

## 5.4 FOCUS AREAS

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Focus Areas are an important component of the General Plan. The goals, policies and illustrations for these areas provide guidance for development. Focus Areas have the potential to significantly define the City's identity. These areas include major corridors and destinations, new centers of activity around transit stations, and new residential neighborhoods. Because of their integral location, changes in these areas offer an opportunity to implement the General Plan Major Strategies to enhance the City's quality of life and foster economic vitality. Focus Area design and land use policies are in addition to the City-wide land use policies included in Section 5.2: Land Use.

The General Plan has nine Focus Areas, listed below. These include three Focus Areas south of the Caltrain corridor and one Future Focus Areas north of the Caltrain corridor, as shown in Figure 5.4-1. Focus Areas represent locations with opportunities for more intense development with limited impact on existing neighborhoods. Future Focus Areas are only identified for Phases II and III of the Plan and require conformance with the applicable Prerequisite Policies in Section 5.1: Prerequisites, including approval of a comprehensive plan for each area, prior to implementation.

### *Focus Areas*

- El Camino Real Focus Area
- Santa Clara Station Focus Area
- Stevens Creek Boulevard Focus Area

### *Future Focus Areas*

- Freedom Circle Focus Area

Figure 5.4-1  
Focus Areas (2035)

- Focus Areas
- Future Focus Areas
- Rail & Light Rail
- Stations
- City Limits
- Creek
- Trail
- Proposed Trail



The following sections provide descriptions, including the associated goals and policies, of each of the six, near-term Focus Areas, along with existing conditions, proposed land uses and priorities for alternate transportation modes. Future Focus Areas are discussed in general terms, with goals and policies to guide future planning in these areas.

#### **5.4.1 El Camino Real Focus Area Goals and Policies**

The El Camino Real Focus Area is the City's most visible and identifiable commercial corridor. As a primary east-west route and State highway, it is central to, and provides commercial services for, many of the City's residential neighborhoods. Because most properties were developed in the 1950-60s and are presently underutilized, this corridor provides a unique opportunity for revitalization that could positively define this corridor and promote the City's economic vitality.

Development along El Camino Real is currently comprised of a mix of small-scale auto-oriented commercial uses and services and mid- to large-scale strip mall developments. A wide, high-speed right-of-way, coupled with inconsistent landscaping and narrow sidewalks, reduces pedestrian accessibility. Building heights are generally one story, with parking located towards the street edge. Many of the properties within the Focus Area are relatively shallow, close to single-family neighborhoods, limiting the potential for high-intensity development.

The 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. Larger properties, designated as Regional Mixed Use and located at key intersections, will provide the primary catalyst for this transformation. These properties provide opportunities for commercial and transit destinations, with an emphasis on mixed-use and higher-intensity development. Pedestrian-oriented retail at these locations can provide services for surrounding neighborhoods. Higher-density residential at appropriate locations and enhanced streetscape design will encourage pedestrian movement and transit use. Pedestrian pathways will foster walkability and improve access to transit, stores, restaurants and neighborhood schools. Connections to surrounding neighborhoods will also encourage neighborhood activities.

The Regional Mixed Use designation should be developed with a minimum 0.15 FAR for commercial uses. Overall development heights would typically be between three and five stories. Transition Goals and Policies in Section 5.5.2, in conjunction with the El Camino Real Focus Area Policies, require that this development respect the scale and character of adjacent residential uses to promote neighborhood compatibility. Design elements, like wide sidewalks, special paving materials and signature landscaping, will help define these areas as pedestrian- and transit-friendly. The plan on Figure 5.4-2 illustrates these concepts.



The predominate designation on properties located between the larger Regional Mixed Use designated properties, is Community Mixed Use. Within the El Camino Real Focus Area, this designation may be implemented consistent with either Community Commercial, or Medium Density Residential, or a combination of both. Future development in these areas would be characterized by lower-intensity mixed-, or single-use, development with signature landscaping, streetscape design, signage and public art, to contribute to the area's identity of this Focus Area. Building design and scale should represent the City's historic character, with two- and three-story structures and special attention to articulation and proportion. The area can serve as a gateway into the City and help define a boundary for the City's historic core. Pedestrian connections to the Downtown and Old Quad should be emphasized. Again, General Plan Transition Goals and Policies would apply throughout the El Camino Real Focus Area.

Transit, including a Bus Rapid Transit or similar facility, is envisioned along the entire corridor and would take priority over single occupancy vehicles. Within Regional Mixed Use developments, transit, bicycle and pedestrian circulation would have priority. To support this emphasis, intersections in the El Camino Real Focus Area may be exempted from the City-wide LOS standard for vehicles on a case-by-case basis until the City completes the prerequisite for an alternate Level of Service under Policies 5.1.1-P12, P13, and P14. This corridor should emphasize levels of service for pedestrian and transit circulation rather than single-occupancy vehicles.

### **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.

### **El Camino Real Focus Area Policies**

- 5.4.1 -P1 Require that the mix of uses is consistent with the Regional Mixed Use land use classification and that development is pedestrian-oriented, with enhanced streetscapes, publicly accessible open space and plazas, and connections to surrounding neighborhoods.
- 5.4.1 -P2 Allow new development under the Community Mixed Use designation for exclusively residential or commercial uses provided that it meets the minimum requirements for the Medium Density Residential or Community Commercial land use classifications.
- 5.4.1 -P3 Allow a ten percent increase in the maximum residential density if access to regularly scheduled transit to the Santa Clara Station, Lawrence Station and employment centers north of the Caltrain corridor is within one-quarter mile.
- 5.4.1 -P4 Explore allowing higher densities/intensities at key intersections where there are parcels of significant size with primary access to sites, provided that new development will not have an adverse impact on the existing, adjacent residential neighborhoods.
- 5.4.1 -P5 Provide appropriate transition between new development in the Focus Area and adjacent uses consistent with General Plan Transition Policies.
- 5.4.1 -P6 Encourage lower profile development, in areas designated for Community Mixed Use in order to minimize land use conflicts with existing neighborhoods.

