

# LAWRENCE STATION AREA PLAN



## COMMUNITY WORKSHOP TWO

MAY 12, 2011



# AGENDA

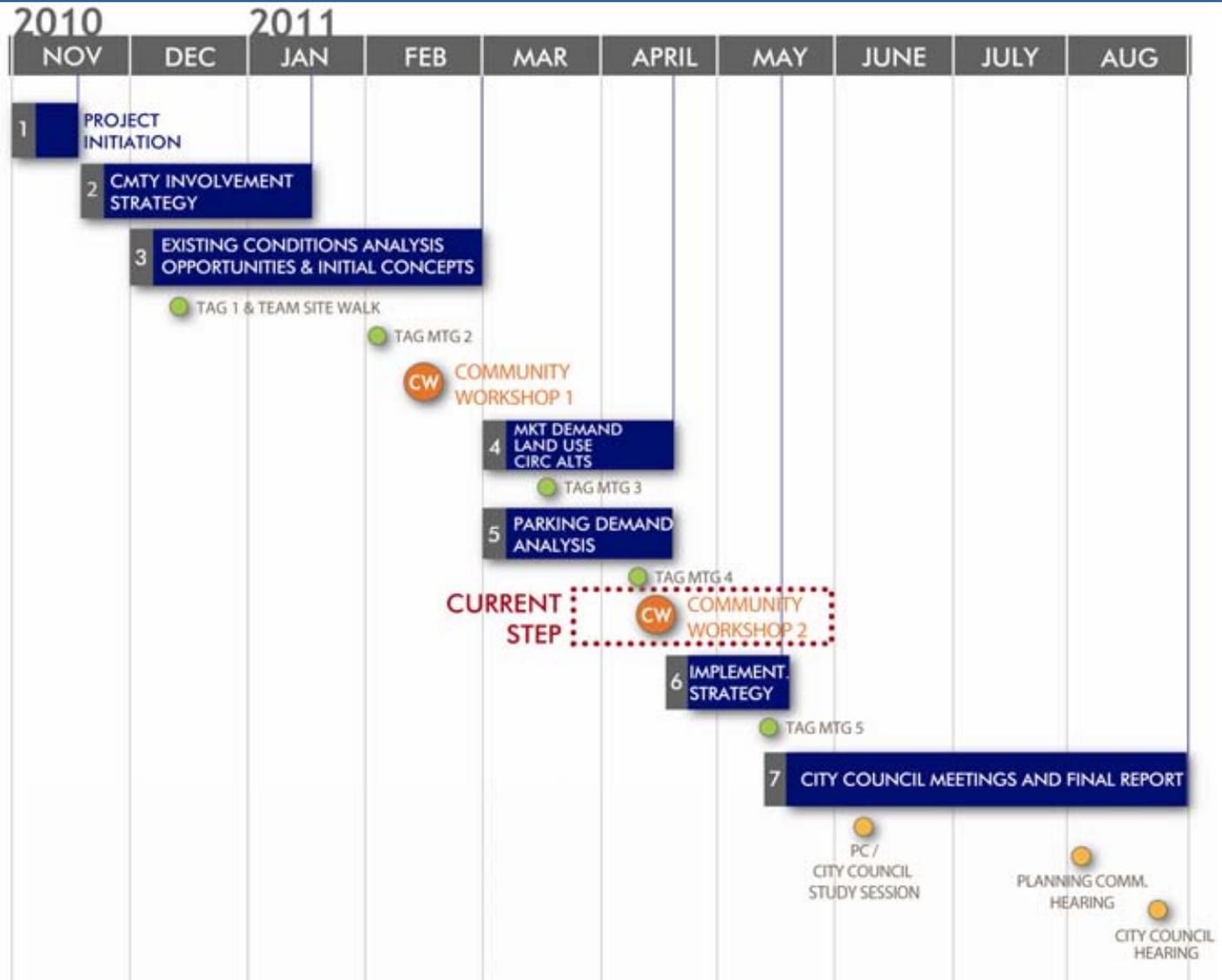
- **Introductions** Hanson Hom
- **Process and Schedule Review** BMS Design Group
- **Framework Concepts** BMS Design Group
- **City Land Use Policies** Hanson Hom
- **Lawrence Land Use Concepts** BMS Design Group
- **Open House Format Discussion** BMS Design Group
- **Summary of Comments** BMS Design Group
- **Next Steps | Close**



**PROCESS, SCHEDULE REVIEW &  
COMMUNITY INPUT**

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# PROCESS AND SCHEDULE REVIEW



# PROJECT STATUS

- Phased plan development process, currently in Phase One
  
- Phase One will:
  - i. establish framework for future phases of the plan
  - ii. focus on land use component of the plan
  - iii. analyze parking need and study market feasibility
  
- Partner agencies in the SAP effort
  - City of Santa Clara
  - Valley Transportation Authority (VTA)
  - Caltrain/SamTrans
  - County of Santa Clara



