

## **Peery Park Specific Plan Community Workshop #1**

**City of Sunnyvale**

**October 16, 2013**

Washington Park Community Room  
840 W. Washington Avenue

### **Meeting Notes**

#### **City Councilmembers Present:**

Tara Martin-Milius

#### **City Staff Present:**

Hanson Hom, Director of Community Development

Kent Steffens, Director of Public Works

Connie Verceles, Economic Development Manager

Amber El-Hajj, Senior Planner/Project Planner for the Peery Park Specific Plan

Carla Ochoa, Traffic Engineer

Terilyn Anderson, Project Specialist/Notetaker

#### **Consultant Team Present:**

Erik Calloway, FTS (Freeman Tung + Saski)

Tim Cornwell, The Concord Group

### **Open House**

The meeting began with an informal open house where photos and timelines addressing the development of industry and technology in Sunnyvale could be viewed in large poster format throughout the room.

### **Introduction**

Hanson Hom, Community Development Director, introduced Councilmember Martin-Milius, the consultant team and staff. The purpose of this first workshop is to bring together residents, property owners, businesses and other members of the public to provide input to help shape a vision for future development in Peery Park. This vision will be incorporated into a Specific Plan which is like a “mini” General Plan, in that it addresses the district comprehensively, rather than on a project by project basis.

An online survey will be posted on the Peery Park website (*PeeryPark.inSunnyvale.com*) in the near future to solicit feedback and suggestions, and periodic project e-mail updates will be sent to interested parties, including those that listed their email address on the meeting's signup sheet. Mr. Hom emphasized the importance of receiving community input and said that staff is available to attend neighborhood, business and other community meetings. A second community workshop will occur in the near future which will look at traffic and streetscape improvements.

### **Presentation**

Erik Calloway, FTS, gave a PowerPoint presentation addressing existing district issues, opportunities, economics and workplace trends. A key point of his presentation was that Peery Park was largely built out between 1960 and 1990 to serve the industrial model that existed before the advent of the internet and smart phones. With digitization,

business functions are now highly decentralized and require less labor to make and transport products. The new “innovation” model involves individuals with specialized expertise synergistically collaborating to develop new business ideas and opportunities. This calls for working spaces that provide ample opportunity for social mixing both in and out of the office, including during leisure activities, at restaurants and in people friendly open spaces. Mr. Calloway noted that the presentation will be posted online at *PeeryPark.inSunnyvale.com*.

Tim Cornwell, The Concord Group, gave a PowerPoint presentation examining market demand and development feasibility at Peery Park.

Next, Mr. Calloway facilitated a Q and A discussion.

**Q and A Summary:**

Several community members asked questions and offered comments. Erik Calloway and Hanson Hom responded to the questions.

Q. What kinds of jobs are anticipated for retail and lunch spots?

A. The more jobs in the district the more need for restaurants, health/exercise opportunities and other retail shops.

Q. How long is FTS’s contract?

A. It is anticipated that the specific plan will be adopted in the fall of 2014.

Q. What happens to districts similar to Peery Park that do not get planning guidance?

A. An extreme worst case is Detroit. Without a common vision defined in a specific plan, and regulations to implement the vision, nothing happens. People will not want to work there, and in cases where there is market demand the community may not accept it.

Q. It was recommended to integrate retail shops and restaurants into residential neighborhoods, with easy walking distances and access to transit.

At what point does this big picture planning process hand-off to reality, when buildings are actually built?

A. The Specific Plan comes down to zoning and policies. Policies are written to guide development, such as what characteristics a building must have.

Q. How many people are interested in developing Peery Park?

A. There is quite a bit of interest. There are several projects in the pipeline and a lot of support for developing the district.

Q. Increased retail is positive, but it brings a lot of traffic, so we may want to build transit on Mathilda.

A. Currently there is one bus that runs along Mathilda. Transit availability increases when there are more people to serve. Transit agencies want to see plans before they can justify expanding service. Increased retail is more oriented to serving the district.

Q. How does the City establish its policies?

A. Zoning criteria addresses the amount of open space, which is a ratio related to the size of development, or it can be district-wide, where everyone in the district contributes to common open space.

Q. What does the brown versus purple area represent on the display map?

A. It demonstrates the innovative model where more “thinking” firms are needed, and shows more office type facilities along Maude, Mary and Mathilda. These

offices in the “brown” areas tend to be located in smaller buildings. The next need is to figure out how the buildings should look. Industrial buildings are cheaper to rent than offices devoted to “thinking” activities. The Specific Plan should provide direction to investors.

Q. With the desire to attract knowledge workers, can we discourage taller buildings (like LinkedIn) which are close too close to the street and don’t have sufficient green space to separate them from the road?

A. There are lots of ways to do this, such as building setbacks, design, location of parking areas, etc.

Q. If the City wanted to build a hospital, would it need to develop regulations to do this?

A. The specific plan does not address any City development. During the planning phase for development of the Onizuka Air Force Station site, staff contacted hospitals and medical facilities to see if they were interested in that site. They are very strategic about where they locate and have a regional, rather than city-specific orientation to their market and service areas.

Q. Is the preparation of the Specific Plan driven by the City or by developers?

A. The plan is strictly City-driven.

### Comment Exercise

Meeting attendees were invited to place sticky notes with their ideas and suggestions for development of Peery Park on large district maps posted on the wall. The two maps showed existing conditions and conceptual future conditions in the Peery Park District. A PDF of the maps can be found on the project website ([PeeryPark.inSunnyvale.com](http://PeeryPark.inSunnyvale.com)) for reference. The comments received in the sticky note exercise are shown in the tables below and grouped into like categories. Participants were told to add a check mark to the sticky note if they agreed with the statement (number of check marks are shown in the tables along with the color of sticky note (red or green)).

Sticky Note Color	# of Checks (next to statement)	Comment on Sticky Note
<b>General Land Use/Zoning</b>		
Green	5	(Posted in the area between Mathilda and Pastoria pertaining to the map colors) The buildings in the “purple” area (adjacent to Mathilda) should be lower than the buildings in the inner “grey-green” area for aesthetics.
Green	4	This area (posted in the brown/grey area off Mathilda (north end)) should be good for larger and taller buildings.
Green	2	Streetscape/setback layers are important along Mathilda.
Green	2	Live up to Goal N1 on 2007 proposed new Council Study Issue; to enhance character of residential neighborhoods.
Green	1	Lower zoning heights along Mathilda corridor.
Green	0	Height along Mathilda/flight path restrictions in interior of PPSP area.
Green	0	Limit height along Mathilda and include more retail.
Green	0	All parking should be unbundled, not specific # of parking spaces per site.
Green	2	(Posted on Mathilda/Central) This would be a good location for a hospital.
Green	0	Lower zoning on Mathilda corridor.
Green	1	(Posted on the east side of Mathilda within the project area) Transition area is not wide enough. Should go out to Mathilda.

