



El Camino Real Specific Plan

PC Study Session – February 24, 2020

agenda

Presentation

1. Project overview
2. Community input to date
3. Key elements of the Specific Plan
4. Plan updates + objective standards
5. Next steps

Q&A Session

Public Comment

Project Overview



What is the project?

- **A Specific Plan** for El Camino Real in Santa Clara
 - Refine and implement the 2035 General Plan vision for the area
 - Create goals, policies, and design standards
 - Identify specific improvements and actions to achieve the vision
 - Address required specific plan topics such as land use, transportation, and infrastructure
- **An Environmental Impact Report (EIR)** to assess potential environmental impacts

Project Background

- El Camino Real is designated a **Priority Development Area (PDA)**.
- **Plan Bay Area** establishes PDAs as regional priorities for walkable, transit-served development
- Partnership between Bay Area Metro (formerly ABAG and MTC) and City of Santa Clara
- 170 PDAs around the Bay Area



Plan Area

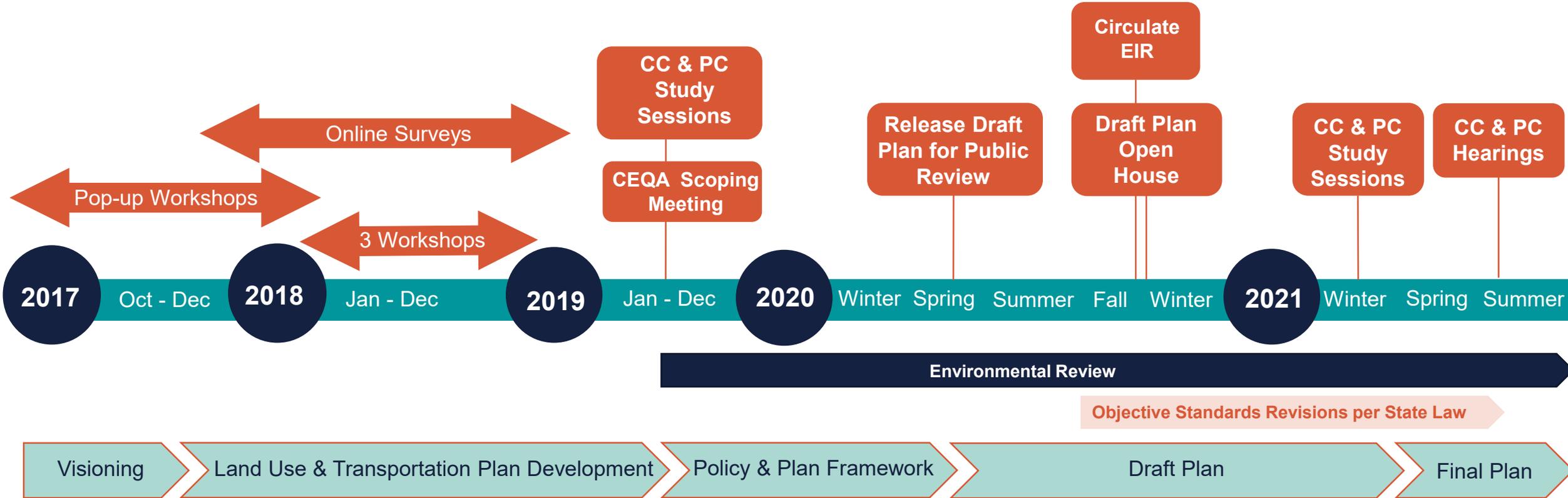
- 3.2 mile corridor from the western city limits to Lafayette St



Legend

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

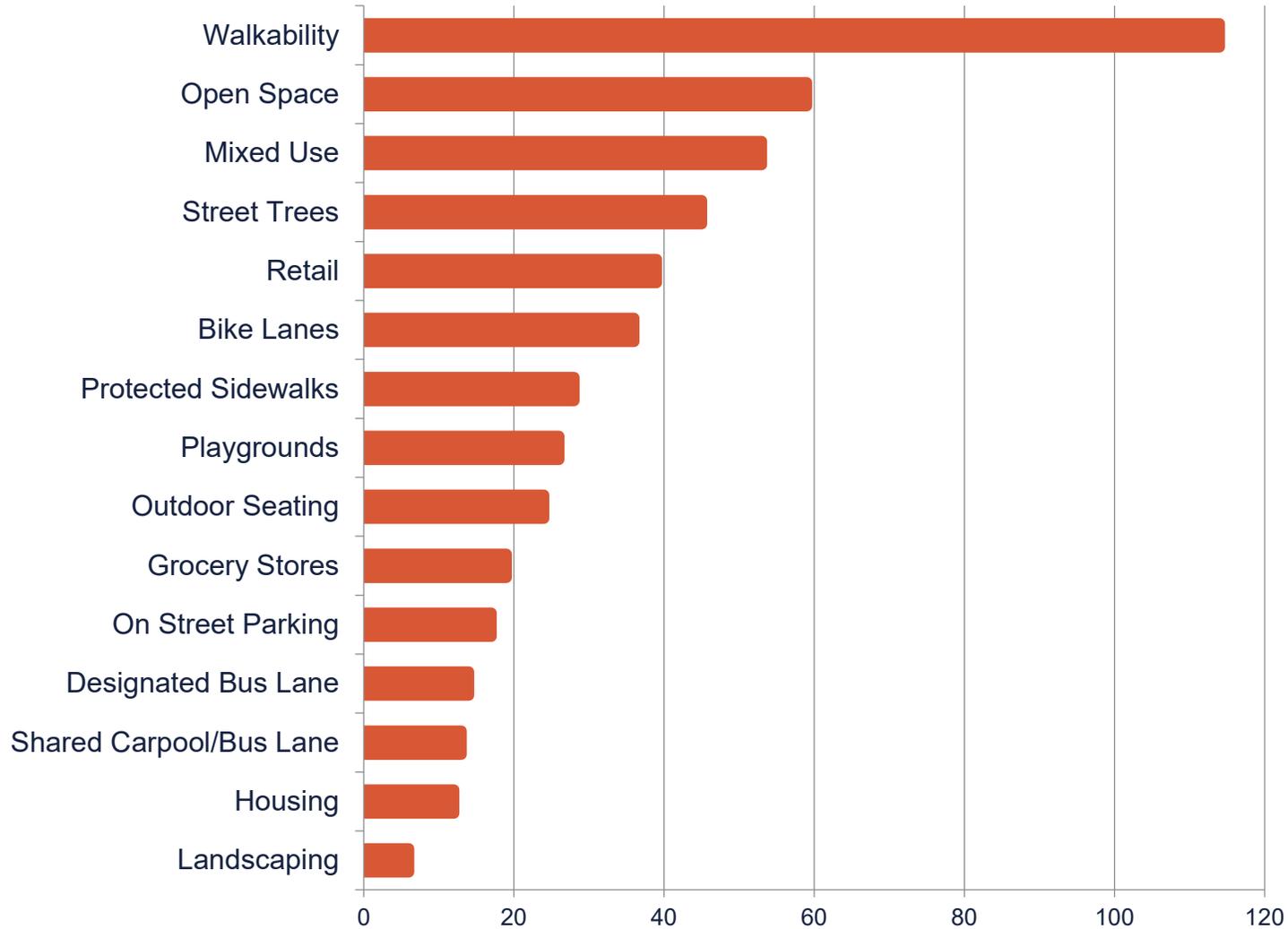
Project Timeline



Engagement & Community Input

Pop Up Event Results

What would you like to see along ECR?

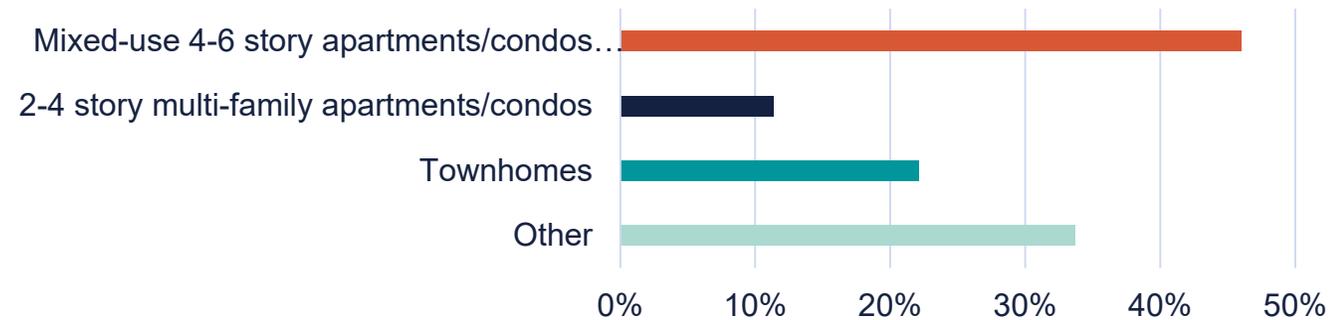


Online Survey Results

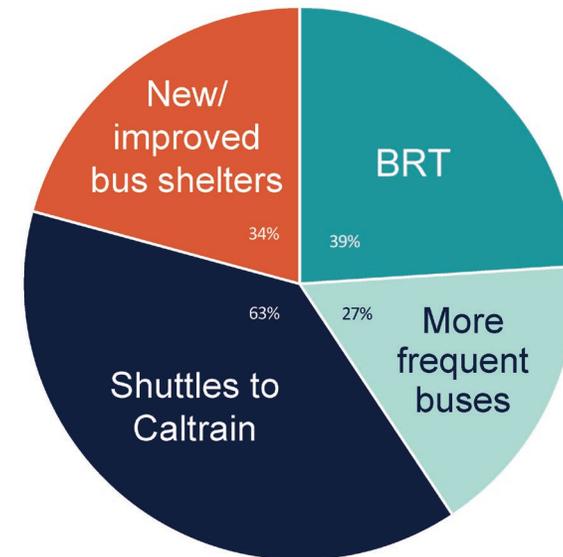
Top rated issues along ECR

- 1 Traffic congestion
- 2 Lack of street trees
- 3 Lack of parks, community centers, & open space

What type of housing is most appropriate along ECR?

