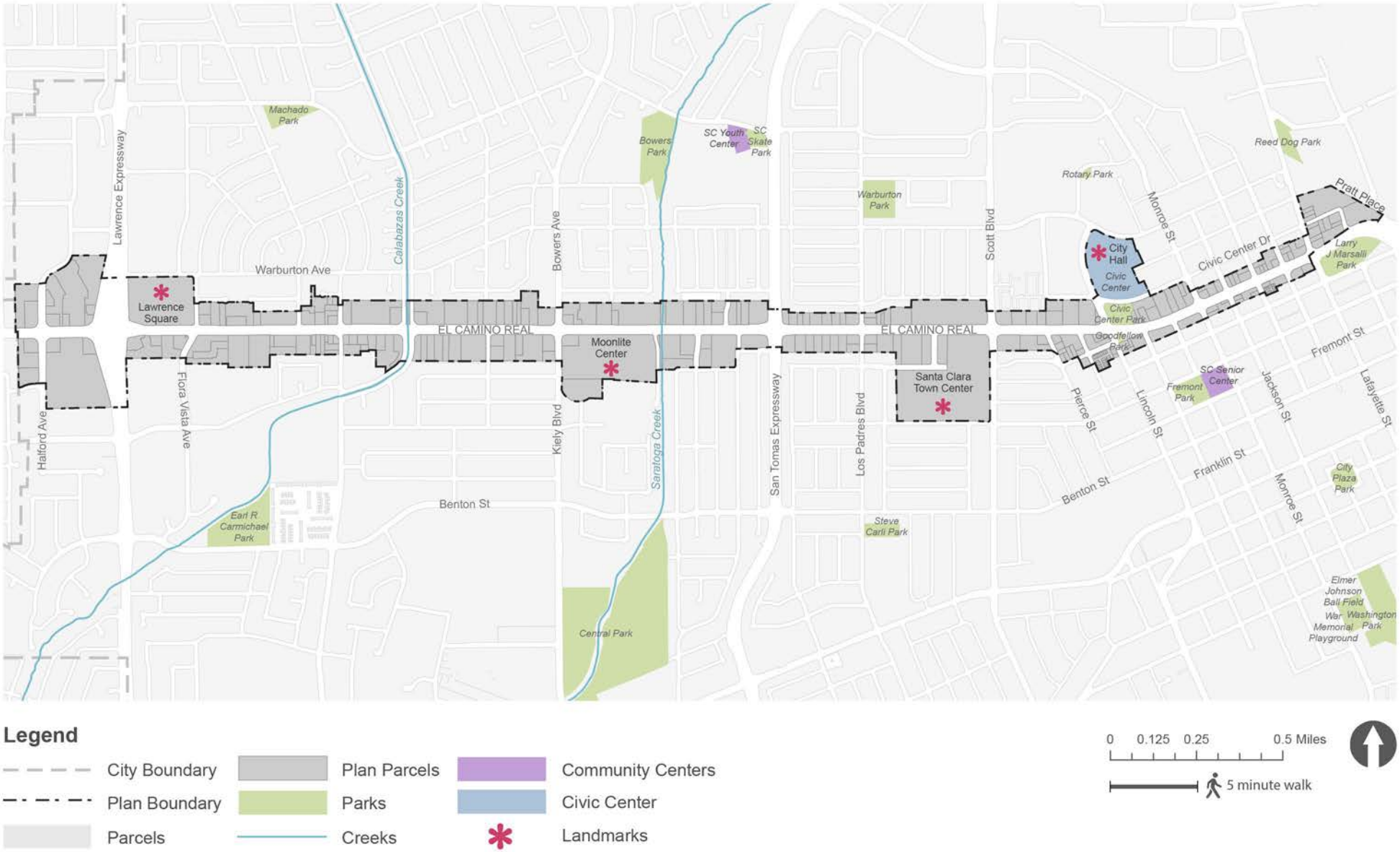
Santa Clara County Boundary
Santa Clara City Boundary
ECR Specific Plan Boundary

Historical Importance

El Camino Real's historic role was as a state highway. It served as the main north-south transportation corridor along the San Francisco Peninsula, and – for hundreds of years before that – was a key link along the "Royal Road" that connected California's 21 Franciscan missions. In the 1850s, the corridor's prominence was supplanted by the railroad.

El Camino Real regained some of its importance in the early 20th century when the State decided to create a unified highway system to serve the newest form of transportation – the automobile. El Camino Real was paved from the northern end of San Mateo County down into San Jose, which instigated a building boom that spawned many of the roadside motels, restaurants, and historic business districts along the corridor. With the construction of freeways, like the 101 and the 280 in the 1960s and the complete urbanization of the San Francisco Peninsula, El Camino Real evolved into an urban street rather than a regional thoroughfare.

Figure 1-2. Specific Plan Area



1.2 Purpose and Authority of **the Specific Plan**

The Specific Plan represents the implementation of the General Plan's goals and policies for the El Camino Real Focus Area. The El Camino Real Specific Plan establishes the land use and development regulations for the Plan Area.

The El Camino Real Specific Plan shall guide all land use and development decision-making processes for the area. The Specific Plan does not replace or augment building safety codes or other non-planning related codes. All applications for new construction, substantial modifications to existing buildings, and changes in land use shall be reviewed for conformance with this Specific Plan. This Specific Plan is adopted under the authority of the City's General Plan, which requires comprehensive plans as an implementation tool to regulate land use and development.

1.3 Relationship to Other Plans

General Plan

The Santa Clara 2010-2035 General Plan, adopted in November 2010, presents the vision for the evolution and enhancement of the Santa Clara community through the year 2035. The General Plan designated the El Camino Real corridor as a "Focus Area" for redevelopment and included high-level goals and policies for the corridor (see callout box). One of these policies called for the preparation of this Specific Plan to outline a more detailed vision and set of policies and regulations for development along the corridor. The 2010-2035 General Plan vision for El Camino Real is to transform this "Focus Area" from a series of automobile-oriented strip malls to a tree lined, pedestrian and transit-oriented corridor with a mix of residential and retail uses. An important part of the El Camino Real Specific Plan process was to assess the vision and direction set forth by the General Plan to determine whether they were still relevant and to propose modifications as needed.

Figure 1-3 displays the current General Plan 2010-2035 land uses in the Plan Area. A table of the acreages and percentages for each General Plan land use designation in the Plan Area can be found in Table 1-1. The majority of the El Camino Real corridor in Santa Clara is currently designated Regional Mixed Use (42%) or Community Mixed Use (46%). Approximately 5% of the Plan Area is designated as Public/Quasi Public or Parks/Open Space, which is generally consistent with what is on the ground today. The remaining few parcels are designated Medium or High Density Residential. The Housing Element (2014) estimated a potential capacity of 2,274 new housing units in the El Camino Real Focus Area between 2014-2022.

El Camino Real Focus Area Goals

5.4.1-G1 An economically viable mix of uses along El Camino Real that attracts upscale retail uses.

5.4.1-G2 High-quality design that respects the scale and character of adjacent residential neighborhoods and historic resources and creates a walkable environment.

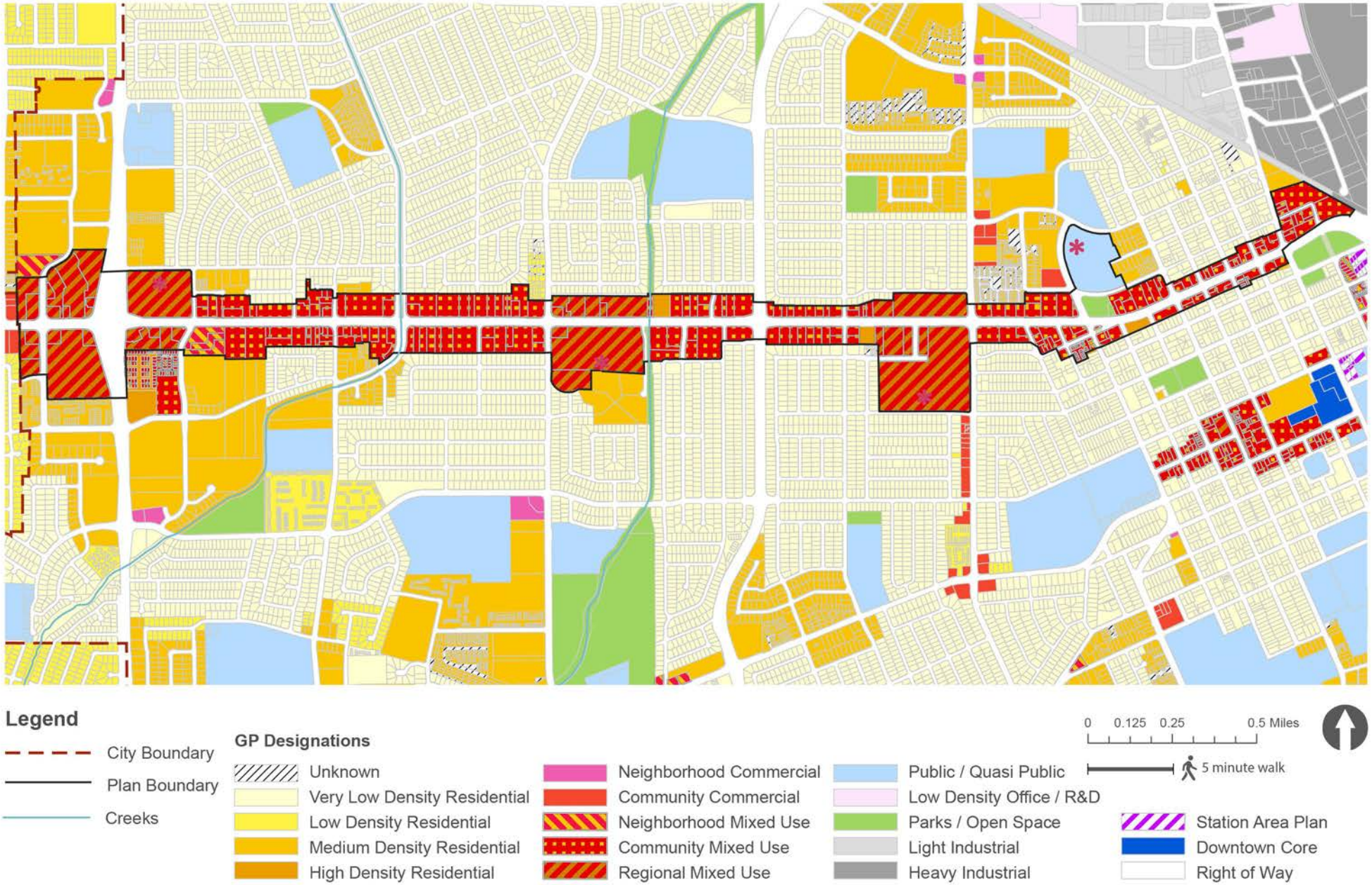
5.4.1-G3 Concentration of higher-intensity commercial and residential development at key intersections with Regional Mixed Use designations.

5.4.1-G4 Pedestrian, bicycle and transit priority for mobility in the El Camino Real Focus Area.

Table 1-1. General Plan Land Use in the Plan Area

General Plan Designation	Permitted Uses	Density/Intensity	Acres	% of Total
Regional Mixed Use	Higher intensity retail, local serving offices, hotel and service uses, except for auto oriented uses, and high density residential	0.15 FAR 37-50 du/acre	104.0	42%
Community Mixed Use	Community retail, commercial, and office uses, and medium density residential	0.10 FAR 20-36 du/acre	115.8	46%
Community Commercial	Community shopping centers and supermarkets, local professional offices, medical facilities, banks, restaurants, gas stations, and neighborhood-type services	0.5 FAR	2.0	1%
High Density Residential	Higher density residential development with an urban feel, with mid-rise buildings, structured or below-grade parking, and shared open space	3-50 du/acre	8.0	3%
Medium Density Residential	Medium density residential building types including low-rise apartments, townhouses and rowhouses with garage or below-grade parking	20-36 du/acre	0.9	0%
Neighborhood Mixed Use	Ground-level neighborhood-serving retail, service or office uses along street frontages and residential development on upper floors.	0.10 FAR 20-36 du/acre	6.2	2%
Parks/Open Space	Improved and unimproved park and open space facilities, managed natural resource areas, and outdoor recreation areas. Includes neighborhood, community, and regional parks, public golf courses, recreational facilities, and nature preserves	NA	3.0	1%
Public/Quasi Public	Variety of public and quasi-public uses, including government offices, fire and police facilities, transit stations, adult care and child care centers, religious institutions, schools, cemeteries, and hospitals	NA	10.4	4%
Total			**250.3**	**100%**

Figure 1-3. General Plan Land Use



Zoning

Existing zoning regulations in the El Camino Real Specific Plan Area are established by the City of Santa Clara Zoning Ordinance. The existing zoning designations and map are mostly consistent with what is on the ground today. The Specific Plan process will inform the current Zoning Ordinance update to ensure that the appropriate zoning designations and development regulations are in place to implement the Specific Plan vision and land use framework.

The predominate zoning designations along the corridor are Community Commercial (36%) and Thoroughfare Commercial (40%). Both of these zones are intended for the development of medium to large retail shopping centers and auto-oriented commercial uses, and are consistent with the dominant existing character of the area. Office uses make up about 5% of the parcels in the Plan Area and include Civic Center. A few light industrial parcels are located at the eastern edge of the corridor near Pratt Place and the Caltrain tracks.

The existing zoning designations are primarily commercial, which do not allow housing and are thus inconsistent with the Regional Mixed Use and Community Mixed Use designations shown in the General Plan. An important goal of the Specific Plan process was to develop a vision for the area and then align the zoning with the proposed land use designations.

County and Regional Plans

Regional El Camino Real Planning Efforts

There have been a number of City-led corridor planning projects for El Camino Real along the Peninsula, including in the nearby cities of Sunnyvale (in progress), Mountain View (adopted 2014), Menlo Park (adopted 2012), Palo Alto (2007 Master Plan), Redwood City (adopted 2017), and Belmont (in progress), among others. Existing uses along the corridor are generally commercial and office, with some medium density residential. Many nearby cities that have drafted specific plans for El Camino Real have designated land uses along the corridor to encourage horizontal and/or vertical mixed use in the future. As part of the corridor planning effort, most cities have chosen to incorporate community benefits agreements and/or density bonuses for new development and require active ground floor uses along El Camino Real. These nearby efforts provide helpful precedents, lessons learned, and areas of potential alignment.

Santa Clara 2009 Bicycle Plan Update

Adopted in September 2019, the City of Santa Clara's Bicycle Plan Update is a blueprint for expanding the bicycle network that will promote safer alternative modes of transportation and help position the City for future funding for bicycle projects and roadway improvements benefiting the cycling community. The Plan identified El Camino Real as the street with the highest percentage of bicycle collisions in the city, and the community ranked El Camino as the highest priority street for new bicycle facility improvements. The Plan proposes El Camino Real as a future Class IV separated bikeway corridor.

Valley Transportation Authority (VTA) El Camino Real Improvements

Reliable and efficient transit service brings great value to cities. VTA travel speeds have been in decline system-wide and in particular on the El Camino Real corridor. As speeds decline, more vehicles are needed to maintain the same frequency of service, increasing the operating cost while providing less appealing service. VTA is evaluating several speed improvements along the El Camino Real corridor that could support faster transit travel speeds and reliability along El Camino Real. Potential speed improvements may include: transit signal priority upgrades, signal coordination, passenger amenity upgrades, strategies to expedite the bus boarding process, and improvements to bus stop spacing to reduce delay from dwell times. These potential improvements rely on support from and partnership with cities along the corridor.

Plan Bay Area and Priority Development Areas (PDAs)

Plan Bay Area was jointly approved by Bay Area Metro (formerly ABAG and MTC) in 2013, and a strategic update (Plan Bay Area 2040) was released in 2018. Plan Bay Area is the Bay Area's Sustainable Communities Strategy (required by the State per Senate Bill 375), which provides an imperative to reduce greenhouse gas emissions by creating more livable, equitable, and environmentally sustainable communities. It addresses land use, transportation, housing, economics, and sustainability in an integrated regional development plan for the Bay Area, with a particular focus on walkability and transit-oriented development. El Camino Real is one of five areas within Santa Clara that was identified as a PDA in the regional Plan Bay Area.

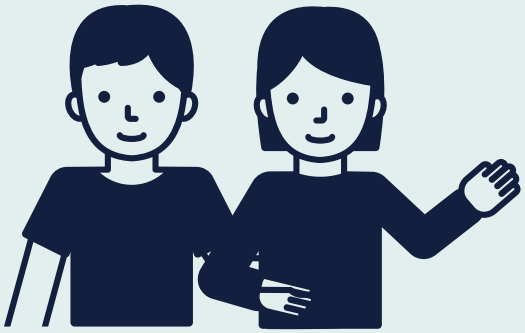
Grand Boulevard Initiative

The Grand Boulevard Initiative is a collaborative effort of 19 cities, counties, local and regional agencies stretching from Daly City to San Jose, to transform El Camino Real into a more livable, beautiful, and well-connected regional corridor. It aims to promote high quality building designs and diverse land uses, preserve historic buildings and places, support excellent transit service, and enhance economic and cultural diversity, with the broad involvement of residents, workers, and local businesses.

How to Use this Document

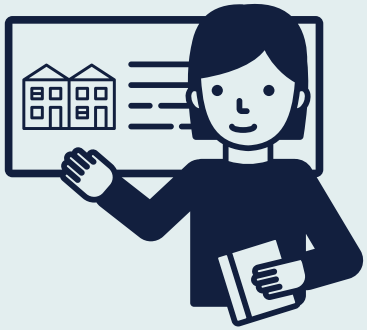
If you are a community member

For community members who are interested in learning about this Plan, Chapter 2 will help you understand the vision and key strategies for the El Camino Real corridor in the next 20-25 years. Chapters 3, 4, and 5 have more detailed information about land uses, design standards, and street improvements that you can expect along the corridor.



If you are a Property Owner or Developer

Property owners who are interested in developing in the Plan Area should become familiar with the Plan's overall planning framework, as described in Chapter 2. Development applications and project designs will need to be consistent with the Specific Plan's development standards and guidelines (Chapter 4), as well as relevant guidance for Mobility (Chapter 5).



If you work for the City

If you are an elected City official or City staff, you will be responsible for guiding property owners and developers in their development decisions and applications. The City will use this Plan to evaluate these applications and guide public improvements to ensure new development is consistent with the overall vision and policies. Future public infrastructure, mobility, and public realm investments should be consistent with the El Camino Real Specific Plan. The City should regularly monitor the progress being made on public projects in the Plan Area.

What is a policy, standard, and guideline?

Policies

Policies apply to the entire El Camino Real Specific Plan Area, and are a statement of the City's approach to a particular topic. Not every project must fulfill every policy goal; rather, future projects will contribute in different and unique ways to the overall policy goals for the Plan Area.

Standards

Standards are requirements that must be followed, unless an exception to a standard is otherwise noted. Standards are typically written with "shall" statements. Some standards include numeric requirements that must be followed.

Guidelines

Guidelines are the City's expectation for how site, building, infrastructure, and other improvements should be designed. Projects should comply with guidelines, but there is flexibility in how projects meet each guideline depending on project design and location. These guidelines are typically written with a "should" statement.

Actions

The Implementation Chapter includes actions - including both programs and physical improvements - that should be completed in order to fully achieve the vision of the Specific Plan.

1.4 Community Engagement Process

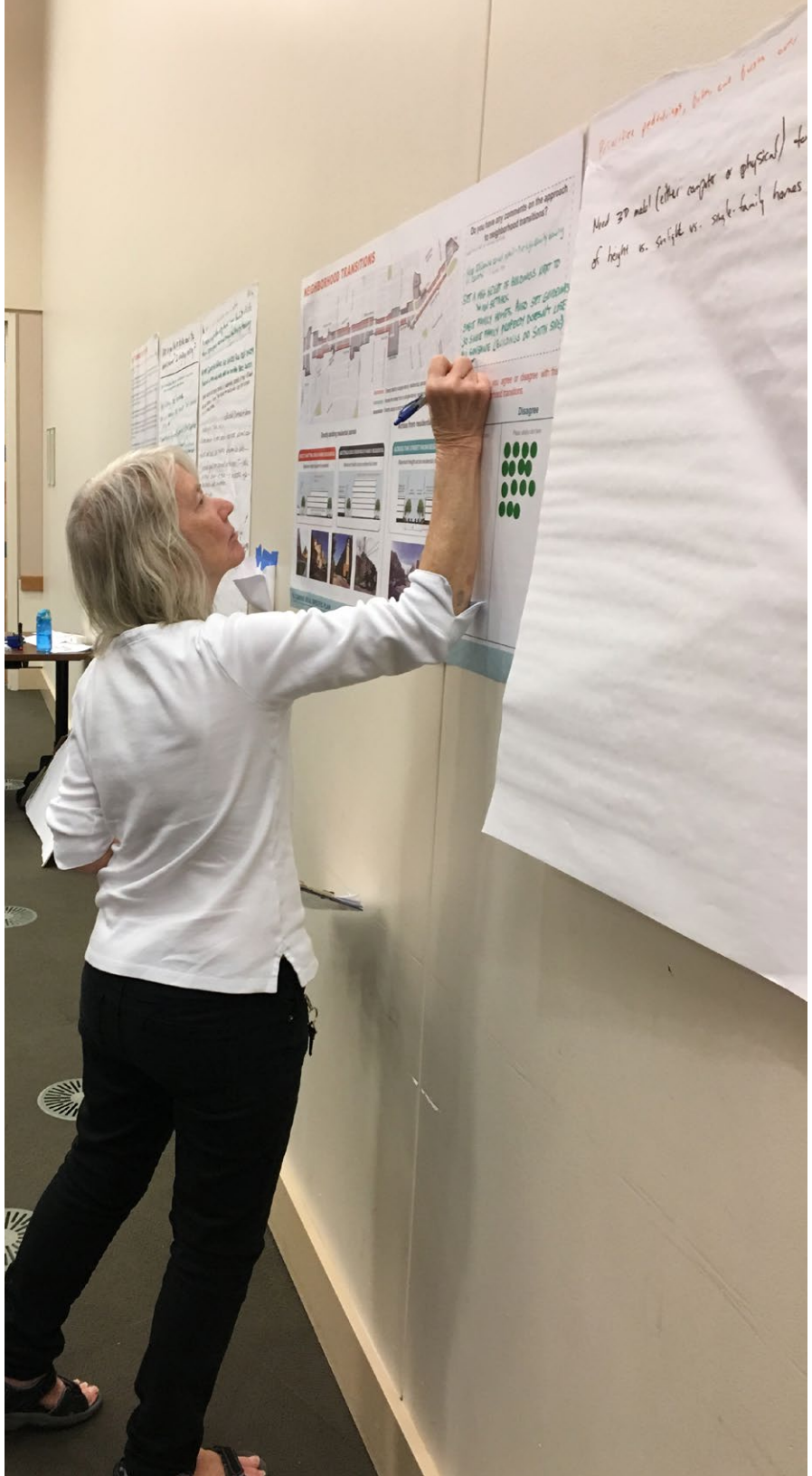
Central to the creation of the El Camino Real Specific Plan was an extensive community outreach process to ensure broad public participation. The City prepared a Community Engagement Strategy prior to the start of the planning process. Key goals of the community involvement efforts were:

- An open and transparent engagement process
- Consistent, two-way communication between stakeholders and the City
- Meaningful input and feedback gathered from the stakeholders and the community at large to inform the planning process
- Education and communication to the public about the planning process
- Representation from diverse stakeholders, including from community members who may not usually participate in civic projects and government meetings
- Relationship-building between diverse stakeholders.

Community involvement in this process was critical to understand how residents, businesses, property owners, visitors, and community organizations view the corridor and how they envision El Camino Real in the future. During the planning process, the City engaged several hundred community members in a variety of venues and formats. These included:

- **CAC and TAC (see descriptions on page 13).** A Community Advisory Committee and Technical Advisory Committee provided overall project guidance throughout the process.

- **Pop-up events.** The City conducted pop-up outreach events at the Art and Wine Festival (September 2017 and 2018), Santa Clara Caltrain Station (November 2017), the Santa Clara Farmers Market (December 2017), and Santa Clara University (January 2018) to gather input from those that live, work, and visit Santa Clara on their visions for El Camino Real.
- **Project website.** The City created a project website providing current project information, upcoming events, and updates.
- **Stakeholder interviews.** The project team conducted one-on-one interviews with local stakeholders and stakeholder groups such as business owners, commercial property owners, developers, and local community organizations.
- **Online surveys.** The City conducted two online surveys over the course of the engagement process to solicit input on key issues, desired outcomes, and land use and transportation alternatives for the corridor.
- **Community workshops.**
  - *Workshop 1:* The first workshop held on February 28, 2018 included over 65 participants. City staff provided a short presentation on the Specific Plan process, outreach conducted to date, and an overview of the existing conditions along the corridor. Following the presentation, participants were invited to various stations to provide input on the vision, preferred land uses, transportation and streetscape improvements, and design standards for the corridor over the next 20- to 30- years.
  - *Workshop 2:* The second workshop was held on Tuesday, August 14, 2018. The purpose of this workshop was to gather input on land use and transportation alternatives and strategies for the project area. This feedback was used to develop the preferred land use and transportation frameworks for the Plan.
  - *Workshop 3:* The third workshop was held on December 13, 2018. The purpose of this workshop was to gather additional feedback on the three proposed right-of-way concepts for El Camino Real.
- **Public hearings.** City staff and the project team provided updates to and received direction from the Planning Commission and City Council throughout the planning process as well as relevant boards/commissions such as the Bicycle and Pedestrian Advisory Committee.



Community Advisory Committee (CAC)

The Community Advisory Committee (CAC) was composed of 18 community members appointed by the City Council to help guide the preparation of the Plan and provide a diversity of perspectives. The City undertook a public process to solicit and select CAC members from the community. The City Council approved the CAC members in January 2018. Members included interested local residents, business owners, community organizations, and regional stakeholders, from within the Plan Area and surrounding areas in the City and County. The CAC met a total of six times to identify desired project outcomes, provide initial feedback on project policies, and help vet Plan concepts before they were presented to the community, the Planning Commission, and the City Council.

Technical Advisory Committee (TAC)

The Technical Advisory Committee (TAC) was composed of 22 members with the goal of providing technical input during the planning process. Members were from Santa Clara VTA, Santa Clara Unified School District, Santa Clara University, ACE rail, Caltrans, MTC, and other relevant agencies or technical partners in the area. The TAC provided technical and feasibility review at different stages of the project.

2.1 Vision

2.2 Desired Outcomes

2.3 Planning Frameworks

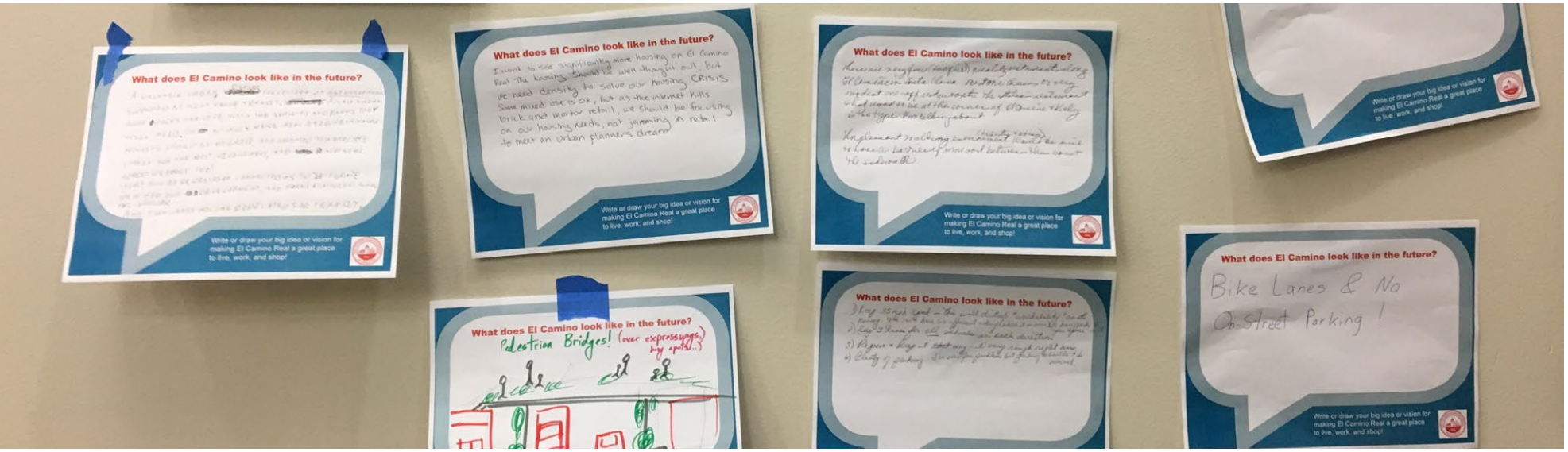
VISION AND FRAMEWORK 2

VISION AND FRAMEWORK

2.1 Vision

The El Camino Real Specific Plan represents the implementation of the General Plan's goals and policies for the El Camino Real Focus Area. The El Camino Real of the future will be a mixed-use, multi-modal corridor anchored by vibrant shopping destinations and public open space. Centers of commercial and pedestrian activity at key intersections will feature a diverse range of stores, services, and restaurants for neighbors, workers, and visitors, as well as active plazas and open spaces for public gathering and enjoyment. New homes will be built for a range of incomes and life stages. Buildings will be designed to respect the scale and character of adjacent residential neighborhoods, while creating an attractive and engaging pedestrian environment along the corridor.

Transportation improvements for all modes will ease travel along and across the corridor. Pedestrians will enjoy wider sidewalks, tree canopy, and safer crossings. Signature landscaping, streetscape design, signage, and public art will create a clear identity for the corridor, foster walkability, and improve access to transit, stores, restaurants, open space, housing, and nearby amenities. Bicyclists will have access to major destinations and nearby amenities via new direct access along El Camino Real and comfortable travel off the corridor. Enhanced bus stops, boarding areas, and other street improvements will create a better experience for riders and encourage transit use.



2.2 Desired Outcomes

The El Camino Real Specific Plan's vision is implemented through the following desired outcomes, described below. The desired outcomes were developed based on community input and priorities. They set the stage for the Specific Plan's overall planning framework and are supported by area-wide policies, design standards and guidelines, and implementation actions in the rest of the Plan.

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 onsite or offsite, 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.

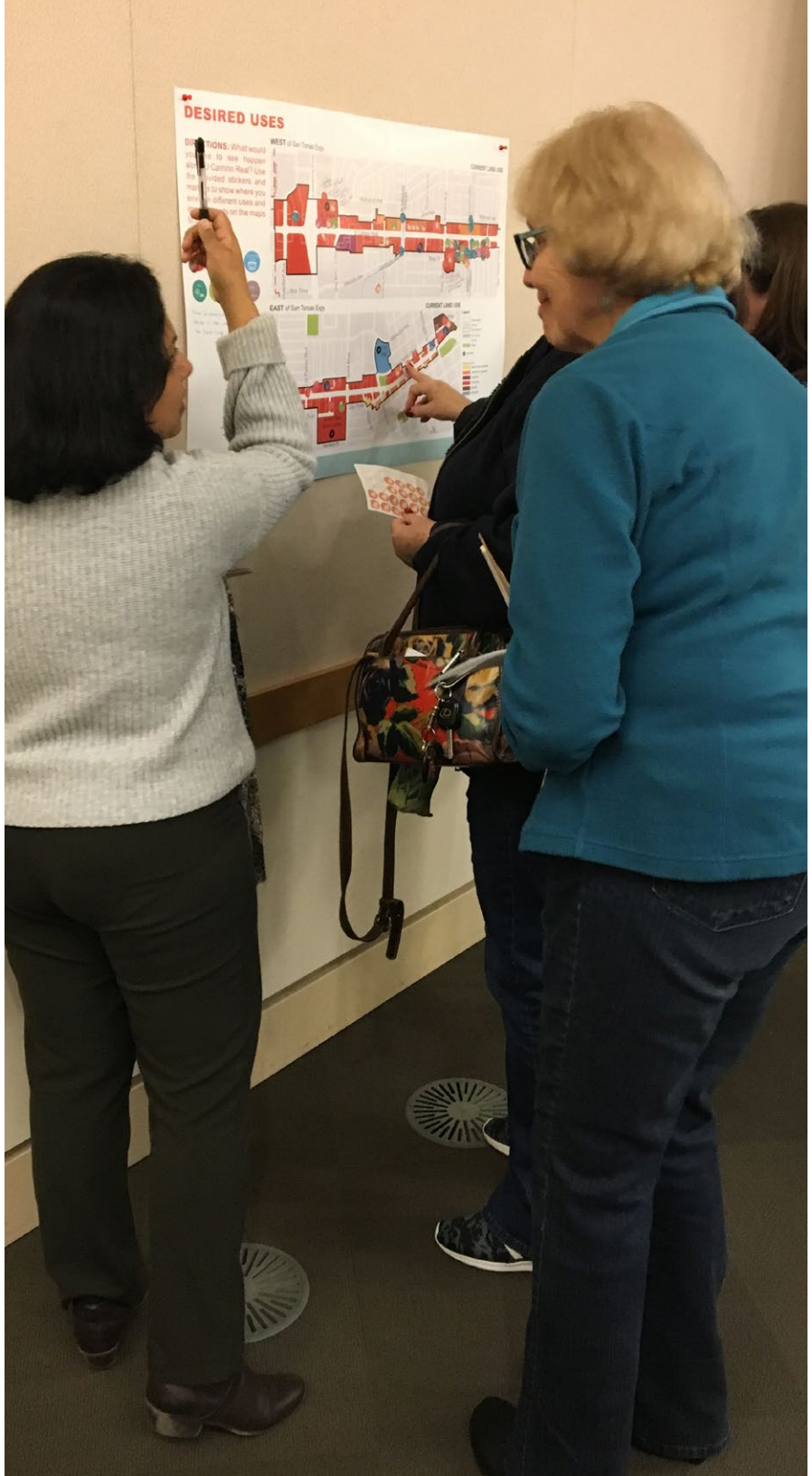
9. **Diversity of uses.** Support a diverse mix of uses within the Plan Area including retail, housing, civic spaces, and community facilities. Encourage retention of key retail establishments while introducing more varied essential goods and services such as grocery stores, pharmacies, banks, laundromats, 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, incorporating historic and wayfinding signage, 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 by reducing greenhouse gas emissions.



2.3 Planning Frameworks

The following conceptual frameworks are integrated throughout the El Camino Real Specific Plan and set the stage for the policies, standards, and guidelines throughout the Plan:

- Focus development at key activity nodes
- Respect the character of adjacent neighborhoods
- Create memorable public open spaces
- Enhance connectivity along and across the corridor
- Improve multimodal access and safety for all travel modes
- Promote a range of housing options

Each conceptual framework is illustrated and described on the following pages. These frameworks build on the desired outcomes to show how they play out on the ground. They are intended to be visionary yet flexible as the Plan is implemented into the future. These framework concepts are not regulatory, but they are consistent with – and implemented by – the more detailed standards and guidelines found in the rest of the Plan.

1 Focus development at key activity nodes

The Specific Plan uses a strategy that focuses more intensive development and public improvement at nodes of activity, such as key intersections and large commercial destinations. This strategy coordinates development, streetscape, and open space improvements with areas of highest intensity and pedestrian activity. The Plan Area is organized into distinct character areas, while allowing a range of commercial and residential uses along the corridor. Key locations with more intensive and focused new commercial and residential development, as well as pedestrian and open space improvements, are designated "Activity Centers." Activity Centers will serve as the key commercial destinations along the corridor, providing places to eat, shop, socialize, and fulfill daily needs. The areas "in-between" these Activity Centers will feature a lower-intensity mix of commercial and residential uses. These areas will have moderate improvements to urban design and pedestrian accessibility and will support seamless transition to adjacent lower-density residential neighborhoods. This nodal strategy for land use and character is shown in Figure 2-1.

Figure 2-1. Land Use and Character Framework

2 Respect the character of adjacent neighborhoods

Throughout the Specific Plan process, the community voiced concern regarding appropriate transitions between new development and existing lower-density residential neighborhoods just outside the corridor. As shown in Figure 2-3, most of the residential parcels surrounding the El Camino Real corridor area directly abut non-residential or higher-density parcels within the Plan Area. The Specific Plan proposes a neighborhood transition strategy to ensure that new development provides appropriate and sensitive transitions in height and scale to existing neighborhoods with the goals of preserving neighborhood character and protecting light and privacy. This transition strategy limits building heights and requires taller buildings to step down toward existing neighborhoods. Other design treatments, such as deeper setbacks, encouraging house-form building types and varied rooflines, and required landscaping will also help to buffer existing homes from new development (see Figure 2-2).

