

El Camino Real Specific Plan
Public Comment

May 6, 2021

Chair Planning Commission Lance Saleme
 lsaleme@santacruz.clara.gov
 City of Santa Clara Planning Department
 1500 Warburton Avenue
 Santa Clara, CA 95050

Re: Request to Modify ECR Specific Plan 3141-3155 ECR: Bayview Development Group

Dear Commissioner Saleme,

Bayview Development Group (BDG) is excited to see the almost 4-year City of Santa Clara Planning Department effort with the El Camino Real Specific Plan (ECRSP) come to fruition. We have been an active participant throughout the entire process and we commend the Planning Staff with their tireless efforts and professionalism. The pending document before your upcoming May 10, 2021 Public Hearing is thoughtful, analytical and a well-done conclusion to the Specific Plan process.

Previously, Bayview Development Group presented our unique situation as it relates to our active development application for 3141-3155 El Camino Real (aka Bowers Plaza), a 2.45-acre property located at the northeast corner of El Camino Real and Calabazas Boulevard.

Bayview Development Group controls the site and began the entitlement process with the City Planning Department in December 2018. Our thoughtfully designed 60-unit townhome project proposal is approximately 24 units per acre and it complies with the current General Plan of 20-36 units per acre and at the time, overlapped with a previously proposed ECRSP density of 24-65 units per acre. Despite our early start, we were never deemed a 'pipeline' project and now our only path to complete our pending public review process and gain future approvals is to request the following Specific Plan modification to the draft land use designation.

Current Proposed Specific Plan Designations

From – Corridor Mixed Use (Residential Density 45-65 units per acre)



***Bayview Development Group Requested Specific Plan Revisions
To – Corridor Residential (Residential Density 16-45 units per acre)***



Granting our request would ensure a complimentary density of 24-25 units per acre all the way from the soon to be constructed Wheels and Deals project (approved at 25 units per acre density), across our subject site and to the corner of Calabazas Boulevard which serves as the main entry to the adjoining Briarwood Elementary single-story single-family home neighborhood. In addition, the revision of our site to the ECRSP Corridor Residential (16-45 units per acre) avoids a potential spot zoning of densities from 65 units per acre to 25 units per acre and back to 65 units per acre for our site, directly adjacent to the 4 units per acre of the single family residential neighborhood.

Project History

- Dec-18 – Engaged City Planning Staff with Concept Designs per existing General Plan
- Feb-19 – Submitted Full Preliminary Planning Application per City Design Review Process
- May-19 – Received PCC Staff Comments on Preliminary Application submittal
- Dec-19 – City Approves Adjacent Wheels and Deals site at 25 units per acre
- Oct-20 – Complete Design Application submittal in response to PCC City Comments
- Dec-20 – Conducted Neighborhood Outreach Meeting
- Feb-21 request for revisions for 3141-3155 El Camino Real subject site to match adjacent site
- Mar-21 – Specific Plan Revision Request for 3141-3155 El Camino Real subject site

The above history details our unique situation and is the subject of our request. And we respectfully ask your consideration of our request and would like to make ourselves available to answer any questions you would have prior to hearing. Please feel free to reach out to me directly at tomquaglia@att.net or 408-504-9331.

Sincerely,

Tom Quaglia
Project Manager
Bayview Development Group

May 4, 2021

Planning Division - El Camino Real Specific Plan
City Hall
1500 Warburton Avenue
Santa Clara 95050

It is very important to prevent the city from doing to our El Camino what they did to our downtown. Those that destroyed our downtown had good intentions and like you, they had the grandest of visions.

From the start the city misrepresented the objective of the El Camino Real Specific Plan by telling us the purpose was "...to implement the City's General Plan goals and policies for the El Camino Real corridor by providing more detailed guidance for future land uses and urban design elements."

The unspoken purpose has been to increase residential density not implement the General Plan.

- When a city planner was asked during a CAC meeting what would happen if the committee decided the density should be reduced, her response was "well that would defeat the purpose." (quickly retracted, oops)
- In one example the Mariani property was **increased over 100%** from Community Mixed Use at 19 to 36 du/ac, in the 2025 - 2035 General Plan, to Corridor Mixed Use with 45 to 65 du/ac. *This is not implementing the GP*

Also, this entire process has had the appearance of faux outreach.