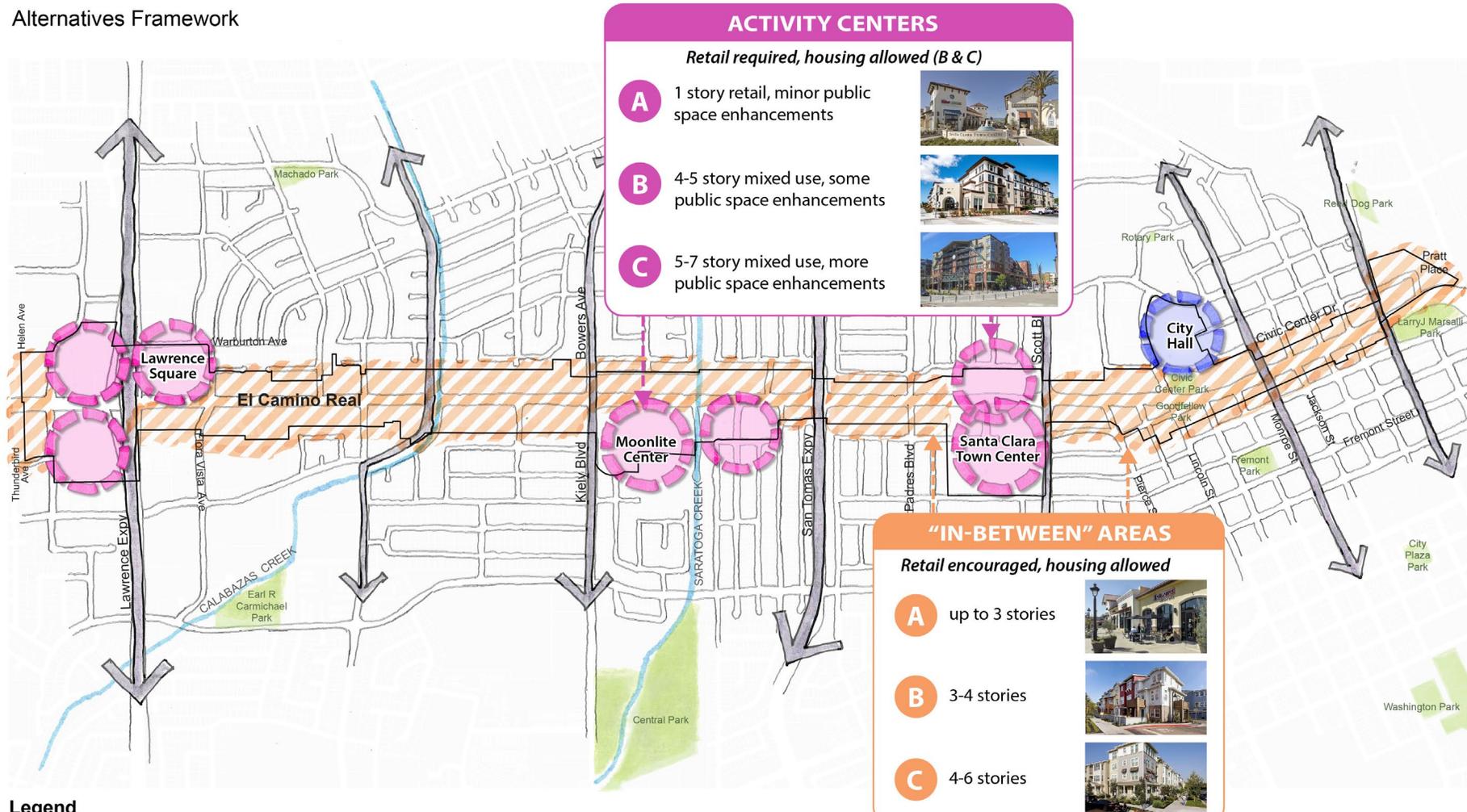


Top transit improvements



Workshop 2 - Alternatives

Alternatives Framework



ACTIVITY CENTERS

Retail required, housing allowed (B & C)

- A** 1 story retail, minor public space enhancements
- B** 4-5 story mixed use, some public space enhancements
- C** 5-7 story mixed use, more public space enhancements



"IN-BETWEEN" AREAS

Retail encouraged, housing allowed

- A** up to 3 stories
- B** 3-4 stories
- C** 4-6 stories



TRANSPORTATION ALTERNATIVES

DIRECTIONS: Place ONE sticky dot next to your preferred street alternative for ECR.

1 Minor modifications: widen median, narrow traffic lanes, add landscaping, remove pork chop islands at intersections

Place sticky dot here
 3 lanes on ECR just enough examples to Santa Clara traffic
 Keep 3 lanes of traffic + 1 - Education
 ECR has the worst bike/ped collision rates in our entire city. Strongly recommend - protected bike lane - remove bike/ped safety - remove underutilized on-street parking for improved usability

2A Remove on-street parking to accommodate a protected bike lane with bus boarding island

Place sticky dot here
 Bike lanes should not have bumpers. Bumpers can merge into the left lane and will block off the right of the road to temporarily closed - + 2
 - I disagree; bumpers provide safety for all; in bus - remains - remove potential for ECR in the future - I agree + 1

2B Remove on-street parking to accommodate a protected bike lane with bus pull-out

Place sticky dot here
 Bus lane should be for all public/private buses shuttles + car pool vehicles
 Buses in bus lane is a safety conflict on a bike
 - I agree! (use as 2 bike lanes)

3A Roadway reallocation A: remove travel lane(s), widen center median, widen sidewalks, add bulb outs

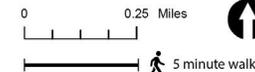
Place sticky dot here
 Median deep cut pour right hand side collisions
 Let the bus be in the center of the road

3B Roadway reallocation B: remove travel lane(s), keep on-street parking, widen sidewalks, add bulb outs

Place sticky dot here
 AM 240000
 AM 240000
 PM 150000
 PM 150000

Legend

- Civic Activity Center
- Activity Center
- "In-Between" Areas
- Major Connections
- Parcels
- Creeks
- Parks
- Project Boundary



Workshop 1 - 3

Key Takeaways

Land Use & Character

- Encourage **higher-intensity development at activity centers** and lower intensity development in the “in-between” areas along the corridor
- Provide variety of **housing choices** for a mix of income levels
- Minimize traffic, parking, and **privacy impacts** on surrounding neighborhoods
- Create destinations
- **Support existing retail** uses along ECR and encourage higher quality retail and services
- **Add parks and public spaces** at activity centers

Transportation & Streetscape

- Improve bicycle and pedestrian safety through **signal and crossing treatments**
- Improve traffic flow and efficiency
- Improve access and **connectivity to Santa Clara Transit Center** and to/between surrounding neighborhoods
- Remove on street parking along ECR to **accommodate protected bike lanes** and bus boarding islands
- Widen sidewalks and add **street trees**
- Add **pedestrian-scale lighting** and street furnishings