Figure 2-2. Neighborhood Adjacency

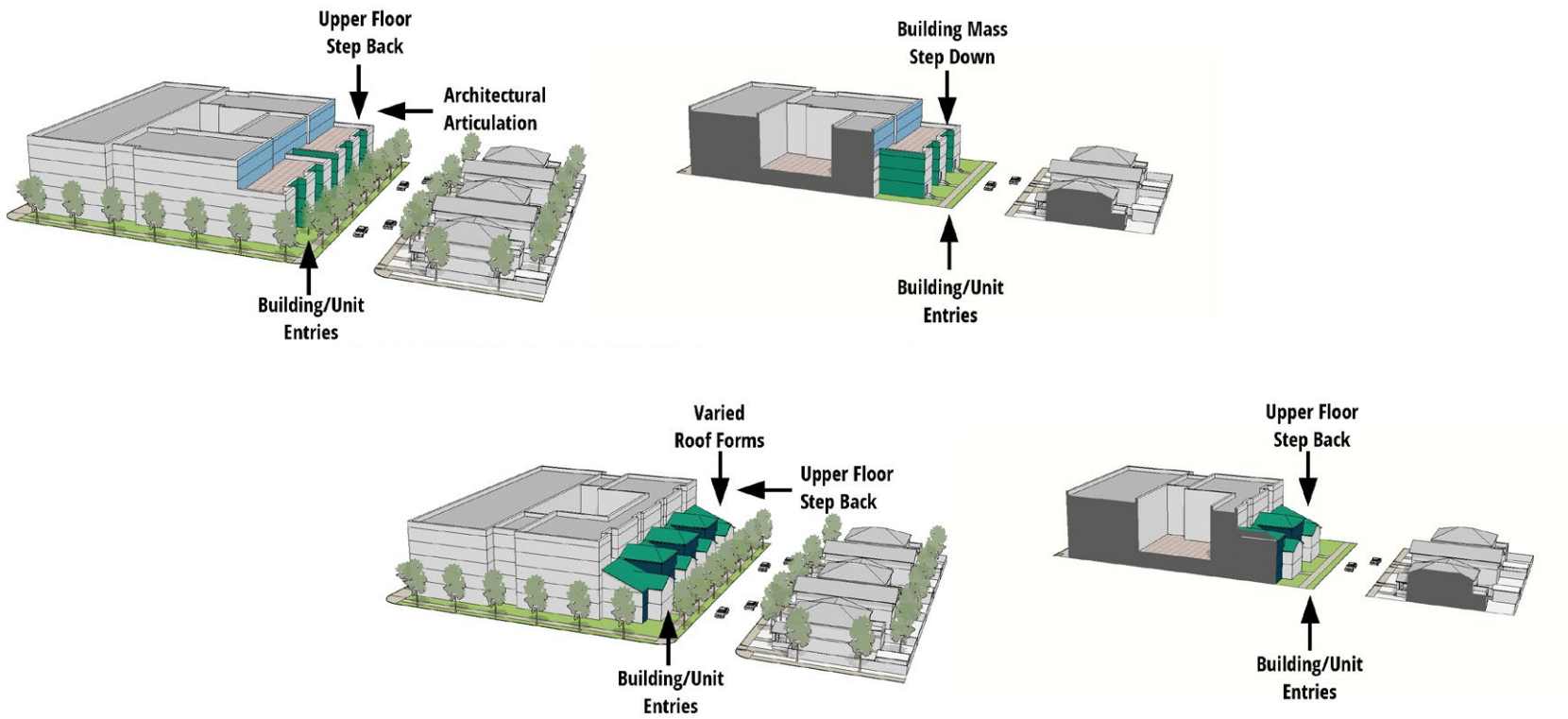
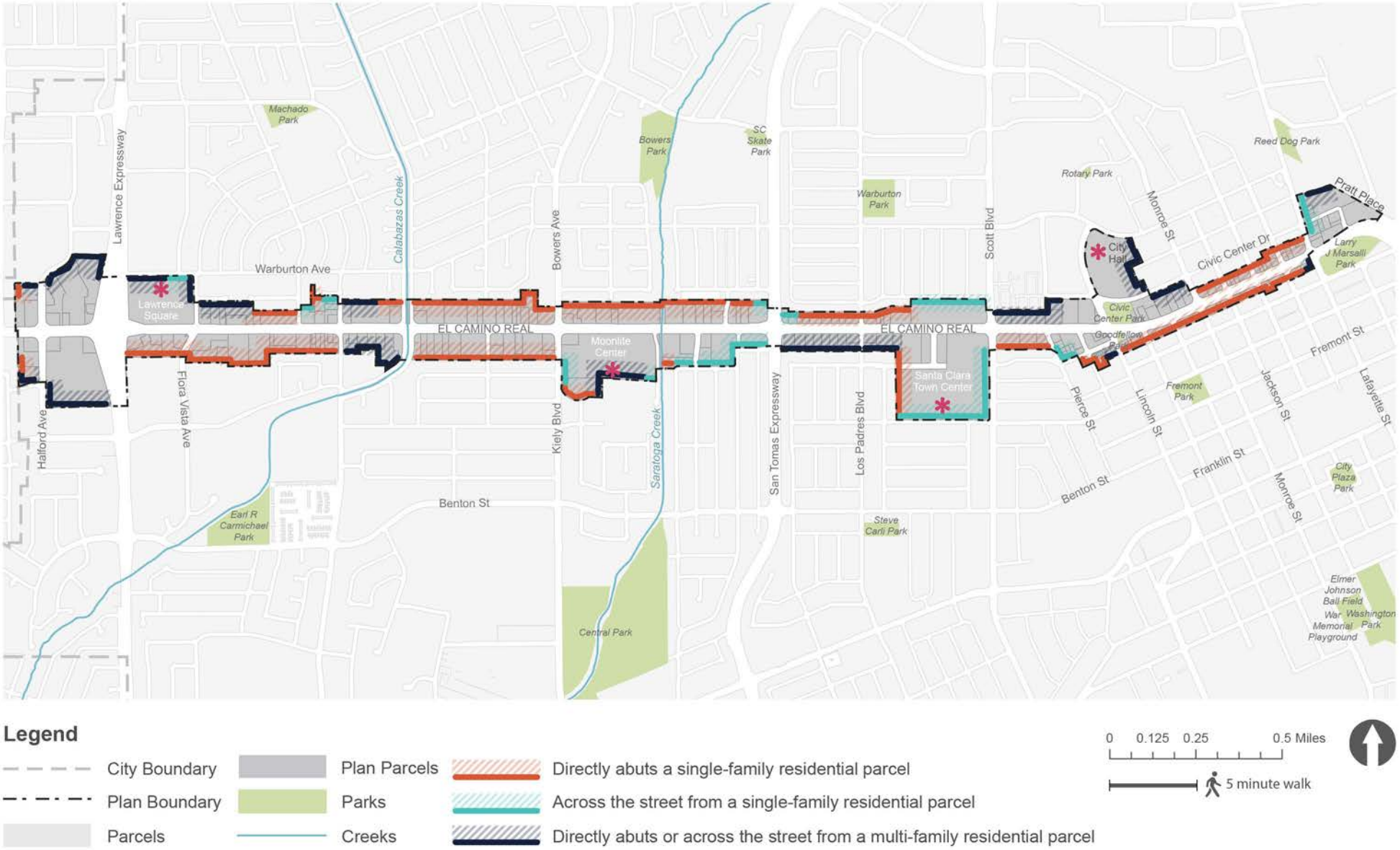


Figure 2-3. Neighborhood Adjacency



3 Create memorable open spaces

While many valuable open space amenities can be found just outside the corridor, El Camino Real currently lacks public open spaces. The Specific Plan seeks to create new public open spaces as required under the City's Park and Recreational Land Ordinance (Chapter 17.35 of the City Code), as well as publicly-accessible, but privately-maintained open spaces, such as plazas along the corridor that provide a place where residents and visitors can gather comfortably, have their own distinctive identity, are safe and visually attractive, and contribute to local character. This network of open spaces includes the public parks required by the City Code complemented by additional publicly-accessible privately-owned open space, a shown in Figure 2-4. Key to the successful transformation of El Camino Real is creating a network of memorable open spaces. Special places such as plazas, pedestrian-oriented streets, and other public gathering spaces can create a strong identity for the corridor as an important center of activity. Some of the key features of the future open space network are as follows:

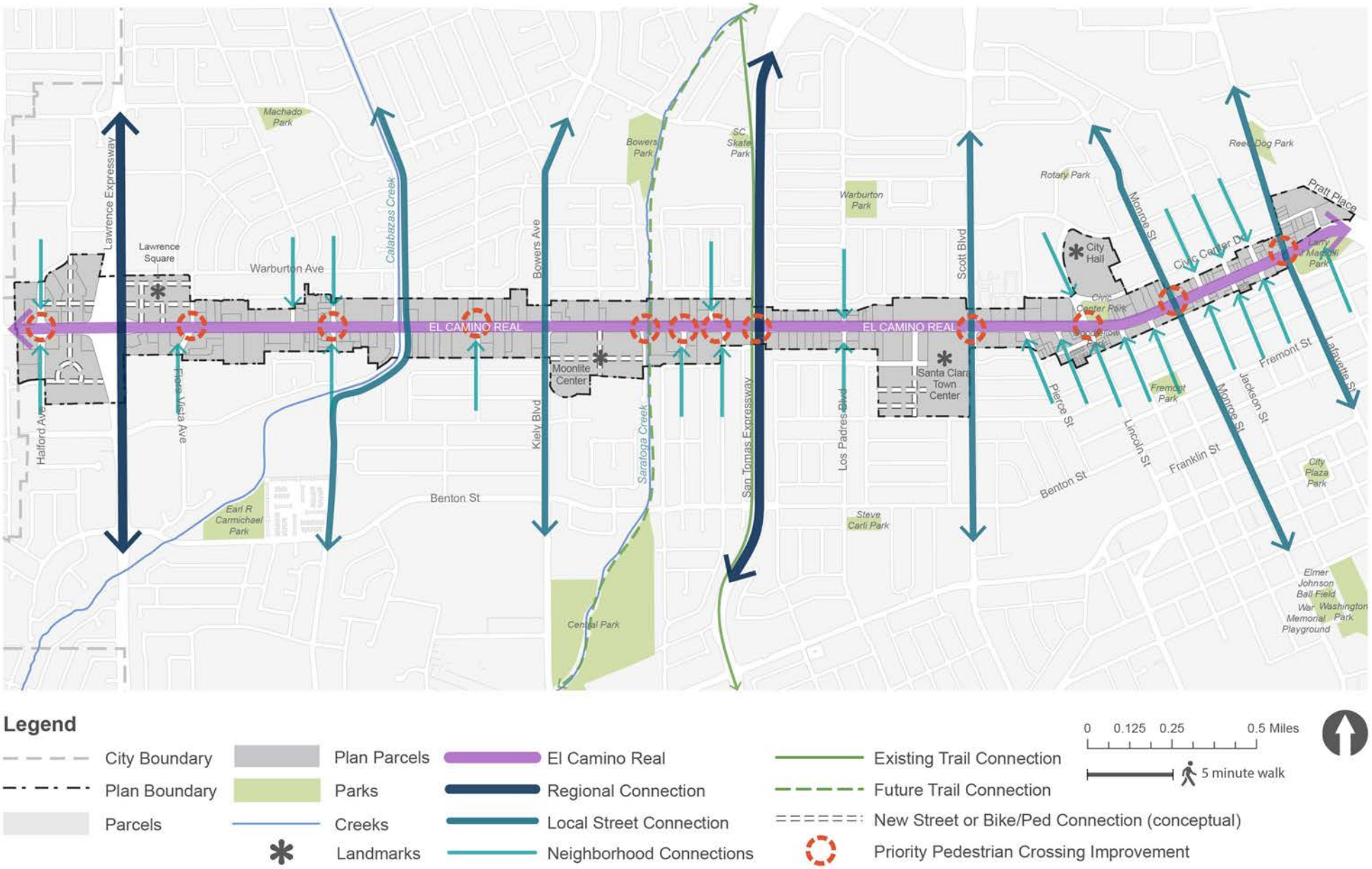
- A primary functional and identifiable public or publicly-accesible open space should be located at the heart of each new Activity Center along the corridor.
- New publicly-accessible, privately-owned open spaces should be designed to facilitate and encourage social gathering and events.
- Open space sizes, uses, and design types should be varied throughout the Plan Area.
- Stormwater detention, drainage swales, and green infrastructure should be integrated as open space features.
- Calabazas and Saratoga Creeks should become attractive, accessible, and recreationally valuable trail amenities that connect El Camino Real to larger public open spaces just outside the corridor.

Figure 2-4. Public Open Space Framework

4 Enhance connectivity along and across the corridor

Connections to and from El Camino Real for all users including transit riders, vehicles, pedestrians, and cyclists is important for the long-term success of the corridor's retail businesses and residential neighborhoods. A number of north-south corridors and pathways cross El Camino Real at regular intervals. These include major arterials such as Calabazas Boulevard, Bowers Avenue/Kiely Boulevard, and Scott Boulevard, as well as smaller streets that provide connections to surrounding residential neighborhoods. The western portion of the Plan Area is less walkable, with longer blocks and fewer cross streets, whereas the area east of Scott Boulevard features numerous neighborhood connections at shorter intervals. This Plan recommends improvements to existing routes and crossings as well as new routes to increase connectivity to, from, and along the corridor. Larger Activity Center parcels should be divided into smaller blocks over time as development or onsite improvements occur, creating new connections and more walkable blocks. New connections should be publicly-accessible and prioritize pedestrian and bike users to encourage a "park once" experience. The diagrammatic network of streets and other connections shown in Figure 2-5 and elsewhere in the Plan illustrates the Plan's vision, while leaving flexibility for reasonable adjustments during the creation of final development plans.

Figure 2-5. Connections Framework

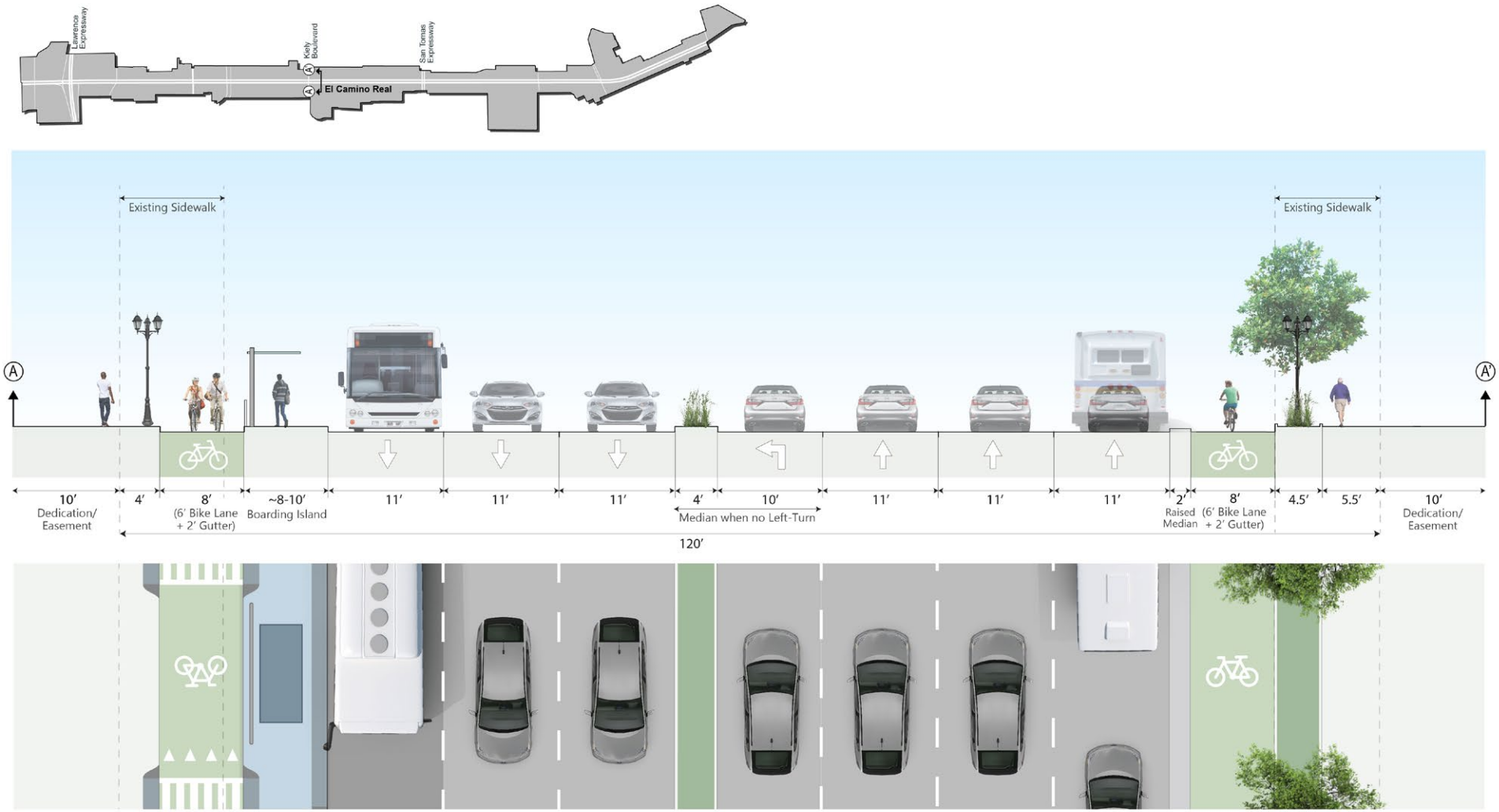


5 Improve multimodal access and safety for all travel modes

The vision for El Camino Real is to transform this auto-oriented arterial into a multimodal "complete street" designed to accommodate all travel modes. Complete streets provide safe mobility for all users, including bicyclists, pedestrians, transit vehicles, and motorists regardless of age or ability. The proximity of the Plan Area to the Santa Clara Caltrain and future BART station presents a unique opportunity to maximize transit trips by improving the multimodal functionality of the corridor. The long-term design concept for El Camino Real recommends modifications to the right-of-way that will better balance users, reduce conflicts, and create a safer experience for pedestrians, bicyclists, and transit riders (see Figure 2-6). To improve multimodal access and safety on El Camino Real, the Plan outlines a series of improvements including adding protected bicycle lanes, providing enhanced bus stop/boarding areas, widening sidewalks, creating new and improved intersections and crossings, requiring better landscaping and lighting, and improving the pedestrian environment. This is further supported by design standards and guidelines that will create aesthetically pleasing and well-defined streetscapes and corners, and frontages that foster pedestrian activity and interest.

The images that follow highlight the key features of the proposed street and streetscape improvements for El Camino Real.

Figure 2-6. Right-of-Way Concept for El Camino Real



CONCEPTUAL - NOT FOR CONSTRUCTION
DETAILED ANALYSIS AND ENGINEERING DESIGN REQUIRED

6 Promote a range of housing options

Similar to other cities in the San Francisco Bay Area, there is a shortage of housing in Santa Clara, particularly affordable housing, to serve the needs of its growing employment base. New housing anticipated in this Specific Plan is consistent with the goals in the City's Housing Element and General Plan, which project a portion of the City's future residential growth to occur along the corridor. Housing is envisioned to play an important and increasing role in the El Camino Real Specific Plan Area, leveraging the transit-oriented location and existing retail amenities while meeting a critical local and regional need for increased housing supply. The intention of the Specific Plan is to promote a range of housing options and affordability levels to realize the vision for a mixed-use, mixed-income community along the corridor. As such, this Plan includes an inclusionary housing policy that goes above and beyond the City's Affordable Housing Ordinance to promote the provision of units at deeper levels of affordability along El Camino Real.

In addition to state laws that support the provision of affordable housing (such as the Housing Accountability Act or the State Density Bonus Law), there are a number of locally controlled policies and programs that are available to cities to increase the supply of affordable housing. Santa Clara has implemented some of these, such as adopting an inclusionary housing ordinance, which requires new residential and non-residential developments to contribute to affordable housing, either through development of onsite units or the payment of fees to support the creation of affordable housing. Based on the City's 15% affordable housing on-site requirement that applies to developments with 10 or more units, it is estimated that between 450 and 1,200 new affordable housing units will be developed in the Plan Area over the next 10 to 20 years, in addition to significant fee revenue to support construction of affordable units. These additional affordable units will make a significant impact on the overall stock of affordable housing in the City of Santa Clara as well as the City's compliance with meeting Regional Housing Needs Assessment (RHNA) targets.

Other tools available to the City to support creation of affordable housing include various county, state, regional, and federal resources such as the Santa Clara County Measure A Housing Bond Funds, The Housing Trust Fund Silicon Valley which has a multi-family rental loan program and first-time homebuyer program, Housing Successor Agency Program Income, the California Multifamily Housing Program, and the Federal HOME program and Low Income Tax Credits, among others.

3.1 Land Use Policies
3.2 Land Use Plan
3.3 Public Open Space

LAND USE 3

LAND USE

This chapter describes the future land uses in the El Camino Real Specific Plan Area. It provides broad policy direction for the range of future land uses envisioned along El Camino Real. Not every project must fulfill every policy goal; rather, future projects will contribute in different ways to the overall policy goals for the Plan Area. It also includes an overview of the three character areas along the corridor, including the intent or vision for each and associated land use designations.

3.1 Land Use Policies

The policies below provide guidance about the intended mix and focus of land uses in the El Camino Real Specific Plan Area. They provide a policy basis and framework for the topic and location-specific design standards and guidelines found in Chapter 4.

1. **Use regulations.** Land uses in the Plan Area shall be consistent with the General Plan land use designations, shown in Figure 3-1.

2. **Activity Center nodes.** Support the intensification of development at major intersections to create dynamic and distinctive retail nodes that will enhance the identity and function of El Camino Real as a shopping destination for both local residents and regional patrons. Encourage the clustering of community-oriented commercial services, housing, and community gathering places with pedestrian-oriented amenities that are accessible and walkable.

3. **Diverse mix of uses.** Encourage a diverse mix of uses including retail, services, community facilities, lodging, and housing that will complement and support the economic vitality of the corridor.

4. **Neighborhood services and amenities.** Support an increasing range of neighborhood goods and services such as grocery stores, pharmacies, banks, hardware stores, cafes, restaurants, and other amenities to allow people living along the corridor and in nearby neighborhoods to meet their daily needs close to where they live.

5. **Retail preservation.** Work to retain existing retail establishments in the Specific Plan Area, even as the character and use mix of the corridor change over time.

6. **Street-activating retail.** Encourage and reinforce areas of existing and active ground floor retail and other uses that engage and add interest to create a pedestrian-friendly and successful shopping environment.

7. **Building design.** Ensure that the massing, articulation, and design of buildings provide visual interest, integrate with the neighborhood, and create a pleasant, pedestrian-oriented public realm.

8. **Neighborhood transitions.** Ensure that new development provides appropriate transitions in height, bulk, and intensity to adjacent residential neighborhoods along the corridor.

9. **Livable and beautiful corridor.** Create a more livable and beautiful corridor through the addition of wider sidewalks, landscaping, trees, street furnishings, attractive buildings, and neighborhood gathering spaces that will create an environment where people want to be.

10. **New plazas and public space.** Encourage a variety of publicly-accessible, privately-maintained outdoor spaces, pedestrian-oriented streetscapes, and gathering spaces to meet the needs of new and existing residents, visitors, workers, and businesses.

11. **Broad public benefits.** Ensure that large developments provide broad public benefits and improvements, such as new parks and public space, pedestrian and bicycle improvements, and shared parking.

12. **Community programming and events.** Allow and support special events conducted by local organizations, property owners, tenants, or other groups to activate the corridor and encourage social gathering.

13. **Range of housing types.** Encourage a broad range of multi-family housing types and sizes, including small, medium, and larger residential units for a variety of different household types, sizes, and stages of life along the corridor.

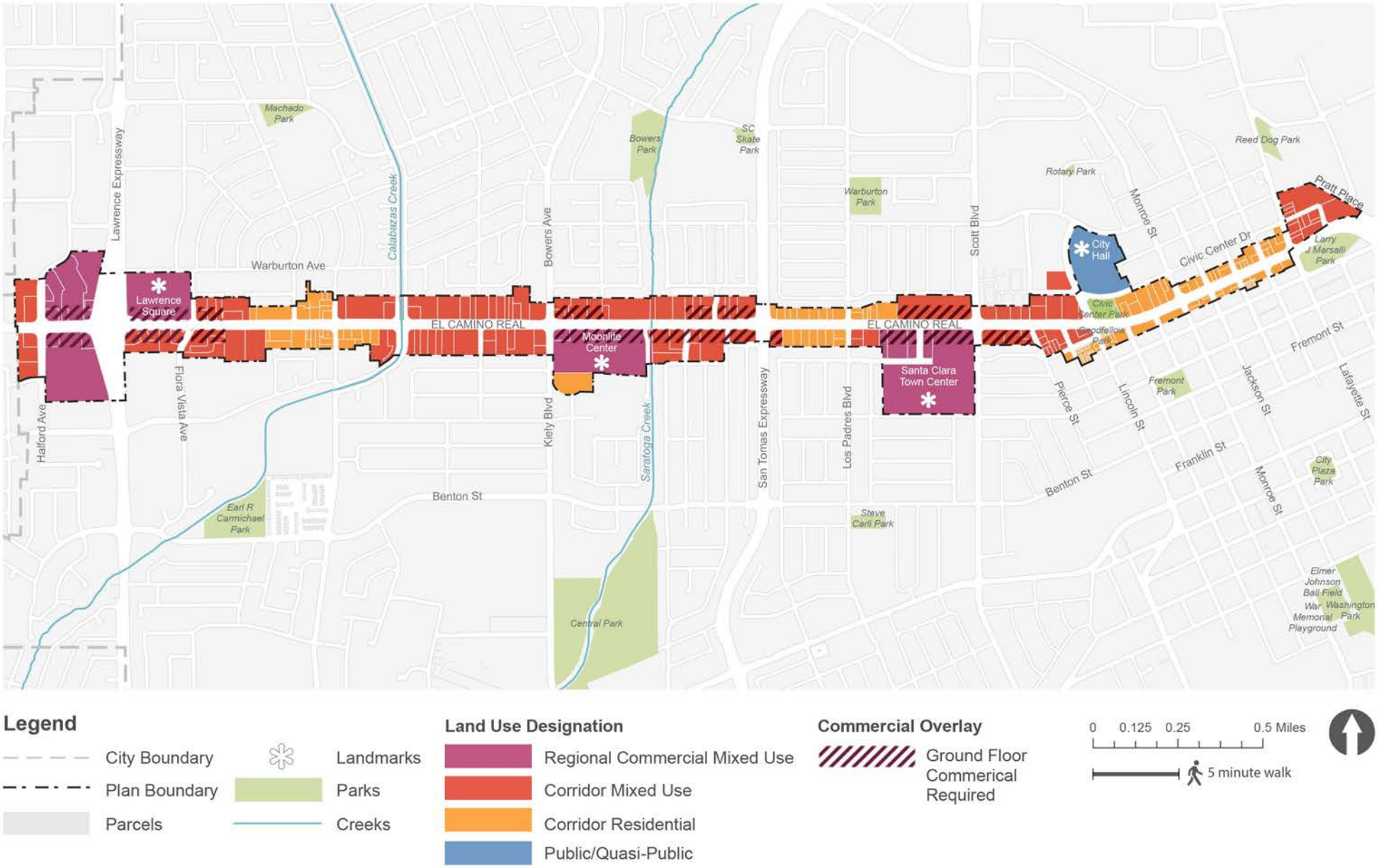
14. **Affordable housing incentives.** Develop new and apply existing incentives to increase the number of affordable units developed along the corridor.

3.2 Land Use Plan

The land use framework of the Specific Plan stems from a strategy that focuses more intensive development and public improvements at key nodes or "Activity Centers." These Activity Centers are, in most cases, based on existing centers of commercial and pedestrian activity and are aligned with the major intersections along the corridor – Lawrence Expressway, Kiely Boulevard, and Scott Boulevard. These Activity Centers are designated as Regional Commercial Mixed Use, which will include a concentration of retail, services, housing, and new public gathering areas. This density of uses, and regional traffic and visibility, will provide ideal conditions for vibrant regional-serving shopping destinations.

Between the Activity Centers, a less intensive mix of commercial and residential uses is envisioned. These "in-between" areas are divided into two designations: Corridor Mixed Use and Corridor Residential. Character areas and their associated land use designations along the corridor are shown in Figure 3-1 and described in more detail in the proceeding section.

Figure 3-1. Land Use Plan



Regional Commercial Mixed Use (Activity Centers)

Residential Density Range: 55-100 dwelling units/acre

Minimum Commercial Floor Area Ratio (FAR): 0.2

Overview and Intent

Activity Centers are key commercial nodes at major intersections, and generally correspond to existing large retail shopping centers along El Camino Real. Activity Centers are designated as Regional Commercial Mixed Use. This designation is intended for high-intensity commercial or mixed-use residential and commercial development with open space that can serve as a center for community gathering and activity. A large variety of commercial uses are allowed including retail, restaurant, entertainment, offices, hotel, and service uses to meet local and regional needs. Auto-oriented uses and live/work uses are not appropriate in this designation. Residential uses are allowed in a vertical or horizontal mixed-use form. Development under this designation should have an urban feel and typically be comprised of mid-rise buildings featuring pedestrian-oriented frontages and facades and structured or below-grade parking. All new development under this designation with a frontage along El Camino Real must include ground floor commercial uses along El Camino Real. Activity Centers will also feature significant public investment in public streetscape and pedestrian improvements including new pathways and connections, wider sidewalks, pedestrian-scale lighting, bus stop improvements, and crossing enhancements.

Corridor Mixed Use

Residential Density Range: 45-65 dwelling units/acre

Overview and Intent

The Corridor Mixed Use designation is intended to encourage a mix of commercial uses and medium-to-high density residential at smaller cross-streets along El Camino Real. This designation allows for standalone commercial or residential uses, and mixed-use development in a horizontal or vertical format. However, there are key locations along the El Camino Real corridor where ground floor commercial uses are required (see Figure 4-10. Ground Floor Commercial Overlay Areas in Chapter 4). Commercial uses under this designation are intended for local and neighborhood serving retail, office, and service uses. Auto-oriented uses are not appropriate in these areas.

Development under this designation should have an urban feel and typically be comprised of mid-rise buildings with shared open space and parking behind buildings, below-grade, or in structures to ensure that active uses face public streets. These areas will have some of the same characteristics and amenities as Regional Commercial Mixed Use Centers, such as gathering spaces and pedestrian improvements, but will be developed at lower intensities.

Corridor Residential

Residential Density Range: 16-45 dwelling units/acre

Overview and Intent

The Corridor Residential designation is intended for low- to mid-rise residential building types such as garden apartments, townhouses, and rowhouses with garages or below-grade parking. These areas provide a moderate-intensity residential character and a transition to adjacent single-family residential neighborhoods. This designation is generally applied to smaller parcels along the corridor that are constrained by shallow lot depths and parcel aggregation challenges.

Commercial ground floor uses are allowed and encouraged in this designation, but not required. Additionally, standalone commercial development with compatible commercial uses that promote pedestrian activity along the street shall be permitted. Auto-oriented uses are not appropriate under this designation.

Ground Floor Commercial Overlay

Ground floor commercial spaces are required in Regional Commercial Mixed Use and some Corridor Mixed Use areas. The Ground Floor Commercial Overlay shown in Figure 3-1 illustrates where ground floor commercial is required. These concentrations of commercial uses will support pedestrian activity and create opportunities for vibrant public spaces.

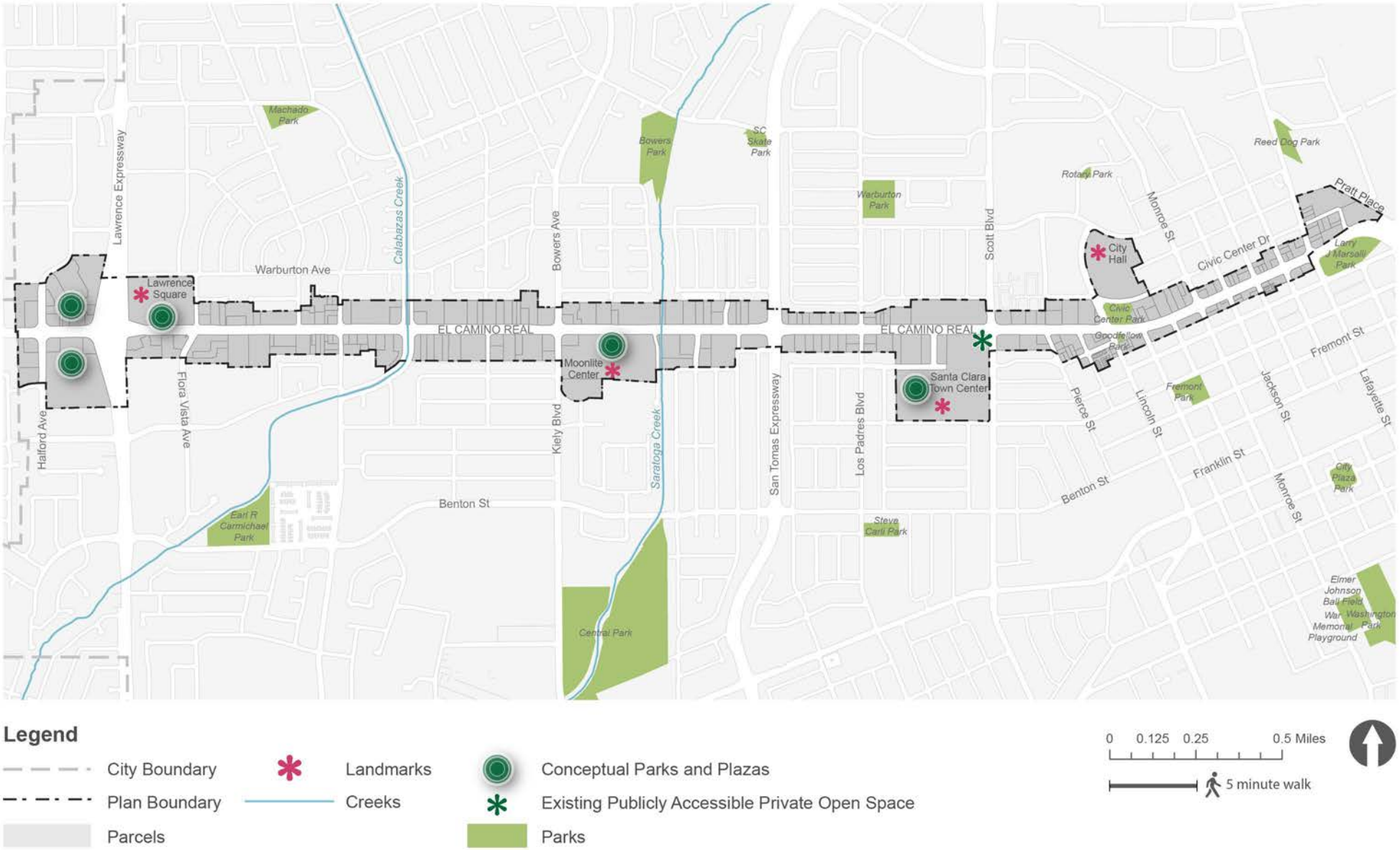
The Ground Floor Commercial Overlay does not cover any Corridor Residential areas, where ground floor commercial is encouraged but not required.

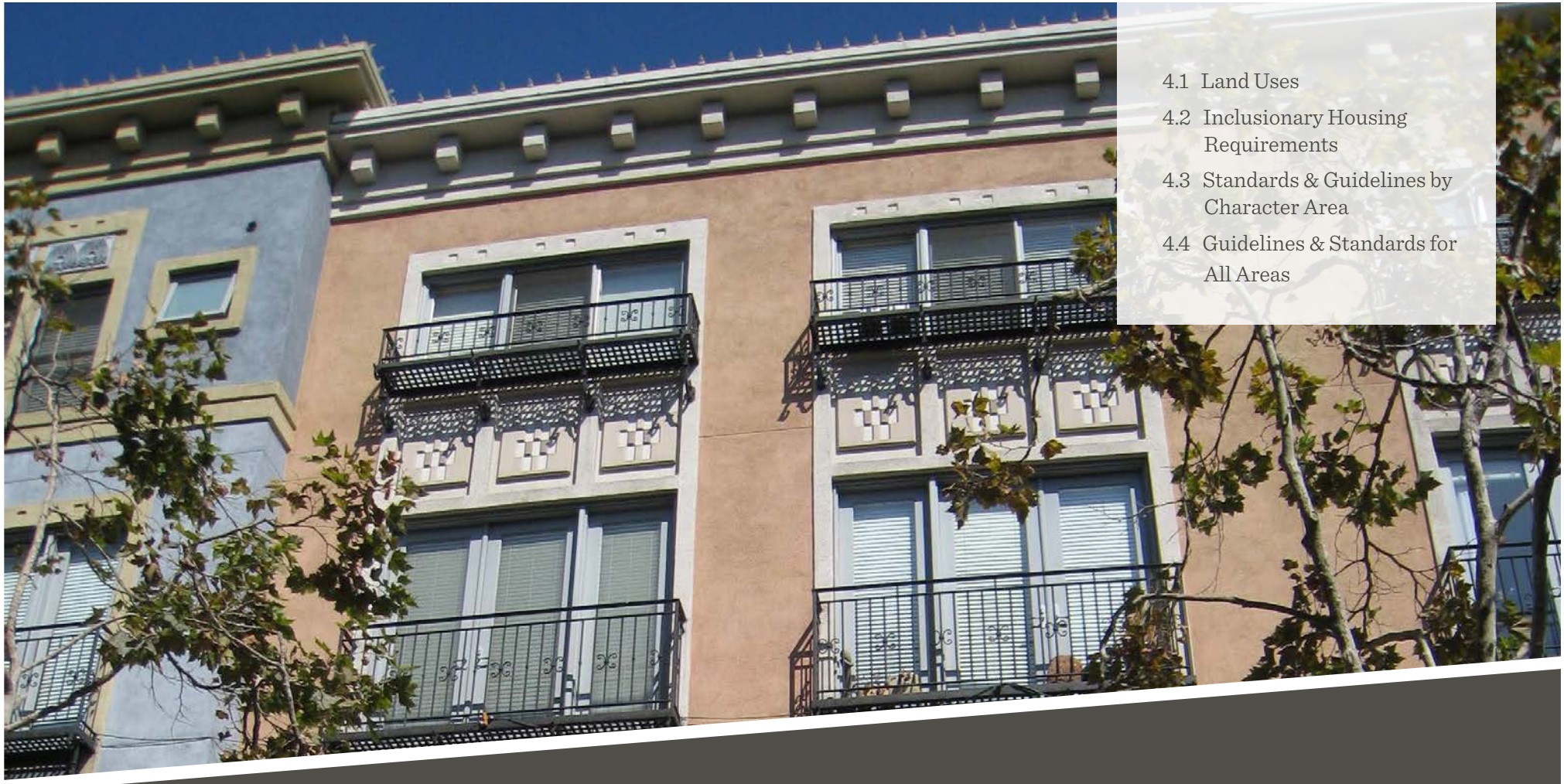
Photo Credit: KDA Architects

3.3 Open Space

New public and public-accessible, privately-owned open spaces should be provided along El Camino Real that promote gathering, enjoyment, and a broad range of active uses. Open spaces should create usable places that meet human needs at all stages of life, are visually attractive, safe, accessible, functional, inclusive, have their own distinctive identity, and maintain or improve local character. All new residential development will be required to provide parkland per the City's Park and Recreational Land Ordinance. Therefore, new open spaces may include more traditional public parks on larger development sites or publicly-accessible, privately-owned plazas. As outlined in Chapter 4 Development Standards and Guidelines, new development or substantial renovation of Activity Centers will require the addition of publicly-accessible private open space. Chapter 4 also provides open space requirements and guidelines for all areas along the corridor. While new publicly-accessible private open space is required at Activity Centers, there is also an opportunity to add small plazas, pocket parks, or other gathering spaces in between Activity Centers. Figure 3-2 shows conceptual locations for new public or publicly-accessible privately-owned parks and plazas along El Camino Real and how they connect to the broader park, open space, and trail network in and around the corridor. The specific size, exact location, and configuration of such urban park or plaza sites will be finalized through future development of particular parcels.

Figure 3-2. Public Open Space Network





4.1 Land Uses

4.2 Inclusionary Housing Requirements

4.3 Standards & Guidelines by Character Area

4.4 Guidelines & Standards for All Areas

DEVELOPMENT STANDARDS AND GUIDELINES

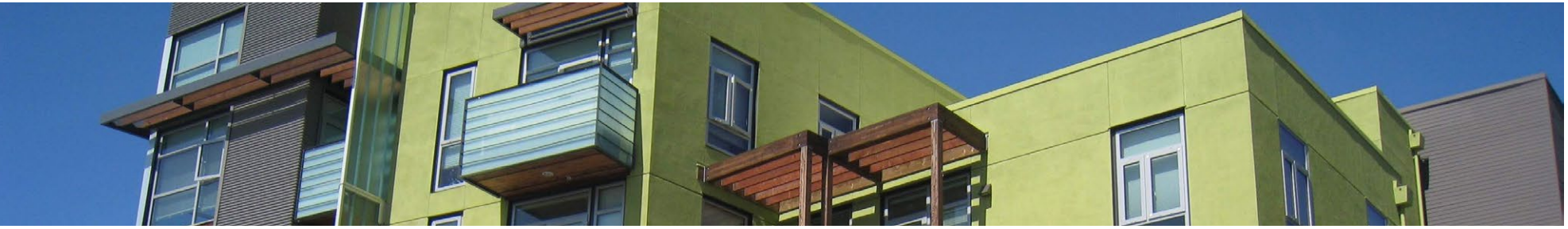
4

DEVELOPMENT STANDARDS AND GUIDELINES

This chapter provides standards and guidelines to achieve the future vision for El Camino Real. These standards and guidelines apply to all new development in the El Camino Real Specific Plan Area, as well as public improvements and extensive renovations to existing structures. It complements other citywide guidance such as the municipal Zoning Ordinance – which provides more detailed regulations for a variety of topics such as signage, parking, and allowed uses. There is also a wide range of existing and proposed state laws that impact local planning and development in a variety of ways, and which may apply to future development in the El Camino Real Specific Plan Area. For example, there are existing state provisions that grant additional development rights for projects with high levels of affordable housing. These existing state provisions will continue to apply to the Plan Area. The intent of the Specific Plan's standards and guidelines is to supplement these existing state and citywide provisions with more specific guidance for how to achieve the unique vision for the corridor.

The chapter is divided into the following sections:

- The Land Uses section includes a list of permitted and conditional land uses.
- The Inclusionary Housing Requirements section includes affordable housing requirements specific to the Plan Area.
- The Standards and Guidelines by Character Area section provides specific standards and guidelines for each of the character areas. This includes standards for height, intensity, and setbacks by character area/land use designation.
- The last section provides guidelines and standards that apply to all areas along the corridor. This includes guidance for neighborhood transitions, building form, access, frontage character, parking, landscaping, and other design elements.



4.1 Land Uses

The following land uses, as defined in the Zoning Ordinance, are allowed in the Specific Plan Area. The requirements under "Required Ground Floor Commercial Areas" apply to required ground floor commercial spaces in locations identified in the Ground Floor Commercial Overlay section. Specific projects may further limit the range of uses allowed on a site. If a land use is not listed in Table 4-1, the use is not allowed.

- P - Allowed by Right
- MUP - Minor Use Permit
- CUP - Conditional Use Permit
- TUP - Temporary Use Permit
- Blank - Not allowed

Table 4-1. Allowed Land Uses

Allowed Uses and Permit Requirements	Designations			
Land Use (see Article 8 of the Zoning Ordinance for land use definitions)	**CR**	**CMU**	**RCMU**	**Additional Regulations and Exceptions**
Residential Uses				
Caretaker Housing	-	-	-	
Dwelling, Multifamily	P	P	P	
Employee Housing	-	-	-	
Home Occupations	P	P	P	
Live-Work Facilities	P[1]	P[1]	P[1]	[1]Permitted except along the El Camino Real street frontage in the RCMU designation or the Ground Floor Commercial Overlay. Live/work facilities shall not count towards commercial FAR requirements but shall count toward residential density.

Table 4-1. Allowed Land Uses (continued)

Allowed Uses and Permit Requirements	Designations			
Land Use (see Article 8 of the Zoning Ordinance for land use definitions)	CR	CMU	RCMU	Additional Regulations and Exceptions
Human Services Uses				
Child Day Care Facilities	P	P	P	
Community Care Facilities, Small	P	P	-	
Community Care Facilities, Large	CUP	CUP	-	
Day Care Homes	P	P	P	
Supportive Housing	P	P	P	
Low Barrier Navigation Centers	P	P	P	
Recreation, Education, and Public Assembly Uses				
Community Gardens	MUP	MUP	MUP	
Commercial Recreation Facilities, Indoor	P	P	P	
Fitness Facilities	P	P	P	
Libraries	P	P	-	
Museums	P	P	P	
Parks and Public Plazas	P	P	P	
Places of Assembly	-	CUP	CUP	
Public Schools	P	P	P	
Private Schools	CUP	CUP	CUP	
Public/Private Colleges and Universities	P	P	P	
Theaters and Auditoriums	P	P	P	
Vocational/Trade Schools	P	P	P	

Table 4-1. Allowed Land Uses (continued)

Allowed Uses and Permit Requirements	Designations			
Land Use (see Article 8 of the Zoning Ordinance for land use definitions)	**CR**	**CMU**	**RCMU**	**Additional Regulations and Exceptions**
Utility, Transportation, and Communication Uses				
Park and Ride Facilities	P	P	P	
Parking Structures	MUP	MUP	MUP	
Public Safety Facilities	P	P	P	
Wireless Telecommunications Facilities, Microcell	P	P	P	
Wireless Telecommunication Facilities, Minor (less than 70 feet)	MUP	MUP	MUP	
Wireless Telecommunication Facilities, Major (70 feet or higher)	-	CUP	CUP	
Transit Stations and Terminals	P	P	P	
Utility Facilities and Infrastructure	CUP[2]	CUP[2]	CUP[2]	[2]CUP required for private utility facilities and infrastructure. Public utilities and infrastructure are permitted uses.
Retail, Service, and Office Uses				
Alcoholic Beverage Sales and Service	P	P	P	
Ambulance Services	CUP	CUP	-	
Animal Sales and Grooming Facilities	P	P	P	
Banks and Financial Establishments, General	P	P	P	
Banks and Financial Establishments, Stand-alone ATM	P	P	P	
Bars	CUP	CUP	CUP	
Business Support Centers	P	P	MUP	
Drive-in/Drive-through Establishments	-	-	-	
Hotels and Motels	-	P	P	

Table 4-1. Allowed Land Uses (continued)

Allowed Uses and Permit Requirements	Designations			
Land Use (see Article 8 of the Zoning Ordinance for land use definitions)	**CR**	**CMU**	**RCMU**	**Additional Regulations and Exceptions**
Retail, Service, and Office Uses (continued)				
Kennels	MUP	MUP	-	
Maintenance and Repair Services	P	P	P	
Nightclubs	-	-	CUP	
Offices	P	P	P	
Outdoor Dining and Seating	MUP	MUP	MUP	
Outdoor Displays and Sales	CUP	CUP	CUP	
Personal Services	P	P	P	
Personal Services, Restricted	MUP	MUP	MUP	
Restaurants	P	P	P	
Retail Establishments:				
General, Small Format	P	P	P	
General, Medium Format	P	MUP	P	
General, Large Format	-	-	CUP	
Veterinary Facilities	P	P	P	
Vehicle Oriented Uses				
Vehicle Rental Facilities, Limited	-	-	-	
Vehicle Rental Facilities, Office Only	-	-	-	
Vehicle Repair Facilities, Minor	-	-	-	
Vehicle Service Stations	-	CUP	CUP	
Industrial, Manufacturing, and Processing Uses				
Printing and Publishing Facilities	P	P	P	
Wineries, Distilleries, Breweries, and Micro-Breweries	MUP	MUP	MUP	
Personal Storage Facilities	-	-	-	

4.2 Inclusionary Housing Requirements

Housing is envisioned to play an increasingly important role in the El Camino Real Specific Plan Area, leveraging the transit-oriented location and existing retail amenities while meeting a critical local and regional need for increased housing supply. The intention of the Specific Plan is to promote a range of housing options and affordability levels to realize the vision for a mixed-use, mixed-income community along the corridor. In 2018, the City adopted an Affordable Housing Ordinance and Impact Fees that include a combination of inclusionary requirements for residential projects and impact fees for smaller projects and nonresidential projects to provide a steady stream of affordable housing units and income to fund the provision of affordable housing projects across the City. To promote affordable housing at deeper levels of affordability along El Camino Real, this Plan goes above and beyond what is required under the City's Affordable Housing Ordinance by including the following inclusionary housing requirement.