Green	0	Pleasanton type zoning with retail near residential.
Red	3	LinkedIn looks like a “great wall”. It is a mistake. Let’s not have more great walls along Mathilda, set the tall buildings way back.
Red	3	Keep buildings facing residential areas low or very set back.
Red	2	No more tall buildings visible from SNAIL neighborhood.
Red	3	Add trees along Mathilda (as was done on Mary Ave.).
Red	1	The exterior glass on the new LinkedIn building is blinding in the morning. There needs to be tall trees between new buildings and streets.
Red	1	(Posted at Mathilda & Maude) This would be a good location for Sunnyvale’s second public high school.
Red	0	Need to avoid a corridor that discourages interaction between neighborhoods and industrial zones.
<b>Walkability/Bikeability of Peery Park</b>		
Green	5	Wider sidewalks so the nearby residents can walk the area of Mathilda and Maude.
Green	3	Put sidewalks and bike lanes on all streets.
Green	2	Pedestrian bridges over main roads and freeways.
Green	2	Bike paths should not share with cars. Bike paths should be next to sidewalks instead.
Green	1	Easy access to the area for nearby residents so they can also benefit from the improvements of Peery Park.
Green	0	Make the area more pedestrian friendly.
Green	0	More green access between Moffett and Peery business parks.
Green	1	Green belt connection across Mathilda.
<b>Alternative Transportation/VTA Light Rail/Caltrain</b>		
Green	5	Encourage non-car transit.
Green	4	Bring light rail down Mary or get it over the 101 before moving ahead.
Green	1	Walk/Bicycle access from VTA light rail (to the north) to the PPSP area.
Red	1	In regards to VTA station north of 237: Need light rail extension down Mary to Central Expressway.
Red	1	Posted near downtown Caltrain: Disappointed development isn’t focused here to connect Sunnyvale Caltrain Station.
Red	0	Posted near downtown Caltrain: Need really good connections to Caltrain for people and bikes.
Red	2	Whole area should have 0 net increase in cars, Must have TMA and shuttles to Caltrain.
<b>Retail/Activity Centers</b>		
Green	0	More usable retail along Mathilda to encourage use by residential so that it can be used at night/weekends also.
Green	3	Locating retail near major thoroughfares will allow access from local tenants as well as the public. Retail “buried” or surrounded by commercial will die after lunch hours.
Green	1	Encouragement of residential serving retail along residential edges.
Green	0	Upper activity center: Retail should be moved to downtown and/or closer to residential.
Green	1	Posted on north activity center: Second retail area should go on Maude, Almanor is too isolated.
Green	0	Residents and employees from Mtn. View may want to use retail in Peery Park.
Green	3	Prefer mom and pop retail outlets rather than chains.

Red	2	Activity Center should go on Maude or in the middle, not Almanor.
Red	2	Restaurants need to be close to each other, not spread out as shown by red.
Red	0	More retail is good; however, if main customers are the workers in PPSP they'll be closed during the weekend and no use for nearby residents.
Red	2	Posted on the north activity center: This site is too noisy and has too much pollution to be a good activity center/public space.
<b>Sustainability/Green Building</b>		
Green	5	Solar panels over all parking lots and on the roofs of buildings.
Green	4	Encourage green sustainable "futuristic" buildings and outdoor public areas.
Green	3	Solar panels on all roofs mandatory.
Green	2	All buildings should be zero net energy.
Green	1	Solar panels over all parking.
Green	0	All sites need to capture and use 50% of average rain fall on-site.
Green	0	All buildings should have dual plumbing and whole area should have access to reclaimed water.
<b>Parks/Open Space/Food Trucks</b>		
Green	2	Need nice parks and a place for food trucks.
Green	1	Food truck area near a park area with trees, seats and tables.
Green	0	A park in Peery Park where people can go to hang out.
Green	0	Open areas should be included into designs (business lunch areas/recreation for employees).
<b>Roads/Streets/Traffic</b>		
Green	0	All future intersections should be roundabouts. They are safer and quicker than intersections.
Green	0	Please leave room for Mary Ave. to remain a boulevard (a la Mathilda) as demand on Mary grows. Please don't let Mary become another Lawrence (no trees).
Green	0	Posted on Rt. 237: Consider road and intersection improvements.
Green	0	Improvements to traffic flow along rt. 237. Ex: Where Ross St. crosses Mathilda, a right turn lane separating the orchard gardens from commute traffic would significantly improve both.
Red	1	Stop cars from cutting through neighborhoods to avoid traffic.
Red	4	Shouldn't Mary Ave. connect to 101 here (posted on the north end of Mary)? What about the Mary Ave. overpass?
Red	3	Current traffic in the morning going northbound on Mary is often bumper to bumper between Washington and Maude. This will only worsen. How will safety be ensured? Bicyclists and pedestrians are already at risk.
Red	0	Fix traffic onto Maude.
<b>Residential</b>		
Red	1	Sunnyvale is short thousands of homes; some of them should be in Peery Park (near retail).
Red	0	Without new housing development will occur along Mathilda and where freeway exits are located and along transportation.
<b>Other Comments/Questions</b>		
Red	1	What happens when Moffett Field is sold and height restrictions are removed?
Red	0	What safeguards will be put into the plan to keep the manufacturing from becoming a superfund site?
Red	0	Please don't be dismissive of public input. Our input might not fall in line with what you would like to permit but is still valid.

Red	4	Change the planning process, the current process belongs in the 20 <sup>th</sup> century (300 ft. noticing, no neighborhood outreach).
Red	0	The purple and brown color code (on posters) is confusing. Elaborate and be clearer next time.

### **Next Steps**

The next Community Workshop will be posted on the project website, notices will be mailed and e-mails will be sent out to everyone on the interest list. The next community meeting will address traffic and streetscape improvements and how the comments and ideas will formulate the Specific Plan. If you wish to be added to the project interest e-mail list send an e-mail to the project planner, Amber El-Hajj, at [ael-hajj@sunnyvale.ca.gov](mailto:ael-hajj@sunnyvale.ca.gov).

### **Website**

*PeeryPark.inSunnyvale.com*

**Peery Park Specific Plan Community Workshop #2**  
**City of Sunnyvale**  
**December 4, 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.

