



City of Sunnyvale
El Camino Real Corridor Plan
ECRPAC Meeting #1

Wednesday, September 16, 2015



Agenda

- I. Welcome and Introductions
- II. Summary of Project Background and Objectives
- III. Overview of Project Schedule and Milestones
- IV. Review of Project Team and ECRPAC Role
- V. Discussion of Assets and Opportunities
- VI. Close and Next Steps



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Welcome and Introductions

- I. Why did you choose to serve on the ECRPAC?
- II. What neighborhood or area do you live/work in?
- III. Interesting Factoid
 - *What is the best/most memorable piece of advice you've been given?*
 - *What is one goal you'd like to accomplish (or have accomplished) during your lifetime?*
 - *Which three words would you use to describe yourself?*
 - *Who is your favorite author/celebrity?*
 - *What is your favorite book/movie?*
 - *What is your favorite ice cream flavor?*
 - *Have you been told you look like someone famous?*



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Project Background

PRECISE PLAN for EL CAMINO REAL

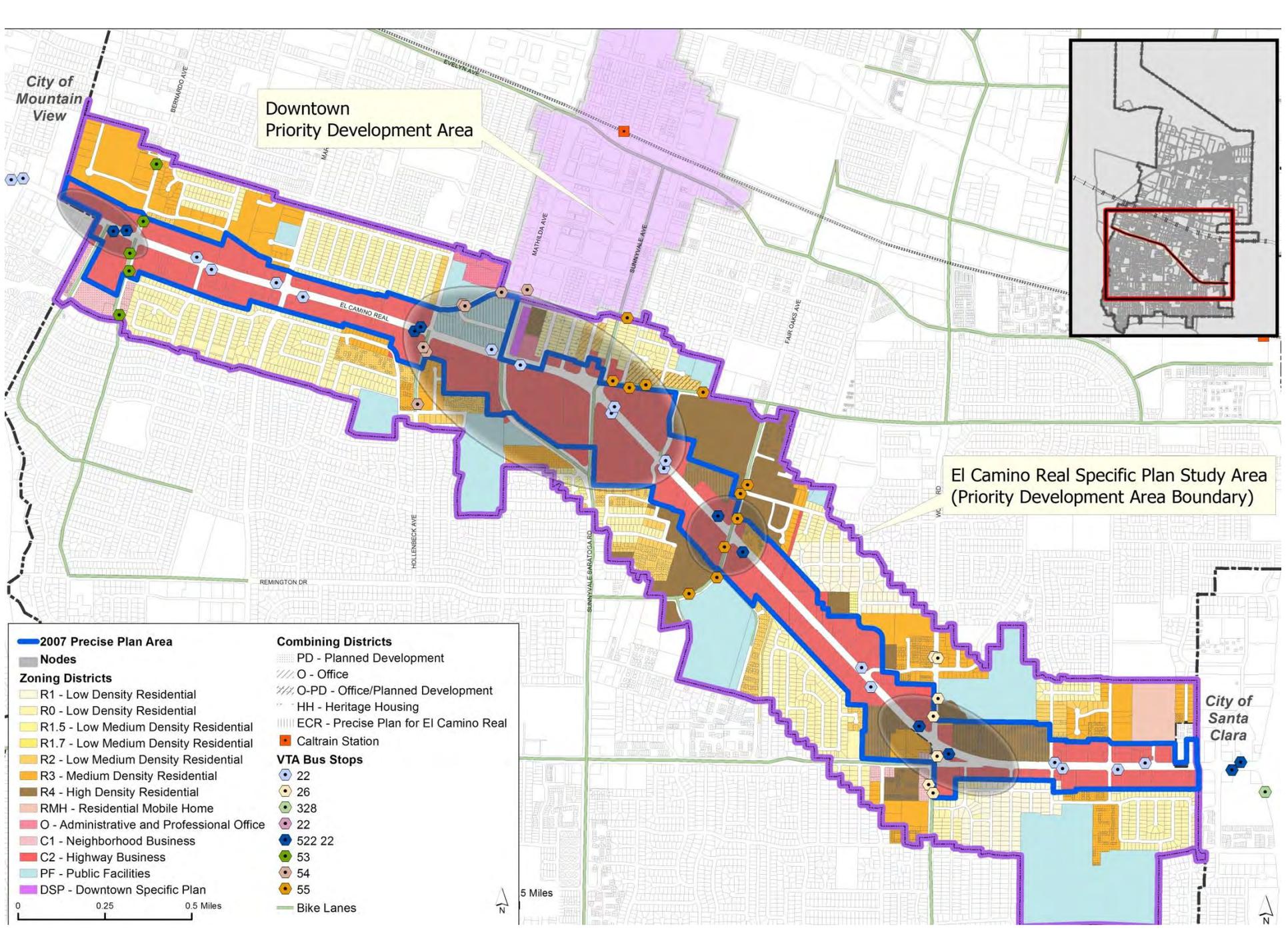


CITY OF SUNNYVALE
2007

- Replaced 1993 Precise Plan in response to changes in the economy, public concerns and City policy
- Strongly focused on commercial uses and maintaining retail tax base
- Incorporated Grand Boulevard Initiative Principles
- Created “Nodes” where compact mixed-use development is encouraged