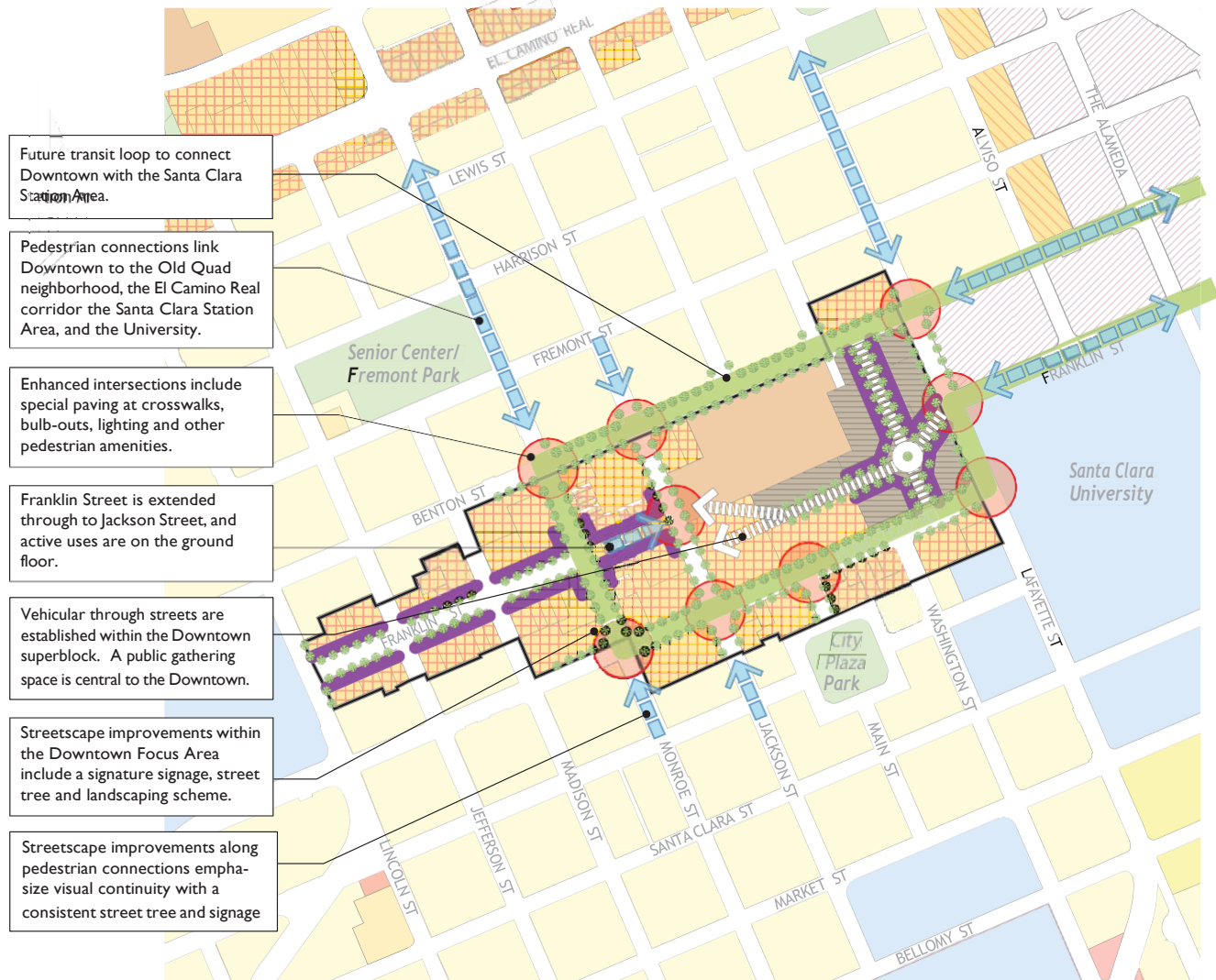
- 5.4.1 -P7 Require provision of open space, or payment of in-lieu fees for open space, consistent with City regulations to adequately serve new development.
- 5.4.1 -P8 Orient ground floor retail and residential entries to the public sidewalk on El Camino Real.
- 5.4.1 -P9 Residential development should include front doors, windows, stoops, porches, and bay windows or balconies along street frontages.
- 5.4.1 -P10 Encourage structured and below-grade, rather than surface, parking in new development, to ensure that space at the ground level is devoted to active uses.
- 5.4.1 -P11 Locate parking at the side or rear of parcels and active uses along street frontages.
- 5.4.1 -P12 Highly encourage the development of affordable housing and senior housing that is well designed and compatible with adjacent uses in the El Camino Real Focus Area.
- 5.4.1 -P13 Encourage the retention of on-street parking, particularly adjacent to Community Mixed Use designated properties.
- 5.4.1 -P14 Encourage public art, special signage, banners and landscaping throughout the Focus Area, including features that would connect the corridor with Downtown.
- 5.4.1 -P15 Provide publicly accessible open space and transit stops in each Regional Mixed-Use area.
- 5.4.1 -P16 Facilitate the implementation of streetscape improvements consistent with those illustrations in Figures 5.4-2.
- 5.4.1 -P17 Explore options with Caltrans to relinquish the El Camino Real right-of-way to the City of Santa Clara.
- 5.4.1 -P18 Work with Valley Transportation Authority to improve transit access, information and frequency along El Camino Real, including the implementation of a Bus Rapid Transit or similar transit service near Regional Mixed-Use areas.
- 5.4.1 -P19 Work with Valley Transportation Authority and Caltrans toward a roadway design for El Camino Real that includes narrower and/or reduced travel lanes, enhanced pedestrian facilities, wider sidewalks, street trees, planted medians, and enhanced signage and lighting, as well as transit and bicycle lanes without increasing overall right-of-way requirements.
- 5.4.1 -P20 Exempt El Camino Real intersections within this Focus Area from the City-wide Level of Service standard for vehicles on a case-by-case basis or until an alternate standard is adopted in conformance with the Prerequisite requirements.
- 5.4.1 -P21 Exclude Specified Regulated Businesses from the El Camino Real Focus Area, except under certain circumstances within the Community Mixed-Use designation.
- 5.4.1 -P22 Exclude new auto oriented uses and drive through establishments from the El Camino Real Focus Area, except new service stations may be approved under the Community Mixed-Use designation provided that the total number of service stations between Lawrence Expressway and Lafayette Street does not exceed the number existing as of January 1, 2010.
- 5.4.1 -P23 Prepare a precise plan for the segment of El Camino Real between Scott Boulevard and the western City limits to ensure new development is coordinated and its design is consistent with what is envisioned for the Focus Area.

