



# El Camino Real Specific Plan Update: Land Use Policy Review

City Council Study Session  
January 4, 2022

# Agenda

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- Purpose of Study Session
- History and Background
- Preserving Sites for Commercial Uses
- Finding Suitable Residential Sites
- Schedule/Next Steps
- Key Questions



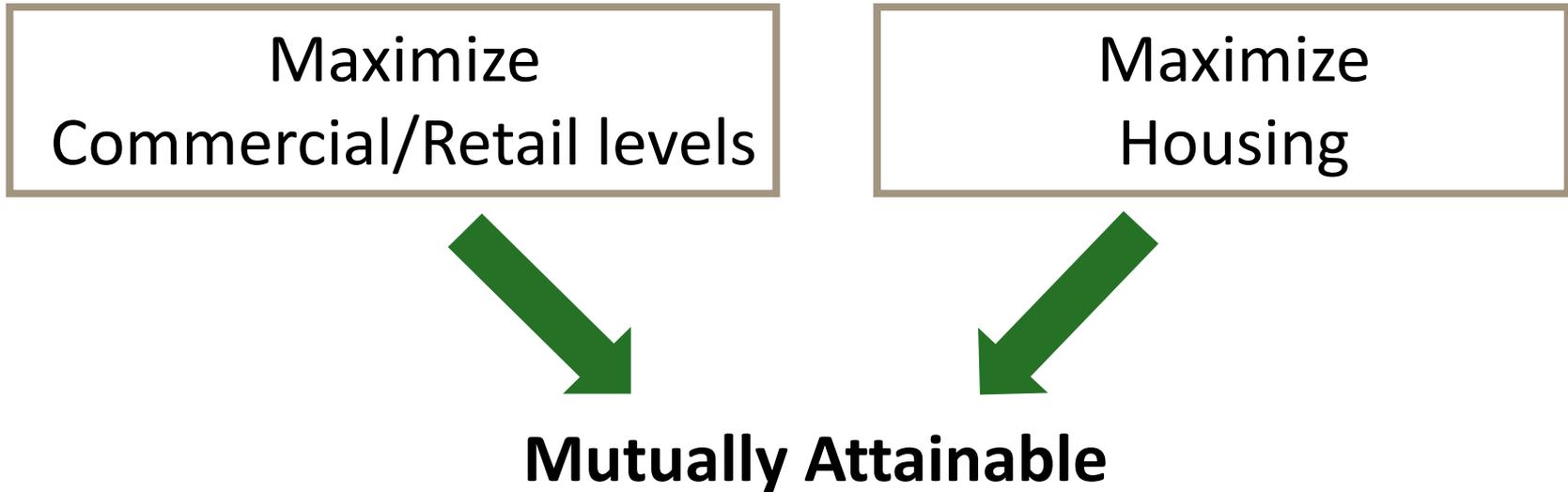
# Today's Goal:

## Confirm El Camino Real Corridor Specific Plan Land Use Scenario

Housing & Commercial/Retail



# Land Use Scenario Policy Consideration



**ONLY with higher density residential and greater average building height**

**DOES THE LAND USE SCENARIO HAVE THE RIGHT BALANCE?**

# Recent Land Use Policy/Directions

- **July 2018:** Density and development standards presented to Council
- **2019:** New State laws (SB35, SB330, etc.)
  - ◆ Lack of discretionary decisions
    - e.g. Neighborhood Compatibility
  - ◆ Eliminated housing caps
  - ◆ No more “pools” of residential development
  - ◆ Limits down-zoning
  - ◆ Requires objective standards
  - ◆ General Plan/zoning consistency



# Recent Activity

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- **January 2020:** Presented to City Council
  - ◆ Response to SB 330
  - ◆ Refined residential sites
- **2020-2021:** Staff activity
  - ◆ Staff/stakeholder discussions
  - ◆ Site-specific density approach
  - ◆ Higher density explored on certain sites
  - ◆ Discovery of Commercial buildout anomaly



# What Happened? Why are we here?

- Detailed lot by lot analysis revealed:
  - ◆ Commercial calculation anomaly (*net vs gross*)
  - ◆ Difficulty in achieving proposed residential build-out due to:
    - Lot configurations
    - Proximity of sensitive uses
- Understanding State laws suggested further refinement
- Retailing is changing ... no need to react now



