

Moffett Park Specific Plan

Plan Update + Preliminary Land Use Concepts

March 29/30th 2021

The purpose of today's meeting is...



Workshop Results
and Outreach Efforts



Land Use Challenges
and Opportunities



District Concepts and
Stakeholder Ideas



Discussion and
Comment

Study Session Agenda

- Introduction
 - Workshop Summary
 - Survey Summary
 - Process Overview
- Land Use
 - Moffett Park Overview
 - Residential Strategy
 - Office/R+D Strategy
 - Activity Centers
 - Open Space Strategy
 - Stakeholder's Ideas
- Next Steps
- Planning Commission Q&A/Comment
- Public Comment

Key Take-Aways from Workshops

- SLR Approach
- Economic Strategy
- Mobility and Infrastructure Strategy
- Environmental Constraints

Public Workshops #1 - 3

Sea Level Rise & Climate Change (Nov 2020)



• 87 community members



• 256 views on YouTube

Transportation & Mobility (Feb 2021)



• 80 community members



• 211 views on YouTube

Land Use, Market Conditions (Mar 2021)

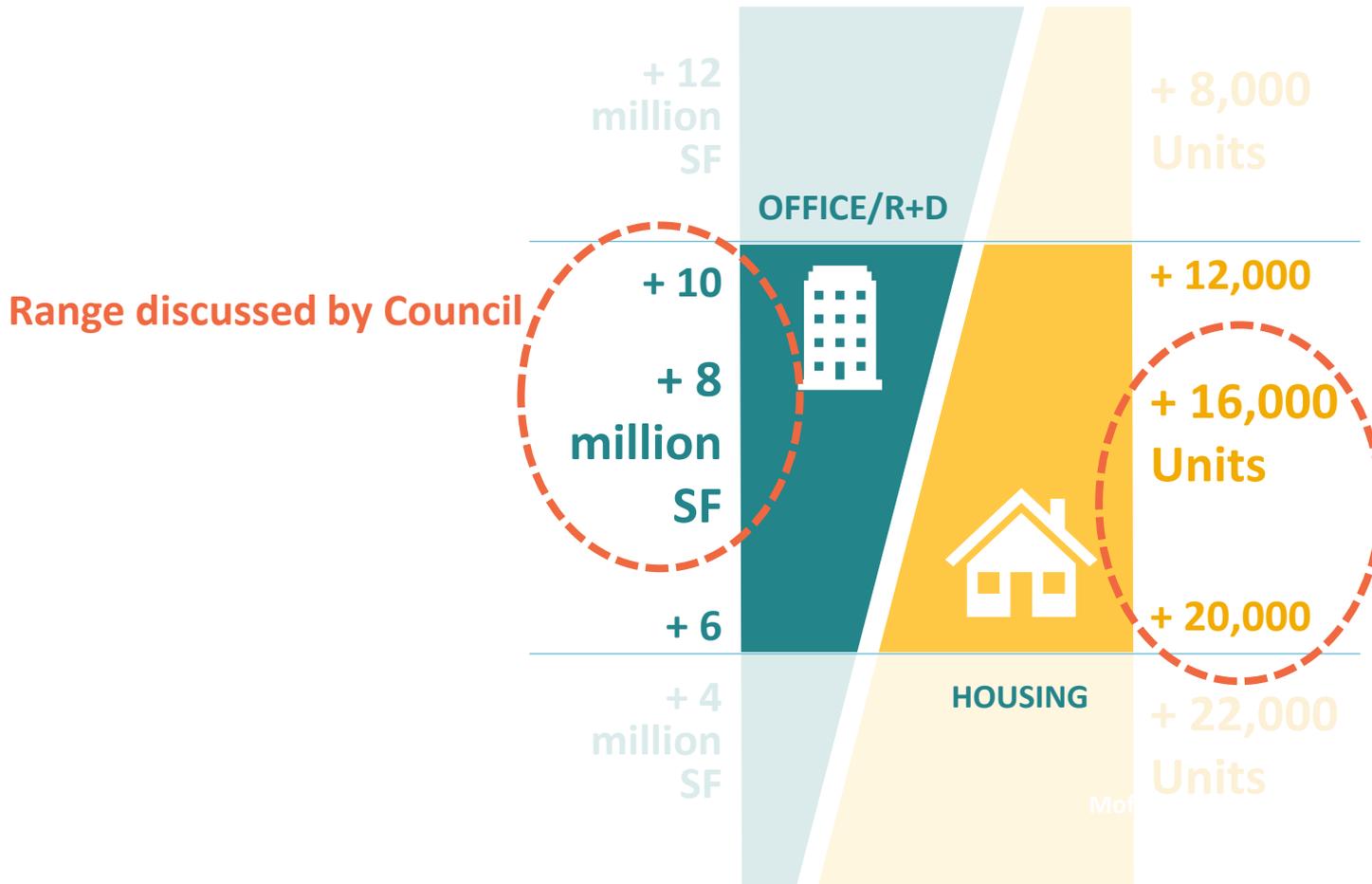


• 87 community members



• 190 views on YouTube

Range for Mixed-Priority Scenario (net new)



Draft Vision Statement

Redefine the Moffett Park Specific Plan as an
“Ecological and Innovation District”



*Moffett Park is **an integral part of Sunnyvale** and is a well-connected ecological innovation district with a diverse mix of uses that serves as a model of resilience, climate protection, equity and economic opportunity.*

An aerial photograph of a city, likely Moffett Park, with a large, semi-transparent green rectangular overlay in the center. The background shows a cityscape with buildings, roads, and a large body of water in the distance under a clear blue sky. The text 'Survey Summary' is centered within the green overlay in a white, sans-serif font.

Survey Summary

Community Priority Survey Summary

- Opened Tues, March 2, 2021 (active **22** days)
- Responses received: **414**

Demographics:

- **83%** live in Sunnyvale (325)
 - **60%** have lived in Sunnyvale for more than 10 years (229)
- **62%** in the 36 – 64 age range (238)
 - Next age groups are 19-35 (**17%**) and 65+ range (**17%**)
- Most common **employment sectors**:
 1. Information and Technology: **35%**
 2. Retired: **19%**
 3. Professional Services: **17%**

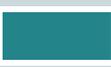
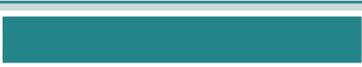
Survey Results: Guiding Principles

Most popular Guiding Principles:

1. Create a **connected, accessible** district that prioritizes the **movement of people over vehicles**
2. Create a **healthy, resilient,** and **biodiverse** environment
3. Cultivate **dynamic and connected public spaces** that accommodate the physical and social needs of all users
4. Establish Moffett Park as a **model community** through its commitment to comprehensively addressing **resilience, climate protection,** and **equity** in all activities

Survey Results: Housing

"Housing should be added to Moffett Park"

Strongly Disagree	13%	
Disagree	8%	
Neutral	13%	
Agree	25%	
Strongly Agree	41%	

What types of Housing are most important to you?

1. Affordable Housing (**241**)
2. Housing for young adults/working professionals (**211**)
3. Housing for families with children (**159**)

Survey Results: Services

*How would you prioritize **services** in a mixed-use community?*

1. Grocery Store/Healthy Food Options (**326**)
2. Restaurants/Food & Beverage (**318**)
3. Neighborhood Serving Retail (**233**)

*How would you prioritize **amenities** in a mixed-use community?*

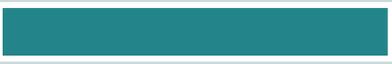
1. Bike/Pedestrian Infrastructure (**330**)
2. Parks, Plazas, & Recreational Open Space (**330**)
3. Wildlife Habitat & Natural Spaces (**276**)

Survey Results: Open Space

Open Space Priorities:

1. **Natural Areas & Open Space**, including wetlands, habitat areas
2. **Mobility**, including bikeways, trails, comfortable sidewalks
3. **Social & Community Space**, including playgrounds, dog parks
4. **Civic & Cultural Space**, including farmers markets, event space

Open Space Type & Size:

Type	Size	Votes	Allocation
Linear Park	-	318	
Neighborhood Park	1 - 10 a	230	
District/Community Park	10 - 25	187	
Urban Plaza/Town Square	1 - 2	160	
Mini Park	< 1	92	

Survey Results: Open Space

Most popular open space activities:

1. Multi-use Hiking and Biking Trails (**276**)
2. Bikeways (**220**)
3. Habitat Areas with limited access (**208**)

Most popular recreational facilities:

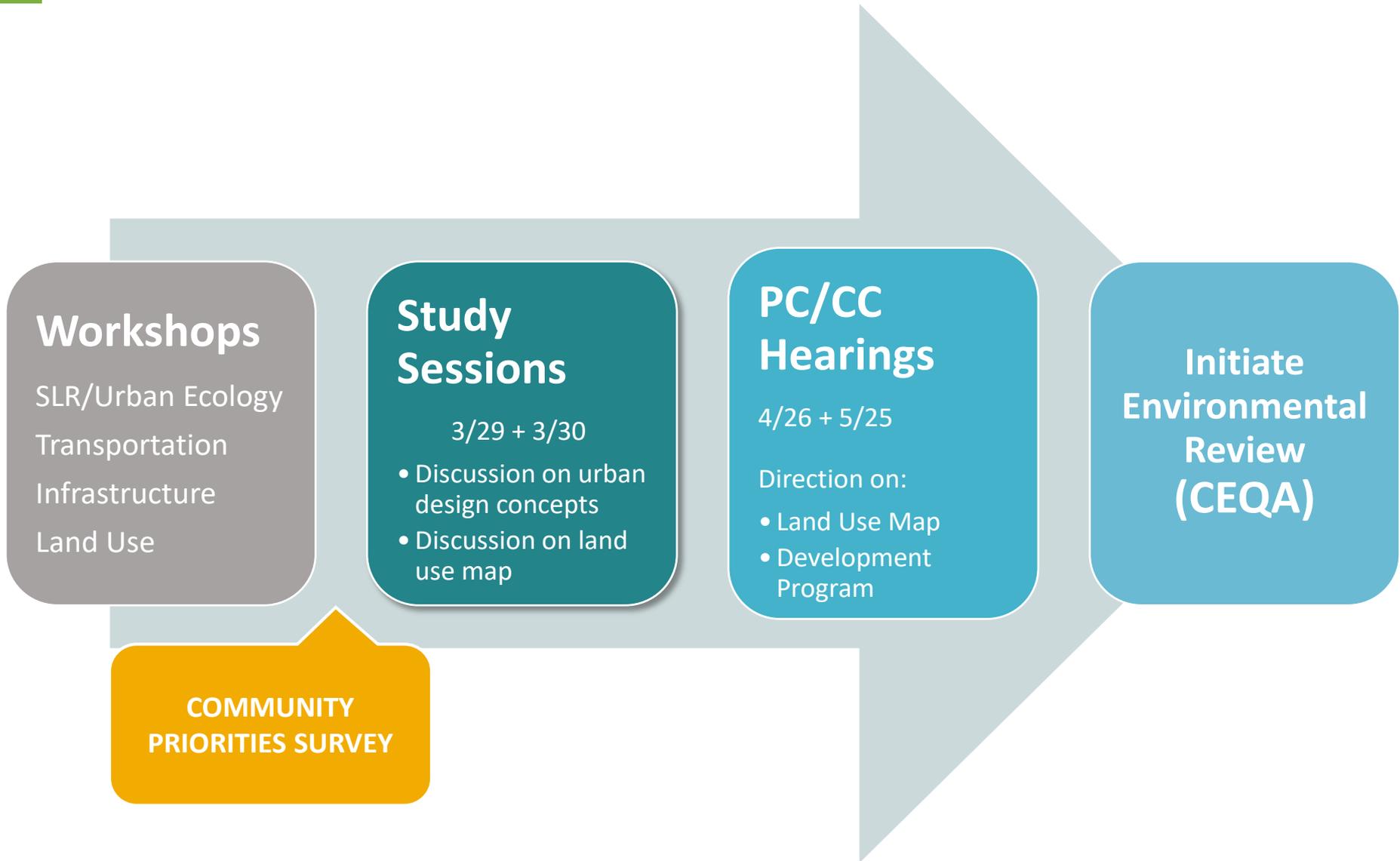
1. Flex/Multi-sport Fields (**216**)
2. Aquatic Facilities (**117**)
3. Exercise Equipment (**115**)
4. Basketball (**89**)
5. Tennis Courts (**84**)
6. Soccer Fields (**84**)

Survey Results: Open Space

Urban Design Priorities

1. New safe & separated bike connections to Sunnyvale (**256**)
2. Urban forests and landscaping (**210**)
3. Smaller blocks & walkable streets (**200**)
4. New safe & separated bike facilities within Moffett Park (**133**)
5. Additional office building height in exchange for one-site amenities such as open space (**122**)
6. Increased density to support new transit (**114**)

Process from today to CEQA



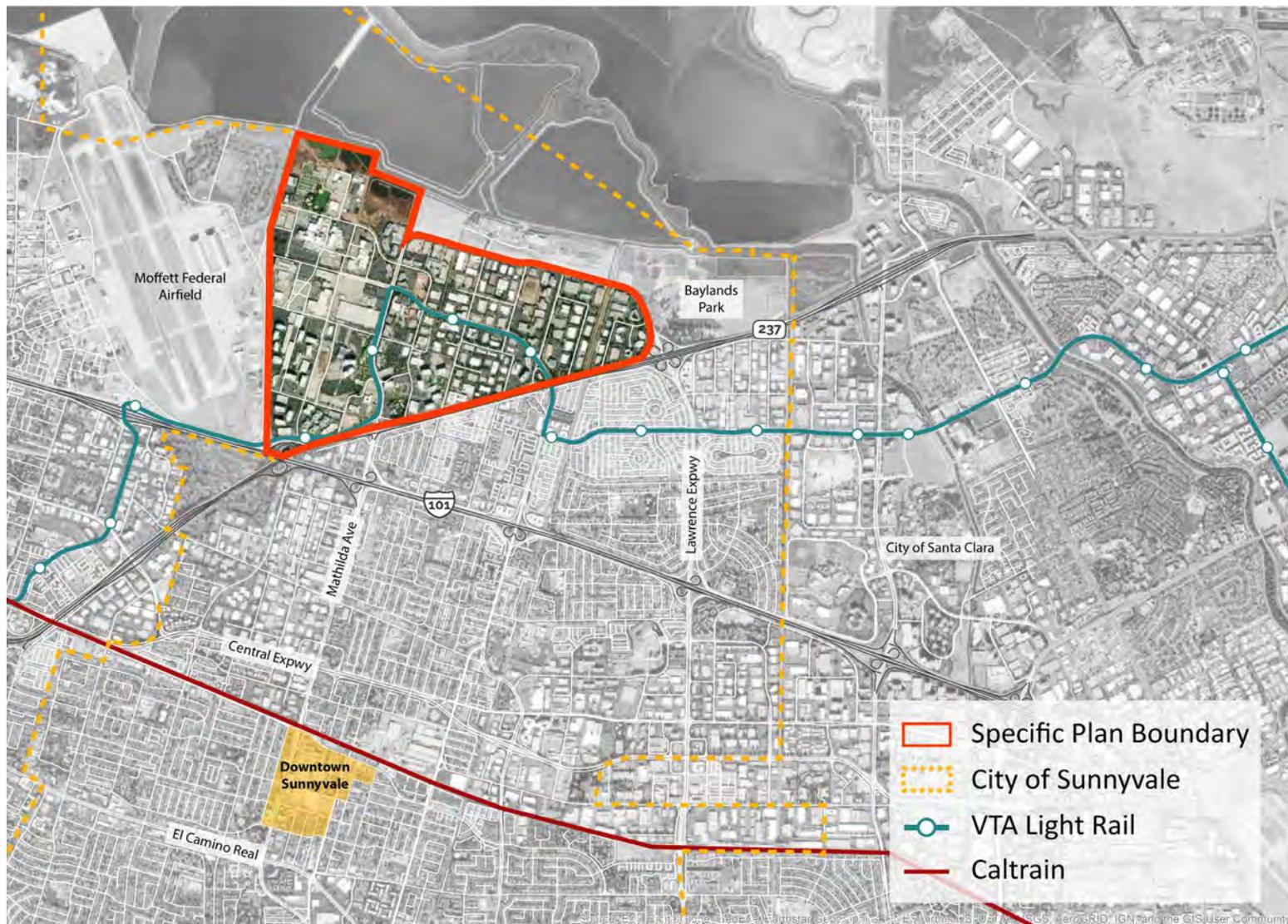


LAND USE

An aerial photograph of the Moffett Park area in San Jose, California. The image shows a dense residential neighborhood with a grid of streets, interspersed with trees and green spaces. In the background, a large body of water (Santa Clara Reservoir) is visible, along with a city skyline and distant mountains under a clear blue sky. A semi-transparent green rectangular overlay covers the central portion of the image, with the title text centered within it.

