



Sunnyvale

Downtown Specific Plan Update

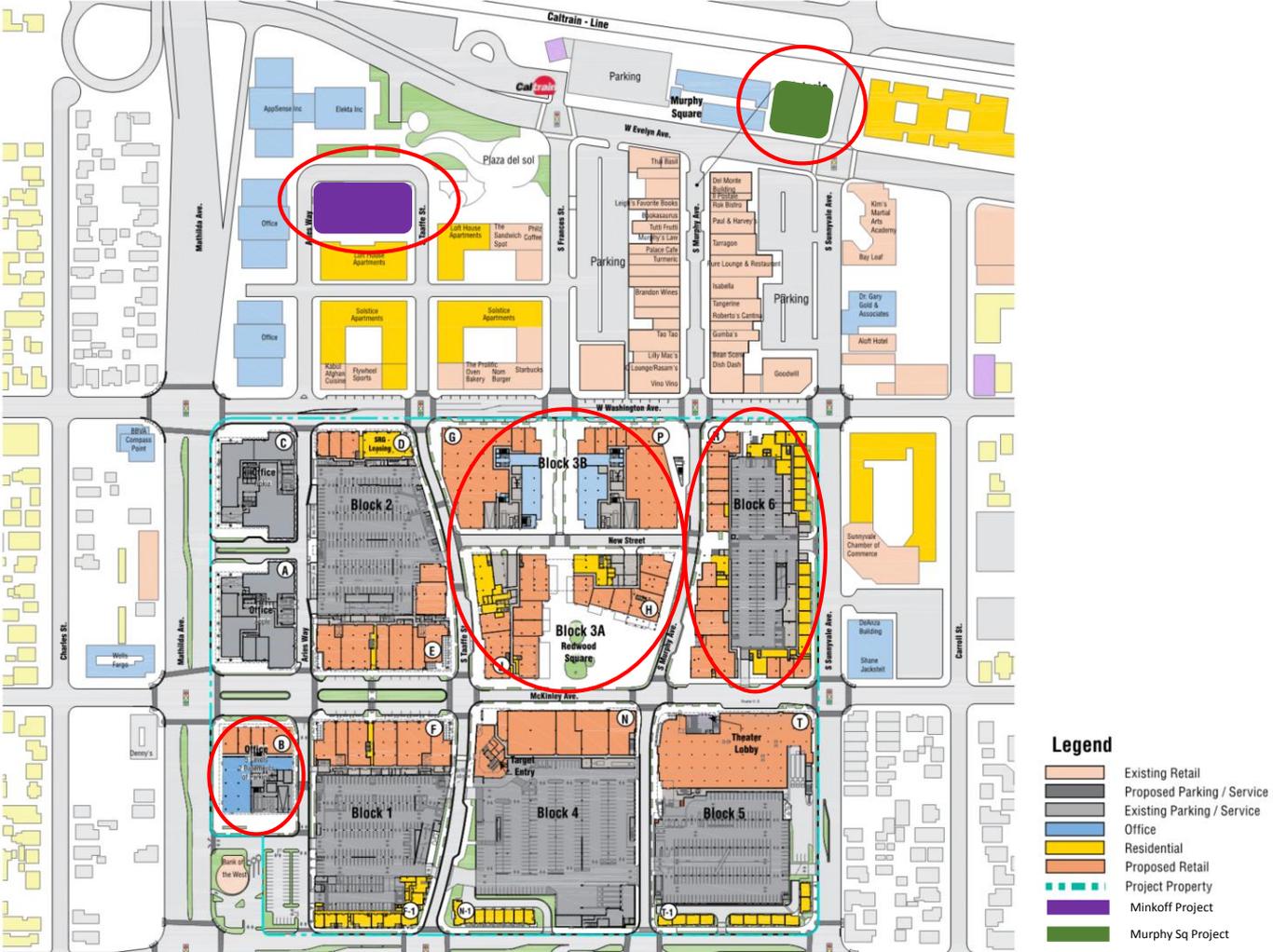
Planning Commission Study Session
January 28, 2019

Study Session Agenda

Downtown Specific Plan (DSP) Update

- Introduction
 - ◆ Meeting Objectives/Focus
- Scope of Amendment
- Process
- Project Overviews
- Next Steps

Downtown Specific Plan Change Areas (Scope)

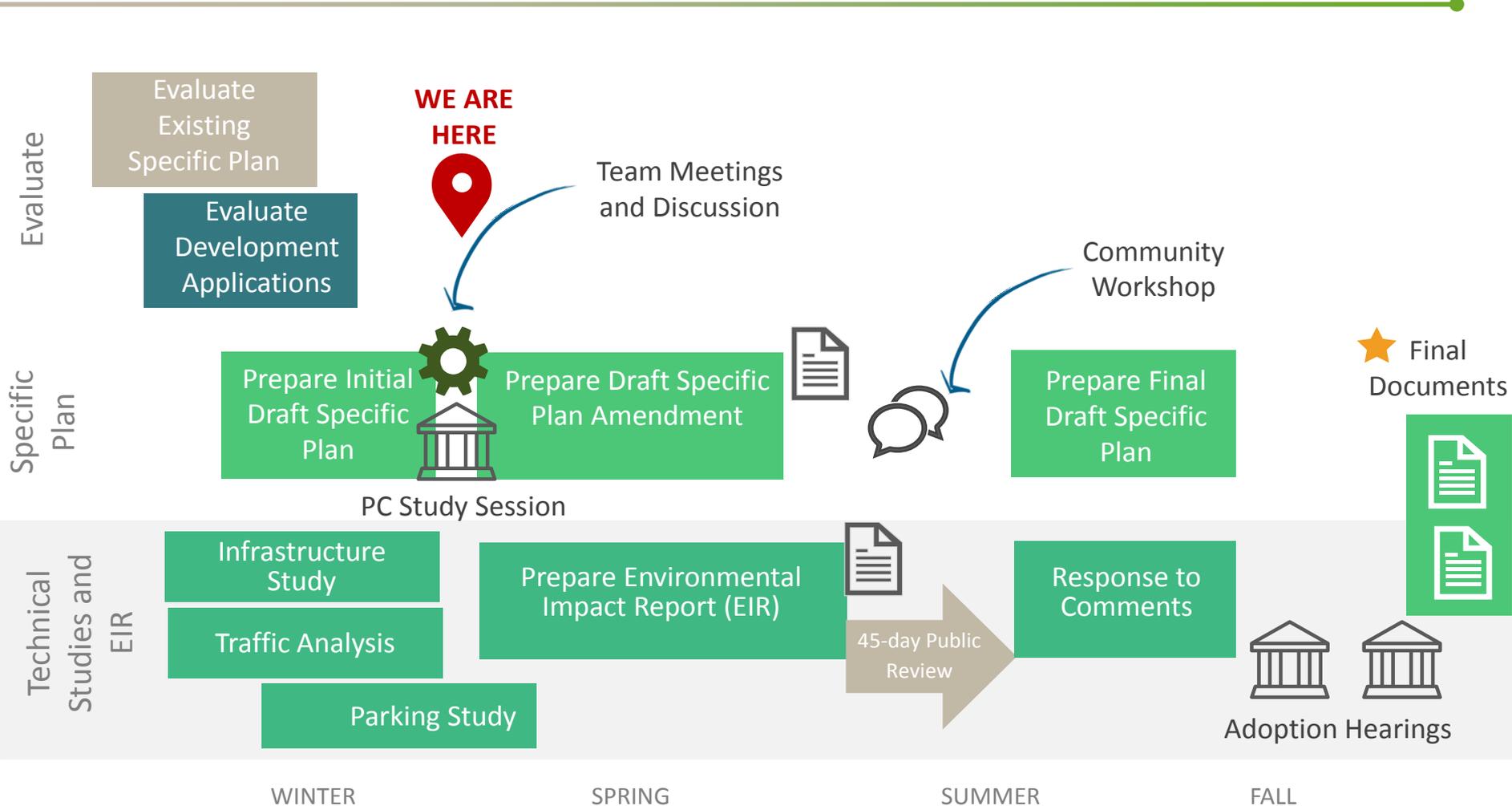


- Legend**
- Existing Retail
 - Proposed Parking / Service
 - Existing Parking / Service
 - Office
 - Residential
 - Proposed Retail
 - Project Property
 - Minkoff Project
 - Murphy Sq Project

Focus of Downtown Specific Plan Update

- Consider
 - Development proposals
- Modify
 - Goals and policies
 - Standards and guidelines
- Update
 - Infrastructure requirements
 - Parking standards and programs
 - Implementation
- Add
 - Community benefits program

Downtown Specific Plan Update Process



Studies

Completed

- Fiscal and Market Analysis
- Water Supply Assessment
- Utility Impact Study

Underway

- Parking Demand Study
- Traffic Impact Analysis
- Noise, Air Quality, GHG
- Historic
- Arborist Reports
- Phase I Studies

Next Steps

- Draft DSP Amendment
 - ◆ Release Spring 2019
 - ◆ Public Outreach
 - ◆ Review by multiple City Commissions
- Environmental Review
 - ◆ 45 Day Review Released Spring 2010
 - ◆ Public Review and Comment on Draft EIR
 - ◆ Public Meeting on Draft EIR before Planning Commission
 - ◆ Other Outreach to focus on Parking, Projects and Public Open Space
- Final Public Hearings
 - ◆ Planning Commission and City Council

