



City of Sunnyvale El Camino Real Corridor Plan City Council Study Session

Tuesday, September 13, 2016



SUNNYVALE
ECRCORRIDOR
specific plan

Agenda

- I. Project Update and Objectives
- II. Activities to Date
- III. Draft Vision, Preliminary Land Use Alternatives and Circulation Priorities
- IV. Community Workshop
- V. Next Steps



SUNNYVALE
ECR CORRIDOR
specific plan

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SUNNYVALE
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2007 Precise Plan for El Camino Real

PRECISE PLAN for EL CAMINO REAL



CITY OF SUNNYVALE
2007

- Replaced 1993 Precise Plan in response to:
 - Changes in the economy
 - Public concerns
 - City policy
- Focused on commercial uses and maintaining retail tax base
- Incorporated Grand Boulevard Initiative Principles
- Created “Nodes” for compact mixed-use development



Why are we updating the Plan?

- Clarify and specify policies for residential and mixed-use developments
- Balance other City planning efforts

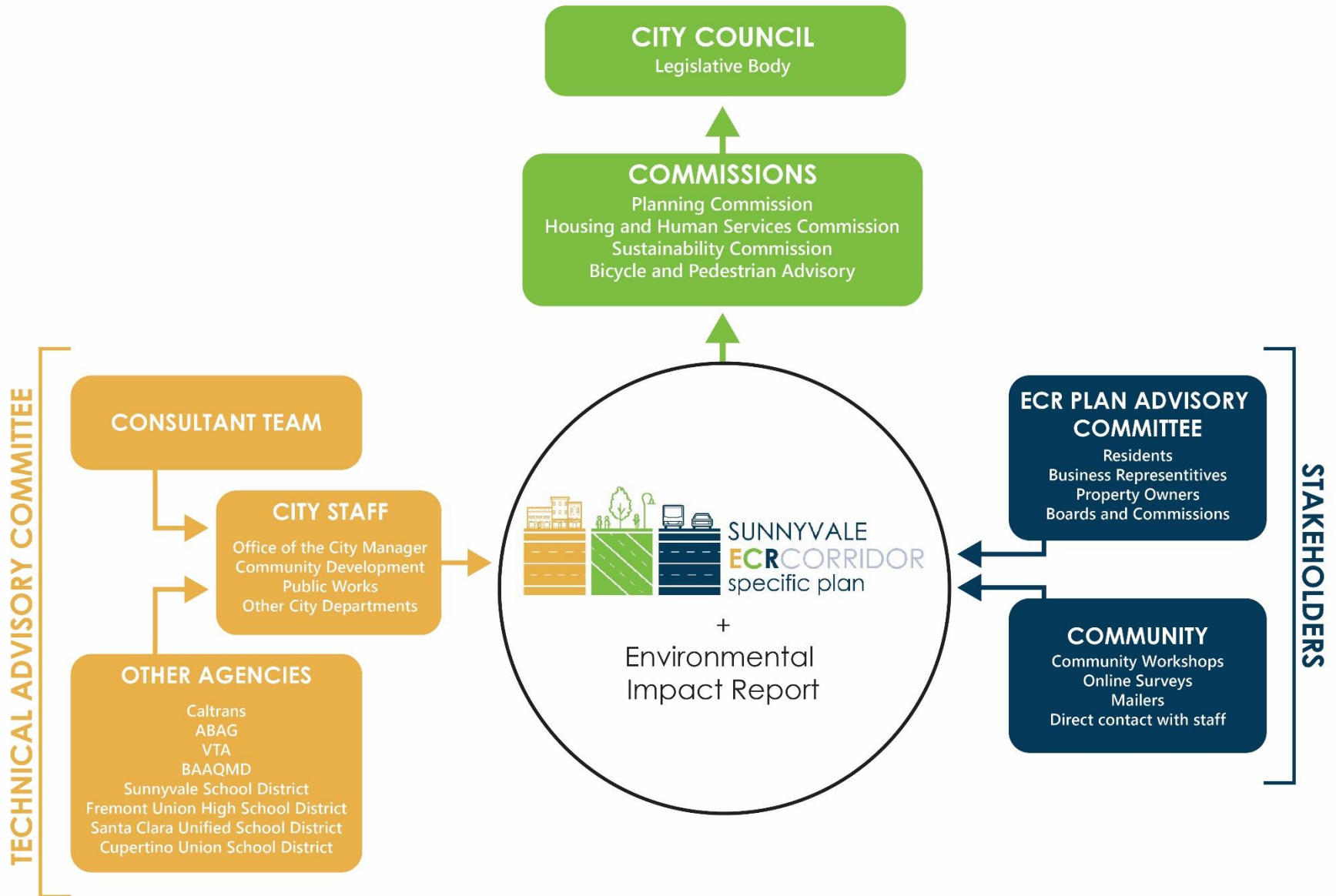


Why are we updating the Plan?

- Improve the safety and convenience for pedestrians and bicyclists
- Incentivize economic investment along the corridor
- Address concerns regarding potential visual and environmental impacts of future developments



Planning Process – Who's Involved?



