

Peery Park Specific Plan Community Workshop #1

City of Sunnyvale

October 16, 2013

Washington Park Community Room

840 W. Washington Avenue

Meeting Notes

City Councilmembers Present:

Tara Martin-Milius

City Staff Present:

Hanson Hom, Director of Community Development

Kent Steffens, Director of Public Works

Connie Verceles, Economic Development Manager

Amber El-Hajj, Senior Planner/Project Planner for the Peery Park Specific Plan

Carla Ochoa, Traffic Engineer

Terilyn Anderson, Project Specialist/Notetaker

Consultant Team Present:

Erik Calloway, FTS (Freeman Tung + Sasaki)

Tim Cornwell, The Concord Group

Open House

The meeting began with an informal open house where photos and timelines addressing the development of industry and technology in Sunnyvale could be viewed in large poster format throughout the room.

Introduction

Hanson Hom, Community Development Director, introduced Councilmember Martin-Milius, the consultant team and staff. The purpose of this first workshop is to bring together residents, property owners, businesses and other members of the public to provide input to help shape a vision for future development in Peery Park. This vision will be incorporated into a Specific Plan which is like a "mini" General Plan, in that it addresses the district comprehensively, rather than on a project by project basis.

An online survey will be posted on the Peery Park website (*PeeryPark.inSunnyvale.com*) in the near future to solicit feedback and suggestions, and periodic project e-mail updates will be sent to interested parties, including those that listed their email address on the meeting's sign-up sheet. Mr. Hom emphasized the importance of receiving community input and said that staff is available to attend neighborhood, business and other community meetings. A second community workshop will occur in the near future which will look at traffic and streetscape improvements.

Presentation

Erik Calloway, FTS, gave a PowerPoint presentation addressing existing district issues, opportunities, economics and workplace trends. A key point of his presentation was that Peery Park was largely built out between 1960 and 1990 to serve the industrial model that existed before the advent of the internet and smart phones. With digitization,

business functions are now highly decentralized and require less labor to make and transport products. The new “innovation” model involves individuals with specialized expertise synergistically collaborating to develop new business ideas and opportunities. This calls for working spaces that provide ample opportunity for social mixing both in and out of the office, including during leisure activities, at restaurants and in people friendly open spaces. Mr. Calloway noted that the presentation will be posted online at *PeeryPark.inSunnyvale.com*.

Tim Cornwell, The Concord Group, gave a PowerPoint presentation examining market demand and development feasibility at Peery Park.

Next, Mr. Calloway facilitated a Q and A discussion.

Q and A Summary:

Several community members asked questions and offered comments. Erik Calloway and Hanson Hom responded to the questions.

Q. What kinds of jobs are anticipated for retail and lunch spots?

A. The more jobs in the district the more need for restaurants, health/exercise opportunities and other retail shops.

Q. How long is FTS’s contract?

A. It is anticipated that the specific plan will be adopted in the fall of 2014.

Q. What happens to districts similar to Peery Park that do not get planning guidance?

A. An extreme worst case is Detroit. Without a common vision defined in a specific plan, and regulations to implement the vision, nothing happens. People will not want to work there, and in cases where there is market demand the community may not accept it.

Q. It was recommended to integrate retail shops and restaurants into residential neighborhoods, with easy walking distances and access to transit.

At what point does this big picture planning process hand-off to reality, when buildings are actually built?

A. The Specific Plan comes down to zoning and policies. Policies are written to guide development, such as what characteristics a building must have.

Q. How many people are interested in developing Peery Park?

A. There is quite a bit of interest. There are several projects in the pipeline and a lot of support for developing the district.

Q. Increased retail is positive, but it brings a lot of traffic, so we may want to build transit on Mathilda.

A. Currently there is one bus that runs along Mathilda. Transit availability increases when there are more people to serve. Transit agencies want to see plans before they can justify expanding service. Increased retail is more oriented to serving the district.

Q. How does the City establish its policies?

A. Zoning criteria addresses the amount of open space, which is a ratio related to the size of development, or it can be district-wide, where everyone in the district contributes to common open space.

