



Sunnyvale

El Camino Real Specific Plan Progress & Next Steps

El Camino Real Plan Advisory
Committee Meeting
January 23, 2020

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Development



Meeting Goals

1. Introductions
 1. Select a new Chairperson
2. Review State housing law (S.B. 330)
3. Specific Plan/EIR Updates
4. Review key issues
 - a. Vision statement & guiding principles
 - b. Policy changes due to S.B. 330
 - c. Design criteria
5. Next Steps



State Housing Law – S.B. 330

Housing Crisis Act of 2019

SB 330 (Skinner) – Overview

Variety of substantive and procedural requirements to spur housing development

Some provisions sunset in 2025

- Preliminary Application locks in fees & standards
- Maximum 5 public hearings (qualified projects)
- Protects lower income residents against displacement
- City's requirements must be **Objective & Transparent**
- Invalidates **Housing Caps**, moratoria, and down-zoning
- CEQA can still be used to evaluate projects

Housing Crisis Act of 2019

SB 330 (Skinner) – No Housing Caps

El Camino Real Plan (ECR-CSP)

- Existing
 - ◆ No zoning density
- Preliminary Plan
 - ◆ Nodes and Segments with minimum and “maximum” density
 - ◆ Node or Segment development reserve based on incentives
- Proposed Update
 - ◆ Site specific densities
 - ◆ Maximums based on incentives
 - ◆ No shared reserves





Progress

Progress

Work Completed

- Technical Reports
 - ◆ Existing conditions
 - ◆ Traffic
 - ◆ Housing
 - ◆ Economics
- Outreach, ECRPAC, & ECRTAC
- PC/CC Study Sessions
- In process: Administrative Draft Specific Plan & EIR



Specific Plan/EIR Progress

Council Direction

- Residential Plus Alternative (6,900 du and 730,000 commercial sq. ft.)
- Nodes & Segments
- Design criteria
 - ◆ Daylight plane
 - ◆ Step downs
 - ◆ Horizontal articulation
- Ground floor retail
- Form-Based Code elements (flexibility in design)



Key Issues

Vision and Guiding Principles

Proposed Vision Statement

Support and enhance community-serving retail and provide significant new residential options while advancing sustainable goals and by improving transportation safety and mobility choices.

Vision and Guiding Principles

Guiding Principles (Old)

- Efficient circulation patterns
- Safe and convenient multi-modal access
- Appropriately scaled buildings that preserve the quality of life of adjacent neighborhoods and existing community assets

Guiding Principles (New)

- Promote a balanced and efficient street system that supports a safe and convenient multimodal transportation network
- Integrate land uses into local and regional transportation plans and policies
- Preserve the quality of life of adjacent neighborhoods and existing community assets

Vision and Guiding Principles

Guiding Principles (Old)

- Supportive environment for small and local businesses
- Housing opportunities that help meet the needs of the community
- New development will focus on supporting a sustainable community

Guiding Principles (New)

- Create a supportive environment for small and local businesses
- Promote housing opportunities that meet the needs of the community
- Prioritize sustainability in new development

