



Sunnyvale

# Downtown Specific Plan Update

Planning Commission Study Session  
January 28, 2019

# Study Session Agenda

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## Downtown Specific Plan (DSP) Update

- Introduction
  - ◆ Meeting Objectives/Focus
- Scope of Amendment
- Process
- Project Overviews
- Next Steps

The map illustrates the Redwood Square area in San Francisco, bounded by Maritima Ave. to the west, W Evelyn Ave. to the north, W Washington Ave. to the south, and S Francisco St. to the east. The map shows several blocks and buildings, with specific areas highlighted by red circles. The highlighted areas include:

- A purple building located at the intersection of Maritima Ave. and S Francisco St.
- A green building located at the intersection of W Evelyn Ave. and S Francisco St.
- Three buildings within the Redwood Square area, specifically Block 3A, Block 3B, and Block 6, which are circled in red.

The map also shows various commercial and residential buildings, including 'Office', 'Apartment', 'Restaurant', and 'Retail'. The map includes labels for streets such as Maritima Ave., W Evelyn Ave., W Washington Ave., McKimley Ave., and S Francisco St. The map also shows various commercial and residential buildings, including 'Office', 'Apartment', 'Restaurant', and 'Retail'.

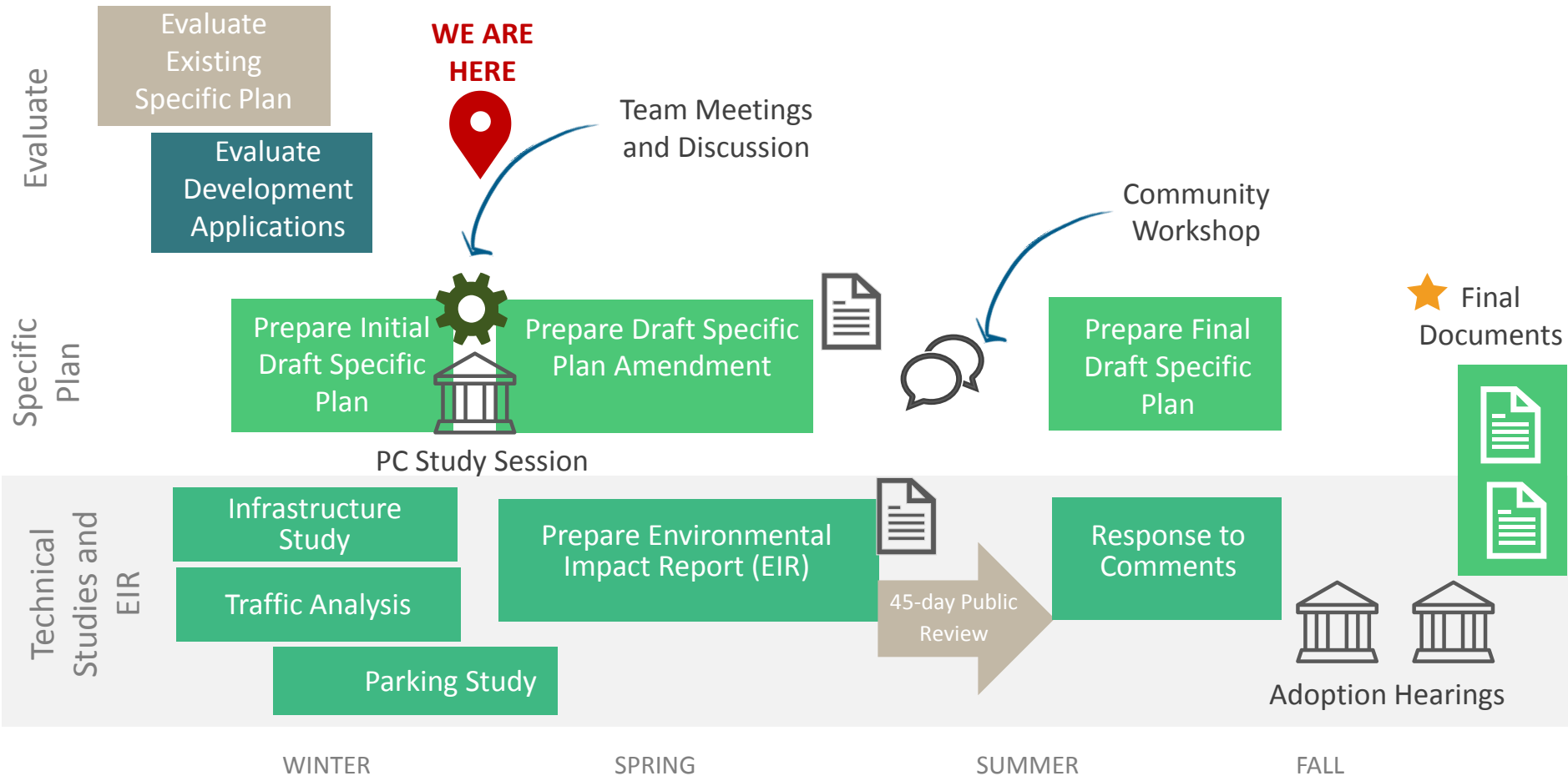
- |   |                            |
|---|----------------------------|
|  | Existing Retail            |
|  | Proposed Parking / Service |
|  | Existing Parking / Service |
|  | Office                     |
|  | Residential                |
|  | Proposed Retail            |
|  | Project Property           |
|  | Minkoff Project            |
|  | Murphy Sq Project          |

# Focus of Downtown Specific Plan Update

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- Consider
  - Development proposals
- Modify
  - Goals and policies
  - Standards and guidelines
- Update
  - Infrastructure requirements
  - Parking standards and programs
  - Implementation
- Add
  - Community benefits program

# Downtown Specific Plan Update Process



# Studies

## Completed

- Fiscal and Market Analysis
- Water Supply Assessment
- Utility Impact Study

## Underway

- Parking Demand Study
- Traffic Impact Analysis
- Noise, Air Quality, GHG
- Historic
- Arborist Reports
- Phase I Studies

# Next Steps

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- Draft DSP Amendment
  - ◆ Release Spring 2019
  - ◆ Public Outreach
  - ◆ Review by multiple City Commissions
- Environmental Review
  - ◆ 45 Day Review Released Spring 2010
  - ◆ Public Review and Comment on Draft EIR
  - ◆ Public Meeting on Draft EIR before Planning Commission
  - ◆ Other Outreach to focus on Parking, Projects and Public Open Space
- Final Public Hearings
  - ◆ Planning Commission and City Council

# Projects Overview

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- Murphy Square
- Altair Way
- CityLine

