

PEERY PARK SPECIFIC PLAN & EIR

Community Workshop #2

District Vision Preliminary Policy Framework District Priorities

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www.ftscities.com

City of Sunnyvale
December 3, 2014



Tonight's Agenda

6:30pm – 7:15pm

Presentation

- Introduction
- Review Process and Feedback To Date
- Review District History & Workplace Trends
- District Vision (Activity, Amenity, & Character)
- Preliminary Policy Framework

7:15pm – 7:20pm

Group Exercise: Feedback on District Priorities

7:20pm – 7:30pm

- Instructions
- Individual Worksheet

7:30pm – 8:00pm

- Group Discussion

8:00pm – 8:30pm

- Groups Report Back

8:30pm – 9:00pm

Open House

Plan Framework: Key Community Meetings

Community Workshop 1: Oct 16, 2013

Existing Conditions & Workplace Trends, Market Analysis, Broad Brush Strategic Framework

Online Survey & Stakeholder Interviews: Fall/Winter 2013

Community Workshop 2: Dec 3 2014

The Envisioned Future, Regulatory Framework, District Priorities

Stakeholder Feedback: Jan & Feb 2015

Overview of Plan Concepts

Community Workshop 3: Jan 21 2015

Mobility Analysis & Streetscape Improvements

City Council / Planning Commission Study Session: Feb 24 2015

Community Outreach Summary and Draft Plan Concepts

Planning Commission / City Council Hearings: Apr 13 / Apr 28 2015

EIR Project Description and Draft Plan Concepts

Online Survey: Matched Workshop Feedback

- 89% of respondents were residents
- What works?
 - Vehicular Access
 - Landscaping
- What Needs Improvement?
 - Walkability, bikeability, & transit
 - Food and services
 - Useable open space
 - Mathilda streetscape
- Additional Feedback
 - Clarify the envisioned development
 - Push for green buildings/technology
 - Parking

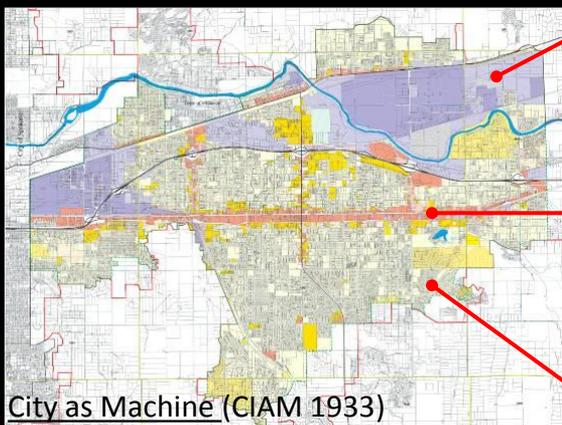
Online Survey: Matched Workshop Feedback

- Primary Concerns
 - Traffic
 - Height / impact on adjacent neighborhoods
 - Questions about the interactivity of the process

District Vision & Preliminary Policy Framework

Envisioning
what Peery Park can be
requires understanding
what it is today
AND
what made it that way

Economy = Making & Moving Goods:
Cities re-organized using
Industrial Principles



The Advent of Suburbs:

1950 - 1970
Sunnyvale's
population grew
almost 500%

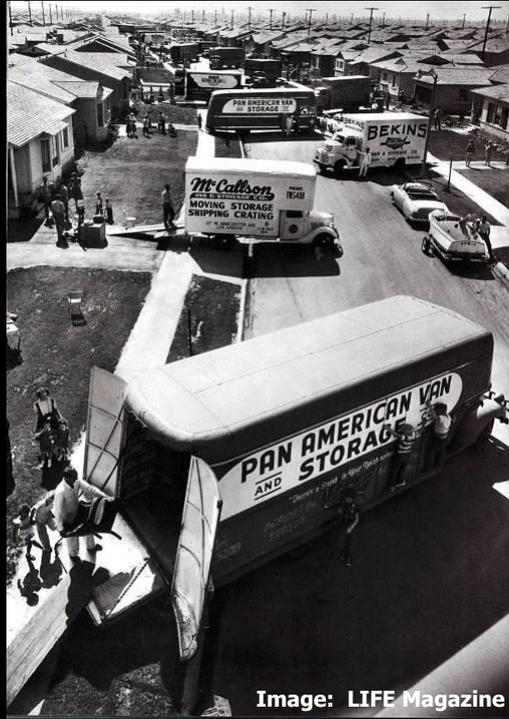
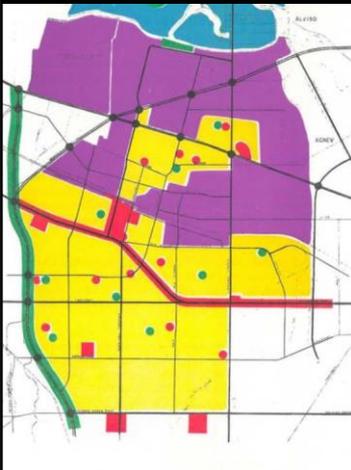
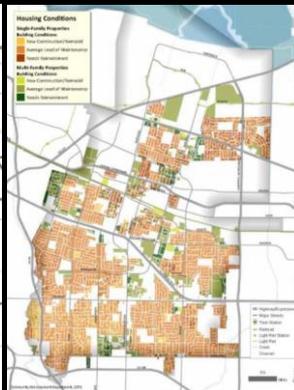