Moffett Park Overview

Moffett Park Specific Plan



Scale of Moffett Park

Moffett Park



Sunnyvale



San Jose



Oakland



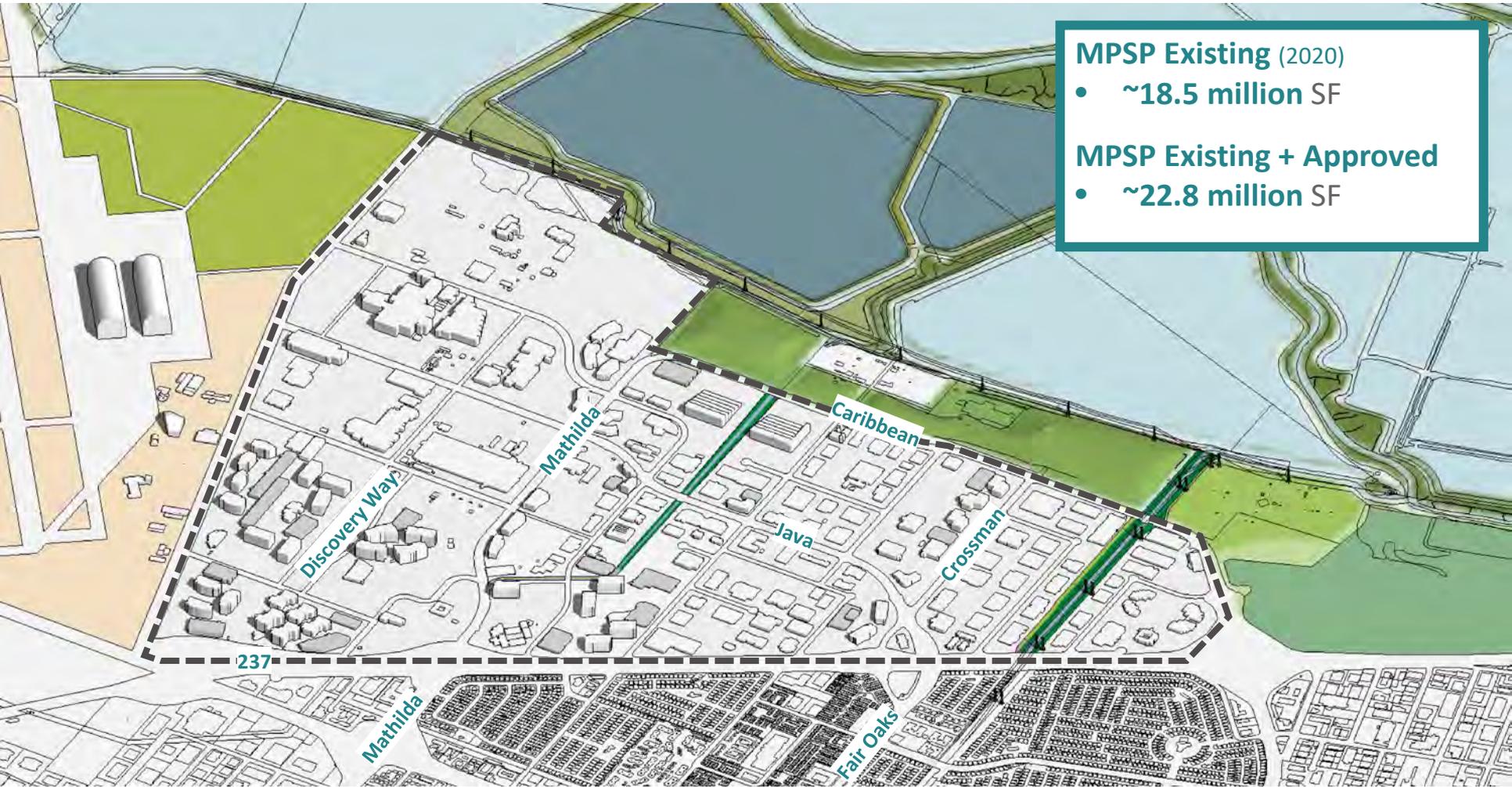
Redwood City



San Francisco



This is Moffett Park of the near future showing approved projects



MPSP Existing (2020)

- ~18.5 million SF

MPSP Existing + Approved

- ~22.8 million SF

LEGEND: - - - MPSP Boundary

Property Ownership Map



LEGEND: - - - MPSP Boundary

Older buildings + surface parking provide opportunity for change



To be retained:

- 658 Acres
- ~17.6 million SF
(includes approved projects)

- LEGEND:
- Buildings less than 20 years old
 - Lockheed Martin Core Campus
 - Pipeline Buildings
 - Parking Structures
 - MPSP Boundary

Older buildings + surface parking provide opportunity for change



To be retained:

- 658 Acres
- ~17.6 million SF

Redevelopment Potential:

- 499 Acres
- -5.5 million SF

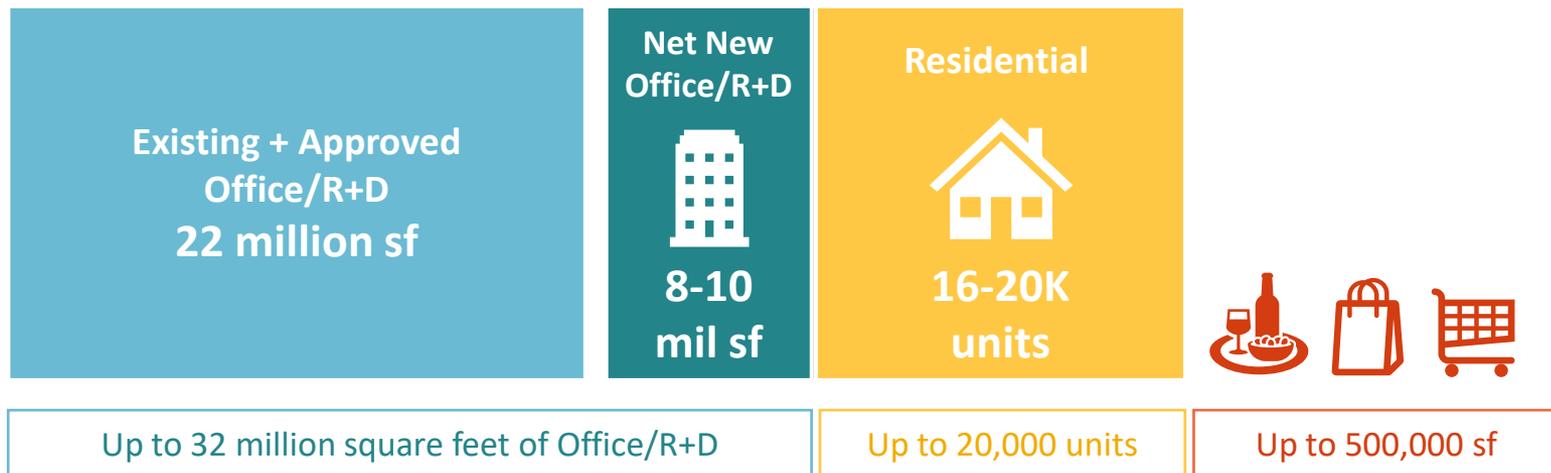
LEGEND:  Redevelopment Opportunity  Buildings less than 20 years old  Lockheed Martin Core Campus  Pipeline Buildings  Parking Structures

 MPSP Boundary

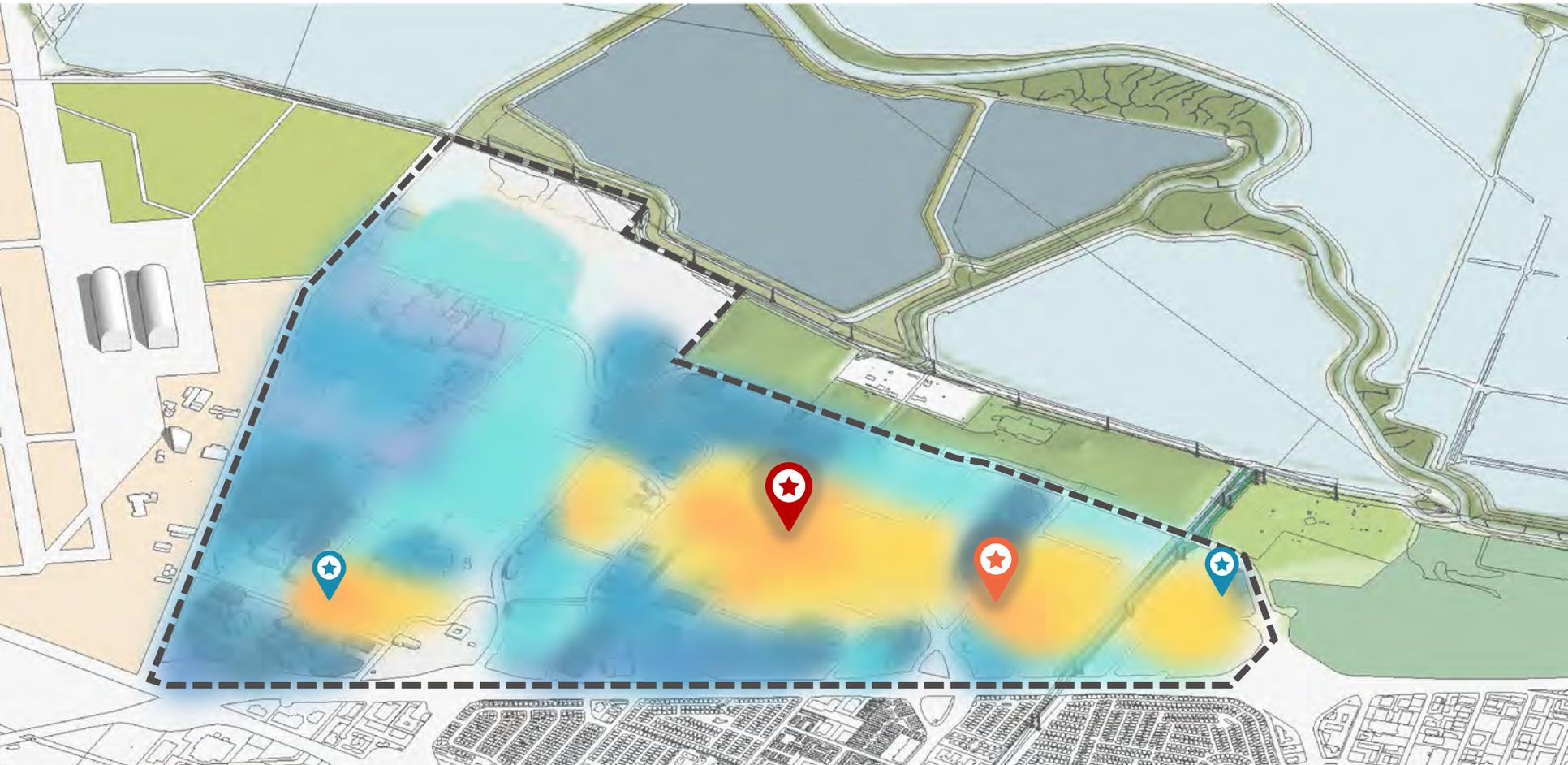
An aerial photograph of a city, likely Moffett Park, is shown. A large, semi-transparent green rectangular overlay covers the central portion of the image. The text "Residential Strategy" is written in white, bold, sans-serif font across the middle of this green area. The background shows a mix of residential buildings, streets, and green spaces, with a large body of water and mountains visible in the distance under a clear blue sky.