Projects Overview

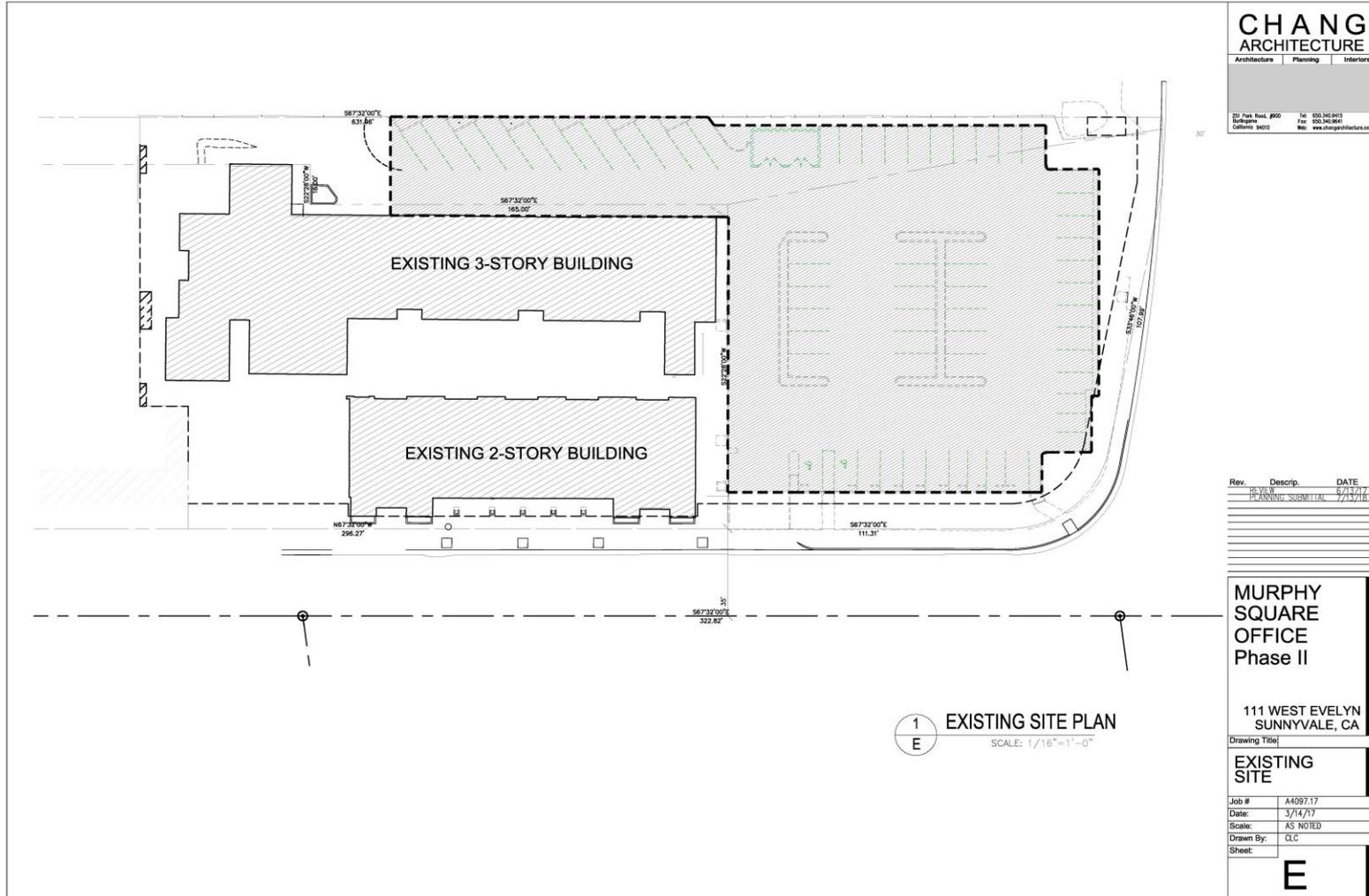
- Murphy Square
- Altair Way
- CityLine

Murphy Square

Murphy Square Office Phase II
111 West Evelyn, Sunnyvale

Chang Architecture

Murphy Square



CHANG ARCHITECTURE
 Architecture Planning Interiors

201 Park Blvd., #200
 Burlingame, CA 94010

Tel: 650.345.9612
 Fax: 650.345.9641
 Web: www.changarchitecture.com

Rev.	Descr.	DATE
REVIEW		3/14/17
PLANNING SUBMITTAL		3/13/18

MURPHY SQUARE OFFICE Phase II

111 WEST EVELYN
 SUNNYVALE, CA

1
E EXISTING SITE PLAN
 SCALE: 1/16"=1'-0"

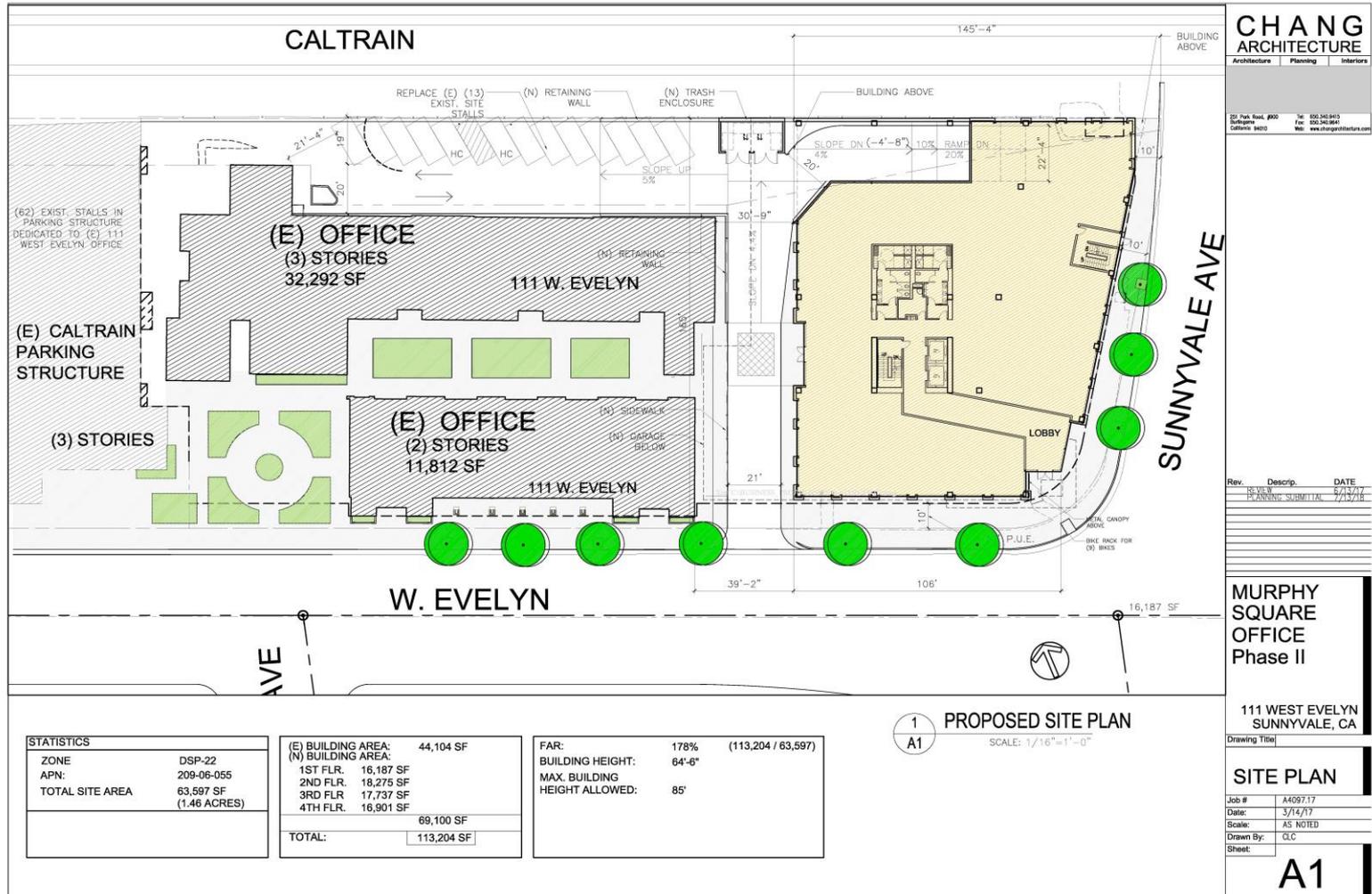
EXISTING SITE

Job #: A4097.17
 Date: 3/14/17
 Scale: AS NOTED
 Drawn By: CLC
 Sheet:

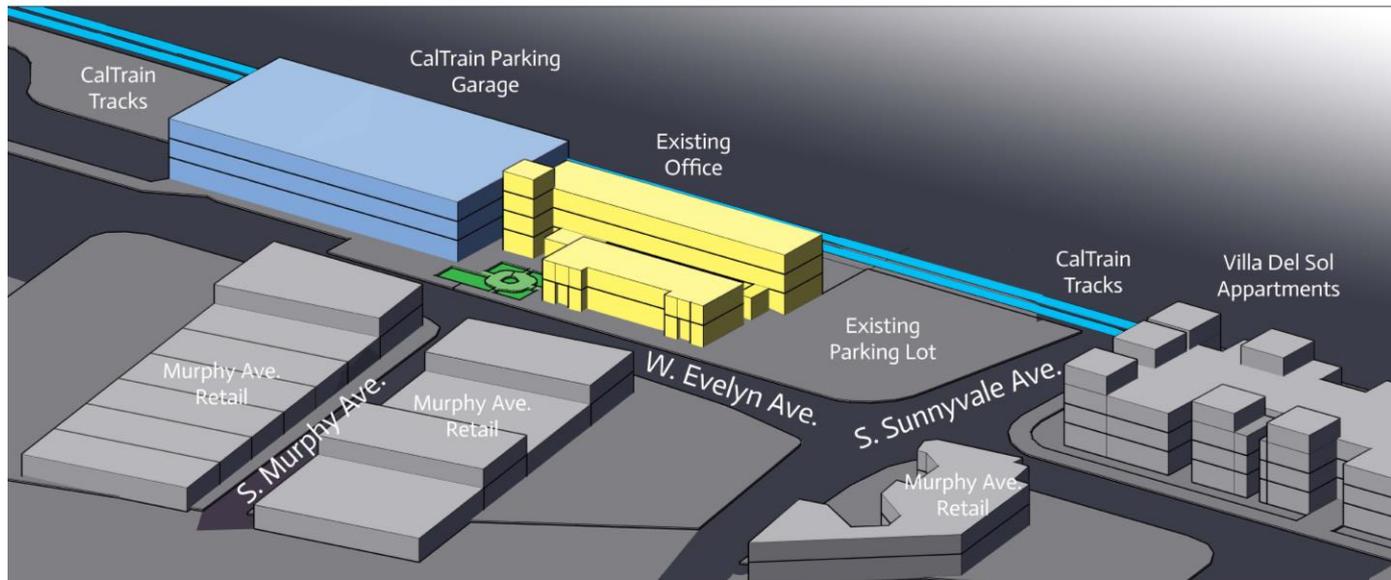
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Murphy Square