Workshop 1 - 3
Key
Takeaways

Key Elements of the Plan





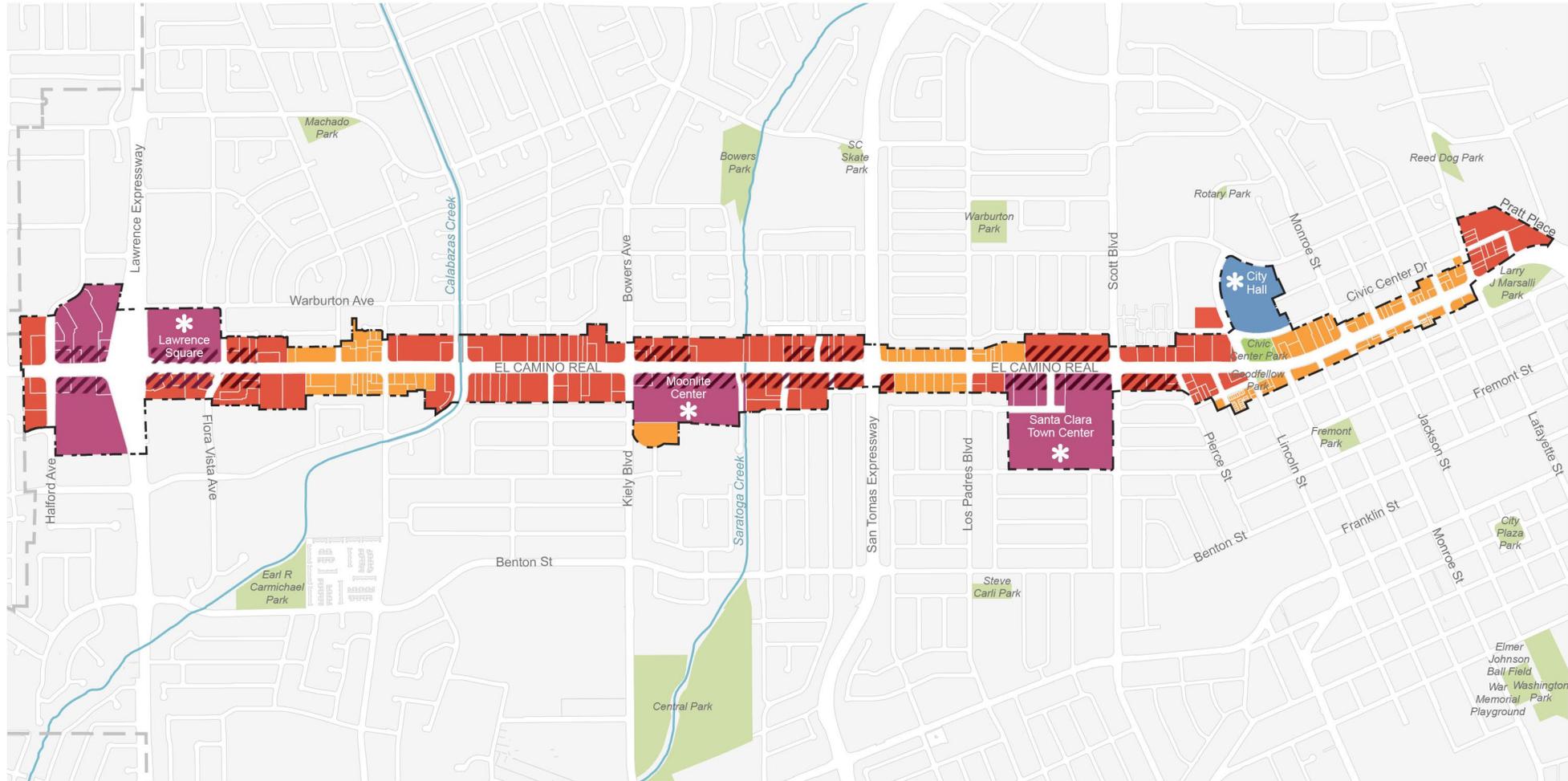
Desired Outcomes

- **More Parks, Plazas, & Open Space**
- **Landscaping & Street Trees**
- **More Walkable Environment**
- **Better Mobility & Connections**
- **More Transportation Options**
- **Efficient & Shared Parking**
- **Compatibility with Adjacent Neighborhoods**
- **Local & Regional Destination**
- **Diversity of Uses**
- **Balanced Approach to Housing**
- **Beautification**
- **Green Building & Sustainable Infrastructure**
- **Support Health & Wellbeing**

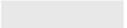


land use & character areas

Land Use Plan



Legend

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

Land Use Designation

-  Regional Commercial Mixed Use
-  Corridor Mixed Use
-  Corridor Residential
-  Public/Quasi-Public

Commercial Overlay

-  Ground Floor Commercial Required

0 0.125 0.25 0.5 Miles

 5 minute walk



Regional Commercial Mixed Use

Residential Density: 55-100 dwelling units/acre

Min Commercial FAR: 0.2

Allowed Height: 5-6 stories

- Retail (1-story or ground floor)
- Ground floor commercial required along ECR
- Pedestrian-oriented frontages and facades
- 5-6-story multifamily housing
- Mostly structured parking
- Large publicly-accessible open space
- Significant public streetscape and pedestrian improvements





Activity Center Conceptual Diagrams

Moonlite Center

Corridor Mixed Use

Residential Density: 45-65 dwelling units/acre

Allowed Height: 4-5 stories

- Retail (1-story or ground floor)
- Commercial required in specific locations along ECR
- Medium-to-high density residential at smaller cross-streets
- Parking behind buildings, below-grade, or in structures
- Some shared open space



Corridor Residential

Residential Density: 16-45 dwelling units/acre

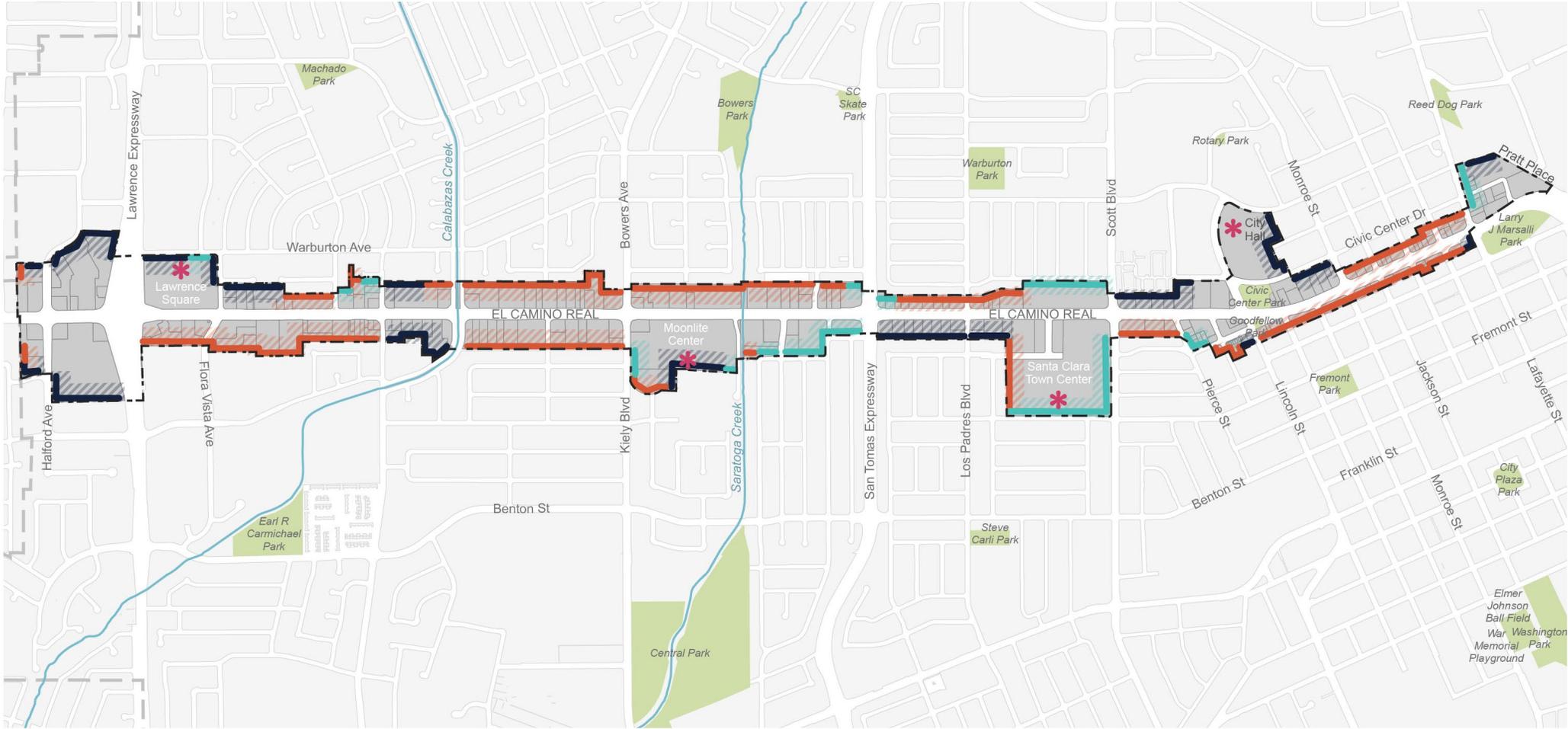
Allowed Height: 3-4 stories

- Low- to mid-rise residential building types (e.g. garden apartments, townhouses)
- Commercial ground floor uses allowed and encouraged, but not required
- Transition to single-family neighborhoods
- Applies to smaller parcels



neighborhood transitions

Neighborhood Transitions



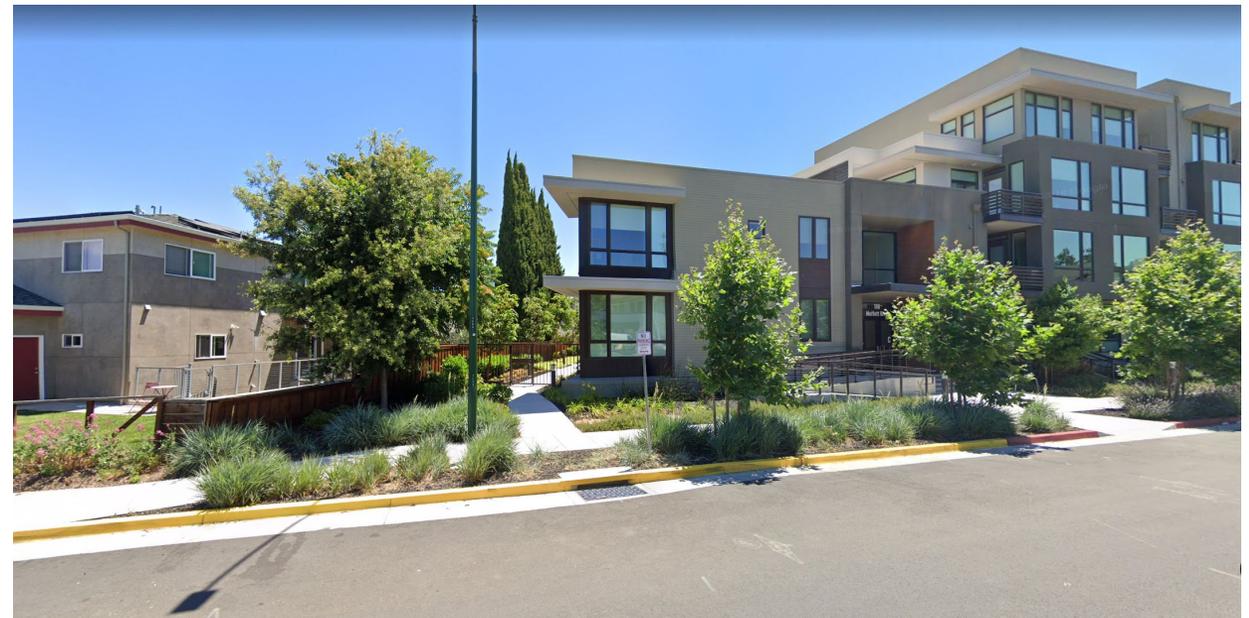
Legend

- City Boundary
- - - Plan Boundary
- ▭ Parcels
- ▭ Plan Parcels
- ▭ Parks
- ▬ Creeks
- ▨ Directly abuts a single-family residential parcel
- ▨ Across the street from a single-family residential parcel
- ▨ Directly abuts or across the street from a multi-family residential parcel

