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LAND USE 3

LAND USE

This chapter describes the future land uses in the El Camino Real Specific Plan Area. It provides broad policy direction for the range of future land uses envisioned along El Camino Real. Not every project must fulfill every policy goal; rather, future projects will contribute in different ways to the overall policy goals for the Plan Area. It also includes an overview of the three character areas along the corridor, including the intent or vision for each and associated land use designations.

3.1 Land Use Policies

The policies below provide guidance about the intended mix and focus of land uses in the El Camino Real Specific Plan Area. They provide a policy basis and framework for the topic- and location-specific design standards and guidelines found in Chapter 4.

- 1. Use regulations.** Land uses in the Plan Area shall be consistent with the General Plan land use designations, shown in Figure 3-1.
- 2. Activity Center nodes.** Support the intensification of development at major intersections to create dynamic and distinctive retail nodes that will enhance the identity and function of El Camino Real as a shopping destination for both local residents and regional patrons. Encourage the clustering of community-oriented commercial services, housing, and community gathering places with pedestrian-oriented amenities that are accessible and walkable.
- 3. Diverse mix of uses.** Encourage a diverse mix of uses including retail, services, community facilities, lodging, and housing that will complement and support the economic vitality of the corridor.
- 4. Neighborhood services and amenities.** Support an increasing range of neighborhood goods and services such as grocery stores, pharmacies, banks, hardware stores, cafes, restaurants, and other amenities to allow people living along the corridor and in nearby neighborhoods to meet their daily needs close to where they live.
- 5. Retail preservation.** Work to retain existing retail establishments in the Specific Plan Area, even as the character and use mix of the corridor change over time.
- 6. Street-activating retail.** Encourage and reinforce areas of existing and active ground floor retail and other uses that engage and add interest to create a pedestrian-friendly and successful shopping environment. Allow and encourage temporary pop-up retail and arts/cultural uses in underused retail spaces.
- 7. Building design.** Ensure that the massing, articulation, and design of buildings provide visual interest, integrate with the neighborhood, and create a pleasant, pedestrian-oriented public realm.
- 8. Neighborhood transitions.** Ensure that new development provides appropriate transitions in height, bulk, and intensity to adjacent residential neighborhoods along the corridor.

9. **Livable and beautiful corridor.** Create a more livable and beautiful corridor through the addition of wider sidewalks, landscaping, trees, street furnishings, attractive buildings, and neighborhood gathering spaces that will create an environment where people want to be.
10. **New plazas and public space.** Encourage a variety of publicly-accessible, privately-maintained outdoor spaces, pedestrian-oriented streetscapes, and gathering spaces to meet the needs of new and existing residents, visitors, workers, and businesses.
11. **Placemaking.** Incorporate placemaking into site design to create an engaging experience, develop corridor character, and connect or direct the community to local amenities. Various techniques may include private street and sidewalk patterns/colors, interactive landmarks, wayfinding signage, and public art.
12. **Broad public benefits.** Ensure that large developments provide broad public benefits and improvements, such as new parks and public space, pedestrian and bicycle improvements, and shared parking.
13. **Community programming and events.** Allow and support special events conducted by local organizations, property owners, tenants, or other groups to activate the corridor and encourage social gathering.
14. **Range of housing types.** Encourage a broad range of multi-family housing types and sizes, including small, medium, and larger residential units for a variety of different household types, sizes, and stages of life along the corridor.
15. **Provision of affordable housing.** Encourage the development of affordable housing throughout the Plan Area with the goal of ensuring that at least 20% of new housing units along the corridor are affordable to lower and moderate-income households.



