# PEERY PARK SPECIFIC PLAN & EIR

## Community Workshop #3

## Traffic, Connectivity, & Streetscape Vision Summary



www.ftscities.com

City of Sunnyvale
January 21, 2015

FTS
FREEDMAN TUNG + SASAKI URBAN DESIGN

# Agenda
# Community Workshop #3 – Jan 21, 2015

1. Welcome
2. Review Feedback to Date
3. Transportation
   - Trends
   - Traffic Impacts
   - Transportation Management and Streetscape
4. Vision & Policy Framework Summary
5. Group Feedback Exercise

# 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

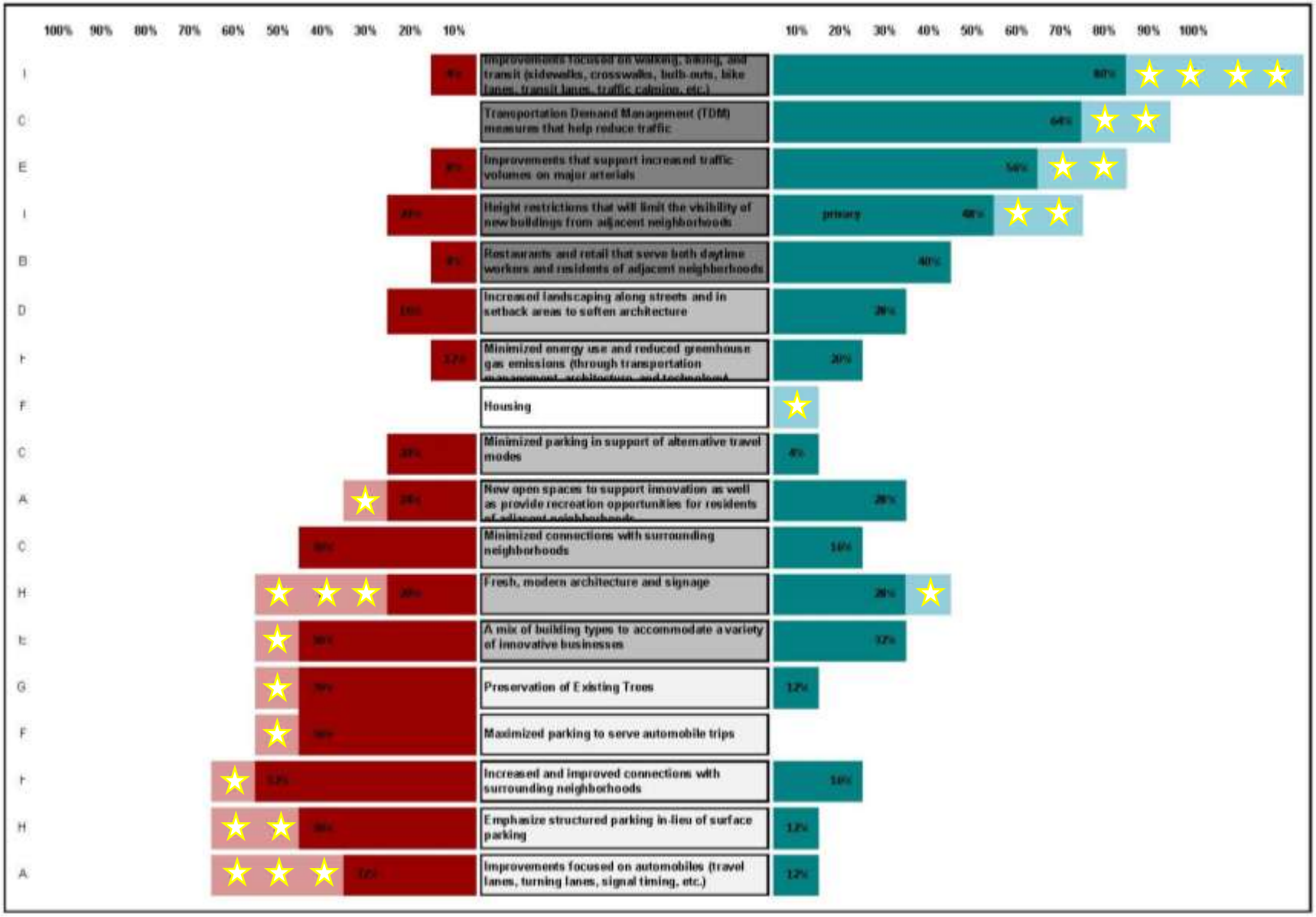
EIR Project Description and Draft Plan Concepts

# Community & Stakeholder Feedback to Date

# Feedback: Community & Stakeholders Agree

- What Needs Most Improvement?
  - Walkability
  - Bikeability
  - Transit
  - Food and services
  - Public space amenity
- Biggest Concerns
  - Traffic
  - transit
  - Parking
- Additional Community Concerns
  - Height / impact on adjacent neighborhoods

# Workshop #2 Discussion
# Reinforced & Refined Previous Feedback



# Workshop #2 Discussion
# Reinforced & Refined Previous Feedback

- The highest priority was traffic with the focus on Transportation Demand Management (TDM) and multi-modal improvements over accommodating cars

- The second highest priority was the relationship with adjacent neighborhoods with a focus on visible height and secondarily on privacy

- Discussions included a general support of a greater mix of uses to generate activity, reduce traffic, and provide amenities for adjacent neighborhoods to use including on nights and weekends

A transportation strategy for the future district requires understanding:

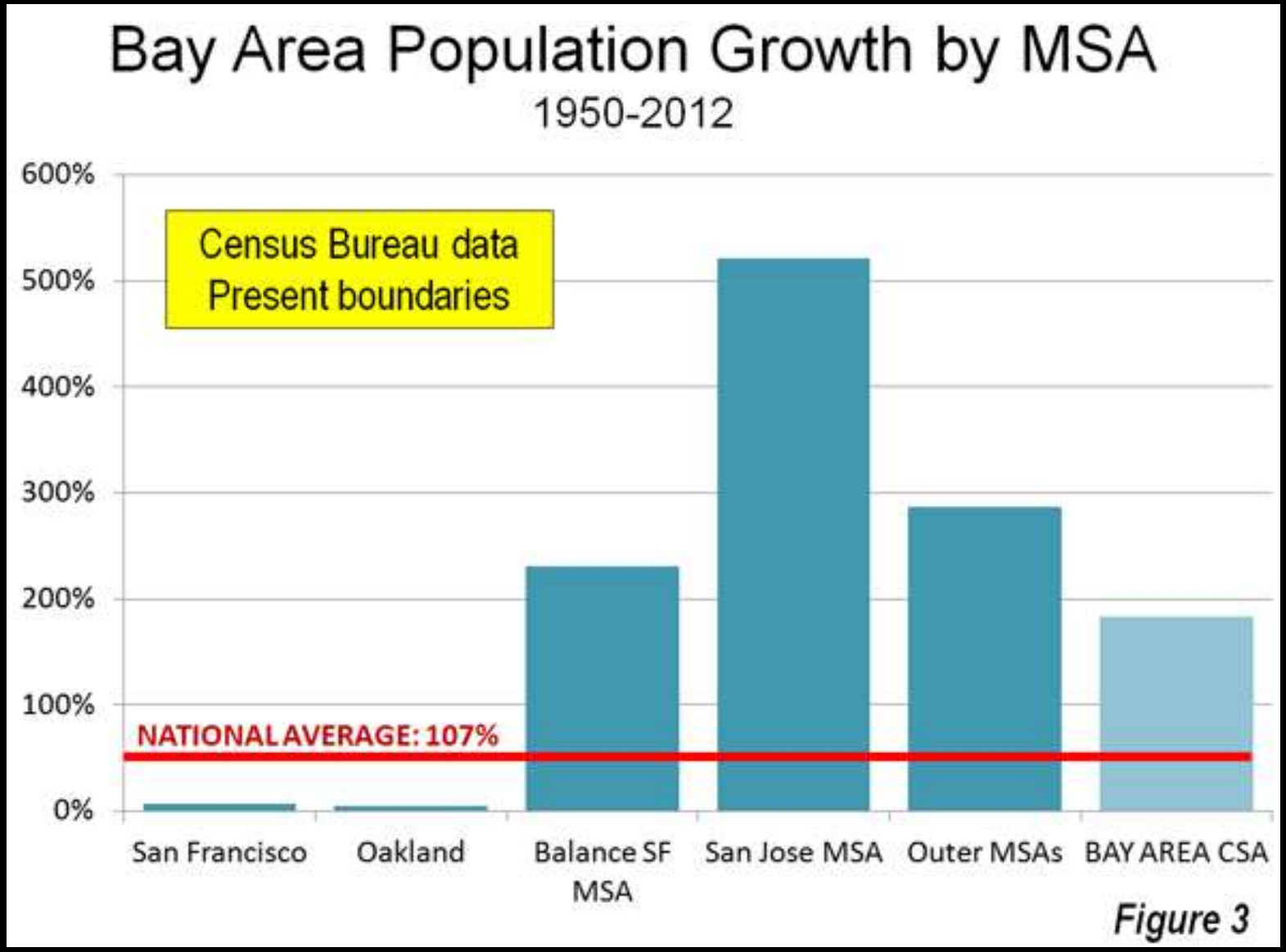
How we travel today
AND
Why we travel the way we do

# The Advent of Suburbs:

1950 - 1970 Sunnyvale's population grew almost 500%


Image: LIFE Magazine

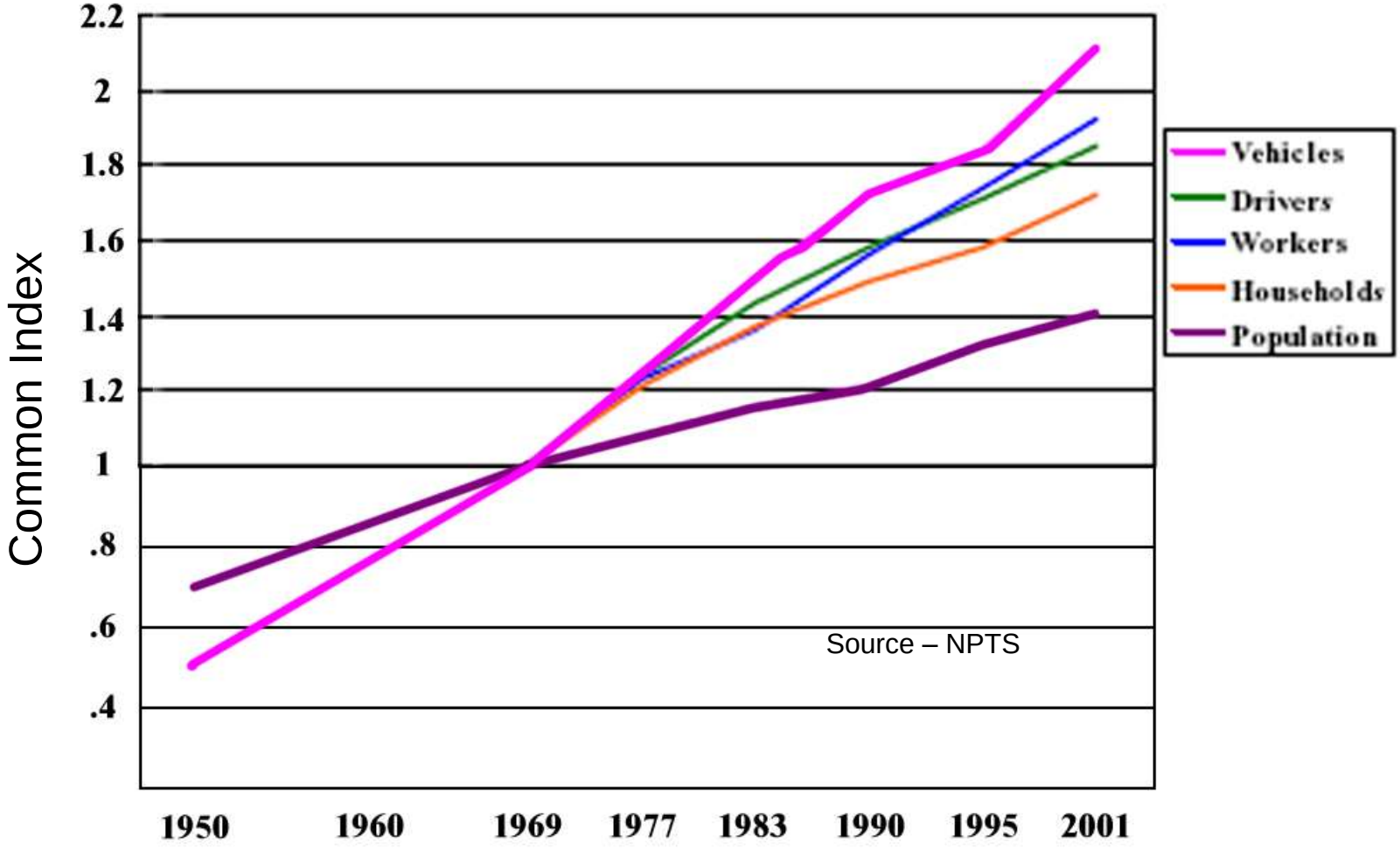
# The growth is not confined to Sunnyvale, it's regional





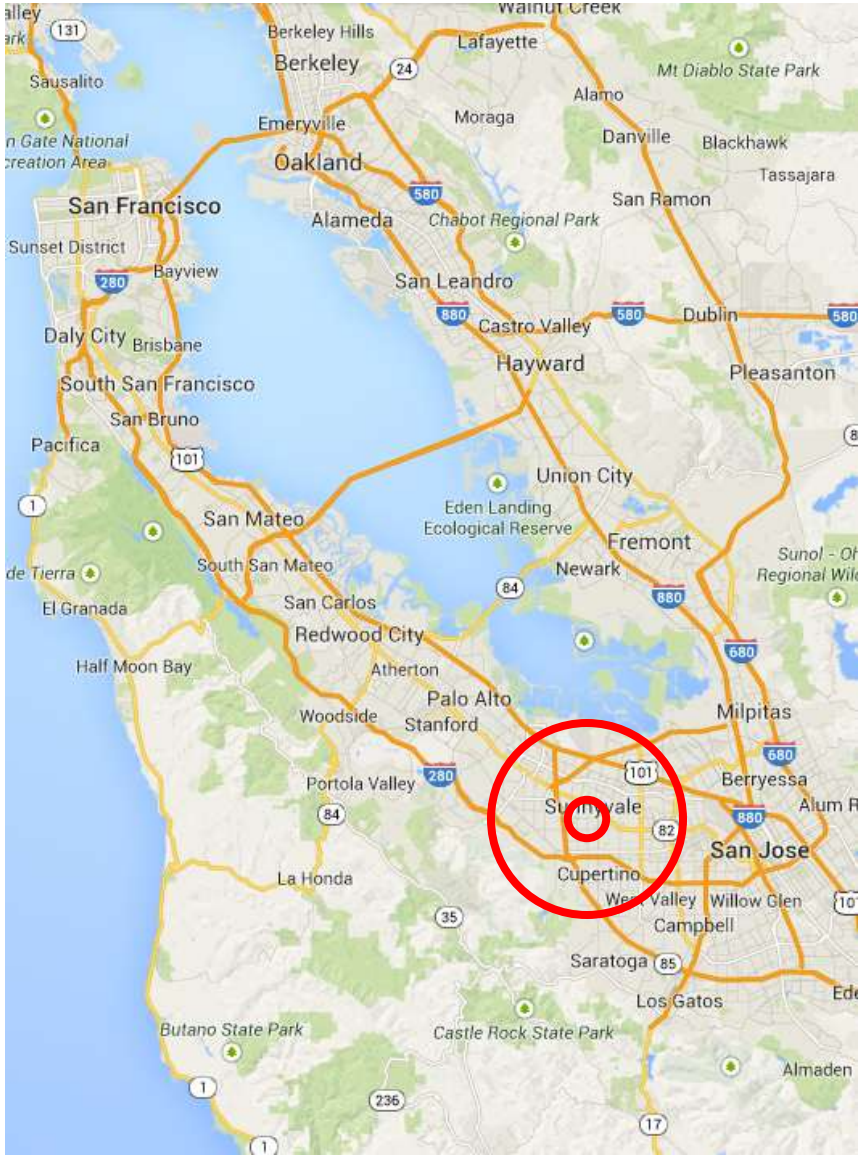

*http://www.newgeography.com/content/004165-the-evolving-urban-form-the-san-francisco-bay-area*

# Population growth has been **dwarfed** by vehicle growth.



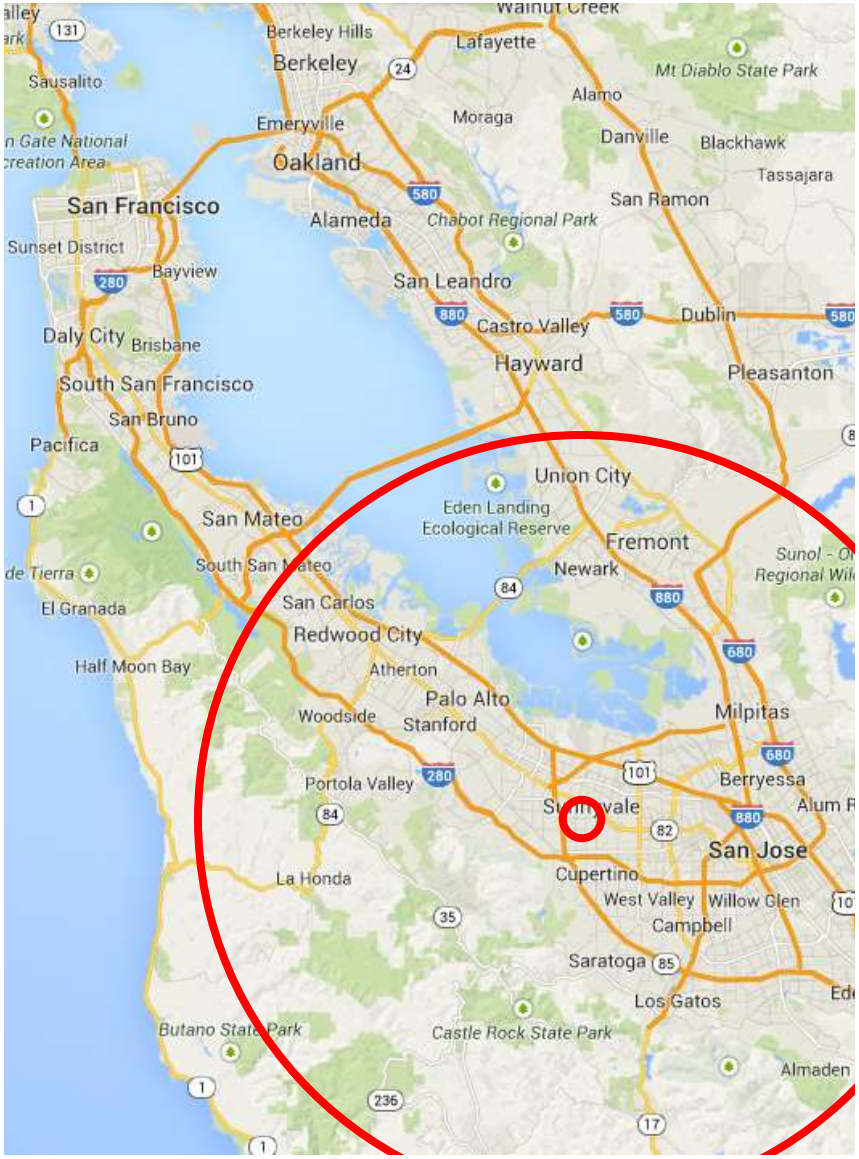

Vehicle Growth Rate = 1.5 X Population Growth Rate

# In 1950 People Traveled Around 10 miles per day




5 miles to Santa Clara

# Early 21st Century People Travel Around 40 miles per day (ave.)




20 miles to San Mateo

# So we have learned to associate growth with degraded mobility…

But Why are we
**driving** so much?

