



PROJECT STATEMENT – 3035 EL CAMINO REAL

Project Highlights – June 26, 2019

Address: 3035 El Camino Real, Santa Clara, CA

Size: 1.89 Acres

General Plan Designation: Community Mixed-Use (19-36 du/ac) with a commercial component.

Current Use: Used car sales (Wheels and Deals)

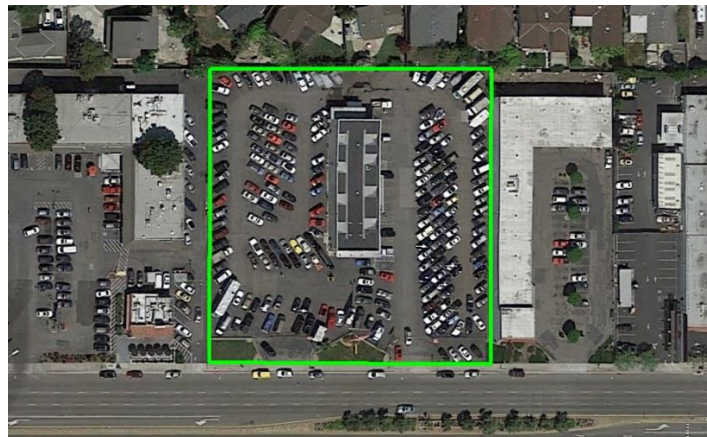
Entitlements Requested: Planned Development Zoning and a Tentative Tract Map

Proposed Development: 42 residential units, with 6 live work units (25 du/ac)

Construction Type: Four separate buildings, three and four stories in height, Type V – wood framed

Previous Applications: Preliminary Review – Project Clearance Committee and Subdivision Committee meeting November 14, 2017. Planned Development Zoning and Tentative Map – Project Clearance Committee and Subdivision Committee meetings June 5, 2018 and October 9, 2018.

Project Applicant: Hayden Land Company, LLC



Introduction

The Hayden Land Company envisions creating a community enhancing development project that exemplifies Santa Clara's vision of the El Camino Real as a Grand Boulevard. This project will do its part to help solve Santa Clara's (and the overall region's) need for more housing and commercial while taking into account the fabric of the existing neighborhood. The design takes into account special consideration for the single family property owners to the north of the property and to the projects overall interaction with El Camino Real. The goal is to create a great place to live and work while promoting sustainability, walkability and the use of mass transit.

Through extensive collaboration with city staff, elected officials, neighborhood groups, individual property owners and standalone community meetings, the proposed development plan has been created, submitted and revised several times for the City to review.

The purpose of this Project Statement is to clarify the community and neighborhood benefits of the proposed development.

Location

The site is located at 3035 El Camino Real, on the north side of the street, between Calabazas Boulevard on the west and Bowers Avenue/Kiely Boulevard on the east. To the north are five existing single family homes. The property is located mid-block. The rest of the block consists of ten additional parcels. To the west of the project site is a 2.4 acre property known as Bower's Plaza, a small retail center and automotive service center that forms the corner of the block. To the east of the project site is a 0.82 acre property: Century Automotive, an automobile repair establishment. Overall, the property is located in a desirable urban area of Silicon Valley. The neighborhood has good transportation linkages to the South Bay and Peninsula as well as the greater Bay Area and is convenient to major employment areas. Residential support services such as schools, recreational areas and shopping are considered above average, with a Walk Score of 85/100 the area is considered "Very Walkable".

Feedback and Direction

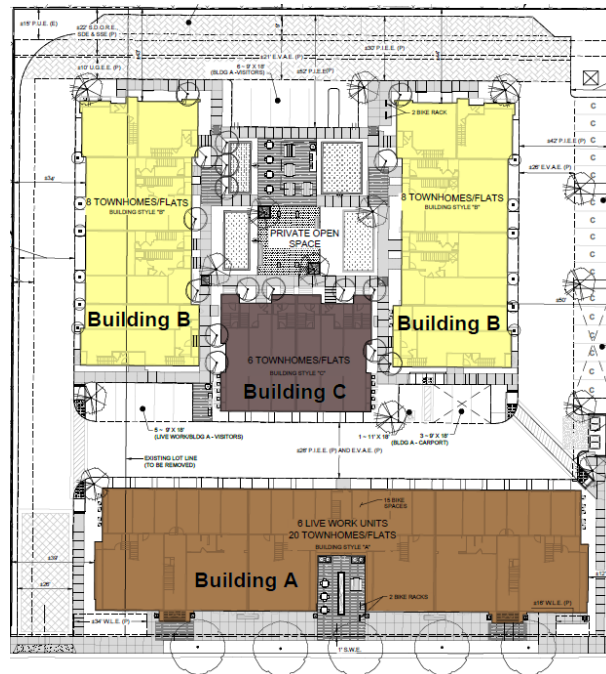
Feedback from City Staff and the community has led the overall direction of the development:

- Conform with the existing General Plan Designation.
- Participate in the El Camino Real Specific Plan vision process.
- Create an attractive mid to high density residential development.
- Include an appropriate commercial component.
- Respect the single family homeowners to the north with large setbacks and reduced building massing and height toward the northern property line. Also create architecture with limited windows and no balconies facing the northern property line that minimizes new residents "looking" into the single family rear yards.
- Limit the maximum building height to four stories to reduce the "tunnel effect" on El Camino Real.
- Create ample onsite parking to service the new development so that residents and retail users will not park on or in front of neighboring properties. The project will consist of 102 total parking spaces, of which 31 will be considered "common" spaces to be utilized by tenants, visitors, retail uses and live/work.
- Design "place making elements" incorporating open space and recreational facilities within the project to give the residents and visitors opportunity for congregation and social interaction.
- Utilize one driveway from El Camino Real into the project, and create internal roads that not only meet code requirements for fire access and trash pick-up, but also to utilize space in an efficient as possible manner to allow for a maximum amount of internal open space.
- Create 10% affordable housing utilizing an evenly distributed mix of unit sizes and unit plans.
- Pay special attention to El Camino Real street frontage. Design appropriate setbacks, landscape planters and street trees.

Community Outreach

The feedback and direction described above was collected through community outreach. The project sponsor has attended many community events including all of the El Camino Real Specific Plan workshops, the Greenbelt Alliance walking tours of El Camino Real, several Old Quad Residents Association Meetings, a Catalyze SV meeting and participated in events with the Santa Clara Chamber of Commerce. More specifically, the project sponsor hosted a community workshop on April 11, 2018 at the Maywood Room and a second community meeting on October 18, 2018 at the Machado Park Community Room. Both of these meetings were noticed to 1,000 feet of the project site with mailers. Also prior to both meetings, the project sponsor reached out to the immediate neighbors to the north of the property asking them to attend. The sponsor also walked the street on three separate occasions speaking with the neighboring property owners about the project. The second community workshop was attended by the Planning Department and met the City's community outreach policy.

Through thoughtful planning, four buildings will be created for this project. Of the four buildings, there are three specific designs. We call these buildings A, B (two buildings of this type) and C.



Building A – 4 Story – Residential with Live Work

Live Work Units

Live work units are preferred by artists, therapists, architects and other types of creative or service-related industries. To showcase the live work units, the ground floor of the building has 12 foot tall plate heights with significant storefront glazing, doors, and signage opportunities. Live work units will have direct street front access to El Camino Real. The live work units have a depth of 35 feet and are designed with specifications from the approved Tasman East Specific Plan. The developer has worked with and for development companies that have constructed live work units in the past. Examples include Lou's Village by SummerHill in San Jose, and Lofts on the Alameda by Barry Swenson Builder in San Jose. Overall, these projects were not successful, and the lessons learned from these units will make the live work units proposed at this site successful. The types of uses expected to utilize these live work spaces could include, accountants, attorneys, financial advisors, insurance agents, tech start-ups, architects, engineers, real estate services, etc. Prohibited uses include any type of manufacturing or industrial uses, or businesses that handle toxic

chemicals. As these units do not have ventilation hoods or grease traps, traditional restaurants are not encouraged. Hours of operation will be detailed in the Covenants, Conditions and Restrictions but in general will be from 7:00 AM – 10:00 PM. The HOA will reserve the right to change these hours as necessary. The project is conforming with the acoustical study in the CEQA documentation regarding sound and vibration insulation in the units themselves. The project proposes maintaining the ground floor commercial retail along El Camino Real. The inclusion of live work units in the project balances Santa Clara's valid needs for small and medium-sized businesses that are needed to make a city work.

