

# PEERY PARK SPECIFIC PLAN & EIR

## Neighborhood Protections and Amenities

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City of Sunnyvale  
July 9, 2015



# Peery Park Vision Statement

**A cutting edge workplace district that has been physically reshaped to align with 21st century workplace trends and the innovation economy**

# Regulatory Approach

- Achieving the Vision
- Protecting Adjacent Neighborhood

# Neighborhood Protections and Amenities

- 1. Land Use & Zoning**
- 2. Street Framework & Connectivity**
- 3. Transportation & Transportation Demand Management (TDM)**
- 4. Open Space**
- 5. Community Benefits**

# Land Use & Zoning

# Development Capacity of Plan

	Workplace (msf)	Housing Units
<b>Existing 2015</b>	7.0	0
<b>Under Construction/Approved</b>	0.5	0
<b>Existing GP:</b> Permitted Above Existing/Approved	~0.9	0
<b>Proposed PPSP:</b> Net Increase Over Existing GP	~1.3	215
<b>Total PPSP Build-out</b>	<b>9.7</b>	<b>215</b>

# Preliminary District Regulations Map



## Primary Proposed Land Uses

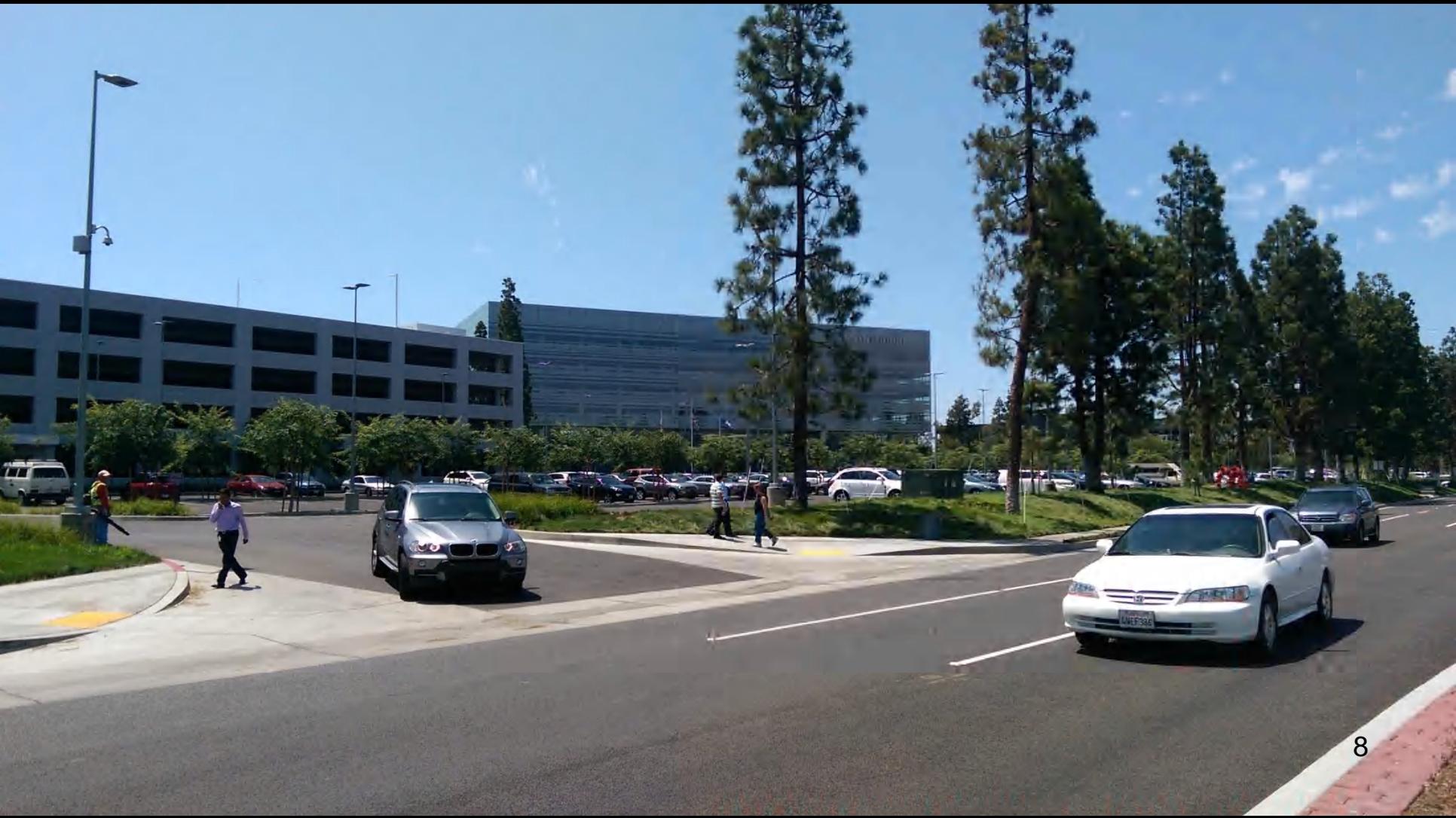
-  **Activity Center/Core**
  - Ground Floor Retail Shopfronts
  - Office, R&D
-  **Innovation Edge**
  - Office, R&D, Light Industrial
  - Small scale activity clusters
-  **Production Core**
  - Office, R&D, Light Industrial
-  **Mixed Workplace Transition**
  - Office, R&D, Light Industrial
-  **Grand Boulevard**
  - Office, Commercial, Hotel, Limited “Retail”
-  **Neighborhood Transition**
  - Attached/Stacked Residential, Office