# Common Explanation:

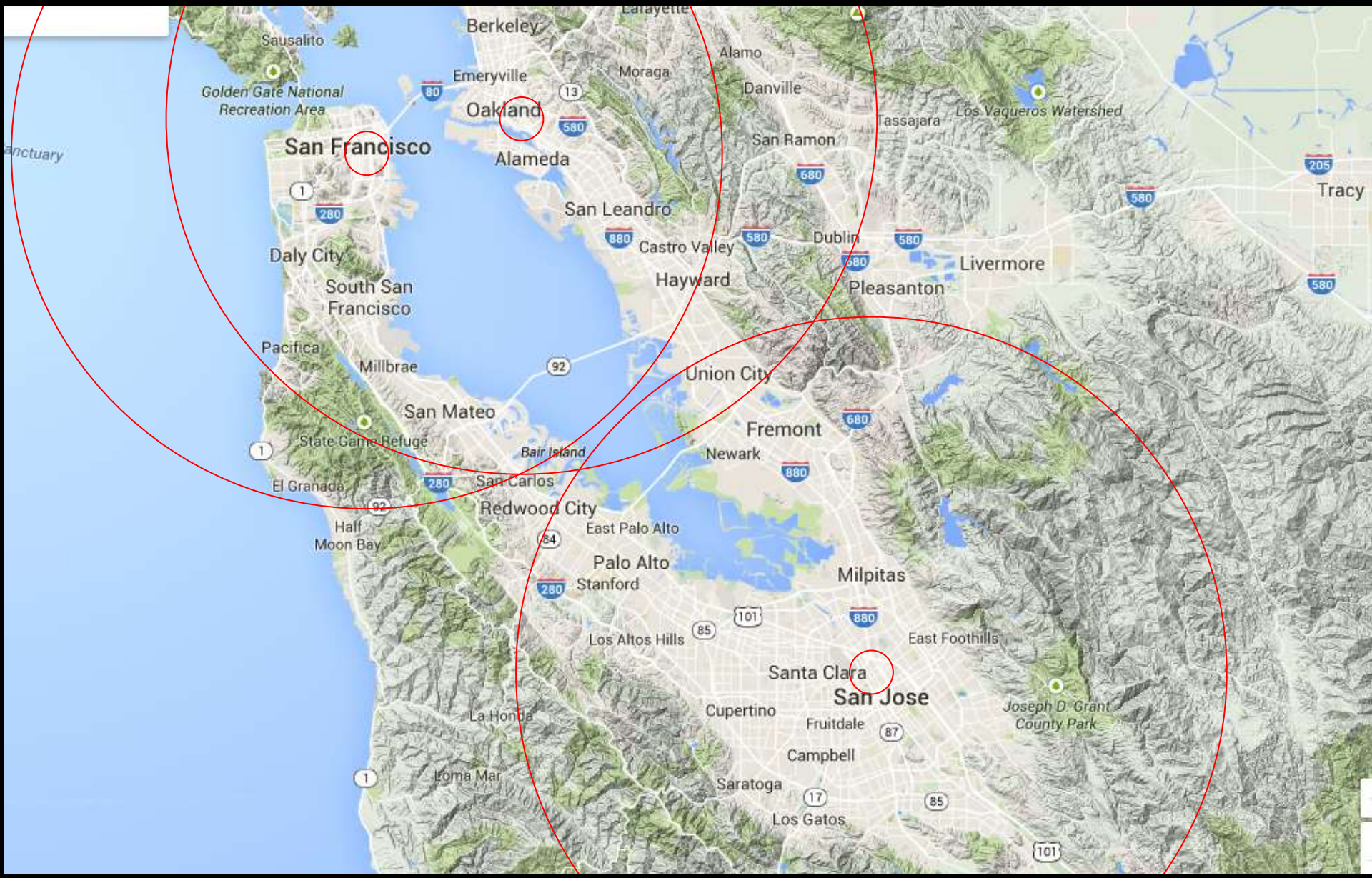
**Americans drive so much because we love our cars and we love to drive.**

**We are not going to change because we don't want to.**

# Primary Reason: We Drive so much in response to our Pattern of Land Use & Development.

# Commute has big effect because trips are concentrated in peak hours

# The Traditional Metropolis: Central City Model




Many residential commuter suburbs of a central City

# 20th Century Model: Synchronized Workday, Managed from the Top-Down

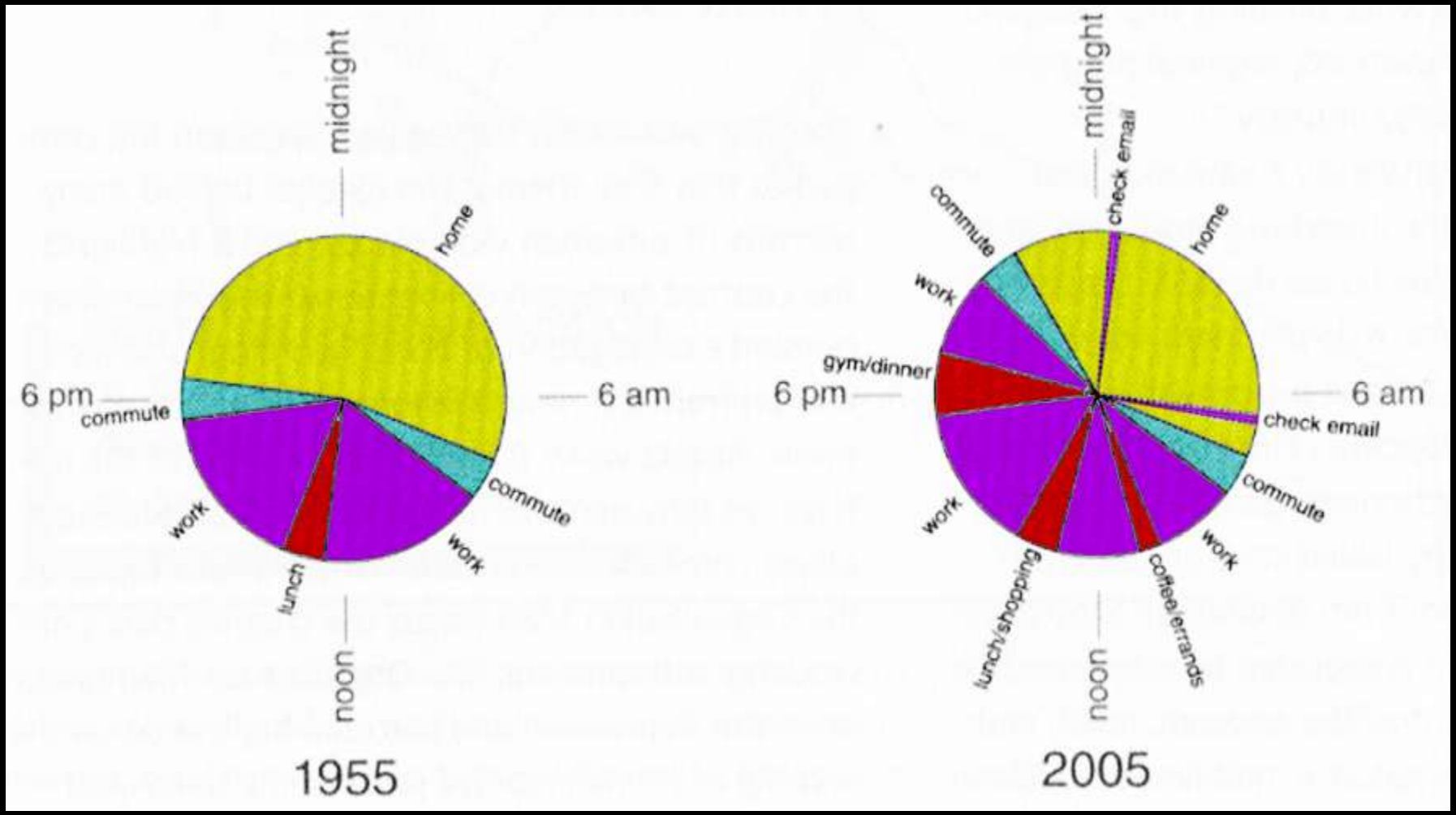
# Mobility Trends:

# Fundamental Changes Since the Early 20th Century

# 20th Century Model: Synchronized Workday, Managed from the Top-Down

# Changing Lifestyles:

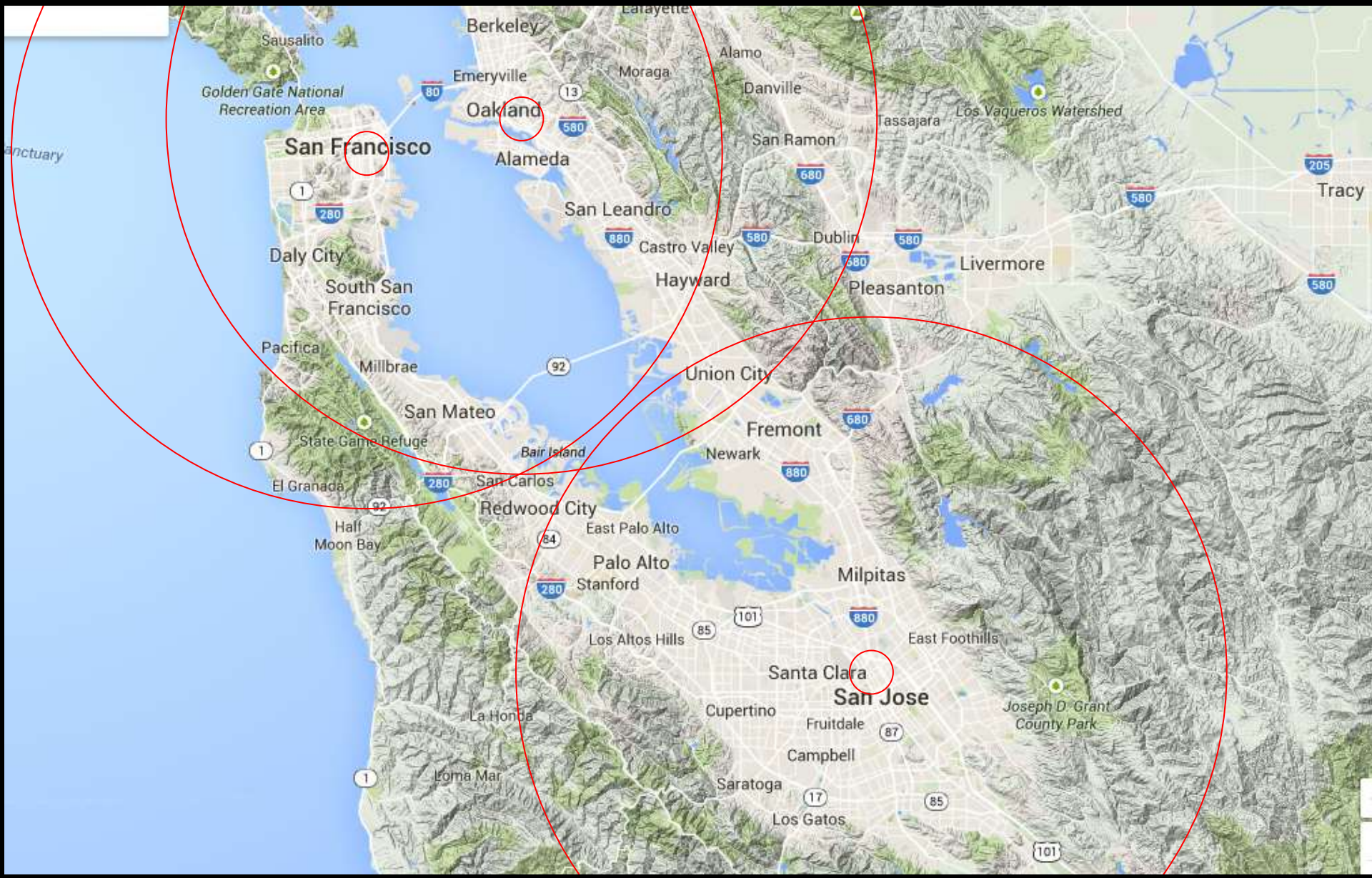
## The Death of the 9 to 5





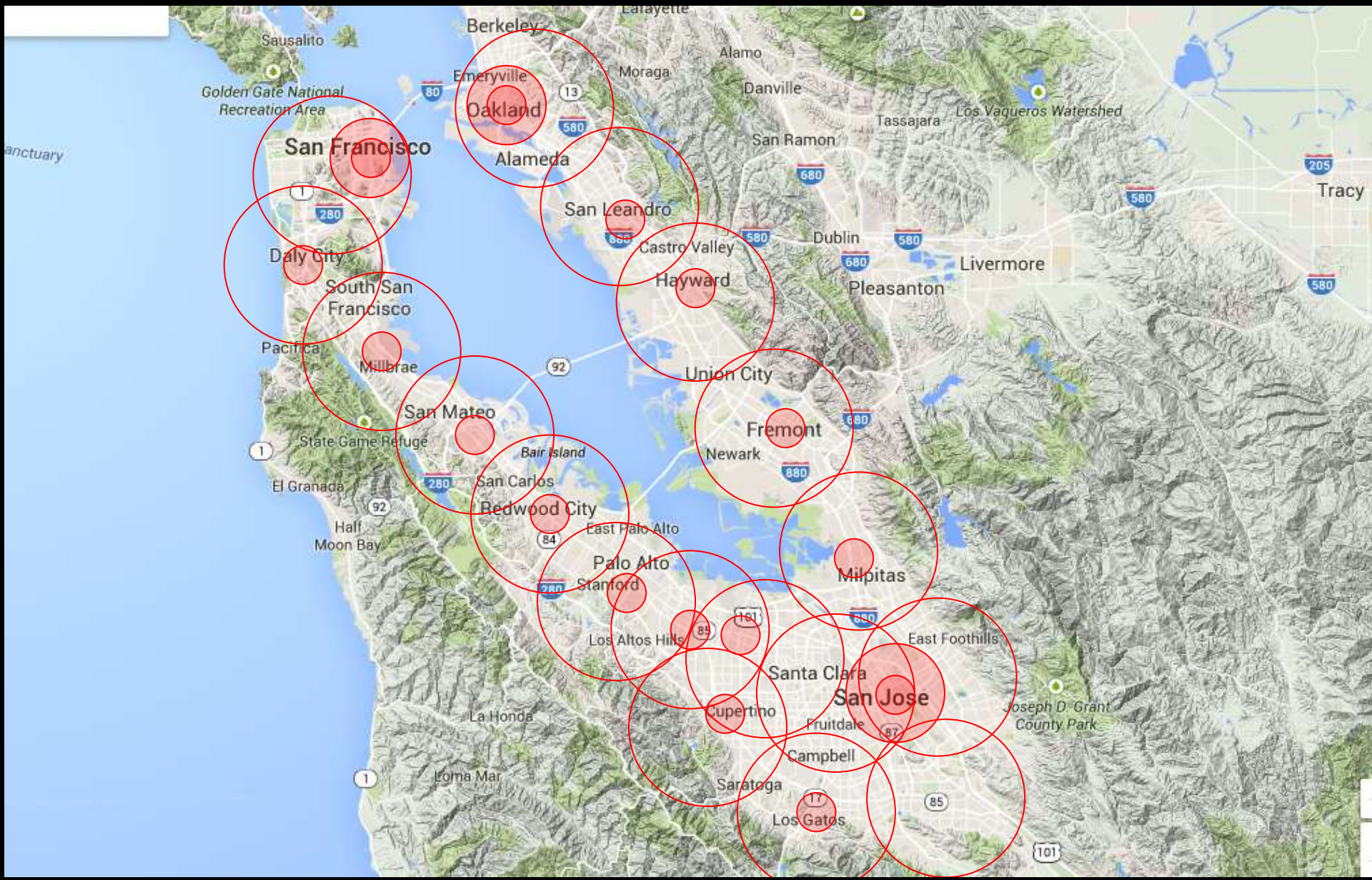

Source: Dunham-Jones, *Retrofitting Suburbia*

# The Traditional Metropolis: Central City Model



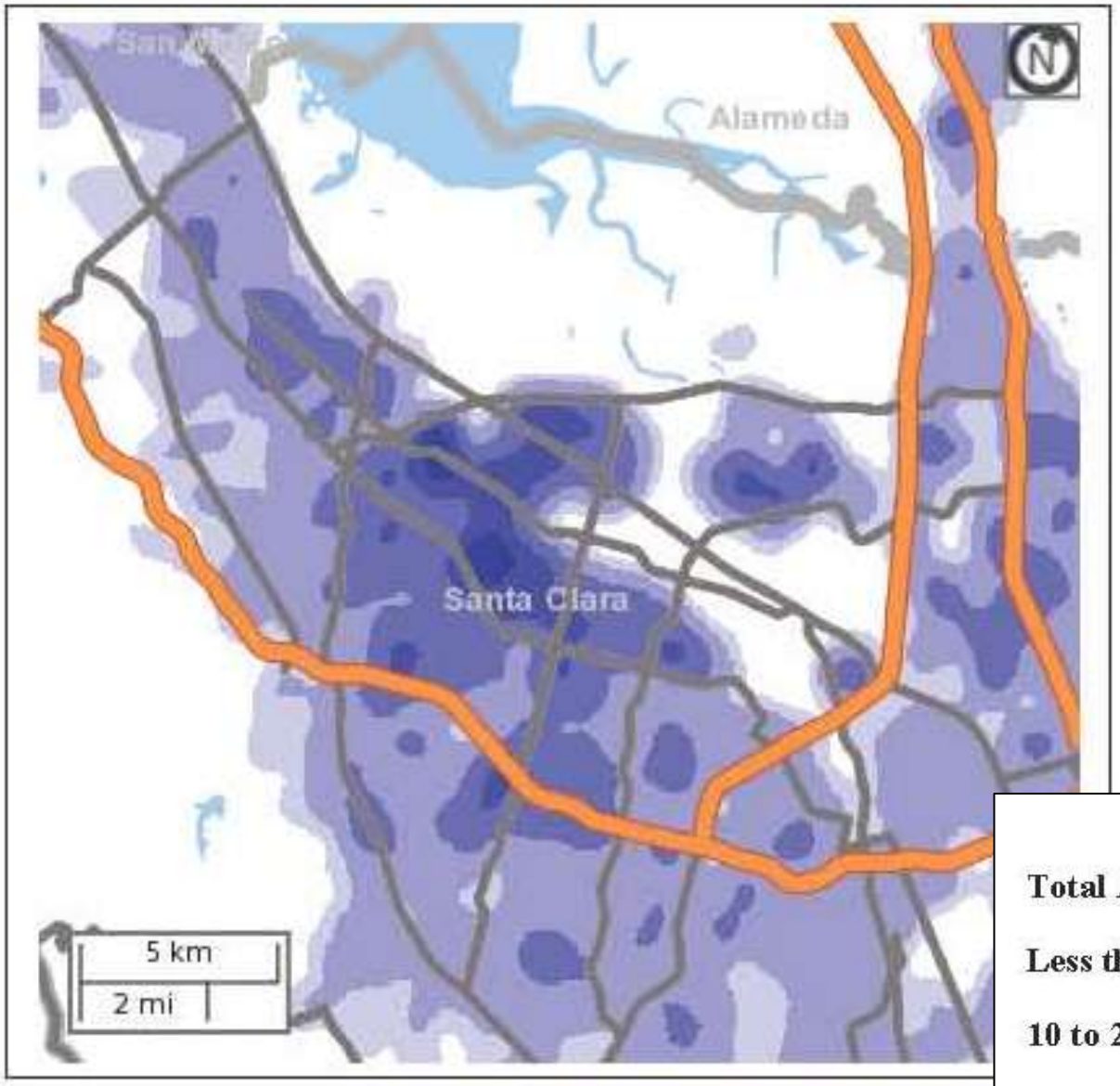

Many residential commuter suburbs of a central City

# The “Polycentric” Metropolis




Emergence of sub-regional economic units (*Building the Polycentric Region*)

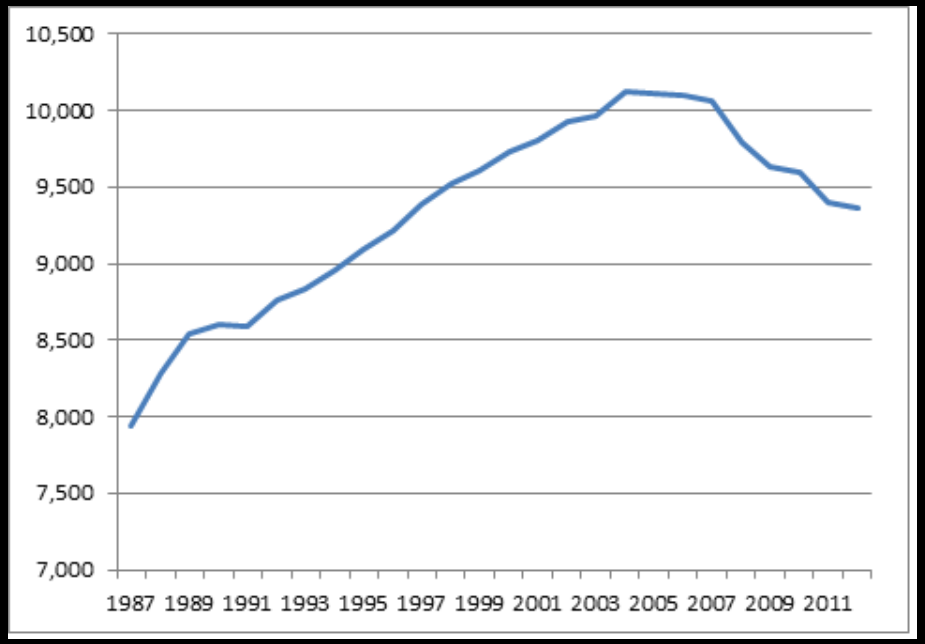
# Where do Peery Park Employees live?



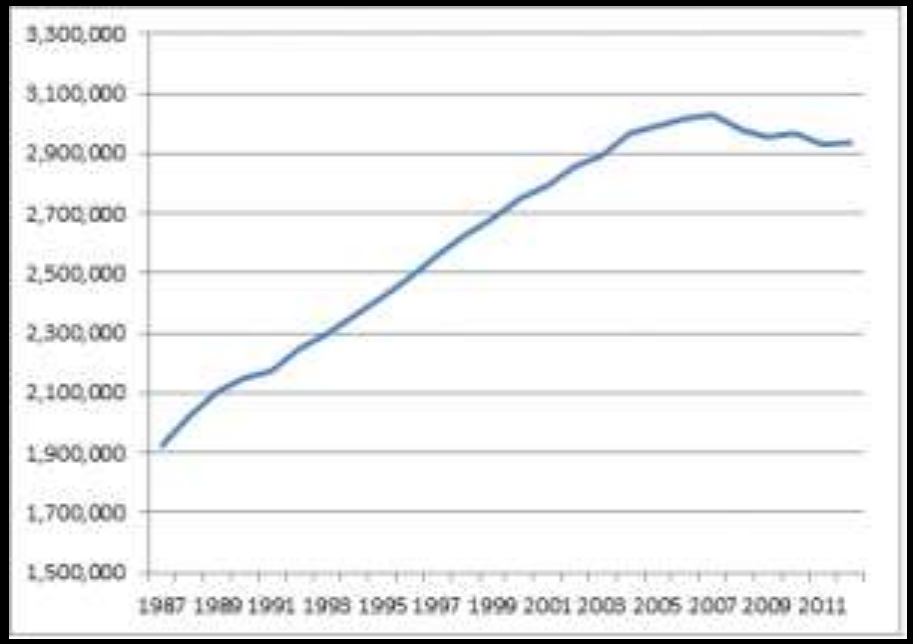

| | Count | Share |
|---|---|---|
| Total All Jobs | 9,493 | 100.0% |
| Less than 10 miles | 4,235 | 44.6% |
| 10 to 24 miles | 2,999 | 31.6% |
| 25 to 50 miles | 1,209 | 12.7% |
| Greater than 50 miles | 1,050 | 11.1% |

Typical to surrounding workplace districts

# Changing Lifestyles:
# 8 Straight Years of Declining VMT




Per-capita vehicle miles traveled in the U.S.

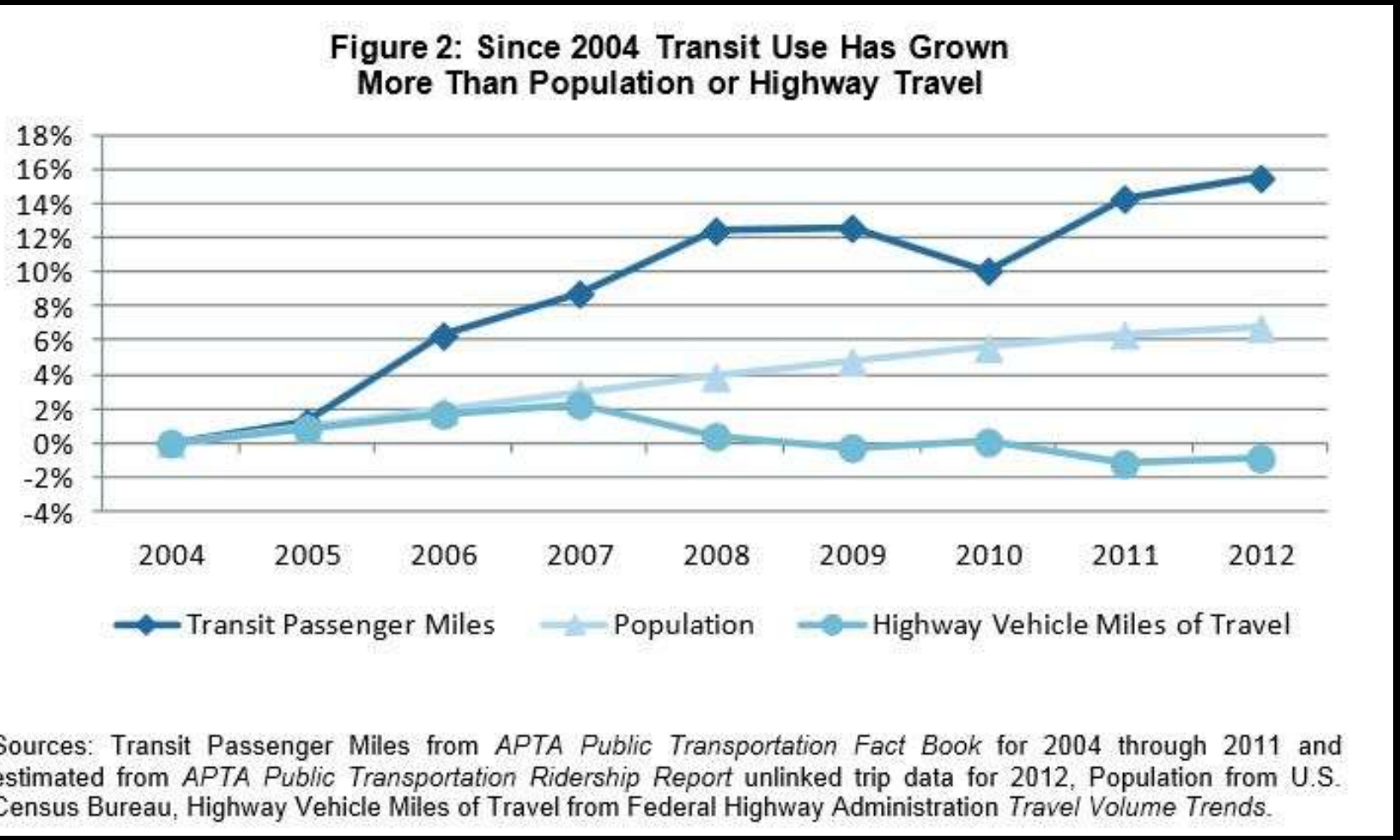



Total vehicle miles traveled by Americans (in millions)



***Source: FHWA***

# Changing Lifestyles:
# Increasing Transit Use






http://geospatial.blogs.com/geospatial/2014/04/over-1995-2013-public-transit-ridership-in-the-us-grew-372.html

# Potential Impacts of District Change

# Market Demand & Buildout

| | Workplace Sqft (millions) | Housing Units | Workplace FAR | Housing du/ac |
|---|---|---|---|---|
| Existing (2013) | 6.6 | 0 | .34 | 0 |
| Under Construction | 0.9 | 0 | .4 - .96 | 0 |
| Net Growth | 2.2* | 215 | .4 - 1 | 20-30 |
| **Buildout** | **9.7** | **215** | **.5** | **30** |

***Estimated Demand:** 645k Office + 553k Industrial + 137k Retail = 1.3 mill sqft

# Measuring Traffic impacts

- Travel Demand Models -> regional models
  - Regional Background including Regional Growth
  - Anticipated City-wide Growth
  - Adds Peery Park Project Buildout
  - Calculates trips generated by different land uses for AM and PM peaks
  - Calculates mode choice
  - Measures resulting intersection LOS

# Intersection LOS

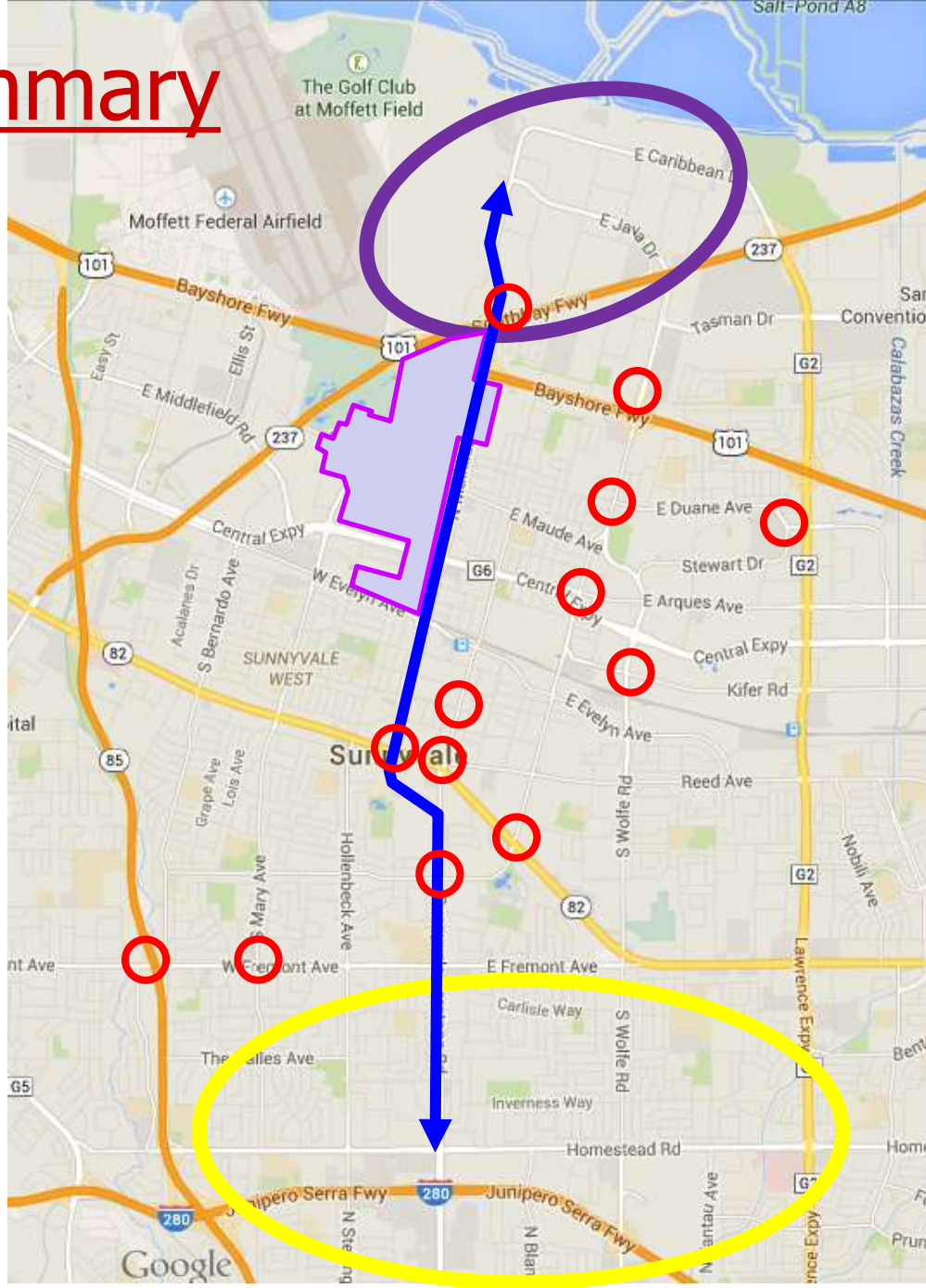
- Based on average control delay per vehicle
  - How long you wait, on average, at the stop light:

| LOS | Signalized Intersection | Description |
|---|---|---|
| A | ≤10 sec | Free flow. Most vehicles do not stop at all. |
| B | 10-20 sec | Minimal delay. Some vehicles have to stop. |
| C | 20-35 sec | Acceptable delay. Significant numbers of vehicles must stop at the intersection, though many can still pass through without stopping. |
| D | 35-55 sec | Tolerable delay. Many vehicles stop and may wait through more than one red light. |
| E | 55-80 sec | Significant delay. Cars may have to wait through more than one red light. Long queues form. |
| F | ≥80 sec | Excessive delay. Traffic may back up into "upstream" intersections. Many cars need to wait through more than one red light. |

