



Planning Commission

RTC 21-431

**El Camino Real
Specific Plan**

May 10, 2021



Agenda

- Project Overview
- Key Elements of the Plan
- Zoning Districts
- Environmental Impact Report (EIR)





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

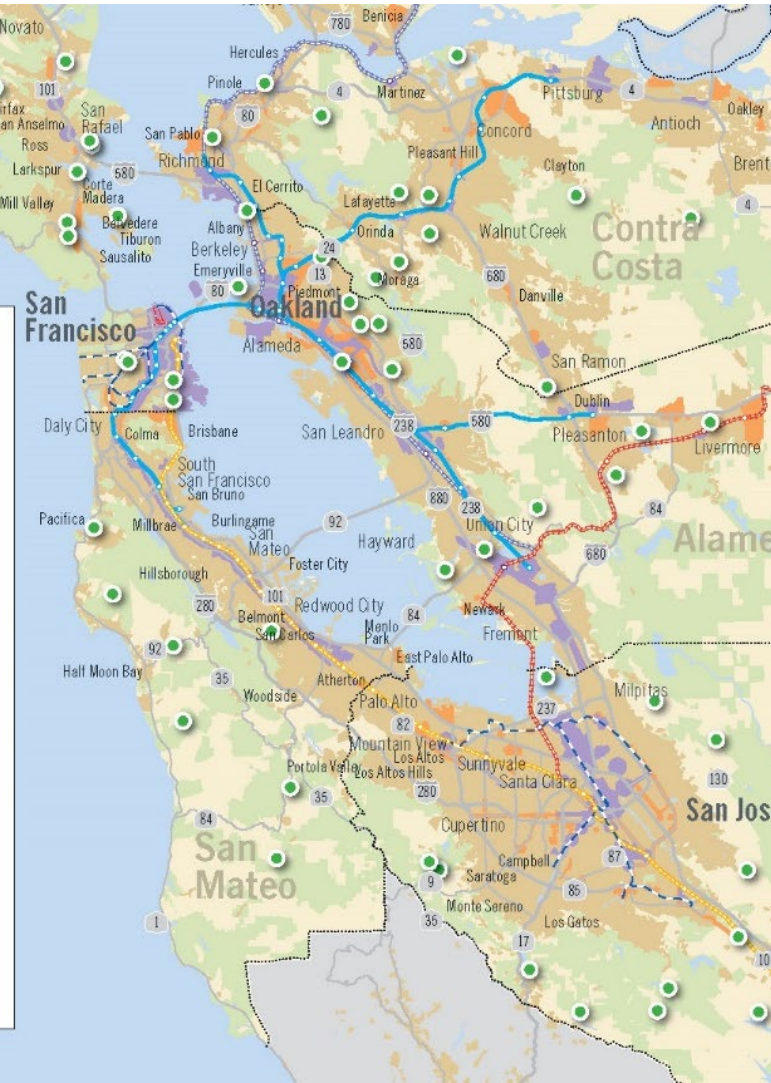
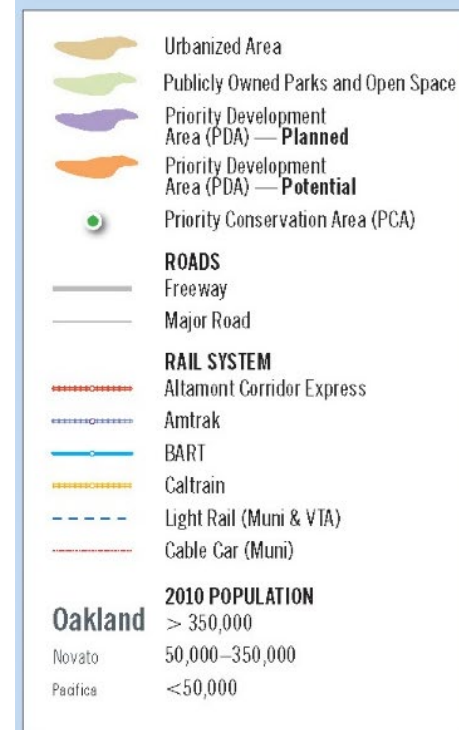
- An **Environmental Impact Report (EIR)** to assess potential environmental impacts



Project Background

- **Plan Bay Area** establishes **Priority Development Areas (PDAs)** as regional priorities for walkable, transit-served development.
- 170 PDAs around the Bay Area
- El Camino Real is designated as a **PDA**.
- Grant funding for the project was received from Bay Area Metro (formerly ABAG and MTC).