1. **Inclusionary policy for affordable housing.** Except as otherwise provided below, all new residential development in the Plan Area shall provide the required quantity of affordable rental and for-sale housing units and/or fees per the City's Affordable Housing Ordinance and Impact Fees.

2. **Average AMI for Rental Units.** Notwithstanding paragraph 1 above, for affordable rental units, a mix of units affordable for extremely low, very low, low, and moderate income households shall be provided such that the average household income across all affordable units does not exceed 80 percent of Area Median Income (AMI).

3. **In-Lieu Fee for Rental Units.** Notwithstanding paragraph 1 above, in order for residential rental development projects to satisfy the affordable housing requirement through payment of an In Lieu Fee, the City Council shall establish a fee per square foot for the Specific Plan Area to reflect the reduced average AMI of 80 percent.

4.3 Standards and Guidelines by Character Area

Regional Commercial Mixed Use (Activity Centers)

Activity Centers are places with concentrations of retail, services, and new public gathering spaces and are classified as Regional Commercial Mixed Use. They are located at major intersections along the corridor. Development under this designation should have an urban feel and typically be comprised of mid-rise buildings featuring structured or below-grade parking. Regional Commercial Mixed Use standards support ground floor commercial close to the street, pedestrian-oriented frontages, substantial public plazas, and neighborhood transition requirements for upper floors. Projects developed within this land use designation are required to provide at least 10 percent of their land area as shared publicly-accessible outdoor space, as detailed in Table 4-3, in addition to satisfying parkland dedication requirements pursuant to Santa Clara City Code (SCCC) Chapter 17.35 (see also the *Publicly-Accessible Private Open Space* section at the end of this chapter). All new development under this designation with frontage along El Camino Real must include ground floor commercial uses along El Camino Real. Site frontage along other major streets (arterials or collectors) should provide active uses. A mixed-use development must include at least 0.20 commercial FAR distributed across the development project. Additional standards and exceptions are included in Tables 4-2 through 4-4. Allowed heights are shown in Figure 4-1.

Standards for Regional Commercial Mixed Use

The standards in Tables 4-2, 4-3, and 4-4 apply to all Regional Commercial Mixed Use projects along El Camino Real.

Table 4-2. Regional Commercial Mixed Use Height, Density, & Intensity Standards

Standards	Regional Mixed Use
Height, Density, & Intensity	
Maximum Stories/Height to Top of Wall	70 ft (6 stories)[1,2,3,4]
Minimum Commercial Floor Area Ratio	0.2
Maximum Dwelling Units per Acre	100 du/acre[4]
Minimum Dwelling Units per Acre	55 du/acre
Minimum Commercial Ground Floor Area	50% of the ground floor along ECR parcel frontage
Transitions	
Maximum Height adjacent to residential zoning district	Within 45-degree plane from property line at grade (see Figure 4-17).
Maximum Height across the street from residential zoning district[5]	At the setback line, the height of the roof plate[6] may be no taller than one story above the maximum height allowed in the opposing residential zone. Behind the setback line, building heights may step up away from the street following a 45-degree Daylight Plane measured from the roof plate (see Figure 4-19).

1. See Figure 4-1 Allowed Heights.
2. Projects must comply with both stories and overall height maximums. Height exceptions up to 10 feet above the maximum may be allowed to accommodate architectural features, rooftop stair access and elevator shafts, mechanical equipment, or other rooftop amenities, as approved by City staff.
3. FAA airspace safety clearance may be required on a project-specific basis pursuant to Federal Aviation Regulation/Part 77.
4. Projects may be eligible for additional height, density, or FAR in exchange for providing community benefits above and beyond what is required by the Plan, as outlined in section 6.2 Community Benefits Program.
5. The following applies to portions of a development directly opposite a residentially zoned property where the street is less than 65 feet wide.
6. A roof plate is defined as the top horizontal framing member of a wall where the roof structure is attached.

Table 4-3. Regional Commercial Mixed Use Setbacks and Open Space Standards

Standards	Regional Mixed Use		
Setbacks and Frontage	**Ground Floor Commercial**		**Other Ground Floor Uses**
ECR Minimum Front Setback, from back of walk [1,2]	0 or 5 ft[3]		10 ft
ECR Maximum Front Setback, from back of walk [1,2]	10 ft		15 ft
Minimum Street Setback, other than ECR	10 ft		15 ft
Maximum Street Setback, other than ECR	15 ft		20 ft
Minimum Side & Rear Setback (from adjacent parcel or alley)	5ft		10 ft
Minimum Setback adjacent to single family and duplex residentially-zoned parcel	25 ft		25 ft
Minimum Transparency	50%		NA
Pedestrian Entries	At least 1 pedestrian entry is required on each primary block frontage, unless a greater number is required by the Building Code or Fire Code.		
Private Open Space[4]	**Non-Residential**	**Hotel**	**Residential / Residential Portion of Mixed-Use Project**
Minimum Required Personal Open Space	NA	NA	60 sf per unit[5]
Minimum Required Common Usable Open Space	NA	20 sf per room	80 sf per unit[6]
Minimum Required Publicly-Accessible Open Space	10% of lot area [7]		

1. At least 75% of the building facade must be built up to the setback line.
2. The intent is to achieve a total sidewalk width of 20 feet along El Camino Real, with a minimum sidewalk width of 15.5 feet. Setbacks are measured from the new back of walk. As sites are redeveloped over time, the City will work with property owners to negotiate the appropriate dedication and/or public easement to meet new sidewalk requirements on a case-by-case basis. Maximum building setbacks do not apply to buildings behind publicly-accessible plazas and open areas, if there is clear visibility between the sidewalk and building entrance.
3. The minimum setback is 0 feet in instances where the sidewalk width is 20 feet. In areas where that cannot be achieved and the sidewalk is less than 20 feet wide, the minimum setback is 5 feet from the back of walk.
4. Open space requirements are in addition to parkland dedication requirements established by SCCC Chapter 17.35. In the RCMU designation, onsite public parks provided per the City's parkland dedication requirements may count towards fulfilling the 10% publicly-accessible open space standard, subject to approval by the Director of Parks and Recreation (per Chapter 17.35.080).
5. All of the required personal open space may be provided as common private outdoor areas (i.e. 140 sf per unit could be provided as common open space).
6. Includes roof decks and other shared common open areas. Setback areas are not considered usable open space unless they are at least 20 feet wide. Up to 40 sf per unit can be provided in an indoor communal space so long as it opens directly on to a common outdoor space.
7. Must be ground floor publicly-accessible open space. New publicly-accessible open space should have a minimum 30-foot dimension in at least one direction and a minimum total area of 3000 sf.

Table 4-4. Regional Commercial Mixed Use Parking Standards

Parking[1]	
Maximum Surface Parking Length along ECR parcel frontage	30%
Minimum Setback for Surface Parking	10 ft
Required Off-Street Parking for Residential Uses	
Single Family Homes	2 spaces per unit
Multi-Family Residential: Studios/1 Bedroom	1 space per unit
Multi-Family Residential: 2 or more Bedrooms	2 spaces per unit
Required Off-Street Parking for Retail and Services	4 spaces per 1,000 sf
Required Bicycle Parking Spaces	See Chapter 5 Transportation and Public Spaces

1. Refer to the Santa Clara Zoning Ordinance for additional off-street parking and loading requirements.

Additional Standards and Guidelines for Regional Commercial Mixed Use

1. **Public gathering space.** Development in Regional Commercial Mixed Use Centers shall incorporate a publicly-accessible, privately-maintained open space or plaza that functions as a comfortable and attractive community gathering place. This is an additional obligation to the parkland dedication requirements of SCCC Chapter 17.35. The gathering space should be of adequate size for a range of public and commercial activities, and appropriate to the context, shape, and circulation features of the project site. The open space should be designed as a unique and notable destination with the potential to accommodate a wide range of activities. They should have amenities including but not limited to benches, art, or water features. The open space should be visible from El Camino Real, but should use landscaping to buffer the street's impacts. The open space should be associated with active commercial frontages, such as retail and restaurant uses, and key pedestrian access routes.

2. **Anchor retail space.** Each Regional Commercial Mixed Use Center is encouraged to include at least one retail anchor space. A retail anchor is defined as a commercial space with at least 25,000 sf of gross leasable area (GLA).

3. **Diverse range of retail spaces.** Regional Commercial Mixed Use Centers should include a range of large, medium, and small-sized retail spaces.

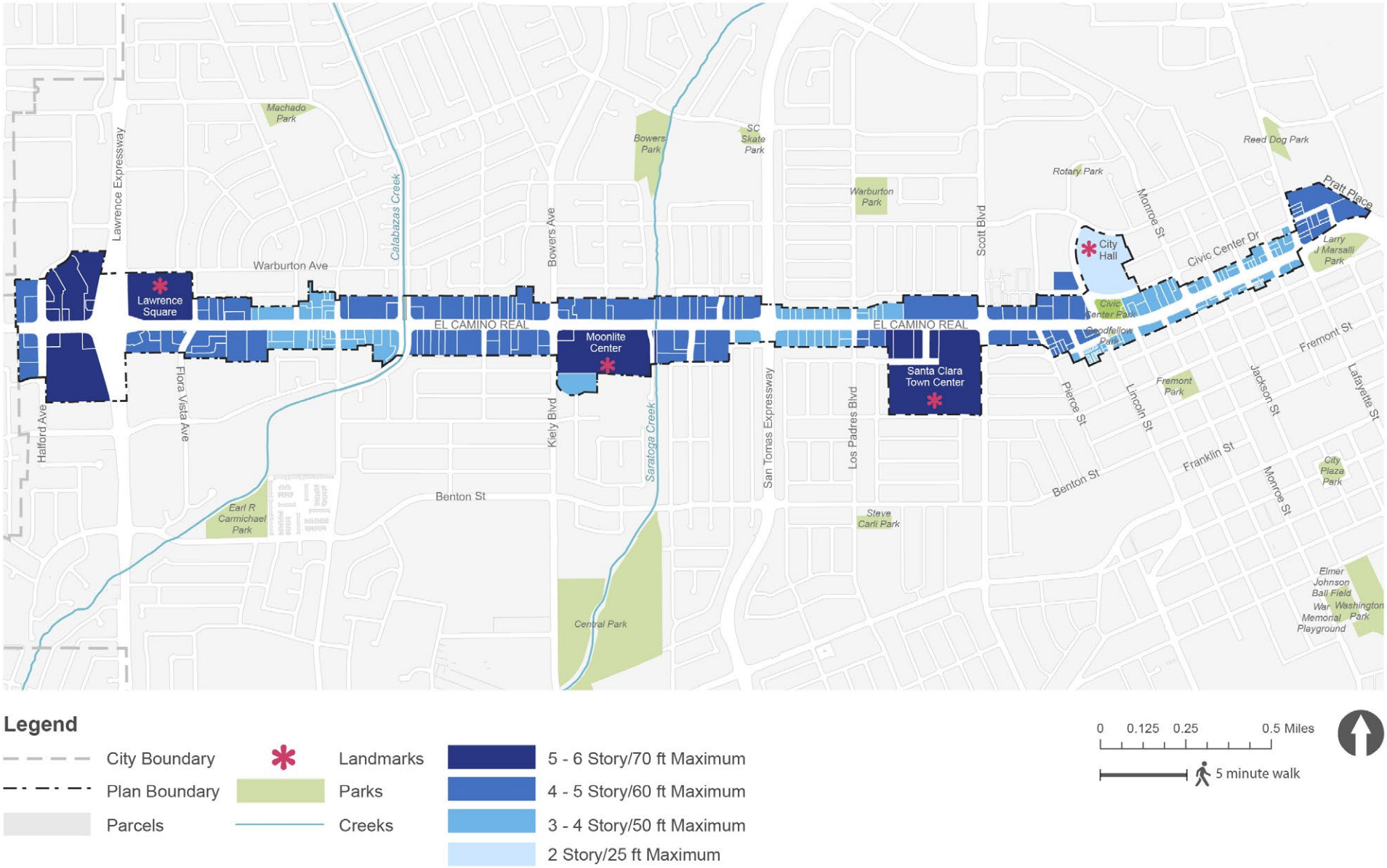
4. **Master plan process.** Regional Commercial Mixed Use Centers shall submit a master plan. At a minimum, the master plan shall include proposed uses, building locations, publicly-accessible open space, a circulation plan, parking, and a phasing and implementation strategy. Other components may be required as deemed necessary by the City.

5. **Smaller blocks.** New developments or projects must create smaller blocks and new connections such as publicly-accessible streets or bicycle/pedestrian pathways. No new building or block shall be longer than 600 feet in length without a publicly-accessible connection through the parcel to another publicly-accessible connection such as a street, pedestrian path, or park/plaza. This requirement applies to projects that involve redevelopment of the majority of the site.

6. **Shared parking.** Regional Commercial Mixed Use Centers shall include shared parking between uses with different peak periods to encourage the efficient use of parking resources. Shared parking facilities may qualify for reduced parking requirements. The total number of spaces and their distribution through the site shall be substantiated through a parking study and a parking management plan.

7. **Public art.** Public art should be incorporated into new development in Regional Commercial Mixed Use Centers whenever feasible. Art should be placed in visible areas, particularly at intersections or within public or common open spaces. Art may consist of both permanent and temporary installations.

Figure 4-1. Allowed Heights



Legend

- City Boundary
- Plan Boundary
- Parcels
- Landmarks
- Parks
- Creeks
- 5 - 6 Story/70 ft Maximum
- 4 - 5 Story/60 ft Maximum
- 3 - 4 Story/50 ft Maximum
- 2 Story/25 ft Maximum

0 0.125 0.25 0.5 Miles

5 minute walk

Conceptual Site Plans for Regional Commercial Mixed Use Centers

The following section provides several conceptual site plans for key Regional Commercial Mixed Use Centers along El Camino Real. They illustrate how new development, streets, and open space could be arranged and designed on each site in a way that achieves the vision for Activity Centers and meets the standards and guidelines described above. It is important to note that these graphic representations are conceptual and illustrative in nature. This guidance is not intended to restrict or discourage alternative project designs.

Figure 4-2. Regional Commercial Mixed Use – Moonlite Center Conceptual Site Plan 1

Figure 4-3. Regional Commercial Mixed Use – Moonlite Center Conceptual Plan 1 Cross Section

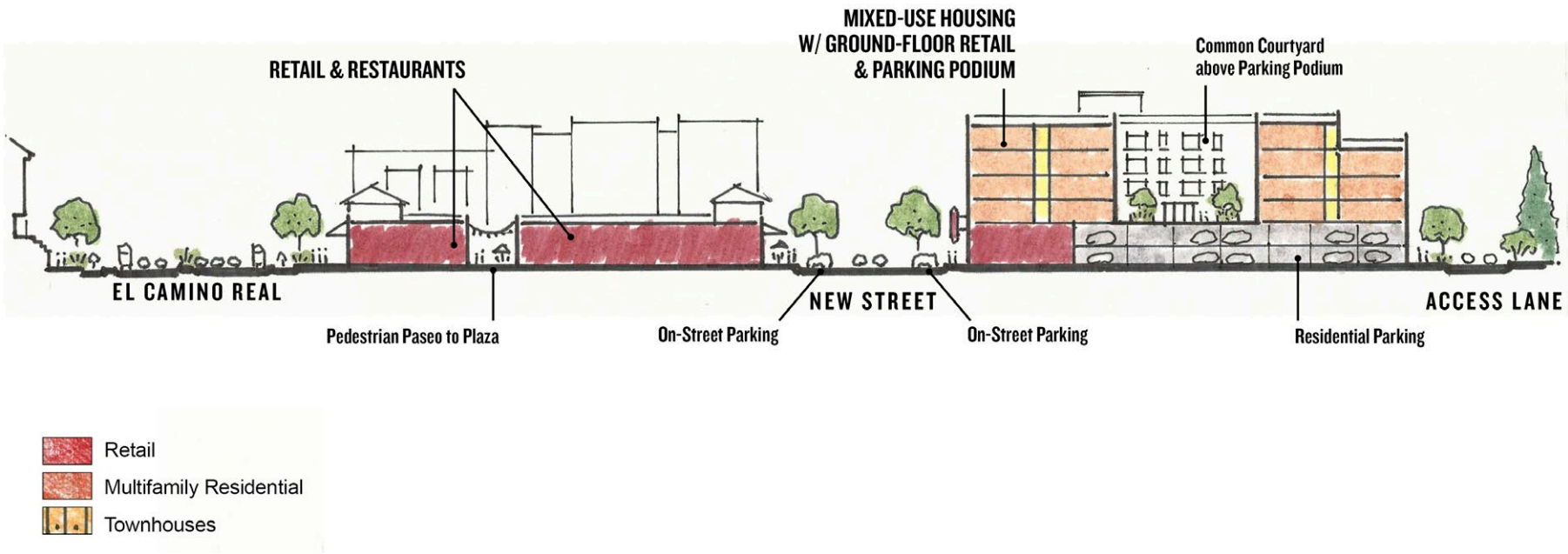


Figure 4-4. Regional Commercial Mixed Use – Moonlite Center Conceptual Site Plan 2

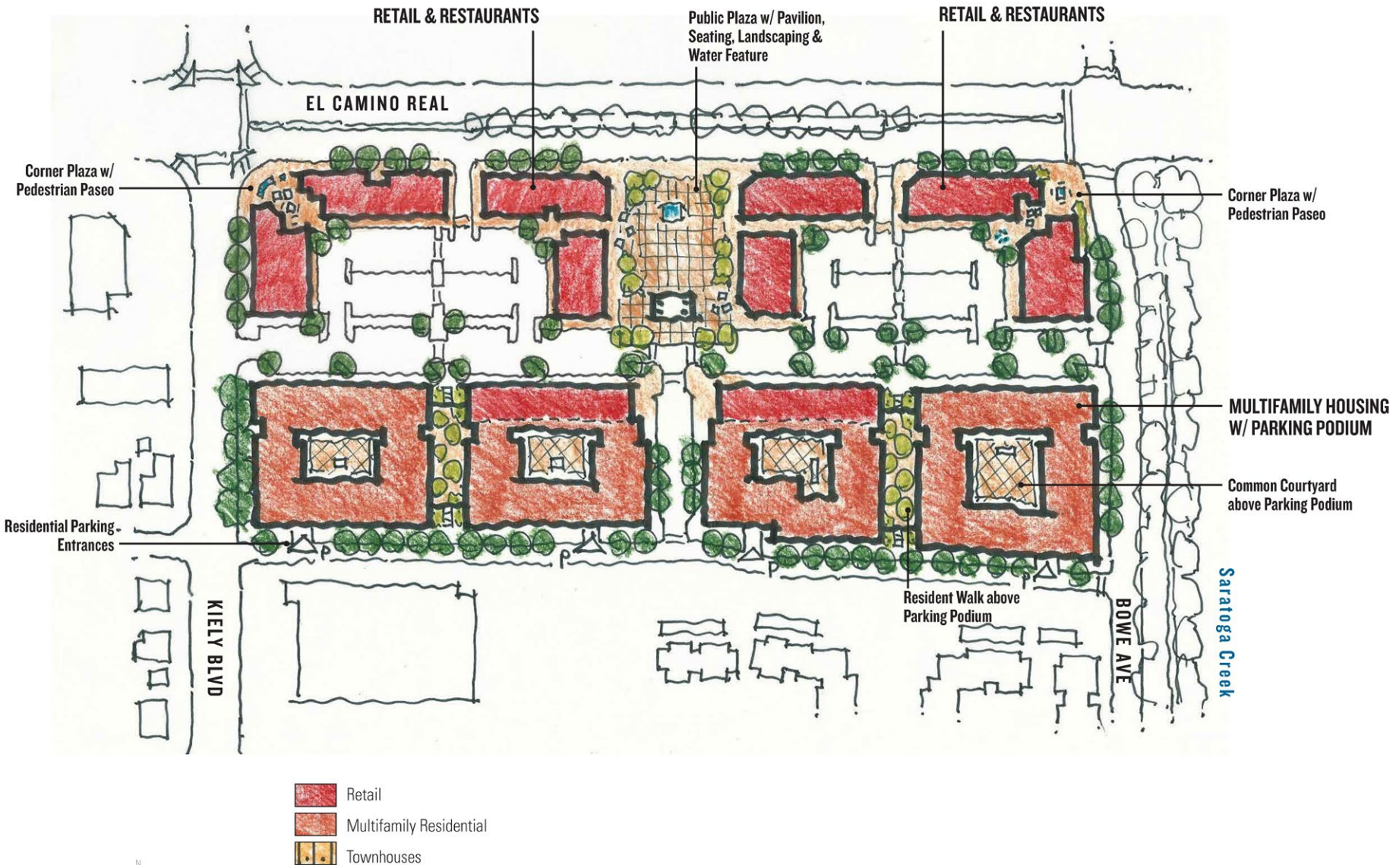


Figure 4-5. Regional Commercial Mixed Use – Lawrence Square Conceptual Site Plan

Figure 4-6. Regional Commercial Mixed Use – Lawrence Square Conceptual Plan Cross Section

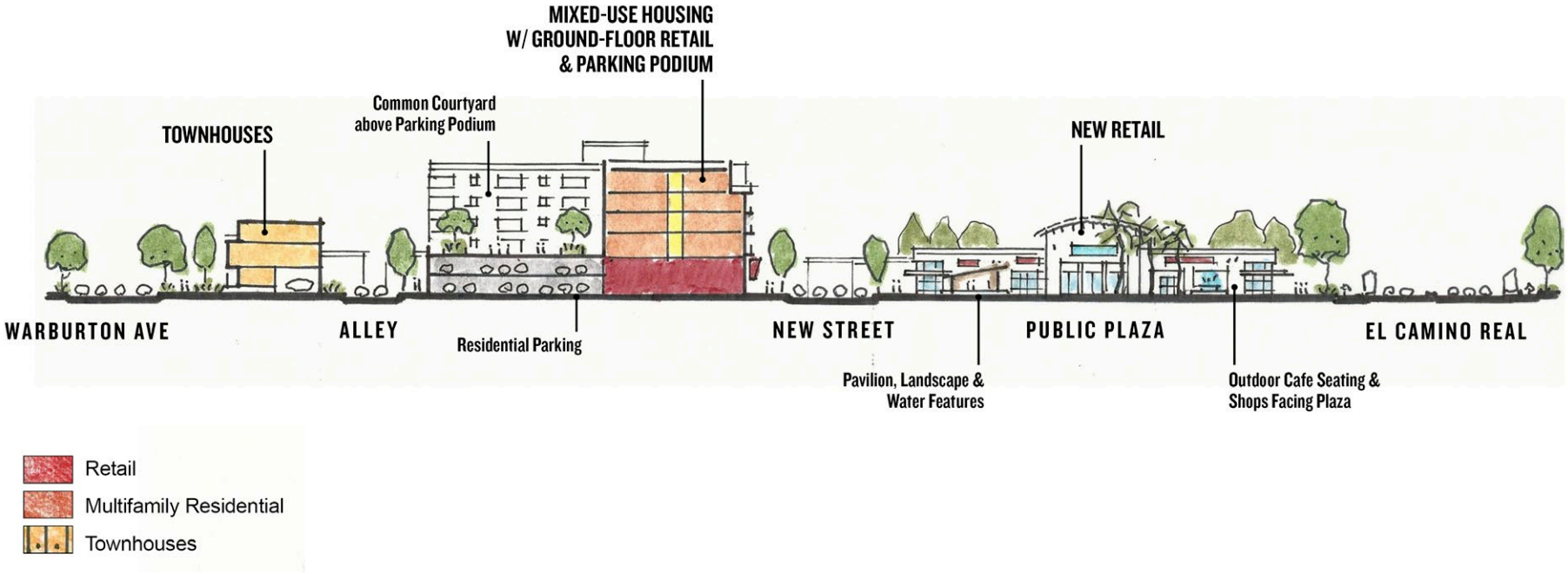


Figure 4-7. Regional Commercial Mixed Use – Santa Clara Town Center Conceptual Site Plan

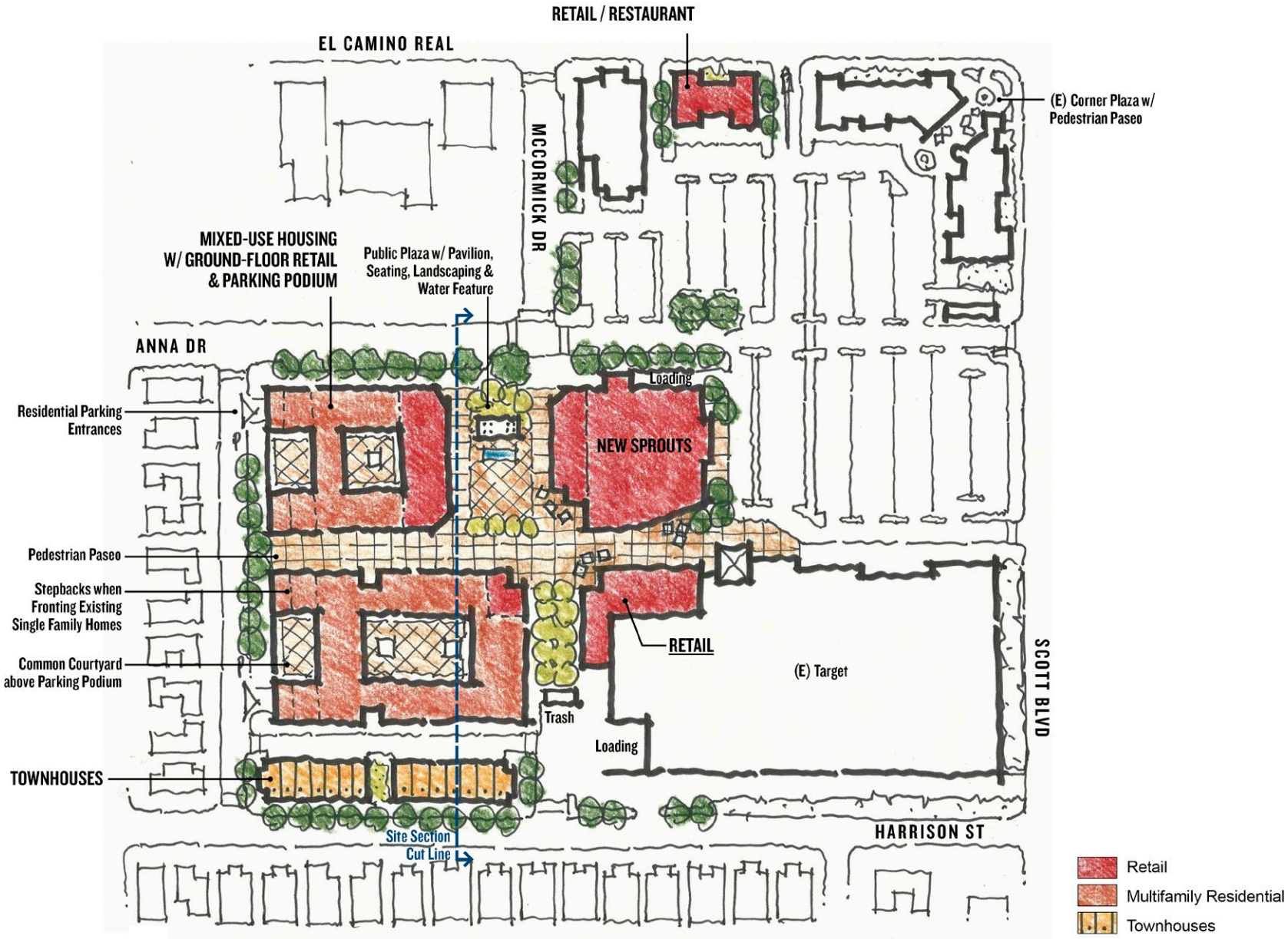
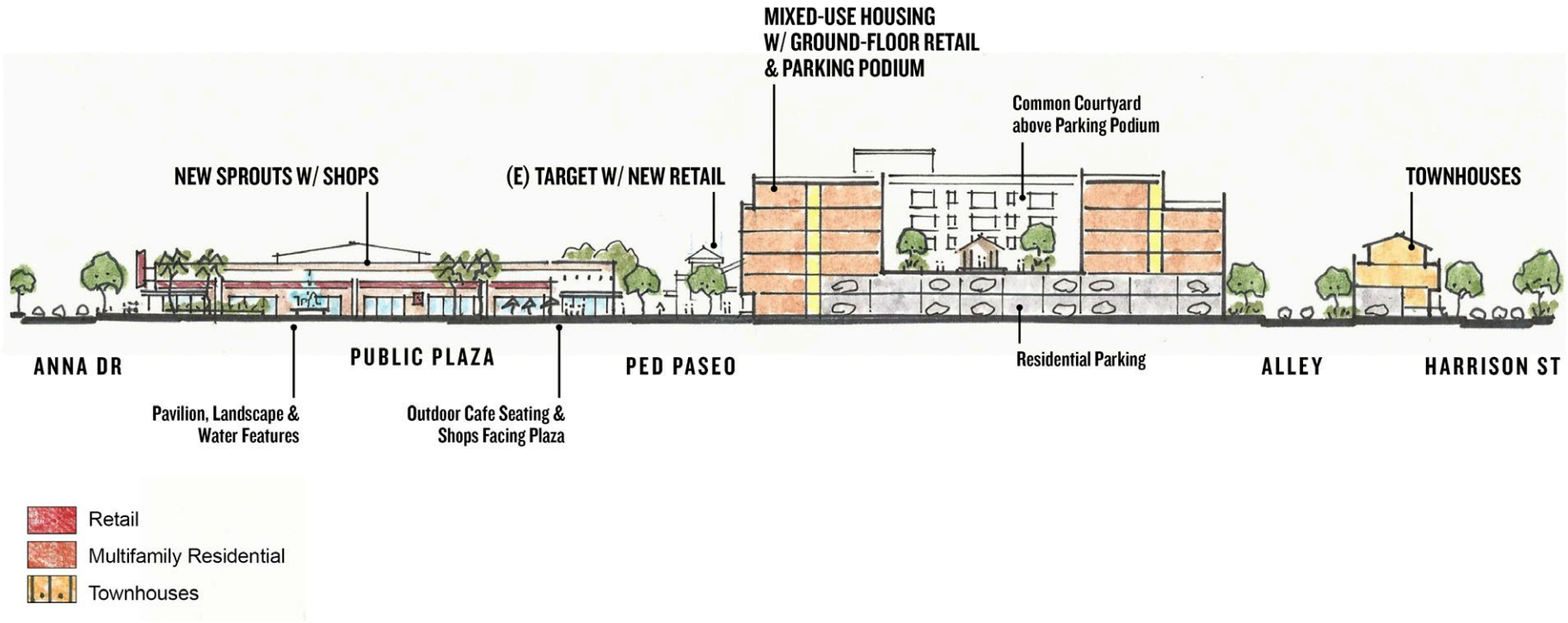


Figure 4-8. Regional Commercial Mixed Use – Santa Clara Town Center Conceptual Plan Cross Section



Corridor Mixed Use

Corridor Mixed Use areas will provide shops, services, and other active ground floor uses at smaller cross streets along the corridor. The Corridor Mixed Use classification allows for standalone commercial or residential uses, and medium-to-high-density mixed-use development in a horizontal or vertical format. However, there are key locations along the El Camino Real corridor where ground floor commercial uses are required as indicated in Figure 4-16. Ground Floor Commercial Overlay Areas.

Development under this designation should have an urban feel with minimal setbacks and active, pedestrian-oriented frontages, shared open space, and parking behind buildings, below-grade, or in structures. Because parcels in this designation are generally mid-sized and more constrained in lot depth than Regional Commercial Mixed Use areas, it allows greater flexibility in intensity and open space requirements, as provided in Tables 4-5 through 4-7.

Standards for Corridor Mixed Use

The standards in Tables 4-5, 4-6, and 4-7 apply to all Corridor Mixed Use projects along El Camino Real.

Table 4-5. Corridor Mixed Use Height, Density, & Intensity Standards

Standards	Corridor Mixed Use
Height, Density, & Intensity	
Maximum Stories/Height to Top of Wall	60 ft (5 stories)[1,2,3]
Minimum Floor Area Ratio	None
Minimum Dwelling Units per Acre	45 du/acre
Maximum Dwelling Units per Acre	65 du/acre[3]
Minimum Commercial Ground Floor Area	Figure 4-10 shows locations where commercial is required for 50% of the ground floor building frontage along El Camino Real. All other areas - commercial allowed, not required.
Transitions	
Maximum Height adjacent to residential zoning district	Within 45-degree plane from property line at grade (see Figure 4-17).
Maximum Height across the street from residential zoning district[4]	At the setback line, the height of the roof plate[5] may be no taller than one story above the maximum height allowed in the opposing residential zone. Behind the setback line, building heights may step up away from the street following a 45-degree Daylight Plane measured from the roof plate (see Figure 4-19).

1. See Figure 4-1 Allowed Heights.
2. Projects must comply with both stories and overall height maximums. Height exceptions up to 10 feet above the maximum may be allowed to accommodate architectural features, rooftop stair access and elevator shafts, mechanical equipment, or other rooftop amenities, as approved by City staff.
3. Projects may be eligible for additional height, density, or FAR in exchange for providing community benefits above and beyond what is required by the Plan, as outlined in section 6.2 Community Benefits Program.
4. The following applies to portions of a development directly opposite a residentially zoned property where the street is less than 65 feet wide.
5. A roof plate is defined as the top horizontal framing member of a wall where the roof structure is attached.

Table 4-6. Corridor Mixed Use Setbacks and Open Space Standards

Standards	Corridor Mixed Use		
Setbacks and Frontage	**Ground Floor Commercial**	**Other Ground Floor Uses**	
ECR Minimum Front Setback, from back of walk [1,2]	0 or 5 ft[3]	10 ft	
ECR Maximum Front Setback, from back of walk [1,2]	10 ft	15 ft	
Minimum Street Setback, other than ECR	10 ft	15 ft	
Maximum Street Setback, other than ECR	15 ft	20 ft	
Minimum Side & Rear Setback (from adjacent parcel or alley)	5 ft	10 ft	
Minimum Setback adjacent to single family and duplex residentially-zoned parcel	25 ft	25 ft	
Minimum Transparency	50%	NA	
Pedestrian Entries	At least 1 pedestrian entry is required on each primary block frontage, unless a greater number is required by the Building Code or Fire Code.		
Private Open Space[4]	**Non-Residential**	**Hotel**	**Residential / Residential Portion of Mixed-Use Project**
Minimum Required Personal Open Space	NA	NA	80 sf per unit[5]
Minimum Required Common Usable Open Space	NA	20 sf per room	100 sf per unit [6]
Minimum Required Publicly-Accessible Open Space	NA	NA	NA

1. At least 75% of the building facade must be built up to the setback line.
2. The intent is to achieve a total sidewalk width of 20 feet along El Camino Real, with a minimum sidewalk width of 15.5 feet. Setbacks are measured from the new back of walk. As sites are redeveloped over time, the City will work with property owners to negotiate the appropriate dedication and/or public easement to meet new sidewalk requirements on a case-by-case basis.
3. The minimum setback is 0 feet in instances where the sidewalk width is 20 feet. In areas where that cannot be achieved and the sidewalk is less than 20 feet wide, the minimum setback is 5 feet from the back of walk.
4. Open space requirements are in addition to parkland dedication requirements established by SCCC Chapter 17.35.
5. Required personal open space for up to 50% of units can be provided as common private open space.
6. Includes roof decks and shared common areas. Setback areas are not considered usable open space unless they are at least 20 feet wide. Up to 50 sf per unit can be provided in an indoor communal space so long as it opens directly on to a common outdoor space.

Table 4-7. Corridor Mixed Use Parking Standards

Standards	Corridor Mixed Use
Parking[1]	
Maximum Surface Parking Length along ECR parcel frontage	30%
Minimum Setback for Surface Parking	10 ft
Required Off-Street Parking for Residential Uses	
Single Family Homes	2 spaces per unit
Multi-Family Residential: Studios/1 Bedroom	1 space per unit
Multi-Family Residential: 2 or more Bedrooms	2 spaces per unit
Required Off-Street Parking for Retail and Services	4 spaces per 1,000 sf
Required Bicycle Parking Spaces	See Chapter 5 Transportation and Public Spaces

1. Refer to the Santa Clara Zoning Ordinance for additional off-street parking and loading requirements.

Conceptual Site Plans for Corridor Mixed Use

The following section provides several conceptual site plans for a typical Corridor Mixed Use parcel along El Camino Real. They illustrate how new development, parking, and open space could be arranged and designed on the site in a way that achieves the vision for Corridor Mixed Use areas and meets the standards and guidelines described above. It is important to note that these graphic representations are conceptual and illustrative in nature. This guidance is not intended to restrict or discourage alternative project designs.

Figure 4-9. Corridor Mixed Use Conceptual Site Plan 1

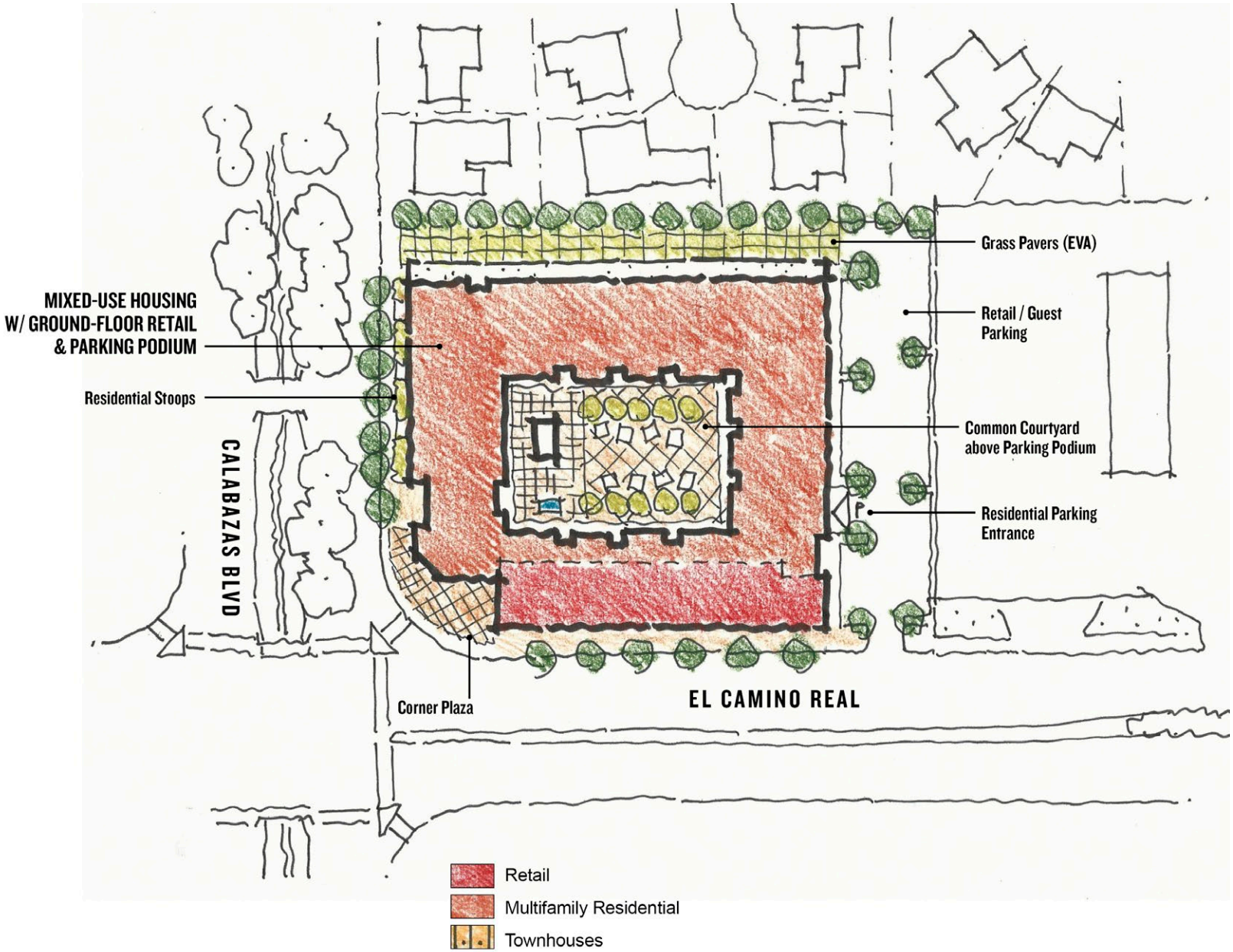


Figure 4-10. Corridor Mixed Use Conceptual Plan 1 Cross Section

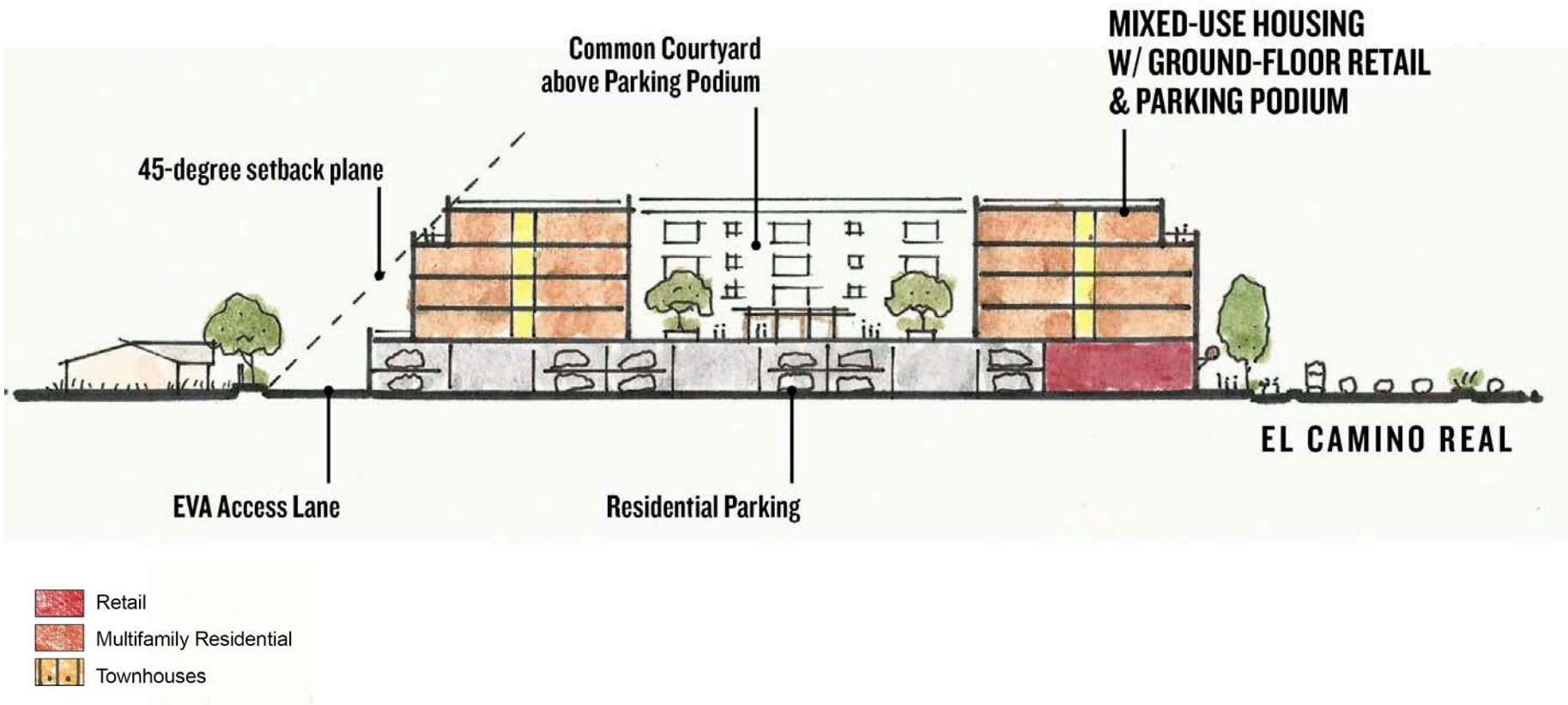


Figure 4-11. Corridor Mixed Use Conceptual Site Plan 2

Figure 4-12. Corridor Mixed Use Illustrative Renderings showing Neighborhood Transitions

The following rendering illustrates how new residential development along El Camino Real could provide appropriate transitions to adjacent single family homes.

