

Draft Vision, Guiding Principles, Goals, Policies and Key Implementation Concepts for the Peery Park Specific Plan

Vision Statement:

A cutting edge workplace district that has been physically re-shaped to align with 21st century workplace trends and the innovation economy.

Guiding Principles:

1. Innovation: New development and capital improvements will provide the district with the mix of uses, building types, and public spaces that businesses and workers need to be innovative and successful in the 21st Century economy.
2. Connectivity: New and improved vehicular, pedestrian, and bicycle connections into, out of, and within Peery Park will improve the experience of district businesses/employees, nearby residents, and reduce traffic impacts. New development will not be isolated and cut-off from the surrounding district or adjacent neighborhoods.
3. Transportation Demand Management (TDM): The transportation impacts of new development will be limited by focusing on pedestrians, bicyclists, transit, and alternative transportation improvements. Emphasis will be on improvements that reduce vehicle trips instead of street network changes that simply accommodate more cars. A Transportation Management Association will be one of the tools used to manage district-wide transportation demand.
4. Environmental sustainability and resilience: Increased open space, improved landscaping, and green architecture will improve water quality, improve air quality, and reduce energy within the district and contribute to City-wide sustainability goals.
5. Public spaces: Creating spaces for people to meet, interact, recreate, and relax will support innovation in the district and provide amenities for residents of nearby neighborhoods.
6. Complementary uses, diverse job opportunities and businesses: A broad range of mutually supportive land uses will be encouraged to create a strong workplace ecosystem and provide diverse jobs.
7. Economic viability: District transformation will build first off existing strengths by retaining existing firms and targeting existing industry clusters. A mix of building types for businesses of different sizes and flexible workspaces will allow the district to adapt to a changing economy by accommodating a range of uses and tenants over time.
8. Respect nearby neighborhoods: Residents will have convenient retail services within walking distance. Height limits, land use transitions, and landscape buffers will preserve neighborhood character.
9. Quality design: New development will contribute to an improved district image with architecture and landscaping that reflects the Sunnyvale community's standards for quality development.

10. Healthy lifestyles: The district will include a mix of uses, a variety of public spaces, and a bike/pedestrian network connecting it all that will encourage and enable healthy lifestyles.
11. Community Benefits: New development within Peery Park will provide benefits serving the whole community. Projects will include public improvements such as parks and public space, pedestrian and bicycle improvements, shared parking, and impact fees or assessments to fund items such as transportation improvements and affordable housing.

Goals & Policies:

1. Align both public and private interests with workplace and market trends.
 - a. Balance demand for new development with neighborhood preservation.
 - b. Permit market feasible development types which meet the needs of current and future Silicon Valley businesses.
 - c. Plan streetscape/transportation improvements, restrict development, and require landscaping in ways that will buffer neighborhoods from potential traffic, noise, visual, and safety impacts caused by Peery Park development and uses.
 - d. Make the plan consistent with county density & height guidelines to maintain safety in airport protection areas.
2. Make Peery Park a center of knowledge and innovation.
 - a. Physically transform the district to create the type of environment that attracts innovative businesses and employees.
 - b. Plan a network of signature streets and public spaces that establish the district's identity and mark it as a premier Silicon valley workplace destination.
 - c. Avoid isolated developments that are cut-off from the surrounding district. Instead, require public space, streetscape improvements, and workplace-oriented retail to give the district as a whole a campus-like feel.
 - d. Work with property owners, developers, and institutions to attract and integrate innovation anchors in to the district (such as start-up schools, incubators/accelerators, co-working spaces, college/university branches, business development services, etc.).
 - e. Consider creating an online idea sharing portal or directory that promotes the district and creates a platform to facilitate connections, idea sharing, collaboration, networking, and discussion between businesses and workers.
3. Allow innovative businesses and workers to thrive.
 - a. Prioritize actions, development, and district improvements that encourage collaboration, interaction, and activity.
 - b. Create public spaces and encourage designs that bring people together.
 - c. Encourage and accommodate innovative, 21st century infrastructure including fiber-optic cable and district wifi.
4. Foster a dynamic mix of buildings and uses.
 - a. Ensure a healthy business ecosystem by

