

DOWNTOWN SUNNYVALE SPECIFIC PLAN UPDATE

Planning Commission Study Session

November 11, 2019

As a Live, Work, Play Center for Sunnyvale

Goals

- A live and work environment and the city's center for retail, service, and entertainment uses
- Emerging center for community life and activity



Re-Defining Downtown Land Uses

Goals

- Providing services & employment that responds to local job market needs
- Responding to changed retail market environment
- Adding more housing



New retail and entertainment environments



Office and employee amenities



Active retail streets



New housing

Re-Defining Downtown Housing

Goals

- Providing for higher density housing that responds to regional needs
- Variety in housing types, scales, and preferences



Creating a Distinct Sense of Place

Goals

- Enhancing Downtown's prominence with iconic, high quality architecture and public spaces



Transit and Multiple Ways to Move



Distinct Public Spaces



High Quality Architecture

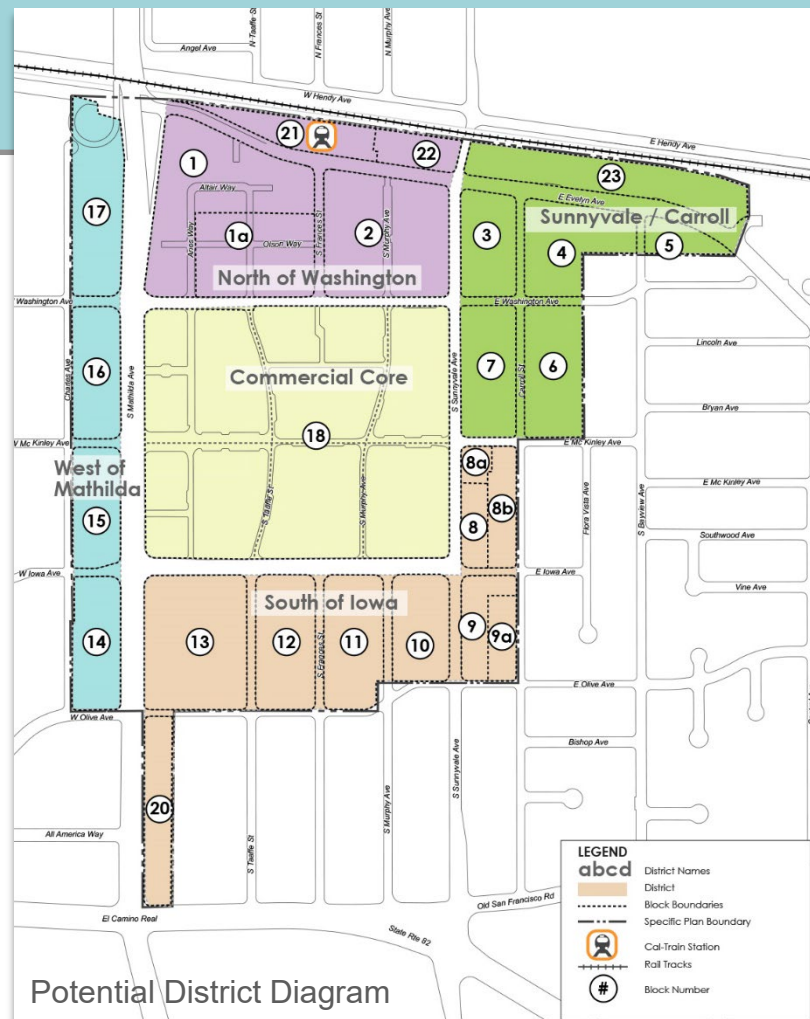
What's Envisioned?

Downtown District Boundary

District Changes

- New North of Washington District
- Blocks 13 & 20 in the South of Iowa District
- Block 3 in the Sunnyvale/Carroll District

The North of Washington and Commercial Core districts together, comprise the “Downtown Core”



Land Use Categories

- General Plan Land Use Categories
 - Commercial
 - Office
 - Residential (outside Downtown Core)
- New Specific Plan Land Use Categories
 - Downtown Transit Center
 - Downtown Very High Density Residential
 - Downtown Mixed-Use (high to very high density residential)



What's Envisioned?

Community Benefits

Community Benefits Program

- Higher densities in exchange for community benefits
- Use of development agreements
- Allows Council to provide guidance on local needs and priorities

Potential Public Improvements



Transit Facility Improvements



Pedestrian Crossing



Public Art



Plaza Improvements



Landscape or Streetscape Improvements

What's Envisioned?

