



Moffett Park Specific Plan

Plan Update + Preliminary Land Use Concepts

July 2020

Meeting Objectives

- Update on MPSP Process + Community Engagement
- Review Draft Vision Statement + Guiding Principles
- Discuss Preliminary Land Use + Urban Design Concepts



CITY OF SUNNYVALE MOFFETT PARK SPECIFIC PLAN



UPDATED 2013

Existing Specific Plan

- Adopted in 2004
- Focused on office development
- Located density near transit
- Studied a total buildout of 24.33m SF

City Council Direction on the Specific Plan

- Comprehensive community involvement
- Economic impacts of adding housing
- Ecological and innovation district
- Improve connectivity
- Walkable and livable environments
- Infrastructure and services
- Environmental impact report

Overall Process / Where We Are

Feb-July
2020

July/Aug
2020

Sept
2020

Sept
2020

Nov/Dec
2020

Community
Outreach

PC/CC Study
Sessions

PC/CC Study
Sessions

Community
Outreach

PC/CC
Hearings

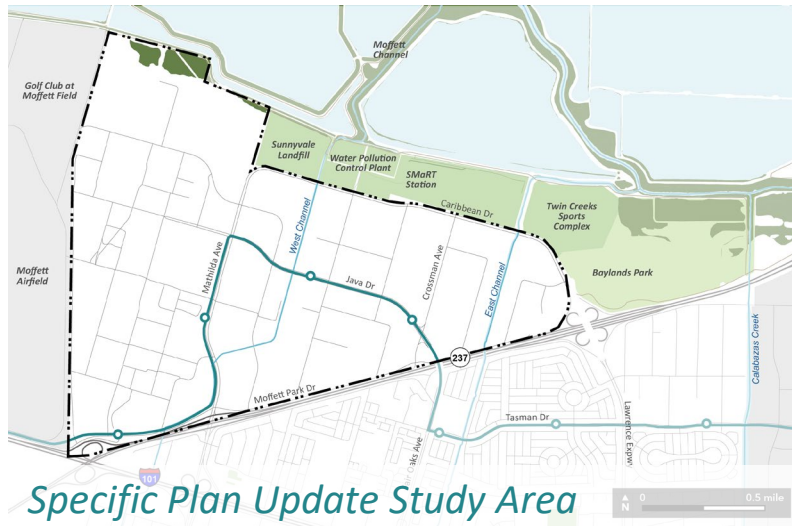
Vision/Guiding Principles
Educational Videos

Guiding Principles
Initial Land Use Concepts

Land Use Alternatives

Land Use Alternatives

Preferred Plan Direction



2021

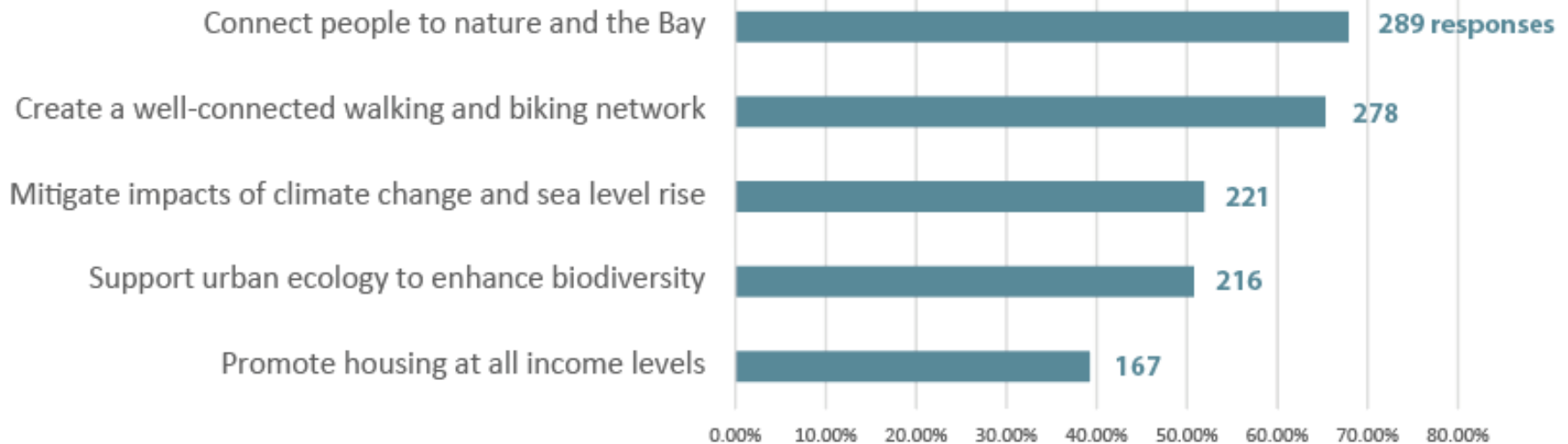
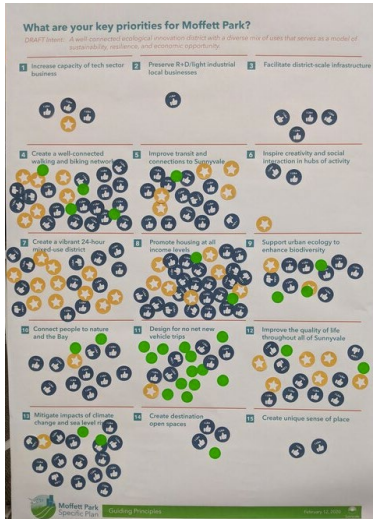
CEQA/EIR Analysis
Policy Framework
Draft Specific Plan