I. Project Update and Objectives

II. Activities to Date

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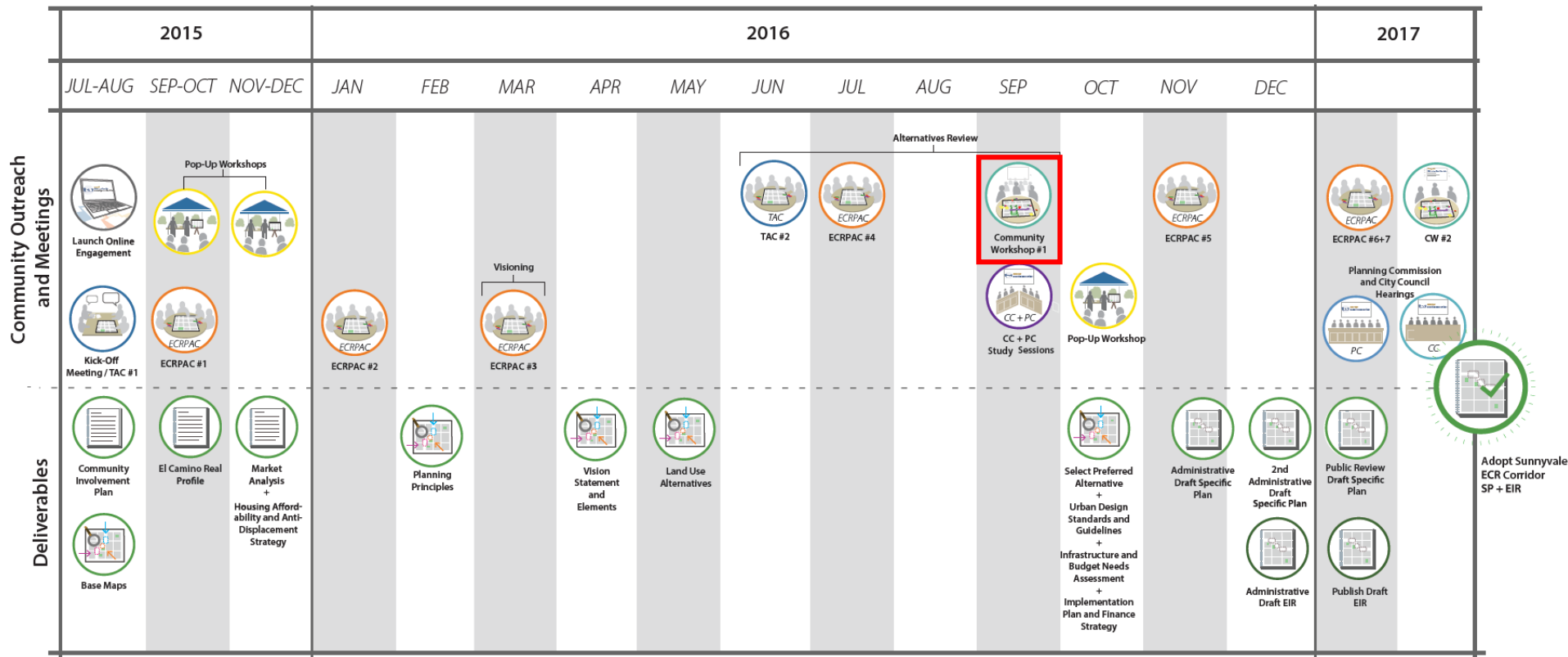
IV. Community Workshop

V. Next Steps

VI. Discussion



Where are we in the Planning Process?



Outreach Events

- Project Website
- Pop-up Workshops
- ECRPAC Meetings
- Online Surveys

Analyses

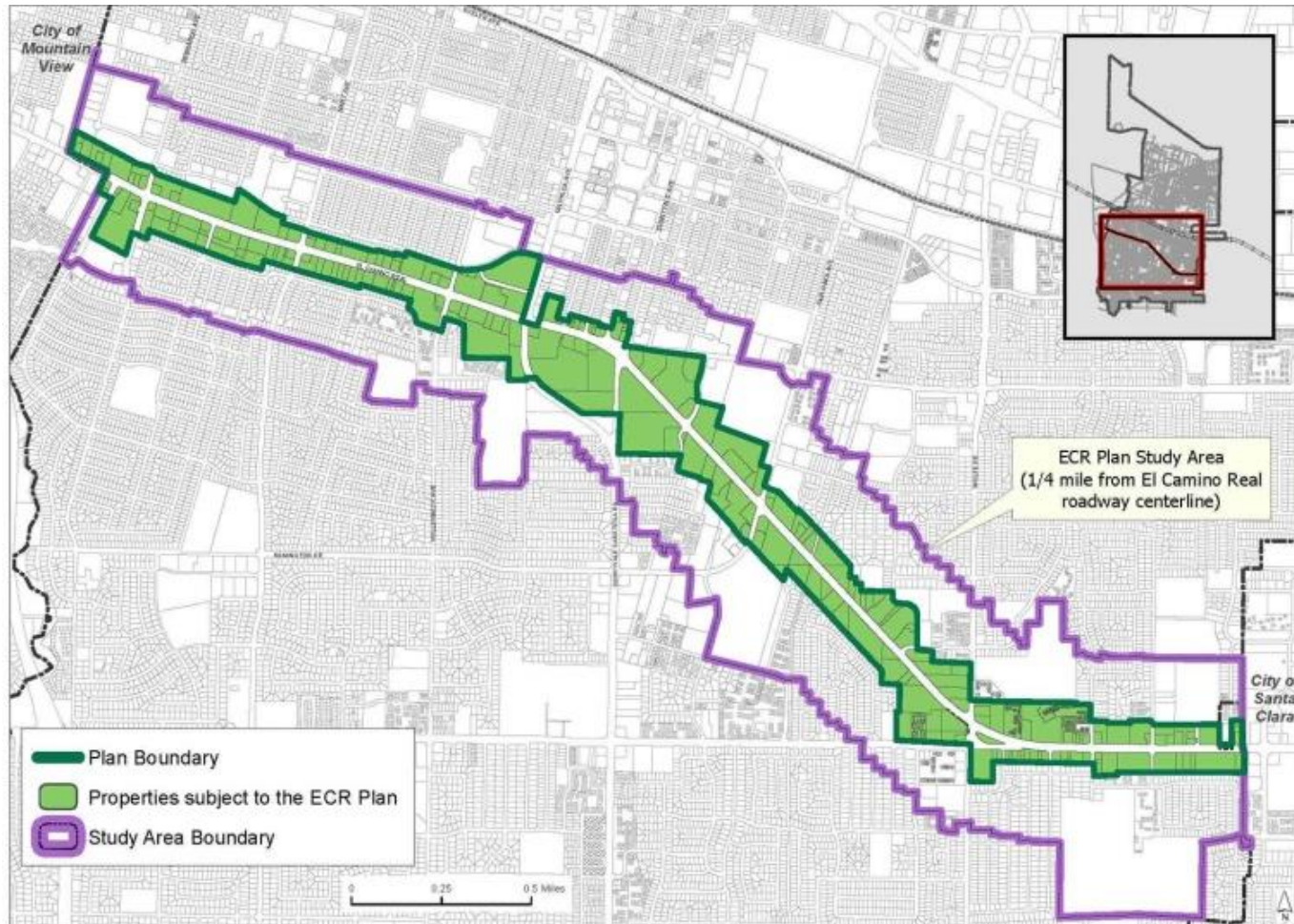
- Affordable Housing Strategy
- Market Study + ECR Profile
- Preliminary Land Use Alternatives + Vision