- i. Accommodating large established firms, small firms, and start-ups through a wide range of building types and work space sizes and classes. Use a variety of regulatory/policy tools to ensure that space for small scale tenants are maintained throughout the district.
 - ii. Permit a range of land uses that align with innovation economy and market trends. Use a variety of regulatory/policy tools to maintain a variety of research, design, engineering, and manufacturing activities within the district.
 - b. Regulate development capacity district-wide in order to allow development flexibility on individual properties while limiting environmental impacts.
 - c. Adopt economic development policies to proactively attract a variety of uses.
5. Provide settings that bring people together.
- a. Require on and off-site open space in a variety of configurations that accommodate a variety of activities.
 - b. Plan a connected network of pedestrian/bike-friendly streets and paths to connect workers/businesses with district activity and public spaces.
 - c. Require architecture and building disposition that makes work visible and brings activity to sidewalks and public spaces.
6. Provide new district amenities and uses.
- a. Plan and strategically locate one or two publicly accessible activity centers in addition to small clusters of lunch time activity evenly distributed throughout the district.
 - b. Encourage personal and business services within activity centers to serve district employees and nearby residents.
 - c. Plan a network of public open spaces that can accommodate recreation, physical activity, and encourage healthy lifestyles.
 - d. Plan seating, shelters, kiosks, turn-outs, bulb-outs, and other amenities/improvements to support transit use.
 - e. Improve pedestrian comfort with improved street lighting, sidewalks, street trees, and other landscaping.
7. Contribute to community sustainability.
- a. Establish a variety of standards and guidelines to ensure the district is part of an environmentally sustainable Sunnyvale. Include regulations addressing:
 - i. Green buildings
 - ii. Pedestrian, bike, and vehicular connectivity to improve air quality though decreased VMT and reduced congestion.
 - iii. Climate Action Plan strategies to decrease energy use, water consumption, solid waste and greenhouse gas emissions.
 - iv. Stormwater best management practices to improve water quality
 - v. Green Streets and preservation of existing mature trees to improve air quality, provide species habitat, minimize urban heat island effect, reduce stormwater run-off, and improve the pedestrian environment.

8. Protect adjacent neighborhoods.
 - a. Limit the height of development where it is visible from adjacent residential neighborhoods, especially along Mathilda Ave.
 - b. Manage transportation to reduce traffic impacts.
 - c. Manage parking to limit spillover in to adjacent neighborhoods and encourage alternative modes of transportation.
 - d. Buffer existing residential neighborhoods from new development with increased landscaping.
9. Place priority on TDM and alternative transportation.
 - a. Work with VTA to identify and implement changes or additions to bus routes in order to better serve the district and increase headways.
 - b. Maintain, improve, and increase connections throughout the district to distribute traffic and create more direct and more bike/pedestrian-friendly routes.
 - i. Add or improve Bike lanes/paths and make connections with the existing bike network.
 - ii. Add sidewalks where they do not exist, increase landscaping and pedestrian amenities throughout the district, and create new routes to create a more connected pedestrian network.
 - c. Encourage the provision of convenient services within the district to reduce vehicular trips into/out of the district throughout the day and especially mid-day trips.
 - d. Require each development application to include TDM plan with clear trip reduction and management goals.
 - e. Require a transportation management association to coordinate TDM programs, monitor and report on traffic performance, and guide placemaking improvements.
 - f. Outline a plan to implement a Private/Public district shuttle including early phase pilot program, feasibility study, and potential funding/implementation strategies.
 - g. Seek grants to assist with financing and implementing TDM programs and tools.
10. Enable feasible development and provide clear direction for investors.
 - a. Prepare regulations which permit market feasible development types.
 - b. Present a clear entitlement process that ensures straight-forward approval of projects which meet all of the Plan's requirements and are consistent with the Plan's vision.
 - c. Prepare simple to administer development regulations that simplify application review and make requirements and built outcomes clear to developers and the community.
 - d. Establish a clear set of fees and required infrastructure/placemaking improvements to ensure an implementable vision, support intensification, and minimizing impacts without limiting feasible development.

Key Implementation Concepts:**Transportation Demand Management (TDM)**

- The City may require TDM target goals at a sliding scale of 20-35% for each project based on project gross square footage and changes in occupancy. Preliminarily this scale may look similar to the following table:

Project (gross sq. ft.)	TDM Trip Reduction Goal*
Over 750,000	35%
300,001 to 750,000	30%
100,001 to 300,000	25%
Up to 100,000 and change in occupancy that intensifies prior use	20%

*Trip reduction goal based on Institute of Transportation Engineers (ITE) AM/PM peak hour rates for each development.