Objective Standards

Standards Moved to Zoning Code

- Permitted, conditionally permitted, and prohibited uses
- Development standards, ie. density, lot coverage, height, setbacks
- Landscape area and useable open space
- Signage specific to Downtown
- Parking requirements and options
- TDM requirements for non-residential and large multifamily developments



Common open space



Signage



Landscaping

Gateways and Wayfinding

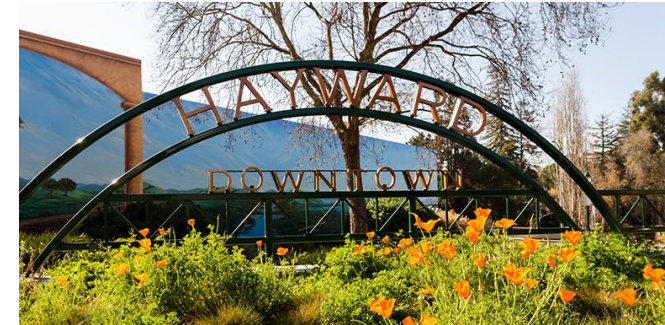
- Announce and mark the entry into Downtown
- Neighborhood entrances demark a change into quieter residential areas



Downtown Identification & Wayfinding



Neighborhood Entrance Marker



Downtown Gateway Example

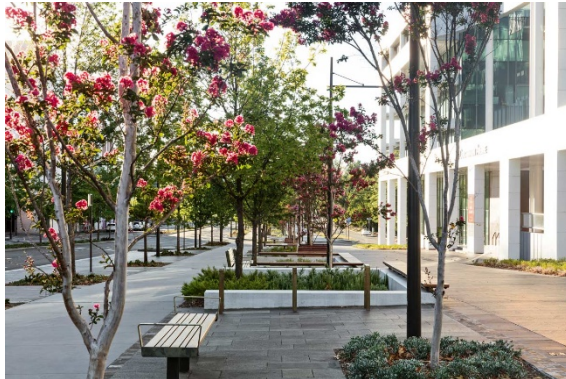
Key Areas of Focus

Pedestrian Experience

- Well-defined street edges
- Active building frontages & uses
- Pedestrian amenities
- Outdoor dining
- Landscaping to enhance the visual quality of Downtown



Outdoor Dining and Sidewalk Activation



Landscaping and public amenities



Key Areas of Focus

Urban Open Space and Plazas



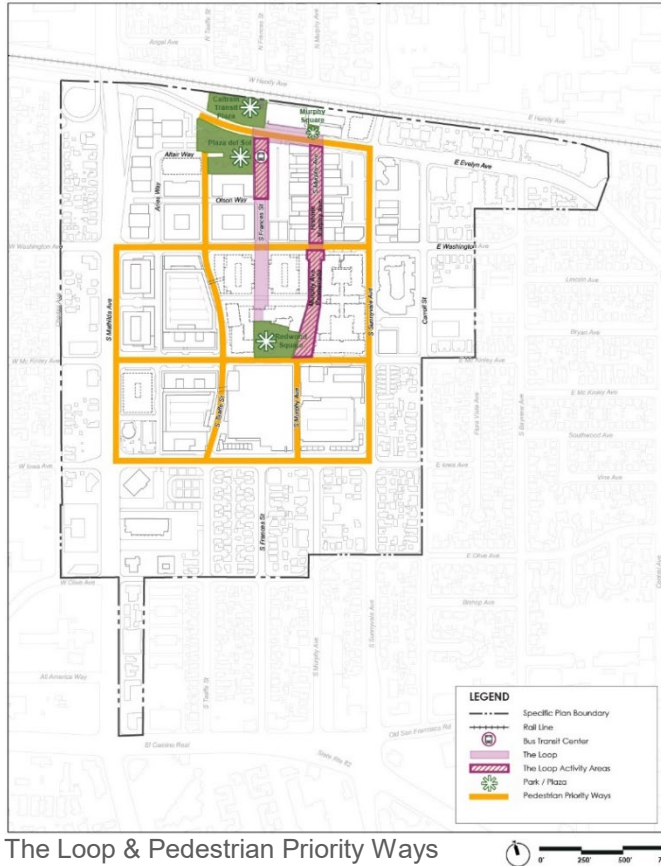
Pedestrian-oriented street character along “The Loop”

“The Loop”

A civic and community open space spine connecting the plazas and activity nodes within the Downtown Core