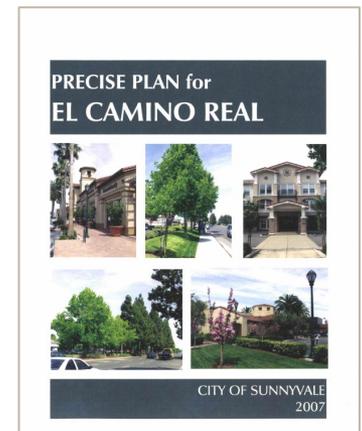
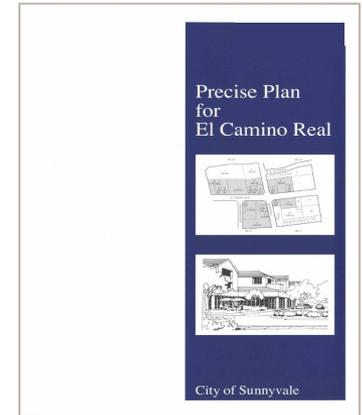


# History and Background

## El Camino Real Land Use & Planning

# Brief History – El Camino Real Land Use

- Historic native Californian pathway
- 18<sup>th</sup> & 19<sup>th</sup> centuries: links missions
- Early to mid-20th Century
  - ◆ Residential to Commercial: Auto-centric
- **1980s** (residential zoning added back in)
- **1993** Precise Plan – Opportunity Areas
- **2007** Precise Plan Update – Nodes added
- **2015** Plan Update Begins – more precision
  - ◆ MTC Grant awarded
  - ◆ Grant Expires June 2022



