

El Camino Real Corridor Plan: Preferred Land Use Alternative and Draft Vision Statement

City Council Public Hearing
Tuesday, August 15, 2017



Staff Presentation

- I. Project Overview
- II. Draft Vision Statement
- III. Land Use Alternatives
- IV. Fiscal Impact Analysis (Land Economics Group)
- V. Recommendation and Next Steps



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2007 Precise Plan

PRECISE PLAN for EL CAMINO REAL



CITY OF SUNNYVALE
2007

- Replaced 1993 Precise Plan
- Focused on commercial uses and maintaining retail tax base
- Grand Boulevard Initiative Principles
- Created “Nodes”

Plan Area: Existing Zoning



Why are we updating the Plan?

- Refine community vision
- Clarify policies for residential and mixed-use
- Update development standards and design guidelines
- Unique identities for Nodes
- Improve pedestrian and bicycle safety
- Environmental review



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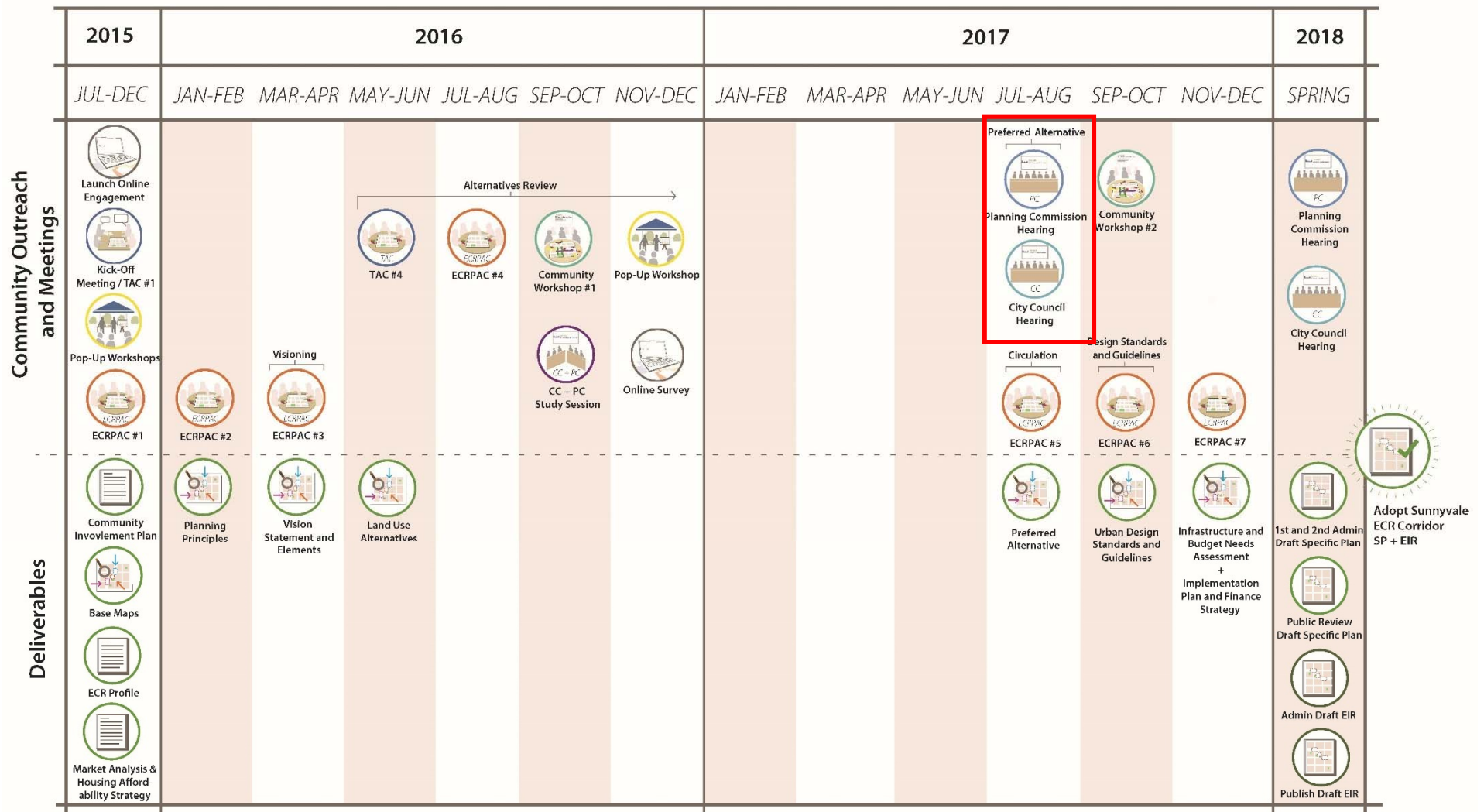
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Where are we in the Planning Process?



