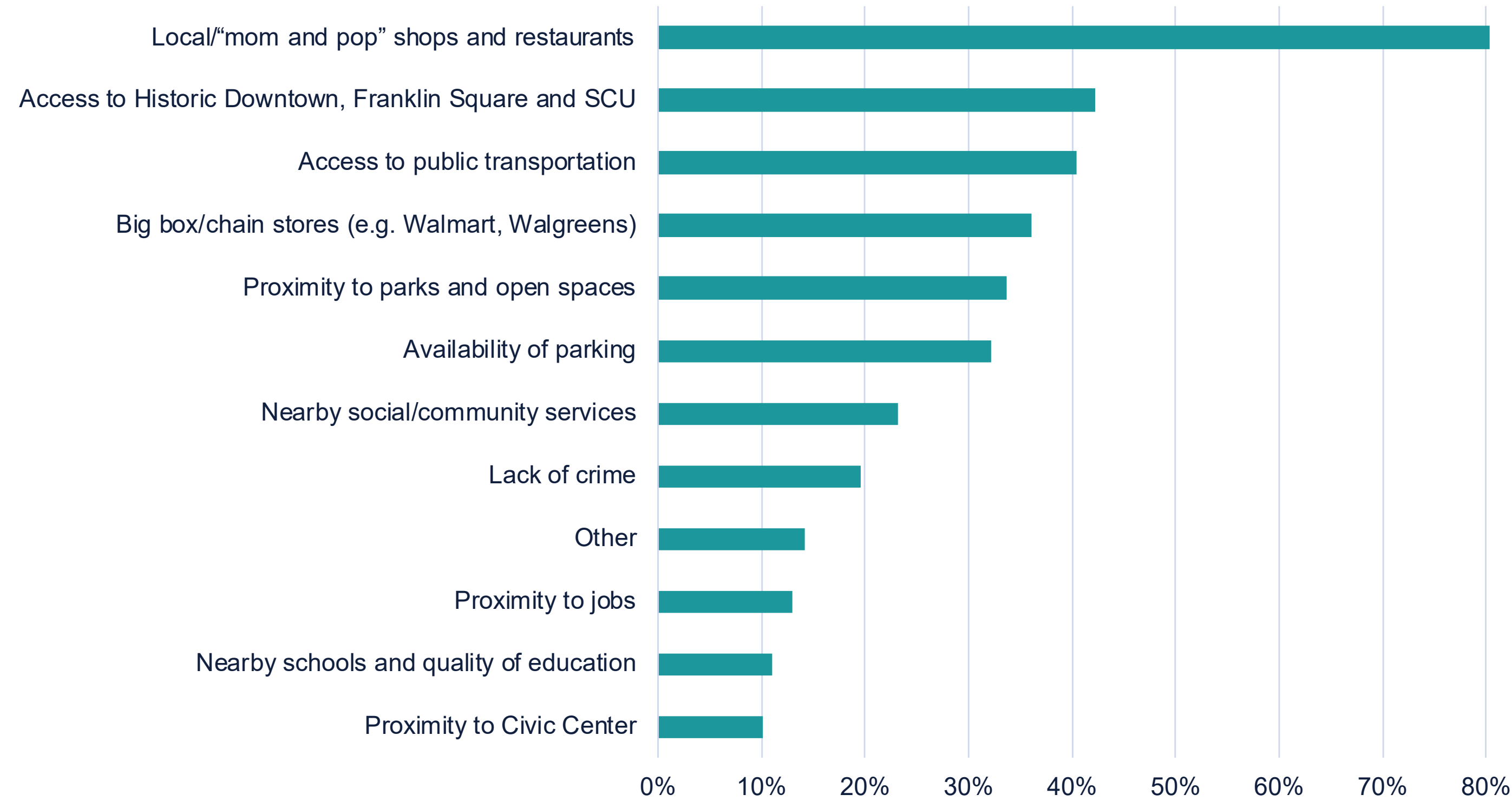


ONLINE SURVEY RESULTS

Over the last two months, residents of Santa Clara have had an opportunity to share what they would like to see on the El Camino Real through an online survey. 695 responses were received in total. The results are summarized below.

Summary

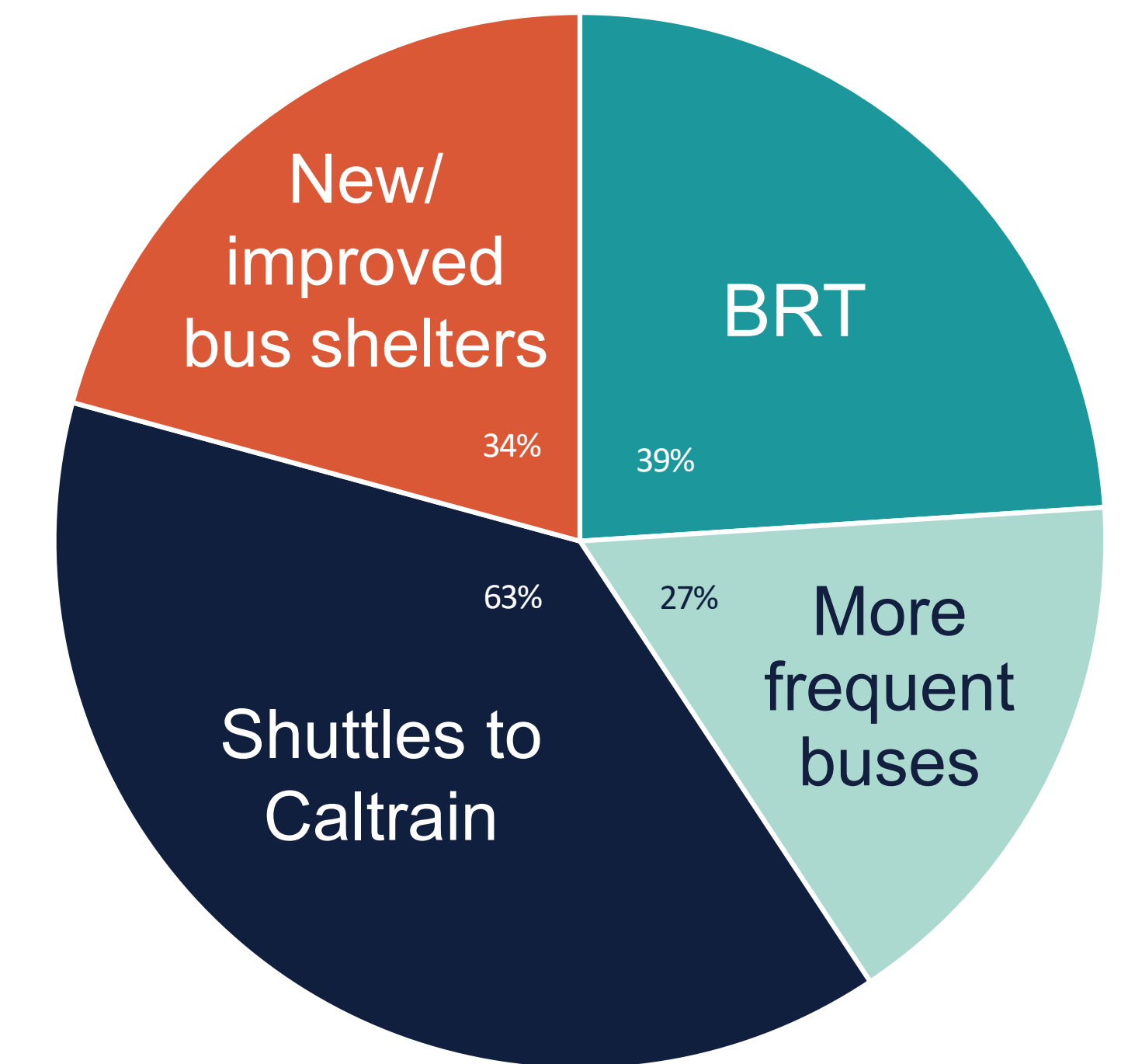
What do you like best about ECR?



