



Lawrence Station Area Plan (LSAP) Update

City of Sunnyvale Planning Division
June 9, 2020

Agenda

- Study Background
- Boundary Expansion
- Housing Study
- Market Study and Fiscal Analysis
- Development Incentives
- Sense of Place Plan
- Next Steps

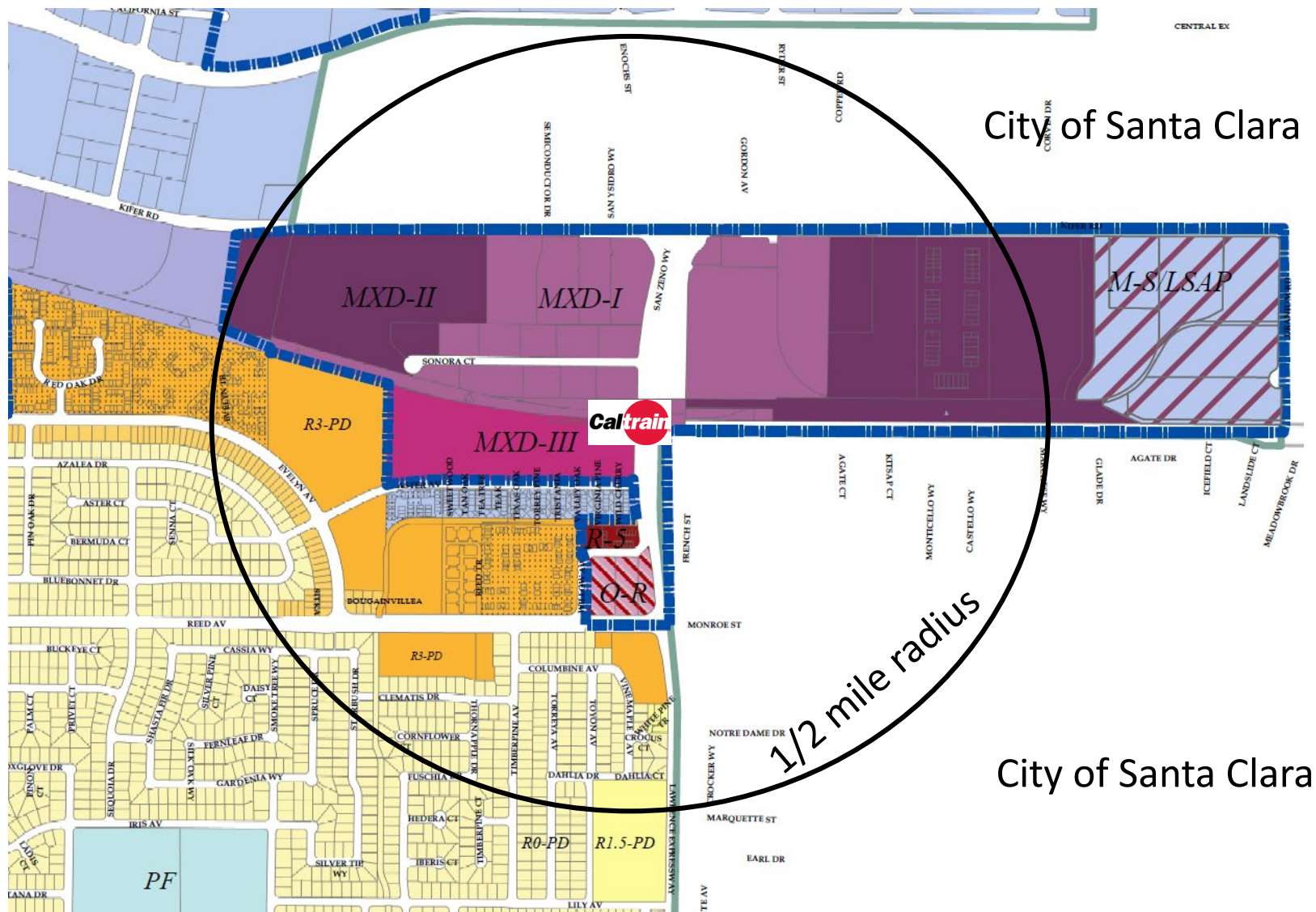


Study Background

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- December 2016: LSAP Adopted
- Adopted Plan:
 - ♦ 2,323 total units
 - ♦ 1.2M net s.f. office/R&D
- Council direction at adoption:
 - ♦ Prepare a “Sense of Place” plan
 - ♦ Study additional housing opportunities

Adopted LSAP Boundaries



Study Background (*continued*)

- June 2018: Preferred alternative selected
- August 2018: Modification to study scope
 - ◆ Expand west boundary
 - ◆ Add pedestrian/bicycle route to station
 - ◆ Preserve trees and open space on an expansion site

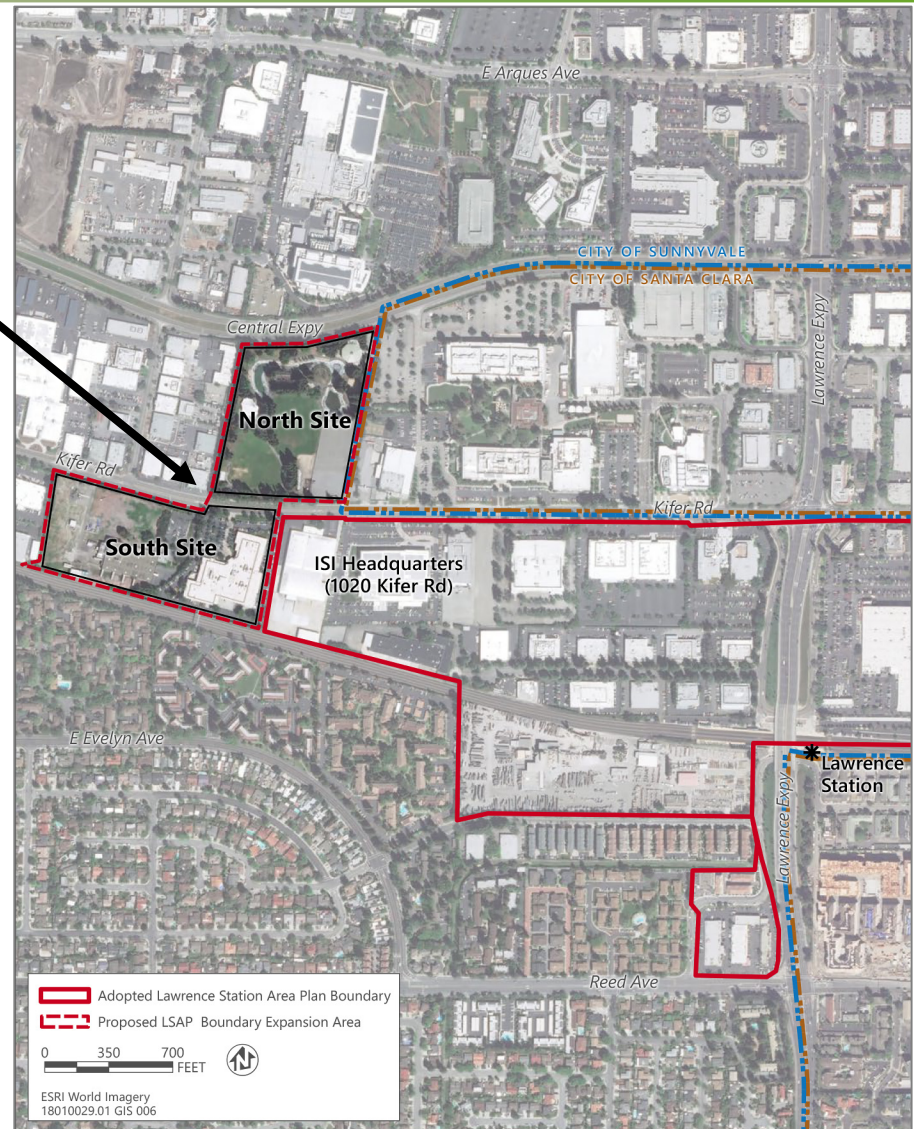


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Boundary Expansion

Boundary Expansion

- Expand west boundary + three sites (32 acres)
- No increase to adopted office/R&D capacity