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Background/Technical Reports

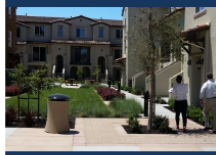
City of Sunnyvale El Camino Real Corridor Specific Plan ECR PROFILE



El Camino Real Corridor Specific Plan: Affordable Housing and Anti-Displacement Strategy



Assessment and Strategies



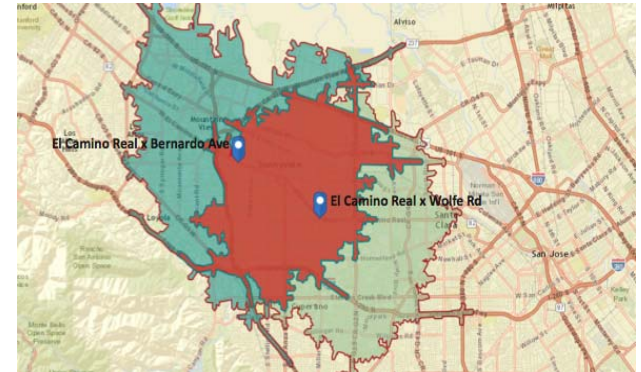
January 2016



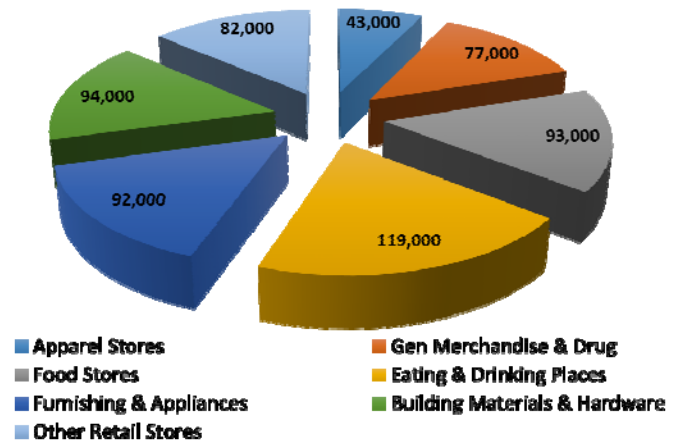
Submitted by:

KWA
KAREN WARNER ASSOCIATES
Housing Policy Consultants

ECR Market Area



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



Community Engagement

- Pop up Workshops
- Online Engagement
- Four public ECRPAC Meetings
- Community Workshop





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Draft Vision Statement

Key Elements of the Vision Statement:

- Efficient circulation patterns;
- Safe, efficient and convenient access for pedestrians and bicyclists of all ages;
- Appropriately-scaled buildings to help preserve the quality of life of adjacent neighborhoods and existing community assets;
- Supportive environment for small and local businesses; and
- Housing opportunities that help meet the needs of the community.





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How did we form the three alternatives?

PRECISE PLAN for EL CAMINO REAL



City of Sunnyvale El Camino Real Corridor Specific Plan ECR PROFILE



El Camino Real Corridor Specific Plan: Affordable Housing and Anti-Displacement Strategy