- A reduced TDM goal could be considered for a project if district-wide transportation improvements are proposed that would increase mobility (e.g. local street, bicycle, or pedestrian connections), or substantial onsite or offsite facilities/amenities are proposed that could reduce local vehicle trips for employees and visitors.
- Annual vehicle driveway counts will be performed by the City that will be paid for by the property owners/tenants. Penalties will be assessed annually if TDM goals are not met based on the percentage or number of trips exceeding the required TDM goal for each project.
- For phased projects, the TDM goal would increase as the cumulative amount of constructed building square footage increases.

Transportation Management Association (TMA)

- Property owners will be required to participate in a TMA that will have certain responsibilities and is privately funded.
 - Responsibilities of TMA are flexible, will be defined by governing board and can be adjusted over time, but may include:
 - Transportation Coordinator/district informational website;
 - Transportation program with employer/employee incentives;
 - Carshare, rideshare, carpooling and bikeshare programs;
 - Transit passes;
 - Coordination on TDM monitoring and reporting;
 - Feasibility study and shuttle bus coordination or operation;
 - Installation and maintenance of pedestrian, bicycle, transit, recreation and sense of place amenities (bike shop?);
 - Regular reporting of updates to the City; and Work with the City to obtain TDM grants and with VTA to implement bus transit improvements.
- TMA or property owners shall prepare a feasibility study to determine the feasibility of operating a privately funded pilot shuttle bus program to serve the

district and possibly a larger area. Individual property owners/tenants can include a shuttle bus in their TDM program and opt out of the feasibility study.

- The timing for creating a TMA is still under discussion with Peery Park stakeholders. The City will consider offering a one-time matching grant of up to \$100,000 to help form a TMA or implement a shuttle bus program following adoption of the PPSP.

Parking

- The City proposes to set maximums for overall parking and for surface parking in a sliding scale that may look like the following:

Project (gross sq. ft.)	Parking Maximums* (spaces/1,000 sq. ft.)
Over 750,000	3.0
300,001 to 750,000	3.2
100,001 to 300,000	3.4
Up to 100,000 and change in occupancy that intensifies prior use	3.6

*Additional parking allowed up to 3.6/1,000 with structured parking or project enhancements; count structured parking spaces as a fractional amount (e.g. 0.75 per space) for complying with the parking maximums.

- Allow additional parking greater than the listed maximum may be allowed with incentives or benefits to the community and district, such as additional open space, shared parking, unbundled parking or more aggressive TDM measures.
- Allow reduced or no parking for small retail uses and cafes.
- Allow reduced parking for mixed use, shared parking or unbundled parking.

Open Space

- On-site open space requirements will vary based on the size of the proposed project and can include paved plazas and courtyards:

Project (gross sq. ft.)	Minimum Open Space (percentage of total project site)
Over 750,000	40%
501,000 to 750,000	35%
300,001 to 500,000	30%
100,001 to 300,000	25%
Up to 100,000	20%

- A reduction in minimum open space can be considered when:
 - Other on-site or district amenities are provided, such as cafes/restaurants or exercise facilities that are open to the public; or
 - On-site open space, plazas or courtyards are accessible to the general public to enjoy.

- Exceptions to development standards or zoning regulations can be considered with provision of increased open space.

Community Benefits:**Potential Infrastructure Concepts/Fees**

- Each property will be responsible for frontage improvements such as sidewalks, street trees, utilities, etc.
- The following fees or assessments would be determined following further analysis to define projects, estimated cost and fair share formula.
 - Specific Plan Fee – prepare and manage Peery Park Specific Plan, with credit for pre-paid contribution
 - Sense of Place Fee – fund bicycle, pedestrian and area-wide amenities
 - Supplemental Transportation Impact Fee (TIF) - fund district-related transportation improvements to mitigate traffic impacts
 - Infrastructure Improvement Fee – fee or assessment for improvements to accommodate planned development capacity
 - Park Dedication In Lieu fee – acquire/improve parkland and other recreational facilities, with credit for on-site usable open space, plazas and courtyards that are designed for employee or public use
 - Other community benefit fees or incentives that may be proposed with future study.
- In addition, projects will be subject to paying housing linkage fees for affordable housing based on net increase in floor area.