Community Engagement To Date

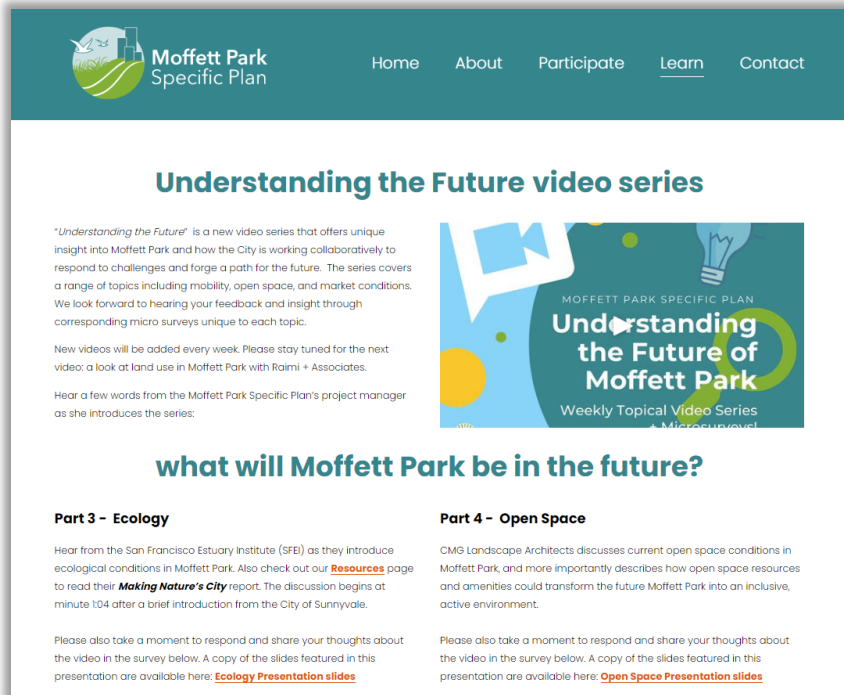
- Interactive project website (moffettparksp.com)
- Community Visioning Workshop
- Initial stakeholder meetings
- Regular property owner and VTA meetings
- Technical Working Group kicked-off
- Online “Visioning” Survey with over 400 respondents



What We Heard from the Community?



Approach to Engagement During the Pandemic



- New resource section
- Created Moffett Park email subscription for updates
- Launched educational video series
- Videos cover existing conditions in Moffett Park + future opportunities
- Micro-surveys launched with each video

SLR/Flooding + Urban Ecology Community Forum
Tues 9/1 3:30 to 5 pm

An aerial photograph of the Moffett Park area in San Jose, California. The image shows a mix of urban development, including residential neighborhoods, commercial areas, and industrial zones. A large, semi-transparent white rectangular box is overlaid on the center of the image, containing the title text. The background shows a wide expanse of land with various structures, roads, and green spaces, all under a clear blue sky.

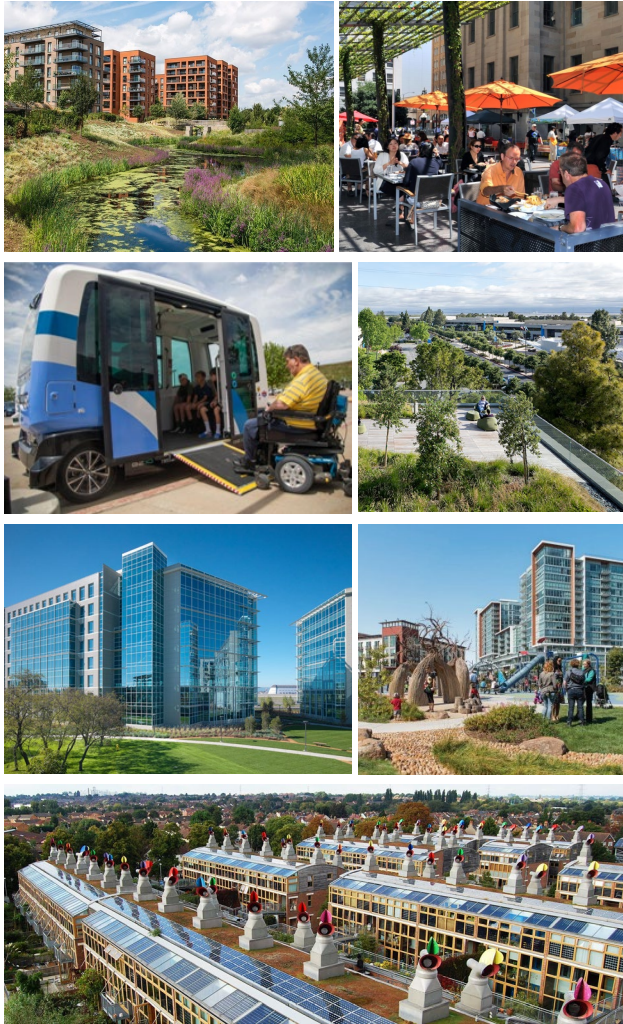
Draft Vision + Guiding Principles

Draft Vision Statement



The vision for Moffett Park is a well-connected ecological innovation district with a diverse mix of uses that serves as a model of resilience, climate protection, equity and economic opportunity.