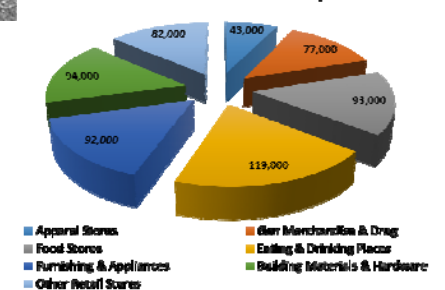


Assessment and Strategies

January 2016

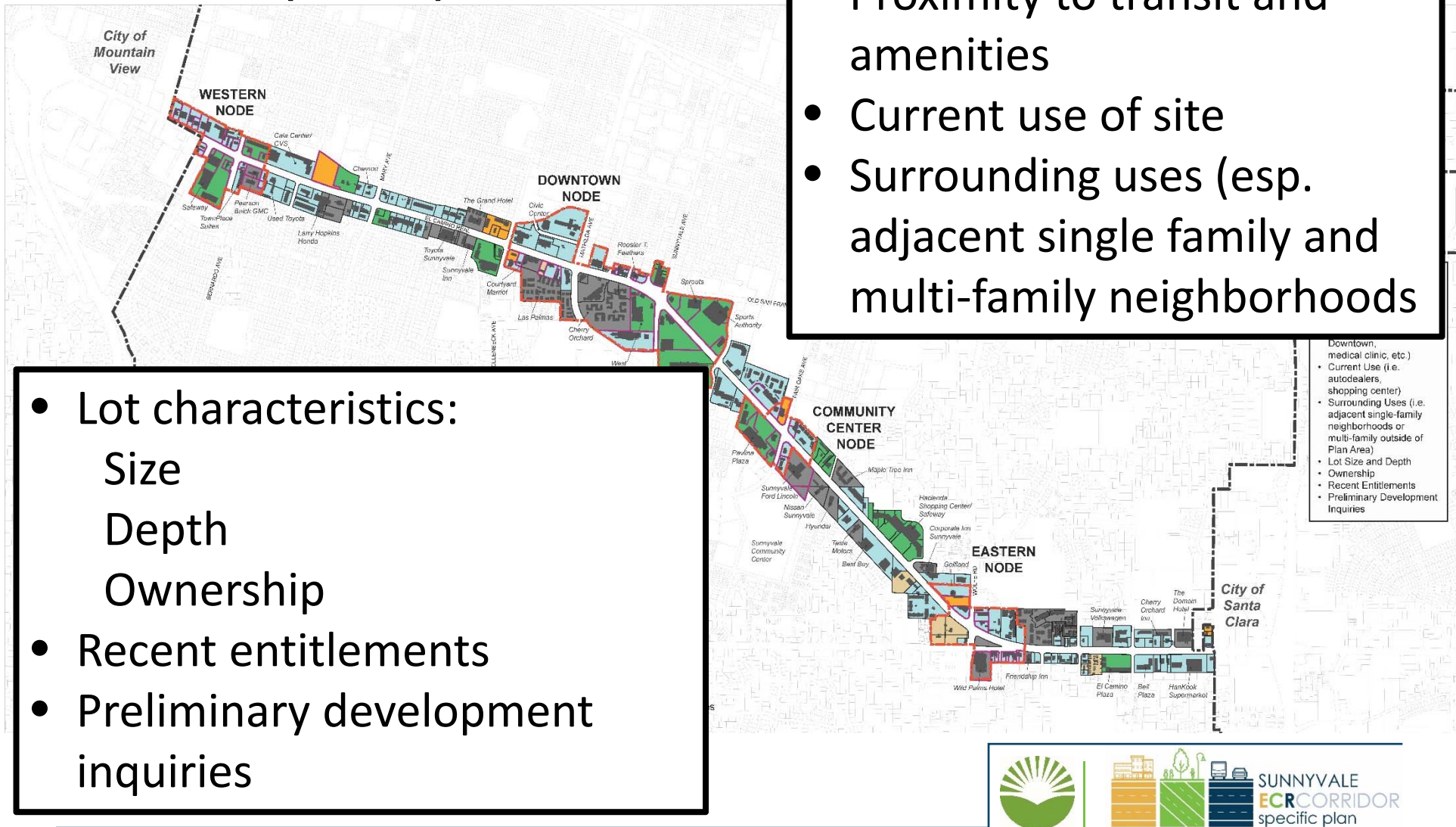


2015 to 2035 Demand for SF - Total 600,000 SF










How did we form the three alternatives?