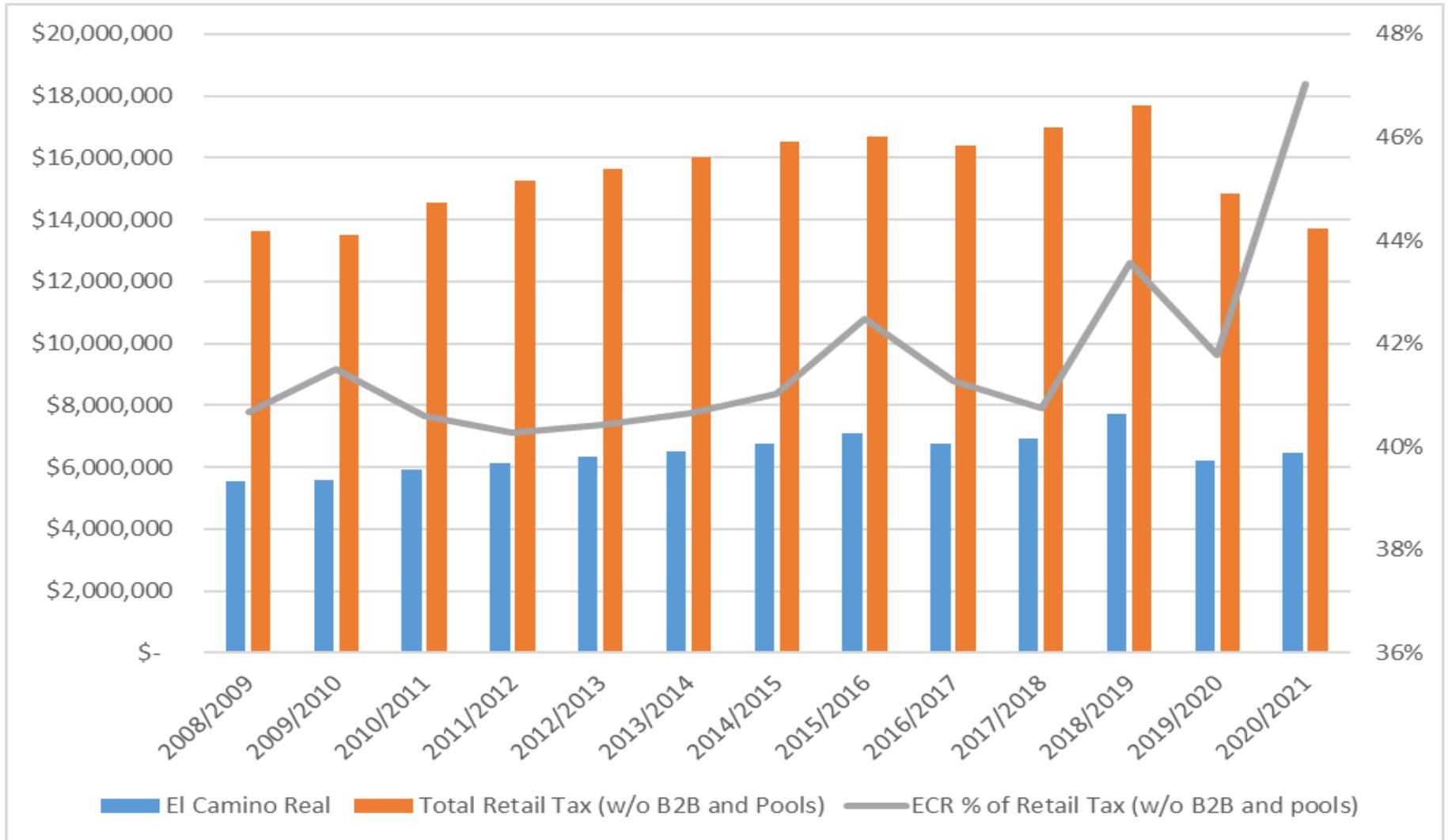
# Significance of El Camino Real

## Primary Retail and Transportation Corridor

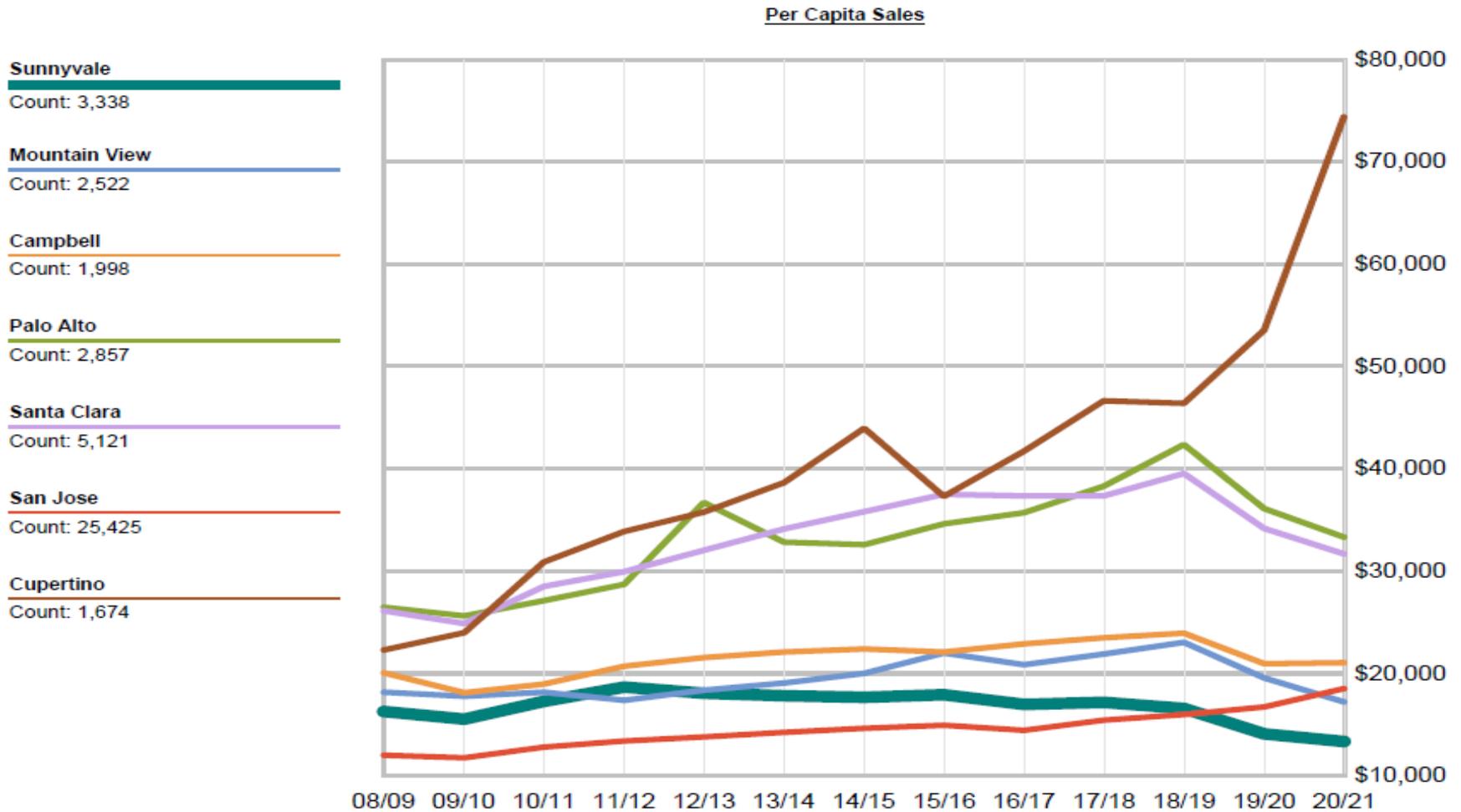
- Major Retail Sales Tax from El Camino Real  
*(excludes business to business)*
  - ◆ 40-46% of total retail sales tax for City
  - ◆ 20-25% of El Camino Real sales tax from auto sales
- Convenient for many Residents and Visitors
- Important Transportation Corridor
- Opportunity for Additional Housing Sites