Community feedback was gathered using completely unscientific methods.

- The feedback was not directed at people impacted nor limited to one opinion per participant in the 'Pop-ups' or online 'survey'.
- The Community Advisory Committee was weighted with people and groups interested in getting rid of automobiles and promote high density.
- US mail announcements were limited to people within 300 ft of the huge rezoning project to 'save money', reducing exposure to the very people actually impacted.
- This mailed notice is the only place we find this legal disclaimer. *"If you challenge these land use decisions in court, you may be limited to raising only those issues you or someone else raised at this public hearing or in written correspondence delivered to the City at or prior to the public hearing."*

As is too often the case the general outcome appears to have been determined before the 'investigation' began. And the predetermined outcome is increased density.

Some on the council advocate for thousands of 'micro units' along ECR. No wonder we worry the city would do to our El Camino what it did to our downtown. Again, those that destroyed our downtown had the best intentions and like you, grandiose visions. We see what that got us.

Santa Clara for Smart Growth - Mariani Neighborhood Resident Group
Debbie Sparks, Diane Pizzo, Howard Myers, Linda Zazzara, Rich Bonito

From: Curtis Fisher <65tiger@comcast.net>
Sent: Monday, January 25, 2021 9:55 AM
To: Lesley Xavier <LXavier@santaclaraca.gov>
Subject: Draft El Camino Specific Plan

Hello, I'm submitting my public comments regarding the "Draft El Camino Specific Plan", meeting presentation of September 30, 2020.

Public comment:

After reviewing the General Plan, the draft El Camino Specific Plan meeting presentation I have comments:

Slides 27 and 28 discuss neighborhood transitions strategies. Regarding upper story step backs, these were totally ignored in the Tuscany project. This 4 story monster is next to single story family homes, and is contrary to design recommendations of the City General Plan (and also this Specific Plan). There is little privacy for those of us on Hood Court. This was specifically requested at the design reviews and the final city council meeting. That was a 'beat down' process. Many of us showed up at the design reviews and were told it was going to be big and tall. The developer originally wanted 2-3 story town homes which would have been nice to have next to our single story homes. But the city planners wanted 4 story or higher although nothing was that high on the El Camino Real at that time and told the developer to come back with 4 stories or higher. By the time of the final city council meeting the city council had ALREADY decided their vote. There were only a few of us left after the beat down meetings. Nonetheless, we presented our objections (including requesting the step back) and the city council voted 7-0 to approve the design. And landscape buffers, after many years we have yet to see anything significant.

After this Tuscany disaster and rapid other developments, there was general public revolt when something similar was proposed for Mariani's property. That had the city going back and finally listening to citizens rather than planners and developers.

Regarding slide 37 and "bulb out" designs. These are a total disaster where they have been implemented. I understand their intention but it's implementation is the worst I've ever seen. What they do a good job of is impede traffic. And the bots dots you place there bring nothing but curses from everyone. Nobody likes them, nobody wants them and there are better ways to do this.

I'm glad the 'Bus Only' lanes are no longer proposed. Santa Clara was the ONLY city pushing this at the behest of the previous chief planner. No other city wanted it.

thanks,

Curtis Fisher

1680 Hood Ct

Santa Clara, CA 95051

From: webmanager@santaclaraca.gov <webmanager@santaclaraca.gov>

Sent: Sunday, January 24, 2021 8:21 PM

To: Webmanager <Webmanager@santaclaraca.gov>

Subject: Feedback for City of Santa Clara

You have received this feedback from Don Sterk <don@sterk.org> for the following page:

<https://www.santaclaraca.gov/Home/Components/BusinessDirectory/BusinessDirectory/330/3649?fsiteid=1>

I applaud the construction of the separated bike path. I would like to see a diagram of what it would like at bus stops to see how it avoids conflicts between bikes and bus alightment. Needs to include plans for bike (and probably scooter) parking.