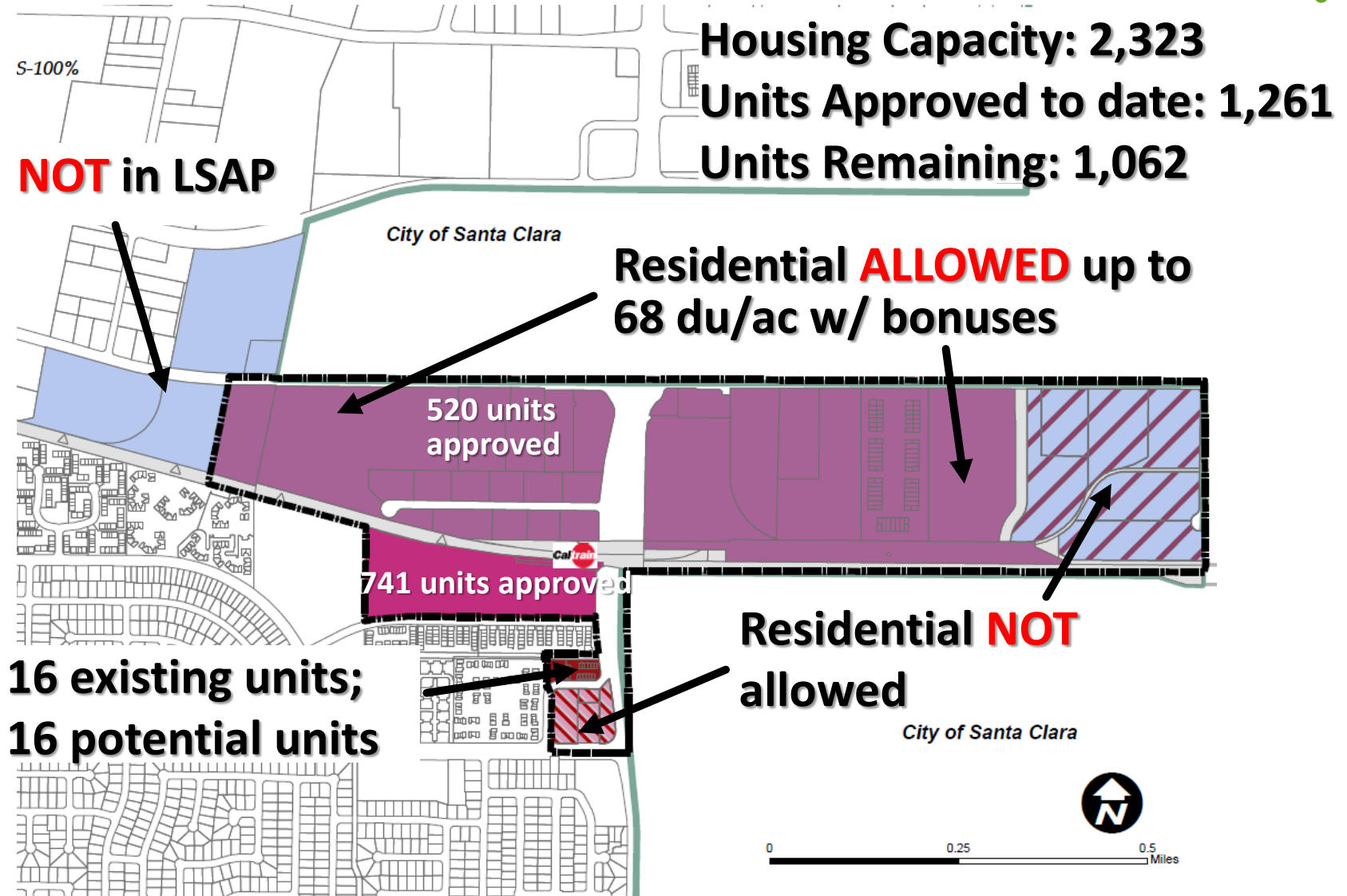
Sunnyvale

Housing Study

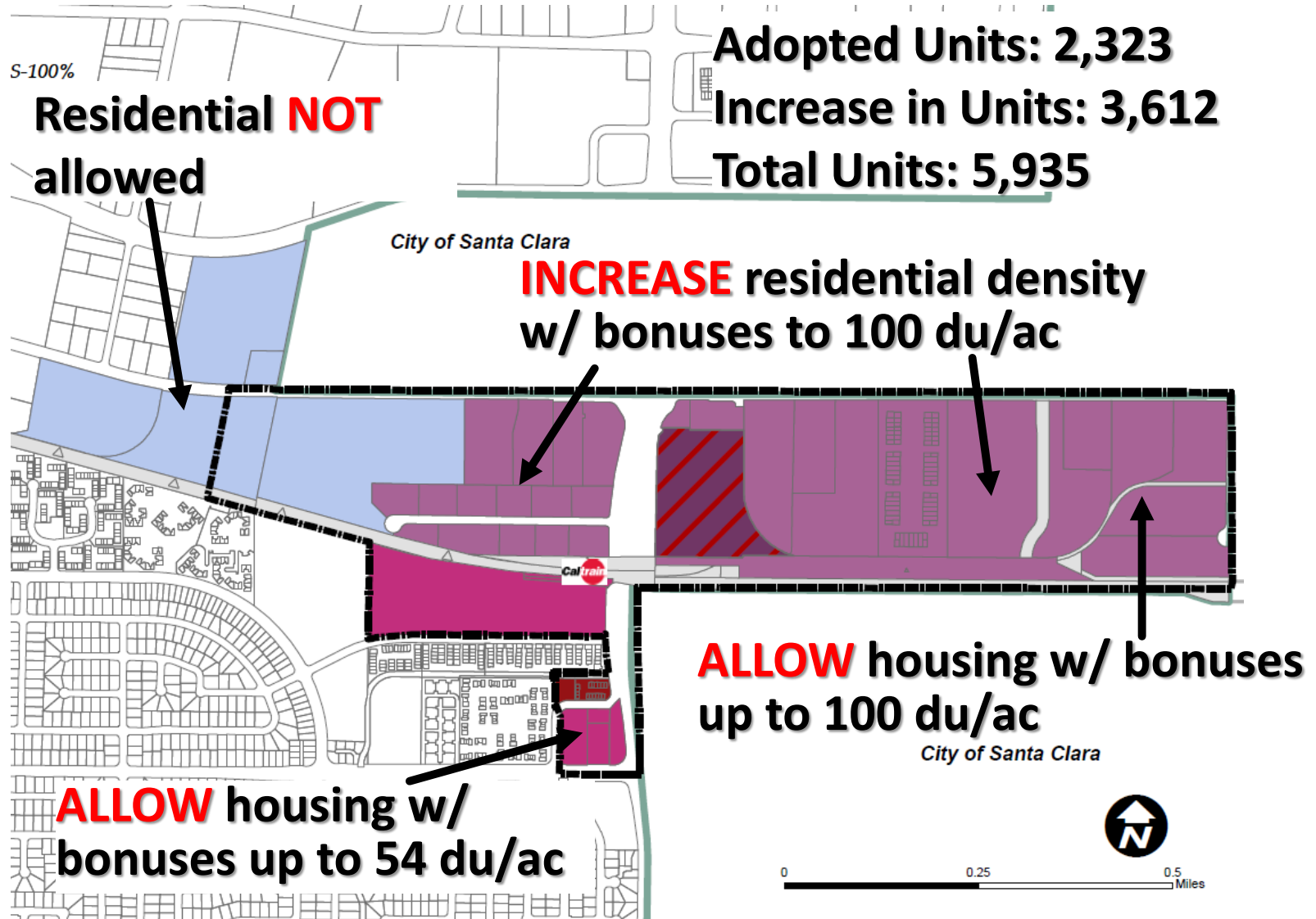
Housing Study

- Proposed study (Council preferred alternative)
 - ◆ 5,935 total units (net increase of 3,612 units)
- Modification options:
 - ◆ Minimum densities
 - ◆ Increase building heights
 - ◆ Objective design standards & guidelines
 - ◆ Rezoning for residential