# El Camino Real – Retail Sales Tax



# Sunnyvale Per Capita Retail Sales Tax\*



\*Includes business to business

# Transient Occupancy Tax vs Sales Tax

## Average Project on 2-acre site

145 room hotel  
= \$1,200,000 TOT\*



**VOLATILE**  
*(\$326,000 in 2020)*

25% FAR retail: 30,000 sf  
= \$70,000 Sales Tax\*



**STEADY**  
*(\$70,000 in 2020)*

*\*Based on 2019 Average TOT Revenue*

# General Plan Buildout Projections

## Land Use and Transportation Element (LUTE)

- **2017 LUTE**
  - ◆ Part of General Plan
  - ◆ Long term planning document that guides land use and development and transportation improvements
- LUTE EIR “cleared” buildout for El Camino Real
  - ◆ Anticipated Commercial build-out at average 25% FAR
  - ◆ Expanded Residential by 4,200 units
  - ◆ Site Specific Densities not Selected



# Floor Area Ratio Calculations

## LUTE Build Out

	BUILD-OUT COMMERCIAL (million s.f.)	FUTURE FAR	NET CHANGE from 2017 (million s.f.)
GROSS	4.20	22.96%	0.95
NET	4.20	27.55%	0.95
<b>Adj/Net*</b>	<b>3.50</b>	<b>22.96%</b>	<b>0.25</b>



# El Camino Real Land Use Actions

## ❖ April 2017: LUTE Adopted

- ◆ +4,200 Housing units for Buildout

## ❖ August 2017: R+ Alternative Selected for Study

- ◆ +2,700 Housing Units for Buildout

	2017 Existing	2017 LUTE	R+ Alternative
Housing Units	1,600	5,800	8,500
Commercial Area* (sq. ft.)	3.25 M	3.5 M	3.32 M

*\*Build Out projections based on Average 25% FAR on NET area*



# Preserving Sites for Commercial Uses

# Factors to Preserve Commercial

- Commercial-only sites
  - ◆ Variety of size and locations
  - ◆ Preserve auto dealership sites
  - ◆ Not suitable for higher density residential
- Mixed-use sites
  - ◆ Minimum Required Commercial based on:
    - Lot size
    - Frontage on El Camino Real
- Projecting commercial development
  - ◆ Assumes Average 25% commercial FAR
    - Older Hotels 50%-100% FAR
    - Newer Hotels 100%->200% FAR
- What do various FARs look like?



# What Does FAR look like?

## Retail Center >25% FAR

### Cala Center

- ~5.5 Acres
- ~70,000 sf
- **29% FAR**



### Hacienda Center

- ~10.3 Acres
- ~162,000 sf
- **36% FAR**

# What Does FAR look like?

## Retail Center <25% FAR



### Spalding Square

- ~3.75 Acres
- ~30,300 sf
- **19% FAR**

### Camino Oaks + 10 Butchers BBQ

- ~2.9 Acres
- ~28,500 sf
- **24% FAR**



# What Does FAR look like?

## Pre-1990 Mixed Use



### Charles Avenue Center

- ~3.9 Acres
- 57 Units
- ~35,000 sf (retail)
- ~**20.5% FAR** (*retail*)

### 717 Center

- ~2 Acres
- 20 Units
- ~18,000 sf
- ~**20.1% FAR** (*retail*)



# What Does FAR look like?

## Higher Density Mixed Use

### Pastoria

- ~2.97 Acres
- 49 Units
- ~5,660 sf retail
- ~57,950 sf hotel
- **~45% FAR**  
*(Retail + Hotel)*