Residential Strategy

Range for Mixed-Priority Scenario



March 2nd Land Use Map



- LEGEND: ● Residential Opportunity Near Transit ● Residential Opportunity ● Office Development Opportunity 📍 📍 Activity Center 📍 Neighborhood Corner
- MPSP Boundary

Potential locations for residential development

Residential Opportunity Sites:

- 214 Gross Acres
- ~124 Net Acres



- LEGEND: ● Residential Opportunities ● Non-residential Development ● Lockheed Martin Core Campus
-- -- MPSP Boundary

Potential locations for residential development

Five Neighborhoods:
~16,000 to 20,000 units

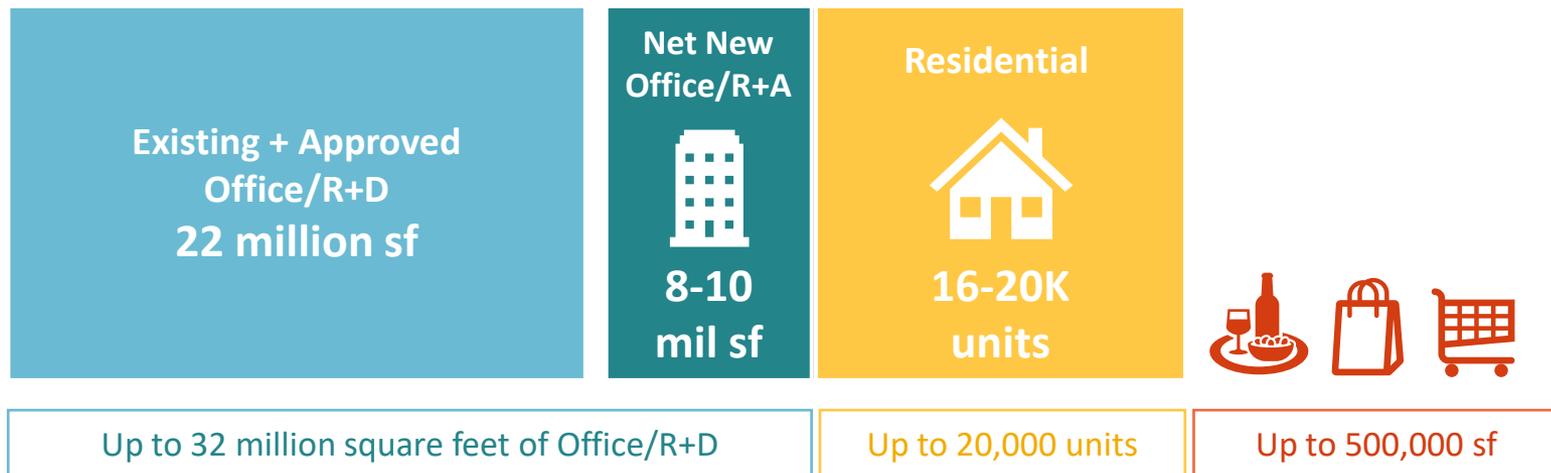


LEGEND:  Residential Neighborhoods
 MPSP Boundary

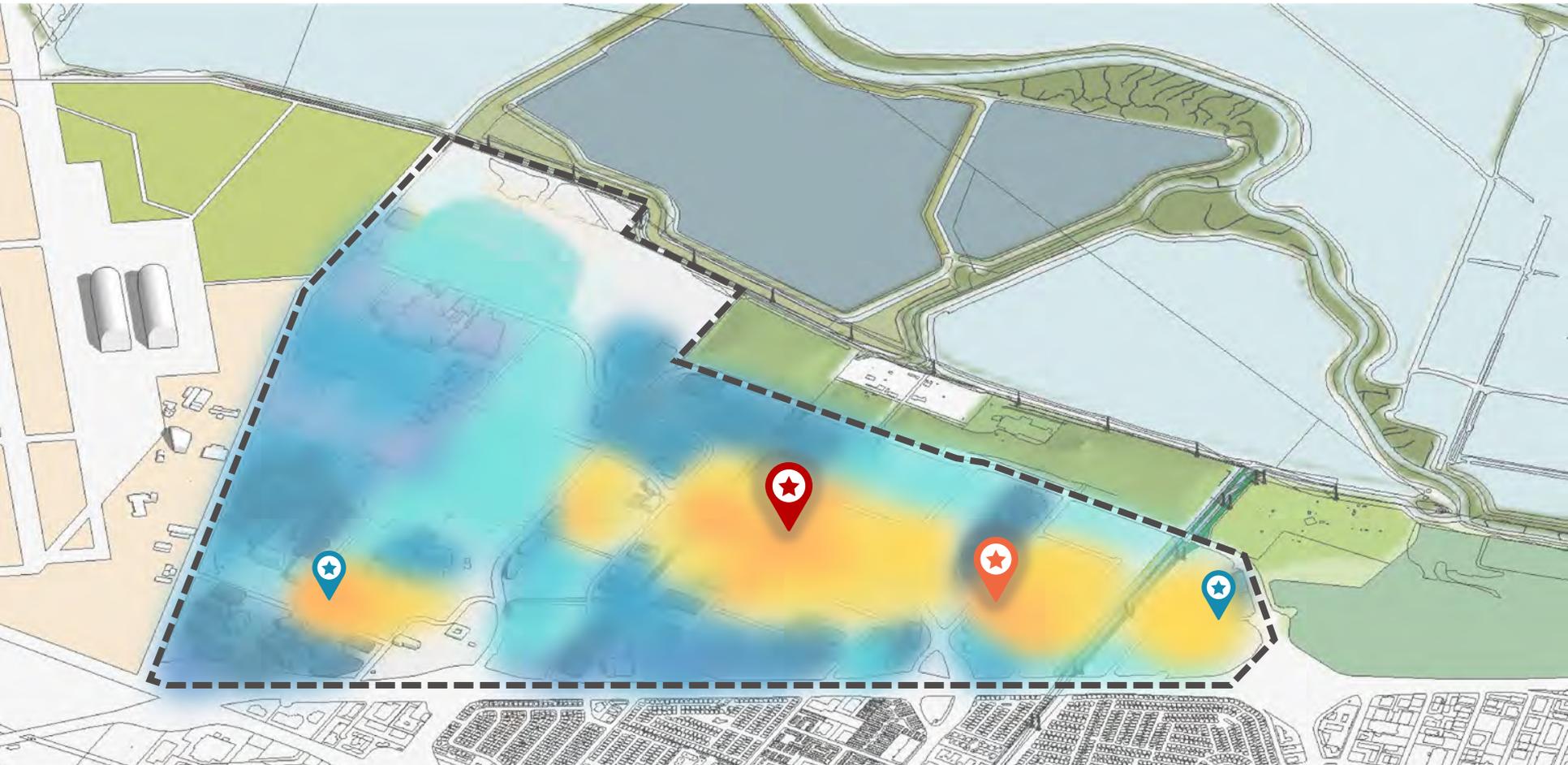
An aerial photograph of the Moffett Park area in San Jose, California. The image shows a mix of residential and commercial buildings, streets, and green spaces. A large, semi-transparent green rectangle is overlaid on the center of the image, containing the text 'Office/R+D Strategy'. In the background, a large body of water (Santa Clara Reservoir) and distant mountains are visible under a clear blue sky.

Office/R+D Strategy

Range for Mixed-Priority Scenario



March 2nd Land Use Map



- LEGEND:
- Residential Opportunity Near Transit
 - Residential Opportunity
 - Office Development Opportunity
 - 📍📍 Activity Center
 - 📍 Neighborhood Corner
 - MPSP Boundary

Potential locations for office/R+D development



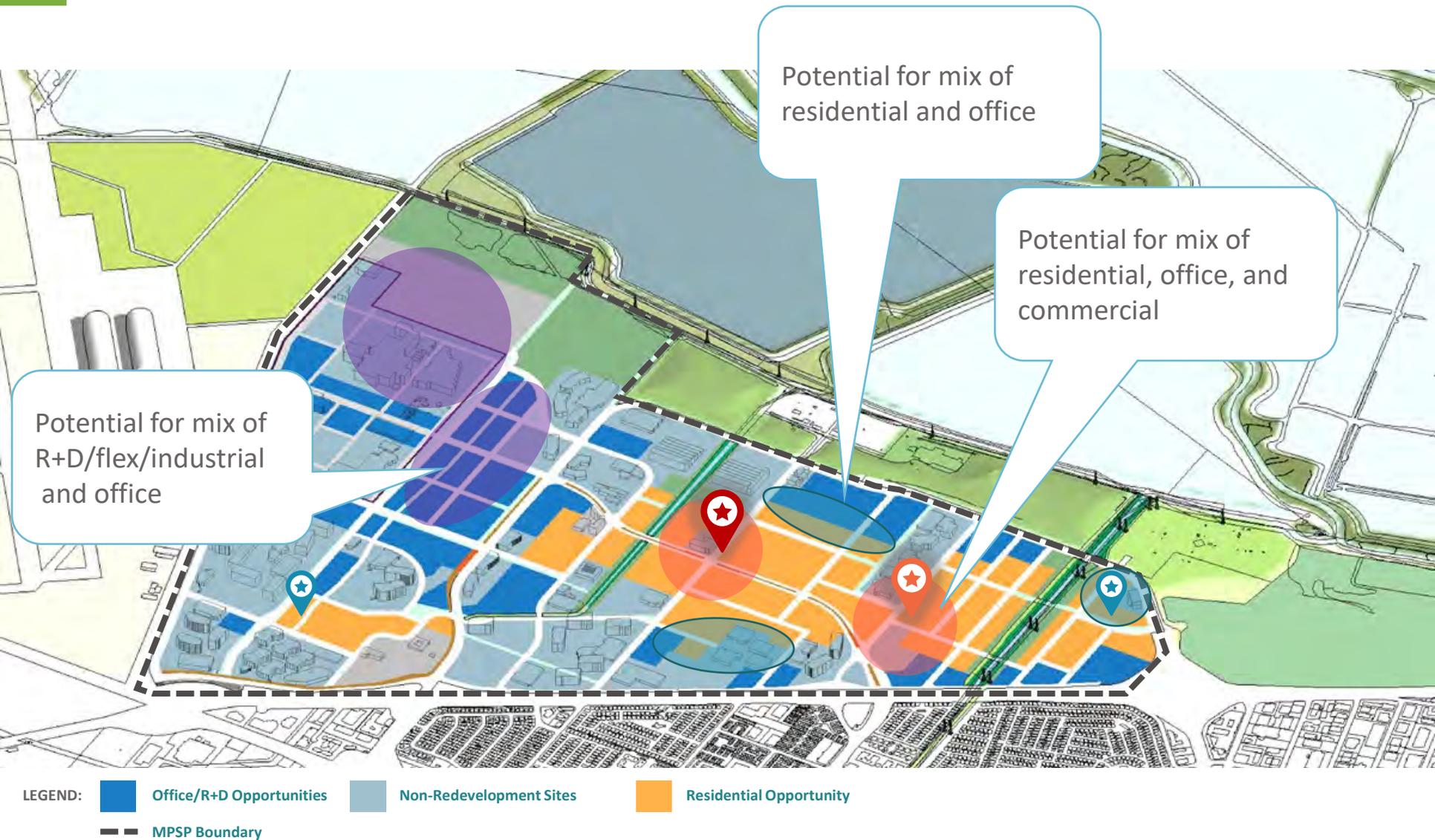
Non-Redevelopment Sites:
410 Gross Acres
~17.6 million sf

Office/R+D Opportunity Sites:
194-214 Gross Acres
~8-10 million sf net new

LEGEND: Office/R+D Opportunities Non-Redevelopment Sites Residential Opportunity

MPSP Boundary

Potential locations for office/R+D development

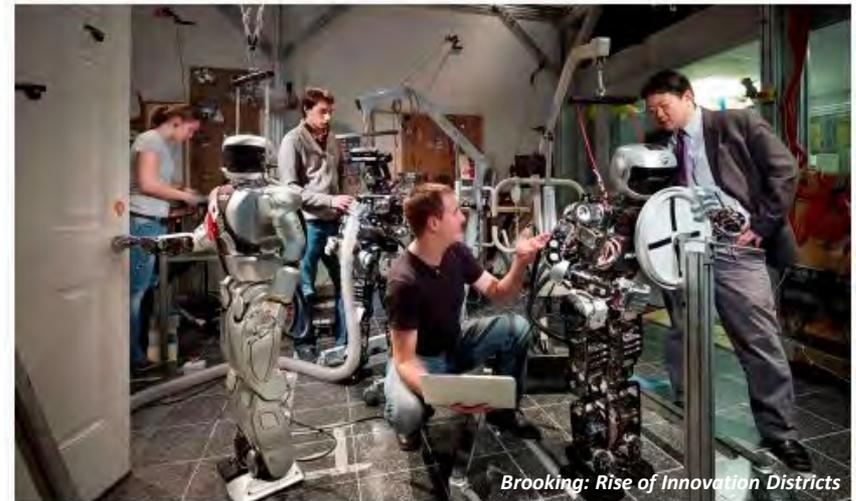


R+D/Start-up/Maker/Innovation Spaces

- Diverse Economic Engine
- Innovation Economy
- Placemaking Opportunity
- City Policy

Strategies

- Maintaining and/or locating new R+D/Flex Zoning
- Below Market Rate
- Agglomeration of R+D flex uses



Robots come to life at Drexel University in Philadelphia's innovation district. Photo credit: Halkin/Mason Photography, courtesy of Drexel University

An aerial photograph of a city, likely Moffett Park, is shown. A large, semi-transparent green rectangular overlay covers the central portion of the image. The text "Activity Centers" is written in white, bold, sans-serif font across the middle of this green area. The background shows a mix of residential and commercial buildings, streets, and green spaces. In the distance, a large body of water (likely a reservoir) and mountains are visible under a clear blue sky.

Activity Centers

Activity Centers



Community-wide Activity Center



District-wide Destination
“Main street”
Central gathering place



Neighborhood Activity Center



Neighborhood Destination
Central gathering place



Neighborhood Corners



Local Hang Out
Restaurant, Cafe/lunch spot
Salon/yoga studio
Bodega

Activity Centers



Community-wide Activity Center



District-wide Destination
8,000 to 16,000 households

125K-400K retail/food+bev
Full-service grocery store



Neighborhood Activity Center



Neighborhood Destination
3,000 to 6,000 households

30K-125K retail/food+bev
Small grocery store



Neighborhood Corners



Local Hang Out
about 1,200 households

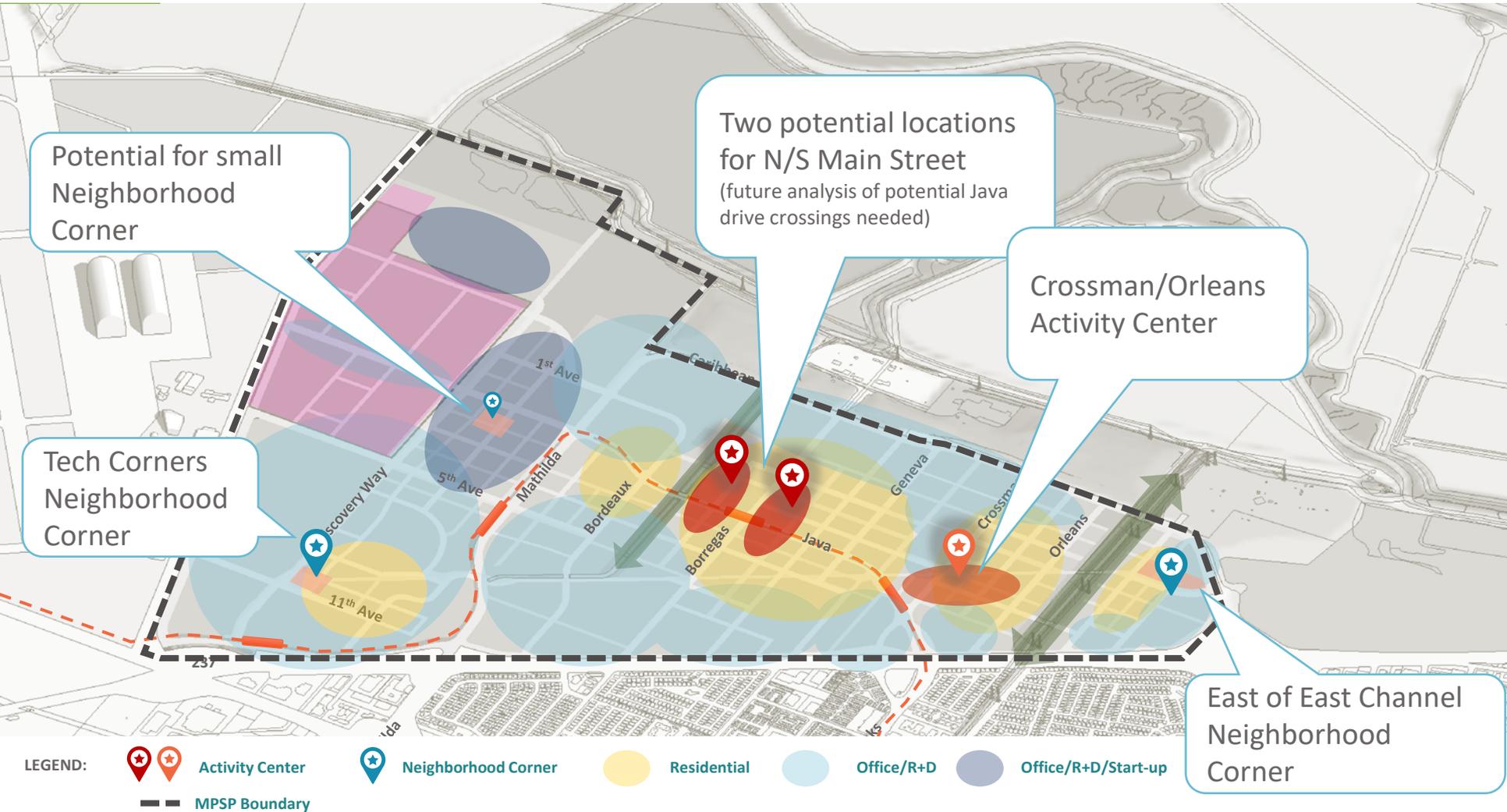
3K-10K retail/food+bev

What makes a good activity center?

