PRECISE PLAN for
EL CAMINO REAL

CITY OF SUNNYVALE
2007

ADOPTED BY THE CITY COUNCIL
JANUARY 23, 2007
RESOLUTION NO. 254-07

City of Sunnyvale
Planning Division
Community Development Department
P.O. Box 3707
Sunnyvale, CA 94088-3707
(408) 730-7440
planning@ci.sunnyvale.ca.us

CONTENTS

TABLE OF CONTENTS Table of Contents....iii

ACKNOWLEDGEMENTS Acknowledgements....iv

1 INTRODUCTION
Purpose....1
Historical Development....2
Vision for the Future....3

2 PRESENT CONDITIONS
Current Land Use....5
Current Conditions....8
Adjacent Uses....9
Parcel Configuration....10
Sales and Property Tax Information....10
Assets....10
Challenges....11

3 GOALS AND POLICIES
Introduction....13
Long-Range Goals....13
Design Concept and Nodes....14
Curent Policies and Principles....26

4 DESIGN GUIDELINES
Site Development....31
Building Design....37
Commercial/Residential Interface....43
Big Boxes....46
Strip Commercial Centers....49
Auto Dealerships....52
Signage....56

5 IMPLEMENTATION
Implementation....59
Rezone All Properties to Include the El Camino Real (ECR) Combining District....59
Amend the ECR Combing District to Incorporate Recommended Development Standards....59
Establish An Outreach Effort to Property Owners....60
Implement a Marketing Program to Attract Businesses and Developers....60
Initiate a Project to Prepare and Implement a Master Design Program for the El Camino Real Right-Of-Way....60
Initiate a Project to Prepare and Implement a Master Design Program for Gateways....61
Future Studies....61

APPENDICES
Appendix A
Checklist for Commercial Projects Adjacent to Residential....63
Appendix B
El Camino Real Submittal Process....65
Appendix C
Resolution....66

ACKNOWLEDGMENTS

CITY COUNCIL

Otto O. Lee	*Mayor*
Anthony Spitaleri	*Vice-Mayor*
John H. Howe	
Dean J. Chu	
Ron Swegles	
Melinda Hamilton	
Christopher R. Moylan	

PLANNING COMMISSION

Larry Klein	*Chair*
Brandon Sulser	*Vice-Chair*
Laura Babcock	
Darab Ghaffary	
Charles Hungerford	
Harriet Rowe	
David Simons	

CITY STAFF

Amy Chan	*City Manager*
David Kahn	*City Attorney*
Robert Walker	*Assistant City Manager*
Kathryn Berry	*Senior Assistant City Attorney*

Community Development Department

Robert Paternoster	*Director of Community Development*
Trudi Ryan	*Planning Officer*
Andrew Miner	*Principal Planner*
Diana O'Dell	*Senior Planner*
Erin Walters	*Associate Planner*
Rosemarie Zulueta	*Planning Intern*

Karen Davis, Connie Verceles, Maria Rodriguez, Debbie Gorman, Joey Mariano

Department of Public Works

Marvin Rose	*Director of Public Works*
Barbara Keegan	*Assistant Director of Public Works*
Jack Witthaus	*Transportation and Traffic Manager*
Dieckmann Cogill	*Senior Transportation Planner*
Judy Chu	*Senior Civil Engineer*

CONSULTANT

Larry Cannon	*CDG Cannon Design Group*

INTRODUCTION

1.1 PURPOSE

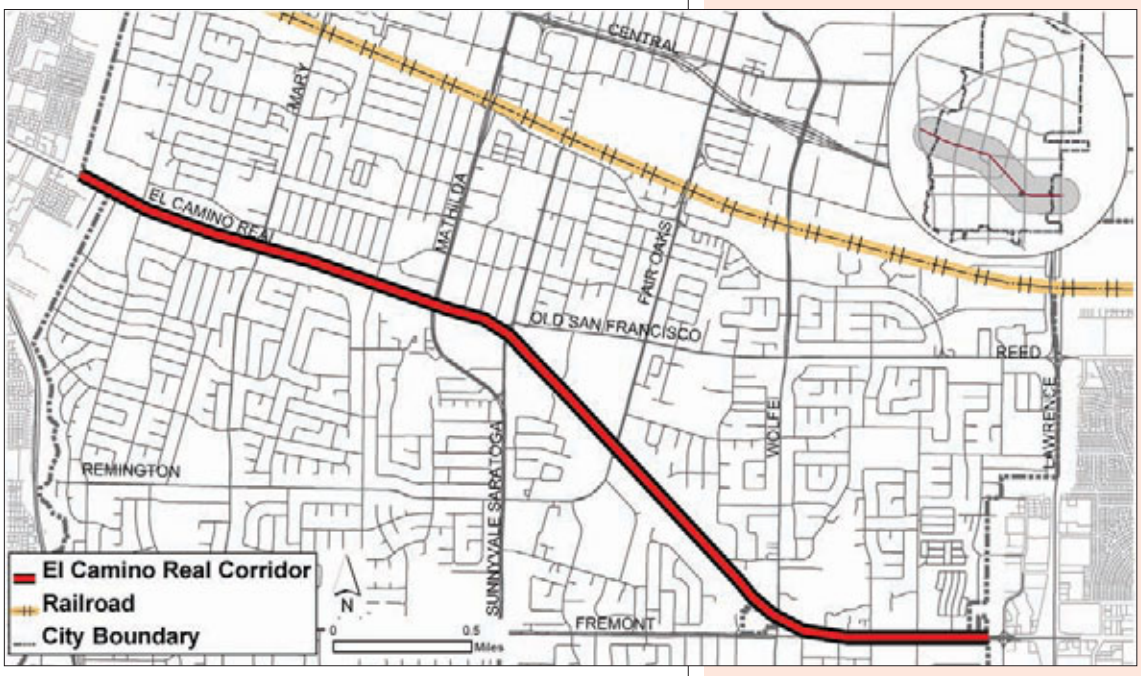
The Precise Plan for El Camino Real is established to maintain and increase the vibrancy and vitality of El Camino Real as it extends through Sunnyvale. The Precise Plan serves as a guide to encourage well designed, appropriate developments along El Camino Real. The Precise Plan offers strategies to capitalize on the strengths of El Camino Real and to overcome the limitations in order to enhance the ability of the corridor to remain a vibrant and successful part of the city.

The Precise Plan for El Camino Real is adopted under the authority of Chapter 19 of the Municipal Code. This Precise Plan formally supercedes the 1993 Precise Plan for El Camino Real.

The Precise Plan will accomplish the following:

- Establish a common vision for El Camino Real;
- Provide design guidelines for use by property owners, developers and the City in considering the redevelopment or rehabilitation of properties along El Camino Real;
- Highlight development opportunities in certain locations known as "Nodes", where more intense mixed-use development will be encouraged,
- Emphasize the importance of enhancing the street character of El Camino Real by developing a unifying design to provide a distinct aesthetic standard for the corridor.

El Camino Bell, located at Three Points Corner at Wolfe Road



Map of the El Camino Corridor

Sunnyvale's El Camino Real Mature Median Landscaping

El Camino Real's Sunnyvale Auto Row

1.2 HISTORICAL DEVELOPMENT OF EL CAMINO REAL

El Camino Real is the oldest transportation corridor in the City of Sunnyvale. Indeed, it existed long before the incorporation of the City as part of a continuous roadway linking the 21 Spanish missions from San Diego to Sonoma. Within the Peninsula and South Bay Area it is now a State highway, Route 82. Although major north-south freeways have been constructed on either side of it (Highway 101 and Interstate 280), it continues to provide an important transportation link among the 19 cities and two counties through which it passes.

In 1864, the first passenger train line was opened connecting San Jose with San Francisco. Now known as Caltrain, the line runs generally parallel to El Camino Real on its northeast side. Within the northern half of the CalTrain service area, primarily San Mateo County, El Camino Real and the train line run very close together. The proximity and mutual reinforcement of these two transportation facilities spawned the development of downtowns along El Camino Real, with the roadway either forming the main street or the boundary (with a perpendicular main street) of the downtowns of these communities.

As the corridor moves south into Santa Clara County, El Camino Real and the train line become increasingly separated. In Sunnyvale, they are about ¾ mile apart. This distance has proven too great to allow the development of a compact downtown which incorporates both the railroad and the highway. The historical growth of Sunnyvale around the rail line places its downtown there, with El Camino Real developing as a separate corridor. As automobiles became the dominant mode of transportation in the mid Twentieth Century, El Camino Real developed as an auto-oriented retail and service corridor. Deep lots in many locations allowed the development of small shopping centers and large retail outlets. Automobile dealerships found the street to be the location of highest visibility and best access within the city (until the freeways were constructed), and El Camino Real soon became Sunnyvale's "auto row".

Today, El Camino Real continues to provide the greatest concentration of retail services in the city. It accounts for nearly 25 percent of the City's retail sales tax revenue. Development continues to be automobile-oriented. Although El Camino Real carries the most automobile traffic of any street in the city, it is also the most traveled bus corridor in the city, with 8 routes and 809 daily weekday bus stops.

The lack of available large commercial sites along the 101 Freeway has allowed El Camino Real to remain the location of auto dealerships and "big box" retail outlets in Sunnyvale. Nevertheless, as

evidenced in communities to the north, there is increasing pressure for the auto dealerships, in particular, to seek locations along the freeway where they may enjoy higher sales volumes.

As land becomes scarcer and the American lifestyle and consumer preferences change, it is expected that the large suburban-style retail centers along El Camino Real will give way to more urban, denser, often mixed-use development. To date, the most significant development of that type is the Cherry Orchard, located where El Camino Real intersects the second most traveled street in the city, Mathilda Avenue. Although this development was initially greeted by some residents with disapproval, as being too dense for Sunnyvale, the community now largely recognizes the Cherry Orchard as a positive step forward. At the 2006 Community Visioning Festival, residents cited the development as a good example of a higher density, mixed-use project of high quality design (despite some concerns with access, parking and circulation).