Draft Guiding Principles



1. *Resilient + Equitable*
2. *Vibrant + Inclusive*
3. *Diverse Economy + Prosperity*
4. *Accessible + Pedestrian Friendly*
5. *Dynamic + Connected Public Spaces*
6. *Healthy + Biodiverse Environment*
7. *Innovative + Emerging Technology*

Draft Guiding Principles

Resilient + Equitable



- Clear pathway to carbon neutrality
- Equitable quality of life outcomes
- Flexibility to evolve over time

Vibrant + Inclusive



- Neighborhoods that improve community health
- Diverse uses
- Range of housing types
- Historic + cultural sites

Draft Guiding Principles

Connected + Accessible



- Resilient + accessible multimodal circulation network
- Growth focused near transit
- Safe, comfortable, and accessible pedestrian and bicycle facilities
- Mobility needs of people

Diverse Economy + Economic Prosperity



- Innovation hub of diverse businesses
- Small, local + start-up businesses
- Training + career pathways

Draft Guiding Principles

Innovative + Emerging Technology



- Center for thought leadership and emerging technologies
- Smart City design and district-scale infrastructure
- Collaborative

Dynamic + Connected Public Spaces



- High-quality public realm + open space
- Connected to the Bay
- Range of publicly accessible open space types + amenities

Draft Guiding Principles

Healthy + Biodiverse Environment

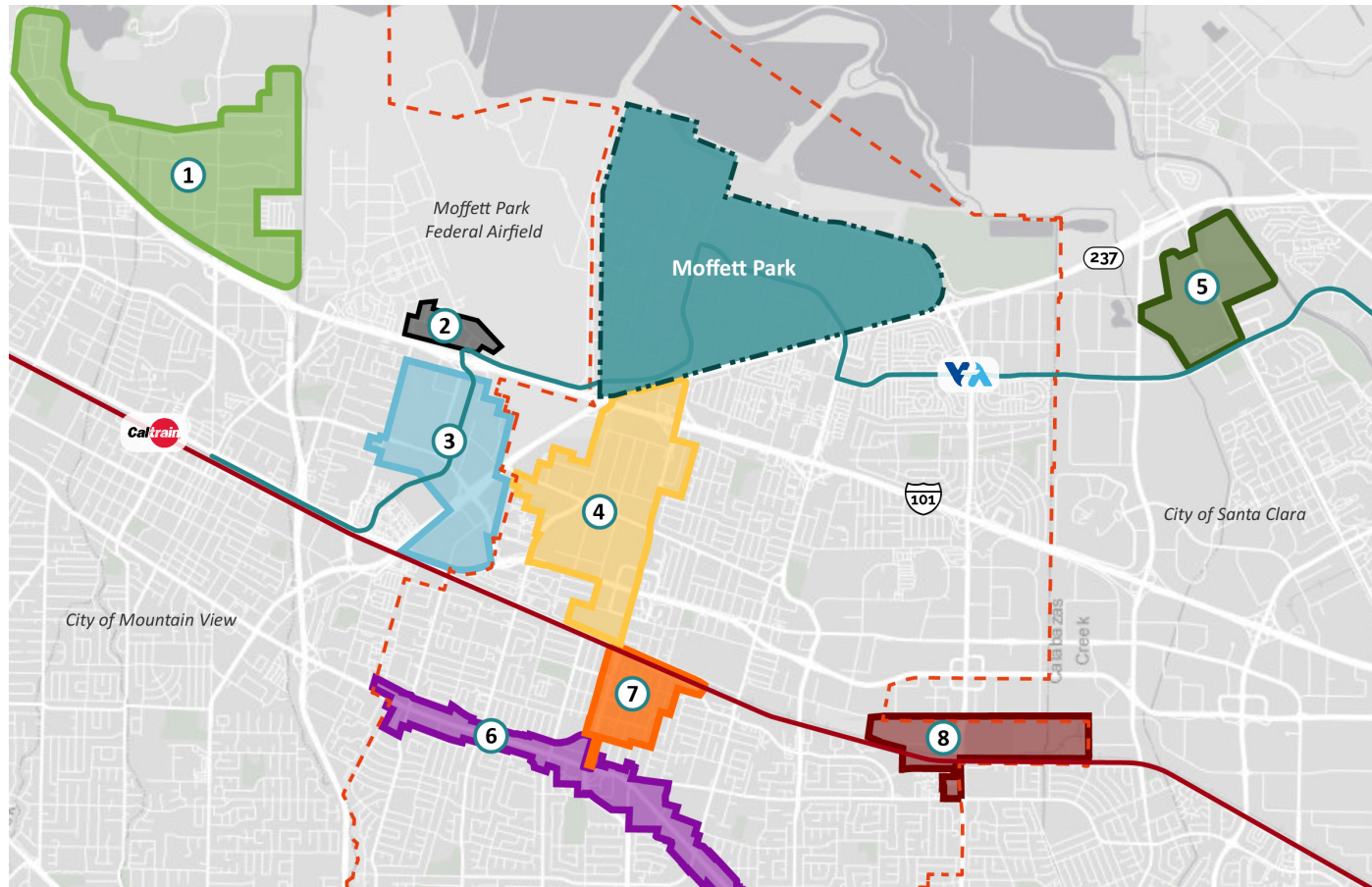


- Enhance ecosystems + support biodiversity
- Nature-oriented open spaces + natural buffers
- Robust urban forest
- Nature-based solutions + hybrid infrastructure systems to address SLR
- Regional amenity

An aerial photograph of the Moffett Park area in San Jose, California. The image shows a large, green, undeveloped area in the center, surrounded by urban development, including roads, buildings, and parking lots. In the background, there are mountains and a body of water. A semi-transparent white box with a green border is overlaid on the center of the image, containing the text "Background Analysis" in a bold, dark green font.