# Physical District Characteristics

Auto-Oriented



Pedestrian-Oriented



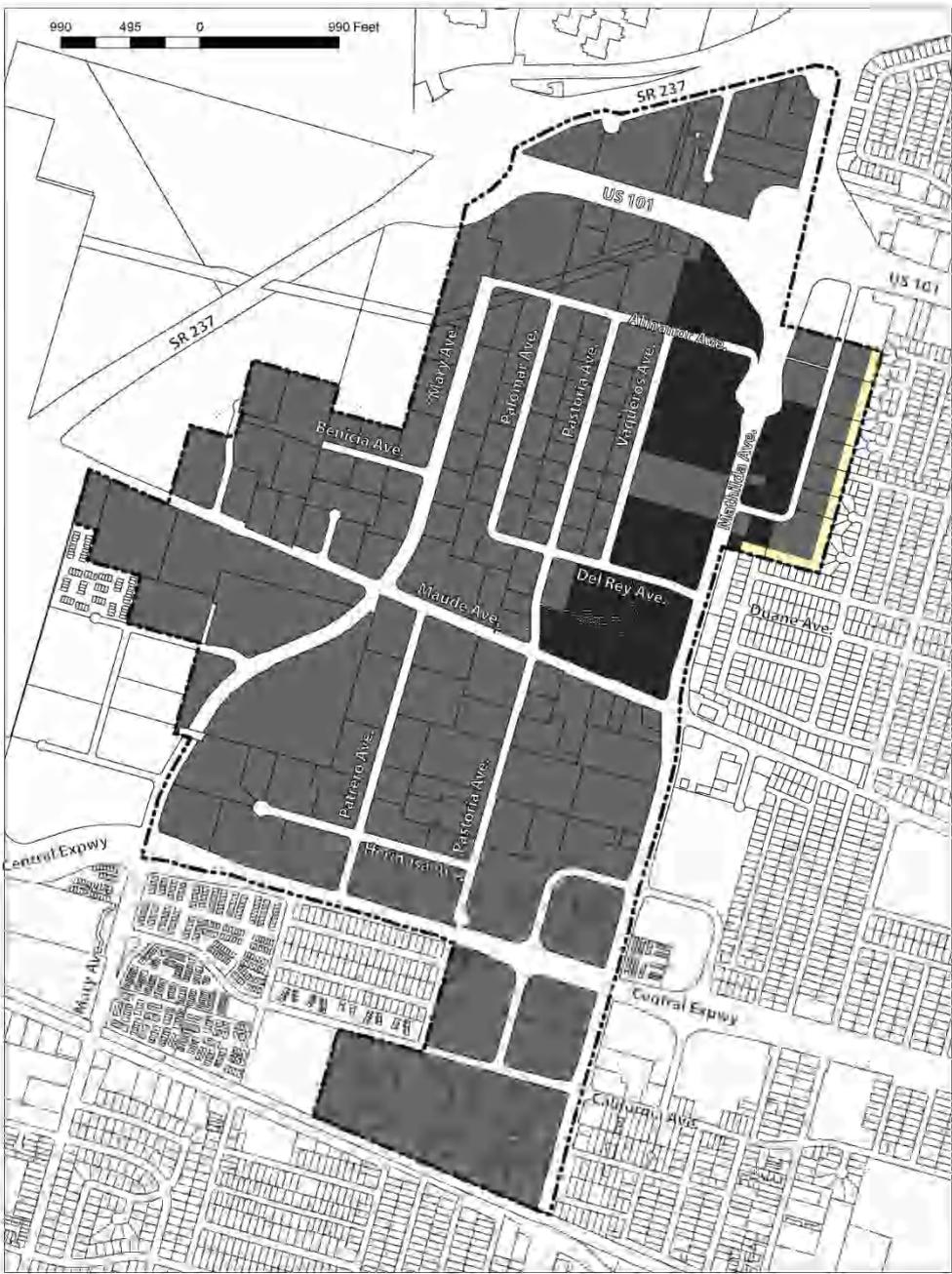
# Physical District Characteristics

Auto-Oriented



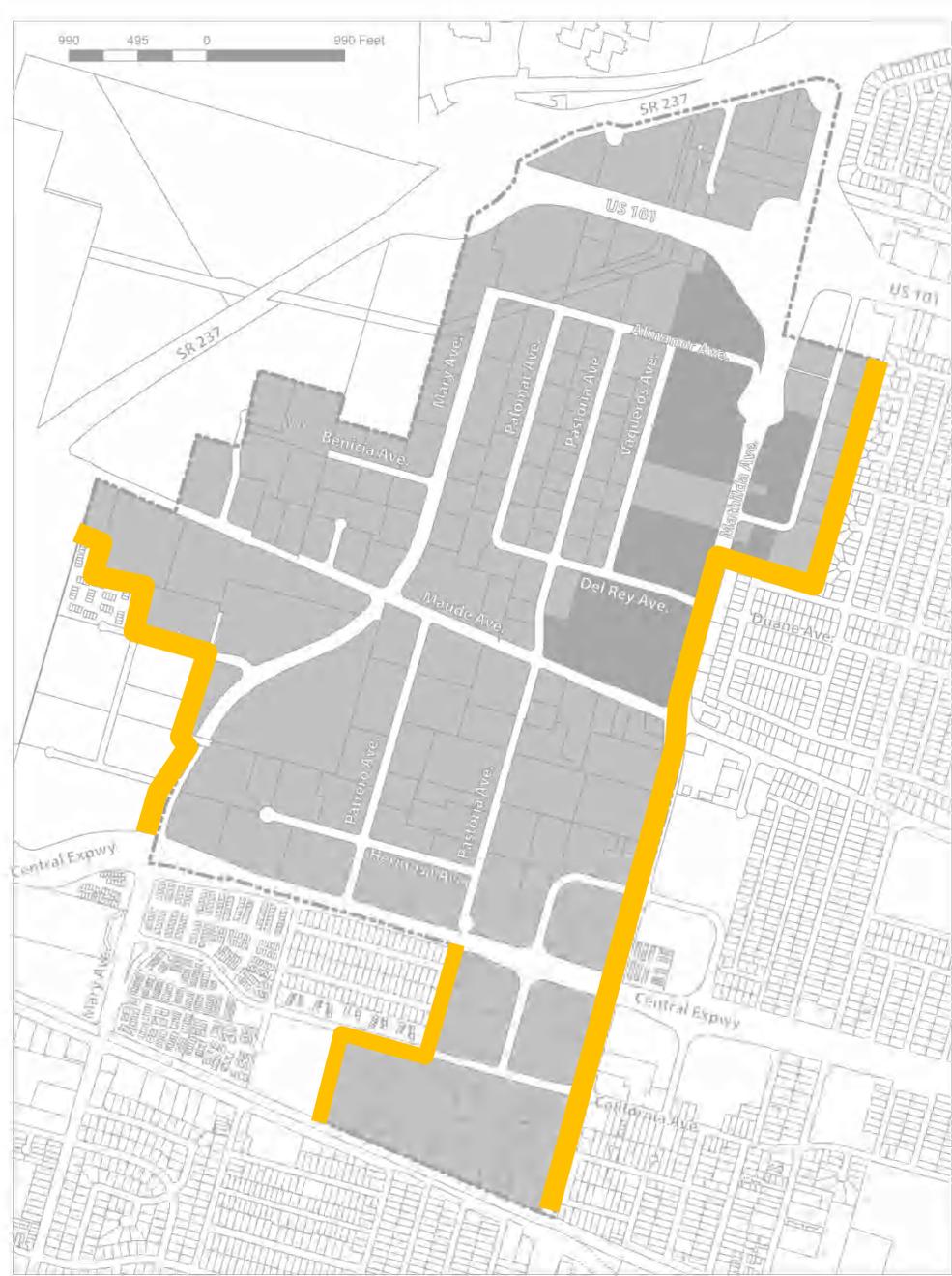
Pedestrian-Oriented





# Existing Zoning: Maximum Permitted height

-  8 floors & 100 feet
-  8 floors & 75 feet
-  30 feet within 75 feet of 1 floor residential



