

## **Peery Park Specific Plan Buildout Memo from Freedman, Tung & Sasaki**

### **March 16, 2015 - Peery Park Specific Plan & EIR: Buildout Development Process**

A strong economy, combined with Peery Park's excellent location within Silicon Valley, has resulted in increased development activity in the Project Area. Multiple applications have recently been submitted or approved requesting increased development capacity. Prior to kicking off the Peery Park Specific Plan project, the City had to review these applications on a case-by-case basis. The City and the community have been concerned about traffic, density, and height impacts of significant district redevelopment and intensification but it has been difficult to get a comprehensive understanding of the implications of wide-spread change in Peery Park when reviewing the projects in this way.

In response to this situation, the City initiated a Specific Plan process in order to prepare a coordinated and comprehensive vision, regulations, and capital improvements plan for the future of Peery Park. As part of this process, a likely buildout was prepared to be used as the basis for an analysis of traffic, infrastructure, fiscal, and environmental impacts as well as to inform the Plan's financing/implementation strategy.

The buildout is based first on a market analysis projecting demand for 645,000 sq. ft. of office, 553,000 sq. ft. of industrial and 137,000 sq. ft. of retail within Peery Park over 10 years. This is the project area's capture (based on historic trends) of anticipated regional growth. Then, given various economic trends, the current increased level of development activity, and a new vision and regulations that could permit increase development capacity, the Plan anticipates that Peery Park will capture a larger share of that growth than projected in the market analysis.

To estimate how much actual development may occur over the timeframe of the Plan, the project analyzed perceived opportunity sites, patterns of ownership, and actual development activity/interest. Then feasible development types were projected on potential opportunity sites (these were identified in the market analysis as comparable to ongoing development throughout Sunnyvale and the surrounding region). Projects that were under construction in the Project Area at the time the buildout was prepared were considered existing development. Projects in the pipeline at the time the buildout was prepared were included in the projection of new development. The cumulative square footage of existing buildings, under construction projects, pipeline projects, and projected development is the basis of the buildout.

More development beyond the projected buildout is theoretically possible under the project's proposed land use and development regulations. However, the intent of the

Plan was to project a reasonable scenario within a reasonable time horizon for Specific Plans. This allows the project to identify impacts due to development, identify realistic mitigations for those impacts, and if necessary, set reasonable caps on development capacity based on the magnitude of the impacts and the timing of mitigations. It also anticipates monitoring Plan implementation over time and adjusting the development cap or mitigation measures as necessary in response to actual impacts. Ultimately the buildout is a balance between actual developer/property owner interest in large scale re-development on one hand and the City/community's concerns about traffic and other environmental impacts on the other hand.