1040
FIRE LANE - NO PARKING

Corridor Residential

The Corridor Residential classification is intended for low-to-mid-rise residential building types such as garden apartments, townhouses, and rowhouses with garages or below-grade parking. Development in this designation should have an urban feel with pedestrian entrances along El Camino Real, while providing appropriate setbacks, open space, and privacy for residents. Standards for Corridor Residential areas are provided in Tables 4-8 through 4-10.

Standards for Corridor Residential

The standards in Tables 4-8, 4-9, and 4-10 apply to all Corridor Residential projects along El Camino Real.

Table 4-8. Corridor Residential Height & Intensity Standards

Standards	Corridor Residential
Height, Density, & Intensity	
Maximum Stories/Height to Top of Wall	50 ft (4 stories)[1,2,3]
Minimum Floor Area Ratio	None
Minimum Dwelling Units per Acre	16 du/acre
Maximum Dwelling Units per Acre	45 du/acre[3]
Minimum Commercial Ground Floor Area	Commercial allowed, not required
Transitions	
Maximum Height adjacent residential zoning district	Within 45-degree plane from property line at grade (Figure 4-17).
Maximum Height across the street from residential zoning district[4]	At the setback line, the height of the roof plate[5] may be no taller than one story above the maximum height allowed in the opposing residential zone. Behind the setback line, building heights may step up away from the street following a 45-degree Daylight Plane measured from the roof plate (see Figure 4-19).

1. See Figure 4-1 Allowed Heights.
2. Projects must comply with both stories and overall height maximums. Height exceptions up to 10 feet above the maximum may be allowed to accommodate architectural features, rooftop stair access and elevator shafts, mechanical equipment, or other rooftop amenities, as approved by City staff.
3. Projects may be eligible for additional height, density, or FAR in exchange for providing community benefits above and beyond what is required by the Plan, as outlined in section 6.2 Community Benefits Program.
4. The following applies to portions of a development directly opposite a residentially zoned property where the street is less than 65 feet wide.
5. A roof plate is defined as the top horizontal framing member of a wall where the roof structure is attached.

Table 4-9. Corridor Residential Setbacks and Open Space Standards

Standards	Corridor Residential		
Setbacks and Frontage	**Ground Floor Commercial**	**Other Ground Floor Uses**	
ECR Minimum Front Setback, from back of walk [1,2]	0 or 5 ft[3]	10 ft	
ECR Maximum Front Setback, from back of walk [1,2]	10 ft	15 ft	
Minimum Street Setback, other than ECR	10 ft	15 ft	
Maximum Street Setback, other than ECR	15 ft	15 ft	
Minimum Side & Rear Setback (from adjacent parcel or alley)	5 ft	10 ft	
Minimum Setback adjacent to single family and duplex residentially-zoned parcel	20 ft	20ft	
Minimum Transparency	50%	NA	
Pedestrian Entries	At least 1 pedestrian entry is required on each primary block frontage, unless a greater number is required by the Building Code or Fire Code.		
Private Open Space[4]	**Non-Residential**	**Hotel**	**Residential / Residential Portion of Mixed-Use Project**
Minimum Required Personal Open Space	NA	NA	100 sf per unit[5]
Minimum Required Common Usable Open Space	NA	20 sf per room	100 sf per unit[6]
Minimum Required Publicly-Accessible Open Space	NA	NA	NA

1. At least 75% of the building facade must be built up to the setback line.
2. The intent is to achieve a total sidewalk width of 20 feet along El Camino Real, with a minimum sidewalk width of 15.5 feet. Setbacks are measured from the new back of walk. As sites are redeveloped over time, the City will work with property owners to negotiate the appropriate dedication and/or public easement to meet new sidewalk requirements on a case-by-case basis. Maximum building setbacks do not apply to buildings behind publicly-accessible plazas and open areas, if there is clear visibility between the sidewalk and building entrance.
3. The minimum setback is 0 feet in instances where the sidewalk width is 20 feet. In areas where that cannot be achieved and the sidewalk is less than 20 feet wide, the minimum setback is 5 feet from the back of walk.
4. Open space requirements are in addition to parkland dedication requirements established by SCCC Chapter 17.35.
5. Required personal private open space for up to 50% of units can be provided as common private open space.
6. Includes roof decks and other shared common open areas. Setback areas are not considered usable open space unless they are at least 20 feet wide. Up to 50 sf per unit can be provided in an indoor communal space so long as it opens directly on to a common outdoor space.

Table 4-10. Corridor Residential Parking Standards

Standards	Corridor Residential
Parking[1]	
Maximum Surface Parking Length along ECR parcel frontage	30%
Minimum Setback for Surface Parking	10 ft
Required Off-Street Parking for Residential Uses	
Single Family Homes	2 spaces per unit
Multi-Family Residential: Studios/1 Bedroom	1 space per unit
Multi-Family Residential: 2 or more Bedrooms	2 spaces per unit
Required Off-Street Parking for Retail and Services	4 spaces per 1,000 sf
Required Bicycle Parking Spaces	See Chapter 5 Transportation and Public Spaces

1. Refer to the Santa Clara Zoning Ordinance for additional off-street parking and loading requirements.

Conceptual Site Plans for Corridor Residential

The following section provides several conceptual site plans for a typical Corridor Residential parcel along El Camino Real. They illustrate how various low-to-mid-rise residential building types could be arranged and designed on the site in a way that achieves the vision for Corridor Residential areas and meets the standards and guidelines described above. It is important to note that these graphic representations are conceptual and illustrative in nature. This guidance is not intended to restrict or discourage alternative project designs.

Figure 4-13. Corridor Residential Conceptual Site Plan 1

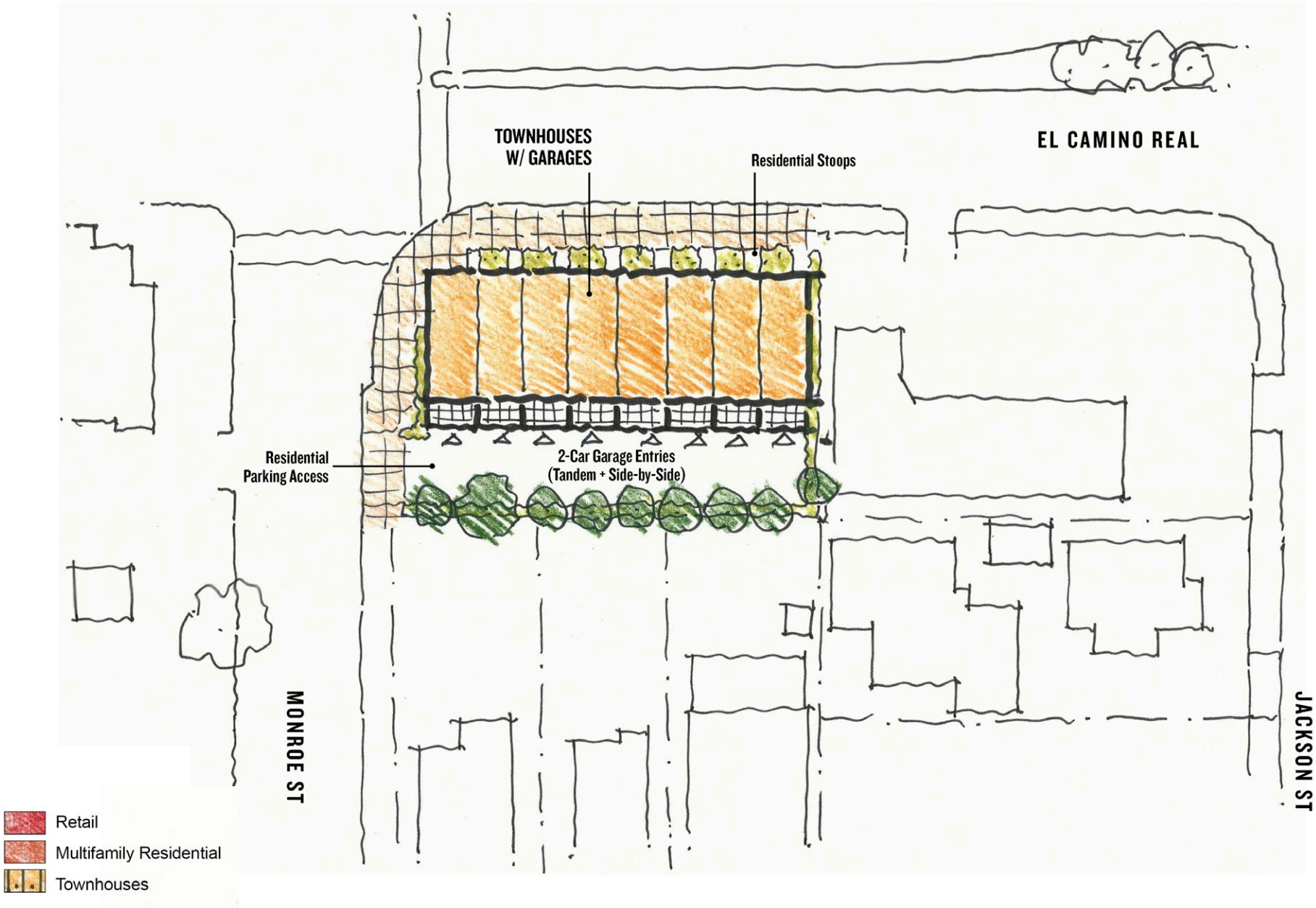


Figure 4-14. Corridor Residential Conceptual Plan 1 Cross Section

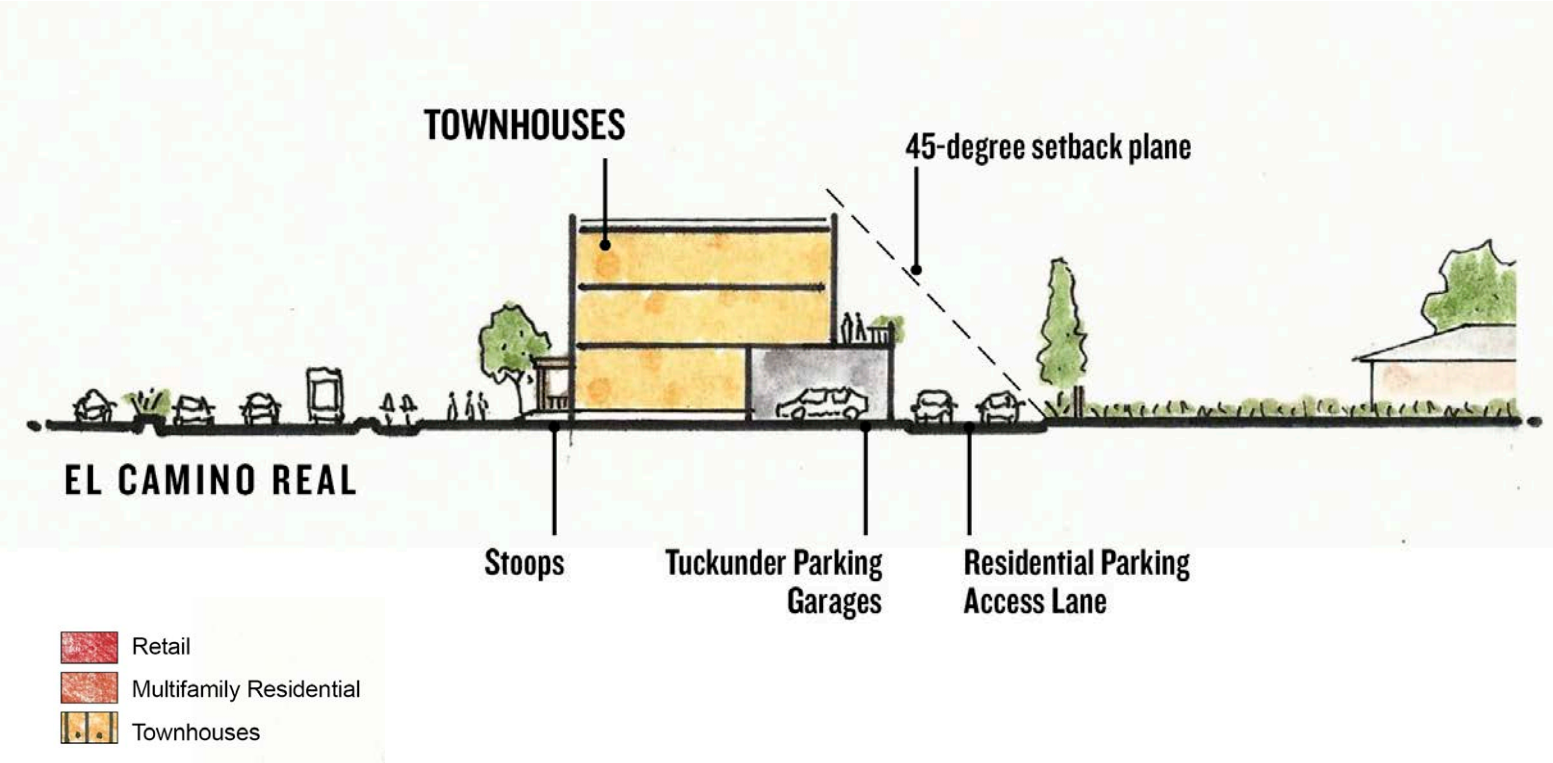
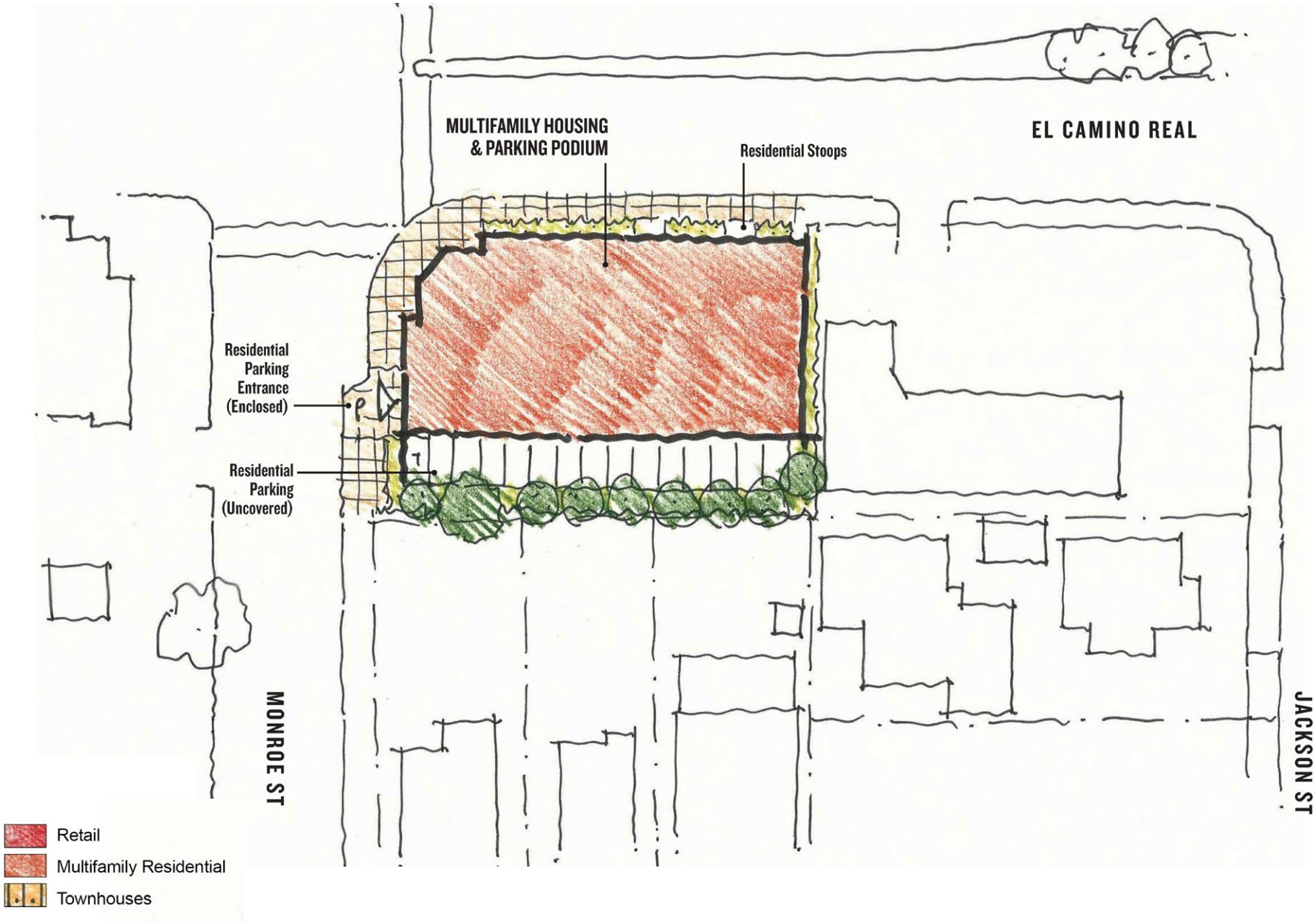


Figure 4-15. Corridor Residential Conceptual Site Plan 2



Ground Floor Commercial Overlay

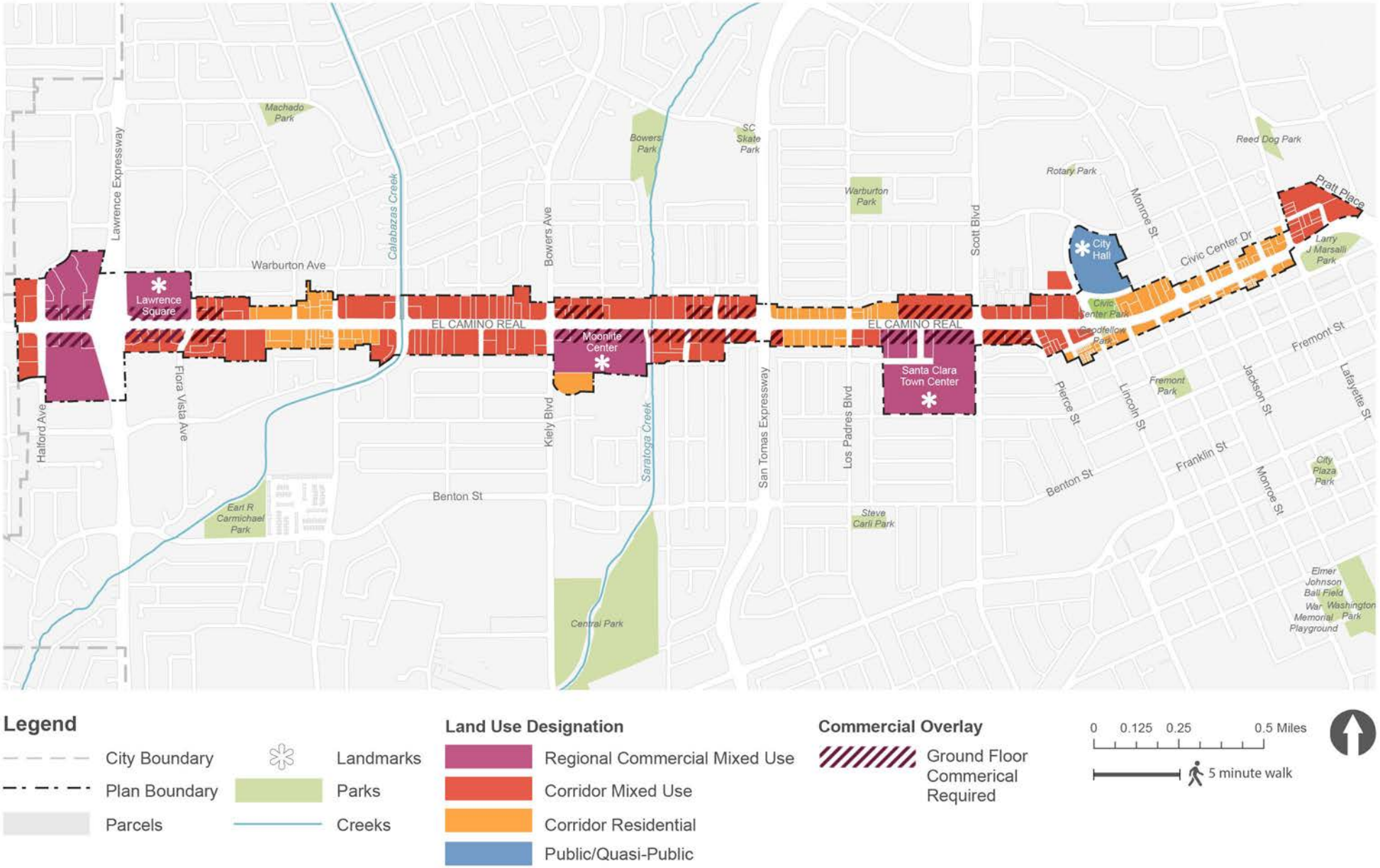
Ground floor commercial spaces are required in Regional Commercial Mixed Use and some Corridor Mixed Use areas. The Ground Floor Commercial Overlay described in Table 4-11 and shown in Figure 4-16 illustrates where ground floor commercial is required. These concentrations of commercial uses will support pedestrian activity and create opportunities for vibrant public spaces. The Ground Floor Commercial Overlay does not cover any Corridor Residential areas, where ground floor commercial is encouraged but not required.

Table 4-11. Ground Floor Overlay Commercial Requirements

Area	Requirement
Regional Mixed Use	At least 50% of the ground floor frontage along El Camino Real shall be commercial.
Corridor Mixed Use	Commercial is required for 50% of the ground floor building frontage along El Camino Real in the locations shown in Figure 4-10. For all other Corridor Mixed Use areas commercial is encouraged but not required.

Note: Private amenities such as lobbies to upstairs uses, parking, fitness rooms, leasing offices, cafeterias, and other private amenity and service spaces are also allowed on the ground floor but do not count towards the required 50% ground floor commercial frontage. Service spaces include, but are not limited to, trash and utility rooms, bike parking, community rooms, shared restrooms, and loading areas. Parking and service spaces should be clearly secondary to commercial spaces, and commercial spaces should occupy frontages along El Camino Real, internal streets or pathways, public open spaces, and other highly visible locations.

Figure 4-16. Ground Floor Commercial Overlay



4.4 Guidelines and Standards for All Areas

Ground Floor Commercial

Well-designed ground floor retail spaces can encourage and support a diverse range of retail activities from small, neighborhood-oriented commercial to regional shopping destinations. The following standards apply to all locations where ground floor commercial is provided. Additional ground floor commercial frontage guidelines can be found in the subsequent section.

Ground Floor Commercial Standards

1. **Minimum Interior Height.** Ground floor commercial space shall have a minimum 16-foot interior floor-to-ceiling height.
2. **Minimum Tenant Space Depth.** Ground floor retail and commercial shall have tenant space depth of 50-60 feet, adequate for the needs of a range of businesses.
3. **Minimum Tenant Space Width.** Ground floor retail and commercial shall have tenant space width of at least 16.5 feet.
4. **Venting.** Venting for cooktops, ovens, and other food heating equipment shall be incorporated in the design of retail and commercial space to accommodate restaurant and food-service tenants.
5. **Grease Traps.** All ground floor retail and commercial tenant space shall have access to a grease trap that meets health codes.
6. **Parking access.** For retail spaces where parking is located to the rear, a walk-through or pedestrian breeze way shall be provided at a minimum every 200 feet to facilitate customer access from the parking lot/facility to the retail space.
7. **Structural columns.** Structural columns shall be at least 20 feet from each other in each direction to facilitate functional tenant space configuration.

Neighborhood transitions

It is important that new development provides appropriate transitions of height and scale to existing neighborhoods. New development adjacent to residential neighborhoods should incorporate a range of transition strategies described and illustrated below including, but not limited to:

- 45-Degree Daylight Plane for building volumes
- Increased building setbacks
- Upper-story step backs
- Architectural articulation
- Smaller scale/house-form building types and varied roof lines
- Orientating primary windows away from existing homes
- Landscape buffers
- Limiting balconies overlooking existing homes
- Providing individual building/unit entries across the street from residential uses

The following standards and guidelines provide specific design guidance and strategies to ensure compatibility in scale and character, solar access, and privacy for existing low-density residential properties adjacent to the corridor.

Transition Standards

1. **Maximum height adjacent to residential.** As shown in Figure 4-17 Building Height Limits Abutting Residential Zoning Districts, 45-degree Daylight Plane height transitions are required for any new development adjacent to single family and duplex residential zoning districts, measured from the property line.

2. **Maximum height across the street from residential.** The following applies to portions of a development directly opposite a residentially zoned property where the street is less than 65 feet wide.
   - Wall plates and heights may be no taller than one story above the maximum height allowed in the opposing residential zone.
   - Building heights may step up away from the street following a 45-degree Daylight Plane measured from the top of the building facade/wall plate, as shown in Figure 4-19 Building Height Limits Across the Street from Residential Zoning Districts.

3. **Massing and design.** New development abutting or across from residential zoned properties shall incorporate massing and design treatments to reduce their impacts on adjacent homes. Design treatments include height and/or bulk step downs and other architectural measures such as matching the form or roof style of adjacent properties.

4. **Landscaping and screening.** New development projects shall use physical buffers and design treatments to reduce impacts on adjacent residential properties. Buffers may include larger setbacks, landscaped strips, fencing, and screening.

Transition Guidelines

1. **Window placement.** Window placement should be staggered to avoid facing windows directly opposite neighboring windows, particularly in the case of bedroom windows.

2. **Balconies.** Balconies in new projects should use architectural design, screening, and building orientation to reduce privacy impacts on existing residential parcels. To the extent possible, balconies should be limited opposite existing residential dwelling units.

3. **View studies.** New development projects should conduct shade and view analyses to study impacts on neighboring homes.

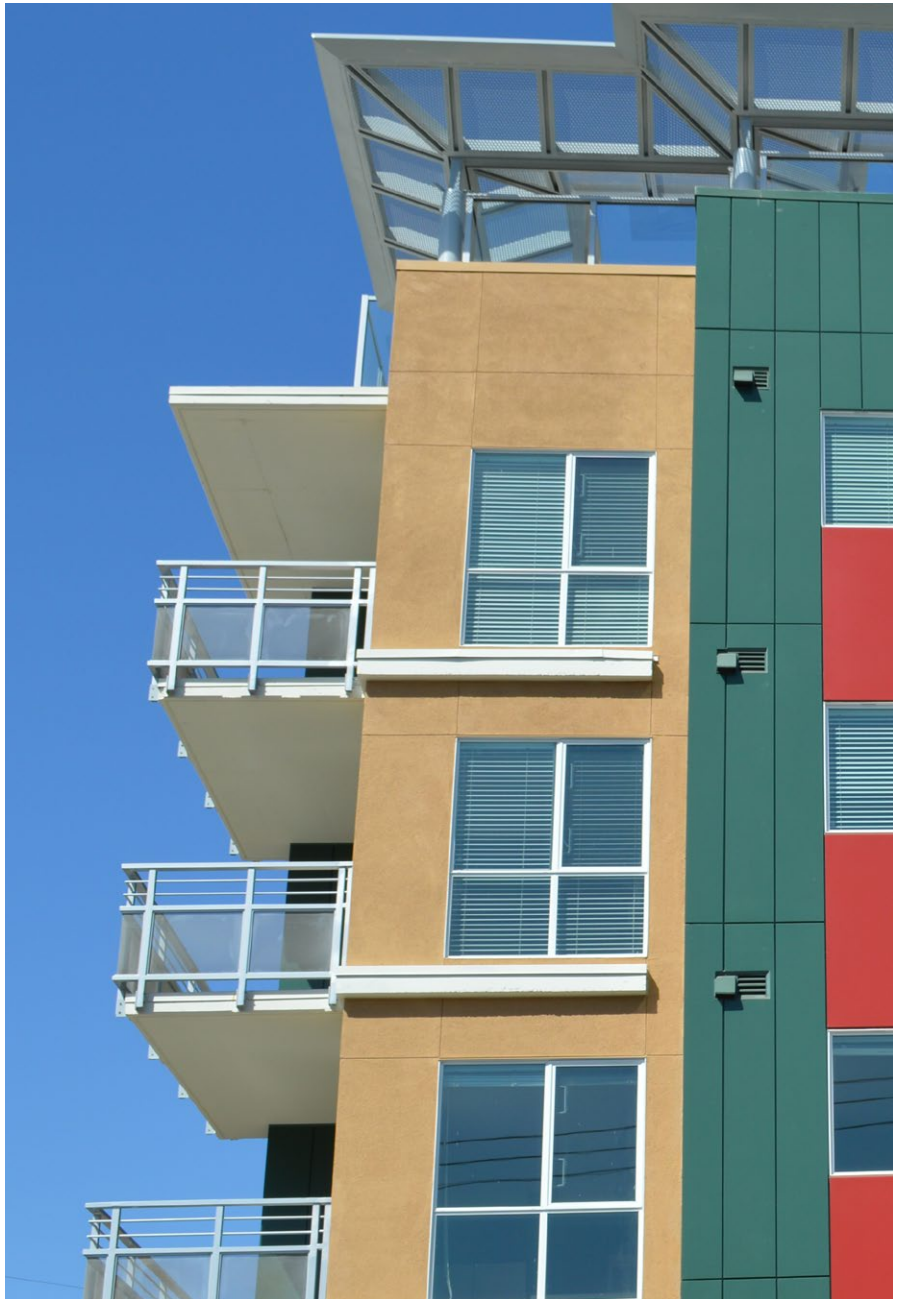


Figure 4-17. Building Height Limits Abutting Residential Zoning Districts

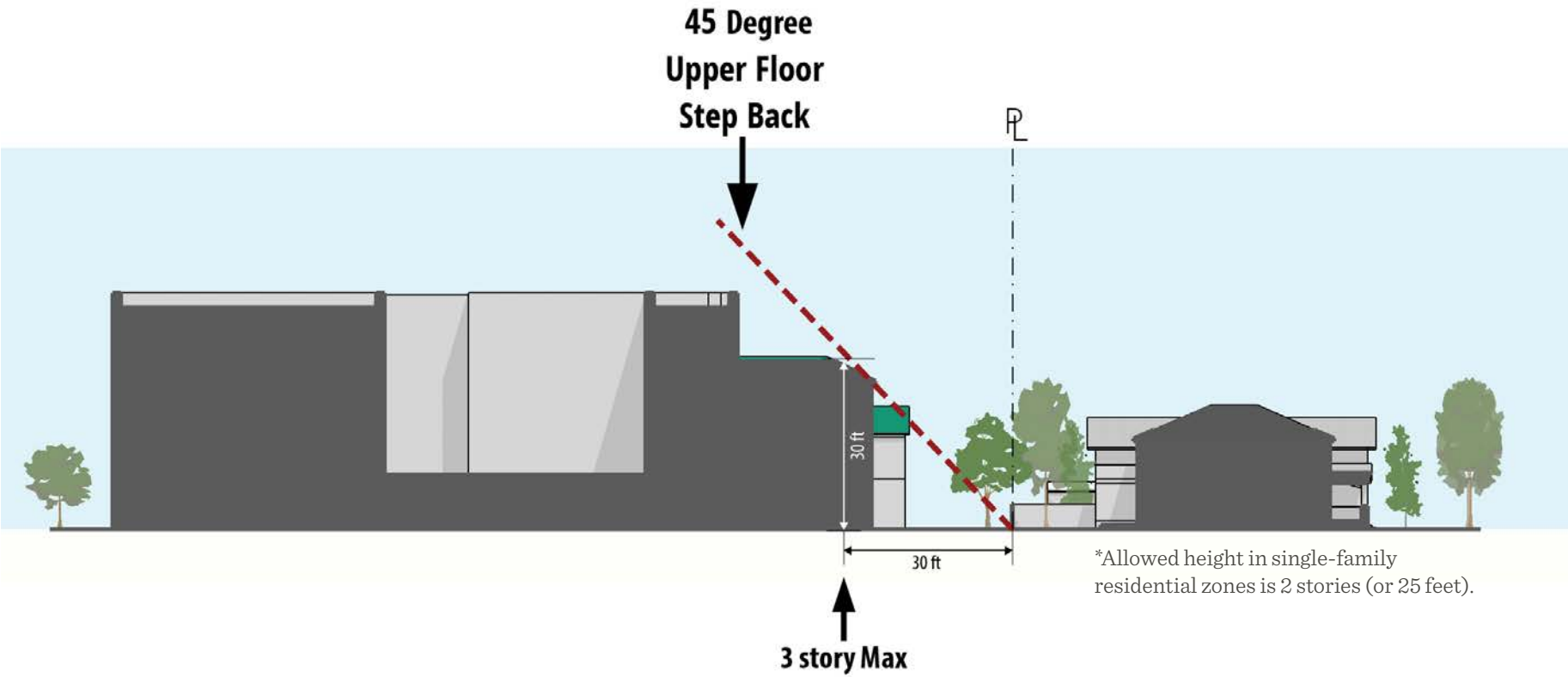


Figure 4-18. Transition Strategies Abutting Residential Zoning Districts

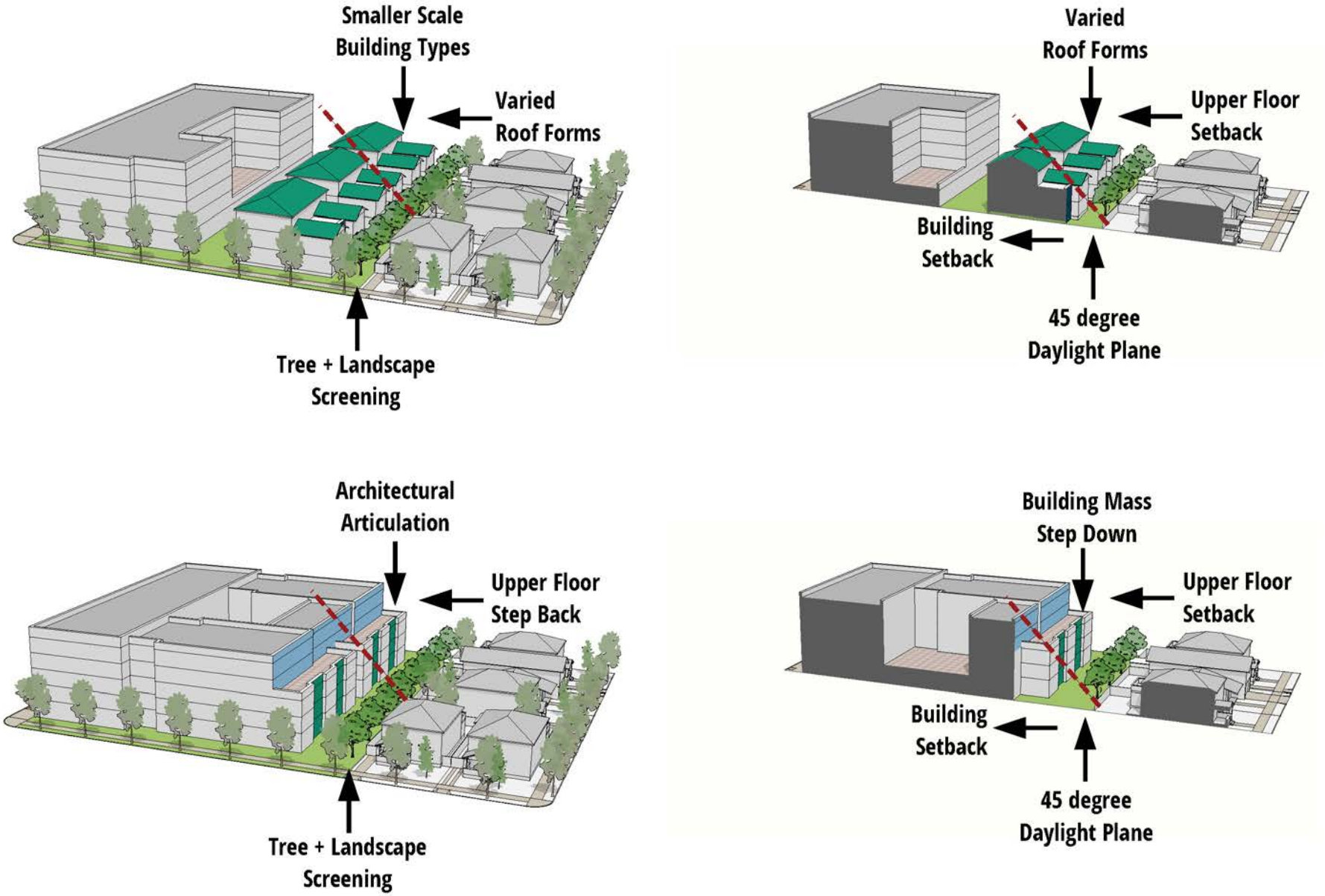
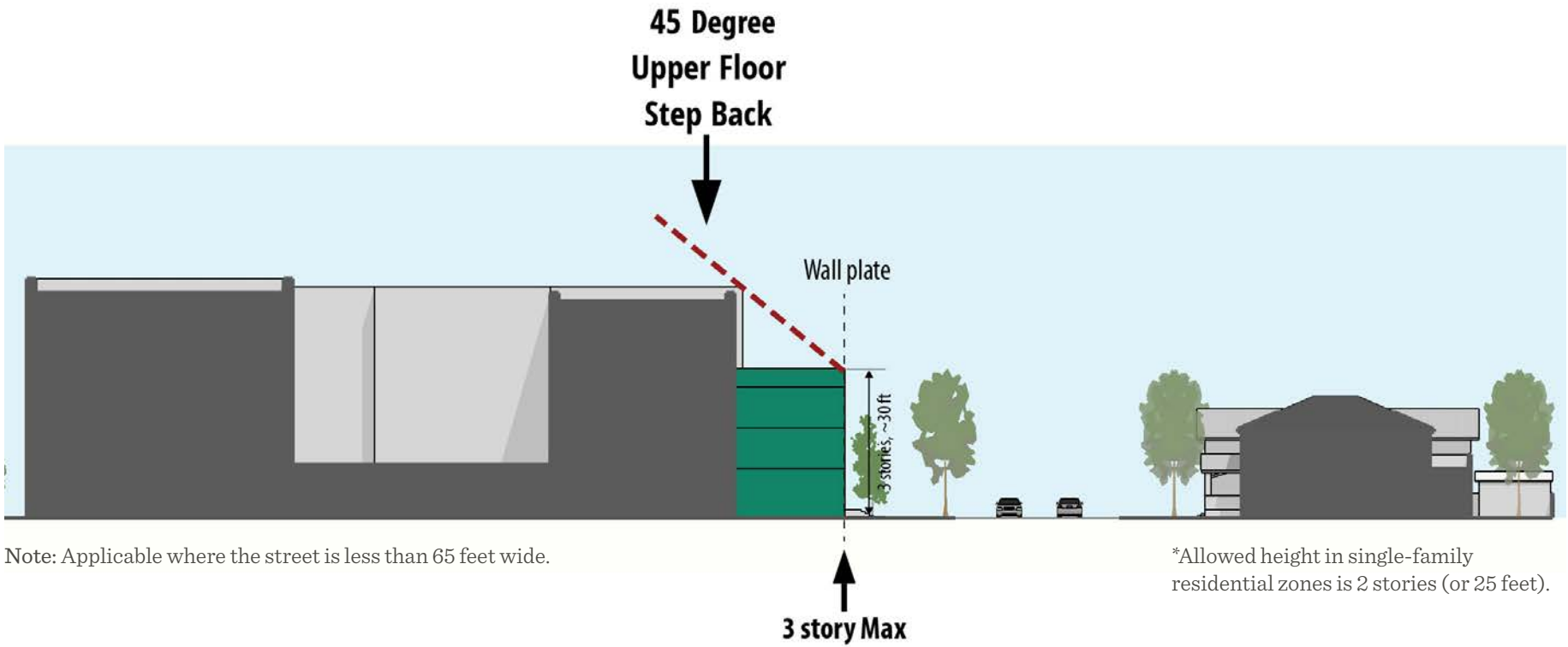


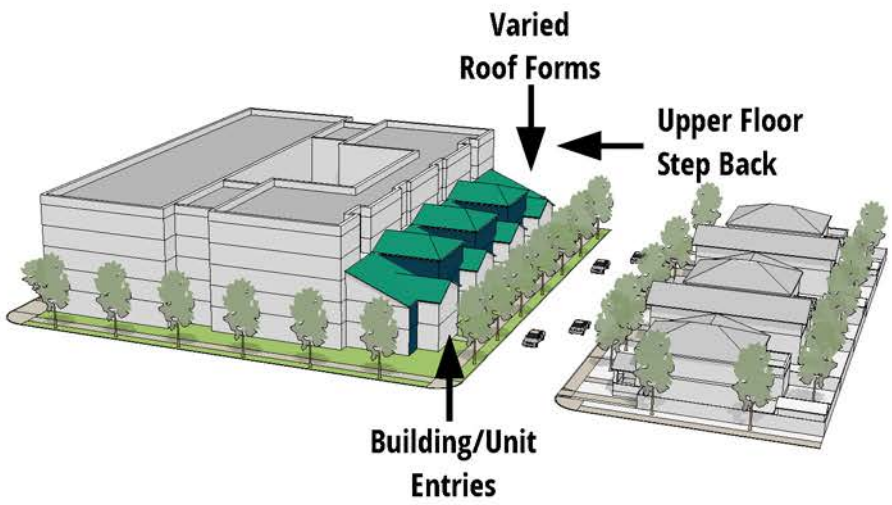
Figure 4-19. Building Height Limits Across the Street from Residential Zoning Districts

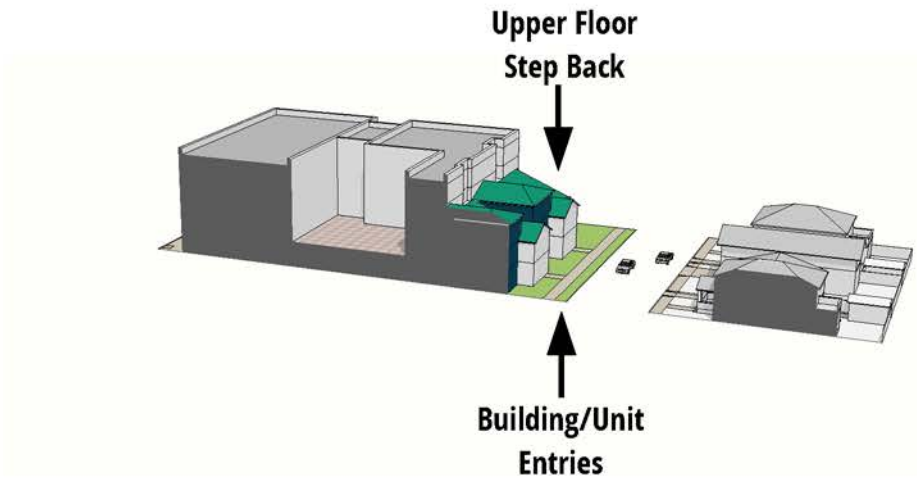


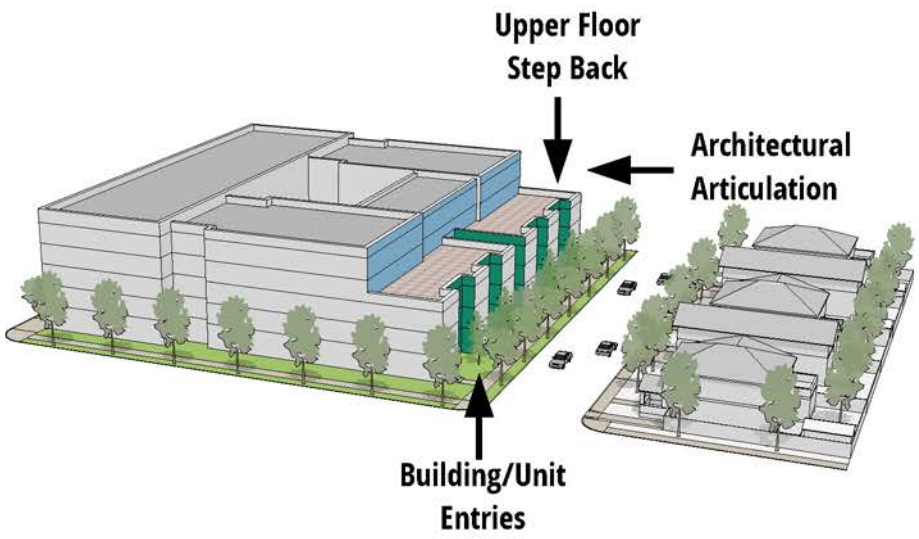
Note: Applicable where the street is less than 65 feet wide.