Descriptions from City of Redding

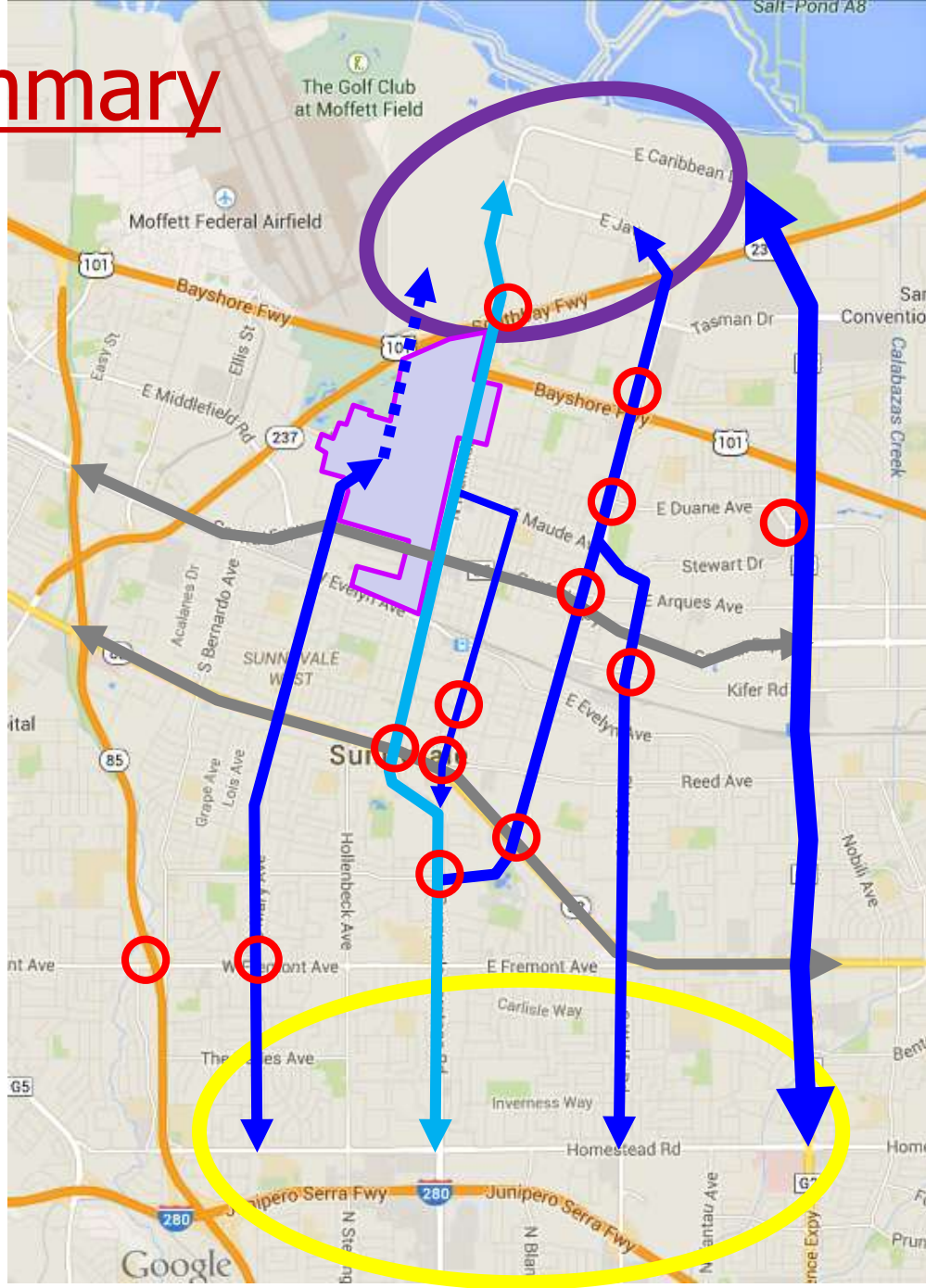
# Travel Demand Summary

- North-South Directionality
- The large majority of trips connect neighborhoods to the south with:
  - Moffet Park Workplace
  - 101 and 237 on-ramps.



# Travel Demand Summary

- Acceptable operations with Peery Park intensification (with Mary Ave. extension)
- Impacts on intersections away from Peery Park are result of drivers seeking alternative routes



# Peery Park Specific Plan
# **Study Intersections**

- 60 Intersections Studied


Preliminary Study Results

Peery Park Specific Plan

# Freeway Segments Studied

- 7 Freeway Segments Studied (both directions)

# Mode Splits

- **Trips made to and from Peery Park:**
  - Automobile Drive Alone 81%
  - Automobile Carpool 11%
  - Transit 3%
  - Walk and Bike 5%

Peery Park Specific Plan

# Definition of Significant Impact

- **Sunnyvale standard**
- **CMP standard**
- **Additional Development -> Change in LOS**
- **New LOS does/does not meet standard?**

# LOS Summary

## Impacted Intersections for Cumulative Conditions:

- Fair Oaks Ave. & US 101 NB Ramps (PM)
- Lawrence Expwy. & Tasman Dr. (AM)
- Fair Oaks Ave. & Duane Ave. (AM)
- Wolfe Rd. & Kifer Rd. (PM)
- Fair Oaks Ave. & Arques Ave. (AM)
- Fair Oaks Ave. & El Camino Real (AM&PM)
- Sunnyvale Ave. & McKinley Ave. (PM)
- Sunnyvale Ave. & Iowa Ave. (PM)
- Sunnyvale-Saratoga Rd. & Remington Dr. (AM&PM)
- Mathilda Ave. & El Camino Real (AM&PM)
- Mary Ave. & Fremont Ave. (AM&PM)
- Bernardo Ave. & Fremont Ave. (AM&PM)
- SR 85 NB Ramps & Fremont Ave. (AM)
- SR 85 SB Ramps & Fremont Ave. (AM&PM)

# Cumulative Conditions Impacted Intersections

- Fair Oaks Ave. & US 101 NB Ramps
- Lawrence Expwy. & Tasman Dr.
- Fair Oaks Ave. & Duane Ave.
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Peery Park Specific Plan

# Cumulative Conditions

## Impacted Intersections


Preliminary Study Results

Peery Park Specific Plan

# Project Level Impacts

- Fair Oaks Ave. & US 101 NB Ramps (PM)
- Duane Ave.-Stewart Ave. & Oakmead Parkway (PM)
- Wolfe Rd. & Kifer Rd. (PM)
- Fair Oaks Ave. & Arques Ave. (AM & PM)
- Fair Oaks Ave. & El Camino Real (PM)
- Sunnyvale Ave. & McKinley Ave. (PM)
- Sunnyvale Ave. & Iowa Ave. (PM)
- Sunnyvale-Saratoga Rd. & Remington Dr. (PM)
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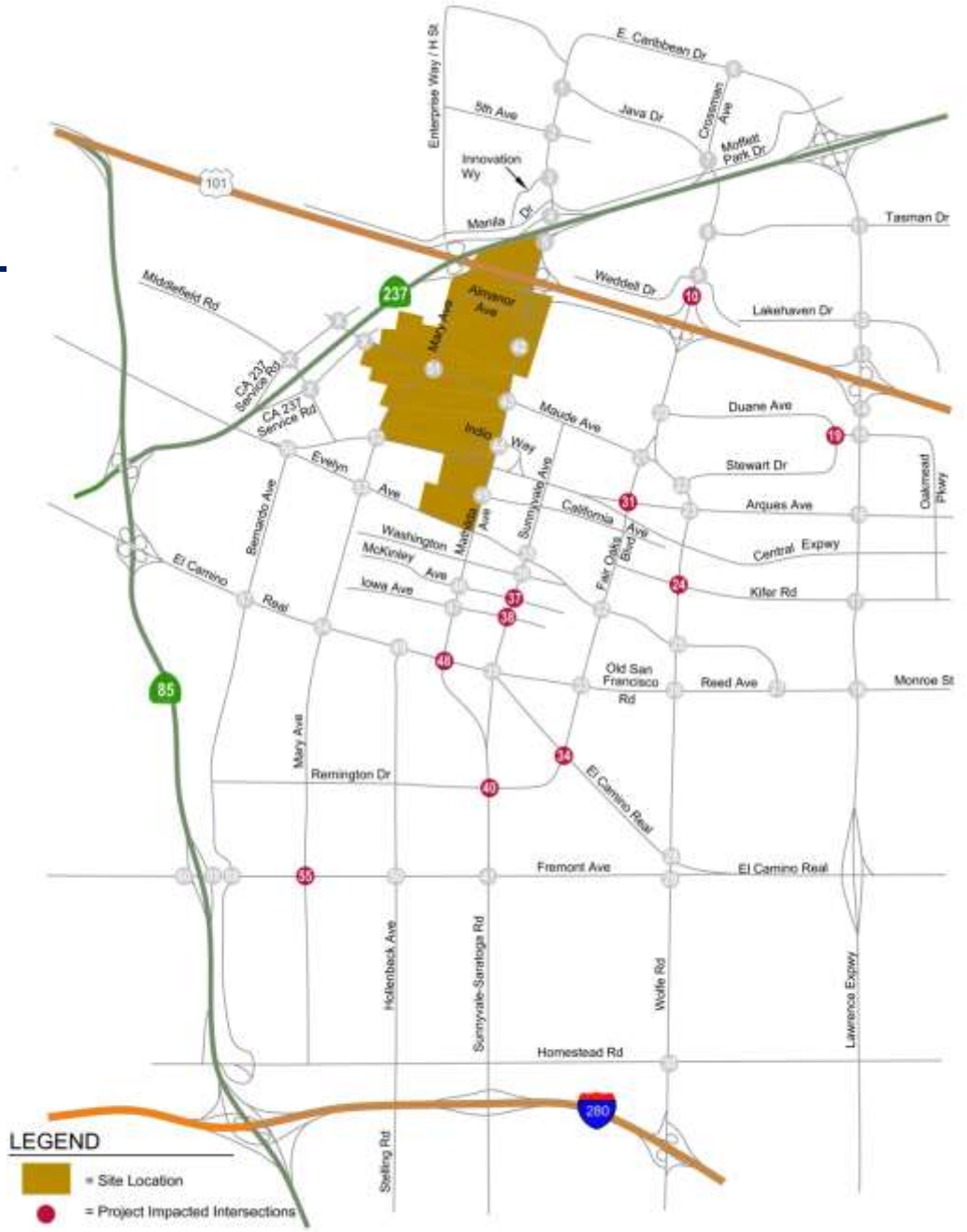
Peery Park Specific Plan

# Project Level Impacts




Preliminary Study Results

# Managing Transportation & Reducing Impacts

# The Highest Priority:

**Focus on TDM and multi-modal improvements over simply accommodating more cars.**

# Reducing Traffic Impacts

**Reduce Overall Travel Demand**

- How people get to/from the district
- How people get around the district

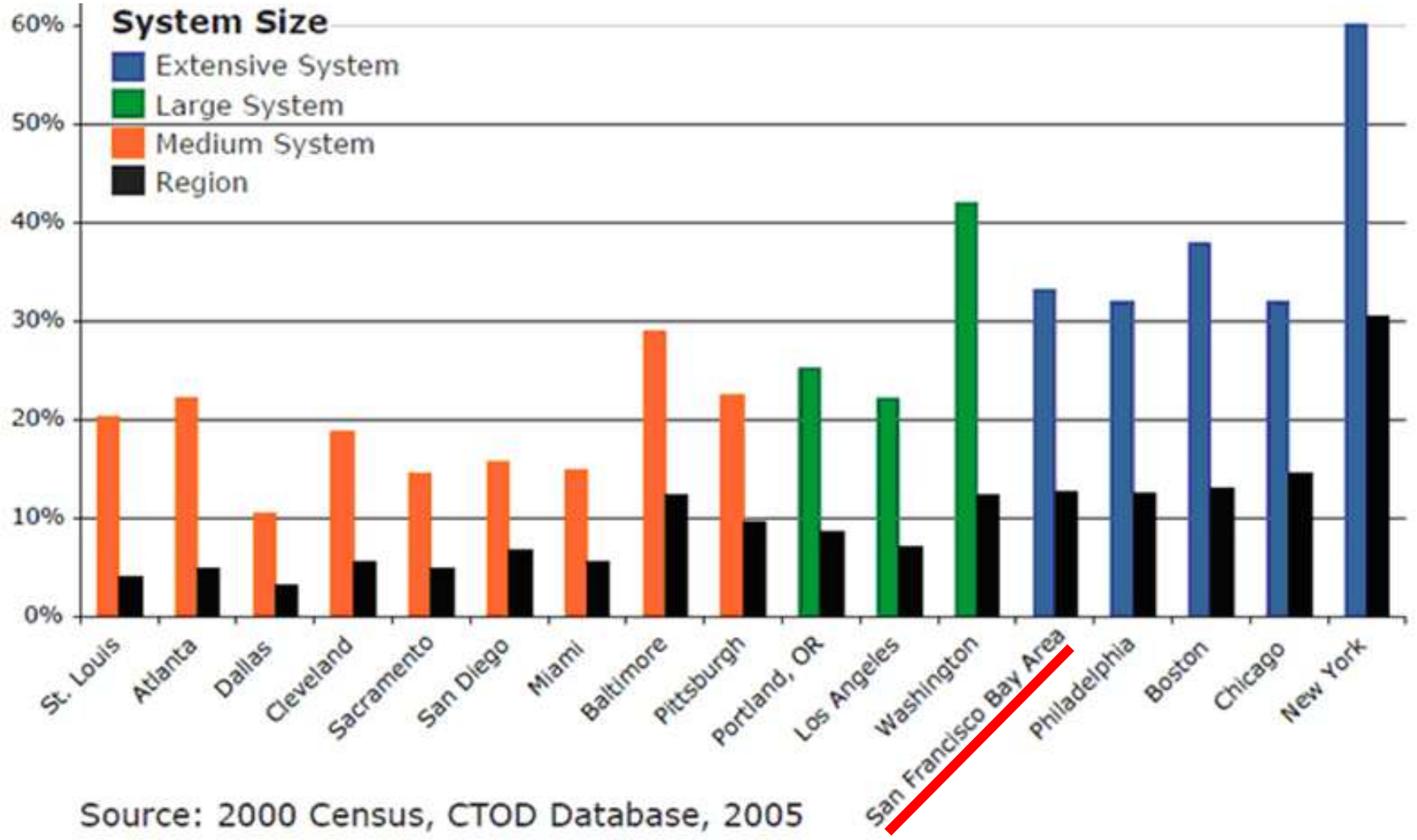
**Reduce Peak Period Traffic**

- When people arrive at/leave the district
- How people use the district

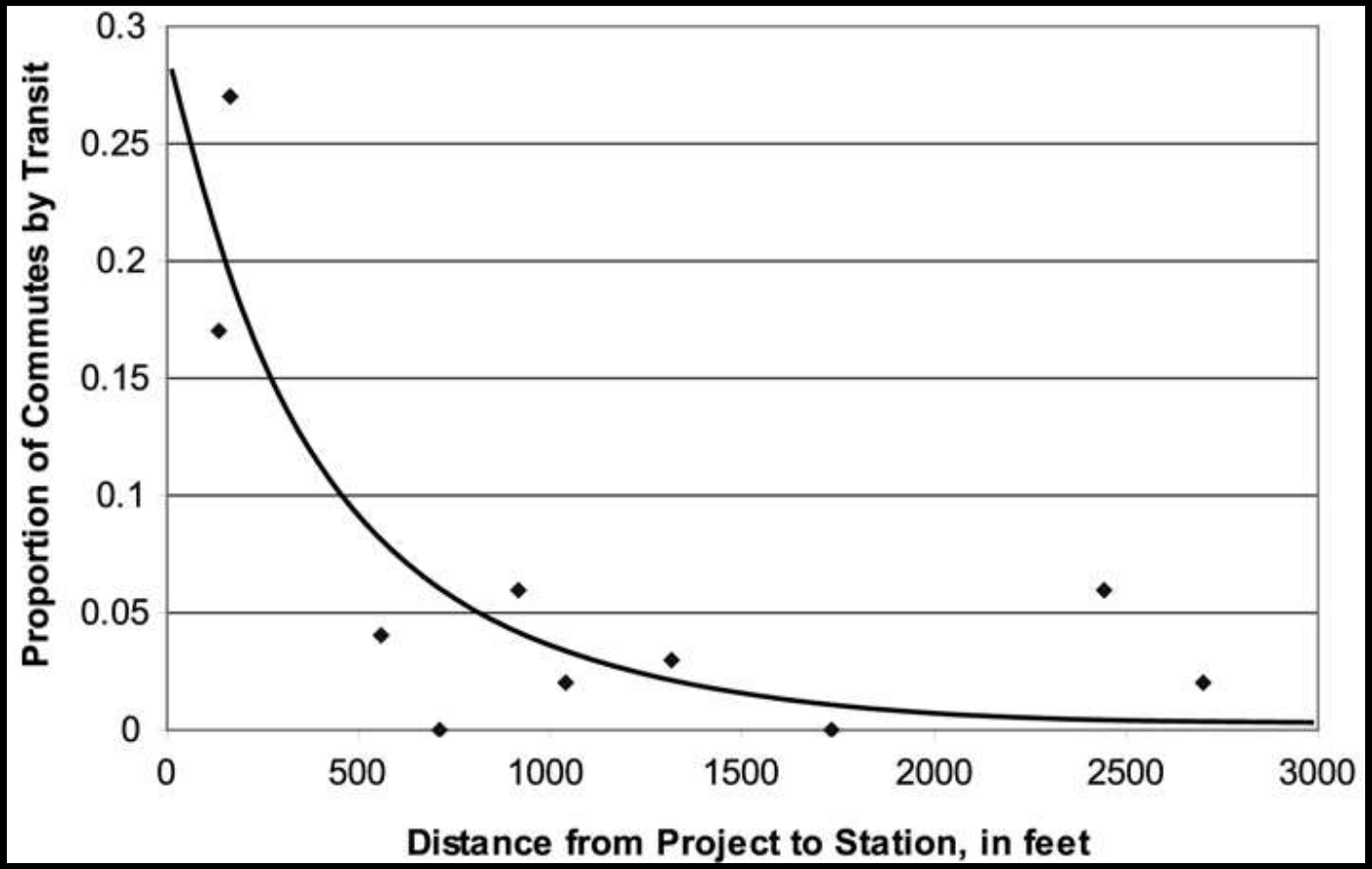
# Commute by Transit

# Connect Workplaces with Transit

commute trips by transit (w/in ½ mi of stations vs. entire region)

