



Sunnyvale

Downtown Specific Plan Update

City Council Study Session
Council Chambers
January 7, 2020



Specific Plan Update

The Vision

Goals

Land Use

Density and Height Bonuses

Urban Design

- Streetscape and Architecture
- Open Space
- Parking

Parking



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The Downtown Vision

An enhanced, traditional Downtown serving the community with a variety of destinations in a pedestrian-friendly environment



Goals

GOALS - The Plan

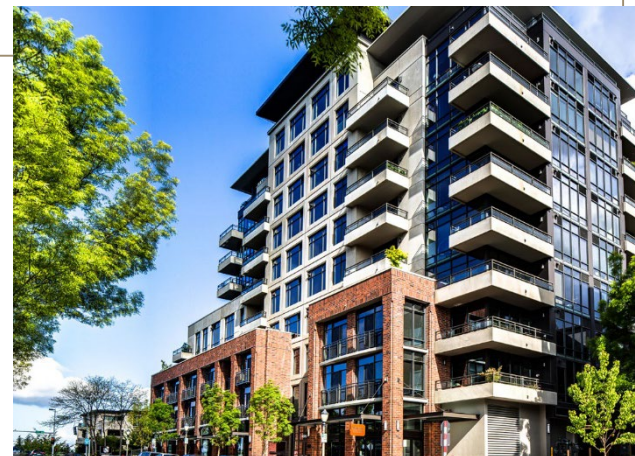
★ Emerging center for community life and activity

- A live and work environment
- The City's center for retail, service, and entertainment uses



GOALS - Land Use

- Services & employment that respond to local job market
- Response to changed retail market environment
- Adding more housing in a variety of scales, types and affordability



GOALS – Distinct Sense of Place

- Provide usable and well designed public spaces
- Enhancing Downtown's prominence with iconic, high quality architecture



Distinct Public Spaces



Transit and Multiple Ways to Move



Plaza Improvements



High Quality Architecture



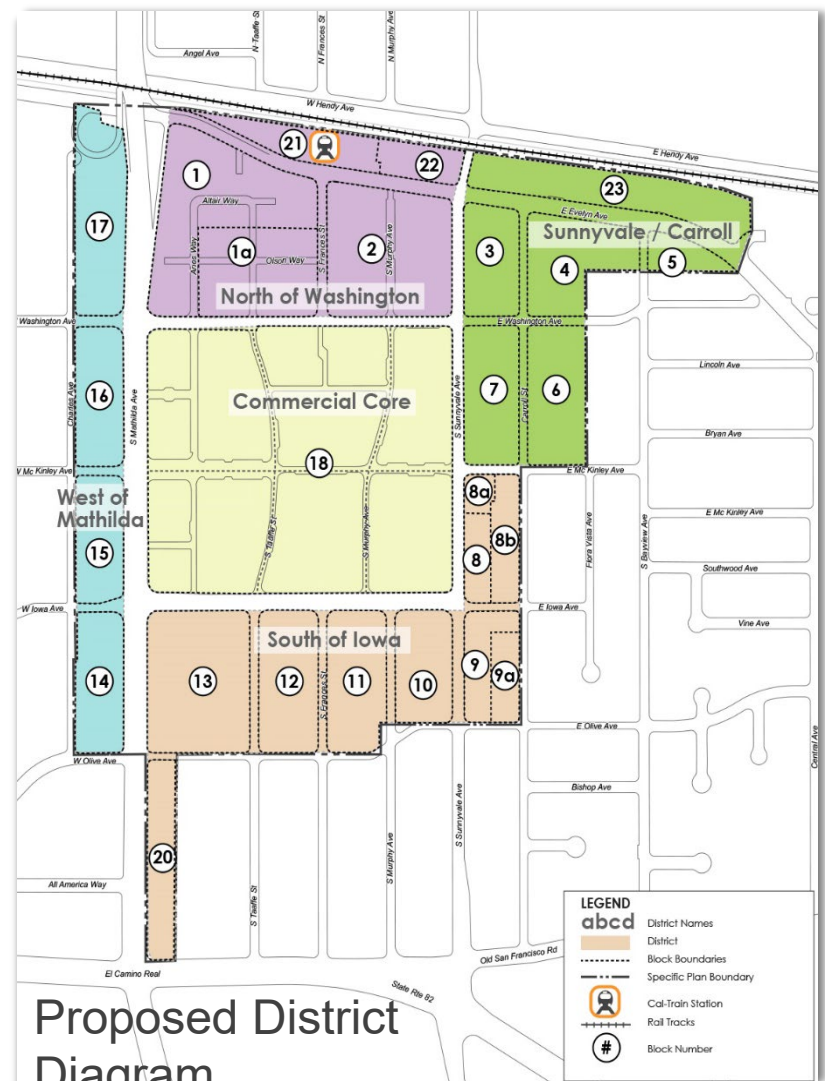
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Land Use