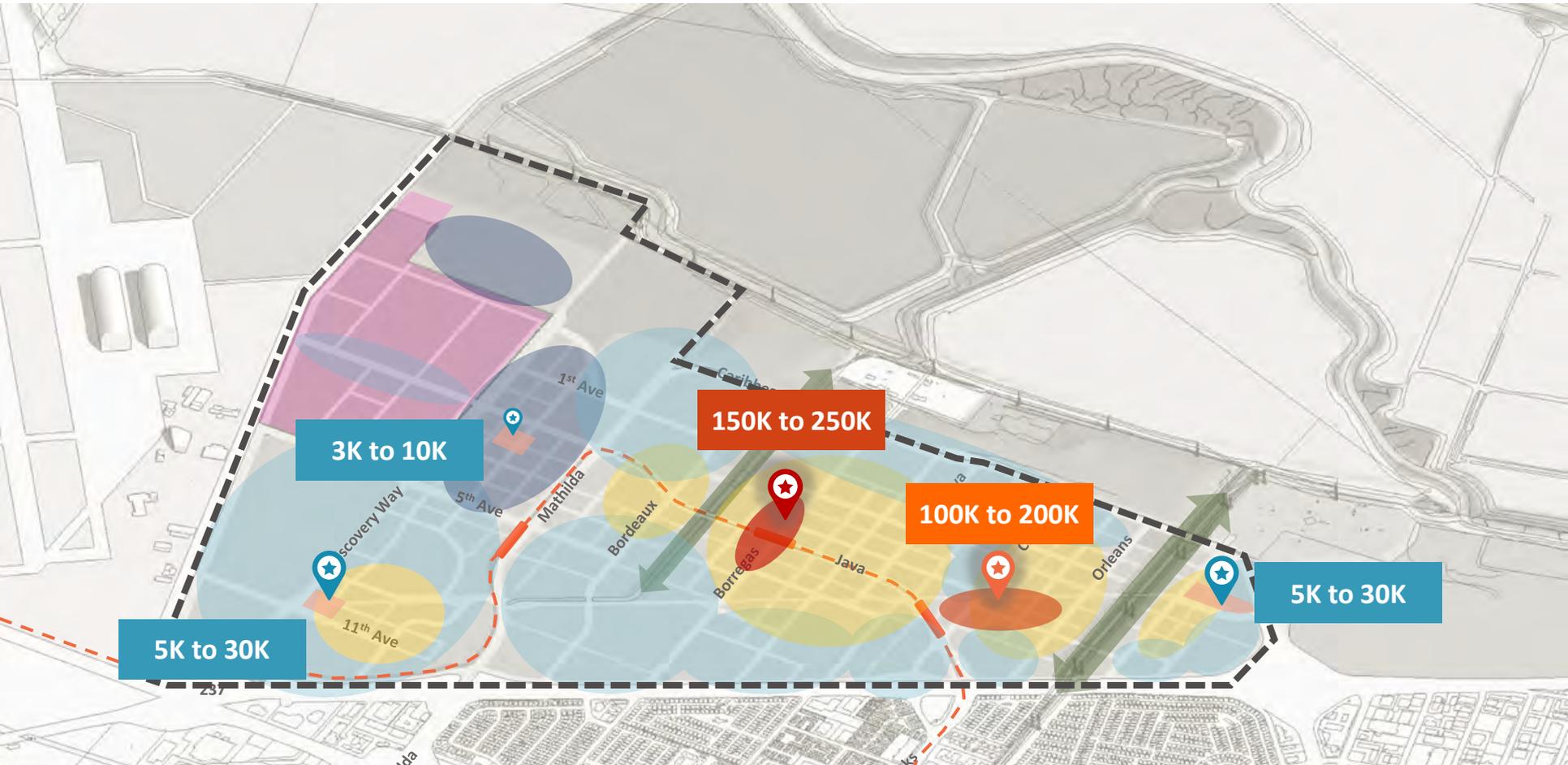
- **Destination Uses**
 - Restaurants, Cafes, Personal Services
 - Public Open Spaces – Plaza/“Main Street”
 - Focused Programming
- **Part of a Neighborhood**
 - Proximity to Residential
 - Mix of Uses
- **Connected to Transit**
- **Market Demand**
 - Right amount of space per demand
 - Right mix of uses and space sizes
 - Ability to grow or shrink overtime
 - SE Analysis: ~500,000 sf @ 16-20K households



Potential Locations for Activity Centers

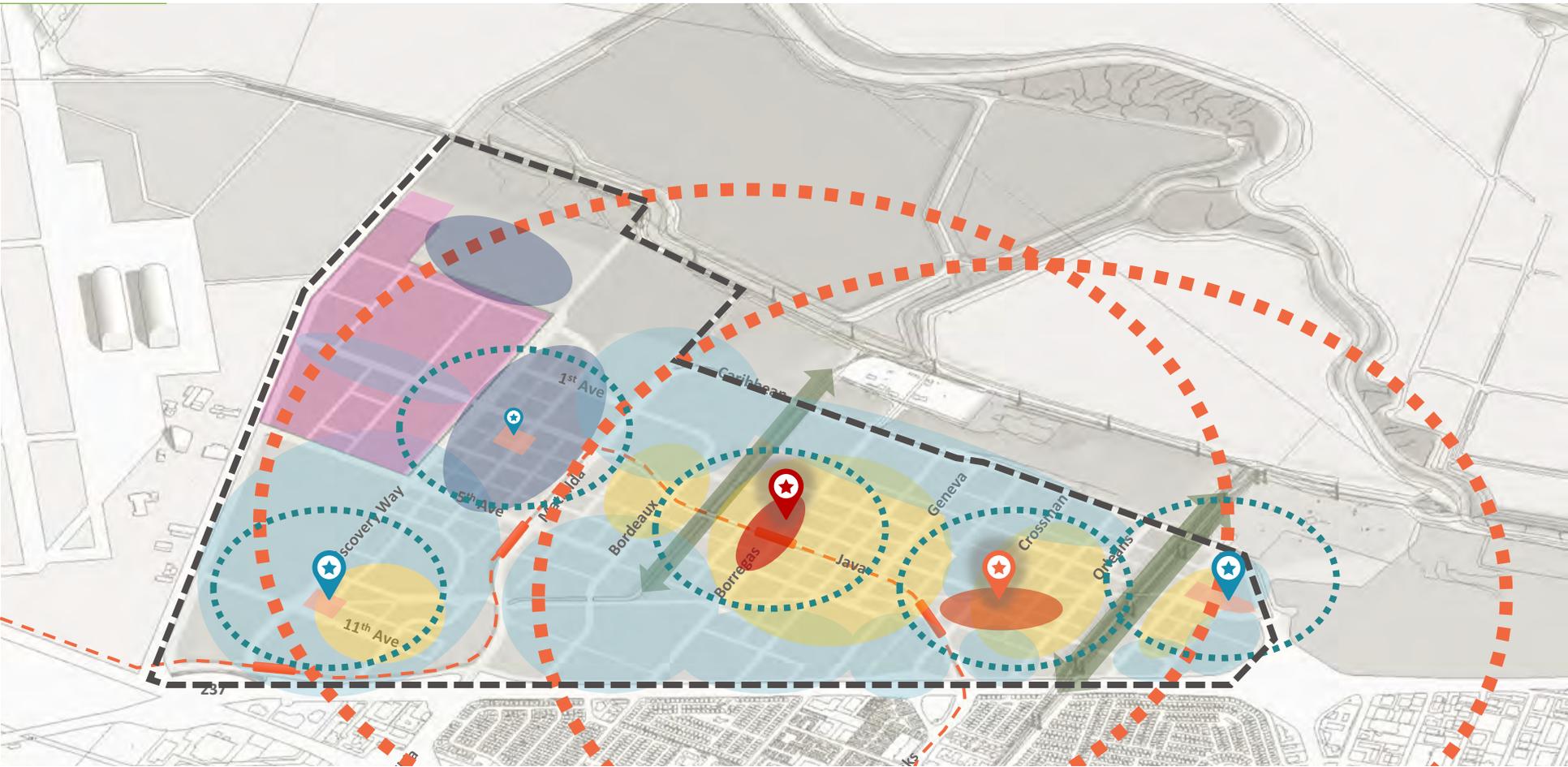


Potential Retail Market Demand for Activity Centers



- LEGEND:
- Activity Center (Red star icon)
 - Neighborhood Corner (Blue star icon)
 - Residential (Yellow circle)
 - Office/R+D (Light blue circle)
 - Office/R+D/Start-up (Dark blue circle)
 - Lockheed Martin Secure Campus (Pink circle)
 - MPSP Boundary (Dashed black line)

Supporting 20-minute Neighborhoods



- LEGEND:
- Activity Center
 - Neighborhood Corner
 - 5-minute walk radius
 - 20-minute walk radius
 - MPSP Boundary

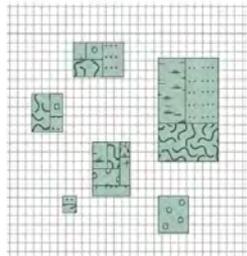
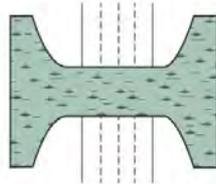
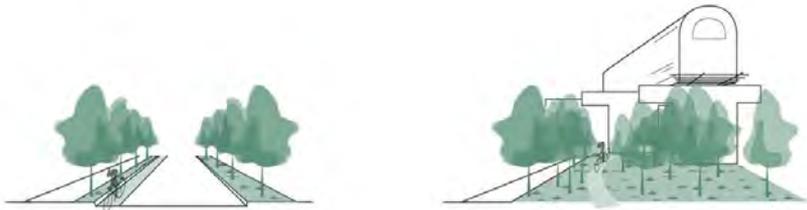
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Open Space Strategy Park + Greenway Network

Principles for the Open Space Network

- What makes a good open space network for an **Eco-Innovation District**?
- Synergy between social, recreational and ecological goals.
 - **Well Connected** with the active transportation network
 - **Distributed** and located adjacent to transit and activity centers
 - **Diverse** in scale, program and amenities
 - **Integration** of biodiversity and urban ecology throughout
 - **Multi-benefit** part of the stormwater and flood protection system

Urban Ecology Goals



● Greenspaces

- urban cooling
- stormwater capture
- immersive nature experience
- local biodiversity

● Ecological Corridors

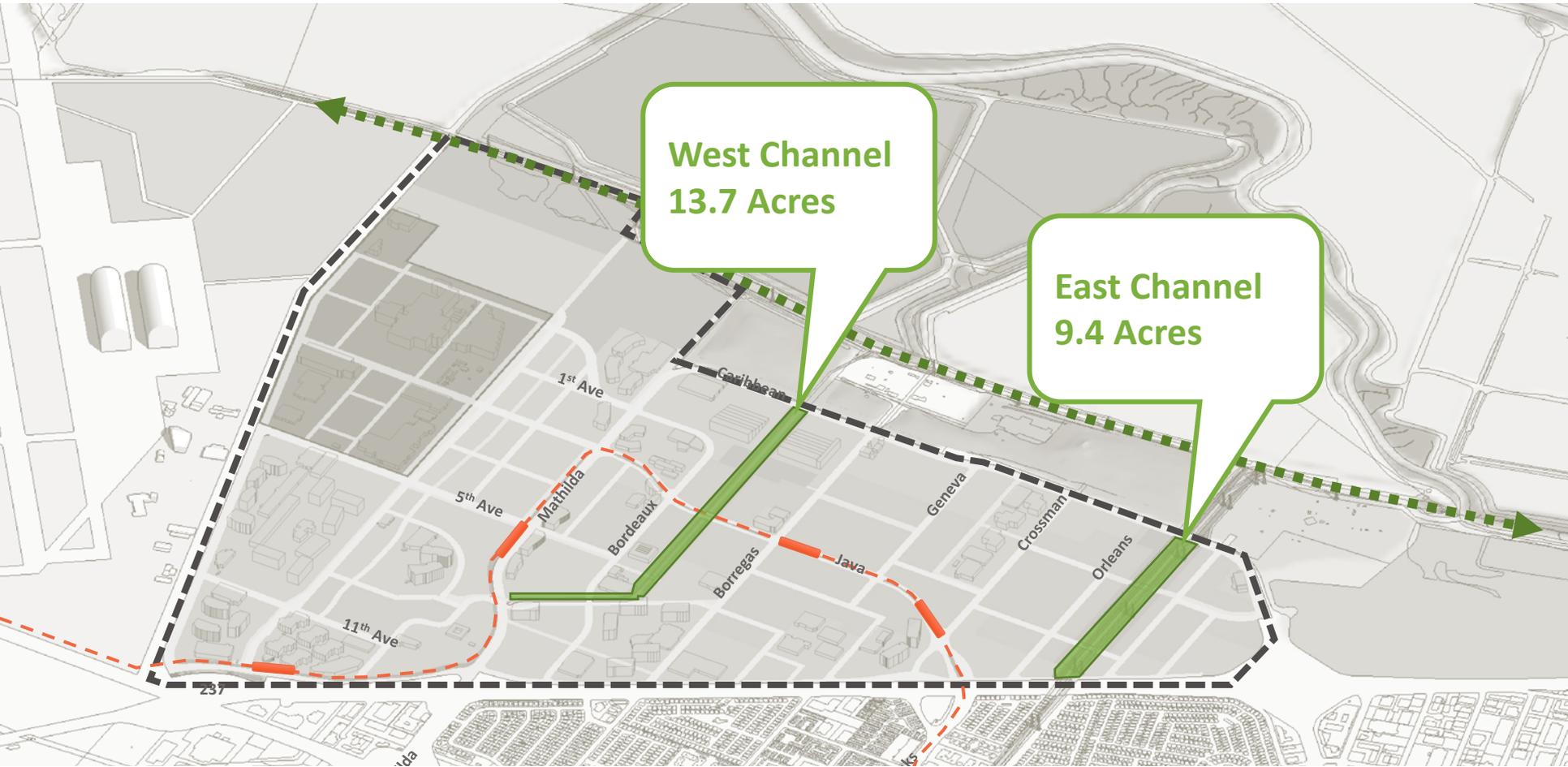
- facilitate ecological movement
- active mobility
- urban cooling
- stormwater resilience.

