



A new main street for the heart of the new economy

DESCRIPTION VMWP has provided urban design expertise to the Precise Plan process for 3.9 miles of El Camino Real in Mountain View. The analysis and design guidelines build the framework necessary to reposition ECR from a typical low-density suburban arterial into a *‘Grand, multi-modal, mixed-use Boulevard’*.

VMWP, working with Raimi + Associates, conducted an extensive process to shape land use pattern and design regulations during the development process and provide the framework for place making. Throughout the Precise Plan process, we tested the physical impact of proposed regulations, development feasibility, and visualized the end results of proposed regulations.

VISION In 2030, El Camino Real is a grand boulevard that connects Mountain View with other cities and links diverse neighborhoods. It is a vibrant, landscaped, comfortable and convenient place where people want to be. It is easy to cross El Camino Real by walking or riding a bicycle, for work, school or play.

DESIGN FEATURES

- Prioritize pedestrian-oriented urban design and building form.
- Activate the street through frequent pedestrian entrances and transparency
- Limit the impacts of parking
- Increase pedestrian safety through curb bulb-outs and pedestrian refuges



Client: Raimi + Associates and the City of Mountain View, CA

Building size/acres: 389 acres

Completion: November 2014

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