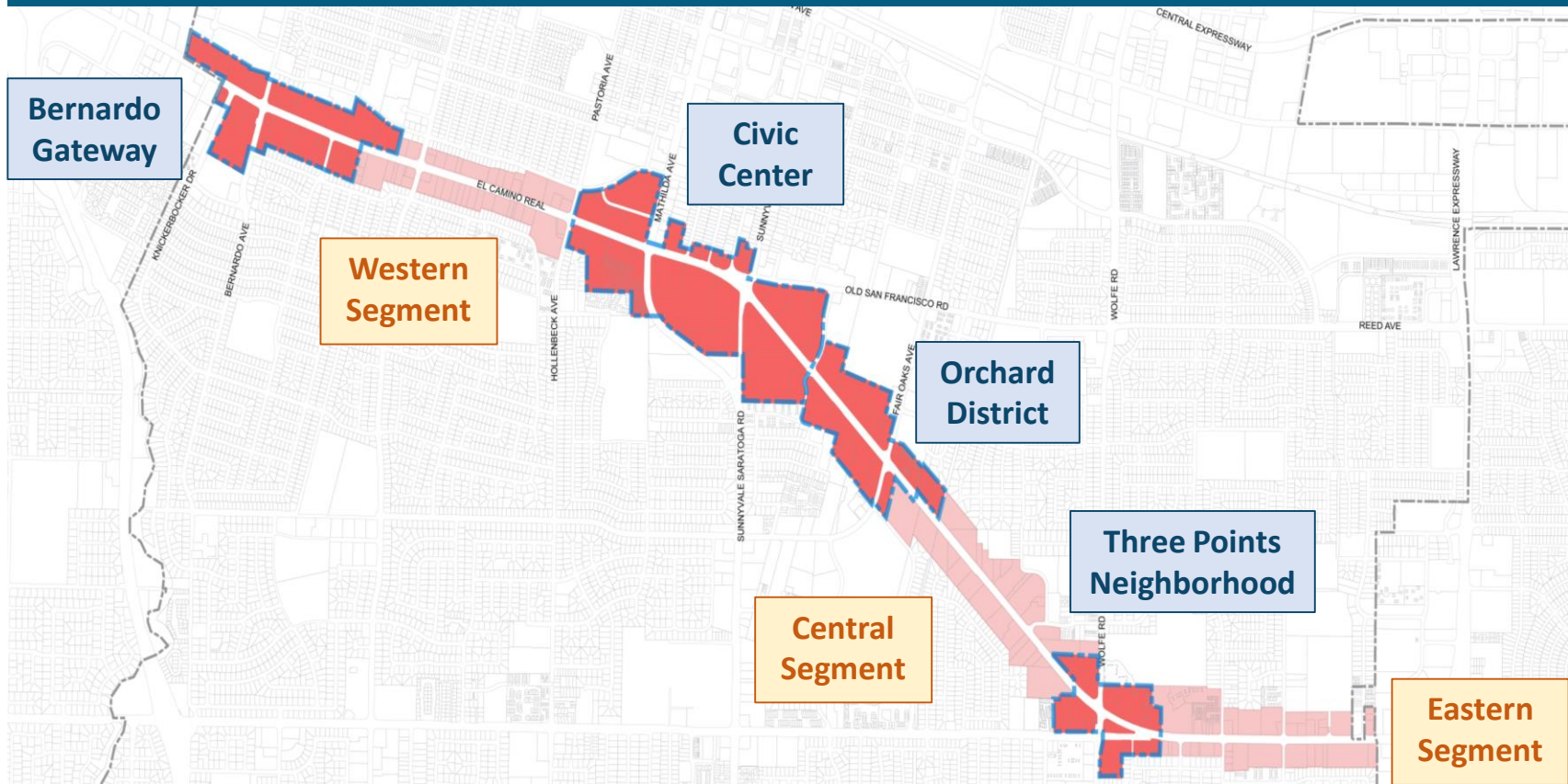
Vision and Guiding Principles

Retail Goals

- **Create** a pedestrian-oriented restaurant and retail street with a strong design theme
- **Promote**
 - ◆ High design furniture
 - ◆ Fixtures
 - ◆ Appliances
- **Protect and Reinforce** existing dealerships

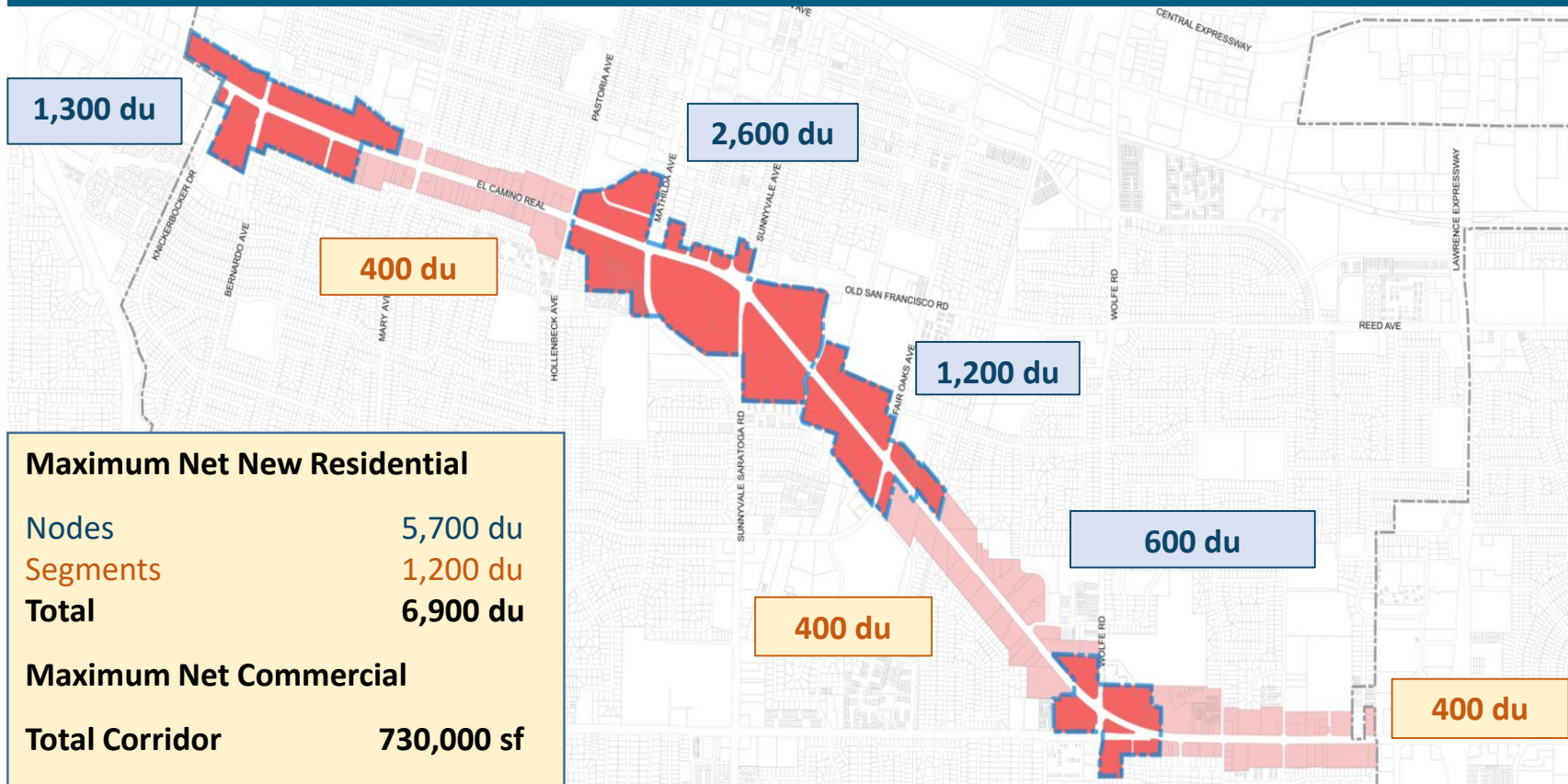
Response to S.B. 330

Previous Zoning Strategy (Nodes and Segments)