The Cherry Orchard Development provides a good example of higher density, mixed-use project of high quality design.

1.3 VISION FOR THE FUTURE

Sunnyvale's El Camino Real, or "Highway of the King," will continue to be the commercial spine of the city as well as a main transportation corridor. This street will include areas specifically zoned for commercial/retail use and several areas (or nodes) that provide a higher concentration of mixed uses. The street will continue to be a major destination in the city, providing desirable services in inviting, well-planned, human-scale developments.

The street will include sites for local as well as chain and franchise businesses which will be ethnically diverse with a full range of local and region-serving retail. Large retail centers will be encouraged on larger sites and may incorporate high density residential components for sites at the major intersections. Smaller, independent businesses will be located within large projects and on smaller properties located between the higher density nodal areas.

The nodes will be distinctive in use and design from the Downtown; however, the Downtown node will establish a strong relationship and interconnection to the multi-modal transportation center and Downtown.

Auto dealerships will continue over the foreseeable future to maintain a significant presence along the street in modern, updated buildings. These dealerships will remain clustered in two main areas of the street: at the west end and in the middle of El Camino Real. The street will continually be improved to provide good traffic flow, while also encouraging enhanced access for walking, bicycling and public transportation.

Create appropriate massing of buildings along the street with enhanced landscaping.

Varying setbacks along the street will avoid large areas of parking in the front of the properties and will provide a more inviting and human-scale street, especially at the nodes at major intersections. Architectural styles will emphasize the uniqueness of the site and use, and no one architectural style will predominate. "Corporate" designs, lacking in character and individual quality, will be strongly discouraged. Gateways and/or banners will be used to identify the entry to the City.

The street has accumulated some less desirable uses over the years which detract from this vision. These uses, such as stand-alone fast food restaurants and stand-alone automobile service and repair shops, are more appropriate in other areas of the city; support will be provided in other planning documents to locate these uses in other locations.

The strategy for development of the corridor is to manage change along the street in a manner that creates positive benefits, without displacing valuable uses and buildings. El Camino Real needs to retain existing viable uses, accommodate new uses, attract new investment and promote economic vitality.

El Camino Real will continue to change over time. This is the vision for the next decade. It is recognized that the corridor will eventually become more urban, reflective of the Grand Boulevard vision being promoted for the corridor along the northern stretches. It is also recognized that the present pattern of separated and independent auto dealerships has a limited life span, and that efforts must be made to either concentrate them on El Camino Real or to identify another "auto mall" site along U.S. Highway 101 or State Route 237.

PRESENT CONDITIONS

2.1 CURRENT LAND USE

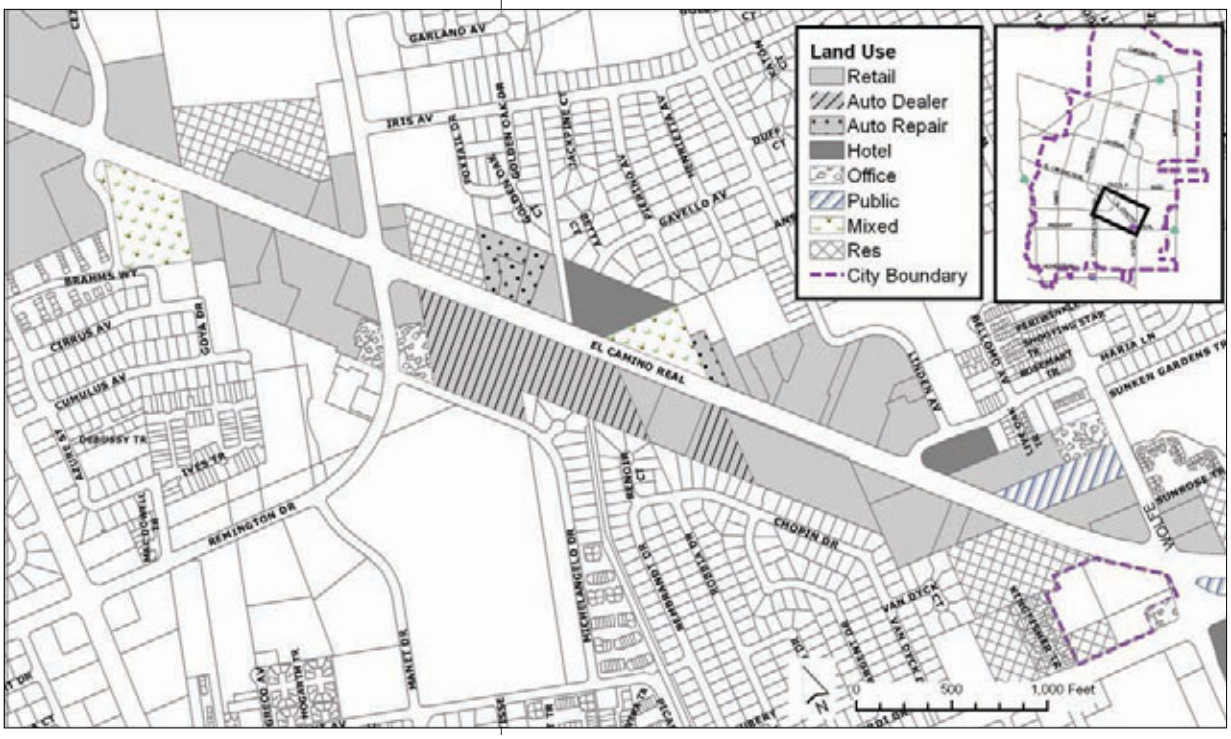
El Camino Real forms a corridor through Sunnyvale that consists of several types of uses, including general retail, auto dealerships, auto-related services, hotels, restaurants and higher-density residential. As can be seen from the maps below, the residential uses are concentrated on the east side of the corridor, the auto dealerships extend along the entire length, and retail is spread somewhat evenly throughout.

