

Pop-Up Workshop #2 Summary Notes Farmer's Market

Murphy Avenue at Washington Avenue, Sunnyvale
October 10, 2015 | 9 a.m. – 1 p.m.

PROJECT TEAM PRESENT

City Staff: Rosemarie Zulueta (Associate Planner/Project Manager)
Consultants: Dave Javid and Blaze Syka (M-Group)

ABOUT THE COMMUNITY EVENT

The Sunnyvale El Camino Real Corridor Plan (ECR Plan) project team held the second Pop-Up Workshop during a regular Sunnyvale Farmer's Market along Murphy Avenue on Saturday, October 10, 2015, from 9 a.m. to 1 p.m.

WORKSHOP HIGHLIGHTS

The project team spoke with over 150 individuals. Participants were asked questions such as: "What do you view as the assets along El Camino Real and what are some opportunities for improvement?" and "Where are places that you frequently shop/visit along El Camino Real?" Over 200 comments were recorded, including topics that the future ECR Plan does not have direct influence over (such as the Santa Clara Valley Transportation Authority's Bus Rapid Transit project, plans for the downtown area and increasing Caltrain service). A range of participants engaged in one-on-one conversations with members of the project team.

Some common themes identified included:

- Add more bike lanes;
- Enhance the pedestrian experience by making walking along and crossing across ECR more attractive, easier, and safe;
- Increase and improve bus service;
- Improve traffic signal times;
- Explore more trees, parks, and greenery along the corridor and outdoor sitting and dining areas;
- Improve aesthetics of signage and facades;
- Recognize good shopping and dining options along the corridor and explore the need for more business diversity and higher-end retail;
- Preserve existing assets (e.g., the golf course and community center);
- Study the impact of development on schools and other services;
- Recognize that housing is too expensive and rent prices are outpacing salary increases; and
- Explore increasing density along the corridor, but ensure potential impacts of higher density housing and mixed-use are mitigated (e.g., traffic, infrastructure, and school impacts).

The following are a few photos from the workshop, a complete transcription of all the input gathered at the event (grouped into broader categories) and a “Word Cloud” that captures the topics and the frequency of which they occurred in the recorded comments.



Transcribed Sticky Notes

Circulation, Parking, and Safety

- More bike lanes
- No bus down the middle of ECR
- Underpass @ Mathilda and more crossings
- Add bike lane from ECR to Fremont on Mary
- Need bike lanes and bus lane down middle
- Better north to south bike lanes
- Smart tech stop lights and overpasses
- Need safer walking environment
- Intimidating to cross ECR
- ECR + Wolfe intersection is a disaster
- Paved/even bike lanes
- Holenbeck busy, Mary not used
- Bike lanes, green path
- Green lane
- Bike lane on ECR continuous
- Trails for bike and pedestrians
- Dedicated bike lanes on Fair Oaks
- More transit on Mathilda and Maude
- Make bus routes more safe and on time
- No mass transit down ECR
- Bus not well utilized
- North to South access for bike and bus great
- Too much traffic
- No BRT on ECR
- Need bike improvements + public transit won't work
- More pedestrian friendly
- Safer for bikes
- Bike lanes! Continue the bike network
- Digital display for bus stops
- Less cars
- Hard to walk along ECR
- Light rail, make more efficient
- I like to walk to the library (from the south side of ECR)
- Pt bikes on Evelyn, not ECR
- Dedicated bike lane
- Manage traffic
- Consider dedicated lane BRT
- Better bike lanes - connect to Caltrain station
- Traffic is an issue
- More pedestrian friendly
- Need to time signals on ECR better, esp. West end
- Need bike lanes, less cars
- Too many untimed lights (e.g. biking)
- Need bike lanes on ECR
- Need bike improvements
- Shrink lanes, wide bike lanes
- Need pedestrian linkages to ECR shops and restaurants
- Need protected bike lanes, then I will bike there
- Take into account impact on traffic
- Traffic signal timing
- Address the north-south traffic
- Invest in transit facilities to connect to ECR
- Highlight the bike lanes
- Don't want to see BRT