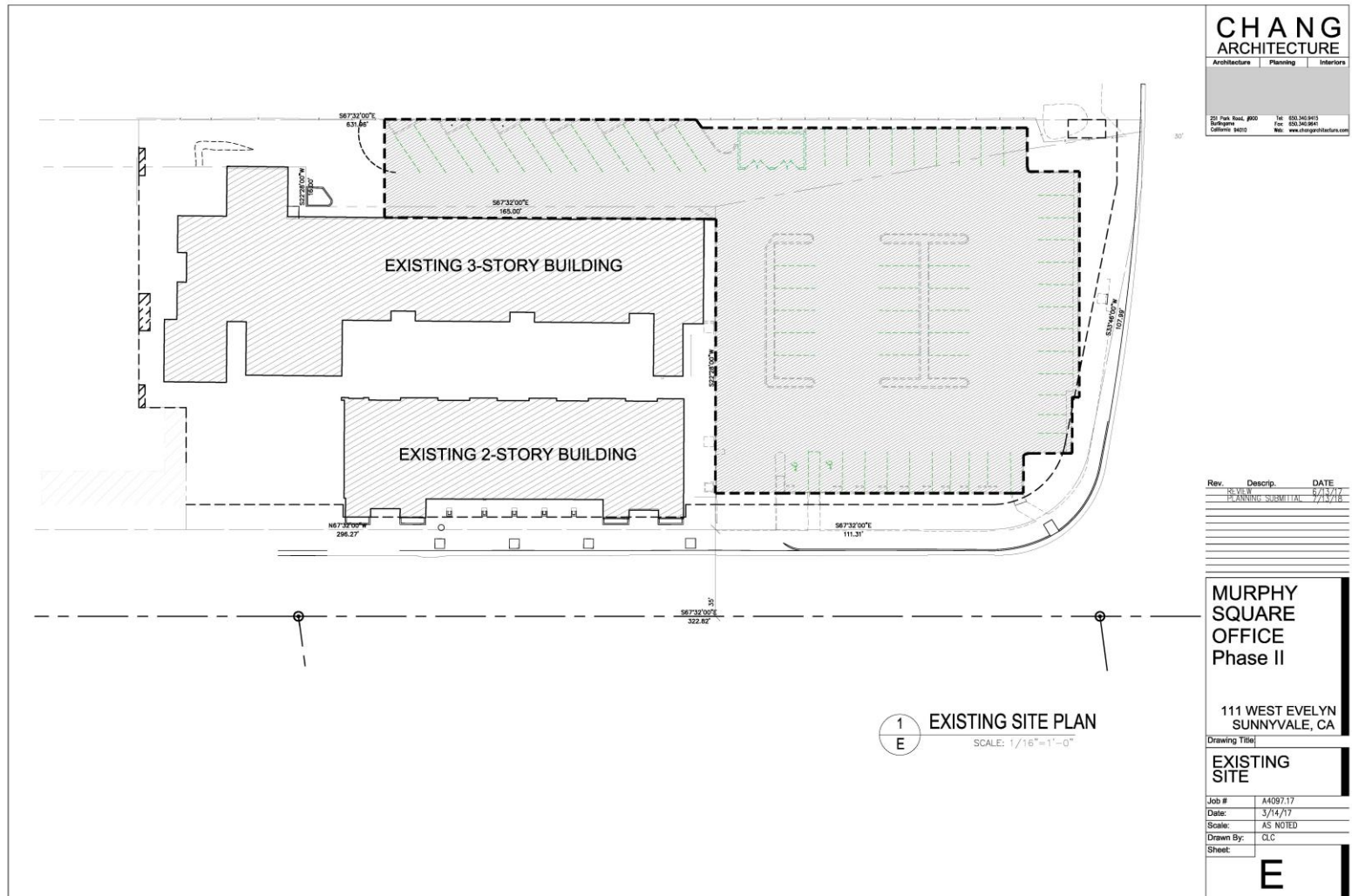
# Murphy Square

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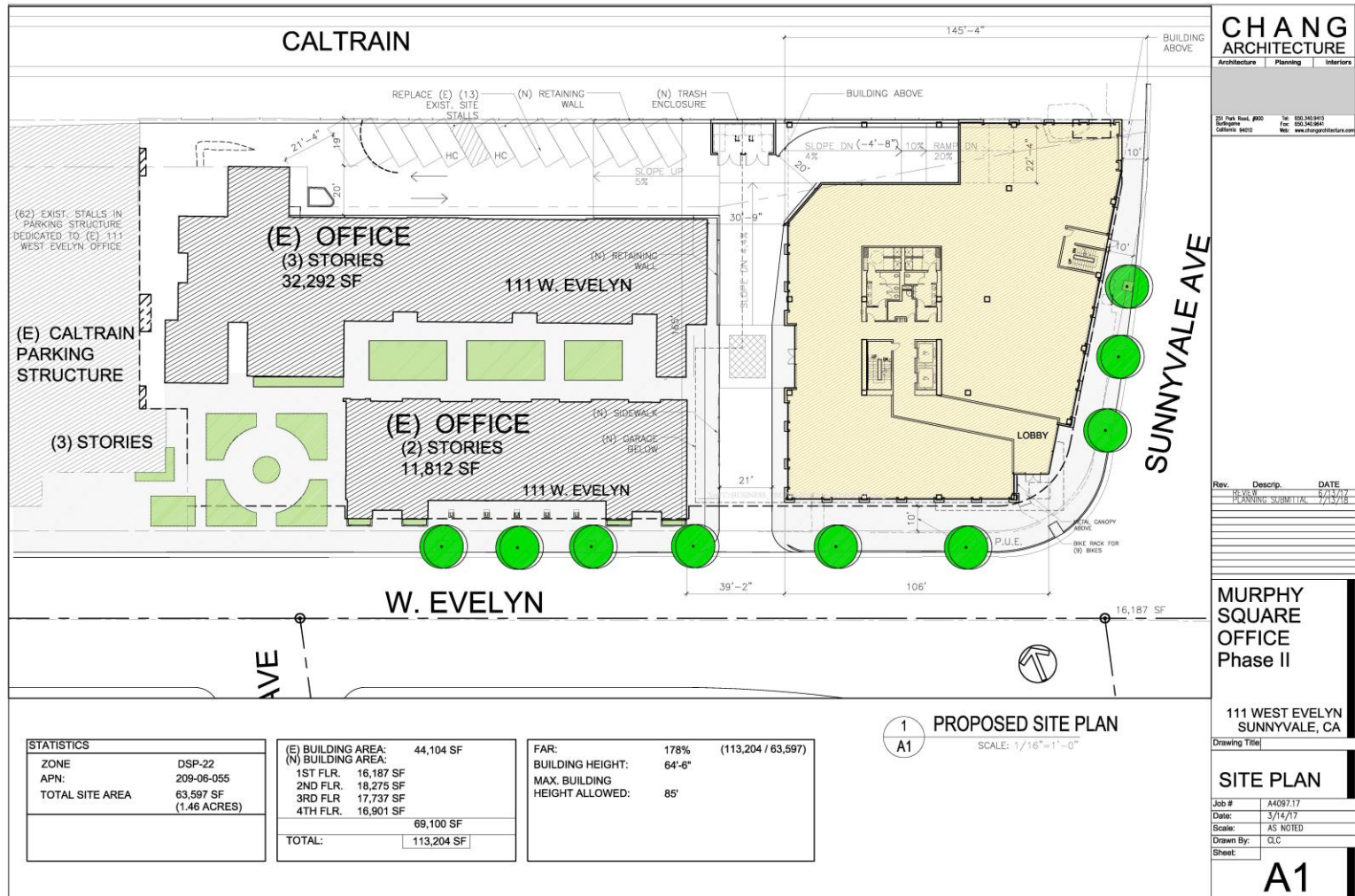
Murphy Square Office Phase II  
111 West Evelyn, Sunnyvale