2006 Land Use Map- El Camino Real Western Boundary

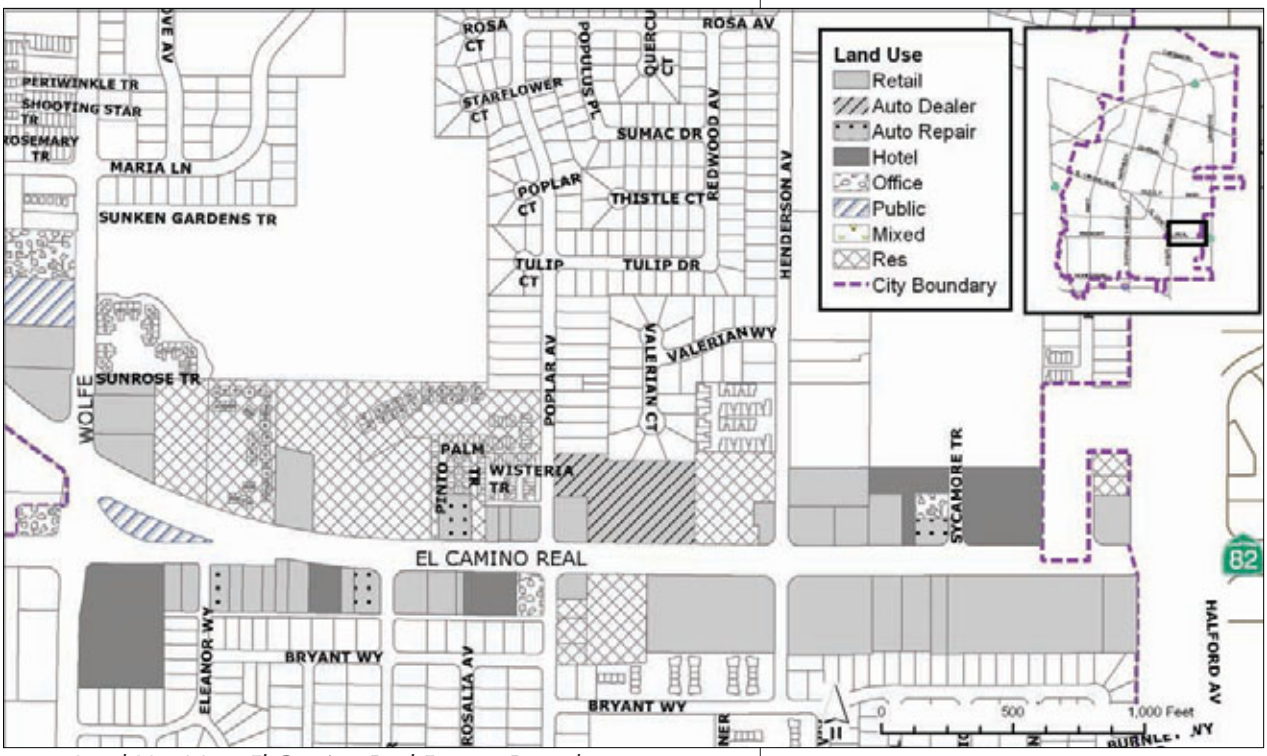
PRESENT CONDITIONS

2

2006 Land Use Map- El Camino Real between Mary and Cezanne



2006 Land Use Map- El Camino Real between Cezanne and Wolfe



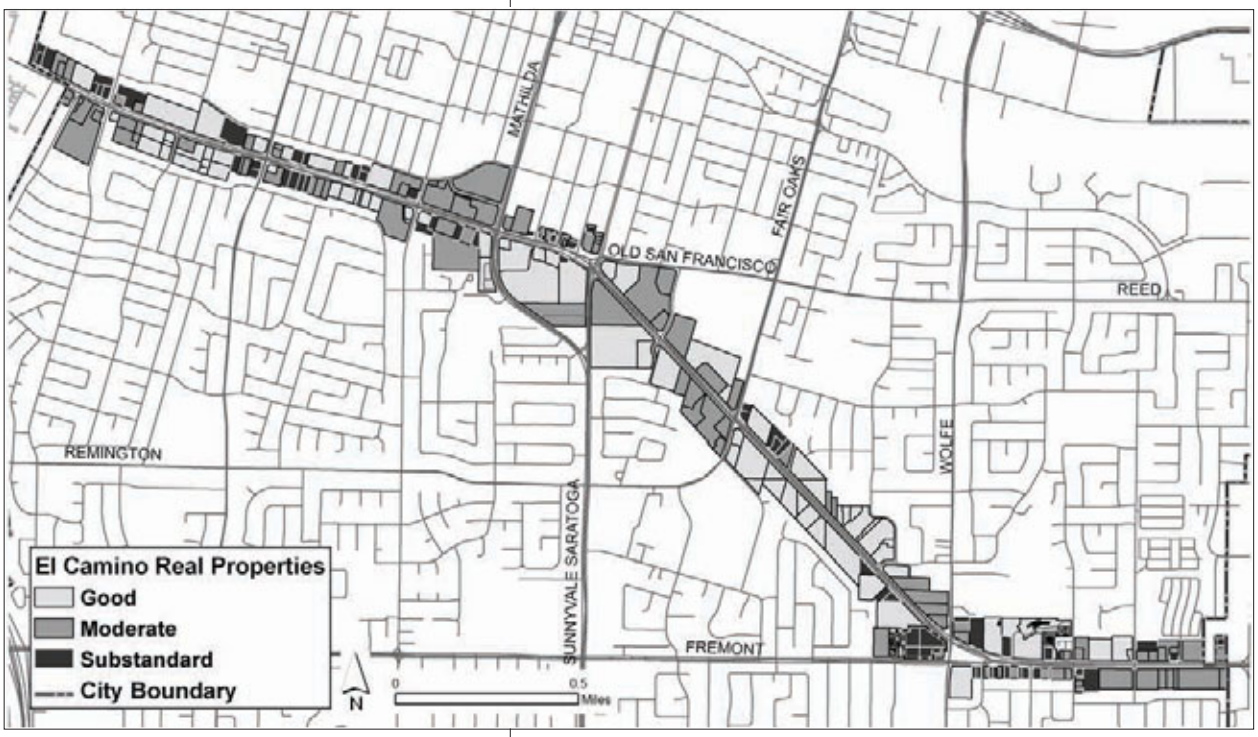
2006 Land Use Map- El Camino Real Eastern Boundary

The following table shows how the uses are broken down, with the type, size and percent of total shown:

LAND USES (2006)		
Type	**Size (acres)**	**Percent of Total**
Retail	162.2	50.1%
Residential	54.5	16.8%
Auto Dealer	49.2	15.2%
Public	17.9	5.5%
Hotel	16.7	5.1%
Office	9.2	2.8%
Auto Repair	8.5	2.6%
Mixed	6.2	1.9%
TOTAL	324.4	100.0%

2.2 CURRENT CONDITIONS

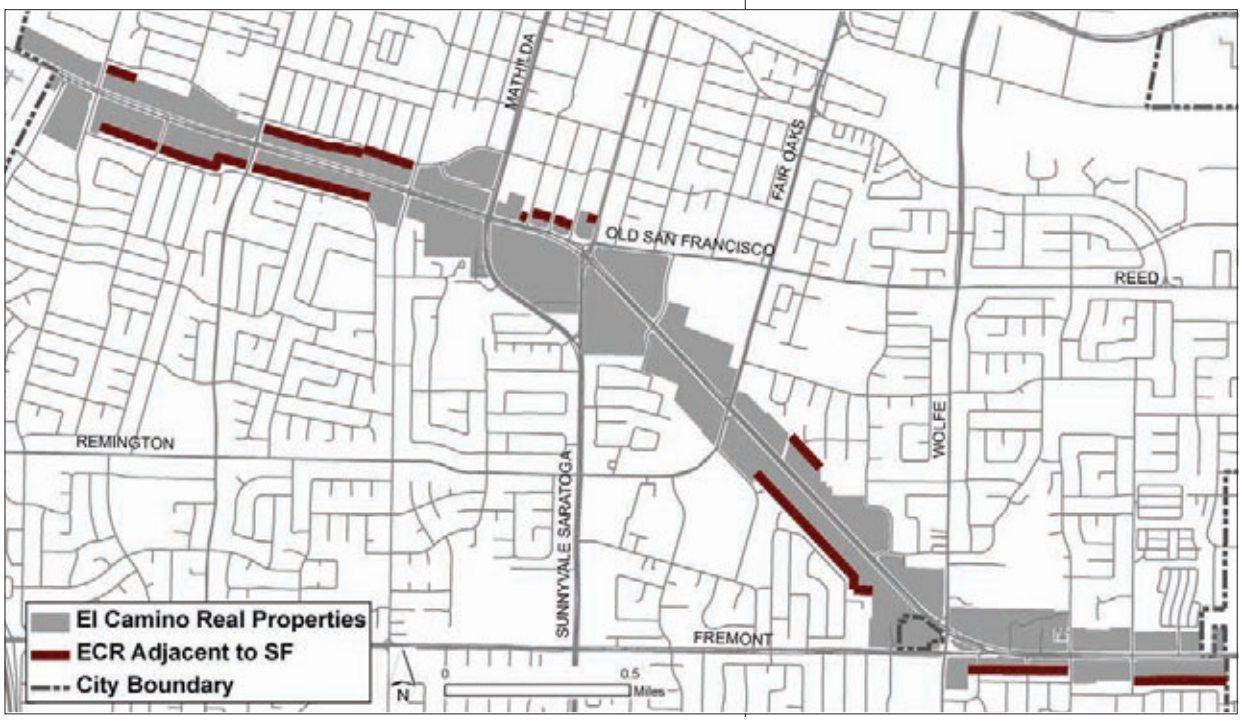
The map below shows the condition of properties along El Camino Real. The condition is shown under broad definitions of good, moderate, and substandard. The condition of properties is subjective, and will change over time. The purpose is to identify areas in need of redevelopment or renovation.



2006 Conditions Map - El Camino Real

2.3 ADJACENT USES

Many of the properties along El Camino Real are immediately adjacent to residential uses. This relationship can create conflicts, especially when the use on El Camino Real changes or redevelops. The Design Guidelines included in this report addresses this issue, and recommend designs and outreach which would assist in maintaining a positive relationship between the uses. The following map shows those locations where the El Camino Real properties abut existing low-density residential zoning areas.



2006 El Camino Real Properties Abutting Low-Density Residential Zoning Areas

2.4 PARCEL CONFIGURATION

The properties along El Camino Real vary in size and shape. There are large properties along the corridor which, if redeveloped, would allow for comprehensive mixed-use projects. There are also numerous very small parcels for which there is less incentive for redevelopment because current zoning standards allow no greater development than now exists. The table shows the number of lots and number of acres for different lot sizes.

LOT SIZES (2006)		
Size (acres)	**Total Parcels**	**Total Acres**
Less than 0.25	391	9.21
0.25 – 1.0	131	73.25
1.0 – 2.0	39	57.52
More than 2.0	50	184.42
TOTAL	**611**	**324.40**

2.5 SALES AND PROPERTY TAX INFORMATION

The table below shows the sales tax for different types of uses along El Camino Real. Clearly, the auto dealerships pay the highest amount of sales tax along El Camino Real.

SECTORS AND SALES TAX (2006)		
Sector	**Sales Tax $**	**Percent of Total**
Auto Dealers	$3,697,577	60.0%
Retail	$1,704,271	28.0%
Restaurants/ Hotels	$566,909	9.0%
Auto Related	$106,298	2.5%
Other	$34,107	0.5%
TOTAL	$6,163,162	100.0%

2.6 ASSETS

El Camino Real is one of the most identifiable elements of Sunnyvale, recognized and understood by practically all residents. Assets include:

- Centrally located, convenient retail services for nearly all residential neighborhoods.

- Transportation link to the centers of other communities along the South Bay and Peninsula.

- Large lots, providing opportunities which do not exist elsewhere in the city for shopping centers, auto dealerships and big box retail establishments.

- Continuous landscaping gives it an attractive and comfortable character which sets it apart from many other cities.

2.7 CHALLENGES

El Camino Real is made up of several unique property conditions which can limit its future evolution as a "grand boulevard." These include the following:

- Poorly maintained properties stand in sharp contrast to quality developments and are inconsistent with the vision of the entire corridor

- Interest in redevelopment to more productive and intense use is lacking due to the existing long-term leases and passive ownership of property

- Low-density residential uses abutting the rear property lines place limitations on the acceptable intensity of development and operation of uses along El Camino Real, specifically light, noise, and operational impacts

- The scale of the roadway and its emphasis on traffic movement make it unfriendly to pedestrians and bicyclists and more prone to access and traffic safety issues

- The small size and shallow depth of some properties makes site assembly and redevelopment difficult

- There is increasing pressure for the auto dealerships and other large retail uses to relocate to sites along the freeways, which sites are not readily available within the city

The Precise Plan attempts to address several of these conditions by use of design guidelines and incentives. Property will only redevelop, however, when market conditions and property owner interests reach a point where the change is possible. Although these aspects are out of the City's control, the Precise Plan is prepared to guide such redevelopment as it occurs.