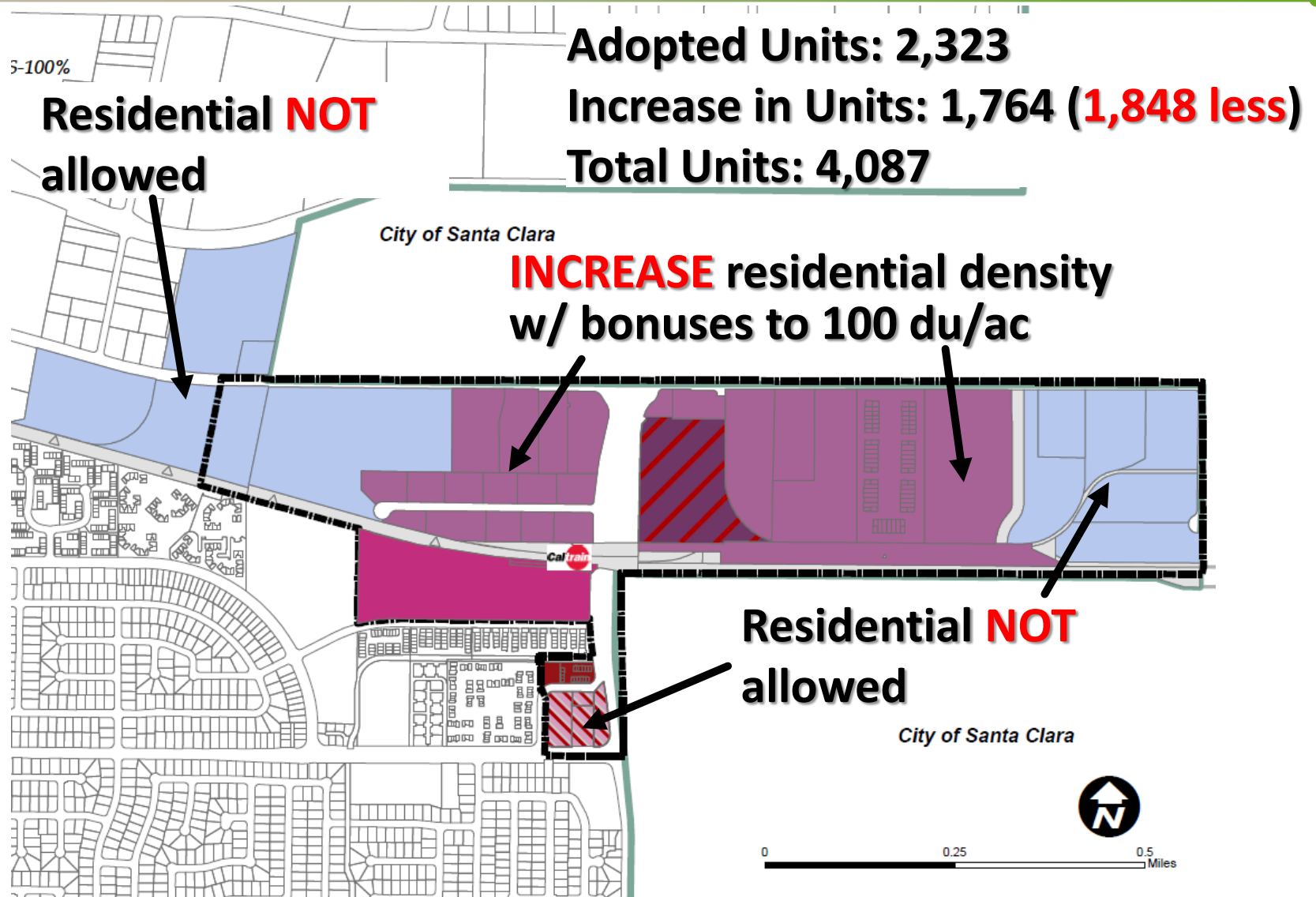
Adopted Plan Housing Allowances



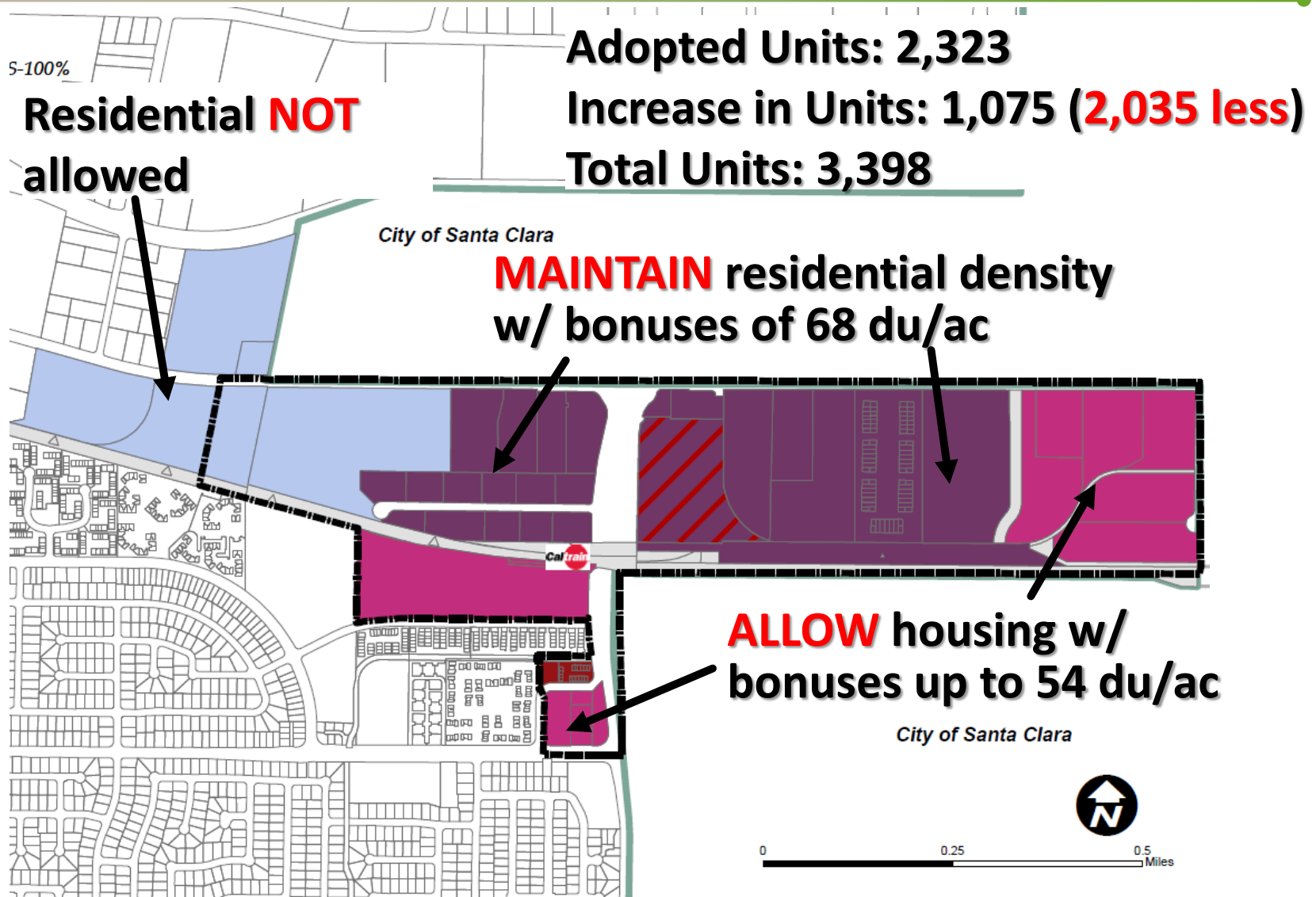
Housing Increases



Reduced Development Alternative A



Reduced Development Alternative B



LSAP Project Examples



65 du/ac



80 du/ac

Higher Density Project Examples



65 du/ac



100 du/ac



85 du/ac

Market Study and Fiscal Analysis

Market Study

Findings

- Strong demand for Multifamily Housing
- LSAP less competitive for:
 - ◆ Retail – may increase with more housing
 - ◆ Office/R&D – demand may increase in long term
- Balance demand for housing with business retention

Fiscal Impact Analysis

Findings

- Residential buildout to:
 - ◆ Yield minor fiscal gains to the General Fund
 - ◆ Increase expenditures for City services
- Established businesses are expected to remain