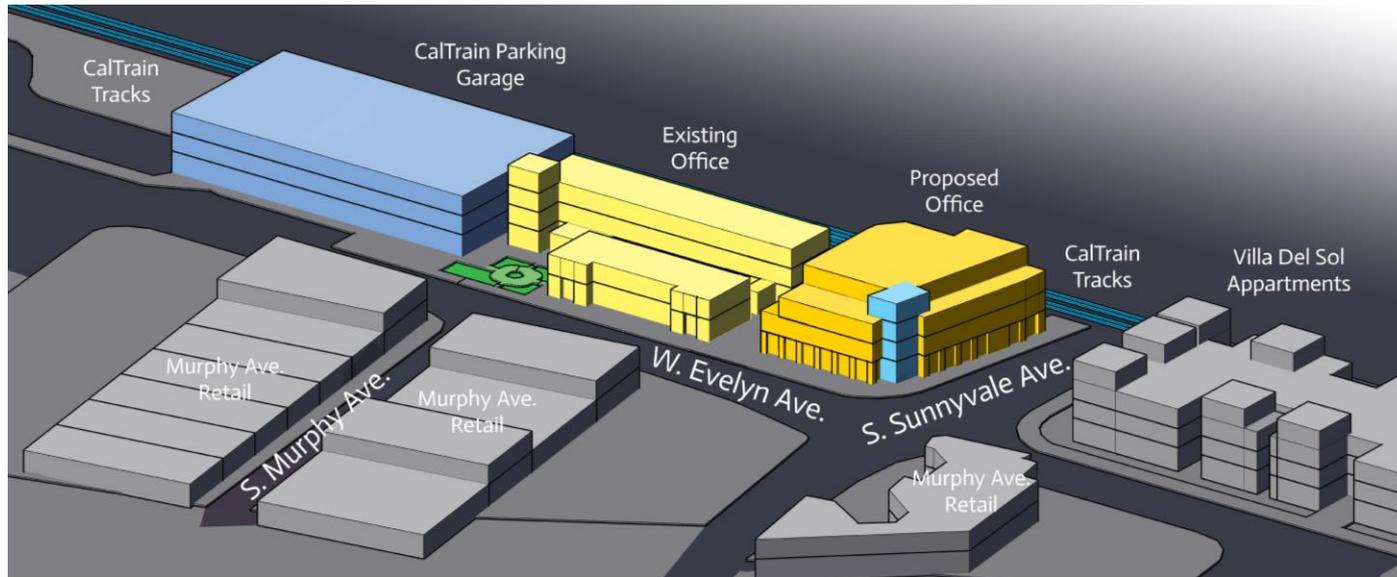
Murphy Square



EXISTING

- EXPOSED AND UNATTRACTIVE PARKING LOT
- UNDERUTILIZED SPACE ADJACENT TO TRANSIT STATION
- NO STREET EDGE, NO PEDESTRIAN LINK REINFORCED
- NO ADDITION TO USE OR TENANT GROWTH
- VOID IN THE URBAN FABRIC AT AN ENTRY INTO DOWNTOWN
- NO ADDED FUNCTIONALITY

Murphy Square



PROPOSED

- EXPANDS TRANSIT ORIENTED DEVELOPMENT ADJACENT TO CALTRAIN
- BUILDING OUT THE STREET EDGE TO EXPAND PEDESTRIAN LINKS
- PROVIDES SMALL TENANT SPACES FOR EMERGING TECHNOLOGY COMPANIES
- FILLS A VOID IN THE URBAN FABRIC, CREATING A UNIFORM URBAN DOWNTOWN
- ESTABLISHES CORNER GATEWAY TO DOWNTOWN
- SCALED MASSING TO TRANSITION BETWEEN EXISTING BUILDING AND ADJACENT BUILDINGS
- REPLACES SURFACE PARKING WITH UNDERGROUND PARKING

brick.