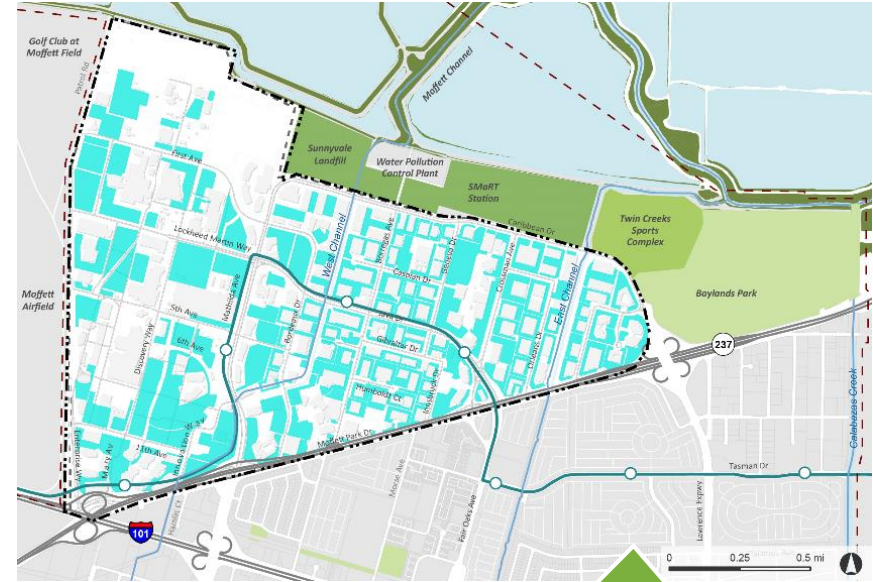
Background Analysis

Subregional Growth



- | | | |
|--|---|--|
| 1 North Bayshore
Residential + Office + Commercial | 4 Peery Park
Residential + Office | 7 Downtown Sunnyvale
Residential + Office + Commercial |
| 2 NASA Ames Development
Residential + Office | 5 Related Santa Clara
Residential + Office + Commercial | 8 Lawrence Station
Residential + Office + Commercial |
| 3 East Whisman
Residential + Office + Commercial | 6 El Camino Real
Residential + Commercial | City of Sunnyvale |

Existing Building Area + Surface Parking Facilities

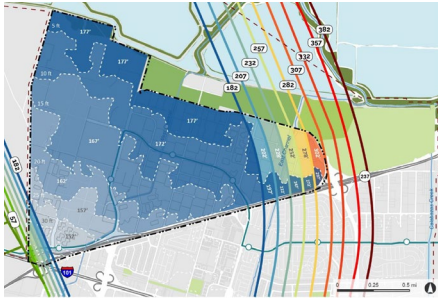


Existing Land Use

- | | |
|---|---|
|  Industrial + Research & Development |  Civic + Institutional |
|  Office |  Hospitality |
|  Retail |  Parking |

Surface parking lots provide opportunities for increased intensity of uses to create a vibrant mixed-use district.

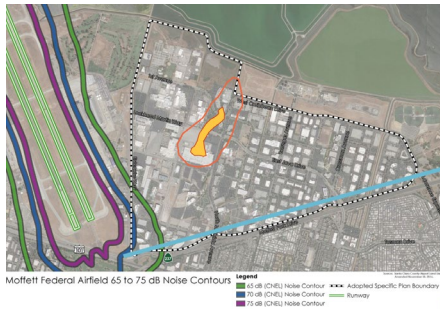
Technical Studies



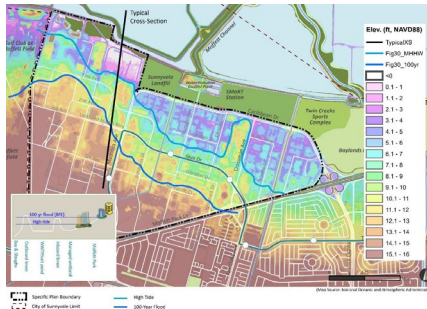
Heights



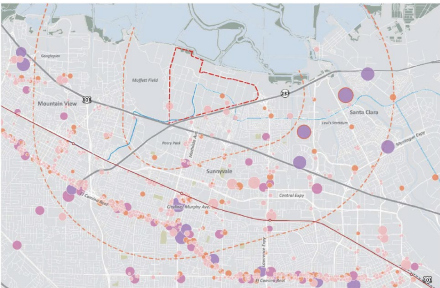
Urban Ecology



Noise and Pollution



Sea Level Rise/Flooding



Market Conditions



Traffic and Public Transportation

- High-Level SWOT Analysis
- Noise and pollution
- Cultural
- Ecology
- Transportation
- Sea level rise + flooding
- Infrastructure (water, sewer)
- Market Conditions
- Impact to City Services