Chang Architecture

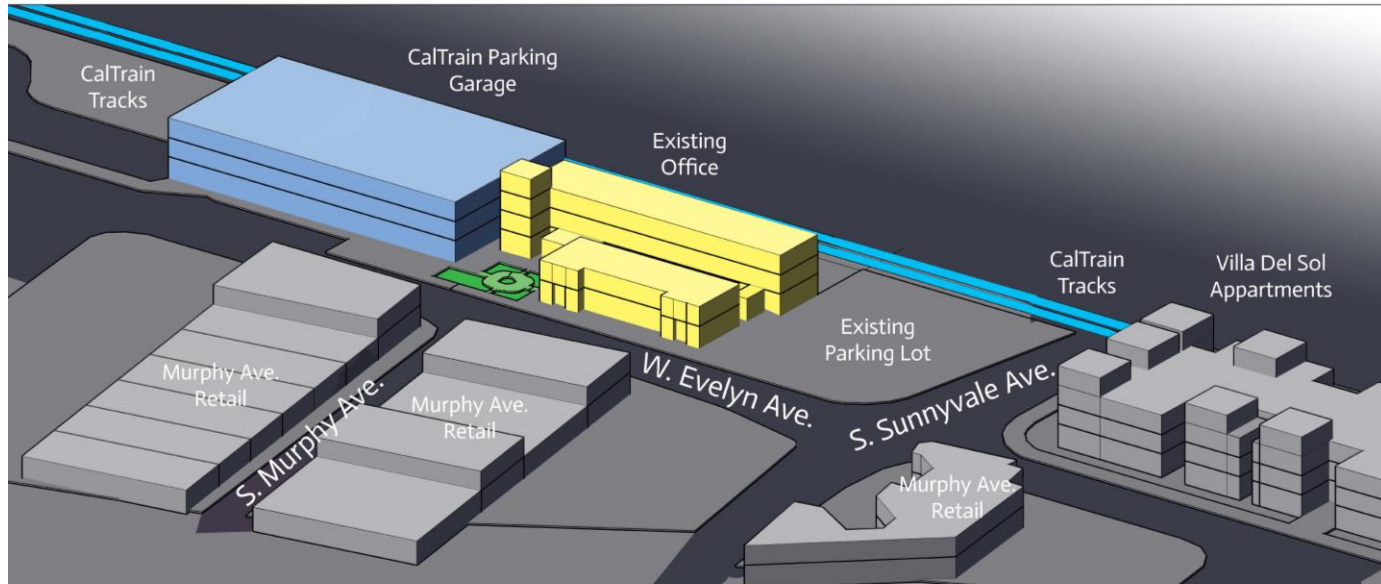
# Murphy Square



# Murphy Square



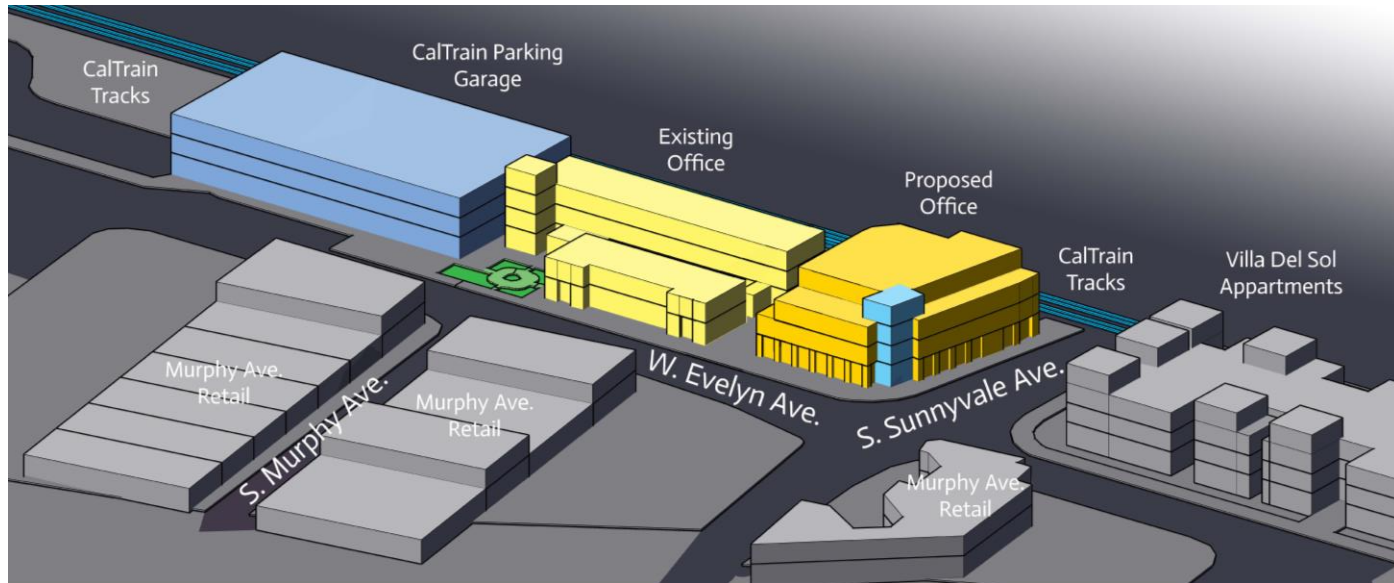
# Murphy Square



## EXISTING

- EXPOSED AND UNATTRACTIVE PARKING LOT
- UNDERUTILIZED SPACE ADJACENT TO TRANSIT STATION
- NO STREET EDGE, NO PEDESTRIAN LINK REINFORCED
- NO ADDITION TO USE OR TENANT GROWTH
- VOID IN THE URBAN FABRIC AT AN ENTRY INTO DOWNTOWN
- NO ADDED FUNCTIONALITY

# Murphy Square



## PROPOSED

- EXPANDS TRANSIT ORIENTED DEVELOPMENT ADJACENT TO CALTRAIN
- BUILDING OUT THE STREET EDGE TO EXPAND PEDESTRIAN LINKS
- PROVIDES SMALL TENANT SPACES FOR EMERGING TECHNOLOGY COMPANIES
- FILLS A VOID IN THE URBAN FABRIC, CREATING A UNIFORM URBAN DOWNTOWN
- ESTABLISHES CORNER GATEWAY TO DOWNTOWN
- SCALED MASSING TO TRANSITION BETWEEN EXISTING BUILDING AND ADJACENT BUILDINGS
- REPLACES SURFACE PARKING WITH UNDERGROUND PARKING

brick.