Note: Dates subject to change



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Plan Area vs. Study Area



- **Plan Area:** Properties subject to ECR Plan
- **Study Area:** Properties affected by Plan Area



ECR Profile - Demographics

Citywide Population is projected to grow by 20.1%, or about 30,000 new residents by 2035

Population Projection

	2015	2025	2035	Change 2015-2035
Population	148,400	163,800	178,300	20.1%
Households	56,560	63,488	70,754	25.1%

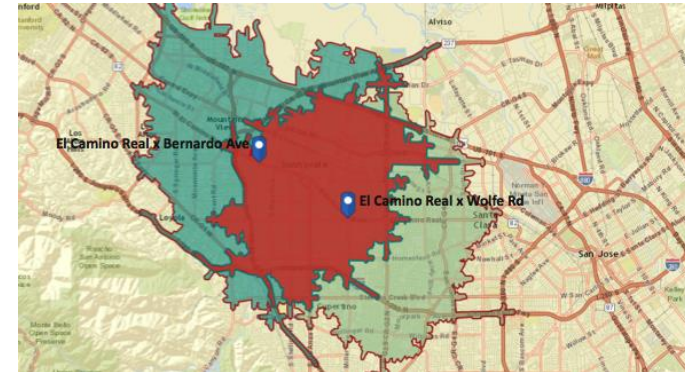
See El Camino Real Profile, Page 6-14



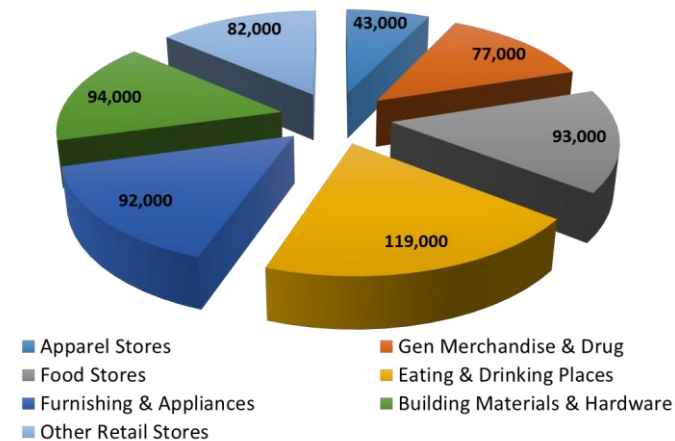
Market Analysis Highlights

- Market Area population projected to grow by 120,000 people in 20 years and retail demand projected to grow by \$1.6 billion
- Restaurant sector showing strength in the corridor
- Auto dealer sector is rebounding

ECR Market Area



Projected Retail Space Demand
2015 to 2035 Demand in SF – Total 600,000 SF



Market Analysis Highlights

Market Demand: 2015-2035

Type	Estimate	2015-2035
Multi-Family Residential Units	Low Estimate	1,500 units
	High Estimate	2,100 units
Retail Space	Estimate	600,000 s.f.
Office Space	Estimate	150,000 s.f.
Hotel Rooms	Low Estimate	80 rooms
	High Estimate	280 rooms



Market Analysis Highlights

Three-Pronged Strategy for Retail

- Pedestrian-oriented restaurant and retail street with specialized theme
- High design furniture, fixtures and appliances
- New-car dealerships



Pre-Workshop Outreach


- Pop up Workshops
- Online Engagement
- ECRPAC Meetings #1 - #4
- Project-Specific Interested Parties



HOME
ABOUT
PARTICIPATE
RESOURCES
CONTACT



PARTICIPATE

 **City Council Study Session -**
Tuesday, September 13th @
6PM
City staff will provide an update on
activities to date and present the
draft vision statement, three
preliminary land use alternatives
and draft circulation priorities to the
City Council, for early feedback.

 Visit Sunnyvale's
Open City Hall

 Visit the City of
Sunnyvale's Website

The City of Sunnyvale is embarking on a community planning effort to refine and guide the future vision of Sunnyvale's 4-mile stretch of El Camino Real as a vibrant, mixed-use corridor with improved streetscapes and safer environments for walking, bicycling and other modes of transportation.