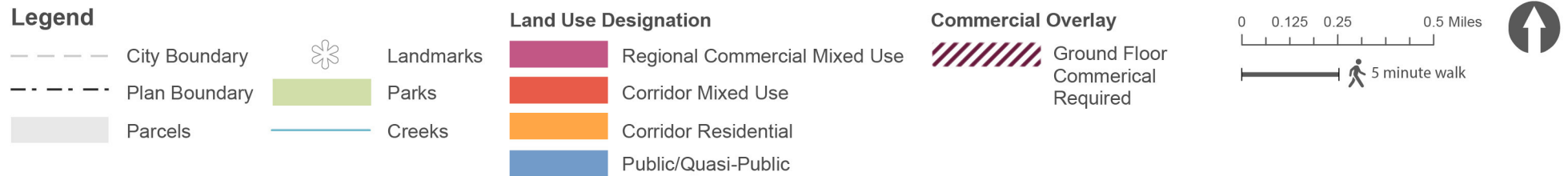
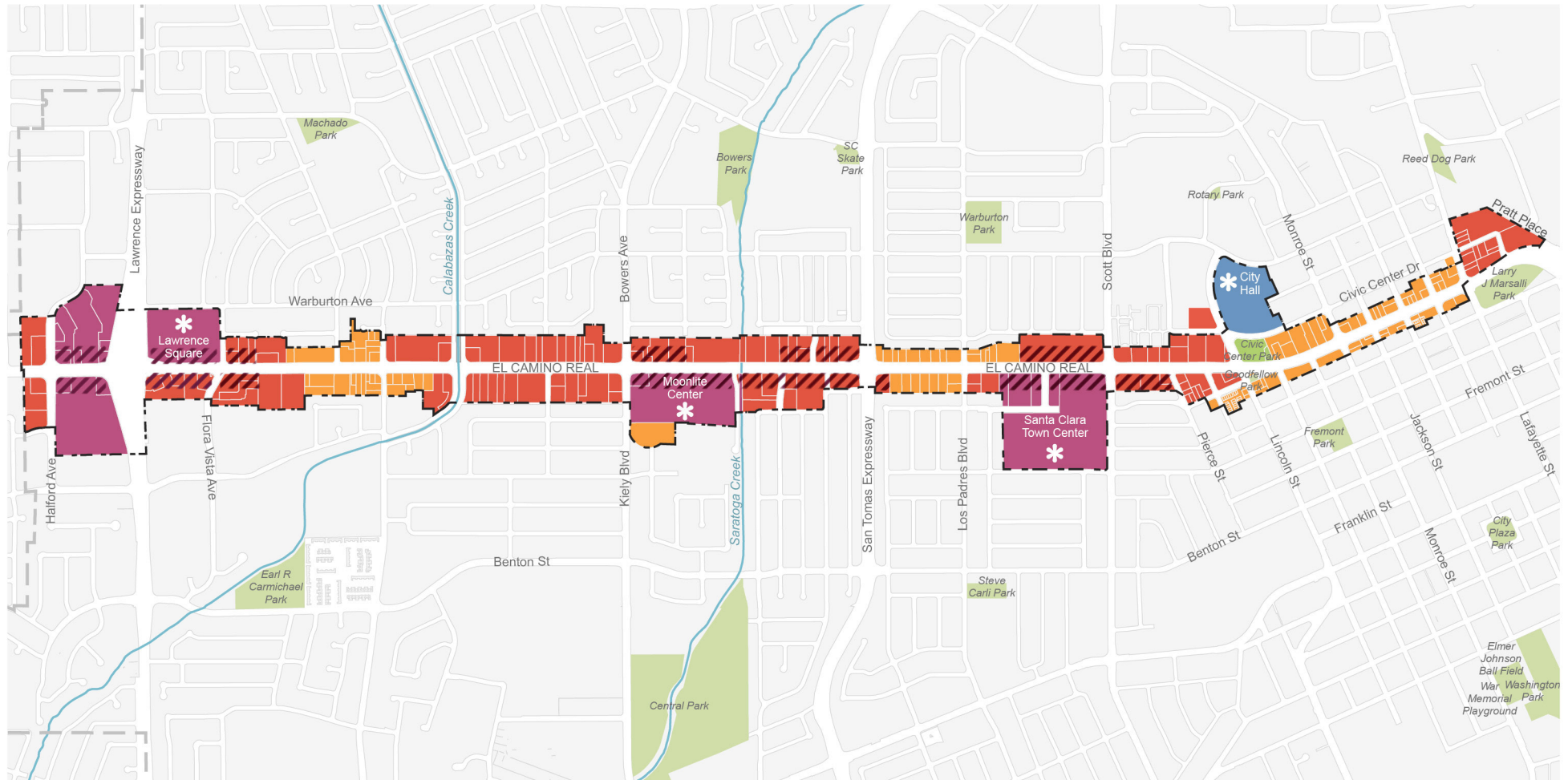