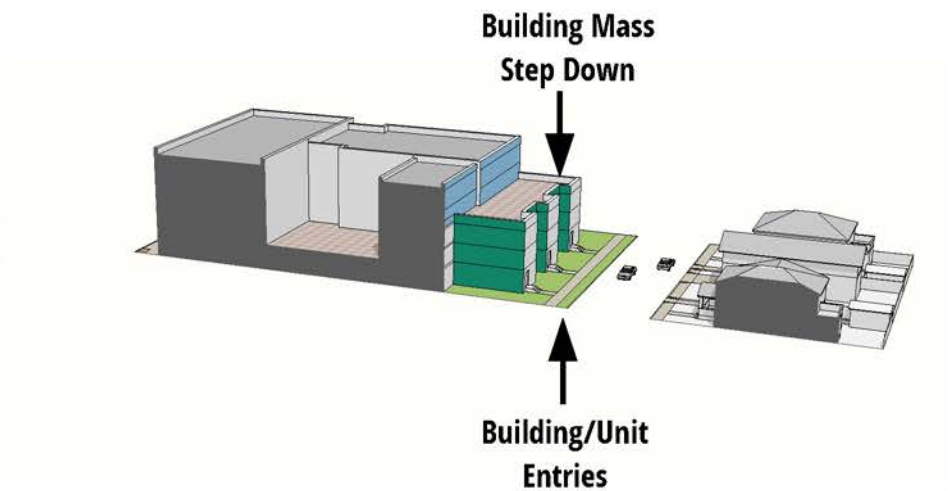
*Allowed height in single-family residential zones is 2 stories (or 25 feet).

Figure 4-20. Transition Strategies Across the Street from Residential Zoning Districts









Site Planning

Site Design and Access Guidelines

Enhancing site design and connectivity will improve the way residents, visitors, and employees navigate through the Plan Area and access nearby destinations. Well-designed projects provide for safe, efficient, and convenient movement and site access for users of all modes of transportation. The following site design guidelines help consolidate access points and minimize potential conflicts between automobiles, bicyclists, and pedestrians while providing more efficient, flexible, and convenient circulation options for all users.

1. **New connections.** In order to create smaller blocks with more pedestrian and bicycle route choices, new publicly-accessible street or bicycle/pedestrian connections are desirable across parcels or along parcel lines. Projects with access to a street parallel to El Camino Real should provide a public access easement through the site to the parallel street, with minimum width of 20 feet. It shall permit 24-hour access for pedestrians, cyclists, and as appropriate, emergency vehicles. Projects less than 150 feet wide or within 250 feet of another public access route are exempt from this requirement.

2. **Multi-modal site access.** Projects should provide connections onto their sites to integrate with a range of transportation modes, as follows:
   - **Pedestrians:** An eight-foot wide pedestrian path between buildings or through parking lots from the sidewalk to the interior of the site should be provided for every 400 feet of a project's frontage. This walkway should be easily recognizable and have landscape edge treatments, pedestrian-scaled lighting and other features to maintain a high-quality walkway from the street to entries. Pedestrian pathways should link primary building entrances to the public sidewalk system, transit stops, bicycle parking areas, automobile parking areas, and public plazas/open spaces.
   - **Bicyclists:** Provide direct pathways from bikeways to bicycle parking areas and building entrances. Bicycle racks should be located conveniently for the user in close proximity to building entrances, in highly visible locations. Short term bicycle parking should not impede pedestrian circulation.
   - **Transit riders:** Provide direct and convenient pedestrian paths from building entries to transit stops. Consider highlighting designated connections from transit stops to major destinations with special paving, enhanced crossings, and pedestrian-scale lighting.
   - **Drivers:** Provide clear and direct vehicular access to the site, while minimizing curb-cuts and conflicts with pedestrian and bicyclists. Consolidated access points serving adjoining sites is encouraged.

3. **Curb cut location and frequency.** Curb cuts and driveways should be located as far as possible from potential pedestrian activity and designed to minimize impacts on to sidewalks and other pedestrian access to buildings, plazas, or open space. Each project site should be limited to one curb cut, including driveways, service streets and alleys, per 200 feet of public street frontage, unless otherwise required for emergency vehicle access. If required, the second curb cut may be restricted to emergency vehicles. Curb cuts should be located a minimum of 50 feet from street corners. New curb cuts onto El Camino Real are permitted only where existing parcels without side street access do not have a curb cut, or where the size and configuration of development requires a curb cut on El Camino Real.

4. **Curb cut design.** Curb cuts should be designed so sidewalks remain level as they cross the driveway. Curb cuts and driveways should be designed to minimize impacts to sidewalks and other pedestrian access to buildings, plazas or open spaces.

5. **Garage entrance width.** Structured garage entrances facing a street, park, greenway, or multi-use path should be no more than 20 feet wide (plus the flare). Exceptions may be permitted in certain circumstances when necessary for large-scale commercial retail loading, bulky equipment transport/loading, high-volume trash pick-up, or other essential building operations.

6. **Shared parking entry.** In mixed-use developments, shared entrances for all uses are encouraged. In shared entrance conditions, secure access for residential parking areas should be provided within the garage.

7. **Parking and rideshare access**. Parking areas and structures should provide safe pedestrian passage by creating a continuous designated walking path that connects the public sidewalk, primary building entries, and parking areas. Design safe pedestrian routes through parking areas by using landscaping, raised walkways, special pavers, bollards, arches, trellises, and other design elements to alert drivers to potential conflicts with pedestrians. Flexible drop-off/pickup areas for taxis and ride hailing services are encouraged near transit stops and areas of high pedestrian activity, and should be designed with special striping, paving, bollards, and/or signage to distinguish them from the street or sidewalk.

8. **Circulation through existing parking lots.** When site or building improvements are made, existing surface parking lots should be enhanced to provide clear pedestrian and bike pathways from public streets to building entries. Access ways should be shaded and clearly identifiable from the street.

9. **Loading and service access.** Loading docks should be screened from the public right-of-way and adjacent properties to address visual and noise impacts. Service access and loading docks should be located as far as possible from potential pedestrian activity areas. Loading docks should be internal to the building envelope and equipped with closable doors, where feasible.

10. **Personal storage.** New residential development is encouraged to provide a minimum of 160 cubic feet of personal storage for each dwelling unit, and should be designed appropriately to accommodate a range of bulky items.

11. **Underground utilities.** All new utilities and utility connections shall be placed underground, unless otherwise prohibited by the utility provider (e.g., water backflow prevention device that must be placed above ground).

12. **Placement of utilities and service areas.** Loading areas, transformers, above-ground equipment, service (including all "dry" utility access), and trash receptacles and enclosures should be located away from front setback areas, public open space, active commercial areas, and street intersections. They should not be located within 50 feet of a street corner, within the public right-of-way, or in other locations that diminish the pedestrian environment. These uses should screened and integrated with the building, where feasible.

13. **Placemaking.** Placemaking should be incorporated into site design to create an engaging experience, develop corridor character, and connect the community to local amenities. Various techniques may include private street and sidewalk patterns/colors, interactive landmarks, wayfinding signage, and public art.

14. **Creek activation.** Place active uses adjacent to Calabazas and Saratoga Creeks, and specifically at the intersection with El Camino Real.

15. **Riparian corridors.** Set buildings away from riparian habitat areas and encourage enhancement of land adjacent to creeks in order to foster the reinstatement of natural riparian corridors where possible.

Parking and Curbside Access Guidelines

As El Camino Real evolves from an auto-oriented commercial thoroughfare to a pedestrian-scale, mixed-use corridor, parking needs, format, and design will change. Existing surface parking lots and on-street parking will be consolidated, and new parking structures and bike parking facilities will be provided. To reduce their impact on the pedestrian environment, all parking lots, structures, and facilities should be designed using the standards and guidelines below. For detailed off-street parking and loading standards refer to the Parking Standards tables for each designation and the Santa Clara Zoning Ordinance. Additional parking requirements and strategies for the Plan Area, including shared parking between different land uses and bicycle parking requirements, can be found in Chapter 5 Transportation and Public Spaces.

1. **Parking structure design.** Structured parking with storage solutions such as mechanized or lift systems is strongly encouraged over surface parking. Parking structures should be integrated into the overall development. They should be under ground, and when above ground should be lined with active uses or designed with attractive building facades to screen structural elements of the garage. Above-ground parking garages should be designed to complement the overall building design on project sites and should be designed with flat floor and adequate ceiling height to accommodate conversion to other uses should demand for parking lessen in the future.

2. **Parking locations.** Wherever possible, parking areas should be located within, behind, or under buildings. On shallower lots (less than 150 feet deep), surface parking may be located adjacent to the building, but should not take up more than 30 percent of the street frontage. On deeper lots, the vehicle areas along the primary frontage should be limited to driveways and a few associated parking stalls. Parking should not be located within 50 feet from street corners.

3. **Public parking.** Wherever possible, projects should seek to provide structured public parking facilities, as described in Chapter 5 Transportation and Public Spaces.

4. **Garage entries.** Garage entries should be integrated into building facades using architectural techniques, matching facade or material treatments, and/or by partially recessing the entries into the building. Door design treatments and details should minimize the apparent width of the entrance in accordance with the building's predominant architectural character.

5. **Marked entrances.** Parking entrances should be clearly marked. A clearly delineated pedestrian entrance that is physically separated from the vehicle entrance should be provided.

6. **Surface parking screening.** Surface parking lots should be avoided. Where provided, they should be screened from adjacent streets. Screening should provide visual interest, but should not be so large and dense that the screening elements (such as walls or landscaping) limit pedestrian access and sight lines for safety and security. (Refer to Crime Prevention through Environmental Design (CPTED) principles).

7. **Car-share access.** When possible, provide designated parking spaces for car-share services.

8. **Parking for small parcels.** Smaller parcels located along El Camino Real should make their best efforts to comply with parking design guidelines, but flexibility will be provided given their lot configuration.

Building Form and Design

Architectural Character Guidelines

Architectural character is an important complement to the guidance for building setbacks, height, and intensity found elsewhere in this chapter. Important details such style and high-quality architectural elements play a crucial role in creating a memorable, beautiful, and pedestrian-scaled places with buildings that contribute to the public realm. The goal of these design guidelines is to encourage good design while allowing for creativity, flexibility, and exceptional architecture along the corridor.

1. **Variety of architectural styles.** Allow a wide range of architectural styles along El Camino Real that add richness and variety to the built environment.

2. **Architectural compatibility.** New buildings and renovations should complement the architectural character of adjacent development, emphasizing functional and visual continuity.

3. **Architectural details.** Encourage architectural details such as reveals, course lines, decorative cornices, columns, canopies, arbors, and trellises, among others.

4. **Corner elements and architecture.** Buildings at corners of blocks should include distinctive architectural elements, building frontage, and public entrances towards the block corner, with an active street presence, minimal setbacks, and avoidance of driveways and garage entries within 50 feet of the street corner. Distinctive architectural elements may include: height projections, articulation, variation in materials, facade transparency, and unique roof silhouettes. As an alternative corner treatment, development projects are also encouraged to provide active, publicly-accessible private plazas or outdoor spaces at block corners instead of building space.

Photo Credit: KDA Architects

Massing and Articulation Guidelines

Massing and articulation play a large role in developing the desired character for an area. Building form, scale, and articulation can transform El Camino Real into a memorable, pedestrian-scaled environment. New construction and additions should demonstrate how their design meets the following building massing and articulation guidelines.

1. **Massing.** Large building should be designed to appear as an aggregation of smaller "building blocks" rather than a single large block or box.

2. **Major and minor horizontal massing breaks.** Buildings should have both major massing breaks (at least five feet deep and at least 10 feet wide) and minor massing breaks (at least 18 inches deep and four feet wide) along the street frontage. Major massing breaks should occur approximately every 100 feet, and minor massing breaks should occur roughly every 50 feet along the street frontage. This could occur through incorporating a variation of setbacks, building recesses, or structural bays.

3. **Building Articulation.** Facades should use the following horizontal and vertical articulation strategies:
   - **Vertical articulation.** Building stepbacks, projections, articulation in wall planes, architectural details, and variations in materials and color should be used to break up the vertical height of buildings and distinguish between upper and ground floors. Variations in height, massing, roofline, and vertical articulation overall are encouraged.
   - **Horizontal articulation.** Massing breaks, projections, architectural details, and variations in materials and color should be incorporated to break up the horizontal length of facades.

4. **Building components.** New buildings should be designed with a defined base, a middle or body, and a top, cornice or parapet cap. The cornice or top of the building should provide a strong termination and add visual interest.

5. **Scale.** Facade elements should establish building scale; for example, windows and doors should appear in a regular pattern, or be clustered to form a cohesive design. Horizontal building elements should be roughly aligned (within about 3 feet in height) with others in the same block.

6. **Rooflines.** Long horizontal rooflines on buildings with flat or low-pitched roofs should be articulated at least every 50 feet along the street frontage. This can be accomplished through the use of architectural elements such as parapets, varying cornices, reveals, and varying roof height and/or form.

7. **Upper floor treatment.** Materials should vary moving upward in a way to lighten building tops and reduce the appearance of height.

Building Frontage and Facade Guidelines

Active and well-designed frontages and facades help create engaging streets and sidewalks, a cohesive look and feel to an area, and a comfortable and attractive environment for residents, employees, and visitors. The guidelines below provide specific design guidance for new development to create a more pedestrian-friendly environment, including specific direction depending on which type of active ground floor use – retail or residential – is being provided.

Frontage Guidelines (All Uses)

1. **Frontage orientation.** Buildings should be designed to face and frame adjoining streets, plazas, outdoor spaces, and pathways.

2. **Ground floor facade.** The ground floor along primary facades should be composed of a distinctly different character from upper floors – distinguished by a greater floor-to-ceiling height, greater articulation, and/or architectural variation. Additionally, new construction is encouraged to use high-quality materials, design details, and color to enhance ground floor spaces and entrances.

3. **Pedestrian-oriented facade design.** Buildings should have well-proportioned, human-scaled facade elements and amenity areas to create an environment that invites pedestrian activity.

4. **Entrances.** Principal building entrances shall face a public street, public pedestrian pathway, or public open space (such as a landscaped square, plaza, or similar space), with doors and windows facing this street, pathway, or open space.

5. **Frequency of entrances.** Building entrances should be located at least every 50 feet, to a maximum separation of 100 feet, depending on ground floor use. Corner commercial uses should have a corner entrance or an entrance along each street frontage.

6. **Separate entrances.** Provide separate entrances for different uses in vertical mixed use developments.

7. **Entry design.** Design primary entries to be clearly visible from the street, accentuated from the overall building facade, and to provide visual interest. This can be accomplished through the use of a differentiated roof, awning or portico, trim details, recessed entries, doors and doorways with interesting design details, decorative lighting, and other techniques.

8. **Visual interest.** Building walls facing public streets, walkways, and open space should provide visual interest for pedestrians. Variations such as display windows, architectural details and projections, changes in building form, and changes in color, material, and/or texture are encouraged.

9. **Materials and colors.** Materials and colors should be varied to break up large wall planes and enhance key components of a building's facade (e.g. window trim, projecting elements). Projects should generally use between two and four colors and/or materials on facades facing streets, public parks, and public access areas. Colors and materials should be complimentary and consistent with the overall architectural style or theme of the project.

10. **Blank walls.** Blank walls (facades without doors and/or windows) should be less than 30 feet in length along sidewalks, pedestrian walks, or outdoor space. If a blank wall is 30 feet or more, it must be treated with architectural features, public art, and/or landscaping.

11. **Transparency**. Transparent glass is strongly encouraged along all building facades. Window films, mirrored glass, and spandrel glass are strongly discouraged along the ground floor street frontage. The majority of all non-residential facades along streets, pedestrian pathways, or plazas should be transparent, providing visibility into and out of the space through clear windows.

12. **Projections.** Upper-floor bay windows, balconies, porches, awnings, and other projections may encroach up to eight feet into the required setback on El Camino Real or on a side street, and up to two feet into other setbacks. Projections over the sidewalk shall be at least eight feet above grade, and any projection over City property is subject to City discretion and issuance of an encroachment permit. This setback exception should not be used above the third story. Architectural projections shall not encroach into Caltrans right-of-way.

Commercial Frontage Guidelines

In addition to the *Frontage Guidelines for All Uses*, the following guidelines apply to locations where ground floor commercial is required (see Figure 4-10 Ground Floor Commercial Overlay).

1. **Active frontage.** Retail and restaurant frontage and setback areas are encouraged to incorporate shopfronts, outdoor seating and dining areas, retail stands and kiosks, and regular doors and windows that will help activate the sidewalk and street.

2. **Facade design.** Commercial facades should include elements that form a complete storefront, including doors, display windows, bulkheads, signage areas, and awnings. Entrances should be recessed from the facade, creating a small alcove area.

3. **Transparency.** The majority of each ground floor commercial facade should be transparent along streets, pedestrian pathways, and plazas, providing visibility into and out of the space through clear windows. Window films, mirrored glass, and spandrel windows are strongly discouraged.

4. **Sidewalk extension.** Areas between the right-of-way and a commercial building face near the street should be paved as though they are extensions of the sidewalk. Small landscaped areas or planters are allowed.

5. **Exterior active uses.** Active exterior spaces such as outdoor dining and seating areas, community gathering areas, bicycle parking, public open spaces, plazas, and landscape areas are strongly encouraged in private frontage zones.

6. **Outdoor dining and display.** Outdoor dining and displays are permitted and encouraged. Planters or railings should be used to separate seating areas from the sidewalk. Designated areas shall maintain a minimum eight-foot wide clear pedestrian sidewalk area and a minimum eight-foot tall vertical clearance. Outdoor dining and display areas shall not impede entrances or building access. Outdoor dining and displays are not allowed in the Caltrans right-of-way.

7. **Eyes on the street.** Retail and mixed use buildings should provide "eyes on the street" to increase pedestrian activity and provide a sense of community.

8. **Single-story non-residential frontages.** For new single-story non-residential buildings, at least 75 percent of the street-facing portion of the building should be at a height of at least 20 feet to the top of the parapet, to ensure pedestrian-supportive street presence and appropriate scale with neighboring uses.

Residential Frontage Guidelines

In addition to the Frontage Guidelines for All Uses, the following guidelines apply to residential frontages.

1. **Ground floor residential frontage.** Ground-floor residential frontage and setback areas are encouraged to include stoops, stairs, patios, terraces, gardens, and active lobby spaces that will foster greater social interaction and activate the street.

2. **Grade separation.** Ground floor units should be a minimum of 2 feet above grade on average.

3. **Transitions from public to private.** Residential frontages are encouraged to provide landscaped areas, stoops, terraces, and/or porches along the sidewalk to clearly delineate the transition from public to private space.

4. **Ground floor unit privacy.** For ground floor dwelling units, provide buffers between windows and outdoor walks, sidewalks, and public right-of-ways. Provide landscaping or other means to limit views into units while still allowing residents to have "eyes on the street."

5. **Privacy.** Landscaping, grade separation, and screening/shielding of first floor windows should be used to ensure privacy for ground floor units.

6. **Ground-floor unit access.** Ground-floor residential units should have direct pedestrian access to the adjacent street, sidewalk, path, or open space. Doors are strongly encouraged to face public spaces. Units without direct access should have patios, balconies, or porches.

7. **Upper-floor residential frontage.** Upper-floor residential frontages are encouraged to include balconies, windows, and other architectural elements that provide visibility onto the street.

8. **Interior active spaces.** Spaces such as lobbies, common amenity spaces, leasing offices, or similar spaces should have transparent windows or storefronts. These spaces should have direct access to the adjacent street, patio, or open space.

9. **Operable windows.** Operable windows should be used whenever possible to allow passive ventilation, heating, and cooling.

Materials and Sustainable Design Features

Materials and sustainable design features can help define character, enhance durability, improve air and water quality, conserve natural resources, reduce solid waste, optimize building performance, and minimize impacts on existing infrastructure. The following standards and guidelines will help achieve long-term sustainability in the Plan Area and help the City reach its goal of creating a more sustainable, healthy, and livable community.

Materials and Sustainable Design Standards

1. **High-quality, durable materials.** New developments shall utilize high-quality, durable finishing materials such as concrete, steel, stone, hardwood, and glass. Low quality materials such as T1-11 siding and spray stucco are discouraged.

2. **Green buildings.** New development shall achieve the mandatory elements of CalGreen as required by State law, but should seek opportunities to exceed, pursue, and achieve CalGreen Tier 1 or 2. LEED for Building Design and Construction (LEED-BD+C), GreenPoint, or similar green building certification or qualifying elements/standards are also strongly encouraged for new development.

3. **Solar-ready buildings.** All new buildings shall be built with solar-ready electrical systems/hardware and provided with adequate roof surface area for these systems.

4. **Stormwater treatment.** New development shall integrate stormwater catchment and treatment systems into its site and buildings.

Materials and Sustainable Design Guidelines

1. **Sustainable design**. Sustainable design features such as photovoltaic generation and passive solar water heating are encouraged.

2. **Sustainable roofs.** Solar reflective roofing and green roofs are encouraged to reduce overall building energy needs and manage stormwater runoff.

3. **Heat island effect.** All projects should strive to minimize the heat island effect, including strategies such as green roofs, high-reflective roof and paving materials, cool exterior siding, and vegetation shading over paved areas.

4. **Indoor water reuse.** New construction is encouraged to use on-site graywater systems to facilitate indoor water capture and reuse.

5. **Stormwater harvesting.** Buildings are encouraged to reuse collected rainwater.

6. **District systems.** District systems should be explored and are encouraged for stormwater management, sewer treatment, gray water re-use, energy generation, and shared heating/cooling.

Fences and Walls

Fences and walls separate public and private property, create defined gathering areas, and provide a sense of privacy. To ensure fences and walls are designed and used appropriately, they should be designed according to the following standards and guidelines. Additional fencing and wall standards can be found in the City's Zoning Ordinance.

Fence and Wall Standards

1. **Commercial fences.** No fences are permitted between commercial uses and El Camino Real or other major streets in the Plan Area. Fences to delineate outdoor dining or display areas are allowed up to 42 inches in height. Special uses such as child day care and schools may have fences that exceed this height.

2. **Residential fences.** All fences in residential areas shall be consistent with the City's existing residential fence requirements. Low fencing and gates up to 36 inches in height are allowed along residential building frontages in the front and street side yard setback area, with a maximum height of 6 feet for elsewhere on the property. Fences should be well-designed and detailed, using high-quality materials to add character and visual interest.

Fence and Wall Guidelines

1. **Integrated design of utilities.** Any above-ground utilities, trash receptacles and enclosures, transformers, or other ground-based equipment should be screened or integrated within the building architecture. When this is not possible, these ancillary features may be located in free-standing enclosures compatible with the development's architecture style.

2. **Fencing articulation.** Fencing should be designed to have variations in height, contain vertical posts, or include enhancements at gate entries to provide aesthetically pleasing fencing and walls along the corridor.

3. **Transparency.** Outdoor fencing, walls, and other visual barriers should be partially transparent so as to create clear lines of sight along public and private walkways. Screening of utility areas or other features that negatively impact the aesthetic quality of a project may be obscured with fully opaque screening.

4. **Fencing type.** Perimeter fencing, security fencing, or gates shall be constructed of attractive materials, which are compatible with the design and materials used throughout the project. Razor wire or electric fencing shall be prohibited, and chain link fencing is strongly discouraged.

Landscaping

Landscaping, plantings, and other naturalized areas provide shade, enhance the appearance and enjoyment of outdoor spaces, and help soften the visual appearance of buildings and paving. Landscaping is envisioned to be consistent with the natural attributes of the region while helping to conserve water, reduce stormwater pollution, and reduce urban heat islands. The following guidelines apply to landscaping on private development sites, as well as landscaping in public areas such as sidewalks, planting zones, public spaces, or frontage areas that provide a transition between public and private spaces. Chapter 5 Transportation and Public Spaces provides more detail about the design of sidewalks and public rights-of-way, including appropriate locations for plantings and street trees.

Landscaping Guidelines

1. **Landscaping highly encouraged.** Landscaping should be used along building frontages, along pathways, and in public and private open spaces to beautify the area, define the space, soften hard edges, shade walkways and gathering areas, and screen unsightly uses.

2. **Landscaping character.** The following guidance applies to landscaping in new development projects, particularly along building frontages and other areas visible from the public sidewalk.
   - Landscape treatments should reflect an urban character with the strategic use of planting areas, street trees, planter boxes, hanging baskets, and appropriate foundation plantings where practical. Potted plants are allowed onsite and in public easements along the El Camino Real frontage.
   - Onsite plantings and furnishings should complement the building architecture and landscape character of the immediate area.
   - Shaded trees should be planted along pedestrian routes.
   - Plant materials should always be incorporated into new sites to provide “softening” of hard paving and building surfaces.
   - Tree sizes should be suitable to lot size, the scale of adjacent structures, and the proximity to utility lines.
   - Use locally riparian native species for areas adjacent to a riparian corridor.

3. **Landscape screening for residential uses.** Substantial landscape screening should be planted in areas where commercial or mixed use buildings are adjacent to residential buildings. Evergreen tree species are encouraged to provide year-round screening. Trees should be at least six feet in height at time of planting and should be spaced approximately 15-20 feet on center (depending on the species selected) to create a continuous and effective foliage barrier at maturity, along with medium-sized shrubs and live ground cover. An earth berm may be used to achieve a portion of the minimum required six-foot height. Berms shall be planted with landscaping materials.

4. **Landscape screening to reduce visual impacts.** Landscaping should be used to provide effective screening of parking areas, retaining walls, fences, utility enclosures, utility cabinets, service areas, service corridors, and similar areas, to reduce negative visual impacts.

5. **Mature trees.** Mature, healthy existing trees should be preserved where possible.

6. **Street trees.** New development should include street trees along the public right-of-way at an average of every 30 to 40 feet on center. Street tree species should be selected in consultation with the City and/or from the City's preferred tree species list. Palm trees are prohibited along the public right-of-way. Along commercial frontages, street tree with large canopies should be high enough (at maturity) to permit visibility of ground floor signs and storefronts. See Chapter 5 Transportation and Public Spaces for additional information on utility conflicts related to tree planting and public streetscape design specifications along El Camino Real.

7. **Sustainability.** On-site landscaping should be designed to incorporate best practices in health and sustainability, such as the following:
   - Native and/or drought-tolerant plantings
   - Local riparian native species for areas adjacent to riparian corridors
   - Water conservation and efficient irrigation
   - Use of recycled water for landscaping
   - Edible plantings, gardens, and fruit trees
   - Provision of stormwater retention

8. **Landscape irrigation.** Landscaping should be irrigated through a drip, microspray, or other low water usage irrigation system, using recycled water when possible.

9. **Stormwater management.** Stormwater runoff should be detained and retained by maximizing the use of pervious surfaces, vegetated bioswales, and vegetative groundcover to the greatest extent possible.

10. **Landscape maintenance.** Landscaping should be properly maintained and trimmed to improve visibility.

11. **Minimize turf.** Turf areas should be minimized except where recreation areas are required.

12. **Parking landscaping.** New and reconfigured surface parking lots shall provide a tree canopy with a goal of 50 percent or greater coverage at maturity, which may be offset by the substitution or mixing of solar panels.

Private Open Space

Private, on-site open spaces are an important feature of good site design. They provide usable outdoor areas where residents, workers, and other building visitors can rest, relax, and socialize. There are two types of private residential open space: personal outdoor area associated with individual units (such as balconies or private yards) and common outdoor area with shared access among building occupants (such as courtyards and on-site play areas). Both are important components of a successful residential development. Open space standards for all three land use designations and guidelines specific to Activity Centers are outlined above. The following provides additional private open space guidelines that apply to the entire Plan Area.

Residential Private Open Space Guidelines

1. **Common private outdoor areas.** Common private outdoor areas are intended for the common use of building residents. They can be access-controlled and provided in a variety of formats such as:
   - Courtyards
   - Gardens
   - Recreation amenities
   - Play areas
   - Rooftop amenities
   - Common outdoor dining areas
   - Outdoor kitchens, barbeque spaces, and picnic amenities
2. **Personal private outdoor areas.** Personal outdoor areas are intended for the private use for each individual dwelling unit. They are not intended to be storage enclosures, unusable buffer space, unusable landscape area, or other unusable outdoor area. They should be designed to be routinely usable, and can be provided in a variety of formats such as:
   - Porches
   - Balconies
   - Terraces/decks
   - Private gardens
   - Private yards.
3. **Personal outdoor area dimensions.** Individual personal outdoor areas should have a minimum 10-foot dimension in at least one direction, with a minimum of at least five feet in any one direction. Locate and size these spaces so that they are functional and support human occupation and use, with direct access to the interior of the dwelling unit.

4. **Common outdoor area dimensions.** Common outdoor areas should have a 15-foot dimension in at least one direction, with a minimum of at least 10 feet in any one direction.

5. **Personal outdoor area orientation.** Personal outdoor areas should be internally located within the building site, along pedestrian pathways between buildings, within alcoves and courtyards, and/or near building entrances. If private outdoor areas are located at the perimeter of the property, they should provide inviting, visually permeable street frontages and should avoid uninviting privacy fences, blank walls, or other screening techniques that have a negative impact on the public pedestrian environment.

6. **Common outdoor area design.** Common outdoor areas should provide shaded and unshaded areas, adequate lighting for appropriate nighttime use and security, and well-designed seating options such as seat walls, planter ledges, benches, moveable seating, fixed seating and seating steps.

7. **Natural surveillance.** Common outdoor areas such as courtyards should be oriented to maximize visibility from as many residential units as possible. Private outdoor areas such as patios, porches, decks, and balconies are encouraged in order to increase outdoor natural surveillance by building occupants.

8. **Maximize use of rooftops.** Maximize the use of rooftops and upper level terraces for private open space and common private open space.

9. **Transition spaces.** New development projects should allow a clear distinction between public and private open space areas to preserve security and privacy. Private spaces may be defined using planting beds, trellises, arcades, and low landscape walls, and where appropriate attractively designed security fencing and gates.

10. **Landscape cover.** At least one-third of the required open area should be vegetated with grass, trees, or other landscaping.

Non-Residential Private Open Space Guidelines

1. **Non-residential private open area.** Non-residential uses such as offices, retail stores, auto sales and services, hotels, and other non-residential uses are encouraged to provide on-site private common spaces. These spaces could be provided in a variety of indoor or outdoor formats, such as:
   - Outdoor seating
   - Break rooms
   - Outdoor dining areas for use by employees
   - Recreation areas
   - Gardens
   - Other private common areas

Publicly-Accessible Open Space

Publicly-accessible, privately-maintained open spaces are an important amenity for residents, workers, and visitors. The intent for El Camino Real is to encourage aesthetically pleasing urban outdoor spaces – such as plazas, seating areas, or small pocket parks – both at Activity Centers and throughout the Plan Area. These spaces will provide welcome areas of respite, landscaping, and community gathering to make El Camino Real a more inviting and livable place. El Camino Real will continue to benefit from existing larger public open space amenities just outside the corridor such Santa Clara Central Park, Bowers Park, Rotary Park, and Steve Carli Park. Open space standards for all three land use designations and guidelines specific to Activity Centers are outlined above. The following provides additional standards for publicly-accessible private open spaces that apply to the entire Plan Area to ensure the provision of public open spaces that are accessible, welcoming, and consistent with existing city standards.

Publicly-Accessible Private Open Space Standards

1. **Residential public open space requirements.** All new residential development is required to dedicate land, pay a fee in lieu thereof, or provide a combination of such dedication and fee for new parks and recreational facilities per the City's existing Park & Recreational Land Dedication requirements (Chapter 17.35 of the Santa Clara City Code). In the RCMU designation, onsite public parks provided per the City's parkland dedication requirements may count towards fulfilling the 10 percent publicly-accessible open space standard, subject to approval by the Director of Parks and Recreation (per Chapter 17.35.080).

2. **Public open space access.** Publicly-accessible private open spaces shall be designed to be inviting, visible from adjacent buildings and streets, ungated and open to the public during daylight hours.

3. **Aggregated open space.** Project applicants shall work with the City to identify opportunities to create larger combined open spaces, or to collaborate on open space design and location with adjacent projects.

4. **Public frontage provided by new development.** All new development projects shall provide public frontage and sidewalks for their project, consistent with the standards and guidelines included in Chapter 5 Transportation and Public Spaces.

Publicly-Accessible Private Open Space Guidelines

1. **New publicly-accessible private outdoor space.** New residential and commercial development projects are encouraged to include publicly-accessible, privately-maintained open space.

2. **Provision of public open space.** Whenever possible, new development should provide on-site public open space rather than in-lieu fees.

3. **Range of publicly-accessible private open space types.** Encourage publicly-accessible private open space design consistent with El Camino Real's intended mix of uses. This includes resident-oriented spaces such as playgrounds, dog parks, and gardens, as well as visitor-oriented spaces such as event spaces, plazas, public seating areas, public spaces for markets and commerce, and flexible community gathering spaces. Public outdoor spaces may include:
   - Plazas
   - Courtyards
   - Seating areas
   - Parklets
   - Play areas
   - Recreational facilities or equipment
   - Dog parks
   - Usable green space

4. **Publicly-accessible private open space dimensions.** Publicly-accessible private open space in the RCMU designation should have a minimum 30-foot dimension in at least one direction and a minimum total area of 3000 square feet. In all other areas, new publicly-accessible, privately-maintained open space should be usable space with a minimum 20-foot dimension in at least one direction and a minimum of 10 feet in all other directions. Flexibility in this dimensional guideline is permitted approval from the Planning Commission.

Public parklet

5. **Connected open spaces.** New public open spaces should be accessible from and located within a comfortable walking and biking distance of residents and shoppers.

6. **Public space use.** The design of the parks and plazas in the Plan Area should promote public gathering, enjoyment, and active use by a broad range of the community.

7. **Open space lighting.** Appropriate pedestrian-scale lighting should be provided in any new publicly-accessible private parks, plazas, and other open spaces for nighttime uses and security.

8. **Shading.** Public outdoor spaces should have a mixture of shaded and unshaded areas to increase usability in a variety of weather.

9. **Paving design.** Plaza designs that incorporate special paving materials such as pavers, scored concrete, stone, tile, or other accent materials are encouraged.

10. **Safe parks.** Utilize CPTED (Crime Prevention through Environmental Design) strategies to improve safety in new and existing parks and plazas by adding appropriate lighting and visibility in open space facilities; activating open spaces with programs/community gardens/community events; increasing natural surveillance by trimming surrounding vegetation and allowing views in and out of open spaces; and removing graffiti and properly maintaining open spaces. Site entrances should be visible from public streets.

11. **Publicly-accessible open space amenities.** Publicly-accessible open spaces and gathering areas should offer a number of amenities and features that draw people into the space, such as water features, public art, shade, and drinking fountains, landscaping, and seating options that could include chairs, seat walls, planter ledges, benches, and seating steps.

12. **Publicly-accessible open space use and programming.** The design of the parks and plazas in the El Camino Real Specific Plan Area should promote public gathering, enjoyment, and active use by a broad range of the community. When possible, locate, orient, and design public outdoor spaces in a way that will support community events such as farmers' markets, art fairs, live music concerts, and other periodic special programming. For example, consider the provision of infrastructure to support events and vendors, such as removable bollards and power outlets.

13. **Building frontages adjacent to outdoor space.** Building frontages abutting public plazas or publicly-accessible outdoor spaces should include active ground floor uses that are designed and oriented to activate the space with entrances directly onto the open area, outdoor seating associated with the adjacent use, and architectural features that provide transition from outdoor to indoor space, such as porches, awnings, arcades, terraces, stoops, or patios.

14. **Sustainable Features.** New publicly-accessible open spaces should be designed to incorporate best practices in sustainability, including water use and conservation, stormwater management (e.g., permeable paving, rain gardens), landscaping, and drought tolerant planting.

5.1 Mobility Framework

5.2 Circulation Network

5.3 Sidewalk & Public Realm

5.4 Street & Intersection Design Concepts

5.5 Parking & Curbside Management

5.6 Transportation Demand Management (TDM)

TRANSPORTATION AND PUBLIC SPACES 5

TRANSPORTATION AND PUBLIC SPACES

This chapter provides guidance for future improvements to public streets, bicycle and pedestrian facilities, the public right-of-way, and public spaces within the Specific Plan Area. It describes the multimodal transportation network for the El Camino Real corridor, including the pedestrian, bicycle, transit, and vehicular networks. The network and design concepts are intended to improve connections within and around the Plan Area, provide a range of multimodal transportation options, and create a more comfortable and vibrant pedestrian environment. This chapter also encourages efficient parking strategies, proactive transportation demand management, and well-designed public frontages, sidewalks, and community spaces to increase the corridor's overall functionality and livability. The transportation concepts are consistent with the framework concepts presented in Chapter 2, as well as the land use and building design guidance found throughout the Plan. This chapter is divided into the following topic areas:

- Mobility policy framework
- Circulation network
- Sidewalk and public realm
- Street and intersection design concepts
- Parking and curbside management
- Transportation Demand Management (TDM)
- Open space network

All design illustrations in this chapter are conceptual, and will require additional analysis and engineering, as well as coordination with local agencies and stakeholders to be implemented in the future.

What are Complete Streets?

A Complete Street is a transportation facility that is planned, designed, operated, and maintained to provide safe mobility for all users, including bicyclists, pedestrians, transit vehicles, truck drivers, and motorists, appropriate to the function and context of the facility. Every Complete Street looks different, according to the local context, community preferences, types of land uses and related road users, and the city's needs.

5.1 Mobility Framework

El Camino Real presents an exciting opportunity to humanize a street that is currently very auto-oriented, uninviting for pedestrians and bicyclists, and lacking in public space. The auto-oriented character and extraordinary width that defines El Camino Real today emerged from its legacy as a State highway and regional connector. At its widest point, El Camino Real is about 100 feet wide curb-to-curb, with six travel lanes and turn lanes. The corridor serves important local, citywide, and regional mobility functions, and provides goods movement and emergency vehicle access. The mobility framework below is designed to balance El Camino Real's many functions while improving mobility and safety for people of all ages, means, and abilities. The Plan Area's circulation network consists of the roadways and sidewalks that serve vehicles, pedestrians, bicyclists, and transit vehicles, as well as off-street shared-use paths and pedestrian-only connections. While El Camino Real largely functions as a major vehicular thoroughfare, the Plan outlines implementation strategies to transform the corridor into a true Complete Street with quality pedestrian, bicycle, and transit facilities. The Plan also considers future proofing by addressing recent innovations in transportation – such as autonomous vehicles, ridesharing, and electric scooters – which will impact how people get around in the future.

Photo Credit: NACTO

The overall goal of the mobility framework is to make travel along El Camino Real safe, efficient, convenient, and accessible to pedestrians, bicyclists, and transit riders of all ages and abilities, while balancing the need to provide for vehicular access and through travel.

1. **Complete Streets.** Work with VTA and Caltrans to design and implement multimodal Complete Streets improvements along El Camino Real that accommodate the needs of all users. The design of El Camino Real should include narrower travel lanes, enhanced pedestrian facilities, including wider sidewalks, street trees, landscaped medians, and enhanced signage and lighting, as well as a continuous cycle track (separated/protected bikeway) and bus boarding islands without increasing overall right-of-way requirements.

2. **On-street parking.** To achieve the envisioned right-of-way improvements, at a minimum, remove on-street parking on El Camino Real as parcels redevelop.

3. **Multimodal connections.** Enhance north/south multimodal connections along major roadways from surrounding neighborhoods to the El Camino Real corridor.