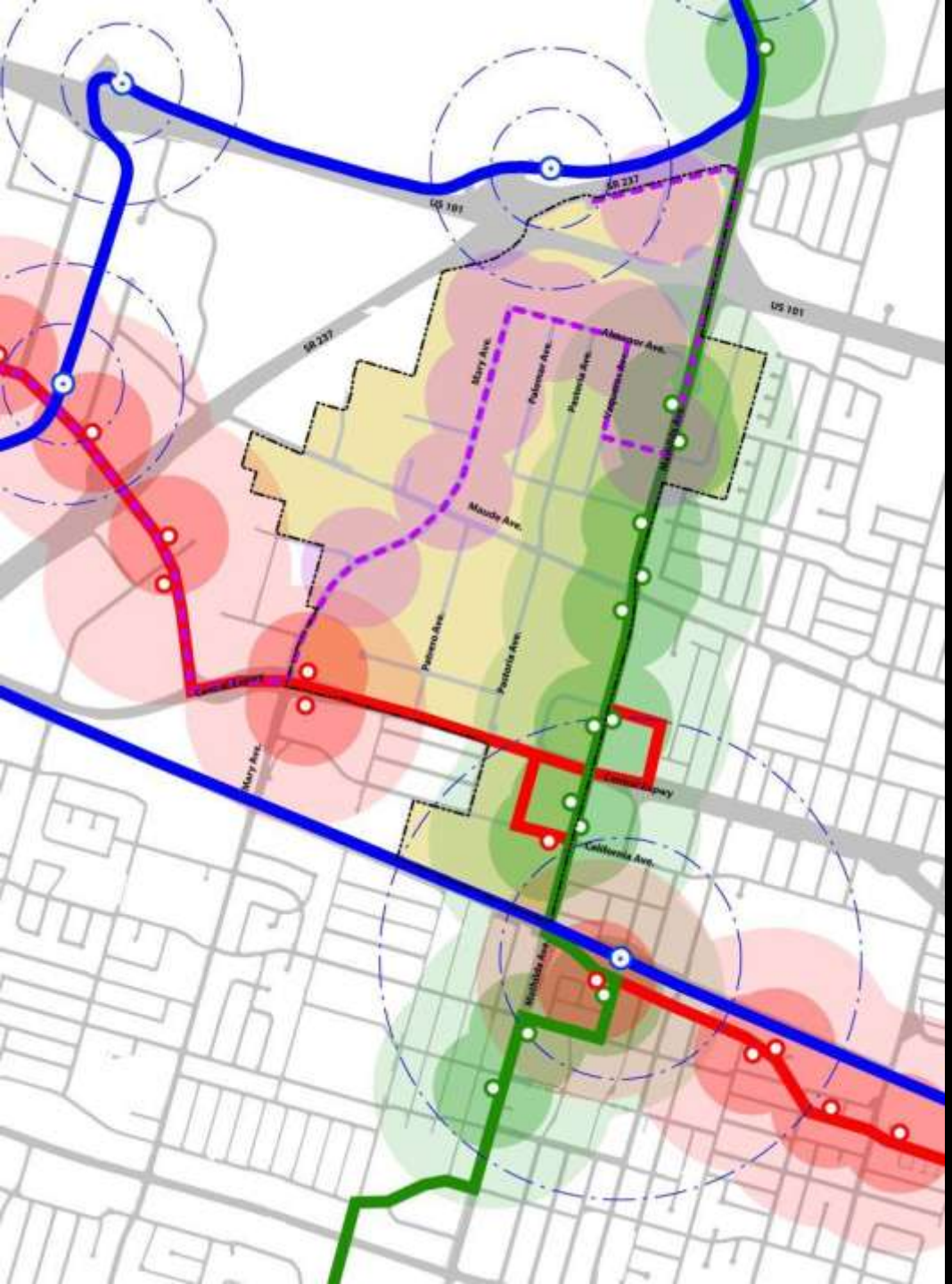


# The closer Workplace is to transit, the more commute trips it captures




**Cluster workplace within**
**1/8 mi - 1/4 mi from Transit = 2min - 5min walk**

*Cervero: Journal of Public Transportation, Vol. 9, No. 5, 2006*




# 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***

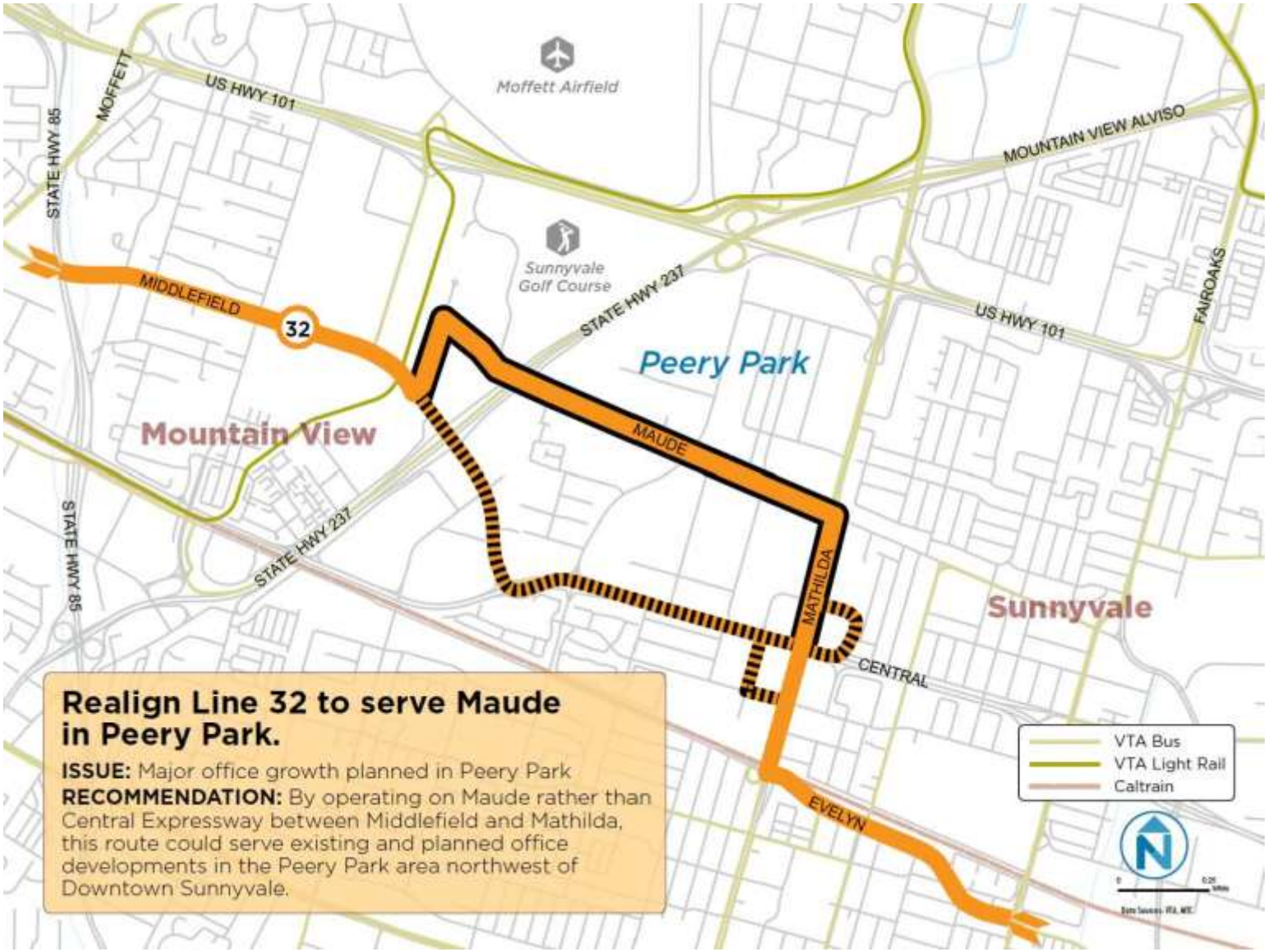
***Light Rail:***
***Headway: 15/30min***
***Ave. Weekday Ridership: 95-206***

***Caltrain Shuttle:***
***Headway: 1hr***

# Transit Improvements

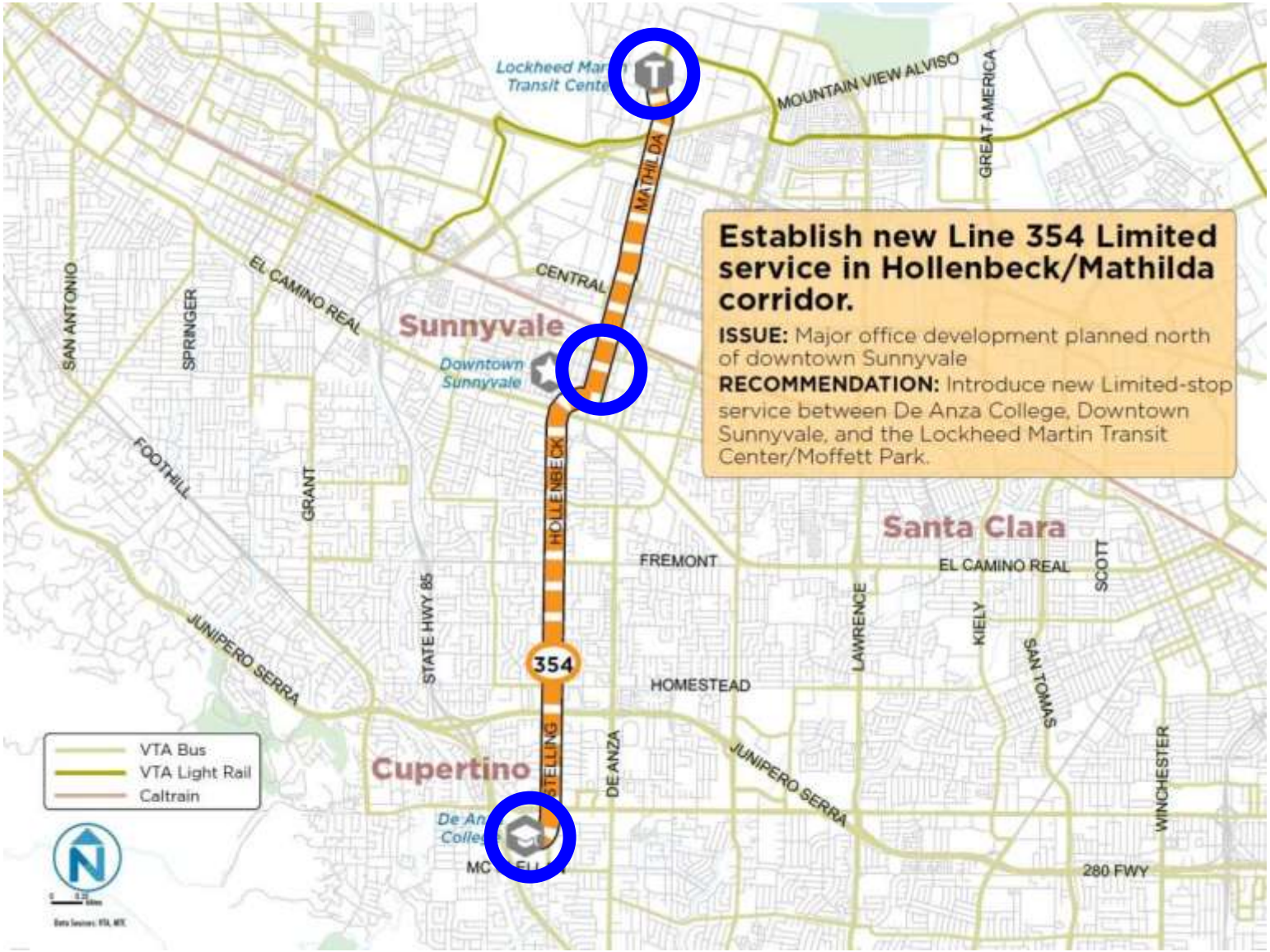
- Work with VTA:
  - Increase headway
  - Revise existing routes to better serve the future district
  - Improve connections with rail lines: Downtown Caltrain and VTA light Rail