District Boundaries



Current District Diagram



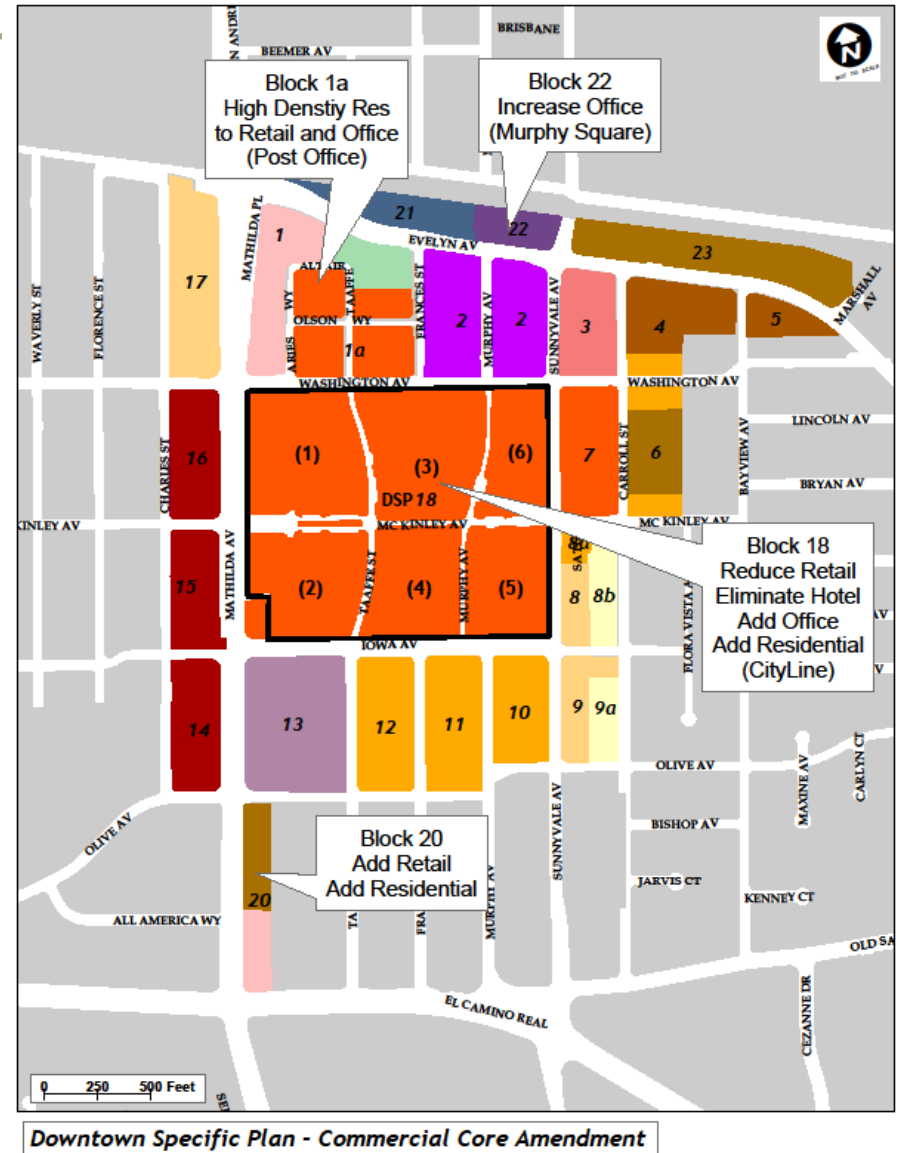
Proposed District Diagram

★ NEW Downtown Specific Plan Land Use Categories

-
- The diagram illustrates the land use plan for the downtown area, featuring various colored zones and their corresponding designations:
- Downtown Transit Center**: Represented by a blue hatched pattern.
 - Downtown Mixed-Use (Over 58 units/ac.)**: Represented by a pink solid color.
 - Commercial**: Represented by a red solid color.
 - Office**: Represented by a brown solid color.
 - Downtown Very High Density Residential (36 to 58 units/ac.)**: Represented by a dark brown solid color.
 - High Density Residential (56 units/ac.)**: Represented by a yellow solid color.
 - Medium Density Residential (24 units/ac.)**: Represented by an orange solid color.
 - Low Medium Density Residential (10 units/ac.)**: Represented by a light green solid color.
 - Density Residential (8 units/ac.)**: Represented by a light green solid color.
 - Murphy Station Heritage Landmark District**: Represented by a diagonal hatched pattern.
- The map also includes street names and zone numbers (e.g., 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23) indicating specific areas and boundaries.