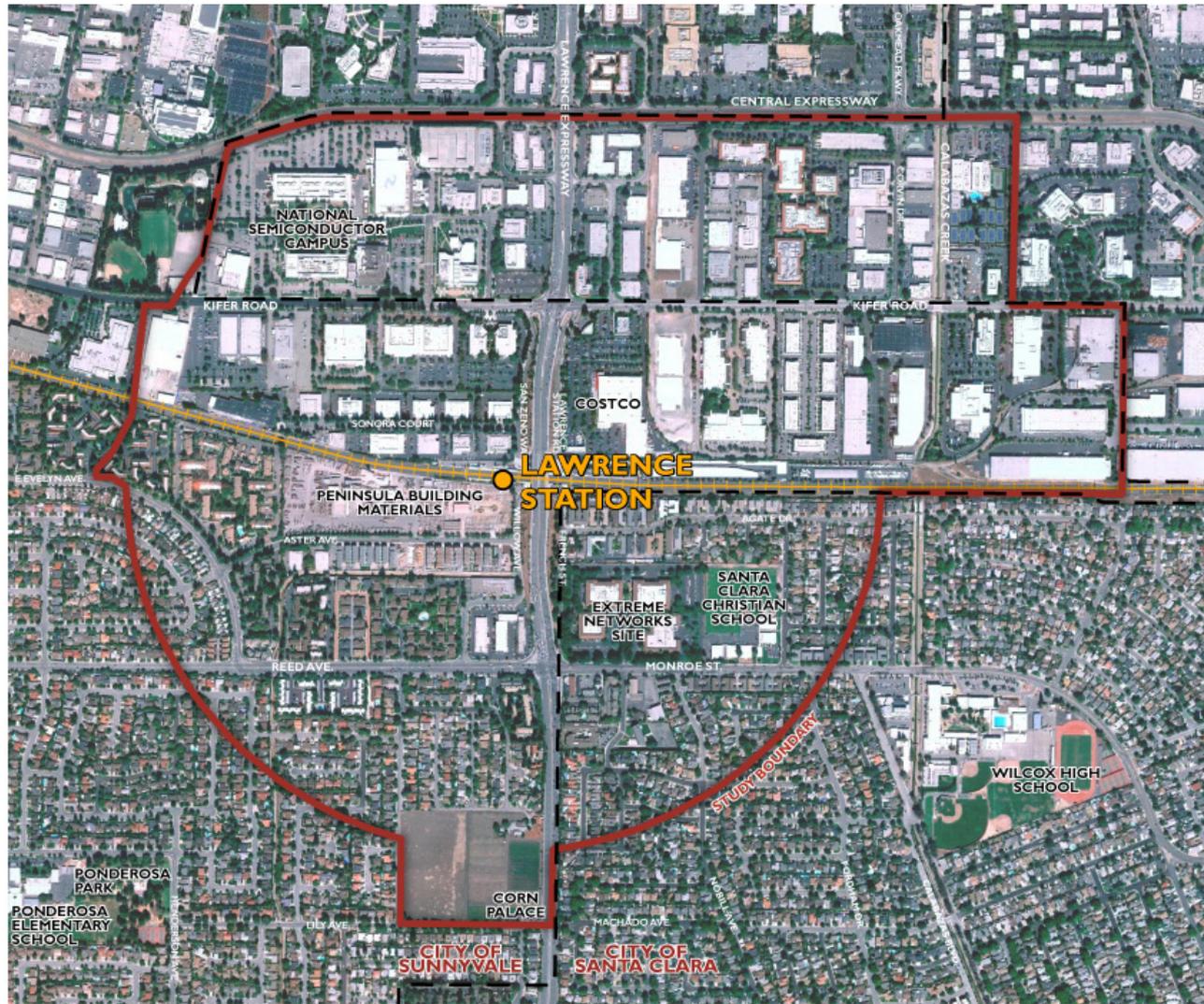
# ADOPTED STUDY GOALS AND PRINCIPLES

## APPROVED BY CITY COUNCIL MAY 2009

1. Identify opportunities for **higher-density housing** near the station;
2. Identify opportunities for **higher-density commercial** development;
3. **Encourage mixed use** developments in proximity to transit with opportunities for active ground floor retail uses;
4. Develop **reduced parking standards** and innovative alternatives for TOD projects;
5. Identify **infrastructure improvements** that would be necessary to support higher-density development including transportation improvements;
6. Create a **unique sense of place** within the transit village area;
7. Provide **seamless connectivity** through multi-modal transportation options, parking choices and between transit modes;
8. Encourage development that respects and **preserves the existing character of surrounding residential neighborhoods**;
9. Improve access, visibility to and from the station through **streetscape improvements, better signage, etc**; and
10. Strive to **make the TOD realistic yet economically viable** and valuable from a diversity of perspectives (Sunnyvale, Santa Clara, transit agencies, developers, residents, and employers).



# AERIAL WITH STUDY AREA





**LAWRENCE STATION AREA PLAN**  
VISIONING SESSION

**DISCUSSION TOPICS**

- WHAT IS THE APPROPRIATE LAND USE MIXTURE?
- MIXTURE OF RESIDENTIAL
- MIXTURE OF OFFICE
- MIXTURE OF COMMERCIAL

WHERE ARE FUTURE DEVELOPMENT OPPORTUNITIES?

- HIGH-QUALITY ACCESSIBLE TRANSPORTATION IS NEARBY TO THE AREA

WHAT AMENITIES ARE NEEDED IN THE NEIGHBORHOOD?

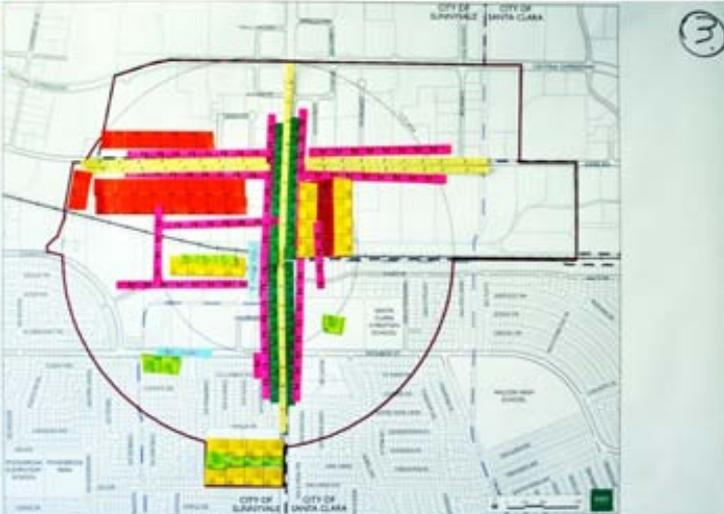
- PARKS
- ARTS
- RECREATION
- CULTURAL
- COMMUNITY

**SYMBOLS**

AMENITIES (PARKS, RECREATION, ARTS, CULTURAL, COMMUNITY)	GREEN SPACE
RESIDENTIAL (SINGLE-FAMILY, MULTIFAMILY)	RESIDENTIAL
OFFICE	OFFICE
RETAIL	RETAIL
COMMERCIAL (GENERAL, SPECIALTY)	COMMERCIAL
INDUSTRIAL	INDUSTRIAL
ARTS	ARTS
RECREATION	RECREATION
CULTURAL	CULTURAL
COMMUNITY	COMMUNITY

**LEGEND**

- STATION AREA BOUNDARY
- SUBDIVISION - SANTA CLARA BOROUGH
- BOUNDARY - CANTON, CALAVERAS COUNTY
- LAWRENCE STATION STATION



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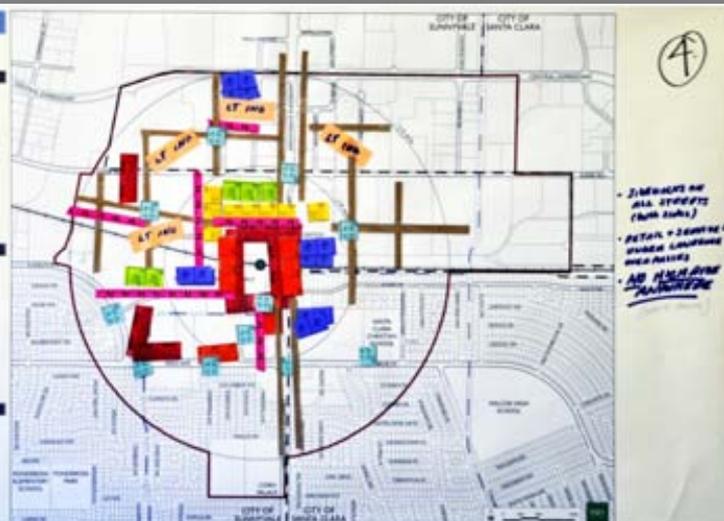
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# COMMUNITY MEETING ONE SUMMARY

**% BASED  
ON 6  
GROUPS**

## CIRCULATION & ACCESS

- IMPROVE & ADD SIDEWALKS **83%**
- MORE BIKE LANES **67%**
- IMPROVED PEDESTRIAN CROSSINGS **67%**

## LAND USE

- OPEN SPACE **100%**
- OFFICE **83%**
- HIGH-DENSITY HOUSING **67%**
- RETAIL **67%**
- LT. INDUSTRIAL **50%**



## COMMENTS AND CONCERNS

10

attendees

- Improve access to the station for employees
- **SHORT-TERM**  
Concern: Caltrain status at Lawrence Station
- Concern: Land use changes from industrial to residential. Protect commercial land uses in the study area
- Potential City support for relocation and process?