GOALS AND POLICIES

3.1 INTRODUCTION

In order to meet the vision of El Camino Real, goals and policies are created. These policies will be used by members of the public, city staff, and decision-makers to review development concepts and renovation proposals. This section is broken into three sections: Long Range Goals, Design Concepts (including Nodes) and Policies and Principles.

3.2 LONG-RANGE GOALS

3.2.1 TO PROVIDE A VARIETY OF NEEDED RETAIL SERVICES FOR RESIDENTS, PARTICULARLY THOSE TYPES OF RETAIL SERVICES WHICH ARE NOT NORMALLY FOUND IN THE DOWNTOWN OR IN NEIGHBORHOOD SHOPPING AREAS.

3.2.2. TO MAINTAIN AND ENHANCE THE RETAIL SALES TAX REVENUE GENERATED FOR THE CITY.

3.2.3. TO MAINTAIN AND ENHANCE THE CAPACITY OF THE STREET TO ACCOMMODATE AUTOMOBILE AND TRANSIT TRAFFIC, WHILE PROVIDING IMPROVED FACILITIES FOR BICYCLISTS AND PEDESTRIANS.

3.2.4. TO CREATE A SERIES OF QUALITY PLACES WHICH ARE VALUED BY THE PEOPLE OF SUNNYVALE AS ATTRACTIVE, FUNCTIONAL AND COMFORTABLE DESTINATIONS.

3.2.5 TO ENSURE THAT PROPERTIES ARE DEVELOPED AND OPERATED IN SUCH A MANNER AS TO MINIMIZE THEIR NEGATIVE IMPACTS UPON ADJACENT RESIDENTIAL AREAS.

3.2.6 TO DESIGN, DEVELOP AND MAINTAIN THE PUBLIC RIGHT-OF-WAY IN A MANNER WHICH CREATES A STRONG, POSITIVE IMAGE OF THE CITY OF SUNNYVALE FOR BOTH RESIDENTS AND VISITORS.

3.2.7 TO REQUIRE QUALITY SITE DESIGN, ARCHITECTURE AND LANDSCAPING WHICH INCORPORATE SUSTAINABLE DESIGN PRINCIPLES.

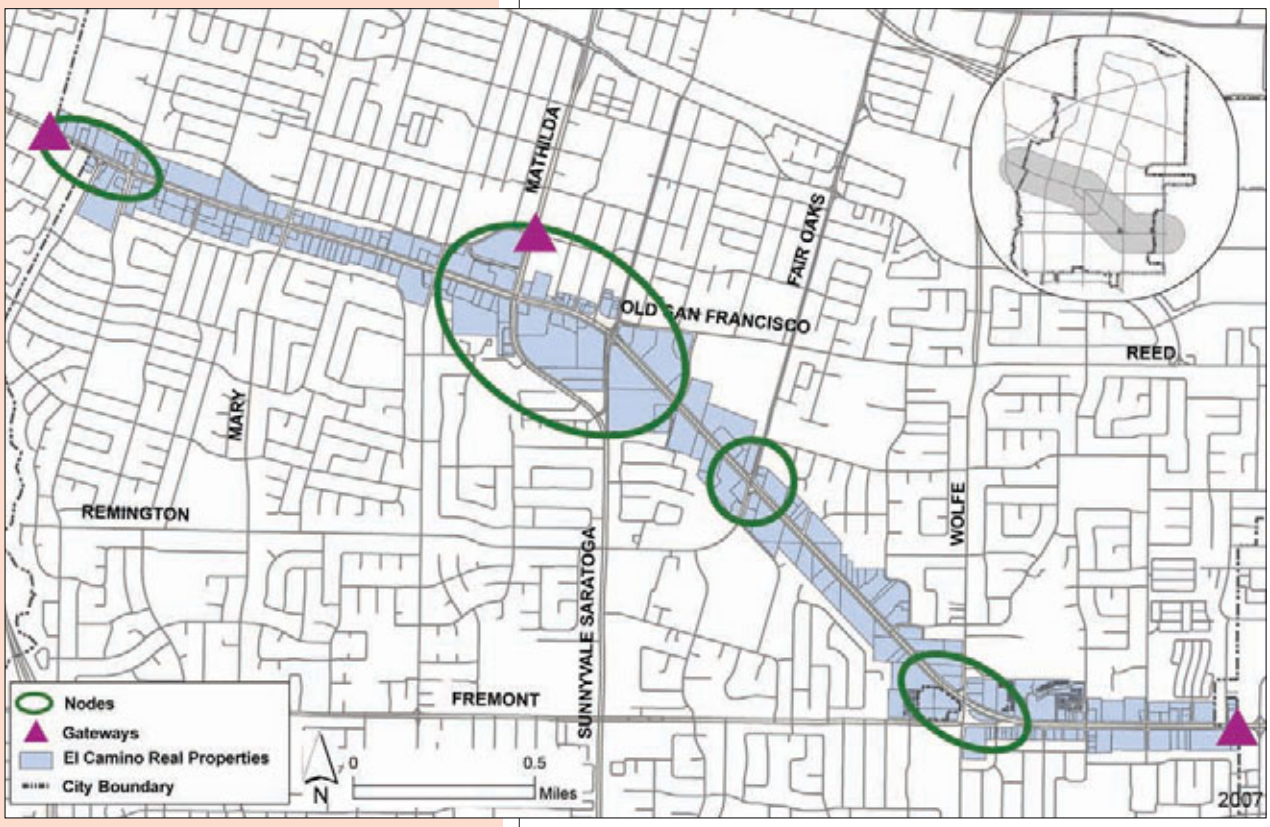
3.2.8 TO ENCOURAGE DEVELOPMENT WHICH SUPPORTS THE USE OF PUBLIC TRANSIT.

3.2.9 TO DEVELOP A VISUAL AND FUNCTIONAL LINKAGE WITH DOWNTOWN SUNNYVALE.

3.3 DESIGN CONCEPTS AND NODES

The design concept for the Precise Plan identifies four Nodes along El Camino Real in Sunnyvale where pedestrian-oriented, mixed-use development might occur. As shown on the following map, these are located first and foremost at the intersection with Mathilda Avenue, and secondly at the intersections with Bernardo Avenue, Fair Oaks Avenue, and Wolfe Road.

Nodes are special places or destinations along the corridor. They provide opportunity for mixed-use development, where retail, residential and office uses can coexist in a mutually supportive manner. While they may be accessed by automobile, they are enjoyed primarily on foot. Shops are located closer to the street. The landscaped setback that would normally separate the sidewalk from the buildings is moved to the parkway, where it separates the pedestrian on the sidewalk from moving vehicles on the street. Shops open onto the sidewalks. Outdoor dining patios adjoin restaurants. Residential or office uses are placed above or behind shops. Parking is both on surface and in structures. The Cherry Orchard is the first example of this type of nodal development in Sunnyvale.



Map of Nodes on El Camino Real

Another design concept of the Precise Plan is Gateways. The entries to the city along El Camino Real from Santa Clara and Mountain View are Nodes and represent important elements in the design concept. Gateways will allow residents and visitors alike to recognize when they have entered Sunnyvale. This should be obvious from the quality of landscaping and development along El Camino Real, but it can be signified by a gateway marker. The design of gateway markers could be the subject of a future study.

The most important intersection along El Camino Real in Sunnyvale is with Mathilda Avenue. This is also a gateway, not to the city, but to Downtown Sunnyvale. The north side of the intersection with Mathilda Avenue, and possibly also the north side of the intersection with Sunnyvale Avenue, should announce the entry to Downtown. This announcement could be addressed in a project to design and construct a wayfinding system for Downtown Sunnyvale.

A region-wide effort is underway to upgrade El Camino Real across all cities through which it runs. The effort is known as the Grand Boulevard Initiative, and its stated goal is: *El Camino Real will achieve its full potential as a place for residents to work, live, shop and play, creating links between communities that promote walking and transit and an improved quality of life.*

In most cities in San Mateo and northern Santa Clara Counties through which El Camino Real runs, the road closely parallels the CalTrain line. In these areas, the town centers and downtowns that developed around the train stations incorporated El Camino Real. The result is that development along these stretches of the roadway is more urban and more dense than in Santa Clara County cities. The Grand Boulevard Initiative seeks to build on these areas to establish a model for the entire length of the corridor.

In Sunnyvale, the train station is approximately ¾ mile away from El Camino Real at its closest point. As a result, the Downtown that developed around the train station does not incorporate El Camino Real. While it is recognized that the long-range future of El Camino Real is as portrayed in the Grand Boulevard Initiative, this Precise Plan takes a more pragmatic approach to the immediate future of El Camino Real in Sunnyvale.

Over the next decade it is unrealistic to expect the entire length of El Camino Real in Sunnyvale to convert from today's auto-oriented corridor to a more urban Grand Boulevard. Rather, this Plan proposes that select locations within the city, at major intersections, be directed toward more intense, mixed-use development. These locations are identified as Nodes.

A more detailed review of the development objectives of each of the four Nodes along El Camino Real in Sunnyvale follows this section.