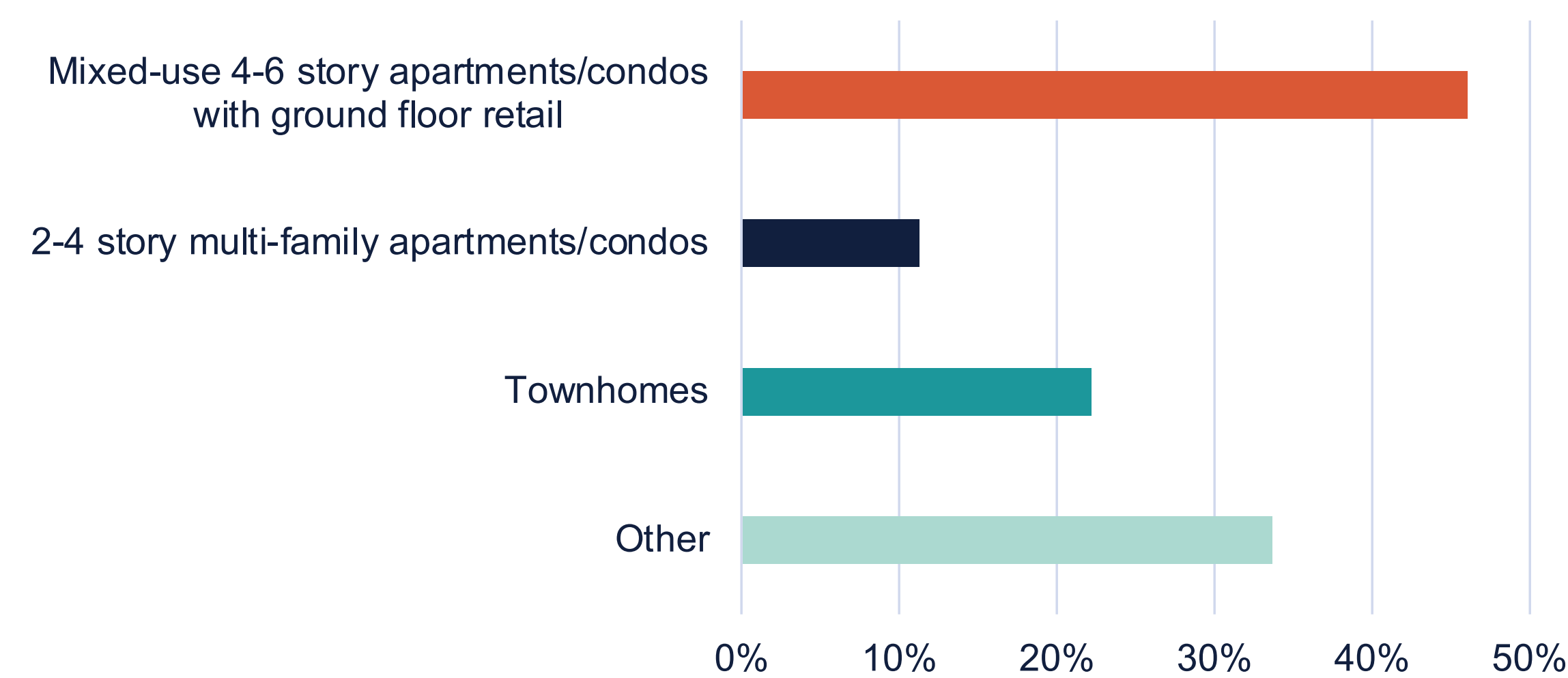
Top rated issues along ECR



Top transit improvements



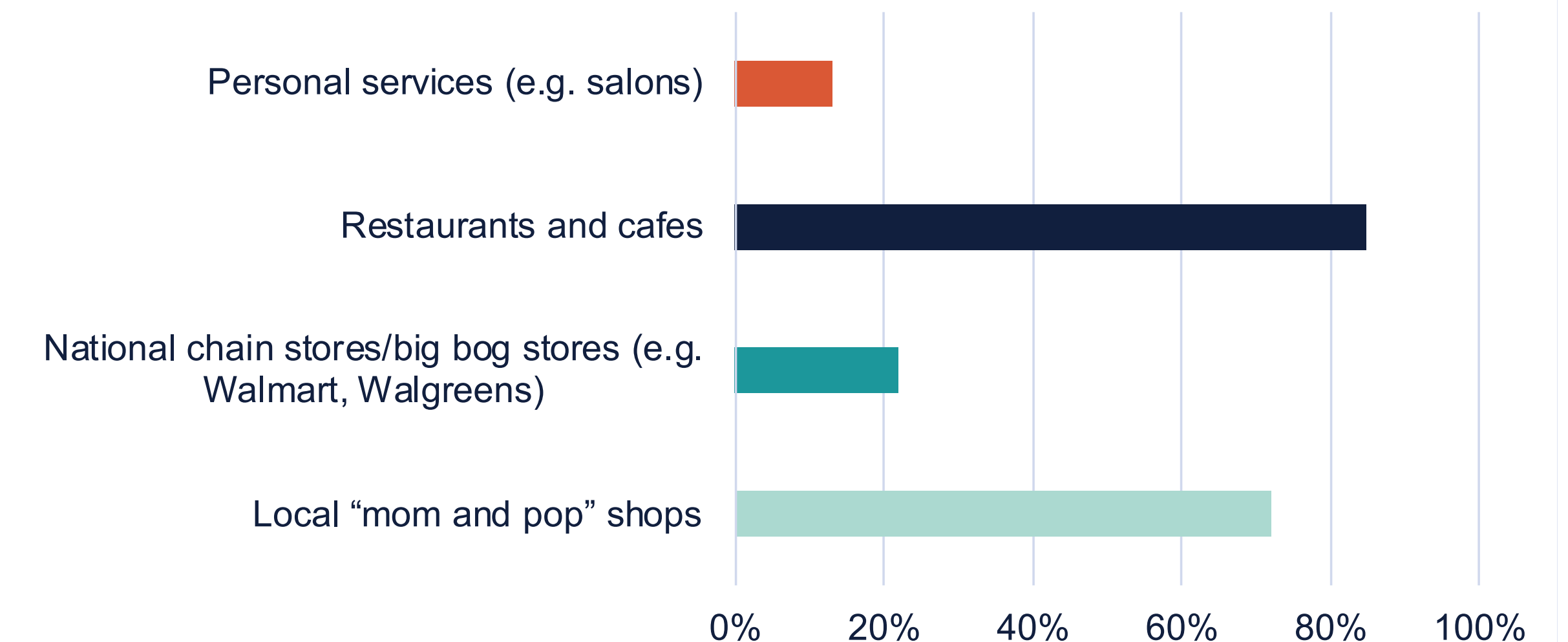
What type of housing is most appropriate along ECR?



“Other” responses included:

- no housing
- affordable housing
- multi-generational housing

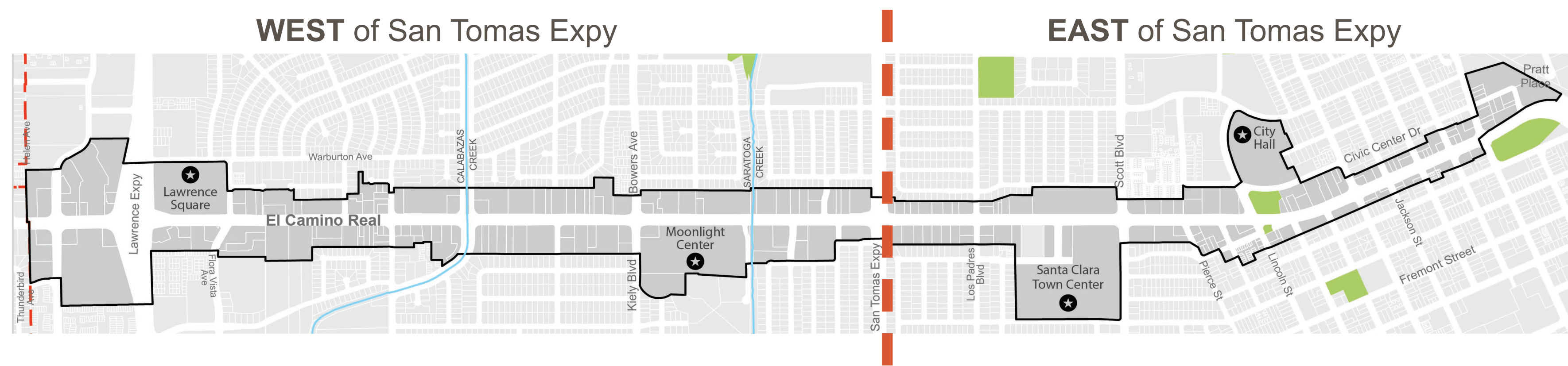
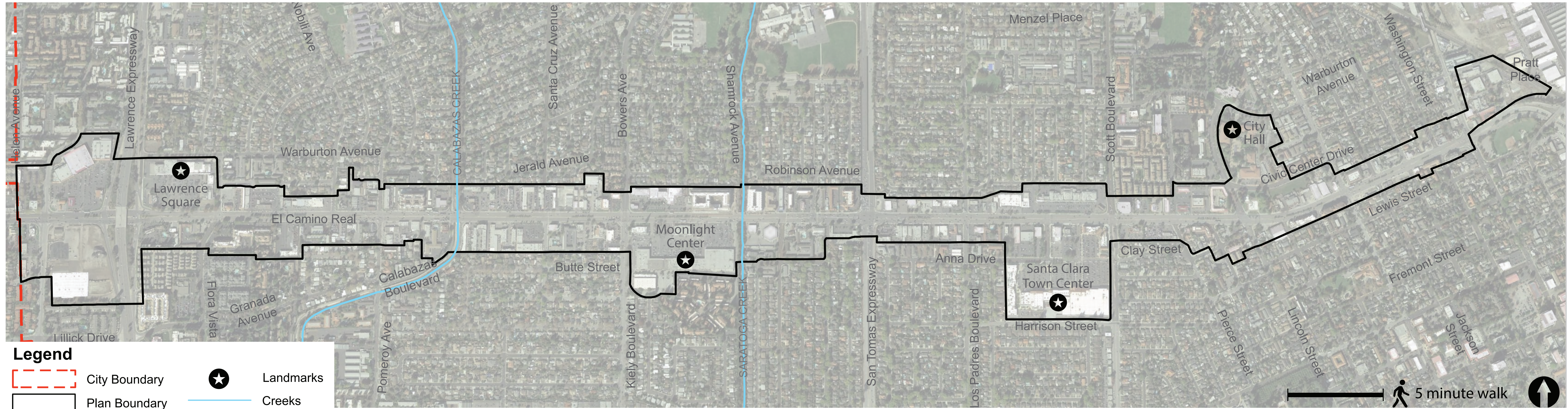
What types of retail do you envision along ECR?



PROJECT OVERVIEW

The El Camino Real is the City's most visible and identifiable commercial corridor. The City's General Plan vision for El Camino Real is to transform the corridor from a series of automobile-oriented strip malls to a tree-lined, pedestrian and transit-oriented corridor with a mix of residential and retail uses. The City is currently embarking on a new and exciting project – the creation of a Specific Plan for the El Camino Real. The specific plan will build on the General Plan guidance by providing a more focused vision and detailed guidance on preferred land uses, transportation improvements, and design standards for the corridor over the next 20- to 30-years.

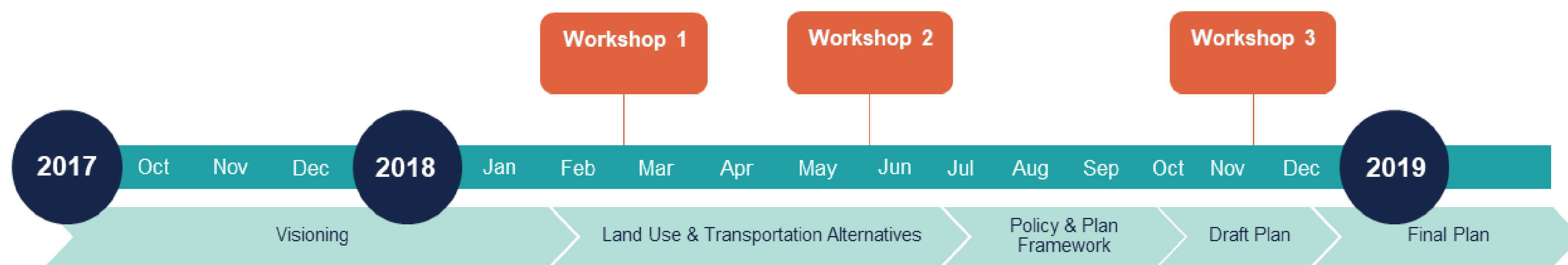
Plan Area



Key Map

Maps at some workshop stations show the corridor in 2 pieces: WEST San Tomas Expy and EAST of San Tomas Expy.

Project Timeline



Get Involved!

Your input is important! You live, work, play, and shop in the area and your voice matters. Over the coming year, the City will be speaking with community leaders, hosting workshops, and sharing information at local events. Residents, property owners, businesses, and other community members will have an opportunity to share input at 3 workshops and other types of in-person events, and online at:

www.santaclaraca.gov/ecr



EL CAMINO REAL SPECIFIC PLAN

Workshop #1

February 28, 2018, 5:30-7:30pm

Agenda

- 5:30 PM** Welcome/Sign-in
- 5:40 PM** Large Group Presentation
- 6:00 PM** Open House: Activity Stations

Please leave your feedback on the back of this sheet.



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Please leave your feedback on the back of this sheet.

What does El Camino look like in the future?

Write or draw your big idea or vision for making El Camino Real a great place to live, work, and shop!



ISSUES

DIRECTIONS: What are the most important issues facing the El Camino Real? (place a sticky dot on up to 5 issues)

Issues	Place up to 5 sticky dots in this column
Lack of gathering spaces	
Lack of parks, community centers and open space	
Lack of street trees	
Lack of street furnishings (e.g. benches, trashcans)	
Lack of housing choices	
Lack of reliable/frequent transit service	
Crime	
Unsafe walking environment	
Lack of safe bicycle facilities	
Trash and litter	
Traffic congestion	
Too many big box stores (e.g. Walmart)	
Too many fast food restaurants	
Too many auto-oriented shops/uses	
Parking	
Other	

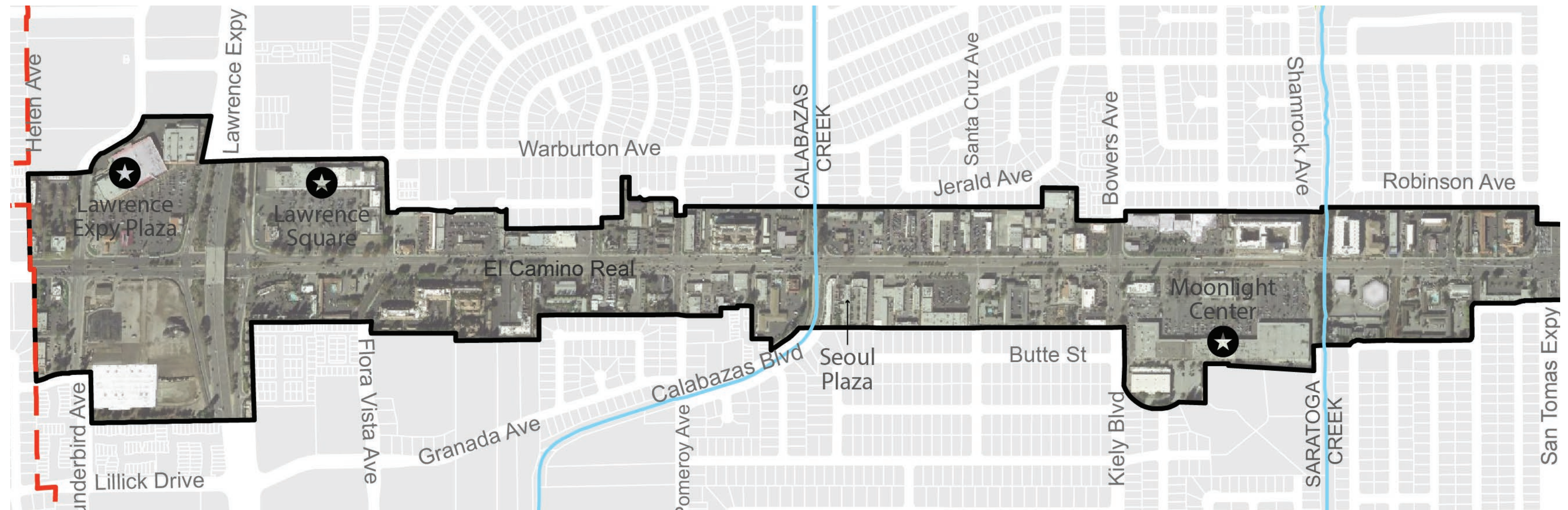
AREAS OF CHANGE & STABILITY

DIRECTIONS: Use the stickers provided to identify areas of change and stability on the maps to the right.