4. **New streets and pathways.** As redevelopment occurs, particularly at Activity Centers, encourage the subdivision of large blocks to create new connections and more walkable blocks.

5. **Comfortable and safe pedestrian environment.** Design streets and pathways to be safe, comfortable, inviting, and include well-marked crossings, bulbouts, wide sidewalks, street furnishings, street trees, and pedestrian-scale lighting.

6. **Enhanced trail crossings.** Provide safe pedestrian and bicycle crossings for existing and planned trail connections across El Camino Real, including the San Tomas Aquino Creek Trail crossing.

7. **Complete and continuous bicycle network.** Expand and improve the bicycle network to provide safe, convenient, and continuous bicycle access along and across the corridor and to key destinations such as residential neighborhoods, commercial areas, schools, parks, and public facilities. Along El Camino Real, provide a continuous cycle track (separated/protected bikeway) by removing on-street parking.

8. **Prioritize transit.** Work in partnership with VTA to support an attractive, equitable, and efficient transit system. Support the success of transit by prioritizing transit over vehicles on El Camino Real, which provides high frequency service and the highest transit ridership levels in Santa Clara County. This includes speed improvements along the corridor to provide reliable transit service and encourage transit ridership.

9. **Improved transit stops.** Coordinate with VTA to improve transit stops and amenities. Bus boarding islands should be implemented with the cycle track and should be provided to give more space for riders to wait, board, and disembark, and to minimize potential conflicts between cyclists and buses. Along El Camino Real, bus stops should include high-quality amenities, including bus shelters, benches, and real-time travel information.

10. **New mobility technologies.** The design of streets, parking areas, and other public spaces should provide for flexibility for innovations in transportation technology such as autonomous vehicles, electric vehicles, scooters, and ridesharing services.

11. **TDM programs and reduced parking.** Require new development to reduce on-site parking and provide enhanced TDM amenities, such as ample bike parking and repair stations, transit fare subsidies, and/or showers consistent with the type of proposed land use(s).

12. **Wayfinding.** Establish a clear and comprehensive public wayfinding system to help all users find their way along and through the Plan Area.

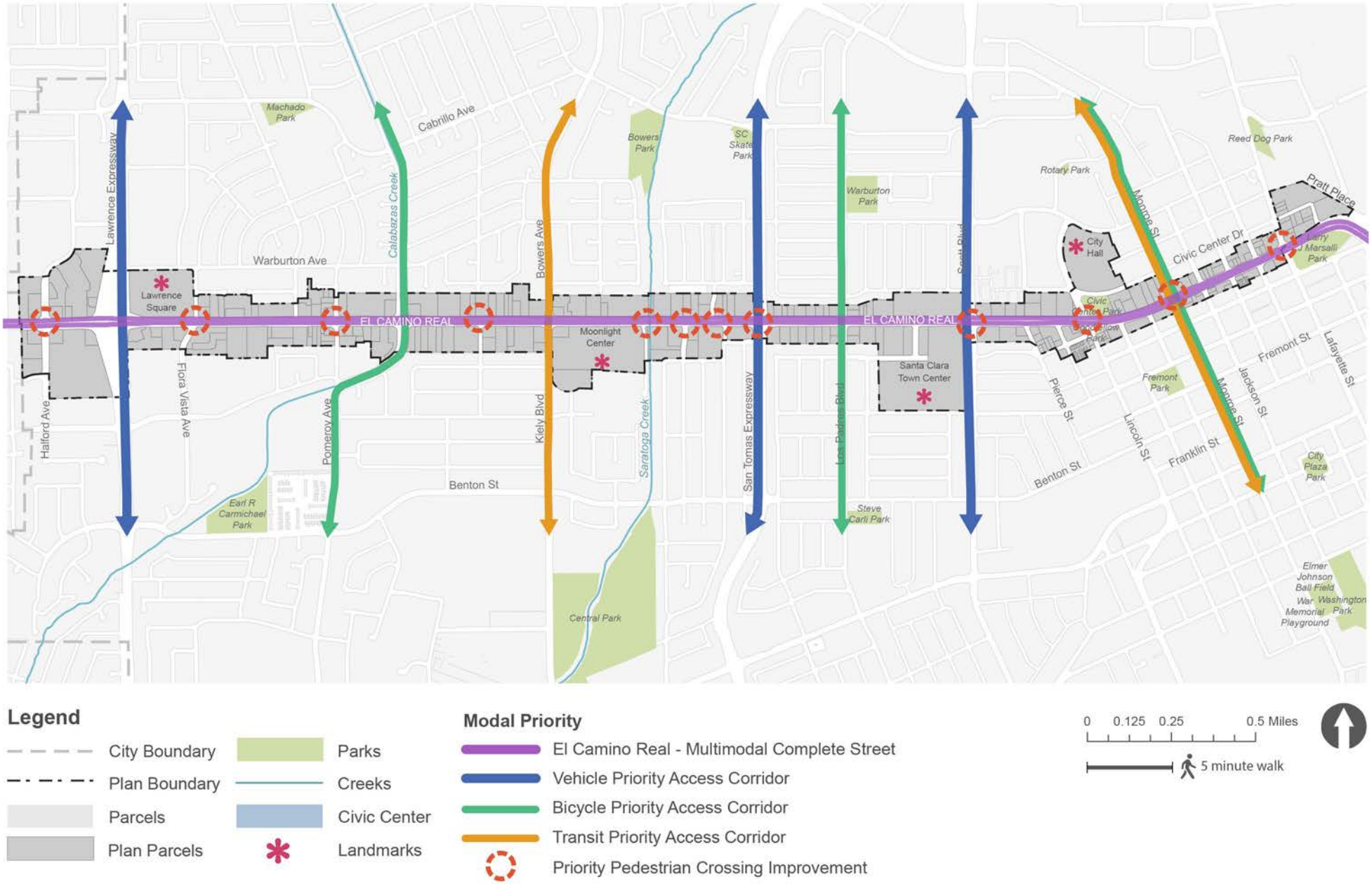
13. **Green Streets.** Integrate "Green Streets" concepts into street design to minimize the impacts of stormwater runoff.

Figure 5-1 illustrates the overarching modal priority framework for the corridor.

What are Green Streets?

A Green Street is a street right-of-way that incorporates vegetation, soil, and engineered systems (e.g. permeable pavements) to slow, filter, and cleanse stormwater runoff while reducing urban heating, enhancing pedestrian safety, reducing carbon footprints, and beautifying neighborhoods. Common elements of a Green Street are trees, drought-tolerant landscaping, vegetated curb extensions, sidewalk planters, permeable paving, and other green infrastructure elements (such as rain gardens and bioswales).

Figure 5-1. Modal Priority Framework



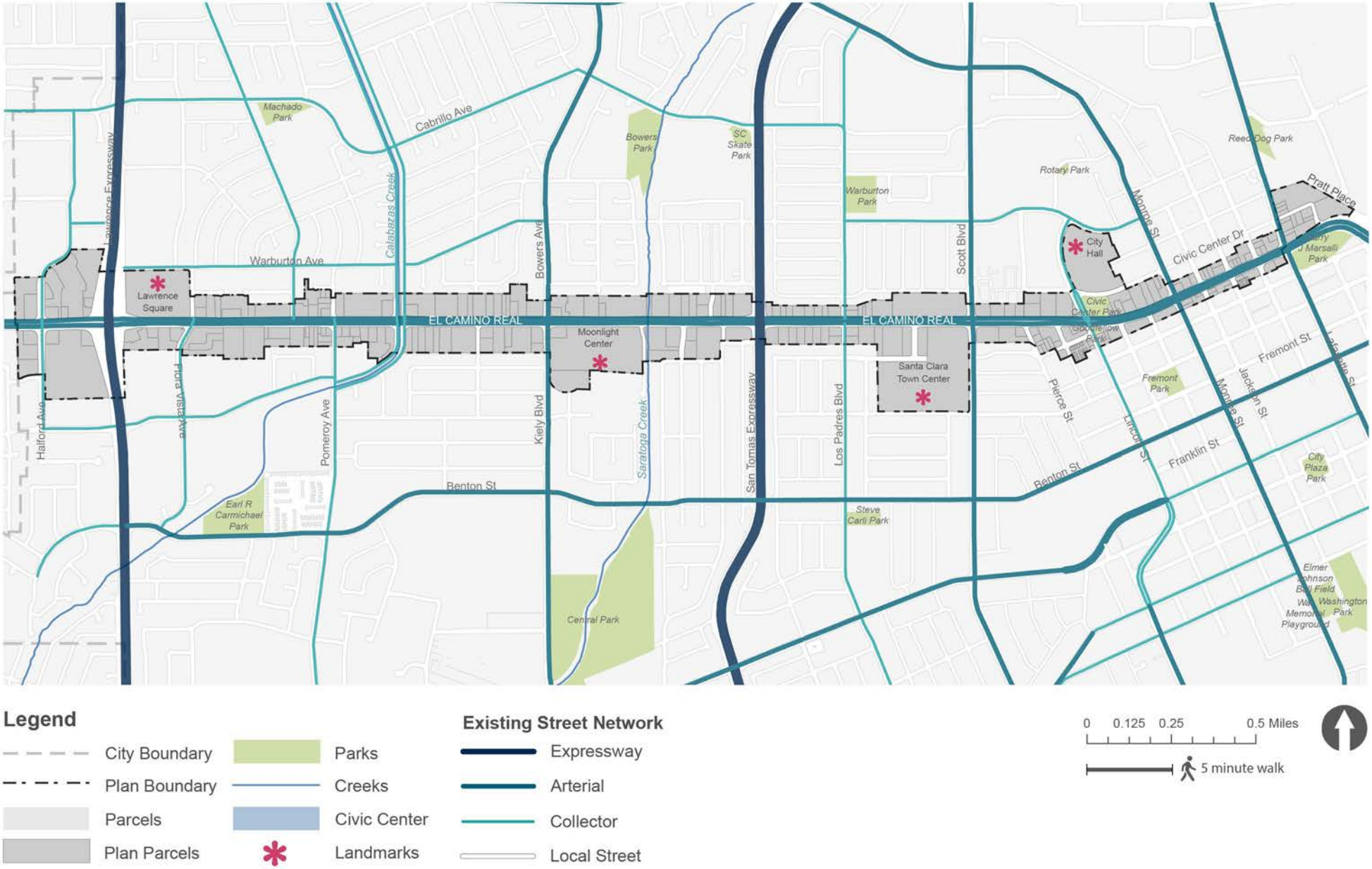
5.2 Circulation Network

Street Network

The street network within the Specific Plan Area is shown in Figure 5-2 and consists of existing roadways. While no new roadways are proposed, long-term redevelopment within the corridor, particularly within Activity Centers, provides an opportunity to add new public streets and off-street pathways to enhance overall circulation. See Chapter 4 Development Standards and Guidelines for more information and guidance on integrating new streets and pathways through new development sites.

The proposed street network and improvements shown in Figure 5-2 support a multimodal network that can accommodate future growth in the Plan Area. Overall, the Plan maintains the current roadway network capacity for El Camino Real while providing for pedestrian, bicycle, and transit access improvements to create a multimodal corridor. Improvements for other travel modes may impact some minor vehicle movements, such as dedicated right-turn lanes or on-street parking. Improvements and potential reconfigurations to the El Camino Real right-of-way are described in more detail in subsequent sections.

Figure 5-2. Street Network



Transit Network

The El Camino Real Specific Plan Area is served by both bus service and nearby passenger rail. El Camino Real is Santa Clara County's highest ridership bus corridor. VTA operates frequent bus routes (running every 15 minutes or better), such as the local line 22, as well as the limited-stop rapid bus 522, with stops at Scott Boulevard, Bowers Avenue-Kiely Boulevard, and Lawrence Expressway. Line 57 provides north-south connection at Kiely-Bowers. Located less than a mile to the southeast of the El Camino Real Specific Plan Area is Santa Clara Station. which is a point of convergence for Caltrain commuter rail service between San Francisco and Gilroy; Amtrak's Capitol Corridor, which links San Jose and Sacramento; the Altamont Commuter Express (ACE), which connects Stockton and San Jose; VTA county-wide bus service; and is a planned station for the Silicon Valley Bay Area Rapid Transit (BART) extension.

The El Camino Real Specific Plan envisions and accommodates improvements to transit service, including increased frequencies and better connections to Santa Clara Station. The transit network map shown in Figure 5-3 includes bus routes and stops along El Camino Real, as well as Santa Clara Station. The City does not control the selection of bus routes, bus frequency, and stops, but will work in partnership with VTA to promote equitable, attractive, and efficient transit that supports the El Camino Real Plan Area. Generally, changes and improvements to transit service can occur as transit-supportive development occurs. Transit-supportive development provides intensified development to financially support new service levels, managed (reduced) parking levels, and design elements that support walkability and intuitive transit access. This Plan includes street and intersection design concepts presented in Section 5.4 including enhancements that facilitate efficient bus service and improve comfort and convenience for bus riders. These include bus boarding islands that are extensions of the curb that provide an improved passenger waiting environment while minimizing potential conflicts between cyclists and buses. Bus boarding islands also increase the attractiveness

What are Bus Boarding Islands?

A bus boarding island is a dedicated waiting, boarding, and disembarking area for passengers that streamlines transit service by allowing in-lane stops for buses. Bus boarding islands are separated from the sidewalk by a bikeway, which minimizes potential conflicts between cyclists and buses at stops.

Bus boarding island with cycle track running behind it. Photo Credit: NACTO

Figure 5-3. Transit Network

of bus service by allowing buses to stop in-lane, reducing/minimizing delay, and promoting faster travel times. Bus boarding islands should be designed to accommodate the proposed cycle track along El Camino Real and should incorporate VTA design standards.

VTA is currently addressing ways to improve travel speeds, especially along high frequency corridors like El Camino Real. Along with improved transit movement gained through bus boarding islands, additional opportunities will be evaluated to ensure optimized travel times so that transit can be truly time-competitive with cars. The City will continue to work with VTA to consider infrastructure changes to minimize transit delay including transit signal priority, queue jumps, leading bus lights, bulbouts, and other strategies.

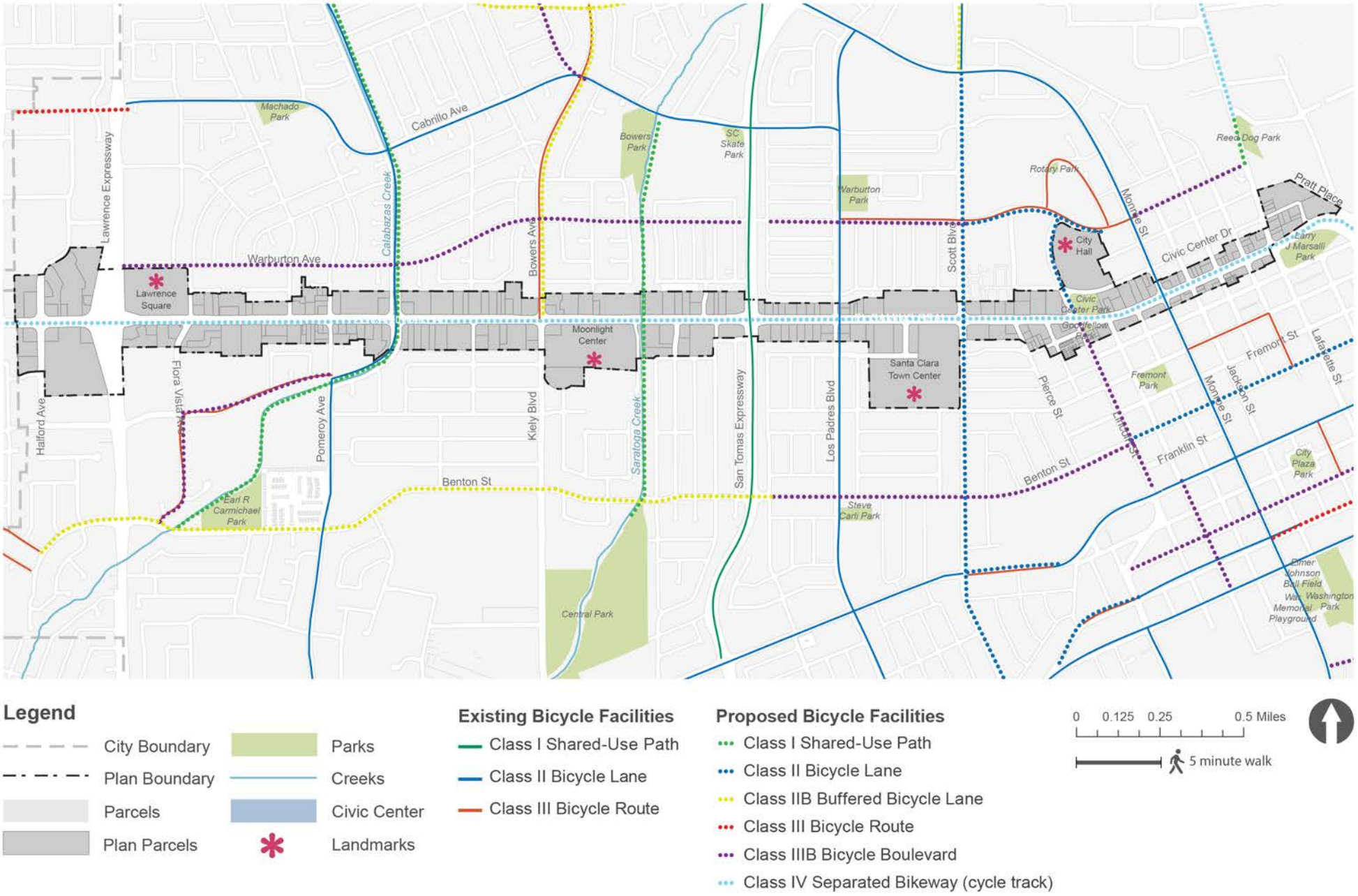
Bike Network

Figure 5-4 shows the existing and proposed bicycle network along and across El Camino Real. The existing bicycle network currently lacks comfortable bicycle facilities. The majority of El Camino Real is designated only as a bike route with no on street bicycle facilities and few streets with bike lanes running adjacent to or across the corridor. The proposed bicycle network and improvements are intended to enhance bicycle safety and provide bicycle connections between El Camino Real and adjacent neighborhoods as well as to/from key destinations such as shopping centers, community facilities, the Old Quad, and Santa Clara Station.

A key element of the mobility framework is the provision of a Class IV cycle track along El Camino Real that includes a continuous separated and protected bikeway along the corridor. Installation of the cycle track will require the removal of on-street parking and consolidation or relocation of some driveways. The cycle track would be protected from the vehicular

VTA bus traveling along El Camino Real

Figure 5-4. Bike Network



travel lanes via a two-foot wide raised buffer (i.e., concrete median). As an interim solution before full implementation of the cycle track, a two-foot wide painted buffer could be provided. Ultimately, a raised buffer should be provided to truly enhance bicycle travel and safety along the corridor. The design of the cycle track should integrate VTA's Bicycle Technical Guidelines (2012), National Association of City Transportation Officials' (NACTO) Urban Bikeway Design Guide (2011), and best practices.

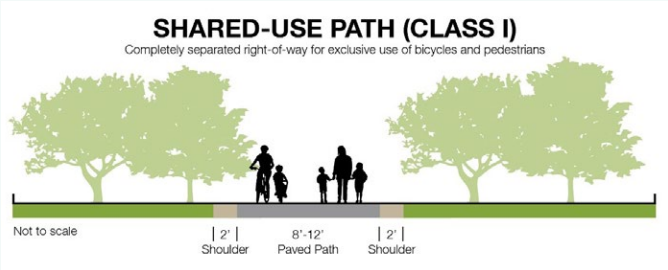
North/south bike connections along the El Camino Real corridor are provided via four key bicycle access corridors, including the crossings at Calabazas Creek, San Tomas Aquino Creek, Los Padres Boulevard, and Monroe Street. Bike facilities are provided parallel to Calabazas Creek on Calabazas Boulevard. The bike facilities include on-street left-hand side bike lanes with green bike lanes and bike boxes at the approaches to El Camino Real. The San Tomas Aquino Creek trail runs just west of and parallel to San Tomas Expressway and includes a Class I, fully separated multi-use bike path. The trail crosses El Camino Real on the west-leg of the signalized intersection at San Tomas Expressway via a standard crosswalk. The street and intersection design concepts presented in Section 5.4 include recommended enhancements for this trail crossing.
The Los Padres Boulevard and Monroe Street bicycle access corridors have standard bike lanes, and vehicle volumes on these roadways are generally low to moderate. The City's Bicycle Plan Update (2018) includes specific recommendations at the Monroe Street intersection to improve bicycle access including the provision of bicycle protection, installation of bike lane markings across El Camino Real, and tightening of curb radii. The Bicycle Plan also recommends a Class IV separated bikeway along El Camino Real. As the El Camino Real Specific Plan is implemented, improvements consistent with the City's Bicycle Plan should be incorporated.

Bikeway Facility Types

Shared-use Path (Class I)

Description: A shared-use path may be either a paved path or trail closed to motor vehicles and exclusively used by pedestrians and cyclists. The typical width of a shared-use path is 12 to 14 feet.

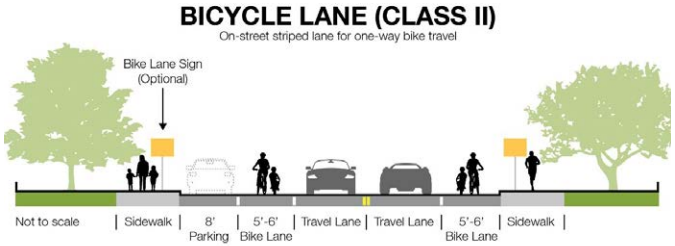
Purpose: To provide a safe and comfortable environment to bike and walk that is completely separated from roadway traffic.



Bike Lane (Class II)

Description: A bike lane is a dedicated one-way striped travel lane for bicycles alongside vehicular traffic. The most common types of bike lanes include the conventional striped bike lane, buffered bike lanes, or protected bike lanes. The typical width of a bike lane is six to eight feet.

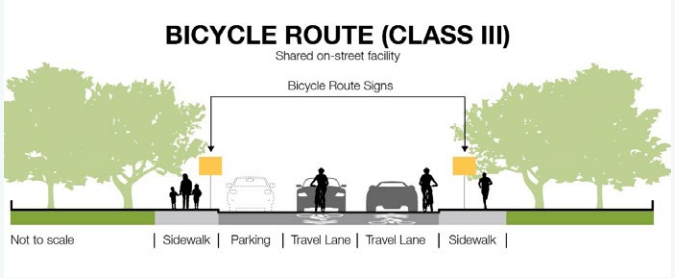
Purpose: To provide an exclusive space for bicyclists on the road.



Bike Route (Class III)

Description: A bike route is an on-street sign-posted facility where bicycles and automobiles share the travel lane, and is often painted with a shared lane arrow or "sharrow" to alert motorists that they may need to share the roadway. In cases where there is more than one travel lane, bicycles and automobiles typically share the outside lane.

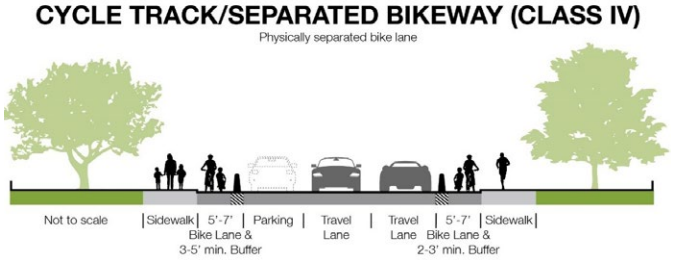
Purpose: To provide a shared use with motor vehicle traffic, typically on lower volume roadways.



Cycle Track/Separated Bikeway (Class IV)

Description: A cycle track provides a right-of-way designated exclusively for bicycle travel within a roadway protected from vehicle traffic with devices, including, but not limited to, raised medians, flexible posts, or inflexible physical barriers. The typical width of a cycle track is five to seven feet, plus a minimum two-foot buffer.

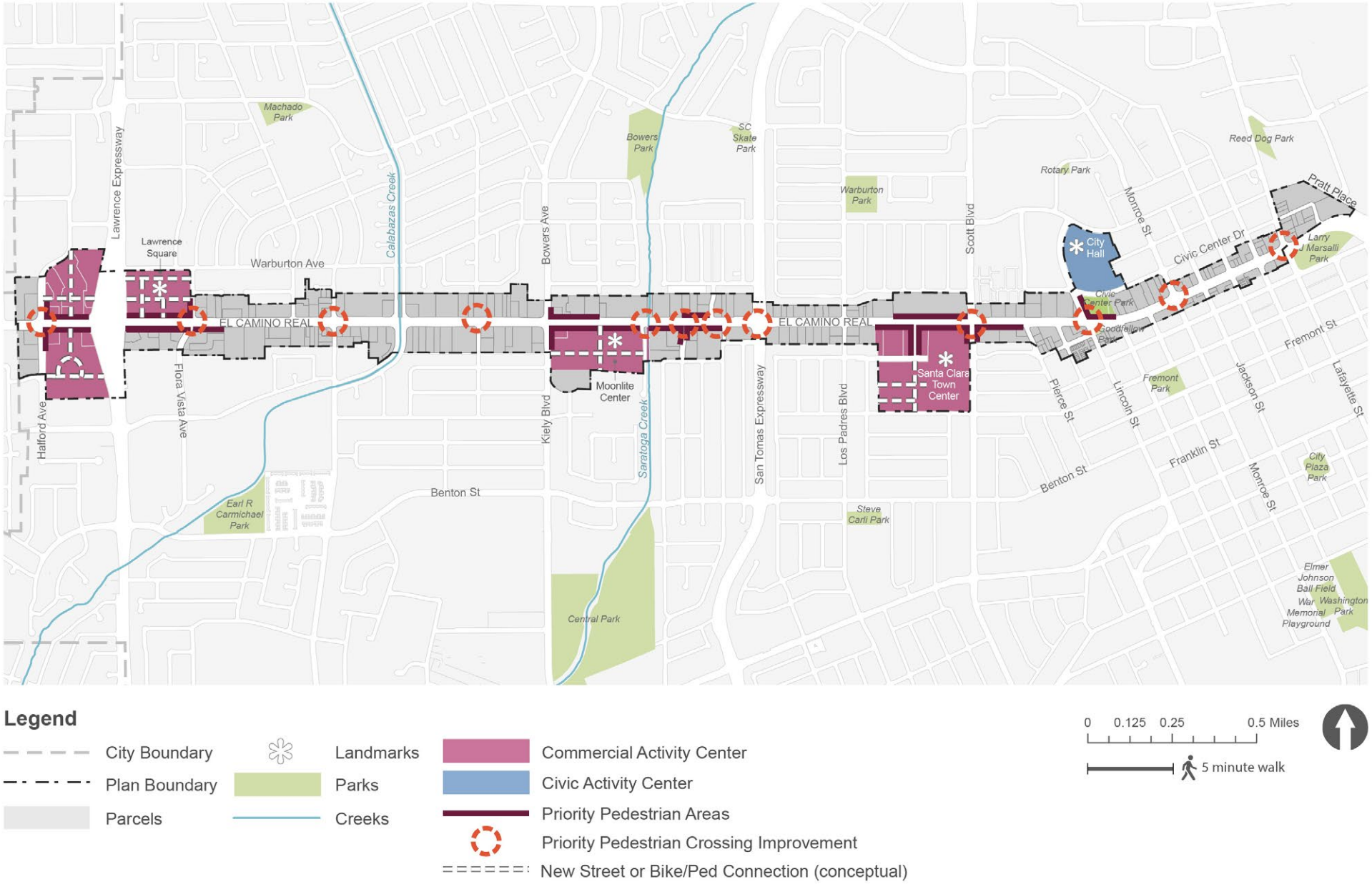
Purpose: To provide a safe and comfortable environment to bike separated from roadway traffic.



Pedestrian Network

Due to its large roadway width, fast moving vehicles, and narrow sidewalks, El Camino Real currently lacks a comfortable, safe, and engaging pedestrian experience. The proposed pedestrian network and improvements are intended to expand the space and comfort for pedestrians and create a vibrant, attractive environment that encourages walking. The pedestrian network improvements throughout this chapter include increased sidewalk widths, buffers from fast-moving traffic and noise, more comfortable crossings, and more landscaping and tree canopy along El Camino Real. Pedestrian improvements will be particularly important and prioritized at centers of pedestrian and commercial activity, such as Regional Mixed Use Centers and other areas where concentrations of commercial activity are planned. Larger Activity Center parcels should be divided into smaller blocks over time as development or on-site improvements occur, creating new connections and more walkable blocks. All streets, paths, and other public rights-of-way in the Plan Area should be designed for safe and comfortable pedestrian movement, providing a well-connected pedestrian network to and from key destinations along the corridor. The El Camino Real of the future will function as a multimodal boulevard – a place where people feel comfortable walking rather than driving between shopping destinations. There are currently four existing HAWK (High-Intensity Activated crossWalK) signals along El Camino Real at Alpine Avenue, Buchanan Drive, Morse Lane, and Harrison Street, and additional pedestrian improvements are planned along the corridor as described in the City of Santa Clara Pedestrian Master Plan. Figure 5-5 shows priority improvement areas for the pedestrian network, including activity areas along El Camino Real and priority intersections for future pedestrian crossing enhancements.

Figure 5-5. Pedestrian Network



5.3 Sidewalk and Public Realm

The design of the streetscape – sidewalks, lighting, street trees, furnishings, and other elements of the public realm – play an important role in creating an inviting pedestrian environment, encouraging social gathering, and creating Complete Streets for all travel modes. The following design standards and guidelines provide direction on sidewalk and streetscape improvements throughout the Plan Area. For detailed design guidance along specific roadways or at key intersections, see Section 5.4 Street and Intersection Design Concepts.

Sidewalks

The following sidewalk guidelines will help create a wide and comfortable walking area for pedestrians, buffered from noise and fast-moving cars. They also create attractive transition areas between public and private spaces along the front of buildings.

Sidewalks are divided into three zones from the curb to the building face: 1.) the Planter Zone, 2.) the Pedestrian Zone, and 3.) the Frontage Zone. The Planter Zone is where street trees, traffic control devices, and lighting are located, and provides a buffer between where people walk and the street. The Pedestrian Zone is where movement of people is the priority. Sidewalks or other hardscape surfaces meant for foot traffic are its defining component. Last is the Frontage Zone, which is on private property and provides a transition or buffer between buildings and the public realm, and allows people to access buildings without interfering with pedestrian movement. These zones and the sidewalk design concept for El Camino Real are illustrated in Figure 5-6 Pedestrian Zones and Sidewalk Design.

Sidewalk Standards

1. **Wider sidewalks.** As sites are redeveloped over time, the City will work with property owners on a case-by-case basis to negotiate the appropriate dedication and/or public easement to meet the new requirement for 20-foot sidewalks along El Camino Real (includes the planter zone). In instances where a 20-foot wide sidewalk cannot be achieved (e.g. shallow parcels), new sidewalks along El Camino Real shall be no less than 15.5 feet in total width.

2. **Planter zone dimensions.** The planter zone shall be four and a half to five feet from the face of curb to the pedestrian zone. In bulbout locations, the planter zone should be widened to the new curb location.

3. **Pedestrian zone dimensions.** The pedestrian zone shall be a minimum of eight feet wide, remain completely clear of obstructions and encroachments, and meet all applicable ADA regulations. The pedestrian zone may take up a portion of the front setback area to meet pedestrian zone and planter zone requirements.

Sidewalk Guidelines

1. **Planter zone character (commercial).** In locations fronting ground floor commercial uses, planters should be no more than 10 feet long. The space between planters should be designed as an extension of the walk zone, though special materials may be used to differentiate the area. The curb zone should contain street furniture and installations such as bike racks, benches, refuse receptacles, street lighting, and street trees.

Older sidewalk conditions along El Camino Real

Newer sidewalk conditions along El Camino Real

Figure 5-6. Pedestrian Zones and Sidewalk Design for El Camino Real (Commercial Ground Floor)

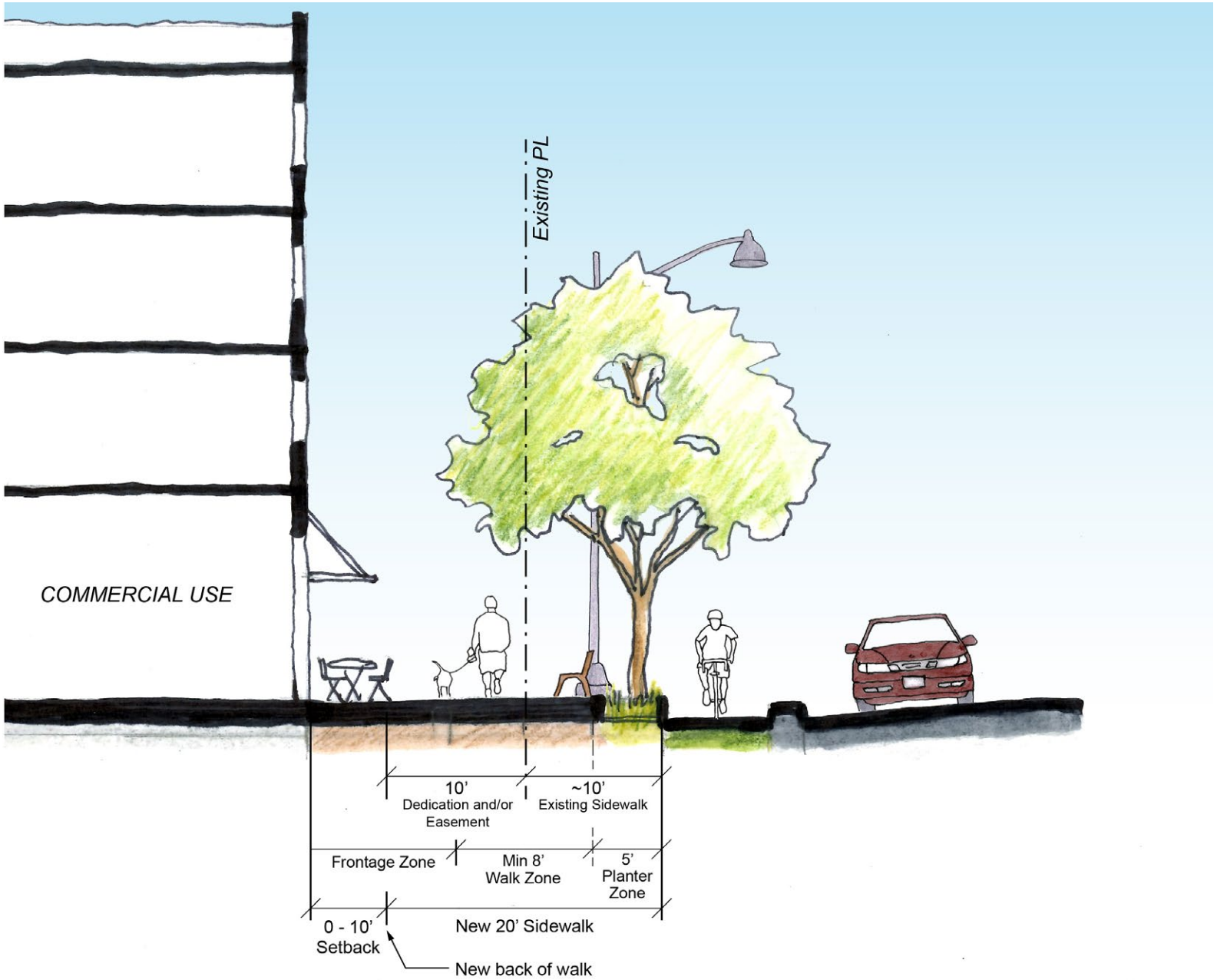
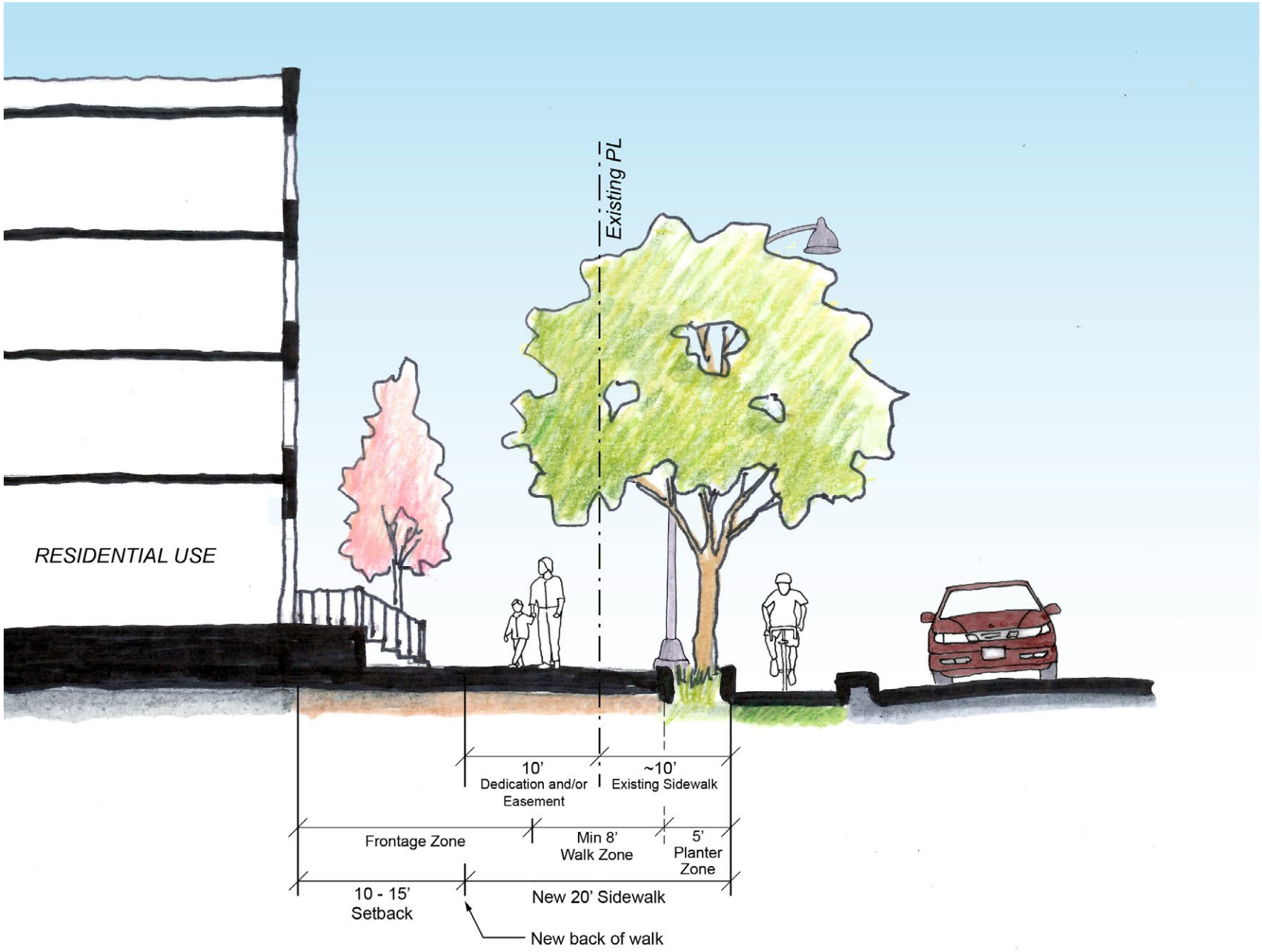


Figure 5-6. Pedestrian Zones and Sidewalk Design for El Camino Real (Residential)



2. **Planter zone character (residential).** In locations fronting residential ground floor uses, the planter zone can contain primarily softscape with regular hardscape connections to the street. At building entries, the planter zone should include more hardscape to ease drop-off and pick-ups.

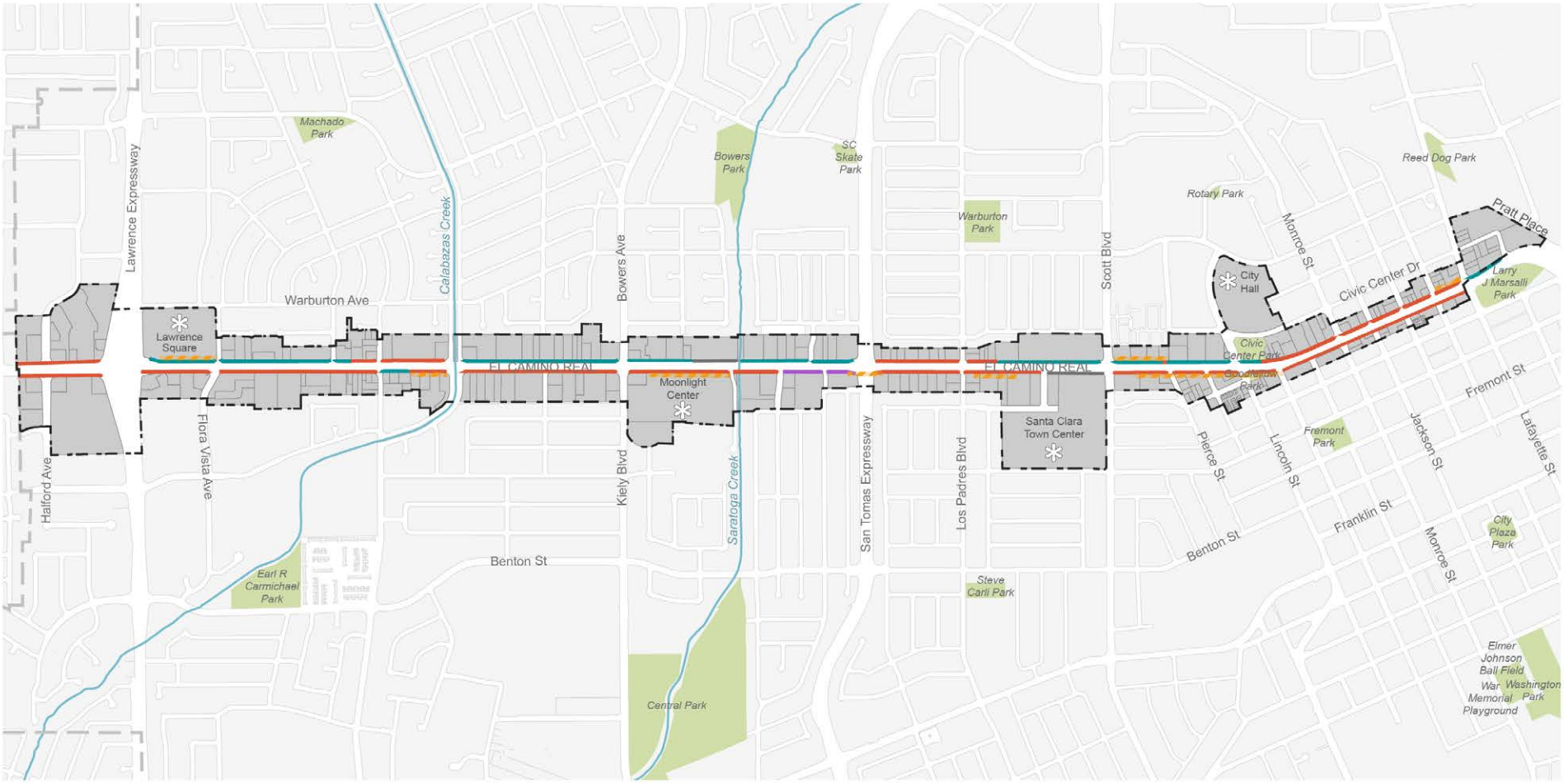
3. **Frontage zone character.** The frontage zone may be appropriate for outdoor display, seating, stoops, porches, accent landscaping, and trees to screen residential uses, among other functions. Additional standards and guidelines for this zone are located in Chapter 4 Private Development Standards and Guidelines.

