Community Workshop
Summary Notes

Community Center Ballroom - 550 E Remington Drive, Sunnyvale
September 8, 2016 | 6:30-9:30 p.m.

Format:
- Background Presentation on the Purpose of Plan and Activities to Date
- Open Format Discussion to foster feedback on the Draft Vision, Land Use Alternatives and Circulation Priorities

Attendance:
Approximately 100 workshop participants

Project Team / Facilitators:
El Camino Real Planning Advisory Committee (ECRPAC):
Gary Guiffre, Sue Harrison and Rutawari Sharma

City Staff:
Rosemarie Zulueta (Senior Planner/Project Manager), Trudi Ryan (Director, Community Development Department), Andrew Miner (Planning Officer), Jennifer Ng (Assistant City Engineer), Carol Shariat (Principal Transportation Engineer/Planner), Gerri Caruso (Principal Planner), Momoko Ishijima (Associate Planner), George Schroeder (Associate Planner), Cynthia Hom (Assistant Planner), Lilith Wang (Intern)

Consultants:
Dave Javid and Geoff Bradley (M-Group), Magnus Barber (Nelson\Nygaard)

WORKSHOP AGENDA

I. Welcome and Introductions
II. Project Update and Objectives
III. Summary of Activities to Date
IV. Overview of the Draft Vision Statement, Preliminary Land Use Alternatives and Circulation Priorities
V. Open Format Discussion
VI. Close

WORKSHOP SUMMARY

Welcome and Introductions
Andrew Miner welcomed workshop participants and introduced members of the ECRPAC, City staff, and consultant team that were present to help facilitate the meeting.

Project Update and Objectives
Rosemarie Zulueta provided an overview of the meeting objectives and the overall community planning process. She explained the reasons for updating the 2007 Precise Plan for El Camino Real and the purpose of the El Camino Real Corridor Specific Plan in guiding the transformation of the

corridor over the next 20-30 years. Rosemarie identified where we are in the planning process and the anticipated next steps, including identifying a preferred land use alternative and preparing the initial draft of the El Camino Real Corridor Specific Plan to present back to the community.

Summary of Activities to Date

Rosemarie identified the range of outreach events held to date (pop-up workshops, ECRPAC meetings and online survey) and summarized the input received from the community and ECRPAC. She explained that the input received helped shape the planning principles that were used as the foundation from which the draft Vision Statement and Elements and the Preliminary Land Use Alternatives and Circulation strategies were prepared.

Overview of the Draft Vision Statement, Preliminary Land Use Alternatives and Circulation Priorities

Dave Javid with M-Group provided an overview of the Vision Statement and Elements, three preliminary Land Use Alternatives (Alternative C- Commercially Focused, Alternative M – Mixed-Use Focused, and Alternative R – Residentially Focused) and Circulation Priorities and tradeoffs. The presentation included a summary of all the resources that influenced the preparation of the Draft Vision and Land Use Alternatives (i.e. the 2007 Precise Plan, City's General Plan, the Draft Land Use and Transportation Element (LUTE) currently being updated, background analyses, community and stakeholder input). He also identified factors or assumptions that were considered when preparing the alternatives including proximity to transit and amenities, surrounding residential uses, lot size/depth and ownership, and recent entitlements. Dave provided local and regional development examples and showed the wide range and variety of site layouts and building forms the proposed mixed-use designations and related residential densities can take.

The presentation included a numeric output of each alternative (e.g., estimated new square footage of commercial uses and approximate number of new residential units) as compared to existing built and current and proposed General Plan LUTE estimates. Dave provided a summary of the ECRPAC's input on the Draft Vision and Land Use Alternatives.

Open Format Discussion

The majority of the workshop was dedicated to allowing workshop participants to visit the three stations and discuss the Draft Vision Statement and Elements, Preliminary Land Use Alternatives and Circulation Priorities. Participants were asked to place a sticky dot on the Alternative they supported most and the mode of travel (vehicle, pedestrian, bike, transit) they considered as the highest priority in considering circulation improvements throughout the corridor (see pictures below).

The facilitators at each station reported out a summary of the discussions and the results of the sticky dot exercises. Participants also spoke to the group about their thoughts, concerns and ideas to consider as the planning effort progresses.

The following is a summary of the input received.

Vision Statement and Elements

- Emphasize Sustainability to support goals of Climate Action Plan (e.g., water and energy efficiency, green roof, bioswales) and sense of community
- Identify circulation improvements and transit, bike and pedestrian connectivity (e.g., from surrounding neighborhoods and to Downtown)

- Include the need for a range of land uses (e.g., housing, services, entertainment)
- Make sure Vision is not too far reaching and achievable

Preliminary Land Use Alternatives

- 31 dots were placed on Alt R , 25 dots on Alt C and 22 dots on Alt M

- Participants showed general support for residential growth outside of the nodes but emphasized that the Plan must have a balanced approach that preserves services along ECR and support the City's fiscal health
  - Need for Affordable Housing must catch up with jobs growth and senior population
  - A range of housing types that attracts a diversity of residents
  - Preserve grocery stores and daily services; don't just focus on restaurants, wine bars and other similar businesses you find Downtown
  - Support small/new businesses; More business diversity

- Access to amenities and public transportation
  - More community gathering spaces (e.g., pocket parks) and entertainment uses
  - Support enhancements to public transportation — not just east-west, but more emphasis on north-south connections
  - Ensure safe pedestrian and bike connections

- Impacts
  - Analyze potential impacts on traffic and parking
  - Assess potential impacts to public services and already crowded schools
  - Support the City's fiscal health

Circulation Priorities

- All travel modes were identified as a priority, with motor vehicle flow slightly higher as compared individually against other modes of travel. However pedestrian, bike and transit improvements combined received more overall support versus automobile travel. Related input included:
  - Concern that peak hour traffic is "bad enough" already
  - Noted that ECR is currently not an interesting or inviting place to walk
  - Support for creating a safer pedestrian environment with wider sidewalks and shorten crossing distances
  - Consider adding bike lanes on ECR due to lack of good east-west alternatives
  - Coordinate regional transit
  - Identify better transit connections between ECR, Caltrain and Downtown
  - Consider a free circulator shuttle connecting to destinations outside the corridor

Many meeting participants also provided input on comment cards that were turned in at the end of the workshop. Those comment cards were scanned and uploaded to the Community Workshop page of the project website.