Building A and El Camino Real

The high speed, high traffic nature of El Camino Real suggest a deeper setback and a pedestrian-oriented building response. In order to support a safer pedestrian feel, wider sidewalks along El Camino Real are proposed. Also, a planting buffer is shown between the sidewalk and the street. This planting buffer will consist of new street trees and shrubs, as well as enhanced street lighting. Also proposed in the center of Building A along El Camino Real is a recessed plaza with hardscape elements, benches and a fountain to give pedestrians a respite from walking and biking along El Camino Real. The goal was to create a place that gives pedestrians a "break" from long stretches of El Camino Real and the traffic noise. Finally, the intent of this design to have the pedestrian experience integrate with the building in a way that not only benefits pedestrians, but activates the live work units.

Building B(s) – 3 and 4 Story Residential

Buildings B and C are oriented in a "U" shaped pattern to create a large, vibrant private open space in the center of the development. Future residents will have a private open space outside of their front doors. The two Building B's are on the east and west side of the private open space are each eight unit, four story buildings, tapering back to three stories along the northern portion of the property. These buildings are composed of a mix of townhomes and flats that range in size from approximately 1,550 sf to 2,950 sf. Each unit in Building B has a two-car garage, and three out of eight of the units in each building has complete interior ADA accessibility up to the fourth floor through use of a private elevator. A proportionate share of the affordable units will also be ADA accessible. All units have direct access from the garage to the residence, and include balconies. The exteriors of Building B continue with the strong modern aesthetics presented in Building A, but with a more residential siding material added to the skin. Particularly strong attention has been paid to the northern property line (closest to existing neighbors) of this building. The Plan 1 units (three-story townhomes) at the end of the building have been designed to limit the amount of glass area at the north side and to have the private balconies facing either the park or the loop road in order to minimize direct visual access to the rear yards of the existing residents. In addition these buildings are over 44 feet from the north property line.

Building C

The last of the four buildings is a six unit, four story Building C which sits at the south end of the private open space and near the center of the site. Like Building B, each unit has two-car garages and direct access from the garage to the residence. Building C is a mix of townhomes and flats. Each unit has three bedrooms and ranges in size from 1,573 sf to 1,928 sf. Each unit also has a private balcony facing the park or the loop road. All of the entries face onto the private open space and the building's exterior reflects complimentary modern aesthetics as in Buildings A and B. As previously detailed, building C will also have access to the "common" or "unbundled" parking spaces on-site.

Parking

The project proposes a total of 102 parking spaces, 71 of those spaces are assigned covered residents parking spaces – Building A, each unit will have a minimum of one covered space and Buildings B & C all units will have two-car garage covered spaces. In addition, the project provides 31 uncovered parking spaces for use by visitors and residents. Four (4) of the 31 spaces by the entryway closest to El Camino Real will be assigned to the six (6) live/work units for customer parking during business hours. During non-business hours the four spaces are available to all unit as visitor parking only. The project provides an average of 2.125 spaces per unit. The project is a unique high density, urban mixed-use infill project along a major transportation corridor, El Camino Real, that has great access to existing public transit and bike lanes in the immediate vicinity. We wanted to create a unique project that was not solely dependent

on the personal cars as the only means of transportation but to encourage all future residents in this project to take full advantage of public transit nearby, and other means of transportation such as bicycle and ride share. With the increased popularity of ride share such as Uber and Lyft, the demand for personal cars in more urban neighborhoods is typically lower. In addition, the project proposes 15 Class I long-term bicycle spaces, and eight short-term bicycle spaces (racks) on site which would be available free to all residents. The project proposes one parking space to be designated as “ADA” compliant. See table below

Building	Units	Parking
Building A	6	6 covered
		4 uncovered (assigned visitor spaces)
Townhouse Flats	20	20 covered
Total Assigned	26	30
Required Visitor-10% of 52 (26x2)		5.2, or 5 spaces
Buildings B & C:		
Townhomes	22	44 covered
Required Visitor-10% of 44 garage spaces		4.4, or 5 spaces
Subtotal covered and assigned spaces		84
Subtotal unbundled unassigned visitor and resident		18
Total Proposed On-Site Parking		102