I'D CHANGE - Areas you think should or will change in the next 10 - 20 years

I LIKE - Areas that you like and should remain as they are

WEST of San Tomas Expy



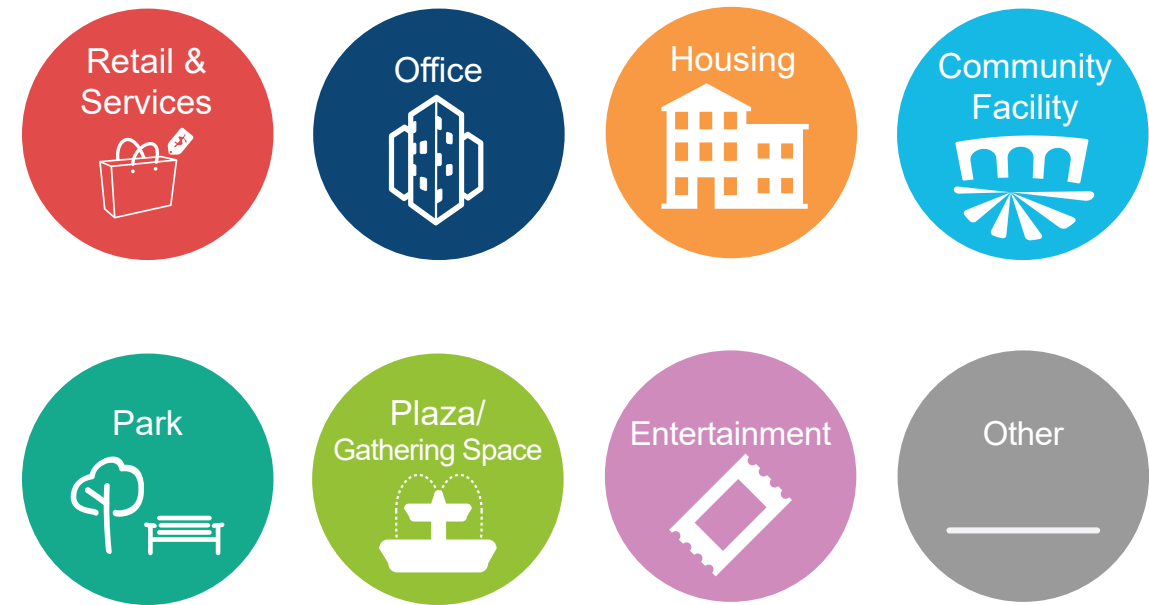
EAST of San Tomas Expy



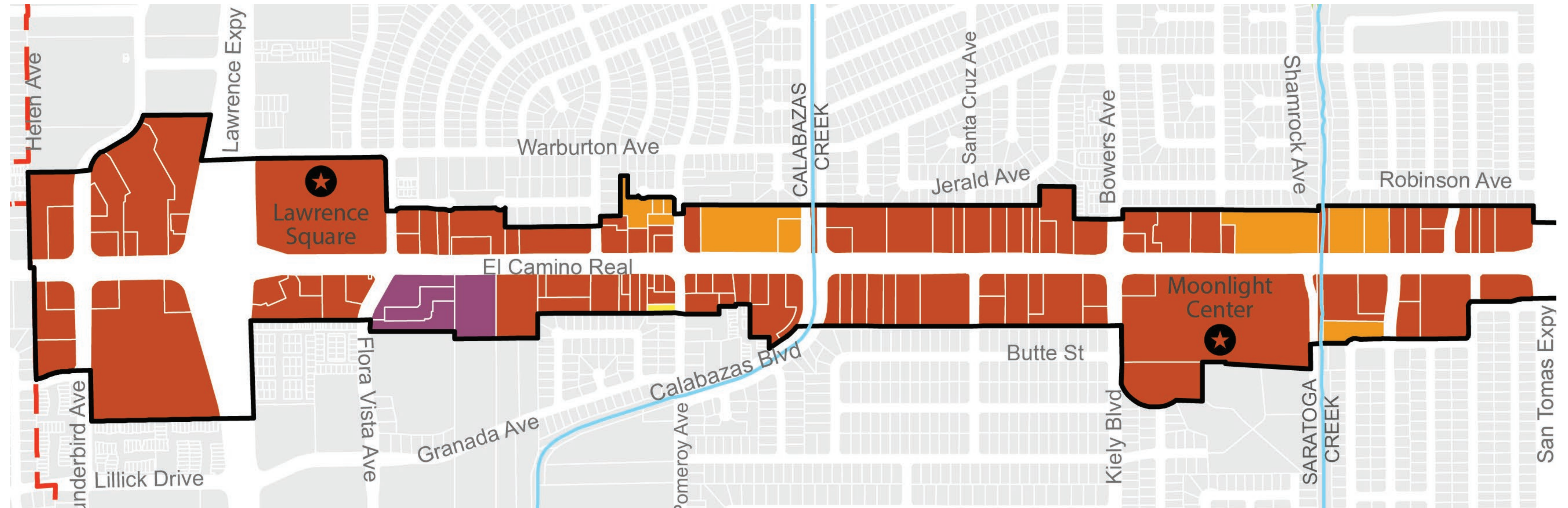
For the areas you identified as likely to change, what should happen there?
(comment in the space below)

DESIRED USES

DIRECTIONS: What would you like to see happen along El Camino Real? Use the provided stickers and markers to show where you would like different uses and improvements on the maps to the right.