CLOSE AND NEXT STEPS

- Online survey and Pop-up Workshop targeted in October to engage more members of the community
- Study Sessions with the Planning Commission (September 12) and City Council (September 13) to provide an update of the project and foster early input on the Draft Vision, Preliminary Land Use Alternatives and Circulation priorities
- Identify a preferred alternative, which will initiate the preparation of the Specific Plan document and environmental analysis

Images and notes from each station at the Community Workshop

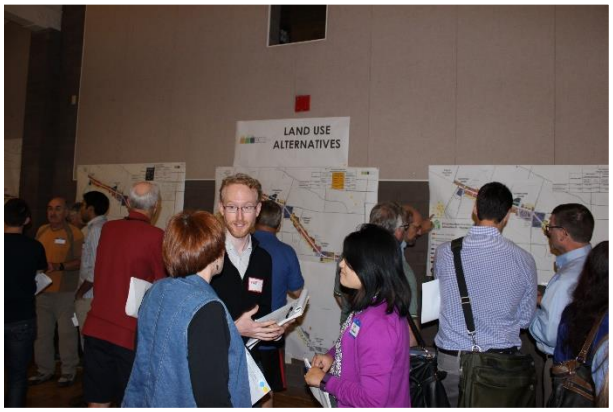











LAND USE
ALTERNATIVES


EXIT






LAND USE
ALTERNATIVES

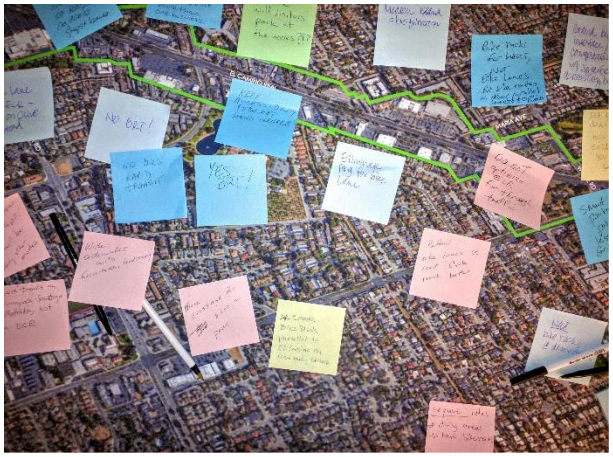







LAND USE
ALTERNATIVES

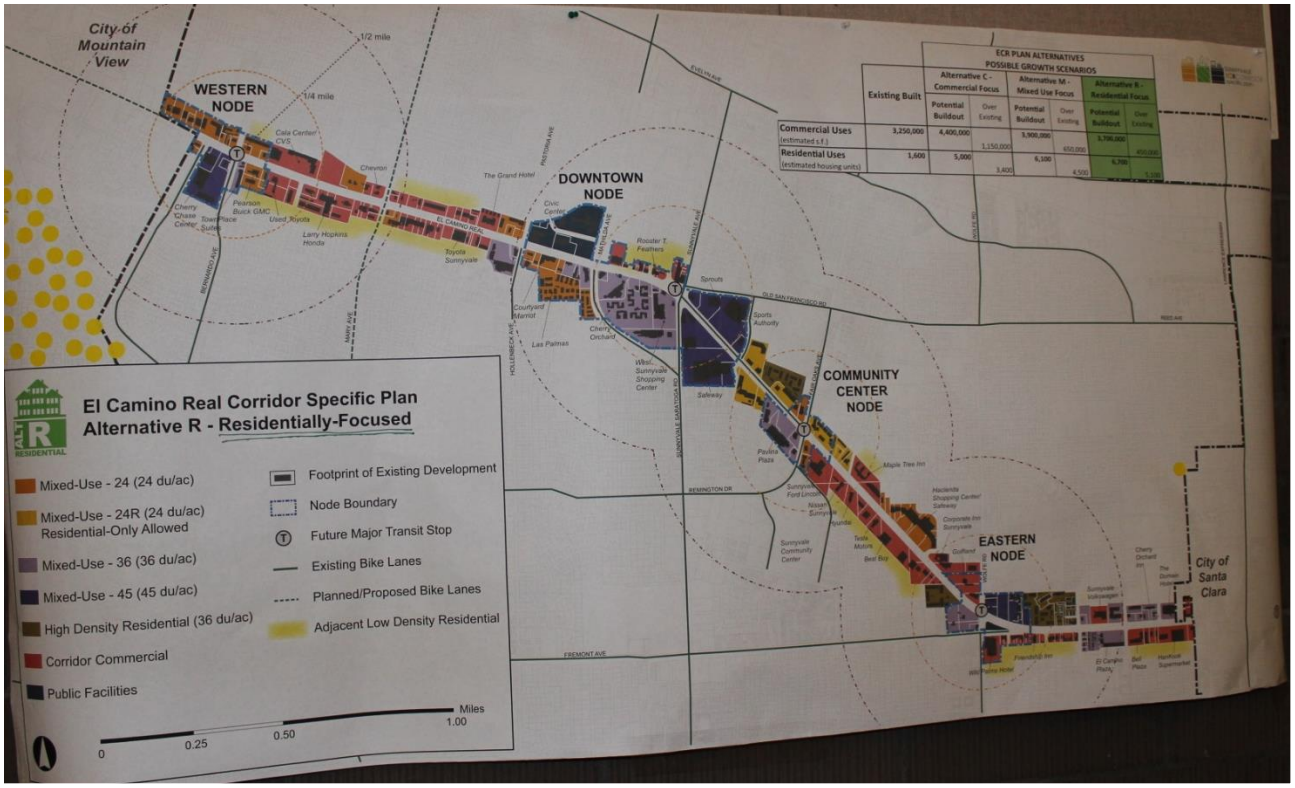

EL CAMINO REAL
GRAPE AVE
MATHILDA AVE
HOLLENBECK AVE
Larger set-backs for buildings on ECR for pedestrian friendliness
Safe ways to cross El Camino for bikes & pedestrians
Yes! Safe ways across so kids can get to school
Water-wise landscaping - low water use. Use native plants
Add your comments to the map!
Safe speeds! Lower speeds for safety for all
Bike Lanes on ECR
Bus Rapid Transit on ECR
Plazas/cafés where residents can meet
Green Bike lanes @ conflict points
Big and many trees are key to making an inviting place
Reduce parking near transit stops. People will be using other modes
more transit on Sunnyvale-Saratoga & Mathilda, not on ECR
1,000 feet