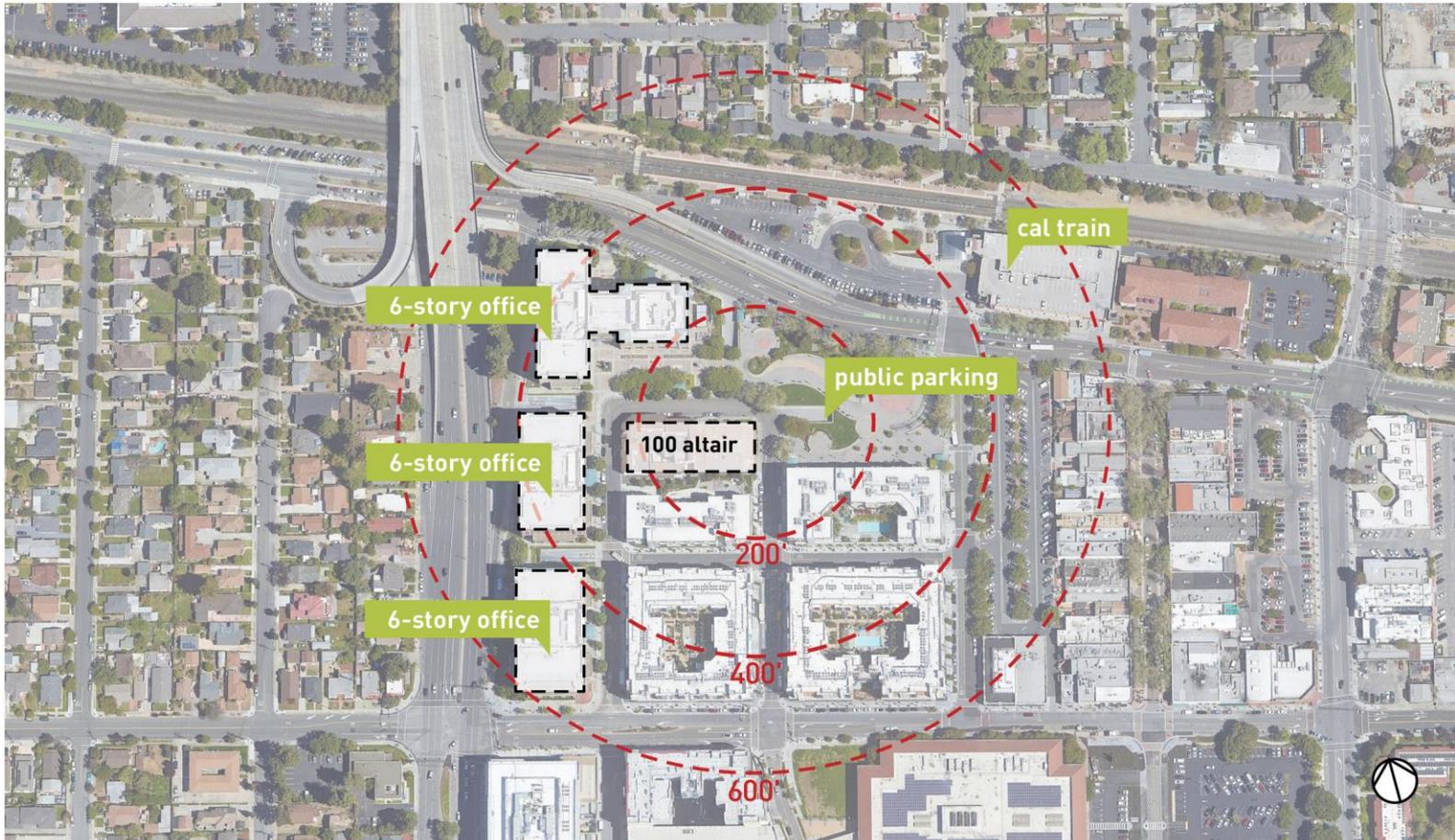


100 altair way, sunnyvale

planning commission study session meeting

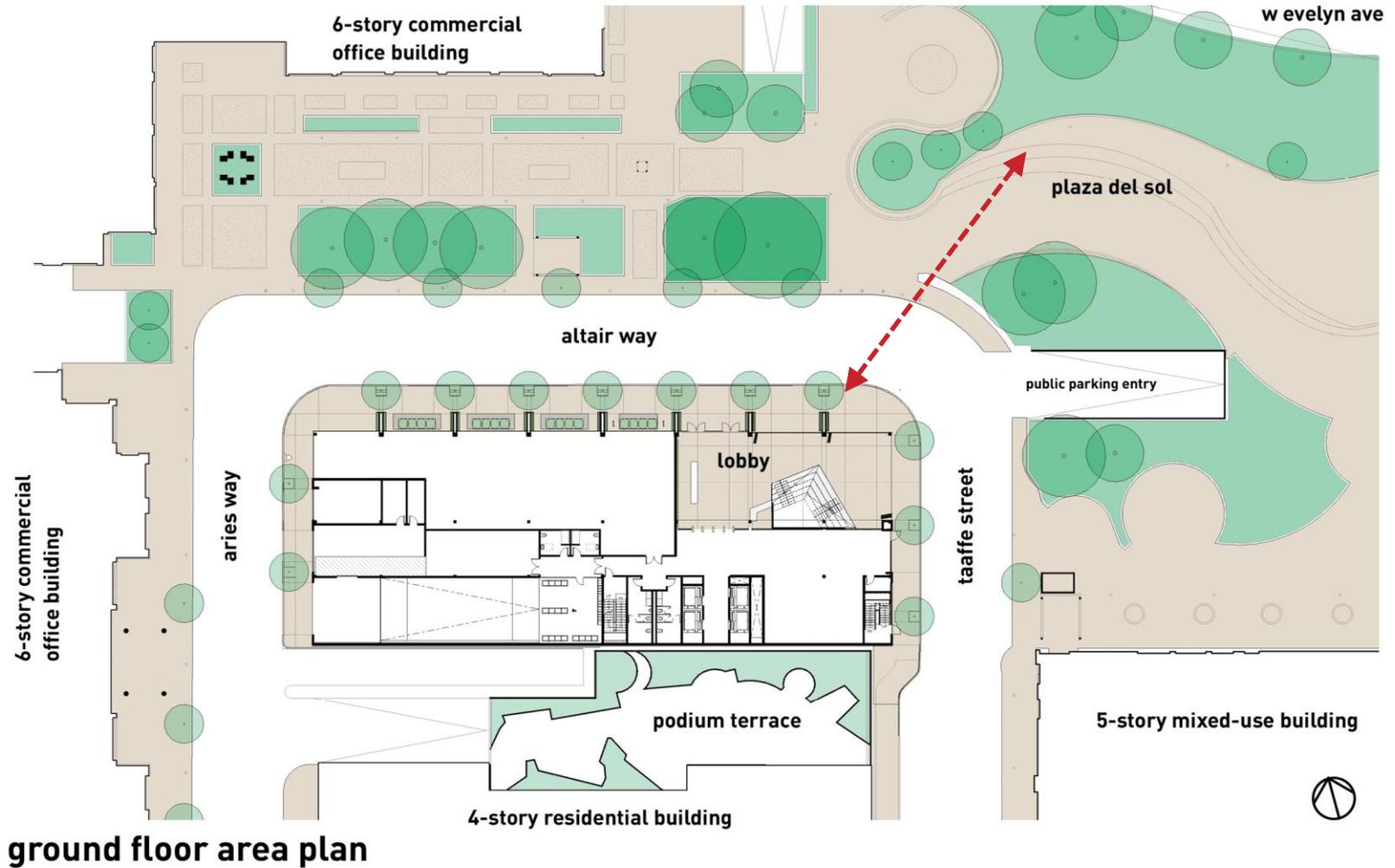
january 28, 2019

Altair Way



neighborhood site plan

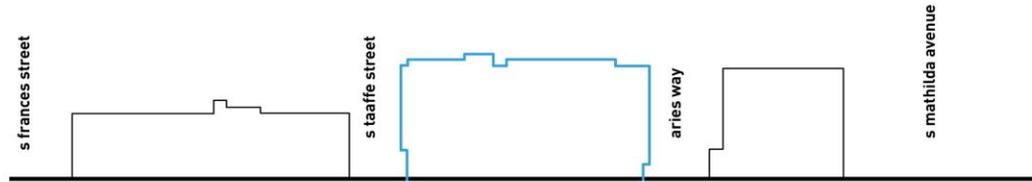
Altair Way



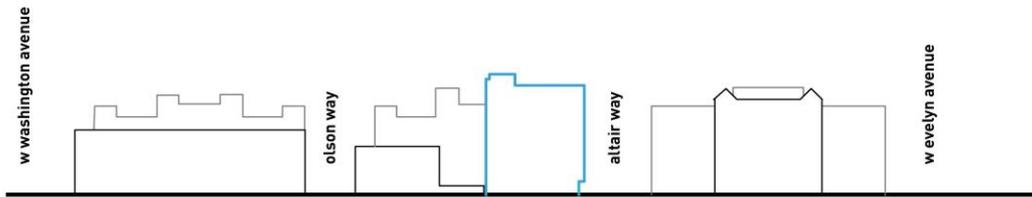
lobby precedents



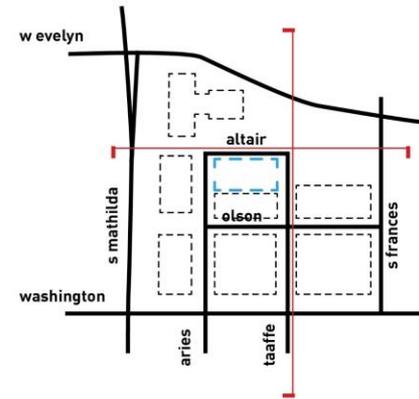
Altair Way



streetscape at altair way, facing south



streetscape at taaffe street, facing west



key plan



streetscape elevations

Altair Way



aerial view

Altair Way



3d views

CITYLINE

SUNNYVALE

Planning Commission Study Session

1/28/19

Partners



J.P.Morgan

Team



Plan for What's to Come - Phase II

Three original pieces:

- Sub-block 1 (Building B)
- Sub-block 3 (Redwood Sq)
- Sub-block 6



Downtown requires successful
retail



WHY SUNNYVALE?

DENSITY A built in customer base.



One of the major cities comprising Silicon Valley with over **76,000 employees** within the city and **282,500 employees** within 5 miles of the site. In comparison, this is substantially more than both Palo Alto and Walnut Creek.

	Within the City	3 miles	5 miles
CityLine Sunnyvale	76,419	102,566	282,458
Stanford Mall, Palo Alto	66,202	103,393	180,492
Broadway Plaza, Walnut Creek	49,548	65,953	98,936



Sunnyvale is home to high tech campuses such as **Yahoo!, Google, Apple, LinkedIn, Amazon, Microsoft, Facebook, Synopsys** and many more.



The site is a little over 3 miles away from **Apple's new infinite loop campus** 2,800,000 sf campus with 13,000 employees. Apple and Nokia both have office buildings at CityLine as well.



Facebook recently signed a lease to take 1M SF in Moffett Towers II in Sunnyvale (3 miles away) which would add an additional 5,000-6,000 employees along with Amazon who just leased 350,000 SF in addition to the 1M SF they already are leasing.



453,029 residents within 5 miles of the property and **220,100 residents** within 3 miles.

AFFLUENCE & EDUCATION



Average HH income of **\$134,404** within 3 miles of the property and **\$138,821** within five miles.



63 percent of residents have earned a bachelor's degree or higher with more than **35 percent** of residents being born outside of the United States.



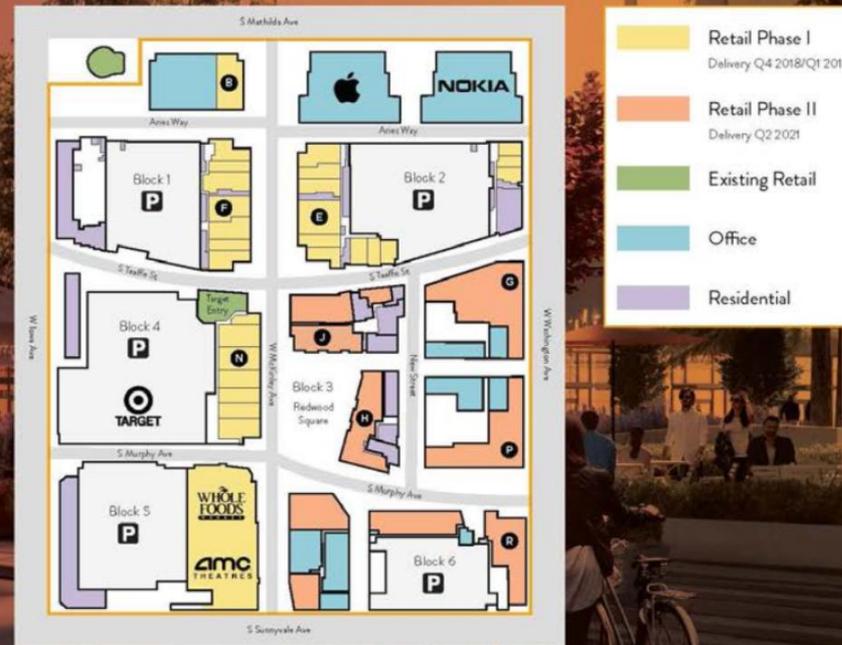
Housing is selling for **record prices** which is a testament to demand and the success within Sunnyvale - a **848 SF home** sold in March for **\$2M** in two days, **\$550,000** over asking.

WHY CITYLINE SUNNYVALE?