# COMMENTS FROM COMMUNITY INPUT

1. Protect existing residential neighborhoods
2. Bicycle and pedestrian improvements
3. Improve circulation framework within the entire study area
4. High-density core at the station
5. Mix of uses in the core – residential, office and retail
6. High value light industrial jobs on the north periphery
7. Significant additional open space associated with new residential
8. Pedestrian and bicycle safety / crossings improvements on Reed and Monroe
9. Protect industrial uses in the study area
10. Reuse Peninsula Building Materials site for a variety of uses – TBD – generally in the range of residential, office, retail, open space mix.



# FRAMEWORK CONCEPTS

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# THE AREA TODAY



# DOWNTOWN SUNNYVALE

## BEFORE & AFTER

Downtown Specific Plan Area Dated January 1999



Downtown Specific Plan Area Dated January 2010



# FRAMEWORK PLAN

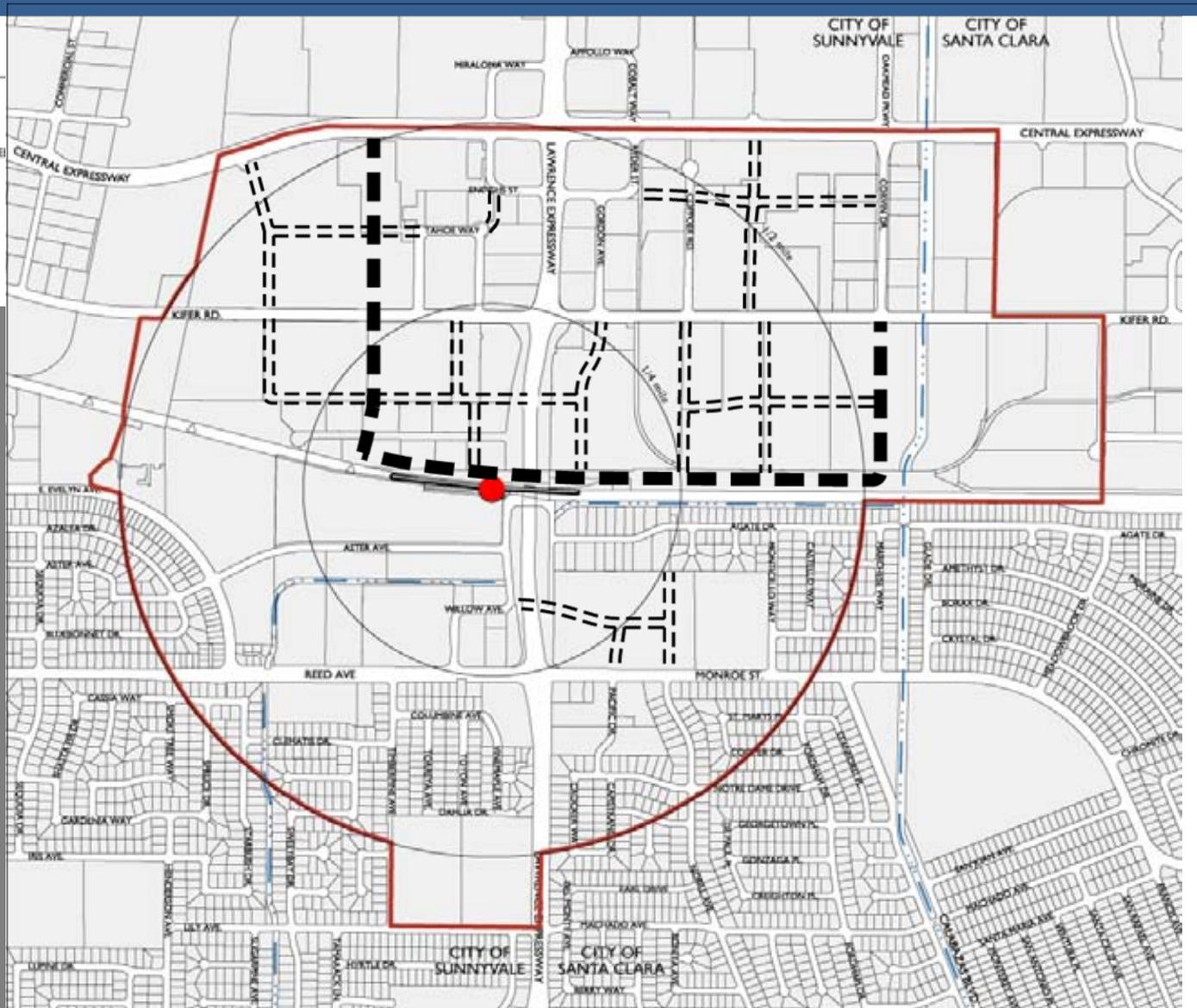
## STATION AREA FRAMEWORK PLAN

### LEGEND

- STUDY AREA BOUNDARY
- DRAINAGE CHANNEL / CALABAZAS CREEK
- LAWRENCE CALTRAIN STATION

### PROPOSED NEW ROADS

- PRIMARY LOOP ROAD
- INTERNAL CIRCULATION



# PRIMARY LOOP ROAD



Baldwin Park, CA



Baldwin Park, CA



# PEDESTRIAN-ORIENTED RETAIL STREET



Murphy Street,  
Sunnyvale



Santa Cruz



Santana Row, San Jose



# RESIDENTIAL NEIGHBORHOOD STREET



Hayward near BART Station



# STREET AND CROSSWALK IMPROVEMENTS



Redmond, WA



Location Unknown



Winters, CA



Vancouver, WA



**LAWRENCE STATION AREA**  
**LAND USE CONCEPTS**

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# CITY OF SUNNYVALE LAND USE AND TRANSPORTATION PLANNING

## Horizon 2035

- Land Use and Transportation Element (LUTE)
- Climate Action Plan (CAP)