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City of Mountain View

Downtown Priority Development Area

El Camino Real Specific Plan Study Area (Priority Development Area Boundary)

City of Santa Clara

- 2007 Precise Plan Area
- Nodes
- Zoning Districts**
- R1 - Low Density Residential
- R0 - Low Density Residential
- R1.5 - Low Medium Density Residential
- R1.7 - Low Medium Density Residential
- R2 - Low Medium Density Residential
- R3 - Medium Density Residential
- R4 - High Density Residential
- RMH - Residential Mobile Home
- O - Administrative and Professional Office
- C1 - Neighborhood Business
- C2 - Highway Business
- PF - Public Facilities
- DSP - Downtown Specific Plan

- Combining Districts**
- PD - Planned Development
- O - Office
- O-PD - Office/Planned Development
- HH - Heritage Housing
- ECR - Precise Plan for El Camino Real
- Caltrain Station
- VTA Bus Stops**
- 22
- 26
- 328
- 22
- 522 22
- 53
- 54
- 55
- Bike Lanes

5 Miles



Context



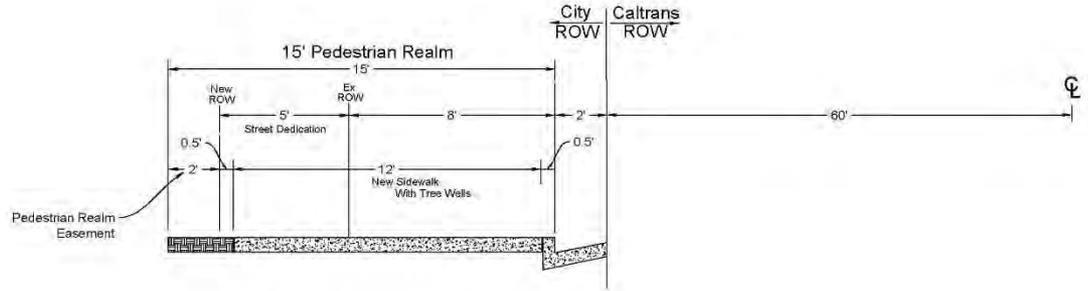
Context



Lack of safety and comfort for bicycle and pedestrian travel along the corridor.



Context



EL CAMINO REAL
Not To Scale



2015 Comprehensive Update

- Clarify land use policies and specify development standards
- Create unique identities for each Node
- Improve the safety and convenience for pedestrians and bicyclists
- Provide a system of local and corridor-wide incentives
- Perform necessary environmental review to address community concerns and facilitate Plan implementation