Applications to Amend DSP

- Block 1a
 - ◆ Change to Block 1
 - ◆ Allow Office
- Block 22
 - ◆ Allow more Office
- Block 18
 - ◆ Allow more Residential
 - ◆ Allow more Office
 - ◆ Reduce Retail and Hotel
- *Block 20*
 - ◆ *Not part of current study*
 - ◆ *Add residential & retail*



Changes to DSP Land Use

Table 5-1 Land Uses and Development Intensities

- Maximums are *BEFORE* Density Bonus
 - ◆ State Density Bonus Law (residential)
 - ◆ City Green Building Incentives (residential and office)
 - ◆ Community Benefits (requires Development Agreement)
- Density Bonus or Additional Height
 - ◆ CEQA Compliance
 - ◆ Height may required ALUC and FAA finding of no hazard
 - ◆ Available Plan-wide
- Allow retail in place of office

Key Changes: Current DSP to Draft Update DSP

Block 1 & 1a	Block 18	Block 22
+ Office* < Retail - 43 Housing	+ Office* + 525 Housing* < Retail / Comm. - Hotel	+ Office*

*Plus more with Community Benefits

DSP Downtown Core *Projects Summary*

Net Land Use Changes

- ▲ + 750 housing units
- ▲ + 829,000 SF office/flex
- ▼ - 333,000 SF retail
- ▼ - 200-room Hotel

Changes to Scale

- ▲ Residential
- ▲ Height
- ▲ Open Space
- ▲ Non-residential
(346,000 SF)



Density and Height Bonuses

Density Bonus & Community Benefits

Density and Height

- Allows Council guidance on local needs & priorities
- Through:
 - State Density Bonus
 - Incentives
 - Development Agreements

Community Benefits

- Funding for Community Facilities
- More Affordable Units
- Higher levels of Green
- Construction of Downtown Infrastructure



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Urban Design

Urban Design – Gateways and Wayfinding

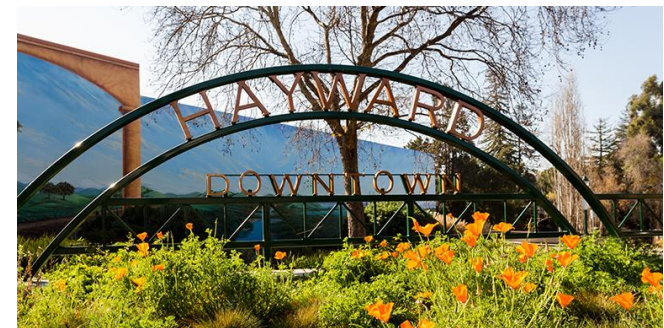
- Announce & mark entry into Downtown
- Neighborhood entrances demark a change into quieter residential areas
- Guide to parking and key features