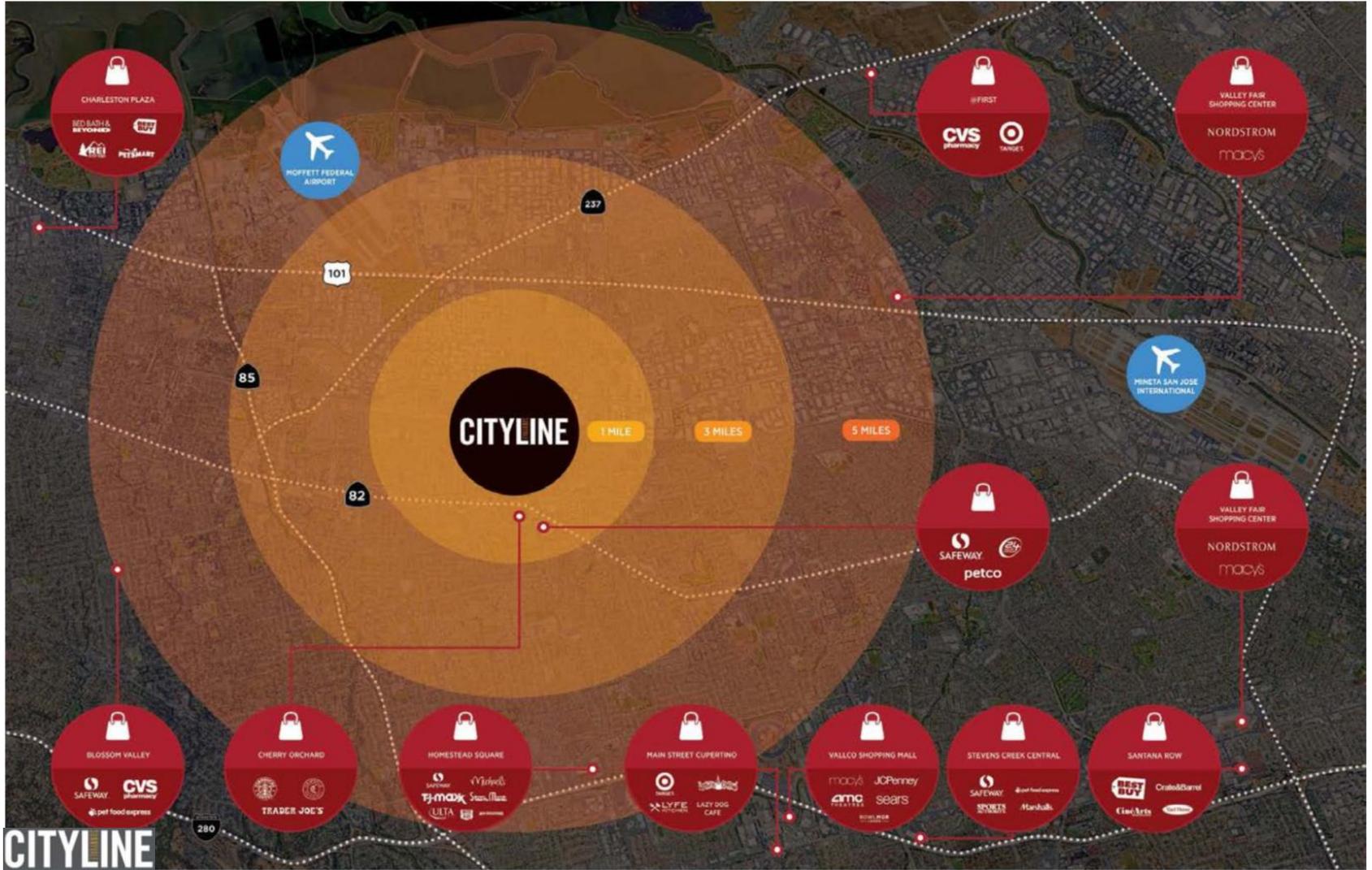
EVERYTHING IS HERE.

- » Onsite customer base with almost **1,000 residential units**, **1,000,000 SF of office onsite** with 2,000,000 SF additional office within 3 miles, and **585,000 SF of retail!**
- » High identity co-tenancy including **Whole Foods, AMC theaters, and Target.**
- » **Brand new** infrastructure and facades for distinct brand identity.
- » The Tenant mix makes CityLine a central location for daily shopping needs, entertainment and lifestyle essentials.
- » CityLine will be a direct extension of the **existing Downtown Sunnyvale** and is a distinct void in the trade area.

WHEN CAN YOU JOIN THE MIX?!



CITYLINE

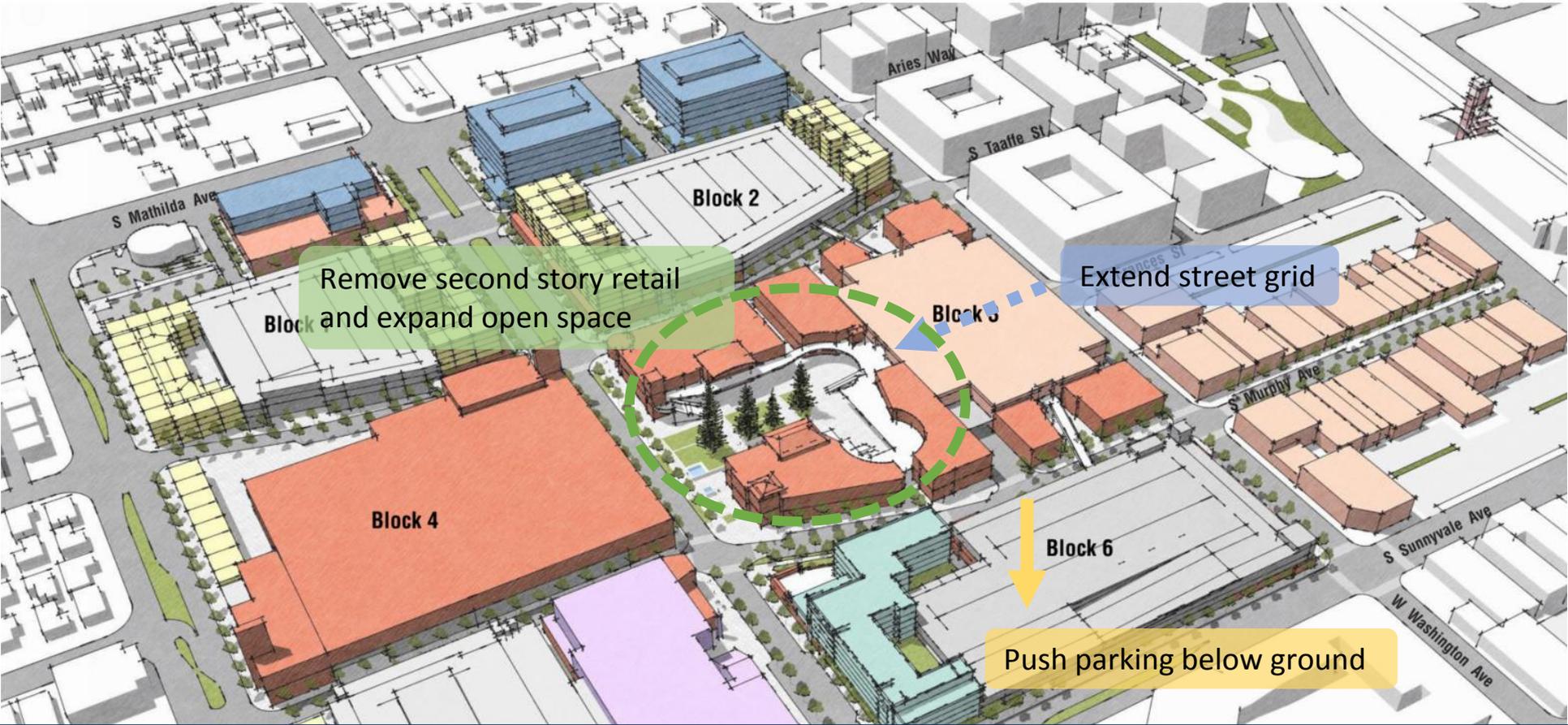


Tenant Categories

- Retail Services
- Specialty Foods
- Health/Cosmetics
- Home/Kitchen/Electronics
- Apparel/Accessories/Shoes
 - Family Restaurants
 - Fine Dining Restaurants
 - Entertainment