Land Use Assumptions Map

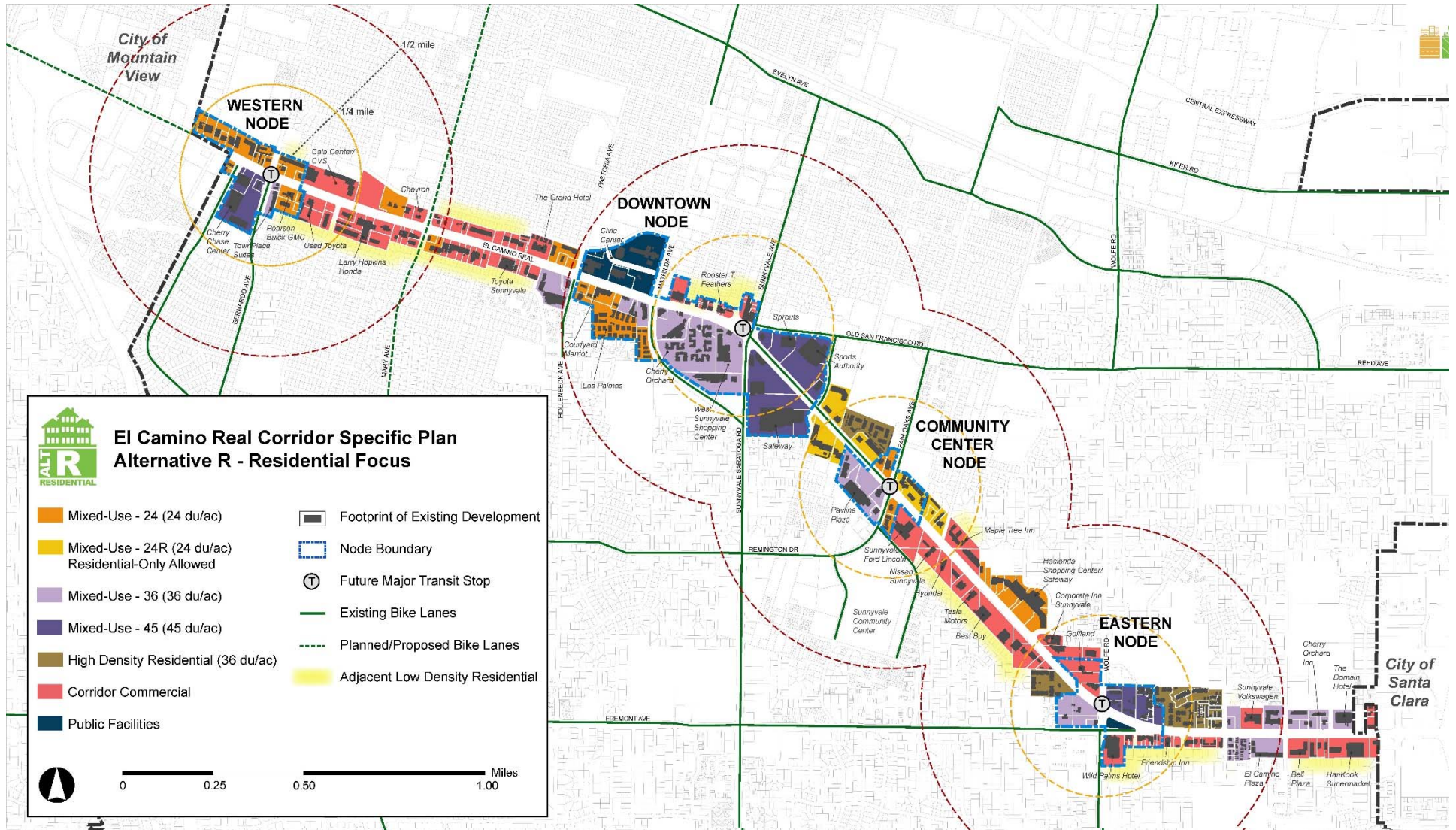


Land Use Designations

-  Mixed-Use - 24 (24 du/ac)
-  Mixed-Use - 24R (24 du/ac)
Residential-Only Allowed
-  Mixed-Use - 36 (36 du/ac)
-  Mixed-Use - 45 (45 du/ac)
-  High Density Residential (36 du/ac)
-  Corridor Commercial
-  Public Facilities



Land Use Alternatives



Land Use Alternatives Summary

Alternative C (Commercial-focus)

- Residential potential in Nodes only
- Preserves segment areas for commercial uses

Alternative M (Mixed-Use focus)

- Residential potential in Nodes
- Residential potential in segments

Alternative R (Residential focus)

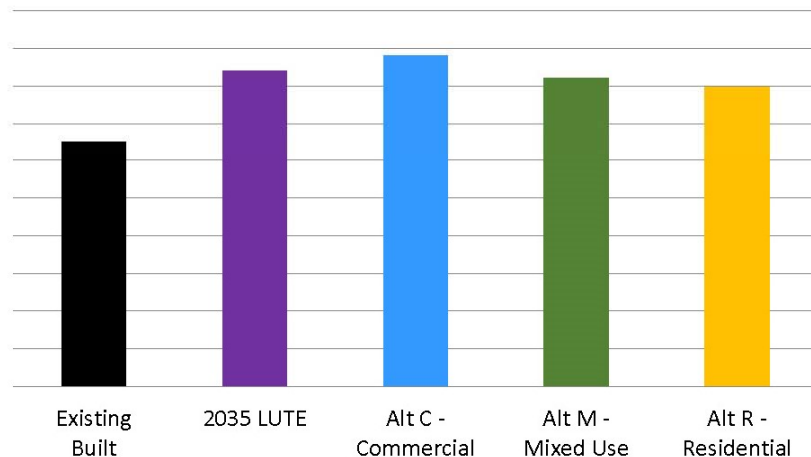
- Enhanced residential potential in Nodes
- Enhanced residential potential in segments