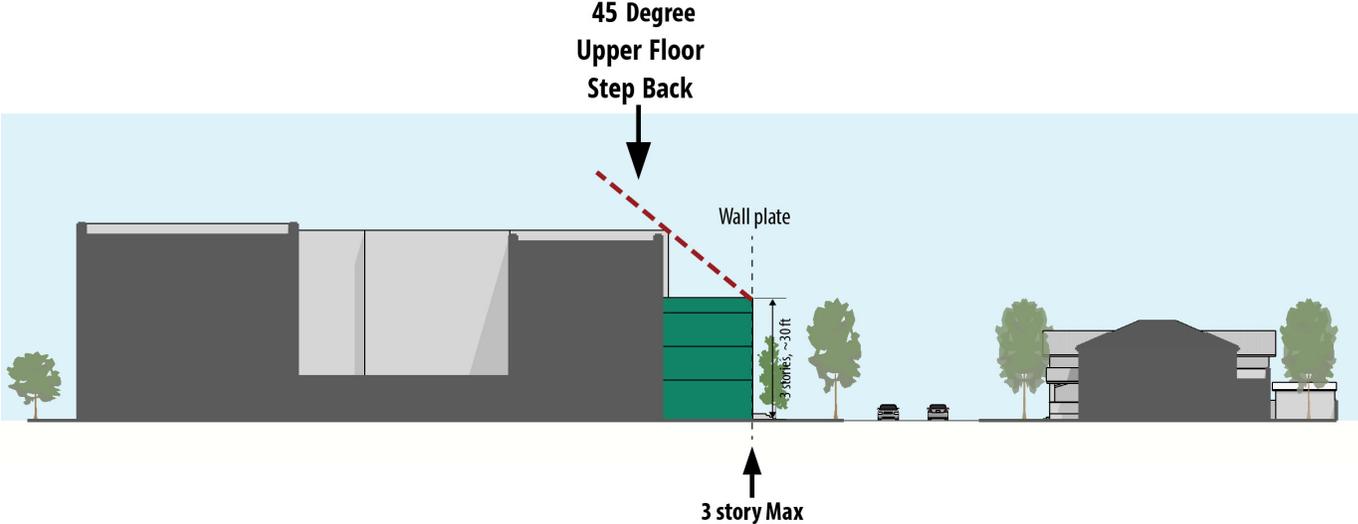
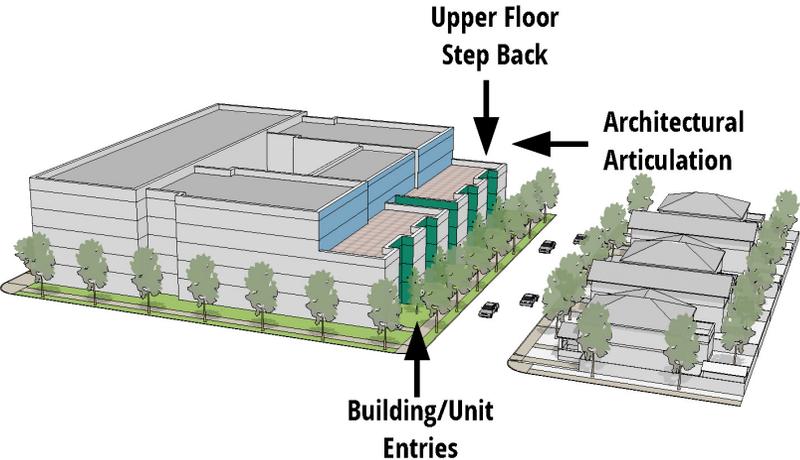
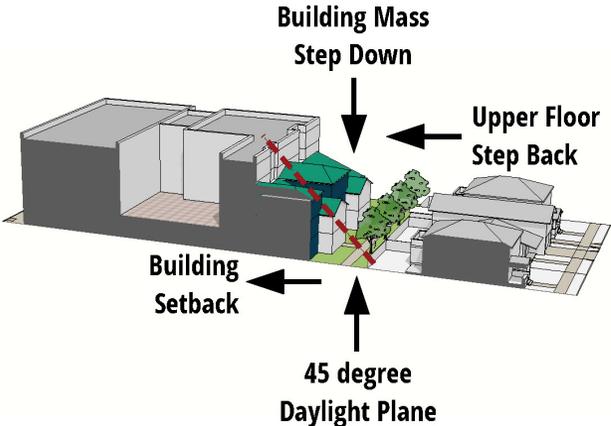
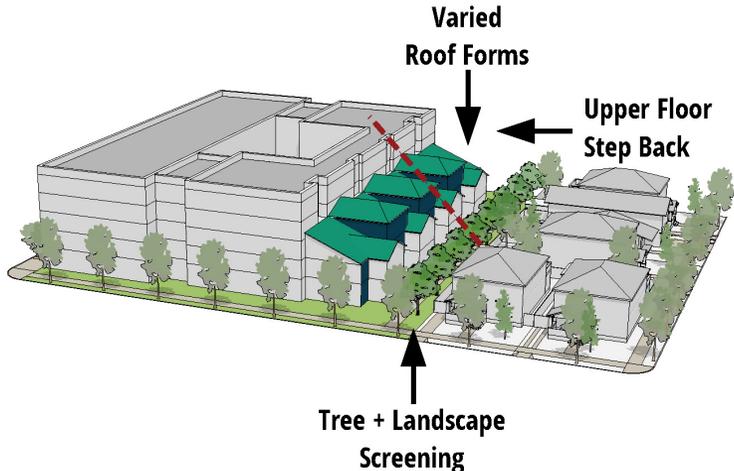


Neighborhood Transition Strategies

- 45-Degree Daylight Plane
- Increased building setbacks
- Upper-story step backs
- Architectural articulation
- Smaller scale/house-form building types and varied roof lines
- Orientating primary windows and balconies away from existing homes
- Landscape buffers