Unique Mix Of Bay Area, National Retailers + Restaurants



Remove second story retail and expand open space

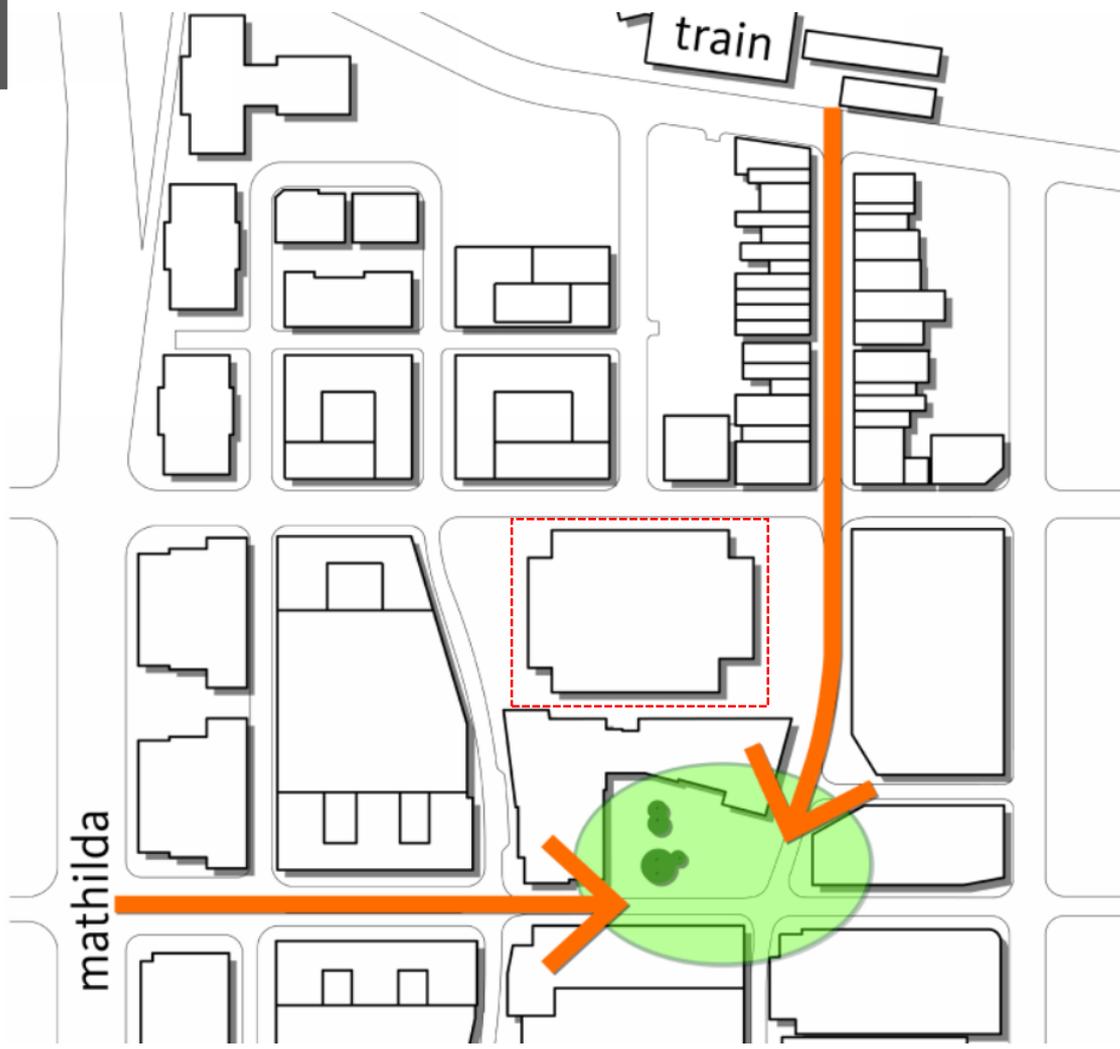
Extend street grid

Push parking below ground

ORIGINAL MALL REDEVELOPMENT

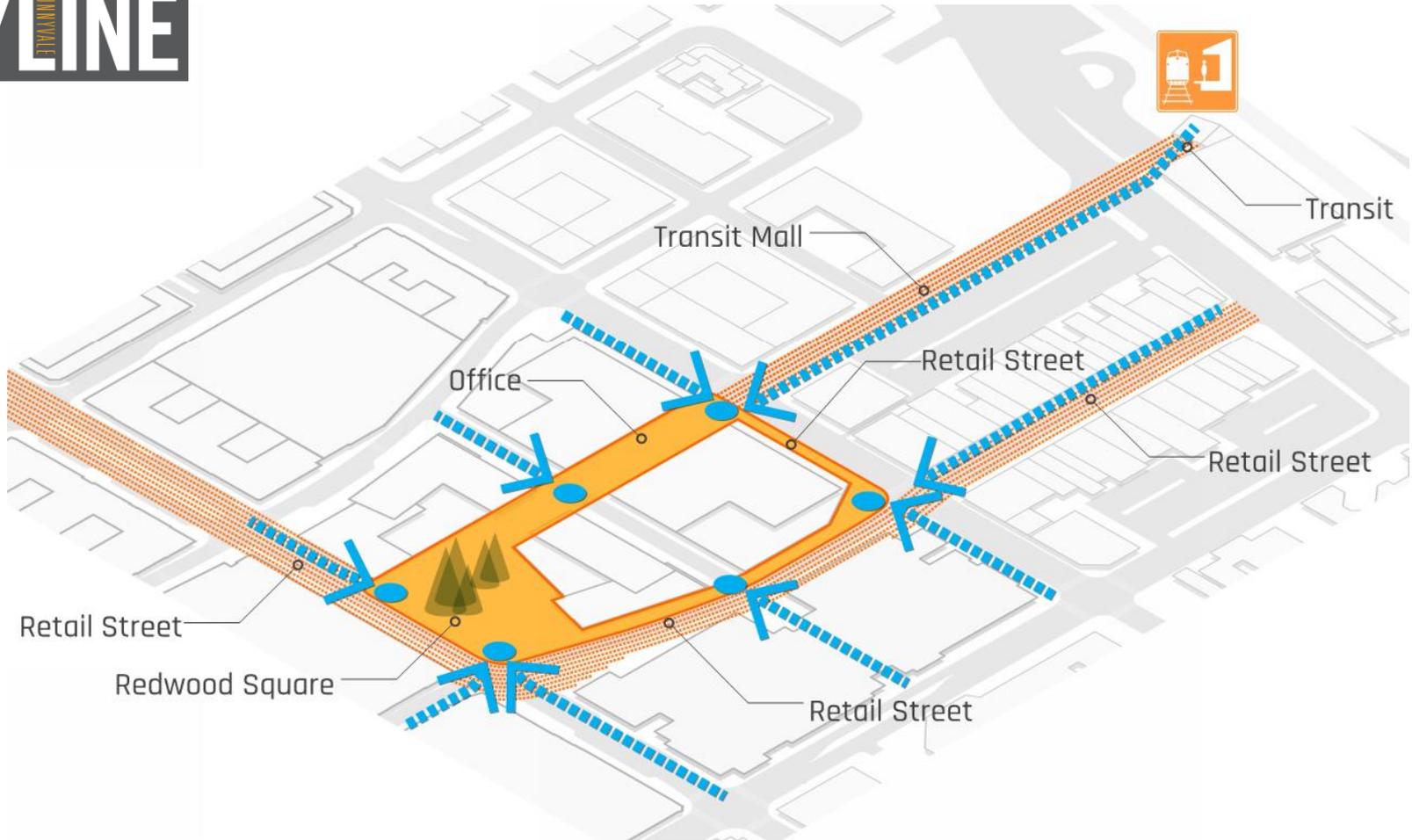
CITYLINE

SUMMAYALE



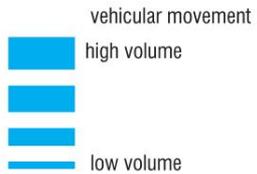