From: James Rowen <jcrowenblog@gmail.com>

Sent: Saturday, January 23, 2021 9:25 AM

To: Lesley Xavier <LXavier@santaclaraca.gov>

Subject: El Camino Specific Plan

As a favor to Lavelle Souza, an old friend, I am going to be sending some comments on her behalf as she does not use email. These are to be regarded as Specific Plan Comments.

James Rowen

Having been part of a family that was been part of the economy of Santa Clara for over a hundred years, I believe that the proposed Specific Plan for the El Camino Real will cause serious negative impact on the local economy as well as serious negative impact on the character of our community.

The proposals to favor development of multi-story housing with large densities flies in the face of proper consideration of Covid-19 guidelines by increasing the density of residential units that could not be socially distanced, and severally impact traffic and other environmental factors as mass transit, though proposed, is not fiscally feasible.

Moreover, the greatest damage these multi-story projects will inflict is upon the small businesses that are a historic part of the El Camino from Santa Clara to San Francisco. El Camino Real has been home to city halls, universities, hotels, motels, and particularly small businesses.

Understand that small businesses depend on walk in trade and easy access in a user friendly environment, hence the success and prevalence of small businesses along the El Camino, Silicon Valley's principal commercial district. Now as Covid has devastated small businesses especially restaurants, Santa Clara intends to hamstring them further by placing them in glass and steel tombs. One floor traffic is important to walk in traffic.

As the widow of Santa Clara's third Mayor Edd8e Souza, I would like to mention Eddie's comments about the high rises along the el Camino creating a tunnel affect John Vidovich has had success with two story developments on the El Camino such as the Walgreens Store development and restaurants in two story developments. Vidovich stated this

when asked Kathy Watanabe about his formula with business success.

When Lisa Gillmor was interviewed b6 the chair of the chamber Lisa and the chair agreed small business are the back bone of our economy. The city has given grants to small businesses during the pandemic--the backbone of our economy.

The historic and cultural signature of El Camino Real from San Jose to San Francisco will be severely impacted by building multi story buildings in Santa Clara creating a tunnel affect robbing residents of a scenic and significant view of the city within the valley. Three major universities are a part of the El Camino, among the oldest in California. Major restaurants and hundreds of small businesses are part of scenic, one to two story complexes, many designed in the local architectural signature. Hence, no other city is planning massive glass and steel buildings which severely impact scenic areas such as Palo Alto and Sunnyvale.

Transit element impact is enormous. Also we have serious concerns about the Covid guidelines with high density buildings. John Vidovich has successfully constructed two story buildings in Santa Clara with well spaced retail such Walgreens allowing for walk in traffic. No Covid Guidelines are met with high density buildings. Moreover the traffic cannot be alleviated with VTA plans as the agency must now curtail its transit development. A car is safer for distancing than a bus. The Plan does not address this issue.

A frustrating point to us is the view that Santa Clara should transform the El Camino to a Italian Villiage. Italy has small towns with narrow streets. The El Camino is a 100 year old major boulevard. A regional boulevard has major arteries.

People can hardly drop their kids at school and travel hours on a bus to work, shop, and perhaps back to school. I could foresee middle sized shopping villages located within El Camino, but not as the El Camino. Those exist especially in Palo Alto, but as a part of the main boulevard.

And there is the additional redevelopment of the El Camino Between Colman and Lawrence which includes the possible replacing of existing mom and pop commercial stores for apartment buildings that are from three to four levels tall. It was hoped that commercial (mom and pop stores). would relocate to the first floors of these apartment buildings. So far, the plan has not been successful because the commercial/mom and pop stores do not want to relocate to the first floors of apartment buildings.

However, there is one type of a commercial/apartment building that has successfully attracted a Walgreens store and commercial mom and /pop stores in Santa Clara. The stores are on the first level of the building and the apartments are on the second level. There is plenty of parking for the customers, and the apartment dwellers have parking stalls in a gated parking lot. The complex is owned by John Vidovich who recently had a second project approved by the city and is also located on the El Camino.

Since the commercial mom and pop businesses are considered to be the 'backbone' of our economy , we need to find a way of helping them to thrive in Santa Clara. The El Camino is the best location for them because of the large amount of traffic using the El Camino--north and south--that will continue to increase with an increase of the population in San Jose and in Santa Clara.