## Goal of LUTE/CAP

- Guide land use and transportation, long term
- Sustain resources
- Encourage more efficient development through 2035

## LUTE shows areas for future development including,

- Peery Park
- Lawrence SAP
- Downtown
- El Camino Real corridor
- Moffett Park



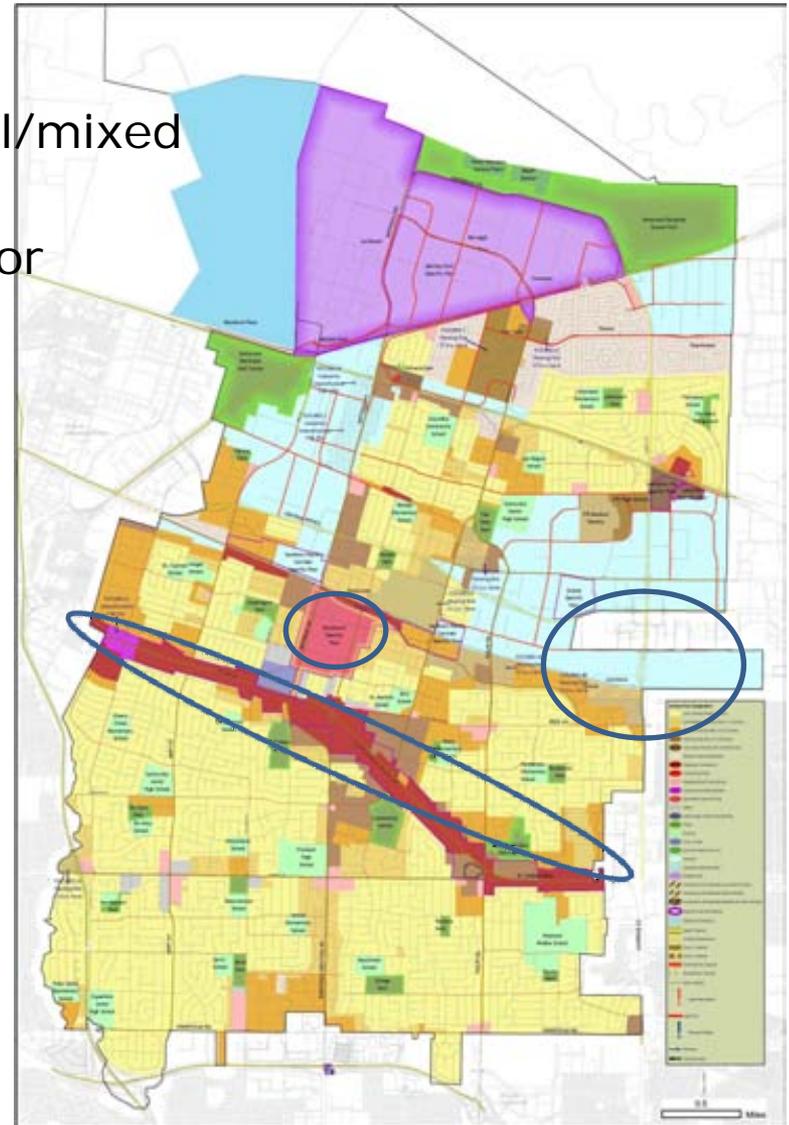
# 1997 LUTE GOALS AND POLICIES

Goals and Policies	Focus
<ul style="list-style-type: none"> <li>Protect and sustain a high quality of life in Sunnyvale by participating in coordinated land use and transportation planning in the region</li> </ul>	Regional
<ul style="list-style-type: none"> <li>Consider the needs of business as well as residents when making land use and transportation decisions</li> </ul>	Balanced approach
<ul style="list-style-type: none"> <li>Preserve and enhance an attractive community with distinctive neighborhoods and human scale development</li> </ul>	Neighborhood concept
<ul style="list-style-type: none"> <li>Sustain a strong local economy with a mix of jobs and commercial opportunities</li> </ul>	Economic goals



# LUTE AREAS: RESIDENTIAL/MIXED USE

- LUTE areas for residential/mixed use development
  - El Camino Real corridor
  - Lawrence SAP
  - Downtown
  - Possible new neighborhood villages



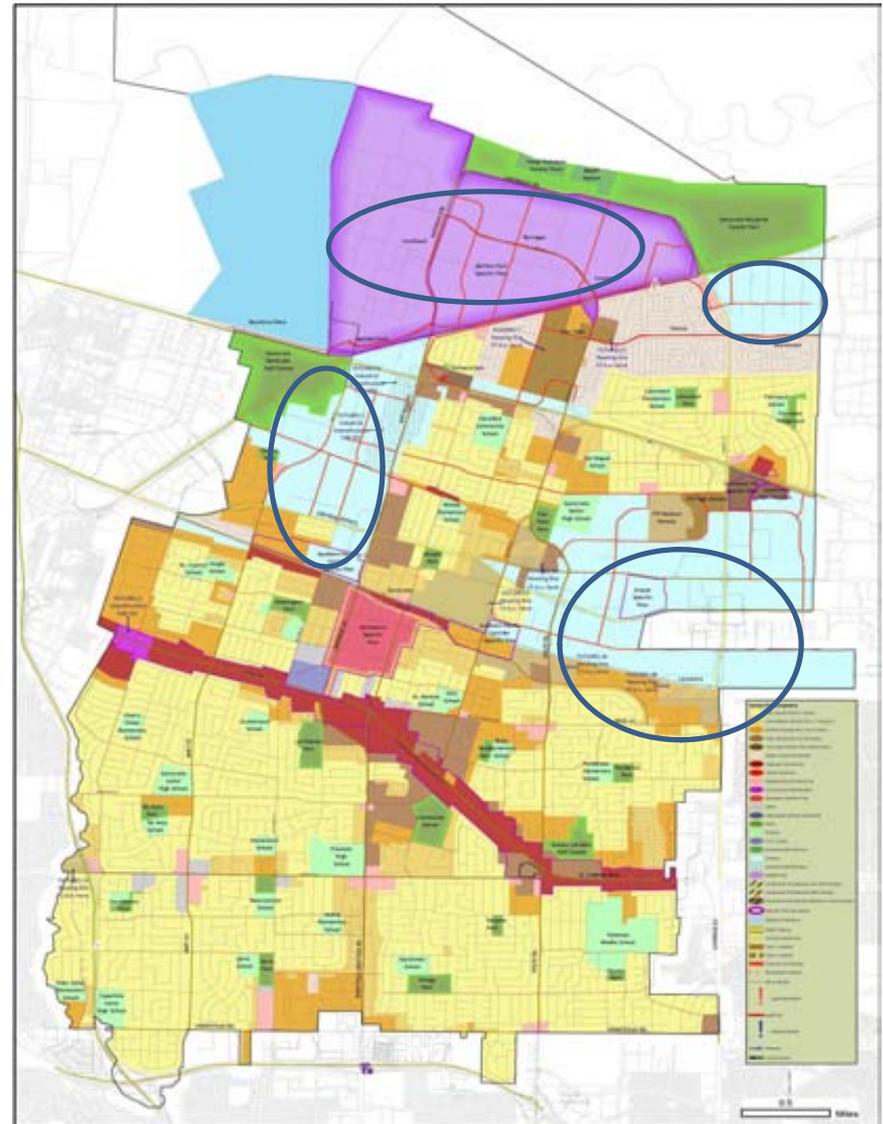
Sunnyvale General Plan  
1997-2010



# LUTE AREAS: OFFICE/R&D/INDUSTRIAL

## LUTE areas for industrial development

- Peery Park
- Oakmead / Lawrence SAP
- Moffett Park
- The Woods



# OFFICE/INDUSTRIAL/COMMERCIAL

Existing Inventory	47M sf
Existing General Plan build out	55M sf
Horizon 2035 ( <i>under consideration</i> )	63M sf