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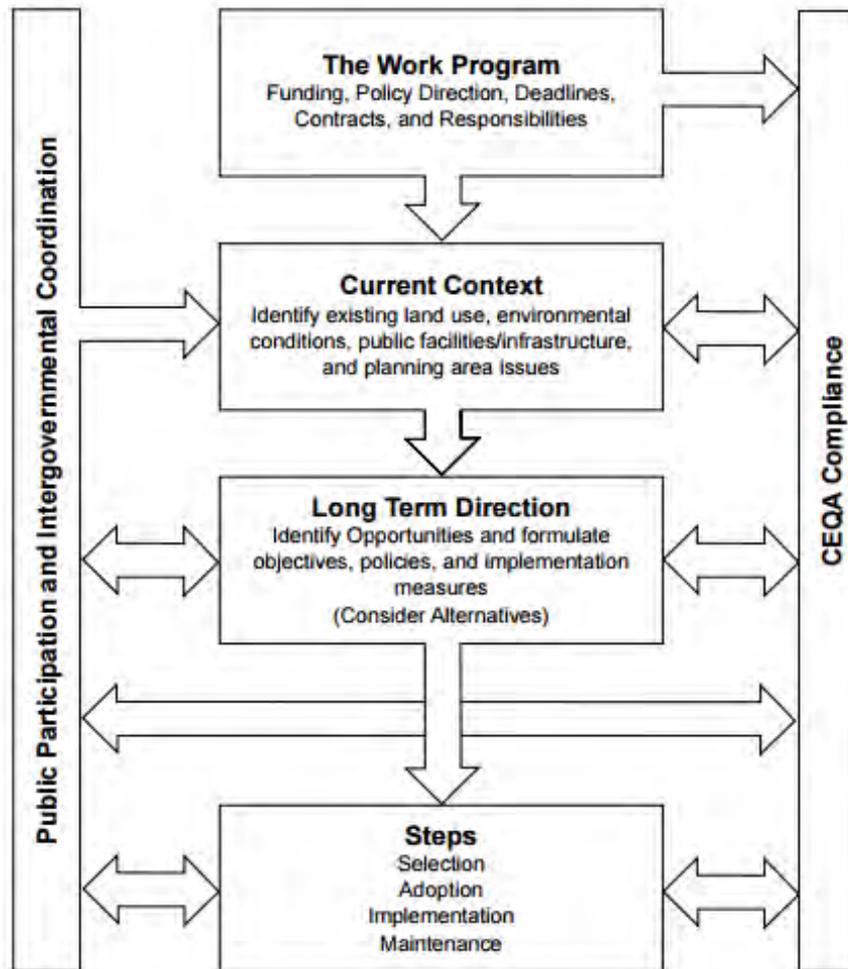
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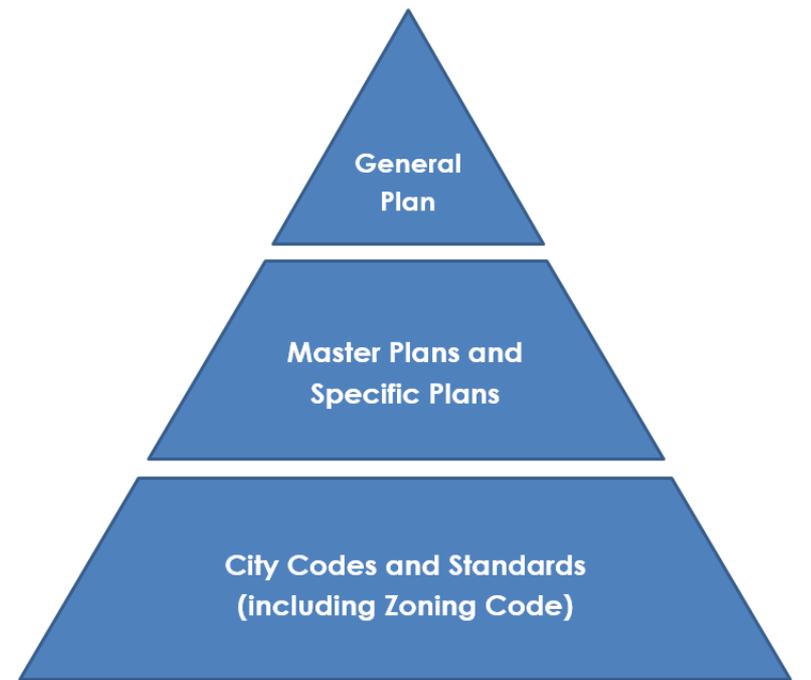
Purpose of a Specific Plan

Specific Plan Process Diagram



(Planner's Guide to Specific Plans, OPR)

- A highly collaborative, comprehensive planning process designed to prepare policy direction for a specific geographic area within the City.
(Cal. Gov't code section: 65450-65457)