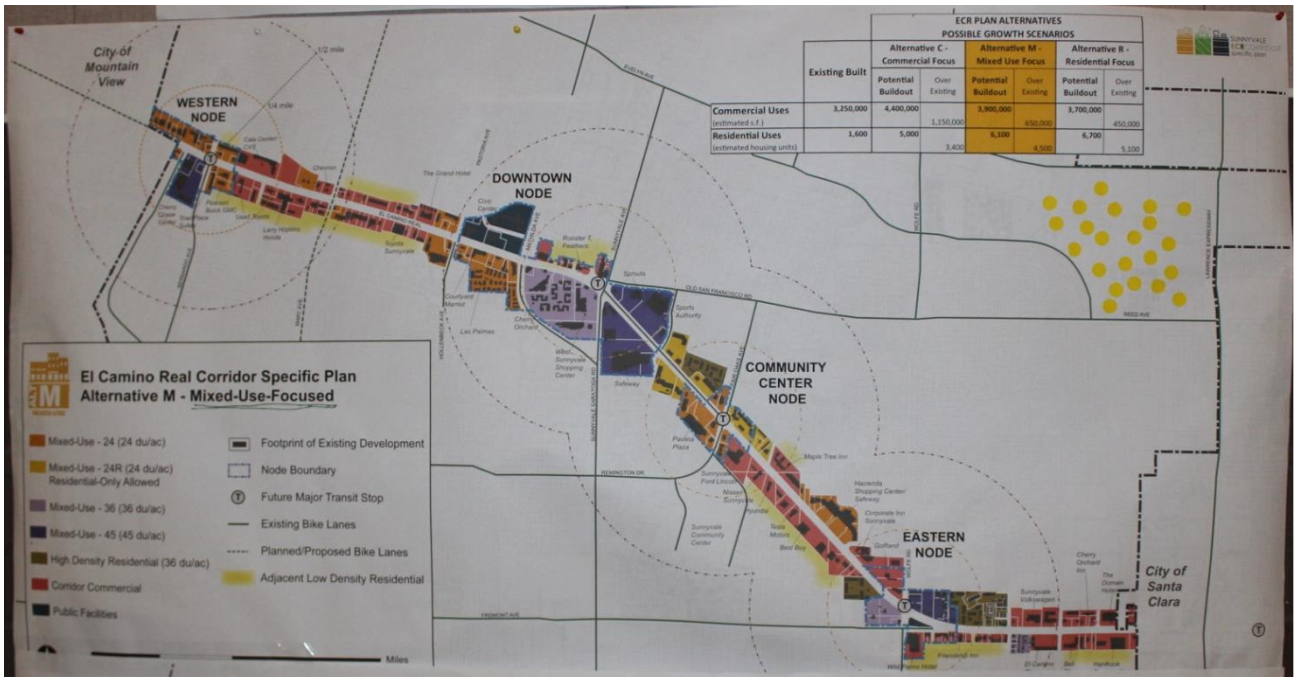


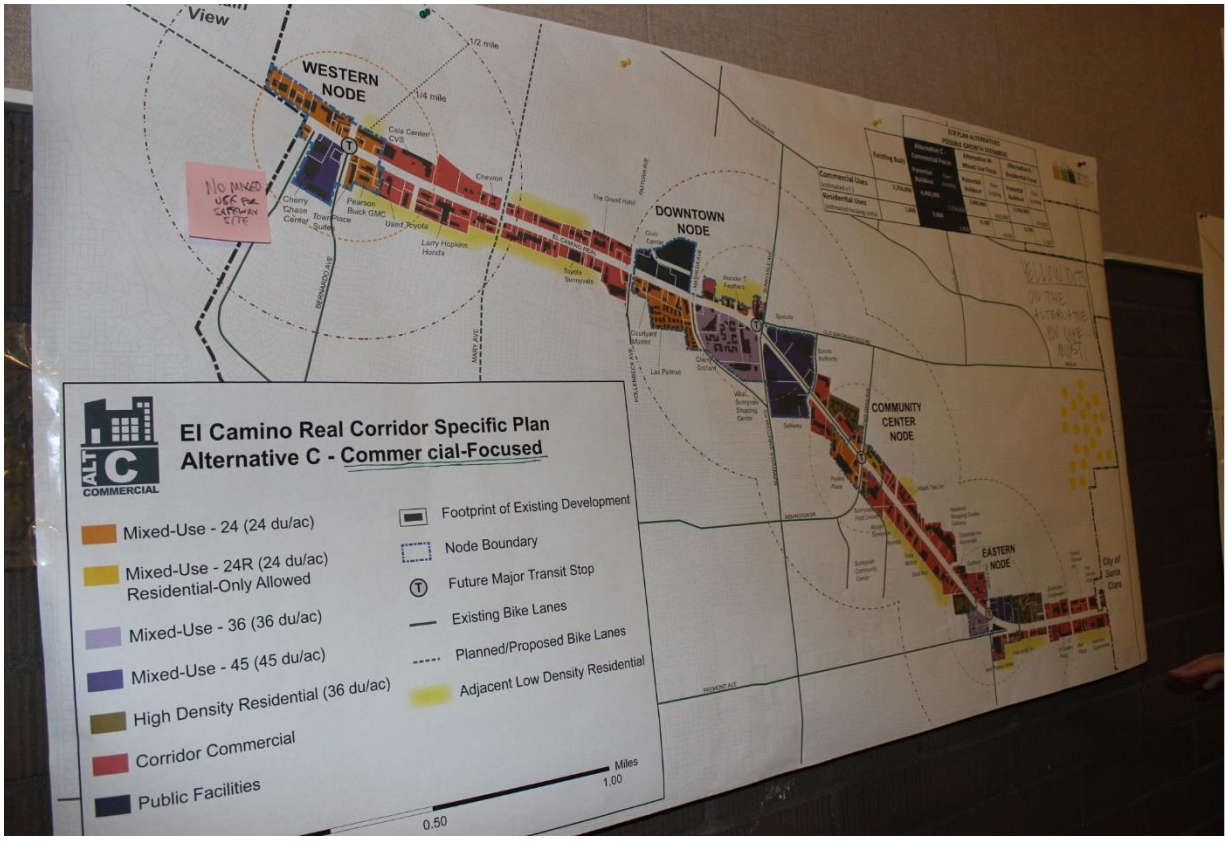


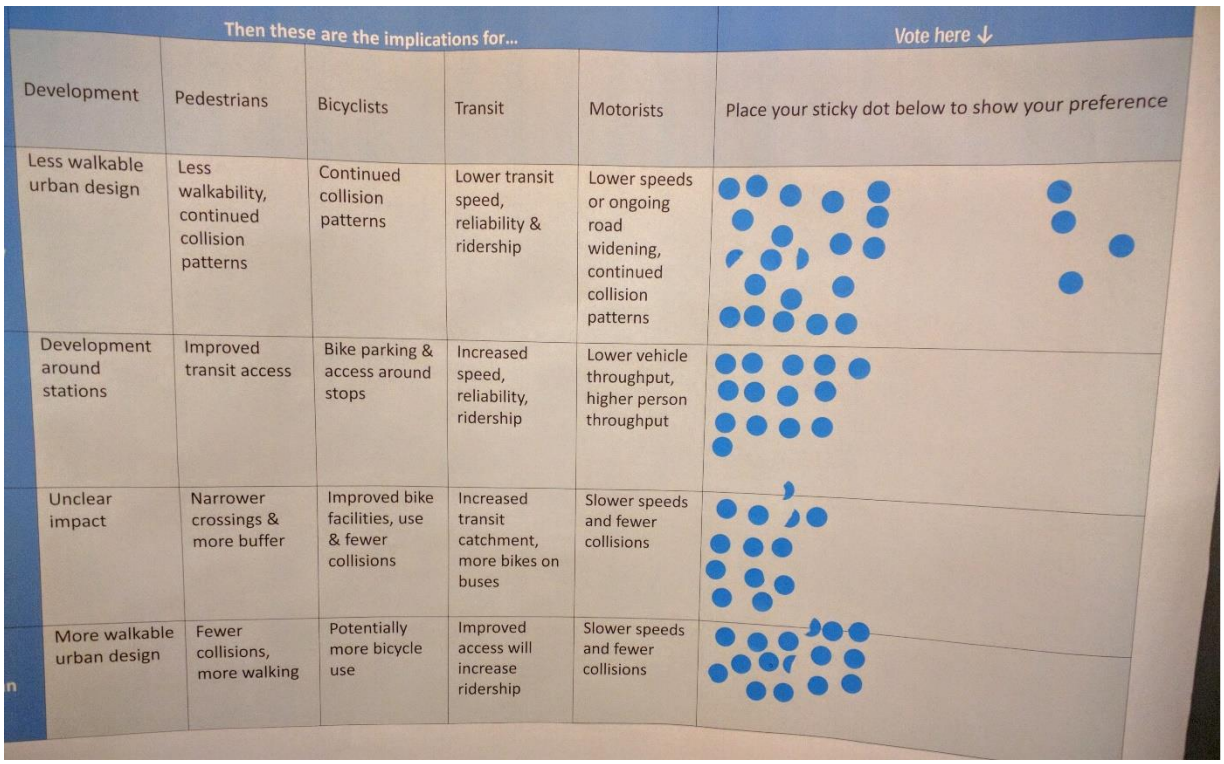

VISION STATEMENT + ELEMENTS




City of Mountain View
WESTERN NODE
DOWNTOWN NODE
COMMUNITY CENTER NODE
EASTERN NODE
City of Santa Clara
El Camino Real Corridor Specific Plan
Alternative R - Residentially-Focused
Mixed-Use - 24 (24 du/ac)
Mixed-Use - 24R (24 du/ac) Residential-Only Allowed
Mixed-Use - 36 (36 du/ac)
Mixed-Use - 45 (45 du/ac)
High Density Residential (36 du/ac)
Corridor Commercial
Public Facilities
Footprint of Existing Development
Node Boundary
Future Major Transit Stop
Existing Bike Lanes
Planned/Proposed Bike Lanes
Adjacent Low Density Residential
Miles
0
0.25
0.50
1.00
ECR PLAN ALTERNATIVES
POSSIBLE GROWTH SCENARIOS
Existing Built
Alternative C - Commercial Focus
Alternative M - Mixed Use Focus
Alternative R - Residential Focus
Potential Buildout
Over Existing
Commercial Uses (estimated s.f.)
3,250,000
4,400,000
1,150,000
3,900,000
650,000
3,700,000
450,000
Residential Uses (estimated housing units)
1,600
5,000
3,400
6,100
4,500
6,700
5,100

