



PEERY PARK SPECIFIC PLAN

City Council and Planning Commission
Joint Study Session
August 9, 2016

Overview

- Peery Park Specific Plan (PPSP) Key Dates
- Transportation Demand Management
 - Transportation Management Association (TMA)
 - Peery Park Rides
- Community Benefits Program
 - Defined and Flexible Benefits
 - Prioritizing Flexible Benefits
- EIR Land Use Alternatives
- Climate Action Plan
- Next Steps

PPSP Key Dates & Milestones

- Project Commencement
October 2013
- Vision, Goals, Policy Framework & Transportation Strategy
February 2015 Study Session
- Policy Framework and Project Description
April 2015 Council Action
- EIR Alternatives & Community Benefits
August 2015 Study Session

Project Milestones

- Community Outreach: Four Workshops: 2013 – 2015
- Community Survey and Stakeholder Interviews: 2013
- Draft PPSP and DEIR Public Review: April – June 2016

TRANSPORTATION DEMAND MANAGEMENT (TDM)

Peery Park Specific Plan

TDM Goals & Parking Maximums

Project Size (gross sq. ft.)	TDM Trip Reduction Goal*	Parking Maximums** (spaces/1,000 sf)
Over 750,000	35%	3.0
300,001 to 750,000	30%	3.2
100,001 to 300,000	25%	3.4
Up to 100,000 & intensification of prior use	20%	3.6

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

** Additional parking allowed up to 3.6/1,000 with structured parking.

Peery Park TDM

- Projects meet trip reduction goals
- Reduces Greenhouse Gas Emissions
 - Primary Goal of Sunnyvale CAP
- Required Participation in PPSP TMA
 - The Irvine Company – Lead Role
 - Fehr and Peers study – TMA Formation

PEERY PARK TMA STUDY



TMA STUDY – KEY QUESTIONS

1. What TDM strategies are needed to reach the Specific Plan's trip reduction goals?
2. How should a TMA be organized?
3. How much will it cost?
4. How would a shuttle service operate?

TDM STRATEGY TIERS

Tier	Detail	Implemented by
1	Baseline TDM Program	TMA
2	Enhanced TDM Program	<ul style="list-style-type: none"> • TMA • Enhanced strategies: TMA assistance on a fee per service basis
3	Enhanced TDM Program + premium strategies for larger sites	<ul style="list-style-type: none"> • TMA • Enhanced/Premium strategies: TMA assistance on a fee per service basis
4	Enhanced TDM Program + Shuttle	Shuttle fully or partially funded by TMA, if needed to meet trip reduction goals

TDM STRATEGIES - BASELINE



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TIER 1 BASELINE

- TMA Coordinator (maximum of 20 hours/week)
- Program Marketing (bike program, bike riders guide, new employee orientation packages, commute ambassadors)
- Carpool/vanpool matching
- Pre-tax commuting benefit consultation
- Alternative work schedule consultation
- Guaranteed Ride Home Program
- Car share coordination
- Transit App, including real time transit info
- Advocacy and coordination for improved bicycle facilities
- Site design and amenities

Estimated reduction: 9-26%

ENHANCED/PREMIUM STRATEGIES



TIER 2 STRATEGIES

- Enhanced commuter amenities (DIY bike repair stands, bike lockers)
- Carpool & vanpool subsidies
- Subsidized transit passes (i.e. Caltrain Go Pass)
- Free trial transit rides
- Unbundled parking
- TMA website/app

Additional reduction: 3.5-9.5%

TIER 3 STRATEGIES

- Long-distance commuter shuttles
- Additional financial incentives for non-drive alone commuters
- Bike share program