Massive increase of population on the El Camino will impact parking negatively as everyone will still possess and need to park cars. The higher the income, the better transportation options other than mass transit will be called for, hence automobiles. This will create more carbon emissions. Families are no longer contained, mutil generation, multi lifestyle families know exist. People no longer work 9 to 5 and do not work at just one job. Large grocery purchases

are a necessity thus eliminating mass transit and bicycle transit options. Higher density will increase covid impact. A building with 500 people cannot be socially distanced while a restaurant with 34 can be.

The Specific Plan is fanciful and already in conflict with 2021.

From: [Elizabeth Elliott](#)
To: [Lucy Garcia](#); [Lillian Bustos](#)
Cc: [Kiran Singh](#)
Subject: FW: New eComment for Planning Commission on 2021-05-10 6:00 PM
Date: Monday, May 10, 2021 10:03:45 AM
Importance: High

From: noreply@granicusideas.com <noreply@granicusideas.com>
Sent: Friday, May 7, 2021 8:21 PM
To: Elizabeth Elliott <EElliott@santaclaraca.gov>; Kiran Singh <KSingh@SantaClaraCA.gov>
Subject: New eComment for Planning Commission on 2021-05-10 6:00 PM

[SpeakUp](#)

New eComment for Planning Commission on 2021-05-10 6:00 PM

Roshan Baliga submitted a new eComment.

Meeting: Planning Commission on 2021-05-10 6:00 PM

Item: 2. 21-431 Action on the El Camino Real Specific Plan, General Plan Amendment for the creation of four new General Plan land use designations, creation of the El Camino Real Zoning Districts, and an Environmental Impact Report and Mitigation Monitoring and Reporting Program.

eComment: I request that the planning commissioner recommend that the city council adopt the El Camino Real Specific Plan for the following reasons: * It will transform El Camino from a road across the city to a destination for shopping, eating, and enjoying public spaces. * It will encourage residents of Santa Clara and nearby communities to spend time and money at establishments in the Specific Plan area. * It will make El Camino Real safer by including protected bike lanes.

[View and Analyze eComments](#)

This email was sent from <https://granicusideas.com>.

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3141-3155 El Camino Real - Second Notice

Dear Neighbors,

This second notice is to alert you to the City of Santa Clara's upcoming public hearings allowing 5-story apartment developments adjacent to existing single-family homes in and around the greater Briarwood Elementary School area and encourage you to get involved. The new City direction to 5 stories would prevent Bayview Developments Group's proposed 2 and 3-story application pending at the City of Santa Clara. Two key upcoming City meetings include the May 10th Planning Commission meeting and a pending June City Council final approval of the El Camino Real Specific Plan inclusive of the increased density.

On December 16, 2020, **Bayview Development Group ("BDG")** invited you to preview the Proposed Project, 60 townhome units (2 and 3 story buildings) for 3141-3155 El Camino Real ("Site") located at the corner of El Camino Real and Calabazas Boulevard. In this meeting, BDG presented its plans based on the current City of Santa Clara General Plan that allows housing between 20-36 units per acre. BDG also presented the concurrent City of Santa Clara-El Camino Real Specific Plan efforts to increase the housing density up to 65 units per acre, characteristic of 5-story apartment communities.

How do I get involved?

Submit emails and letters to the below City of Santa Clara departments and representative contacts **opposing** the high-density proposals of the El Camino Real Specific Plan (Lesley Xavier) and if inclined, **supporting** the proposed lower density plan of **Bayview Development Group (PLN2020-14674)**.

Principal Planner: Lesley Xavier | lxavier@santaclaraca.gov
Planning Commission: PlanningCommission@santaclaraca.gov
City Council: MayorAndCouncil@santaclaraca.gov
Santa Clara City Hall, 1500 Warburton Ave,
Santa Clara, CA 95050



How else can I participate?

Attend the upcoming El Camino Real Specific Plan public hearings via City of Santa Clara zoom invites per below instructions and make your voices heard.

Upcoming meeting schedule

Monday May 10, 2021 – Planning Commission special meeting El Camino Real Specific Plan
June 2021 (TBD) – City Council ratification El Camino Real Specific Plan

Who do I contact with questions or for more info on the BDG project at 3141-3155 El Camino Real?