# Adjacent Neighborhoods

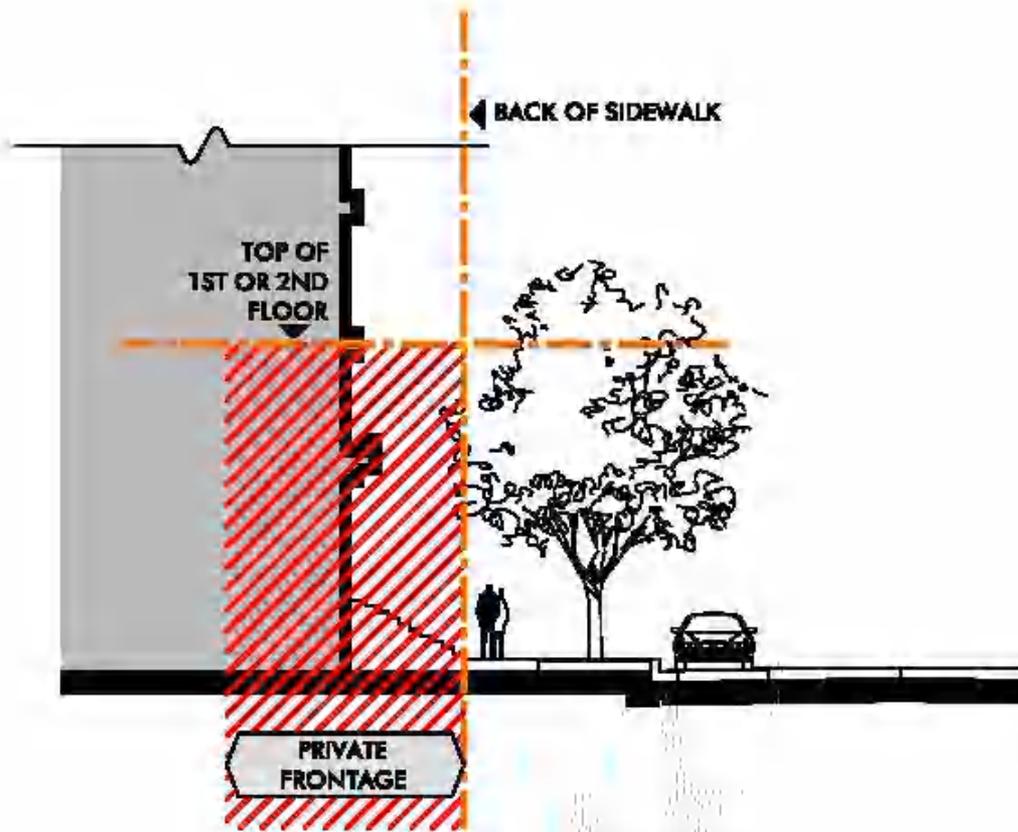


# Height Limit Near Neighborhoods



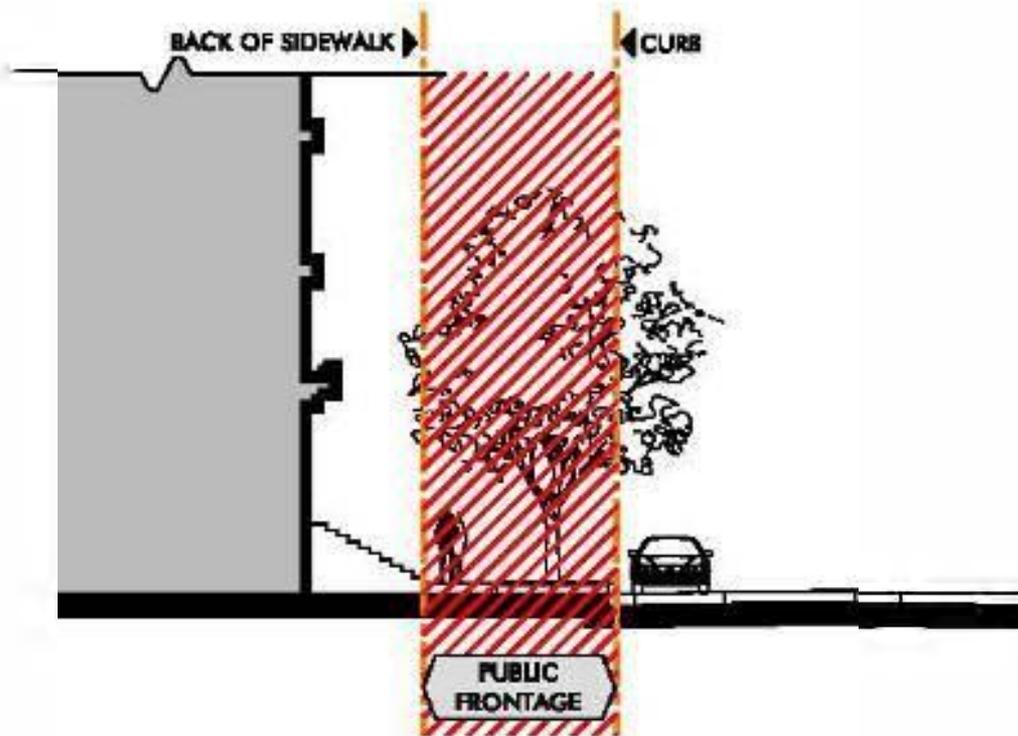
**30 feet within 75 feet of single family zones**

# The layer from Building façade to back of sidewalk



Private Frontage

# The layer between the curb face and the back of sidewalk



Public Frontage

# Preliminary District Regulations Map



## Proposed Front Setbacks

- Activity Center/Core**
  - 5 ft to 15 ft
  - 0 ft for Retail Shopfronts
- Innovation Edge**
  - 30 ft to 40 ft
- Production Core**
  - 15 ft to 30 ft
- Mixed Workplace Transition**
  - 15 ft to 30 ft
- Grand Boulevard**
  - 30 ft to 40 ft
- Neighborhood Transition**
  - 10 ft to 20 ft

**Min. 20% of lot depth exceptions for shallow properties**

# Preliminary District Regulations Map



## Additional Neighborhood Protections

### Setbacks & Screening

- 20 ft. minimum adjacent to residential
- Screening in setback areas adjacent to residential

### Space Between Buildings

- 30 ft. minimum along Mathilda

### Signage

- No signs above 3<sup>rd</sup> floor visible from residential areas

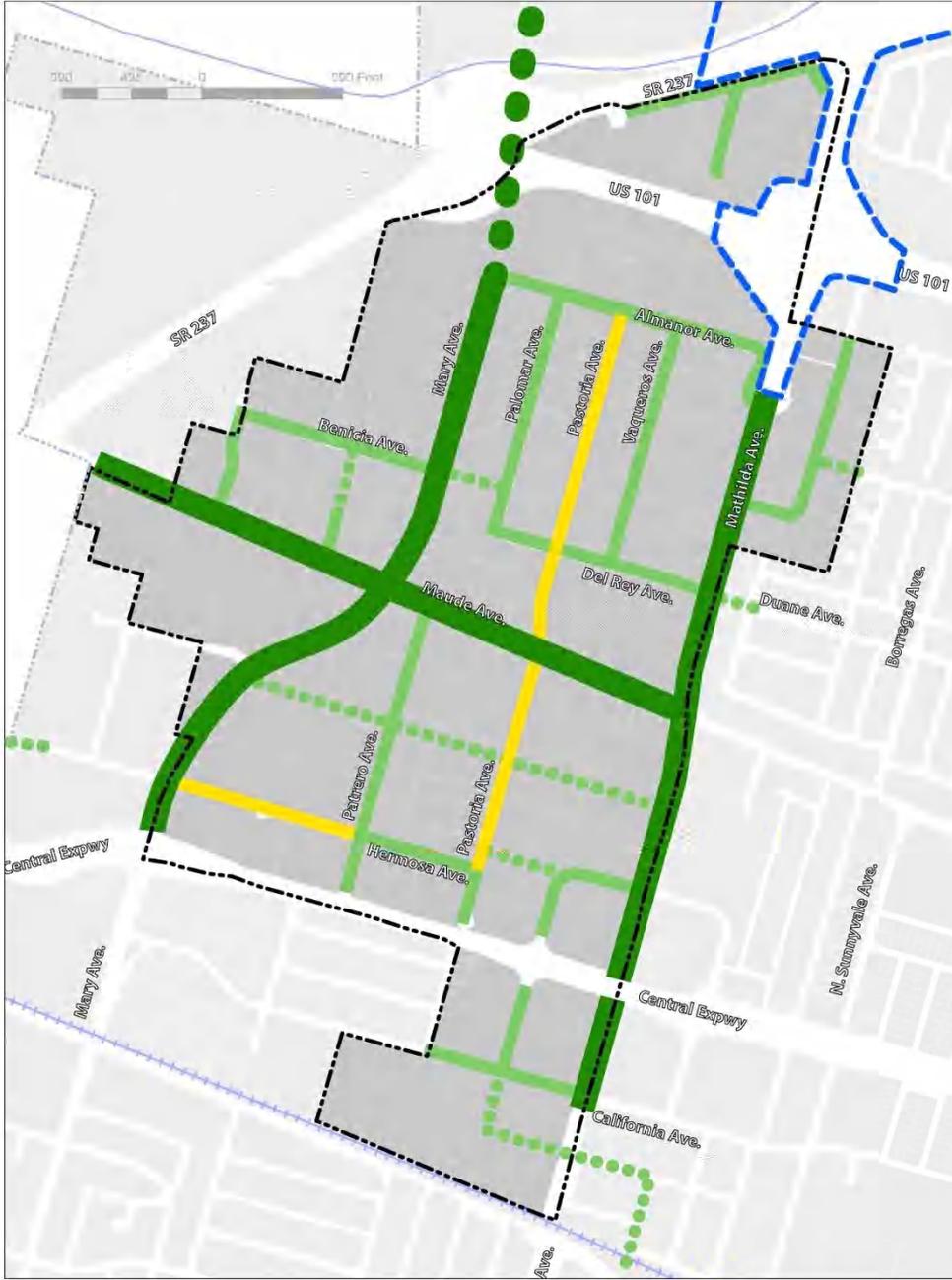
### Lighting & Glare

- Light blocking shades on automatic timers
- Light sensors above 2<sup>nd</sup> floor