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Community and Stakeholder Input



- Aesthetics/Identity
- More street trees and landscaping
- Gathering/open spaces
- Bike/Ped safety and circulation
- Traffic issues and signal-timing
- Bus service



Community and Stakeholder Input

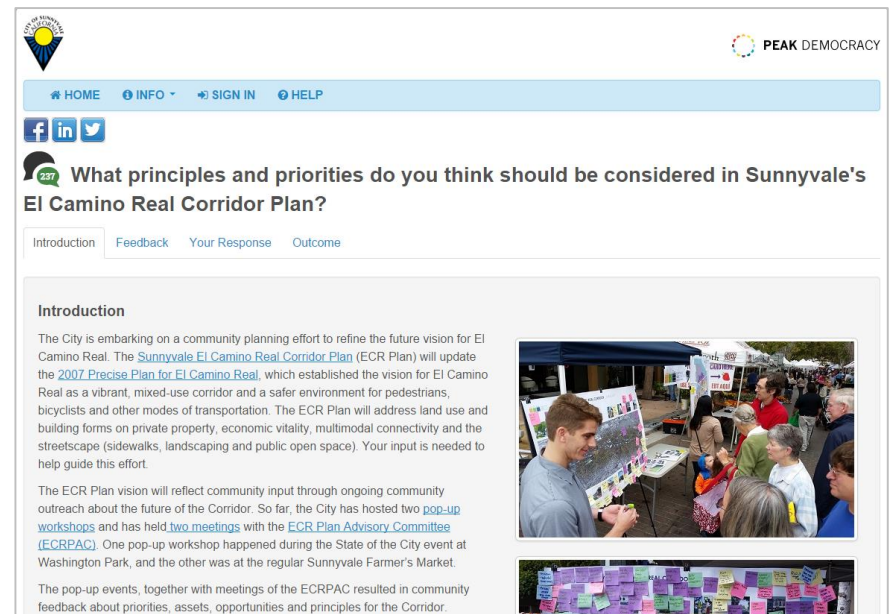


- Small businesses
- Diverse businesses
- Higher-end retail
- More residential—but mitigate impacts
- Manage high-density
- Impact on schools and services



Ranking of Planning Principles

- **Open City Hall - 219 survey respondents**
- **Ranked 11 Planning Principles**
 - Safety and Accessibility
 - Circulation
 - Preserving quality of life
 - Streetscape and landscaping
 - Pedestrian environment
 - Small/local businesses
 - Business diversity
 - Aesthetics
 - Housing
 - Public gathering spaces
 - Distinct Identity



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IV. Community Workshop

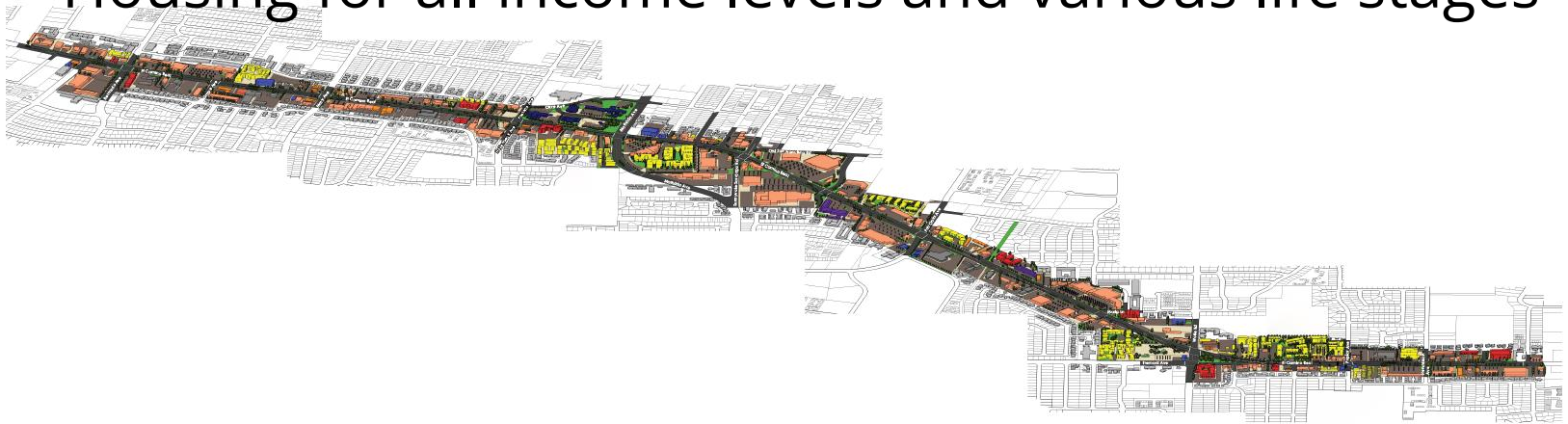
V. Next Steps

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DRAFT Vision Statement

- People-friendly environment
- Neighborhood street for daily needs
- Large-canopied trees, plazas/gathering spaces and public art
- Efficient circulation for all modes of travel
- Long-established businesses and small businesses
- Housing for all income levels and various life stages

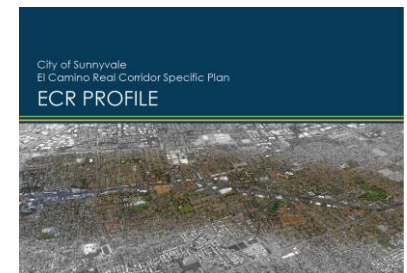


Preliminary Land Use Alternatives Overview

How did we arrive at the three preliminary land use alternatives?