Q. What does the brown versus purple area represent on the display map?

A. It demonstrates the innovative model where more “thinking” firms are needed, and shows more office type facilities along Maude, Mary and Mathilda. These

offices in the “brown” areas tend to be located in smaller buildings. The next need is to figure out how the buildings should look. Industrial buildings are cheaper to rent than offices devoted to “thinking” activities. The Specific Plan should provide direction to investors.

Q. With the desire to attract knowledge workers, can we discourage taller buildings (like LinkedIn) which are close too close to the street and don’t have sufficient green space to separate them from the road?

A. There are lots of ways to do this, such as building setbacks, design, location of parking areas, etc.

Q. If the City wanted to build a hospital, would it need to develop regulations to do this?

A. The specific plan does not address any City development. During the planning phase for development of the Onizuka Air Force Station site, staff contacted hospitals and medical facilities to see if they were interested in that site. They are very strategic about where they locate and have a regional, rather than city-specific orientation to their market and service areas.

Q. Is the preparation of the Specific Plan driven by the City or by developers?

A. The plan is strictly City-driven.

Comment Exercise

Meeting attendees were invited to place sticky notes with their ideas and suggestions for development of Peery Park on large district maps posted on the wall. The two maps showed existing conditions and conceptual future conditions in the Peery Park District. A PDF of the maps can be found on the project website (PeeryPark.inSunnyvale.com) for reference. The comments received in the sticky note exercise are shown in the tables below and grouped into like categories. Participants were told to add a check mark to the sticky note if they agreed with the statement (number of check marks are shown in the tables along with the color of sticky note (red or green)).

Sticky Note Color	# of Checks (next to statement)	Comment on Sticky Note
General Land Use/Zoning		
Green	5	(Posted in the area between Mathilda and Pastoria pertaining to the map colors) The buildings in the “purple” area (adjacent to Mathilda) should be lower than the buildings in the inner “grey-green” area for aesthetics.
Green	4	This area (posted in the brown/grey area off Mathilda (north end)) should be good for larger and taller buildings.
Green	2	Streetscape/setback layers are important along Mathilda.
Green	2	Live up to Goal N1 on 2007 proposed new Council Study Issue; to enhance character of residential neighborhoods.
Green	1	Lower zoning heights along Mathilda corridor.
Green	0	Height along Mathilda/flight path restrictions in interior of PPSP area.
Green	0	Limit height along Mathilda and include more retail.
Green	0	All parking should be unbundled, not specific # of parking spaces per site.
Green	2	(Posted on Mathilda/Central) This would be a good location for a hospital.
Green	0	Lower zoning on Mathilda corridor.
Green	1	(Posted on the east side of Mathilda within the project area) Transition area is not wide enough. Should go out to Mathilda.

Green	0	Pleasanton type zoning with retail near residential.
Red	3	LinkedIn looks like a "great wall". It is a mistake. Let's not have more great walls along Mathilda, set the tall buildings way back.
Red	3	Keep buildings facing residential areas low or very set back.
Red	2	No more tall buildings visible from SNAIL neighborhood.
Red	3	Add trees along Mathilda (as was done on Mary Ave.).
Red	1	The exterior glass on the new LinkedIn building is blinding in the morning. There needs to be tall trees between new buildings and streets.
Red	1	(Posted at Mathilda & Maude) This would be a good location for Sunnyvale's second public high school.
Red	0	Need to avoid a corridor that discourages interaction between neighborhoods and industrial zones.
Walkability/Bikeability of Peery Park		
Green	5	Wider sidewalks so the nearby residents can walk the area of Mathilda and Maude.
Green	3	Put sidewalks and bike lanes on all streets.
Green	2	Pedestrian bridges over main roads and freeways.
Green	2	Bike paths should not share with cars. Bike paths should be next to sidewalks instead.
Green	1	Easy access to the area for nearby residents so they can also benefit from the improvements of Peery Park.
Green	0	Make the area more pedestrian friendly.
Green	0	More green access between Moffett and Peery business parks.
Green	1	Green belt connection across Mathilda.
Alternative Transportation/VTA Light Rail/Caltrain		
Green	5	Encourage non-car transit.
Green	4	Bring light rail down Mary or get it over the 101 before moving ahead.
Green	1	Walk/Bicycle access from VTA light rail (to the north) to the PPSP area.
Red	1	In regards to VTA station north of 237: Need light rail extension down Mary to Central Expressway.
Red	1	Posted near downtown Caltrain: Disappointed development isn't focused here to connect Sunnyvale Caltrain Station.
Red	0	Posted near downtown Caltrain: Need really good connections to Caltrain for people and bikes.
Red	2	Whole area should have 0 net increase in cars, Must have TMA and shuttles to Caltrain.
Retail/Activity Centers		
Green	0	More usable retail along Mathilda to encourage use by residential so that it can be used at night/weekends also.
Green	3	Locating retail near major thoroughfares will allow access from local tenants as well as the public. Retail "buried" or surrounded by commercial will die after lunch hours.
Green	1	Encouragement of residential serving retail along residential edges.
Green	0	Upper activity center: Retail should be moved to downtown and/or closer to residential.
Green	1	Posted on north activity center: Second retail area should go on Maude, Almanor is too isolated.
Green	0	Residents and employees from Mtn. View may want to use retail in Peery Park.
Green	3	Prefer mom and pop retail outlets rather than chains.