Activity centers along “The Loop”



Urban Open Space and Plazas

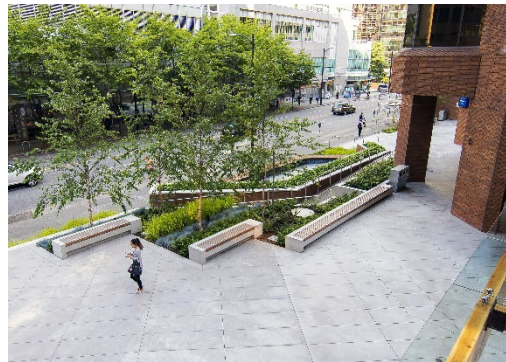
- Connected along Pedestrian-Friendly Streets
- A range of outdoor experiences
- Active building frontages



Illuminated for nighttime activity and safety



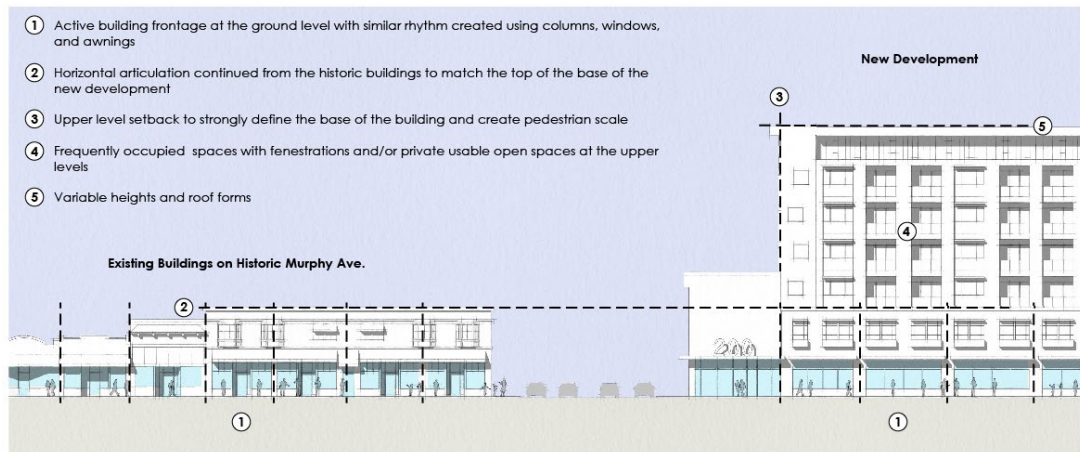
Small Plazas and Public Spaces



Shaded Community Spaces

Design Compatibility with Historic Resources

- Responding to historic context while enhancing the pedestrian experience (see diagram) through form, articulation, and material choices
- Scale transitions adjacent to historic resources



Design approaches to integrate with Historic Murphy Avenue



Materials choices and articulation that responds to historic context

Pedestrian-Focused Architectural Design

- Facades organized by a base, middle, and top
- Finer grain articulation of base, pedestrian level
- Upper floors focusing on articulation of building massing
- Architectural details to provide pedestrian interest



Variation of massing along the street



Direct entrances to the street



Architectural details to create interest and provide for pedestrian needs



Parking Treatment

- Providing parking below grade or behind active uses
- Focusing parking access on shared use streets & local streets over boulevards & avenues
- Requiring shared-use easements for surface parking



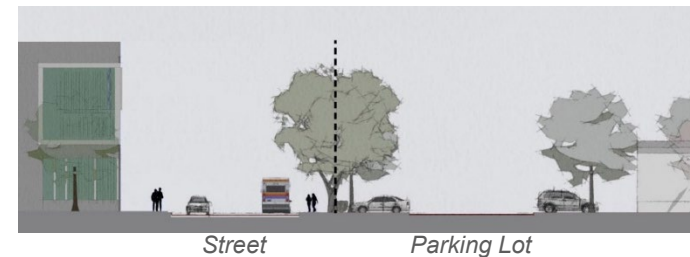
Parking compatible with building architecture



Parking placed below grade and accessed from shared-use alleys



Shaded and screened parking areas



Next Steps

- Release of Draft Specific Plan and Draft Environmental Impact Report (November 2019)
- Planning Commission to Receive Comments on DEIR (December 2019)
- Public Outreach Event (January 220)
- Planning Commission Recommendation to Council on Downtown Specific Plan and EIR (January/February 2020)
- City Council Approval of Downtown Specific Plan and Final EIR (February/March 2020)