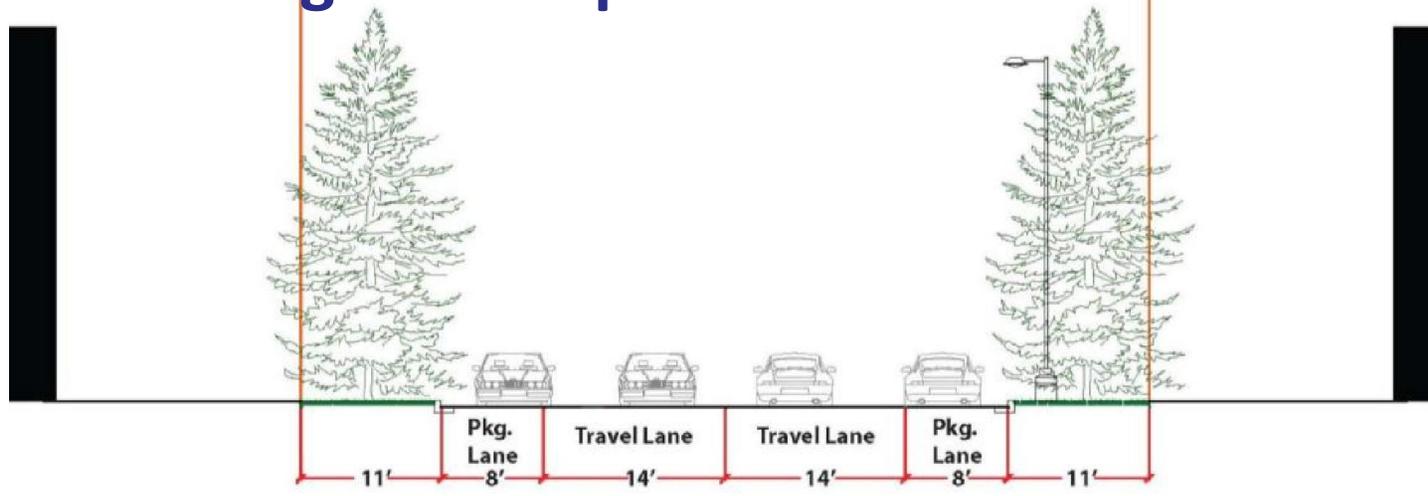


Signature Space - Pastoria Ave.



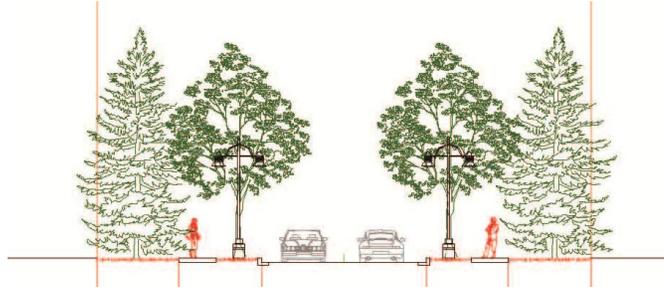
Existing Cross-Section



Proposed Design

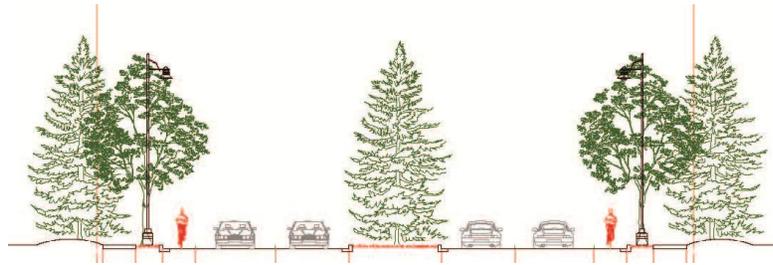
Local Streets:

Convert Parking Lane
to Sidewalks & Bike Lanes



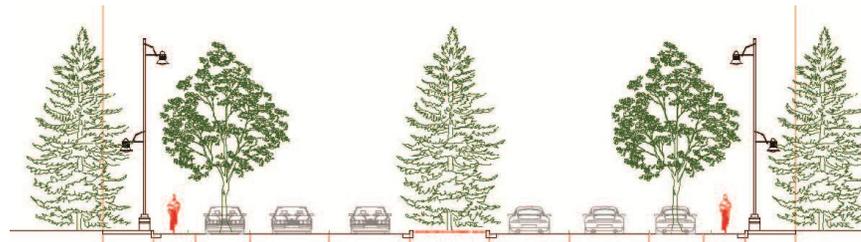
Maude Ave:

Convert Center Turn Lane
to Landscaped Median



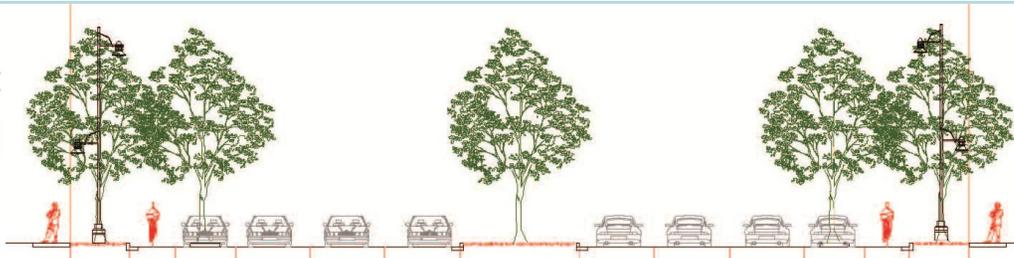
Mary Ave:

Convert Center Turn Lane
to Landscaped
Median & Create
Protected Bike Lane



Mathilda Ave:

Add Protected
Bike Lane



Goal 7

Contribute to community
sustainability.



Sustainable Sunnyvale

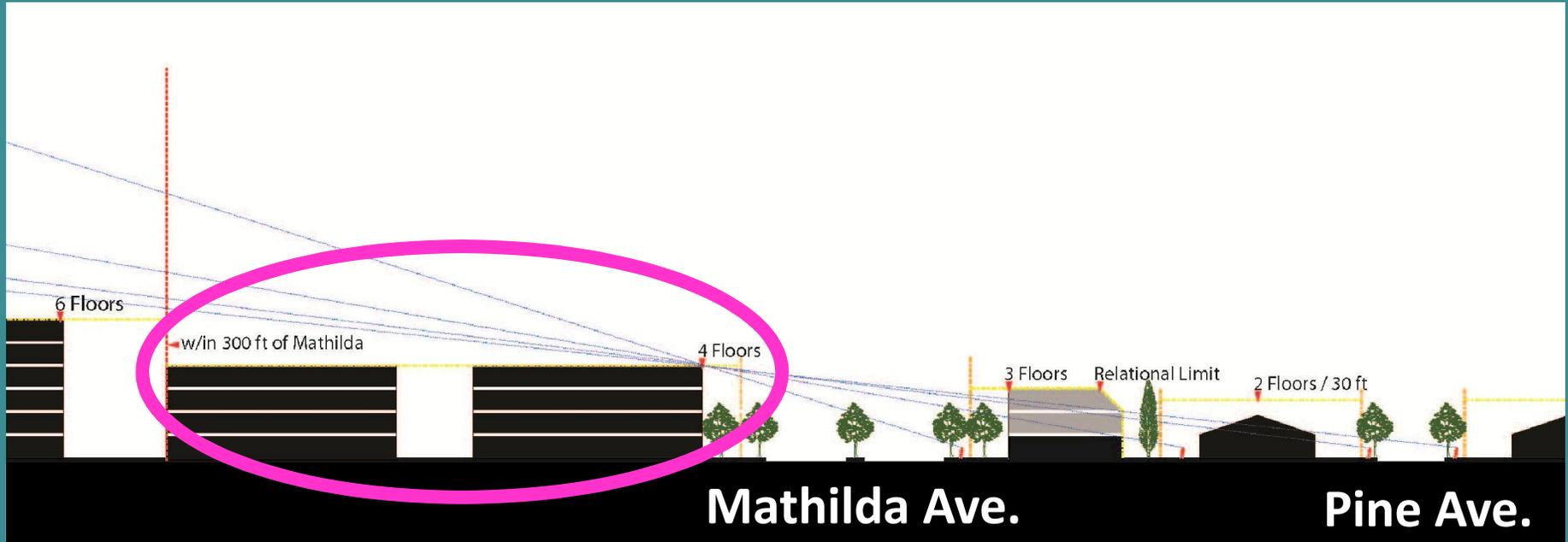
Making a Difference Together

- Green Building/Site Design
- Open Space/Landscaping
- Urban Forestry/Tree Preservation
- “Green Streets”
- Stormwater Best Practices
- Recycled Water
- Energy Efficiency