# Transit Improvements




**NORTH CENTRAL COUNTY BUS IMPROVEMENT PLAN**

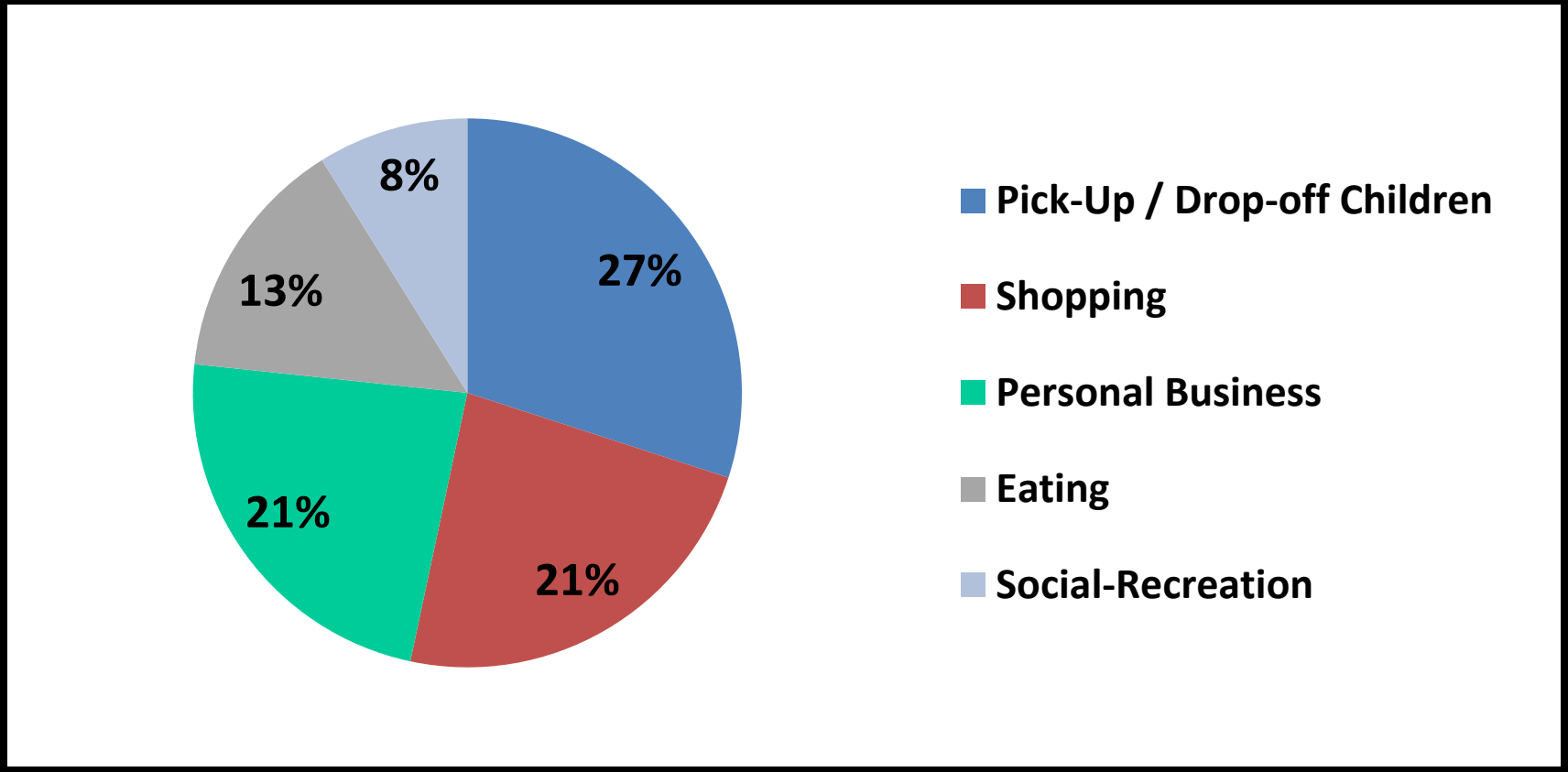
# Transit Improvements




**NORTH CENTRAL COUNTY BUS IMPROVEMENT PLAN**

# Provide mid-day needs without a car

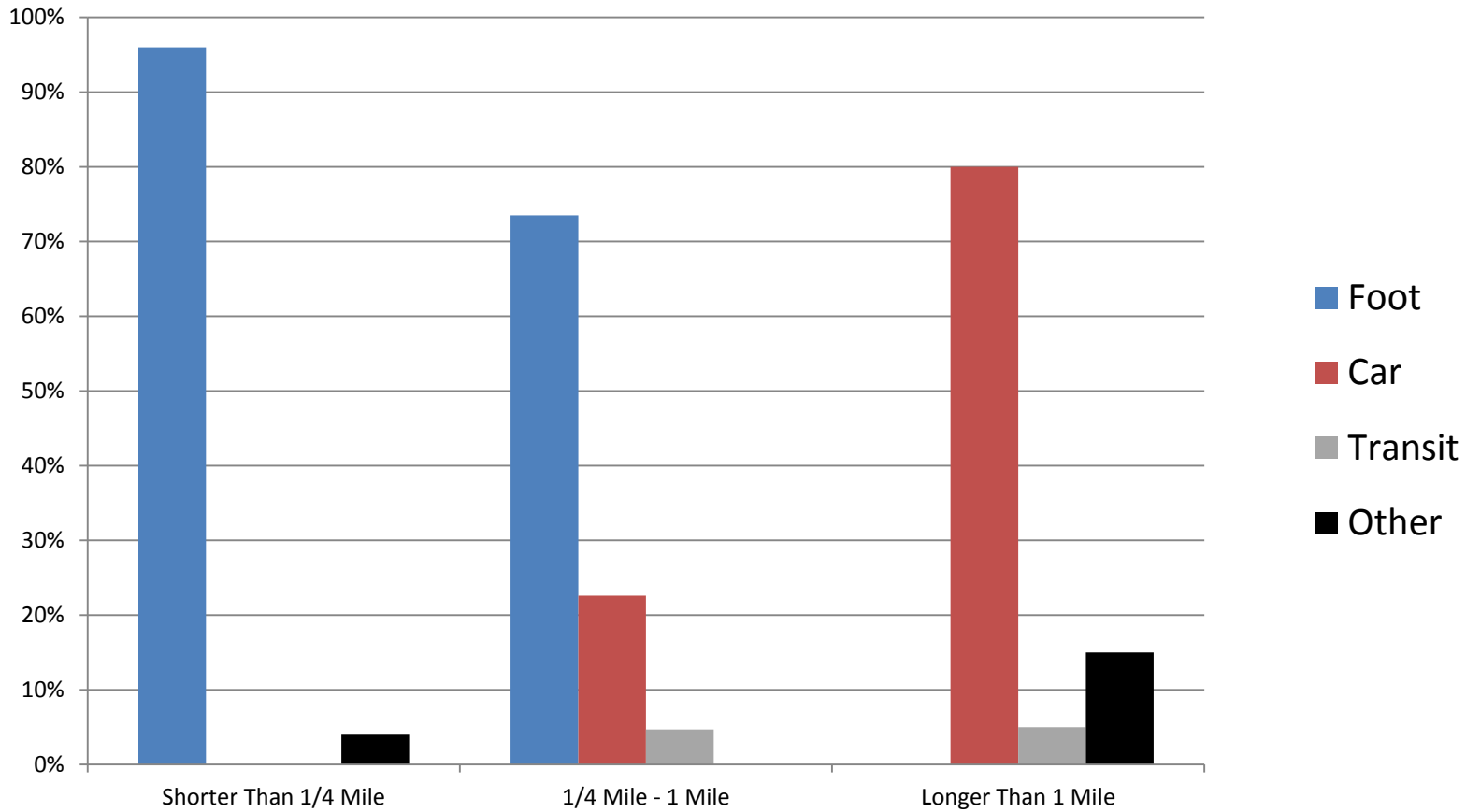
# 35% of workers make intermediate stops during the commute




multiple uses, such as child-care centers and retail shops,
in and around transit stations and workplaces will support chain trips

*Cervero: Journal of Public Transportation, Vol. 9, No. 5, 2006*

# Workers will walk to midday destinations (restaurants, shops, etc.) if they are close




*Cervero: Journal of Public Transportation, Vol. 9, No. 5, 2006*

Workers, regardless of how close they are to transit, will not commute by transit if there is a risk of being stranded in the midday or unable to attend to personal affairs without a car.

*Cervero: Journal of Public Transportation, Vol. 9, No. 5, 2006*


# Strategically Target Areas for Increased Activity

## Quick Breaks

- Immediately outside building

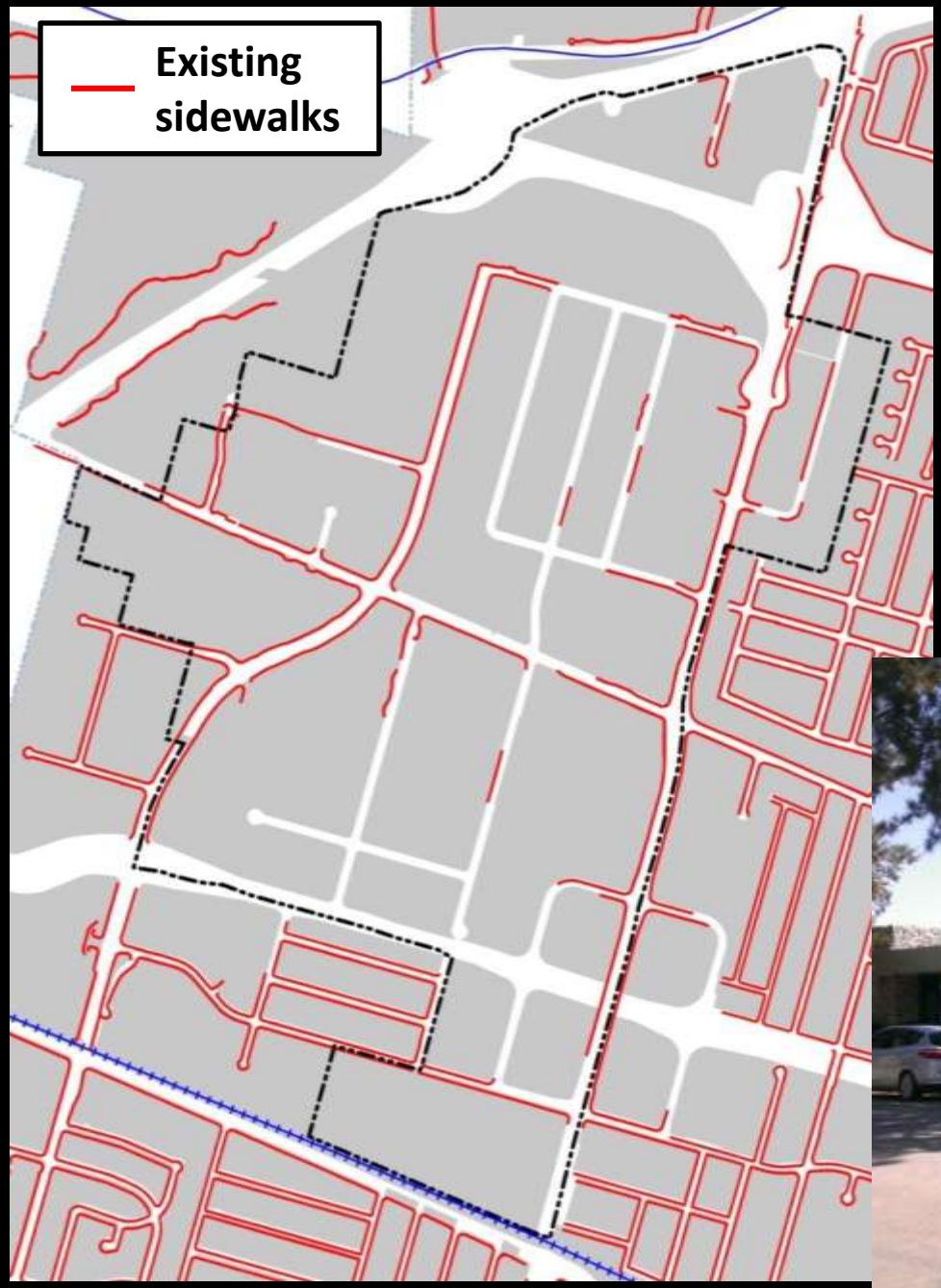
## Lunchtime Activity

- Evenly distributed (within a 3min walk)