Image: LIFE Magazine

Sunnyvale's First General Plan: 1954-57



Housing and Workplace in Sunnyvale Today



Housing



Workplace

The Experiment FIT with the industrial economy of the Era.



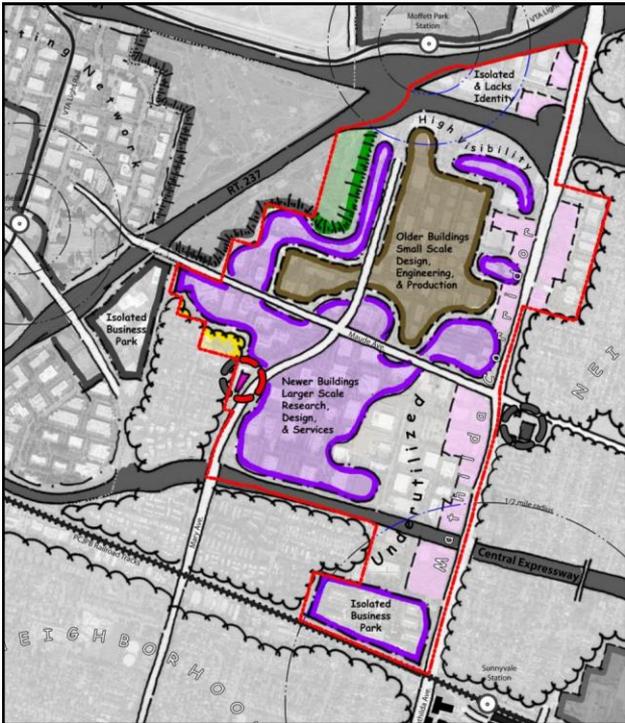
Business park



Shopping Center



Housing Subdivision



Existing Development



Mathilda Corridor



Older Development



Newer Development

Limited Public Gathering Spaces & Amenities

Does the 20th Century approach to city-building FIT with the economy built by Silicon Valley?



Business park



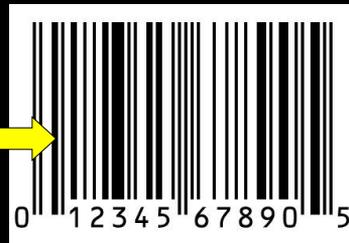
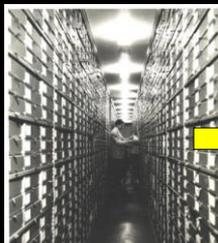
Shopping Center



Housing Subdivision



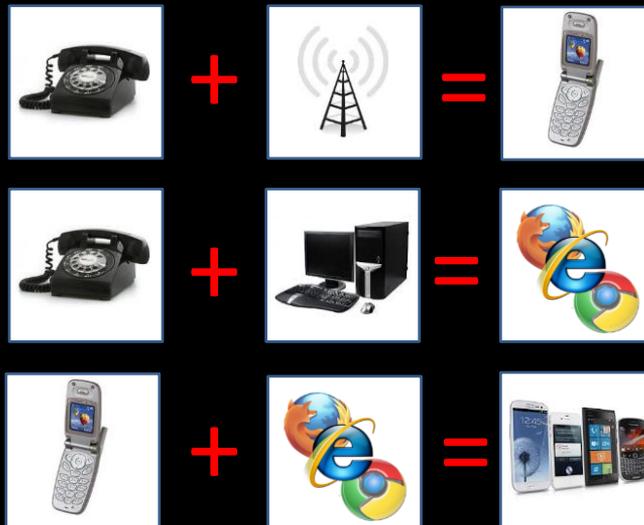
Wide-spread & rapid digitalization has led to *fundamental changes* in work activity



With significantly less labor needed to move and make things, **people can spend more time thinking, strategizing, and analyzing** (augmented by computing power)

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This process is called Innovation and it has become **the primary wealth-generator** in the new economy.