**Peery Park Specific Plan Community Workshop #2  
Summary of the Results from the Interactive Exercise  
December 3, 2014**

**Part 1: Summarized Results from the Individual Exercise Handout**

	Priorities	Total Votes as Most Important	Total Votes as Least Important
1	Restaurants and retail that serve both daytime workers and residents of adjacent neighborhoods	10	2
2	New open spaces to support innovation as well as provide recreation opportunities for residents of adjacent neighborhoods	7	6
3	Improvements focused on walking, biking and transit (sidewalks, crosswalks, bulb-outs, bike lanes, transit lanes, traffic calming, etc.)	20	1
4	Improvements focused on automobiles (travel lanes, turning lanes, signal timing, etc.)	3	8
5	Height restrictions that will limit the visibility of new buildings from adjacent neighborhoods	12	5
6	Increased landscaping along streets and in setback areas to soften architecture	7	4
7	Fresh, modern architecture and signage	7	5
8	A mix of building types to accommodate a variety of innovative businesses	8	9
9	Emphasize structured parking in-lieu of surface parking	3	9
10	Improvements that support increased traffic volumes on major arterials	14	2
11	Transportation Demand Management (TDM) measures that help reduce traffic	16	0
12	Minimized energy use and reduced greenhouse gas emissions (through transportation management, architecture and technology)	5	3
13	Preservation of existing trees	3	9
14	Minimized connections with surrounding neighborhoods	4	9
15	Increased and improved connections with surrounding neighborhoods	4	13
16	Minimized parking in support of alternative travel modes	1	5
17	Minimized parking to serve automobile trips	0	9

**Part 2: Results from the Group Sheets**  
(Numbers refer to priorities listed above.)

Table 4

Highest Priorities: 11, 3 and "more residential housing"

Comments:

- Can't leave community with existing bottleneck.
- Improve & enhance existing neighborhood.
- Minimize traffic congestions & increase pedestrian connection,
- Building height when viewed from neighborhood.

Lowest Priorities: 9, 7 and 13

Comments:

- So much more to focus on.

Table 5

Highest Priorities: 3, 10 and 11

Lowest Priorities: 4, 17 and 7

Table 8

Highest Priorities: 3, 5 and 10

Comments:

- Incorporate landscaping; use landscaping to help mitigate #5 concerns and identify character of the district.

Lowest Priorities: 4, 8 and 15

Comments:

- #15; especially buffer adjacent neighborhoods.

Table 1

Highest Priorities: 5, 7 and 3

Comments:

- Sidewalks throughout the district.
- Separated bike lanes.
- Transitioning building heights from the adjacent neighborhood.
- Appealing & pleasant architecture, not “boring”.
- Art-like buildings with landscape architecture.

Lowest Priorities: 2, 9, 4 and 7

Comments:

- Hide parking structures through good architecture.
- Friendlier/more attractive without the surface parking.
- Like underground parking.
- More pedestrian friendly signals.

**Part 3: Summarized Answers to the Two Questions**

What items should be included in the specific plan that would improve, enhance or preserve the character of the adjacent neighborhoods?

- Utilize open space and retail (activities, no dead zone) during non-business hours.
- Lower buildings close to existing neighborhoods.
- Height restrictions.
- Residential privacy.
- Noise mitigation.
- Specifications for analyzing height impacts.

- Stepping away of height allowances.
- Privacy mitigations/design guidelines.
- Landscape buffers.
- #10 priorities.
- Screening along rear property lines to minimize visibility.
- Light mitigation when visible from adjacent neighborhoods.
- #13

What traffic improvements or transportation demand management (TDM) measures do you think would be the most effective at relieving traffic near Peery Park?

- Widen Maude/Mathilda intersection.
- More mass transit options.
- New York minute for crossing the streets.
- Shuttles to transit from activity centers and other places of interest.
- More integrated food & service retail (i.e. more than just two activity centers).
- Emphasis on streetscape.
- Private shuttles within the district.
- VTA buses/shuttles by way of Caltrain and light rail.
- Alternative modes of transportation.
- Flex work hours.
- Bring light rail into Peery Park or to Maude/Mathilda.
- Contra-flow lanes to 101.
- Traffic circle at Maude/Mathilda.

Peery Park Specific Plan Community Workshop #3  
City of Sunnyvale  
January 21, 2015

Washington Park Community Room  
840 W. Washington Avenue

Meeting Notes

**City Councilmembers Present:**

Vice Mayor Tara Martin-Milius  
David Whittum  
Glenn Hendricks  
Gustav Larsson

**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  
Carla Ochoa, Traffic Engineer  
Carol Shariat, Principal Transportation Engineer/Planner  
Terilyn Anderson, Project Specialist/Notetaker

**Consultants Present:**

Erik Calloway, FTS (Freeman Tung + Sasaki)  
Jill Hough, Hexagon Transportation Consultants, Inc.

**Planning Commissioners Present:**

Sue Harrison

**Bicycle and Pedestrian Advisory Commissioners Present:**

Richard Kolber

**Introduction**

Hanson Hom, Community Development Director, thanked everyone for coming and mentioned how important public input is in developing the Peery Park Specific Plan. Hanson mentioned that tonight's workshop was the third Peery Park Community Workshop. The first workshop was held on October 16, 2014, and covered existing conditions, workplace trends, market analysis and a broad brush approach to a strategic framework. The second workshop, on December 3, 2014, focused on the envisioned future, conceptual regulatory framework and priorities for the Peery Park District. The second workshop also included an interactive exercise where participants identified and

ranked the community's priorities, gave valuable feedback on the concepts discussed in the meeting and provided feedback on the preliminary traffic analysis.

Mr. Hom said that the input received at the workshops, on-line surveys and stakeholder interviews, plus additional research, culminated in the preliminary draft policy framework that will be used to guide development of the Peery Park District. Mr. Hom went over the topics for tonight's meeting: traffic conditions, mobility analysis, transportation demand management strategies and streetscape concepts. He also mentioned that two feedback exercises would be conducted during the last half of the meeting.

Mr. Hom went over the upcoming project schedule:

- February 24, 2015: Joint study session with the City Council and Planning Commission to discuss draft plan concepts.
- April 13, 2015: Planning Commission Public Hearing on the draft project description and conceptual policy framework.
- April 28, 2015: City Council Public Hearing on the draft project description and conceptual policy framework.

Mr. Hom said that public feedback has been extremely important in each step of the planning process. The results of the second community workshop reinforced and identified previous public feedback through the identification of three top priorities:

- 1) Traffic with a focus on Transportation Demand Management (TDM) and multimodal improvements over accommodating cars;
- 2) Relationships with adjacent neighborhoods (focused on visible height and privacy); and
- 3) Creating a mix of retail and service uses to generate activity, reduce traffic and provide amenities for residents and employees in the Peery Park area.