3.2 Land Use Plan

The land use framework of the Specific Plan stems from a strategy that focuses more intensive development and public improvements at key nodes or “Activity Centers.” These Activity Centers are, in most cases, based on existing centers of commercial and pedestrian activity and are aligned with the major intersections along the corridor – Lawrence Expressway, Kiely Boulevard, and Scott Boulevard. These Activity Centers are designated as Regional Commercial Mixed Use, which will include a concentration of retail, services, housing, and new public gathering areas. This density of uses, coupled with regional traffic and visibility, will provide ideal conditions for vibrant regional-serving shopping destinations.

Between the Activity Centers, a less intensive mix of commercial and residential uses is envisioned. These “in-between” areas are divided into two designations: Corridor Mixed Use and Corridor Residential. Character areas and their associated land use designations along the corridor are shown in Figure 3-1 and described in more detail in the proceeding section.

Figure 3-1. Land Use Plan



Regional Commercial Mixed Use (Activity Centers)

Residential Density Range: 55-100 dwelling units/acre

Minimum Commercial Floor Area Ratio (FAR): 0.2

Overview and Intent

Activity Centers are key commercial nodes at major intersections, and generally correspond to existing large retail shopping centers along El Camino Real. Activity Centers are designated as Regional Commercial Mixed Use. This designation is intended for high-intensity commercial or mixed-use residential and commercial development with open space that can serve as a center for community gathering and activity. A large variety of commercial uses are allowed including retail, restaurant, entertainment, offices, hotel, and service uses to meet local and regional needs. Auto-oriented uses and live/work uses are not appropriate in this designation. Residential uses are allowed in a vertical or horizontal mixed-use form. Development under this designation should have an urban feel and typically be comprised of mid-rise buildings featuring pedestrian-oriented frontages and facades and structured or below-grade parking. All new development under this designation with a frontage along El Camino Real must include ground floor commercial uses along El Camino Real. Activity Centers will also feature significant public investment in public streetscape and pedestrian improvements including new pathways and connections, wider sidewalks, pedestrian-scale lighting, bus stop improvements, and crossing enhancements.



Corridor Mixed Use

Residential Density Range: 45-65 dwelling units/acre

Overview and Intent

The Corridor Mixed Use designation is intended to encourage a mix of commercial uses and medium-to-high density residential at smaller cross-streets along El Camino Real. This designation allows for standalone commercial or residential uses, and mixed-use development in a horizontal or vertical format. However, there are key locations along the El Camino Real corridor where ground floor commercial uses are required (see Figure 4-10. Ground Floor Commercial Overlay Areas in Chapter 4). Commercial uses under this designation are intended for local and neighborhood serving retail, office, and service uses. Auto-oriented uses are not appropriate in these areas.

Development under this designation should have an urban feel and typically be comprised of mid-rise buildings with shared open space and parking behind buildings, below-grade, or in structures to ensure that active uses face public streets. These areas will have some of the same characteristics and amenities as Regional Commercial Mixed Use Centers, such as gathering spaces and pedestrian improvements, but will be developed at lower intensities.