Goal 8

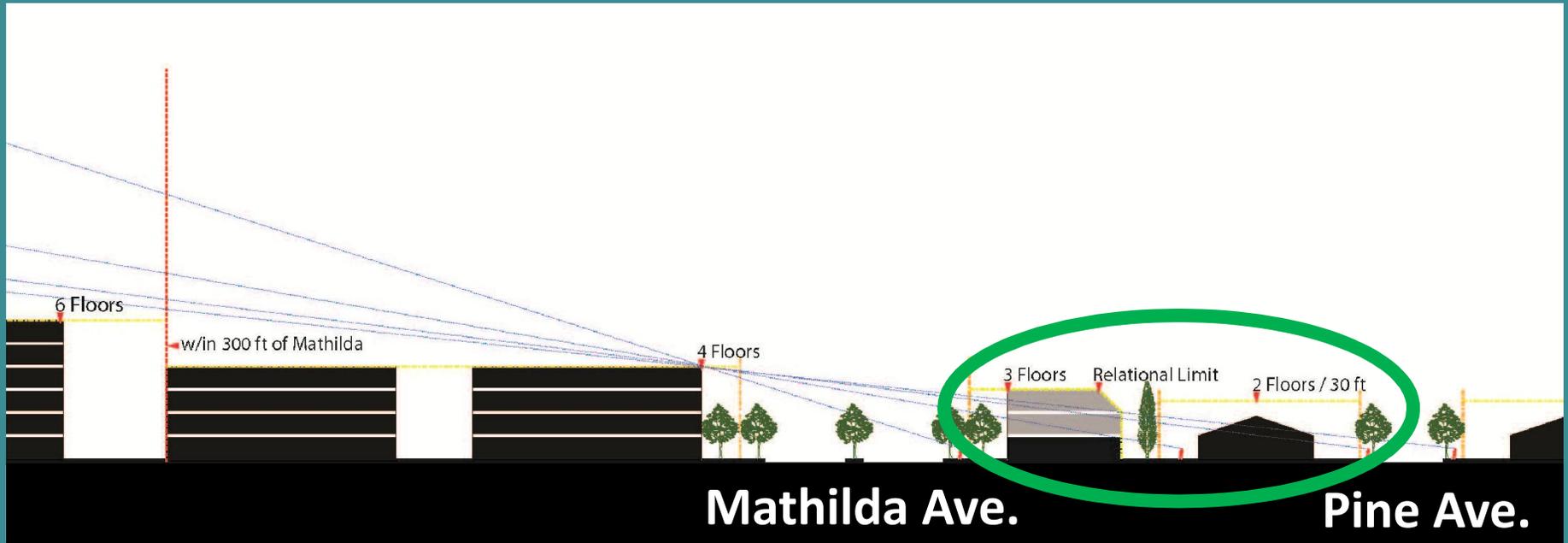
Protect adjacent
neighborhoods.

Height Limit Near Neighborhoods



4 stories west of Mathilda (with possible exceptions)

Height Limit Near Neighborhoods



3 stories east of Mathilda (transition to 2 stories)