## 5.4.2 Downtown Focus Area Goals and Policies





Figure 5.4-3  
**Downtown Focus Area**



## Legend

### Land Uses Within the Focus Area

- High Density Residential
- Community Mixed Use
- Downtown Core

### Urban Design Features

- Focus Area Boundary
- Potential Street
- Pedestrian Connection
- Pedestrian Orientation/ Active Street Frontage
- Enhanced Intersection
- Transition Zone
- Signature Streetscape
- Downtown / BART Transit Loop

0 1/8 1/4  
MILES



Located in the historic Old Quad neighborhood and near both Santa Clara University and the Santa Clara Transit Station, a revitalized Downtown will provide a focal point for the City. The Downtown Focus Area includes the two blocks of Franklin Square and eight former blocks previously consolidated under the Federal Urban Renewal program in the 1960s. Properties adjacent to this core area also offer opportunities for a mix of commercial and residential uses that would support a compact and walkable district. A Downtown Plan for a portion of the area was endorsed by the City Council in 2007 to serve as a catalyst for revitalization. A unique Downtown destination will serve both local and regional interests. The vision, as illustrated on the conceptual plan in Figure 5.4-3, includes boutique shopping, restaurants, public gathering places and civic venues, as well as a transit loop connection to the Santa Clara Station Area, in order to promote increased pedestrian activity.

The Downtown Focus Area offers opportunities for place-making and for a unique destination in the City to serve both local and regional interests. Revitalization will support the Major Strategies for City identity and community vitality. Connecting streets and increasing access to transit will attract residents and visitors. This vision for Santa Clara's Downtown also includes approximately 130,000 square feet of retail and commercial uses along with almost 400 new residences on the approximately seven-acre site designated as Downtown Core on Figure 5.4-3. Development under this designation could be at intensities of almost 2.0 FAR, with building heights between five and eight stories. Allowed building intensity and heights in the remainder of the Downtown Focus Area are typically lower, with maximum heights between three and four stories. Policies related to Areas of Historic Sensitivity, in Section 5.6: Historic Preservation, and to transitions, in Section 5.5: Neighborhood Compatibility, also apply in respect to maintaining the existing character and development patterns of the surrounding area, excluding the properties designated as Downtown Core.

Throughout the Downtown Focus Area, pedestrian and bicycle circulation should be promoted in lieu of increasing vehicular travel lanes. Streets in this Focus Area may be exempt from the City-wide vehicle level of service on a case-by-case basis until the City completes the Prerequisite for an alternative Level of Service under Policies 5.1.1-P12, P13 and P14. Connections to nearby destinations, such as Santa Clara Station, Santa Clara University, the Old Quad neighborhood and City Hall, should be emphasized for pedestrian movement. The Downtown Focus Area includes a future transit loop to connect the Downtown to these areas.

### **Downtown Focus Area Goals**

- 5.4.2 -G1 A Downtown that serves as a primary, pedestrian-oriented commercial and cultural destination.
- 5.4.2 -G2 New Downtown development that is integrated with older existing development with respect to intensity, scale and character.
- 5.4.2 -G3 Higher-intensity development that is concentrated in the area designated as Downtown Core.
- 5.4.2 -G4 Pedestrian and transit priority for mobility in the Downtown Focus Area.

### **Downtown Focus Area Policies**

- 5.4.2 -P1 Establish Downtown as a destination, with a mix of entertainment and cultural activities, eating and drinking establishments, local-serving office and commercial uses, residential development, and public spaces.
- 5.4.2 -P2 Consider relocating existing City offices to the Downtown Focus Area, and establishing a Civic Center with high density residential uses. Replace existing City offices with senior and affordable housing.
- 5.4.2 -P3 Allow new development under the Community Mixed Use designation on properties of less than one-half acre for exclusive residential or commercial uses provided that it meets the minimum



requirements for the Medium Density Residential or Community Commercial land use classifications.

- 5.4.2 -P4 Allow a maximum combined residential and commercial Floor Area Ratio of 2.0 within the Downtown Core area as delineated on Figure 5.4-4.
- 5.4.2 -P5 Encourage the development of a public square to promote Downtown activity and community orientation.
- 5.4.2 -P6 Encourage public spaces and art throughout Downtown to support pedestrian activity and gathering places.
- 5.4.2 -P7 Apply the General Plan Transition and Historic Preservation policies for new development at the edges of Downtown in order to respect the scale and character of the adjacent historic Old Quad neighborhood.
- 5.4.2 -P8 Transition development west of El Camino Real with no more than two to three stories adjacent to existing residential development.
- 5.4.2 -P9 Consider transferring density from the western portion and edges of Downtown (to minimize impacts to existing residential uses) to the eastern portion of the Focus Area to take advantage of its proximity to the Caltrain station and future BART station.
- 5.4.2 -P10 Integrate established and new uses through pedestrian connections, streetscape, and complementary architecture and site design.
- 5.4.2 -P11 For new mixed-use development, locate medium- and high-density residential uses on upper floors with active retail uses at ground level and oriented to street frontages.
- 5.4.2 -P12 Residential development should include front doors, windows, stoops, porches, bay windows or balconies along street frontages.
- 5.4.2 -P13 Explore allowing live-work spaces to enhance Downtown as an artist district.
- 5.4.2 -P14 Highly encourage the development of affordable housing and senior housing that is well designed and compatible with adjacent uses in the Downtown Focus Area.
- 5.4.2 -P15 Encourage parking consolidation and alternate parking provisions within Downtown.
- 5.4.2 -P16 Minimize surface parking and require parking below-grade or in structures that have active uses along street frontages.
- 5.4.2 -P17 Promote pedestrian-friendly streetscapes with trees, benches, outdoor seating, kiosks, amenities, banners and signature signage, and landscaping that reflect the historic neighborhood character.
- 5.4.2 -P18 Facilitate the implementation of streetscape improvements consistent with those illustrated in Figure 5.4-4.
- 5.4.2 -P19 Exempt Downtown intersections within this Focus Area from the City-wide Level of Service standard for vehicles on a case-by-case basis or until an alternate standard is adopted in conformance with the Prerequisite requirements.
- 5.4.2 -P20 Work with Valley Transportation Authority (VTA) to implement a Downtown loop for transit access to Santa Clara Station.
- 5.4.2 -P21 Exclude auto-oriented uses, drive-through establishments and Specified Regulated Businesses from the Downtown Focus Area.