## Planned Industrial/R&D development types

- Manufacturing
- R&D (Class B and C)
- Multi-story office (Class A)
- Lawrence SAP/Oakmead 35% FAR



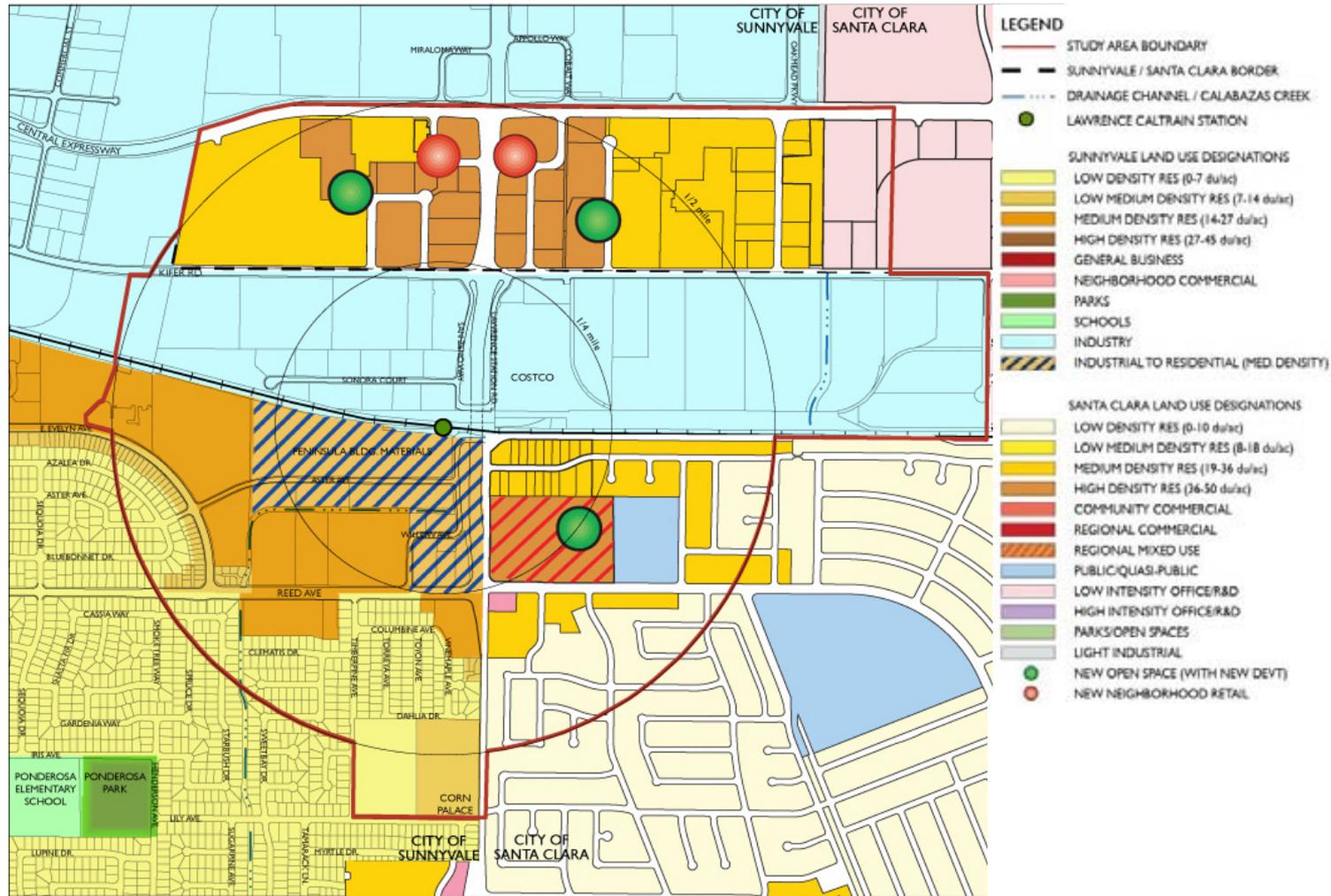
# GENERAL PLANS

## City of Sunnyvale

- Primarily industrial north of Caltrain tracks
- Single family residential on south side with some medium density closer to station
- Industrial (to Residential) adjoining station

## City of Santa Clara

- General Plan 2025-2035 shown
- Significant land use changes north of Kifer – change to Medium to High Density Housing
- Proposed Neighborhood Retail & Open Space north of Kifer



# LAND USE CONCEPTS

- **RESIDENTIAL EMPHASIS**
- **OFFICE / R&D EMPHASIS**
- **MIXED DEVELOPMENT**



# RESIDENTIAL EMPHASIS

- Vertical mixed-use development or multi-use core (1/4 mile)
- Maximize residential
- Highest density near station
- Service retail based on 1-mile catchment area
- Low density local-serving office /services
- Potential high value R&D in outer ring
- Residential MXD pedestrian streets to station