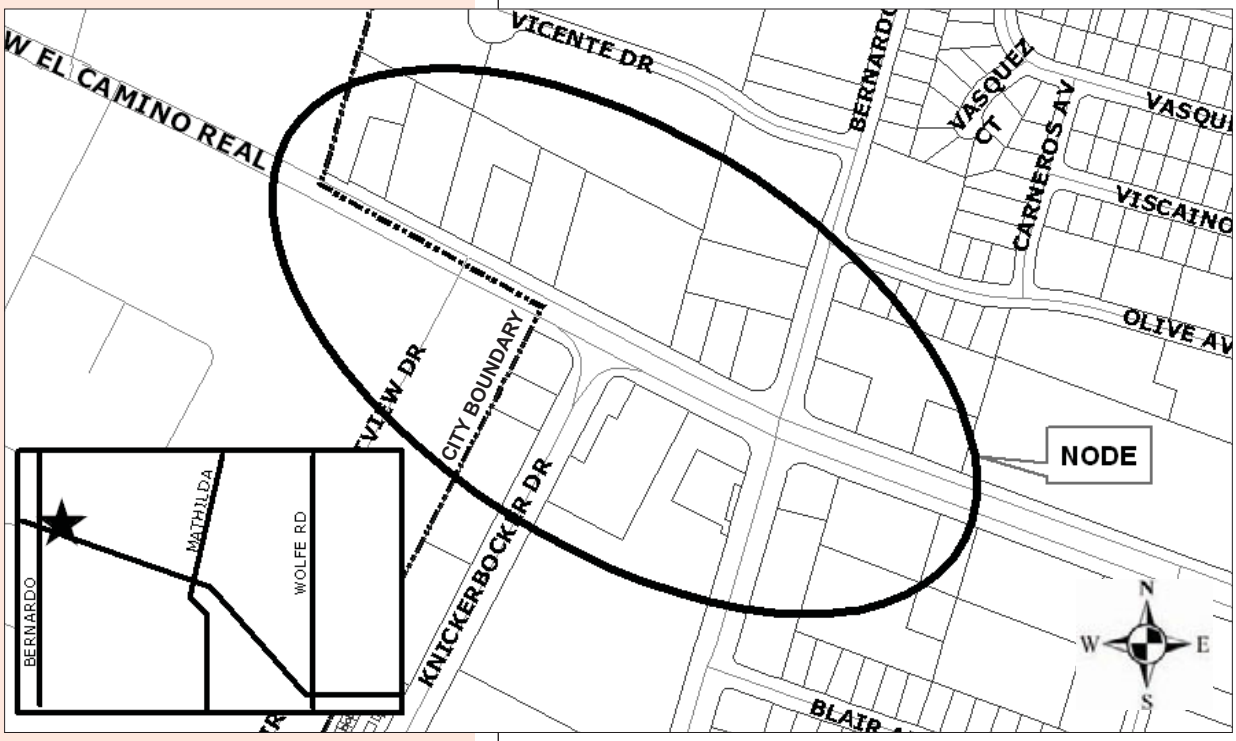
DEFINITION OF A NODE

A node is a special place or destination along El Camino Real which consists of a mixture of uses at relatively high density. They are integrated, pedestrian-oriented developments of high design quality. Nodes are located at major intersections. An example of the type of development envisioned at a node is the Cherry Orchard project.

WESTERN

3.3.1 WESTERN NODE

This node is the entry to Sunnyvale from the west, and is centered around the intersection of El Camino Real with Bernardo Avenue. This area is a node because of its location at the western city boundary. The opportunity to transform the area into a larger, contiguous hub of activity is not immediate because of the number of smaller properties and types of uses.



The most likely initial opportunity to make the area an effective node is to focus on creating an identity through signage, landscape elements and transit opportunities. Also, the addition of residential uses at the node would increase pedestrian flow and activity on the street. The intersection is one of three stops in Sunnyvale for the express bus service that runs from Menlo Park to San Jose (Line 522). Future efforts of additional median landscaping, city signage and more pedestrian-friendly sidewalks would add to the image for the node.

As seen on the 2006 Conditions Map in Section 2.2, there are a few properties in substandard condition in this area, particularly on the north side of El Camino Real.

The following is a brief description of each sector of the node:

North Side West of Bernardo: The first business in the city in this node is a multi-tenant auto service building which is several decades old. Such uses and types of buildings, including several auto-oriented (or motorcycle- oriented) businesses continue towards Bernardo Avenue. There is a larger property (2.2 acres)

located at 1243 West El Camino Real (currently occupied by BevMo!) which gives this sector an improved image. In 2006, the three properties closest to Bernardo Avenue include a free-standing restaurant, a small motel built in 1948 and an auto-related building on the corner. Combining these properties into one lot and redeveloping the corner would greatly improve the node. Multi-family residential exists behind all properties along this sector.

North Side East of Bernardo: At the corner of this sector is a strip center built in 1964 with two free-standing fast food restaurants located in front of the center. This nearly 3-acre area should be considered for redevelopment as a whole through combining parcels and adding a residential component. East of the strip center property is an existing well designed 5.5-acre commercial center, currently the Cala Center, which could reinforce the node. Multi-family residential exists behind all properties on this stretch of Olive Ave.

South Side West of Bernardo: In 2006, this area has several types of retail uses, such as a large grocery store, restaurants, a stand-alone fast food restaurant and a partially vacant commercial building. Although the entire 7.5-acre area is a great candidate for redevelopment into a mixed-use project, the existing retail center, which includes the grocery store, is a well-used, attractive property. The greatest potential may be transforming the corner area by adding buildings up against the street, which would bring the pedestrian feel to the street. The 1.6-acre property, which is currently partially vacant, could be a good location for a mixed use project with housing and retail.

South Side East of Bernardo: In 2006, this corner has a gas station, which limits the potential for future uses. Immediately adjacent to the gas station along El Camino Real is an auto dealership. A hotel exists adjacent to the gas station on Bernardo. Use of landscaping and consistent signage for this area would bring a consistency to the node. Multi-family residential exists behind each property along this section of El Camino Real.

PRIVATE ENHANCEMENTS

- Consistent signage design
- Improved landscaping
- Parcel assembly

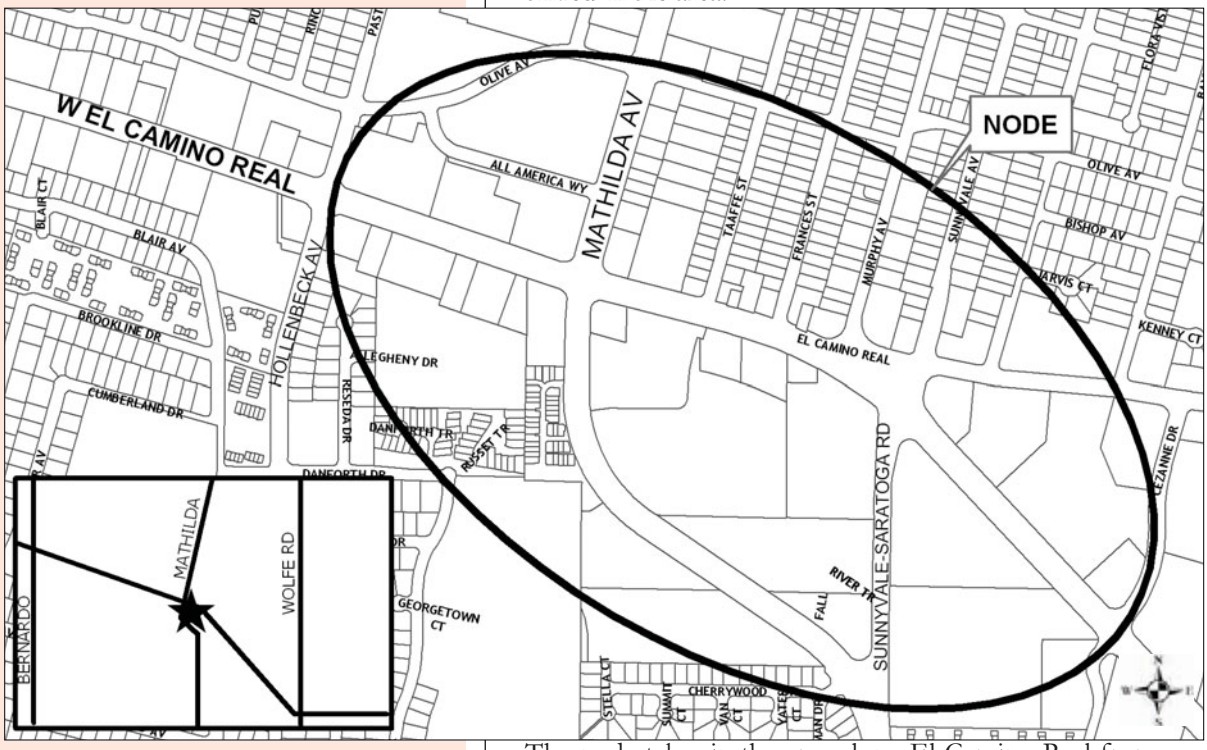
PUBLIC ENHANCEMENTS

- Median landscaping improvements
- Gateway to City

DOWNTOWN

3.3.2 DOWNTOWN NODE

The Downtown Node is located at the heart of the City along El Camino Real. The intersection has the highest traffic volumes along El Camino Real. Existing uses such as City Hall and the Cherry Orchard provide an intensity of uses that should be continued in the area.



The node takes in the area along El Camino Real from west of Hollenbeck Avenue to Cezanne Drive, and includes several large properties and retail centers. This node also provides the best access to the train and Downtown, which makes it the most feasible area to meet some of the Grand Boulevard Initiative goals. The existing Cherry Orchard development is a good example of the types of uses and development that are appropriate for a node: a strong street presence, pedestrian-style development, mixed-use and well designed. There are other large properties in the node that should redevelop into similar type properties in order to continue the look and feel of the area.

As seen on the 2006 Conditions Map in Section 2.2, there are a few properties in substandard condition in this area, particularly on the south side of El Camino Real, west of Mathilda, and the small properties on the north side of El Camino Real between Mathilda Avenue and Murphy Avenue.

The following is a brief description of each sector of the node:

<u>North Side West of Mathilda:</u> This area is made up entirely of the Civic Center which has the potential for change in the future. This report makes no determination on whether City Hall should

remain or be relocated. The area is included in this report to ensure that the property, if redeveloped in the future, would meet the design and use standards expected of a property in a node.

