

## Attachment A

### Project Goals and Objectives

The Goals and Objectives for the El Camino Project stated below are the result of several rounds of review and discussion among members of the Advisory Committee. Refinements were made following the Council Study Session on July 15, 2002 and two Community Workshops on June 1, 2002 and September 28, 2002.

### Project Goals

The following 'Primary Goals' are an adaptation of the "overall goal of this project" as stated in Palo Alto's request for proposal and grant application to Caltrans. The 'Other Goals' resulted from input received at the Community Workshops and through the Advisory Group.

#### *Primary Goals*

The overall goals of the future design are to change the character of El Camino Real from a highway designed primarily for motor vehicle mobility to:

1. A fully multi-modal urban thoroughfare that maintains mobility and improves safety for transit, trucks, and autos, while improving safety and convenience for pedestrians and bicyclists; and,
2. A center of community activity rather than a barrier between activities on either side of the street.
3. An aesthetically attractive corridor that projects a positive image of Palo Alto.

#### *Other Goals for the Future of El Camino Real*

4. Improve quality of life along El Camino Real while protecting its adjacent neighborhoods and districts; and,
5. Create economic benefits for both businesses and property owners along El Camino Real and for the City of Palo Alto.
6. Make positive change soon with full development occurring incrementally over time.

### Project Objectives

#### *Objective: Provide Equity and Balance for All Modes*

Redesign El Camino Real to reduce potential conflicts between and balance the needs of all modes of transportation - local and sub-regional auto, transit, and truck traffic; bicyclists of varied skill levels, and all pedestrians (including seniors, school children, and the disabled).

*Objective: Improve Safety for All Modes*

Improve El Camino Real to be a safer place for all pedestrians (including seniors, school children, and the disabled), bicyclists, transit riders, buses, autos, and trucks.

*Objective: Design the Street to Encourage Motorized Traffic to Drive at Safe Speeds and not Exceed the Speed Limit*

Redesign El Camino Real to encourage traffic to drive at safe speeds and not exceed the speed limit, and to allow aesthetic and multi-modal improvements to El Camino Real. This objective will be balanced with the need for traffic and transit to move efficiently along the length of the corridor.

*Objective: Improve the Ability to Cross the Street*

Make El Camino Real safer and more convenient for pedestrians and bicyclists to cross by improving intersections and possibly by adding some mid-block crossings.

*Objective: Create a Street and Streetscape that Complement Community Character*

Redesign El Camino Real with a character and function that is more directly related to the existing and desired future character and function of the community along it.

*Objective: Minimize Direct and Indirect Impacts on Quality of Life and the Environment*

Minimize direct and indirect impacts on quality of life along the street and in adjacent neighborhoods and districts through the design, construction, and function of the new El Camino Real. Design the roadway and associated improvements to avoid the diversion of traffic into adjacent residential neighborhoods. In addition, reduce impacts on the environment, particularly relating to water and air quality and the solar ‘heat island’ effects associated with larger areas of pavement in urban settings.

*Objective: Improve Landscape Quality and Quantity*

Increase the amount of land area within the right of way for landscaping, and the number, health, and size of trees and other landscaping along the edges of the street and in the median, to achieve a shaded, tree-lined streetscape.

*Objective: Improve Aesthetic Quality of Street Design*

Improve the quality and condition of streetscape elements (lighting, benches, bus stops, etc.) and the paving of the roadway and sidewalks. Public art and new landscape must also contribute to this objective.

*Objective: Create Cost Effective Improvements*

The improvements to El Camino Real will be of the highest quality feasible. Consider and compare both cost to benefit and initial cost to lifetime cost.

*Objective: Define Some Immediate Improvements*

Identify a set of improvements that can be implemented as soon as possible; build incrementally to the ultimate vision for the future of El Camino Real, particularly in regard to planting trees and making other landscape improvements in the near term.