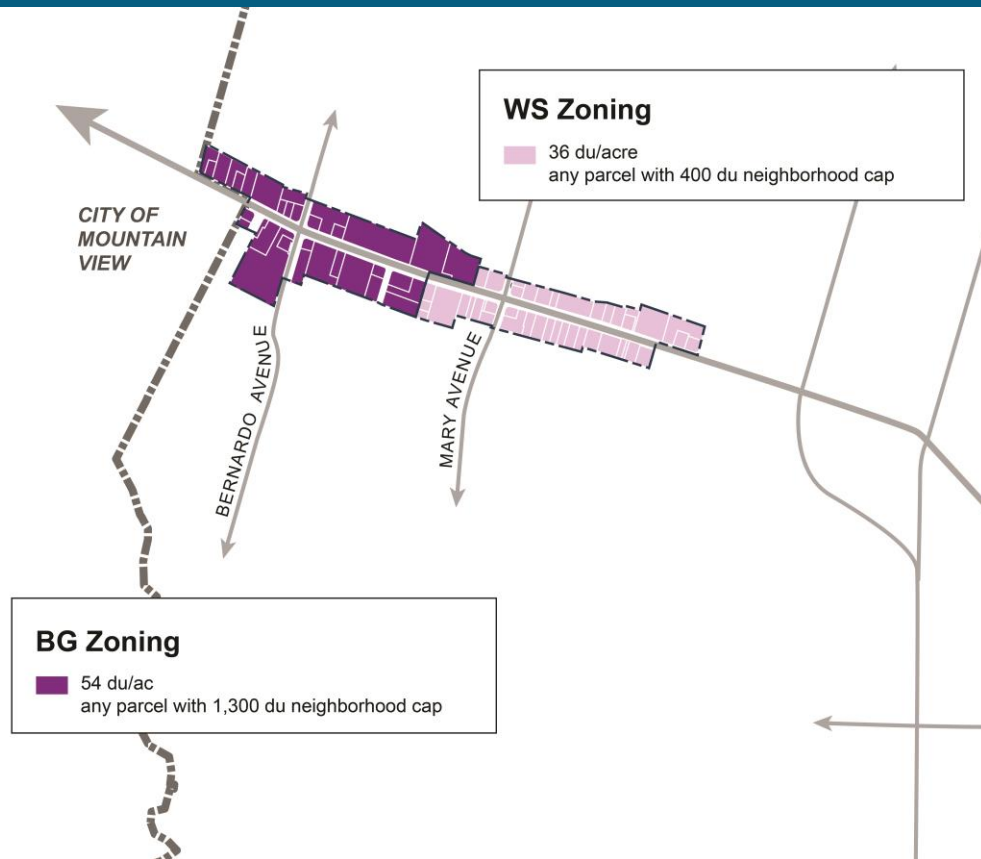
Response to S.B. 330

Previous Zoning Strategy (Unit Allocation)



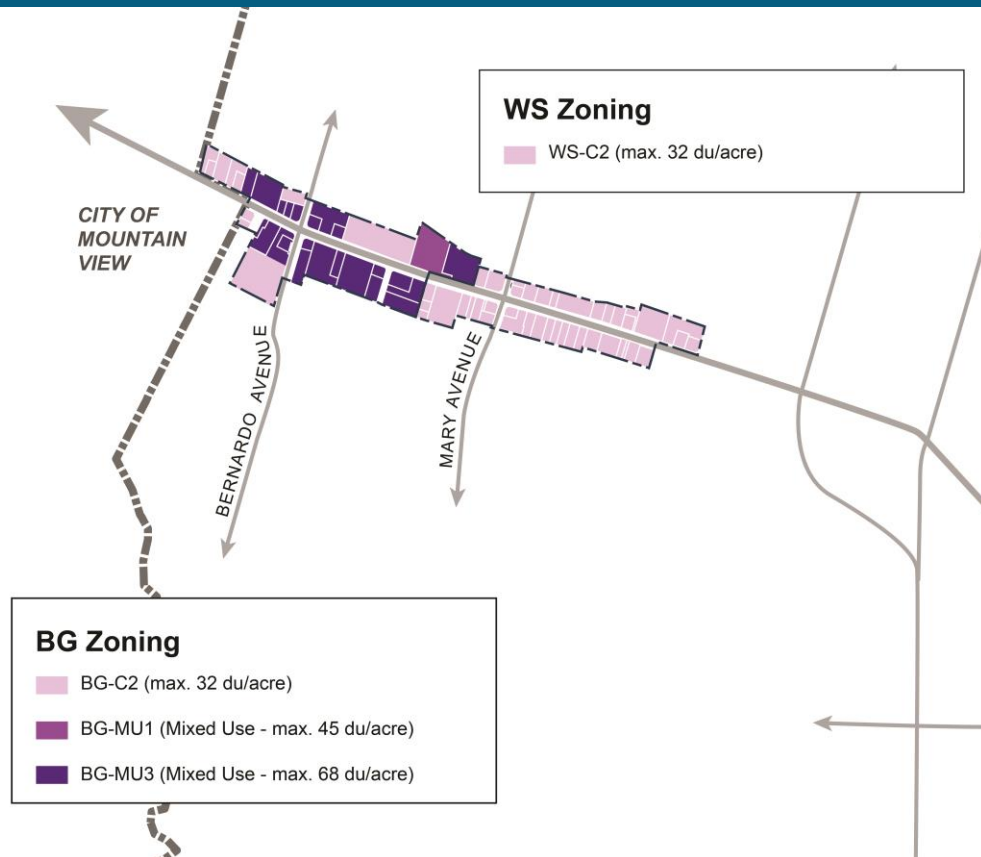
Response to S.B. 330

Previous Zoning Strategy (Bernardo Gateway)



Response to S.B. 330

Proposed Zoning Strategy (Bernardo Gateway)



Design Criteria

Purpose and Goals

- Achieve Specific Plan vision and guiding principles with **objective** criteria
- Provide feasible residential development options
- Limit wholesale redevelopment
- Maintain commercial viability

Design Criteria

Development Standards

- Mixed-use with commercial component
- 16-18' commercial bay heights
- 15' front setback
- Build-to-line
- Stepback on 4th floor and above
- 45 degree daylight plane
- Transition to residential (stepdown)
- Podium parking

