



Rosemarie Zulueta <rzulueta@sunnyvale.ca.gov>

Support for Land Use Alternative 3 at the ECRPAC meeting tonight3 messages

Don V [REDACTED]
To: Rosemarie Zulueta <rzulueta@sunnyvale.ca.gov>

Thu, Jul 14, 2016 at 2:51 PM

Hi Rosemarie,

Thank you for facilitating public comment on the El Camino Real Corridor Plan.

I want to congratulate the Advisory Committee for recognizing that the key variable in planning a vibrant and economically healthy El Camino is housing: how many residential units can we add to the retail assets there? The more housing we can create to balance the vast number of jobs already created or in the Sunnyvale pipeline, the better not only for housing affordability but for sustainability too, because more housing near jobs reduces vehicle miles traveled and therefore greenhouse gases and even traffic congestion. So I urge very strongly the adoption of Land Use Alternative 3 and look forward to the creative synergy of transportation and housing advocates, planners, local government, and business developers to get Sunnyvale and the Bay Area ready for the 21st century.

Don Veith
955 Iris Avenue
Sunnyvale CA

Don V [REDACTED]
To: Rosemarie Zulueta <rzulueta@sunnyvale.ca.gov>

Thu, Jul 14, 2016 at 2:58 PM

Hi Rosemarie,

I wanted to make one change to the email I just sent you, and that would be to delete the word "business" from the last sentence. Thank you!

Don Veith
[REDACTED]

Rosemarie Zulueta <rzulueta@sunnyvale.ca.gov>
To: Don V [REDACTED]

Thu, Jul 14, 2016 at 3:06 PM

Hi Don,

Thank you for your comments. If you'd prefer, you may send me another email with your edit and I can forward that to the Advisory Committee (ECRPAC).

Please note that tonight's meeting will not be the only opportunity for the public to comment on the preliminary land use alternatives. Tonight is simply the first viewing. We are planning a community workshop (targeting early September, so stay tuned) to solicit feedback from the community on the alternatives and then hold study sessions with the Planning Commission and City Council. We hope to arrive at a collective preferred alternative to base the Draft ECR Plan on before the end of the year to present back to the community.

Thank you for your continued interest in this planning effort!

Rosemarie

7/14/2016

City of Sunnyvale Mail - Support for Land Use Alternative 3 at the ECRPAC meeting tonight

ATTACHMENT 17
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Rosemarie Zulueta, Senior Planner
Community Development Department
City of Sunnyvale
Phone: (408) 730-7437
rzulueta@sunnyvale.ca.gov

The Department of Community Development is innovative in promoting sustainable development while enhancing the economy, community character and quality of life in Sunnyvale.

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1801 I Street, Sacramento, California 95811
(916) 471-3000 Fax (916) 444-9843

ST. ANTON
COMMUNITIES

July 14, 2016

Ms. Rosemarie Zulueta, *via email delivery*
City of Sunnyvale, Community Development Department
456 West Olive Avenue
Sunnyvale, CA 94088

Re: ECR Corridor Specific Plan, Preferred Alternative 2 or 3 with Amendments

Dear Ms. Zulueta:

Thank you for your leadership on the ECR Corridor Specific Plan. We have been closely following the group's analyses, findings and recommendations.

As you are aware, our company, St. Anton Communities, is an active builder/developer in the City of Sunnyvale. We have built and own Transit Oriented Housing Developments in the Morse Park Community Area and we own land on East El Camino Real.

Many thoughtful questions and comments have been raised during the first three meetings of the ECR committee. Based on the minutes, it appears that some general themes include supporting:

1. Affordable/Mixed Income Housing along the corridor;
2. Keeping "people" in the ECR as a destination; and
3. Provide housing opportunities that meet the needs of the community.

As experienced statewide developers who specialize in mixed-income and affordable housing, we strongly encourage you to pursue "Alternatives 2 or 3" with some minor amendments. Land is scarce and, thus, very expensive on the ECR. In addition, most future projects will be need to be assemblages of parcels in order to have enough land to build suitable projects.

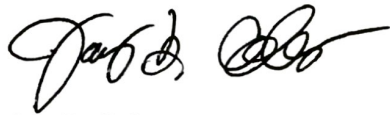
Recommendations:

1. 36 du/acre should be the minimum underlying density for mixed use and residential high density projects (Alt. 2 and Alt. 3 achieve this).
With current designs, podium projects typically yield 50-150 du/acre.
2. Continue to Locate High-Density Developments near the future BRT stations to reduce traffic and create more of a walkable community.

3. Allow Flexibility for "Residential-Only" projects, instead of mixed use, outside of the node areas if the project has compelling features (i.e. additional affordable housing). For example, many mid block sites are not ideal for mixed use and will result in vacant commercial spaces. Allow developers to instead provide affordable housing in those spaces.

We look forward to our continued collaboration with the project team and community members working on this plan.

Sincerely,

A handwritten signature in black ink, appearing to read "Jay D. Coles", with a stylized flourish at the end.

Jay D. Coles
Development Manager

cc: Ardie Zahedani, Division President, St. Anton Communities

Re: El Camino Land Use

Jamie Del Priore [REDACTED]

Tue 12/13/2016 11:09 AM

To: Rosemarie Zulueta <rzulueta@sunnyvale.ca.gov>;

Hi Rosemarie, thank you for your email. I believe that the El Camino Land Use should benefit residential properties alone.

As a renter, my rent has increased 12% for each year--3 years that I have occupied my town home. I live in a unit which is modest at best and has been built in the 1970's. It contains most of the original appliances, carpeting, cabinets, sinks and countertops. It does not warrant the exorbitant price of rent.

Since my wages have been stagnant for many years, this is an incredible hardship. I am a private piano teacher who teaches at home. I'm self employed and therefore other than my health insurance, am ineligible for any benefits.

Having more residential units will help control further rent increases. And I would certainly expect that a higher percentage of units that are priced to be available to lower income individuals and families.

Thank you for your time.

Cheers,
Dr J and MACH 3 PACH Coda
Go A's!

On Dec 13, 2016, at 10:51 AM, Rosemarie Zulueta <rzulueta@sunnyvale.ca.gov> wrote:

Hi Jamie,

Thank you for your interest in the El Camino Real Corridor Plan project. Yes, I am the staff Project Manager and I'd be happy to take any input you have on the land use alternatives being considered, or general input on the project. You may:

1) Provide a letter/email to me, which I can attach to the staff report for the Planning Commission and City Council when staff represents the vision statement and land use alternatives for their consideration in the coming months.

2) Respond to the Survey : http://sunnyvale.peakdemocracy.com/portals/209/Issue_4070. All responses, registered and unregistered will be attached to the staff report.

Also, please let me know if you'd like me to include you on the project mailing list so that you can stay updated on the project and for notices on any upcoming meetings.

Let me know if you have any additional questions. Thanks again for your participation.

Rosemarie Zulueta, Senior Planner
Community Development Department
City of Sunnyvale
Phone: (408) 730-7437
rzulueta@sunnyvale.ca.gov

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From: Jamie Del Priore [REDACTED]
Sent: Tuesday, December 13, 2016 10:19:42 AM
To: Rosemarie Zulueta
Subject: El Camino Land Use

Hi Rosemarie, I'm a member of Next Door and am trying to find the right contact to voice my opinion on land use. Are you the contact person? Thank you for your time. Jamie

Cheers,
Dr J and MACH 3 PACH Coda
Go A's!