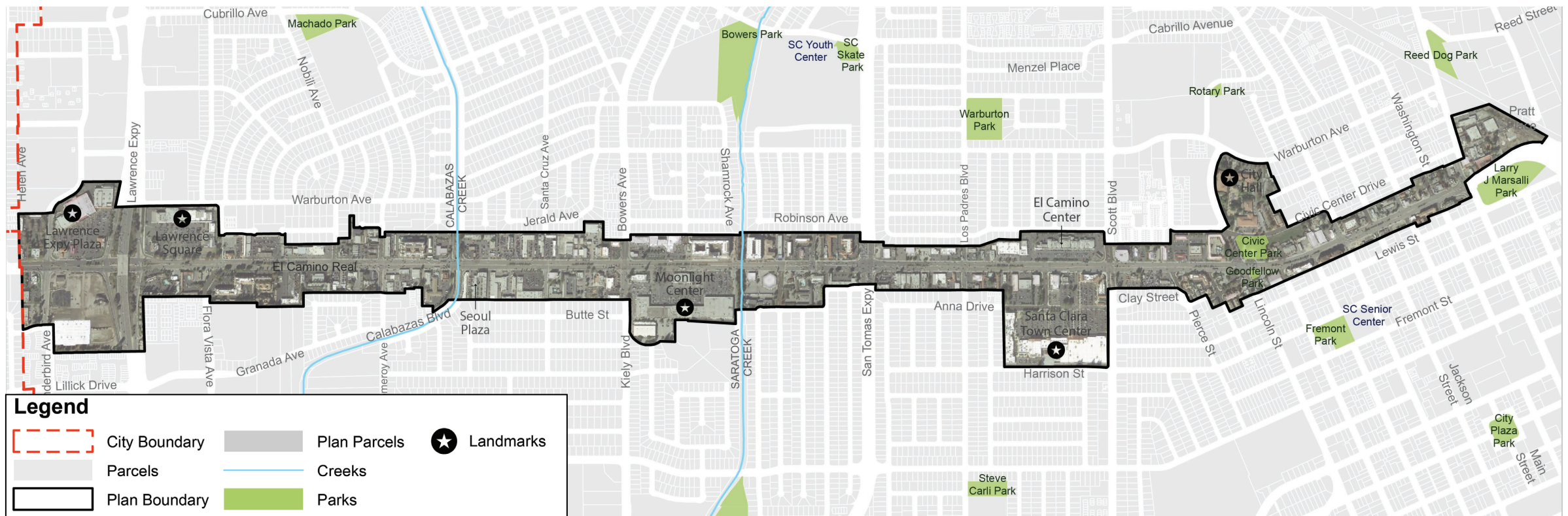
San Francisco Bay Area: Transportation and Land Uses





Plan Area

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





Community Engagement

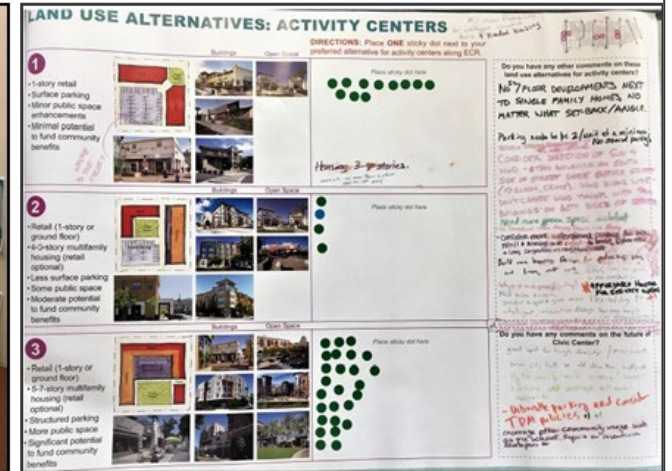
Engagement Activities

September 2017 to December 2018:

- 3 Community Workshops
- 5 Pop-Up Events
- 2 Online Surveys
- 4 Community Advisory Committee (CAC) Meetings

September 2020:

- 5th CAC Meeting
- Virtual Community Open House





Community Engagement

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 **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



Plan Elements

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 and Retail Amenities
- Balanced Approach to Housing
- Beautification, Support Health & Wellbeing
- Green Building & Sustainable Infrastructure





Market Analysis

Retail Market Demand + COVID

- Internet sales have had a significant negative impact on certain segments of retail (electronics, apparel, etc.)
- Experience/service retail sectors (restaurants, gyms, etc.) were strong *before* COVID, but have since been devastated by the pandemic

Retail conditions along ECR:

- Retail occupancy holding steady, but sales lower than industry standards
- Many existing retail properties are small and shallow relative to current market requirements
- Trade-area is largely built-out and constrained by competition from nearby Valley Fair Mall and Santana Row