## **Presentation**

Mr. Erik Calloway, FTS, briefly recapped the presentations he gave at the first and second community workshops held on October 16, 2013 and December 3, 2014. Mr. Calloway mentioned that the results of the last workshop show that the community and stakeholders' top three concerns were traffic impacts, the plans compatibility with adjacent neighborhoods and the need for a greater mix of uses and amenities. Meeting summaries of the previous two workshops and additional information from all of the workshops are available online at *PeeryPark.inSunnyvale.com*.

Mr. Calloway explained the twentieth century work model and how this has changed in the digital age. In the twentieth century, work was based on a 9:00 a.m. to 5:00 p.m. schedule where most people worked the same hours. The pattern of land use and development separated employment hubs from residential areas so employees commuted to work, often from suburban areas. Sunnyvale's pollution grew almost 500% between 1950 and 1970 and, between 1950 and 2001, vehicle growth exceeded population growth rate. In 1950 people drove an average of 10 miles per day whereas, by the year 2000, the average increased to 40 miles per day. Early in the twenty-first century the digital revolution replaced the traditional 9:00 a.m. to 5:00 p.m. work model

with a “non-synchronized” model enabling people to work “off-site” at any hour of the day.

This change in work pattern has resulted in an increasing use of public transportation and a decreasing number of miles driven. Small localized employment sub-regions have also emerged. For example, half of the employees at Peery Park live within ten miles of the District.

Next Mr. Calloway introduced Jill Hough, Hexagon Transportation Consultants, Inc. Ms. Hough explained how traffic impacts are measured through the traffic model. The model takes into account regional growth, City-wide growth, Peery Park growth, it calculates trips generated by different land uses for morning and evening peaks, takes into account mode choice and measures the level of service impact on the intersection(s) being studied. Level of service refers to how long a car waits at a traffic signal and is rated A through F. For example, Level A is  $\leq 10$  seconds and Level F is  $\geq 80$  seconds.

Two versions of the model were run for the year 2030: The first version was based on the current General Plan and existing conditions and the second version includes the Peery Park project, the Lawrence Station project and the update to the Land Use and Transportation Element. A total of 60 intersections and seven freeway segments were studied with this model run and the results from the two versions are compared to measure the level of service with and without the project. The results of the model runs show that approximately 17 intersections would be impacted with the cumulative project model run mentioned above.

Mr. Calloway then explained that there are two ways to reduce traffic impact: lower the overall travel demand and/or reduce the peak traffic time when people come and go to work. Mr. Calloway mentioned that studies show that thirty percent of people will use transit if they live within a half mile of a station and currently, there are two buses and a CalTrain shuttle that serve the Peery Park area. He mentioned that the City will continue discussions with VTA that may result in improved public transportation methods to the specific plan area. Another strategy is to provide opportunities to take care of mid-day and after-work errands without need of a car by providing nearby amenities, such as restaurants, retail shops, service uses and recreational opportunities.

Mr. Calloway outlined the elements that are typically included in a Transportation Demand Management (TDM) Plan and discussed strategies to transition away from auto dependency, including trip reduction targets. Mr. Calloway also discussed the number (2.2 million net new square feet) used in the model run and mentioned that that number may be used as the development cap for the Peery Park Specific Plan.

Next, he discussed several streetscape designs and potential connectivity improvements such as landscaped medians, street lighting, new and improved bike lanes, sidewalks and pedestrian connections.



Mr. Calloway concluded his remarks by reviewing the Peery Park vision statement and goals and noted that his PowerPoint presentation will be posted online at *PeeryPark.in Sunnyvale.com*.

### **Q and A Summary**

Next, there were a few questions from community members. Erik Calloway, Jill Hough and City staff members responded.

How does the replacement of turning lanes with landscaped medians help traffic conditions?

- A. Turning movements can be sources of vehicle conflicts. Landscaped center medians prevent traffic turns and therefore increase traffic flow. They also have a traffic calming effect because they narrow the travel path and cause people to slow down. The goal isn't to reduce capacity, but, rather is to make visual improvements that maintain capacity. The primary focus of a transportation plan is to reduce traffic impacts as development occurs through strategies such as trip reduction targets and a development cap.

How much will traffic increase on Mathilda, 237 and Lawrence Expressway and what impact will this have on the SNAIL residential neighborhood?

- A. The traffic model studied 60 intersections, including Maude and Mary, Maude and Mathilda, and Maude and Fair Oaks. The model showed that there would be additional traffic on Maude Avenue as a result of the cumulative projects but that the preliminary information showed that the projects would not create a LOS E or F along Maude or in direct proximity to the SNAIL neighborhood.

How does the Mary Avenue Extension fit into the study?

- A. The Mary Avenue extension project that would connect the Peery Park District with Moffett Park (north across 237) is a proposed long-term project that would reduce congestion and is included in the model run.

How is the "average" level of service calculated?

- A. The average a.m. and p.m. peak traffic level for is recorded along with the movements at various intersections and then the results are averaged. For example, an intersection with four approaches has 12 turning movements. Each of these 12 movements has a delay. The model software calculates these turning movements and determines the average delay.

Is it possible to adjust traffic signals based on the time of day?

- A. Yes.

Even if the Peery Park Project doesn't go forward, there are many properties under current zoning that are slated for development. What impact would those projects have if the Peery Park Specific Plan is not completed?

- A. The City is updating its Transportation Demand Management (TDM) program and individual projects have TDM requirements. The difference between the level of

review for the specific plan vs. individual projects is that it isn't as easy to evaluate the cumulative impacts when projects come in individually and therefore you might not get the same results without a full evaluation of the entire area.

### **Group Exercise**

Amber El-Hajj, Senior Planner, introduced two group exercises. In the first exercise participants broke into small groups and developed guiding principles from the vision statement and goals that had already been developed for the specific plan. Each group's guiding principles were then posted on the wall in the community room. In the second exercise participants moved throughout the room and posted their comments on large posters at each of five subject stations: 1) Connectivity, 2) Neighborhood Compatibility, 3) Traffic and Transportation Demand Management, 4) Land Use Character, and 5), Vision Statement, Goals and Guiding Principles (developed in the first exercise by each small group).

### **Website**

*PeeryPark.inSunnyvale.com*

**Peery Park Specific Plan  
Group Exercise Results  
Community Workshop #3  
January 21, 2015**

**SUGGESTED GUIDING PRINCIPLES:**

Please note that staff has copied the following from the activity sheets verbatim.