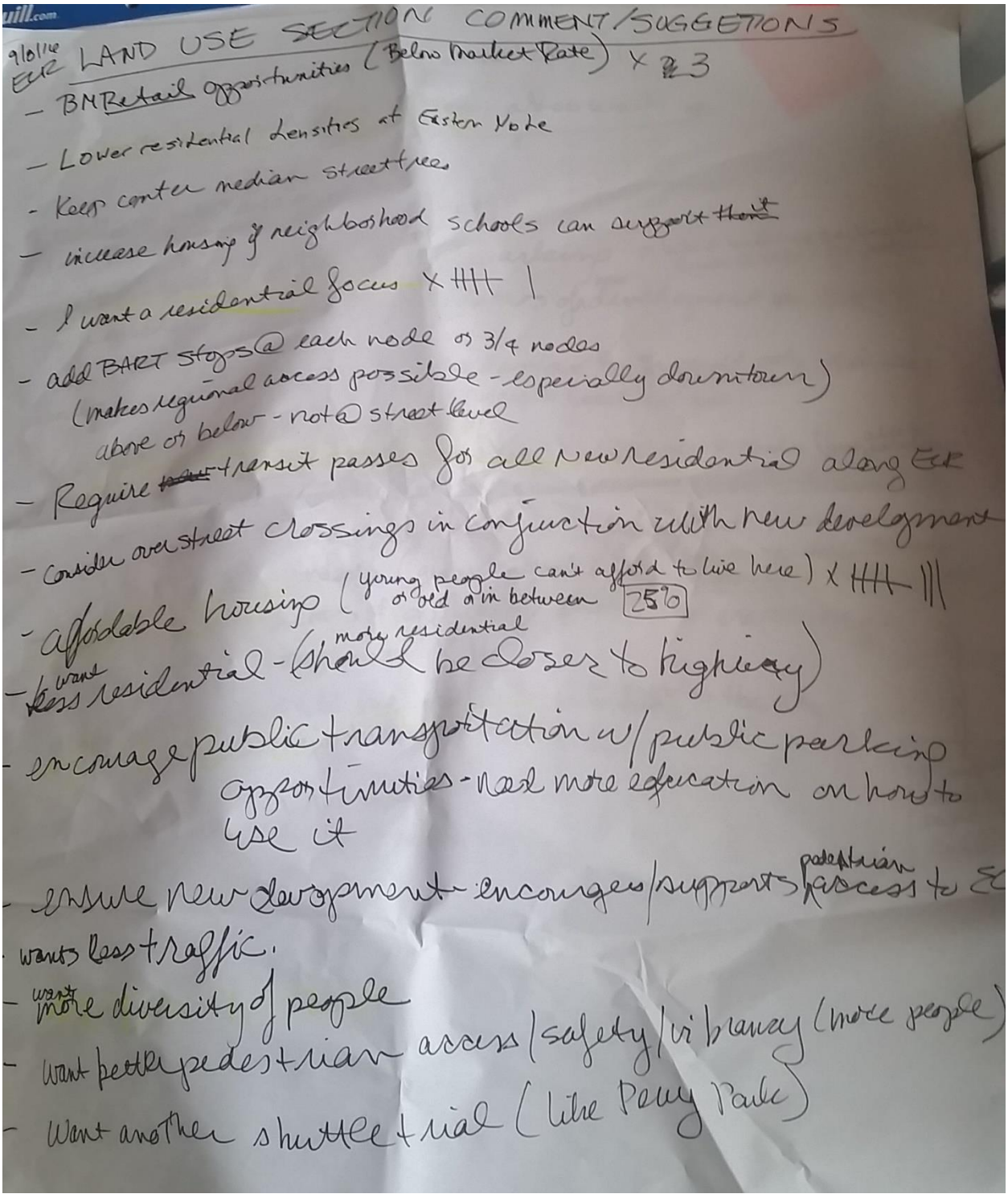

City of Mountain View
WESTERN NODE
DOWNTOWN NODE
COMMUNITY CENTER NODE
EASTERN NODE
City of Santa Clara
El Camino Real Corridor Specific Plan
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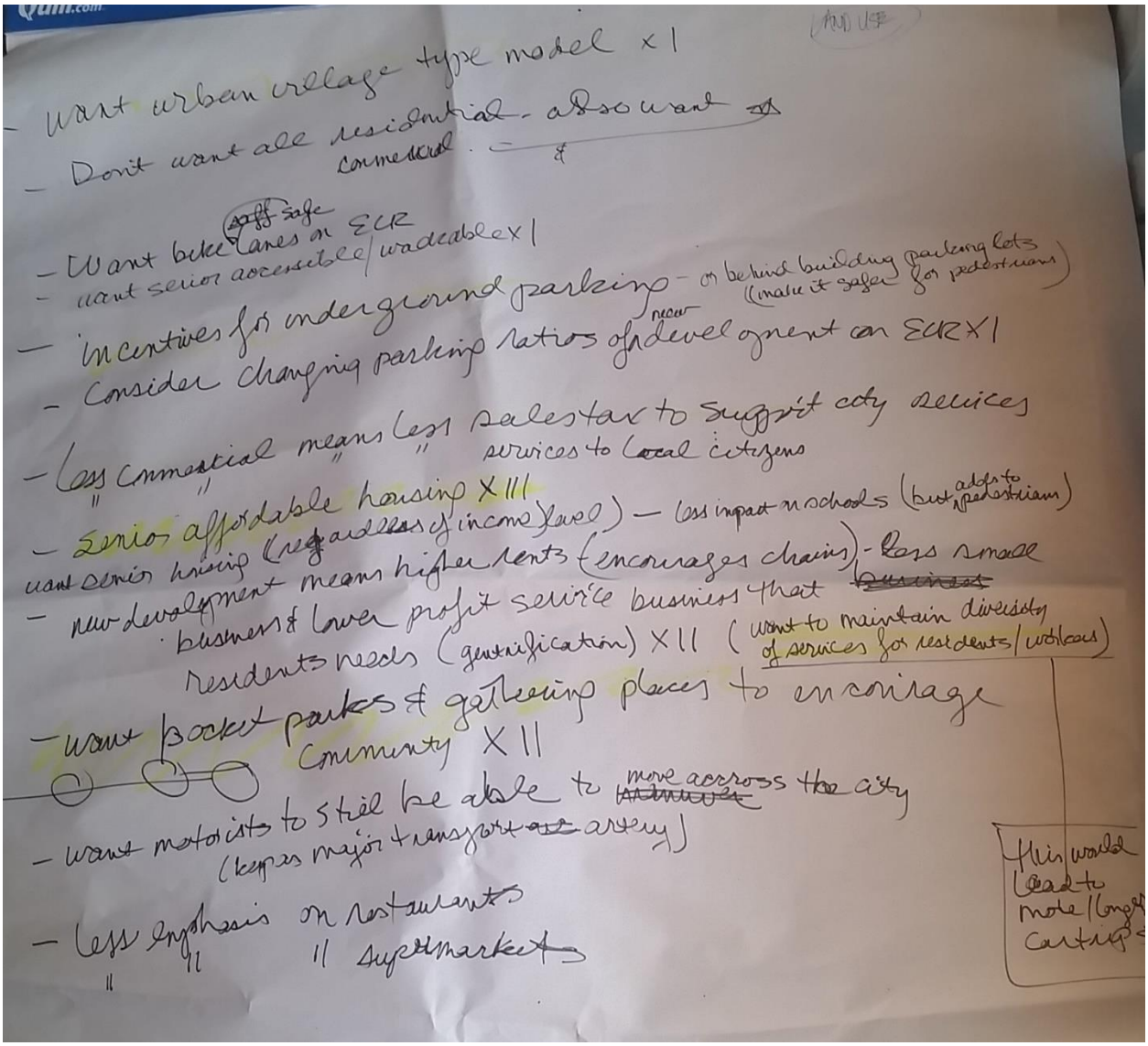