Market Analysis

Retail Strategy

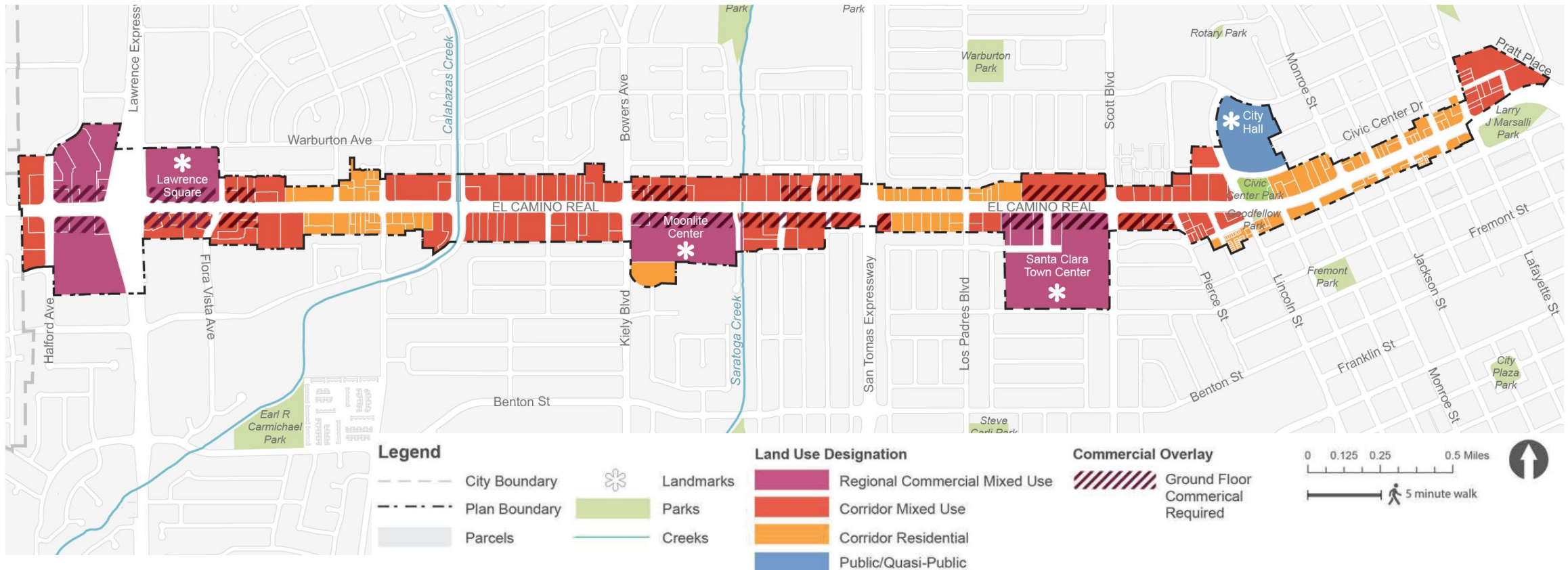
Retail recommendations/strategy along ECR:

- Support the intensification of retail development at major intersections, with grocery anchors being a target
- Encourage the repurposing of existing retail space to local-serving tenants, such as cultural restaurants, gyms, and services
- Reduce the number of properties for which commercial use is a requirement
- Promote retention and strengthening of existing commercial businesses



Plan Elements

Land Use Plan





Plan Elements

Land Use Plan – Growth Projections

Land Use Designations	Residential Units	Commercial Square Feet
Regional Commercial Mixed Use	3,650	-115,000
Corridor Mixed Use	2,050	-140,000
Corridor Residential	500	-140,000
Total	6,200	-395,000

** The General Plan currently identifies capacity to build 2,274 units within the El Camino Real Focus Area, of which 1,499 units have been approved and/or built with another 549 units in pending applications. An estimated 6,200 units would be added through the Land Use Plan.*



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

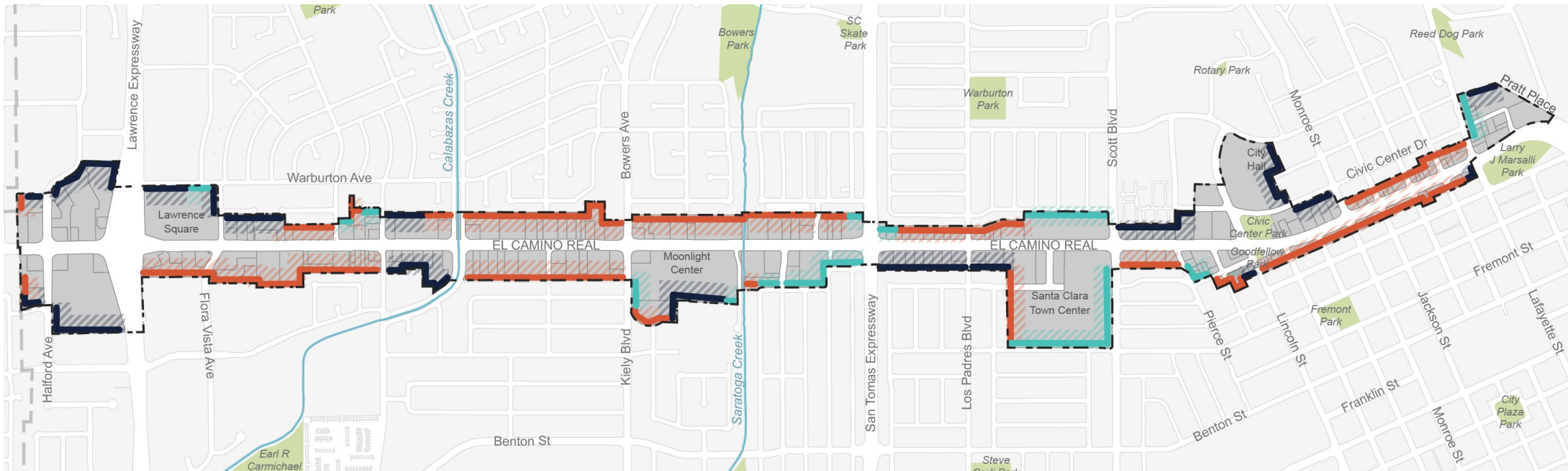
- Low- to mid-rise residential building types (e.g. garden apartments, townhouses)
- Commercial ground floor uses allowed and encouraged, but not required
- Transition to single-family neighborhoods
- Applies to smaller parcels