- Strengthen pedestrian and protected bicycle connections with corridor and downtown.
- Provide light rail connection to Peery Park via Mathilda/Maude and/or to Caltrain.
- Encourage mixed-use (retail/restaurants).
- Promote water/air quality through sustainable design.
- Promote economic viability of the City of Sunnyvale.
- Establish stricter LOS thresholds.
- Future development should improve quality of life in adjacent neighborhoods.
- The plan should provide a healthy environment (better air quality, more trees, more walking and biking).
- Provide a complimentary mix of uses.
- Improve architectural standards (contemporary style, open floor plans, attractive floor plans).
- Provide for alternative transportation options.
- Minimize auto traffic in neighborhoods:
  - Walkability;
  - Bike Network;
  - Connectivity;
  - Transit;
  - TDM:
    - Company planned car shares
    - Bike share
    - Guaranteed ride home
    - \$ to carpoolers.
- Provide benefits to surrounding neighborhoods:
  - Greenscape;
  - Free wifi;
  - Connectivity for bike/ped;
  - Public spaces that encourage healthy lifestyles; and
  - Improved transit for neighborhood employees.
- Environmental sustainability and resilience:
  - Zero net energy buildings;
  - Public electric car chargers;
  - Trees;
  - Rain water capture;
  - Connect to purple pipe; and

- Water reuse-greywater.
- Include solar panels on all buildings and parking lots.
- Adopt standards for high quality design in both the private and public realms for the benefit of City residents, neighbors and those who work in the district.
- Encourage open spaces.
- Child care facilities.
- Peery Park plan should work to isolate residents in local area from impacts of traffic.
- The most trees that can possible be planted.
- Equity – plan for entry level jobs as well as MBA jobs.
- Establish development standards to encourage investment in and expansion of Peery Park while protecting nearby neighborhoods.
- Gym – with special memberships for employees of Peery Park.
- Peery Park plan should work to provide diverse job opportunities at all levels of the community.
- If there is retail make it walkable.
- Encourage amenities for developments to encourage public transit use.
- Encourage green building by upzoning/increase FAR and requiring LEED building standards (and solar).
- Enhance pedestrian walkability by adding sidewalks and a network of bike lanes.
- Encourage density near public transportation and increase the frequency of public transit (except Mathilda).

### **STATION EXERCISE**

The comments listed below were posted on various diagrams and maps around the room pertaining to four stations: connectivity, neighborhood compatibility, transportation and TDM and land use/reshaping the district. It is hard to understand the full context of these comments without seeing the poster they were places on; however, staff is unable to upload all of the photos of these posters due to file size limits on our website. If you want to request a photo of one of the following diagrams or maps please e-mail me at [ael-haji@sunnyvale.ca.gov](mailto:ael-haji@sunnyvale.ca.gov) and let me know the title of the poster you'd like to see the picture of. Again, like the exercise above, staff has copied these comments verbatim.

### **Connectivity**

#### *Pastoria Streetscape Concept:*

- Make this green belt (plaza on Pastoria concept) available for a Farmers Market.
- Show protected bike lanes.

#### *Potential Street Improvements:*

- Bicycle plan is inadequate. Need more protected bike ways, one on every street.
- Need bike/ped bridge at 101 & Mathilda.

*Bike Network: Potential Changes*

- Need bike path along or parallel to Mathilda. Traffic speeds are too high for bike lane.
- Need bike path through golf course to NASA light rail station.
- Review Sunnyvale bike plan to ensure proposed street changes in the Peery Park plan coordinate with previous City proposals on Maude.

**Neighborhood Compatibility***Setbacks and Buffering*

- 2 floor max height across the fence from existing residential zoning, not 3 floor.
- 3 floors (adjacent to residential) = wall and no natural light later in day, 2 floors max.
- Does 3 floors (adjacent to residential) include utilities on roof?
- 

**Transportation and TDM***Menu of Possible TDM Tools:*

- Local shuttles from Peery Park to downtown and El Camino. Promote lunchtime non-driving trips.
- Electric cars/mini trains along Mathilda: get in and get out at intersections.
- Tighten LOS targets to B to force planning improvements/development requirements.
- Need frequent public transportation from light rail to PP area.
- Shuttle to Caltrain and town center.

*Peery Park Impacted Intersections:*

- Is there a possibility of a spur of the light rail into the Park or a bus connection?
- This study ignored the Peery Park influence as it relates to the distance from Peery Park. It does not make sense to have 0-7% only 5 to 10 blocks from 50% on Fair Oaks.
- Do a traffic study without the Mary extension. Having no impact at Maude/Mathilda makes no sense. This study is not an accurate projection.
- Install overhead people mover from downtown all the way to Lockheed light rail station.
- Develop traffic models for intersections which help reduce VMT.
- TDM requirements need to get higher every year to improve LOS back to 1970 levels.
- How does the plan prevent cut through traffic on Duane from Fair Oaks all the way to Borregas.

*Transit Improvements Diagram (these comments were forwarded to VTA):*

- Maude (in Peery Park) intersection should cause Maude light to turn red when there are no cars on the side street.

- Posted at the 101/237/Mathilda interchange – Nightmare set of intersections, un-synced lights 60 feet apart.
- Dedicate BRT down Mathilda from yahoo all the way south down Sunnyvale Saratoga to 280/Apple.
- Eastbound Maude backs up at Mathilda signal currently making it difficult to exit properties on the south side of Maude (ie: Gateway, Collision, Orowheat).
- All business – Caltrain shuttles have to allow anyone on, not just employees of one business.
- Bus should go all the way to Yahoo or beyond.
- Light rail station is not pedestrian friendly. Sidewalk street crossing required to go north, wind up walking in bike path.
- Buses need to be able to carry four bikes.
- All buses require clipper card or credit cards or square. Pre-payment before boarding.

*Existing Transit Coverage & Frequency (these comments were forwarded to VTA):*

- Need bus down Pastoria to downtown Caltrain.
- Why doesn't this show Mary Avenue overpass and bus route along it.
- Sunnyvale needs to own and develop its own bus system, not depend 100% on VTA.

**Land Use/Reshaping the District**

*Illustrative District Pattern:*

- Current use and development has become dominated by large corporate, small biz crowded out. Promote smaller biz use.
- Urban design framework is good but doubt if there would be any activity in the evening. Activity would be 6 a.m. to 7 p.m. only.