CITYLINE

SUNNYVALE

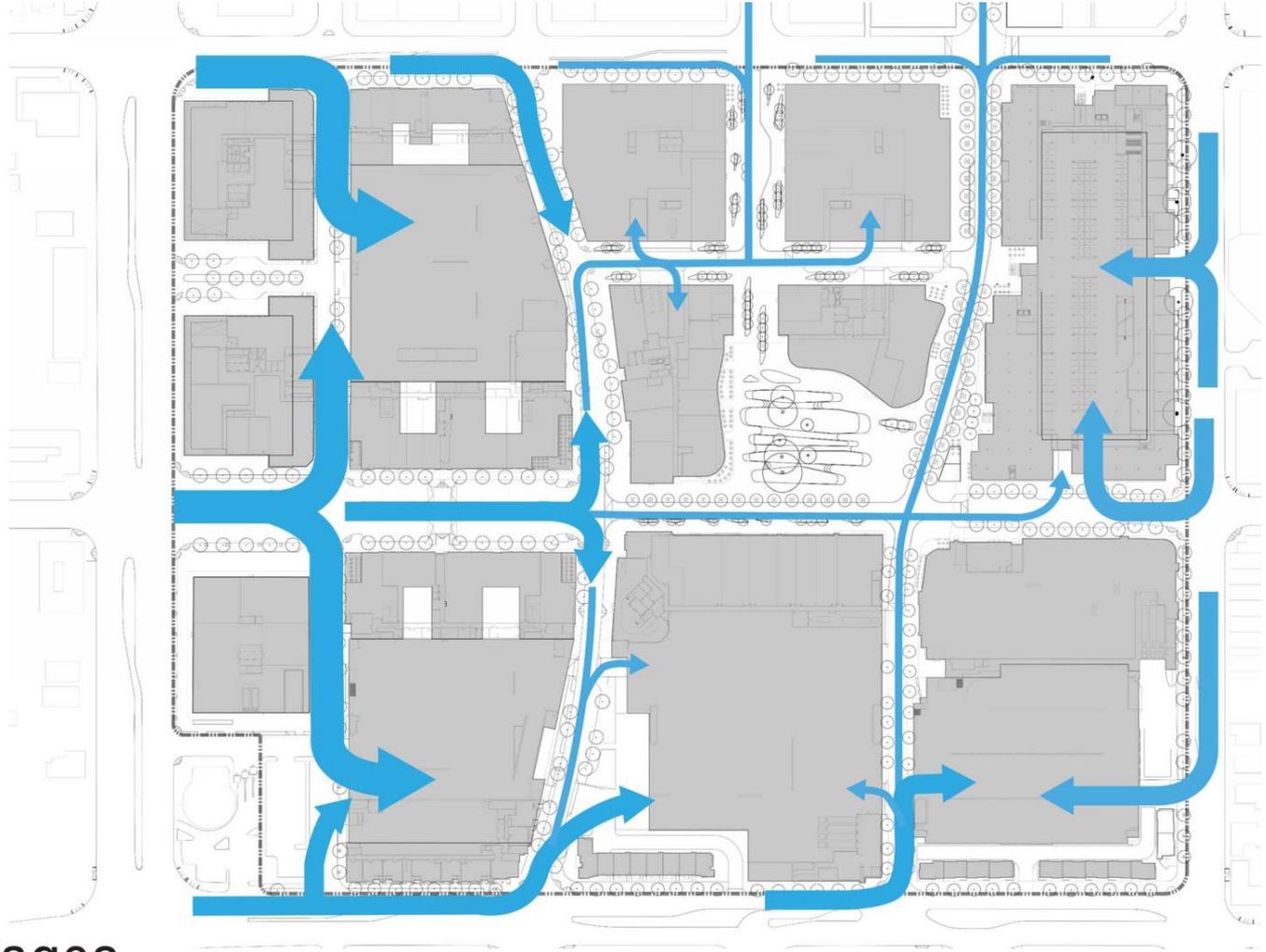


CITYLINE

SUNNYVALE



cars to garages





P3 // arrival

speed / zones
orientation
parking
bikes
drop / pickup
loading



P2 // transition

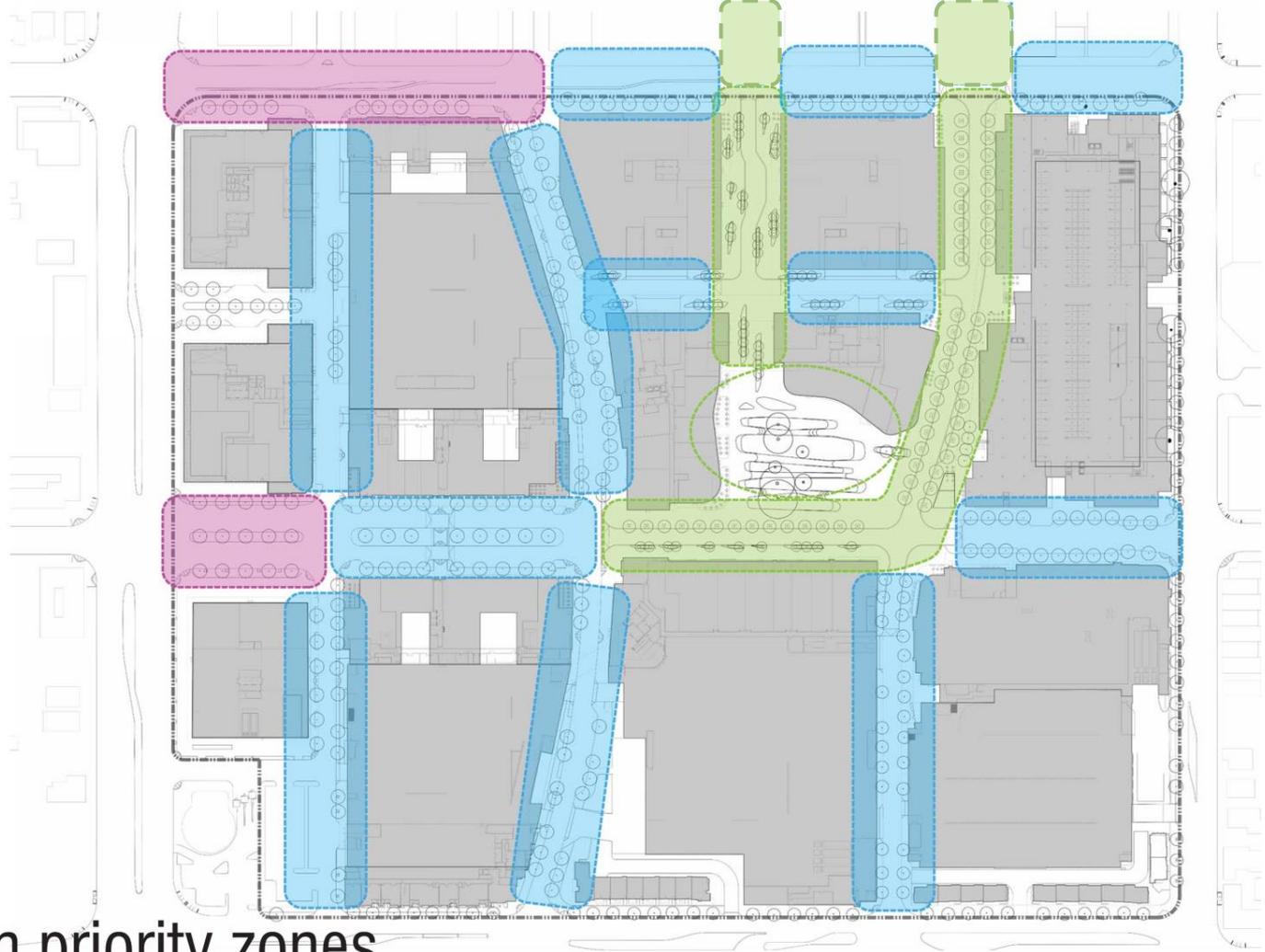
entrances and exits
paths of travel
priority zone extents