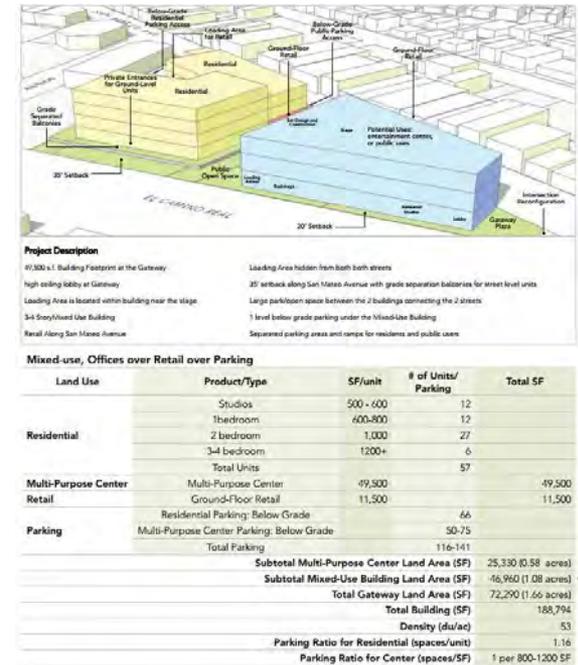


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Land Use Approach

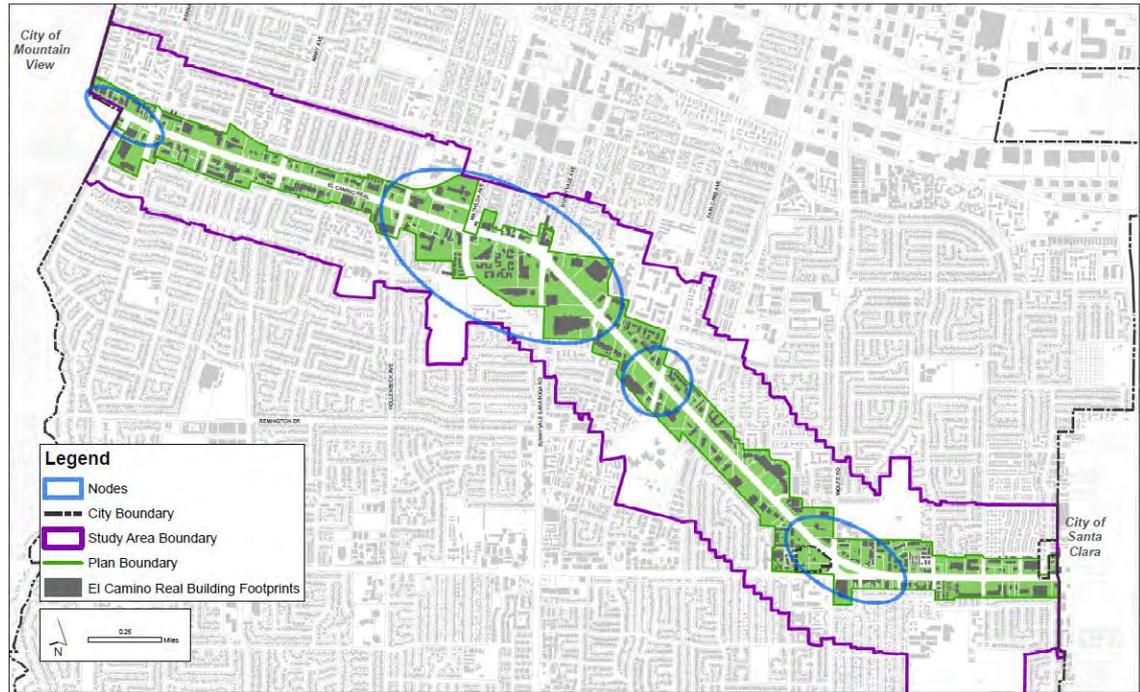
Land Use and Zoning Tools

- A. Build off the foundation set by the 2007 Precise Plan
- B. Evaluate and update land use and development standards
- C. Identify catalyst sites to spur desired development activity
- D. Establish a sense of place within nodes and along the El Camino Real corridor



Land Use Approach

Establish an Identity



Land Use Approach

Envision a Corridor Redesign



El Camino Real - San Mateo (example)

Circulation Strategy

Plan for Complete Streets



Complete Streets are Safe Streets



Market Demand and Feasibility Analysis

- Market Demand Analysis
- Financial Feasibility Testing
- A Comprehensive Approach to Evaluation of Plan Alternatives
- A Fiscal Impact Evaluation of Preferred Alternative