Development Incentives

Current Incentive Program

- Defined incentives
 - ◆ e.g. street improvements, transit facilities, mixed-use
- Applicants' choice
- Achieves LSAP goals:
 - ◆ Open space
 - ◆ Affordable housing
 - ◆ Sustainability
 - ◆ Bike and pedestrian paths
 - ◆ Loop road

Development Incentive Areas

Sonora Court priorities:

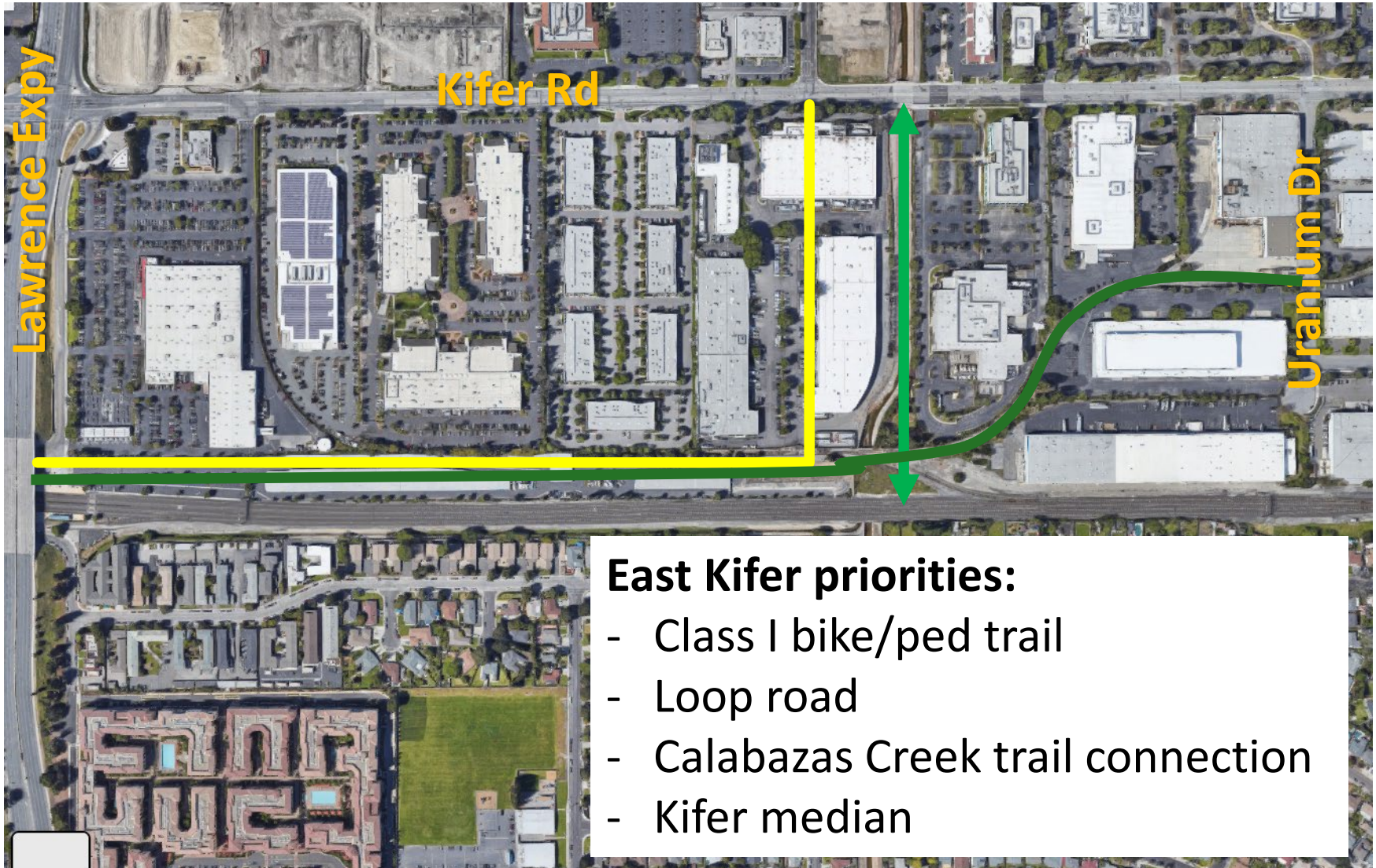
- Loop road connection
- Parcel consolidation
- Mixed use with retail

West Kifer priorities:

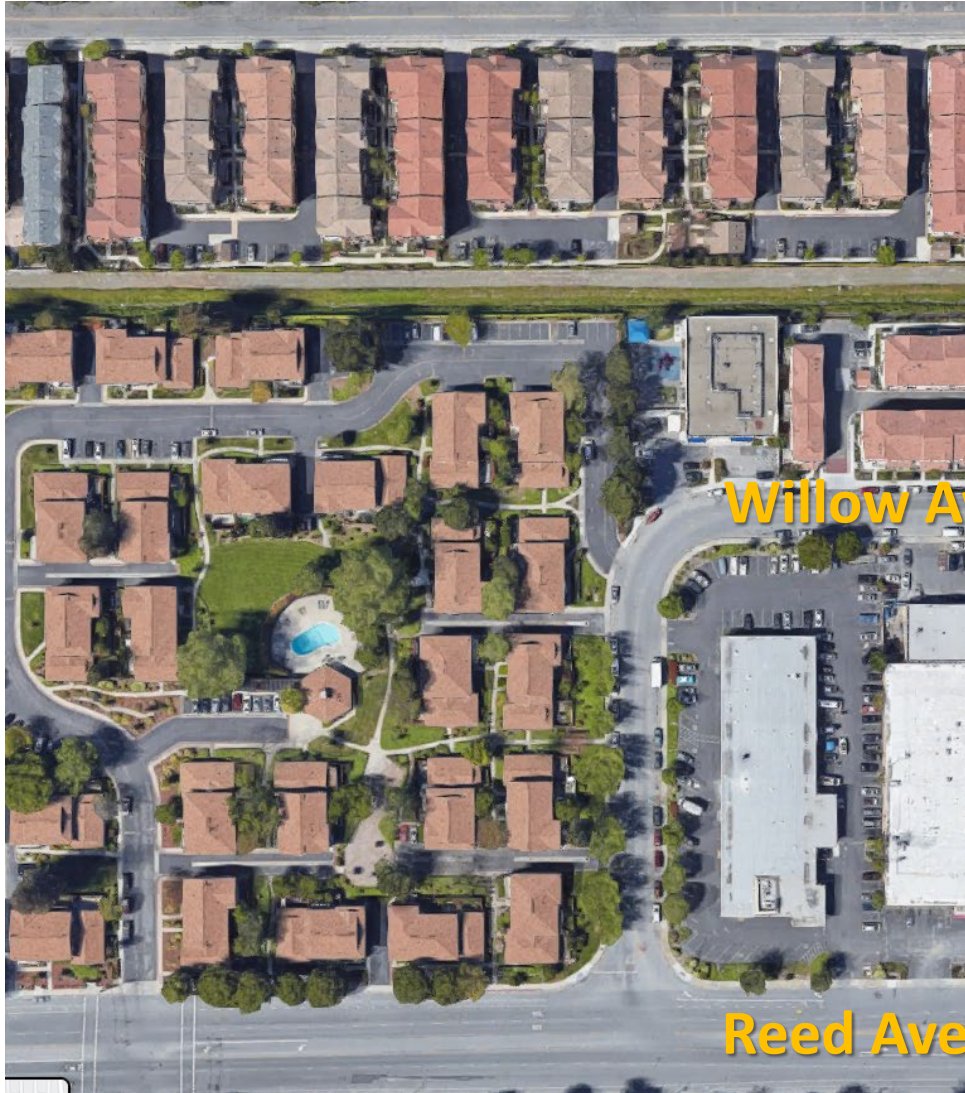
- Class I bike/ped trail
- Kifer median
- Improved bike lanes
- Retail



Development Incentive Areas (*continued*)