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...the Story of the Economy Built by Silicon Valley...

More on the city Website

Silicon Valley's Success: Accumulation of Local Skills & Unique Knowledge

- Built on existing strengths
- Synergy between research, design, engineering, and manufacturing activity
- Skilled labor pool
- Access to investors (San Francisco)
- Access to customers (Defense/Nasa)

Silicon Valley's Success: Accumulation of Local Skills & Unique Knowledge

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Essential Principle: Innovation requires settings that bring people together to collaborate and exchange ideas



- In the office and the lab
- In the conference room
- In cafes, bars and restaurants
- During breaks, recreation and leisure
- Especially while socializing

Changes INSIDE the Workplace:

New Work Processes



Decentralization & skilled labor

New Offices Layouts



i.e: Pixar, 3M, Google, Amazon, Facebook

New Workspace Formats



Co-working spaces, work cafes, "Hacker villages"...

20th Century CBDs and Business Parks...

Low Density and Auto Oriented



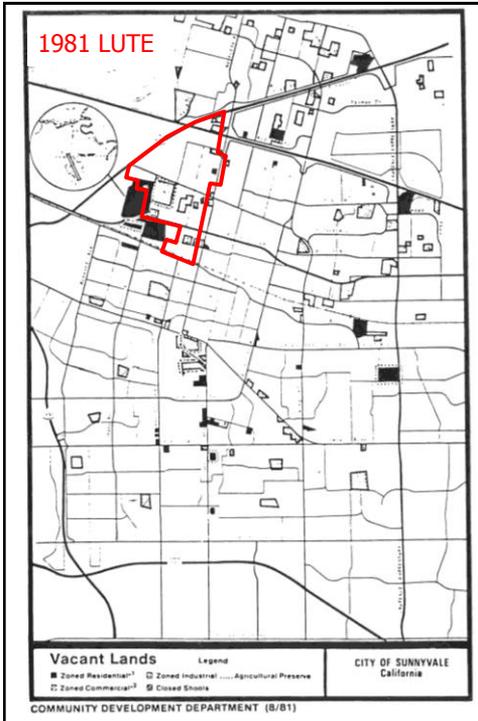
Landscaping but no "Public" Space

No activity centers



Inward focus hides activity

...no longer fit the needs of the innovation economy



Roughly 80% of Peery Park built out between 1960 and 1990

Before the internet, smartphones, etc.

Workplace districts
must be **physically re-shaped**
to be successful
in the innovation economy

Reshape the District: Activity

Typical Workplace *Districts*
Have No Center of Activity



Activity Is Central to Innovation and Retail Is Critical to Generating Activity.



Where (and how) to build retail is a central strategic decision.

Workplace districts have a unique pattern of **activity**



Quick Breaks

- Immediately outside building



Lunchtime Activity

- Convenience
- Variety including outdoor eating and food trucks



After Work Activity

- Happy hour
- Home-bound errands
- Health and exercise



Strategically Target Areas for Increased Activity

Quick Breaks

- Immediately outside building

Lunchtime Activity

- Evenly distributed (within a 3min walk)

After Work Activity

- Centrally located (within 10-15min walk, bike, drive, or transit)

**Reshape the District:
Amenity & Character**

Typical Workplace *Districts*
Have Plenty of Landscaping but No “Public” Space



The Emerging 21st Century Workplace District Model:
Settings for Convenience, Interaction, Activity



Public Space Supports the Process of Innovation **AND Attracts Innovators**



Transit

Streetlife

Public Spaces

Innovative Firms Locate Near Talent Pools →
The “Creative Class” Desires Vital Centers