Red	2	Activity Center should go on Maude or in the middle, not Almanor.
Red	2	Restaurants need to be close to each other, not spread out as shown by red.
Red	0	More retail is good; however, if main customers are the workers in PPSP they'll be closed during the weekend and no use for nearby residents.
Red	2	Posted on the north activity center: This site is too noisy and has too much pollution to be a good activity center/public space.
Sustainability/Green Building		
Green	5	Solar panels over all parking lots and on the roofs of buildings.
Green	4	Encourage green sustainable "futuristic" buildings and outdoor public areas.
Green	3	Solar panels on all roofs mandatory.
Green	2	All buildings should be zero net energy.
Green	1	Solar panels over all parking.
Green	0	All sites need to capture and use 50% of average rain fall on-site.
Green	0	All buildings should have dual plumbing and whole area should have access to reclaimed water.
Parks/Open Space/Food Trucks		
Green	2	Need nice parks and a place for food trucks.
Green	1	Food truck area near a park area with trees, seats and tables.
Green	0	A park in Peery Park where people can go to hang out.
Green	0	Open areas should be included into designs (business lunch areas/recreation for employees).
Roads/Streets/Traffic		
Green	0	All future intersections should be roundabouts. They are safer and quicker than intersections.
Green	0	Please leave room for Mary Ave. to remain a boulevard (a la Mathilda) as demand on Mary grows. Please don't let Mary become another Lawrence (no trees).
Green	0	Posted on Rt. 237: Consider road and intersection improvements.
Green	0	Improvements to traffic flow along rt. 237. Ex: Where Ross St. crosses Mathilda, a right turn lane separating the orchard gardens from commute traffic would significantly improve both.
Red	1	Stop cars from cutting through neighborhoods to avoid traffic.
Red	4	Shouldn't Mary Ave. connect to 101 here (posted on the north end of Mary)? What about the Mary Ave. overpass?
Red	3	Current traffic in the morning going northbound on Mary is often bumper to bumper between Washington and Maude. This will only worsen. How will safety be ensured? Bicyclists and pedestrians are already at risk.
Red	0	Fix traffic onto Maude.
Residential		
Red	1	Sunnyvale is short thousands of homes; some of them should be in Peery Park (near retail).
Red	0	Without new housing development will occur along Mathilda and where freeway exits are located and along transportation.
Other Comments/Questions		
Red	1	What happens when Moffett Field is sold and height restrictions are removed?
Red	0	What safeguards will be put into the plan to keep the manufacturing from becoming a superfund site?
Red	0	Please don't be dismissive of public input. Our input might not fall in line with what you would like to permit but is still valid.

Red	4	Change the planning process, the current process belongs in the 20 th century (300 ft. noticing, no neighborhood outreach).
Red	0	The purple and brown color code (on posters) is confusing. Elaborate and be clearer next time.

Next Steps

The next Community Workshop will be posted on the project website, notices will be mailed and e-mails will be sent out to everyone on the interest list. The next community meeting will address traffic and streetscape improvements and how the comments and ideas will formulate the Specific Plan. If you wish to be added to the project interest e-mail list send an e-mail to the project planner, Amber El-Hajj, at ael-hajj@sunnyvale.ca.gov.

Website

PeeryPark.inSunnyvale.com