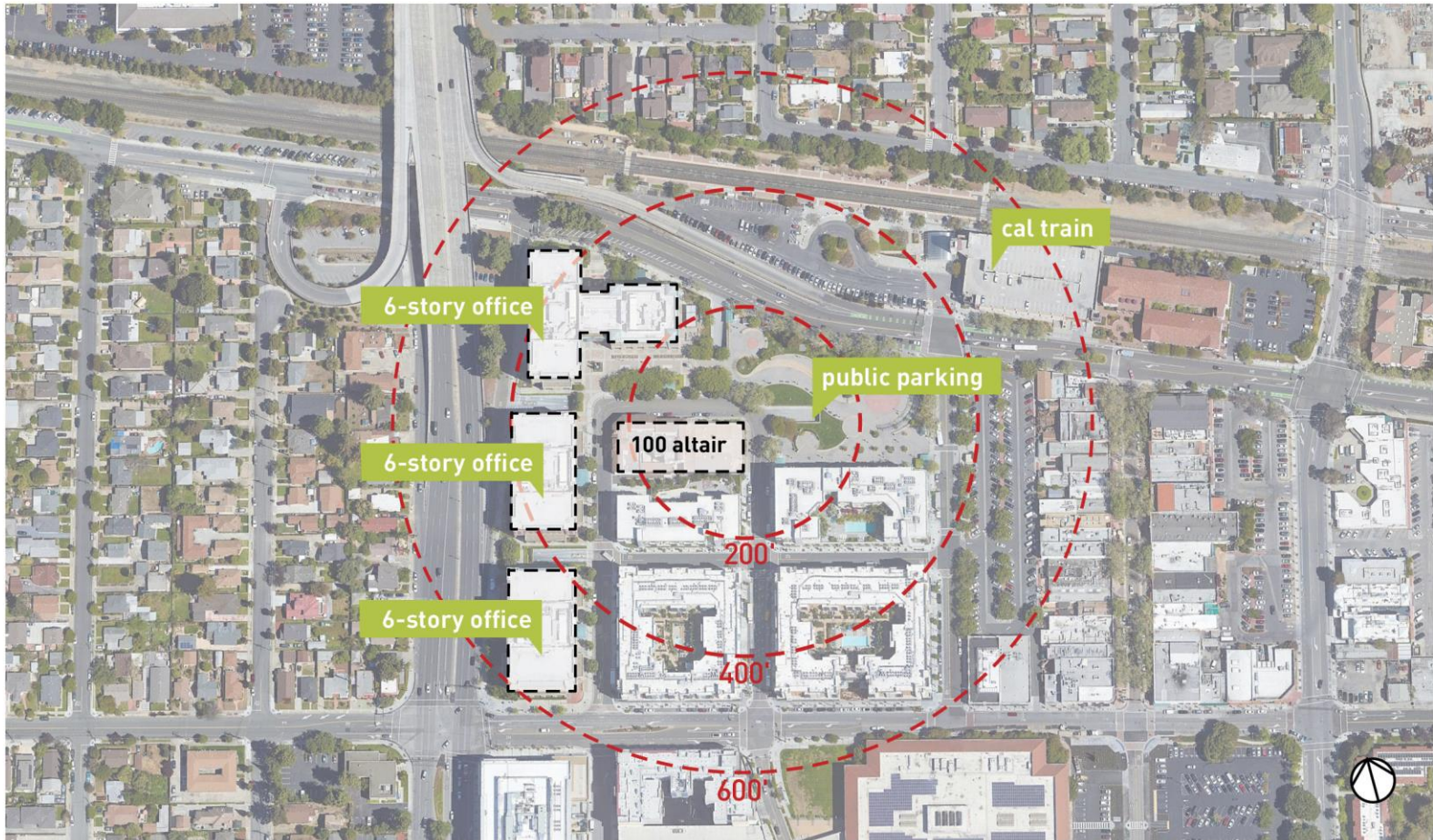


**100 altair way, sunnyvale**

**planning commission study session meeting**

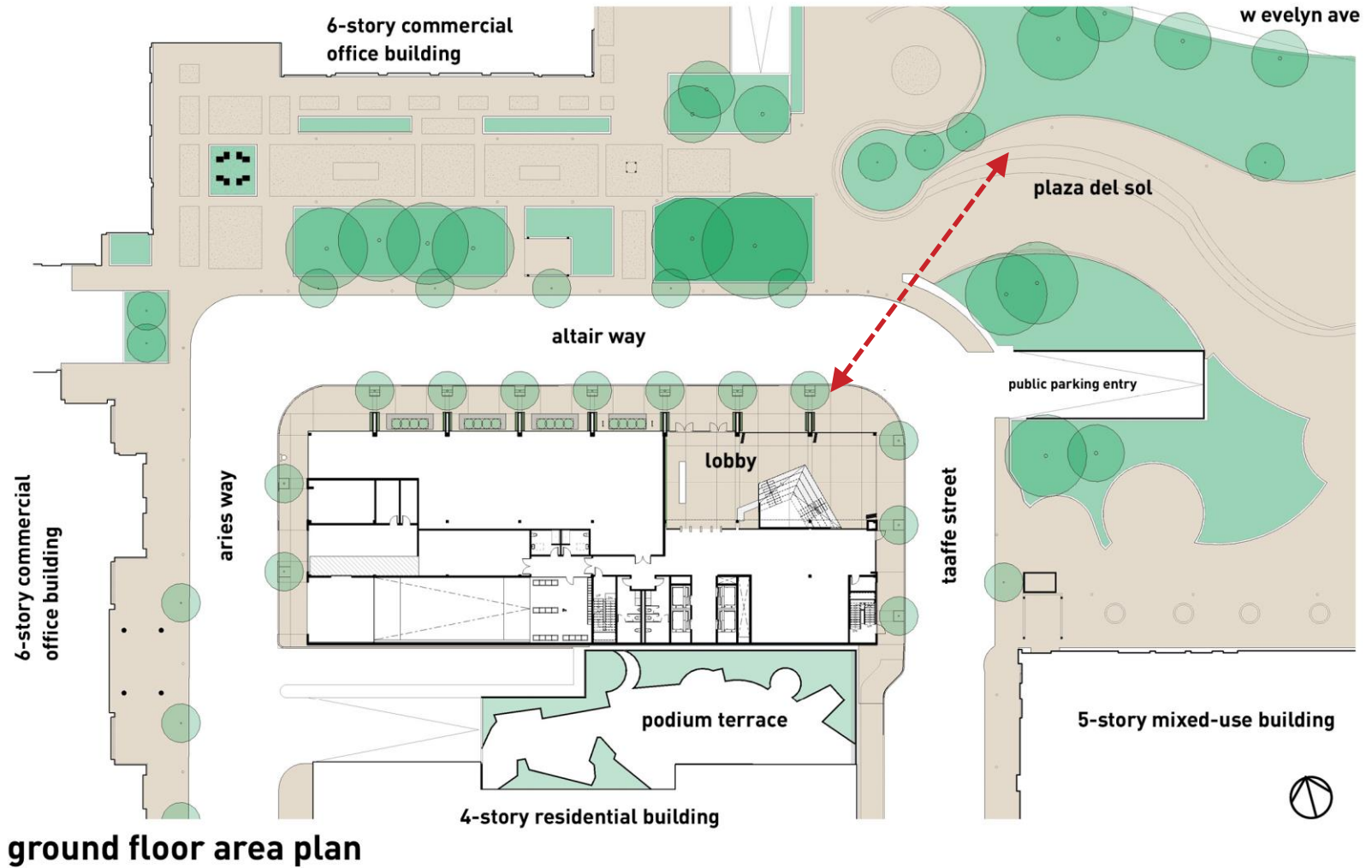
january 28, 2019

# Altair Way

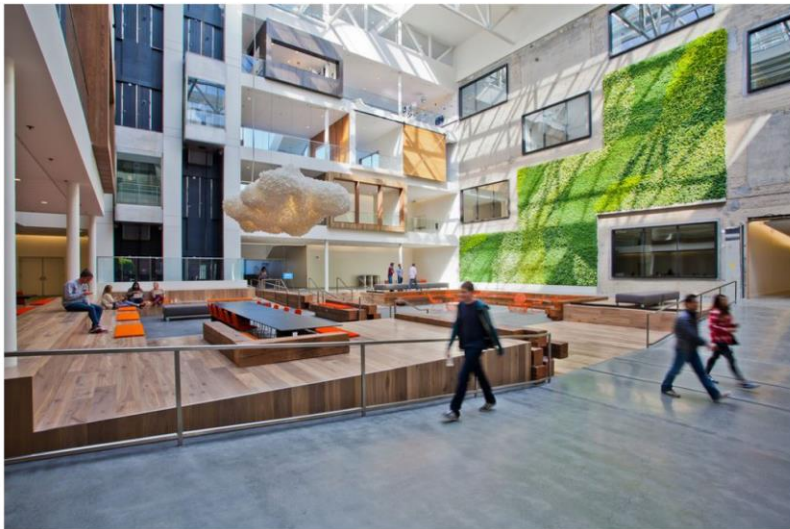


neighborhood site plan

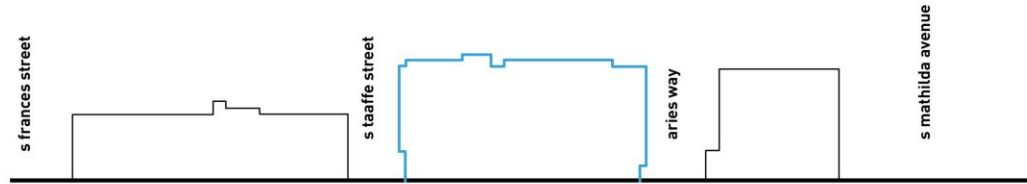
# Altair Way



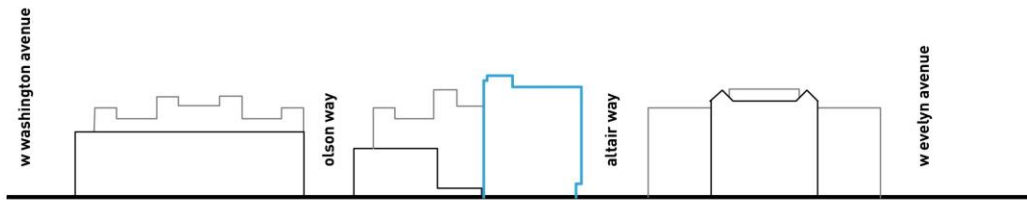
## lobby precedents



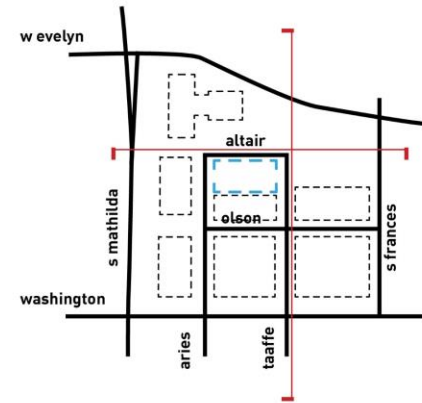
# Altair Way



streetscape at altair way, facing south



streetscape at taaffe street, facing west



key plan



streetscape elevations

# Altair Way



aerial view

# Altair Way



**3d views**

# CITYLINE

SUNNYVALE

## Planning Commission Study Session

1/28/19

### Partners



J.P.Morgan

### Team

**Gensler**



**SGPA** ARCHITECTURE  
AND PLANNING



# Plan for What's to Come - Phase II

Three original pieces:

- Sub-block 1 (Building B)
- Sub-block 3 (Redwood Sq)
- Sub-block 6



Downtown requires successful  
retail



## WHY SUNNYVALE?

DENSITY A built in customer base.



One of the major cities comprising Silicon Valley with over **76,000 employees** within the city and **282,500 employees** within 5 miles of the site. In comparison, this is substantially more than both Palo Alto and Walnut Creek.

	Within the City	3 miles	5 miles
CityLine Sunnyvale	76,419	102,566	282,458
Stanford Mall, Palo Alto	64,202	103,193	180,492
Broadway Plaza, Walnut Creek	49,548	65,953	98,936



Sunnyvale is home to high tech campuses such as **Yahoo!**, **Google**, **Apple**, **LinkedIn**, **Amazon**, **Microsoft**, **Facebook**, **Synopsys** and many more.



The site is a little over 3 miles away from **Apple's** new infinite loop campus 2,800,000 sf campus with 13,000 employees. Apple and Nokia both have office buildings at CityLine as well.



**Facebook** recently signed a lease to take 1M SF in Moffett Towers II in Sunnyvale (3 miles away) which would add an additional 5,000-6,000 employees along with Amazon who just leased 350,000 SF in addition to the 1M SF they already are leasing.



**453,029 residents** within 5 miles of the property and **220,100 residents** within 3 miles.

## AFFLUENCE & EDUCATION



Average HH income of \$134,404 within 3 miles of the property and \$138,821 within five miles.



**63 percent** of residents have earned a bachelor's degree or higher with more than **35 percent** of residents being born outside of the United States.



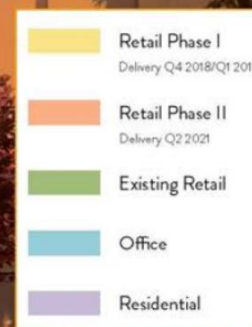
Housing is selling for **record prices** which is a testament to demand and the success within Sunnyvale - a 848 SF home sold in March for \$2M in two days, \$550,000 over asking.

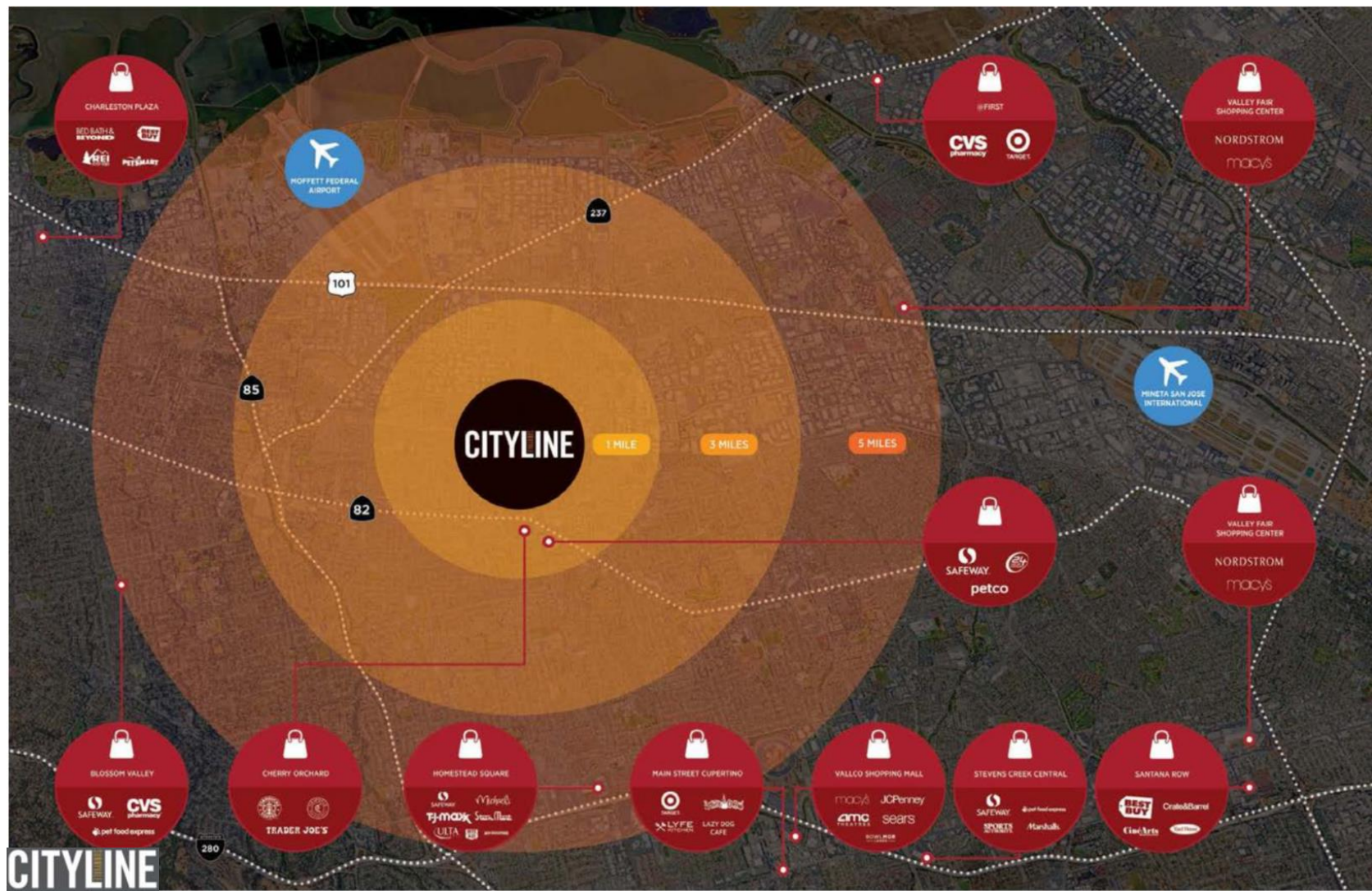
## WHY CITYLINE SUNNYVALE?

