



Legislation Details (With Text)

File #: 19-549 **Version:** 1 **Name:**

Type: Public Hearing/General Business **Status:** Agenda Ready

File created: 4/26/2019 **In control:** Planning Commission

On agenda: 6/12/2019 **Final action:**

Title: El Camino Real Specific Plan Market Feasibility Analyses of New Development

Sponsors:

Indexes:

Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
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REPORT TO PLANNING COMMISSION

SUBJECT

El Camino Real Specific Plan Market Feasibility Analyses of New Development

DISCUSSION

The El Camino Real (ECR) is the City’s most visible and identifiable corridor. Historically the corridor is mostly developed with commercial uses, but more recently significant residential has been developed. The City’s General Plan and Specific Plan goal for the ECR is to further transform the location from a series of automobile-oriented strip malls to a tree lined, transit oriented, pedestrian friendly corridor, with a mix of residential as well as commercial uses. Accordingly, Keyser Marston Associates (economic consultant) Rami & Associates and Van Meter Williams Pollack (urban design consultants) have collaborated on an analysis to identify the key factors to test current and near-term feasibility of representative development options (residential or vertical mixed-use (ground floor commercial residential above) on three selected development opportunity sites on ECR.

The consultants will provide a presentation on their feasibility analysis using the three sites listed below and then engage in discussion with the Planning Commission and the ECR Community Advisory Committee (CAC).

The study sites used for this feasibility testing are:

- Study Site #1: Monroe Street (0.35 acres)
- Study Site #2: Calabazas Blvd (2.45 acres)
- Study Site #3: Moonlight Center (14.4 acres)

ENVIRONMENTAL REVIEW

This study session does not constitute a “project” within the meaning of the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines section 15378(b)(4) in that it is a informational session that does not involve any commitment to any specific project which may result in a potential

significant impact on the environment.

FISCAL IMPACT

There is no impact to the City other than administrative staff time.

PUBLIC CONTACT

Public contact for this study session was made by email to the Community Advisory Committee and community members on our notification list. A complete agenda packet is available on the City's website and in the Community Development Department at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the Community Development Department at (408) 615-2450, email Planning@santaclaraca.gov.

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