Plan Elements

Neighborhood Adjacencies



Legend

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

0 0.125 0.25 0.5 Miles

5 minute walk





Neighborhood Transition Strategies

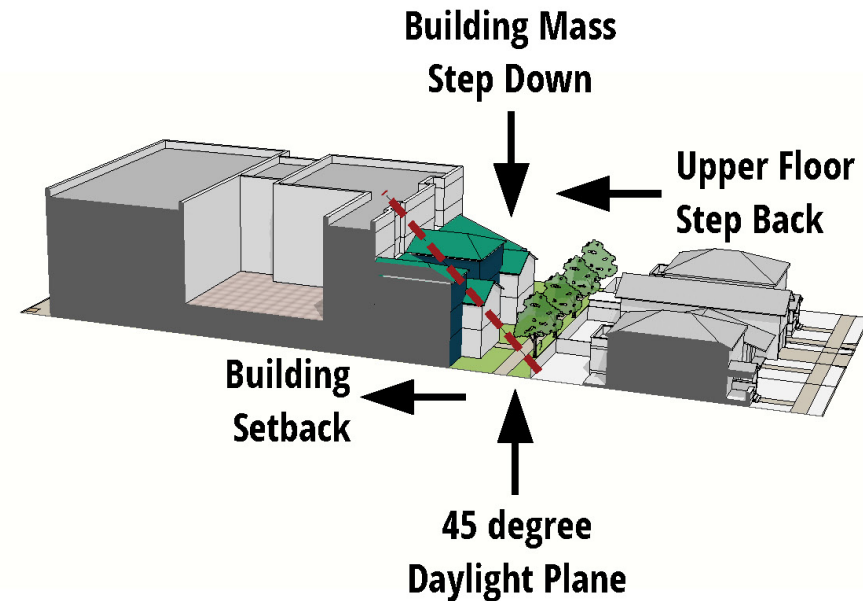
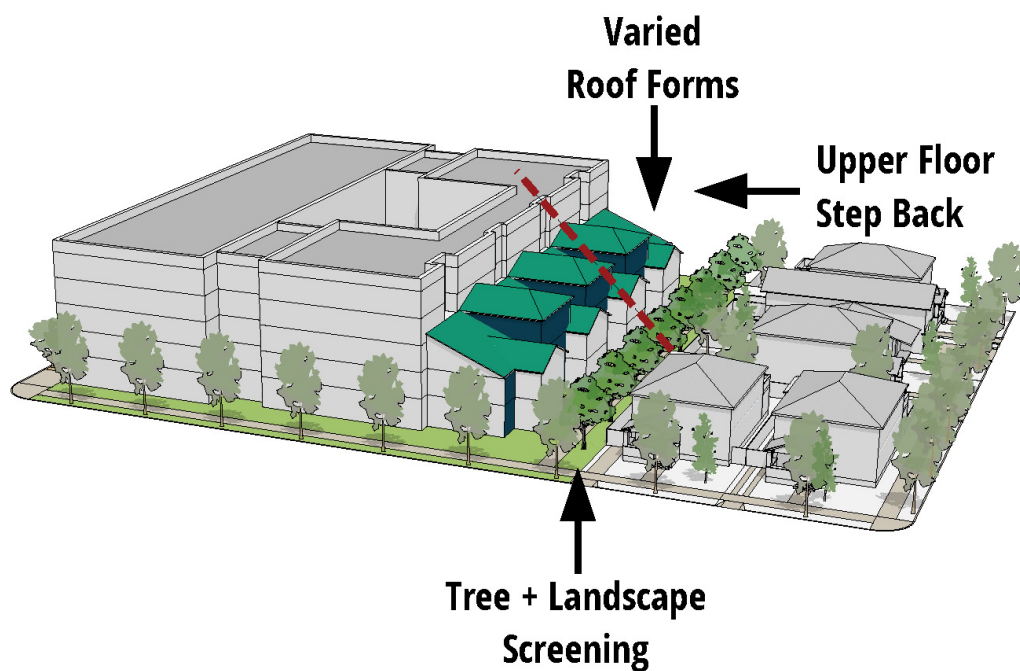
- 45-Degree Daylight Plane
- Increased building setbacks
- Upper-story step backs
- Architectural articulation
- Smaller scale/house-form building types and varied roof lines
- Orientating primary windows and balconies away from existing homes
- Landscape buffers