EVERYTHING IS HERE.

- » Onsite customer base with almost **1,000 residential units**, **1,000,000 SF of office** onsite with 2,000,000 SF additional office within 3 miles, and **585,000 SF of retail**!
- » High identity co-tenancy including **Whole Foods**, **AMC theaters**, and **Target**.
- » **Brand new** infrastructure and facades for distinct brand identity.
- » The Tenant mix makes CityLine a central location for daily shopping needs, entertainment and lifestyle essentials.
- » CityLine will be a direct extension of the **existing Downtown Sunnyvale** and is a distinct void in the trade area.

## WHEN CAN YOU JOIN THE MIX?!



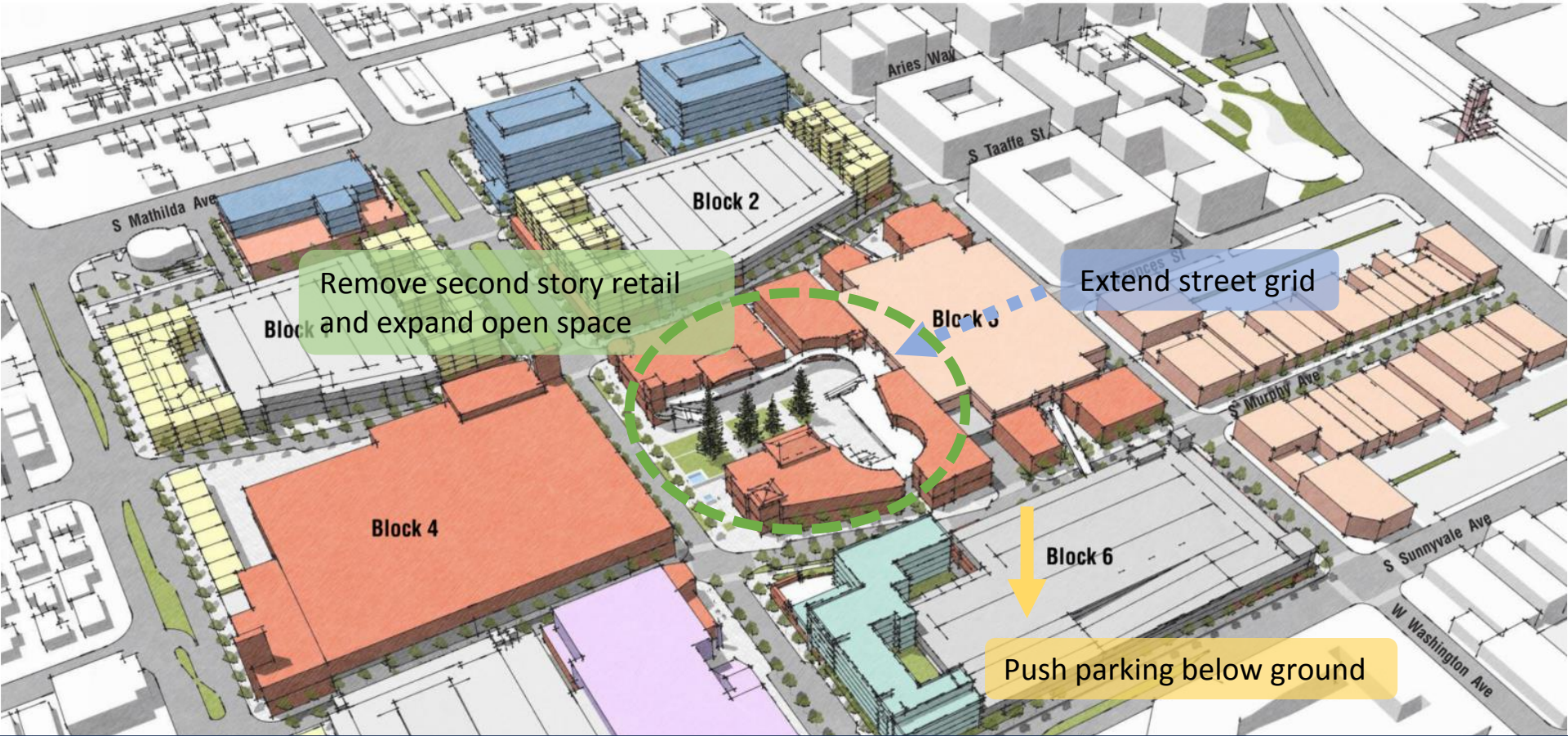


# Tenant Categories

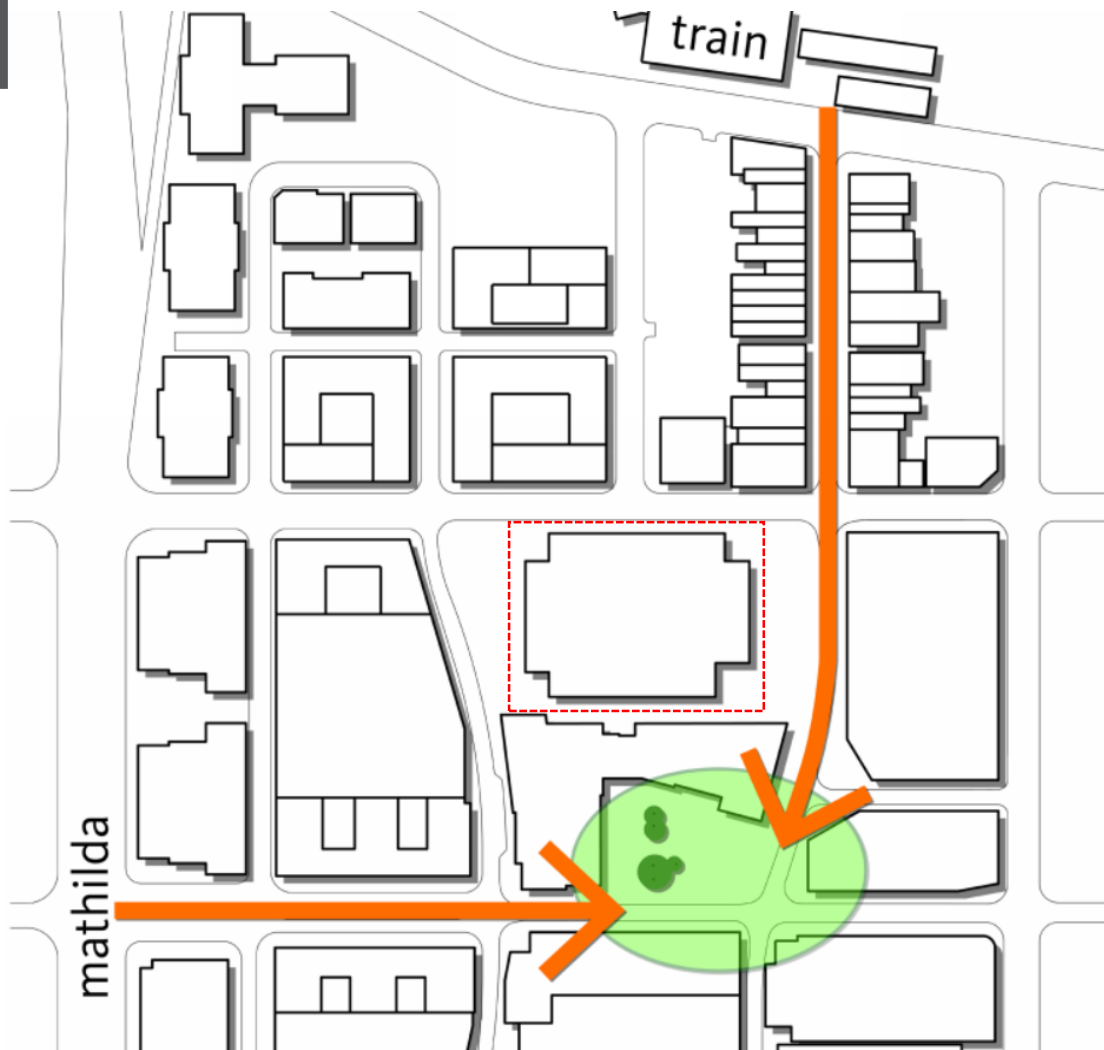
- Retail Services
- Specialty Foods
- Health/Cosmetics
- Home/Kitchen/Electronics
- Apparel/Accessories/Shoes
  - Family Restaurants
  - Fine Dining Restaurants
  - Entertainment

