

2014 Council Study Issue

CDD 14-09 Comprehensive Update of the Precise Plan for El Camino Real

Lead Department Community Development

Sponsor(s) Staff

History 1 year ago: 2 years ago:

1. Scope of the Study

a. The current Precise Plan for El Camino Real was prepared and adopted in 2007. Since that time, more development interest has been raised along the El Camino Real corridor, and the Precise Plan's policies are not direct enough to cover the issues raised. The design guidelines are useful, but could also be reviewed, specifically to address mixed-use projects. Additionally, the Grand Boulevard Initiative was at its initial formation when the Precise Plan was written, and the Guiding Principles (which have been adopted as Council Policy) could be more specifically included in the Precise Plan.

Recently, the Council discussed whether commercial uses would be required for both commercial and residential-zoned property, and what level of commercial uses. The current Precise Plan is not clear how to address this issue, and the suggested update would address that issue by clarifying the policy and providing standards and/or guidelines.

The study would review:

- Determine appropriate proportion of commercial and residential uses for mixed-use sites;
- Determine what level of mixed use development can occur in node and non-node locations;
- Market analysis to determine expected changes and trends in the land use demands;
- Appropriate densities, heights and other development standards for mixed use projects;
- Appropriate mix of uses; commercial and residential;
- Sidewalk standards along the street;
- Specific requirements for Node versus non-Node locations;
- Updated implementation measures;
- Clarification of policies on certain uses, such as child care centers, fast food restaurants, and residential projects in mid-block locations;
- Review the sign design guidelines to ensure they meet current sign code and the aesthetic goals for the street;
- Negative declaration of the changes.

b. What precipitated this study?

Recent interest in large mixed-use projects along El Camino Real has shown a need to update the Precise Plan. The Precise Plan update could address issues that have arisen since the plan was adopted in 2007.

c. Is this a multiple year project? Yes Planned Completion Year 2015

2. **Fiscal Impact**

a. Cost to Conduct Study

- i. Level of staff effort required (opportunity cost)
 Major Moderate Minor
- ii. Amount of funding above current budget required \$50,000
 Will seek budget supplement Will seek grant funding
- iii. Explanation of Cost: \$50,000 for an environmental document, depending on the level of plan amendments.

b. Costs to Implement Study Results

- No cost to implement.
- Unknown. Study would include assessment of potential costs.
- Some cost to implement. Explanation:

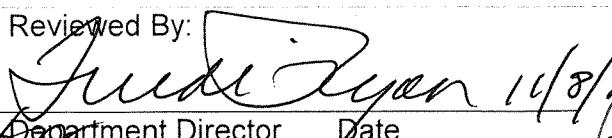
3. **Expected participation in the process**

- Council-approved work plan
- Council Study Session
- Board/Commission Review by Planning Commission

4. **Staff Recommendation**

- a. Position: Support contingent on approval of a budget modification of \$50,000 and combine with CDD 14-14.
- b. Explanation: Much has changed since the Precise Plan was prepared in 2007, including a greater interest in mixed-use projects and anticipation of the new LUTE. The study would result in a revised precise plan, with clearer direction on the policy for mixed-use projects, understanding market trends for the corridor, and addressing aspects not currently described clearly in the existing plan.

This study issue should be combined with related study issue CDD 14-14, which only addresses whether commercial uses should be required for new non-commercial developments. Combining the two studies would result in an estimated cost of \$80,000.

Reviewed By:		Approved By:	
	10/8/13		11-8-13
Department Director	Date	City Manager	Date

2014 Council Study Issue

CDD 14-14 Address Non-commercial Properties in Precise Plan for El Camino Real

Lead Department Community Development

Sponsor(s) City Council

History 1 year ago: 2 years ago:

1. Scope of the Study

- a. The Precise Plan for El Camino Real, adopted in 2007, includes a policy that new mixed use projects should include a commercial component that is 25% of the floor area ratio (FAR) for the property. The purpose of that requirement is to maintain the street as an important commercial corridor for the community. This policy pertains to all properties along the corridor and does not distinguish between commercial and residential zoning. The ECR combining district only defines a 20% FAR requirement for commercially-zoned properties in the nodes.

Currently, approximately 17% of the land uses along the El Camino Real corridor in Sunnyvale is residential. Most of those properties are multi-family residential units, mainly apartments.

Recently, the Council discussed whether commercial uses should be required for both commercial and residential-zoned property, and what level of commercial uses. The current Precise Plan does not specifically address whether commercial uses would be required if a residential property is redeveloped. This study would consider that issue. It would also be appropriate to reevaluate the 20-25% FAR policy/requirement with consideration of the latest commercial and retail market trends.

b. What precipitated this study?

Recently, properties along El Camino Real zoned residential are being considered for redevelopment. It has been debated whether these sites would be required to include a commercial component with the redevelopment.

c. Is this a multiple year project? Yes Planned Completion Year 2015

2. Fiscal Impact

a. Cost to Conduct Study

- i. Level of staff effort required (opportunity cost)
 Major Moderate Minor
- ii. Amount of funding above current budget required \$30,000
 Will seek budget supplement Will seek grant funding
- iii. Explanation of Cost: \$30,000 for a market/economic analysis to assess the viability of commercial uses for the corridor.

b. Costs to Implement Study Results

No cost to implement.
 Unknown. Study would include assessment of potential costs.
 Some cost to implement. Explanation:

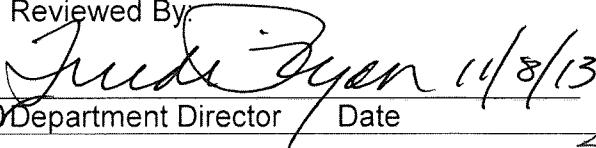
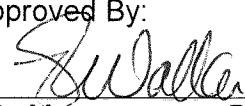
3. **Expected participation in the process**

- Council-approved work plan
- Council Study Session
- Board/Commission Review by Planning Commission

4. **Staff Recommendation**

- a. Position: Support contingent on approval of a budget modification of \$30,000 and combine with CDD 14-09.
- b. Explanation: The revised Precise Plan should address recent interest regarding whether commercial uses should be required or optional for residentially-zoned properties along El Camino Real and provide guidelines or standards for this designation.

This study issue could be combined with related study issue CDD 14-09, which is a comprehensive review of the Precise Plan for El Camino Real. Combining the two studies would result in an estimated cost of \$80,000.

Reviewed By:	Approved By:
 Jude Dyer 11/8/13 Department Director	 Steve Walker 11-8-13 City Manager