Additional reduction: 6.25-8.5%

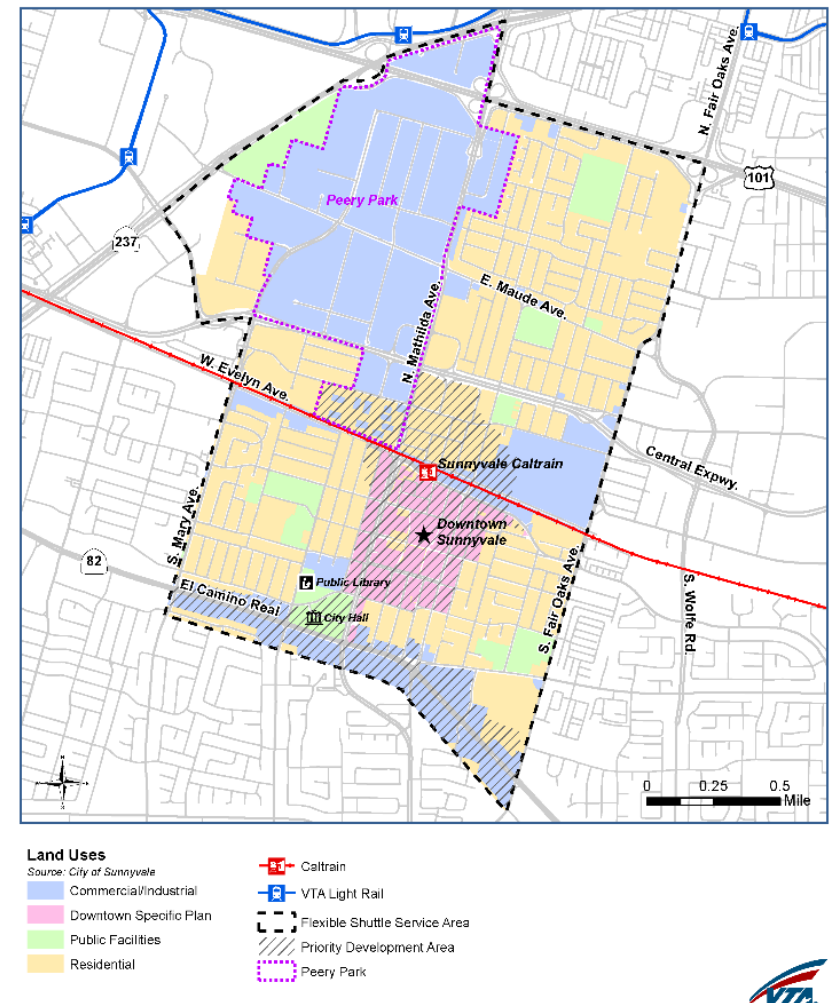
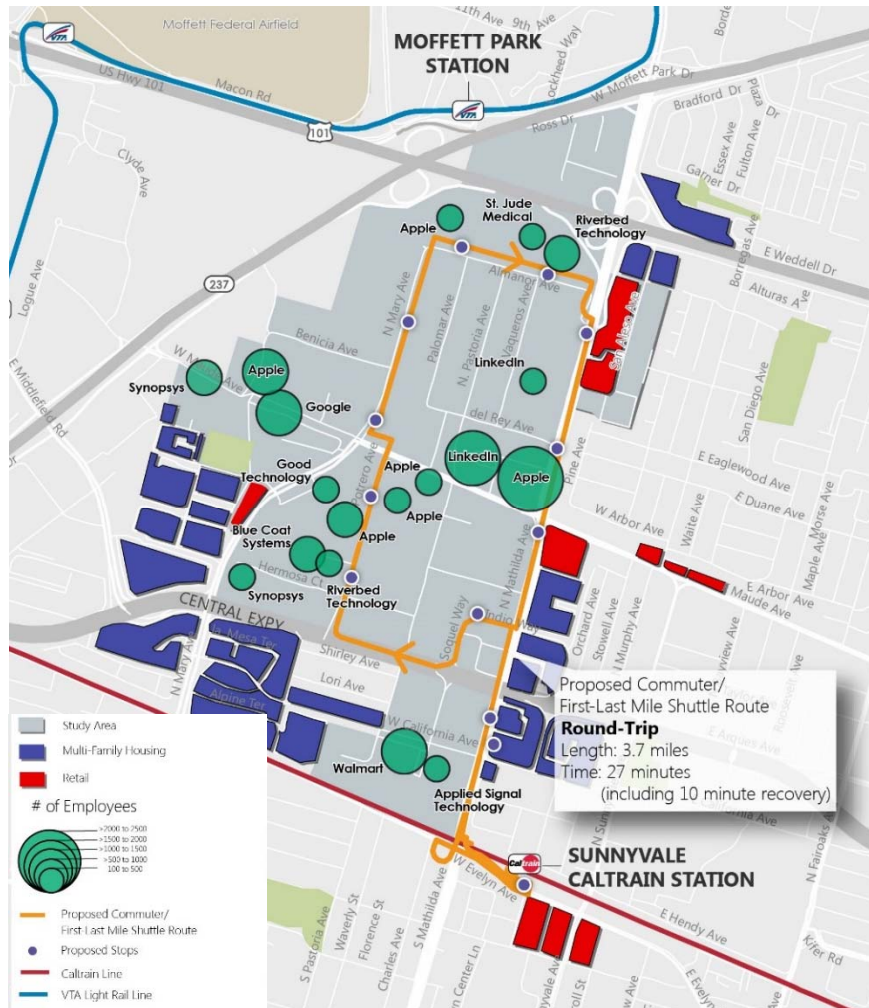
TMA ORGANIZATIONAL STRUCTURE