● Nature in the Urban Matrix

- cooling
- stormwater retention
- nature benefits

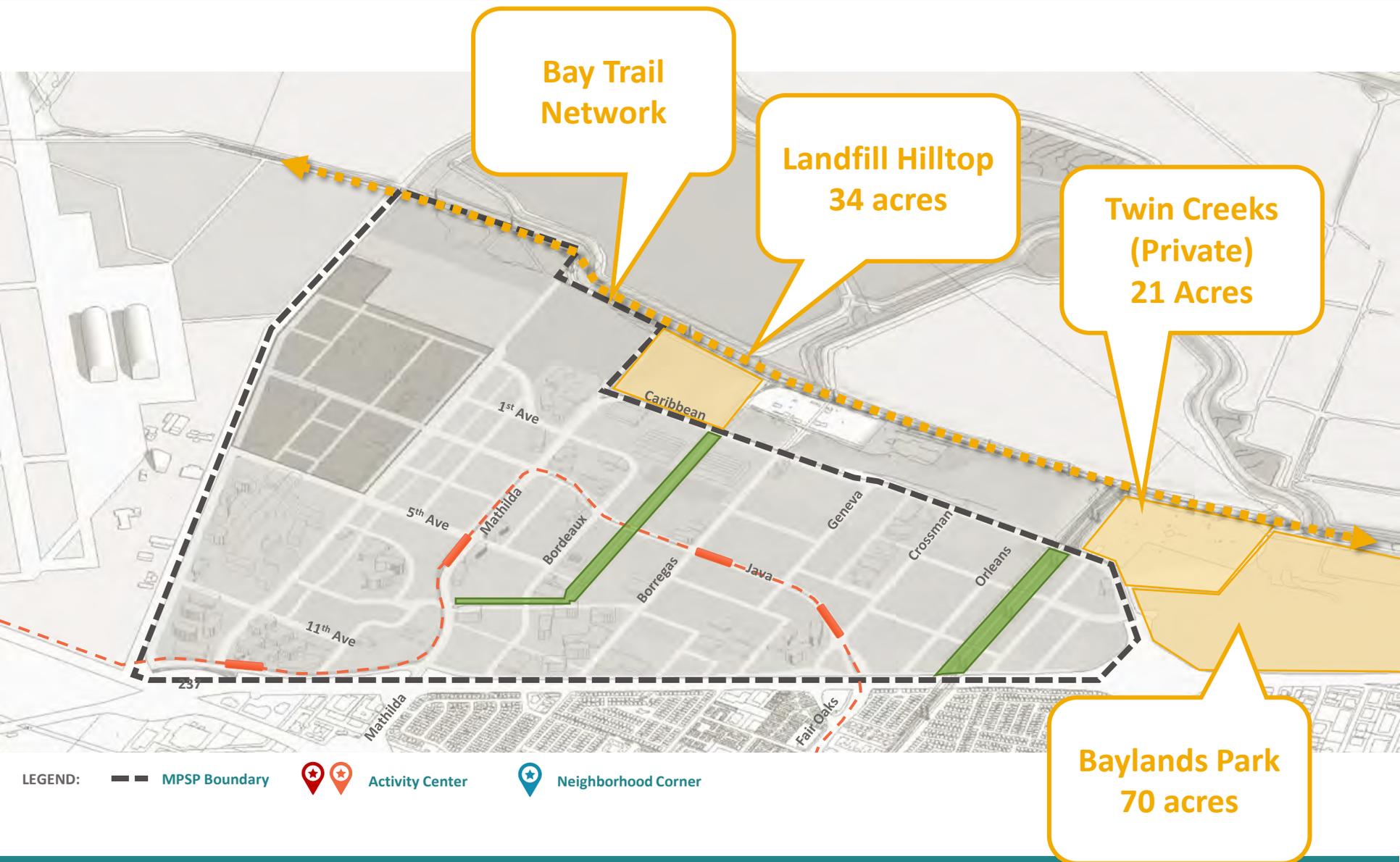
Existing Open Space – 23.1 Acres

Publicly owned and/or accessible parks, natural areas, trails and greenways.



LEGEND: MPSP Boundary Activity Center Neighborhood Corner

Proximity to large open spaces adjacent to Plan Area



Open Space Requirement

- Adjacent Open Spaces: 104 acres (does not include Twin Creeks)
- Per National Recreation and Park Association:
 - 4 - 6 acres / 1000 residents
- Moffett Park Specific Plan Area with Proposed Land Uses
 - Total Required: 128 to 214 acres
 - Total Existing Public Open Space: 23.1 acres
- Potential Open Spaces:
 - Additional setbacks along channels and stormwater ponds
 - Public Parks/Plazas
 - Linear Greenways, Paths, and “Shared Streets”
 - Privately Owned Public Open Spaces (POPOS)

Open Space Types



Mini Parks 1 acre and less
(serves ¼ mile radius)



Urban Plaza



Neighborhood Park 1 – 10 acres
(serves 1/2 mile radius)



Community/District Park 9 - 20 acres
(serves whole community)



Greenbelts and Trails & Natural Areas



District/Community Park

A District or Community Park of 9 – 20 acres would:

- Create a landmark destination within the district
- Allow for social, recreational and ecological programs
- Potential to co-locate with Community Facilities

- Challenges to delivering a 10-acre park
 - Existing parcel ownership
 - Reallocation of development potential

Greenbelts, Eco-patches, Trails & Natural Areas



- LEGEND:
- MPSP Boundary
 - ★ ★ Activity Center
 - 📍 Neighborhood Corner
 - Residential neighborhoods
 - 🌳 Greenbelts, Eco-patches, Trails & Natural Areas

The Diagonal + Active Transportation Network

Potential to create a pedestrian, bike, and visual connection across the Plan Area

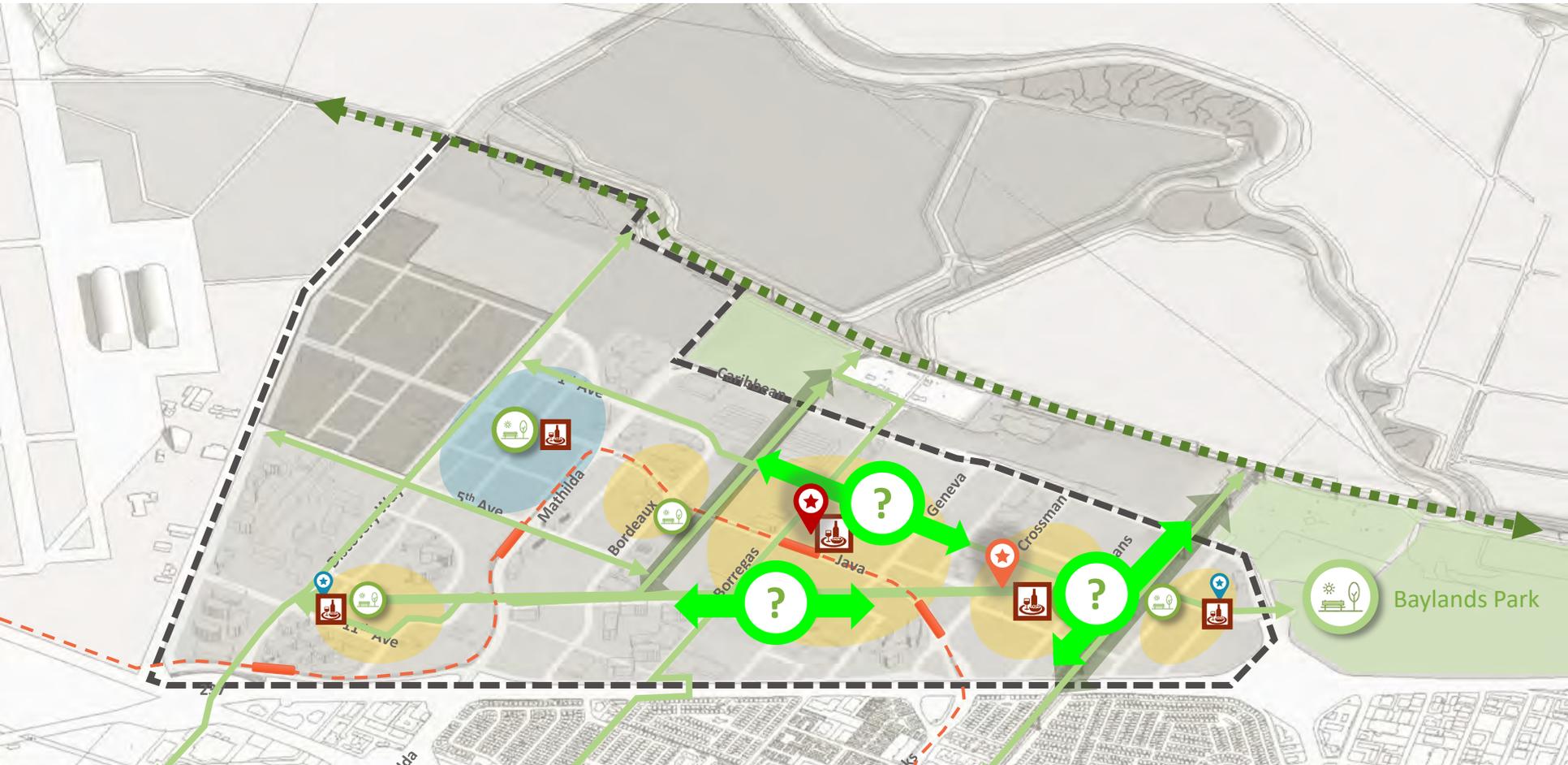


Neighborhood Parks, Plazas, and Mini-parks



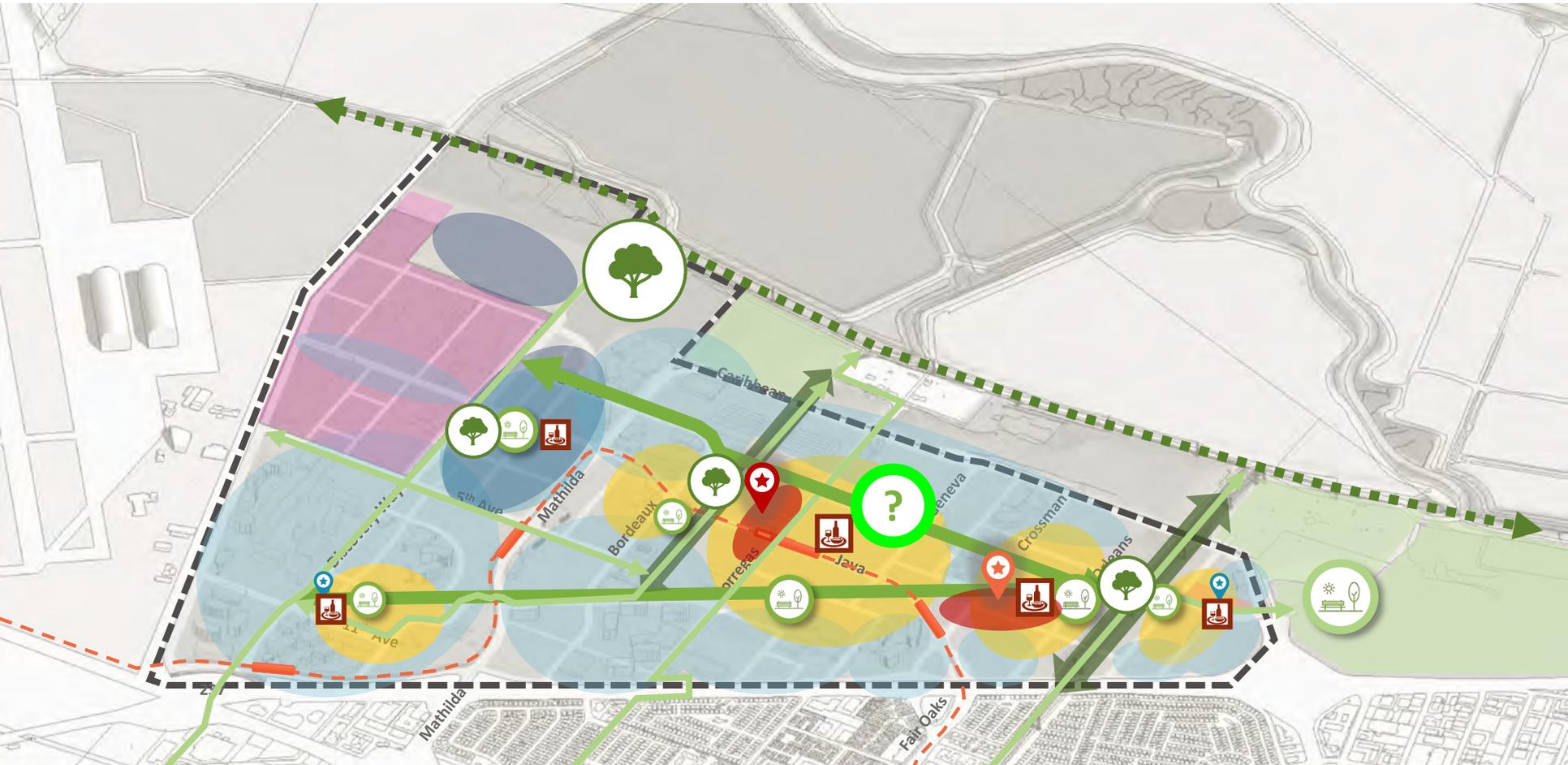
- LEGEND:**
- MPSP Boundary
 - Activity Center
 - Neighborhood Corner
 - Residential neighborhoods
 - New Office neighborhoods
 - Neighborhood Parks and Mini-parks
 - Plazas + Squares