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Implementation

Comprehensive Implementation Plan

Table 9.2: Implementation Actions Matrix

ACTION	RESPONSIBILITY (Lead in bold)	POTENTIAL FUNDING MECHANISMS
Mid-Term - 4 to 6 years		
IA-15 Installation of additional El Camino Real mid-block crossings consistent with the El Camino Real Grand Boulevard Initiative street design guidelines	City of San Bruno, Caltrans	Measure A, development impact fee, dedicated tax increase, General Fund, federal transportation grants
IA-16 El Camino Real pedestrian-friendly streetscape improvements, e.g. sidewalk landscaping, bike lanes, sidewalk furniture and lighting, bulbout installation and landscaping, bus stop amenities consistent with El Camino Real Grand Boulevard Initiative street design guidelines	City of San Bruno, Caltrans	Measure A, special assessment district, development impact fees, dedicated tax increase, General Fund, federal transportation, grants
IA-17 Pedestrian promenade on Memory Lane linking Linden Avenue with El Camino Real	City of San Bruno	Measure A, development impact fees, dedicated tax increase, General Fund

TABLE 8.3: Summary of Sources and Uses

Improvement Type	Estimated Costs (Total Development Buildout) ¹			Potential Funding Sources				
	Current Planned Facility Upgrades	Additional Demand Created by Projected New Development	Total	Private Funding ²	Existing Sources ³	New Specific Plan Fee ⁴	New Infrastructure Community Facility Districts CFD	Other New Sources ⁵
Infrastructure								
Circulation	\$0	\$2,950,000	\$2,950,000		X	X	X	X
Streetscapes	\$0	\$11,428,000	\$11,428,000	X	X	X	X	X
Stormwater/Drainage	\$33,500	\$221,000	\$254,500			X	X	X
Water	\$458,000	\$2,295,000	\$2,753,000		X	X	X	
Wastewater	\$90,000	\$2,564,000	\$2,654,000		X	X	X	
Subtotal	\$3,081,500	\$16,958,000	\$20,039,500					
Public Facilities								
Parks, Plazas and Open Space	\$1,650,000	\$1,315,000	\$2,965,000			X	X	
Parking	\$0	\$15,200,000	\$15,200,000	X	X	X	X	
Subtotal	\$1,650,000	\$16,515,000	\$18,165,000					
Total Capital Costs	\$4,731,500	\$33,478,000	\$38,209,500					