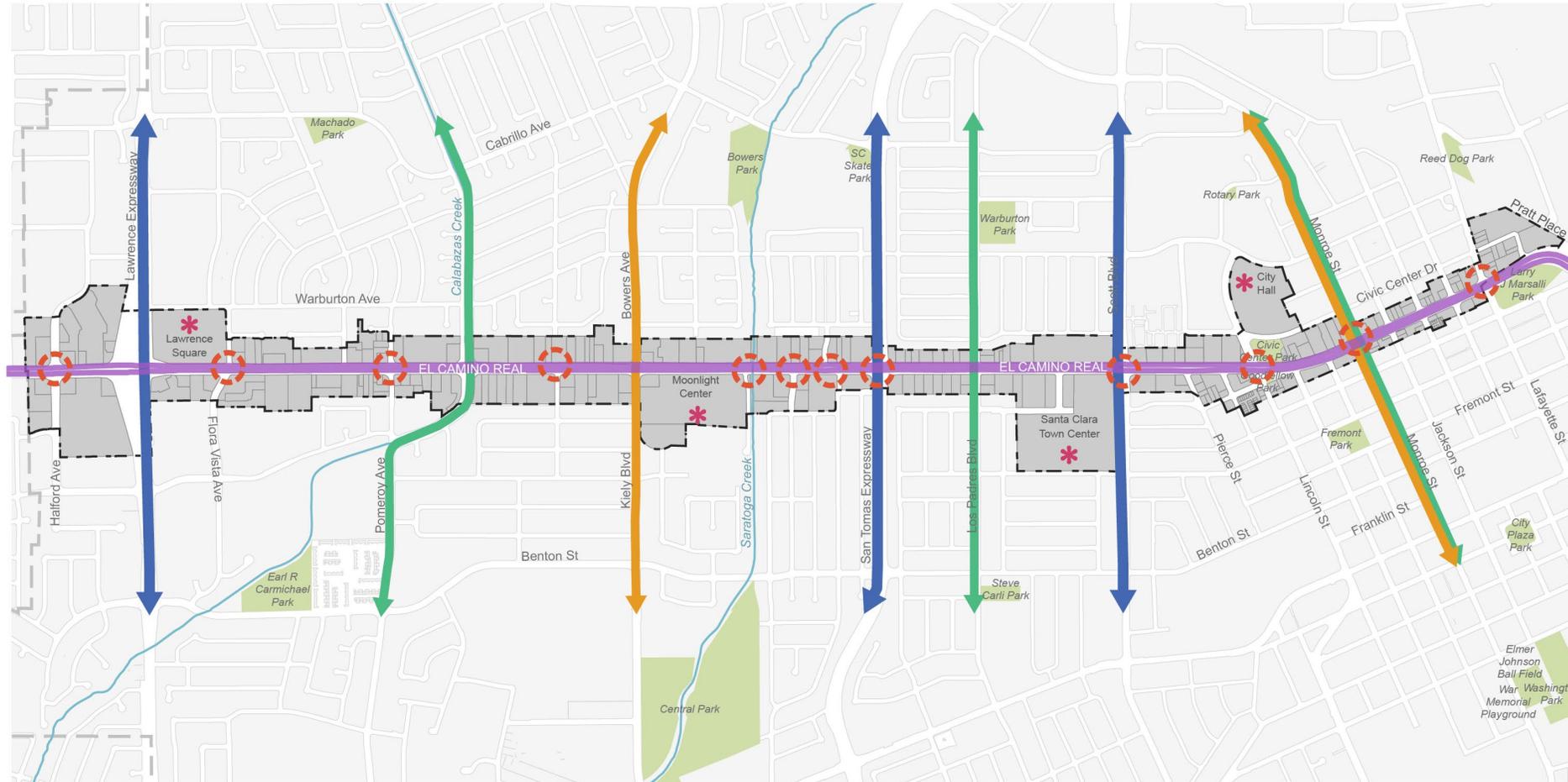


Neighborhood Transition Strategies



mobility framework & ROW concept

Mobility Framework

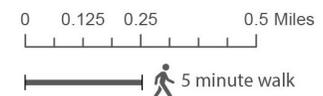


Legend

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

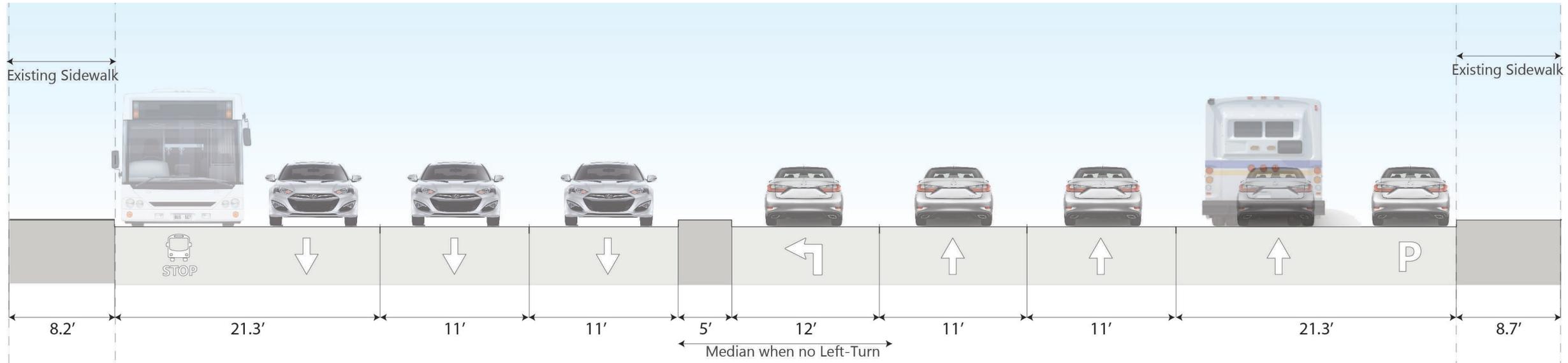
Modal Priority

- El Camino Real - Multimodal Complete Street
- Vehicle Priority Access Corridor
- Bicycle Priority Access Corridor
- Transit Priority Access Corridor
- Priority Pedestrian Crossing Improvement



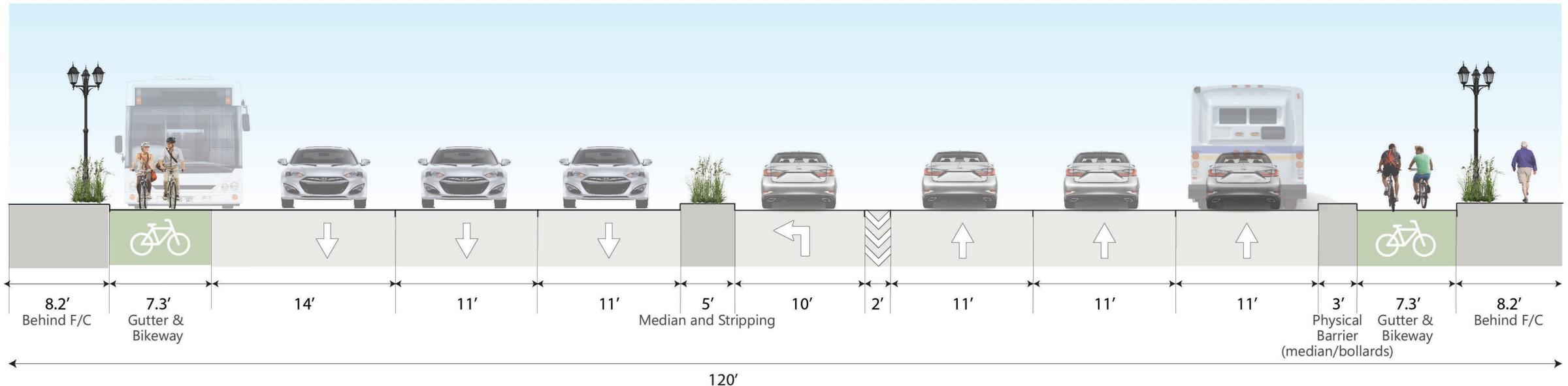
ROW – Existing Conditions

- 3 travel lanes with left-turn lane; on-street parking
- Sidewalk bus boarding
- Narrow sidewalks
- No bike facilities



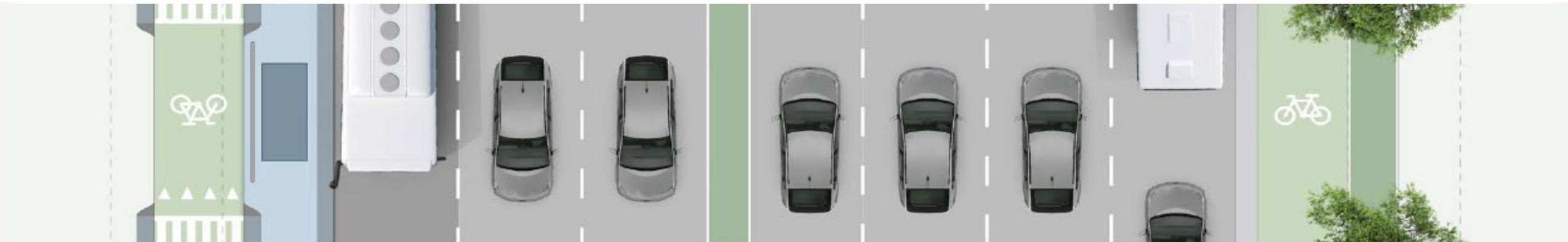
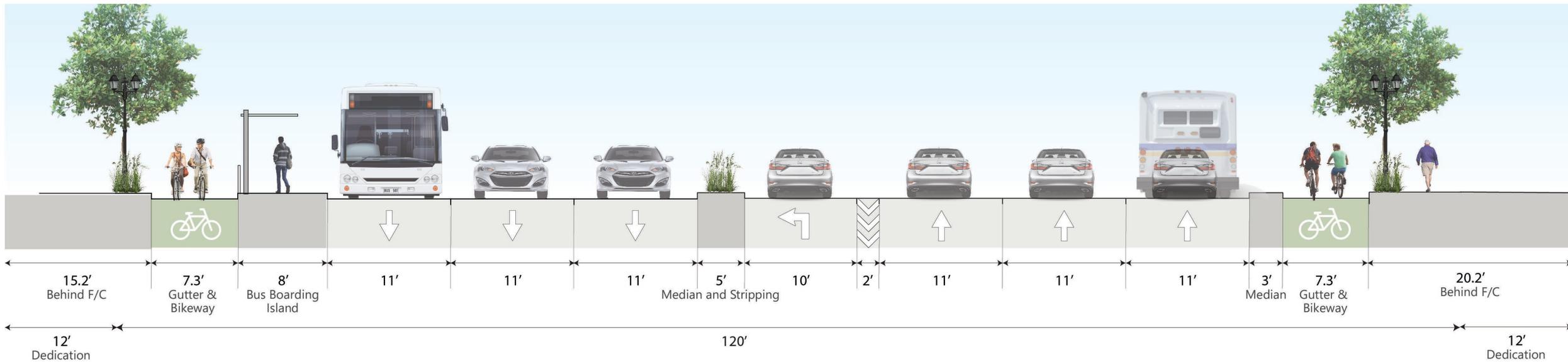
ROW Interim Concept

- **Remove on-street parking** to accommodate a protected bikeway (median or other physical barrier)
- Sidewalk bus boarding
- Wider sidewalks and street trees as parcels redevelop



ROW Final Concept

- Remove on-street parking to accommodate a **cycle track** and **bus boarding islands**; 20 ft sidewalks; street trees + furnishings