- 2007 Precise Plan
- Current General Plan
- Draft Land Use and Transportation Element (Horizon 2035)
- Community Outreach
- ECRPAC Input
- TAC Input
- Regional Goals and Objectives
- Market Analysis + ECR Profile + Affordable Housing Strategy
- Land Use Factors/Assumptions

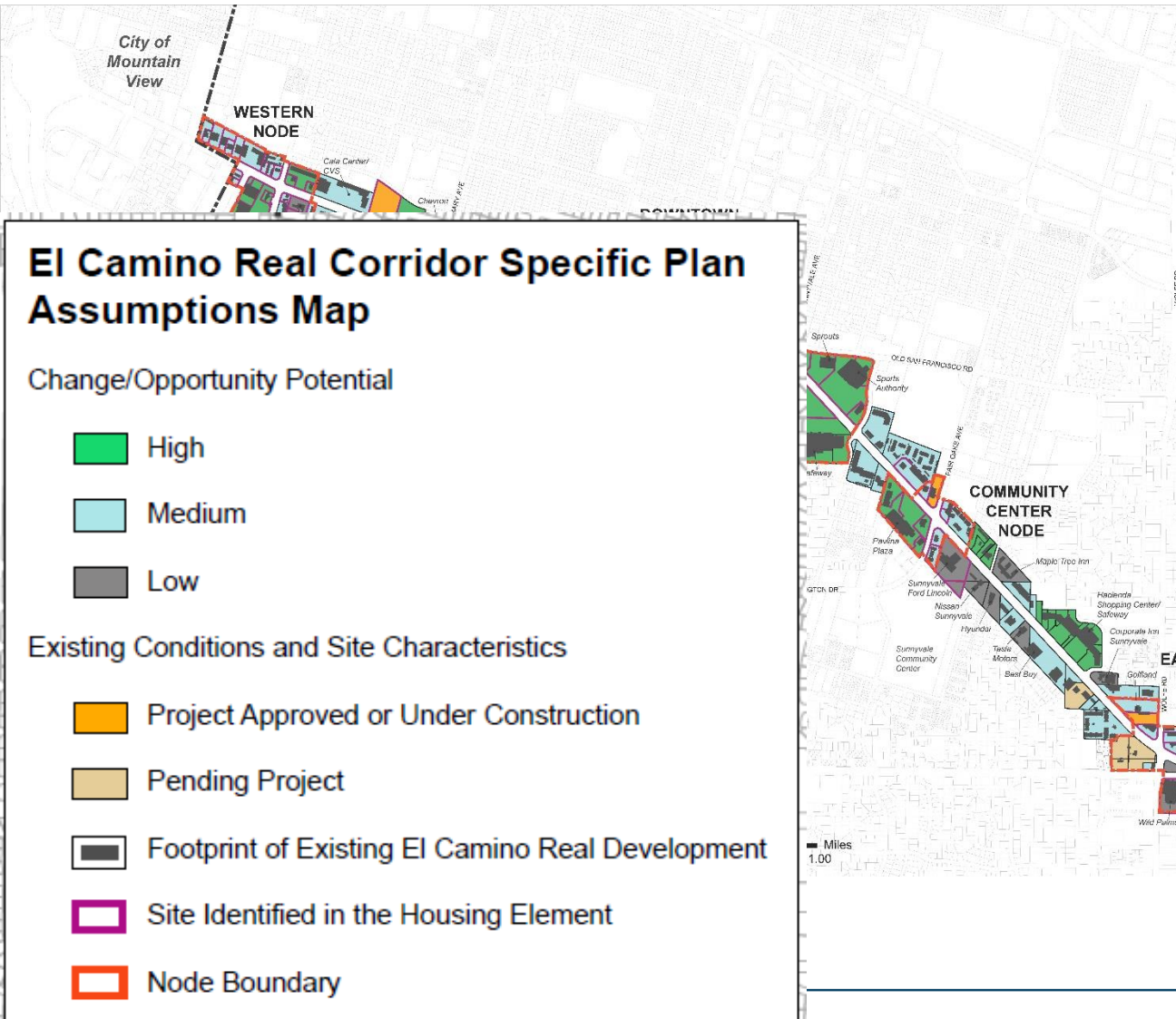
PRECISE PLAN for EL CAMINO REAL



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Preliminary Land Use Alternatives Overview