# RESIDENTIAL EMPHASIS

**LEGEND**

- STUDY AREA BOUNDARY
- SUNNYVALE / SANTA CLARA BORDER
- DRAINAGE CHANNEL / CALABAZAS CREEK
- LAWRENCE CALTRAIN STATION

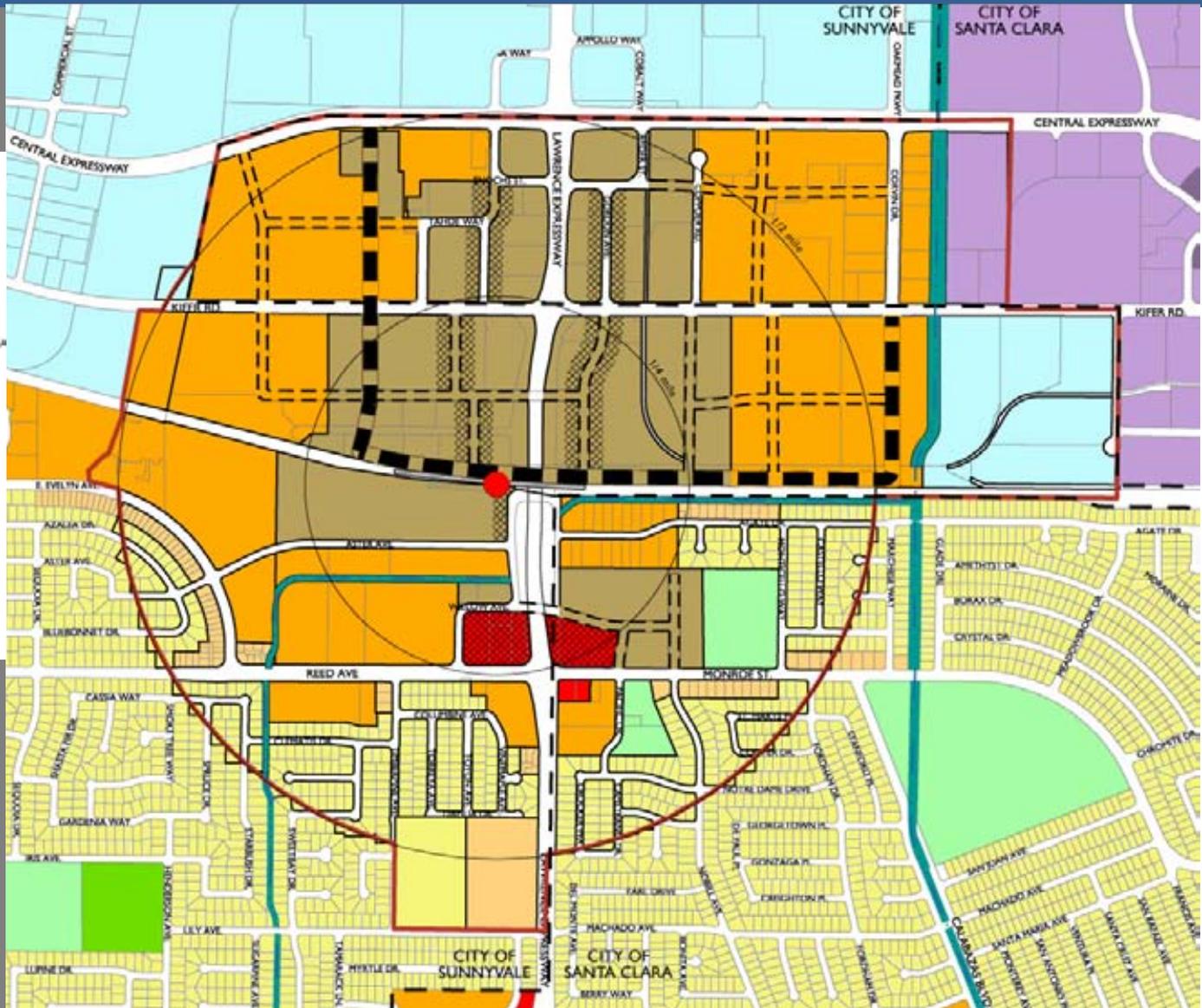
**PROPOSED NEW ROADS**

- PRIMARY LOOP ROAD
- INTERNAL CIRCULATION

**LAND USE DESIGNATIONS**

Color/Pattern	Designation	ACRES IN STUDY AREA
Light Yellow	LOW DENSITY RESID'L	76 AC
Orange	LOW MEDIUM DENSITY RESID'L	31 AC
Dark Orange	MEDIUM DENSITY RESID'L	193 AC
Yellow-Green	HIGH DENSITY RESID'L	127 AC
Light Green	LOW INTENSITY OFFICE/R&D	12 AC
Dark Green	HIGH INTENSITY OFFICE/R&D	8 AC
Light Blue	IND & SERVICE (M-S DISTRICT)	34 AC
Dark Blue	IND INTENSIFICATION	N/A
Light Purple	LOW INTENSITY MIXD/MULTI-USE	N/A
Dark Purple	HIGH INTENSITY MIXD/MULTI-USE	N/A
Red	NEIGHBORHOOD BUSINESS	8 AC
Green	PARKS	8 AC
Blue	DRAINAGE CHANNELS	10 AC
Light Green	CHVIC USES	12 AC
Light Blue	TRANSPORTATION/UTILITY	136 AC
Patterned	STREET FRONTING RETAIL ZONE	