Plan Elements

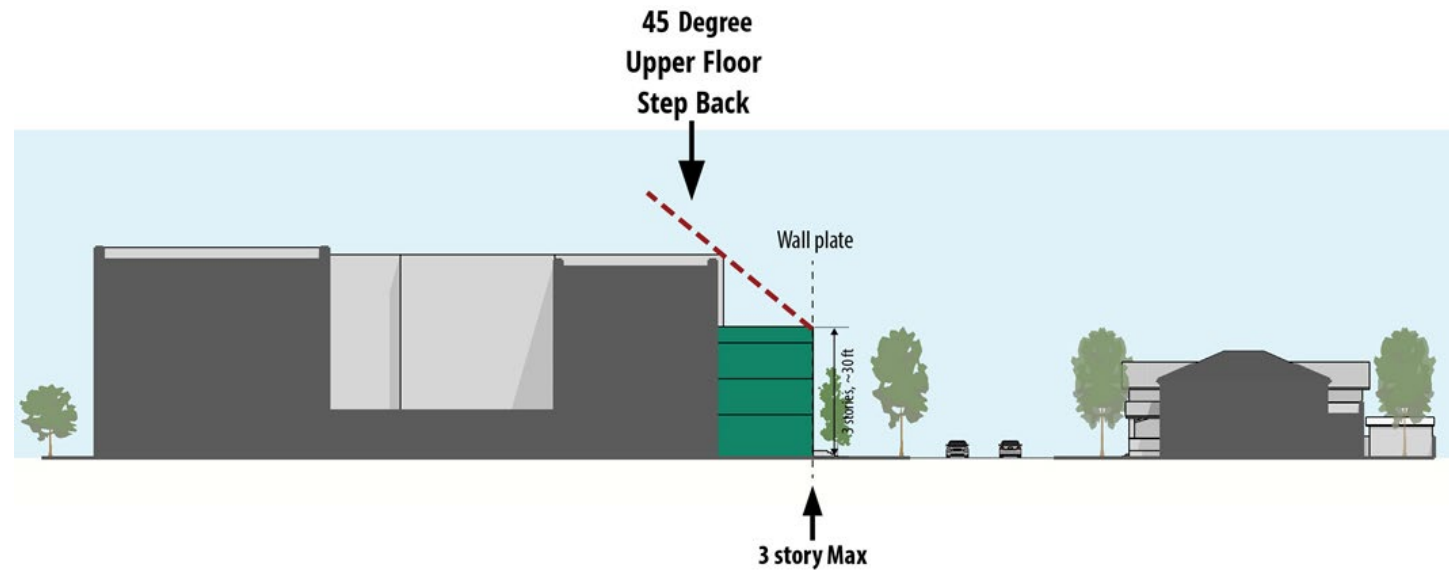
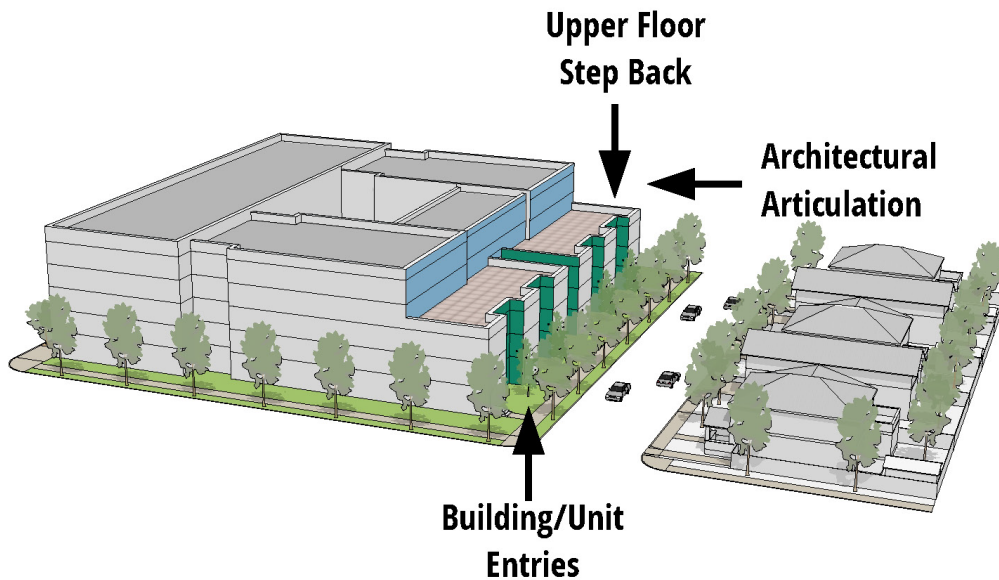
Neighborhood Transitions – Abutting Residential