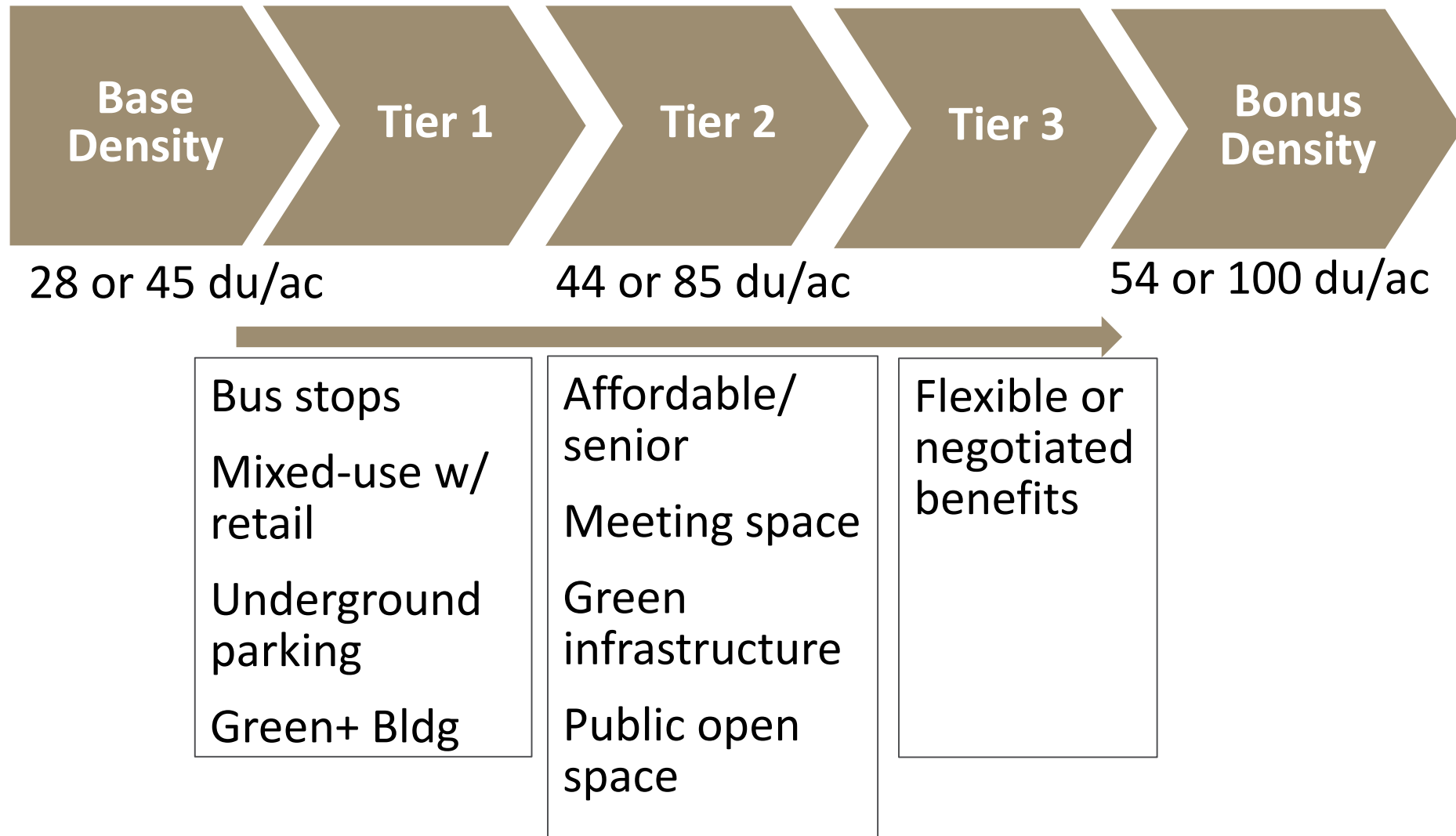
Development Incentive Areas (*continued*)



Willow/Reed priorities:

- Direct path to station
- Parcel consolidation
- Improved Willow/Reed crossing

Development Incentive Points

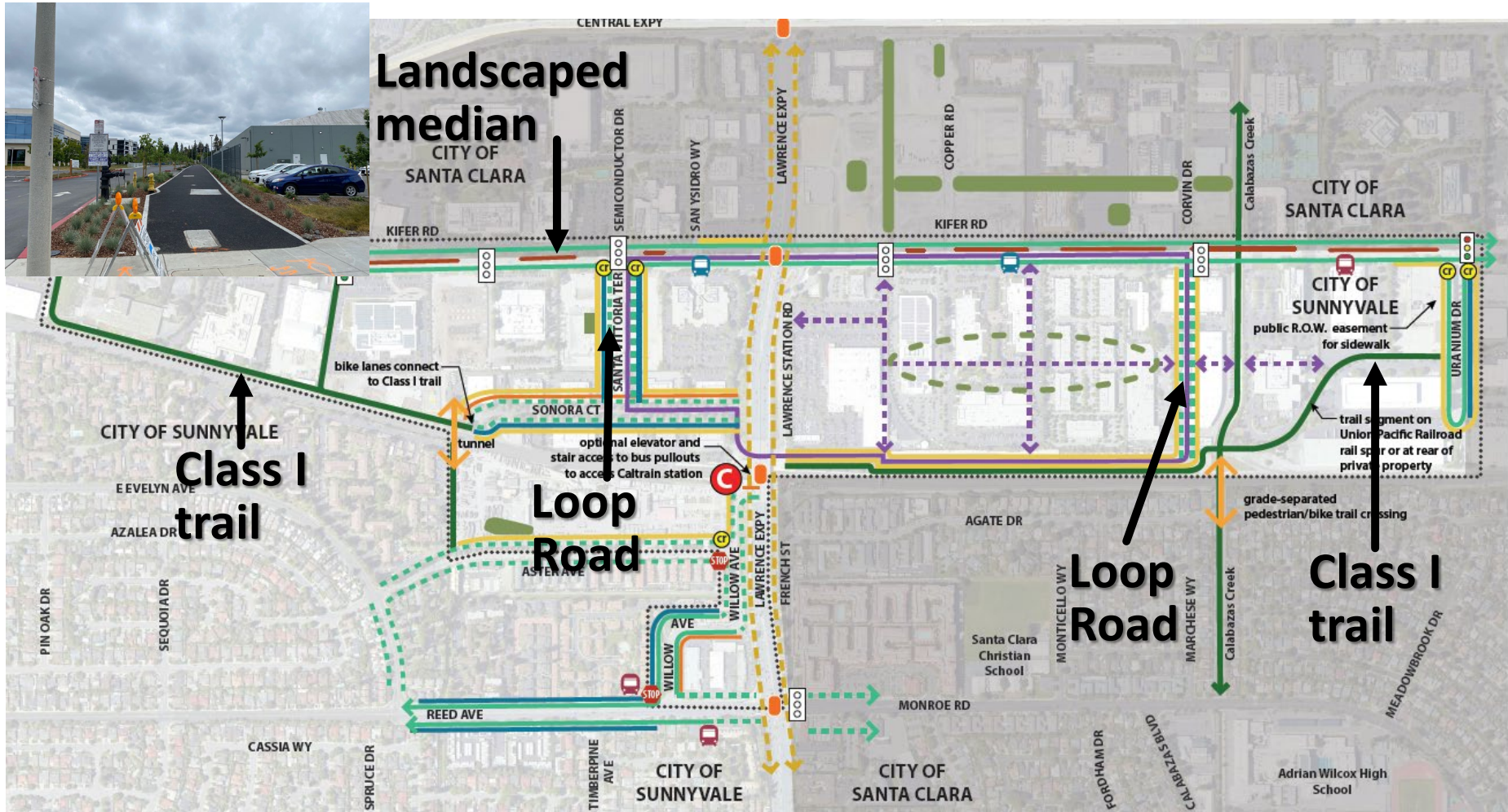




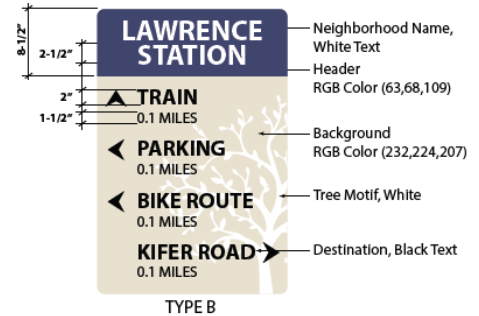
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Sense of Place Plan

Sense of Place Plan

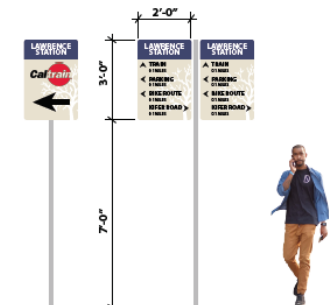


Gateway and Directional Signage



2 **DIRECTIONAL SIGN**
ENLARGEMENT

N.T.S.