North Side East of Mathilda: The property on this corner is technically in the Downtown Specific Plan, and is not a part of this document. The office building adjacent to the corner lot and the smaller lots along El Camino Real to Murphy Avenue are included in the node.

In 2006, the office building at 333 El Camino Real is just over 20 years old, and is built at a 65% Floor Area Ratio, so it is unlikely to redevelop to any higher density. The properties east of the office building, however, consists of small lots with small buildings which were developed from 1938 to 1972. The lots range in size from 3,800 to 15,000 square feet and the buildings from 2,000 to 13,000 square feet in size. The lots are very narrow, and back up to one of the oldest single-family neighborhoods in the city. Because of these limitations, the redevelopment opportunities are limited; however, the properties are older and require reinvestment to upgrade or replace them.

South Side West of Mathilda: A new development was built at this corner in 2005, with a 14,000-square foot retail building and 36 townhouse units to the south. The property further west of this site consists of a few stand-alone retail businesses built in the 1950's and an 8.25-acre auto dealership. The ultimate combination of the smaller sites with the large auto dealership sites provides a significant opportunity for redevelopment in accordance with the standards of a node. In the short run, the properties on which the stand-alone buildings are located should improve their landscaping and parking layouts to improve the overall appearance of this section.

South Side East of Mathilda: The Cherry Orchard, built in 2001, is the best current example of the type of development intended for a node in the city. The combination of residential and retail, as well as the inclusion of a stand-alone restaurant, has made this development one of the most used in the city. The design brings the buildings to the street in an appropriate distance for both aesthetic and pedestrian purposes, the varied uses encourage patrons to park at the center and visit more than one business on site, and the inclusion of 300 apartments units behind bring a more lively feel to the area.

North Side West of Sunnyvale Avenue: The shopping center at this corner includes a well-maintained but older (1947) strip center, including a remodeled area for a drug store. Because of the center's age, the property has possibilities for redevelopment. Its location adjacent to Sunnyvale Avenue, one of the main roads connecting El Camino Real to Downtown and the train station, makes this property a key component in achieving the Grand Bou-

PRIVATE ENHANCEMENTS

- Buildings located closer to the street
- Increased sidewalk area with park way strip
- Consistent signage design
- Improved landscaping
- Parcel assembly

PUBLIC ENHANCEMENT

- Median landscaping improvements
- Gateway to Downtown
- Improve connection to multi-modal transit facility and to Downtown

levard design goal. Redevelopment of the site should consider a multi-family residential development with retail uses on the ground floor. Bringing the building closer to the street will improve the pedestrian feel of the site could encourage more people to walk to El Camino Real from the adjacent residential area. The parking area along the southern portion of the property is actually El Camino Real right-of-way, and may not be usable for redevelopment.

North Side East of Sunnyvale: There are five properties totaling nearly 15 acres in the area east of Sunnyvale Avenue and Cezanne Drive along the north side of El Camino Real. The bank building on the corner of Sunnyvale and El Camino Real is located close to the street and gives the area an initial intimacy. The remaining properties are occupied by large buildings set far back from the street with a large expanse of parking in front. Although such development is out of character with a node and should ultimately be redeveloped, the uses in the shopping center are very appropriate, and provide the community with needed goods and services. In the short term, efforts should, however, be made to update the architecture for the buildings and improve the landscaping and signage for the site. The pedestrian connection through the large parking area from the street to the buildings should be improved.

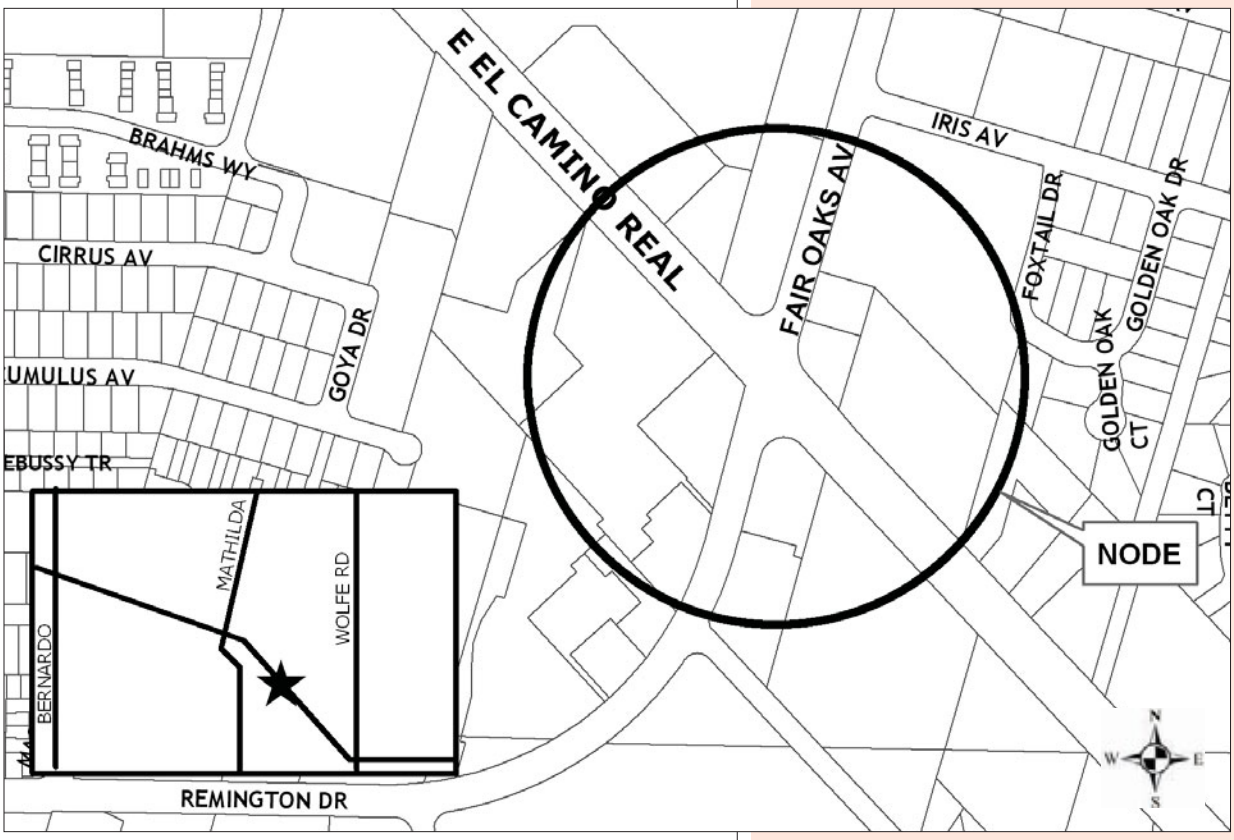
South Side West of Sunnyvale: The shopping center at this corner has been improved in recent years with the addition of new buildings close to the street and façade improvements to the center. The shopping center has limitations due to the high voltage wires that run across the southern portion of the site. At some time in the future, if redevelopment is contemplated for the the hardware store located on the 5-acre property adjacent to the corner, mixed use including residential, retail or office should be pursued because of its proximity to both Sunnyvale and Mathilda Avenues.

South Side East of Sunnyvale: The three properties total 18 acres in this corner of the node. The 2006 uses include auto service and general retail. The buildings date back to the 1960's, and are developed at the back of the properties with most parking located in the front. The potential for redevelopment or renovation of the property is very high because of its size, visibility, and amount of street frontage. The property is encumbered by the no-build area under the high voltage lines that run along the northern third of the property, but a building could be placed close to the intersection of Sunnyvale and El Camino Real which would be outside the lines and would help bring the shopping center a more intimate feeling, as desired in a node. The property also has potential for redevelopment for a larger retail use, but it should be built to respect the neighboring residential properties to include smaller buildings along the street and maintain the variety of uses and pedestrian feel with the node area. Multi-family residential exists behind most properties along this section of El Camino Real.

COMMUNITY CENTER

3.3.3 COMMUNITY CENTER NODE

This node is centered around the intersection of El Camino Real and Fair Oaks Avenue on the north and Remington Drive on the south. This intersection includes a variety of uses, such as a large shopping center built in the 1970's, free-standing restaurants, an older strip center, auto dealerships, a fast food restaurant and multi-family residential.



The area has the feel of a typical intersection, with no outstanding feature or distinguishing aspect. The node has great potential because of its close proximity to transit stops, residential, and the Community Center. The available opportunity is to tie the properties in the node into the surrounding area, which includes such high pedestrian uses such as multi-family residential, the City's Community Center, and the County's health clinic. In addition, the intersection is a key location for artwork. The energy level in the area is in place to make this node a successful location in the city.

As seen on the 2006 Conditions Map in Section 2.2, there are a few properties in substandard condition in this area, particularly on the northeast corner of El Camino Real and Fair Oaks Avenue.

COMMUNITY CENTER

PRIVATE ENHANCEMENTS

- Increased sidewalk area with redesigned bus stops
- Consistent signage design
- Improved landscaping
- Renovated buildings
- Increase residential presence

PUBLIC ENHANCEMENT

- Median landscaping improvements

The following is a brief description of each sector of the node:

North Side West of Fair Oaks Avenue: Two free-standing restaurants sit at the corner of the intersection, with a strip center extending further west. Large multi-family apartment complexes sit immediately behind the area (940 units). Any future redevelopment opportunities should include tying the project into the existing residential area through site design, landscaping and architecture.

The use of upgraded landscaping, integrated bus stops and unique signage would help give a better identity to the corner. Consideration should be given to additional median landscaping and wider sidewalks with a parkway strip.