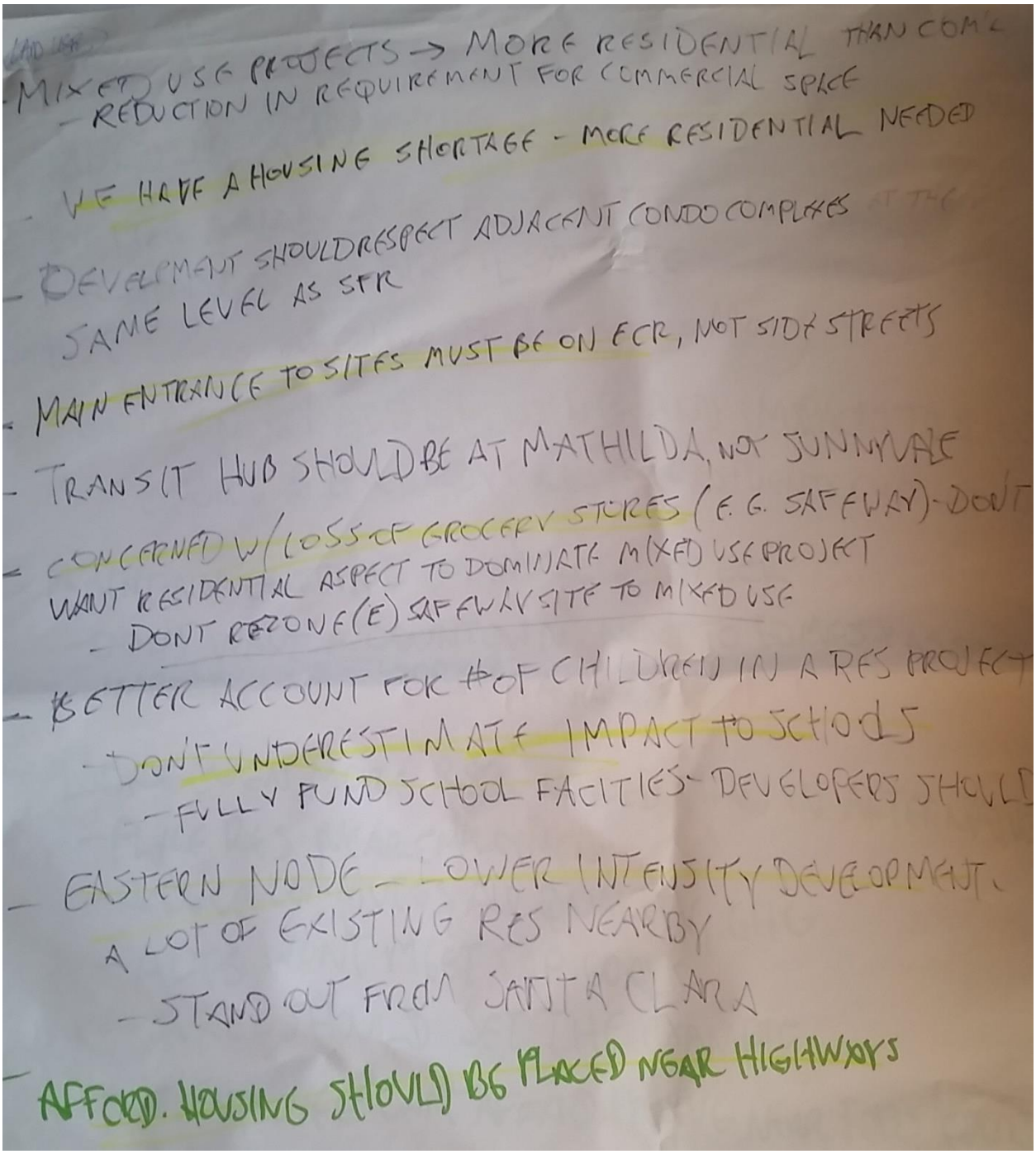


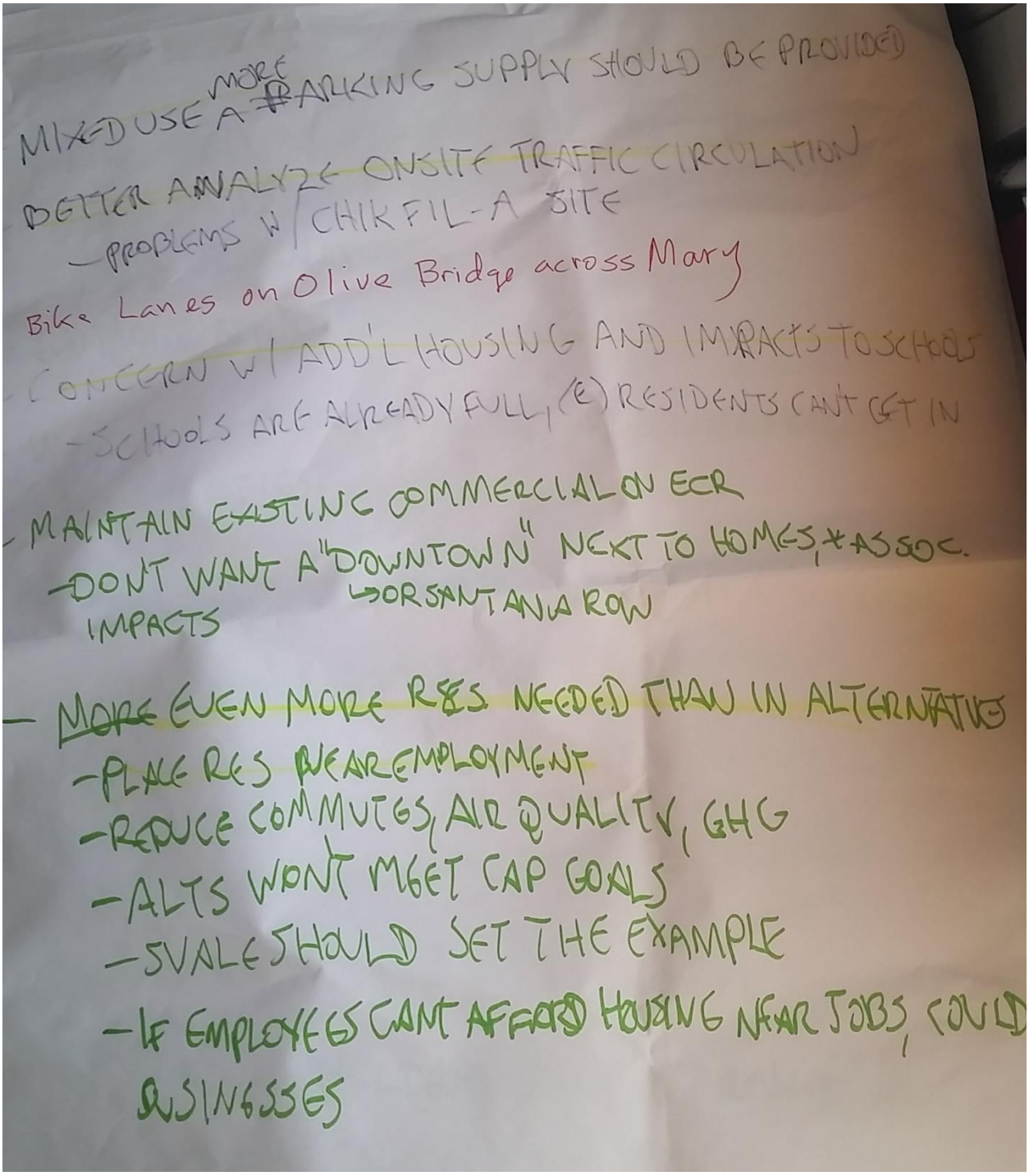
Then these are the implications for...					Vote here ↓
Development	Pedestrians	Bicyclists	Transit	Motorists	Place your sticky dot below to show your preference
Less walkable urban design	Less walkability, continued collision patterns	Continued collision patterns	Lower transit speed, reliability & ridership	Lower speeds or ongoing road widening, continued collision patterns	
Development around stations	Improved transit access	Bike parking & access around stops	Increased speed, reliability, ridership	Lower vehicle throughput, higher person throughput	
Unclear impact	Narrower crossings & more buffer	Improved bike facilities, use & fewer collisions	Increased transit catchment, more bikes on buses	Slower speeds and fewer collisions	
More walkable urban design	Fewer collisions, more walking	Potentially more bicycle use	Improved access will increase ridership	Slower speeds and fewer collisions	