Managing Transportation & Reducing Impacts

Cumulative Growth Beyond Adopted GP

❑ Lawrence Station Area Plan

- 1850 new housing units
- 850,000 SF of I/O/C*

❑ Peery Park

- 300 new housing units
- 1,450,000 SF of I/O/C*

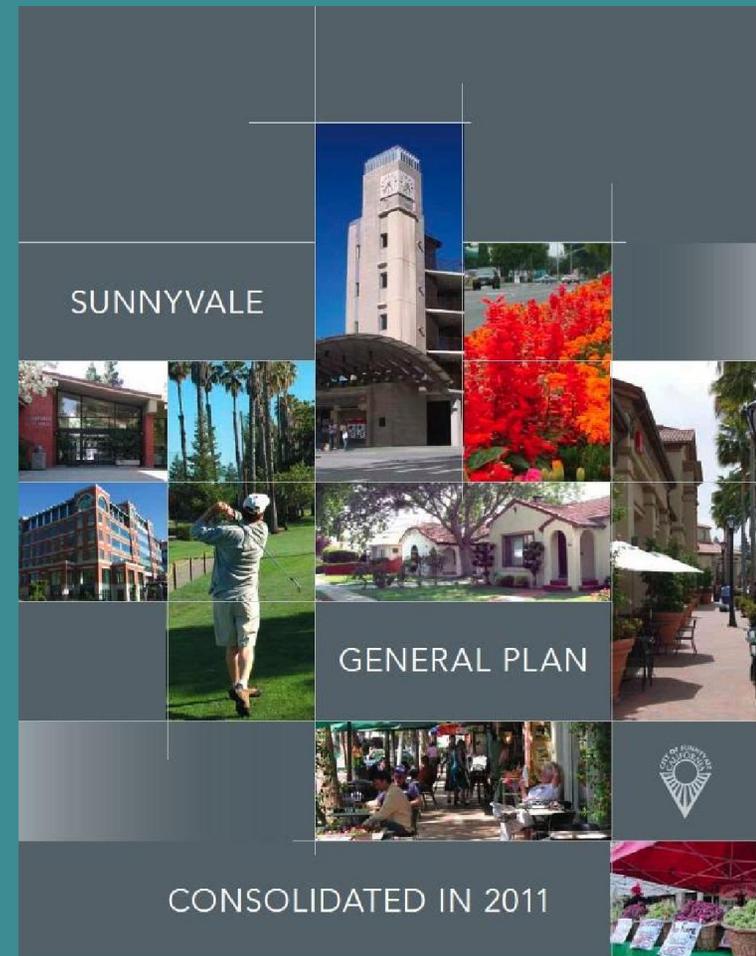
❑ Other LUTE

- 3750 new housing units
- 1,850,000 SF of I/O/C*

❑ Total Growth

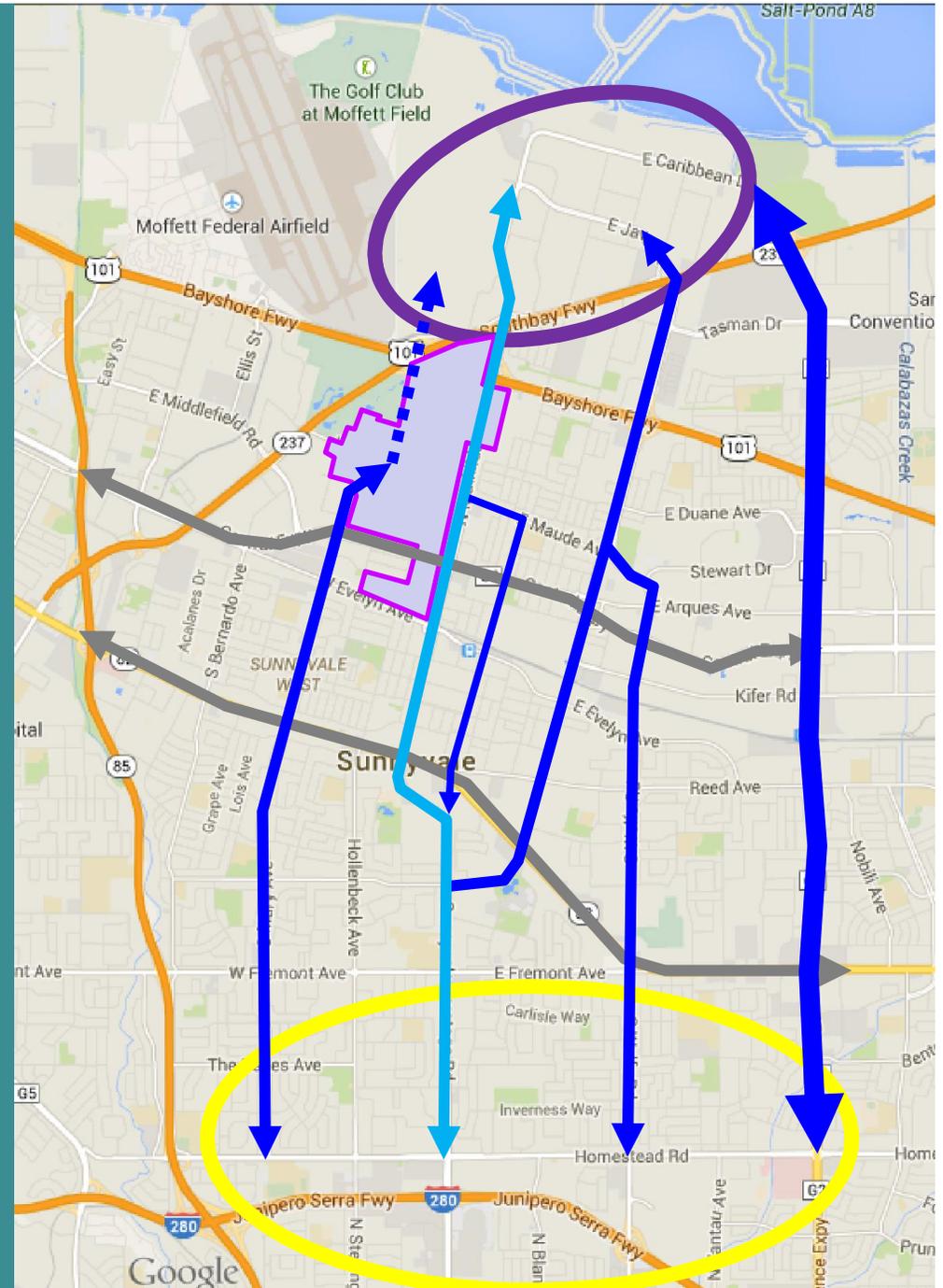
- 5900 new housing units
- 4,150,000 SF of I/O/C*

* Industrial/Office/Commercial



Model Summary

- North-South Directionality
- Traffic on intersections away from Peery Park are result of drivers seeking alternative routes
- Large majority of trips connect neighborhoods to the south with:
 - ✓ Moffett Park Workplace
 - ✓ 101 and 237 on-ramps



Preliminary LOS Results

- ❑ **Analysis is not complete**
 - Preliminary results
- ❑ **LOS results provide perspective**
 - CMP or City intersection
 - General LOS
- ❑ **Additional Analysis**
 - Freeway analysis (7 segments)
 - VMT analysis
 - 237/Mathilda
- ❑ **TIA will provide final results and additional details**



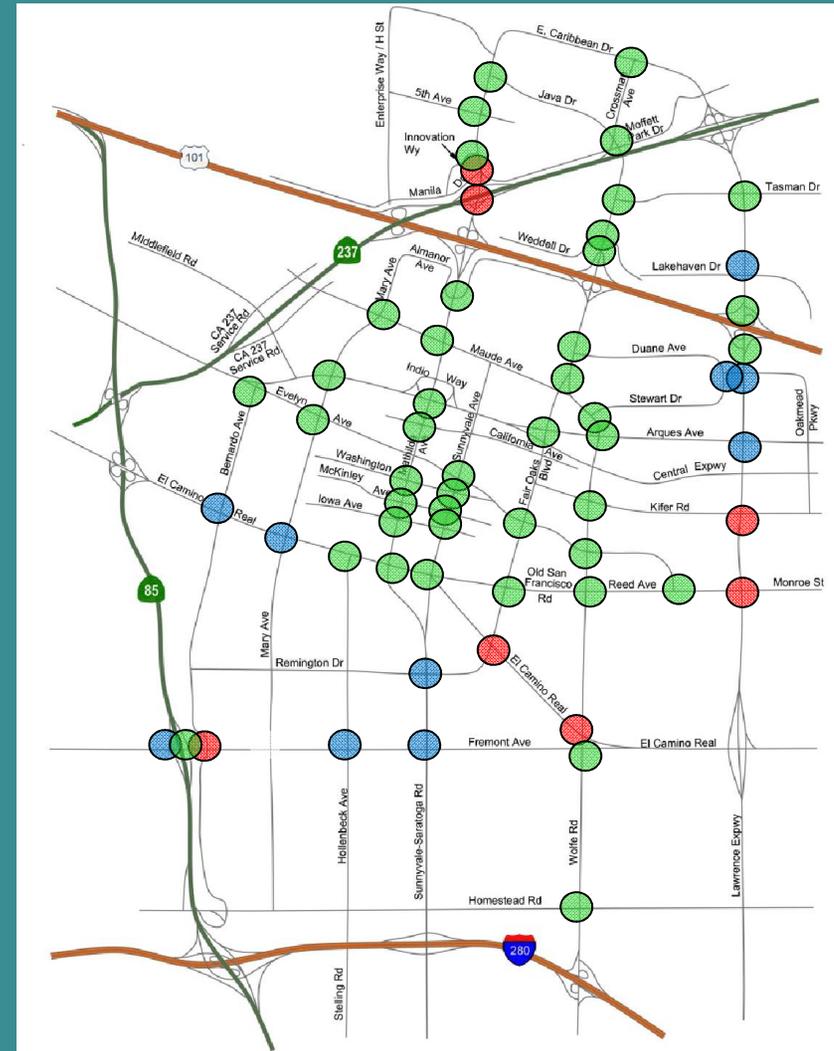
Study Intersections

Existing Intersection LOS

- 60 intersections analyzed
- LOS A-C (43)
- LOS D (10)
- LOS E-F (7)