North Side East of Fair Oaks: The corner includes two lots with two small strip centers (with lots approximately 9,000 square feet total). Behind these centers along Fair Oaks Avenue is an existing 173-unit apartment complex, and behind it on El Camino Real is a recently converted hotel to condominiums (55 units). Because of the small size of the two properties (less than 1 acre), access is difficult and redevelopment opportunities are limited. Consideration should be given to replacing these small centers with a single multi-family residential structure with ground floor retail uses.

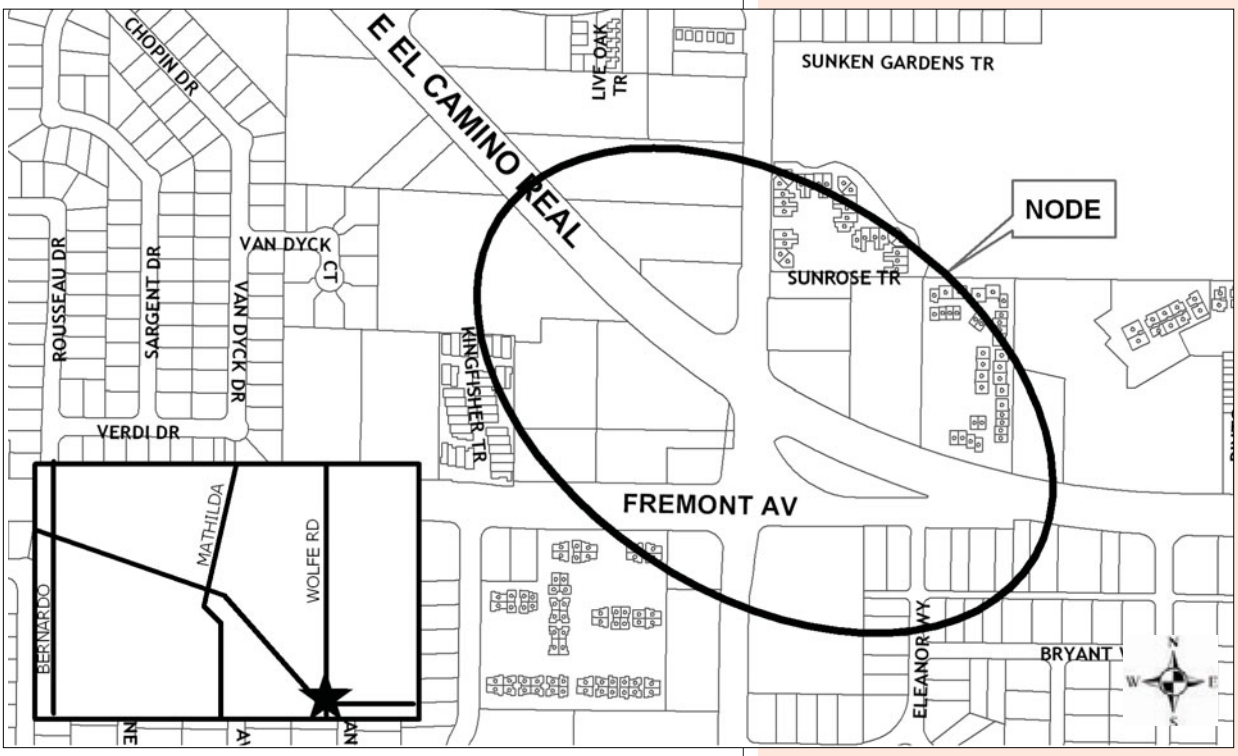
South Side West of Remington Drive: This corner consists of the major shopping center in this stretch of El Camino Real. The center includes four buildings with general retail and a bank totalling 65,000 square feet of space on 7.23 acres of land. A 6,000-square foot building is located close to the intersection, but otherwise the center is designed so the large parking area dominates the site, with the bulk of the retail area set well back from the street (nearly 300 feet). The property would be an excellent candidate for redevelopment to allow mixed uses, such as residential, office and commercial. In the near term, efforts should be made to better landscape the site to connect the uses to the street and to create an identity which meets the goals of this plan.

South Side East of Remington: The corner has a free-standing fast food restaurant with a drive-through. Immediately behind it on Remington Drive is a medical office building, and along El Camino Real is an auto dealership. A bus stop is also located in front of the auto dealership. The major improvement needed at this corner is improved landscaping at the corner and in front of the dealership. The landscaping is being trampled because of the narrow sidewalk combined with the bus stop. A wider sidewalk, improved bus stop and more appropriate landscaping would help the situation. The City's Community Center is located behind the medical center and auto dealership.

EASTERN

3.3.4 EASTERN NODE

This node is at the intersection of El Camino Real and Wolfe Road, and at the eastern terminus of Fremont Avenue. A wide variety of uses exist at this location in 2006, including a miniature golf course, small strip centers, a plant nursery, gas station, hotel and multi-family residential. There is also a 5.2-acre area of land not yet annexed to the city. The intersection is the second busiest along El Camino Real, so care should be given for signage, landscaping and should encourage redevelopment or renovation.



The area is characterized by a variety of uses and property conditions. Reinvestment in some older properties have maintained their usefulness (such as the hotel at the southeast corner of Wolfe Road and Fremont Avenue), while other properties lack proper maintenance and reinvestment and have potential for redevelopment (such as the truck rental property and strip center located at the northeast corner of the node).

The node has potential for improvements through the use of a consistent landscape theme, improved facades, and new developments incorporating mixed uses, such as residential, office and retail. The well landscaped triangular property in the southeast corner of the node is a vacant area owned by the city, and should be used as the anchor for landscaping improvements of the private properties. In addition, the node is home to one of three Rapid 522 bus stops in the city. The El Camino Real and Wolfe

EASTERN

PRIVATE ENHANCEMENTS
- Increased sidewalk area with redesigned bus stops
- Consistent signage design
- Improved landscaping
- Renovated buildings

PUBLIC ENHANCEMENT
- Median landscaping improvements

Road intersection currently has long stoppages (more than 60-seconds) and low operating speeds. The City has determined that no changes are to be made at this intersection.

As seen on the 2006 Conditions Map in Section 2.2, there are a few properties in substandard condition in this area, particularly east of Wolfe Road.

The following is a brief description of each sector of the node:

North Side West of Wolfe Road: This area consists of various uses, such as a strip retail center, a landscape nursery and a miniature golf center. Two of the lots are unusually shaped, having relatively narrow fronts and long sides. All lots in the node connect to both El Camino Real and Wolfe Road. The corner has great redevelopment potential, especially if the lots are combined to total over 4 acres.

In the short run, the use of upgraded landscaping, integrated bus stops and unique signage would help give the corner a better identity. Additional median landscaping, improved bus stops and wider sidewalks with a parkway strip would improve the area.

North Side East of Wolfe: A gas station dominates the corner of this sector, with an older strip center (built in 1964) immediately behind it. Adjacent to the gas station along El Camino Real is an older 39-unit mobile home park. Adjacent to the mobile home park is a multi-family residential complex followed by a truck rental business. This corner would be an excellent option for redevelopment given its location at a key intersection in the city, and its proximity to multi-family residential.

South Side West of Wolfe: This corner has the unique characteristic of a large agricultural property that is not yet annexed to the City. The property has been owned by a family for generations, and there is no current interest to bring the property into the City limits. As a result, the property will not be subject to the Precise Plan until it is annexed.

In order to complete the goal for the node, however, attention should be given to the options for the property in case the situation changes. The site would be an excellent candidate for mixed use, especially office and residential, given its proximity to both of those uses. The property fronts on El Camino Real and Fremont Avenue, with a small frontage also on Wolfe Road. Providing retail along El Camino Real and residential and/or office along Fremont Avenue would create distinct entry options for the different types of uses, while providing a natural combination on the site.

South Side East of Wolfe: The corner is dominated by the so called "Three Points" property owned by the City. The property is a slim ¾-acre area surrounded by El Camino Real, Fremont Avenue and Wolfe Road. The area creates an attractive founda-

tion from which other properties can draw. The landscaping, which includes mature redwood trees, shrubs and lawn, creates a park-like setting. It offers the potential of an attractive focal point for the node, where the addition of benches and fountain or sculpture would make it a passive respite within a busy nodal area. Immediately across Fremont Avenue from the property is an existing hotel. Adjacent to that property are a series of small lots and individual buildings that date back to the 1940's. Although the sites have potential to be redeveloped, it is less likely given the individual ownership of the lots. The most likely scenario is for the properties to have the frontages, landscaping and signage updated as the businesses improve.

Example of a mixed-use project.

3.4 CURRENT POLICIES AND PRINCIPLES

3.4.1 LAND USE

Encourage a mixture of regional and community serving retail uses in accordance with the vision.

a. The following uses are permitted and encouraged:
   1. Auto dealerships
   2. Gasoline service stations
   3. Hotels/motels
   4. Major retail establishments ("big box")
   5. Offices above retail, or on ground floor if they provide services (such as financial institutions) to consumers
   6. Residential in nodes, either above retail or, on large sites, behind street fronting retail use
   7. Restaurants
   8. Shopping centers with a variety of retail and service uses (on deep sites)
   9. Strip commercial with a variety of retail and service uses (on shallow sites)

b. The following uses are discouraged but not prohibited:
   1. Auto repair (except as accessory to another permitted use)
   2. Free-standing restaurant under 3,500 square feet, unless incorporated into a larger building as part of a shopping center or strip commercial center
   3. New grocery stores (which are better distributed throughout the city in proximity to residential neighborhoods)
   4. Residential, in mid-block locations

3.4.2 PARCELIZATION

Encourage creation and maintenance of properties large enough to accommodate significant retail or mixed use developments.

a. Encourage the mergers of small properties in order to create sites large enough to support major new development.

b. Discourage subdivision of properties unless it is to support significant redevelopment of sites.

c. For subdivisions of property, require a minimum lot size of two acres to preserve a sufficient number of large properties for major new development.