*Preliminary District Regulations Map:*

- The 300 foot 6-story setback along Mathilda is good but shouldn't apply north of San Aleso.
- Site security cameras on perimeter looking in vs. on building looking out.
- Taller fences/walls optional (12 feet) between non-residential and residential.
- Innovative edge is okay along freeway but along Mathilda the 6-floor and utilities is not compatible with the neighborhood character.
- Lots of trees on Mathilda.
- Agreed (with above), lots of trees on Mathilda from 101 to Maude.

Peery Park Specific Plan Community Workshop #4  
San Miguel Elementary School  
July 9, 2015

Meeting Summary

**City Councilmembers Present:**

Glenn Hendricks  
Gustav Larsson

**City Staff Present:**

Kent Steffens, Assistant City Manager  
Hanson Hom, Director of Community Development  
Connie Verceles, Economic Development Manager  
Amber El-Hajj, Senior Planner/Project Planner for the Peery Park Specific Plan  
Carol Shariat, Principal Transportation Engineer/Planner  
Stephanie Skangos, Associate Planner  
George Schroeder, Associate Planner  
Tim Maier, Assistant Planner

**Consultants Present:**

Erik Calloway, FTS (Freeman Tung + Sasaki)

**Bicycle and Pedestrian Advisory Commissioners Present:**

Richard Kolber

**Introduction & Presentation**

Hanson Hom, Community Development Director, thanked everyone for coming and mentioned how important public input is in developing the Peery Park Specific Plan. Mr. Hom mentioned that tonight's workshop was the fourth Peery Park Community Workshop. The first workshop was held on October 16, 2014, and covered existing conditions, workplace trends, market analysis and a broad brush approach to a strategic framework. The second workshop, on December 3, 2014, focused on the envisioned future, conceptual regulatory framework and priorities for the Peery Park District. And, the third workshop was held on January 21, 2015 and covered transportation and transportation demand management.

Mr. Hom said that the input received at the first three workshops, on-line surveys and stakeholder interviews, culminated in the preliminary draft policy framework that was presented to the City Council on April 28, 2015. At that meeting, the Council approved the conceptual policies and ideas that were presented by staff and also asked staff to return to the community for one additional workshop on topics that were related to protection of the surrounding neighborhoods so that comments from that workshop and all of the previous work could be used to create the draft Specific Plan document. City staff mentioned that the draft Specific Plan and Environmental Impact Report should be

out for public review in fall 2015. Mr. Hom also mentioned that there would be an interactive exercise following his presentation.

Mr. Hom gave the presentation for the fourth community workshop. In his presentation, Mr. Hom covered the five topics that would be used as the Stations in the interactive exercise: Land Use & Zoning, Street Framework & Connectivity, Transportation and Transportation Demand Management, Open Space and Community Benefits. The slides that were covered in Mr. Hom's presentation can be found on the Peery Park webpage.

### **Q and A Summary**

Next, there were a few questions from community members and Hanson Hom responded.

Q. The PPSP area borders Mountain View, are you coordinating with M.V. on this effort? Traffic in that area will be affected by this project.

A. Mountain View has been and will be kept in the loop on the project and environmental impact report.

Q. Where are the proposed new pedestrian connections going to be from SNAIL to Mathilda? Since the bus stops are across Mathilda (on the west side) will there be mid-block crosswalks or any new signals?

A. We don't anticipate there would be any mid-block crosswalks or signals so pedestrians would have to cross at an existing intersection to get to a bus stop. The conceptual pedestrian access points between SNAIL and Mathilda can be found on some of the graphics at the Land Use Station.

Q. How can the City Council prevent unfinished constructions, like downtown?

A. The Specific Plan sets long-range parameters for developers and policy for guiding decision makers on individual projects. The Specific Plan does not approve any specific projects. Unfortunately not a lot can be done to predict situations like what has occurred downtown.

Q. How will the plan address adjacent residential neighborhoods? What will the allowed building heights be near the multi-family residential developments?

A. The City has considered the relationships between the residential neighborhoods and new development. The proposed height allowances can be found at the Land Use Station and comments are encouraged on the graphic.

Q. Why is the City pursuing pedestrian connections to San Aleso/Mathilda from the adjacent neighborhood?

A. We have heard different opinions on this idea; some residents are very opposed while others are interested in this connection. Please put your comments on the related graphic tonight and also tell us if there are certain conditions that could make this concept successful while still alleviating your concerns.



Q. Why do some of the maps not show Encinal Park?

A. Encinal Park is currently on land that is zoned M-S (Industrial and Service) but we have no intention of removing the park. The plan encourages additional open space and we will look at designating the park as a public facility with the plan adoption.

### **Group Exercise**

Amber El-Hajj, Senior Planner, introduced the group exercise and community members moved throughout the room and posted their comments on large posters at each of five subject stations: 1) Land Use & Zoning, 2) Street Framework & Connectivity, 3) Traffic and Transportation Demand Management, 4) Open Space, and 5), Community Benefits. A summary of many of the comments received in the interactive exercise can be found on the Peery Park webpage.

### **Website**

*PeeryPark.inSunnyvale.com*

**Peery Park Specific Plan  
Group Exercise Summary  
Community Workshop #4  
July 9, 2015**

**Interactive Exercise Handout Comments:**

Please note that staff has copied the following comments from several individual handouts verbatim.

*Land Use & Zoning*

- Peery Park should include more housing and if this means fewer jobs that's part of the necessary correction.
- Retail should be integrated into the other zones rather than in a "retail ghetto". People in most of the R&D/light industrial would have to hike too far for a sandwich.
- I would argue in favor of preserving the strip mall on North Mary near Encinal Park. It is convenient to walk there to get lunch. Some of the businesses are family owned and would likely disappear. There are few other places to eat that are within walking distance. The next nearest being the Lucky shopping center on Mathilda. I would also argue that it would be beneficial to any incoming businesses. Even currently, many of the employees walk to get lunch there from their respective businesses.
- I am part of a committee who is concerned about the unaffordable housing costs in the area. We are concerned that our grown children will not be able to live here. Current renters will be priced out of the market and be forced to move. We will not be able to hire teachers, nurses, police officers and others because they will not be able to afford to live here. 225 housing units are not sufficient to support the new jobs that Peery Park will attract. What is being done to encourage more housing units?
- Zone for residential south of Central Expressway and the area east of Mathilda. Make the floors above the retail as residential.
- Let's encourage mixed-use buildings in the development. Developers may not like it, but the area will be more successful if there is at least retail available throughout. Obviously, including housing in a light-industrial area is not a good idea, but I'd encourage retail to be spread out rather than all clumped together.
- Based on the presentation, the max height proposed by our apartment is 6 floors. I cannot think of a twice height new building next to where I live. That is too much. I think 3 floor building is the max I can accept. 6 floors also block our air flow.
- Limit the height of buildings next to the residential area, like Corte Madera complex. No more than 3 floors.
- Height consideration has to be given to the areas adjacent to the Corte Madera condos. From the look of the current maps, we'd have 6-floor buildings right in our backyard. We need a transition zone like those around Mathilda have.