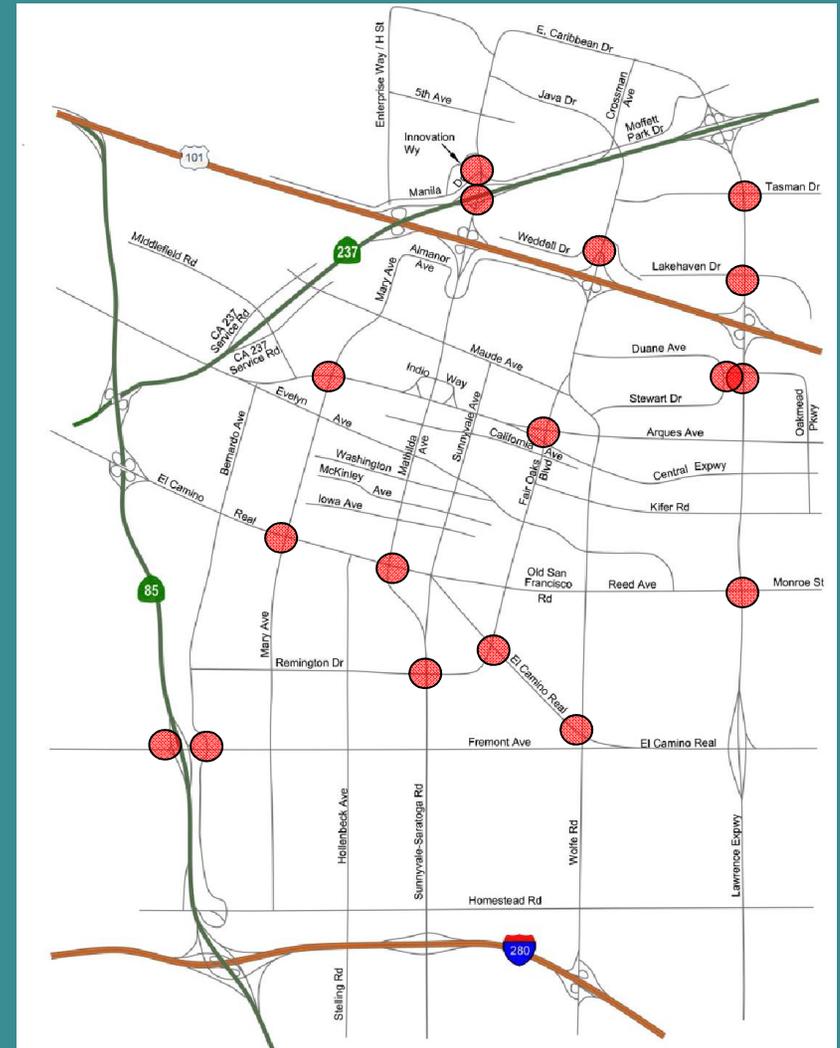
Mode Split

- 92% Automobile
- 5% Walk/Bike
- 3% Transit



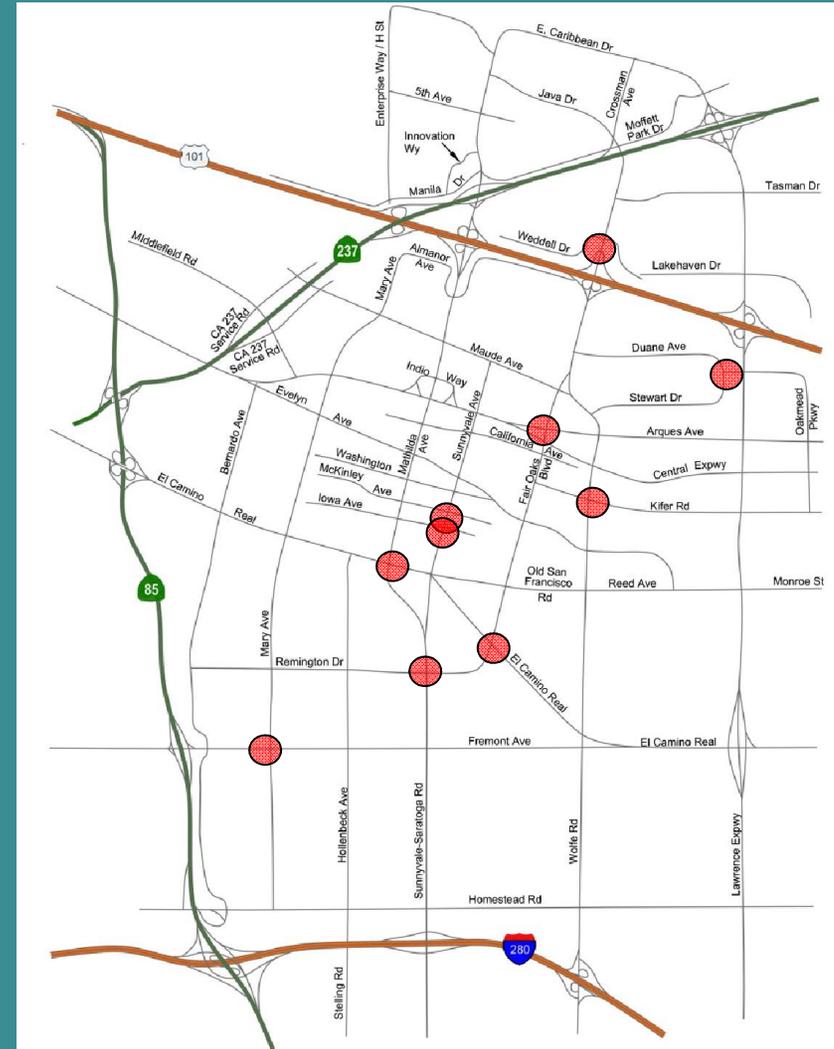
Adopted General Plan

- ❑ Includes approved GP
- ❑ Includes regional growth
- ❑ Includes planned transportation improvements
- ❑ +10 intersections at LOS E or F (compared to 2013)
- ❑ 17 total LOS E-F intersections



Peery Park Impacts

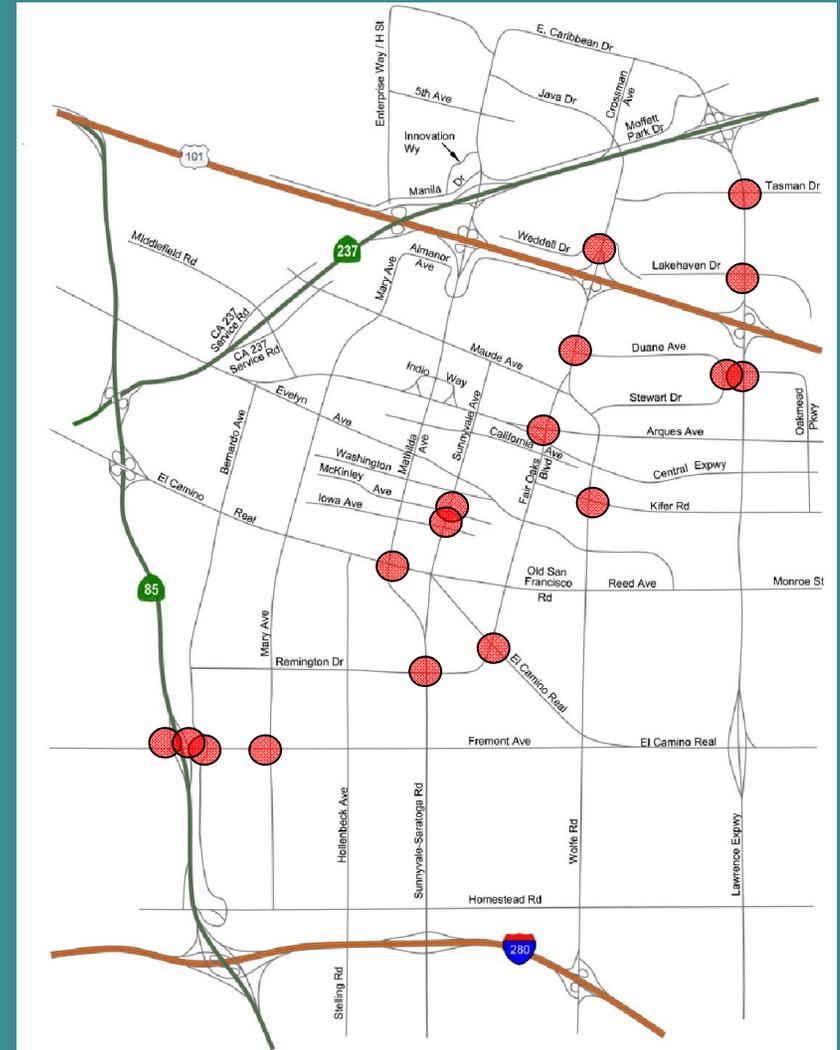
- ❑ 10 LOS Impacts
- ❑ Mitigations
 - Physical Improvements
 - Signal timing
 - TDM Measures
 - Update TIF



Cumulative Growth Impacts

□ 17 LOS Impacts

□ Mitigations



Holistic Transportation Approach

- **Meet the Needs of Transit Agencies + Employers + Employees + Residents**
- **Physically Reshape the District to Align with Changing Travel Behavior Trends**

Goal 9

Place priority on TDM and alternative transportation.