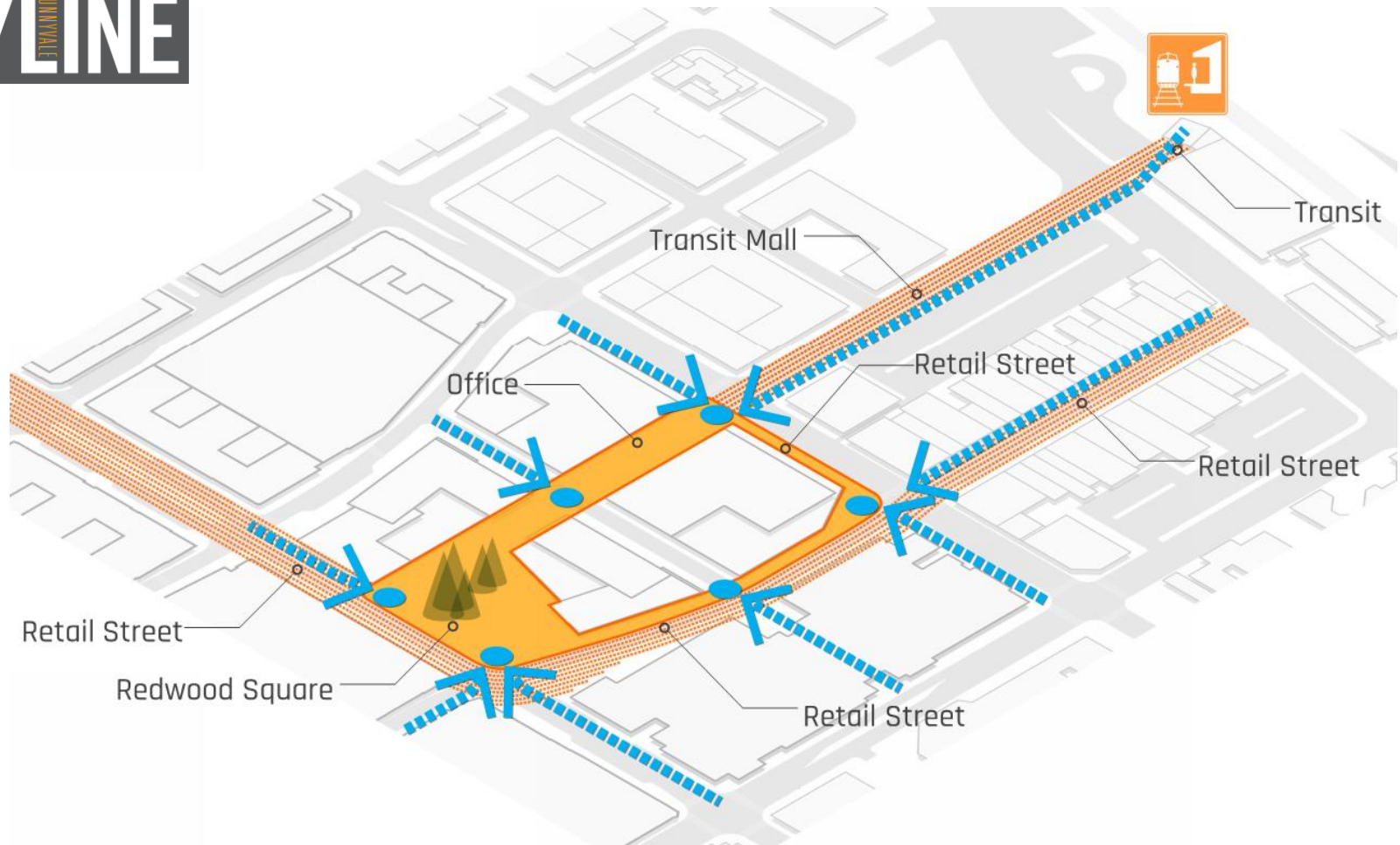


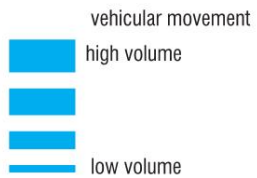
Unique Mix Of Bay Area, National Retailers + Restaurants



