

City of Santa Clara

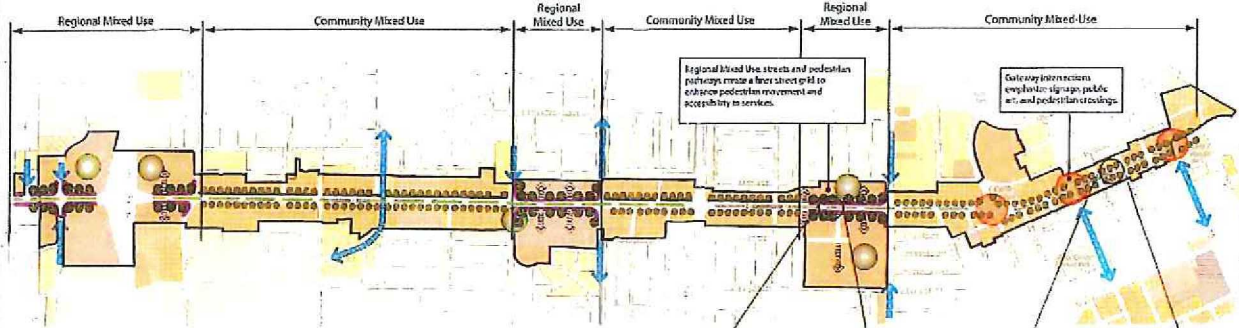
City Council

Item 18.A – Approval of Agreement with Raimi Associates to prepare El Camino Real Focus Area Plan

April 18, 2017



El Camino Real Focus Area



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.



El Camino Real Focus Area Goals

- An economically viable mix of uses along El Camino Real that attracts upscale retail uses. (5.4.1-G1)
- High quality design that respects the scale and character of adjacent residential neighborhoods and historic resources and creates a walkable environment. (5.4.1-G2)
- Concentration of higher-intensity commercial and residential development at key intersections with Regional Mixed Use designations. (5.4.1-G3)
- Pedestrian, bicycle and transit priority for mobility in the El Camino Real Focus Area. (5.4.1-G4)

3



El Camino Real Focus Area

Background

- Key Component of City's Housing Element
- Metropolitan Transportation Commission (MTC) designated Priority Development Area
- Grand Boulevard Initiative area
- City received an MTC grant for \$910,000 to prepare ECR Plan
- Staff recommends Raimi + Associates based on RFP process

4





El Camino Real Focus Area

Key Components / Schedule

- Community Involvement Plan June 2017 – February 2018
- Plan Development October 2017 – May 2018
- Environmental Impact Report January 2018 – July 2018
- Plan Adoption August 2018 – November 2018



El Camino Real Focus Area

Pending El Camino Real Projects

- 2490-2500 El Camino Real (Mariani); General Plan Amendment Submitted January 2016; NOP Issued February 2017
- 1530-1540 Pomeroy (Ridge Crest / Shakeri); Zoning Amendment Submitted July 2016; (partially in Focus Area)
- 3402 El Camino Real (Vidovich); Zoning Amendment Submitted March 2017
- Other new applications?





El Camino Real Focus Area

Pending El Camino Real Project Options

- Continue Processing
- Defer processing to completion of initial outreach (6-10 months) or to completion of plan (18 months)
- Defer only General Plan Amendments
- Defer General Plan Amendments and Zoning Amendments

7



El Camino Real Focus Area

Recommendation

- Authorize City Manager to Execute Professional Services Agreement with Raimi + Associates to prepare the El Camino Real Focus Area Plan and Environmental Impact Report at a cost not to exceed \$910,000 subject to modifications
- Provide direction to staff regarding processing of pending El Camino Real Planning applications

8





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4-18-2017

18.A



April 18, 2017

City Council
City of Santa Clara
1500 Warburton Avenue
Santa Clara, CA 95050

Re: **Agenda Item 18.A – El Camino Real Specific Plan and Environmental Impact Report (EIR)**
2232-2240 El Camino Real Mixed Use Project – SummerHill Apartment Communities

Dear Mayor Gillmor and City Councilmembers,

SummerHill Apartment Communities respectfully requests that the City Council add our project at 2232-2240 El Camino Real as a "Pending Rezoning Application" in Attachment 2 of the staff report. As you are aware, our mixed use project was denied rezoning approval in last month. We subsequently rescinded our request for reconsideration with the hope of redesigning the project to address the concerns voiced at our hearing, conduct additional community outreach, and come forward with a redesigned project that has support. As we stated at the March 28, 2018 General Plan Update Study Session, we respectfully request that a new rezoning application for the property be accepted and processed in parallel with the El Camino Real Specific Plan process.

- The site is not adjacent to or across from any single family homes and the majority of the immediate neighbors supported our project
- We went through a complete project application, environmental review, and neighborhood outreach process, and received staff and Planning Commission support
- Members of the City Council and residents of the broader Santa Clara community have expressed what specific concerns they have regarding our project and we would like to have the opportunity to address them now, consistent with the General Plan.

After working on this site for 2 ½ years and having invested significant dollars on the project, we, again, request that you allow us to submit a redesigned project as you consider further refinement of El Camino Real. Thank you for your consideration.

Best Regards,

A handwritten signature in black ink, appearing to read "Elaine Breeze", written in a cursive style.

Elaine Breeze
Vice President of Development

Cc: Andrew Crabtree
Lee Butler