Environmental Review

CEQA Compliance

- New CEQA Streamlining guidelines
- Facilitate Plan Implementation



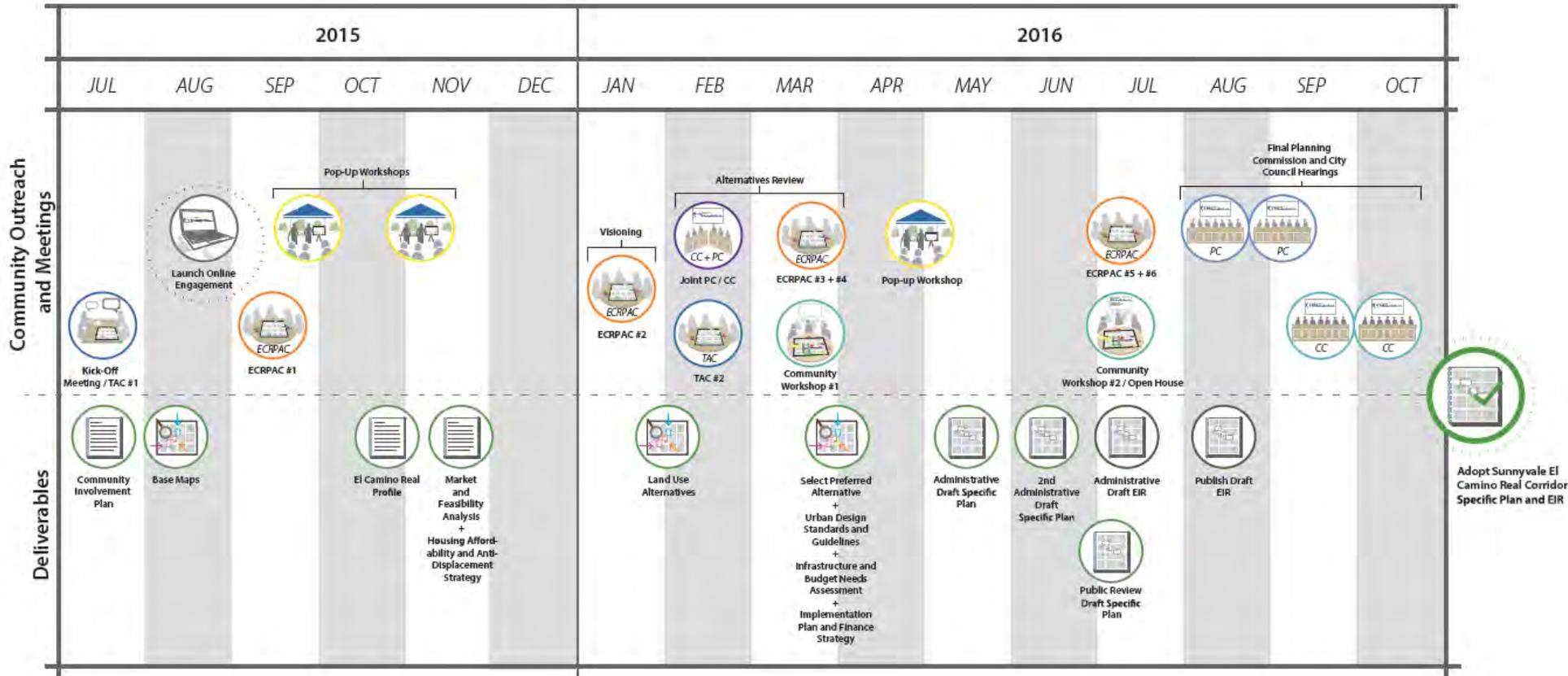
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Preliminary Project Schedule



Note: Dates subject to change



Key Milestones

- A. ECRPAC Recruitment --- *June-July 2015* *Note: Dates subject to change*
- B. Project Kick-off and TAC #1 --- *July 22, 2015*
- C. ECRPAC Kick-off --- *Now*
- D. Initiate Community Outreach (Pop-up Workshops) --- *Sept. 2015*
- E. Complete ECR Profile (+ Market and Housing analyses) --- *Oct./Nov. 2015*
- F. Prepare Land Use and Circulation Alternatives --- *Jan/Feb. 2016*
- G. Analyze Alts and Identify Preferred Alternative --- *Jan.– March 2016*
- H. Complete Admin Draft of ECR Corridor Plan --- *May 2016*
- I. Prepare Admin Draft EIR --- *June 2016*
- J. Complete Public Review Draft of ECR Corridor Plan --- *July 2016*
- K. PC and CC Hearings to Recommend and Adopt Plan --- *Sept. - Oct. 2016*
- L. Adopt ECR Corridor Plan and EIR! --- *October. 2016*



Targeted Outreach Effort

- A. Project Website and Peak Democracy --- *June 2015 and throughout process*
- B. Pop-up Workshops throughout the community --- *Sept. + Nov. 2015 and April 2016*
- C. Facilitate ECRPAC Meetings --- *Sept. 2015 and Jan., March + June 2016*
- D. Hold Joint CC/PC Meeting (review alts)--- *Feb./March 2016*
- E. TAC Meeting #2 (review alts) --- *Feb./March 2016*
- F. Facilitate Community Workshop #1 --- *March 2016*
- G. Facilitate Community Workshop #2 (open house) --- *July 2016*