Design Criteria

Mixed Use Development



Design Criteria

High Bay Retail

High Bay

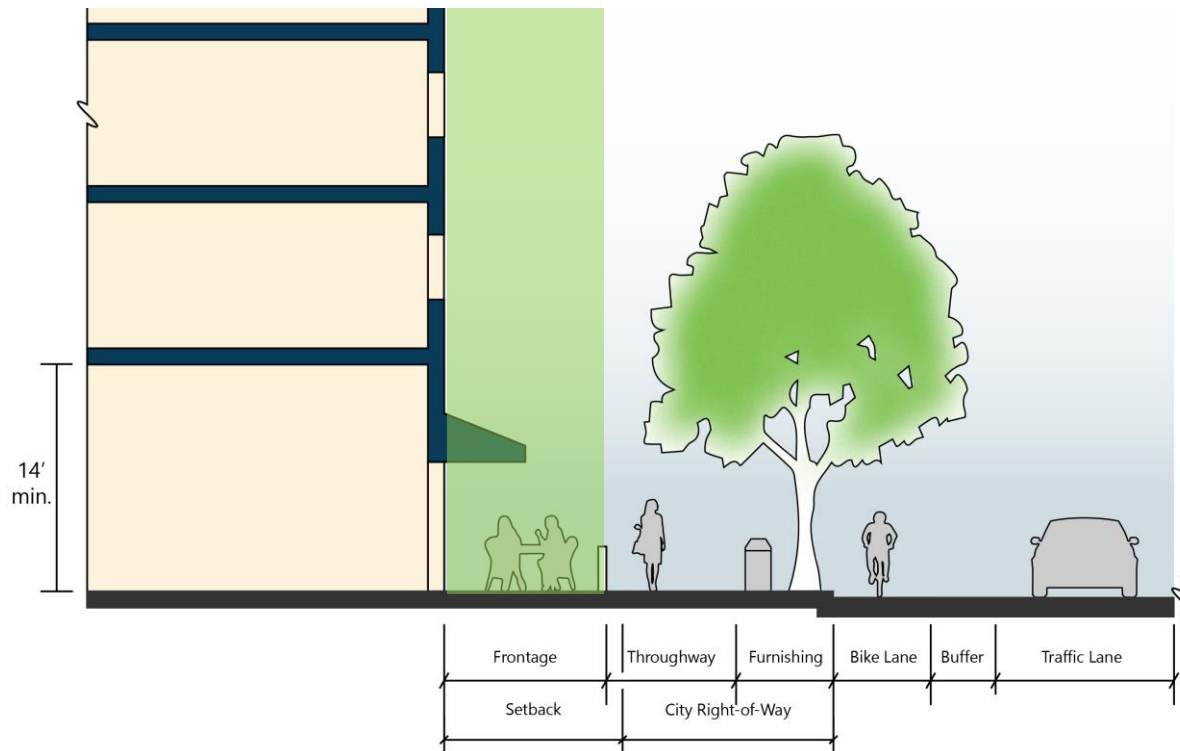


Visibility



Design Criteria

Development Standard to Regulate Front Setback



- Large setback (frontage area for outdoor dining and active spaces)
- Wide sidewalks
- Streetscape amenities
- Supports mobility & circulation efforts (bike lanes & bus stops)

Design Criteria

Street Interface

Active Space



Passive Space



Design Criteria

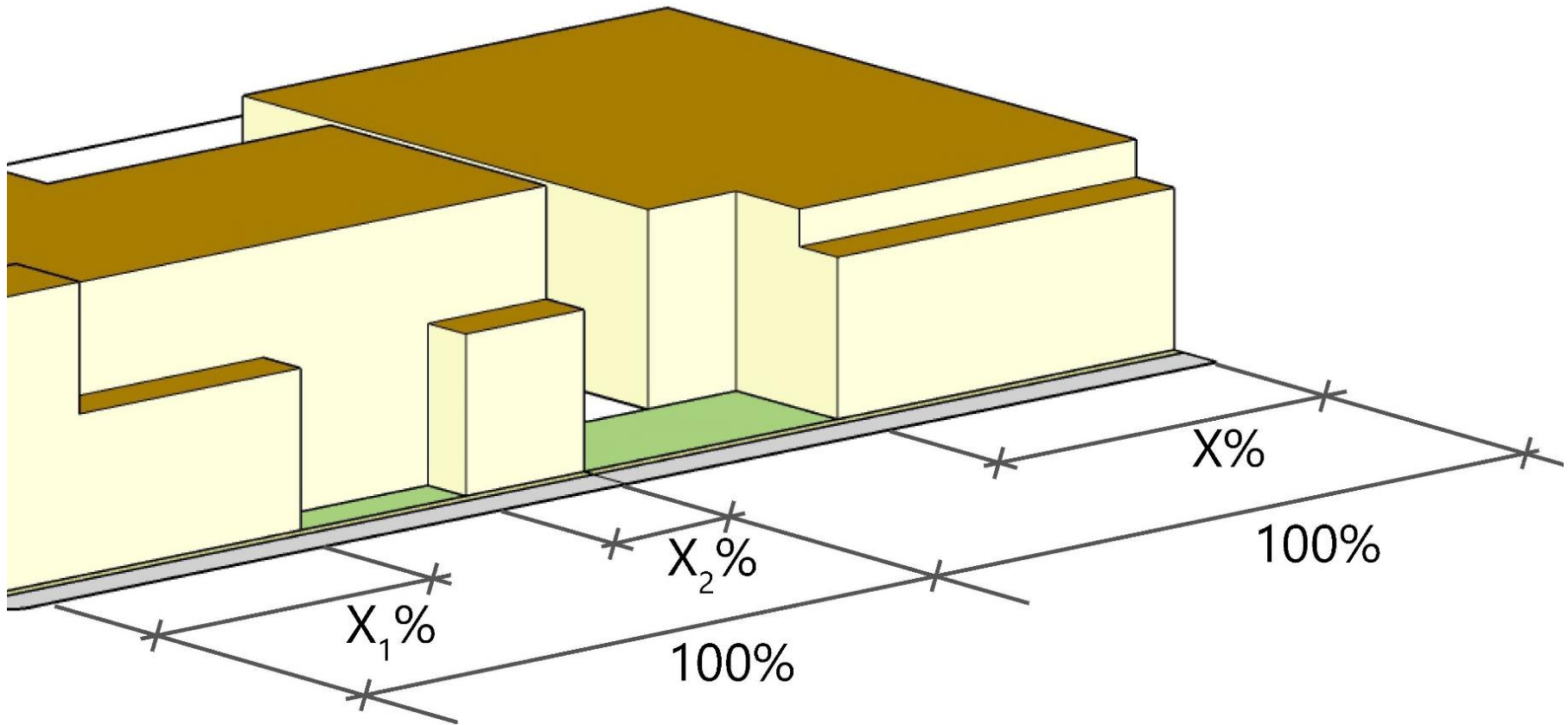
Linear Massing: Build-to-Line



Verve (ECR in Mountain View)