Ongoing Sea Level Rise Projects

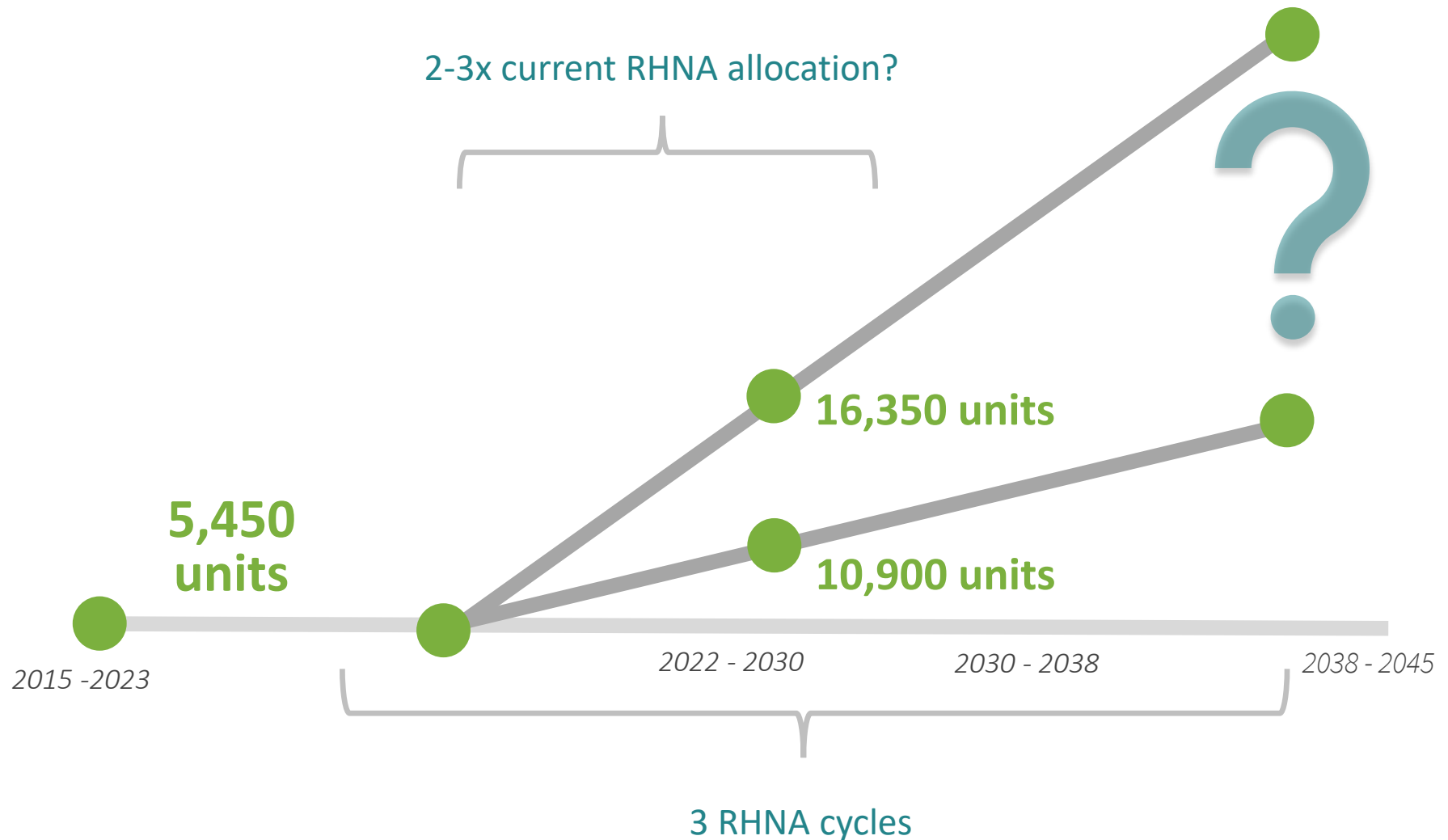



- South Bay Salt Pond Restoration Project
- Calabazas Creek and San Tomas Aquino Creek Realignment
- East and West Channel Improvement Projects
- Sunnyvale WPCP Master Plan

Growing Residential Demand

- **Housing availability** and **affordability** continues to be a significant challenge
- Housing for lower-income families is facing a **severe deficit**
- Significant **demand** for future housing
- Future households will generate demand for new **neighborhood-serving retail**

Regional Housing Needs Uncertainty?



An aerial photograph of the Moffett Park area in San Jose, California. The image shows a mix of urban development, including residential neighborhoods, commercial buildings, and industrial areas. A large, semi-transparent white rectangular box is overlaid on the center of the image, containing the title text. The background features a wide river or bay, a bridge, and distant mountains under a clear blue sky.