**TOTAL STUDY AREA** 429 AC  
\*ACREAGE SHOWN IS APPROXIMATE



# HIGH-DENSITY RESIDENTIAL



Villa Del Sol, San Mateo



San Jose



Vancouver BC



# HIGH-DENSITY RESIDENTIAL (MIXED-USE)



Mountain View



San Rafael



# MEDIUM-DENSITY RESIDENTIAL



Bay Meadows, San Mateo



San Jose



Bay Meadows, San Mateo



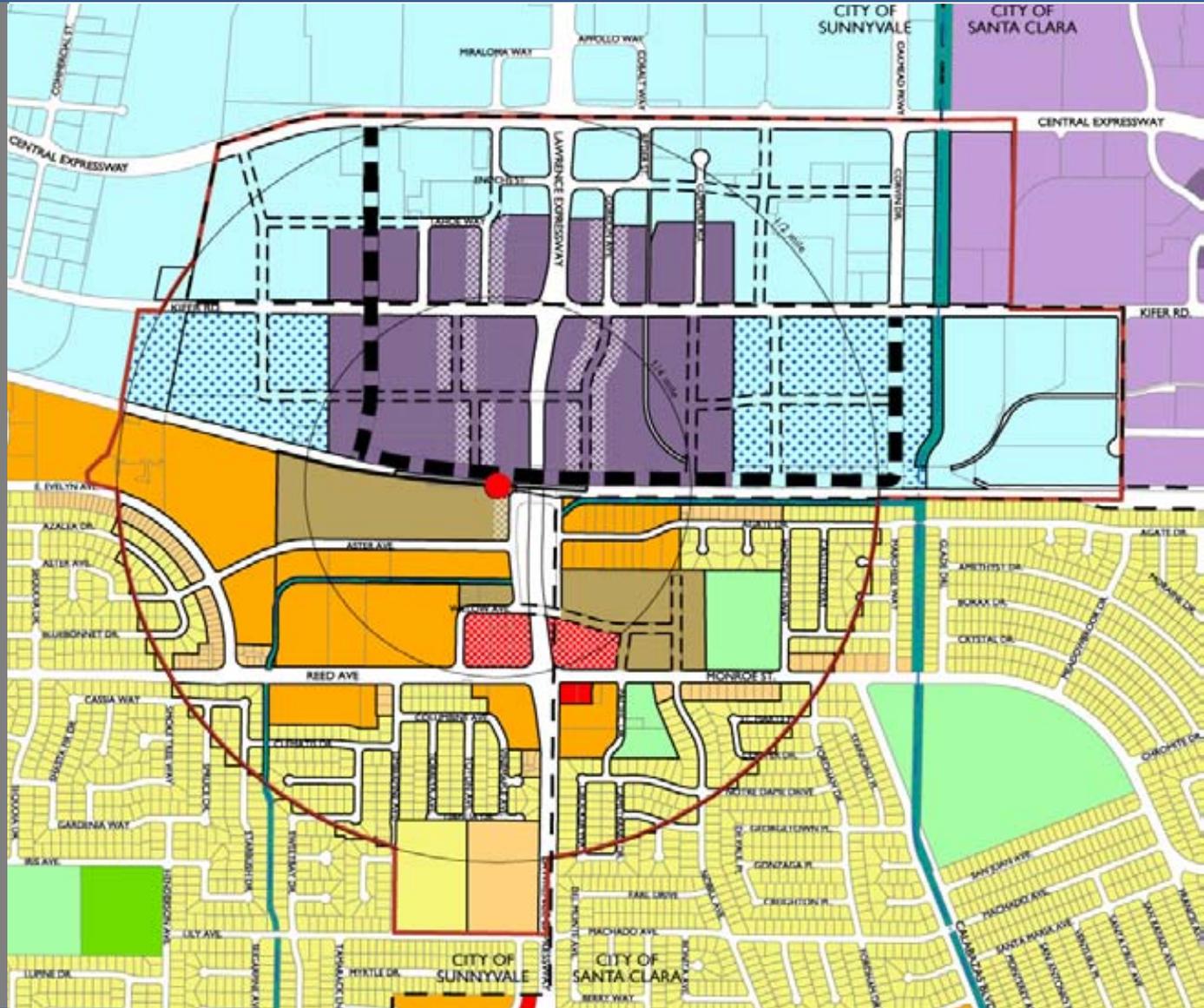
# OFFICE / R&D EMPHASIS

- Vertical mixed development or multi-use core (1/4 mile)
- Maximize class A office and “high value” industrial / R&D
- High density near station
- Declining density from core
- Low density service retail targeted to commercial users
- Commercial mixed development pedestrian streets to station



# OFFICE / R&D EMPHASIS

LEGEND		
	STUDY AREA BOUNDARY	
	SUNNYVALE / SANTA CLARA BORDER	
	DRAINAGE CHANNEL / CALABAZAS CREEK	
	LAWRENCE CALTRAIN STATION	
PROPOSED NEW ROADS		
	PRIMARY LOOP ROAD	
	INTERNAL CIRCULATION	
LAND USE DESIGNATIONS		
	LOW DENSITY RESID'L	76 AC
	LOW MEDIUM DENSITY RESID'L	21 AC
	MEDIUM DENSITY RESID'L	48 AC
	HIGH DENSITY RESID'L	30 AC
	LOW INTENSITY OFFICE/R&D	12 AC
	HIGH INTENSITY OFFICE/R&D	84 AC
	IND & SERVICE (M-S DISTRICT)	120 AC
	IND INTENSIFICATION	53 AC
	LOW INTENSITY HOUSING/MULTI-USE	N/A
	HIGH INTENSITY HOUSING/MULTI-USE	N/A
	NEIGHBORHOOD BUSINESS	8 AC
	PARKS	8 AC
	DRAINAGE CHANNELS	16 AC
	CIVIC USES	12 AC
	TRANSPORTATION/UTILITY	136 AC
	STREET FRONTING RETAIL ZONE	
<b>TOTAL STUDY AREA</b>	<b>622 AC</b>	
*ACRES SHOWN IS APPROXIMATE		



# HIGH-INTENSITY OFFICE / R&D



Nokia Building, Sunnyvale



Moffett Park Office



New Peery Park Office



National Semiconductor, Sunnyvale



# HIGH-INTENSITY OFFICE / R&D (MIXED USE)



Mountain View



San Luis Obispo



Corte Madera



Bay Meadows



# INDUSTRIAL AND SERVICE



# MIXED DEVELOPMENT EMPHASIS

- High density MXD or multi-use core (1/4 mile)
- Residential required
- Class A office / innovation R&D allowed (w/residential) in core
- Service retail based on 1-mile catchment area
- Potential high value R&D in outer ring
- MXD pedestrian streets link to station