Community / District Park Opportunities (Final size and exact location to be determined)



- LEGEND:**
- MPSP Boundary
 - Activity Center
 - Neighborhood Corner
 - Residential neighborhoods
 - New Office neighborhoods
 - Neighborhood Parks and Mini-parks
 - Plazas + Squares
 - Potential Community/District Park Locations

Land Use/Activity Centers/Open Space Network



- LEGEND:
- Activity Center
 - Neighborhood Corner
 - Residential
 - Office/R+D
 - Office/R+D/Start-up
 -
 - MPSP Boundary
 - Neighborhood Parks and Mini-parks
 - Plazas + Squares
 - Eco-patches
 - Potential Community/District Park Locations



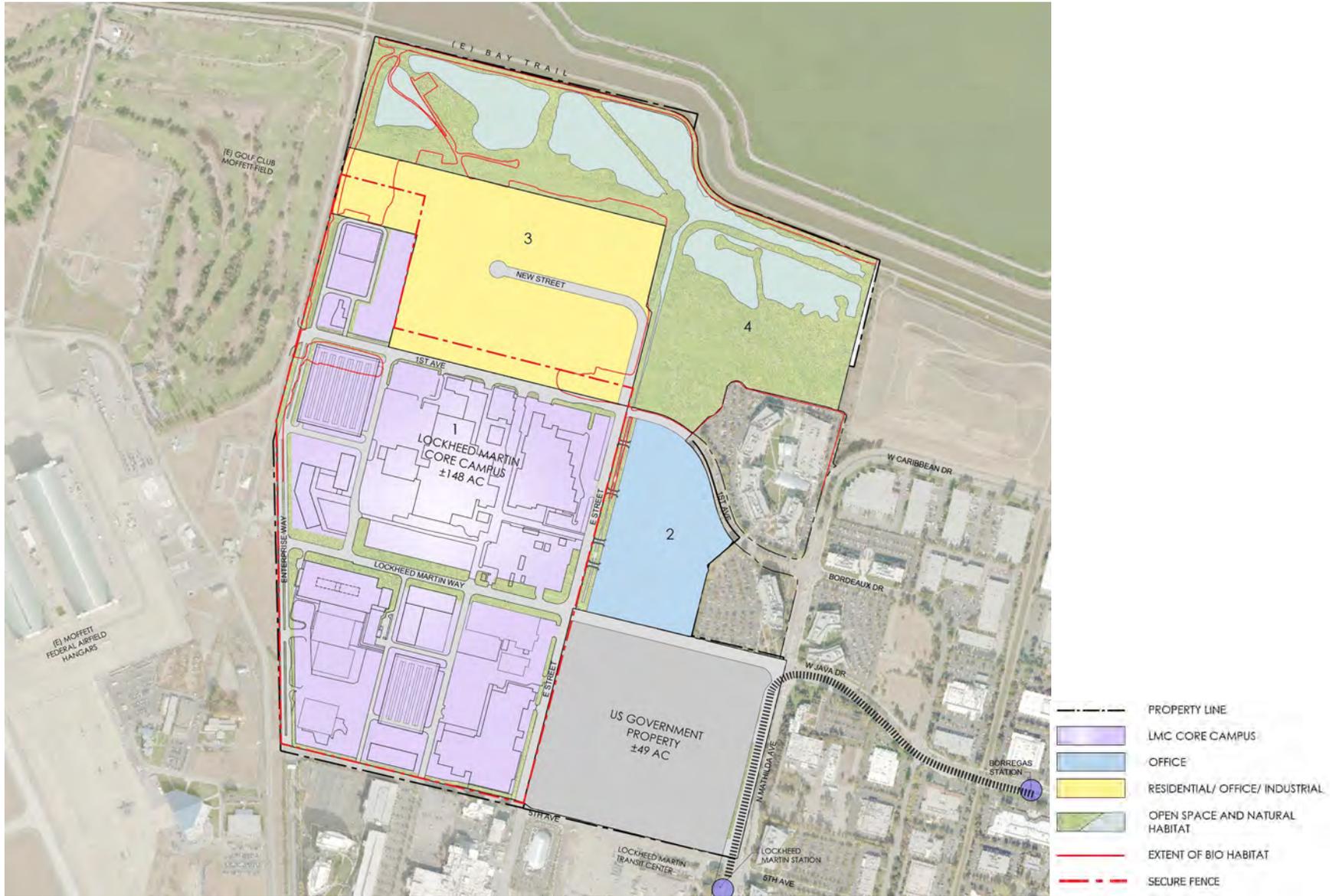
STAKEHOLDER IDEAS

Property Ownership Map



- Lockheed Martin**
- Juniper Networks
- Google
- Jay Paul Co.
- NetApp
- Commonwealth
- Public or Federal
- Other

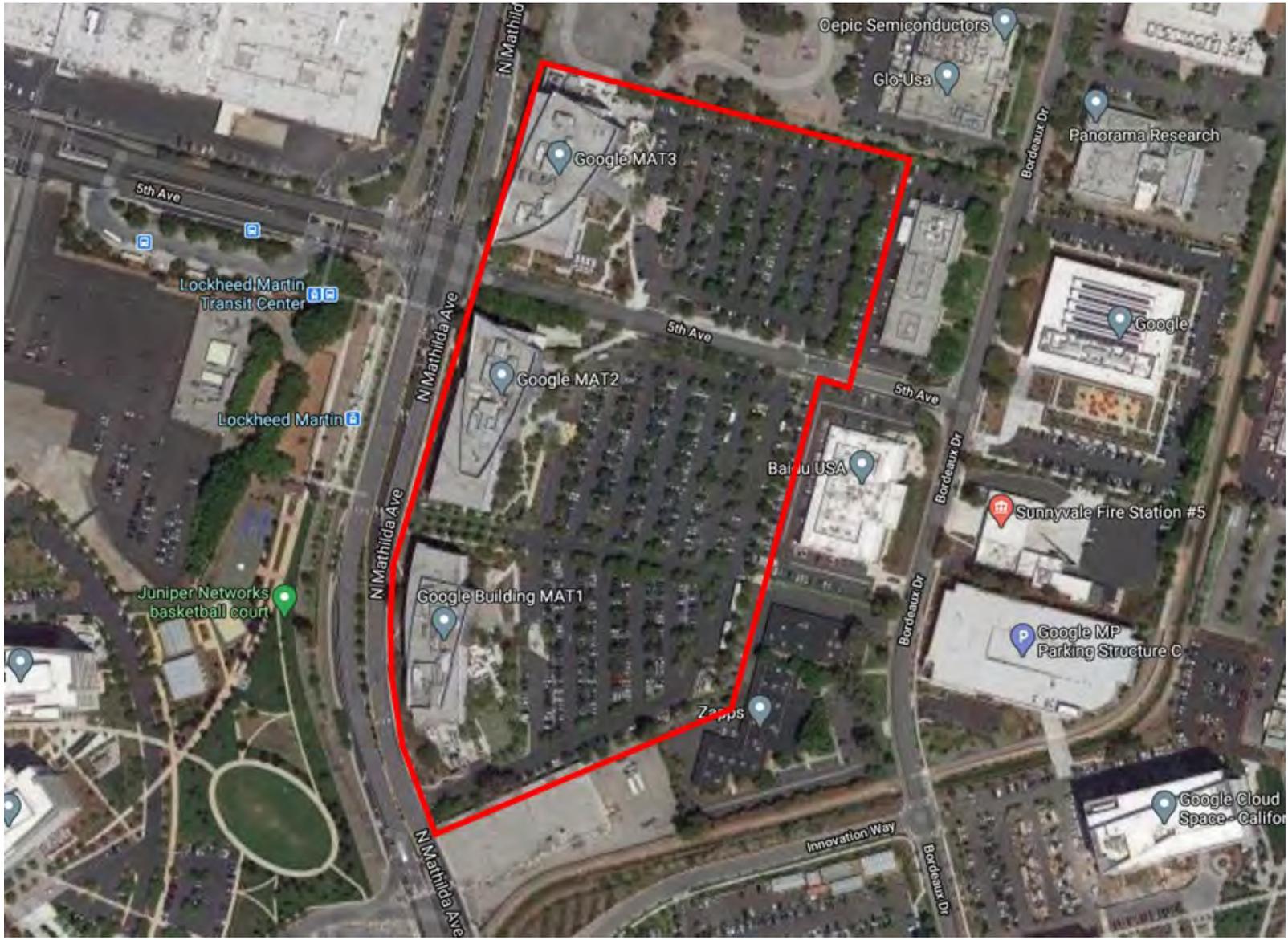
Lockheed Martin Campus Vision



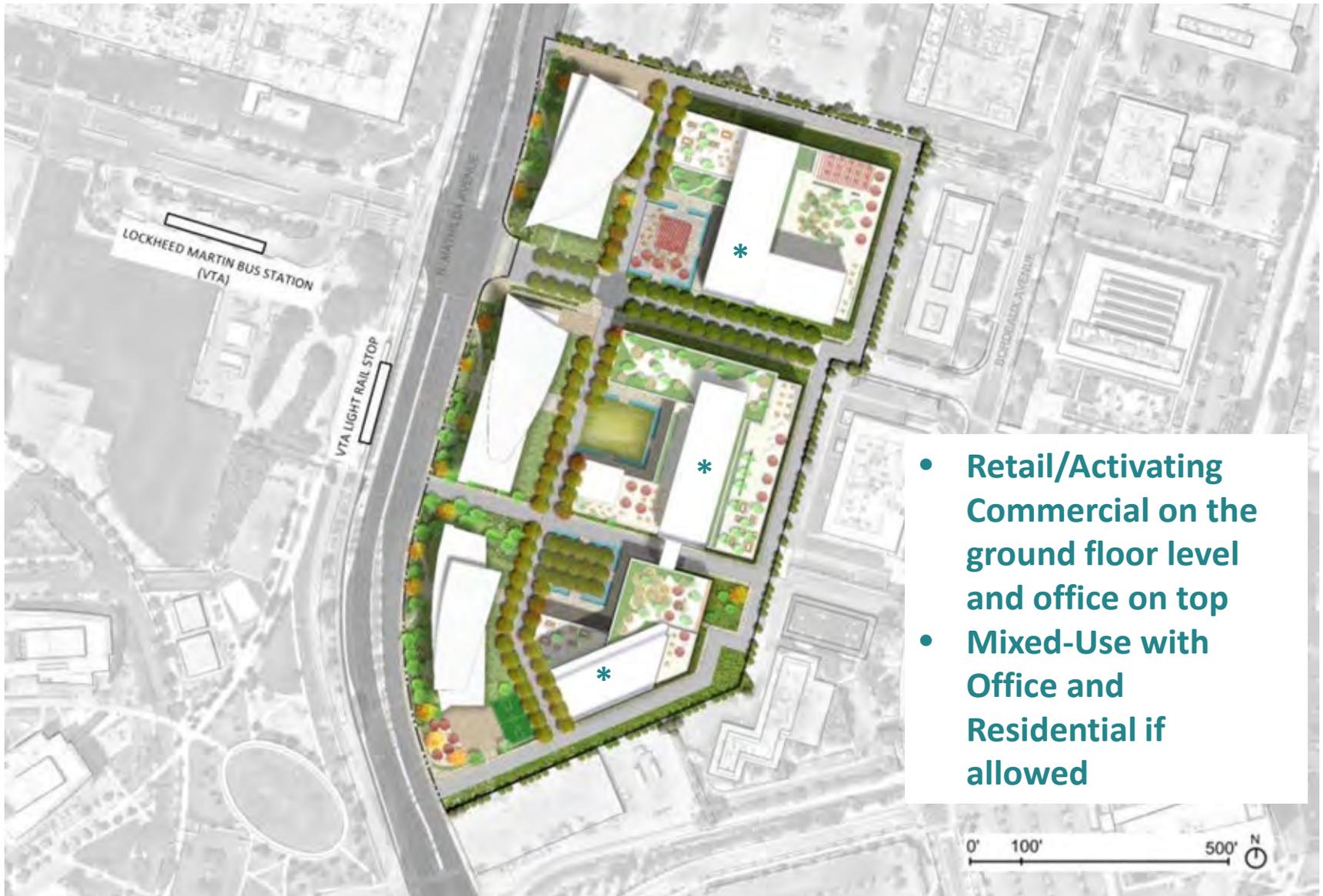
Property Ownership Map



- Lockheed Martin
- Juniper Networks
- Google
- Jay Paul Co.
- NetApp
- Commonwealth
- Public or Federal
- Other



CommonWealth Partners



Property Ownership Map



Jay Paul: Moffett Towers 2



- Two additional Office buildings
- Structured Parking

Jay Paul: Moffett Gateway



- Proximity to Transit (Light Rail Station)
- Two existing office building with a parking structure
- New Office near Java Dr
- New Residential near Moffett Park Dr