Initial Design Concepts for Moffett Park

Range of Place Types

Activity Centers



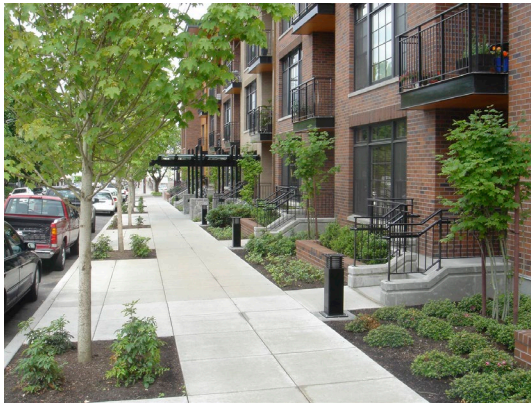
Main Streets



Village Corners



Neighborhoods



Office/R+D



Range of Open Space Types + Sizes



Incorporated in All Concepts

Placemaking + Walkability

WALK TO SHOPS



SAFE STREETS



GET AROUND EASILY



HOUSING CHOICES



GATHERING PLACES



CITY SERVICES



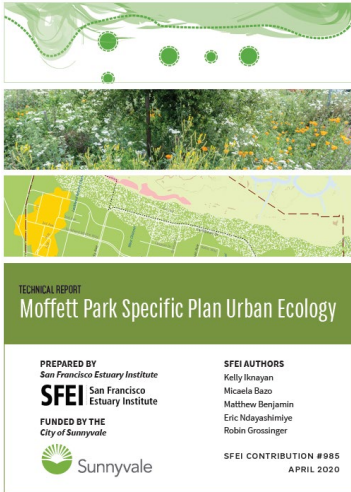
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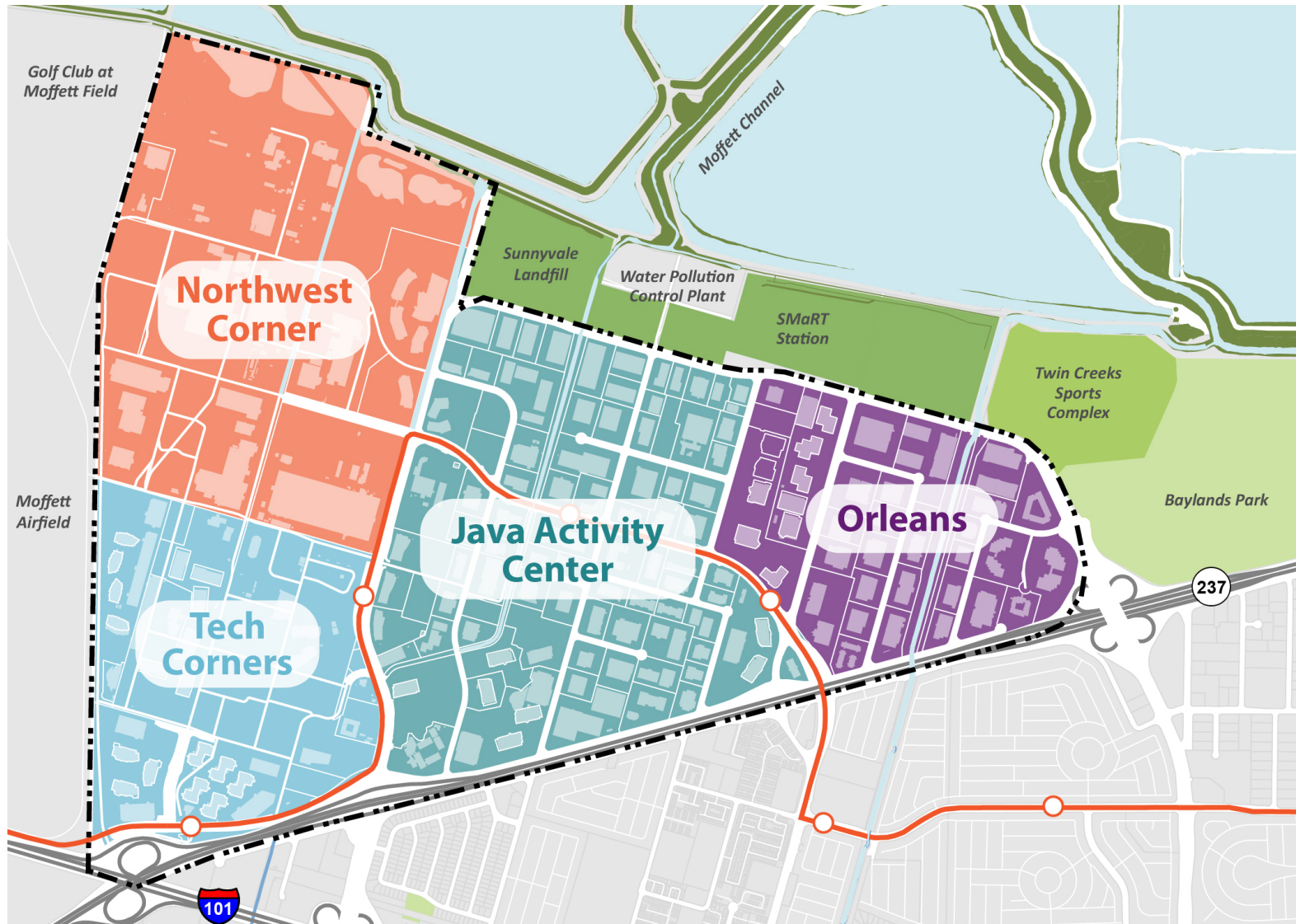
PART OF THE WHOLE



Urban Ecology Integration + SLR Adaptation



Concept of Districts/Neighborhoods



Land Use Concepts

Alt A
String of Neighborhoods



Alt B
Java Main Street



Alt C
North/South Main Street



Office Industrial + R&D Residential Mixed Use Open Space Activity Center Village Corner