### 5.4.3 Santa Clara Station Focus Area Goals and Policies

The Santa Clara Station Focus Area is the 244-acre portion located within the City of Santa Clara of a larger, multi-jurisdictional planning area. As illustrated on Figure 5.4-5, the area is generally bounded by De La Cruz Boulevard, Reed Street, and Martin Avenue to the northeast, and Franklin Street and El Camino Real to the southwest. At the center of this area is the existing Santa Clara Transit Station, which is served by Caltrain, Altamont Commuter Express, and Valley Transportation Authority (VTA) bus service. The Station, itself will include the Bay Area Rapid Transit (BART) terminus of the planned Fremont, San José and Santa Clara extension, as well as a future Automated People Mover to the Norman Y. Mineta San José International Airport (Airport). The Station will be a major transit hub for the Bay Area and supports the Major Strategies to promote sustainability and economic vitality.

Existing development of low-intensity retail, office, residential and light industrial uses along El Camino Real would generally be replaced by larger scale, mixed-use development. The Santa Clara Station Focus Area will serve as a gateway into the City, improve the City's economic base with expanded office, hotel and retail uses, maximize opportunities for residential development and provide improved pedestrian, bicycle and transit connections.

The vision for the Santa Clara Station Focus Area, defined in detail on Figure 5.4-5, offers an opportunity to establish a new gateway into the City, as well as to expand the City's economic base with new office, hotel and retail uses and add high-density residential development in order to maximize the use of existing and planned transit. The Santa Clara Station Focus Area is planned for mixed-use, transit-oriented development, including a central roadway, or "main street" to provide connections within the area and link a series of public spaces. Higher-intensity mixed-use adjacent to the Station could be developed at the maximum height regulated by the Federal Aviation Administration. Building intensity and height would be reduced to a smaller-scale for residential uses in proximity to the Old Quad neighborhood and Downtown Focus Area. Approximately 1,650 new residential units and 2,000,000 square feet of non-residential uses, including hotels, are expected. Discretionary Use and Transition Policies apply to the Santa Clara Station Focus Area.

Within the Santa Clara Station Focus Area, pedestrian and bicycle circulation have priority and may be exempt from the City-wide level of service for vehicles on a case-by-case basis until the City completes the Prerequisite for an alternate Level of Service under Policies 5.1.1-P12, P13 and P14. Roadways within this Focus Area, such as Coleman Avenue and De La Cruz Boulevard, that provide access to the Santa Clara Transit Station and associated parking facilities, however, would be subject to the vehicle level of service standards.

#### Santa Clara Station Focus Area Goals

- 5.4.3 -G1 Development in proximity to the Santa Clara Station that capitalizes on transit and results in high intensity uses.
- 5.4.3 -G2 A mix of uses, with emphasis on office, hotel and residential development.
- 5.4.3 -G3 A link between the Santa Clara Station and a variety of transit options that offer viable transportation alternatives throughout the City and the region.
- 5.4.3 -G4 Pedestrian and bicycle priority within the Santa Clara Station Focus Area with transit and vehicular priority to access the Station.

#### Santa Clara Station Focus Area Policies

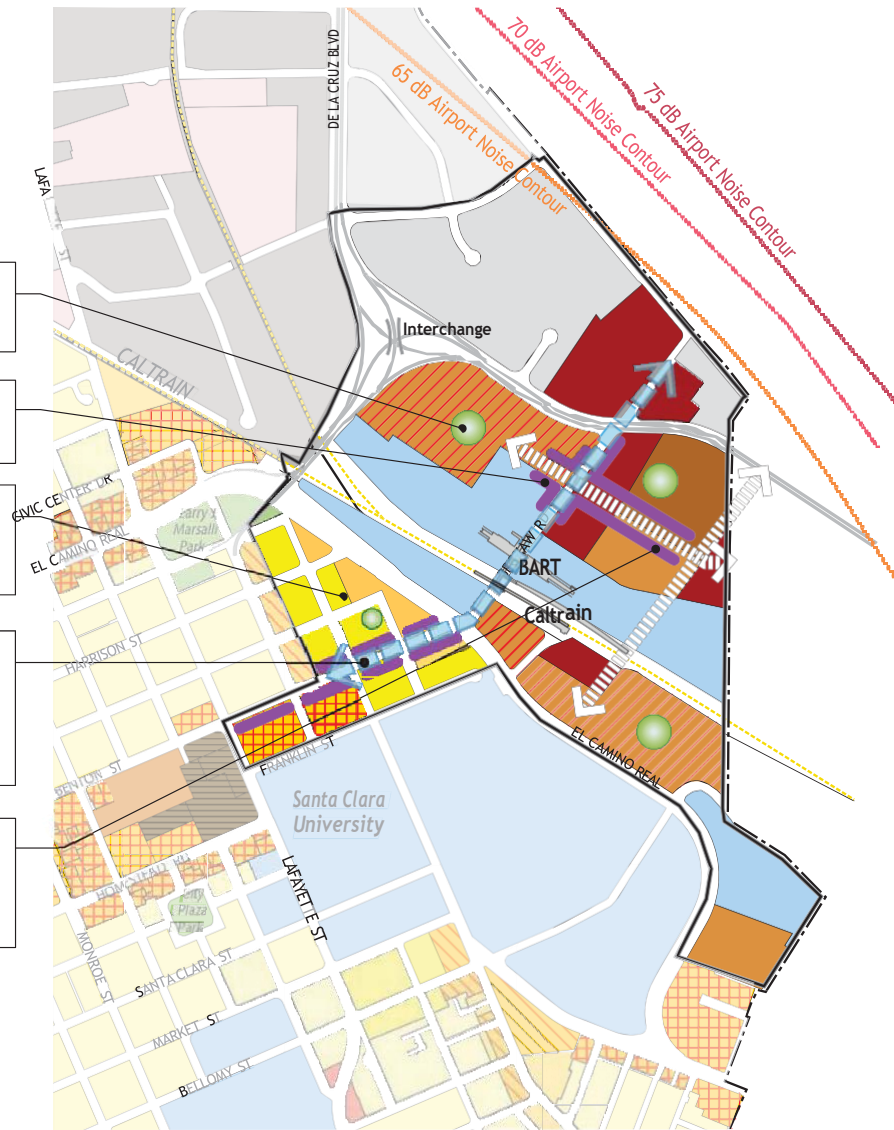
- 5.4.3 -P1 Allow a range of development intensities, with the potential for up to 3.0 Floor Area Ratio, for