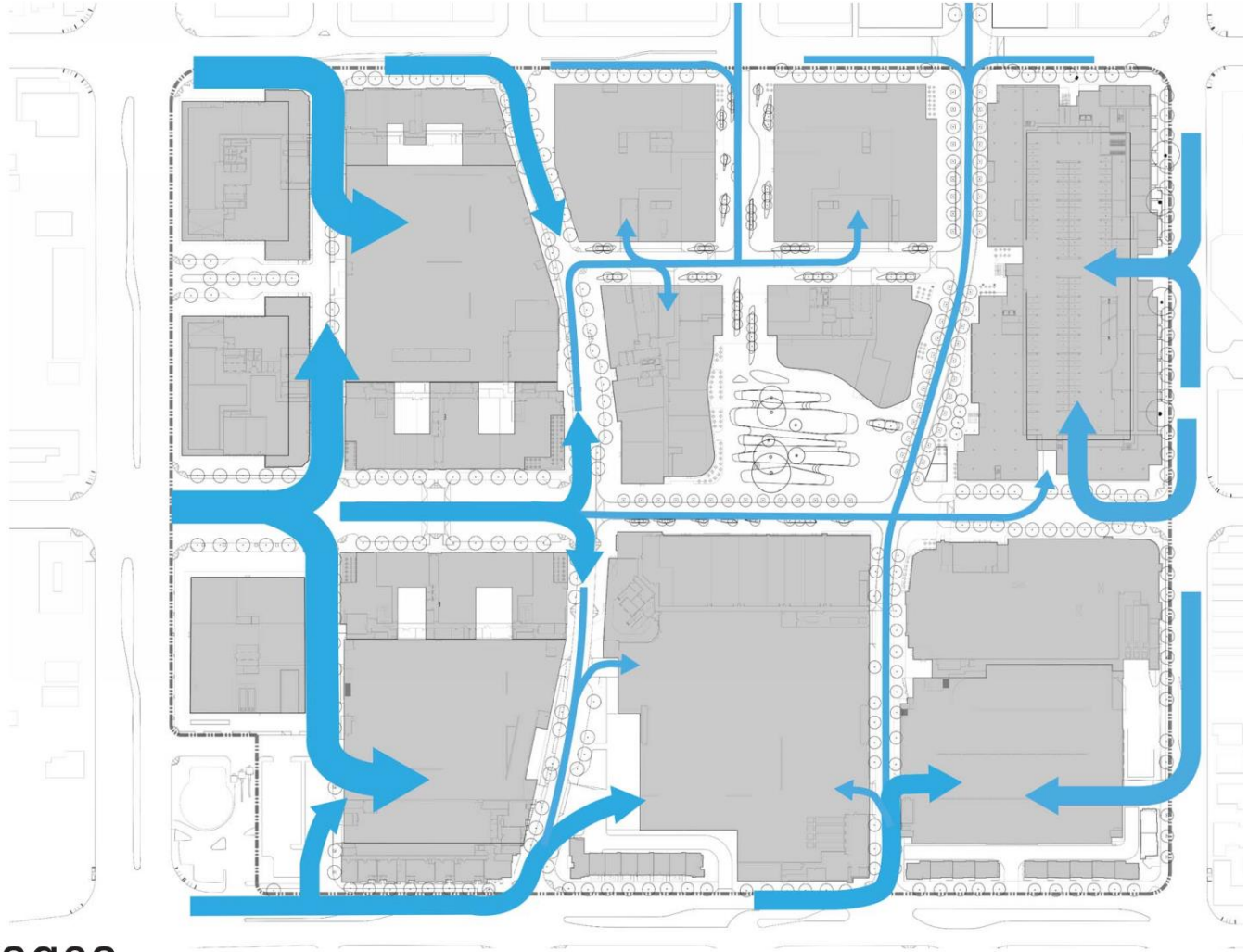
# ORIGINAL MALL REDEVELOPMENT







cars to garages





## P3 // arrival

speed / zones  
orientation  
parking  
bikes  
drop / pickup  
loading



## P2 // transition

entrances and exits  
paths of travel  
priority zone extents

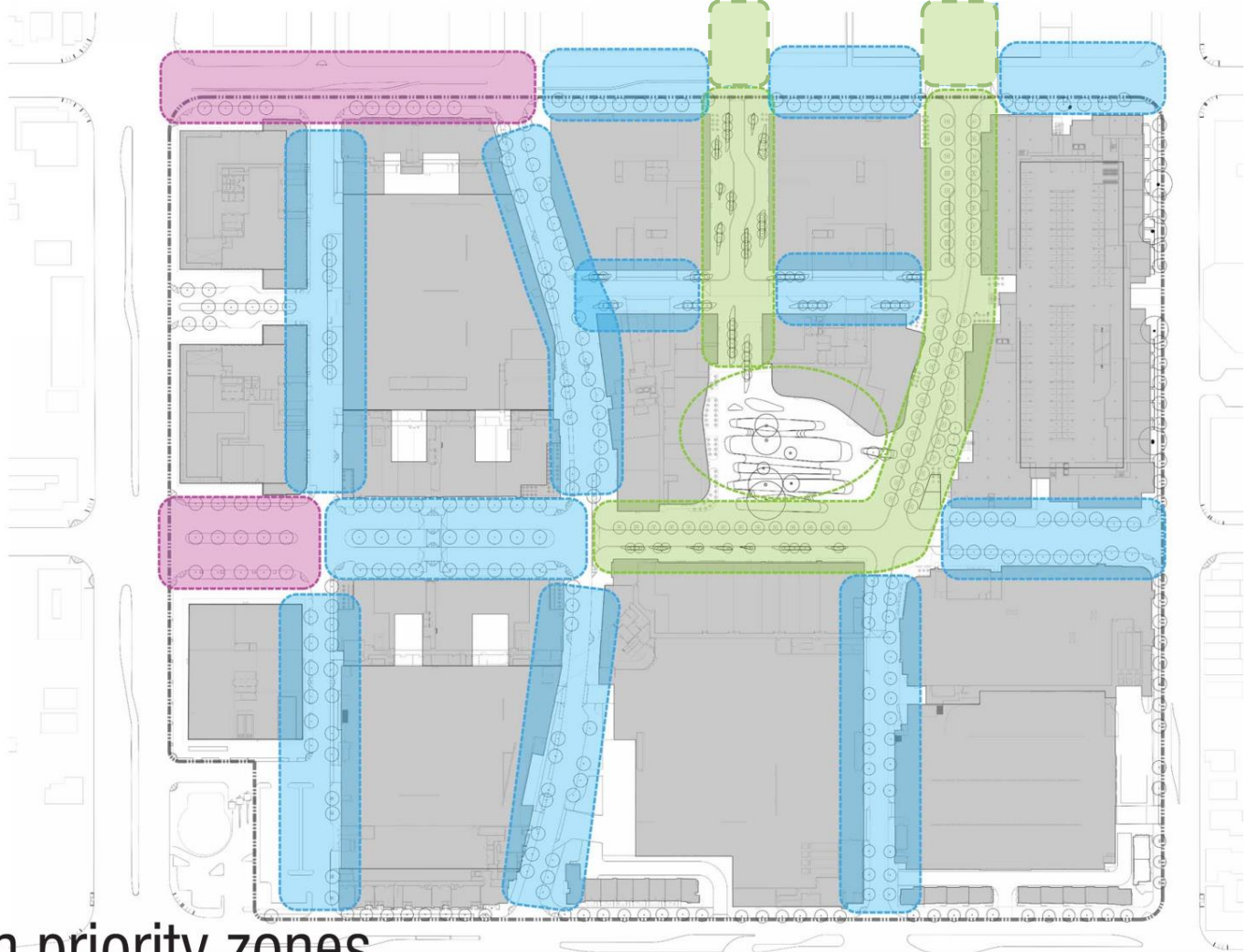


## P1 // experience and places

sections & zones  
elements & palette

- P1 pedestrian zone
- P2 pedestrian zone
- P3 pedestrian zone

pedestrian priority zones





**public  
space**



**signage**



**architecture**

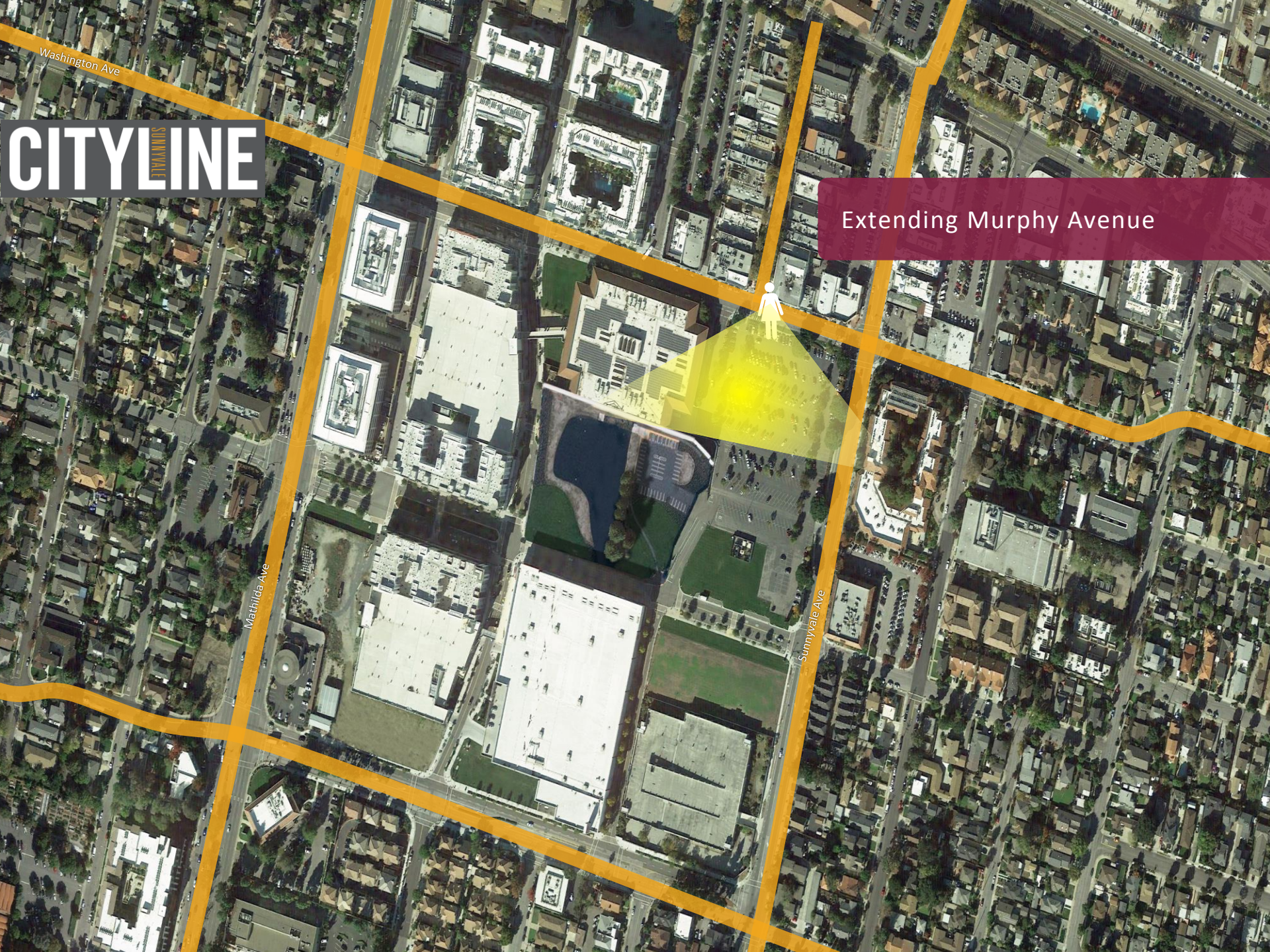


**icon /  
art**

transition moments

# Art Master Plan





**CITYLINE**  
SUNNYVALE

Extending Murphy Avenue

Washington Ave

Mathilda Ave

Sunnyvale Ave

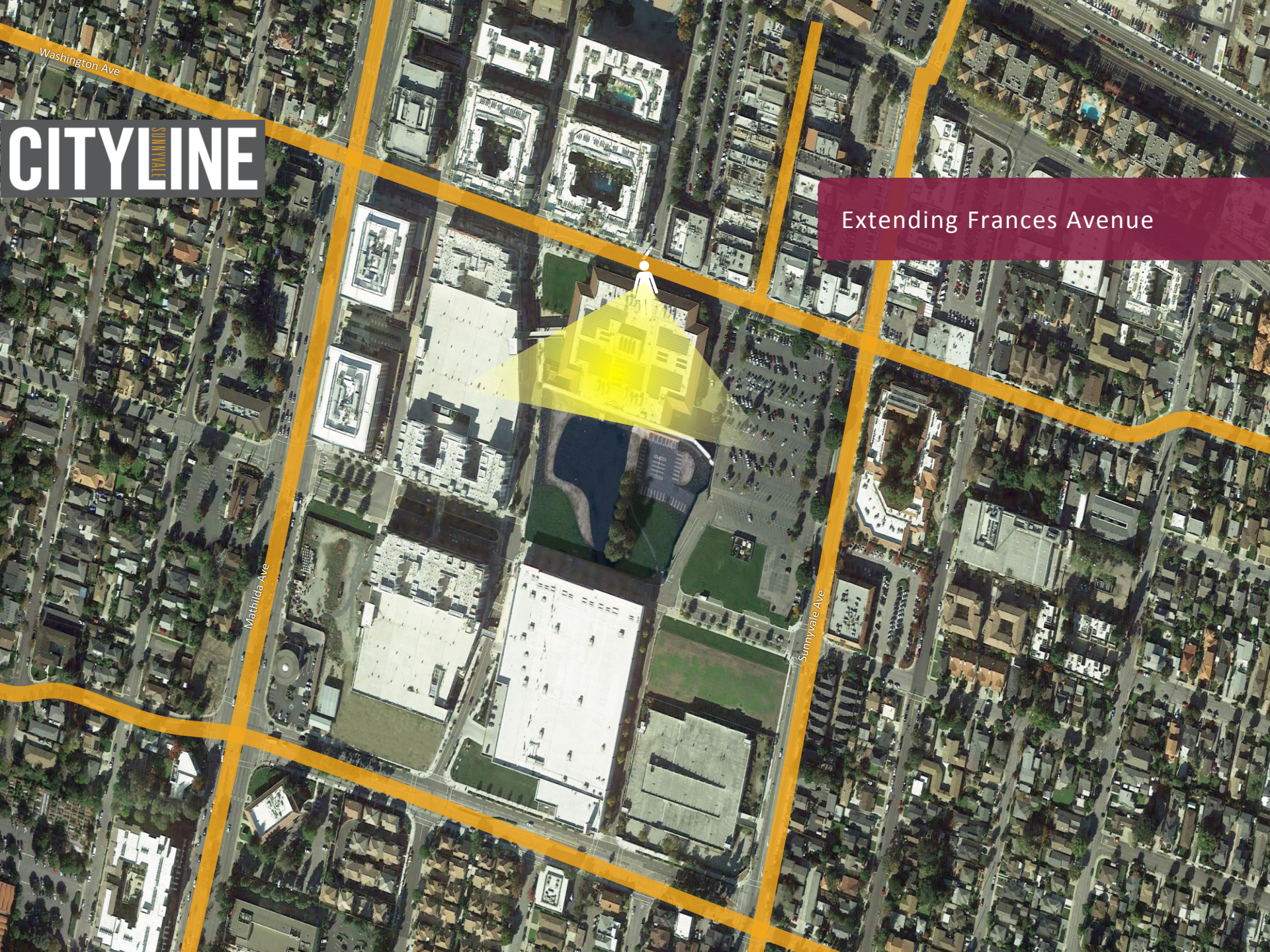


**CITYLINE**  
SUNNYVALE



# CITYLINE





Washington Ave

CITYLINE

Extending Frances Avenue

Mathilda Ave

Sunnyvale Ave

**CITYLINE**  
SUNNYVALE



**CITYLINE**  
SUNNYVALE