Plan Elements

Neighborhood Transitions – Across the Street

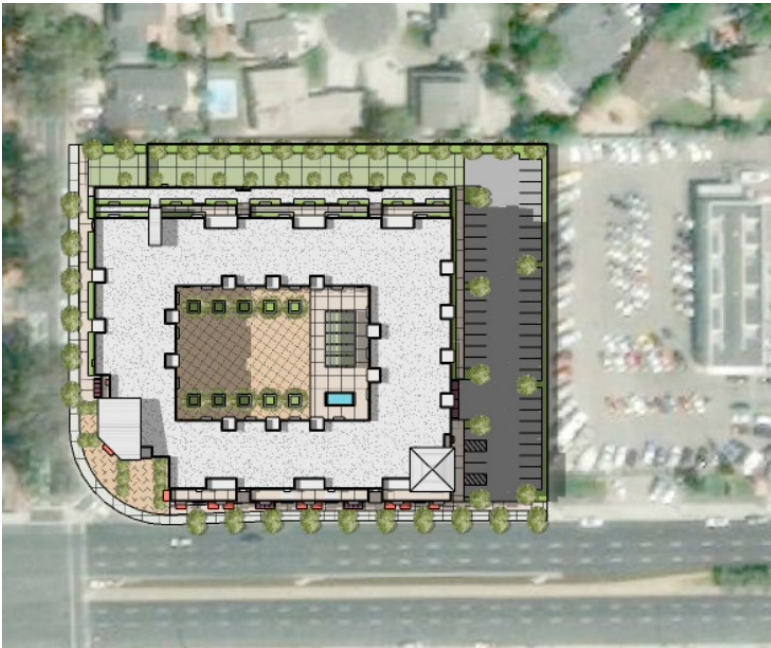




**City of
Santa Clara**
The Center of What's Possible

Plan Elements

Shade and Shadow



June 20th



September 22nd



December 21st



Plan Elements

Shade and Shadow

- **Winter Solstice (Dec 21)**
 - shadows only on directly abutting SFR homes

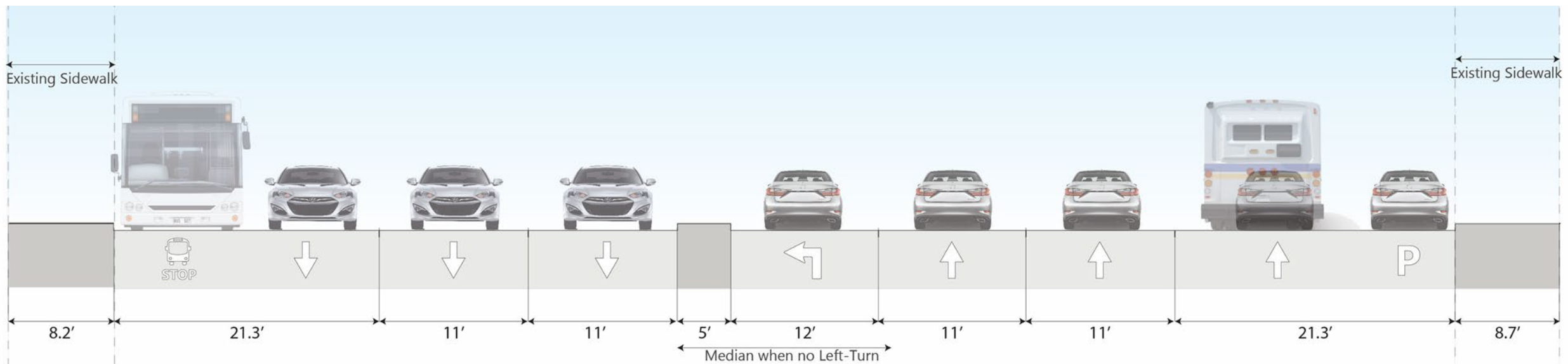




Plan Elements

ECR Right-of-Way Concept – Existing Condition

3 travel lanes with left-turn lane; on-street parking; sidewalk bus boarding; narrow sidewalks; no bike facilities

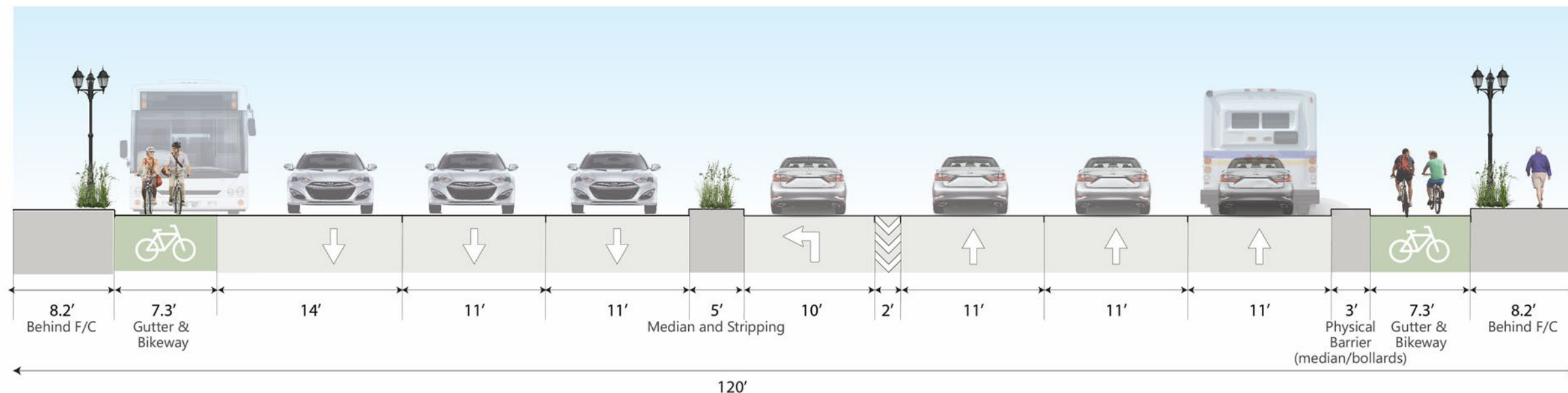




Plan Elements

ECR Right-of-Way – 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





El Camino Real Specific Plan

Bike Lane Implementation

- Requires the removal of on-street parking spaces
- Will be phased
- Implementations of the interim and final ROW concept requires Caltrans approval