Development Capacity Comparison

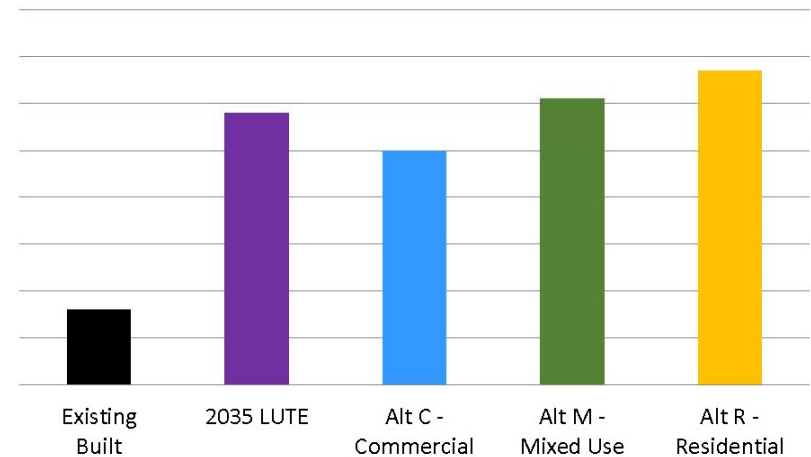
PRELIMINARY SUNNYVALE ECR ALTERNATIVES SUMMARY

				ECR PLAN ALTERNATIVES POSSIBLE GROWTH SCENARIOS					
	Existing Built	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
Commercial Uses (estimated s.f.)	3,250,000	4,200,000	950,000	4,400,000	1,150,000	4,100,000	850,000	3,980,000	730,000
Residential Uses (estimated housing units)	1,600	5,800	4,200	5,000	3,400	6,100	4,500	6,700	5,100