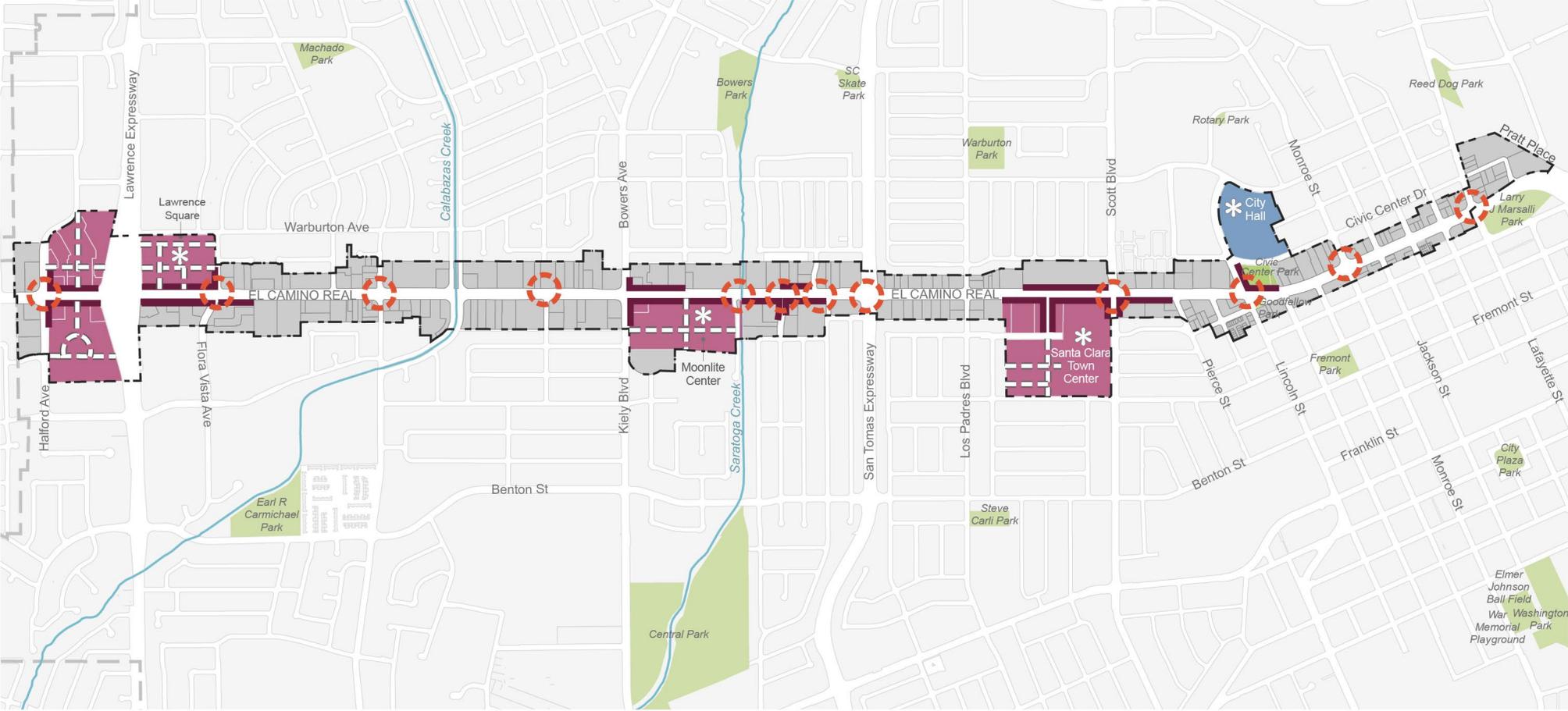
bus boarding island



cycle track

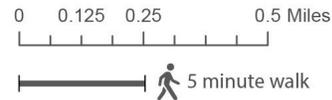
street & public realm improvements

Priority Pedestrian Improvements



Legend

- City Boundary
- - - Plan Boundary
- ▭ Parcels
- ✻ Landmarks
- ▭ Parks
- Creeks
- ▭ Commercial Activity Center
- ▭ Civic Activity Center
- ▭ Priority Pedestrian Areas
- Priority Pedestrian Crossing Improvement
- ==== New Street or Bike/Ped Connection (conceptual)