Property Ownership Map



Masterplan Updates

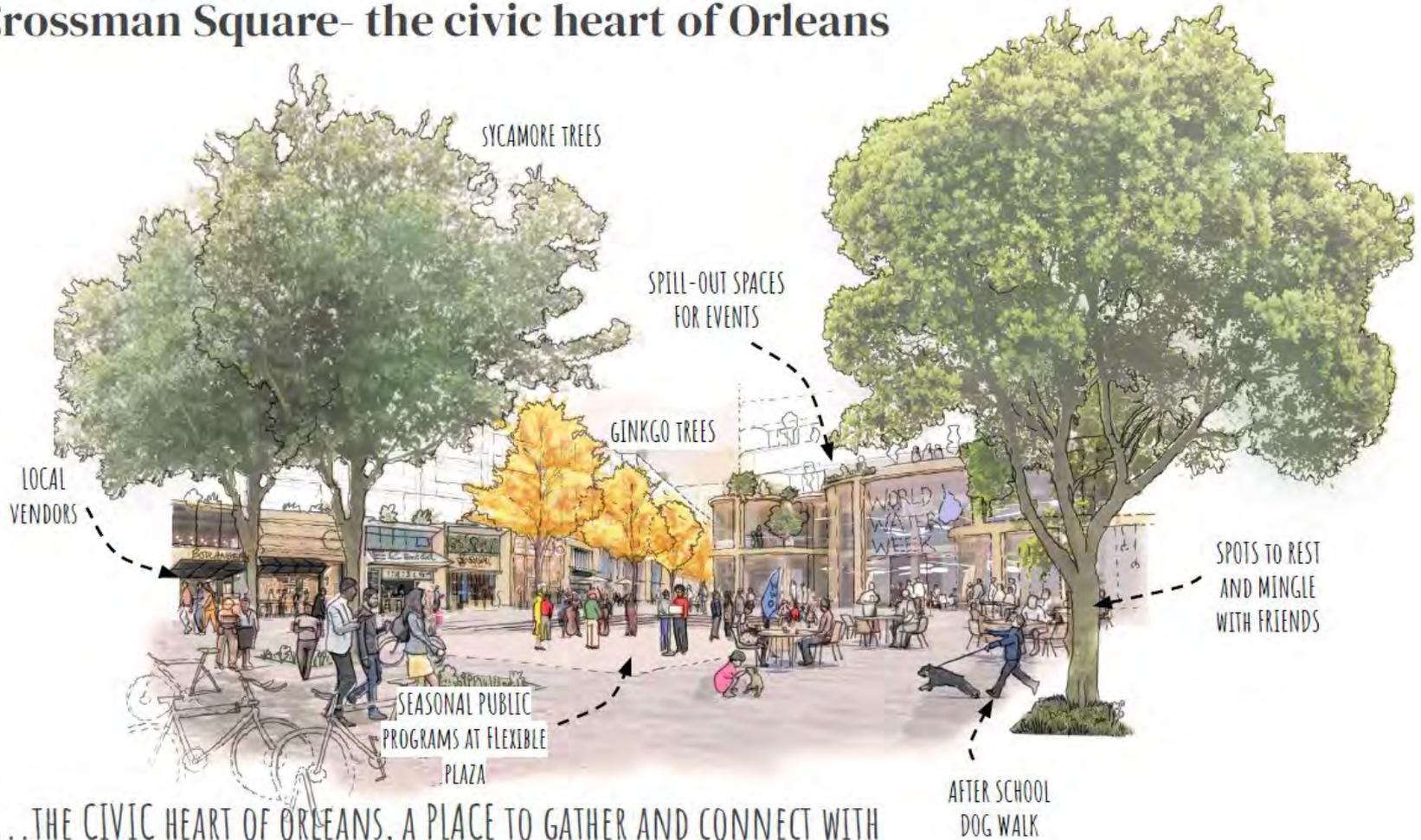
Orleans Neighborhood



Vision for Streetscape

Streetscape Transformation

Crossman Square- the civic heart of Orleans



"...THE CIVIC HEART OF ORLEANS, A PLACE TO GATHER AND CONNECT WITH SUNNYVALE RESIDENTS, WORKERS AND VISITORS"

Vision for Streetscape

Streetscape Transformation

Diagonal

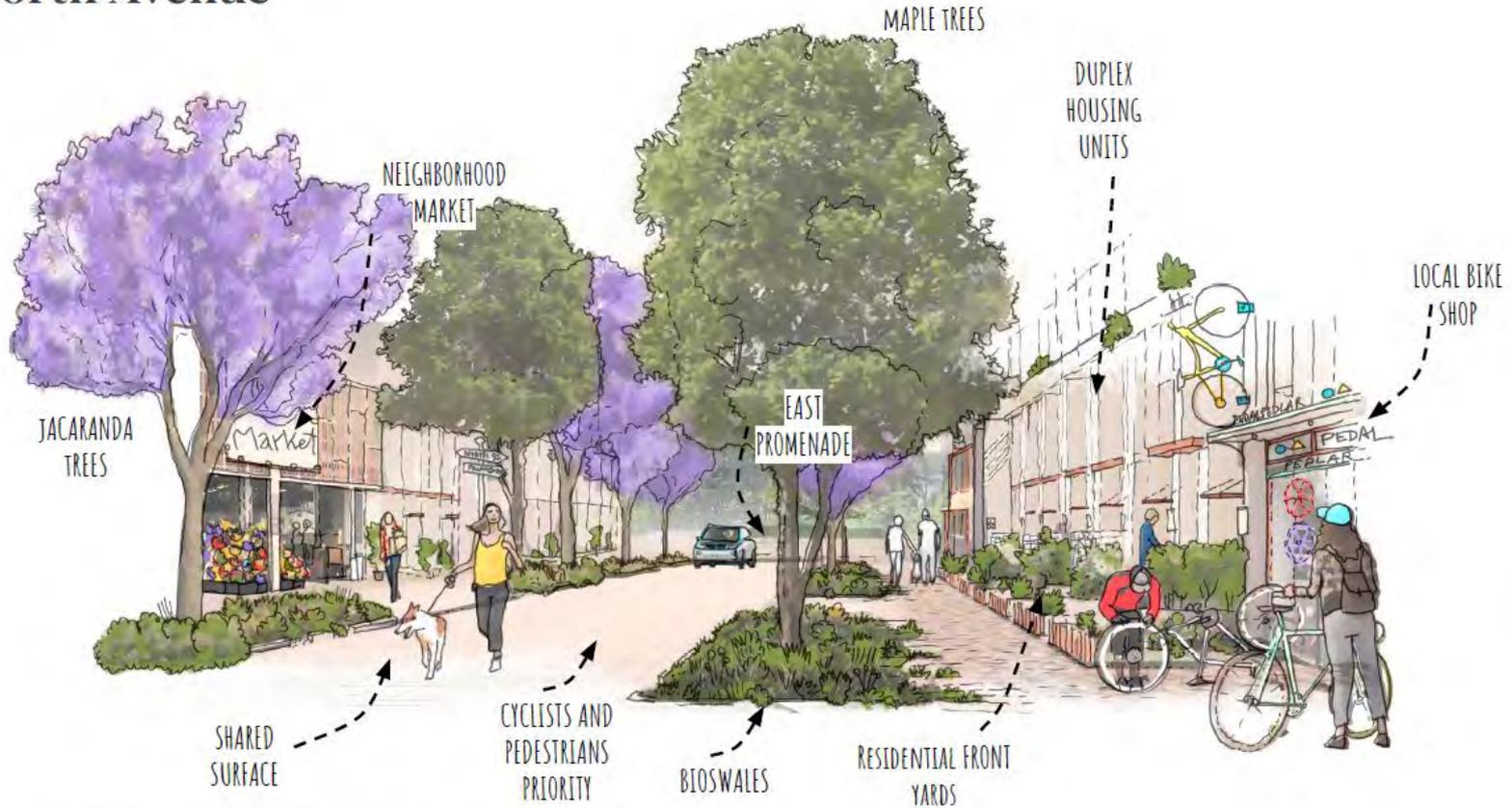


"...A PLAYFUL AND ACTIVE PEDESTRIAN STREET, AT THE HEART OF THE NEIGHBORHOOD"

Vision for Streetscape

Streetscape Transformation

North Avenue



"...GREETING PEOPLE WITH NATURE, AS THEY MOVE NORTH-SOUTH ACROSS ORLEANS."



Next Steps

Planning Commission Feedback

- Strong support for mixed-use district including housing
- Support for housing west of Mathilda (tech corners)
- Concern about amount of retail and demand
- Potential school solutions in plan area
- Concern about conflict between hazmat hazards and housing
- Concern about SLR
- Potential for raising ground elevations in Moffett Park
- Concern about funding of infrastructure (potential federal funding)
- Improving connecting to open space areas outside of plan area
- Interest in ecological improvements in the area
- Interest in north Lockheed Martin's ecological value over housing
- Great informative and inclusive process

Future Study Session Topics *(Summer '21 – Spring '22)*

Policy Discussions

- Open Space
- Urban Ecology
- Density and Form
- Economic Impacts
- Community Benefits
- Affordable Housing
- Transportation, Parking, TDM
- Infrastructure
- Governance
- Phasing
- Schools
- Public Art

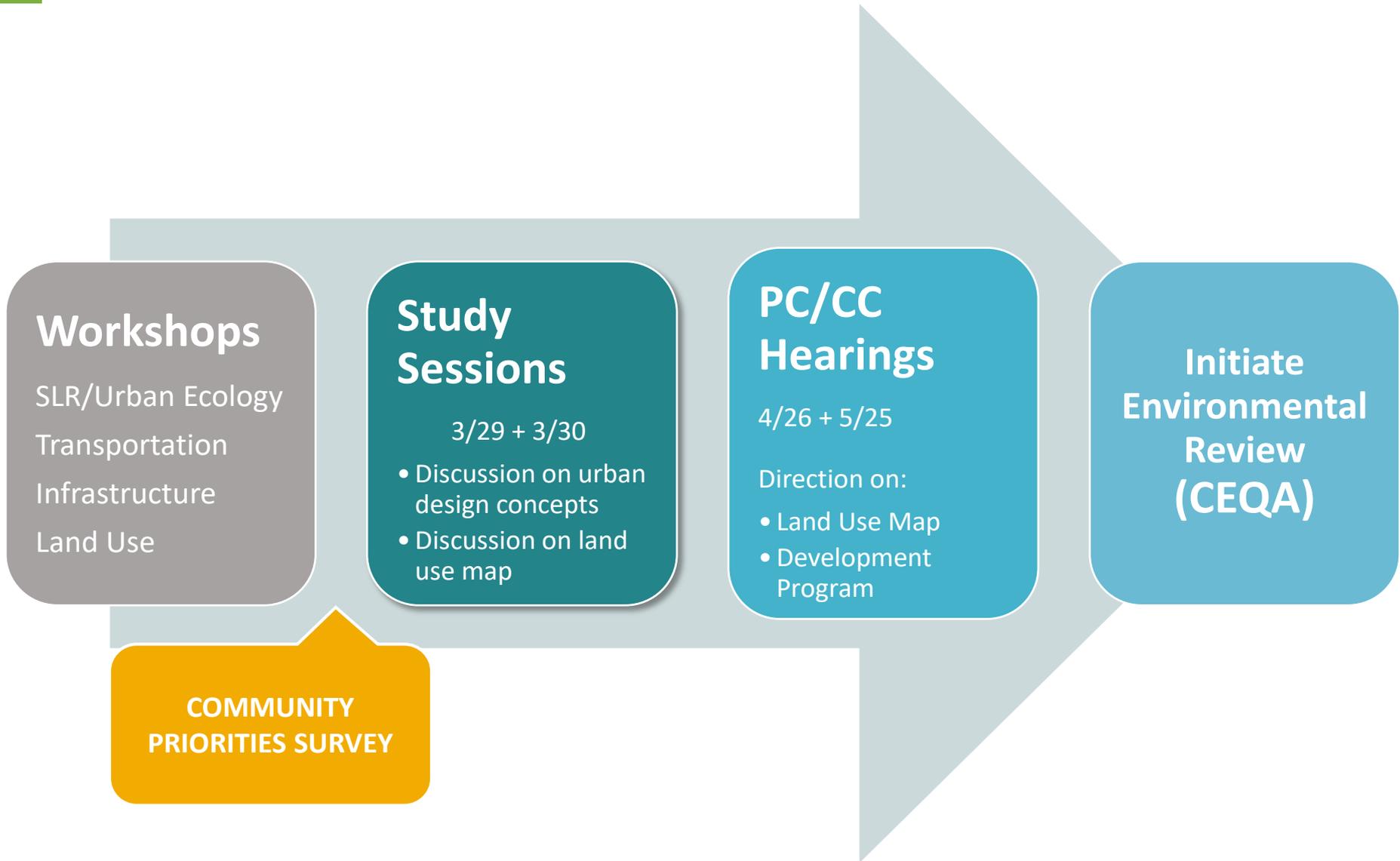
Technical studies

- Shoreline Vision
- Groundwater
- Environmental Hazards
- VMT and Traffic Operations Studies
- Water Supply Study
- Mary Ave
- Cultural Resources

April/May Hearings on Land Use Map

- **Public Hearing Presentation:**
 - Land Use Map Concepts
 - Development Program
 - Fiscal Analysis Report on range of development
- **Direction Needed:**
 - Select Land Use Map for EIR + Plan Preparation
 - Development Program
 - Number of Residential Units
 - Amount of net new Office/R+D floor area

Process from today to CEQA



Urban Design Considerations for Today

- **Land Use Locations Feedback**

- Residential + Office/R+D
- Mixed-use neighborhood west of Mathilda (Tech Corners area)
- Commercial Activity Centers

- **Open Space Feedback**

- Open Space Network strategy
- District Park strategy



Thank you.

What is an Eco-Innovation District?

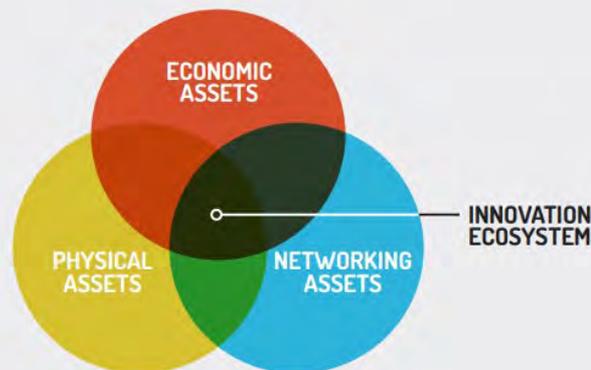
INNOVATION DISTRICT

- Leading-edge anchor institutions and companies
- Start-ups, business incubators
- Physically compact
- Transit-accessible
- Technically-wired
- Mixed-use with housing

- "The Rise of Innovation Districts"
Brookings Institute
Metropolitan Policy Programs