### Elan Mountain View

- 2.39 Acres
- 164 Units
- 11,137 sf retail
- **10.7% FAR** *(Commercial)*

# What Does FAR look like?

## Hotels

### AC Hotel (2018)

- ~1.25 Acres
- ~89,620\* sf
- **165% FAR**

*\*excludes underground parking*



### Maple Tree Inn (1985)

- ~2.9 Acres
- ~63,000 sf
- **51% FAR**

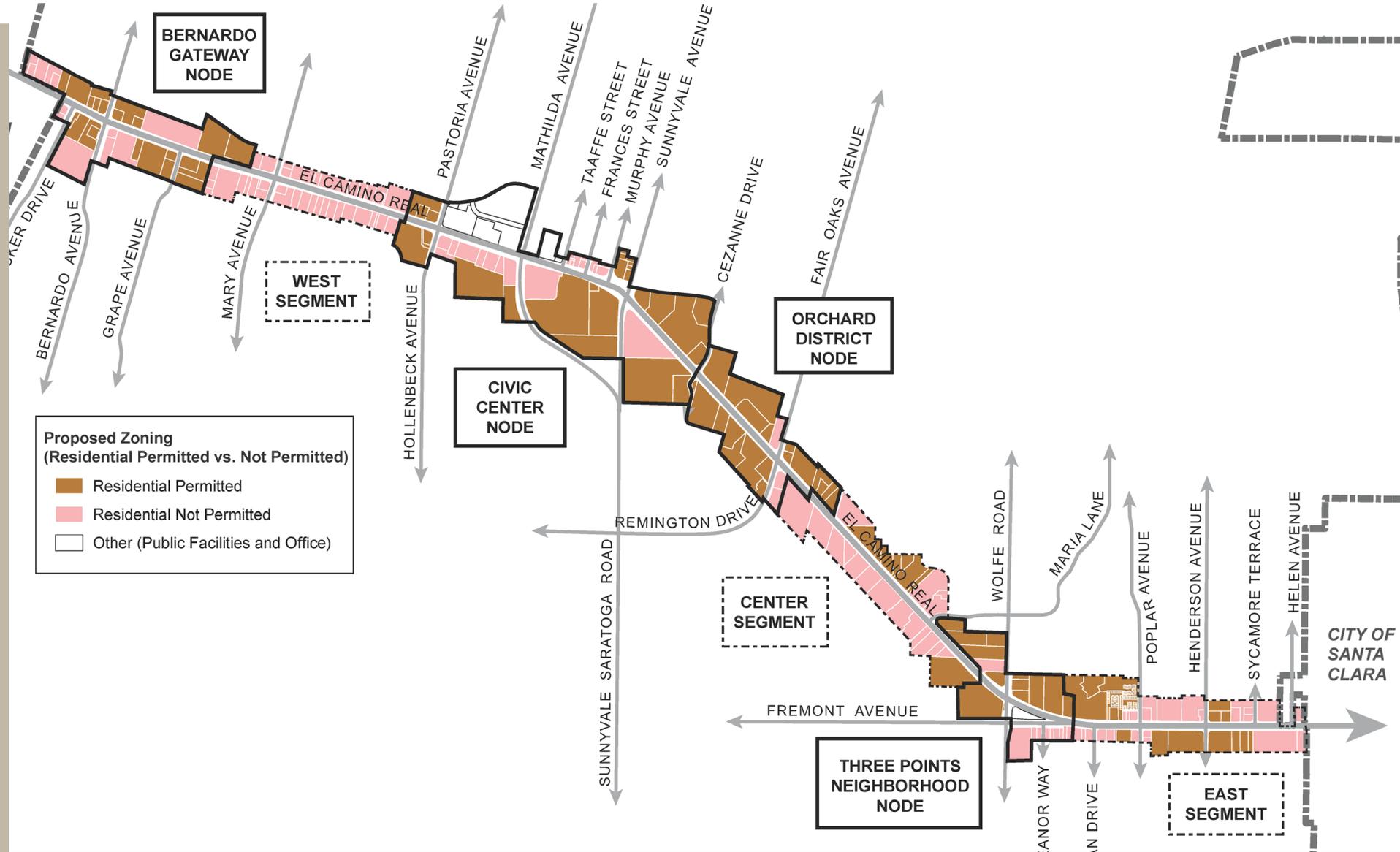


# Finding Sites for Residential Uses

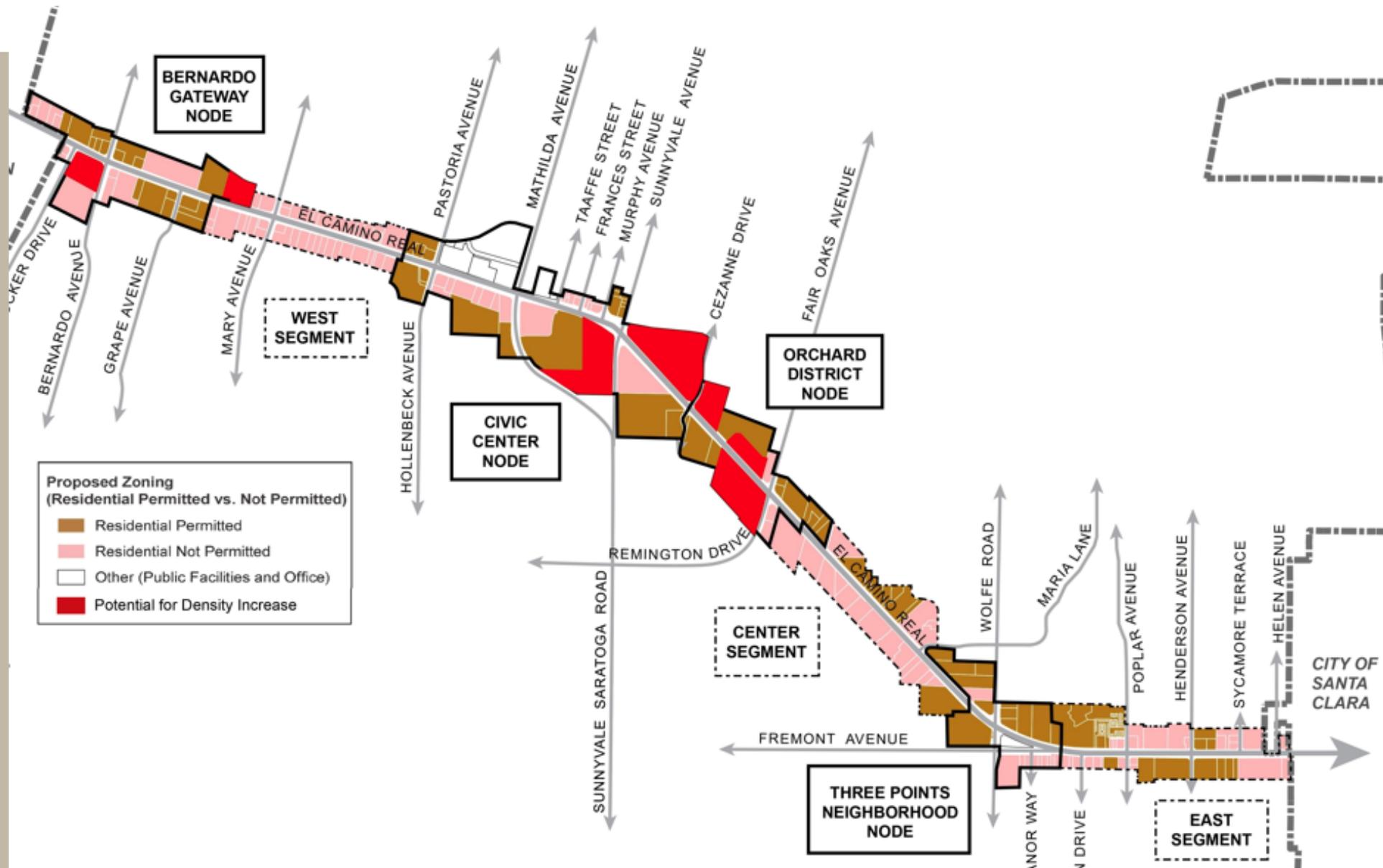
# Factors Used to Identify Residential sites

- Analyzed size, configuration & compatibility w/adjacent uses
  - ◆ No high density near lower density residential
  - ◆ Large sites and corners preferred
  - ◆ Developer interest factored into analysis
- Incentive programs
  - ◆ State density bonus programs
  - ◆ Sunnyvale density bonus program
- How does this affect Building envelope?