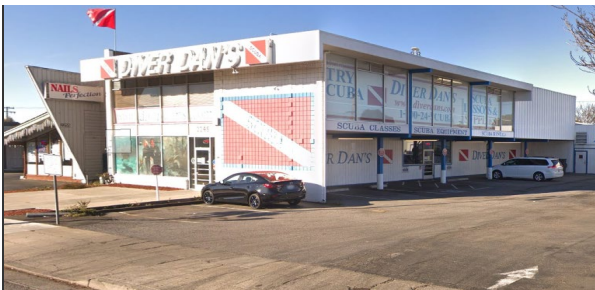


El Camino Real Specific Plan

Phased Bike Lane Implementation



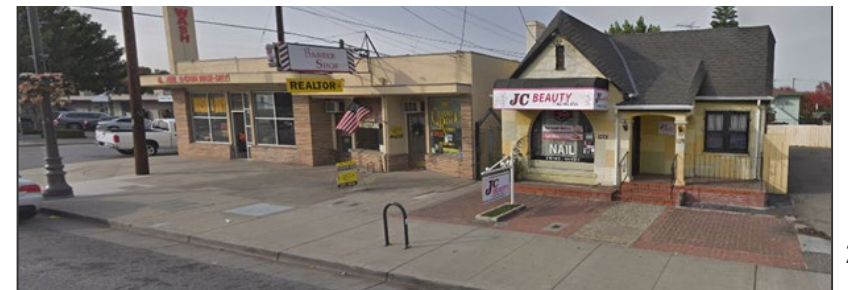
Diver Dan's



Grand Prix Power Sports



Wash & Dry; Salon; Realty; SC Montessori

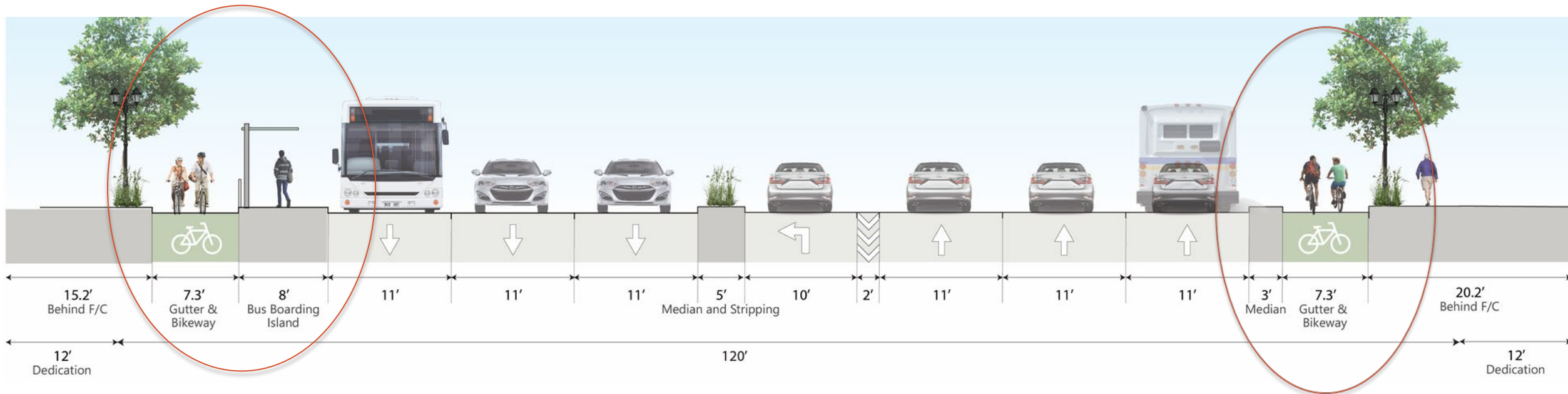




Plan Elements

ECR Right-of-Way – Final Concept

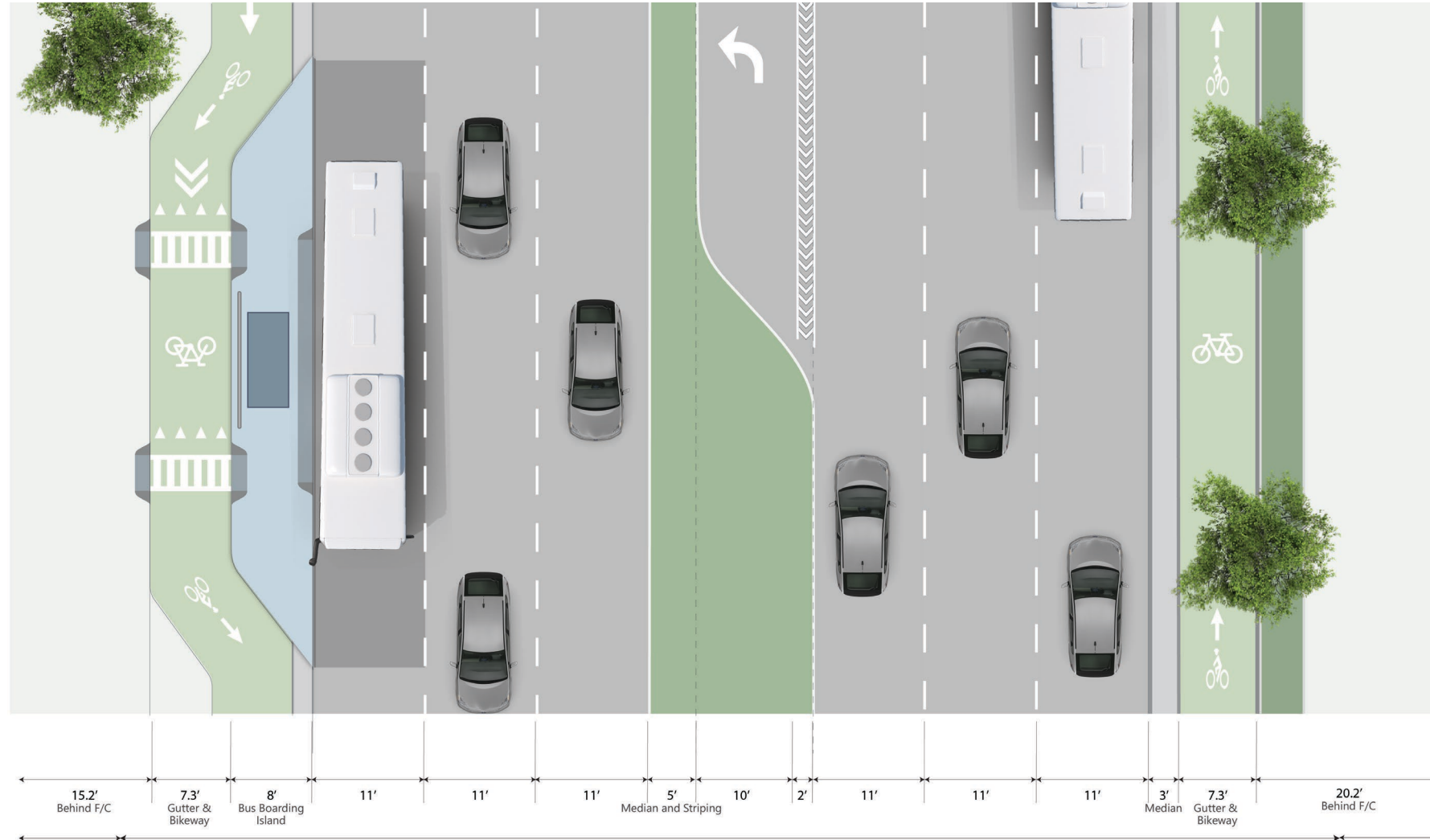
Remove on-street parking to accommodate a cycle track and bus boarding islands; 20 ft sidewalks; street trees + furnishings