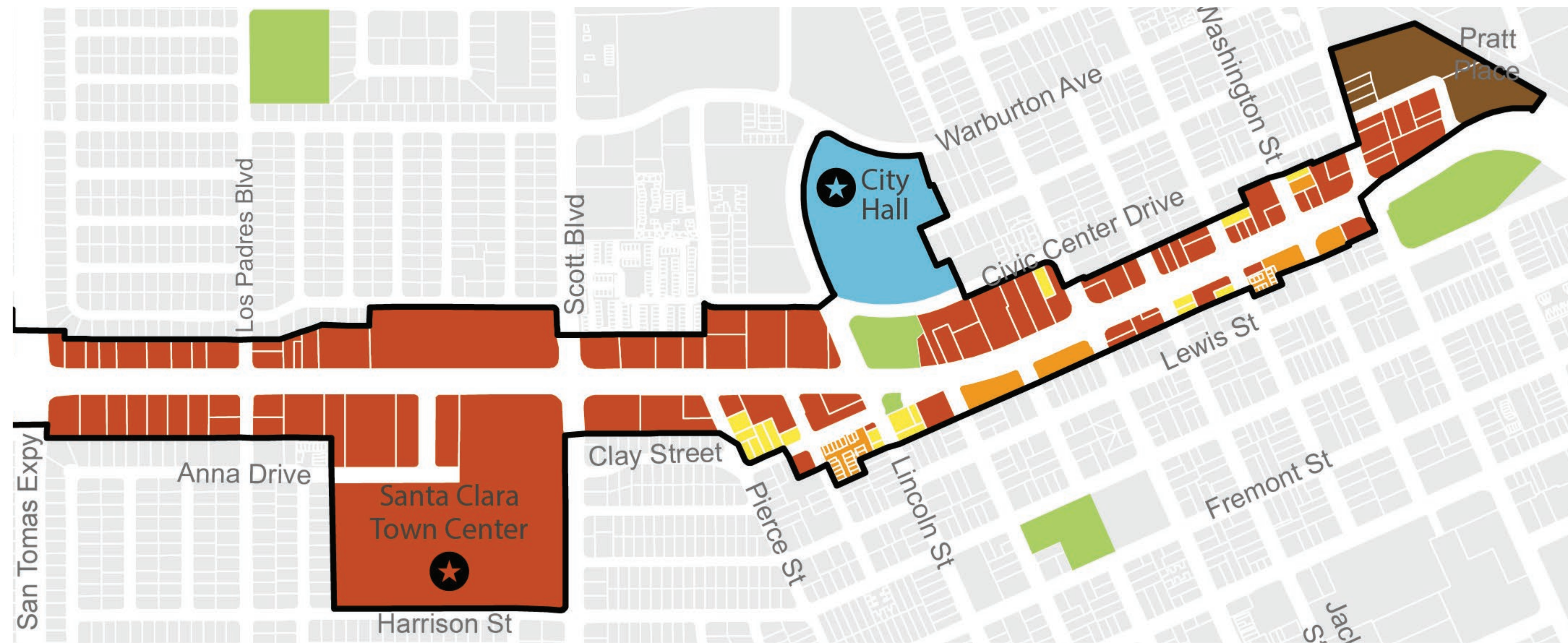


WEST of San Tomas Expy



CURRENT LAND USE

EAST of San Tomas Expy



CURRENT LAND USE

Legend

- City Boundary
- Parcels
- Plan Boundary
- Plan Parcels
- Creeks
- Parks
- ★ Landmarks

Existing Land Use

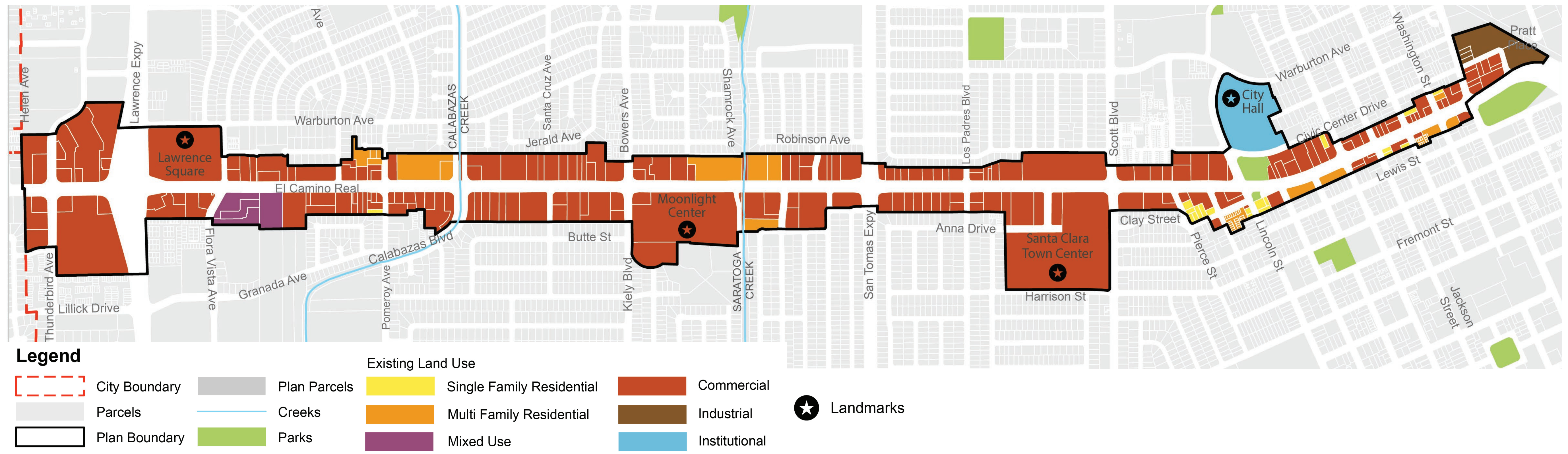
- Single Family Residential
- Multi Family Residential
- Mixed Use
- Commercial
- Industrial
- Institutional

0 1/4 Miles

LAND USE & CHARACTER - EXISTING CONDITIONS

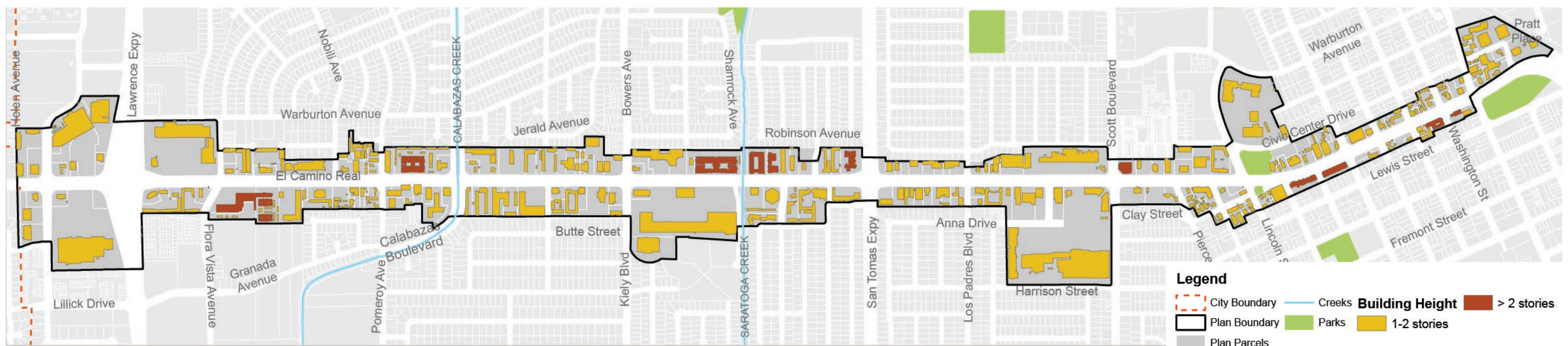
CURRENT LAND USE

The majority of the Plan Area is currently commercial uses, with a few multi-family developments.



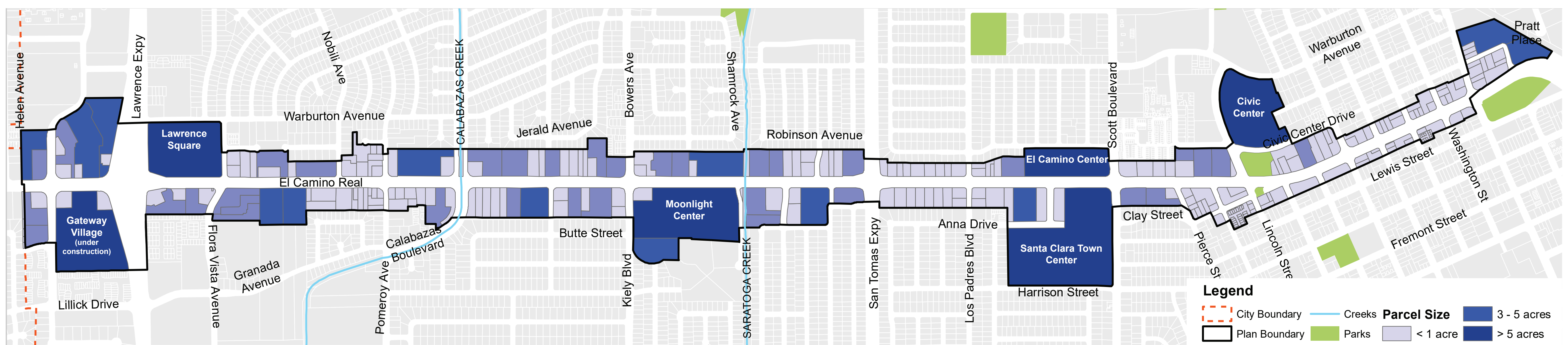
BUILDING HEIGHTS

Most buildings along El Camino are 1-2 stories high, with some newer 3-4 story mixed use and residential developments.