Signature Spaces



Media City: Manchester, UK

Signature Spaces



Stanford Research Park: Palo Alto, CA

Signature Spaces



Facebook: Menlo Park, CA

Lunch & Short Break Spaces



Stanford Research Park: Palo Alto, CA

Lunch & Short Break Spaces



Silicon Valley

District-Wide Public Space Concept



Signature Spaces: Activity Centers



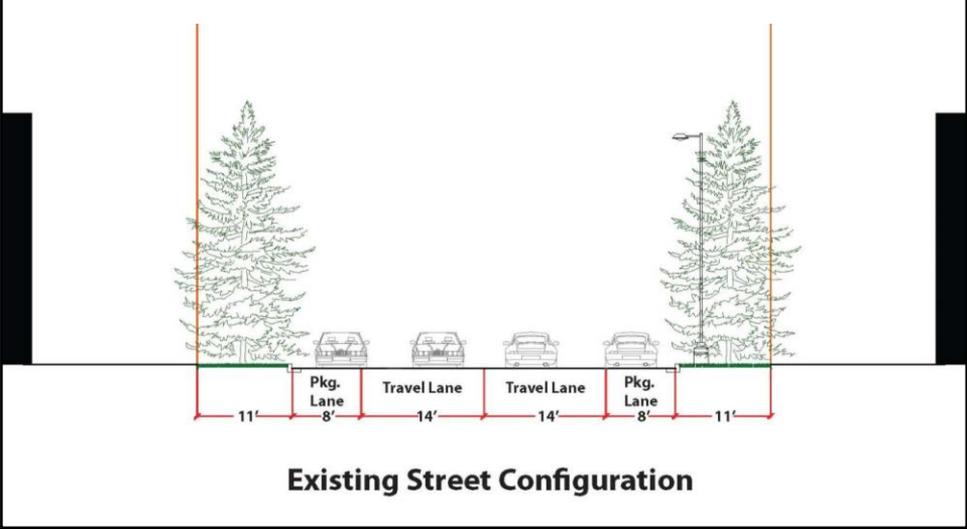
Signature Spaces: Pastoria Avenue



Existing Street Configuration: Pastoria Ave.



Pastoria Ave. – Existing



Pastoria Ave. – Signature Space



Connected Spaces



Existing sidewalks

Walkability

- Large Blocks
- Limited sidewalks

Pedestrian & Bike Activity

- Relatively low overall
- Highest during lunchtime (including some exercise)
- Company Bikes

District-Wide Streetscape concept



**Reshape the District:
Dynamic Mix of Uses**

Typical Workplace *Districts*
Consist of Uniform, Isolated Development



Stakeholder Interviews: Confirmed Trends

- What Needs Improvement?
 - Improved walkability
 - Restaurants
 - Public space amenity
 - Upgraded buildings (arch, natural light, meeting space)
 - Modern infrastructure

Stakeholder Interviews: Confirmed Trends

- What Needs Improvement?
 - Improved walkability
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 - Public space amenity
 - Upgraded buildings (arch, natural light, meeting space)
 - Modern infrastructure
- Impression of Peery Park
 - Strong demand, emerging companies, and lot's of buzz.
- Future Market
 - Mix of industrial and office space
 - Higher intensity (FAR)
 - Maybe campuses

Foster a Dynamic Mix of Uses:
Move beyond simple
“Office” & “Industrial” Categories
Maintain a Mix of Thinking and Production

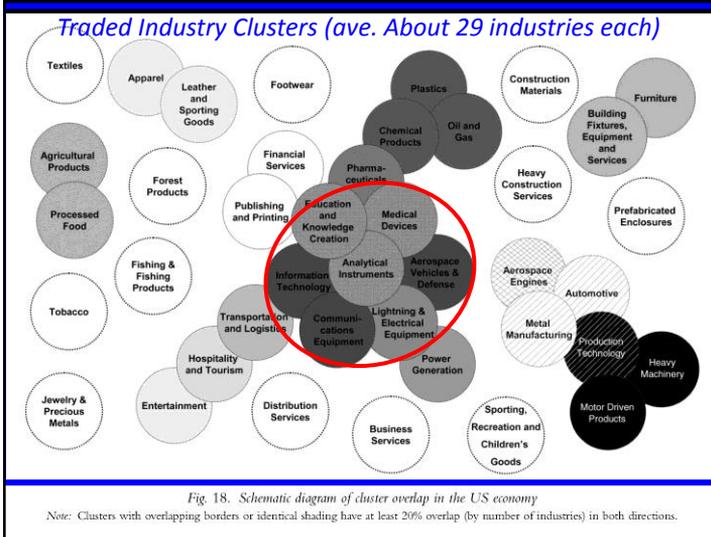
THINKING				PHYSICAL PRODUCTION	
Service	Software	Research & Development (R&D)	Design & Engineering (D&E)	Component Production	Product Assembly from Components

**50% of
businesses**

**33% of
businesses**

**50% of
businesses**

Foster a Dynamic Mix of Uses: Synergistic Industries



Existing Industry Clusters

- Production
Medical, transistors/ integrated chips/ components, electronics
- Thinking
Consumer product design, Software, Network and Internet Services

Characteristics of Envisioned Development

1. Different needs of production vs. thinking
- 2.
- 3.



High Profile “Thinking” Firms

- Larger firms need more space
- Quality space/ architecture → higher price points
- Larger development & higher costs require larger properties
- Value visibility

High Profile “Thinking” Firms

- 30k-45k sqft floorplates
- 3-4 floors with larger floorplates is preferable to more floors and smaller floorplates
- Tall floor-to-floor heights
- Parking and access
- On site services and amenities

Historic Precedent



Current Development