# Street Framework & Connectivity

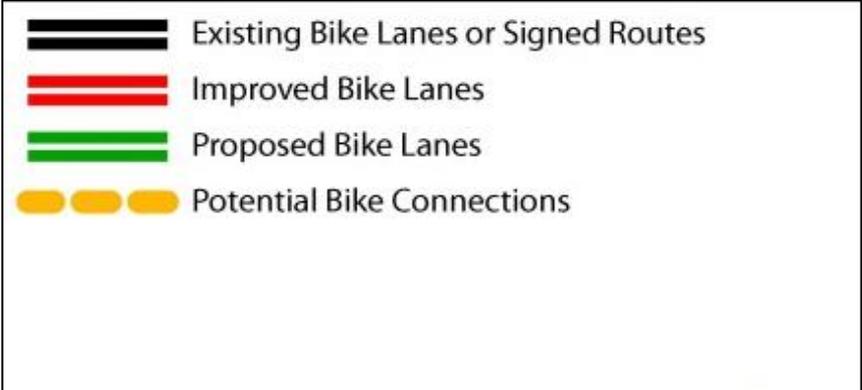
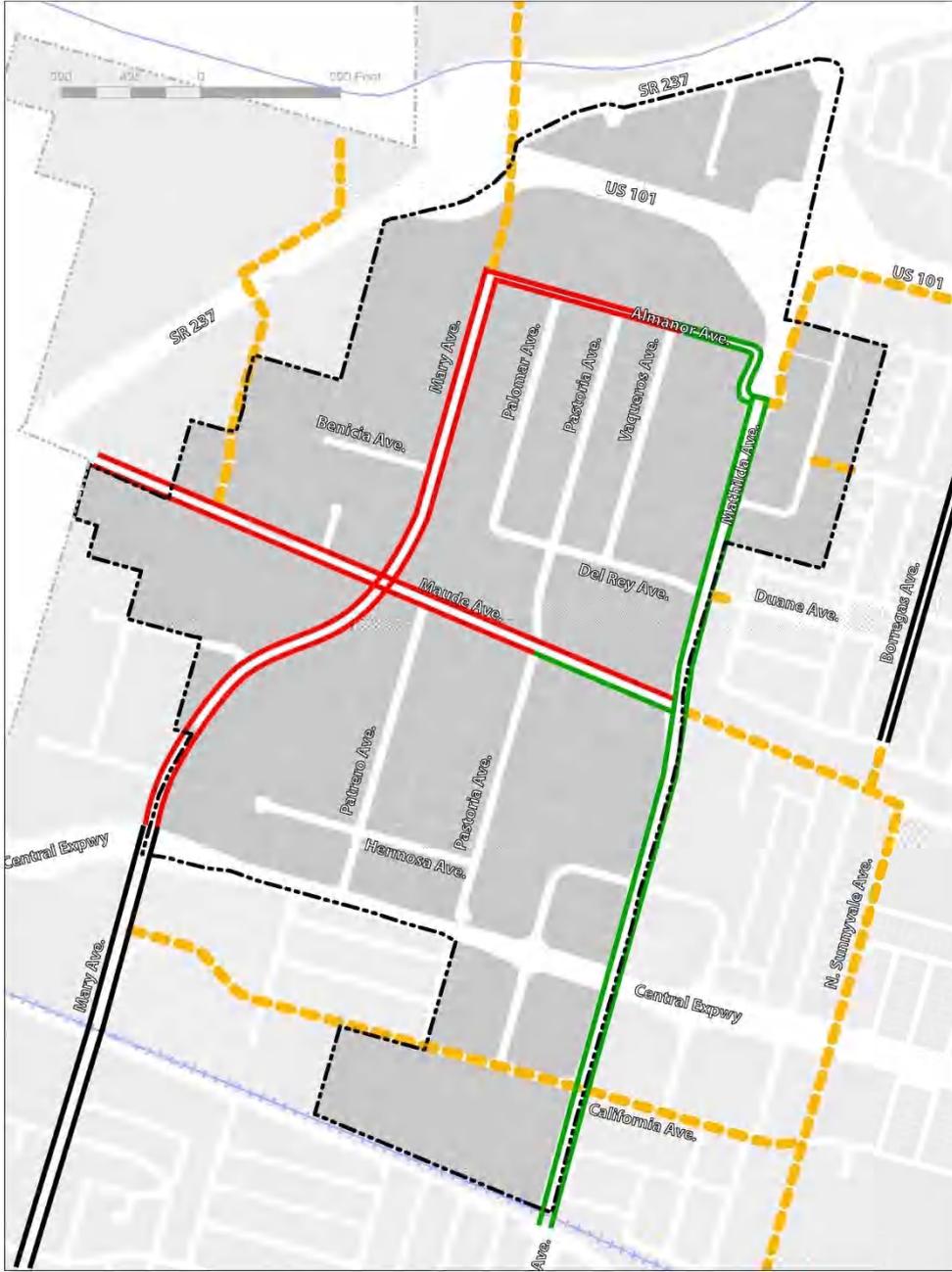
# Streetscape Improvements Framework

- Landscaped Medians
- Street trees
- Sidewalk Planter Strips
- Encourage New Street Connections



# Potential Bike Network Improvements

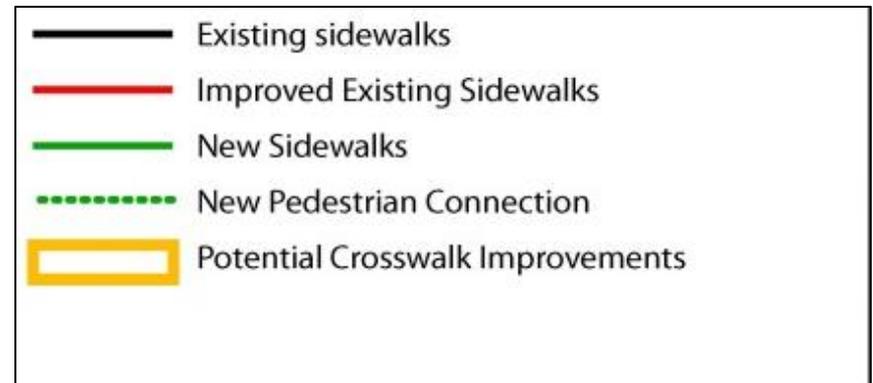
- New & Improved Bike Lanes
- New Bike Connections



# Potential Pedestrian Network Improvements

- New & Improved Sidewalks
- New Pedestrian Connections

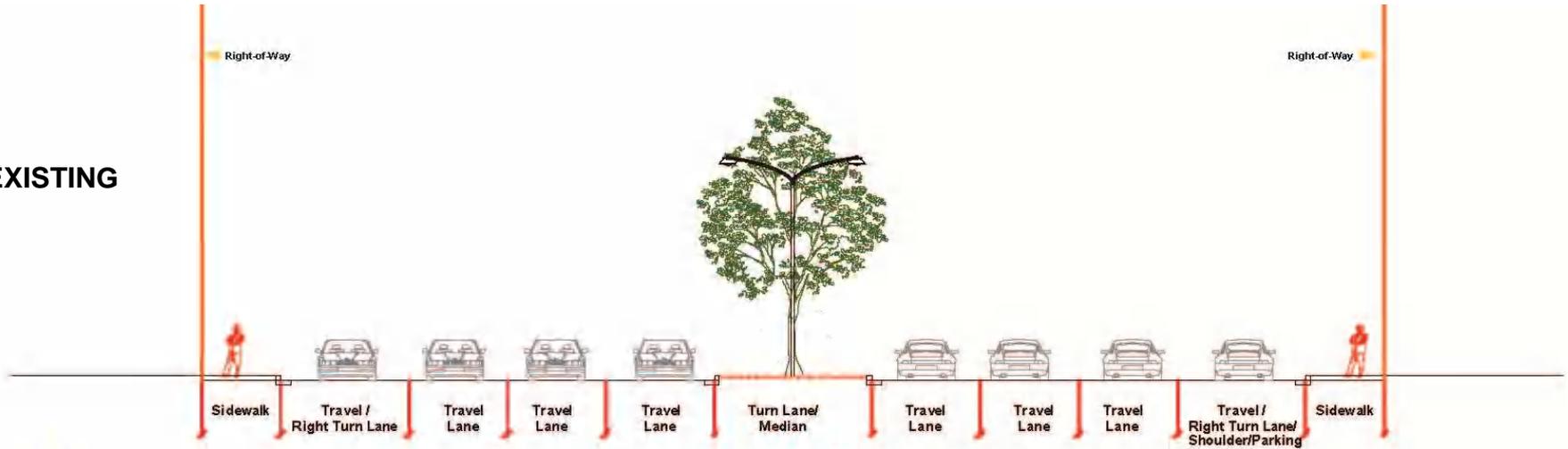
Ground level easement connecting with existing dead-end streets