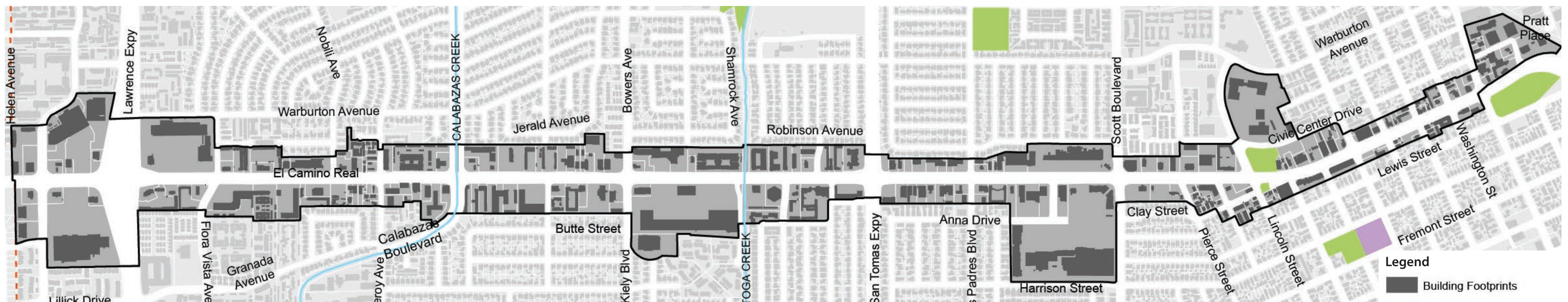
PARCEL SIZE

Most parcels along the corridor are 1-2 acres in size. There are 6 parcels over 5 acres (labeled below). These larger parcels offer opportunities for change or infill development but are currently in stable use as retail shopping centers.



BUILDING FOOTPRINTS

30% of the corridor's buildable land is occupied by buildings. The remaining 70% is surface parking lots, streets, drive aisles, and 2 parks.

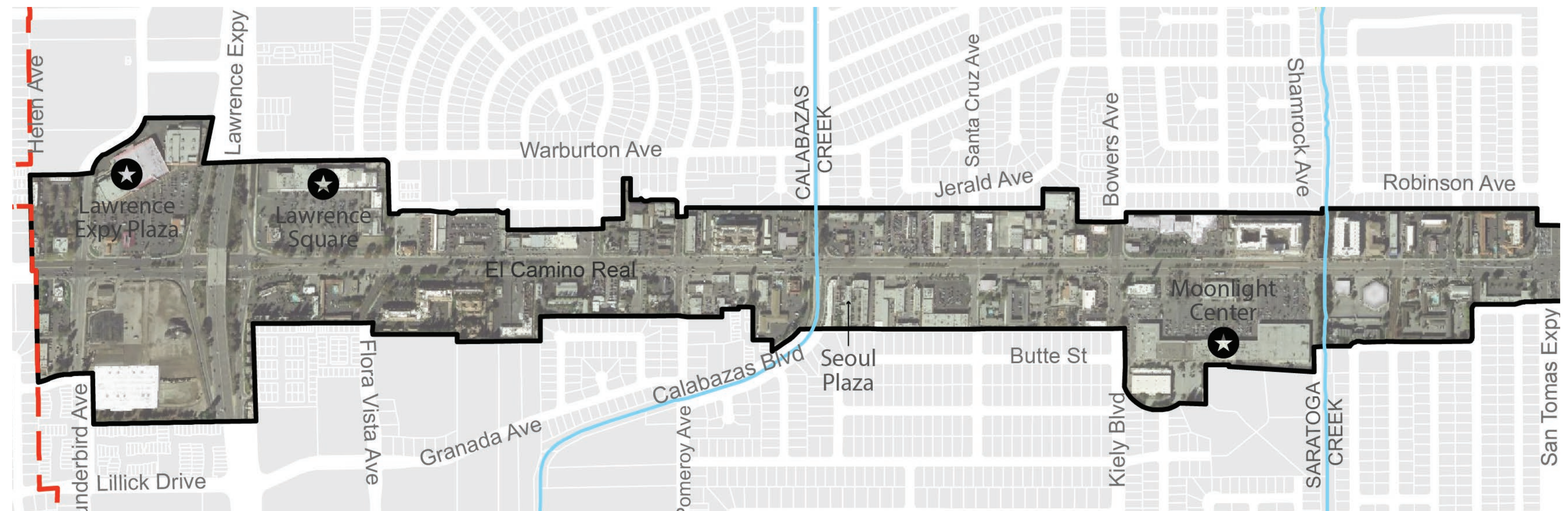


DESIRED STREETScape IMPROVEMENTS

DIRECTIONS: What types of streetscape improvements would you like to see along El Camino Real? Use the provided stickers and markers to add improvements on the maps to the right.



WEST of San Tomas Expy



EAST of San Tomas Expy

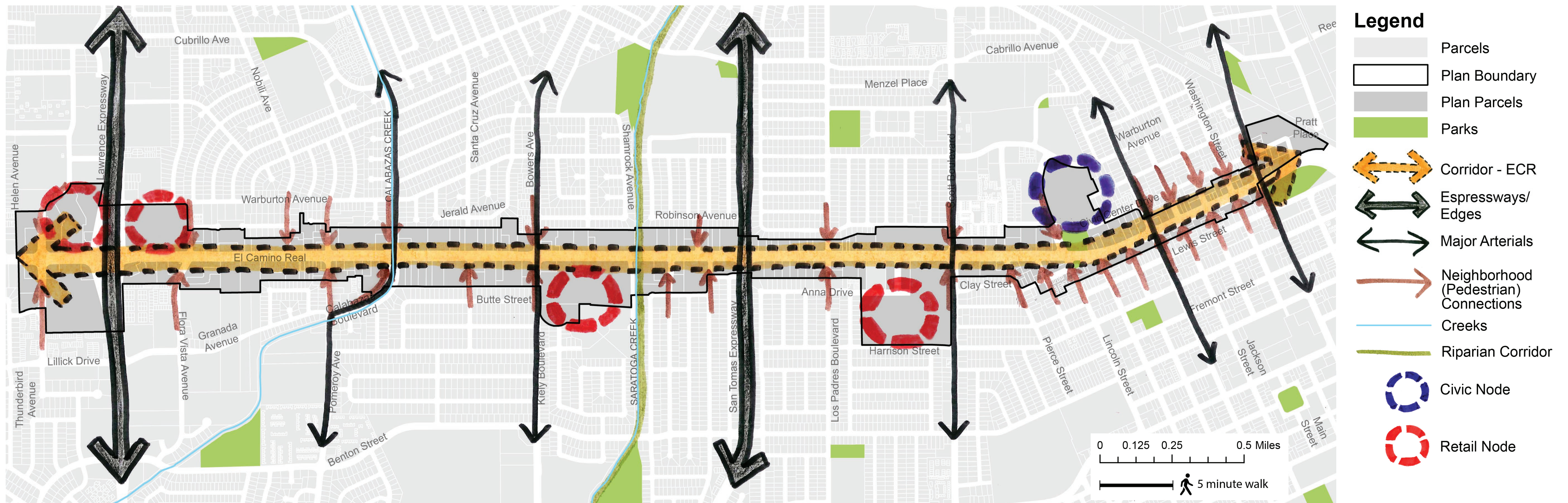


URBAN FORM & STREETScape - EXISTING CONDITIONS

EXISTING URBAN FRAMEWORK

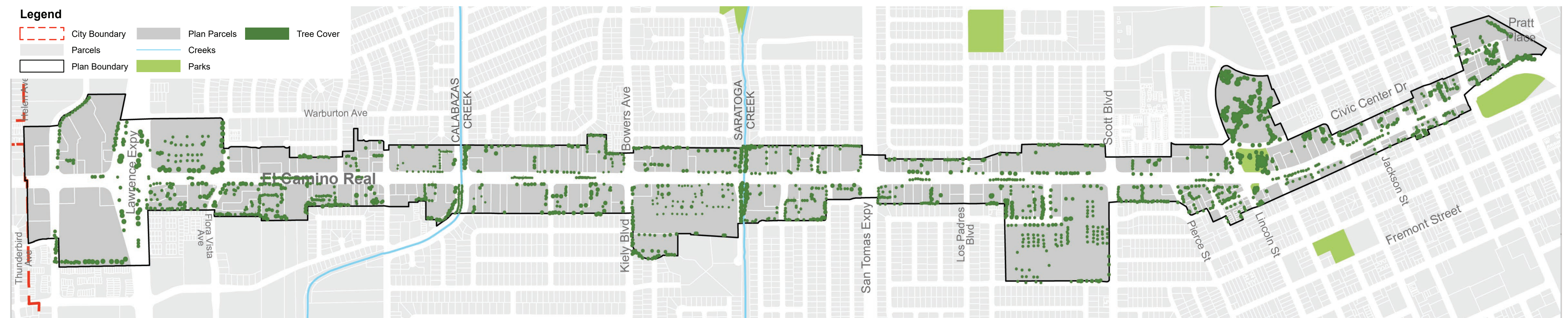
Key physical features that define the character or image of an area include paths/corridors, edges/barriers, and activity nodes.