Strongest Traffic Management Levers

Transit:

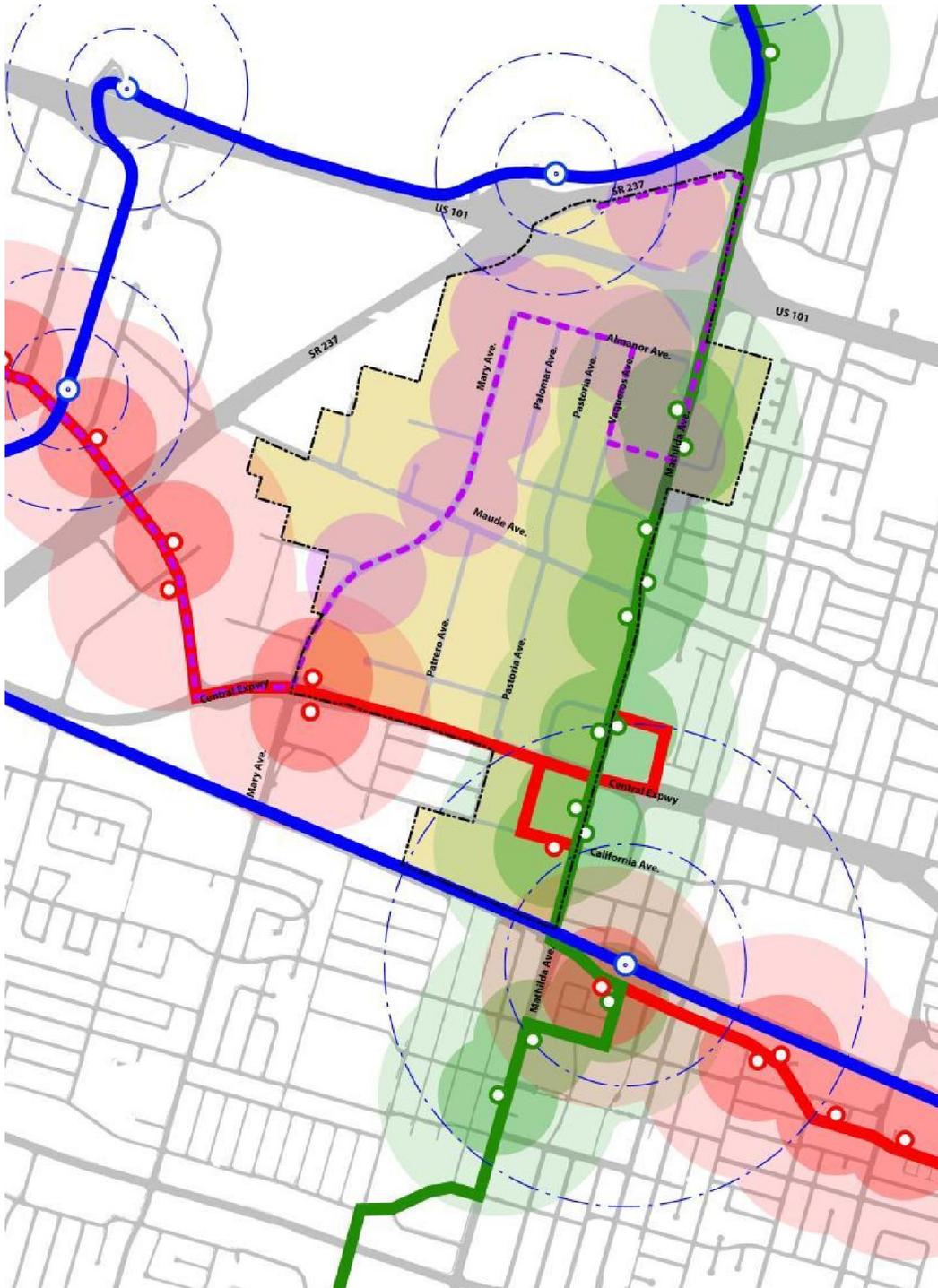
Improved service + financial incentives

Parking:

Paid/Unbundled and/or Limited

Internal Trip Capture:

Lunch and after work activity w/o a car



Existing Transit

Caltrain

Headway: 15/60 min

Ave. Weekday Riders: 2,274

VTA Bus 54

Headway: 30 min

Ave. Weekday Riders: 1,074

VTA bus 32

Headway: 30/45 min

Ave. Weekday Riders: 952

Light Rail

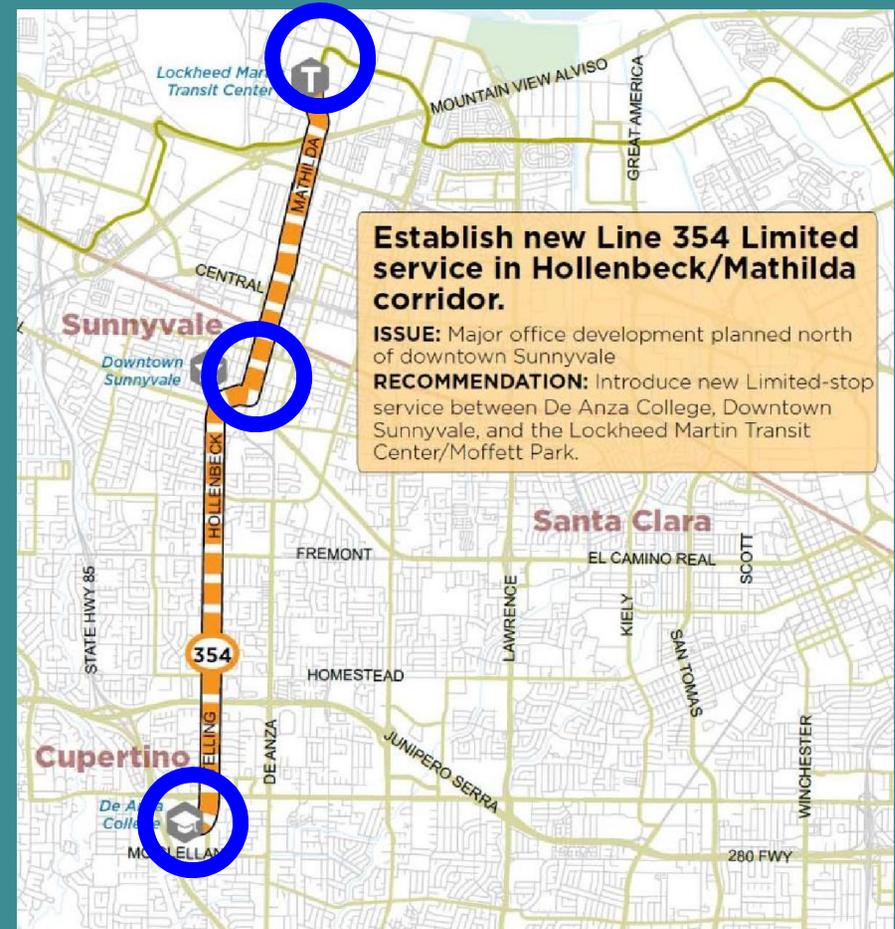
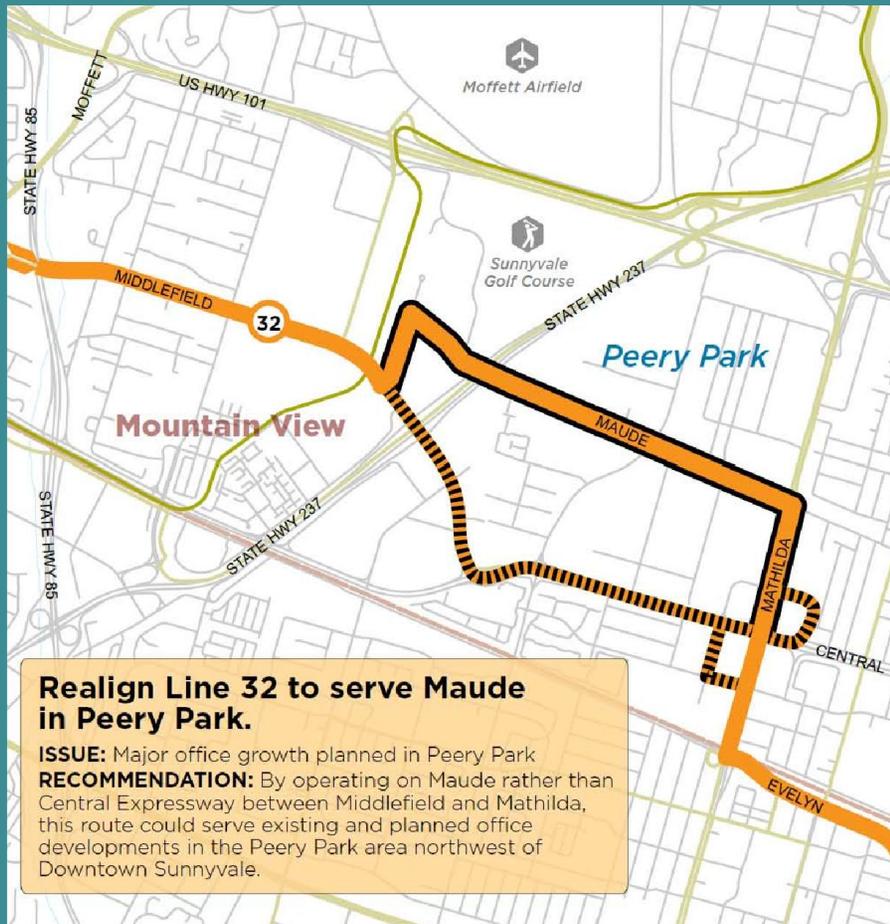
Headway: 15/30min