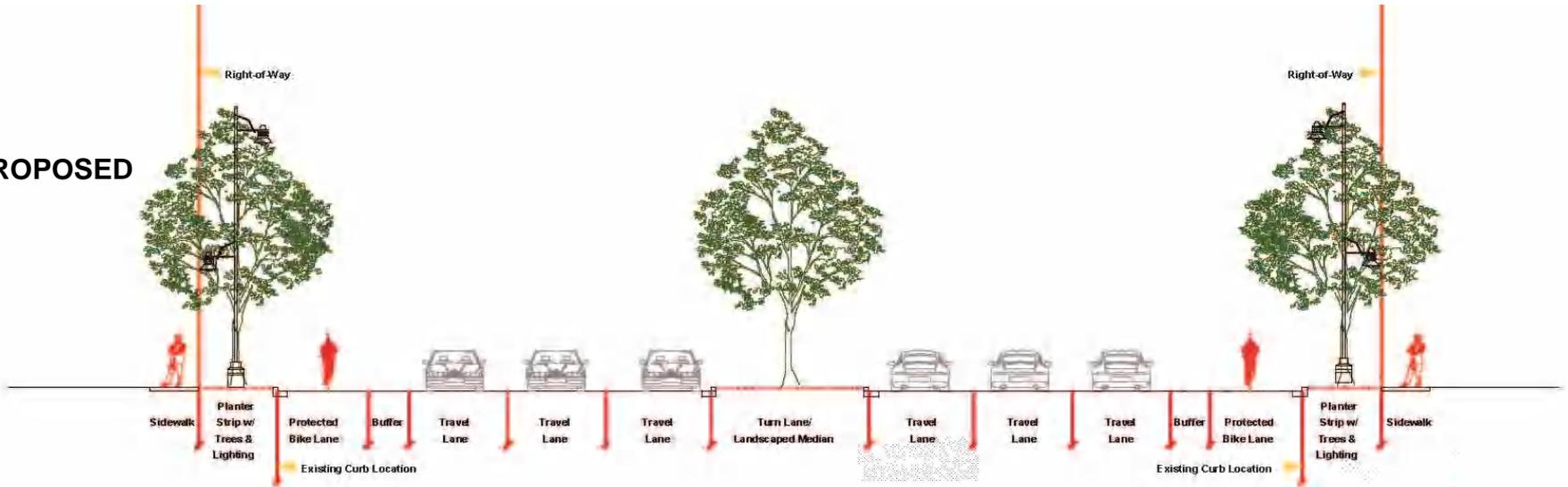
# Mathilda Ave. Improvements

from Almanor Ave. to California Ave.