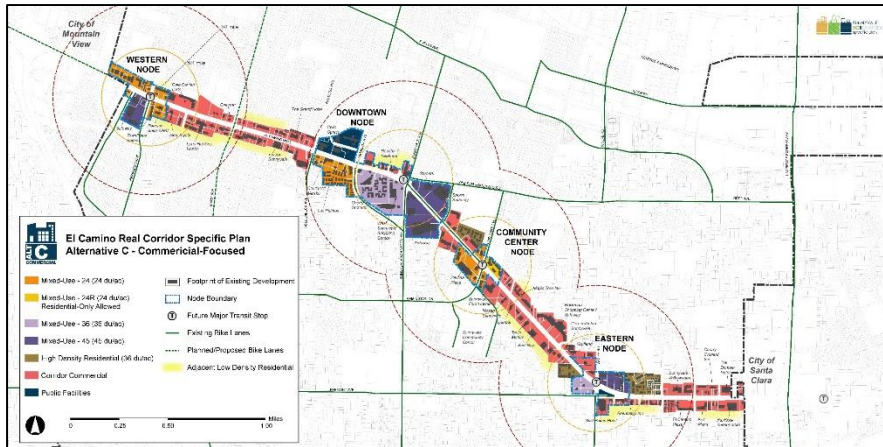
Land Use Assumptions Map



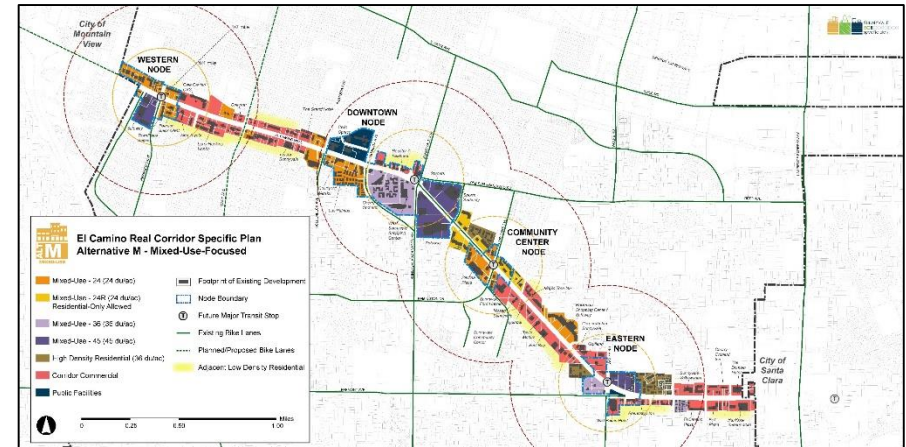
ASSUMPTION FACTORS

- Proximity to:
 - o Transit
 - o Amenities (i.e. Community Center, Downtown, medical clinic, etc.)
- Current Use (i.e. autodealers, shopping center)
- Surrounding Uses (i.e. adjacent single-family neighborhoods or multi-family outside of Plan Area)
- Lot Size and Depth
- Ownership
- Recent Entitlements
- Preliminary Development Inquiries

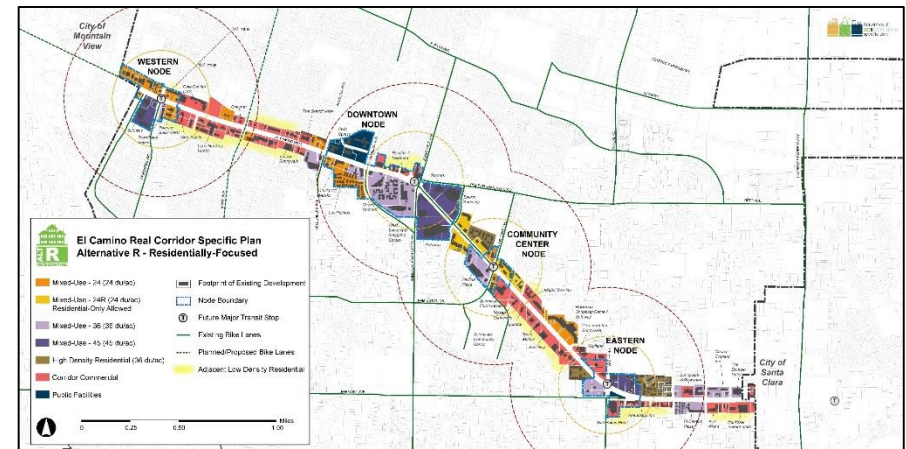
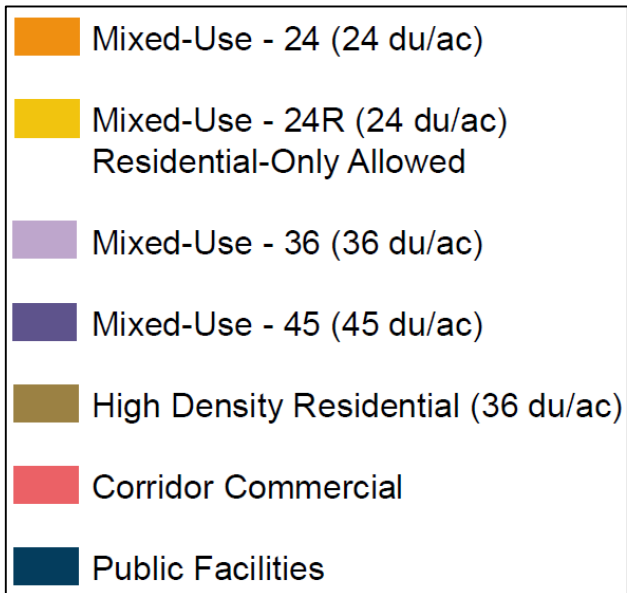
Preliminary Land Use Alternatives Overview



Alt C - Commercial Focus



Alt M - Mixed-Use Focus



Alt R - Residential Focus

Preliminary Land Use Alternatives Overview

- **All Alternatives** strive to preserve key commercial land uses
- **Alternative C**
 - Residential potential in Nodes only
 - Preserves segment areas for commercial uses
- **Alternative M**
 - Residential potential in Nodes
 - Residential potential in segments
- **Alternative R**
 - Enhanced residential potential in Nodes
 - Enhanced residential potential in segments