Bulb out



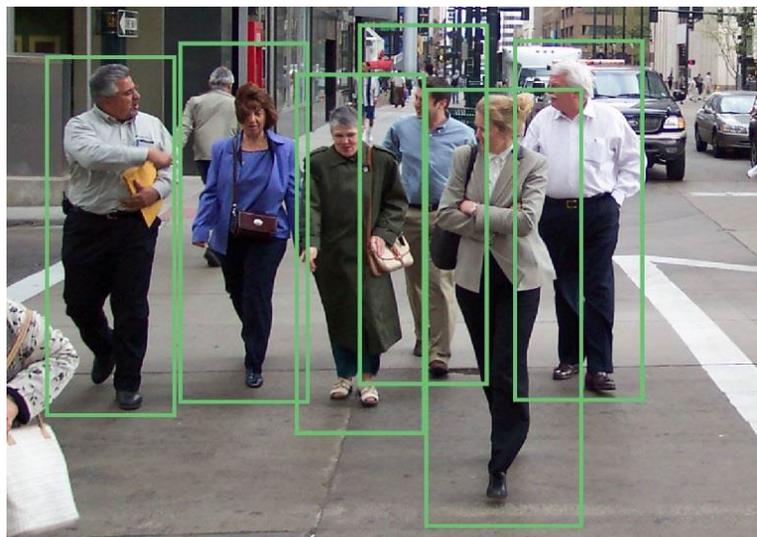
Median Refuge Island



Decorative/ High-Visibility Crosswalk



HAWK Signal

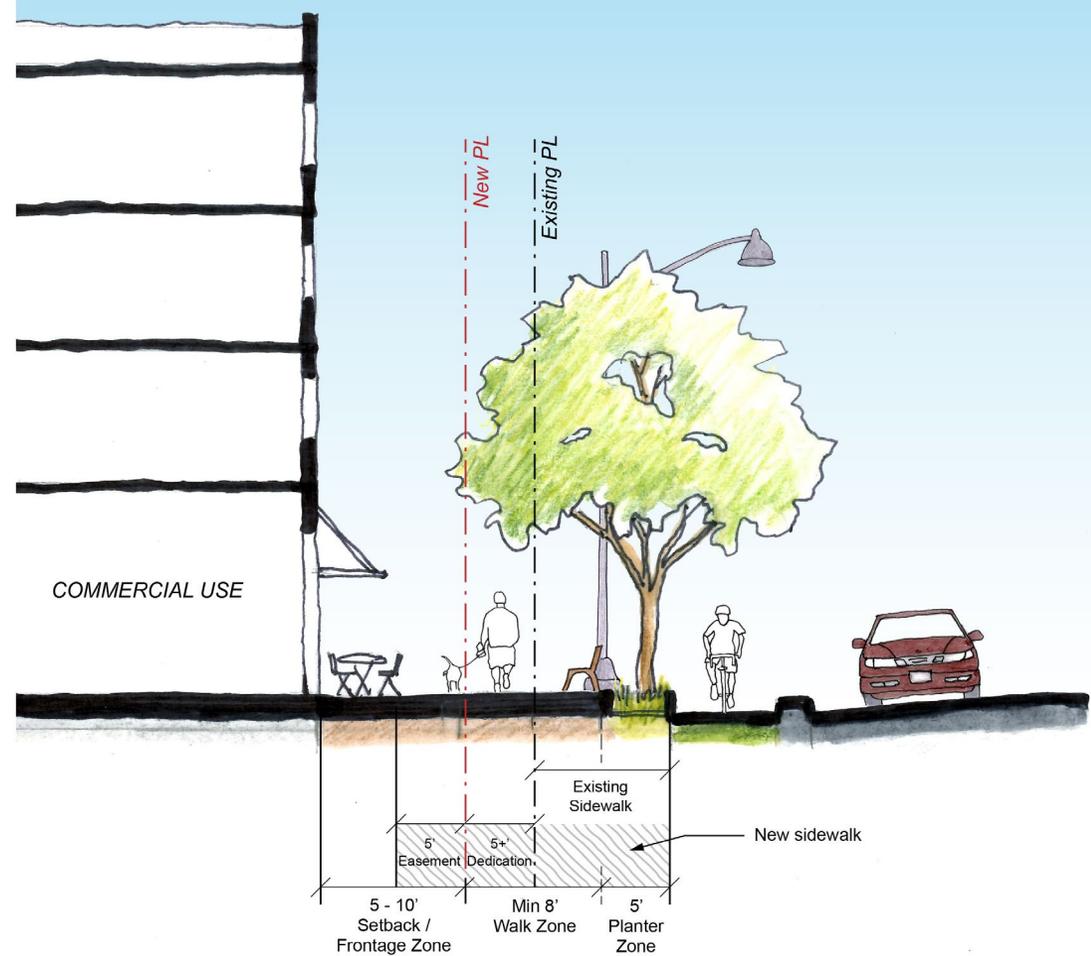


Pedestrian Detection

Signal & Crossing Treatments



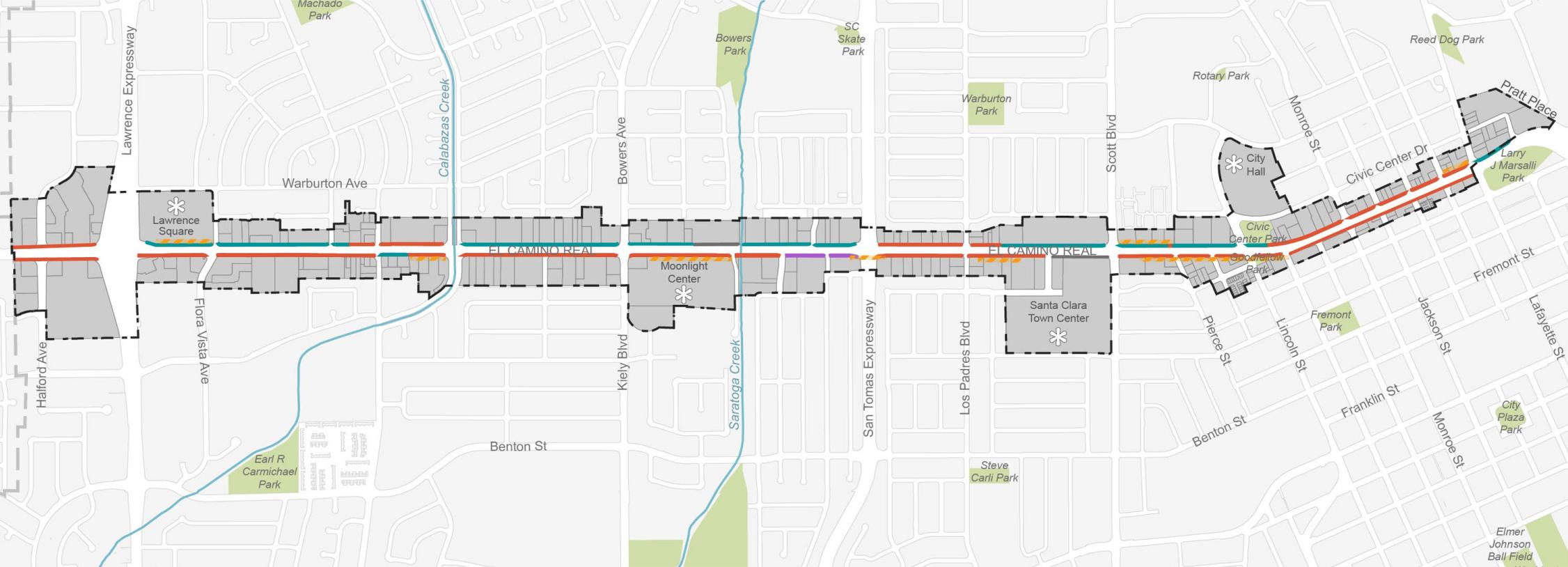
Existing conditions



Proposed Pedestrian Improvements

20 ft sidewalks, pedestrian-scale furnishings, planter strip & street trees

Utility Constraints

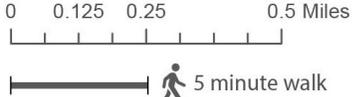


Legend

- 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

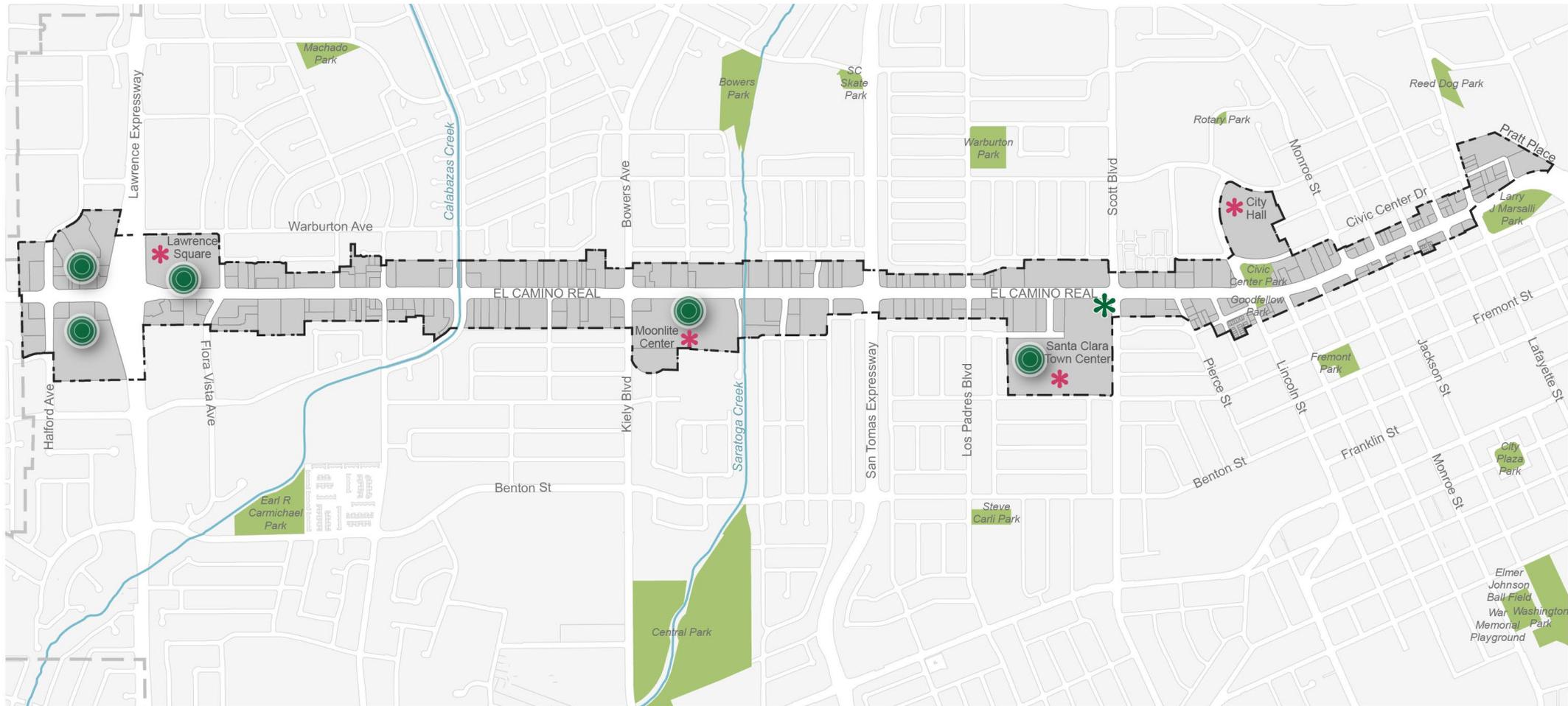


Street Trees, Landscaping, & Stormwater

- Planter strips with landscaping & street trees
- Above-ground planters in areas with utility conflicts
- Curb cuts and stormwater flow-through planters
- Landscaped medians/buffers
- Permeable paving
- Native/drought-tolerant landscaping



Open Space Framework



Legend

- City Boundary
- Plan Boundary
- Parcels
- ✱ Landmarks
- Creeks
- Parks
- Conceptual Parks and Plazas
- ✱ Existing Publicly Accessible Private Open Space

0 0.125 0.25 0.5 Miles

5 minute walk





publicly-accessible open space

Summary of Final Draft Revisions

- Edits from comments received on the Public Draft (*posted May 2020*)
- Clarification on density calculation
- ROW diagrams – minor modifications to existing ECR ROW to reflect recent restriping; addition of an interim ROW diagram before bus boarding islands are constructed
- Add nearby schools to Bikeway and Modal Priorities maps; add Saratoga Creek as a bike priority corridor
- Add section on development/growth potential along ECR
- ★ Convert ***subjective*** Design Guidelines to ***objective*** Design Standards

Objective Standards



Background

- **Changes to the state law** (*primarily the Housing Accountability Act*) make it difficult to deny or reduce the density of housing projects that meet objective standards and require expedited processing of qualifying projects (*SB35 / AB2162*)

What are Objective Standards?

“Standards that involve no personal or subjective judgement by a public official and are uniformly verifiable by reference to an external and uniform benchmark or criterion available and knowable by both the development applicant and public official prior to submittal.”

Examples of Non-Objective vs. Objective Standards

Example **Non-Objective Standard**

Fences and walls should be constructed of high quality, durable materials.



Example **Objective Standard**

Fences and walls shall be constructed of brick, stone, concrete, textile block, wood, iron, or steel. Chain link, barbed wire, razor wire, and corrugated metal fencing is prohibited.



Where will Objective Standards apply?

- New residential projects and additions or alterations to existing residential projects
 - Single-family homes (with or without ADUs)
 - Multi-family residential projects
 - Mixed-use developments (when 2/3 or more of the square footage is designated for residential use)



Where do Objective Standards not apply?

- A request for a variance
- A project that requires a general plan, community plan, or zoning amendment
- A project that would result in one or more significant health and safety impacts
- A project with a historic designation (Secretary of Interior Standards, etc. apply)

What do Objective Standards achieve?