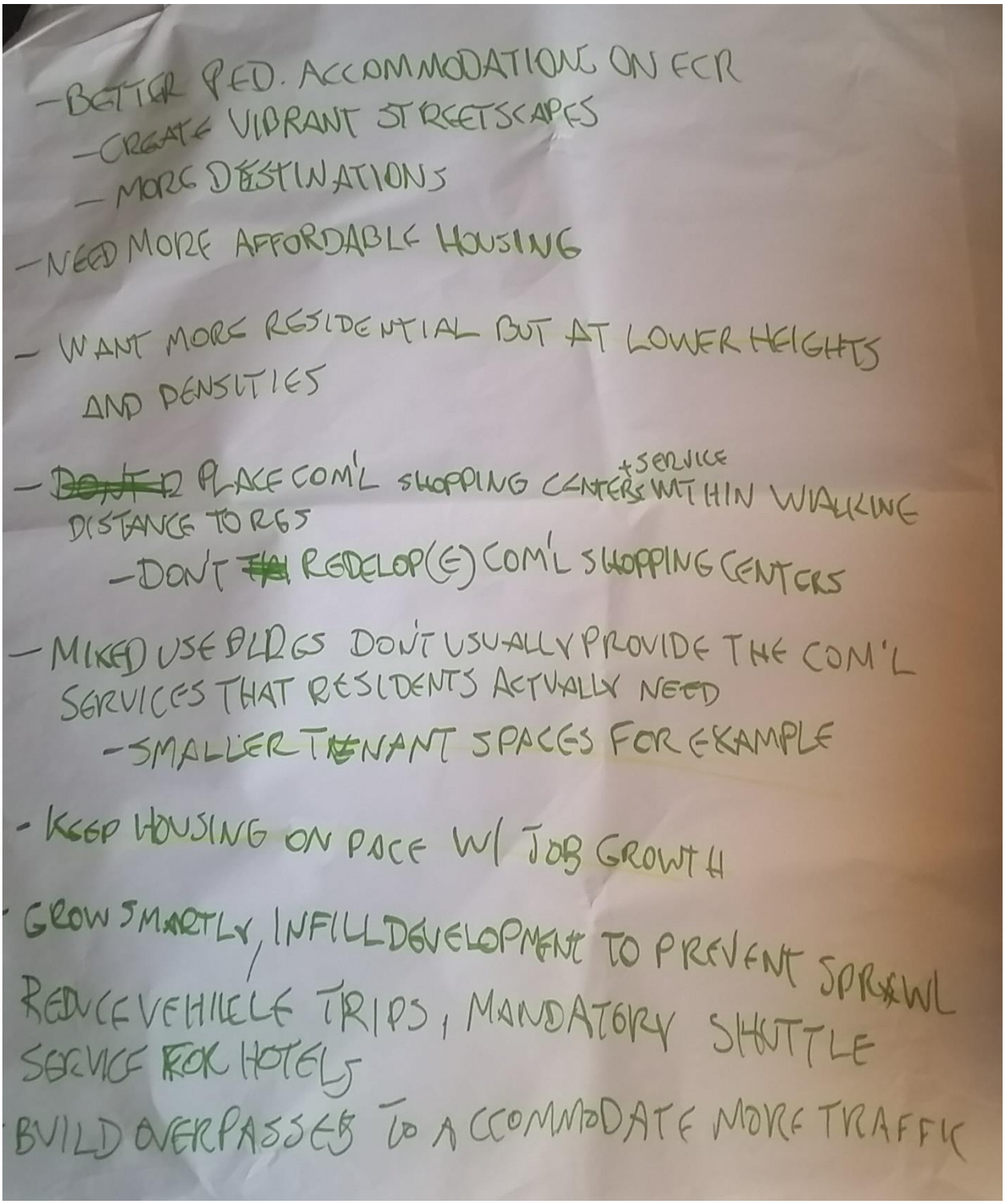
Land Use Station Notes



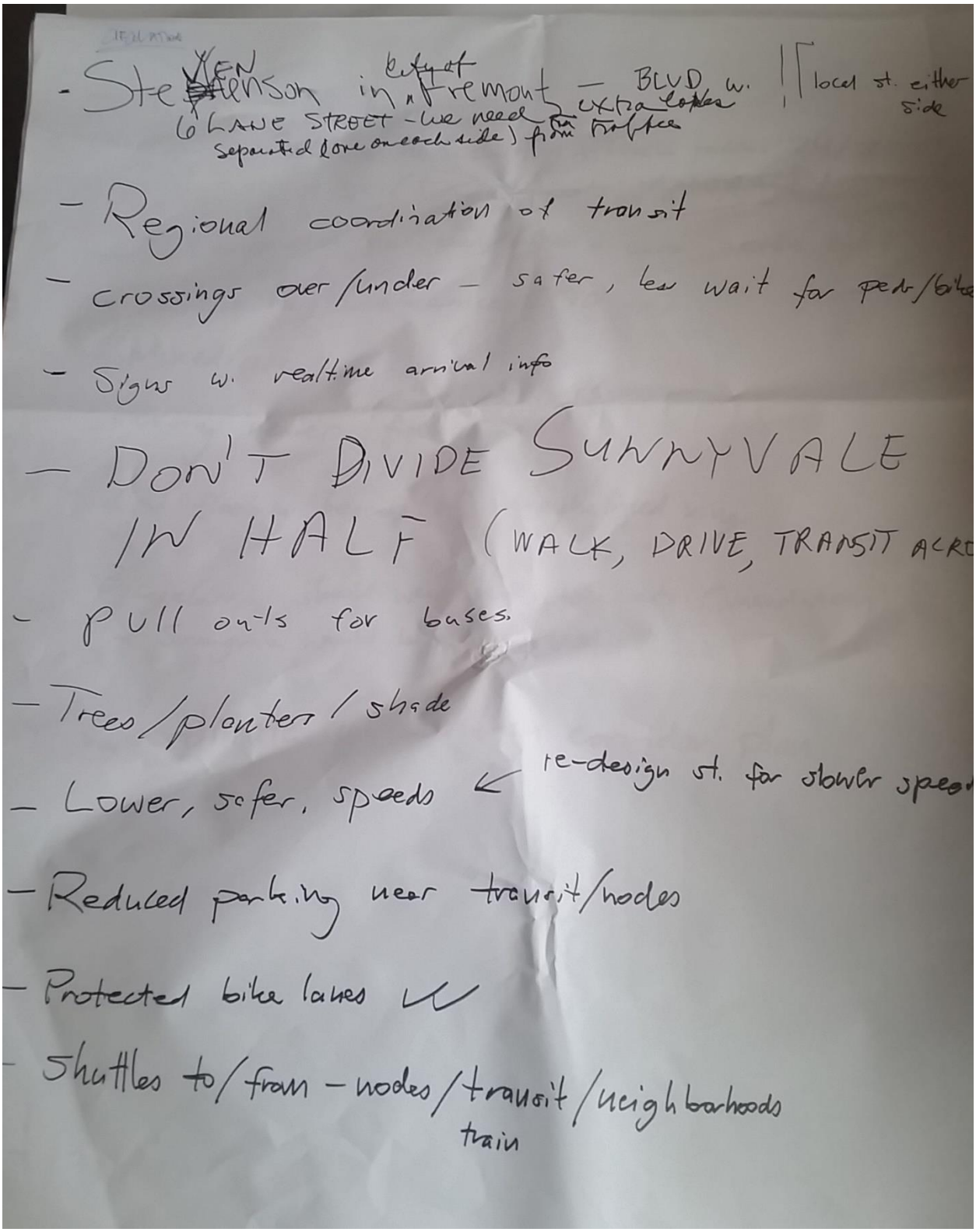

- want urban village type model x1
- Don't want all residential - also want commercial
- Want bike lanes on ECR safe
- want senior accessible/walkable x1
- incentives for underground parking - or behind building parking lots (make it safer for pedestrians)
- Consider changing parking ratios of new development on ECR x1
- less commercial means less sales tax to support city services
" " services to local citizens
- Senior affordable housing x111
want senior housing (regardless of income level) - less impact on schools (but adds to pedestrians)
- new development means higher rents (encourages chains) - loss small business & lower profit service business that
residents needs (gentrification) x11 (want to maintain diversity of services for residents/workers)
- want pocket parks & gathering places to encourage community x11
- want motorists to still be able to move across the city
(keeps major transport artery)
- less emphasis on restaurants
" " supermarkets
this would lead to more/longer car trips