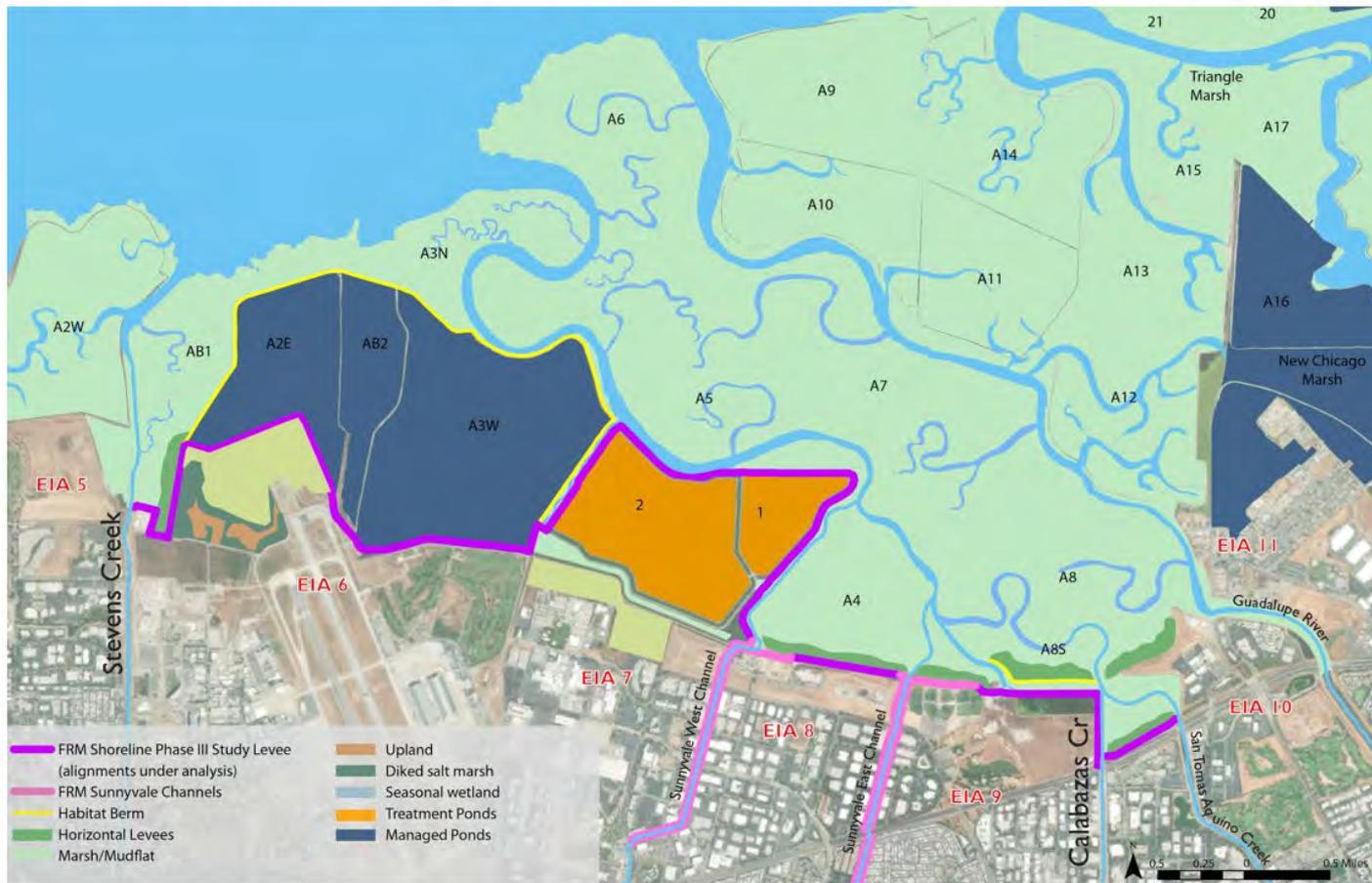
ECO-DISTRICT

- Holistic approach to sustainability and community
- Sustainable development at the neighborhood scale
- Integrate placemaking, building design, and infrastructure strategies
- Planning for urban ecology
- Multi-benefit solutions



SLR/Urban Ecology Workshop

Future Baylands - Levee to Protect Sunnyvale and Restore Marshes



Alternative 2,
Sunnyvale Shoreline
Resilience Vision

SFEI AQUATIC
SCIENCE
CENTER

Mobility + Infrastructure Workshop

- Prioritize People of Vehicle Movement

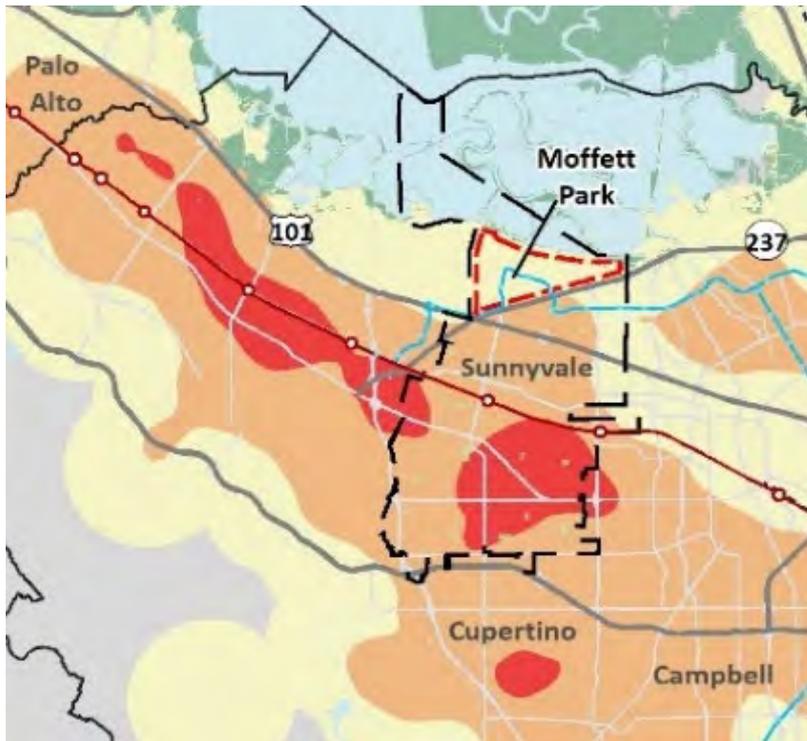
- 20-minute neighborhoods



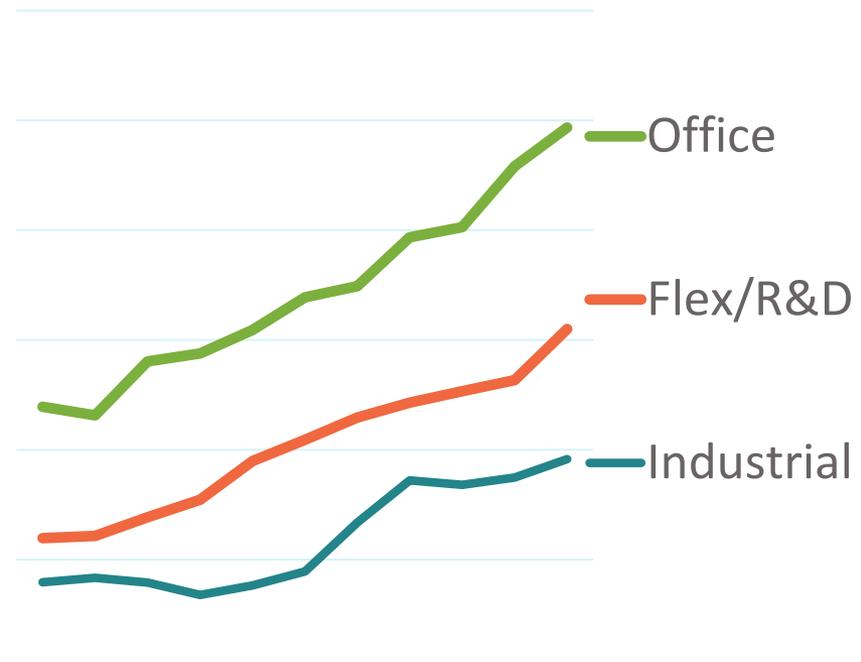
Land Use + Market Conditions Workshop

- Strong demand for housing and highly skilled labor
- Market forces do not favor retention or development of Industrial / Flex Spaces

Population with an Advanced Degree per Square Mile



Rents in Sunnyvale (NNN)



Note: Rents shown as triple net (NNN).
Source: Costar, 2020; Strategic Economics, 2020.

Housing: Supports Retail and Services

- Limited existing retail in Moffett Park
- Retail demand driven by household growth
- Each new household can support ~25 square feet of new community-serving retail

ALL RETAIL PROPERTIES NEAR MOFFETT PARK, 2019



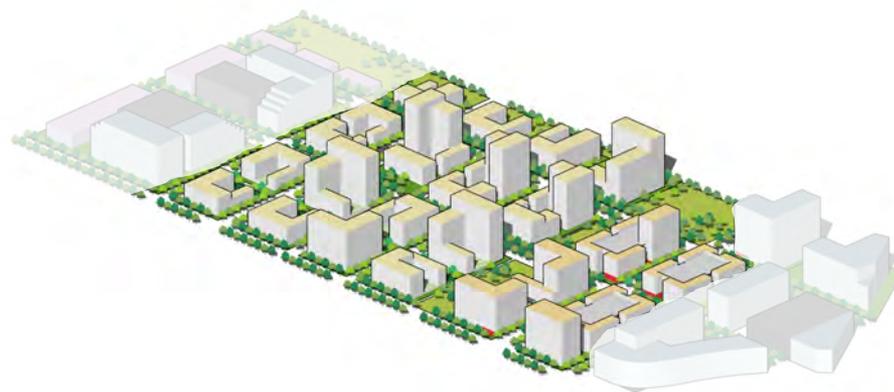
Source: Costar, 2019; Strategic Economics, 2020.

Residential Density Analysis

Mid-rise residential between 5-8 stories

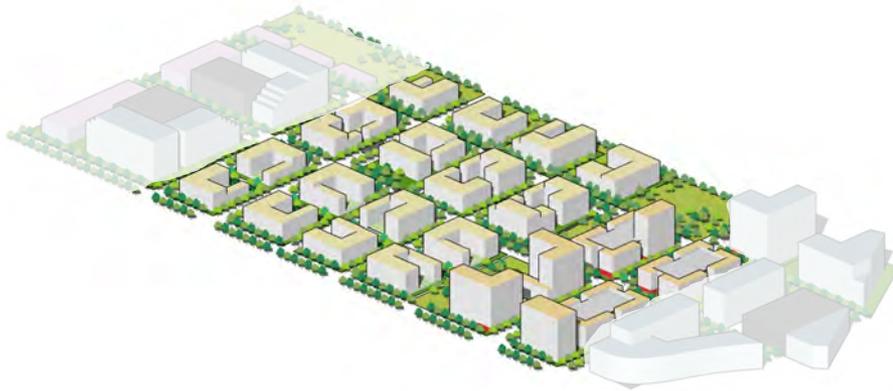


Mix of mid-rise and high-rise residential

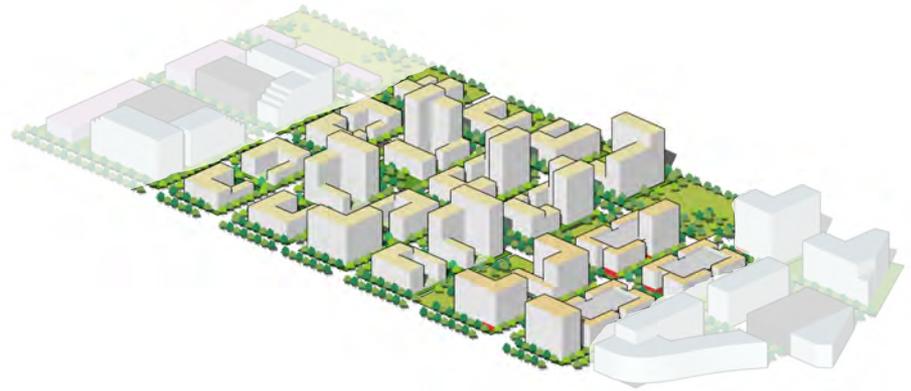


Residential Density Analysis

Mid-rise residential between 5-8 stories



Mix of mid-rise and high-rise residential



13,500 Units



17,000 Units



Residential Density Analysis

How unit mix effects density:

Larger Units

17,000 Units



Smaller Units

20,000 Units



Urban Design + Land Use Concepts

Alt A | String of Neighborhoods



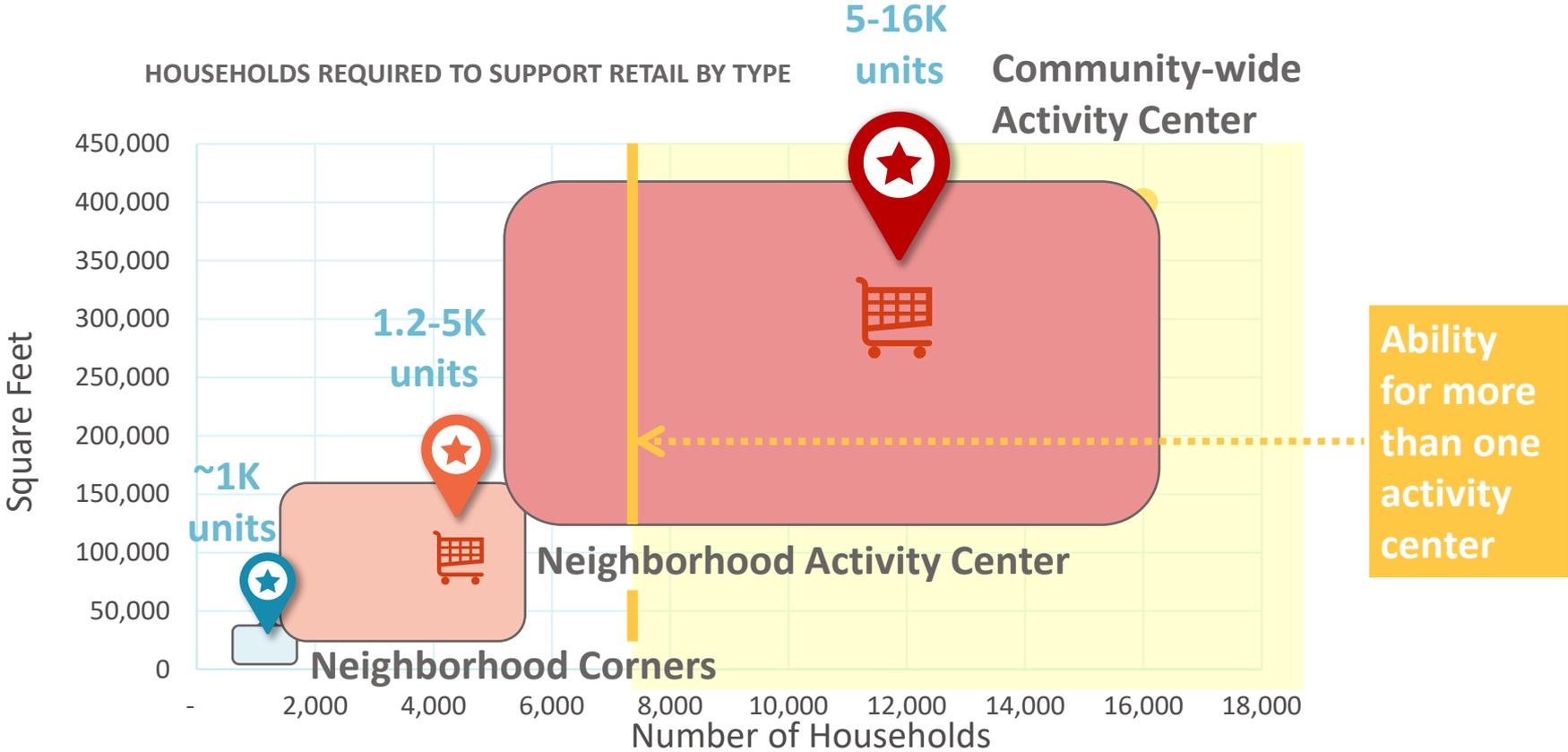
Alt B | Java Main Street



Alt C | North/South Main Street



Economics of Land Use



Source: Costar, 2019; Strategic Economics, 2020.