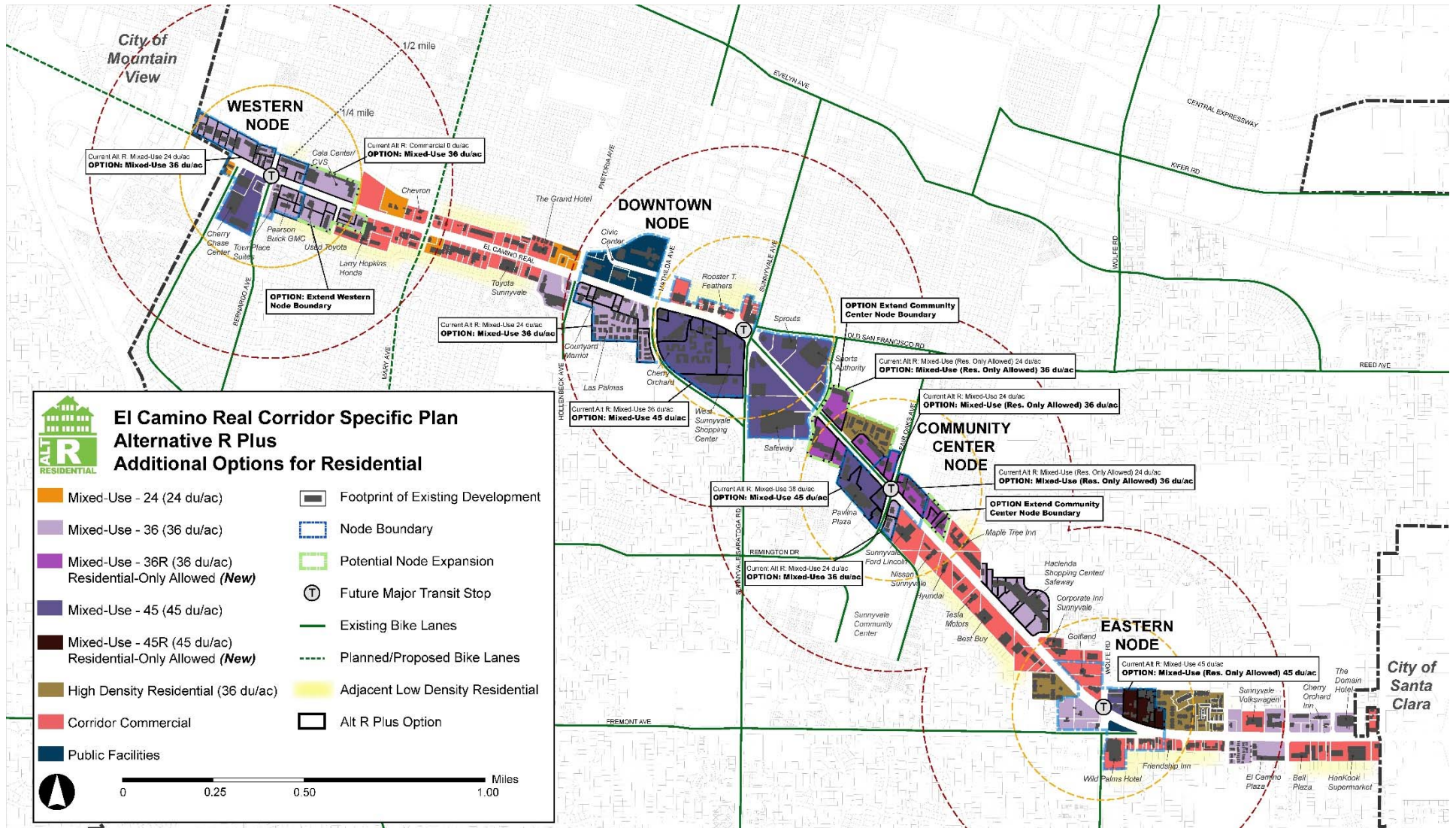
Commercial Uses



Residential Uses



Alternative R "Plus"



Alternative R “Plus”

Options for additional residential capacity:

- Increased densities on certain properties
- Extend the Western and Community Center Nodes
- Incentive-Based Zoning




ALT-R vs. ALT-R Plus

	ALT-R	ALT-R PLUS
Residential Buildout	6,700 units	8,500 units
Commercial Buildout	3,980,000 sq. ft.	3,980,000 sq. ft.



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Market Demand

2015 – 2035 Forecast

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



Fiscal Impact on General Fund

Methods and Assumptions:

- All alternatives include retail and residential uses
- Measures net impact compared to existing conditions
- Time frames: 2025 and 2035
- Residential intensification will not displace retail uses
- Examines maximum development capacity (vs. market study forecasts)
- 20% of projects as affordable housing

Net New Development by Alternative

Table 4

NET NEW DEVELOPMENT PROGRAM - SUNNYVALE ECR 3 ALTERNATIVE DEVELOPMENT SCENARIOS¹

	ALT C - COMMERCIAL FOCUS			ALT M - MIXED-USE FOCUS			ALT R - RESIDENTIAL FOCUS			ALT R+ - RESIDENTIAL PLUS		
Net New Development	2015-25	2025-35	Total	2015-25	2025-35	Total	2015-25	2025-35	Total	2015-25	2025-35	Total
Residential Units												
Condominiums	430	850	1,280	480	970	1,450	520	1,030	1,550	540	1,060	1,600
Market Rate Apartments	500	1,020	1,520	750	1,400	2,150	890	1,640	2,530	1,370	2,550	3,920
Affordable Units ²	<u>240</u>	<u>360</u>	<u>600</u>	<u>360</u>	<u>540</u>	<u>900</u>	<u>410</u>	<u>610</u>	<u>1,020</u>	<u>550</u>	<u>830</u>	<u>1,380</u>
Total Residential Units	1,170	2,230	3,400	1,590	2,910	4,500	1,820	3,280	5,100	2,460	4,440	6,900
Commercial SF												
Retail Commercial	411,000	340,000	751,000	286,000	240,000	526,000	316,000	110,000	426,000	316,000	110,000	426,000
Office Commercial	0	175,000	175,000	0	100,000	100,000	0	80,000	80,000	0	80,000	80,000
Hotel	<u>64,000</u>	<u>160,000</u>	<u>224,000</u>	<u>64,000</u>	<u>160,000</u>	<u>224,000</u>	<u>64,000</u>	<u>160,000</u>	<u>224,000</u>	<u>64,000</u>	<u>160,000</u>	<u>224,000</u>
Total Commercial	475,000	675,000	1,150,000	350,000	500,000	850,000	380,000	350,000	730,000	380,000	350,000	730,000

¹ M-Group Sunnyvale ECR Alternatives, June 2016

² Number of affordable units calculated at 18-20% of total residential units

Summary of Net Fiscal Impact

Table 1
SUMMARY OF FISCAL IMPACT OF SUNNYVALE EL CAMINO REAL ALTERNATIVES

	ALT C - COMMERCIAL FOCUS		ALT M - MIXED-USE FOCUS		ALT R - RESIDENTIAL FOCUS		ALT R+ - RESIDENTIAL PLUS	
Annual Impact in Year	2025	2035	2025	2035	2025	2035	2025	2035
Estimated General Fund Revenue Impact	\$4,041,237	\$9,716,835	3,651,520	9,038,409	4,038,809	9,029,447	4,600,590	10,623,804
Estimated General Fund Expenditure Impact	-2,172,507	-6,044,507	-2,752,773	-7,535,380	-3,136,826	-8,385,404	-4,140,242	-11,134,180
Net City of Sunnyvale General Fund Impact	\$1,868,730	\$3,672,328	\$898,746	\$1,503,029	\$901,984	\$644,043	\$460,348	(\$510,376)