Corridor Residential

Residential Density Range: 16-45 dwelling units/acre

Overview and Intent

The Corridor Residential designation is intended for low- to mid-rise residential building types such as garden apartments, townhouses, and rowhouses with garages or below-grade parking. These areas provide a moderate-intensity residential character and a transition to adjacent single-family residential neighborhoods. This designation is generally applied to smaller parcels along the corridor that are constrained by shallow lot depths and parcel aggregation challenges.

Commercial ground floor uses are allowed and encouraged in this designation, but not required. Additionally, standalone commercial development with compatible commercial uses that promote pedestrian activity along the street shall be permitted. Auto-oriented uses are not appropriate under this designation.



Ground Floor Commercial Overlay

Ground floor commercial spaces are required in Regional Commercial Mixed Use and some Corridor Mixed Use areas. The Ground Floor Commercial Overlay shown in Figure 3-1 illustrates where ground floor commercial is required. These concentrations of commercial uses will support pedestrian activity and create opportunities for vibrant public spaces.

The Ground Floor Commercial Overlay does not cover any Corridor Residential areas, where ground floor commercial is encouraged but not required.



Photo Credit: KDA Architects





Construction on Gateway Village El Camino Real. Photo Credit: The Conco Companies

3.3 Development Potential

Table 3-1 estimates total development potential of reasonable buildout of the Plan Area over the next 20 to 30 years, organized by land use designation. The General Plan currently identifies capacity to build 2,274 units within the El Camino Real Focus Area, of which 1,499 units have been approved and/or built with another 549 units in pending applications. Today the corridor includes approximately 2.2 million square feet of retail space. Table 3-1 provides the net growth in residential and retail development compared to what is on the ground today or has been recently built/entitled. A maximum of 6,200 units would be added through the Land Use Plan. These numbers were used to analyze economics, infrastructure, transportation, and other impacts. Buildout assumptions are based generally on the building envelope allowed in each land use designation to provide a realistic future development scenario. The Plan Area's development potential was determined by assuming buildout of just over half of vacant and underutilized parcels along the corridor.

Since the future is inherently uncertain and the activities of private property owners are not within the City's direct control, these are broad, planning-level estimates for the potential of future development, given the heights, intensities, and land uses specified in the Specific Plan. These numbers are not intended as predictions or quotas on development, and the actual future development mix and amount that occurs over the next 20 to 30 years will vary from these estimates.

Table 3-1. Development Potential by Land Use

Land Use Designation	Net Growth	
	<i>Residential</i>	<i>Retail</i>
Regional Commercial Mixed Use	3,650	-115,000
Corridor Mixed Use	2,050	-140,000
Corridor Residential	500	-140,000
Total	6,200	-395,000

*Clarendon Commons, City of Arlington*

3.4 Open Space

New public and public-accessible, privately-owned open spaces should be provided along El Camino Real that promote gathering, enjoyment, and a broad range of active uses. Open spaces should create usable places that meet human needs at all stages of life, are visually attractive, safe, accessible, functional, inclusive, have their own distinctive identity, and maintain or improve local character. All new residential development will be required to provide parkland per the City's Park and Recreational Land Ordinance. Therefore, new open spaces may include more traditional public parks on larger development sites or publicly-accessible, privately-owned plazas. As outlined in Chapter 4 Development Standards and Guidelines, new development or substantial renovation of Activity Centers will require the addition of publicly-accessible private open space. Chapter 4 also provides open space requirements and guidelines for all areas along the corridor. While new publicly-accessible private open space is required at Activity Centers, there is also an opportunity to add small plazas, pocket parks, or other gathering spaces in between Activity Centers. Figure 3-2 shows conceptual locations for new public or publicly-accessible privately-owned parks and plazas along El Camino Real and how they connect to the broader park, open space, and trail network in and around the corridor. The specific size, exact location, and configuration of such urban park or plaza sites will be finalized through future development of particular parcels.



Figure 3-2. Public Open Space Network