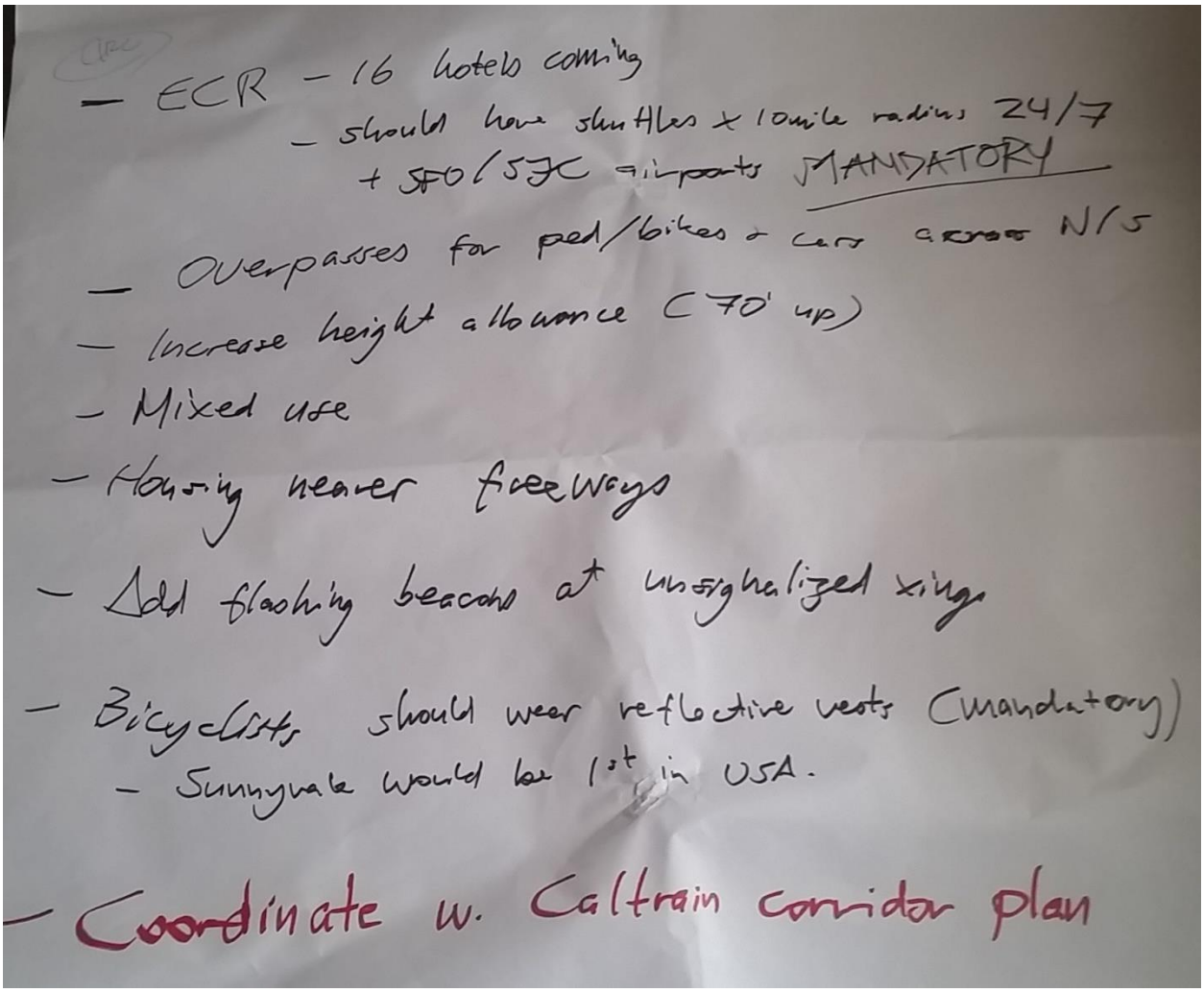

MIXED USE PROJECTS → MORE RESIDENTIAL THAN COM'L
- REDUCTION IN REQUIREMENT FOR COMMERCIAL SPACE
- WE HAVE A HOUSING SHORTAGE - MORE RESIDENTIAL NEEDED
- DEVELPMENT SHOULD RESPECT ADJACENT CONDO COMPLEXES
SAME LEVEL AS SFR
- MAIN ENTRANCE TO SITES MUST BE ON ECR, NOT SIDE STREETS
- TRANSIT HUB SHOULD BE AT MATHILDA, NOT SUNNYVALE
- CONCERNED W/ LOSS OF GROCERY STORES (E.G. SAFEWAY) - DON'T
WANT RESIDENTIAL ASPECT TO DOMINATE MIXED USE PROJECT
- DONT REZONE (E) SAFEWAY SITE TO MIXED USE
- BETTER ACCOUNT FOR # OF CHILDREN IN A RES PROJECT
- DON'T UNDERESTIMATE IMPACT TO SCHOOLS
- FULLY FUND SCHOOL FACILITIES - DEVELOPERS SHOULD
- EASTERN NODE - LOWER INTENSITY DEVELOPMENT.
A LOT OF EXISTING RES NEARBY
- STAND OUT FROM SANTA CLARA
- AFFORD. HOUSING SHOULD BE PLACED NEAR HIGHWAYS


MIXED USE A MORE PARKING SUPPLY SHOULD BE PROVIDED
BETTER ANALYZE ONSITE TRAFFIC CIRCULATION
- PROBLEMS W/ CHIK FIL-A SITE
Bike Lanes on Olive Bridge across Mary
CONCERN W/ ADD'L HOUSING AND IMPACTS TO SCHOOLS
- SCHOOLS ARE ALREADY FULL, (E) RESIDENTS CAN'T GET IN
- MAINTAIN EXISTING COMMERCIAL ON ECR
- DON'T WANT A "DOWNTOWN" NEXT TO HOMES, * ASSOC. IMPACTS
↳ OR SANTANA ROW
- MORE EVEN MORE RES. NEEDED THAN IN ALTERNATIVES
- PLACE RES W/ EMPLOYMENT
- REDUCE COMMUTES, AIR QUALITY, GHG
- ALTS WON'T MEET CAP GOALS
- SV SHOULD SET THE EXAMPLE
- IF EMPLOYEES CAN'T AFFORD HOUSING NEAR JOBS, COULD BUSINESSES


-BETTER PED. ACCOMMODATION ON ECR
-CREATE VIBRANT STREETSCAPES
-MORE DESTINATIONS
-NEED MORE AFFORDABLE HOUSING
- WANT MORE RESIDENTIAL BUT AT LOWER HEIGHTS AND DENSITIES
- PLACE COM'L SHOPPING CENTERS +SERVICE WITHIN WALKING DISTANCE TO RES
-DON'T REDEVELOP(E) COM'L SHOPPING CENTERS
- MIXED USE BLDGS DON'T USUALLY PROVIDE THE COM'L SERVICES THAT RESIDENTS ACTUALLY NEED
-SMALLER TENANT SPACES FOR EXAMPLE
- KEEP HOUSING ON PACE W/ JOB GROWTH
- GROW SMARTLY, INFILL DEVELOPMENT TO PREVENT SPRAWL
REDUCE VEHICLE TRIPS, MANDATORY SHUTTLE SERVICE FOR HOTELS
- BUILD OVERPASSES TO ACCOMMODATE MORE TRAFFIC

Circulation Station Notes




- ECR - 16 hotels coming
- should have shuttles + 1 mile radius 24/7 + SFO/SJC airports MANDATORY
- Overpasses for ped/bikes + cars across N/S
- Increase height allowance (70' up)
- Mixed use
- Housing nearer freeways
- Add flashing beacons at unsignalized xings
- Bicyclists should wear reflective vests (mandatory)
- Sunnyvale would be 1st in USA.
- Coordinate w. Caltrain corridor plan

Vision Station Notes