EXISTING



PROPOSED

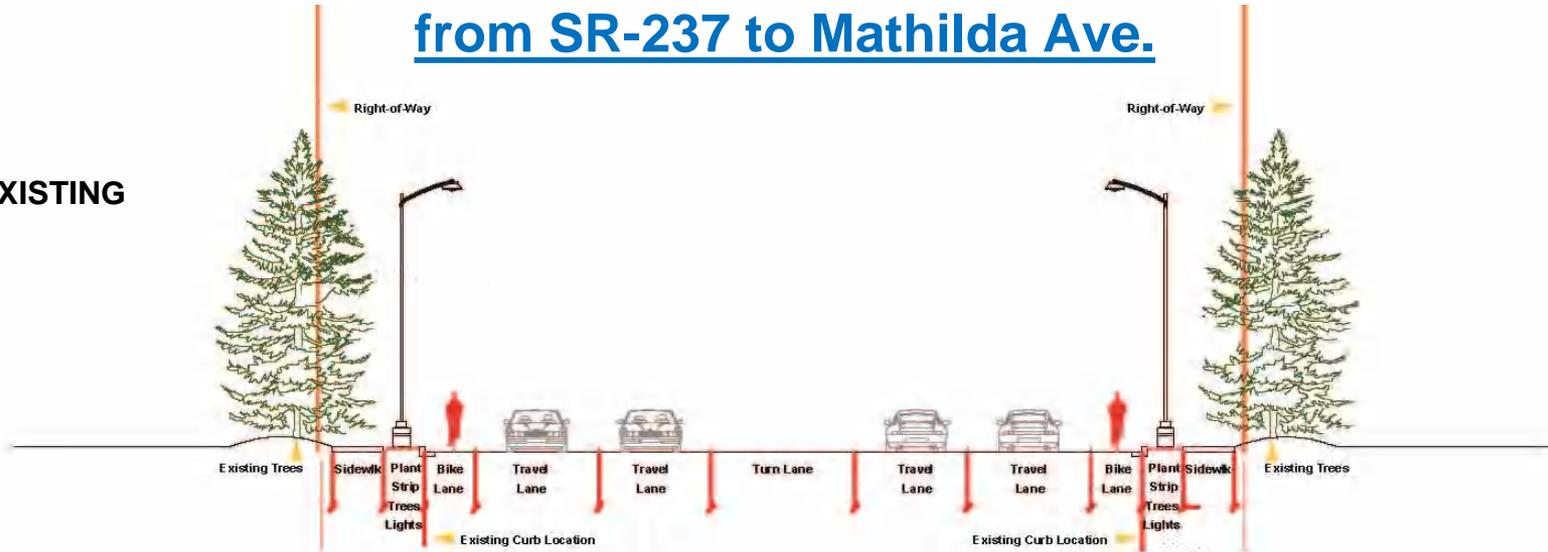


Add Protected Bike Lane

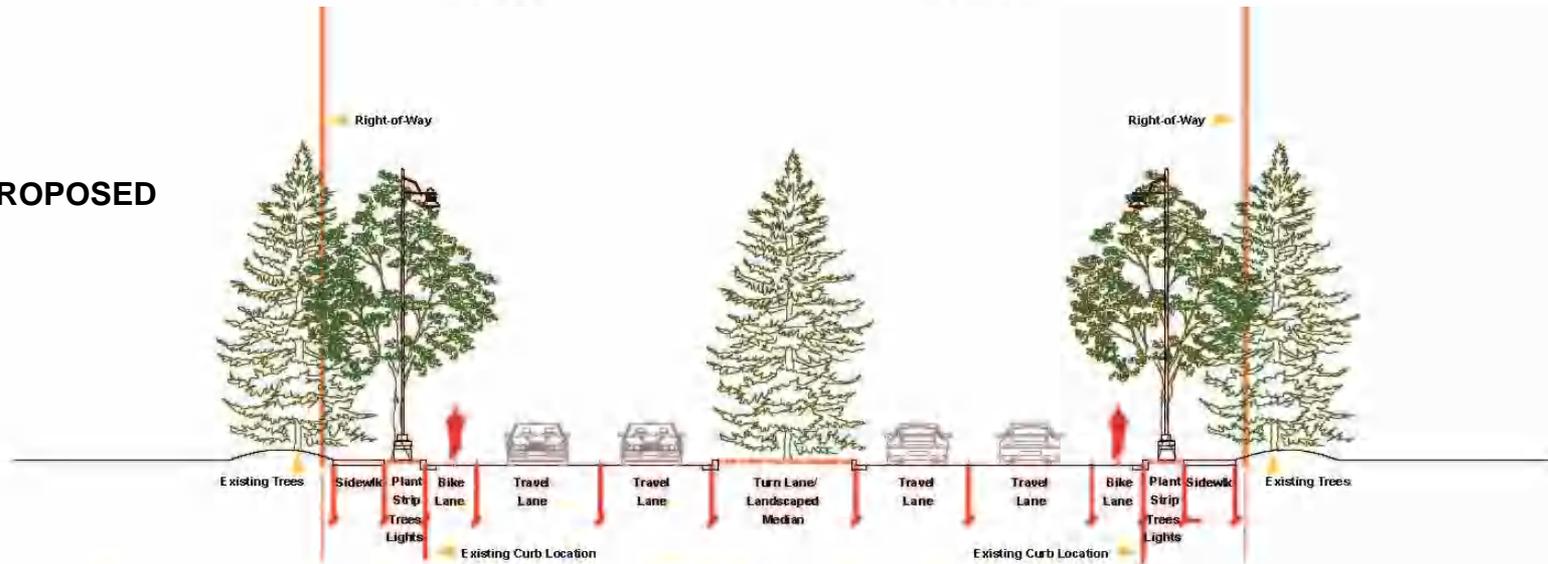
# Maude Ave. Improvements

## from SR-237 to Mathilda Ave.

EXISTING



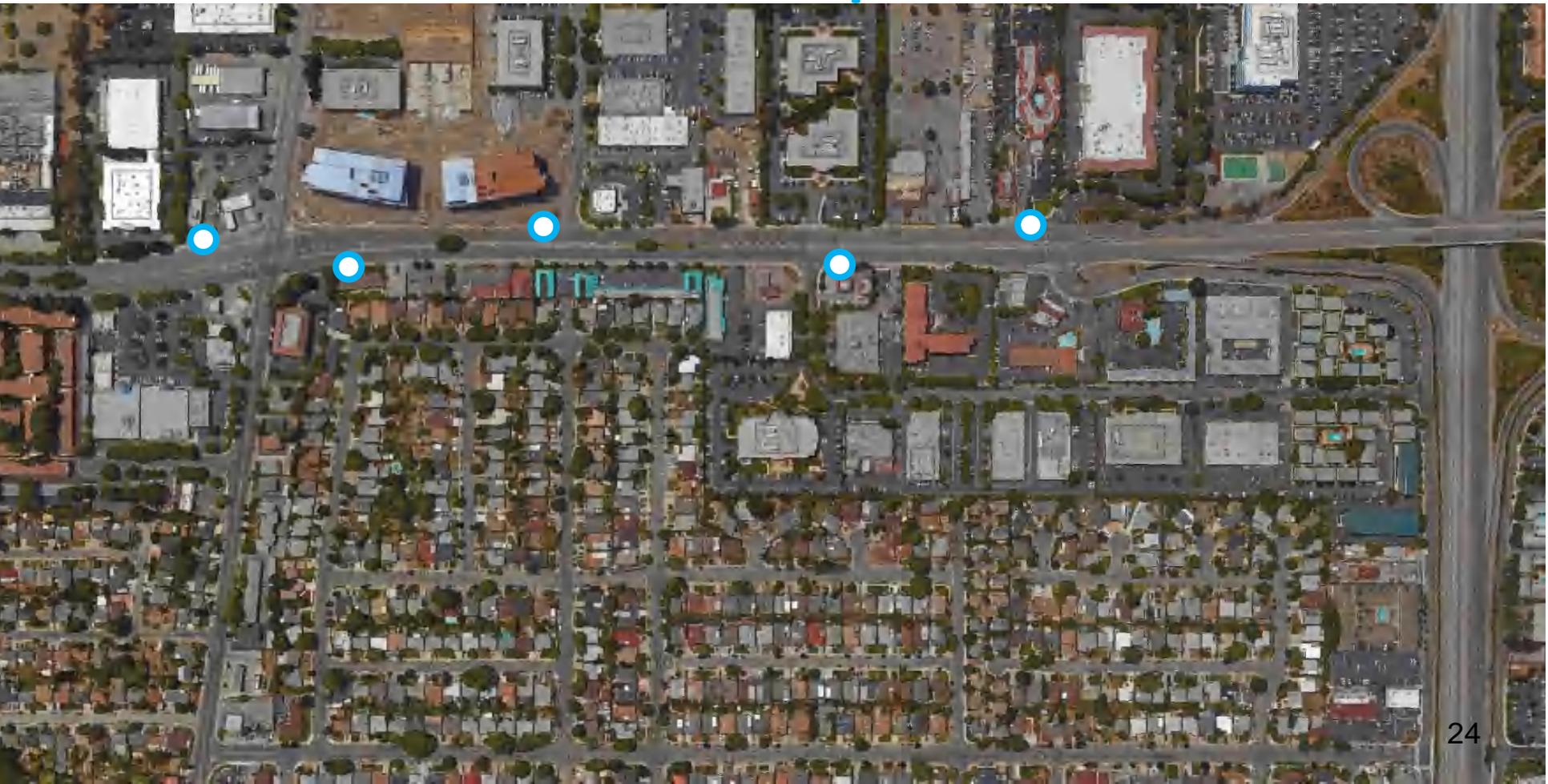
PROPOSED



Convert Center Turn Lane to Landscaped Median

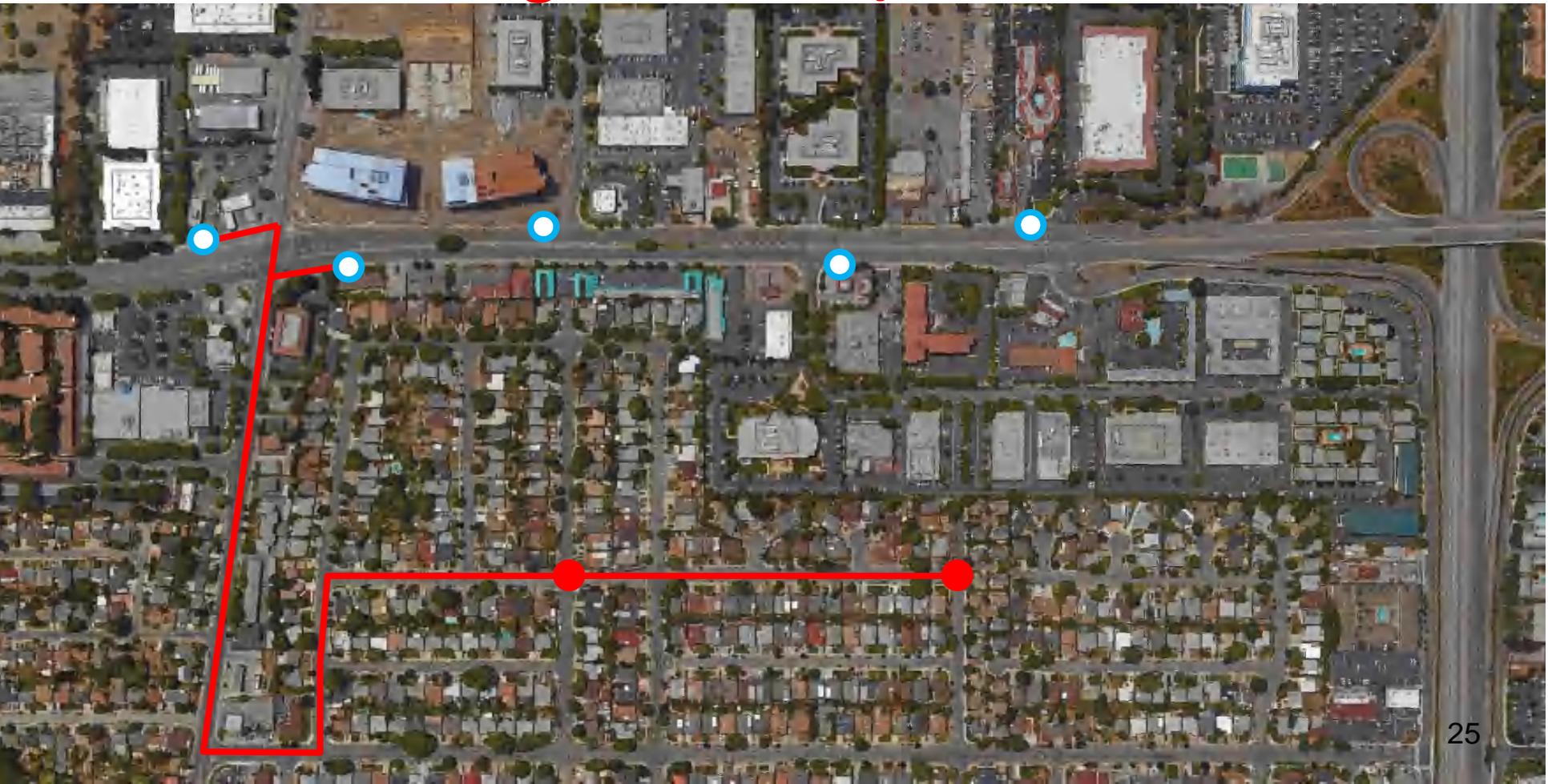
# Potential Pedestrian/Bike Connections to Mathilda