Note: See above for sign enlargement.

3 **DIRECTIONAL SIGN**
ELEVATION



Street Lighting

Option A



Option B



Option C w/ 5G





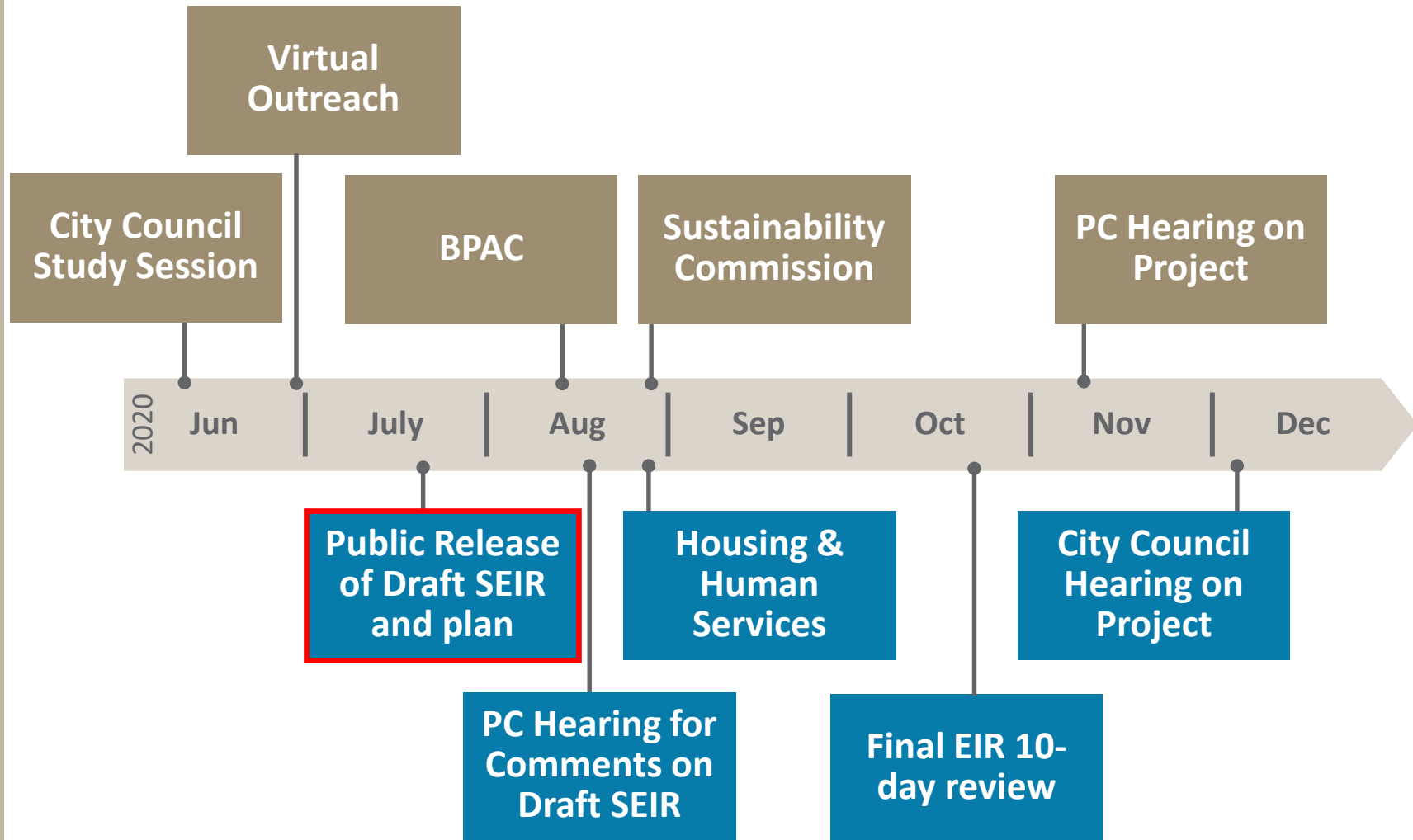
Planning Commission Comments

Planning Commission Comments – 3/9/2020

- Maintain Kifer Road Diet
- Street lighting options
- Impacts to Public Safety
- Enhanced pedestrian crossings
- Separated bicycle lanes on Kifer and Reed
- Architectural theme

Next Steps

Schedule



Policy Discussion

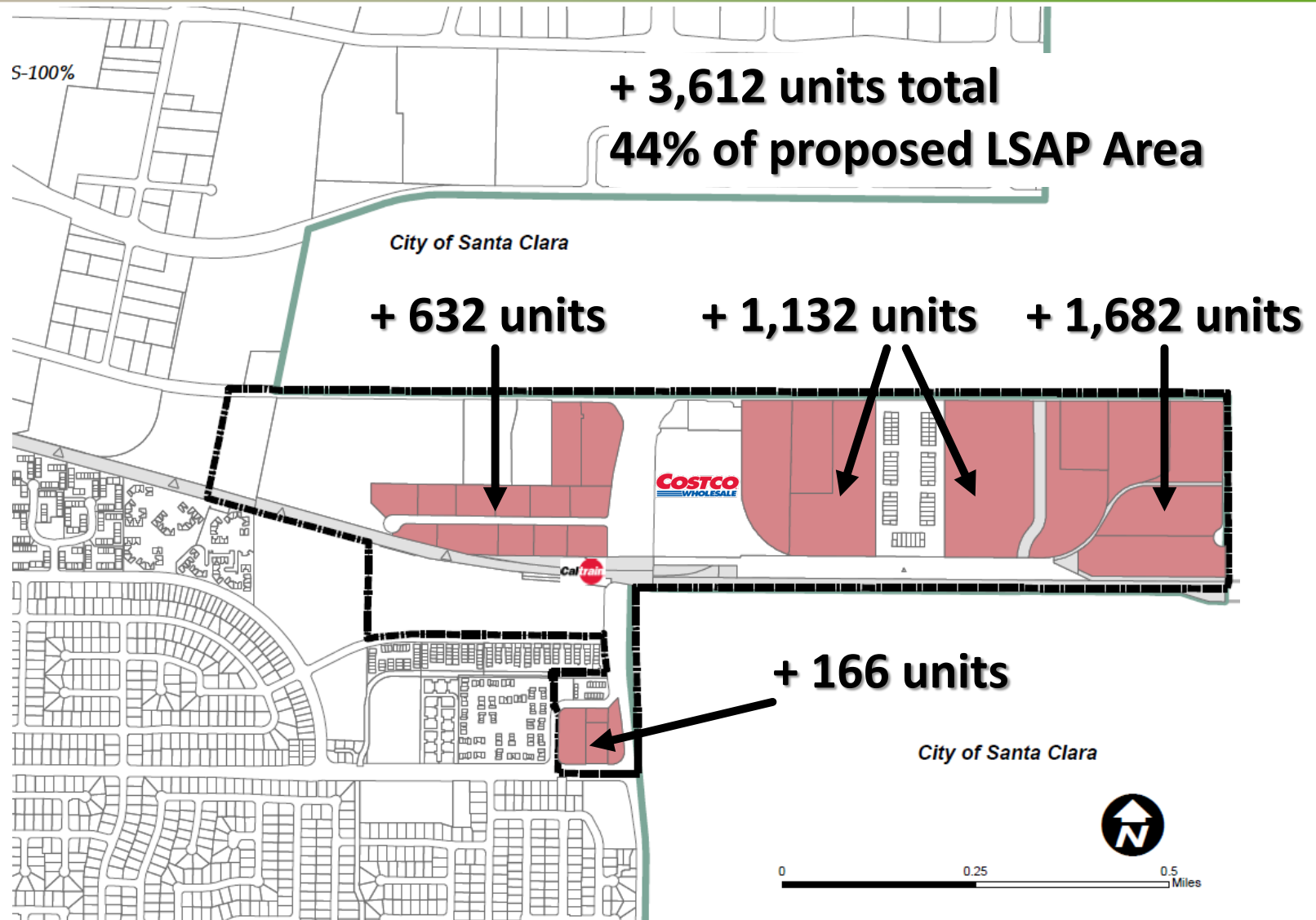
- Higher Density
 - ◆ Defined incentives
 - ◆ Flexible incentives (Community Benefit Fund)
- Costco site zoning
- Road Diet on Kifer
- Gateway sign and lighting preference