Ave. Weekday Riders: 95-206

Caltrain Shuttle

Headway: 1hr

VTA Transit Improvements

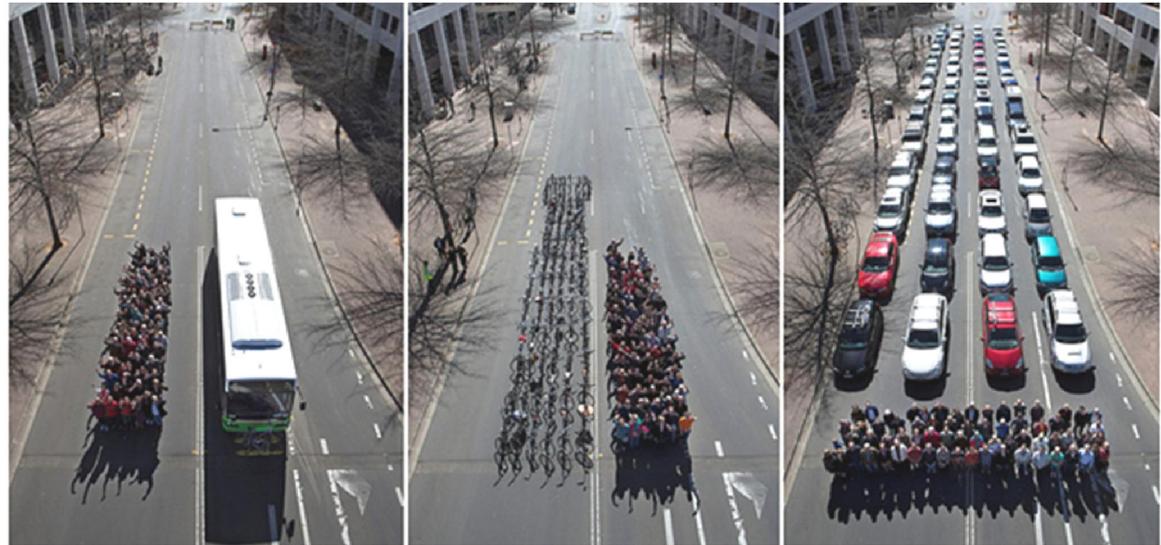


NORTH CENTRAL COUNTY BUS IMPROVEMENT PLAN

Transportation Demand Management

Strategies to increase system efficiency:

- ❑ Shift from single-occupant vehicle trips to other modes, or shift vehicle trips out of peak periods
- ❑ Emphasize movement of people and goods, rather than vehicles
- ❑ Prioritize more efficient modes
 - Walking
 - Bicycling
 - Rideshare
 - Public Transit



TDM Goals & Parking Maximums

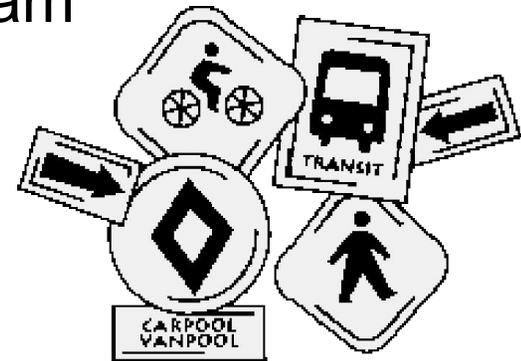
Project Size (gross sq. ft.)	TDM Trip Reduction Goal*	Parking Maximums** (spaces/1,000 sf)
Over 1,000,000	40%	2.8
600,001 to 1,000,000	35%	3.0
300,001 to 600,000	30%	3.2
100,001 to 300,000	25%	3.4
Up to 100,000 and intensification of prior use	20%	3.6

* 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
- ❑ Establish at early stage of redevelopment
 - City matching funds to form organization (up to \$100K)
- ❑ Possible functions:
 - Transportation Coordinator – information, grants
 - Carshare, Rideshare, Bikeshare, Carpooling
 - Employee incentives/benefits program
 - Shuttle bus
 - Sense-of-place improvements
 - TDM monitoring and reporting



Shuttle Bus Program

- Establish pilot program at early stage
- Prepare feasibility study and implementation plan
- Evaluate costs/benefits after initial operating period
- Explore grants and partnership opportunities
- District-wide or individual business shuttles



Goal 10

Enable feasible
development and
provide clear direction
for investors.