P1 // experience and places

sections & zones
elements & palette

- P1 pedestrian zone
- P2 pedestrian zone
- P3 pedestrian zone



pedestrian priority zones

CITYLINE



**public
space**



signage



architecture



**icon /
art**

transition moments

Art Master Plan



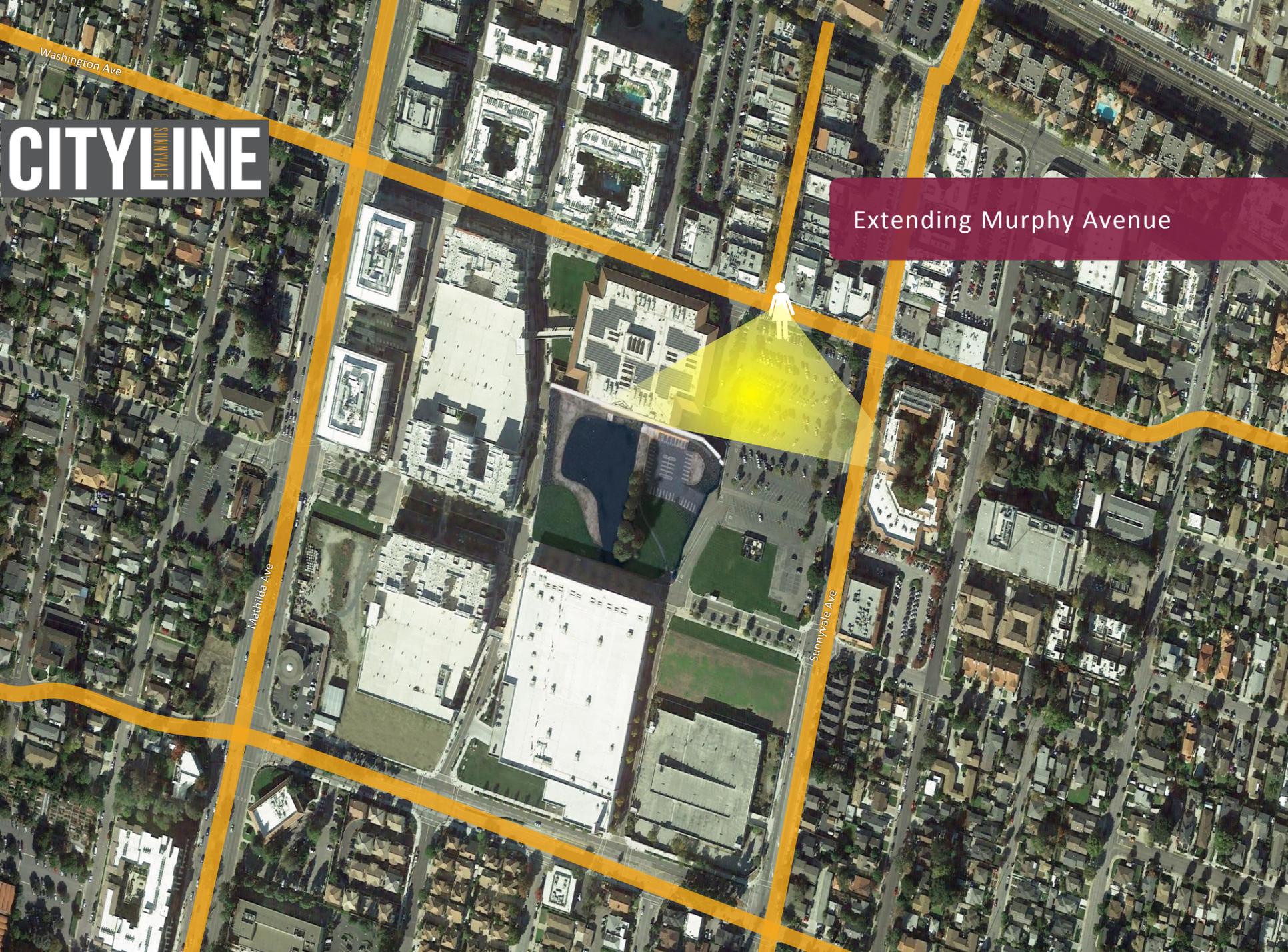
CITYLINE SUNNYSVALE

Washington Ave

Mathilda Ave

Sunnyvale Ave

Extending Murphy Avenue



CITYLINE



CITYLINE

SUNNYVALE



CITYLINE

SUNNYVALE



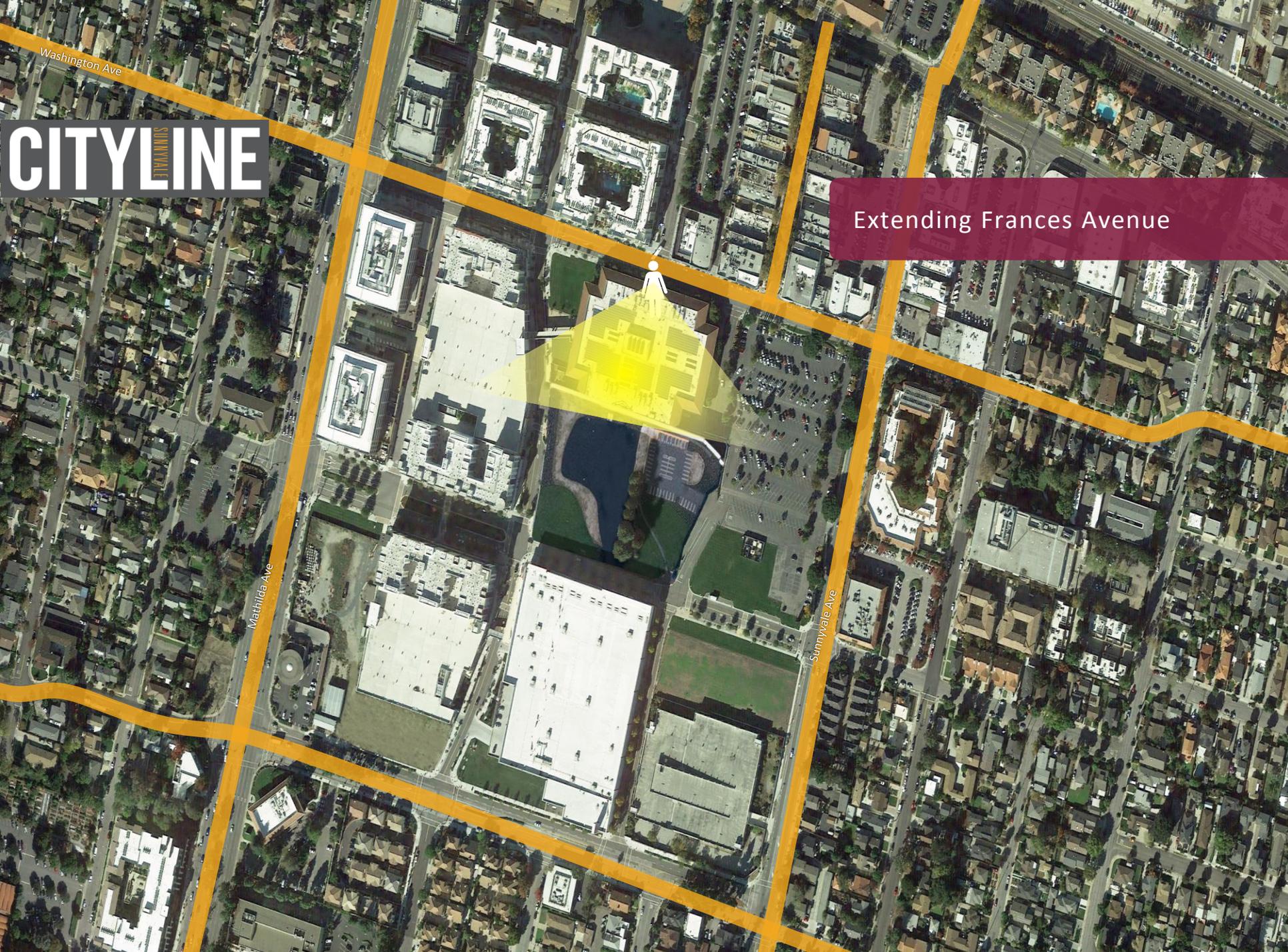
CITYLINE SUNNYVALE

Washington Ave

Mathilda Ave

Sunnyvale Ave

Extending Frances Avenue



CITYLINE
SUNNYVALE



CITYLINE

SUNNYVALE



CITYLINE

Creating Balance and an Economic Engine

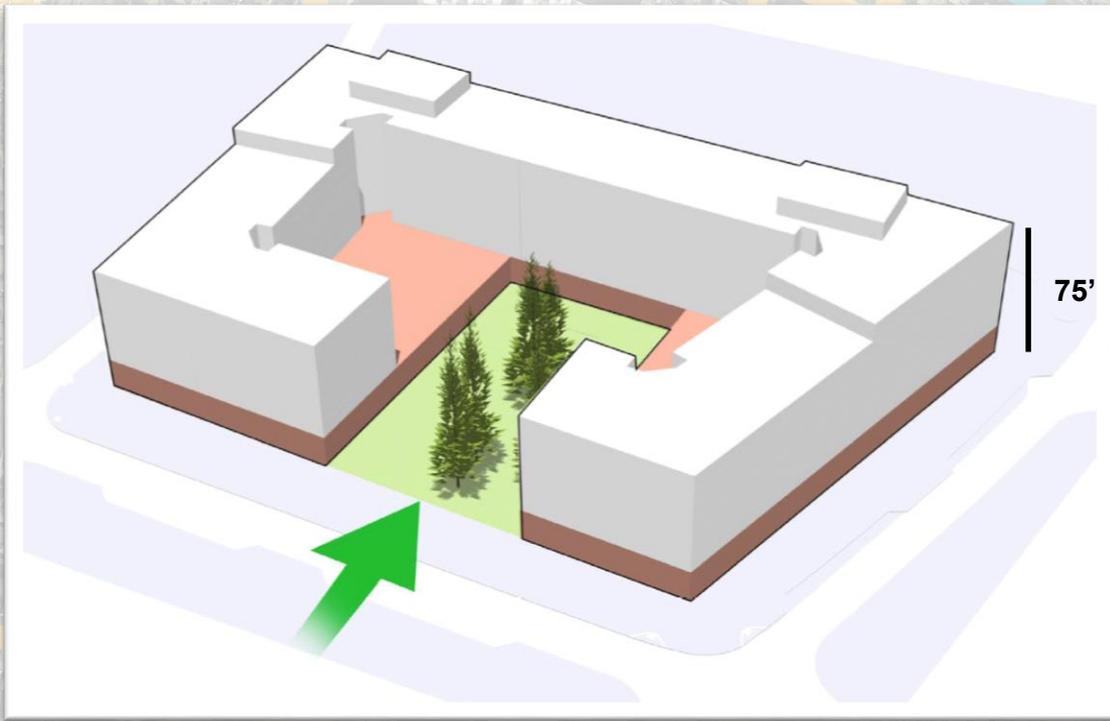
UNIQUE LOCATION TO GO UP RATHER THAN OUT

HOW CAN WE MAXIMIZE PUBLIC OPEN SPACE?



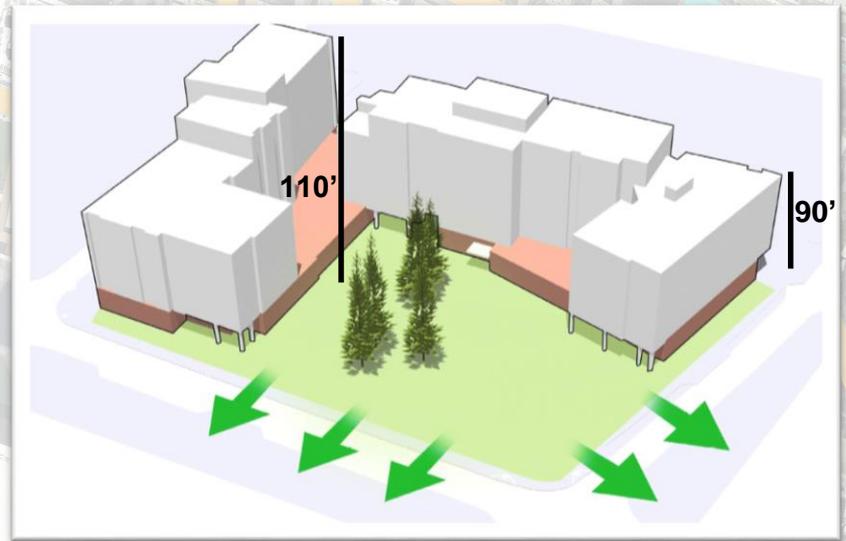
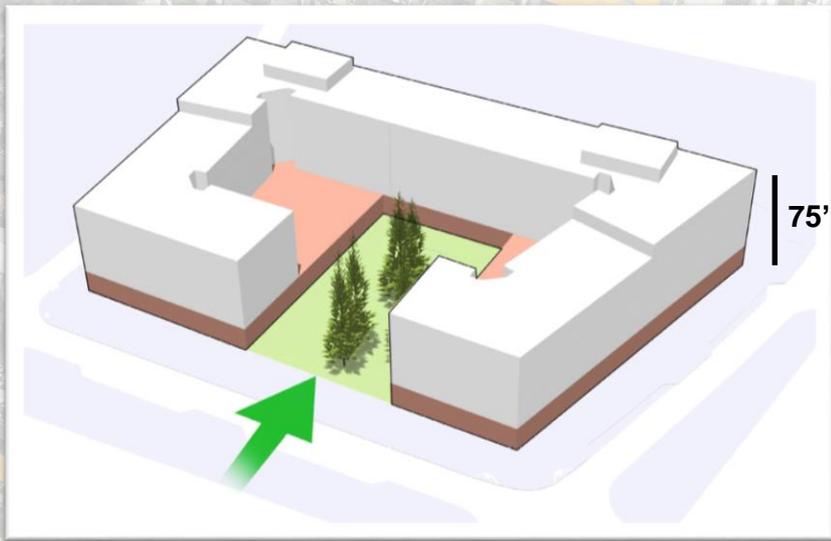
CITYLINE

HEIGHT IS A TRADE OFF FOR OPEN SPACE



CITYLINE

UNIQUE LOCATION TO GO UP RATHER THAN OUT



COMMUNITY BENEFITS

CITYLINE
SUNNYSIDE

Downtown walkable, active retail

Reinstating the street grid at Frances

Appropriate Transitions, old to new

Downtown Arts program

Sustainable neighborhood

New, high quality housing and office at transit

Acres of public open space, including a new downtown plaza

Convenient, underground & smart parking



CITYLINE
SUNNYVALE



COMPLETE DOWNTOWN

Discussion

Planning Commission Input

- Change in Land Uses
- Change in Scale
- Public Open Space
- Public Improvements