## Bus Stops



# Potential Pedestrian/Bike Connections to Mathilda

## Existing Pedestrian/Bike Route



# Potential Pedestrian/ Bike Connections to Mathilda

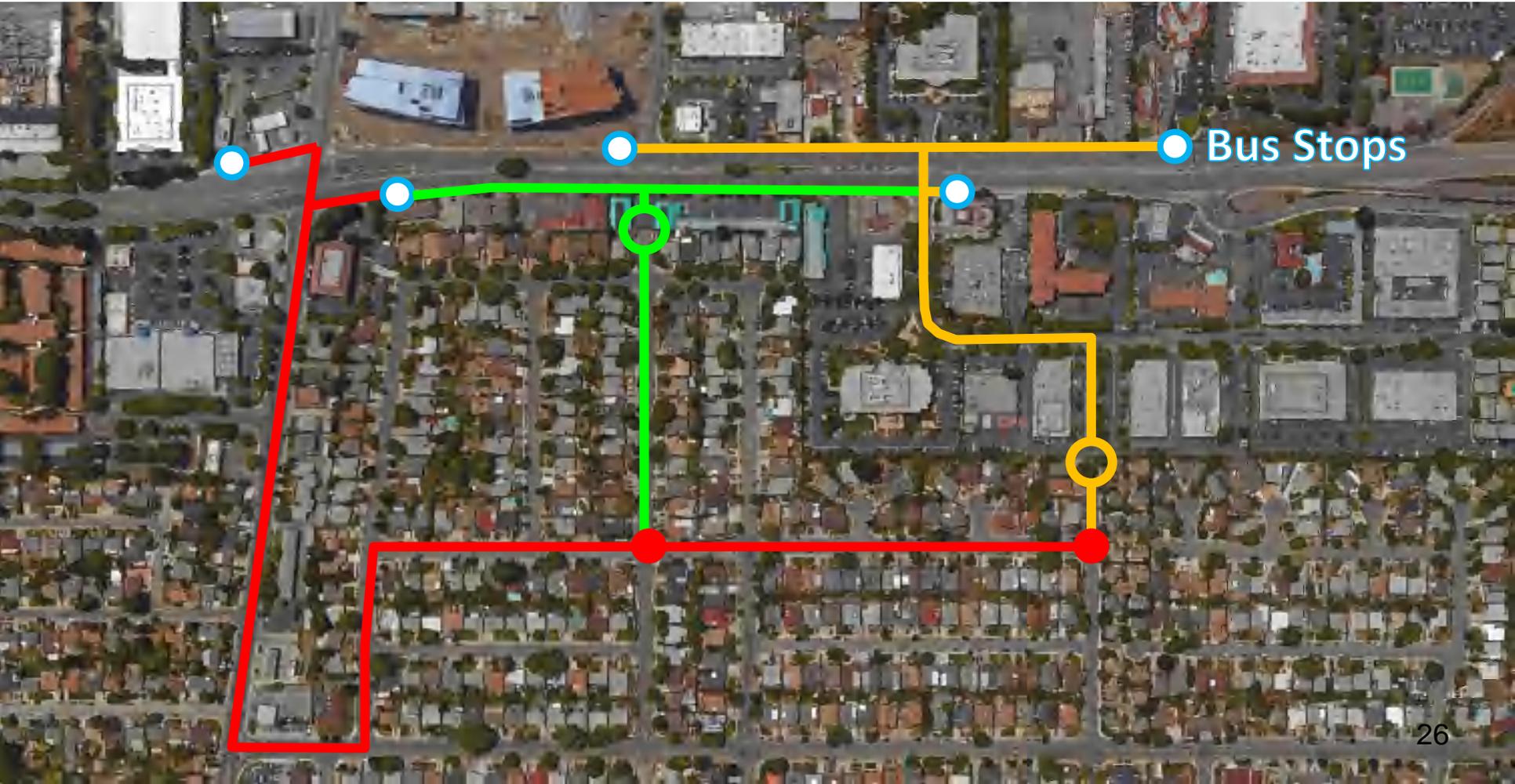


Duane Ave. Route



Ferndale Ave. Route

Existing Route



# Transportation & TDM

# Transportation Demand Management

## Strategies to increase system efficiency:

- ❑ Shift from single-occupant vehicle trips to other modes
- ❑ Shift vehicle trips out of peak periods
- ❑ Emphasize movement of people over vehicles



# TDM Goals & Parking Maximums

<b>Project Size (gross sq. ft.)</b>	<b>TDM Trip Reduction Goal*</b>	<b>Parking Maximums** (spaces/1,000 sf)</b>
<b>Over 750,000</b>	<b>35%</b>	<b>3.0</b>
<b>300,001 to 750,000</b>	<b>30%</b>	<b>3.2</b>
<b>100,001 to 300,000</b>	<b>25%</b>	<b>3.4</b>
<b>Up to 100,000 and intensification of prior use</b>	<b>20%</b>	<b>3.6</b>

\* Trip reduction goals based on Institute of Transportation Engineers (ITE) AM/PM peak hour rates for each development.

\*\* Additional parking allowed up to 3.6/1,000 with structured parking or project enhancements.

# Transportation Management Association

## ❑ Private organization to manage TDM programs

## ❑ Possible functions

- Transportation Coordinator – information, grants
- Carshare, Rideshare, Bikeshare, Carpooling
- Employee incentives/benefits program
- Shuttle bus
- Sense-of-place improvements
- TDM monitoring and reporting



# Other Potential TDM Tools

## Alternative Transportation Options

- Private shuttle bus
- Car pool/van pool parking, loading zones
- Bike share/lease program
- Guaranteed ride home program
- Car share spaces

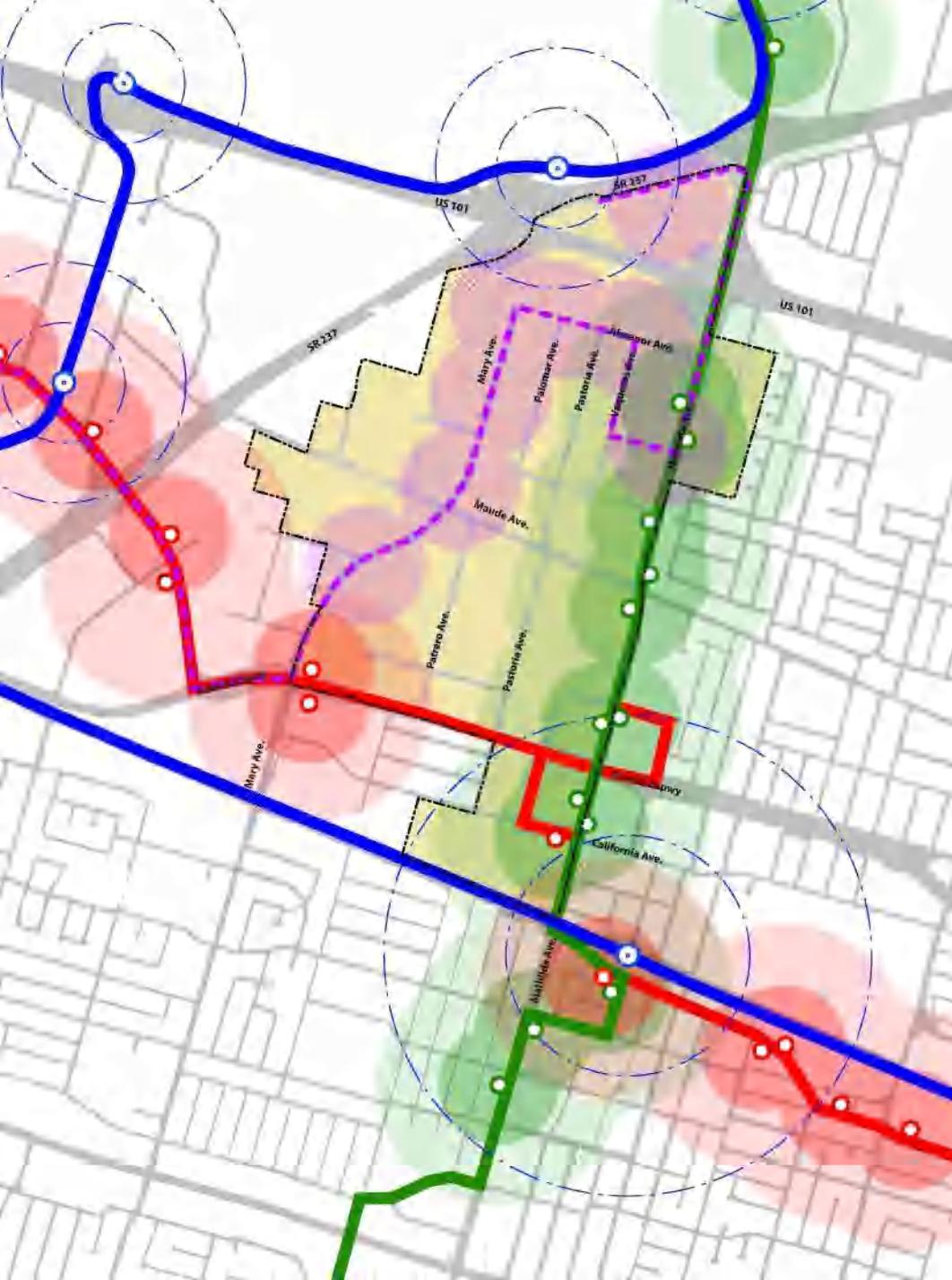
## Programs & Resources

- Information, education, & promotion (kiosks, website)
  - Alternative transportation
  - Transit information

## Financial Incentives

- Transit pass subsidies
- Unbundled parking (separate parking cost from rent cost)
- Reduced parking requirements & shared parking
- Mobile amenities (food trucks, dry cleaning, mail service, personal care, etc.)