Tom Quaglia, BDG, Project Manager (408) 504-9331 | tomquaglia@att.net
Caleb Cater, BDG, Project Manager (831) 578-9896 | calebcater@bayviewdg.com

Thank you for your support with this effort. We look forward to answering any questions.

City Proposed High Density



City Proposed High Density



Site Aerial – 3141/3155 El Camino



From: [Elizabeth Elliott](#)
To: [Charlene Morrison](#); [Planning Public Comment](#)
Cc: [Gloria Sciara](#); [Reena Brilliot](#); [Lesley Xavier](#)
Subject: Comment for 5/10 PC Meeting RE: ECR Regarding El Camino Real Report and Development
Date: Monday, May 10, 2021 9:53:15 AM
Attachments: [image001.png](#)
[image003.png](#)

Hello Morrison-Bell Household,

This to confirm your email has been received in the Planning Public Comment email box and will be provided to the Planning Commissioners before tonight's 6 p.m. Special Meeting.
Thank you for taking the time to notify us of your concerns.

Regards,
~Elizabeth Elliott

Planning Division | Community Development Department
1500 Warburton Avenue | Santa Clara, CA 95050
O : 408.615.2450

From: Charlene Morrison <cmorrison_bell@yahoo.com>
Sent: Friday, May 7, 2021 2:02 PM
To: Planning Public Comment <PlanningPublicComment@santaclaraca.gov>
Subject: ECR Regarding El Camino Real Report and Development

To Whom It May Concern:

After reading your invitation to meet (ZOOM) to discuss the development of the El Camino Real in Santa Clara, I would like to briefly express a couple of concerns and would appreciate your thorough considerations and timely feedback.

- 1) As residents living less than 300 feet from Mariani's Hotel and Restaurant, we are concerned with the new density numbers under consideration which are vastly increased from prior limitations. Please advise how these increases were "approved."
- 2) What will be the impact of this development plan be on current residents? Street parking? Accessibility to the El Camino? Congestion? Privacy considerations for existing one story single family homeowners (more than 2 stories allows unlimited visibility of all activities in "private" yards and more). WHO PAYS for schools for increased residents, increased wear on roads/El Camino, additional public services

(police, etc.)-----current residents or developers/business owners?

3) Do we currently have plumbing and sewer systems to accommodate the increase in residents? WHO WILL BE PAYING for any modifications/improvements to water/sewage systems? Resident taxpayers or developers?

4) Increased potential of flooding to our area with potential sewage backup (due to development)---see your report---who pays for damages and clean-up should a flood occur? Will current homeowners be required to purchase additional flood insurance? Will the city clean up and pay for damages to private property after such a flood?

This email is sent to document initial concerns regarding the planned development on the neighborhood/community and our quality of life, potential increased costs (taxes---undetermined), unforeseen potential numerous impacts from aggressive development and yet to be determined additional feedback from other studies.

Thank you for taking the time to review my concerns.

Sincerely,

Morrison-Bell Household
Santa Clara----Loyola Resident
408/249-9798

Lavelle Souza

[REDACTED]
Santa Clara, CA. 9505
April 10, 2021

Santa Clara Planning Commission
Santa Clara City Hall
1500 Warburton Avenue
Santa Clara, California



Re: El Camino Specific Plan

Dear Planning Commissioners:

I am writing this letter to you in opposition to the new City direction of increasing the housing density along the El Camino Real from 20-36 units per acre to 65 units per acre.

I am supporting the proposed lower density plan of Bayview Development Group (PLN2020-14674).