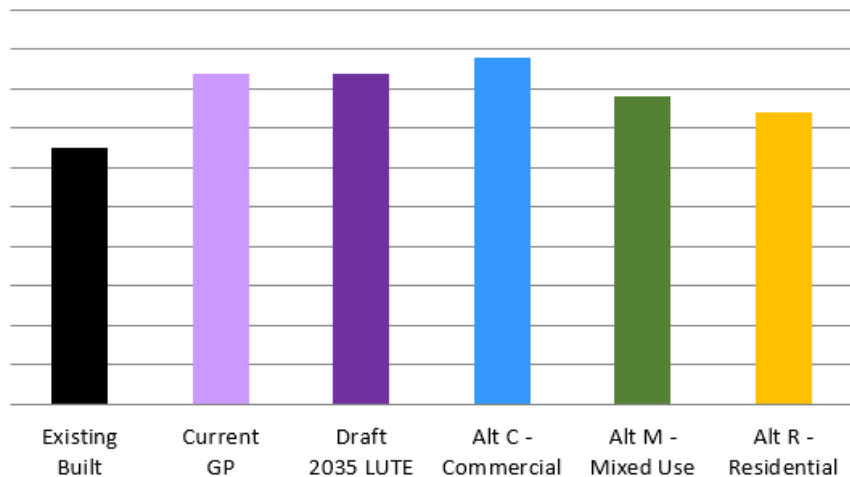


Preliminary Land Use Alternatives Overview

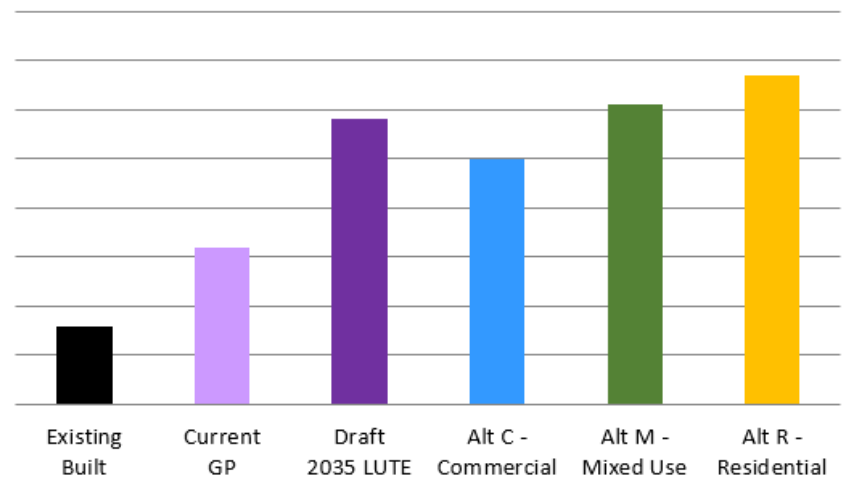
PRELIMINARY SUNNYVALE ECR ALTERNATIVES SUMMARY

						ECR PLAN ALTERNATIVES POSSIBLE GROWTH SCENARIOS					
	Existing Built	Current General Plan		Draft 2035 LUTE		Alternative C - Commercial Focus		Alternative M - Mixed Use Focus		Alternative R - Residential Focus	
		Potential Buildout	Over Existing	Potential Buildout	Over Existing	Potential Buildout	Over Existing	Potential Buildout	Over Existing	Potential Buildout	Over Existing
Commercial Uses (estimated s.f.)	3,250,000	4,200,000	950,000	4,200,000	950,000	4,400,000	1,150,000	3,900,000	650,000	3,700,000	450,000
Residential Uses (estimated housing units)	1,600	3,200	1,600	5,800	4,200	5,000	3,400	6,100	4,500	6,700	5,100

Commercial Uses



Residential Uses



Summary of ECRPAC Input

VISION STATEMENT AND ELEMENTS

- Multi-modal access from adjacent neighborhoods
- Allow people to travel efficiently
- Pedestrian linkages (i.e. mid-block crossings)
- ECR is a destination for a range of uses
- Connect ECR and the Downtown area
- Respect existing adjacent single-family neighborhoods
- Sustainability



Summary of ECRPAC Input

LAND USE ALTERNATIVES

Support for Alternative R

- Need housing with the increase of jobs
- Balance higher density and intensity of developments with tradeoffs or community benefits
- Protect and incentivize grocery stores in mixed-use developments
- Impacts on services, traffic, parking and the City's fiscal health



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Workshop #1 Summary

- Thursday, Sept. 8th, Community Center Ballroom
- Approx. 100 participants
- Presentation and Open Format Discussion



Workshop #1 Summary – Vision

Vision Statement | Participant Feedback

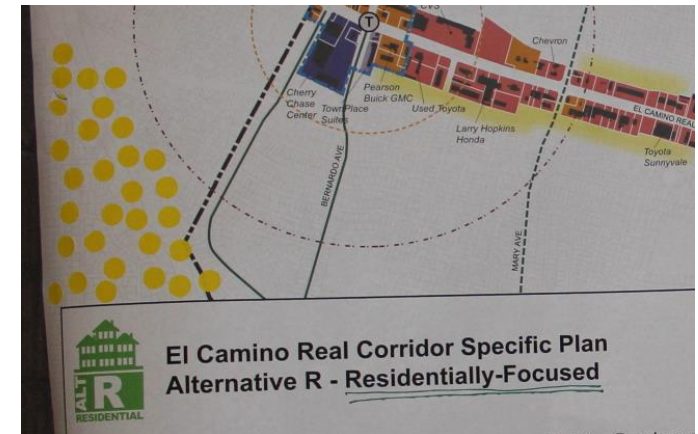
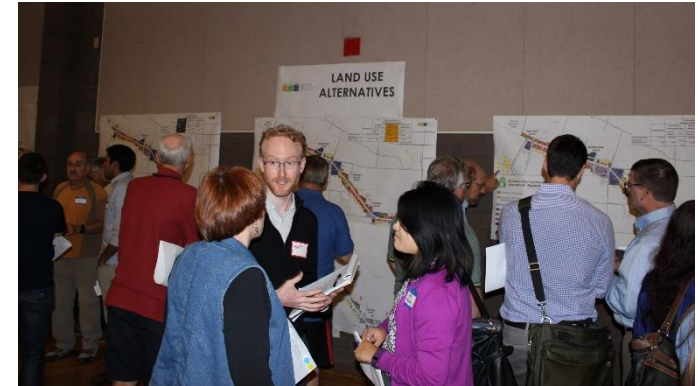
- Sustainability to support Climate Action Plan goals
- Circulation improvements and transit, bike and pedestrian connectivity
- Range of uses
- Make sure Vision is achievable and not too far reaching