Alt A | String of Neighborhoods

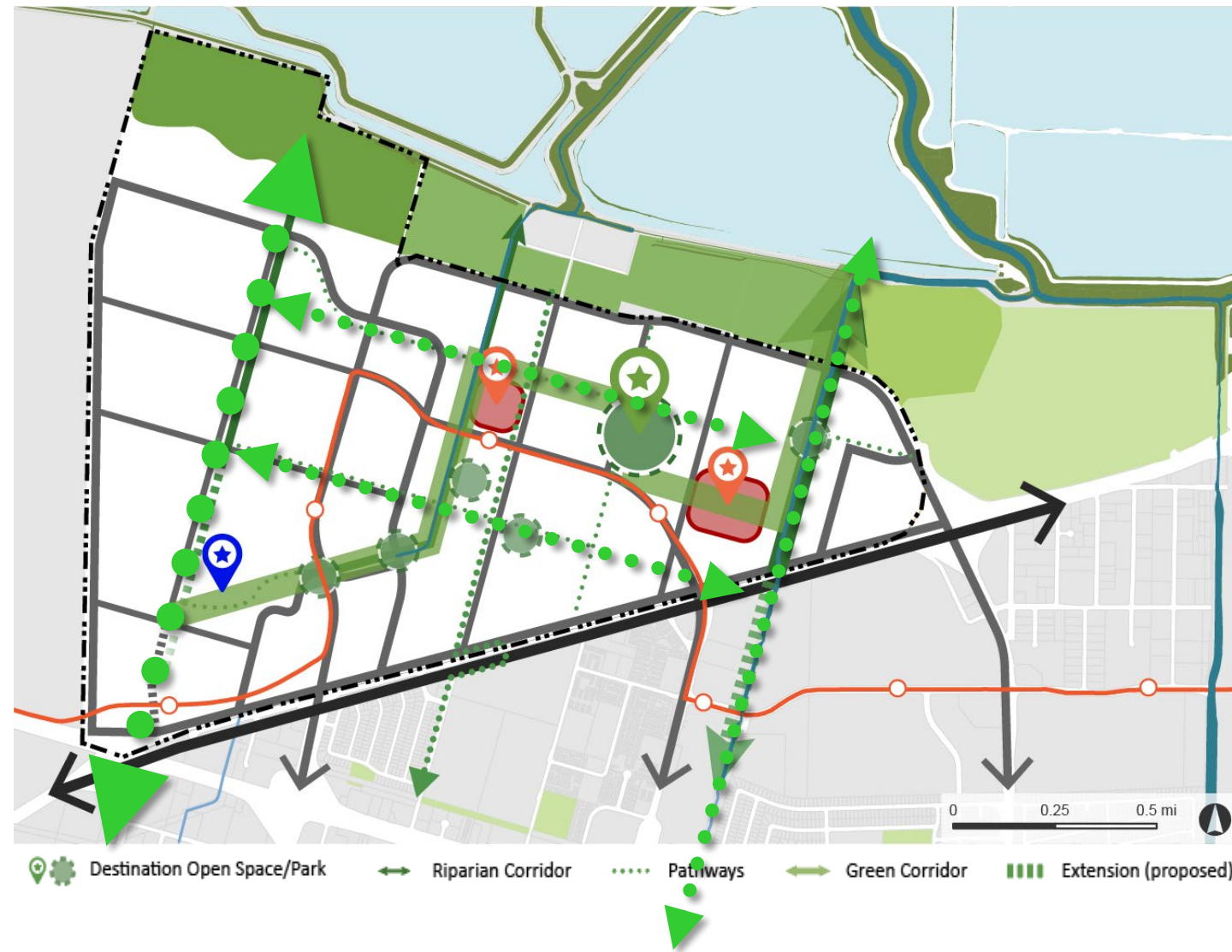


Office Industrial + R&D Residential Mixed Use Open Space Activity Center Village Corner

Alt A | String of Neighborhoods



Alt A | String of Neighborhoods



ALT B | Java Main Street



ALT B | Java Main Street



ALT B | Java Main Street



ALT C | North/South Main Street



ALT C | North/South Main Street



Destination Open Space/Park Riparian Corridor Pathways Green Corridor Extension (proposed)



ALT C | North/South Main Street



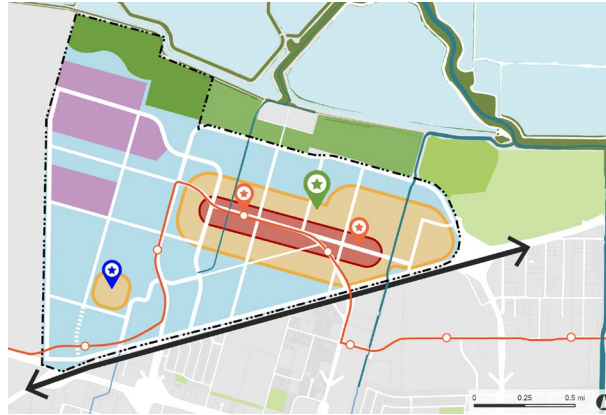
 Destination Open Space/Park  Riparian Corridor  Pathways  Green Corridor  Extension (proposed)

Land Use + Urban Design Concepts

Alt A String of Neighborhoods



Alt B Java Main Street



Alt C North/South Main Street



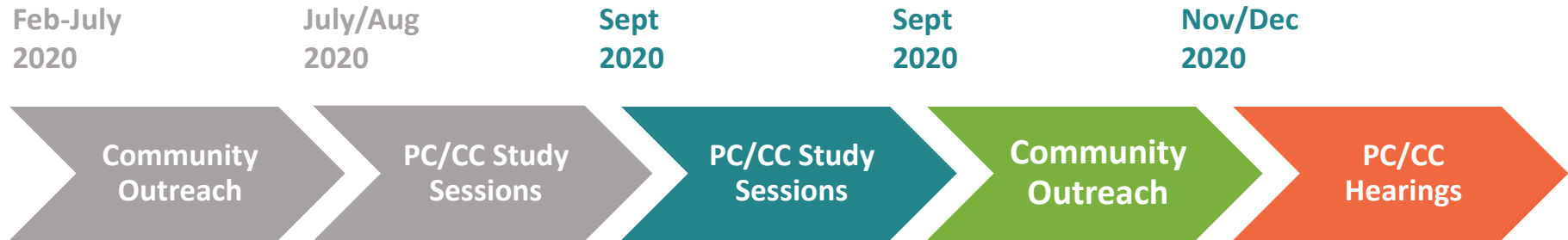
Planning Commission Feedback (7/27/2020)