Figure 5.4-4

## Santa Clara Station Focus Area

- Centrally located open spaces throughout new development.
- A high-intensity mixed-use core anchors new neighborhoods and supports walkability.
- West of El Camino Real, lower-intensity residential development provides a transition to existing low-density neighborhoods.
- Streetscape along Brokaw Road and Benton Street includes widened sidewalks, street trees, pedestrian-oriented lighting, enhanced intersections.
- A new mixed-use "main street" grid street pattern encourages visibility, accommodates multiple modes of travel.



### Legend

#### Land Uses Within the Focus Area

- Santa Clara Station Low Density Residential (8-18 du/ac)
- Santa Clara Station Medium Density Residential (19-36 du/ac)
- Santa Clara Station High Density Residential (37-50 du/ac)
- Santa Clara Station Very High Density Residential (51-90 du/ac)
- Santa Clara Station Regional Commercial (up to 3.0 FAR)  
(with an emphasis on office and hotel uses)
- Santa Clara Station Regional Mixed Use (Santa Clara Station Regional Commercial + Santa Clara Station High Density Residential)  
(with an emphasis on residential and commercial uses)
- Santa Clara Station Community Mixed Use Commercial (up to 0.45 FAR)  
+ Santa Clara Station Medium Density Residential
- Santa Clara Station Public/Quasi Public (Intensity based on policies 5.3.1, 5.5.1 and 5.9.2)
- Santa Clara Station Light Industrial (up to 0.6 FAR)
- City Limits



#### Urban Design Features

- Focus Area Boundary
- Potential Street
- Pedestrian Connection
- Pedestrian Orientation/Active Street Frontage
- Proposed Open Space (Not to scale)

the area northeast of El Camino Real.

- 5.4.3 -P2 Maximize residential development within walking distance of the Station, particularly on the northeast side of the Caltrain corridor.
- 5.4.3 -P3 Provide pedestrian-oriented ground floor uses and a network of parks and public spaces to serve both residential and non-residential development.
- 5.4.3 -P4 Encourage the development of centrally located public open space of approximately 1.5 acres to serve Santa Clara Station Focus Area residents and employees.
- 5.4.3 -P5 Provide approximately of 7.0 acres of publicly accessible open space within the area designated for residential and/or commercial uses.
- 5.4.3 -P6 Provide pedestrian-oriented retail uses to serve new residential development, Station visitors and area employees.
- 5.4.3 -P7 Provide appropriate transition between new development and adjacent uses consistent with General Plan Transition Policies.
- 5.4.3 -P8 Facilitate the implementation of development and infrastructure improvements using Figure 5.4-5 as a guide for projects and streetscapes in the Santa Clara Station Focus Area.
- 5.4.3 -P9 Encourage streetscape design with street trees, wider sidewalks, pedestrian-oriented lighting, curb bulb-outs and special paving and/or striping within the Focus Area to emphasize accessibility.
- 5.4.3 -P10 Orient building street frontages to the ground level with residential entries, stoops and windows, and commercial store fronts.
- 5.4.3 -P11 Encourage parking consolidation, alternate parking arrangements or reduced parking ratio within the Santa Clara Station Focus Area to promote the use of alternate transportation modes.
- 5.4.3 -P12 Minimize surface parking by requiring below-grade or structured parking facilities with active uses along street frontages.
- 5.4.3 -P13 Provide new street, bicycle and pedestrian networks that encourage visibility, accommodate multiple modes of travel and maximize connections, particularly through large sites and to the Downtown and Santa Clara University.
- 5.4.3 -P14 Encourage alternative modes of travel to and from the Station, including biking, walking and shuttles.
- 5.4.3 -P15 Prioritize vehicular and transit transportation modes on roadways, such as Coleman Avenue and De La Cruz Boulevard, that provide access to the Station and prioritize pedestrian and bicycle transportation modes on internal streets within the Santa Clara Station Focus Area.
- 5.4.3 -P16 Exempt intersections that do not provide a direct link to the Station and associated parking from the City-wide Level of Service standards for vehicles on a case-by-case basis or until alternate standards are adopted in conformance with the Prerequisite requirements.
- 5.4.3 -P17 Work with appropriate transportation agencies and surrounding cities to maximize rail and bus transit to and from the Station.
- 5.4.3 -P18 Retain Light Industrial and Office/Research and Development uses northeast of Coleman Avenue and De La Cruz Boulevard.
- 5.4.3 -P19 Exclude auto-oriented uses, drive-through establishments and Specified Regulated Businesses from the Santa Clara Station Focus Area.