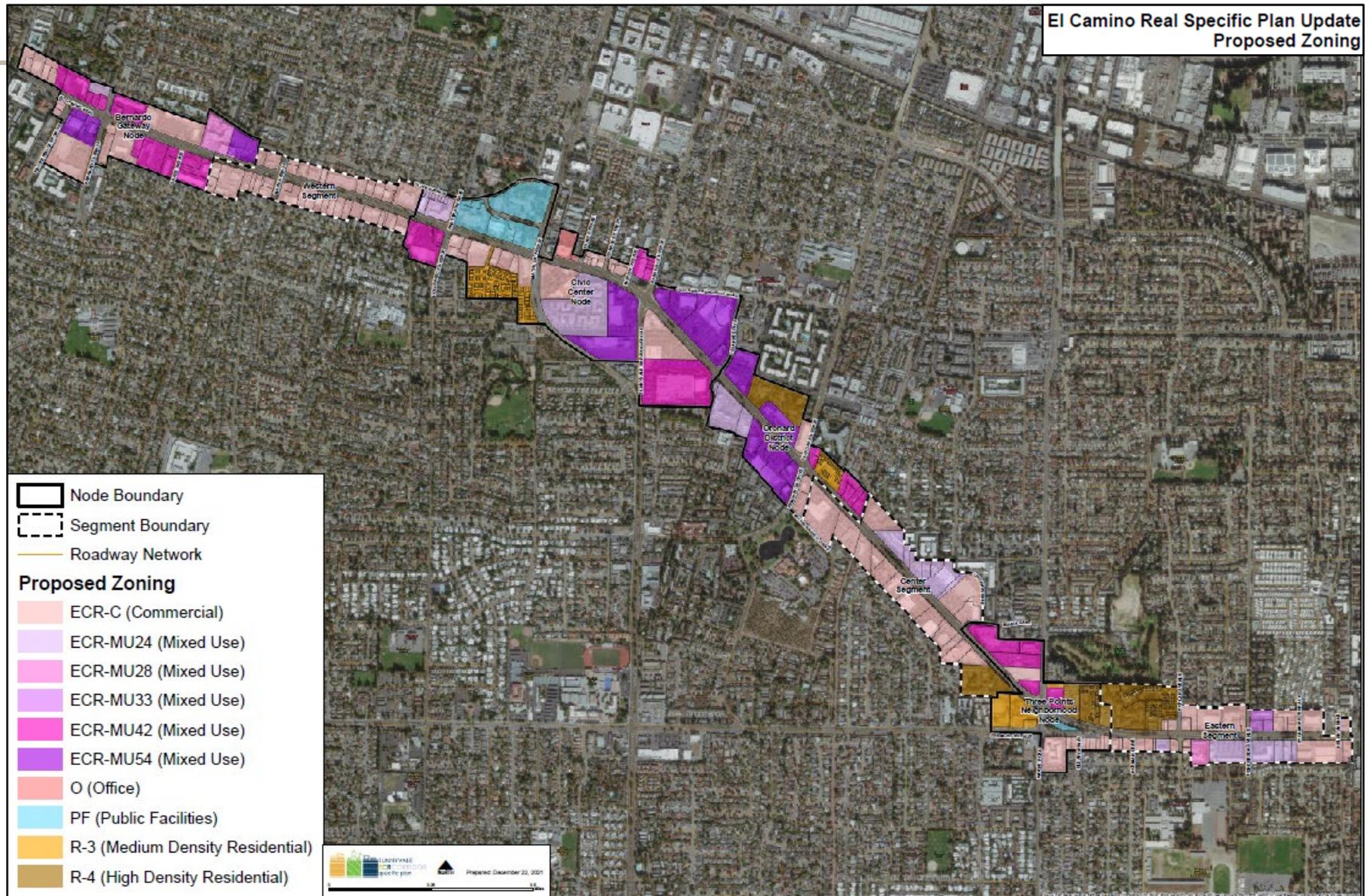
# Proposed Residential Land Use (Permitted vs. Not Permitted)