*Neighborhood
Entrance Marker*

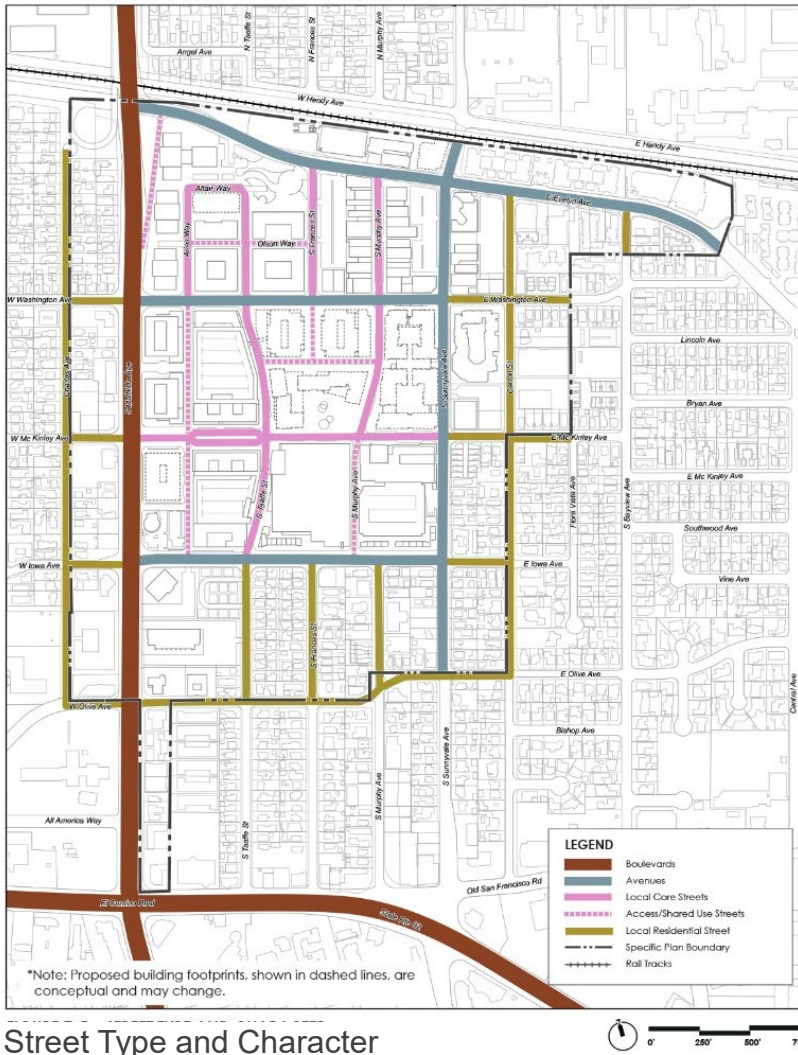


*Downtown
Identification &
Wayfinding*



*Downtown Gateway
Example*

Enhancing Circulation



Shared Streets



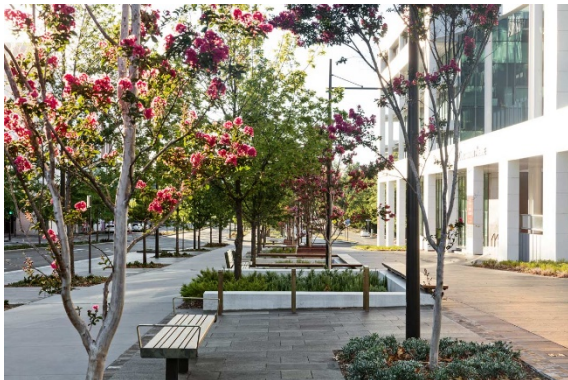
Local Core Streets



Wide Sidewalks

Pedestrian Experience

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



Landscaping & Amenities



*Outdoor Dining and Sidewalk
Activation*



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



Direct entrances to the



Massing variation



Architectural details create interest

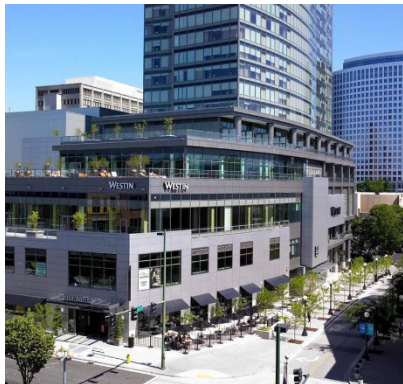


Urban Open Space and Plazas

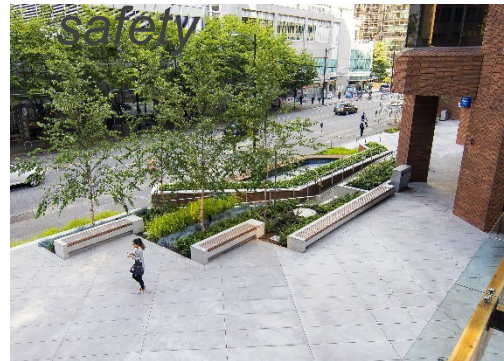
- Connected along Pedestrian-Friendly Streets
- A range of outdoor experiences
- Active building frontages



Illuminated for nighttime activity and safety



Small Plazas and Public Spaces



Shaded Community Spaces

Urban Open Space and Plazas

“The Loop”

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



Pedestrian-oriented street character along “The Loop”



Activity centers along “The Loop”

Design Compatibility with Historic Resources

- Responding to Context while enhancing the Pedestrian Experience through:
 - Form
 - Articulation
 - Material choices
- Scale transitions



