

## Attachment 1 - Guiding Principles

The Guiding Principles below highlight the priorities and key strategies of the El Camino Real Precise Plan. They are consistent with the General Plan, but provide a more focused, overarching rationale for the content in the Precise Plan. They integrate guidance from the community and decision-makers gathered throughout the planning process.

### **1. Preserve, connect, and serve adjacent neighborhoods.**

El Camino Real will be an asset for surrounding neighborhoods, stitching them together rather than dividing them. The corridor will have better pedestrian and bicycle connections to adjacent neighborhoods and across El Camino Real, convenient retail services within walking distance, and sensitive transitions that respect neighborhood character.

### **2. Create a more livable, walkable, beautiful corridor.**

The corridor will become a safe, interesting pedestrian environment with a mix of transit-oriented residential and commercial land uses and active public space. Landscaping, trees, attractive and well-maintained buildings, and neighborhood gathering spaces will create a space where people want to be. The entire corridor will meet a consistent baseline for pedestrian safety and essential amenities.

### **3. Focus investment and development in defined catalytic locations.**

The El Camino Real Precise Plan will focus development, intensity, and public and private investment in key locations. This will add texture and rhythm to the corridor, will create identifiable nodes of activity, and will allow improvements to be coordinated with areas of highest intensity and pedestrian activity. It will also provide predictability for neighbors, the City, and property owners about where intensity and pedestrian activity will be focused, and where it will not.

### **4. Be diverse and flexible.**

El Camino Real will evolve flexibly, gradually, and gracefully over time. There will be a broad range of mutually supportive land uses, diverse housing for different incomes and life stages, flexible building types that can accommodate a range of uses and tenants over their lifetime, and flexibility for new and existing businesses to operate.

### **5. Prioritize pedestrian-oriented urban design and building form.**

Good design to support the pedestrian realm and improve public space will include varied and interesting facades, street-facing pedestrian entrances, spacious and visible ground-floor spaces, orientation towards transit, generous public spaces, and beautiful streetscape.

### **6. Encourage creative and flexible use of small parcels.**

Many parcels along El Camino Real are small, shallow, or irregularly shaped, making them difficult to improve or develop under conventional regulations. Property owners and tenants of these sites will have multiple viable paths for improvement, including parcel aggregation, flexible design regulations for small buildings, and an easier process for façade improvements, beautification, and changes in use.

## **7. Improve bicycle access and facilities.**

The bicycle will be a viable and important mode for accessing major destinations along El Camino Real and moving throughout the area. Bicycle facilities will cater to a range of users and provide safe crossing routes and access to neighboring cities. Development will include bicycle-sensitive design, including bicycle parking and safe access through sites.

## **8. Enable visitors to park once and then walk.**

Visitors to El Camino Real will be able to park conveniently, and then comfortably access multiple nearby destinations on foot. Development will provide sufficient parking to avoid negative impacts on neighborhoods and streetscape, while reducing parking demand through efficiency and innovative strategies.

## **9. Seek broad community benefits.**

Future change along El Camino Real will improve the broader community, not just isolated individual properties. New development will provide defined and commensurate contribution to public improvements, such as better parks and public space, pedestrian and bicycle improvements, affordable housing, and a better district-wide and shared parking system.

## **10. Support existing and new small businesses.**

Existing and new small business will continue to thrive, providing diverse services, amenities, activities, and gathering spaces throughout the corridor. Businesses will have greater flexibility to make the improvements they need that, along with public improvements, will create an environment that will draw more customers, activity and value.