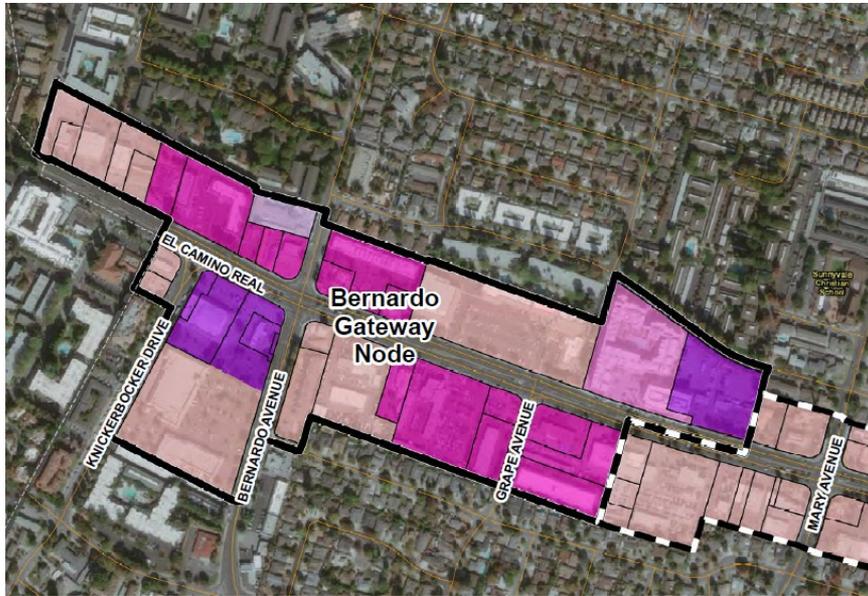
# With Highest Density Sites



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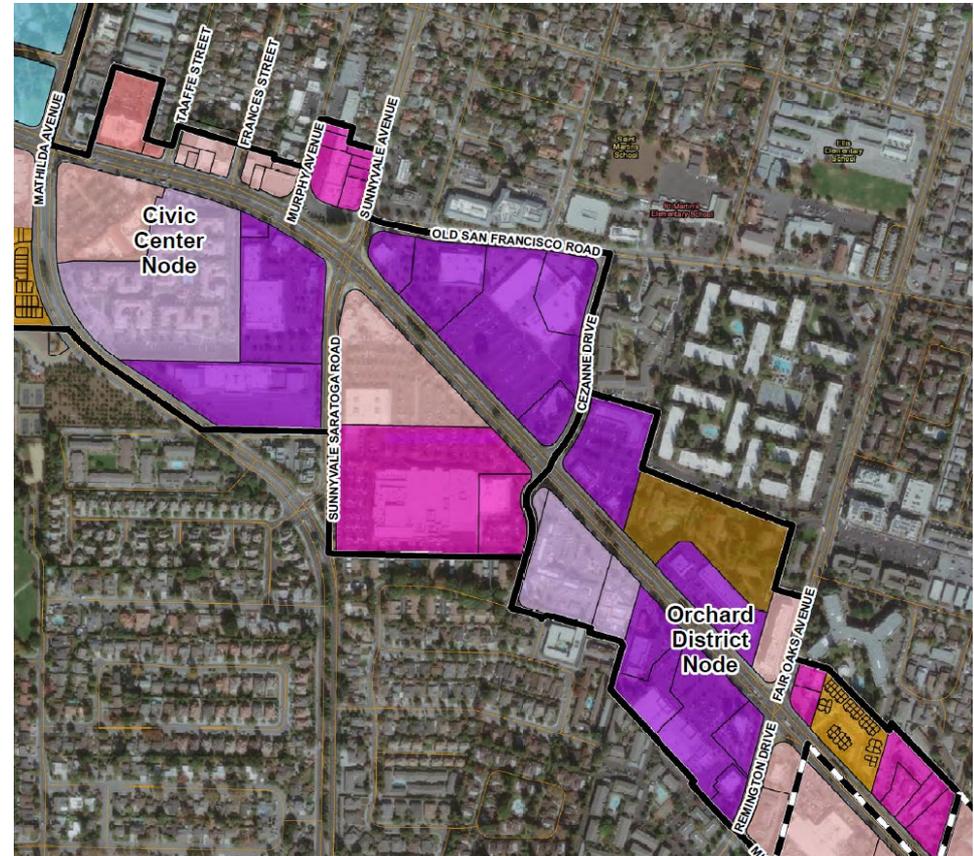


# Context for Highest Density sites



## Proposed Zoning

- ECR-C (Commercial)
- ECR-MU24 (Mixed Use)
- ECR-MU28 (Mixed Use)
- ECR-MU33 (Mixed Use)
- ECR-MU42 (Mixed Use)
- ECR-MU54 (Mixed Use)
- O (Office)
- PF (Public Facilities)
- R-3 (Medium Density Residential)
- R-4 (High Density Residential)



# Density Scenarios



# Potential Incentives\* for Housing

- More Commercial
- Affordable Housing above minimum (*State Programs*)
- Open space available to the Public
- Sense of Place beyond minimum
  - ◆ Wayfinding
  - ◆ Public spaces/paths on/through parcels
- Public Art on Residential Development
- Sustainability
  - ◆ Net Zero Energy
  - ◆ Transit passes
  - ◆ Public Access to EV Charging Stations

*\*Similar to Lawrence Station Area Plan Incentives*

# Incentive Examples

54 DU/acre base maximum

Incentive	Provide	DU/Acre
More Commercial FAR	+2.5% : +5% : +10%	3-12
Public Open Space		2-5
Residential Public Art	2% of valuation	2
Sustainable Features		2-6
Sense of Place		2-4
<b>Maximum Local Points Available*</b>		<b>29</b>
More Affordable Units	City Minimum: L/VL	1.2
	State Maximum: All*	<b>27</b>

*\*Maximum credit = 27 points*



# Next Steps

# Proposed Project Timeline



# Key Considerations for City Council

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- Are higher density and height acceptable?
- Are the highest density locations appropriate?
- Does incentive framework fit the City's needs?
- Is there the right *balance* of retail and housing?





# Questions & Comments