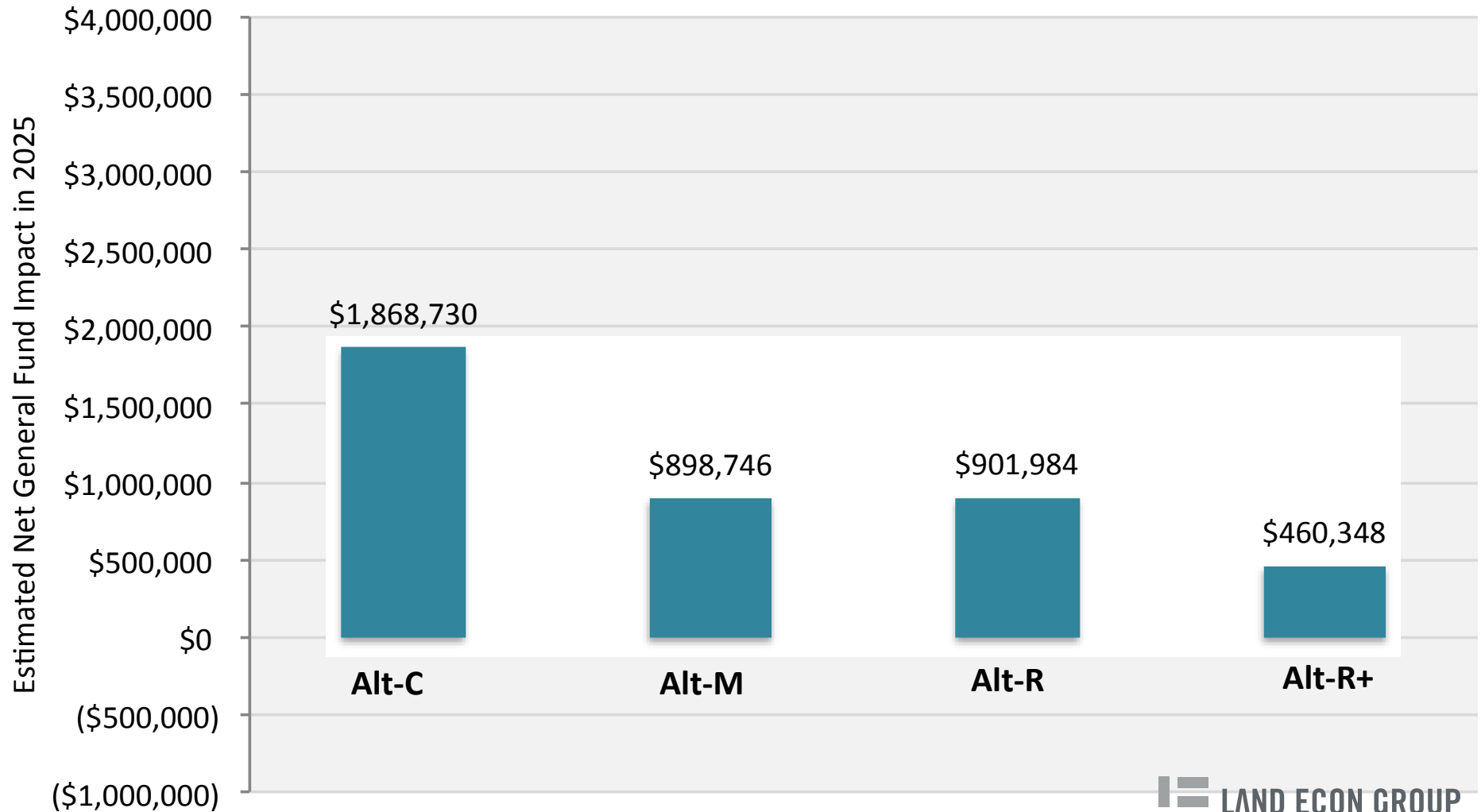
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2025 Summary of Net Fiscal Impact