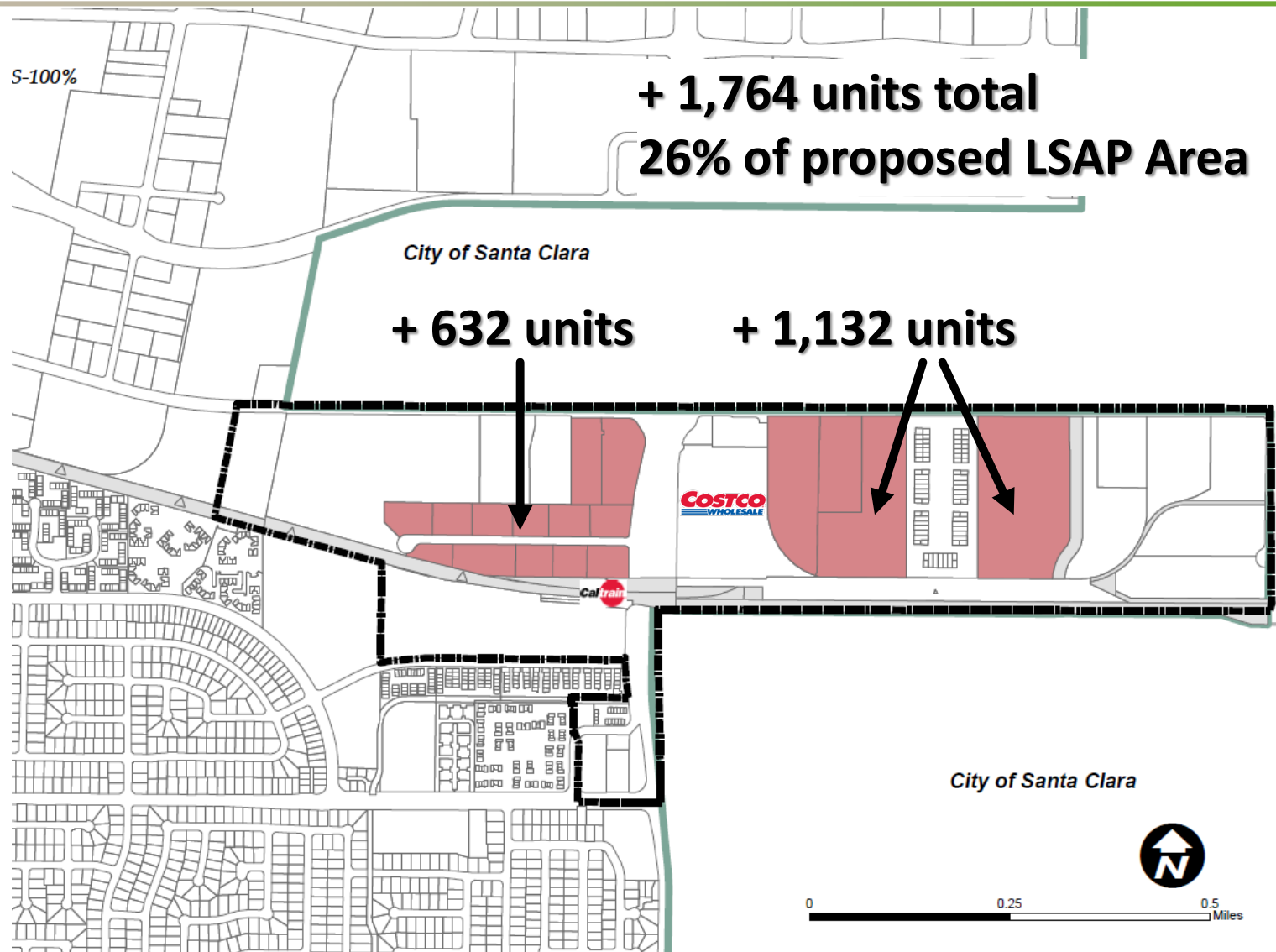
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Backup Slides