## After Work Activity

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

# Improve the Walking & Biking Experience



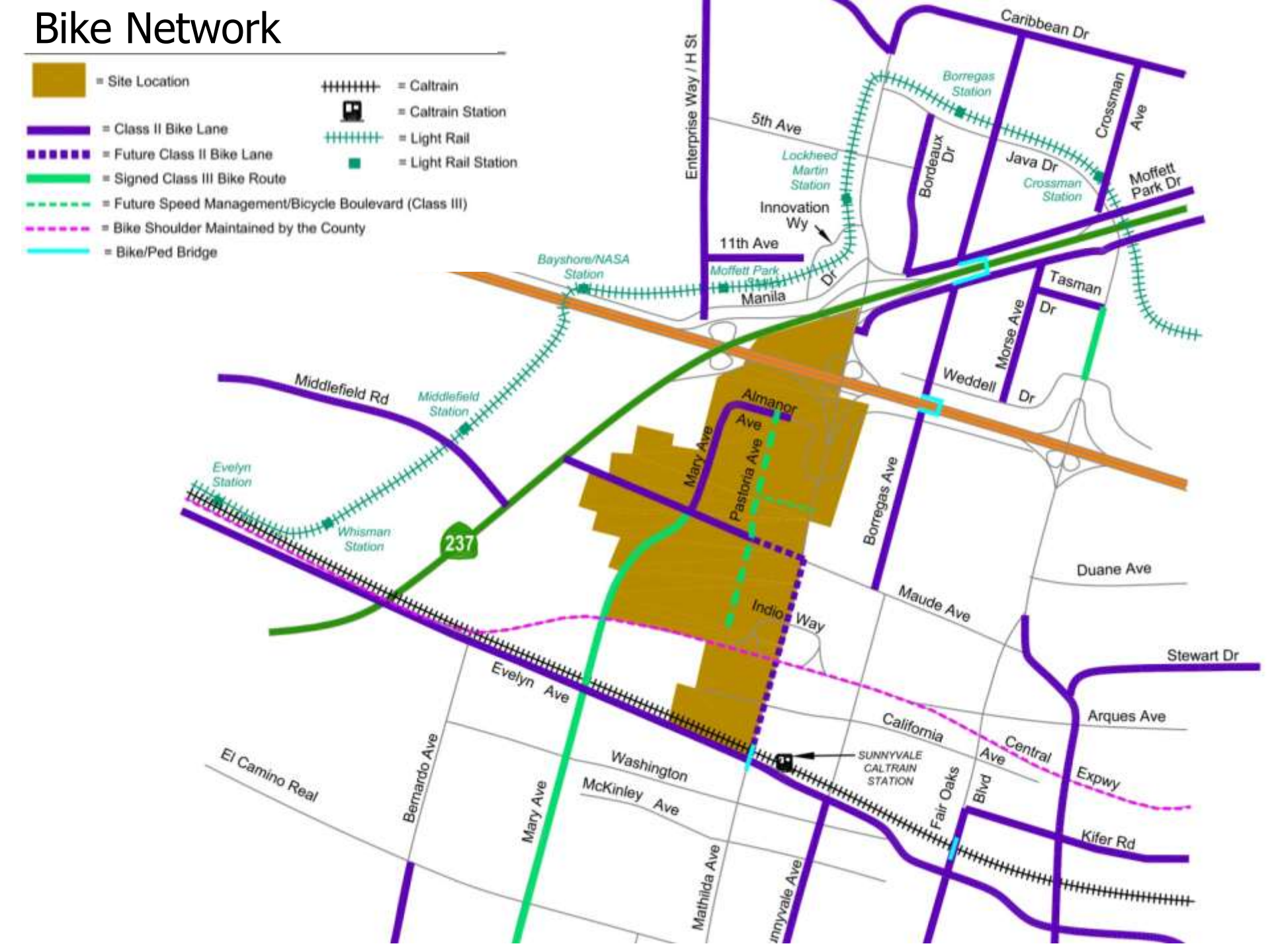

## Walkability

- Large Blocks
- Limited sidewalks

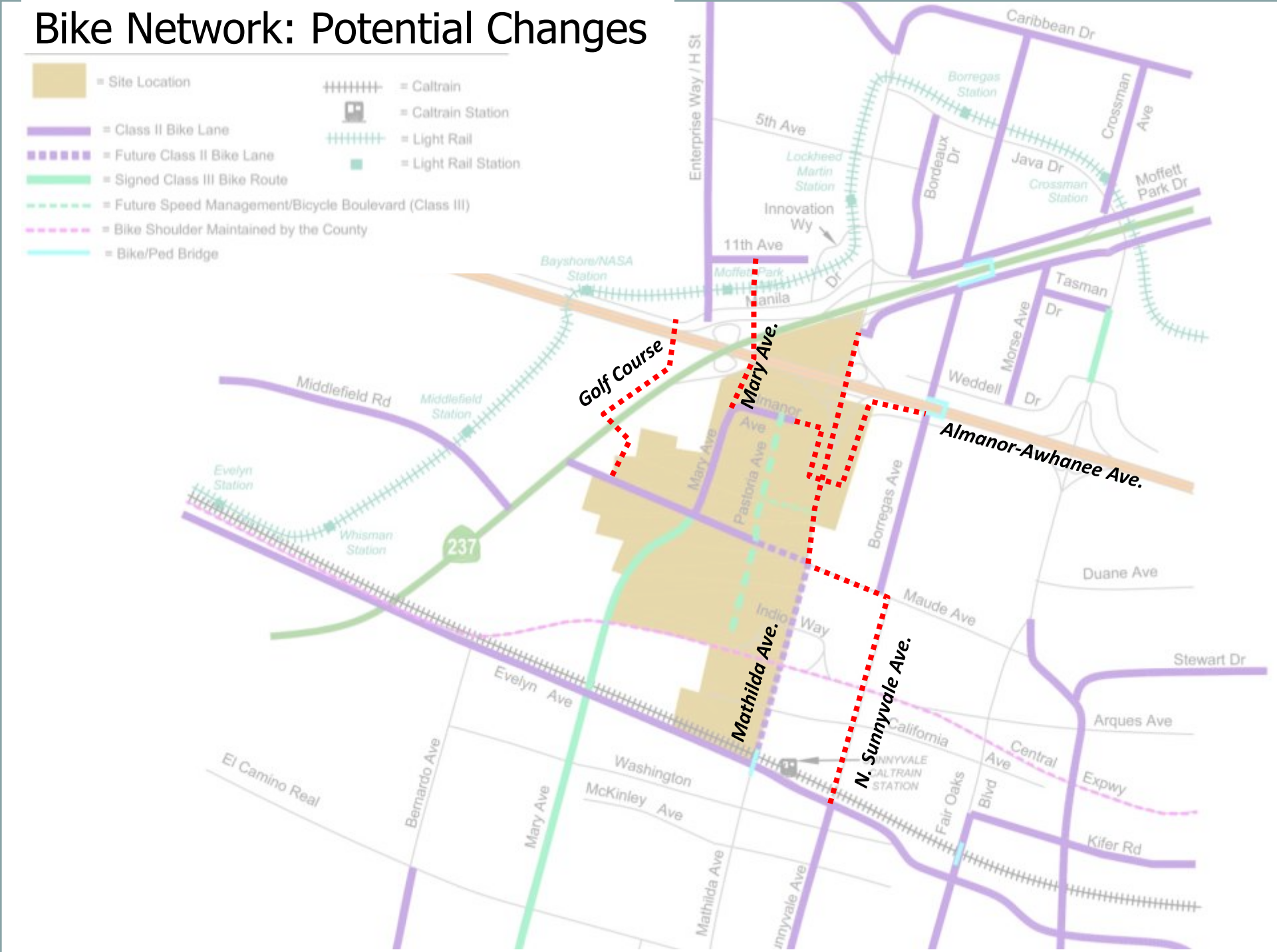
## Pedestrian & Bike Activity

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

# Bike Network



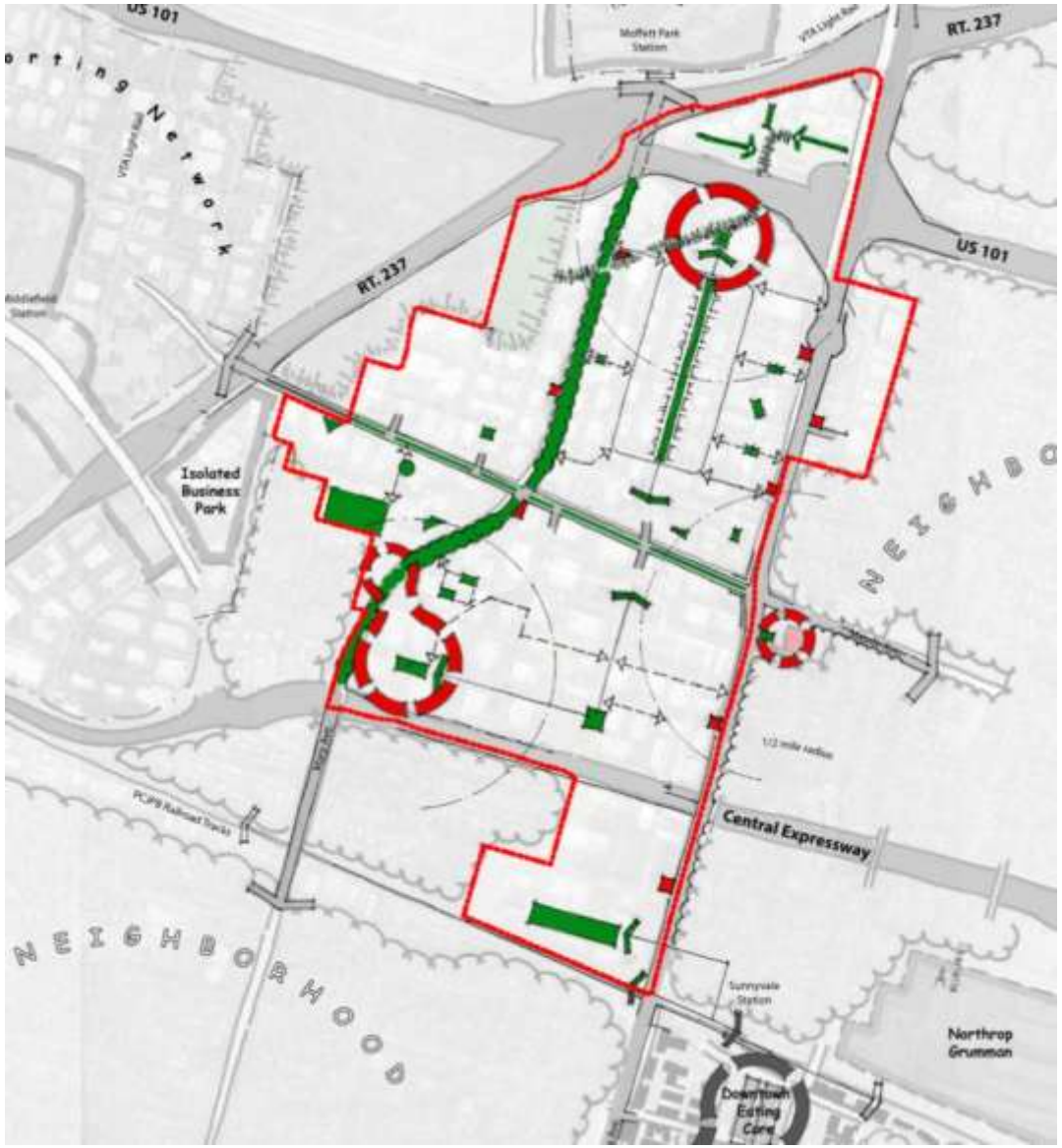
# Bike Network: Potential Changes



# Bike Support Facilities

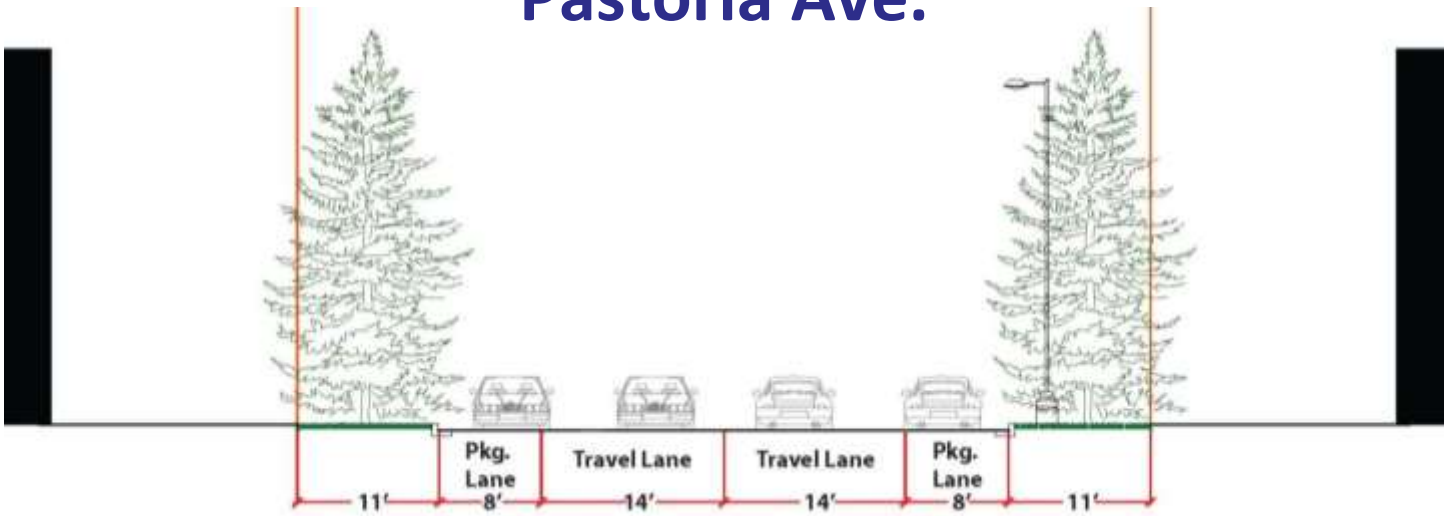
- Bike lockers
- Bike racks
- Shower facilities

# Streetscape & Public Space Network



# Signature Spaces: Pastoria Avenue

# Pastoria Ave.




## Proposed Design – Signature Space


## Proposed Design – Signature Space

**<u>Local Streets</u>:**
Convert Parking Lane
to Sidewalks & Bike Lanes

**<u>Maude Ave</u>:**
Convert Center Turn Lane
to Landscaped Median

**<u>Mary Ave</u>:**
Convert Center Turn
Lane to Landscaped
Median & Create
Protected Bike Lane

**<u>Mathilda Ave</u>:**
Add Protected
Bike Lane

# Transportation Demand Management Plan

# Overall Transportation Approach

1. **Meet the Needs of Transit Agencies + Employers + Employees + Residents**

2. **Physically Reshape the District to Align with Changing Travel Behavior Trends**

# Transportation Demand Management Plan

- Transition from auto-oriented to ped-bike-transit-oriented development.
- Establish trip reduction targets.
- Consider a development cap to monitor trip reduction performance and trigger further traffic analysis.

# TDM Target Precedent:
# Recent City Council Approvals

**Landbank : Approx. 700,000 sqft**

- 35%
- Private shuttle required

**Moffett Place:  1.77 million sqft**

- 25% daily average reduction
- 30% peak
- Private shuttle required when at 75% occupancy

**479 Pastoria (within Peery Park): 52,000 sqft bldg.**

- 20% daily
- 25% peak

# Other Potential TDM Tools

## Alternative Transportation Options

- Private shuttle
- Car pool and van pool parking, loading zones, administration, & assistance
- Bike share / lease program
- Guaranteed ride home program
- Car share spaces

## Programs & Resources

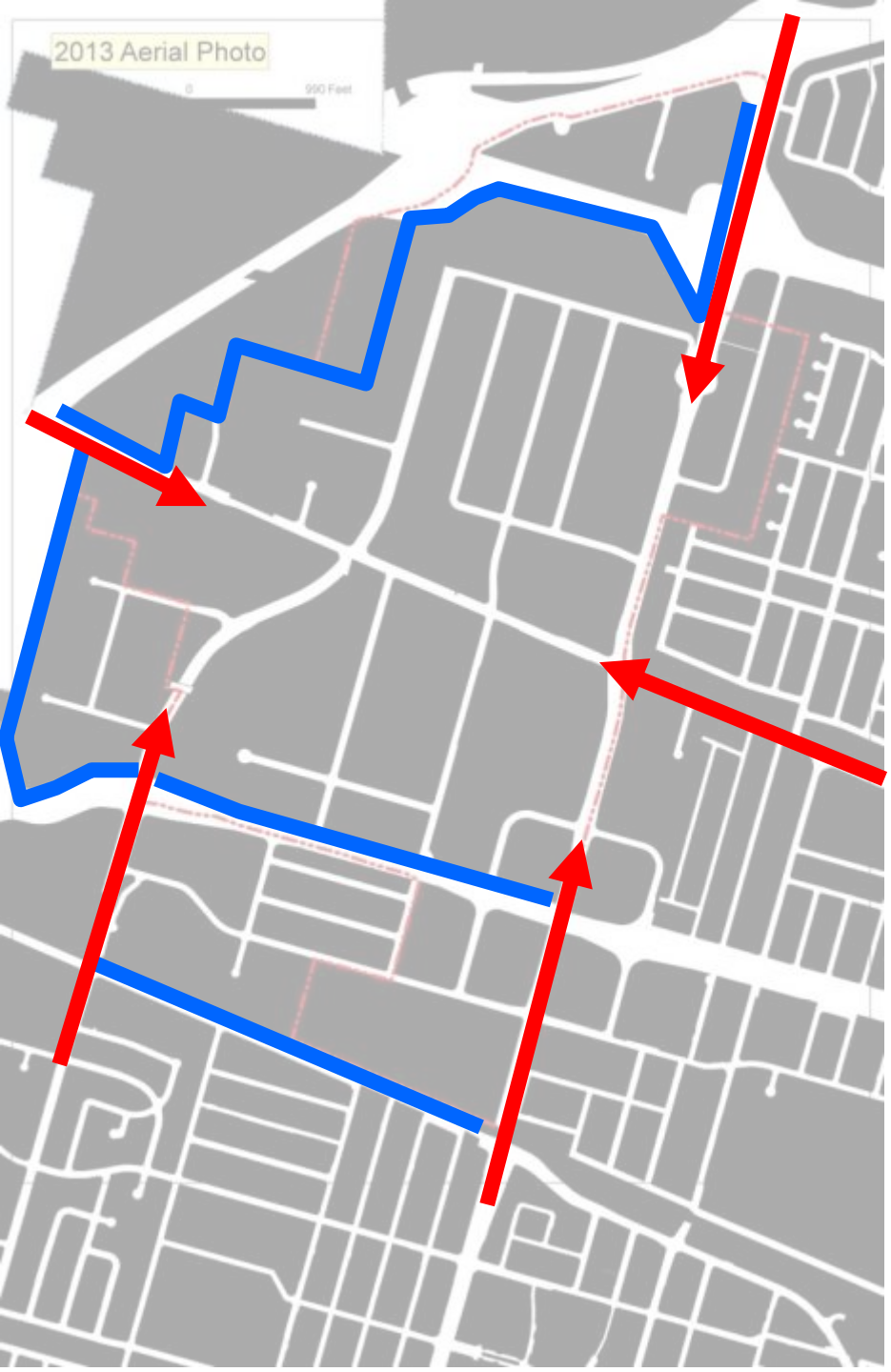
- Information, education, & promotion (kiosks, website, assistance)
  - Alternative transportation options
  - Transit information

## Financial Incentives

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

# Traffic Improvements

# Traffic Improvements: Look at Traffic Flow



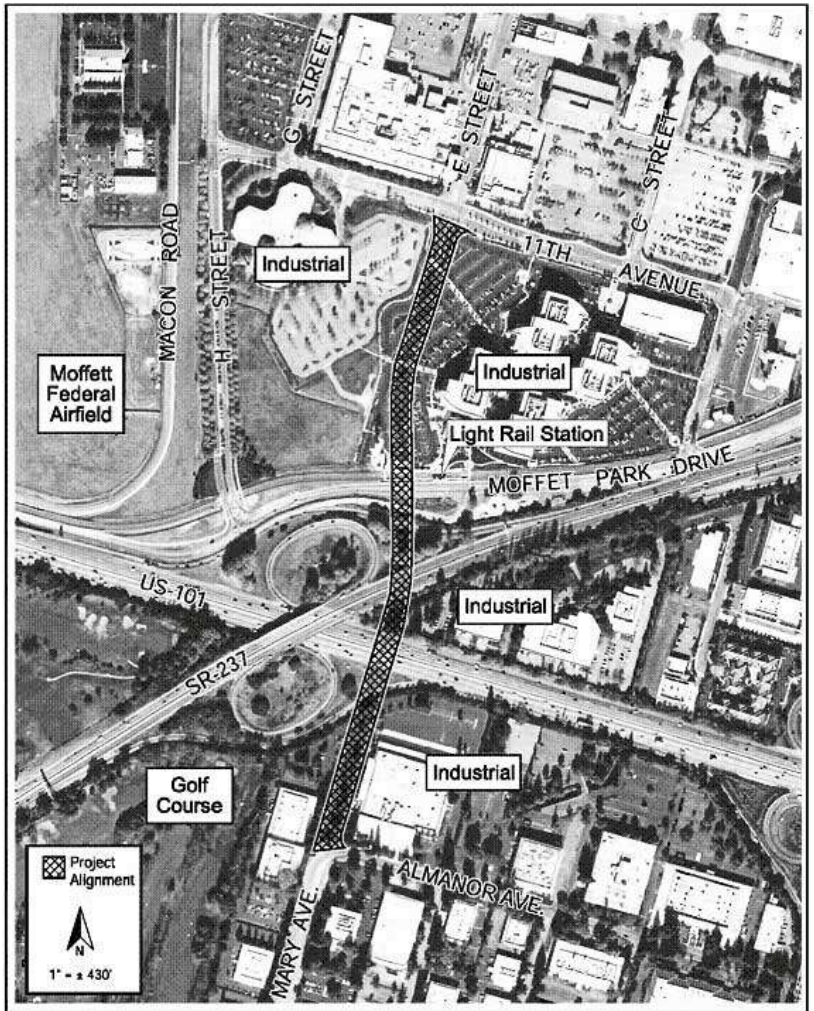

# Connectivity Barriers

Limit capacity into and out of the District

- Freeways
- Caltrain Tracks
- Central Expwy

# Traffic Improvements: Increase Capacity

Expand infrastructure (Mary Ave. extension)




AERIAL PHOTOGRAPH WITH SURROUNDING LAND USES FIGURE 1.0-3

# Traffic Improvements: 101/237 Interchange


# Potential Street Improvements

- Landscaped Medians
- Street Lighting
- New & Improved Sidewalks
- New & Improved Bike Lanes
- New Street, Bike, & Pedestrian Connections

# Review: Vision & Policy Framework

# Peery Park Vision Statement

A cutting edge workplace district that has been physically re-shaped to align with 21st century workplace trends and the innovation economy.

# Peery Park Goals

1. Align both public and private interests with workplace and market trends.
2. Make it a center of knowledge and innovation.
3. Allow innovative businesses and workers to thrive.
4. Foster a dynamic mix of uses.
5. Provide settings that bring people together.
6. Provide new district amenities and uses.
7. Place a priority on TDM and alternative transportation.
8. Contribute to community sustainability.
9. Enable feasible development and provide clear direction for investors.
10. Protect adjacent neighborhoods.

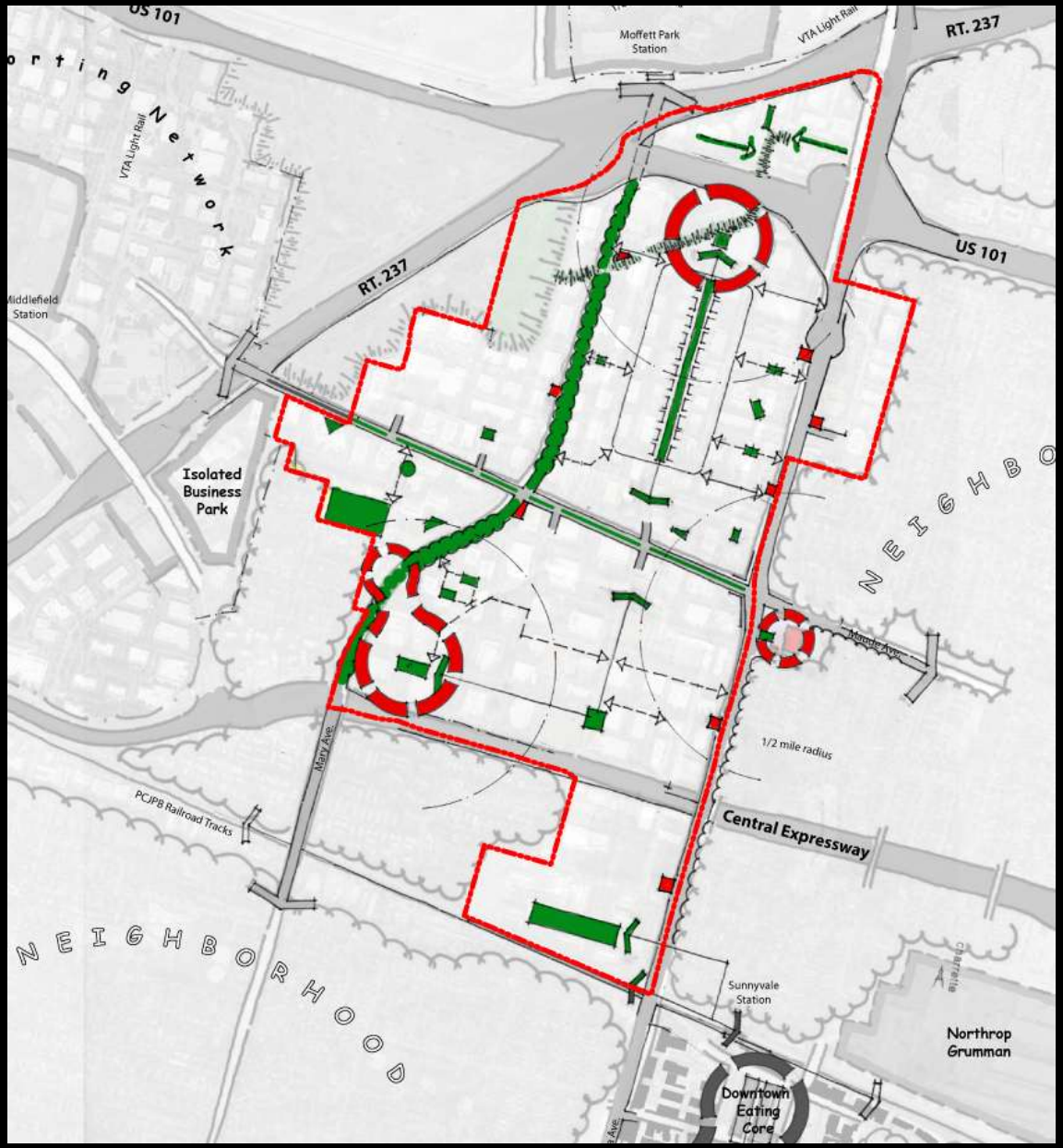
# Activity Centers

- Target Areas for Increased Activity
- "Unbundle Activity" – Discourage (through incentives) private interior cafes, etc. as much as possible
- Incentivize projects with public eating/drinking

# Ensure Dynamic Mix of Buildings & Activity

- Build on existing district and community strengths.
- Permit a range of land uses that align with the innovation economy and market trends.
- Regulate development capacity and density district-wide to maximize flexibility on individual properties.