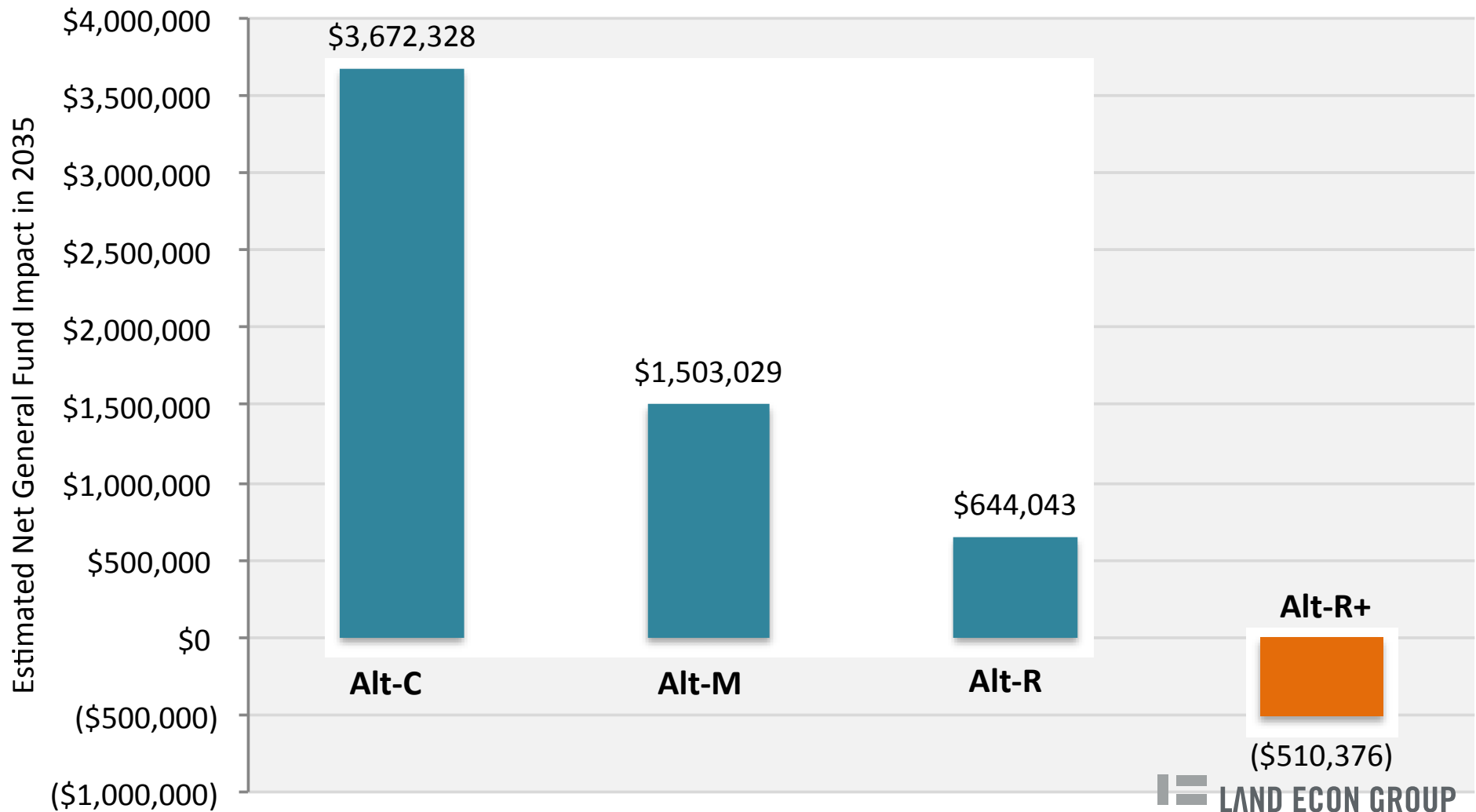



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2035 Summary of Net Fiscal Impact



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Community Input

Community Workshop and Online Survey Results:

- o Broad support for expanding residential beyond Nodes
- o Concerns about traffic, parking, crowded schools and City's fiscal health



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Recommendations

- **ECRPAC: Alternative R**
 - Balance with community benefits
- **Planning Commission: Alternative M**
 - Long-term fiscal impacts
 - Expressed interest in providing flexible range

Recommendations

Staff: Alternative R

- Supported by **ECRPAC**
- Consistent with LUTE and Climate Action Plan
- Still provides commercial growth increase
- Responds to the call for additional housing in Sunnyvale

Next Steps

- **ECRPAC meetings:**
 - **Circulation Strategies**
 - **Design Guidelines and Development Standards**
- **Kick off Environmental Review**
- **Administrative Draft of ECR Plan and EIR**
- **Public Review**
- **Anticipated completion in mid-2018**



PlanSunnyvaleECR.m-group.us



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