- 5.4.3 -P20 Highly encourage the development of affordable housing and senior housing that is well designed and compatible with adjacent uses in the Santa Clara Station Focus Area.

#### **5.4.4 Stevens Creek Boulevard Focus Area Goals and Policies**

The Stevens Creek Boulevard Focus Area is located on the northern side of Stevens Creek Boulevard, at the southern border of the City between Winchester Boulevard and Lawrence Expressway. Just to the east of this Focus Area are Valley Fair Mall and Santana Row, both of which are regional commercial destinations. Like El Camino Real, Stevens Creek Boulevard is a major east-west arterial roadway, with local and regional-serving commercial uses. Sales of automobiles and durable goods, like furniture and recreational vehicles, are the primary businesses in this area and are integral to the corridor's vitality. Also, like El Camino Real, the older building stock, extensive signage, lack of landscaping and wide right-of-way in this Focus Area detract from the visual quality. Additionally, most of the area has relatively shallow parcels that abut single-family residential uses.

New development in the Focus Area will gradually replace existing development. New, non-residential development is expected with up to 0.6 FAR and higher-intensity, two- to three-story showrooms to maximize the use of smaller parcels and minimize conflicts with surrounding neighborhoods. Professional offices could be a secondary use to the primary retail commercial uses. The application of Transition policies, included in Section 5.5: Neighborhood Compatibility will address appropriate development scale, particularly on smaller lots, in order to promote compatibility between new development and existing residences. Vehicular access is a priority along Stevens Creek Boulevard to support the primary commercial uses, with transit access a priority for the mixed-use development planned near Saratoga Avenue and Stevens Creek Boulevard. Parking, loading and bus rapid transit, in conjunction with streetscape amenities, street trees and wider sidewalks illustrated on Figure 5.4-6 should be incorporated into the street design along the corridor. While the City expects that the land uses along the corridor will generally retain their auto-oriented character, the streetscape is expected to be improved to better accommodate multimodal travel including transit, pedestrian, and bicycle facilities.

##### **Stevens Creek Boulevard Focus Area Goals**

- 5.4.4 -G1 Stevens Creek Boulevard Focus Area retains its prominence as a regional destination for sales of vehicles and durable and large commodity goods.
- 5.4.4 -G2 Higher-intensity development concentrated adjacent to the Stevens Creek Boulevard right-of-way and near the intersection with Saratoga Avenue.
- 5.4.4 -G3 Retail uses along Stevens Creek Boulevard that are compatible with adjacent residential neighborhoods.
- 5.4.4 -G4 Vehicular and transit priority along Stevens Creek Boulevard.

##### **Stevens Creek Boulevard Focus Area Policies**

- 5.4.4 -P1 All density and intensity for new development should be consistent with the specified land use designation as defined for the Land Use Diagram classifications.
- 5.4.4 -P2 Provide appropriate transitions between new development and adjacent uses consistent with General Plan Transition Policies.
- 5.4.4 -P3 In cooperation with the City of San José, promote development and streetscape design

Figure 5.4-5  
Stevens Creek Focus Area



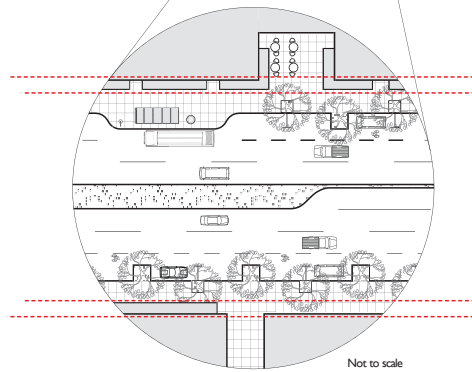
### Legend

#### Land Uses Within the Focus Area

- Regional Commercial
- Neighborhood Mixed Use
- Community Mixed Use
- City Limits

#### Urban Design Features

- Focus Area Boundary
- Pedestrian Connection
- Pedestrian Orientation/Active Street Frontage
- Proposed Open Space (Not to scale)
- Tree-Lined Median
- Transition Zone
- Signature Streetscape
- Corridor Streetscape



#### Illustrative Streetscape for Regional Commercial Areas

Streetscapes are enhanced with street furniture, wayfinding signage, public art, a double row of street trees, bulb-outs and special paving at crosswalks. Plazas and public gathering spaces are located along the widened sidewalk. Streetscape design features and travel lane configurations shown are illustrative and do not preclude implementation of alternative street design to accommodate future transit and the like.



consistent with those illustrated in Figure 5.4-5.

- 5.4.4 -P4 Work with the City of San José to coordinate streetscape design standards for street trees, sidewalks and planted median islands.
- 5.4.4 -P5 Allow flexible sign standards to attract regional-serving retail businesses and to provide visibility for through traffic in the Stevens Creek Boulevard Focus Area.
- 5.4.4 -P6 For new mixed use development, residential uses should be located on upper floors, with active commercial uses at the ground level and oriented to Stevens Creek Boulevard.
- 5.4.4 -P7 Residential development should include front doors, windows, stoops, porches or bay windows along street frontages.
- 5.4.4 -P8 Provide private and common open space with all new residential development.
- 5.4.4 -P9 Provide internal pedestrian connections to surrounding neighborhoods and across Saratoga Avenue for new mixed-use development.
- 5.4.4 -P10 Promote multimodal transit accessibility at Stevens Creek Boulevard and Saratoga Avenue.
- 5.4.4 -P11 Work with Valley Transportation Authority to implement a Bus Rapid Transit or similar transit service along Stevens Creek Boulevard, retaining on-street parking and median islands for landscaping.
- 5.4.4 -P12 Encourage efficient use of land for retail uses through consolidated, shared and structured parking.
- 5.4.4 -P13 Provide adequate off-street loading areas that do not conflict with bicycle, transit or automobile movements for new commercial development.
- 5.4.4 -P14 Promote variably timed on-street parking and loading to accommodate business needs along the street, outside of vehicle lanes and median areas, if feasible.
- 5.4.4 -P15 Prohibit loading and unloading in residential areas and on residential streets.