# Require Streetscape & Public Space Improvements

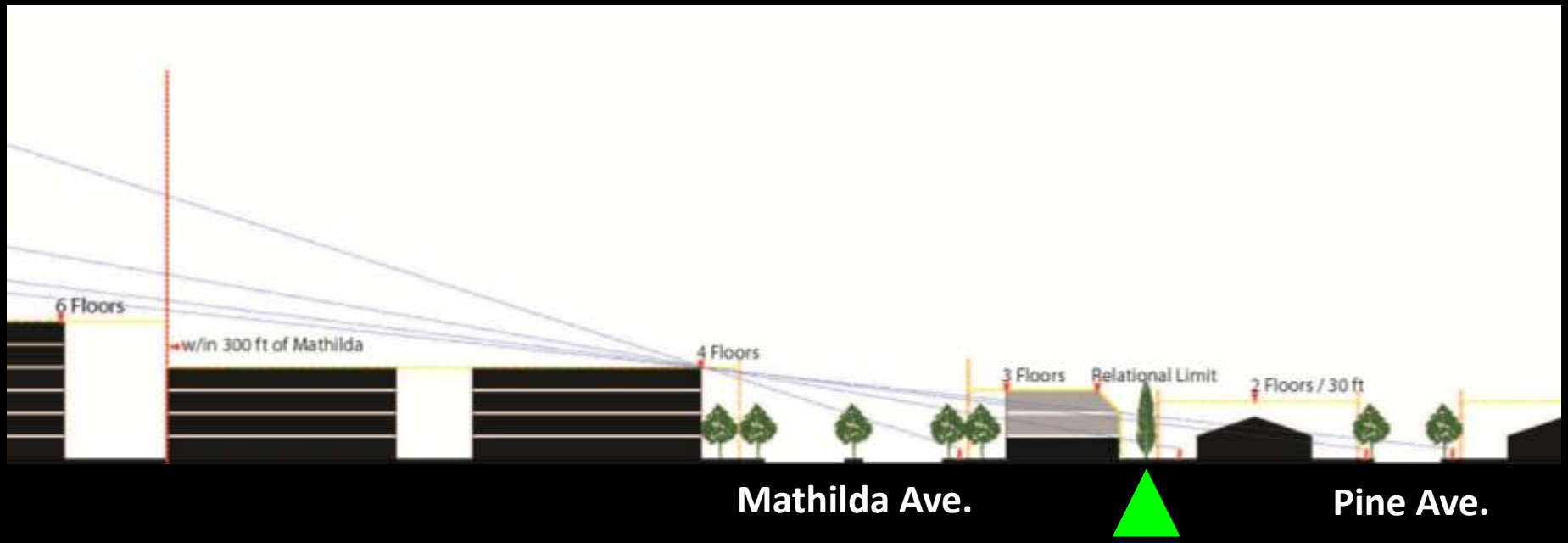



Interaction & Activity


District Identity

Lunch & Short Breaks

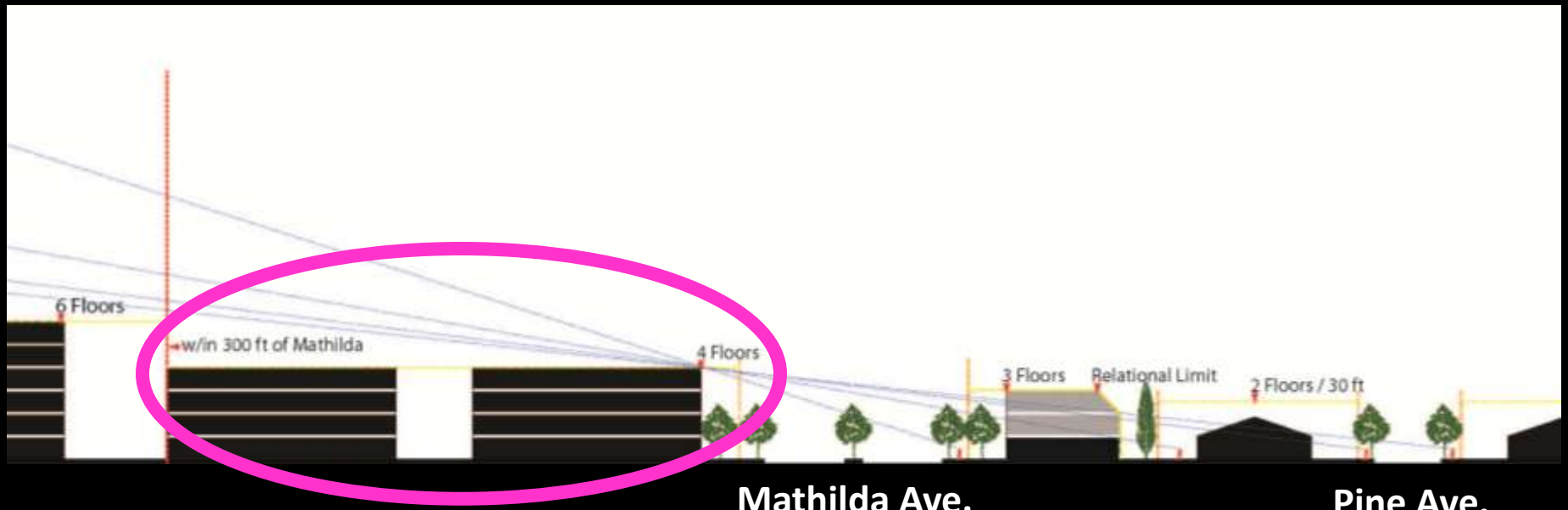
# Protect Adjacent Neighborhoods




3 floors east of Mathilda

4 floors west of Mathilda

# Protect Adjacent Neighborhoods



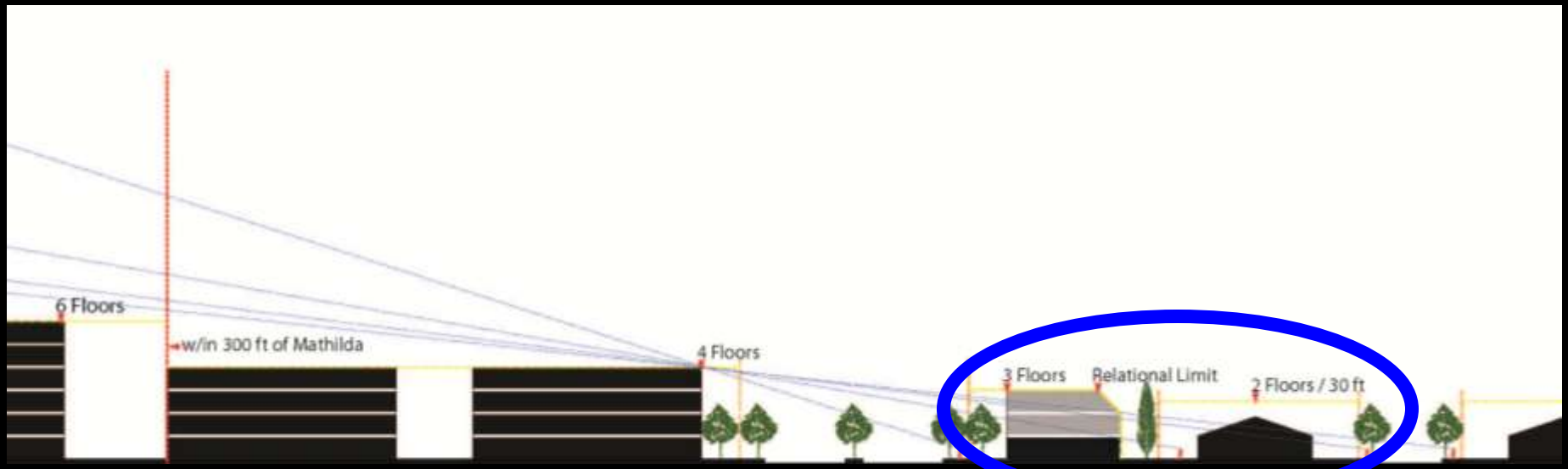

Mathilda Ave.

Pine Ave.

3 floors east of Mathilda

4 floors west of Mathilda

# Protect Adjacent Neighborhoods



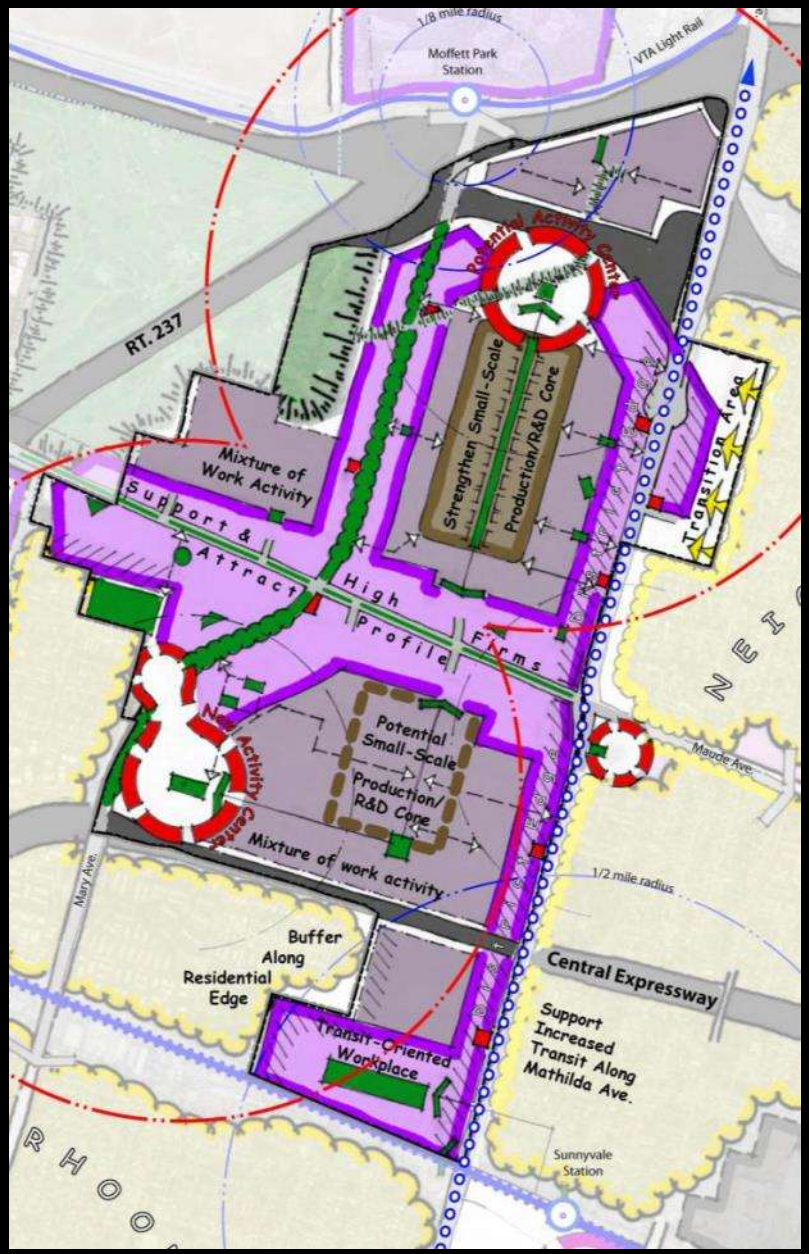

Mathilda Ave.

Pine Ave.

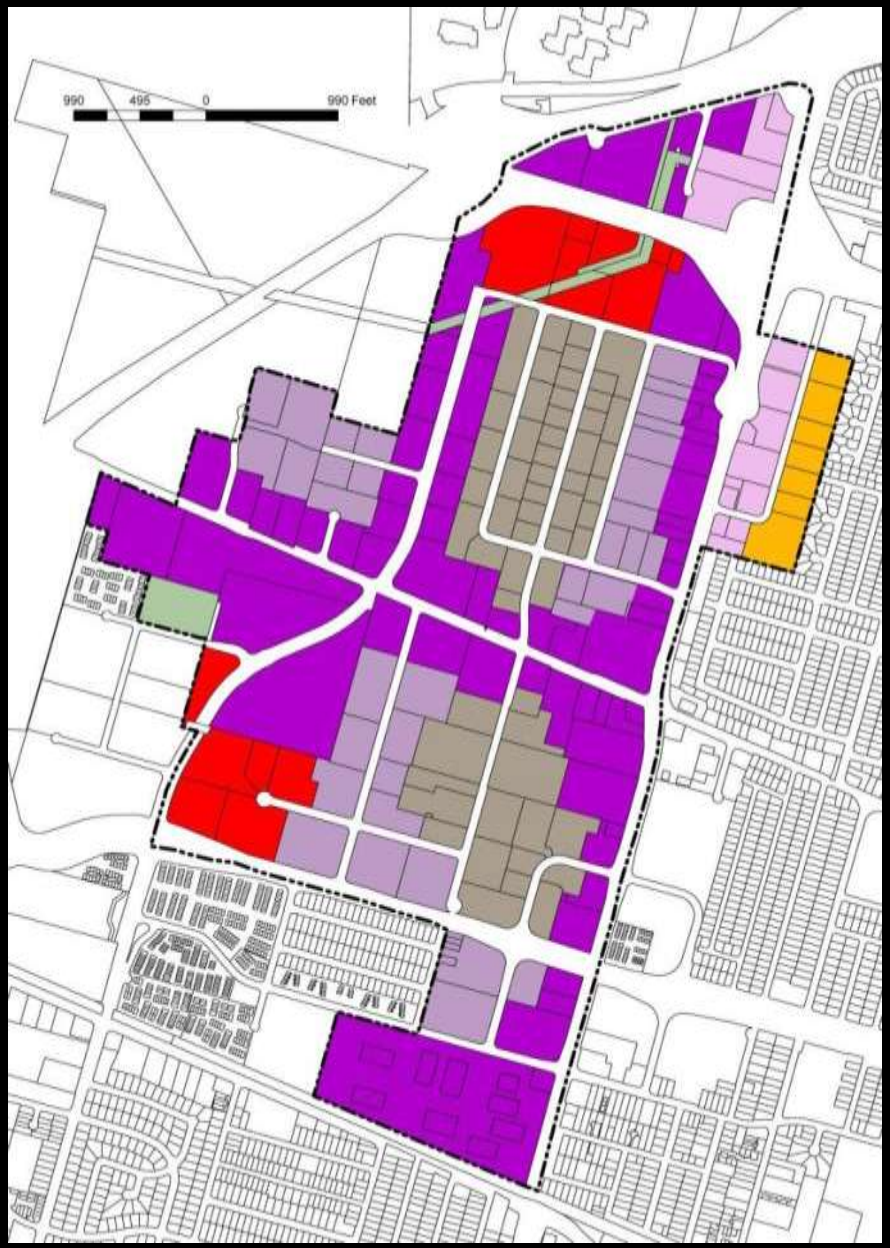
3 floors east of Mathilda

4 floors west of Mathilda

# Broad Brush Urban Design Framework




# Preliminary District Regulations Map



# Preliminary District Regulations Map


**Activity Center/Core**
- 6 Floors - Potentially Taller Conditional
- Ground Floor Retail Shopfronts
- Minimum Intensity

**Innovation Edge**
- 6 Floors (4 fl w/in 300 ft of Mathilda)
- Grand Entrances
- Deeper Landscaped Setbacks

**Production Core**
- 4 Floors
- Fine Grained Ground Floor Space
- Shallower Setbacks to Activate Sidewalks & Make Work Visible
- Limited/Shared Parking

**Mixed Workplace Transition**
- 4 Floors
- Less Strict Ground Floor Requirements

**Grand Boulevard**
- 3 Floors
- Deeper Landscaped Setbacks
- Office, Large Scale Commercial, Hotel, Limited "Retail"

**Neighborhood transition**
- 3 Floor Attached/Stacked Residential, Office
- Height/Setbacks/Buffering Adjacent to Homes

# Illustrative District Pattern

## Short Term Catalyst Projects

- Activity Center
- Renovation
- Targeted Infill

## Medium Term Market Driven Growth

- High value office redevelopment

## Long Term Transformation

- Infill Builds On
  - Activity centers
  - Production cores
  - Office clusters

# Summary of Specific Plan Content

Available in handout

# Policy Framework: Development Code

**Primary Permitted Land Uses**

- Workplace “Thinking” & “Production”
- Limited Retail “Activity”
- Targeted Housing

**Height**

- 6 floors “thinking,”
- 4 floors “production” and within 300ft of Mathilda
- 3 floors east of Mathilda

**Setbacks & Orientation**

- Larger setbacks along higher volume arterials
- Smaller along active pedestrian oriented side streets
- Activity generating ground floor design

# Policy Framework: Development Code

**Street Improvements**

- Improve pedestrian and bike experience
- Increased landscaping and street lighting

**Parking**

- Reduced parking encouraged to support transit, an active street environment, and more efficient use of land

**Open Space**

- Connected public spaces for activity, interaction, collaboration, and community use

**Landscaping , Stormwater Management**

- Minimize impervious surfaces and water use

**Architecture Guidelines**

- Encourage updated architecture and quality design

**Signage**

- Encourage quality signs that promote tenants while presenting a positive district image

# Preliminary Policy Framework: TDM

**Development Applications**
Trip Reduction Goals/Targets as condition for development approval

**TDM Target**
Reduction in non-single occupancy vehicle trips TBD

**Development Cap**
Development thresholds that trigger further analysis

**Monitoring and Evaluation**
Driveway Counts, Surveys, and Penalties for Non-Compliance

**Transportation Management Association (TMA)**
Structure, authority, and requirements TBD

# Policy Framework: City Actions

**Streetscape Improvements**

- Sidewalks, bike lanes, street lighting, landscaping

**TDM Plan**

- TDM tools, trip reduction target, monitoring and implementation

**Transit Improvements**

- VTA improvements, amenities

**Traffic Improvements**

- Intersections, signalization, new street connections

**Infrastructure Improvements**

**Implementation Programs**

# Q&A

# Interactive Exercises