- If there, feasible can be more housing as part of the plan, it can help alleviate our severe jobs/housing imbalance. This can help traffic congestion as well by people driving less to their jobs.

#### *Street Framework & Connectivity*

- Do what you can to encourage safe biking.
- Add to existing sidewalks on both sides between Maude and Mathilda.
- Adding ped/bike capability to Mathilda would be wasted. No one likes to walk or bike along a busy road. Instead, add ped/bike to parallel roads and all a way to cross Central.
- Currently, employees of the existing businesses walk on the sidewalks within our condo complex at lunch time. Increasing the number of employees without improving the sidewalks (and giving them more places to go for walks) will only aggravate this for us.
- Protected bike lanes that connect residential to commercial throughout the City. Shuttles that run frequently for same as above but also for those who need transportation for that “last mile” from the train stations, bus stops, etc.
- Protected bike lanes that connect key centers of the City would greatly enhance the number of people that could/would ride bikes instead of drive. More trips in bikes increase retail sales.

#### *Transportation & Transportation Demand Management (TDM)*

- Buildings on company specific campuses could be interconnected with underground passageways (see documentaries/videos on the building of Disneyworld in FL.)
  - Deliveries would never be seen on the street level. Daytime/Retail food outlets could deliver food via underground corridors.
- Place parking underground and reserve the space for more open space and/or office space.
- Shuttles are a great idea. They should have seatbelts.
- Perhaps we can improve Caltrain stop times?
- How about a shuttle that meets Caltrain and circulates, similar to the ones for Intuit in Mountain View.

#### *Open Space*

- Open space should provide picnic tables/seating under large shade trees. It is also pleasant to follow the Euro model (even if we declared independence!) with café's nearby. This makes for a great destination. For an example of largely wasted open space see the space behind 100 Mathilda Place (corner of Evelyn & S. Frances) seating is in the sun and bad.
- Don't remove Encinal Park. Instead, increase it. We need more green space not just open space.
- Do not include Encinal Park in the Peery Park boundaries. We were assured that this was a “neighborhood park” and not a “transitional park” and we don't want to lose this and have our park slowly slip away from its intended use.

- Open space makes for a happier, healthier and high quality environment for all residents.

#### *Community Benefits*

- Providing additional housing opportunities to offset the additional jobs Peery Park will bring.
- Retail and restaurants that are open in the evening and on weekends so residents can use them.

#### *General Comments*

- I'd like to see tall evergreen trees between Mathilda and the neighborhood, in a thick wall.
- I feel like the existing setbacks for the Corte Madera condos (CMC) is already inadequate. I can see into the office buildings that are along Mathilda. If I can see them, they can see me. I want to be able to keep my windows open but fear that someone across in an office can see in. Right now people choose to walk along the retaining wall that separates the parking lot and CMC – they have loud conversations, smoke, play loud music, run their cars (exhaust) and feel they are far from work, but they are right below my deck. So I can hear, see and smell all the behavior they try to hide from their office mates. I want a large setback with no more than 2 story buildings adjacent to my property. I want lots of landscaping along the retaining wall so people can't park against the wall. I want more green spaces so walkers can use them to "kick back" in rather than the parking lot. Right now workers use Mary/Maude/Mathilda as a peds free-for-all crossing in the middle of the road, rather than crossing at lights. They need wider and better sidewalks so they stop treating intersections like an afterthought. Better bike access along Maude/Mary/Mathilda is needed as well.

### **STATION EXERCISE**

The comments listed below were posted on various diagrams and maps around the room pertaining to four stations: connectivity, neighborhood compatibility, transportation and TDM and land use/reshaping the district. It is hard to understand the full context of these comments without seeing the poster they were placed on; however, staff is unable to upload all of the photos of these posters due to file size limits on our website. If you want to request a photo of one of the following diagrams or maps please e-mail me at [ael-hajj@sunnyvale.ca.gov](mailto:ael-hajj@sunnyvale.ca.gov) and let me know the title of the poster you'd like to see the picture of. Again, like the exercise above, staff has copied these comments verbatim. Please note that staff encouraged community members to mark their opinion of some concepts with red/green dots, those preferences are also summarized below.

### ***Land Use & Zoning Station***

#### **Proposed Land Uses**

- Will not use retail unless close parking is available for say 30 min. or 1 hour.
- We need more housing to balance out the new jobs.
- Please add more housing to plan.

- If there is a break in the wall there is no plan for neighborhood to visit. All industrial.
- Put residential development south of Central, put retail east of Mathilda.
- Where are these workers going to live? How about some of those 8 floors for housing.
- Need to distribute retail throughout other areas.
- I would like to see more residential/mixed-use or hear reasoning behind why not.

#### Proposed Front Setbacks

- We're concerned that this project will increase the job/housing imbalance. What is being done to encourage more housing?
- Would like to see neighborhood transition around corte maderita complex. Concerned about height limits here around apts/housing and parking. Definitely like having residential and retail at Mary and Corte Madera.
- I am on the board of Corte Madera Commons and I am concerned about there being a transition along the north border of our association.
- Proposed neighborhood transition around condo park rather than innovative edge.

#### Height Limit Near Neighborhoods

- Have a similar plan for buildings near Pine Ave.
- Green dots on various height markers.
- Red dots on existing height allowance (8 stories).

#### Proposed Zoning: Maximum Permitted Height

- Regarding Corte Madera Condos:
  - For height limit proposed, please treat the condo complex as the residential neighborhood that it is. We are not renters, the huge majority are owners who live here.
  - Agree that the Maude/Mary area is residential that shouldn't have anything taller than the 3-story buildings currently on that corridor.
  - 5 Green Dots to agree with these statements.
  - 1 Red Dot to disagree.
  - Having 4-story buildings along the neighborhood would severely impact the aesthetics.
- Numerous red dots around the 6-story height depiction.
- Allow height flexibility if applicant provides community benefits.
- Along Mathilda: Too tall next to neighborhood. Do not see how can slowly grade up, like San Aleso. No landscape plan.

#### Additional Neighborhood Protections

- Under "Setbacks"
  - Important to Corte Madera Residential
  - Remove landscape, build within setback area.
  - 5 Green Dots in this section.