Design Criteria

Linear Massing: Build-to-Line



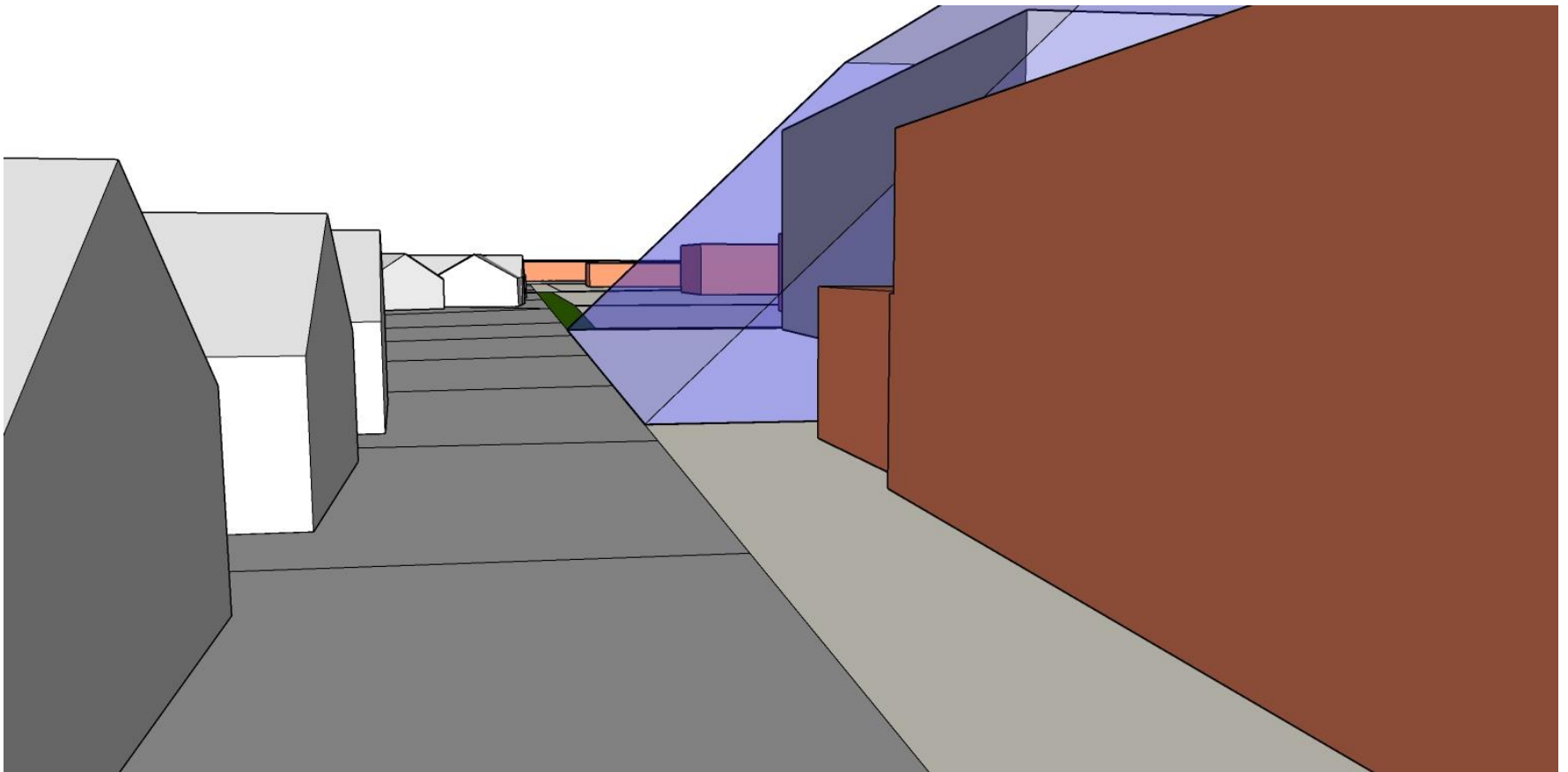
Design Criteria

Front Stepback



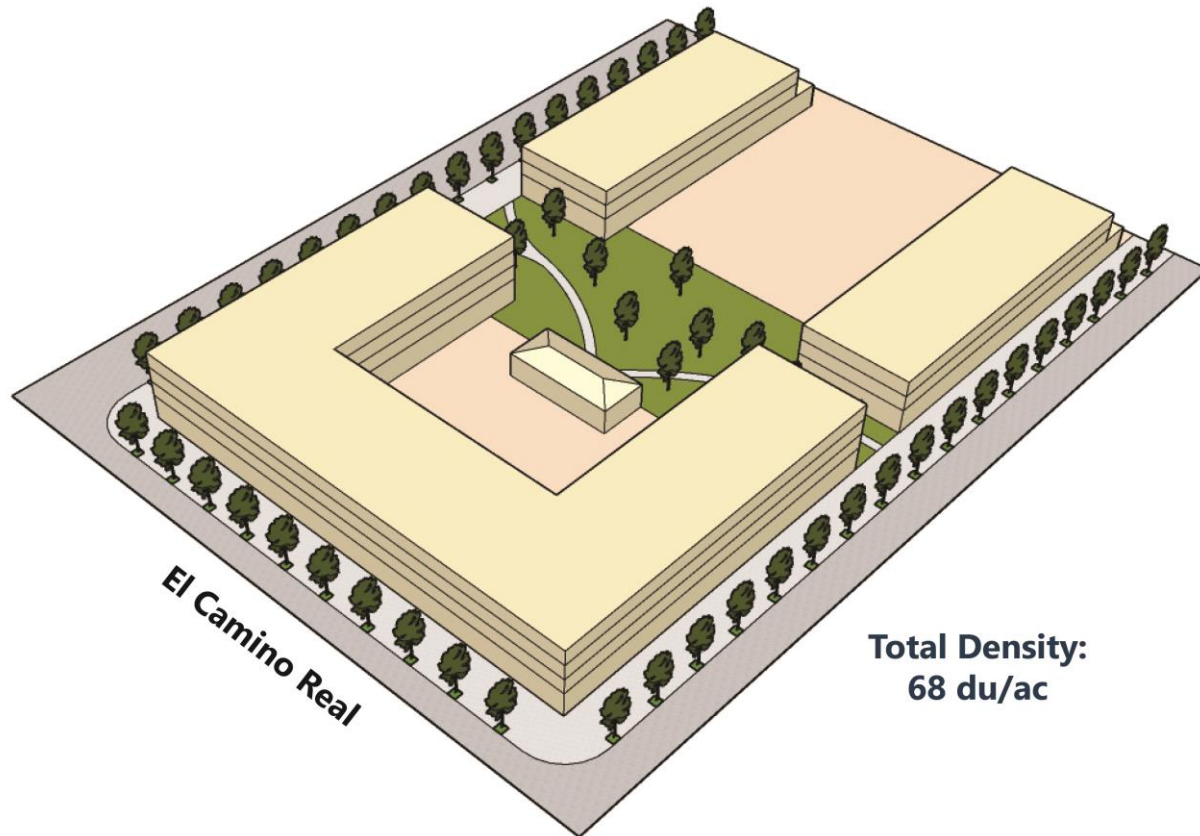
Design Criteria

45 Degree Daylight Plane



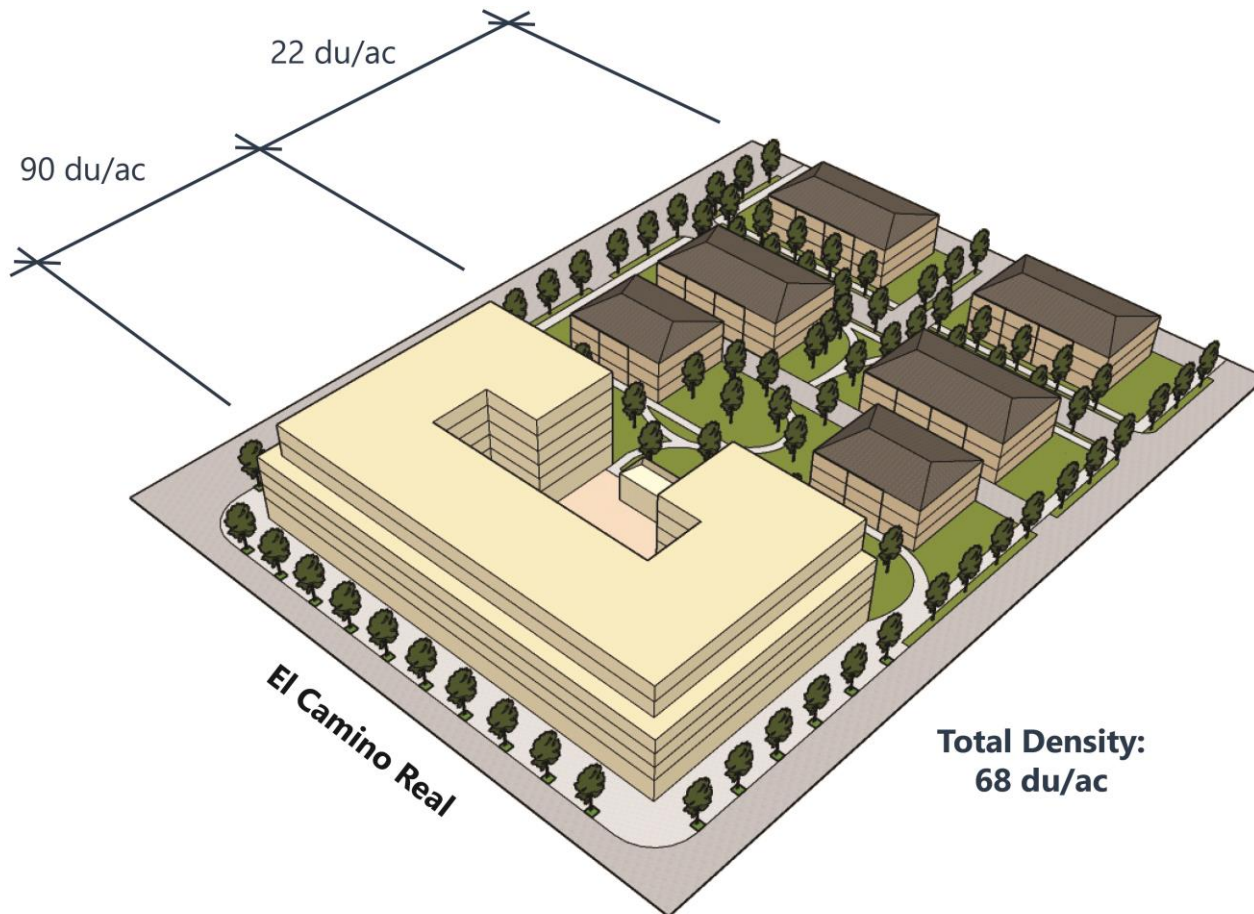
