

SUNNYVALE EL CAMINO REAL PRECISE PLAN
POLICY PLATFORM

LET'S MAKE EL CAMINO REAL MORE VIBRANT AND ACCESSIBLE FOR ALL! As a growing coalition of community members and organizations, we believe the El Camino Real Precise Plan can provide a long-term vision that enhances the quality of life for everyone who lives and works in Sunnyvale.

SUNNYVALE SUSTAINABLE AND AFFORDABLE LIVING COALITION

Sunnyvale Cool, Sunnyvale Democratic Club,
Greenbelt Alliance, Friends of Caltrain, Silicon
Valley Bicycle Coalition, SV@Home, TransForm

As a growing coalition of community members and organizations, we believe the El Camino Real Precise Plan can provide a long-term vision that enhances the quality of life for everyone who lives and works in Sunnyvale. To do this, the plan should focus on creating the following:

A THRIVING CORRIDOR

The precise plan can help El Camino Real become a more thriving and attractive place by encouraging a mix of new homes and businesses along the corridor. Making efficient use of land to create great neighborhoods will strengthen the local customer base, provide more options for transit-friendly living, and bring life to empty sidewalks and vacant lots. It will help meet the needs of people of all ages and reflect the strong and growing preference for walkable neighborhoods. And it will help ease the pressure of sprawl on nearby farms, ranches, and watersheds, protecting the Bay Area's iconic natural resources.

New development and future streetscape improvements should be focused to create nodes of interest and activity, particularly around stations for the VTA Rapid 522 bus and potential future Bus Rapid Transit (BRT) stops. Particular attention should be placed on strengthening connections to downtown and work centers to the north. The plan should also include measures to ensure that local businesses that currently anchor neighborhood activity along the corridor continue to thrive, and that current residents can continue to remain a vital part of our community.

HOMES WE CAN ALL AFFORD

Housing affordability is a crisis across the Bay Area, particularly as job growth far outstrips the supply of new homes. Sunnyvale is in the process of adding thousands of jobs throughout the city but has not provided enough homes to accommodate these new jobs. To help the city

INCORPORATING HOMES FOR A RANGE OF NEEDS AND INCOMES CREATES INCLUSIVE AND DIVERSE NEIGHBORHOODS.

address this growing imbalance, the plan should integrate at least 5,100 new homes along the corridor. This will allow more people to live near their place of work and participate and invest in their own community, rather than face grueling commutes to the edge of the Bay Area and contribute to regional traffic congestion.

Ensuring that homes are available for a full range of needs and incomes is critical for creating inclusive and diverse neighborhoods along El Camino Real. Santa Clara County currently has a shortfall of more than 67,000 homes that are affordable to low-income residents. The average rent in Sunnyvale for a two-bedroom apartment is currently more than \$3,000 per month, far beyond the reach of many families.

The plan should ensure that a minimum of 25% of all new homes are affordable and include meaningful programs to achieve this target. For example, the city should establish a Public Benefit Zoning Incentive program that creates new rewards for providing affordable homes and identifies new affordable homes as the top community

priority for the program. The city should also encourage a variety of housing options to increase affordability, including smaller unit sizes.

In addition, the city must remove outdated rules that discourage new homes along El Camino Real. In particular, the plan should amend the city’s current policy that requires every new development in most areas along the corridor to dedicate 20% of the lot area for commercial uses. This restriction has been identified as a key barrier to revitalization of the corridor. The city should adopt a more flexible approach that promotes new homes as part of compelling mixed-use neighborhoods.

TRANSPORTATION CHOICES

El Camino Real should be a comfortable and pleasant environment when we walk or bike along the corridor. This will allow all Sunnyvale community members—whether or not they own a car—to access treasured local businesses and services located on El Camino Real. To achieve this vision, the plan should embrace multiple modes of travel, especially walking, cycling, and transit and should establish the following mode share goals for the corridor:

- 10% of trips made on foot;
- 10% of trips made by bike; and
- 20% of trips made by public transportation.

These mode share goals reflect the growing trend, particularly among Millennials and seniors, to choose healthy, sustainable travel options rather than driving alone. The plan should include effective transportation demand management strategies to achieve these goals, interim targets and milestones, and measuring and monitoring systems to ensure progress.

The plan should integrate a robust suite of locally-appropriate sustainable transportation strategies to help accomplish its mode share goals. This includes the creation of a protected cycle track for safe bicycling along El Camino Real, the consolidation of driveways along the corridor



over time, and other streetscape improvements that create places for people rather than cars. The city should examine traffic calming approaches, such as additional safe street-crossing opportunities for walking and biking. Bike parking and safe bike infrastructure should be provided at a level that will support achieving the goals of the plan. Frequent transit should be made available for everyone. The plan should consider new and emerging transportation technologies that can improve mobility and reduce the need to own a car.

We also recommend that the plan implement smart parking management strategies to align the city’s parking policies with these mode share goals and create a more inviting environment for residents and people visiting the corridor. The plan should reduce parking ratios in line with its mode share targets, require “unbundling” of parking costs from rents, allow shared use of parking structures, and accept parking-in-lieu fees. Parking usage

data should be gathered early in the planning process to identify areas of underutilized on-street and off-street parking.

Together these strategies will provide more choices for those who don't own a car, reduce traffic and congestion, improve air quality, increase development potential, improve housing affordability, and ultimately foster a more vibrant El Camino Real.

A GREEN CORRIDOR

Bringing more natural elements into the corridor will help create beautiful, comfortable spaces, enhance the area's unique charm, and protect our limited natural resources. To create world-class neighborhoods, the plan should include well-designed green features for relaxation and recreation, including pocket parks, rooftop gardens, and streetscape improvements such as street trees, lighted pedestrian pathways, and natural rainwater solutions. Adding these elements will help provide a deeper sense of community, foster "eyes on the street" for increased safety, and offer many environmental benefits, from clean water and air to significant energy savings.



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GET INVOLVED OR LEARN MORE

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