Traffic bad	Too crowded, too much traffic, not condensed enough
No dedicated lane BRT	Ditto on bike comments (aka, more lanes)
	Need safe environment for kids to be able to bike
ECR traffic is bad	More transit options on ECR
Better transit connections	Remington Rd diet but not much biking
More bike lanes	More pedestrian friendly
More bike and pedestrian friendly	Need more travel options
Traffic needs to be coordinated	Need more protected bike lanes, driving culture here is so dangerous
Make ECR more accessible w/o using car (bike, bus, walk)	Make sure there's enough parking
Better and more efficient transit	Access to ECR could be improved
Easy to walk to restaurants and shops	Need better crosswalks - make drivers aware of pedestrians
BRT would increase traffic	Manage traffic, no bus-only lane
Make it easier to cross	Better access to Caltrain, more options
More buses and fewer cars	Continue 85 corridor bike lane
Walking is accessible	More efficient public transit

Commerce

Need economic diversity	More mom and pop businesses
Good shopping and dining options	Good shopping and restaurant options
Variety of shops is good	Less big box stores
Shopping along ECR: good	More grocery stores
Baraka Market: need more	More shopping options
Great shopping variety, need more in other areas	Like the variety of food options
Restaurants are good	

Community

Keep the community garden	Mini golf or disc golf course
Finish downtown	Keep golf course/more activities for all
Keep that small-town feel	Preserve the community center
Preserve historical character and diversity	Disc golf

Schools

School impacts	Supplement school buses
Need school funding	Better schools - manage the overcrowding

Environment

Drought-tolerant vegetation in median	More trees - make it looking nicer, more green
More pedestrian parks/open areas	More trees
More greenery and make nicer with better fixtures	More trees along ECR
More green space/parks	Trees are important
More greenery between sidewalk and road	More trees
too many trees	More parks and green space
too few trees	More parks and natural areas on North side

Need more open areas (parks)
Path through park

More trees needed
Maintain neighborhood parks

Housing

Don't displace long-time residents
Income does not keep pace with rent increases
Housing too expensive
Need housing options for City Workers and Millennials
Housing is too expensive

More housing along ECR
Housing is not affordable
More affordable housing in mixed use
Build more housing

Land Use and Development

Don't like big [box] stores and crowded parking lots
Keep shops convenience
Excessive parking + shift area
More breweries
Less development and hotels on ECR
Movie theater
Strategy for mass transit options to support retail
More high-end retail, more mixed use and diversity
Stop building high-rises along ECR
Get rid of/improve small convenience stores
No more high density residential development
Too much residential, school impacts
Mixed use and wide sidewalks
Mixed use along ECR
Maintain and improve parking standards

3 stories OK, retail on bottom, residential on top, to help VTA
Impact on infrastructure and schools
Mixed use along ECR
Like lots of extra parking on ECR
Obtain "lessons learned" from current tenants
Don't need more housing=more cars
Too many apartments (how will they affect traffic?)
Safe room for everyone
No more residential, more green space
Less high-density housing because of traffic
Concerns about residential development, traffic/schools
Congestion with increased density
Want to live on ECR and be able to walk to shops/restaurants
Don't increase density
Residential permits, balance w/ mass transit

Urban Design

ECR doesn't have upscale feel
More trees and landscaping
Some shopfronts are eyesores
More trees and green
Put parking behind stores
ECR not welcoming, need walkways
Needs better aesthetics
More outdoor dining / cafes
Buffer the sidewalk w/ trees (from ECR)
Hard to explore/find businesses. Need better signage.
Sculpture @ corner are good! (Mathilda and ECR). Hard to notice
More trees (not fake or palm) along ECR
Keep buildings setback
Setbacks are good.

Simplify signage/messaging
Guidelines for signage needed
No boxy architecture, more original architecture
More space around signs
Improve aesthetics
Good design
Area between Fair Oaks and Wolfe can be "tuned up"
Too many tall buildings
Keep height down, removes from neighborhood
Preserve views - mix multi-story buildings w/ 2-story buildings
Make buildings nicer
Bring buildings close to the street but tier it back
Nicer storefronts
Enough setback to make it pleasant and comfortable to walk