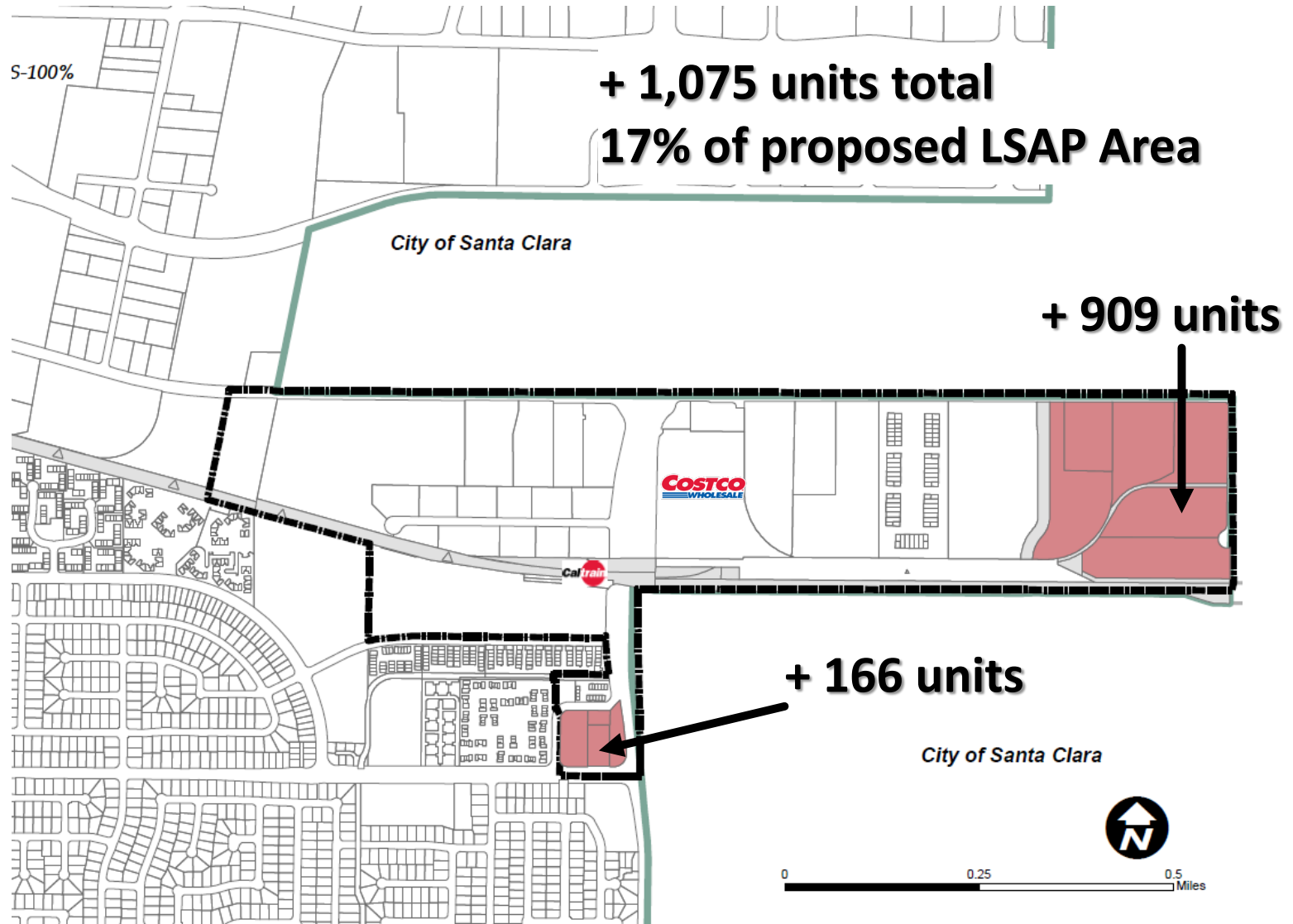
Housing Opportunity Sites – Increases



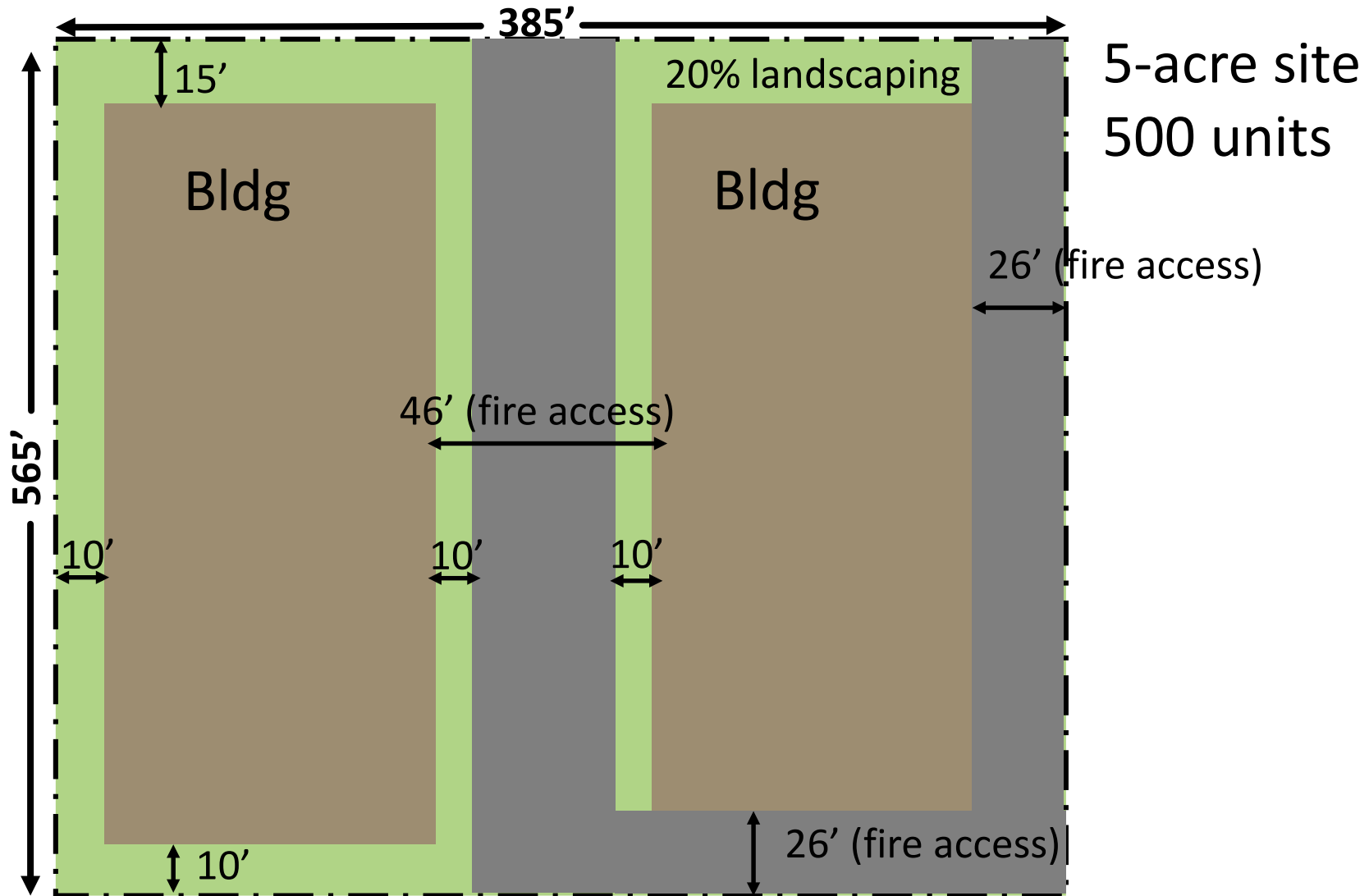
Housing Opportunity Sites – Alternative A



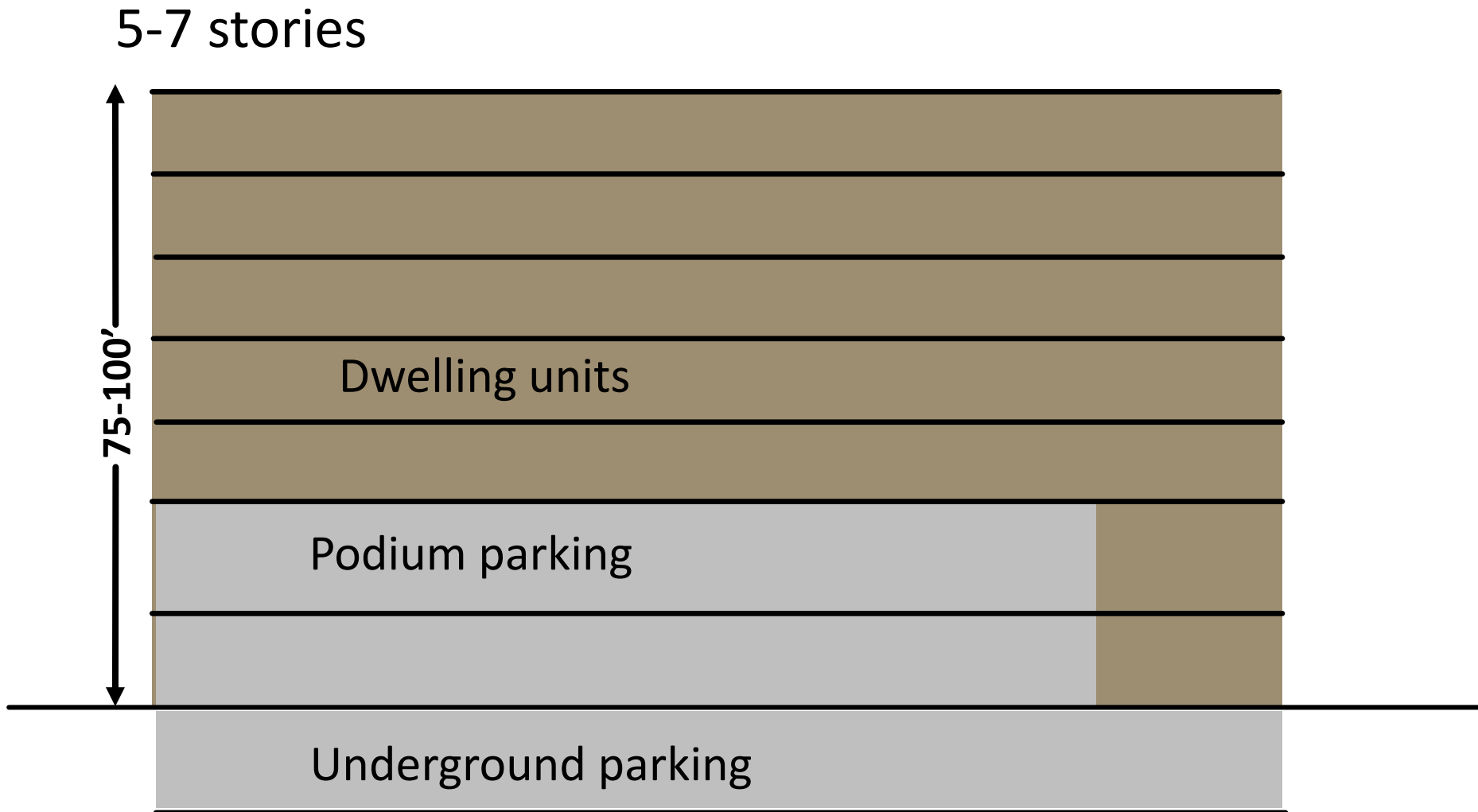
Housing Opportunity Sites – Alternative B



Potential 100 du/ac Buildout – Site Plan



Potential 100 du/ac Buildout – Height Diagram



Project Examples