Design Criteria

Stepdown: Transition



Design Criteria

Stepdown: Transition



Design Criteria

Stepdown: Transition



Design Criteria

Podium Parking

Podium & Underground



Podium

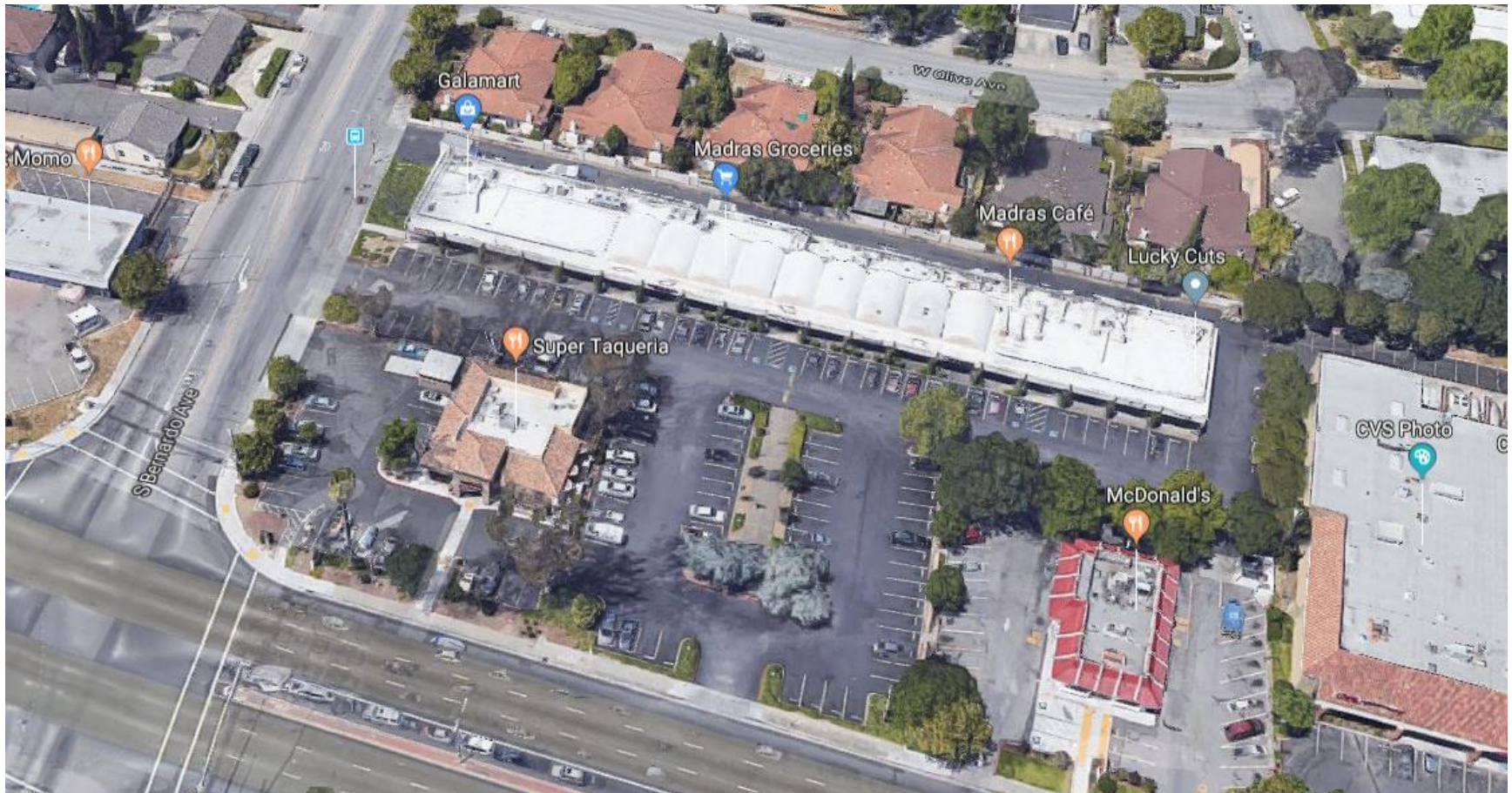




Site Example – 1187 W. El Camino Real

Site Example

Area Context



Site Example

1187 W. El Camino Real Summary

- 108,000 sf lot size (2.5 acres)
- Includes corner lot, not McDonalds
- 290' deep and 436' wide