- Under “Signage & Lighting”
  - Should be no signage above 2<sup>nd</sup> floor because it can be seen from the 3<sup>rd</sup> floor.
  - Only allow on the 1<sup>st</sup> story.
  - How about no signs above the second story (2 Green Dots).
  - No signs above 1<sup>st</sup> floor.
  - Put shades and timers on 2<sup>nd</sup> floor.
  - Numerous Green Dots on these concepts.
- Rezoning residential property is the first step in urban redevelopment and seizing private property to build more high-rise office buildings (2 red dots).
- Please treat the Costa Mesa condo complex as the residential area that it is and treat it the same as single-family homes. We are not renters, we own and live there and plan to for decades.
- Needs to be a bigger setback from condo complex. If I can see into the offices (and I can) they can see into my living room. I can hear, see and smell what goes on in the adjacent office parking lot. The landscaping that used to exist has been ripped out, so I get a better view of the offices. Better screening needed.
- Need to clarify setback along the Costa Mesa Terrace for the neighborhood.

### ***Street Framework & Connectivity Station***

#### Proposed Mathilda Ave. Improvements

- Keep turn lane, remove median.
- In reference to the new buffered bike lane (and removal of right turn lane): No! Will push cars into side streets.
- Will there be trees between Maude & Almanor behind Pine Ave? Underground utilities is no excuse.
- 5 Green Dots on proposed improvements.

#### Proposed Maude Ave. Improvements

- In regards to the landscaped median instead of turn lane in the middle of the road: This reduces 2 way turn lane.
- Need sidewalks more than a lane that looks pleasing. Had to turn onto Maude from parking lot now as is.
- Center landscape median not a good idea, limits turning opportunities.
- 4 Red Dots on proposed improvements.
- 5 Green Dots on proposed improvements.

#### Potential Pedestrian/Bike Connections to Mathilda Ave.

- Potential Duane Ave. Route:
  - 2 Red Dots
  - High Schoolers will jaywalk to catch bus.
  - Half-way house & motel traffic can now enter quiet neighborhood.
  - Residents (strangers) from motels will enter neighborhood.
- Potential Ferndale Ave. Route:
  - 2 Red Dots.

- 1 Green Dot.
- Risk is lack of parking for nearby residents.
- Put ped/bike crossing over Mathilda.
- Don't open up walls, safety concerns.

#### Potential Pedestrian Network Improvements

- Encinal Park and Fire House #1 must be outside Peery Park (not inside).
- Near California: Do not add street here, but bike/ped access okay.
- Enhanced ped crossings over Central Expressway
- Maude Ave (Mathilda to 237) show "improved sidewalks", there are no sidewalks, these are new.
- Enhance walkability of Sunnyvale Ave.
- Prevent vehicle cut through into neighborhoods.
- Better ped environment and street trees on east side of Mathilda south of PPSP border.
- Better landscaping on the east side of Mathilda.
- At northern tip of PPSP area: Can't walk past this point, better sidewalk connectivity (to Moffett).
- 8 Red Dots near new pedestrian connections with existing dead-end streets (SNAIL).

#### Potential Bike Network Improvements

- Enhance bike connectivity from Caltrain.
- Near Central & Mary: Unsafe for bicyclists.
- Create green paths for bike lane. Mary traffic merge onto Central is unsafe to bikes.
- 4 Green Dots on New & Improved Bike Lanes.
- 1 Green and 6 Red Dots on potential bike connections to the SNAIL neighborhood.

### ***Transportation & TDM Station***

#### Potential TDM Tools List

- "Other ideas for TDM tools"
  - Incentives for bike/carpool/etc.
  - Remote parking with shuttles, use downtown structure.
  - Charge for street parking.
  - Public shuttle buses to civic center/El Camino/Mathilda Corridor
- Look at public Bayshore shuttle at Millbrae Station.
- Need some coordination between companies. There are too many buses running all over that area. Sometimes a traffic jam of buses.
- It is rare to tell developers that there needs to be alternate transportation but are the businesses going to hire people based upon their willingness to use alternatives? Is there anything enforceable?
- Need roundabout at Hermosa & Potrero.

- 1 Green Dot:
  - Private Shuttle Bus
  - Car pool and van pool parking, loading zones, administration & assistance.
  - Car share spaces.
  - Reduce parking requirements & encourage shared parking.
- 2 Green Dots:
  - Transit pass subsidies
  - Bike share/lease program
  - Guaranteed ride home program

#### VTA Transit Improvements Graphic

- All specific plans (including Peery Park): The intersection performance rating of an F within say a 3 mile distance of any specific plan, must improve from E or F to a passing grade within a specific time frame. If any intersection previously rated E or F does not reach a passing rating than the specific plan has failed and all development in the plan area must be put on hold until all E and F intersections come up to a passing rating. All specific plans must result in automatic improvements to failing intersections. They must pass within a specific time period.
- More buses – maybe smaller than just a few long buses. If I have to wait longer for a bus I'll take a car instead.

#### Transportation Management Association Graphic

- 1 Green Dot:
  - City matching funds to form TMA
  - Carshare, rideshare, bikeshare, carpooling
  - Sense-of-place improvements
- 2 Green Dots:
  - Employee incentives/benefits program
  - Shuttle Bus

#### ***Open Space Station***

#### Potential Primary Open Space Network Graphic

- Unused frontage road (near Central Expressway) could be used as a community garden.
- European style open space makes people show up. Cafes or tree shaded squares. No cars nearby.
- Open space works well when there are picnic tables and benches under shade trees. Out in sunlight is no good (comment seconded by another community member).
- Be consistent on the inclusion of Encinal Park in the graphics for zoning, open space network.
- Encinal Park and Fire Station #1 must be outside Peery Park.
- Community Public Gardens Use.



- Would like to see crosswalk on Corte Madera Avenue from Ano Nuevo to Encinal Park (comment seconded by another community member).
- 2 Green dots next to “Encourage primary public open spaces in strategic locations”

### ***Community Benefits Station***

#### Proposed Community Benefits:

- 2 Green Dots
  - School Mitigation Fee
  - Art in Private Development Program
  - EIR Mitigation Measures
  - Green Building Bonus
  - Publically accessible open space
  - Public accessible retail and recreational uses
  - Additional TDM measures (e.g. shuttle bus)
  - Other Community Benefits (e.g. community facility, public park, urban forestry)
- 3 Green Dots
  - Underground, unbundled or shared parking
- 1 Red Dot
  - Green Building Bonus
    - Comment: Opposed to higher buildings