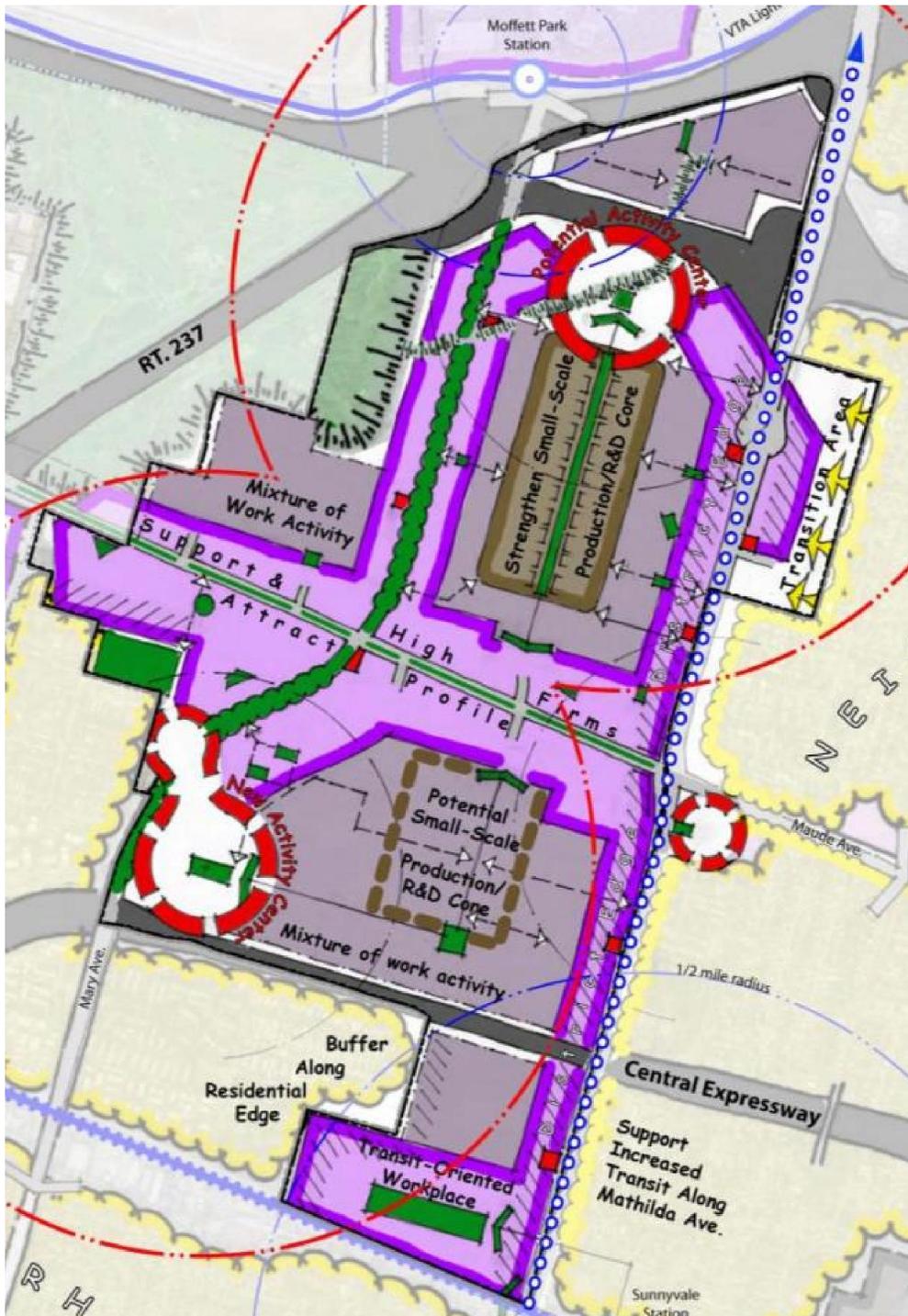
Financing the Plan

- ✓ Transportation Management Association
- ✓ TDM Program – Shuttle Bus
- ✓ District Infrastructure Fees
 - Traffic Impact
 - Park Dedication In-lieu
 - Recycled Water
 - Sense of Place
- ✓ Reduced fees in exchange for community, district or project enhancements



DISCUSSION

- ❑ **Vision/Goals/Policy Framework**
- ❑ **Planned development capacity**
- ❑ **Priority improvements and financing**
- ❑ **Neighborhood compatibility – height limits**
- ❑ **Mobility**
 - **Transportation Demand Management Goals**
 - **Transportation Management Association**
 - **Shuttle bus**



Plan Framework

Stakeholder Interviews: Confirmed Trends

Strong demand, emerging companies and lots of buzz

- Mix of industrial and office space
- Higher intensity (FAR)
- Maybe campuses

Feedback: Community & Stakeholders Agree

Needed

Improvement

- Walkability
- Bikeability
- Transit
- Food and services
- Public space / amenities

Biggest Concerns

- Traffic
- Transit
- Parking

Community Concerns

- Height/impacts on adjacent neighborhoods

Workshop #2

Reinforced & Refined Previous Feedback

- Highest Priority
Transportation Demand Management
and multi-modal improvements
- Second Highest Priority
Height and privacy near neighborhoods
- General support
Mix of uses to generate activity, reduce traffic, and offer services for workers and residents

Workshop #3: Guiding Principles

- **Connectivity**
- **Transportation Demand Management (TDM)**
- **Environmental sustainability and resilience**
- **Public spaces**
- **Complementary uses, diverse job opportunities, and businesses**
- **Economic viability**
- **Respect nearby neighborhoods**
- **Quality design**
- **Healthy lifestyles**

Workshop #3: General Comments

Bike-Pedestrian-Connectivity

- Bike/pedestrian connection across 237/101
- More protected bike routes

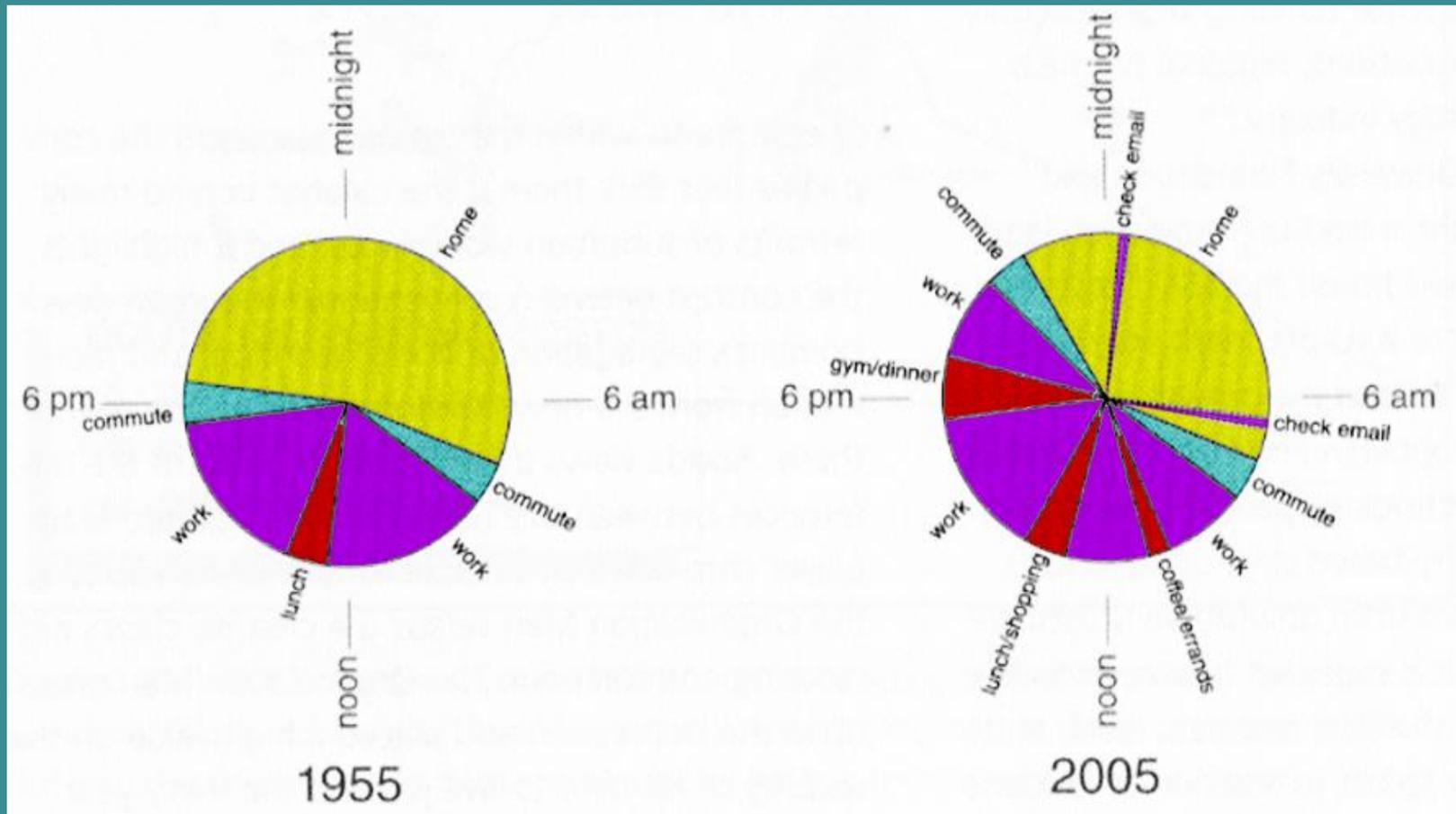
TDM

- Local shuttles, electric cars/mini trains
- Stricter LOS standards
- Frequent public transportation
- Shared/unbundled parking

Height

- Neighborhood transition → 2 floors
- 2 stories (near Encinal Park/housing)
- Flexibility in height limit north of San Aleso