Du/ac	36	54
Commercial area	20,000	20,000
# of units	90	134
Stories	3	4



36 du/ac



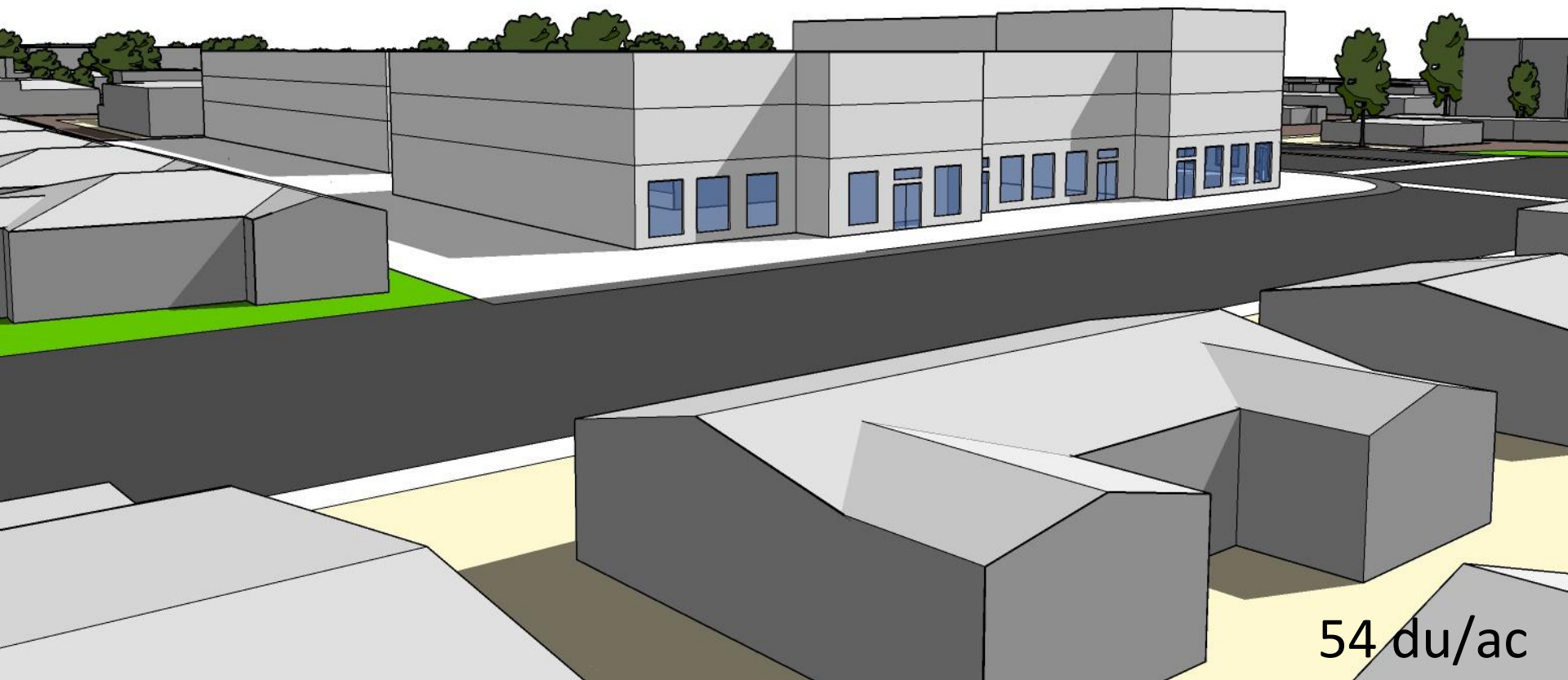
36 du/ac



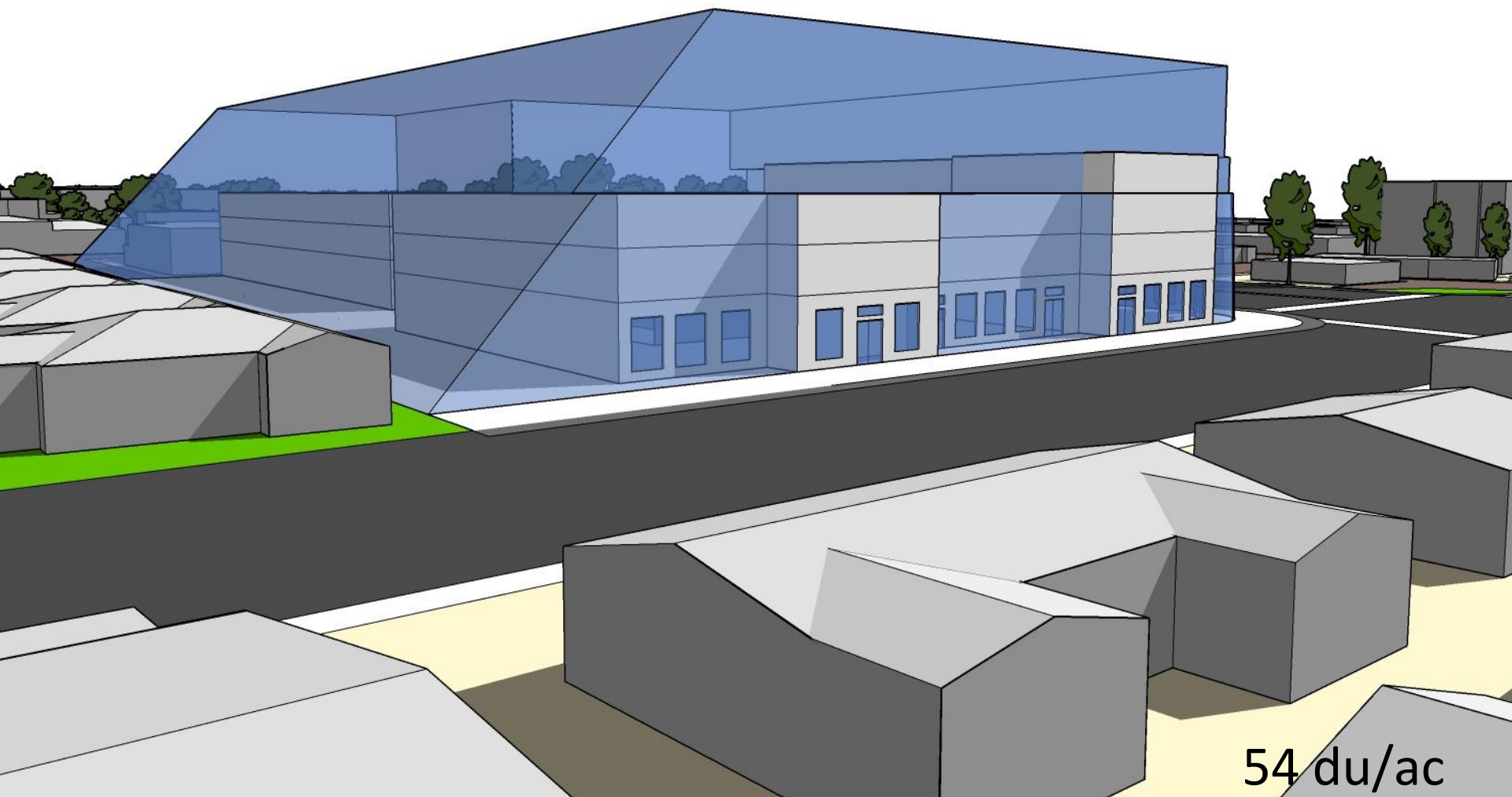
54 du/ac



54 du/ac



54 du/ac



54 du/ac



Summary & Next Steps

Summary & Next Steps

Development Intensity

Nodes

54 du/ac



68 du/ac

Segments

36 du/ac



32 du/ac

1. Fewer parcels allow for mixed-use development
2. Overall level of development approved by Council and being analyzed in the EIR remaining the same

Summary & Next Steps

Considerations

- State housing law limits local discretion
- To meet S.B. 330 and Specific Plan goals, higher density on fewer properties
- Incentives-based zoning
- Maintain retail character, especially in segments
- Not all properties will redevelop
- Design standards to control design, height, massing, and sensitivity to neighbors
- 54 du/ac and 68 du/ac would look similar (smaller units and affordability by design)

Summary & Next Steps

Next Steps	
FEBRUARY	• Council Strategic Session
MARCH	• Community Outreach & PC Study Session
APRIL	• Release Draft Specific Plan & EIR
MAY	• Public Comment
JUNE	• Revised Plan/EIR & Board/Commission Hearings
JULY	• Council Adoption

Summary & Next Steps

Key Topics for Discussion

- Vision Statement and Guiding Principles
- Density and mixed-use sites
- Design criteria and neighborhood sensitivity



Questions & Comments?