- Tax-exempt non-profit 501 (c)(4)
- Covenants, Conditions & Restrictions (CC &Rs)
- By-laws
- Board of Directors
- Mandatory & voluntary members
- Potential to expand outside Peery Park

TMA PHASING AND ANNUAL COSTS

Phase	Timing	Services	Costs
Startup/ Phase 1	<ul style="list-style-type: none"> • 12 months 	<ul style="list-style-type: none"> • TMA coordinator (20 hours/week), legal and contingency 	\$130,000 - \$200,000
Phase 2	<ul style="list-style-type: none"> • First 2+ years of operation 	<ul style="list-style-type: none"> • Tier 1 TDM implementation at all employers • Monitoring counts and program assessment (Additional cost: Driveway counts at 8 sites, \$12,000-\$24,000) • Year 1 additional cost: start up supplies and marketing materials (\$80,000-\$120,000) 	\$130,800 - \$207,200
Phase 3	<ul style="list-style-type: none"> • First 2+ years of operation 	<ul style="list-style-type: none"> • Continued program management/ monitoring • Implement Tier 2, 3 and/or 4 strategies, as needed, on fee-for-service basis 	\$130,800 - \$207,200

POTENTIAL SHUTTLE SERVICE



Peery Park Rides Grant Project

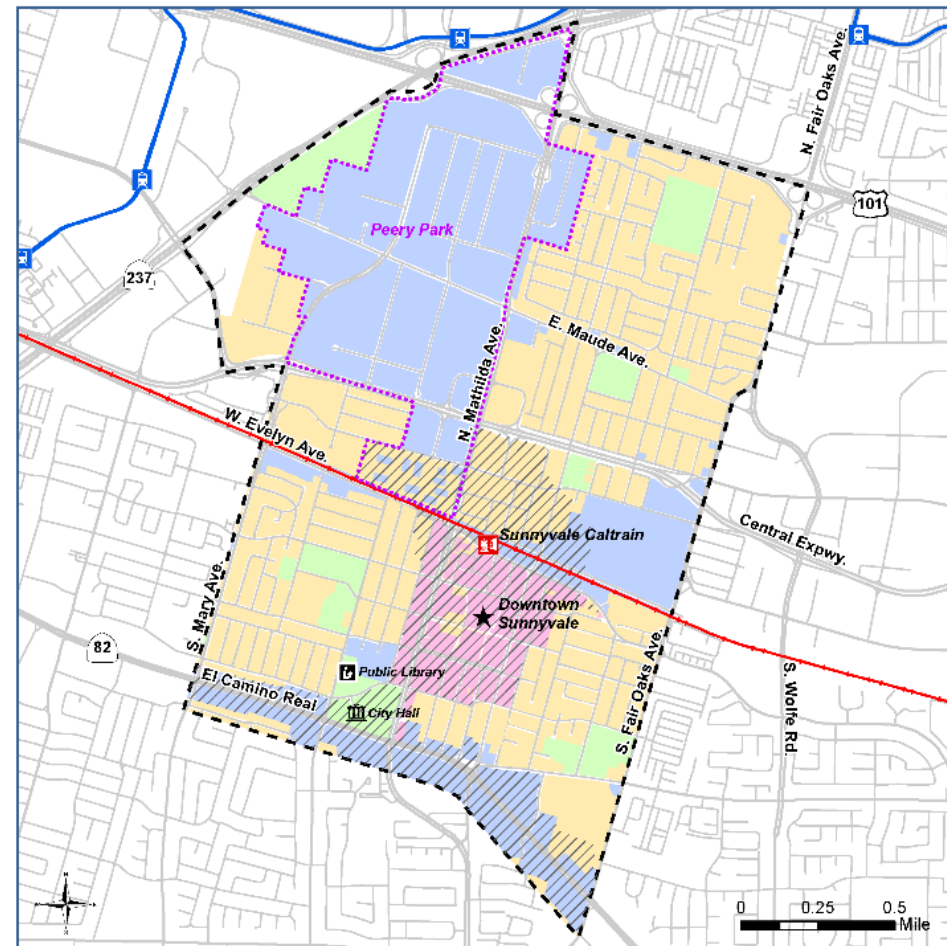
- **Partnership: City and VTA**
 - \$1,129,000 MTC Grant
 - VTA and City split local match: \$850,000
 - \$100,000 local match also required for “no fare”
- **Two-year pilot program**
 - Provide flexible shuttle service for residents & employees:
 - Last mile connection: Peery Park to Caltrain Station(s)
 - Local transit system connects nearby residential to employment and retail
- **Future expansion/leveraging**
 - PPSP TMA
 - MV-Go (Mountain View North Bayshore)
 - Moffett Park Business Group