4. **Priority pedestrian area.** Pedestrian improvements should be prioritized at priority pedestrian areas – Activity Centers and other areas of pedestrian and commercial activity (see Figure 5-5). Improvements should include wider sidewalks, additional crosswalk and corner design features, and enhanced landscaping and street furnishings.

Street Trees, Landscaping, and Stormwater Management

Landscaping and street trees are an important way to beautify the El Camino Real corridor, while also providing benefits such as shading, water conservation, and stormwater management. Tree planting along the corridor is constrained by underground utility conflicts, as illustrated in Figure 5-7 Utility Conflicts and Street Trees. There are three utility conditions present along the corridor: A) electrical lines are located at the back of the sidewalk; B) electrical lines are located at the back of the sidewalk and storm drains and sanitary sewer lines are present near or under the gutter; C) multiple utilities are present underneath the sidewalk. The following guidelines outline appropriate locations and recommendations for street tree planting based on each unique condition, as well as additional guidance for greening the corridor.

Figure 5-7. Utility Conflicts and Street Trees



Legend

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

Utility Conditions

- **Condition A**: Potential for trees/rain gardens from face of curb 3 ft back
- Condition A - *Existing*: Planting strip with street trees recently installed
- **Condition B:** Storm drain and sanitary sewer lines would need to be relocated in these locations for street trees and landscaping to be planted in planter zone from face of curb approximately 3 ft back
- **Condition C:** Multiple utility conflicts - street trees/rain gardens not possible
- Potential locations for permeable paving

0 0.125 0.25 0.5 Miles

5 minute walk

1. **Street trees.** Street trees should be planted along the public right-of-way at an average of every 20 to 40 feet on center. See Table 5-1 below for street tree planting conditions and design specifications along El Camino Real. Street tree species should be selected in consultation with the City and/or from the preferred tree species list. Along commercial frontages, street tree canopies should be high enough (at maturity) to permit visibility of ground floor signs and storefronts.

Table 5-1. Street Tree Locations and Specifications along El Camino Real

Condition/ Location	Utility Conflict	Street Tree Specifications
A	Electrical lines present at back of sidewalk	Street trees and landscaping may be planted in planter zone from face of curb approximately 3 feet back.
B	Electrical lines present at back of sidewalk; storm drain and sanitary sewer lines near or under gutter	Storm drain and sanitary sewer lines would need to be relocated in these locations for street trees and landscaping to be planted in planter zone from face of curb approximately 3 feet back.
C	Multiple utilities present underneath sidewalk	Street trees may not be planted along the sidewalk in these locations. Possibility for above-ground planters only.

See Figure 5-7 mapping locations of each condition along the corridor.

2. **Planter landscaping.** Planter areas should be planted with drought-tolerant and hardy plant species. Plantings should be no more than three feet high and, where parking, loading, or pick-up/drop-off spaces exist, should anticipate space needs for opening doors. Planters should be maintained by the fronting property.

3. **Landscaping character.** The following guidance applies to landscaping in public frontage areas:
   - Drought-tolerant plant materials should be incorporated to reduce water use and irrigation requirements.
   - Whenever possible, use native and Bay-Friendly planting palettes.
   - Implement rainwater harvesting and other features that provide a stormwater retention co-benefit.
   - Preserve mature, existing trees whenever possible.
   - Select tree species and orient trees to maximize climate benefits and energy savings.

4. **Landscaped medians.** Center medians along El Camino Real should be planted with groundcover, shrubs, and/or trees to improve aesthetics and minimize stormwater runoff. Drought-tolerant and hardy plant and tree species are encouraged.

5. **Green Streets.** The City, working with Caltrans, should integrate "Green Street" concepts into street design to minimize impacts of polluted runoff from El Camino Real. Green Streets typically include draining runoff from the curb flowline into biotreatment areas, in the form of stormwater curb extensions, linear bioswales, stormwater flow-through planters, and stormwater tree system. However, other systems, such as pervious pavement, may also achieve this goal. Consider incorporating permeable paving and stormwater curb cuts into the design of sidewalks, medians, and bicycle facilities along El Camino Real. Trash capture devices should also be evaluated.

Public Streetscape

Streetscape furniture, lighting, and public wayfinding signage can improve safety, enhance the pedestrian experience, and contribute to a sense of community. The following guidelines are intended for public streetscape improvements along El Camino Real, as well as other streets and pathways in the Plan Area.

Streetscape Furnishings and Lighting Guidelines

1. **Street furnishings.** Street furniture including benches, bike parking, and refuse receptacles should be provided at regular intervals along El Camino Real, as well as other streets and pathways along the corridor. Furnishings should be privately maintained when on private property. Any furnishings proposed to be placed on public property are at the City's discretion and subject to the issuance of an encroachment permit.

2. **Unified streetscape character.** Utilize a consistent and coordinated palette for streetscape furnishings along El Camino Real to create a clear identity for the corridor.

3. **Pedestrian-scaled lighting.** Light fixtures should be pedestrian-scaled (up to 15 feet tall) and spaced to provide continuous lighting along the sidewalk, particularly in and around Activity Centers. Existing auto-oriented streetlights along El Camino Real should be retrofitted to include a pedestrian-scaled lamp.

4. **Bus stops and amenities.** Coordinate with VTA to ensure that bus stop design is integrated with the pedestrian-oriented character and streetscape of El Camino Real. When possible, bus stops should be located closer to intersections at Activity Centers.

Signage and Wayfinding Guidelines

1. **Public wayfinding and signage program.** The City should implement a corridor-wide public wayfinding and signage program to highlight key destinations and amenities along the corridor. The public wayfinding and signage program should meet the following design objectives:
   - Identify key destinations and facilities, such as public parking, transit stations and routes, parks, civic destinations, shopping destinations, and bike routes in the Plan Area.
   - Be co-located with other streetscape furniture, such as streetlights and transit shelters, where possible to enhance visibility and reduce visual clutter.
   - Include creative elements such as landmark features that can serve as both wayfinding and public art.
   - Utilize banners installed on streetlight poles to highlight unique areas along the corridor and events.

5.4 Street and Intersection Design Concepts

Right-of-Way Street Design Concept for El Camino Real

Figures 5-8 and 5-9 present the existing street section and proposed roadway redesign concept for El Camino Real. This concept seeks to create a multimodal corridor that better serves pedestrians, bicyclists, and transit vehicles, while preserving vehicle capacity and throughput. The proposed right-of-way dimensions are intended to be standards, while allowing for flexibility in the implementation process for the precise design and allocation of space for each of the proposed street facilities. The right-of-way design recommendations for El Camino Real as are follows:

- No reduction to the number of travel lanes (3 vehicle lanes in each direction)
- Retention of the landscaped center median
- Setbacks with wider sidewalks (15.5 feet minimum) and increased landscaping
- Additional street trees, street furnishings, and pedestrian-scaling lighting in the planter zone
- A continuous cycle track in place of on-street parking
- Bus boarding islands that would serve as an extension of the curb. The cycle track would pass behind bus boarding islands at bus stop locations to minimize potential conflicts between cyclists and buses.

Implementation of the street sections and designs described in this section will require further design, engineering, and coordination with existing streets and properties, as well as VTA and Caltrans.

Figure 5-8. Typical Existing Street Section for El Camino Real

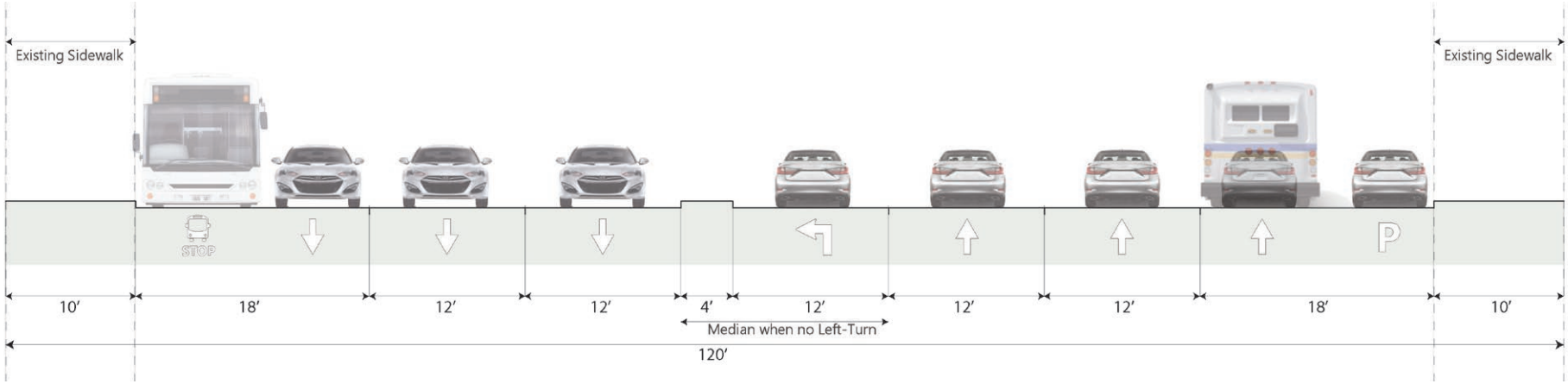
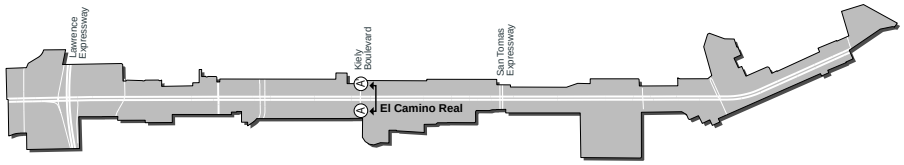
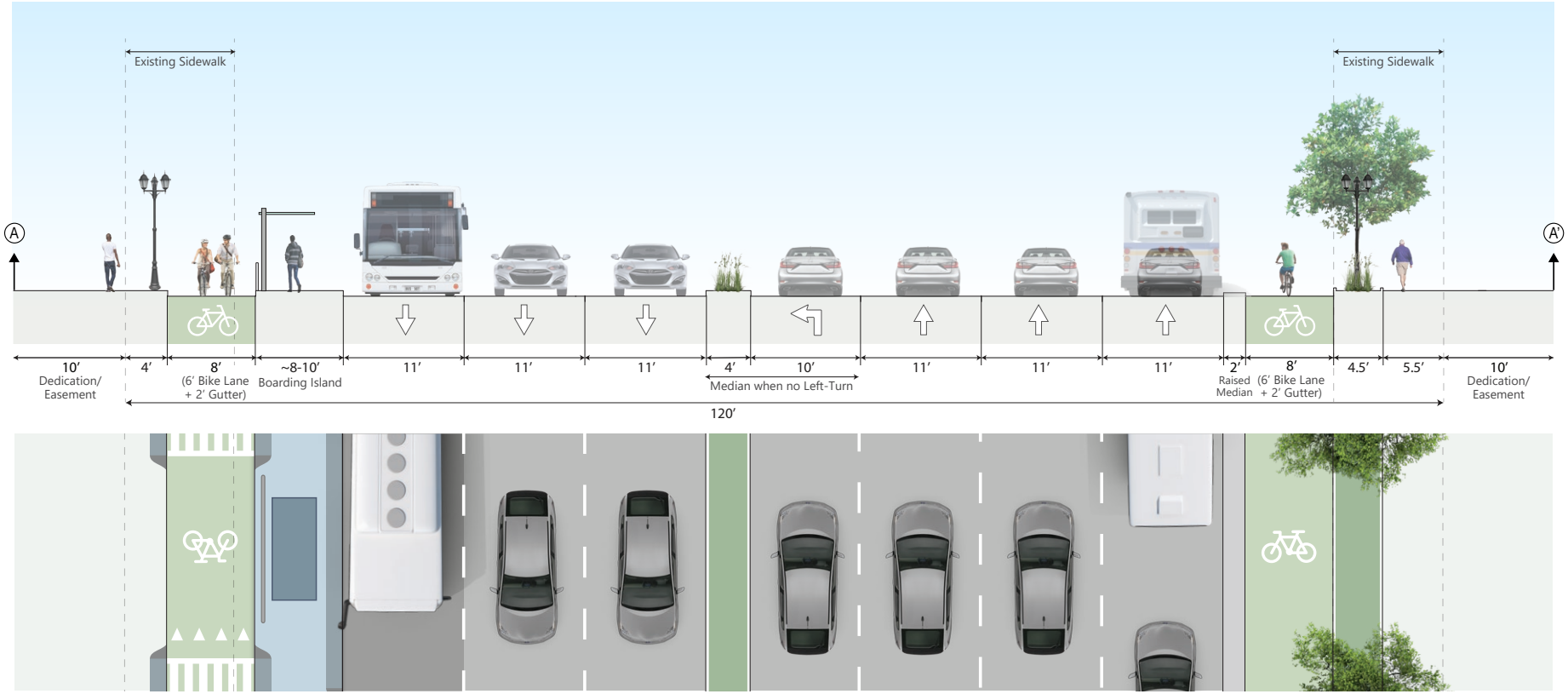


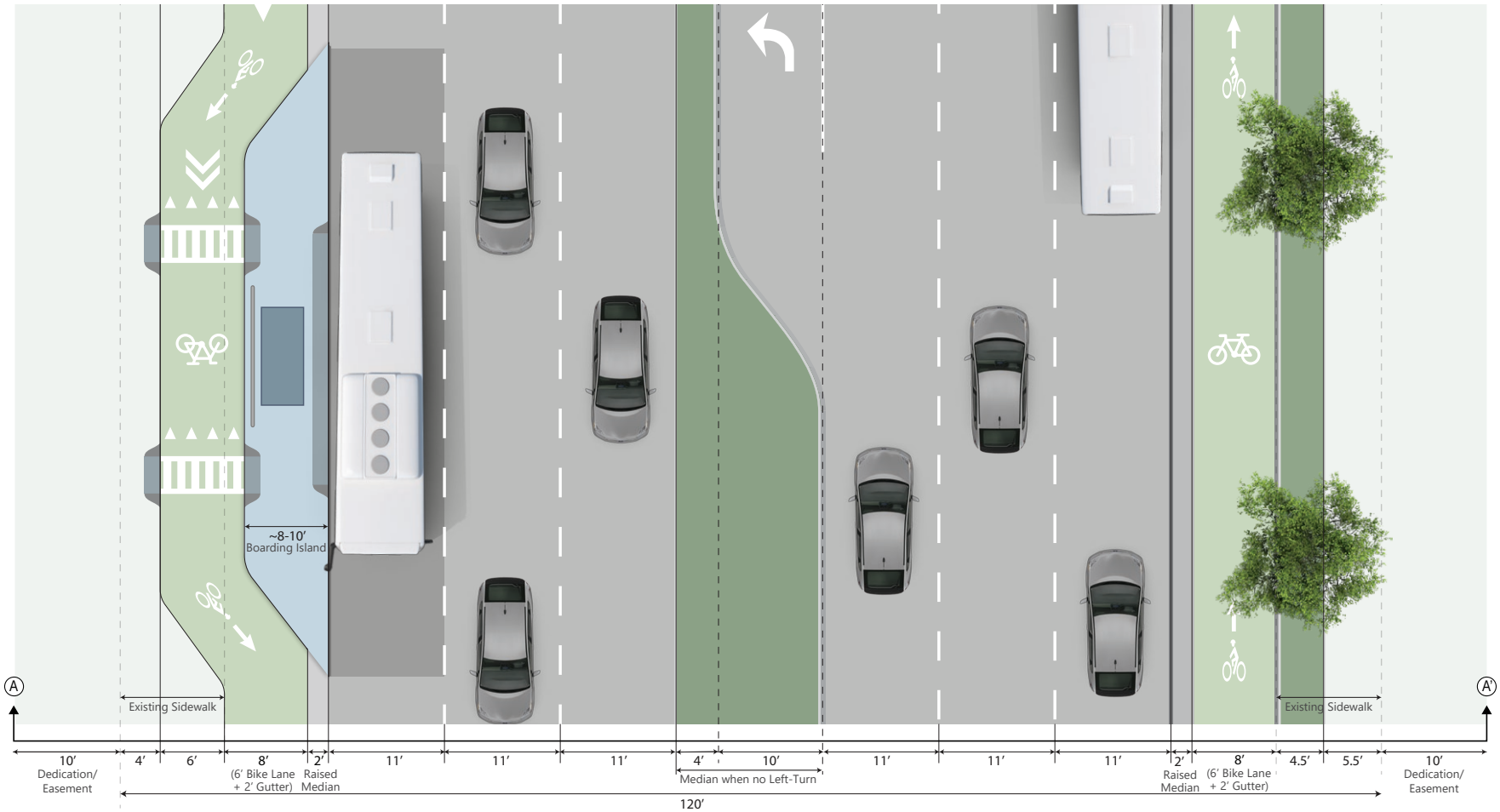
Figure 5-9. Proposed El Camino Real Re-Design Concept (Street Section)





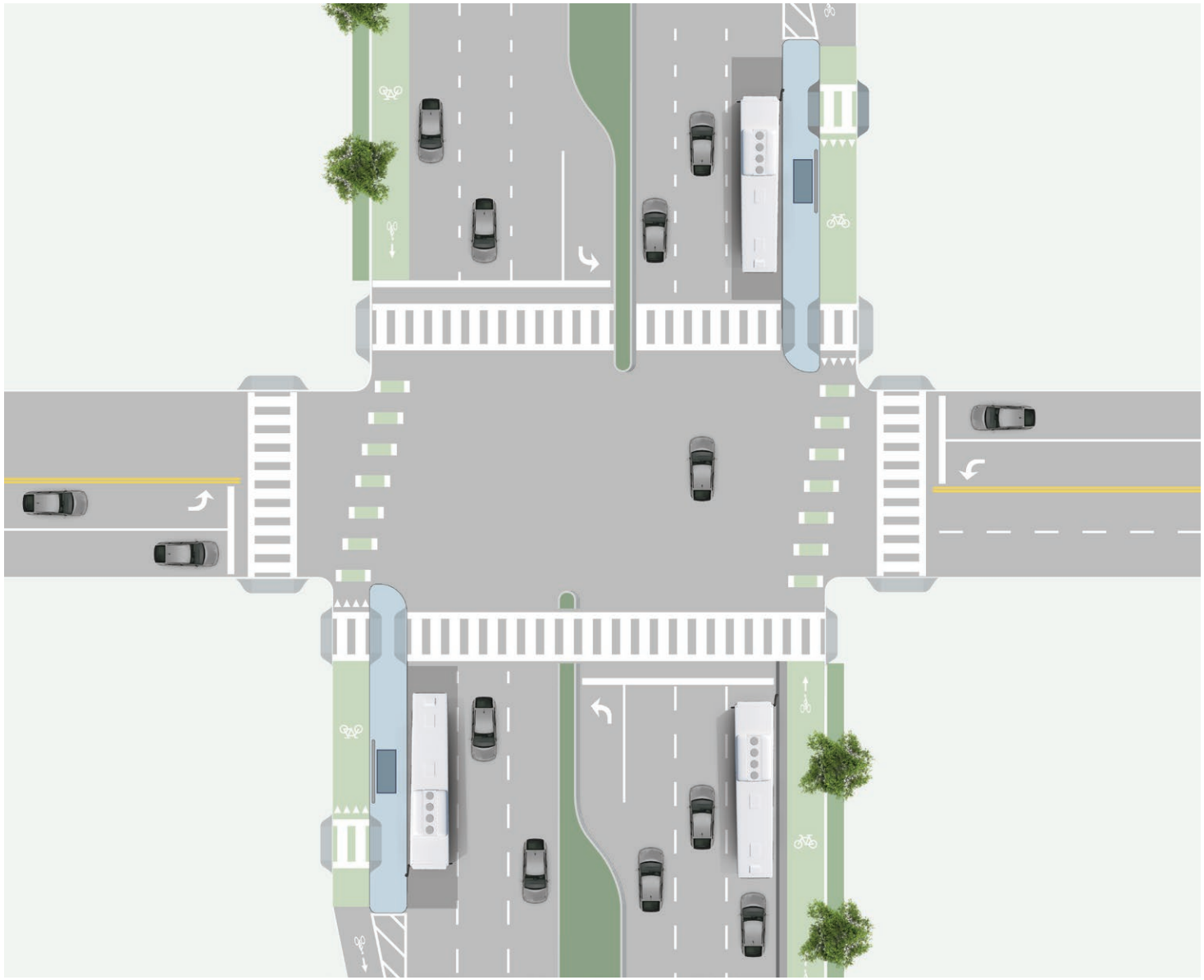
CONCEPTUAL - NOT FOR CONSTRUCTION
DETAILED ANALYSIS AND ENGINEERING DESIGN REQUIRED

Figure 5-9. Proposed El Camino Real Re-Design Concept (Plan View)



CONCEPTUAL - NOT FOR CONSTRUCTION
DETAILED ANALYSIS AND ENGINEERING DESIGN REQUIRED

Figure 5-9. Proposed El Camino Real Re-Design Concept (Plan View - Intersection)



CONCEPTUAL - NOT FOR CONSTRUCTION
DETAILED ANALYSIS AND ENGINEERING DESIGN REQUIRED

Intersection Improvements

This section provides recommendations to improve key intersections by type/size along El Camino Real, particularly those identified as priority pedestrian crossings in Figure 5-1 at the beginning of this chapter. While this section recommends improvements for specific intersections, some of the same treatments could be applied to intersections of a similar type/size along the corridor. The goal of these improvements is to make crossing El Camino Real more comfortable for pedestrians and bicyclists. The improvements outlined below incorporate the draft recommendations from the City's Pedestrian Master Plan; however, the details of the intersection improvements should refer to the City's Pedestrian Master Plan and NATCO Urban Bikeway Design Guidelines for final concept design. These intersection concepts are illustrative only and will require further engineering and design work before construction.

The four types of intersections are:

- Expressway
- Arterial
- Collector
- Side-Street T-Intersection

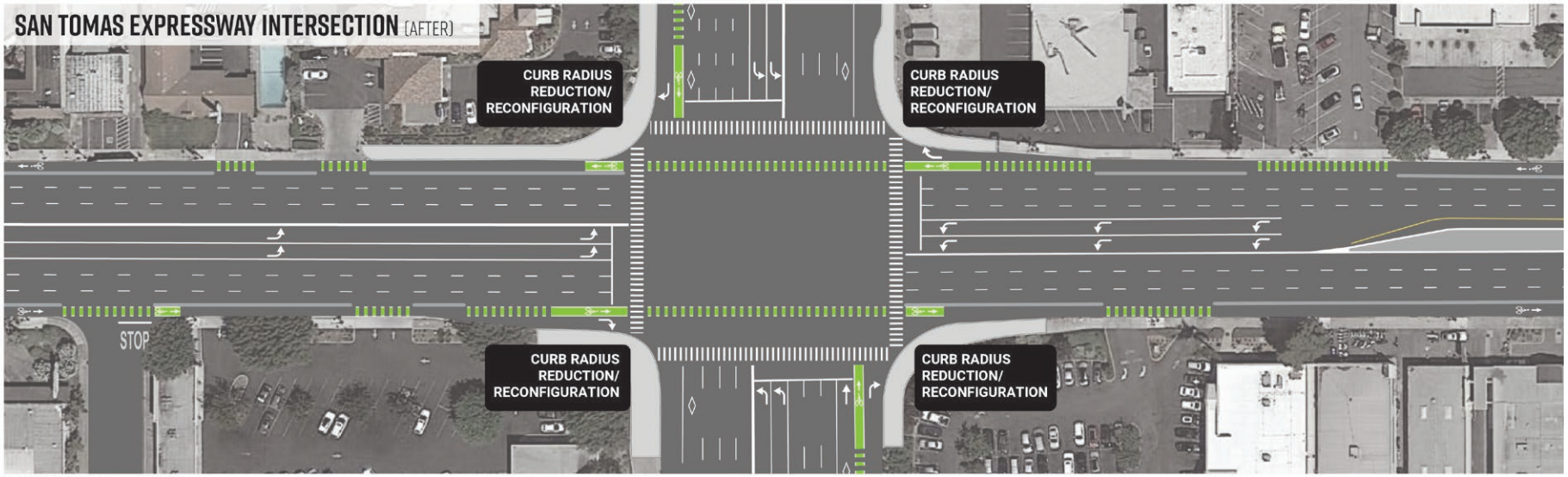
San Tomas Expressway Intersection (Expressway Intersection)

The San Tomas Expressway intersection is a large at-grade intersection with crossing distances between 130 and 150 feet, which can be difficult for pedestrians and bicyclists to navigate. Currently, the northeast and southwest corners include bulbouts to reduce pedestrian crossing distances and to slow turning vehicles. These measures should be included on the northwest and southeast corners, in addition to implementing measures consistent with the City's Pedestrian Master Plan such as pedestrian crosswalk motion sensors, "Yield Here to Peds" signs, waiting area improvements, and decorative crosswalks (see Figure 5-10). Additional improvements that should be considered to improve the San Tomas Aquino Trail crossing include a bicycle signal across the west leg of the intersection and right-turn-on-red restrictions for the southbound and eastbound vehicle right-turn movements. Future improvements should be coordinated with Caltrans and the County of Santa Clara.

Scott Boulevard Intersection (Arterial Intersection)

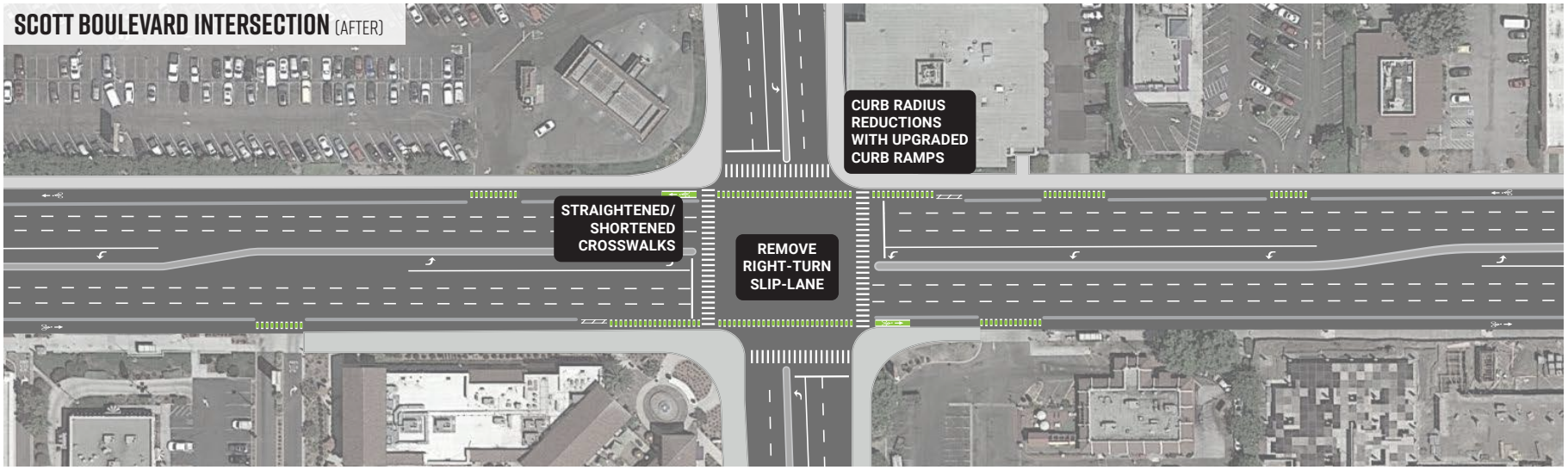
The Scott Boulevard intersection is a typical example of an arterial road intersection along El Camino Real. The intersection is designated as a priority pedestrian crossing since it provides access to one of the key Regional Commercial Mixed Use Centers – Santa Clara Town Center. Specific improvements for this intersection include curb radius reductions, upgraded curb ramps, pedestrian crosswalk motion sensors, possible decorative crosswalks, straightened/shortened crosswalks, and right-turn slip-lane removal (see Figure 5-11).

Figure 5-10. Design Concept for El Camino Real/ San Thomas Expressway Intersection



CONCEPTUAL - NOT FOR CONSTRUCTION
DETAILED ANALYSIS AND ENGINEERING DESIGN REQUIRED

Figure 5-11. Design Concept for El Camino Real/Scott Boulevard Intersection



CONCEPTUAL - NOT FOR CONSTRUCTION
DETAILED ANALYSIS AND ENGINEERING DESIGN REQUIRED

Los Padres Boulevard Intersection (Collector Intersection)

The Los Padres Boulevard intersection is an example of a collector road intersection along El Camino Real. Recommended improvements for these types of intersections include curb ramp upgrades, pedestrian crosswalk motion sensors, and decorative crosswalks (see Figure 5-11 as an example).

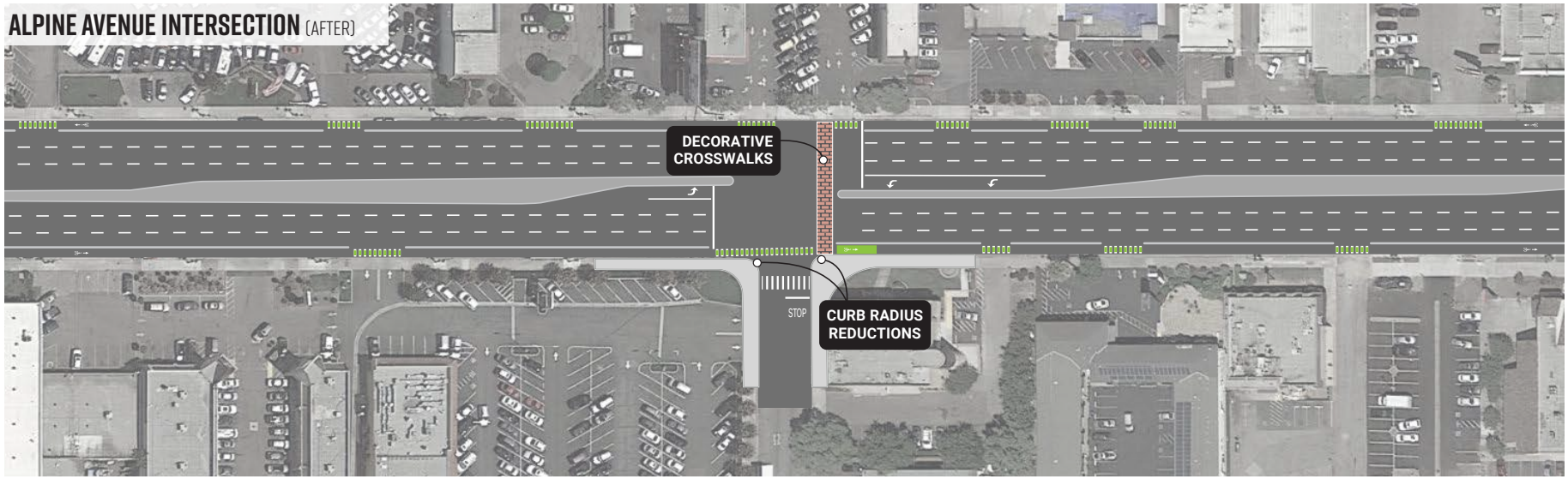
Decorative crosswalk

Alpine Avenue Intersection (Side-Street Stop Controlled T-Intersection)

Along the corridor there are several T-intersections that are unsignalized and provide pedestrian crossings across El Camino Real. Currently, several of these locations have High Intensity Activated Crosswalk (HAWK) signals. A HAWK signal is a traffic control device used to stop road traffic and allow for protected crossing of pedestrians and cyclists when needed. Additional improvements that should be taken into consideration include curb radius reductions, pedestrian crosswalk motion sensors, and a decorative crosswalk across El Camino Real (see Figure 5-12).

High Intensity Activated Crosswalk (HAWK) signal crossing El Camino Real

Figure 5-12. Design Concept for El Camino Real/ Alpine Avenue Intersection



ONCEPTUAL - NOT FOR CONSTRUCTION
ETAILED ANALYSIS AND ENGINEERING DESIGN REQUIRED

5.5 Parking and Curbside Management

Parking and curbside management are interrelated and essential in achieving the desired outcome of the Specific Plan to provide the "right" amount of parking while acknowledging competing uses for the curb space including passenger loading and temporary parking for delivery vehicles. The increased densities and greater land use mix envisioned for new development in the Plan Area create opportunities to manage vehicle parking and curb space activity while balancing goals for enhanced pedestrian, bicycle, and transit use. The following guidelines provide direction on parking and curbside management throughout the Plan Area.

Parking

Parking provision and management play an integral role in achieving the mobility goals of the Specific Plan. The City of Santa Clara's General Plan recommends flexibility in the supply of parking to encourage the use of alternate transportation modes such as transit, biking, and walking, reduce the costs associated with an oversupply of parking, and minimize the negative visual impacts of parking facilities. This Plan proposes a balanced approach to parking that aims for adequate supply for employees, residents, and visitors without oversupplying parking. In identifying the appropriate supply, changing transportation modes and services should be taken into account; for example, ride sharing services such as Uber and Lyft and future autonomous vehicle deployment may dramatically change the demand for short- and long-term parking. In addition, the Plan Area is well served by transit, including several VTA bus routes along El Camino Real and regional transit networks (Caltrain, Amtrak's Capitol Corridor train, and the Altamont Commuter Express (ACE)) located at Santa Clara Transit Station.

Private Off-Street Parking

The City's General Plan encourages parking standards that support higher intensity land use development and allows reduced minimum standards based on transportation demand management (TDM) strategies, shared parking, and transit availability. Given the increased densities and land use mix envisioned for new development, and the transit-oriented nature of the Plan Area, the provision of off-street parking on new development parcels within the Plan Area shall comply with the reduced parking requirements summarized in Table 5-2. Private parking facilities should also be consistent with the parking and loading standards and guidelines in Chapter 4.

Private Parking Standards

1. **Private parking requirements.** Private off-street parking for development projects in the Plan Area shall be provided in accordance with Table 5-2 below. For all other uses not listed, private off-street parking shall be provided consistent with the parking standards in the Santa Clara Zoning Ordinance.

Table 5-2. Off-Street Parking Requirements

Use	Parking Standard	Further Reductions Possible with TDM
Residential:		
Single Family Homes	2 spaces per unit	Yes
Multi-Family Residential:		
Studios/ 1 Bedroom	1 space per unit	Yes
2 or more Bedrooms	2 spaces per unit	Yes
Retail & Services	4 spaces per 1,000 sq. ft.	Yes

2. **Reductions in private parking requirements.** Further parking reductions may be possible through implementation of TDM measures, consistent with the provisions outlined in the Santa Clara Zoning Ordinance and Climate Action Plan.

3. **Electric vehicle (EV) parking and infrastructure.** Electric vehicle spaces and pre-wiring shall be provided for residential and nonresidential land uses according to the provisions in the Santa Clara Zoning Ordinance.

Private Parking Guidelines

1. **Creative parking solutions.** Encourage creative parking solutions like mechanical parking stackers/lifts, tandem parking configurations, and parking spaces designed for future conversion.

2. **Short-term parking.** Designate short-term parking on-site for ride share pick-up/drop-off and delivery service.

3. **Valet parking.** Allow for valet parking service that would utilize parking aisles to maximize on-site parking capacity while not exceeding parking requirements.

Public Parking

The provision of parking facilities open to the public is an important element in reducing the area's overall parking supply and allowing for development patterns supportive of walking, biking, and transit use. Public parking facilities should be provided in accordance with the guidelines below.

Public Parking Standards

Public electric vehicle (EV) parking. EV parking shall be provided to meet the significant increase in statewide EV usage. On lower parking floors, a large empty conduit should be run to locations where future electrical breaker panels could be located; or exposed conduit could be installed for future charging locations. The actual installation of electrical wiring, chargers, and billing methods would be carried out by an independent operator where the energy used for vehicle charging is paid for by the user.

Public Parking Guidelines

1. **Publicly-accessible parking structures.** Shared and publicly-accessible parking facilities are encouraged in the Plan Area, especially for larger projects that incorporate multiple uses and buildings. This Plan specifically encourages private property owners to allow public parking within their private parking structures, rather than limiting parking solely to tenants. This type of shared parking arrangement can reduce the demand for individual parking structures on each property as customers "park once and walk." This can be managed, and can generate revenue, by charging for parking. A validation system can be provided to offer free or reduced cost parking for customers of on-site tenants.

2. **Public parking location and distribution.** Public parking areas should be located near Activity Centers and key arterial and collector streets, and should be distributed with the goal that all development within the Plan Area is within three blocks of a parking facility that is open to the public.

3. **Placement within blocks.** Parking areas should be oriented internally to blocks and screened from the street, with primary access points oriented away from pedestrian areas and public gathering spaces if possible.

Shared Parking

Shared parking recognizes that parking spaces can serve two or more individual land uses without conflict or encroachment. For example, retail parking reaches its peak demand during the daytime whereas residential parking is most frequently needed in the evening and at night. Rather than providing distinct parking supplies to meet these complementary uses, the same parking supply can be used by customers during the day and residents in the evenings, significantly reducing parking requirements for both land uses and making developments more affordable. The mix of residential and retail uses anticipated in the Plan Area provides a good opportunity for the implementation of a shared parking scheme that can help reduce parking requirements.

Shared Parking Standards

Shared parking. Regional Commercial Mixed Use Centers shall include shared parking between uses with different peak periods to encourage the efficient use of parking resources (see also Standards and Guidelines for Regional Commercial Mixed Use in Chapter 4). For all mixed-use development, sharing of spaces between residential visitor parking and retail customer parking is highly encouraged. Shared parking facilities may qualify for reduced parking requirements. The total number of spaces and their distribution through the site shall be substantiated through a parking study and a parking management plan.

Unbundled Parking

Unbundling can also be applied to commercial tenants as well as residential tenants and buyers. In an unbundled parking scheme, parking spaces are rented (in the case of apartments) or sold (in the case of condominiums) separately from the dwelling unit. Unbundling parking from property costs provides transparency to the cost of parking so that people can make more informed decisions about car ownership and operating costs. It also makes better use of the parking supply by allowing parking spaces allocated to car-less households to be used by households with additional cars. Lastly, unbundling is complementary to shared parking since any excess spaces can be leased or rented to outside entities.

Unbundled Parking Guidelines

Unbundled parking. Unbundled parking is encouraged for residential and mixed-use residential projects.

Bicycle Parking

The Plan supports an increase in bicycle parking requirements consistent with the City's Zoning Ordinance. Bicycle parking will be required for all land uses in the Specific Plan Area, with provisions for both short- and long-term parking according to the bicycle parking design guidelines in the VTA Bicycle Technical Guidelines and the standards below. Bicycle parking facilities should be provided in well-lit, visible locations on private property near primary building entrances and pedestrian pathways, consistent with the site design standards and guidelines in Chapter 4.

Bicycle Parking Standards

1. **Bicycle parking requirements.** New development shall provide, at a minimum, short and long-term bicycle parking as follows:
    - Residential development: One Class I bicycle parking space per two units and one Class II space per 15 units.
    - Commercial developments: One Class I space per 30 employees and one Class II space for every 6,000 square feet.
    - Office developments: One space per 6,000 square feet with 75 percent as Class I and 25 percent as Class II spaces.
2. **Priority bicycle parking areas.** Activity Centers and public plazas are priority locations for additional bicycle parking facilities, particularly near high-activity destinations and designated cross street bicycle routes. Bike racks shall be placed in visible and well-lit areas.
3. **Electric bicycle parking.** Provide electrical charging outlets for bicycle rooms.

Long and Short-Term Bike Parking

Long-Term Bicycle Parking (Class I) – Long-Term Bicycle Parking is a type of bicycle parking that protects the entire bicycle and its components from theft, vandalism, or inclement weather. Class I bicycle parking is appropriate for long-term (two hours to all day) bicycle parking at locations such as employment sites, schools, and transit stations/stops. It is also important at sites where bicycles are left overnight for several days such as airports, train stations, and multi-family residential units.

Short-Term Bicycle Parking (Class II) – Short-Term Bicycle Parking consists of a bicycle rack to which the frame and at least one wheel can be secured with a user-provided U-lock or padlock and cable. Racks that provide two points of contact prevent bikes from pivoting and falling over. Bike racks are appropriate for short-term parking where the typical parking duration is less than two hours. They can be thought of as serving the customer or visitor parking demand for locations such as retail stores, libraries, dental and medical offices, office buildings, and at apartments/condominiums.

Source: VTA Bicycle Technical Guidelines December 13, 2007

Curbside Management

Demand for curbside passenger and delivery loading zones is growing dramatically as a result of the growth of transportation network companies (TNCs), like Uber and Lyft, as well as online shopping and associated deliveries, and a future autonomous vehicle deployment. With the implementation of the cycle track along the corridor, curb space along El Camino Real will be limited to transit stops and emergency services and curbspace usage will primarily be focused on side streets within the Plan Area. Potential uses of curb space along side streets in the Plan Area would include:

- Passenger loading zones, including private vehicles and TNCs
- Parked vehicles and electric vehicle (EV) charging
- Bicycle infrastructure
- Pedestrian infrastructure
- Delivery and truck loading zones
- Mobile vendors, including food trucks
- Transit infrastructure, including shuttle stops
- ADA access
- Emergency services

The Specific Plan anticipates and accommodates the need for flexibility in the use of curb space through the following curbside management standards.

Curbside Management Standards

1. **Curbside space.** Curb space along El Camino Real shall be limited to transit stops and emergency services. Curbside space for short-term passenger and delivery loading should be provided on-site or on side streets, whenever possible.

2. **Curbside Management Strategy.** The City shall develop a Curbside Management Strategy that identifies priorities for specific areas, establishes centralized loading zones, and assists with decision-making pertaining to curb space allocation. The strategy should include a flexible approach to curb space design and allocation to accommodate changes over time as competing demands for curb space evolve.