Note: Dates subject to change



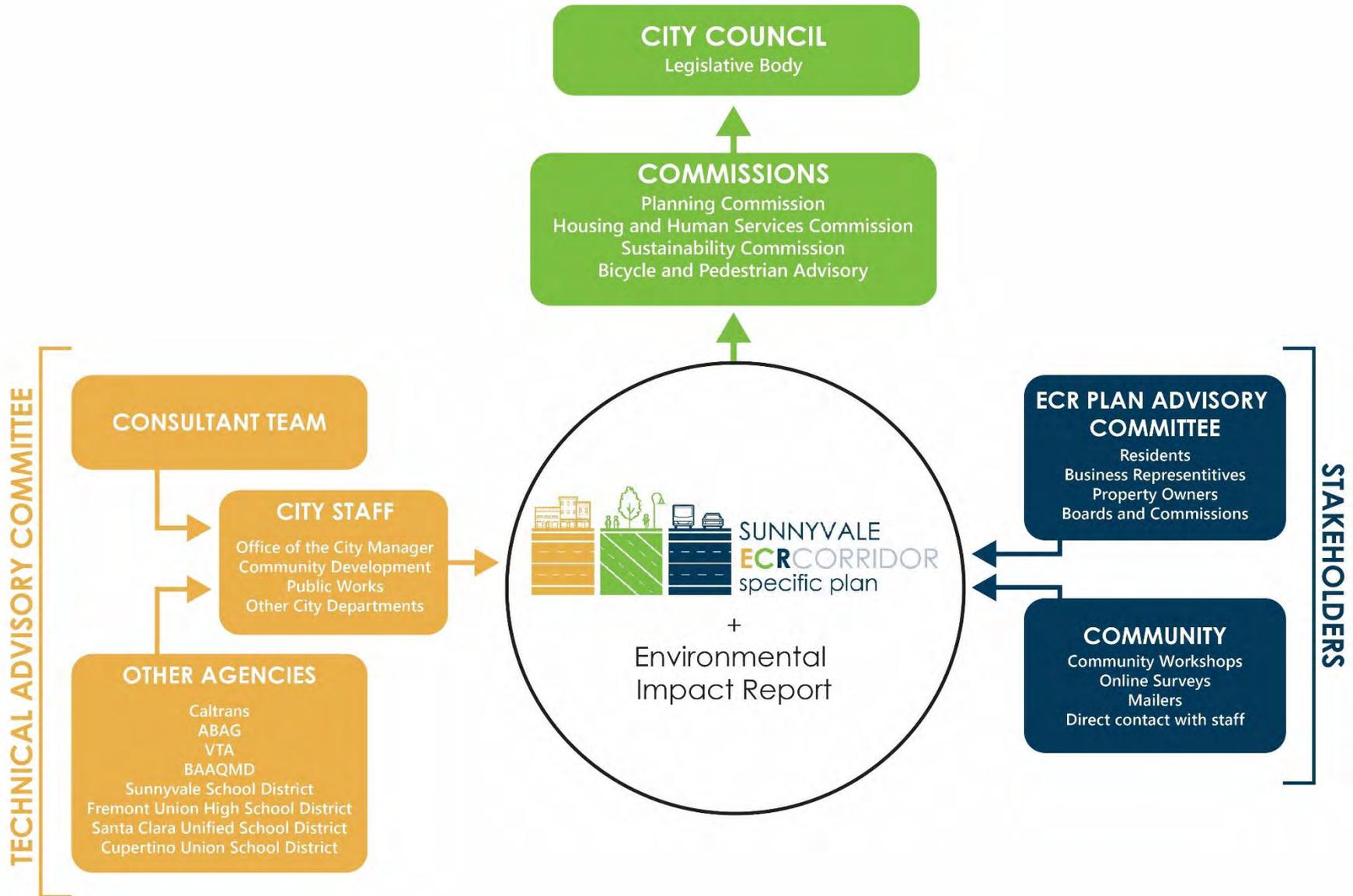
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Project Team



Consultant Team



Project Lead

**Urban Design,
Planning, and
Outreach Lead**

Circulation



**EIR + Traffic
Impact Analysis**



**Economics
and Housing**



Infrastructure



ECRPAC PURPOSE AND PROCEDURES

On-going Responsibilities

- Act in an advisory capacity.
- Work to represent the various perspectives of the community.
- Review meeting material and completed work products.
- Serve as ambassadors to the greater community.
- Attend and participate in all meetings.
- Strive to reach consensus on recommendations.



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Assets and Opportunities



SUNNYVALE EL CAMINO REAL CORRIDOR | AERIAL MAP



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Next Steps

- A. Nominate ECRPAC Chair and Co-Chair
- B. ECRPAC Meeting #2 – January 2016
 - Review Results of ECR Profile and Market Study
 - Visioning exercise



Questions/Comments/Thoughts?



THANK YOU!

Stay tuned, visit: PlanElCaminoReal.inSunnyvale.com