# Existing Transit Coverage & Frequency

## Caltrain:

**Headway: 15/60 min**

**Ave. Weekday Ridership: 2,274**

## VTA Bus 54:

**Headway: 30 min**

**Ave. Weekday Ridership: 1,074**

## VTA bus 32:

**Headway: 30/45 min**

**Ave. Weekday Ridership: 952**

## Light Rail:

**Headway: 15/30min**

**Ave. Weekday Ridership: 95-206**

## Caltrain Shuttle:

**Headway: 1hr**

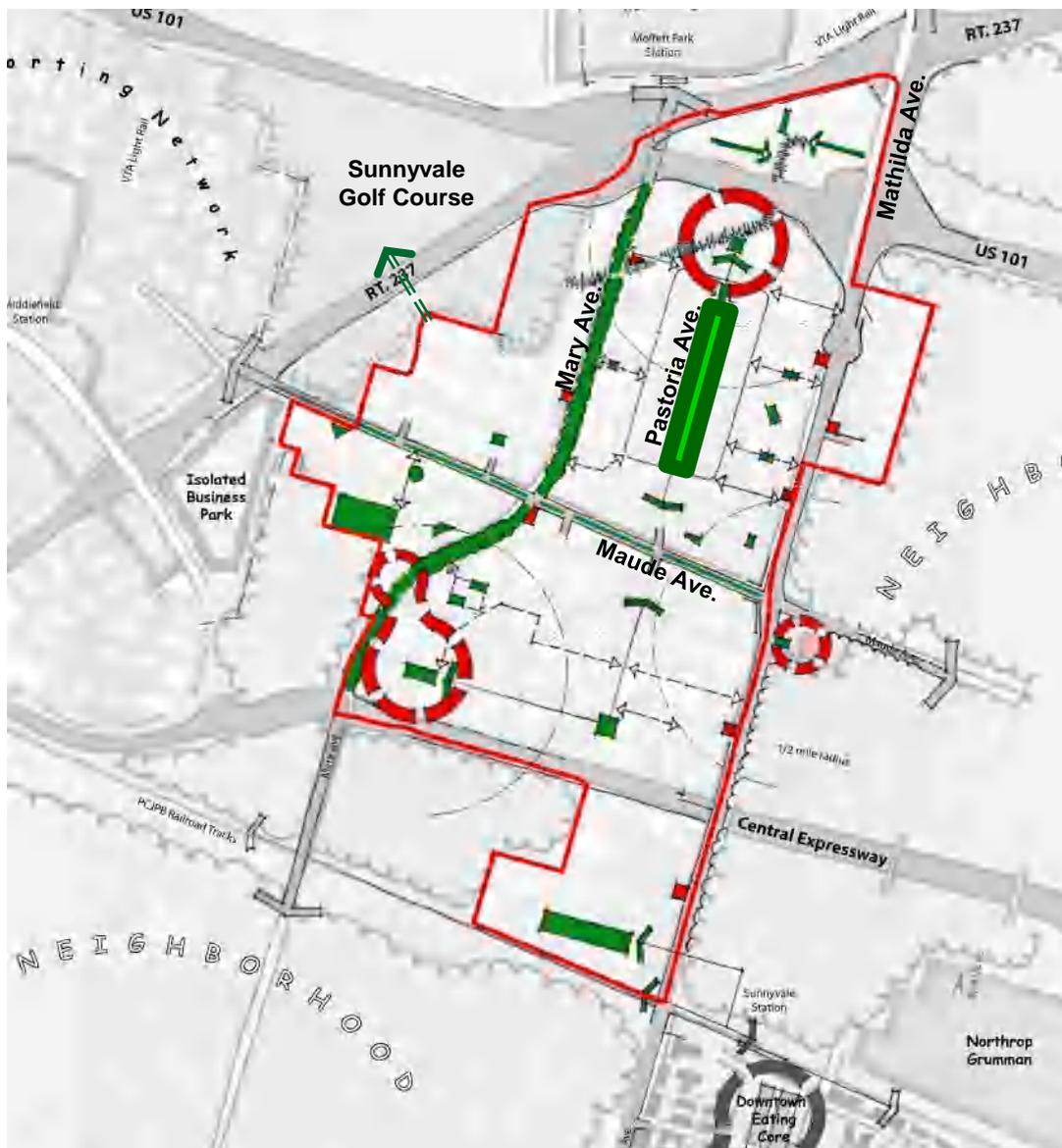
# VTA Transit Improvements



## NORTH CENTRAL COUNTY BUS IMPROVEMENT PLAN

# Open Space

# Streetscape & Public Space Network



Interaction & Activity



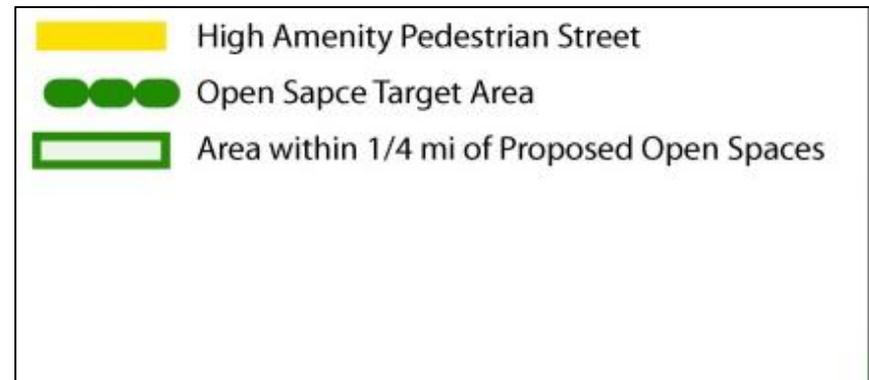
District Identity



Lunch & Short Breaks

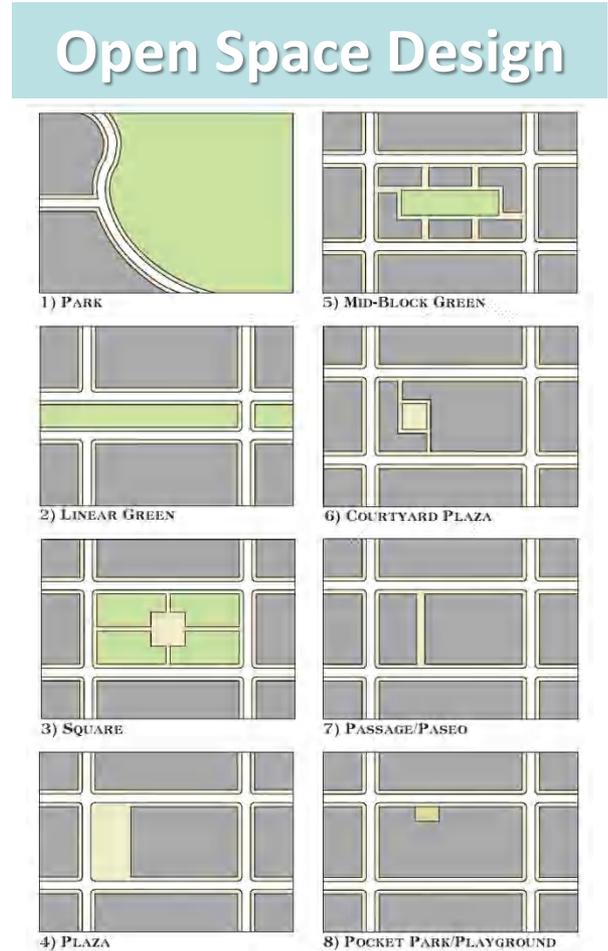
# Potential Primary Open Space Network

Encourage primary public open spaces in strategic locations



# Required Open Space and Landscaping

Project Size (gross sq. ft.)	Minimum Open Space* / Landscaping (% of total project site)
Over 750,000	40%
501,000 to 750,000	35%
300,001 to 500,000	30%
100,001 to 300,000	25%
Up to 100,000	20%



\*Incentives encourage publicly accessible open space

# Community Benefits

# Community Benefits Tiering

## ➤ **Basic Community Benefits**

Required for all development projects

## ➤ **Optional Community Benefits**

Incentives available by choice for larger development projects

# Group Exercise