Preliminary Service Area

Approximate Boundaries

- North – US 101
- West – S Mary Ave
- South – El Camino Real
- East – S Fair Oaks Ave



Peery Park Rides-Next Steps

- **September 2016:**
 - Local Match request to Council at PPSP Hearings
 - Prioritize Peery Park Rides Local Match as Flexible Community Benefit
- **Late 2016:** VTA submits Authorization to Process (E-76) to gain MTC funding
- **Early 2017:** Detailed service planning, service delivery options, and stakeholder outreach
- **Late 2017:** Begin Peery Park Rides service



COMMUNITY BENEFITS

Peery Park Specific Plan

Community Benefits



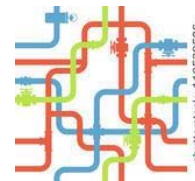
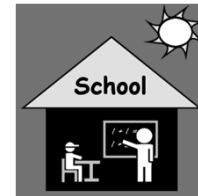
Flexible

Defined

Baseline

Baseline Community Benefits

- Housing Mitigation Fees
- School Impact Fees
- Sense of Place Fees
- Transportation Impact Fees
- Infrastructure (Water/Sewer) Fees
- Green Buildings
- TDM trip reduction
- Public Art



Defined Community Benefits

- Open Space/Public Open Space
- Public Access Pathways
- Innovation-Friendly Development
- Higher Green Building Standard
- Underground/Structured Parking
- Business-Sponsored Childcare
- Retail Clusters



Flexible Community Benefits

- TDM/TMA Programs or Strategies
- Transportation/Streetscape Upgrades
- Sustainability Project Elements
- Community Facilities or Services
- Community Programs
- Community Benefits Fund

Flexible Community Benefit Priorities

- Peery Park Rides Local Match
- Fire Station Rehab/Rebuild
- Civic Center Modernization
- Other?



Preliminary Fee Amounts

Purpose	Total Fee
PP Specific Plan	\$ 1.0 M
Sense of Place	\$ 5.3 M
Wastewater	\$ 6.7 M
Water	\$15.2 M

EIR LAND USE ALTERNATIVES

Peery Park Specific Plan

EIR Land Use Alternatives

- **PPSP Project**

- 2.2M sf net new office/industrial/retail space
- 215 housing units
- New pedestrian & bicycle connections, area-wide services, infrastructure upgrades

- **EIR Alternatives**

1. No Project/Current General Plan
2. Mixed-Use Housing
3. Increased Intensity (Industrial/Office)

Comments Received

EIR Land Use Alternatives

- **Support Mixed-Housing Alternative in Southern Activity Center**
 - 30% of comments
 - Removes 500k sf of office/industrial space
 - Adds up to 40 du/acre in Southern Activity Center
- **Concern with jobs/housing ratio**
 - City-wide jobs/housing ratio vs. PPSP ratio
 - Peery Park is predominately a business park
 - Other areas may be more appropriate for residential

Options to Consider

Mixed-Housing Alternative

- **OPTION 1:** Adopt PPSP with policy to allow consideration of mixed use housing at Activity Center
- **OPTION 2:** Defer adoption of PPSP and direct further study Mixed-Housing Alternative
- ***Both options need additional environmental study and community outreach***
- **STAFF RECOMMENDATION:**
Adopt the PPSP and EIR as currently proposed



CLIMATE ACTION PLAN

Peery Park Specific Plan

PPSP & The CAP

- CAP Goal: Reduction of Greenhouse Gas Emissions
- PPSP Contributions to the CAP Goal:
 - Robust TDM Program
 - Trip Reduction Goals
 - TMA Requirement
 - Peery Park Rides Program
 - Sustainability Community Benefits
 - Activity Centers & Activity Clusters
 - New Bicycle/Pedestrian Connections



PPSP Next Steps

- **August 12:** Final EIR Available
- **August 22:** Planning Commission Hearing
- **September 20:** City Council Hearing

For more information on the PPSP:

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QUESTIONS & COMMENTS

Peery Park Specific Plan