- Interest in the Java Main Street Concept
 - Safe and compatible with light rail
 - East/west configuration and impacts on retail spaces
 - Good elements from each alternative
- Feature resiliency strategies (Sponge City)
- Maintain and improve access to open space resources
- Leverage opportunities for natural green space, trees, and landscaping
- Integrate Mary Avenue extension with MPSP
- Ensure programming for successful retail and commercial services

Public Feedback

- Pedestrian/bicycle infrastructure improvements
- Add diverse housing options and shared amenities
- Address sea level rise, flooding, and groundwater intrusion
- Urban ecology and natural habitats for people and wildlife
- Community land trust option for affordable housing

Next Steps



- September 2020
 - Detailed Land Use Plans + Urban Design Alternatives
 - Potential infrastructure/mobility projects
 - Range of development by land use
- Nov/Dec 2020
 - Summary of community outreach + PC/CC Study Sessions
 - Direction on Preferred Plan

CEQA/EIR Analysis
Policy Framework
Draft Specific Plan

Today's Discussion

1. Feedback on **draft Vision Statement and Guiding Principles**
 - What **other aspirations** do you have for the future Moffett Park?
2. Feedback **land use concepts**
 - Should other concepts be explored?
3. Is additional **information** needed to consider detailed land use alternatives in September?

An aerial photograph of the Moffett Park area in San Jose, California. The image shows a mix of urban development, green spaces, and a large body of water in the background. A semi-transparent white rectangular box is overlaid on the center of the image, containing the text "Questions/Comments" in a dark teal font. The background image is also partially covered by a green semi-transparent rectangle on the left side.

Questions/Comments

Guiding Principles

Vision for the Future of Moffett Park

Moffett Park is a well-connected ecological innovation district with a diverse mix of uses that serves as a model of resilience, climate protection, equity, and economic opportunity.

- **Establish Moffett Park as a model community through its commitment to comprehensively addressing resilience, climate protection, and equity in all activities.**
 - Adopt innovative and equitable policies to reduce social, economic, and environmental stresses.
 - Build and implement a clear pathway to carbon neutrality and a climate-positive community.
 - Ensure quality of life outcomes are experienced and shaped equitably by the people living and working in Moffett Park.
 - Build in flexibility for the neighborhood and shoreline to evolve over time, responding and adapting to climate disruption.

Guiding Principles

- **Evolve Moffett Park into a vibrant and inclusive community where all people can thrive.**
 - Create neighborhoods that improve community health through access to public amenities, quality housing, and healthy and safe environments for everyone.
 - Diversify the mix of uses within the district to support a vibrant complete community.
 - Advance racial, demographic, and socioeconomic diversity by supporting a range of housing types.
 - Preserve and celebrate the culturally significant Indigenous places and technological history.
- **Maintain and strengthen Moffett Park as a diverse economic engine that supports economic prosperity for all.**
 - Strengthen the district as an innovation hub for technology, research, industrial, and emerging industries.
 - Encourage greater business diversity to ensure economic sustainability.
 - Retain and create space for small, local, and startup businesses.
 - Develop effective education, training programs, and career pathways into the Moffett Park economy.

Guiding Principles

- **Create a connected, accessible district that prioritizes the movement of people over vehicles to reduce climate pollution and to support a healthy community.**
 - Establish a resilient and accessible multimodal circulation network with new and improved connections to, from, and within the district.
 - Concentrate growth and intensity to ensure efficient use of resources and support high-quality transit.
 - Increase availability of and reliance on walking, biking, transit, and shared trips to reduce the district's climate impact.
 - Construct safe, comfortable, and accessible pedestrian and bicycle facilities that invite people of all ages and abilities.
 - Address the mobility needs of people who have not been served equitably in the past, including children, seniors, people of color, people with disabilities, and low-income households.
- **Cultivate a dynamic and connected public spaces that accommodate the physical and social needs of all users.**
 - Create a diverse, high-quality street and open space network that provides opportunities for social interaction, recreation, and ecological health.
 - Connect people to nature and the Bay through a continuous network of new and improved bicycle and pedestrian pathways.
 - Incorporate a broad range of publicly accessible open space types and amenities that will accommodate the physical and social needs of users of all ages and abilities.

Guiding Principles

- **Create a healthy, resilient, and biodiverse environment.**
 - Design new developments and open spaces to enhance ecosystems and support biodiversity, benefitting both people and natural habitat.
 - Provide open spaces and natural buffers around ecological resources that will restore biological function and habitat quality.
 - Cultivate a robust urban forest that will sequester carbon, reduce stormwater runoff, improve thermal comfort, and contribute to health and wellbeing.
 - Incorporate nature-based solutions and hybrid infrastructure systems to mitigate and adapt to the impacts of climate disruption and sea level rise.
 - Create an identity and attraction based on the urban ecology of the district.
- **Integrate innovative and emerging technologies in the district to support the community wide goals.**
 - Seek to establish Moffett Park as a regional center for thought leadership and emerging technologies.
 - Incorporate Smart City design and district-scale infrastructure systems.
 - Foster collaboration among the City, community, and landowners to develop innovative, multi-benefit solutions to complex challenges.