- **Eliminate subjectivity and personal judgement** by providing consistent and uniform language
- Encourage **streamlined and transparent approval processes**
- **Discourage bad design** by regulating site configurations, specifying materials, and other design considerations
- **Protects the City** from legal challenges and court-imposed fines for wrongful denial of housing projects

NOTE: Not all guidelines can be converted to objective standards

Draft Objective Standards

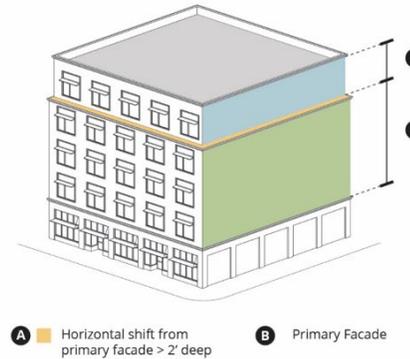
(C) Human Scaled Architecture

(i) Base/Middle/Top

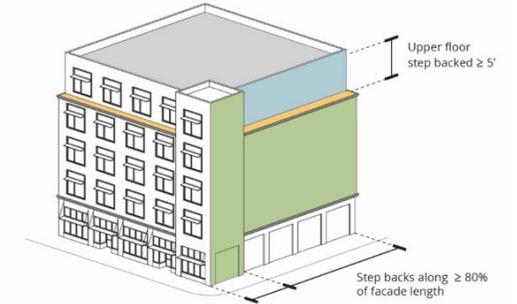
(a) Buildings three stories or taller shall be designed to differentiate a defined base or ground floor, a middle or body, and a top, cornice, or parapet cap. Buildings two stories or less shall include a defined base and top. Each of these elements shall be distinguished from one another through use of **two or more of the following four techniques**:

- Variation in building modulation** (select a minimum of one)
 - Horizontal shifts. Changes in floor plates that protrude and/or recess with a minimum dimension of two feet from the primary facade.
 - Upper floor step backs. A horizontal step back of upper-floor façades with a minimum five-foot step back from the primary façade for a minimum of 80% of the length of the façade.
 - Ground floor step back. A horizontal shift of the ground floor facade with a minimum depth of two feet for a minimum 80% of the length of the façade. Ground floor step backs shall not exceed the maximum setback requirements, where stated.
- Variation in facade articulation** (select a minimum of one)
 - Horizontal and/or vertical recesses such as a pattern of recessed grouping of windows, recessed panels, or similar strategies as approved by the Director. The recess shall be a minimum four inches in depth.
 - Horizontal and/or vertical projections such as shading and weather protection devices, decorative architectural details, or similar strategies as approved by the Director. Projections shall be a minimum four inches in depth.
 - Datum lines that continue the length of the building, such as parapets or cornices, with a minimum four inches in height or a minimum two inches in depth and include a change in **material**:
- Variation in fenestration**: size, proportions, pattern, and depth or projection.
- Variation in two of the following**: façade material, material size, texture and pattern, or color.

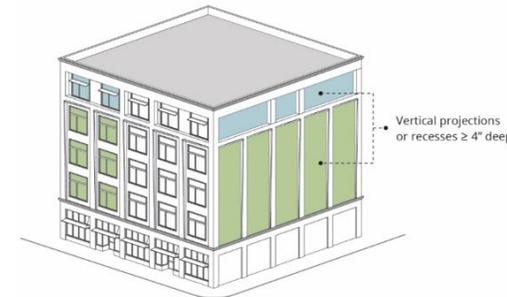
1(a)



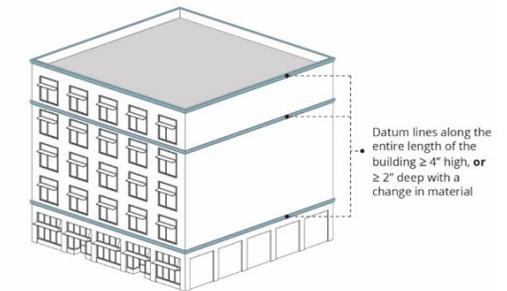
1(b)



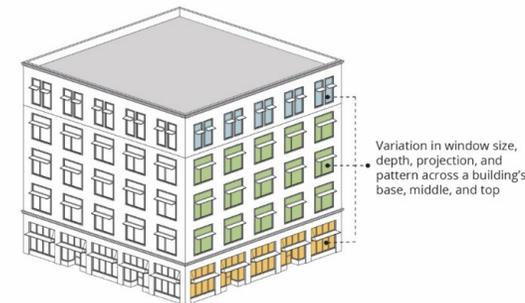
2(a)



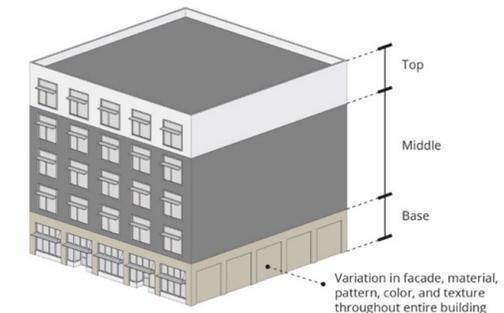
2(c)



3. Variation in Fenestration



4. Variation in Material/Color



Draft Objective Standards

(iii) Compatible Rhythm and Pattern

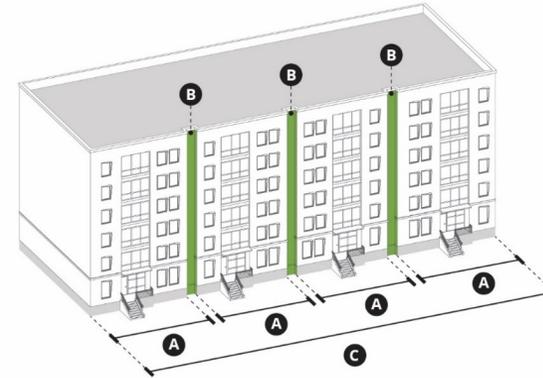
(a) Residential or residential mixed-use buildings shall express a vertical rhythm and pattern that reflects the size and scale of a housing unit and/or individual rooms and spaces. This may be achieved with building modulation to create vertically oriented facades (height greater than the width of the façade), façade articulation and fenestration repetitive vertically oriented patterns. The following standards apply:

1. For facades less than 100 feet in length, the façade shall have vertically oriented patterns of vertical recesses or projects, façade articulation, and/or fenestration.
2. For continuous facades greater than 100 feet in length, the façade shall include a vertical recess or projection with a minimum four feet wide and two feet deep vertical shift modulation to establish a rhythm between 20 to 50 feet in width for housing units or 12 to 16 feet in width for individual rooms and spaces.

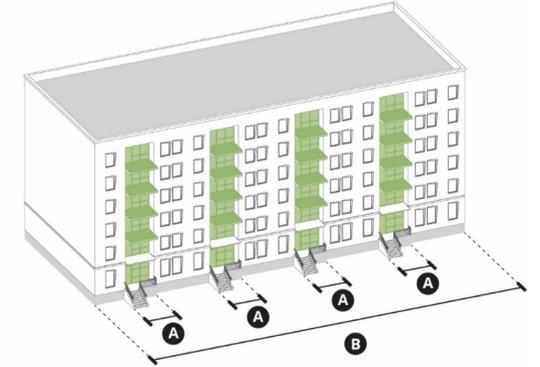
(b) Mixed-use and non-residential buildings shall express a vertical rhythm and pattern by using one of the following options:

1. Facades shall use vertical patterns of building modulation, façade articulation, and fenestration;
2. Facades that use horizontal articulation and fenestration patterns shall use a vertical massing strategy with a minimum four feet wide and two feet deep vertical shift in modulation at least once every 50 feet of façade length.

(c) Storefront uses shall express a vertical rhythm not to exceed 30 to 50 feet in width.



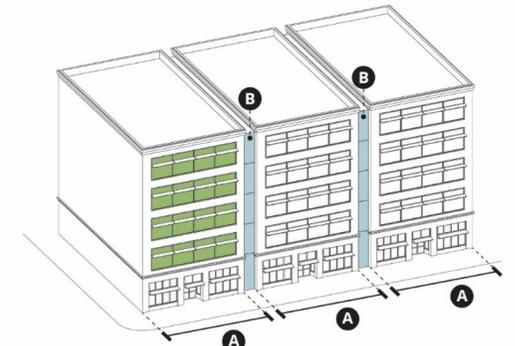
- A 20' - 50' horizontal increment
- B 4' wide, 2' deep vertical recesses
- C Facade length \geq 100'
- Vertically oriented patterns



- A 12' - 16' wide vertical recess/projections
- B Building length \geq 100'
- Vertically oriented patterns



- Vertical patterns along building facade



- A Vertical modulation \geq 50' of building length
- B 4' wide, 2' deep vertical recesses
- Horizontally oriented patterns along building facade

Next Steps



Pending Projects Along ECR



Address	Site Acreage	Applicant	Project Description	Current GP Land Use	ECR Specific Plan Proposed Land Use	# OF Dwelling Units	Dwelling Units per Acre (DU/AC)
2490, 2500 El Camino Real	7.14	Lou Mariani; Miles Barber	GPA from Community Mixed Use to Regional Mixed Use; PD rezoning and AC approval for 282 mf units and 20 townhomes units, a 311-room hotel, and 206,000 square feet of commercial space on a 7.14-acre site	Community Mixed Use (Min. Commercial FAR of 0.10) (20-36 du/ac)	Corridor Mixed Use (45-65 du/ac)	282	39.6 du/ac
3155 El Camino Real	2.44	Oak Investment Group, LLC	Rezoning to create a 60-unit residential development (40 townhomes, 20 stacked flats) infill project	Community Mixed Use (Min. Commercial FAR of 0.10) (20-36 du/ac)	Corridor Mixed Use (45-65 du/ac)	60	24.4 du/ac
2855/2857 El Camino Real	1.89	AJ Craig Development	Rezoning to allow 88 units - 26 new single family attached homes grouped in five buildings and 62 affordable senior apartments in one five-story building	Community Mixed Use (Min. Commercial FAR of 0.10) (20-36 du/ac)	Corridor Mixed Use (45-65 du/ac)	88	45.1 du/ac
1601 Civic Center Dr	1.4	Charities Housing	Architectural review of a 112-unit affordable housing development	Community Commercial	Corridor Mixed Use (45-65 du/ac)	119	84.4



Next Steps

- CC Study Session – March 9, 2021
- Final Draft Plan incorporating public comments and Objective Design Standards – Feb – April 2021
- PC Adoption Hearing – Late April 2021
- CC Adoption Hearing – Late May 2021

Go to the website for more information and to stay involved!

www.santaclaraca.gov/ecr

Project Contact:

Lesley Xavier, Project
Manager

lxavier@santaclaraca.gov

Discussion / Q&A



Public Comment



Back Up Slides