Design approaches to integrate with Historic Murphy Avenue



Materials choices and articulation that responds to historic context

Parking Treatment

- Below grade or behind active uses
- Access from shared use streets & local streets (*vs Boulevards or Avenues*)
- Requiring shared-use easements for surface parking



*Below grade and
accessed from shared-use
alleys*



*Compatible with
building architecture*



Street

*Parking
Lot*

Objective Standards

Zoning Code

- Permitted, conditional & prohibited uses
- Development standards
 - Density
 - lot coverage
 - Height
 - setbacks
- Landscape area
- Useable open space
- Signage specific to Downtown
- Parking requirements and options
- TDM requirements



Landscaping



Signage



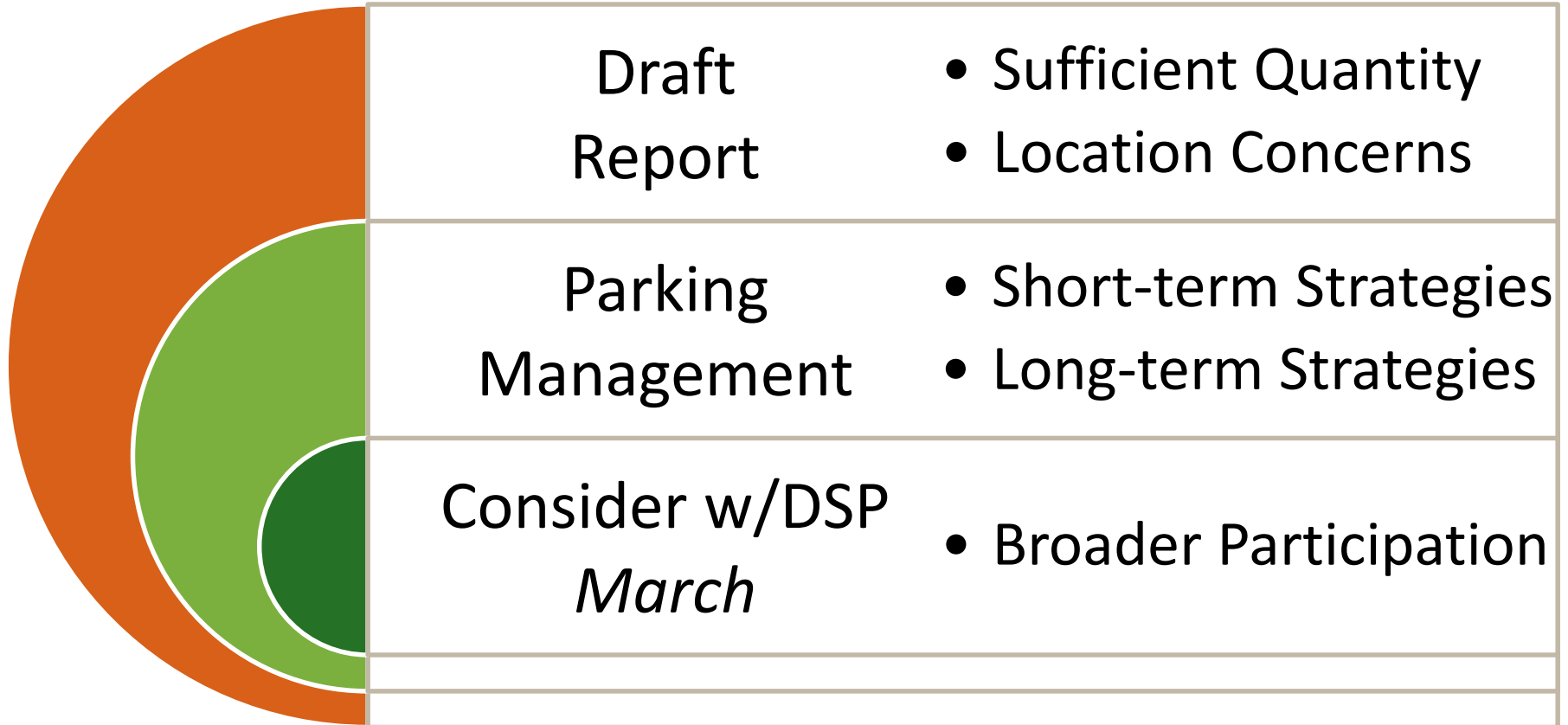
Common open space



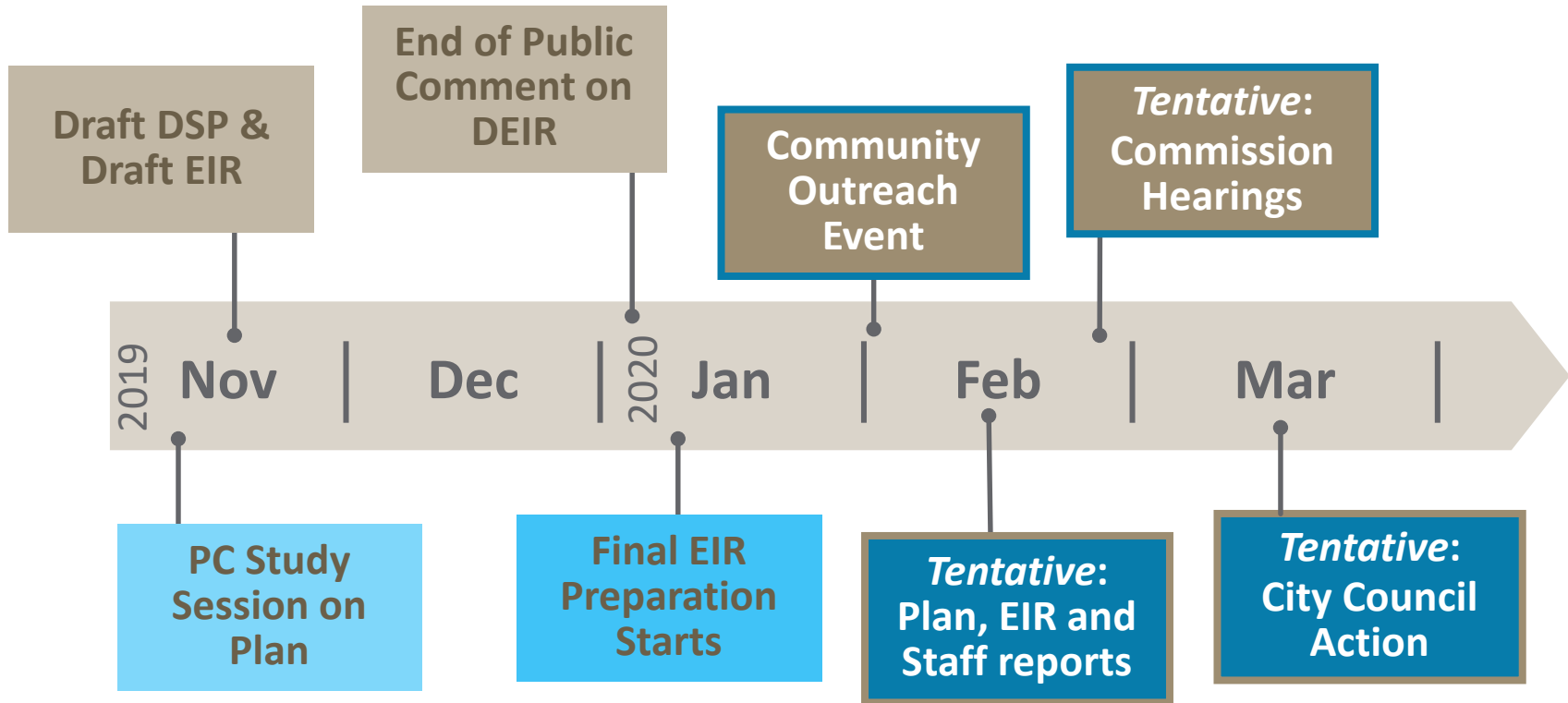
Parking

Downtown Parking

Development Policies – Study Issue



Timeline



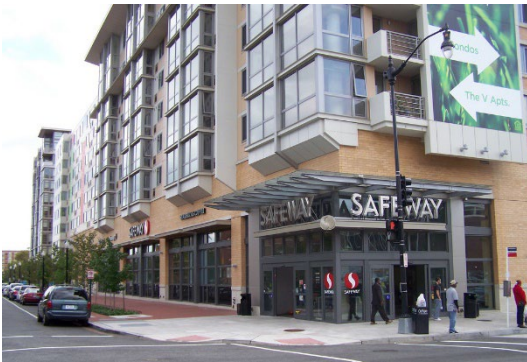
City Council Actions

- *Parking Policies*
- *Final EIR – Amended DSP – Development Agreements*



Questions & City Council Discussion

Holding these photos, in case ...



Holding these photos in case, Ungroup if only one is needed

Potential Public Improvements



Transit Facility Improvements



Plaza Improvements



Pedestrian Crossing



Public Art

