Peery Park Specific Plan Community Workshop #2
City of Sunnyvale
December 3, 2014
Washington Park Community Room
840 W. Washington Avenue

Meeting Notes

City Councilmembers Present:
Mayor Jim Griffith
Glenn Hendricks
Gustav Larsson
Tara Martin-Milius
David Whittum

City Staff Present:
Deanna Santana, City Manager
Kent Steffens, Assistant City Manager
Hanson Hom, Director of Community Development
Manuel Pineda, Director of Public Works
Trudi Ryan, Planning Officer
Connie Verceles, Economic Development Manager
Amber El-Hajj, Senior Planner/Project Planner for the Peery Park Specific Plan
Rosemarie Zulueta, Associate Planner
Carla Ochoa, Traffic Engineer
Carol Shariat, Principal Transportation Engineer/Planner
Terilyn Anderson, Project Specialist/Notetaker

Consultant Present:
Erik Calloway, FTS (Freeman Tung + Sasaki)

Planning Commissioners Present
Larry Klein

Bicycle and Pedestrian Advisory Commissioners Present
Richard Kolber

Introduction
Mayor Griffith opened the community meeting by thanking everyone for coming. The purpose of the meeting is to solicit as much public input as possible before the Peery Park Specific Plan is developed. He noted that the content of the plan will be similar to what was included in the Moffett Park Specific Plan.

The City envisions Peery Park as a vibrant workplace that meets the needs of modern workplace functions. Community feedback is needed on the major features of the plan, such as how the District's buildings and architecture will be designed to integrate with

surrounding neighborhoods and how traffic will be managed. Mayor Griffith then introduced Hanson Hom, Director of Community Development.

Mr. Hom thanked everyone for attending and said that this was the second community planning workshop for Peery Park. The first workshop, held on October 16, 2013, addressed existing conditions at the District, workplace trends, market analysis, and a broad brush strategic framework.

The purpose of this workshop is to gain public input on an envisioned future for Peery Park, a preliminary policy regulatory framework and priorities for the District. During the first half of the meeting a presentation will be given on the District's history and how workplace trends have changed in the digital age. This background information will be helpful for the second half of the meeting when everyone will break into groups to identify the highest and lowest priorities for the District and discuss what would improve the character of the adjacent neighborhood and what strategies would be most effective at relieving traffic. Each group will report their findings to the larger group after they complete the exercise.

The third community workshop is scheduled for January 21, 2015 and will address mobility analysis, streetscape improvements, traffic concerns and transportation demand management.

Mr. Hom then reported the results of an on-line survey that was conducted in Fall 2013 which invited public input on the existing conditions, future conditions and community concerns for Peery Park. He added that the results of the on-line survey showed similar results as the comment exercise conducted at the first community workshop on October 16, 2013:

- 89% of respondents were residents.
- What works?
  -- Vehicular access
  -- Landscaping
- What Needs Improvement?
  -- Walkability, bikeability, & transit
  -- Food and services
  -- Useable open space
  -- Mathilda streetscape
- Additional Feedback
  -- Clarify the envisioned development
  -- Push for green buildings/technology
  -- Parking
- Primary Concerns
  -- Traffic
  -- Height / impact on adjacent neighborhoods
  -- Questions about the interactivity of the process

Presentation
Mr. Erik Calloway, FTS, briefly recapped the PowerPoint Presentation he gave at the first community workshop which examined how industrial era workplace trends influenced the development of Peery Park between 1960 and 1990 when the District was large built out. Digitization has replaced this old industrial model with a new "innovation economy model" in which business functions are highly decentralized and require less labor to make and transport products (see Workshop 1 *PeeryPark.inSunnyvale.com).*

Under this new innovation model "thinkers" with specialized expertise need a variety of venues and settings that bring them together to exchange ideas and develop new business opportunities. Since interaction is essential to innovation it is important to consider strategies that foster activity. This includes open co-work spaces, attractive outdoor areas for a break or lunch, work cafes, and after work amenities such as health clubs, recreation facilities and restaurants.

District-wide features should include prominent public spaces, attractive streetscapes and landscaping, inviting building entrances, building setbacks, convenient bike paths and pedestrian walkways. Architecture should be contemporary with a mix of small and medium scale spaces that allow for a dynamic range of uses among synergistic industrial clusters. Strategies to limit building height impacts on adjacent neighborhoods should be employed such as height limits, setbacks and buffering. Mr. Calloway concluded his remarks by noting that his presentation will be posted online at *PeeryPark.in Sunnyvale.com*.

Group Exercise – District Priorities
Next the workshop participants were organized into small groups for the group exercise. Each participant filled out an individual worksheet identifying their top five and lowest five priorities for the District. Each group then engaged in a discussion to identify the group's top three and lowest three priorities. The groups then discussed two major questions: 1) what items should be included in the specific plan than would improve, enhance or preserve the character of the adjacent neighborhoods, and 2) what traffic improvements or transportation demand management (TDM) measures would be the most effective at relieving traffic near Peery Park. A representative of each group then reported the results of their discussion to the full workshop. The consolidated results of the group exercise are available online at *PeeryPark.in Sunnyvale.com*.

Open House
The evening concluded with an Open House where community members could view and discuss large wall posters which outlined the concepts discussed at the workshop.

Community Workshop #3
The next Community Workshop will be Thursday, January 21, 2015 from 6:30 to 9:00 pm at the Washington Park Community Room, 840 W. Washington Avenue in Sunnyvale.

The topics for the third workshop will be streetscape concepts, traffic conditions, transportation demand management (TDM) strategies and the conceptual framework for the specific plan.