Public Transportation

The property is located in a central location in relation transportation infrastructure, making it an excellent location for higher density residential development. The project is within 3.5 miles of San Jose International Airport and has direct access Lawrence Expressway and San Thomas Expressway as well as to Highways 101 and 280. It has good access to area bus routes including #22, #522, #57 and #58 that have stops within 1-3 blocks of the project site. Both bus #522 and #22 provide direct access to the Caltrains/Acetrain station that provides train services to San Francisco, Oakland and surrounding Bay Area communities. Santa Clara is a bicycle friendly city, and the project site has an excellent connection to the class 2 bicycle lanes that run down Calabazas Boulevard (nearest cross street). Coming soon (potentially) is the El Camion Real Bus Rapid Transit (BRT) service. There is a future scheduled BRT stop at El Camion Real and Kiely Boulevard, less than ¼ miles east of the project site.

Green Features

Utilizing sustainable building designs and sustainable building practices make the community a better place for current and future residents. The project will incorporate the following elements:

- All garage parking spaces and covered spaces in Building A will be wired with a 240 volt connection for Electric Vehicle charging stations.
- All homes wired for rooftop solar panels
- On-site storm water bio-treatment
- ADA accessible units, parking, and path of travel
- Variety of seating options and outdoor community gathering spaces
- Shade providing and oxygen sequestering trees
- Pervious pavement
- Low flush toilets
- Native and drought tolerant plant species
- Wildlife friendly planting
- Water efficient drip irrigation system
- Low energy LED light fixtures

- Attractive “good-neighbor” fences
- Energy efficient appliances
- Insulated windows and walls
- Efficient heating and air conditioning systems
- 23 bicycle racks/lockers, 15 of which are located in a secured bicycle storage room for residents.

Private Open Space

Although Santa Clara’s Central Park is only 0.75 miles from the project, it is important for residents to have sufficient open space within the development to congregate and get to know their neighbors. Included in the development is a large open space area in the center of the project. This private (fully ADA accessible) open space will have a combination of active and passive uses. We are creating a place where residents will find peace and serenity in the midst of the hustle and bustle of El Camino Real and Silicon Valley. Through the use of a contemporary design that integrates hard and soft scape features, the open space area will have two major design elements.

1. **Family Picnic Area** – This element includes a bar-b-que, benches, picnic tables, and an arbor shade structure so that residence can enjoy outdoor cooking and eating.
2. **Flexible Lawn Space** – This open lawn area can be used for sunbathing and relaxing and a number of lawn games such as bocce ball, croquet, corn hole, birdie and volleyball.

Other features included in the Private Open Space include a mailbox structure with recycled waste receptacles, a trash receptacle, a dog waste station, integrated storm water (LID) treatment planning, and attractive site lighting. Throughout the Private Open Space will be native plants.

Below Market Rate Housing

The 3035 El Camino Real project will create below market rate housing for a community that needs affordable housing. Including below market rate housing in the project creates a better community by blending residents of different income levels. The project will be designating 10% of the units as below market rate units. These units will be geographically spread throughout the development and will also be evenly distributed by bedroom count. These units will be built to the base standard finish levels as the rest of the units in the project. Additionally, one of the Live/Work units will be designated as affordable.

Summary

The proposed project at 3035 El Camino Real is a thoughtful way to create attractive new housing and commercial, while also taking into consideration the surrounding uses and the community’s interests. The project is designed achieve the goals of the future El Camino Real Specific Plan as well as do its part to solve the regions housing crisis. Utilizing larger sidewalks, enhanced landscaping and pedestrian relief areas, while activating the street with live work units, the project is an example of how new development should interact with El Camino Real. The project will utilize sustainable building practices and design. Creating private open space with active and passive amenities for residents to congregate and positively interact makes the project a ‘livable’ community. Incorporating below market rate housing into the development will create a mixed income community of new residents and help Santa Clara meet its below market rate housing goals. The project is located in a walkable, transit friendly area and residents will be encouraged to use mass transit. By providing bicycle parking, residents will be further encouraged to get out of their cars. Through a transparent community outreach process, that will continue for the duration of the project, the development has been able to be designed to address many of the neighbors needs and concerns. While this project is not the largest project proposed along El Camino Real in Santa Clara, we hope that it could be used as a template for smaller, mid-block developments along El Camino Real.