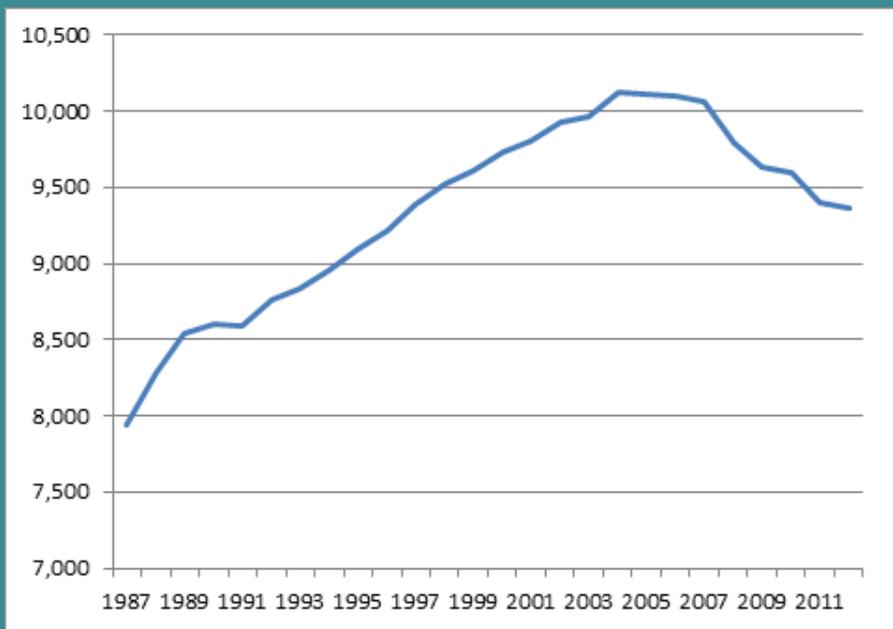
Changing Lifestyles: The Death of the 9 to 5



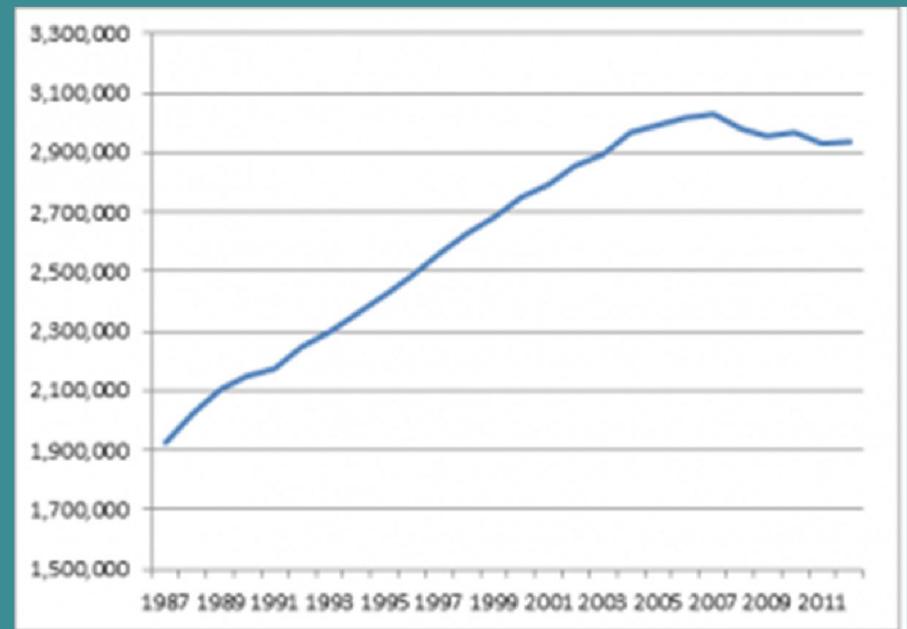
Source: Dunham-Jones, *Retrofitting Suburbia* 54

Changing Lifestyles

8 Straight Years of Declining VMT



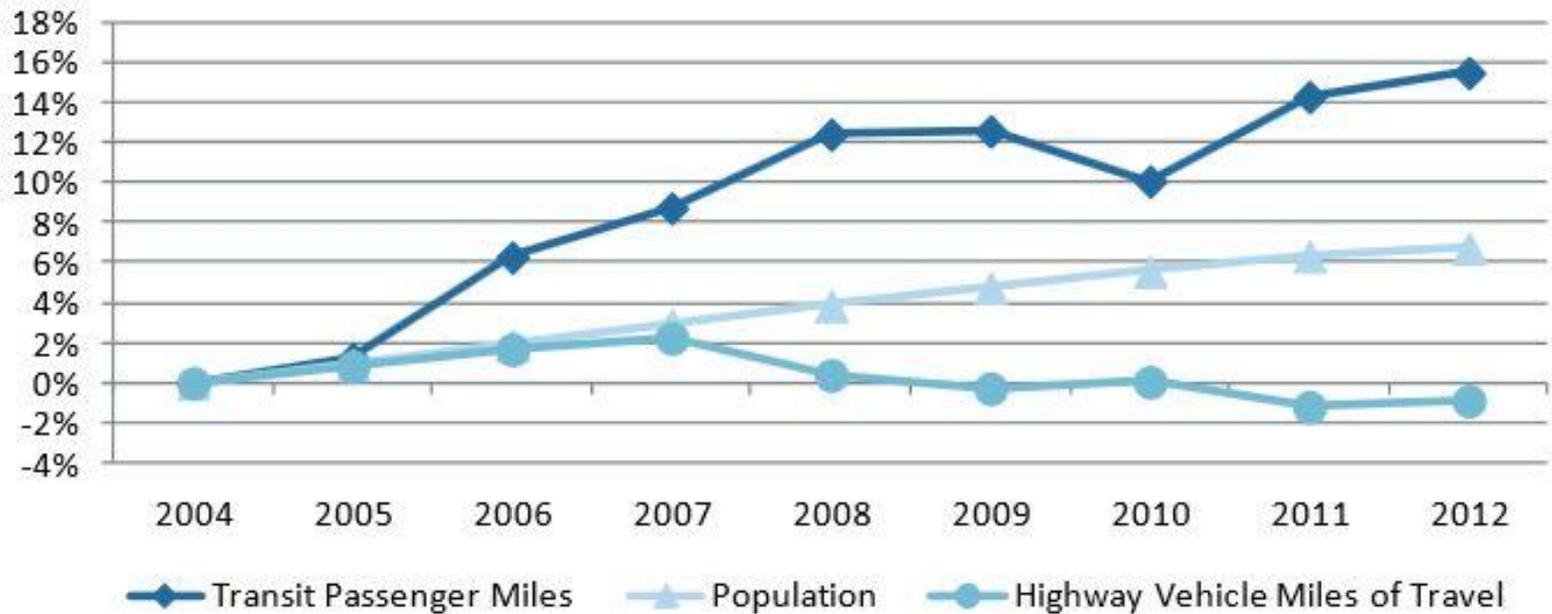
Per-capita vehicle miles traveled in the U.S.



Total vehicle miles traveled by Americans (in millions)

Changing Lifestyles Increasing Transit Use

Figure 2: Since 2004 Transit Use Has Grown More Than Population or Highway Travel



Sources: Transit Passenger Miles from *APTA Public Transportation Fact Book* for 2004 through 2011 and estimated from *APTA Public Transportation Ridership Report* unlinked trip data for 2012, Population from U.S. Census Bureau, Highway Vehicle Miles of Travel from Federal Highway Administration *Travel Volume Trends*.

**Summary of
Specific Plan Content
In Study Session Packet**

The Specific Plan

1. Community Intent

*Goals: The Envisioned Future District
District Planning Strategy*

2. Development Regulations

*Land Use, Site, and Building Design
Standards and Guidelines*

3. City Actions

*Transportation and Infrastructure Improvements
Implementation, Financing, and Phasing Plan*

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

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.)