- El Camino Real is the major corridor
- 2 key edges - Lawrence Expy and the San Tomas Expy - are large multi-lane roadways that provide vehicle connections but create significant physical barriers to pedestrian movement
- 2 natural edges/amenities - Calabazas and Saratoga creeks
- Area west of Scott Blvd is less walkable, with longer blocks and fewer cross streets, whereas the area east of Scott Boulevard features numerous neighborhood connections at shorter intervals
- 3 activity nodes: Moonlight Center, Santa Clara Town Center, and Civic Center



TREE COVER

Narrow medians with small trees and shrubs occur at regular intervals along El Camino. However, the majority of sidewalks, in some cases entire blocks, lack street trees.



SIDEWALK CONDITIONS

Sidewalk conditions vary along the corridor, but the majority are older sidewalk conditions. There are only 3 places with newer sidewalk conditions - in front of Villas on the Boulevard, Alexis Apartments, and Santa Clara Town Center (see photos at bottom right).

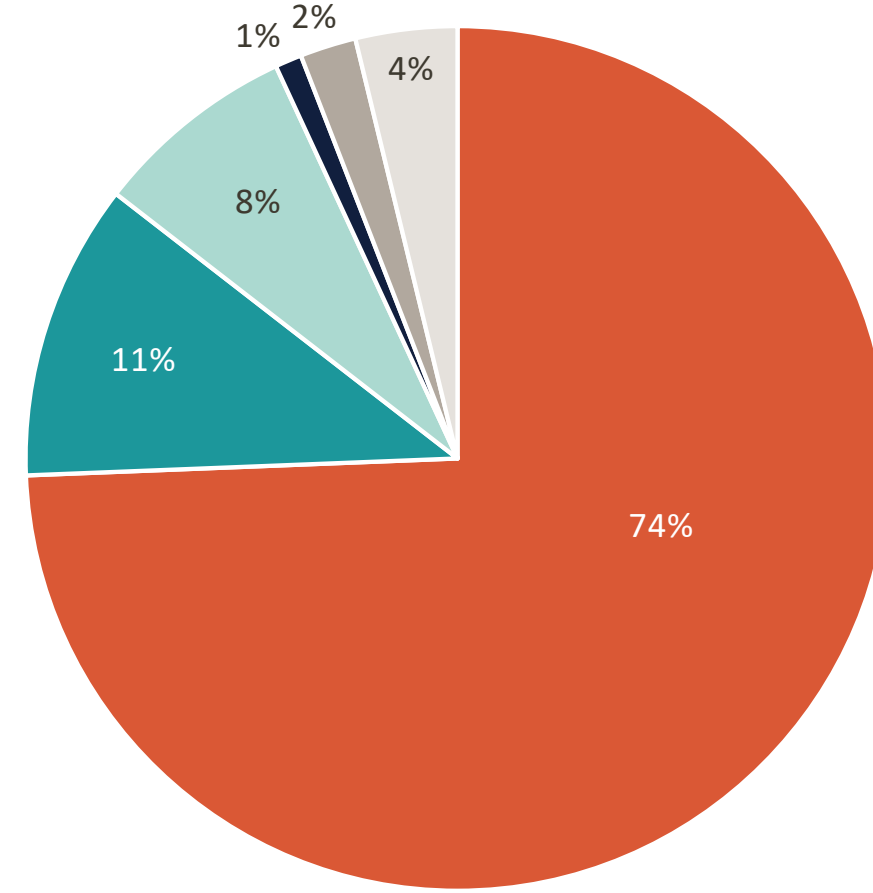
Older Sidewalk Condition #1: Parking Frontage	Older Sidewalk Condition #2: Landscaped Setback	Newer Sidewalk Condition: Recent Development
<ul style="list-style-type: none"> • Narrow sidewalks • No street trees along sidewalk • Limited street furniture • Surface parking frontage 	<ul style="list-style-type: none"> • Narrow sidewalks • No street trees along sidewalk • Limited street furniture • Landscaped setback along building frontage 	<ul style="list-style-type: none"> • Wide sidewalks • Street trees along sidewalk • Limited street furniture • Landscaped setback along building frontage

TRANSPORTATION - EXISTING CONDITIONS

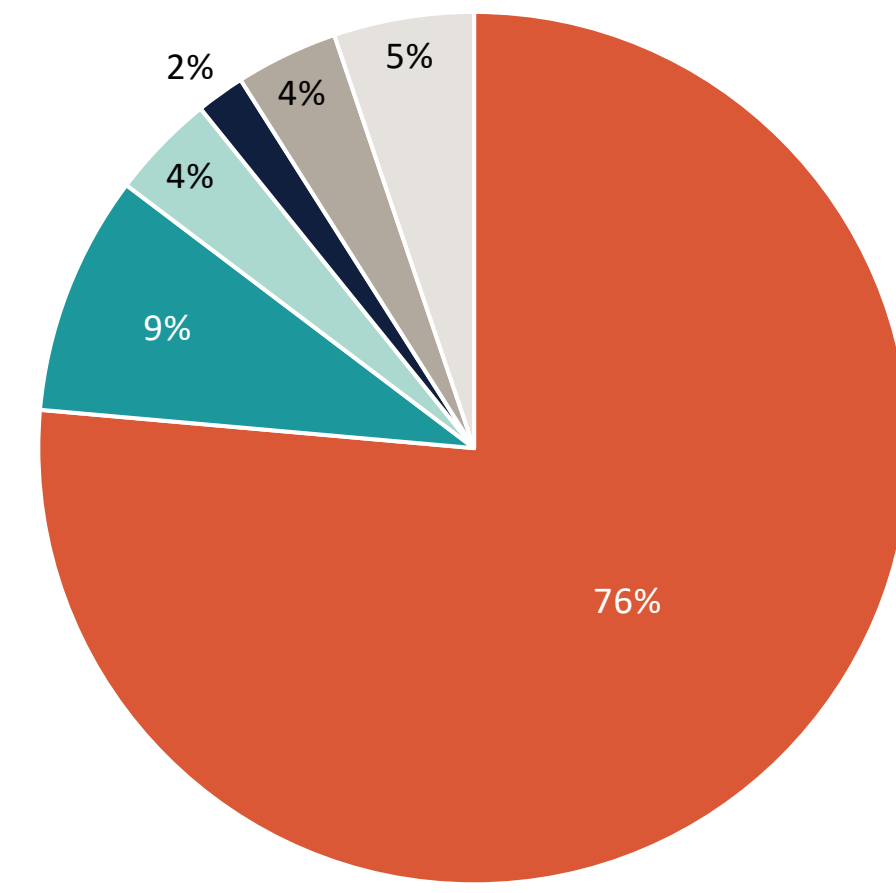
HOW PEOPLE TRAVEL TO WORK

Most people living in this area rely on cars as their primary mode of transportation to work. However, transit, biking, and walking make up nearly 11% of all commute trips, which is slightly higher compared to the City overall.