### **5.4.5 Lawrence Station Focus Area Goals and Policies**

Serving as one of the gateways from the west, the Lawrence Station Focus Area will become a vibrant, mixed use community conveniently located within a ½ mile of the Lawrence Caltrain Station. This Focus Area is bounded by Central Expressway on the north, Calabazas Creek to the east, Kifer Road to the south, and the City Limits to the west. At approximately 92 acres, this area is underutilized and developed with light industrial and office uses, some of which are vacant, with large expanses of surface parking lots.

The Lawrence Station Focus Area will be redeveloped into a lively neighborhood that contains a mix of housing, commercial, and open space. Providing a diversity of housing types in mid-rise buildings, this neighborhood will contain a mix of uses that address the basic needs of residents with easy access to transit due to its proximity to the Lawrence Caltrain Station. With the large concentration of jobs in the area, the Lawrence Station Focus Area can provide much needed housing to serve employees in and around the City. In addition, two open space areas will be developed on-site to provide residents with recreational opportunities and visual relief from the urban fabric. Direct connections from the area to the Caltrain Station will be incorporated, as well as linkages to the existing and proposed parks, schools, linear parks, and multi-use trails in the vicinity to promote a healthy lifestyle and provide opportunities to walk, bike, or take public transit to destinations. Emphasis will be placed on the public realm, where neighborhood streetscapes will have shade trees that create an intimate outdoor space, wide sidewalks, lighting, and other amenities to create a pedestrian-oriented environment.

Lawrence Expressway bisects the Focus Area, and the area east of the Expressway will include medium and high density residential, which is anticipated to occur in Phase II of General Plan implementation. Areas west of the site will remain as light industrial in Phase II and will be redeveloped into medium and high density residential in Phase III of the General Plan. At buildout, the Lawrence Station Focus Area will contain approximately 3,412 to 4,620 high density residential units, and 1,756 to 3,324 medium density residential units. Two neighborhood retail areas planned for the area are envisioned to provide essential daily services within walking distance of surrounding residents. Parking will be provided in structures and out of public view.

### **Lawrence Station Focus Area Goals**

- 5.4.5 -G1 An urban neighborhood that contains a dynamic mix of housing types, supportive retail uses, and open spaces that are designed and maintained to enhance livability.
- 5.4.5 -G2 Adequate open space areas that serve as neighborhood focal points, providing for recreation, gathering, and socialization.
- 5.4.5 -G3 A variety of mobility choices with direct linkages to the nearby Lawrence Caltrain Station, parks, schools, open space areas and trails, encouraging walking, biking, and transit use.
- 5.4.5 -G4 New development that is compatible with surrounding uses and consistent with the proposed Lawrence Caltrain Station Area Plan in the City of Sunnyvale.

### **Lawrence Station Focus Area Policies**

- 5.4.5 -P1 Create a gateway from the west to provide a sense of identity and arrival into the City.
- 5.4.5 -P2 Establish a mixed use neighborhood that contains a diversity of housing types, commercial and open space areas that are compatible with and integrated into the surrounding uses.
- 5.4.5 -P3 Provide two publically accessible open space areas within the Lawrence Station Focus Area that are accessible to all residents, adequate to meet their activity needs, and consistent with the General Plan requirements and other City regulations.
- 5.4.5 -P4 Ensure future connections from on-site open space areas to the existing and planned linear parks and multi-use trails in the proposed Lawrence Station Area Plan in Sunnyvale.
- 5.4.5 -P5 Incorporate direct linkages to the Lawrence Caltrain Station to promote transit use.
- 5.4.5 -P6 Coordinate with Caltrain and other transit providers to improve transit access, information to residents, and frequency to serve the Focus Area.
- 5.4.5 -P7 Provide a minimum of two areas of neighborhood retail that are conveniently located to meet the daily needs of residents and to maximize opportunities for walking or biking.
- 5.4.5 -P8 Require new buildings to maintain a consistent setback/build-to-line from the public right-of-way in order to create a well-defined public sidewalk and street.
- 5.4.5 -P9 Encourage residential buildings to be grouped to create effective outdoor spaces that respect the privacy of residents and adjacent uses.
- 5.4.5 -P10 Require that building facades and entrances directly face street frontages, with a high proportion of transparent windows facing the street for commercial uses.
- 5.4.5 -P11 Encourage sensitive design and site planning to minimize the scale of larger buildings through use of building massing, setbacks, façade articulation, fenestration, varied parapets and roof lines, and pedestrian-scaled architectural details.
- 5.4.5 -P12 Encourage parking to be located in structures to minimize its visibility from streets and public

spaces.

- 5.4.5 -P13 Highly encourage the development of affordable housing and senior housing that is well designed and compatible with adjacent uses in the Lawrence Station Focus Area.
- 5.4.5 -P14 Encourage new development to build to a green neighborhood rating standard.
- 5.4.5 -P15 Work with the City of Sunnyvale to ensure compatibility of new mixed use development in the Focus Area with the surrounding future uses in the Lawrence Station Area Plan.
- 5.4.5 -P16 Provide appropriate transitions between new development in the Focus Area and adjacent industrial uses and future development consistent with General Plan Transition Policies.
- 5.4.5 -P17 Require that future development in the Lawrence Station Focus Area be comprehensively planned through preparation of a specific plan and accompanying technical studies.
- 5.4.5 -P18 Allow higher residential densities through the specific plan process.

## **5.4.6 Tasman East Focus Area Goals and Policies**

Located in the northern portion of the City, the Tasman East Focus Area will be a high density neighborhood that provides housing in close proximity to jobs, retail, services and entertainment. The Tasman East Focus Area is bounded by Lafayette Street to the west, Tasman Drive and the Santa Clara VTA Light Rail line to the south, Guadalupe River to the east and the Santa Clara Golf Course to the north. Currently, the Focus Area is underutilized and contains light industrial uses that include primarily low-scale (one- to two stories) tilt-up buildings. Surface parking is located along the street frontages.