Workshop #1 Summary – Land Use Alternatives

Land Use Alternatives | Participant Feedback

- **Support for Residential Potential Outside of Nodes**
 - Affordable Housing must catch up with jobs increase and address senior population
 - Wider range of housing types that attracts a diversity of residents
- **Balanced approach that preserves services along ECR**
 - Preserve grocery stores and daily services
 - Support small/new businesses



Workshop #1 Summary – Land Use Alternatives

Land Use Alternatives | Participant Feedback

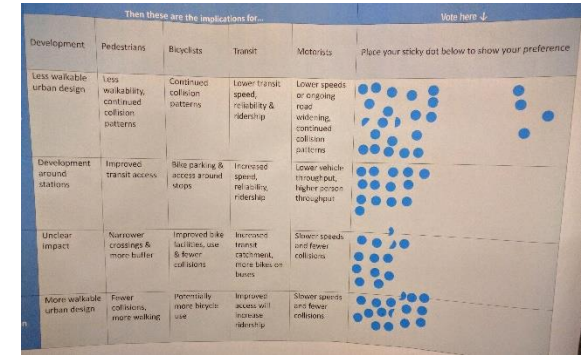
- Access to public transit and amenities
 - Public transportation—not just east-west, but also north-south
 - Community gathering spaces (e.g., pocket parks)
 - Safe pedestrian and bike connections
- Impacts
 - Traffic and parking
 - Schools and public services
 - City's fiscal health



Workshop #1 Summary – Circulation

Circulation Priorities | Participant Feedback

- All modes were a priority, with motor vehicle flow slightly higher
- Peak hour traffic is “bad enough” already
- ECR is not an interesting or inviting place to walk

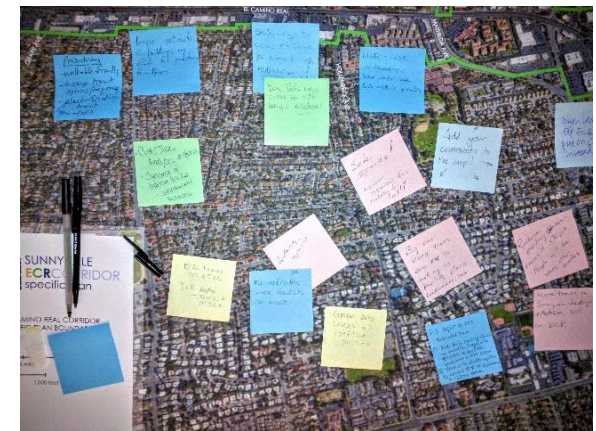


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Workshop #1 Summary – Circulation

Circulation Priorities | Participant Feedback

- Widen sidewalks and shorten crossing distances
- Add protected bike lanes for east-west connectivity
- Free shuttle
- ECR, Caltrain and Downtown transit connection



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MEETINGS

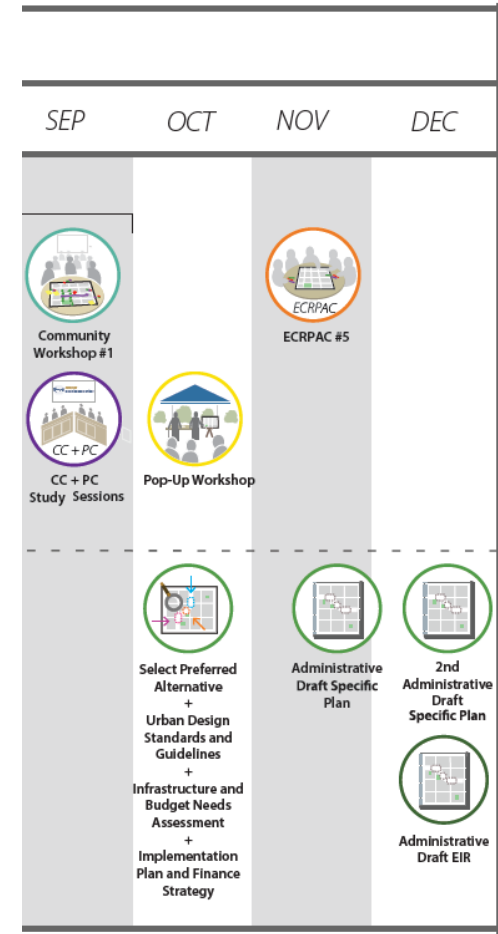
- Pop-Up Workshop
- Online Survey
- Select Preferred Alt
- ECRPAC #5

DOCUMENTS

- Multi-Modal Circulation Strategy
- Design Guidelines and Development Standards
- Admin Draft of ECR Corridor SP + EIR

*September –
November*

*October –
Early
2017*



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Discussion

VISION STATEMENT + ELEMENTS

- Is this your vision in the next 20 to 30 years?
- Any changes or refinements to the Vision Statement?

LAND USE ALTERNATIVES

- Which alternative should the ECR Plan be based on and why?

CIRCULATION

- What circulation opportunities and priorities do you see along the corridor?





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Stay tuned, visit: PlanSunnyvaleECR.m-group.us