ECR Corridor Area



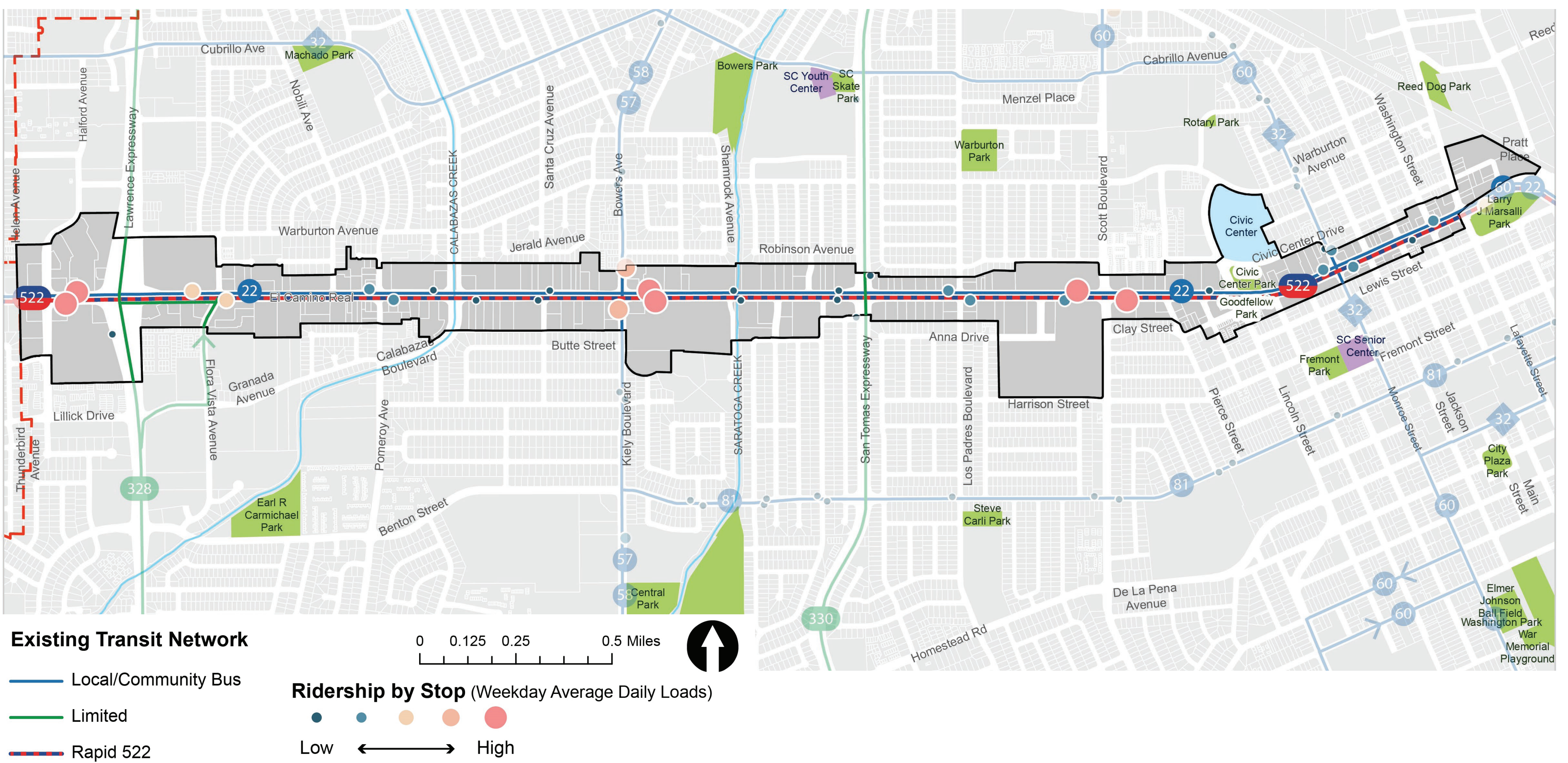
City of Santa Clara



- Drove Alone
- Carpooled
- Public Transportation
- Bicycled
- Walked
- Other/ Work from Home

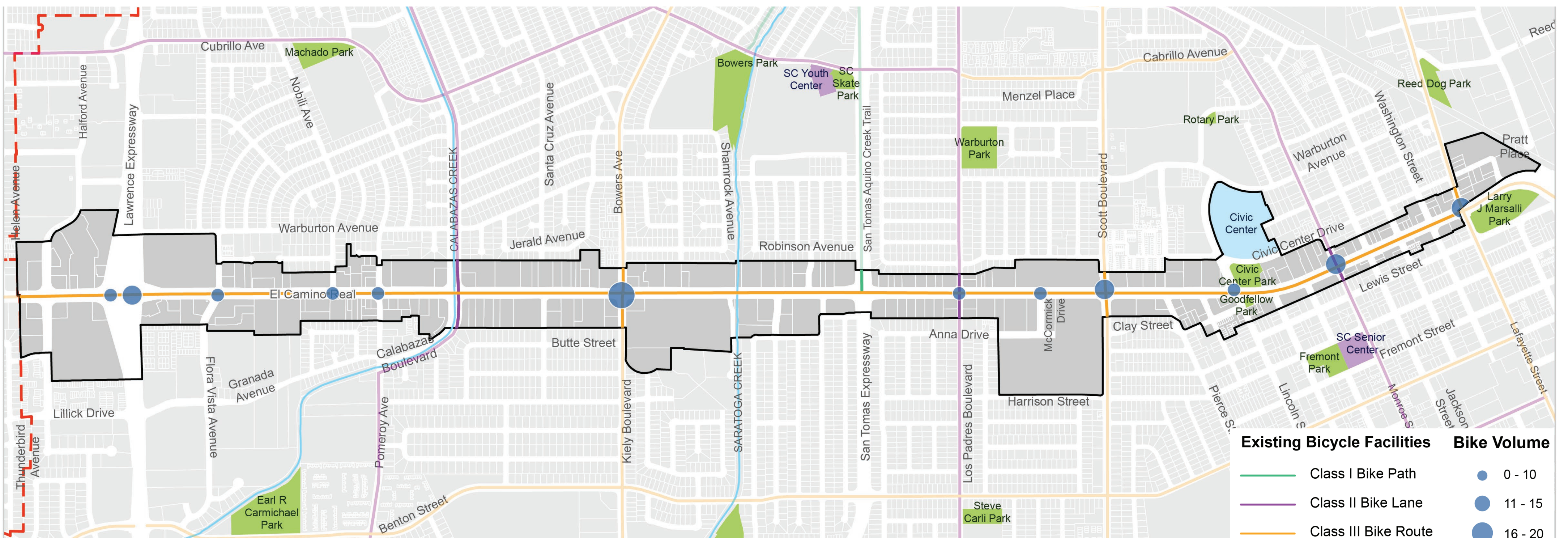
TRANSIT NETWORK & RIDERSHIP

Two VTA lines - local 22 and rapid 522 - run along El Camino, and six local lines cross the corridor. Stops along El Camino Real at Lawrence Expy, Halford Ave, Kiely Blvd, Bowers Ave, and Scott Blvd have the highest average weekday ridership.



BICYCLE NETWORK

El Camino Real is a bike route, which means it does not have a designated lane for bicyclists. It is rated as “high caution” for cyclists. Segments of El Camino Real from San Tomas Expy to Kiely Blvd, and the intersections at Lafayette St, Monroe St, Scott Blvd, have the highest frequencies of bicycle collisions.



EL CAMINO REAL SPECIFIC PLAN

TRANSPORTATION PRIORITIES

DIRECTIONS: What kinds of transportation improvements would you most like to see along El Camino Real? (place a sticky dot on up to 5 issues)

Issues	Place up to 5 sticky dots in this column
Safer/improved crossings	
Wider sidewalks	
Additional street trees, landscaping, and street furniture	
Additional bicycle facilities	
More frequent bus service	
Bus Rapid Transit (BRT) – shared lane for carpool and buses along El Camino Real	
Bus service/shuttles to nearby Caltrain stations	
Additional/improved bus shelters	
More parking	
Less traffic congestion	
Additional turn lanes at expressways	
More lighting	
Improved/optimized signalization	
Pedestrian refuge islands at crossings	
Other (please specify)	