At approximately 45 acres, this Focus Area will be transformed into a high density residential community with mid-rise buildings that are served by neighborhood commercial, shared open space areas, and structured parking. Densities will range from 37 to 50 units per gross acre, with the potential to accommodate up to 2,285 units and building heights of three to five stories. A minimum of 10.55 acres of park and open space areas will be provided to support recreational activities and social gathering.

The Focus Area provides for new housing opportunities close by and conveniently connected to jobs and services, encouraging alternative travel modes. Three public transportation providers serve the Focus Area, including the Santa Clara Valley Transportation Authority (VTA), providing both light rail and bus service at the Lick Mill and Tasman Station, as well as Amtrak and the Altamont Corridor Express (ACE) served by the Great America station. A safe and continuous network of pedestrian paths will be provided with enhanced streetscapes, landscaping, street furnishings and other pedestrian amenities that encourage residents to walk or bike to open space areas, retail uses, and nearby jobs. Connections will be provided to the Guadalupe River Trail and Ulistac Natural Area located along the eastern boundary of the Focus Area, San Thomas Aquino Creek Trail to the west, and to the surrounding open space areas. In addition, there will be pedestrian connections to the residential uses to the south to foster neighborhood interaction and activities.

### **Tasman East Focus Area Goals**

- 5.4.6 -G1 A vibrant, high density neighborhood with integrated on-site open space, recreational amenities, and neighborhood serving commercial uses.
- 5.4.6 -G2 Convenient access to nearby employment, retail, services, entertainment, and other community supportive facilities and services.
- 5.4.6 -G3 Direct connections to transit, nearby trails and open space areas encouraging the use of alternative modes of transportation and fostering a healthy lifestyle.
- 5.4.6 -G4 New housing and supporting uses that are integrated with existing residential uses to the south

and compatible with former landfill uses in the north.**Tasman East Focus Area Policies**

- 5.4.6 -P1 Establish Tasman East as a high density residential neighborhood that provides residents with access to commercial services and open space located on-site and in the surrounding areas.
- 5.4.6 -P2 Provide direct linkages from Tasman East to the Santa Clara Valley Transportation Authority, Amtrak, and Altamont Corridor Express stations and transit stops to promote transit use for access to services and jobs.
- 5.4.6 -P3 Work with appropriate transportation agencies, businesses, and surrounding cities to maximize rail and bus transit to and from the stations.
- 5.4.6 -P4 Promote pedestrian-friendly design that includes features such as shade trees, streetscapes that contain lighting and landscaping, street furniture, pedestrian and bike paths, limited driveway curb cuts, traffic-calming features, and pedestrian street crossings.
- 5.4.6 -P5 Provide publicly accessible open space within the Tasman East Focus Area that is accessible to all residents, adequate to meet their activity needs, and consistent with the General Plan requirements and other City regulations.
- 5.4.6 -P6 Ensure new residential development contains public open spaces that are connected by trails and bikeways, and to other open space networks such as the Guadalupe River Trail, Ulistac Natural Area, San Thomas Aquino Creek Trail, and the Santa Clara Golf and Tennis Club.
- 5.4.6 -P7 Provide for future connections, which encourage walking and bicycling, to the new development in the north when it is redeveloped to promote accessibility between the two areas.
- 5.4.6 -P8 Discourage new development that has an adverse impact on public services such as schools.
- 5.4.6 -P9 Provide appropriate transition between new development in the Tasman East Focus Area and adjacent residential uses consistent with General Plan Transition Policies.
- 5.4.6 -P10 Conduct a study to determine if a buffer is needed between sensitive development in Tasman East and the former landfill to the north.
- 5.4.6 -P11 Require new buildings to maintain a consistent setback/build-to-line from the public right-of-way in order to create a well-defined public sidewalk and street.
- 5.4.6 -P12 Encourage residential buildings to be grouped to create effective outdoor space that respect the privacy of residents and adjacent uses.
- 5.4.6 -P13 Require that building facades and entrances directly face street frontages, with a high proportion of transparent windows facing the street for nonresidential uses.
- 5.4.6 -P14 Encourage sensitive design and site planning to minimize the scale of larger buildings through use of building massing, setbacks, façade articulation, fenestration, varied parapets and roof lines, and pedestrian-scaled architectural details.
- 5.4.6 -P15 Encourage parking to be located in structures to minimize their visibility from streets and public spaces.
- 5.4.6 -P16 Highly encourage the development of affordable housing and senior housing that is well designed and compatible with adjacent uses in the Tasman East Focus Area.
- 5.4.6 -P17 Encourage new development to build to a green neighborhood rating standard.
- 5.4.6 -P18 Require new development to comply with the local floodplain management ordinance to ensure

the safety of residents.

- 5.4.6 -P19      Require that future development in the Tasman East Focus Area be comprehensively planned through preparation of a specific plan and accompanying technical studies.
- 5.4.6 -P20      Allow higher residential densities through the specific plan process.

### **5.4.7 Future Focus Areas Goals and Policies**

Future Focus Areas are identified for Phase III of the General Plan. Each of these areas requires additional planning as prerequisites for development. Future Focus Areas are located north of the Caltrain corridor, adjacent to existing transit hubs or along major transportation corridors. The Future Focus Areas represent a change from existing underutilized office and industrial uses to higher-density residential and mixed-use neighborhoods with a full complement of supportive services. Careful planning of each area is essential to ensure the provision of adequate infrastructure and services, an appropriate interface with surrounding development and access to transit, open space and recreation. The Future Focus Areas are delineated by a red outline in Figure 5.4-1 and include:

- Freedom Circle

The Land Use Diagram designates future land uses and their location for each Future Focus Area. Confirmation and/or changes to these land use designations will occur in the context of the comprehensive planning process required as a prerequisite for residential development in any of these areas. General Plan Goals and Policies for the Future Focus Areas provide a guide for these planning efforts.