3. **Flex Zones.** Rather than designating fixed uses for all portions of the curb, flexible areas, known as "Flex Zones," accommodate different demands along segments of curb space. Flex Zones shall be provided whenever possible to serve different purposes and improve efficiency through implementation of the following:
   - Multiple functions served simultaneously in the same space, such as in combined commercial and passenger loading zones.
   - Different functions served at different times in the same space through time-of-day restrictions, such as a peak-period travel lane which is used for off-peak loading or parking.
   - Multiple functions served simultaneously in different spaces along the road, such as the conversion of some on-street parking to provide designated loading zones, and curb extensions along the curb on the same block face.

5.6 Transportation Demand Management (TDM)

Transportation Demand Management (TDM) consists of a combination of programmatic measures, policies, and infrastructure designed to reduce overall vehicle trips and associated parking demand by providing better incentives and opportunities to choose alternative modes such as walking, bicycling, transit, or ridesharing. The implementation of TDM measures in the Plan Area should be consistent with the requirements outlined in the City of Santa Clara's Climate Action Plan (December 3, 2013), which currently requires a vehicle miles traveled (VMT) reduction between five and ten percent through TDM measures depending on land use. Listed below are some example TDM strategies for reducing vehicle trips and parking demand for those living and working within the Plan Area. Specific TDM strategies are appropriate for either residential uses, employment-intensive uses, or both; and should be designed to meet the City's TDM reduction goals per the Climate Action Plan.

Transportation Demand Management (TDM) Strategies

Transportation Management Agency (TMA)

A Transportation Management Agency (TMA) within the Plan Area should be established to coordinate TDM efforts of multiple employers.

Information Boards/Kiosks

Employers could display transit routes and schedules, carpooling and vanpooling information, and bicycle lanes, routes, paths, and facility information on information boards/kiosks or direct employees to web resources.

Transit Passes

Providing residents/employees within the Plan Area with free/low cost transit passes could increase the transit mode share and reduce VMT, emissions and congestion, and on-site parking demand. This strategy can be subsidized by building managers, employers, or public agencies.

Carpool/Vanpool

Employers could offer carpool and vanpool matching services, subsidies, and priority accommodation to all employees. Designated and convenient spaces in parking facilities could be provided free to vanpools and carpools as a further incentive.

Bicycle Amenities

Bicycle amenities include building bicycle centers on-site, providing bicycle rental and repair service, storage, and changing facilities to employees.

Car Sharing

Car sharing programs provide on-demand access to a shared fleet of vehicles on an as-needed basis. Car sharing has been shown to significantly reduce vehicle ownership and vehicle miles traveled (VMT). Access to these vehicles increases the vehicle availability for non-car owners and reduces the number of cars per household.

Developers, property owners, and employers could provide car share spaces at a rate of at least 1 per 400 units, up to 2 spaces per development, at no cost to car share companies. Parking spaces reserved for car share vehicles should be conveniently placed next to building entrances to promote the use of these vehicles. These vehicles should be reserved for residents/employees and the general public.

Guaranteed Ride Home Program

These programs allow transit riders to use a complimentary or reduced-price “taxi” service to get home in case of an emergency or when transit service is not available.

Compressed Work Weeks, Flex Time, and Telecommuting

Through these strategies, employees would adjust their work schedule to reduce vehicle trips to the worksite on certain days and during peak periods.

Annual Employee Surveys

Administered by the employers or by the TMA, an annual employee survey will provide key information on how employees are currently traveling to and from work, as well as provide insight into which existing TDM strategies are working, and how they can be modified to continue to reduce vehicle trips and parking demand. Driveway counts should be included as a monitoring requirement to determine the effectiveness of TDM measures.

The City may consider implementing an auto mode share target for large Plan Area employers, which could be monitored via annual employee surveys. The City could use the survey results to target highly effective alternative mode strategies and share the information with residents, employers, and potential new project developers.

6.1 Project Administration
6.2 Community Benefits Program
6.3 Implementation Actions & Programs
6.4 Infrastructure Capital Improvement Projects
6.5 Street & Public Space Capital Improvement Projects
6.6 Funding & Financing Strategy
6.7 Funding & Financing Sources and Mechanisms

IMPLEMENTATION 6

IMPLEMENTATION

This chapter describes the project administration procedures, implementation activities, and funding strategies needed to fulfill the vision of the El Camino Real Specific Plan. It organizes implementation actions into programs (Table 6-2) and capital improvements (Tables 6-3, 6-4, and 6-5). Implementation of the Specific Plan will require a comprehensive approach that includes private sector development, City actions and resources, and coordination with partners and stakeholders such as Caltrans, Santa Clara County, property owners, and community members. Development standards in the Specific Plan will guide future investment, with larger residential and non-residential projects providing public benefits, and all developments contributing their fair share to corridor-wide improvements. Together, these projects will incrementally transform El Camino Real into a vibrant, multimodal, mixed-use corridor.

6.1 Project Administration

Applicability and Exemptions

All applications for new construction, modifications to existing buildings, and changes in land use, shall be reviewed for conformance with the General Plan, the El Camino Real Specific Plan, the Zoning Ordinance, and all other applicable documents.

Existing uses that are primarily automobile-focused, such as service stations, minor car repair and car washes, should make every attempt to meet the intent of this Plan, but may be exempted from certain standards and guidelines conflicting with their automobile focus (e.g. maximum setbacks) with approval of a Conditional Use Permit by the Planning Commission. Structures associated with these uses may be remodeled or expanded on the same site with a Conditional Use Permit, even if they are in a required ground floor commercial area. However, when located in a required ground floor commercial area, such as an Activity Center, they shall not be rebuilt as part of a larger development. Improvements at these sites shall be subject to other requirements, such as improved pedestrian access from the street to retail spaces, improved landscape screening, and reductions in the number of driveways.

Non-Conforming Uses

Uses that do not comply with the requirements of this Specific Plan are considered non-conforming. Non-conforming uses made non-conforming by this Plan, such as vehicle repair stations and drive-throughs, shall be allowed to continue until such use is abandoned (see SCCC Chapter 18.94).

Master Planning Process

The master planning process provides a coordinated and integrated approach to larger developments under certain conditions. This process allows the City to achieve key Specific Plan standards and guidelines, such as creating high-quality open areas and shared parking, while allowing projects some flexibility and an administrative process focusing on key development objectives. This section outlines the conditions and requirements for the master planning process.

1. **Optional master planning.** While the master plan process is voluntary, the City encourages submittal of a master plan to support coordinated planning among property owners in the same vicinity, such as within Regional Commercial Mixed Use.

2. **Design exceptions.** Applicants may be eligible for site design exceptions such as shared parking, shared open area, and reduced internal setbacks through the master plan process.

3. **Required coordination.** The project applicant(s) shall coordinate with the City to understand development proposals for surrounding parcels, coordinate street and pedestrian connections, and identify other key issues.

4. **Master plan preparation.** A planning application shall include the following components:

    - Signed development applications from all property owners within the proposed master plan area.
    - Materials such as maps, surrounding and proposed uses, proposed building locations, proposed number of units and unit types including amount of affordable housing provided and the income targets, circulation plan, total square footage, open space, on-site utilities and utility connections, grading and other materials that demonstrate compliance with the purpose and intent of the Specific Plan.
    - Circulation plan for all modes of travel onto and through the site.
    - Parking strategy, including but not limited to, shared parking or district parking facilities.
    - Urban design strategy, including a conceptual architecture plan, including how the location, intensity, and uses of planned and future buildings function and relate to each other, the project site, and surrounding area.
    - Phasing and implementation strategy, including the timing and plans for any public improvements, including open space, utility, and transportation infrastructure.
    - Other components as deemed necessary by the City.

5. **District parking.** If the project applicant proposes to accommodate required parking off-site, the master plan shall include the parking structure (or below grade parking) location, number of parking stalls, number of parking stalls required for the new development, and the non-automobile connections between the project site and district structure.

6.2 Community Benefits Program

The intent of the community benefits program is to encourage new developments along El Camino Real to provide enhancements that benefit the community in exchange for increased development potential. This provides a mechanism for financing capital improvements and other public services that would be prohibitively expensive if funded solely by the public sector. The nature of the benefits is driven by a community's needs, priorities, and economic conditions. The community benefits program is applicable to all sites in the Plan Area.

Through the community benefits program, individual projects in the Plan Area may be eligible for additional height, density, or FAR in exchange for providing community benefits above and beyond what is required by the Plan. The City has the discretion to determine the appropriate level of community benefits required and the amount of bonus received in exchange for providing these benefits. Specific community benefits or district improvement projects and additional height, density, or FAR concessions shall be determined during review of the proposed project, and approved by the City Council.

A developer taking part in the community benefits program will be required to enter into a development agreement with the City that specifies the community benefits that will be provided in exchange for the higher intensity requested. The City will negotiate the terms of the agreement including the period during which the entitlement will be available to the developer and the specific community benefits that the developer will provide.

Table 6-1 provides a menu of community benefit options that an applicant may provide in consideration of the requested increase in development potential. Additional benefits may be determined in the future, or may be determined during project review, based on local needs. In general, community benefits should be provided within or accessible from the Plan Area. However, the City also has the discretion to accept a monetary contribution to construct the benefit/improvement.

Table 6-1. Community Benefits List

Type	Description
Affordable housing (Plan Priority)	Development of affordable units on- or off-site, over and above the amount or affordability mix/targets required under the Plan and existing regulations, and beyond what would be offered through the City's Density Bonus Ordinance and the California "Density Bonus Law." On-site units preferred over off-site units, and units at deeper levels of affordability (extremely low, very low, and low income) are a priority along the corridor.
New publicly-accessible private open spaces (Plan Priority)	Development of new publicly-accessible, privately-maintained open spaces over and above the amount required under the Plan and the Park and Recreational Land Ordinance (SCCC Chapter 17.35). Regional Commercial Mixed Use Centers are required to provide plazas and may not use the required minimum open space as a community benefit.
Commercial and small business support and preservation (Plan Priority)	Supporting or subsidizing commercial tenants, small, and/or local businesses including (but not limited to): • Providing new dedicated spaces within new buildings for existing commercial tenants and small businesses • Providing rent subsidies to existing commercial tenants or other local small businesses • Providing relocation assistance to help commercial tenants and small businesses in the Plan Area displaced by new development to locate elsewhere along El Camino Real or the City
District utility improvements	Off-site infrastructure and utility improvements above and beyond those required to serve the development (including water, sewer, and recycled water systems).
Pedestrian and bicycle amenities	Off-site pedestrian and bicycle improvements, above and beyond those required by the development standards. These may include but are not limited to: • Enhanced pedestrian and bicycle-oriented streetscapes • Protected bicycle lanes and pedestrian pathways, improved bicycle and pedestrian crossings/signals, bicycle racks/shelters • New pedestrian and bicycle connections to transit facilities, neighborhoods, trails, commercial areas, etc. • Removal of existing pedestrian and bicycle barriers • Upgrading traffic signals to enhance pedestrian and bicycle safety
Public parking facilities	Constructing or otherwise providing publicly-accessible parking, beyond the otherwise required number of spaces, to serve area-wide parking needs.
Public art	Incorporating public art on-site, or providing contributions to a City public art fund.
Other	• Contributions to and/or space provided for community facilities • Additional off-site roadway and/or transit-related improvements • Additional funding for City programs, such as contribution to a local façade improvement program • Funds in lieu of improvements • Other public benefits proposed by the developer and approved by the City Council

6.3 Implementation Actions and Programs

This section lists implementation actions and programs needed to achieve the vision for the El Camino Real Specific Plan. The list of actions in Table 6-2 is organized according to timeframe – short-term, medium-term, and ongoing – and identifies the party responsible for implementation. Different implementation actions may overlap or shift into a different timeframe depending on development timing and funding availability, and the timeframe for different actions could be adjusted over time. Since much of the development in the Plan Area will be dependent on market forces over time, the exact timing of many implementation actions is contingent on future development activity.

Actions are categorized as follows:

Short-term (2-3 years)

Short-term actions include many of the immediate policies, programs, and planning of capital priorities that lay the groundwork for the incremental transformation of the El Camino Real corridor. These early actions will start to establish the partnerships, organizational structures, and funding mechanisms that will keep the Plan moving forward and position the area for future investment and change.

Medium-term (10 years)

Based on the previous actions completed in the short-term period, the medium-term actions focus on guiding development activity, leveraging any new funding mechanisms, commencing construction of public capital improvement projects, and bolstering the identity of El Camino Real as a vibrant corridor. Some projects and programs may continue past this time period as long-term implementation proceeds.

Ongoing

These include programs that cover the life of the Specific Plan Area, including ongoing monitoring, maintenance, and coordination.

Table 6-2. Implementation Actions and Programs

Implementation Action/Program	Description of Other Related Policies and Guidance	Responsibilities
Short-term		
Zoning Map and Zoning Text Amendments	Amend the City's zoning map to reflect adoption of this Specific Plan.	Planning
General Plan Map and Text Amendments	Amend General Plan Land Use designations to increase existing housing density for the Regional Commercial Mixed Use, Corridor Mixed Use, and Corridor Residential classifications. Amend the General Plan zoning map to reflect the land use designation changes adopted in this Specific Plan.	Planning
District Funding Study	Study options for establishing funding and financing mechanisms and sources to address Plan Area needs. This may require property owner support for new sources, such as district-based mechanisms or development impact fees (as described later in this chapter).	Planning, Public Works
Multi-Modal Planning	Develop a streetscape master plan that will provide detailed plans for the implementation of proposed pedestrian and bicycle improvements in order to be in an approved position when applying for grant funding to implement physical improvements.	Public Works, Planning
Commercial Retention Program	Develop a 'Commercial and Small/Local Business Retention and Attraction Program' to provide support to existing and prospective commercial businesses, small/local businesses, and nonprofits, including technical assistance and access to City resources, networking, small business financing, strategic advice regarding location and planning for the future and navigating the permitting process. Consider hiring a business liaison focused on assisting small and local businesses.	Planning, Economic Development, business owners
Permit Streamlining for Small/Local Businesses	Evaluate ways to adjust the zoning and permitting regulations based on market conditions and trends, and reduce barriers and costs for small/local businesses that want to expand, relocate, or open a second location in the area.	Planning, Economic Development
Curbside Management Strategy	Develop a curbside management strategy with provisions for centralized loading zones, including flex zones.	Planning, Public Works

Table 6-2. Implementation Actions and Programs (continued)

Implementation Action/Program	Description of Other Related Policies and Guidance	Responsibilities
Short-term (continued)		
Shared Parking	In coordination with property owners: • Identify groups of business and property owners who could benefit from use of shared parking • Modify any zoning codes or ordinances that may restrict or discourage shared parking • Actively work with local employers, landowners, and developers to implement shared parking.	Planning, property owners, businesses
Rapid Plan Evaluation	Within two years after adoption of the El Camino Real Specific Plan, complete a rapid evaluation of the Plan's implementation progress. As part of this effort, update the list of implementation projects and programs; review the amount and type of development that has occurred in the Plan Area; and evaluate the effectiveness of the Plan's standards and policy levers to determine any refinements that may be needed. Repeat this effort every two years or at other regular intervals, and update the Plan as necessary.	Planning, Public Works
Mid-term		
Street Furnishings Palette	Develop a street furnishings design palette for the Plan Area to include benches, planters, lighting, public art, landscaping, and other streetscape amenities.	Planning, Public Works, Traffic Engineering
Planting Palette	Prepare a "planting palette" providing recommendations for native plantings and for non-natives with high wildlife habitat value for El Camino Real and City owned property.	Planning, Public Works, City Arborist
Public Signage and Wayfinding Program for El Camino Real	Create a public signage and wayfinding program for El Camino Real, integrated with the citywide signage and wayfinding program and emphasizing public art and links to transit, Downtown Santa Clara, and other key destinations.	Planning, Public Works
Expand Transportation Service	Work with VTA to expand transportation options and routes.	VTA, Public Works

Table 6-2. Implementation Actions and Programs (continued)

Implementation Action/Program	Description of Other Related Policies and Guidance	Responsibilities
Mid-term (continued)		
El Camino Real ROW Reconfiguration	Reconfigure ECR according to the right-of-way concept described in Chapter 5 Transportation and Public Space	Planning, Public Works, Caltrans
El Camino Real Streetscape Improvements	In coordination with property owners and redevelopment, implement the streetscape improvements along El Camino Real as described in Chapter 5 Transportation and Public Space.	Planning, Public Works, property owners
Ongoing		
Caltrans Coordination	Continue to coordinate with Caltrans for reconfiguration of the El Camino Real right-of-way and other design improvements along the corridor.	Planning, Public Works, Caltrans
Collaboration between Stakeholders	Encourage property owners, business owners, tenants, and other stakeholders in the El Camino Real area to coordinate and collaborate on areas of mutual interest for the betterment of the area, including retail retention strategies and support for local businesses. This could occur in the form of quarterly meetings or other formats.	Planning, Economic Development, property owners, businesses, residents, other local partners
New Publicly-Accessible Open Space	Work with property owners and developers to provide and design new publicly-accessible, privately-maintained open spaces as part of new development that fit community needs and desires. Encourage new development at Activity Centers to provide public and/or publicly-accessible private open space in excess of what is required.	Planning, Parks and Recreation, property owners, developers
Public Art	Work with the City's Cultural Commission and property owners to identify opportunities to install public art in the Plan Area, particularly at Activity Centers and in public gathering spaces.	Planning, Cultural Commission, property owners
Public Parking Lots	Identify potential sites and areas where public parking would be beneficial. Look for opportunities to acquire sites or work with private property owners to allow public parking within their private parking structures.	Planning, Public Works, property owners
TDM Monitoring and Reporting	Monitor employers and property owners within the Plan Area implementing transportation demand management (TDM), and require regular reporting for any project with TDM as a condition of approval.	Public Works, Planning, property owners

Table 6-2. Implementation Actions and Programs

Implementation Action/Program	Description of Other Related Policies and Guidance	Responsibilities
Ongoing (continued)		
Transportation Management Agency	Regularly assess whether the City should establish a formal Transportation Management Agency (TMA) to assist new developments with TDM implementation.	Public Works, Planning, property owners
Activity Center Shared Parking Agreements	Work with Activity Center owners to encourage shared parking agreements.	Planning, property owners, businesses
Inclusionary Housing	Encourage new market-rate housing development in the Plan Area to exceed citywide inclusionary housing requirements.	Planning, Housing and Community Services
Multi-Jurisdictional Collaboration for Affordable Housing	Collaborate with other jurisdictions, including Santa Clara County, to leverage land and funding sources to develop affordable housing.	Housing and Community Services, Planning, Santa Clara County, partner organizations
Housing Developer Collaboration	Collaborate and partner with nonprofit affordable housing and private developers to produce subsidized, income-restricted housing units within the El Camino Real Specific Plan Area.	Housing and Community Services, Planning, nonprofit affordable housing developers, private developers
Affordable Housing Funding Sources	Identify and dedicate funding to develop affordable housing in the Plan Area. • External Funding Sources: Reduce feasibility constraints for new affordable housing by leveraging external funding sources, such as state, federal, and regional programs. • Municipal Funding: Expand and grow City-led funding for affordable housing, and target resources to the Plan Area. • District-Level Funding: Assess the potential to create a local district-level funding source.	Housing and Community Services, Planning

6.4 Infrastructure Capital Improvements

This section identifies necessary capital improvements for the El Camino Real Specific Plan Area, organized by topic. Each action includes an estimate of project timing, responsibility, and estimated cost. These proposed improvements will be updated and refined over time as actions are completed and as El Camino Real evolves.

Sewer and Water

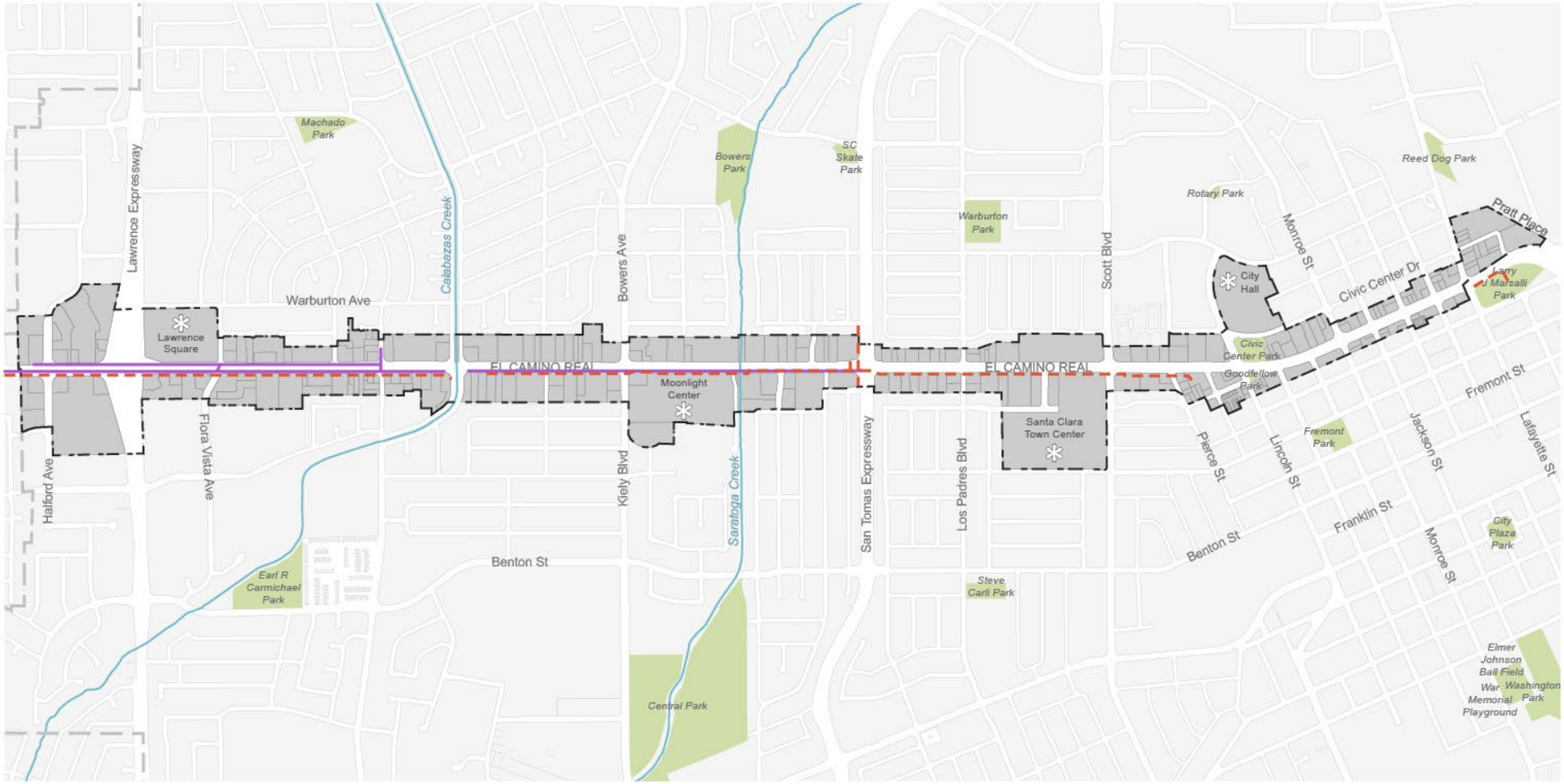
Sanitary sewer upsizing was determined based on the City of Santa Clara Sanitary Sewer Design Criteria Manual, dated April 2015 and the Sanitary Sewer Master Plan Update. Using the Base Wastewater Unit Flow Factors, the existing demand on the system was determined based on the existing use of the El Camino Real corridor. The El Camino Real Specific Plan Growth Projections were then used to determine future additional demand on the current system. Based on the existing and future demand, the existing pipes were analyzed based on the assumption that they are running at the minimum two feet per second per the Design Criteria Manual. The quantified capacities were then compared to the demand. Table 6-3 and Figure 6-1 describe the projected sewer and water upgrades that may be needed to meet existing and projected demand, as well as planning level estimated costs. It was assumed that existing sewer lines were constructed at the minimum slopes necessary, therefore it is important to note that if existing sewer lines were built at steeper slopes than the minimum, the existing capacity of those pipes would increase and some of the recommended pipe upsizing may not be required. A Sewer Capacity Model should be run at a future date to confirm upsizing requirements.

The existing water lines are generally pressurized and therefore have a higher capacity than sewer pipes of the same sizes. Given that the existing pressure of each water main is unknown, additional modeling will need to take place for a true capacity assessment, but as a general rule of thumb, smaller lines (8" or smaller), should be monitored and analyzed more regularly for capacity deficiencies.

Table 6-3. Sewer and Water Capital Improvements

Project	Description	Estimated Timing	Responsibility	Cost Estimate
Upsizing of Sewer mains	Based on the existing demand and projected additional demand on the system, up to 2,600 linear feet of 8" line and 4,500 linear feet of 10" line may need to be upsized to either 10" or 12" lines to meet capacity requirements.	Ongoing as future developments proceed	Developer	$2,500,000 (total including 10% contingency)
Upsizing of Water mains	Based on the existing demand and projected additional demand on the system, all 15,400 linear feet of 8" water lines should be inspected for potential upsizing.	Ongoing as future developments proceed and as deemed necessary by City Utility	Developer	$2,200,000 (total including 10% contingency)

Figure 6-1. Water and Sewer System Recommended Improvements



Legend

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

Utility Upsizing Recommendations

- **Water Lines:** 8" water lines proposed for upsizing
- **Sewer Lines:** sewer lines proposed for upsizing from 10" to 12"

0 0.125 0.25 0.5 Miles

5 minute walk

Stormwater

There is the potential to improve stormwater drainage along El Camino Real by installing permeable paving within the proposed cycle track, as described in Table 6-4. Locations where this may be appropriate are dictated by utility lines running beneath the proposed cycle track location and the proximity to existing storm drain infrastructure. There are locations where permeable paving can be installed on the north side/westbound side of El Camino Real. In order to achieve this, however, additional storm drain infrastructure would need to be installed. Permeable paving is feasible along the majority of the south side/eastbound side of El Camino Real as it is for the most part directly adjacent to existing storm drain lines in most cases.

The locations of trees and rain gardens can be interchangeable, but additional opportunities for rain gardens should be sought out at the natural low points along the El Camino Real corridor and where catch basins already exist to capture existing drainage. Cutouts in the two-foot buffer running along the cycle track will allow for runoff from the roadway to enter into rain gardens placed along the back of curb. Given the crown of the El Camino Real roadway on either side of the median and the lack of utilities running through it, there is further potential to install rain gardens and landscaping within the median and drain portions of the street towards it.

Table 6-4. Stormwater Capital Improvements

Project	Description	Estimated Timing	Responsibility	Cost Estimate
Permeable Paving in Cycle Track	Permeable paving may be placed in areas of the cycle track along the majority of the eastbound direction, excluding areas in conflict with electrical and sewer lines.	Ongoing as Complete Streets project is phased through the corridor	City	$50 per sf for a 6-foot wide cycle track
Rain Gardens	With less utilities running along the westbound side, it is feasible to strategically place rain gardens at low points along El Camino Real to capture stormwater.	Ongoing as Complete Streets project is phased through the corridor	City	$25 - $100 per sf for a 3-foot rain garden

6.5 Street and Public Space Capital Improvement Projects

Transforming El Camino Real into a more comfortable, efficient, and safe multimodal environment will involve a combination of publicly and privately funded street and public space improvements. Some will happen in conjunction with future private development. Other projects such as new bicycle facilities, improved bus stops and islands, and intersection redesigns may require City funding. These street and public realm improvements are listed in Table 6-5.

In collaboration with project applicants, the City will continue to develop further guidance regarding the timing of the improvements relative to the timing of new development, the use of impact fee/assessment district fee revenues, the use of developer advances/reimbursements mechanisms, the role of developers in installing improvements, and the role of the City in installing improvements. It is envisioned that larger/key development projects would be candidates for advancing funding for constructing needed improvements. These developments would then be reimbursed by future developments. Smaller projects without major sponsors would likely need to be funded by accumulated impact fees and/or assessment district fees. Given the objective to intensify development and enhance sustainability, many of these improvements would be competitive for the myriad of grant funds that are available for projects that encourage sustainability and infill development.

Estimated Timing:
Short-term = within 2 years of adoption
Mid-term = within 10 years of adoption
Long-term = within 30 years of adoption

Implementation Approach:
Piecemeal = Developed incrementally over time
All-at-once = Developed at once as a single project

Responsibility:
Public = To be implemented by the City of Santa Clara
Private = To be implemented by private developers
Public/Private Partnership (PPP) = To be implemented through a public/private partnership

Table 6-5. Street and Public Space Capital Improvement Projects

Project	Description	Estimated Timing	Responsibility	Implementation Approach
Reconfiguration of the El Camino Real Right-of-Way	Remove on-street parking and narrow existing travel lanes along the corridor.	Short-term	City, Caltrans, and VTA	All-at-once
San Tomas Aquino Creek trail crossing improvements at San Tomas Expressway	Improve trail crossing across the west leg of the San Tomas Expressway intersection by providing a bicycle signal and associated vehicular right-turn-on-red restrictions for southbound San Tomas Expressway and eastbound El Camino Real.	Short-term	City and Caltrans	All-at-once

Table 6-5. Street and Public Space Capital Improvement Projects (continued)

Project	Description	Estimated Timing	Responsibility	Implementation Approach
Pedestrian-Scale Street Lighting along El Camino Real	Install new pedestrian-scale light fixtures to existing light poles along El Camino Real.	Short- to Mid-term	PPP	All-at-once (for each major block)
Provide Intersection Design Improvements	Improve pedestrian crossing at all intersections along the corridor, consistent with the City's Pedestrian Master Plan, including as appropriate: eliminating right-turn slip lanes, providing bulbout extensions while reducing curb radii, upgrading curb ramps, straightening/shortening crosswalks, and installing pedestrian crosswalk motion sensors, "Yield Here to Peds" signs, and high visibility and/or decorative crosswalks.	Short- to Mid-term	PPP	All-at-once (for each crossing)
On-street Bicycle and Transit Improvements on El Camino Real	Provide a continuous cycle track with bus boarding islands along the corridor. Blocks that currently have several closely spaced driveways might initially have striped buffers and not physical buffers between bike lanes and the outside travel lane. As parcels redevelop, driveways should be consolidated, and physically separated cycle tracks should be provided.	Mid-term	City and Caltrans	All-at-once
El Camino Real Streetscape Improvements	Work with private property owners to implement the streetscape improvements described in Chapter 5 Transportation and Public Space. Streetscape improvements include wider sidewalks, street furnishings, and landscaping.	Mid-term	PPP	Piecemeal
Formalize School Connections	Collaborate with relevant agencies to formalize connections to schools just outside the Plan Area.	Mid-term	Private	All-at-once
New Streets and Pedestrian Pathways	Work with private property owners to implement new streets and pedestrian pass-throughs at Activity Centers.	Long-term	Private	Piecemeal

6.6 Funding and Financing Strategy

The El Camino Real Specific Plan specifies new public infrastructure and amenities required to support the emergence of a walkable, vibrant corridor with residential and commercial uses. This funding and financing strategy aligns potential funding sources and mechanisms with the types of improvements included in the Plan, and provides a framework for determining responsibilities for constructing and funding improvements.

Private sector developers, investors, and property owners will drive new investment and construction in the Plan Area. Therefore, it is envisioned that many future improvements planned for the Specific Plan Area will be achieved through private sector development, by meeting on-site development standards, paying existing and possible future fees, providing community benefits, making physical improvements such as new sidewalks and pathways, and through other potential future funding and financing mechanisms.

The City's funding and financing strategy – which will evolve over time – should ensure that smaller and more immediate development can move forward while also ensuring all development projects contribute to shared corridor-wide infrastructure needs. Activity Centers are major redevelopment opportunity sites that could transform the corridor, yet projects may take longer to deliver at these properties due to competing public priorities, multi-party reciprocal easement agreements, and long-term leases with existing retail tenants. Given these complications, the selected funding mechanisms must recognize that development is likely to move forward on other smaller parcels prior to the Activity Center sites. The City of Santa Clara should take a proactive role in providing coordinated and cohesive improvements to the corridor by constructing or improving basic infrastructure (e.g., water supply, stormwater, wastewater systems, etc.), and the public realm (e.g., streetscape, bike lanes, lighting, etc. along El Camino Real). The City may choose to proactively fund and construct the public realm improvements as a means of shifting perceptions of the corridor and encouraging private investment. Additionally, the City should adopt short-term tools to ensure early development projects pay their fair share towards shared corridor-wide infrastructure needs triggered by growth, despite the additional time required for the City to complete detailed studies to understand costs, phasing, and shared responsibilities for implementing these infrastructure improvements.

6.7 Funding and Financing Sources and Mechanisms

A spectrum of potential funding sources and mechanisms exist for implementing the improvements identified in the El Camino Real Specific Plan, as shown in Table 6.4. In many cases, multiple funding sources will need to be combined in order to pay for specific projects. This section describes these sources and mechanisms and their potential uses in the Plan Area.

Although the terms "funding" and "financing" are often used interchangeably, there is an important distinction between the two terms. "Funding" typically refers to a revenue source such as a tax, fee, or grant that is used to pay for an improvement. Some funding sources, such as impact fees, are one-time payments, while others, such as assessments, are ongoing payments. "Financing" involves borrowing against future revenues by issuing bonds or other debt instruments that are paid back over time through taxes or fee payments, enabling agencies to pay for infrastructure before the revenue to cover the full cost of the infrastructure is available.

Funding for improvements in the Plan Area can come from a mix of developer contributions (both required and negotiated), City resources, Federal and State funds, and potential new district-based "value capture" mechanisms. Table 6-6 below describes the major categories of funding sources and provides examples.

Table 6-6. Funding Source Categories, Examples, and Timing of Availability

Source	Description	Estimated Project Timing
City Resources		
General Fund	While not a primary funding source, the City's General Fund may be a useful source for short-term loans to be repaid by longer-term sources of capital.	Ongoing, and often immediately available if prioritized by the community
Capital Improvement Program	Infrastructure projects identified in the Specific Plan – including the major capital improvement projects – are candidates for inclusion in the City's Capital Improvement Program, which is updated annually and includes a projection of five years of future infrastructure projects.	Ongoing, and often immediately available if prioritized by the community
Developer, Property Owners, and Users		
Development Standards	Each new development project will contribute to the El Camino Real Specific Plan implementation by meeting requirements regulating each project's land uses, height, density, bulk, parking requirements, on-site circulation, on-site open space, street frontage, and other features. New development projects can also be required to reimburse the City for the cost of development and administering the Specific Plan itself.	One-time, as development activity occurs
Linkage Fees	A fee rate could be established for all new residential (and even commercial developments) in the Plan Area that would be specifically targeted to support infrastructure upgrades that facilitate commercial retention within the Plan Area. Also, residential and commercial linkage fees are enacted by many cities to help generate funds for affordable housing. Such fees link the production of market rate real estate to that of affordable housing. Such a fee was recently passed to supplement affordable housing in Santa Clara.	One-time, as development activity occurs
Impact/ In-Lieu Fees	Pursuant to the Mitigation Fee Act, local agencies may assess impact fees to cover incremental service and capital costs of new development. Fees are typically paid at the time of building permit issuance or recording the final subdivision map and are placed into a reserve fund for specific improvements. Parking or traffic mitigation fees are examples of development impact fees.	One-time, as development activity occurs
Business Improvement District (BID)	A Business Improvement District is a defined area within which businesses are required to pay an additional tax in order to fund projects within the district's boundaries. The BID is often funded primarily through the levy but can also draw on other public and private funding streams.	Potentially ongoing

Table 6-6. Funding Source Categories, Examples, and Timing of Availability (continued)

Source	Description	Estimated Project Timing
Developer, Property Owners, and Users (continued)		
Development Agreements with Enhanced Entitlements	It is common for local agencies to enter into a development agreement when conferring long-term entitlements for a major project. As part of the negotiation process, developers may agree to provide extraordinary benefits, including infrastructure and other public facilities. These commitments are agreed upon at the discretion of negotiating parties and as such are not subject to the Mitigation Fee Act. The nature and magnitude of benefits provided will depend on local market conditions, the entitlements, and the development economics of the project. Providing favorable entitlements can be an effective means for funding infrastructure and public facilities. Examples include: reducing parking requirements, and increasing permitted floor area ratios, among others. By increasing the value of the private development, additional "value" is created, a portion of which can be directed towards infrastructure improvements.	One-time, as development activity occurs
Economic Incentive Agreements	Economic incentive agreements provide the private sector a form of gap funding in situations where the development economics do not support the full cost of a commercial project with the potential to deliver substantial community benefits. Local agencies may enter into incentive agreements pledging to rebate a portion of sales taxes generated by new businesses locating to an area that designate the jurisdiction as the point of sale. Incentive agreements may also track and rebate a portion of Transient Occupancy tax revenues generated by the suppliers, customers, and employees of new businesses. Developers or tenants can leverage such agreements to finance site or tenant improvements in private capital markets secured by anticipated tax rebates.	One-time, as development activity occurs
Fee Credits/ Reimbursement Agreements	Many local agencies permit developers to construct area-serving infrastructure such as streets, utilities, parks and open space in lieu of paying certain impact fees. Local agencies may also enter into agreements to reimburse developers for investments in area-serving infrastructure in cases where the value of the investment exceeds fees otherwise owed by the project.	One-time, as development activity occurs
CEQA Mitigations	As a requirement of approval, developers may be required to undertake a number of mitigation measures as defined by the California Environmental Quality Act (CEQA). The Environmental Impact Report (EIR) for the Plan will identify the CEQA mitigations that will be required of new development within the Specific Plan Area.	One-time, as development activity occurs

Table 6-6. Funding Source Categories, Examples, and Timing of Availability (continued)

Source	Description	Estimated Project Timing
District-Based Tools		
Assessment District	An Assessment District adopts a new special assessment on property owners or participants within a defined area to fund improvements, depending on the type of district and relative benefit received. Examples include landscaping and lighting districts, community benefits districts, and business improvement districts. Facilities or services funded by special assessment districts must confer "special benefits" upon affected property owners and assessments must be assigned to property owners in direct proportion to the benefits received. Special assessments are subject to majority approval by voters (if 12 or more are registered in the district) or affected property owners (in all other cases). Assessment districts can be particularly useful in funding ongoing operations and maintenance.	Ongoing, and grows over time. Some sources allow for up-front revenue via bond financing.
Community Facilities District (Mello-Roos)	A Special Tax or Community Facilities District establishes additional assessments on properties, levied and varied based on a selected property characteristic (excluding property value). Special Tax or Community Facilities Districts must be approved by a two-thirds majority. Community Facilities Districts (CFDs) have proven effective at funding broad-based capital projects in developing areas. They are most commonly used in circumstances in which approval is limited to a small group of landholders. The special tax creates a dedicated funding source suitable for capital improvement bond financing but also an additional cost on property ownership. The scope of eligible activities in Special Tax or Community Facilities Districts is broader than in special assessment districts. While facilities or services funded by special assessment districts must confer "special benefits" upon affected property owners, special tax districts must only ensure that new capital facilities and services supplement, rather than supplant, existing levels of service in the district. Examples of eligible improvements include: streets and public right-of-way improvements; park, recreation, and open-space facilities; school, library, and childcare facilities; water, wastewater, flooding, and other infrastructure.	Ongoing, and grows over time. Some sources allow for up-front revenue via bond financing.

Table 6-6. Funding Source Categories, Examples, and Timing of Availability (continued)

Source	Description	Estimated Project Timing
District-Based Tools (continued)		
Infrastructure Finance Districts (IFDs, EIFDs and IRFDs)	Following the dissolution of Redevelopment in 2012, the State has bolstered alternative means of tax increment financing, through the approval of legislation that permits the creation of "Enhanced Infrastructure Finance Districts" (EIFDs), Infrastructure and Revitalization Districts (IRFDs) and Community Revitalization and Investment Authorities (CRIAs). The primary objective of infrastructure finance districts is to finance capital projects of "communitywide impact." Districts may include any area, including non-contiguous areas, within a sponsoring city or county. Such facilities may include transportation infrastructure, water and wastewater infrastructure, solid waste facilities, and community amenities including parks, libraries, and childcare centers. Once established, infrastructure finance districts and CRIAs are authorized to receive tax increment revenues from a defined area with the consent of affected taxing entities, excluding school districts. The financing capacity of the districts is driven by the portion of the base 1% tax levy that is dedicated to the district. It is an effective tool when either a sponsoring city receives a large share of the 1% property tax levy or if counties agree to contribute a portion of the county increment to the district.	Ongoing, and grows over time. Some sources allow for up-front revenue via bond financing.
Federal and State Funding Programs		
Regional, State and Federal Grants	Federal and state grants, loans, and incentive programs are valuable sources of gap financing and funding for local infrastructure and economic development projects. Many programs are competitive and emphasize investments in areas of economic need. The following loan programs are some of the most widely used and most applicable sources: • State Infrastructure Bank: Industrial Development Bonds • State Infrastructure Bank Revolving Loan Program • Statewide Community Infrastructure Program	One-time, as sources are typically competitive and timing of availability is uncertain until secured. User/service fees are usually paid for ongoing operations and maintenance of existing facilities and services.

Potential Funding Sources for Specific Plan Improvements

Improvements for the Plan Area are comprised of water, stormwater, wastewater, street, and public space capital improvements. The funding sources that potentially could be used for these improvements are identified in Table 6-7.

Table 6-7. Infrastructure Improvements and Target Funding Sources

Funding and Financing Sources	Specific Plan Area Major Infrastructure Capital Improvements					On-Site Projects		Commercial Retention
	Water Systems	Stormwater System	Wastewater	Reclaimed Water	Street and Public Spaces	Water, Stormwater, Wastewater	Internal Streets and Open Space	Subsidizing Retail
Developer / Property Owner / User Funds								
Development Standards					X	X	X	
Development Agreements with Enhanced Entitlements	X	X	X	X	X	X	X	X
Community Benefits Program								X
Business Improvement District								X
Development Impact Fees	X	X	X		X			
Developer Credits and Reimbursements	X	X	X		X			
CEQA Mitigations	X	X	X	X	X	X	X	
Economic Incentive Agreements	X	X	X	X	X	X	X	X

Table 6-7. Infrastructure Improvements and Target Funding Sources (continued)

Funding and Financing Sources	Specific Plan Area Major Infrastructure Capital Improvements					On-Site Projects		Commercial Retention
	Water Systems	Stormwater System	Wastewater	Reclaimed Water	Street and Public Spaces	Water, Stormwater, Wastewater	Internal Streets and Open Space	Subsidizing Retail
District-Based Tools								
Assessment Districts		X	X		X			
Community Facilities District (CFD)	X	X	X	X	X		X	
Infrastructure Financing Districts	X	X	X	X	X		X	
City Funds								
General Fund	X	X	X	X	X			
CIP	X	X	X	X	X			
Federal and State Funds								
State Infrastructure Bank	X	X	X	X	X	X	X	
Community Infrastructure Program	X	X	X	X	X	X	X	