Plan Elements

ECR ROW – Final Concept





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The Center of What's Possible



bus boarding island



cycle track



Plan Elements

Community Benefits

- To encourage new developments along El Camino Real to provide enhancements that benefit the community in addition to those typically required in exchange for increased development potential.
- Requires entering into a development agreement with the City that specifies the community benefits that will be provided.
- Plan identifies potential community benefits, which include:
 - *Higher levels of affordable housing*
 - *New publicly accessible public open space*
 - *Commercial and small business support and preservation*
 - *Utility improvements*
 - *Pedestrian and bicycle amenities*
 - *community shuttle*
 - *Public parking facilities*
 - *Public art*
 - *Other in-lieu contributions*



El Camino Real Specific Plan

Zoning Districts

Addition of a new chapter to Title 18 – Zoning of the Santa Clara City Code establishes three new zoning districts for the El Camino Real corridor.

- Regional Commercial Mixed Use District (RCMU)
- Corridor Mixed Use District (CMU)
- Corridor Residential District (CR)

Each zoning district is consistent with ECR land use designations and development standards of the Specific Plan.



El Camino Real Specific Plan

Environmental Impact Report

- An Environmental Impact Report (EIR) was prepared in accordance with the California Environmental Quality Act (CEQA).
- The EIR analyzes program-level impacts of the El Camino Real Specific Plan.
- Notice of Availability (NOA) was circulated for a 45-day period from December 10, 2020 to January 25, 2021
- The EIR found that any potentially significant impacts can be mitigated to a less than significant level. The mitigation measures are included in the Mitigation Monitoring and Reporting Program (MMRP).
- During the Draft EIR comment period a total of 11 comments were received. None of the comment letters identified a new significant impact.



El Camino Real Specific Plan

Pending Projects

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	INACTIVE - 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 du/ac





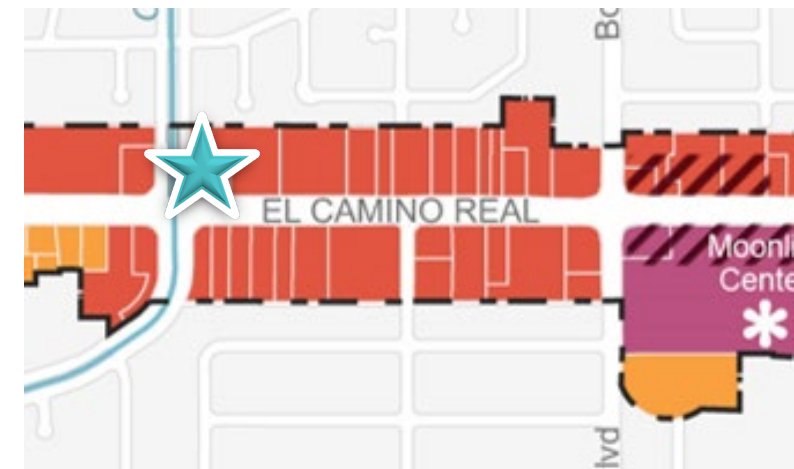
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- Specific Plan Land Use designation - Corridor Mixed Use (45-65 DU/AC)
- Proposed project density 24.4 DU/AC





El Camino Real Specific Plan

Recommendation

That the Planning Commission adopt Resolutions recommending that the City Council:

1. Adopt a resolution approving and certifying the Final EIR prepared for the El Camino Real East Specific Plan (SCH # 2019059029), including CEQA Findings.
2. Adopt a resolution approving the El Camino Real Specific Plan, a specific plan consistent with CA Government Code Sections 65450-65457.
3. Adopt a resolution approving a General Plan text amendment creating the Regional Corridor Mixed Use (55-100 DU/AC; 0.2 Commercial FAR); Corridor Mixed Use (45-65 DU/AC); Corridor Residential (16-45 DU/AC); and Ground Floor Commercial Overlay land use designations, and amending the General Plan Land Use diagrams for Phases II and III to reflect the land use designations in the El Camino Real Specific Plan.
4. Adopt an ordinance amending the zoning code to create the El Camino Real Zoning district.



Planning Commission

RTC 21-431

**El Camino Real
Specific Plan**

May 10, 2021