



# City of Santa Clara

The Center of What's Possible

## EL CAMINO REAL SPECIFIC PLAN Community Advisory Committee

### Meeting #3 Summary

*Santa Clara City Hall, Council Chambers  
1500 Warburton Avenue, Santa Clara, CA 95050  
October 25, 2018 | 5:30 pm – 7:30 pm*

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### Meeting Objectives

Review and discuss visioning of land use for the Specific Plan

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### Meeting Summary

#### Land Use Visioning Activity:

- Staff presented the Workshop #2 summary and outlined the desired outcomes from the first CAC meeting.
- Staff gave introduction to the land use visioning activity and break into three groups for discussion and reporting.
- Group 1:
  - Preferred alternative C with an increase in residential units in activity centers.
  - Increase residential development while functionally serviced.
  - Does not need to be uniformed throughout the corridor
  - Create vibrant area – efficient use of land
  - Residents supports retail with transit supports
  - Leverage transportation system in the high density area – support ridership and investment in our transit providers – activation at the street level
  - Maximize the mixed use to create vibrant communities – only at deeper lots go denser

- Address transit issues – traffic, traffic calming, add protected bike lanes and more pedestrian friendly walkways – encourage residents to visit more retail along ECR, not reliant on parking
- Create smarter parking designs e.g. Santa Clara Target shopping area – can't see retail from the street
- Housing – look at MTC minimums
- Cons: Schools/Traffic
- Better to support in local schools than have people to move to outskirts of town and commute into jobs – puts sprawl pressure on our natural resources
- Group 2:
  - Street and building should be developed concurrently
  - Each activity center should minimize traffic and parking impacts
  - Each activity center should be different
  - Moonlite should be heavily developed as retail
  - Alternative D – smaller housing and more public space
  - 20% affordable housing
  - Integrate with adjacent neighborhood
  - Should not be the same for in between areas – zone it differently
  - Create own character
  - Force variety
  - Should not designate a maximum height because developer will build to the max.
- Group 3:
  - Alternative A – not a good use of space
  - C – with six stories, but only if there is an anchor retail and public space
  - Incorporate roof top amenities
  - Minimum 10 feet setback from property line
  - Moonlite center good for tall building – adjacent to multifamily
  - Activity centers across from SC Town Centre
  - Need special design construction to transition
  - Allow taller building based on lot dept
  - Require some percent of retail
  - Mariani – encourage walkable retail
  - Share parking structures – concern about spill out parking
  - Sensitivity to the neighborhood – sunshine, property value

Public Comment:

- Impact fees
- Activities Centers need to be very specific
- Incentivize to get affordable housing reduce permit fees or park fees
- Choose what the impact fee %
- Preserve historical signs and any historical feature of ECR
- Public art impact fee to add more public art

- Make it cool, unique, fun, and exciting.