**CITYLINE**

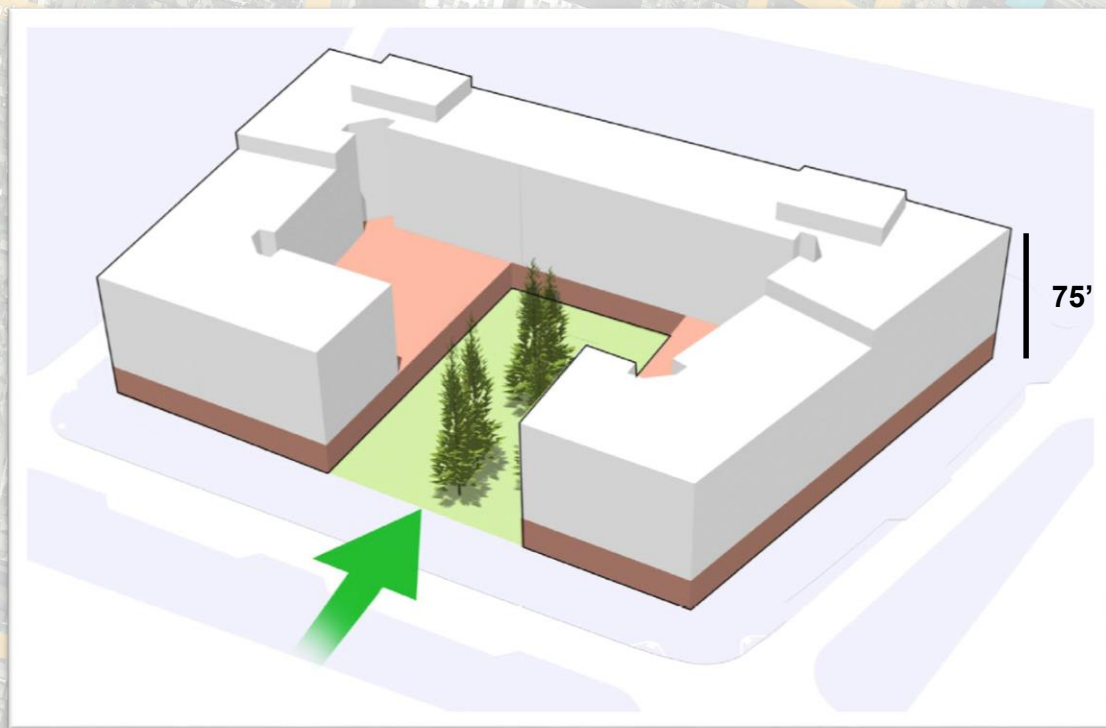
Creating Balance and an  
Economic Engine

UNIQUE LOCATION TO GO UP RATHER  
THAN OUT

HOW CAN WE MAXIMIZE PUBLIC OPEN  
SPACE?

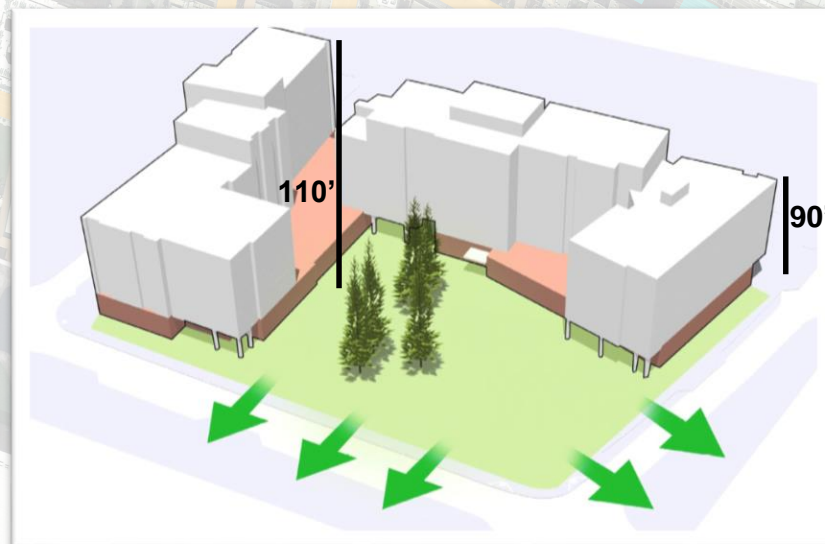
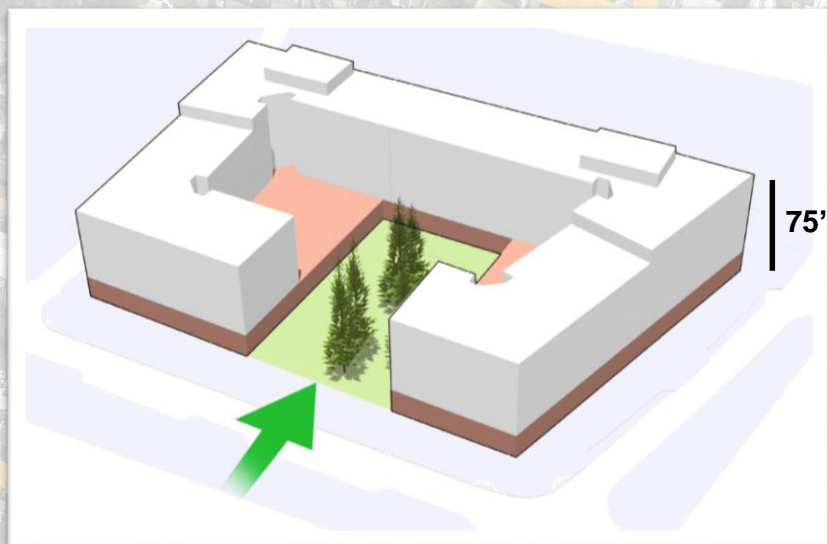
**CITYLINE**  
SUNNYVALE

HEIGHT IS A TRADE OFF FOR OPEN SPACE



# CITYLINE

UNIQUE LOCATION TO GO UP RATHER THAN OUT



# COMMUNITY BENEFITS

**CITYLINE**  
SUNNYVALE

Downtown walkable, active  
retail

Appropriate Transitions, old  
to new

Sustainable neighborhood

Acres of public open space,  
including a new downtown  
plaza

Reinstating the street grid at  
Frances

Downtown Arts program

New, high quality housing and  
office at transit

Convenient, underground &  
smart parking



**CITYLINE**  
SUNNYVALE



**COMPLETE DOWNTOWN**

# Discussion

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## Planning Commission Input

- Change in Land Uses
- Change in Scale
- Public Open Space
- Public Improvements