Since the commercial mom and pop businesses are considered to be the backbone of our economy, we need to find a way of helping them to thrive in Santa Clara. The El Camino Real is the best location for them because of the large amount of traffic using the El Camino Real--north and south--that will continue to increase with an increase of population in San Jose and in Santa Clara. There is one type of a Commercial/apartment building that has been successful in Santa Santa Clara. The complex is owned by John Vidovich who recently had a second project approved by the city and is also located on the El Camino Real. I believe the Specific Plan will cause a negative impact on the character of our community

Sincerely,

Lavelle Souza

From: [Elizabeth Elliott](#)
To: fourteafour@aol.com; [Planning Public Comment](#)
Cc: [Gloria Sciara](#); [Reena Brilliot](#); [Lesley Xavier](#)
Subject: RE: El Camino Real Specific Plan / Public Hearing rescheduled to May 10, 2021 (from April 28, 2021) // Flooding Hazards
Date: Monday, May 10, 2021 11:52:14 AM
Attachments: [image001.png](#)
[image003.png](#)

Hello Ms. Sparks,

Thank you for your email. Your comments have been received in the Planning Division and will be distributed to the Planning Commission in advance of tonight's meeting.

Regards,
Elizabeth Elliott

Planning Division | Community Development Department
1500 Warburton Avenue | Santa Clara, CA 95050
O : 408.615.2450

From: fourteafour@aol.com <fourteafour@aol.com>
Sent: Monday, May 10, 2021 11:42 AM
To: Planning Public Comment <PlanningPublicComment@santaclaraca.gov>
Subject: El Camino Real Specific Plan / Public Hearing rescheduled to May 10, 2021 (from April 28, 2021) // Flooding Hazards

My focus is to ensure that Mariani's (and all land redevelopers) incur their fair share for the cost of Flood Mitigation that will be required to support their redevelopment plans. Our neighborhood is not currently in a flood zone, and I find it a crucial point to bring to the attention of the Planning Commission & City Council that Flooding Hazards created from land redevelopment come with a \$COST\$. Property owners should not have to bear this additional cost through their property taxes. I have heard from residents on White Drive that sewer replacement is already in the works for the next several months, and of utmost concern I project this sewer replacement has been decided by the City to support the future high density buildings as opposed to just replacing the 100 year old sewers to support the current density of property owners. Please refer to the following excerpts from the EIR and General Plan below.

Debbie Sparks
Loyola Drive

EIR pg 41 of 83

Flooding According to the Federal Emergency Management Agency's (FEMA) current Flood Insurance Rate Maps (FIRM), most of the Specific Plan area is not within a Special Flood Hazard Area (SFHA) .55 The majority of the Plan area is designated Zone X, defined as "Areas of 0.2 percent annual chance flood; areas of one percent chance flood with average depths of less than one foot or with drainage areas less than one square mile; and areas protected by levees from one percent annual chance flood." Certain

portions of the Plan area are in SFHA Zone AHAO, which is defined as an area of flood depths from one to three feet during 100-year flood conditions. Flooding in the areas designated Zone AHAO is due to a lack of capacity in the local drainage systems. These areas occur in three principal locations within the Plan area: 1) near the eastern boundary of the Plan area along the south side of El Camino Real and between El Camino Real and the railroad tracks; 2) along both sides of El Camino Real between approximately Buchanan Drive and Los Padres Boulevard; and 3) both sides of El Camino Real, between Halford Avenue and Lawrence Expressway

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Flooding Hazards There may be an increased flood risk if residential development proceeds on the housing sites identified in this chapter. The Federal Emergency Management Agency (FEMA) provides information regarding the extent of flooding, based on predicted flood flows and land elevations. In addition, the Pacific Institute estimates areas vulnerable to sea level rise in the next 100 years. Portions of the City, particularly adjacent to creeks and rivers, lie within the potential flood zone. These zones are shown in Figure 8.12-6-2. In particular, the underutilized sites near the intersections of El Camino Real and San Tomas Expressway, and El Camino Real and Lawrence Expressway, lie within this zone. Since most new housing development in Santa Clara will result from infill development, the total amount of impervious surface is not expected to increase substantially, if at all. Still, as a mitigation, stormwater management and flood policies are addressed in the Safety Element of the General Plan and will be revisited in the 2035 General Plan Update. New policies may include landscape and architectural design guidelines in flood prone areas to reduce flood risk and potential damage. Appendix Twelve: HOUSING ELEMENT 8.12

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supporting map:
Flooding Potential (vacant, under utilized land)
Figure 6-2 (Figure 8.12 6-2)

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supporting map:
Flood Zone (2010)
Figure 5.10-2