# MIXED DEVELOPMENT EMPHASIS

**LEGEND**

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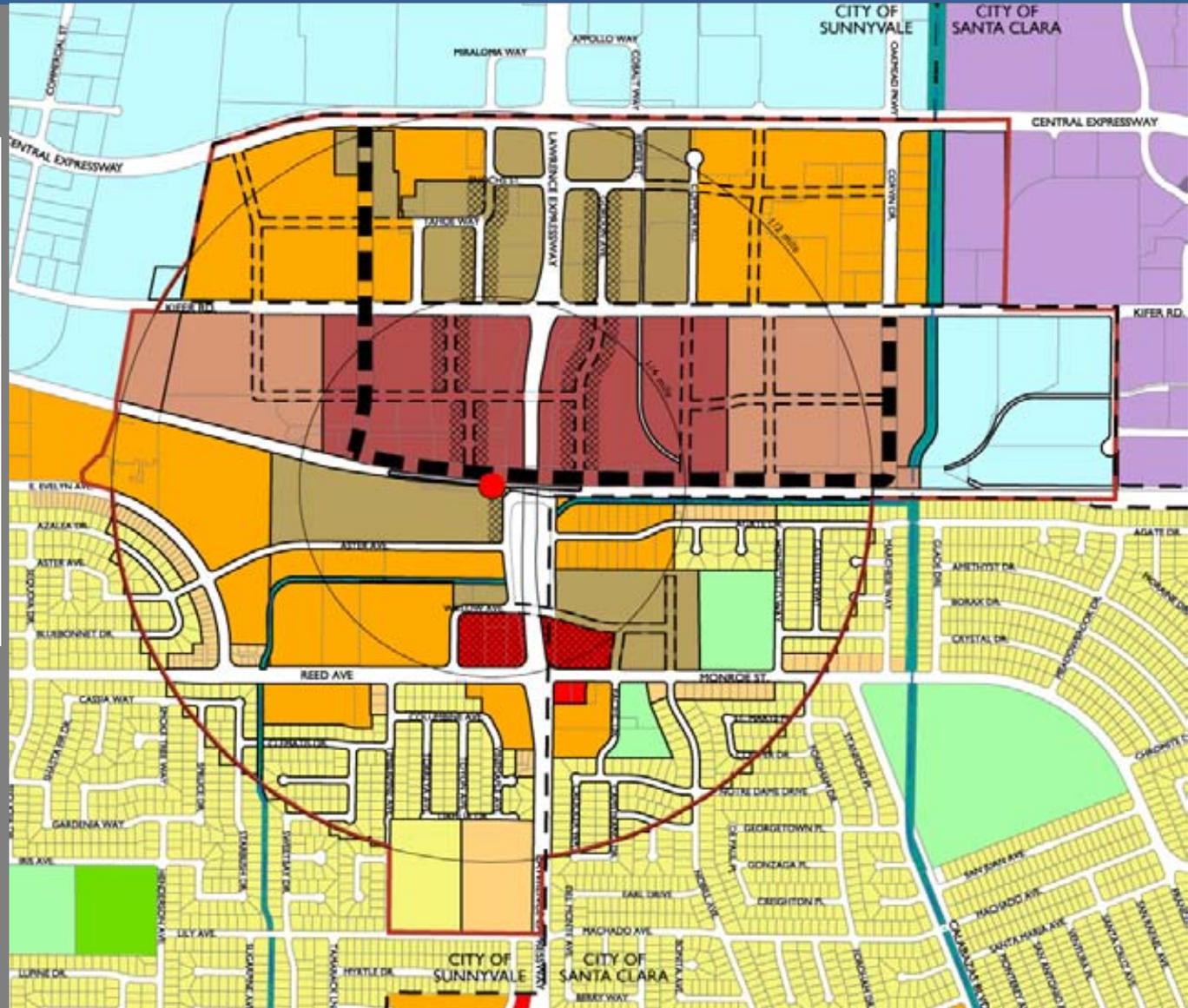
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LOW MEDIUM DENSITY RESID'L	21 AC
MEDIUM DENSITY RESID'L	141 AC
HIGH DENSITY RESID'L	72 AC
LOW INTENSITY OFFICE/R&D	12 AC
HIGH INTENSITY OFFICE/R&D	0 AC
IND & SERVICE (PMS DISTRICT)	34 AC
IND INTENSIFICATION	76 AC
LOW INTENSITY HOUSING/MULTI-USE	53 AC
HIGH INTENSITY HOUSING/MULTI-USE	55 AC
NEIGHBORHOOD BUSINESS	8 AC
PARKS	0 AC
DRAINAGE CHANNELS	18 AC
CIVIC USES	12 AC
TRANSPORTATION/UTILITY	136 AC
STREET FRONTING RETAIL ZONE	

**TOTAL STUDY AREA** 629 AC  
\*ACREAGE SHOWN IS APPROXIMATE



# HIGH-DENSITY OFFICE/R&D



Nokia Building, Sunnyvale



Moffett Park Office



New Peery Park Office



National Semiconductor, Sunnyvale



# HIGH-DENSITY OFFICE/R&D (MIXED-USE)



Mountain View



Bay Meadows



Berkeley



Bay Meadows



# LOW-DENSITY OFFICE/R&D (MIXED USE)

San Leandro



San Luis Obispo



Bay Meadows, San Mateo



# HIGH-DENSITY RESIDENTIAL



Villa Del Sol, San Mateo



San Jose



Vancouver BC



# HIGH-DENSITY RESIDENTIAL (MIXED-USE)



Mountain View



Location Unknown



San Rafael



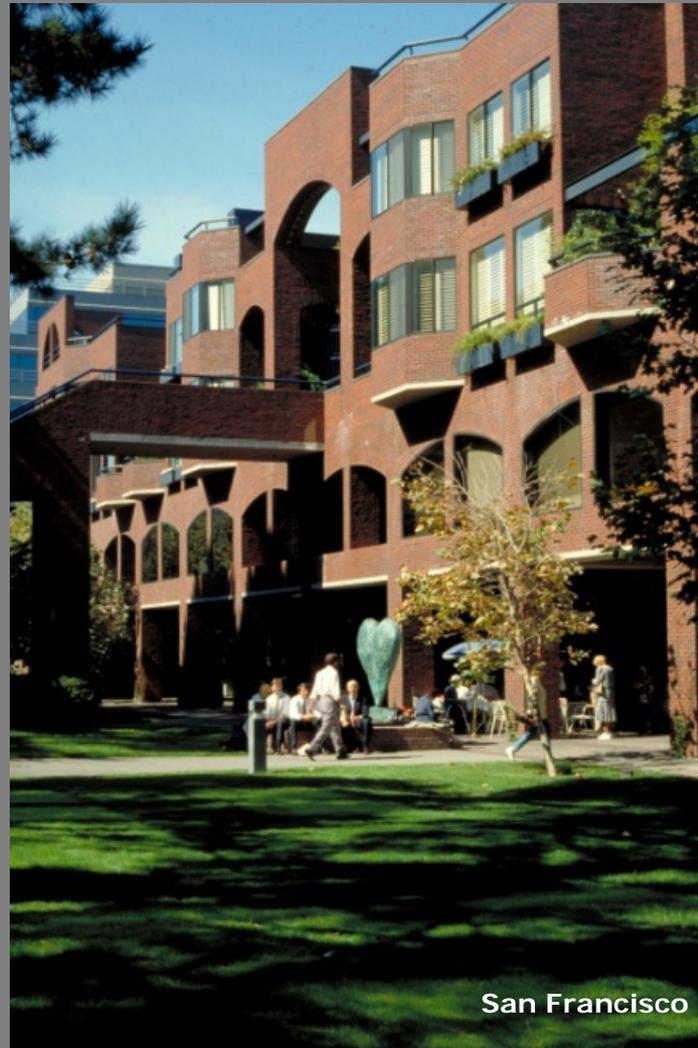
# MEDIUM-DENSITY RESIDENTIAL (MIXED-USE)



Redwood City



Market Commons, Clarendon VA



San Francisco



# MEDIUM-DENSITY RESIDENTIAL



Bay Meadows, San Mateo



San Jose



Bay Meadows, San Mateo



# MIXED-USE PARKING STRUCTURES



Santa Barbara



San Luis Obispo



# OPEN HOUSE FORMAT

## FOUR STATIONS AROUND ROOM

- 1 OFFICE / R&D EMPHASIS
- 2 RESIDENTIAL EMPHASIS
- 3 MIXED DEVELOPMENT EMPHASIS
- 4 FRAMEWORK PLAN

## DISCUSSION QUESTIONS

WHAT DO YOU LIKE?

WHAT DON'T YOU LIKE?

GENERAL COMMENTS



# OPEN HOUSE DISCUSSION

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*Thank you for your input*

For more information, please visit the project website:  
<http://Lawrencestation.insunnyvale.com>

## **NEXT STEPS**

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**PLANNING COMMISSION AND CITY COUNCIL STUDY SESSION  
PHASE ONE REPORT  
PLANNING COMMISSION PUBLIC HEARING  
CITY COUNCIL PUBLIC HEARING**