3.4.3 SITE ACCESS

Provide access to parking for retail and service uses directly from El Camino Real, with the number of access points limited in order to minimize disruption to the smooth flow of traffic on the street.

a. No access to commercial uses from adjacent residential neighborhood streets.

b. No access to residential uses from El Camino Real unless access cannot be provided from side street or adjacent residential street, excluding 100% residential projects in the R-4 area.

3.4.4 SITE LANDSCAPING

Use abundant and attractive landscaping to soften the impact of large structures and parking lots, to define the street edge, and to buffer adjacent low density residential uses.

a. Landscape areas equal to no less than 20% of site area.

b. Fully landscaped setback areas, except for outdoor dining patios in nodes. Low walls or hedges to separate parking lots from sidewalk.

c. Parking lot trees to provide 50% shading within 15 years of planting.

d. Fully landscaped 20-foot buffer areas and 8-foot walls adjacent to low density residential areas.

Example of a well landscaped entry

3.4.5 COMMERCIAL SIGNAGE

Design and locate commercial signs in a manner in which customers can readily identify commercial places and major tenants without presenting a garish and over-stimulating image.

a. Full compliance with sign regulation in the Zoning Code.

b. Street address numbers on ground signs along the right-of-way.

3.4.6 PUBLIC STREETSCAPE

Utilize an integrated design of median landscaping, street trees, directional signage, parkway landscaping, and sidewalks and crosswalks to unify and create a distinctive character for Sunnyvale's El Camino Real.

a. Continuity of lush, well maintained median landscaping, including large and small trees.

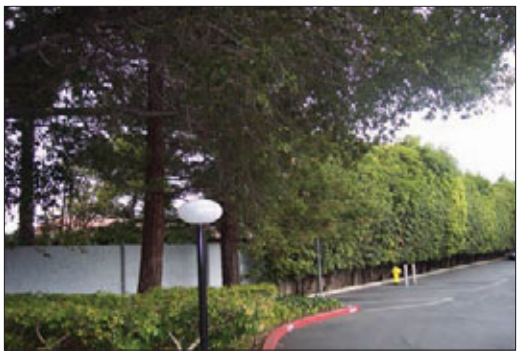
b. Cadence of attractive street trees lining the right-of-way, with canopies high enough to permit visibility of ground signs and storefronts.

c. Distinctive wayfinding system of directional signs.

d. Parkway landscaping of adequate height to provide comfortable separation between pedestrians and traveling vehicles, primarily at nodes.

e. Well defined crosswalks, including consideration of protected mid-block crosswalks, and sidewalks of sufficient width for comfortable strolling.

3.4.7 NEIGHBORHOOD INTERFACES



Landscaped buffer between retail development and adjacent residential neighborhood

Design and operate developments along El Camino Real with respect for neighbors in adjacent residential areas.

a. Neighborhood outreach meetings during design and entitlement of new or rehabilitated developments.

b. Solid 8-foot wall to separate uses.

c. Landscaped buffer area of at least 20 feet.

d. Lighting shielded from residential areas.

e. Building entrances and illuminated signs oriented away from residential areas.

f. Location of trash enclosures, generators, compressors and other noise-generating equipment away from residential areas.

g. Compliance with guidelines for commercial/residential interfaces.

3.4.8 MIXED USE

Mixed-use projects consist of more than one use on a site, either integrated in one building, or in separate buildings on one site and are unified by roadways, landscaping, and architecture. Typical mixed-use projects can include either projects with retail on ground floor and residential units above, or projects like the Cherry Orchard development that have retail on one portion of the site and residential units on another.

a. Generally located at major intersections, on nodes

b. Emphasis on retail component, particularly at street level (strive for at least 25%)

c. Minimum 2-acre parcel for mixed-use projects with a residential component

d. Retail needs of the adjacent community should be met by a mixed use project

e. Mid-block mixed-use projects are discouraged

f. Access to residential use shall be separate from access to the commercial use on site

g. Tax income from a new mixed use project at least equal to what was historically present at the site

h. Underground parking garages should be encouraged in mixed use projects.

DESIGN GUIDELINES

These design guidelines will apply to all new development as well as changes to the site development and building design of existing buildings. They are intended to address the most common design issues that are likely to affect the visual quality of El Camino Real. Additional guidelines are also provided in separate sections below that apply to the unique development of large, single use buildings over 20,000 square feet in floor area and of strip shopping centers which are common along the street due to the limited depth of many properties. Also included in this chapter are signage guidelines to suggest ways in which better signage can enhance the image and character of El Camino Real.

4.1 SITE DEVELOPMENT

4.1.1 SITE BUILDINGS TO REINFORCE THE EL CAMINO REAL STREETSCAPE

a. Orient building entries to El Camino Real rather than to side parking lots. For larger complexes of multiple structures where this may not always be possible, treat street facing elevations with the same care and detail as entry facades.

Orient building entries to El Camino Real

b. Avoid building heights along El Camino Real that are either too small or too large. Generally, building heights of up to 25 feet are acceptable for all buildings. Taller buildings should be set back from the front property line a distance generally equal to the building height except at nodes.

INTENT OF THE EL CAMINO REAL DESIGN GUIDELINES

- **Support the economic vitality of the corridor's retail uses**
- **Provide visual unity to the street**
- **Accommodate auto oriented uses while maintaining a high degree of pedestrian scale and appeal**
- **Encourage a sense of place distinctive as a unique district within the City of Sunnyvale**
- **Encourage architectural diversity emphasizing high quality design**
- **Encourage commercial development that is sensitive to adjacent residential neighborhoods**

Should you have questions about these guidelines, please contact the Sunnyvale Planning Department at (408) 730-7444.

BASIC DESIGN PRINCIPLES

The following principles have been used as touchstones for the development of individual design guidelines. In the event that the specific guidelines do not address a given condition clearly, these principles should be consulted for general direction. The Basic Design Principles will be used by the City when evaluating projects on El Camino Real, and when considering the acceptability of unique proposals that vary from the specific guidelines.

- **Projects will maintain a strong landscaped setback along street edges, and will seek to create visual continuity along the street front, except at the nodes where buildings may be placed close to the sidewalk.**
- **Special design attention will be given to street corner frontages.**
- **Projects shall be designed to function well as auto-destination uses, but will be expected to also be pedestrian friendly, and devote considerable attention to landscape and architectural detail.**
- **Chain or franchise uses will be expected to adapt their standard designs to the unique qualities of El Camino Real and the City of Sunnyvale.**
- **Substantial landscaping of parking areas and project entries will be expected.**
- **Project signage will be expected to complement and be subordinate to the architectural design of the project.**

c. Limit the amount of parking lot area separating buildings from the setback line of El Camino Real (15 feet from the front property line) to a maximum of one aisle and two rows of cars whenever possible. For larger projects where that may not be feasible, the placement of some substantial portion of the building frontage (e.g., 50% of the length) near the El Camino Real setback line is strongly encouraged.

Location of buildings close to the street is encouraged

d. Projects located on corner parcels should incorporate major design features on the intersection corner.

1. Buildings located at these corner locations are strongly encouraged. Buildings located on corners should generally be limited to two stories in height, but one story is preferred.
2. Other physical improvements such as fountains, special landscaping incorporating flowering plants or other unique improvements should be provided.
3. Parking lots at corners are strongly discouraged. If unavoidable, they should be heavily screened.

Reinforce corner parcels with buildings and/or substantial landscaping

4.1.2 PROVIDE LANDSCAPED SETBACKS AT ALL STREET EDGES

a. At all areas except nodes: A minimum landscaped setback of 15 feet shall be maintained from the inside edge of fronting street sidewalks and shall include street trees as required by Municipal Code.

b. At Nodes: Landscaping requirements can be reduced to allow a building to be placed close to the corner. Also, add a parkway strip between the street and sidewalk.

c. The inner edge of front setbacks (i.e., away from the street edge) should be treated as a positive edge with one or more of the following:

1. Low wall
2. Hedge
3. Trellis structure
4. Buildings

d. Front setback edge treatments should be at least 3 feet in height to screen the view of automobile grilles in the parking lot from street view.

e. Front setback landscaping shall include lawn or ground cover along with shrubs and large species trees.

f. Flowering plants are strongly encouraged.

g. Decorative plaza paving may be used in lieu of green landscaping in the setback when serving entries to commercial uses located at the setback line.

4.1.3 EMPHASIZE ALL ENTRIES TO PROJECTS AND INDIVIDUAL BUILDINGS WITH SPECIAL TREATMENT OF THE PAVING AND LANDSCAPING

a. Provide special textured and/or colored paving at pedestrian crossings of project entries. Extending this paving into the project site at least to the 15-foot landscape setback line is encouraged.

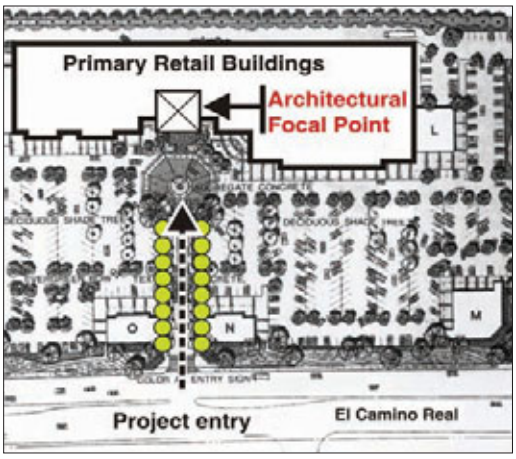
b. Special accent landscaping should be provided at entries to include flowering plants.

Good residential entry example

Provide landscaped setbacks with screening walls and hedges along El Camino Real

Avoid edge conditions like this that have no screening of parking lots

Well defined entry examples



Focal points at entry drives are highly desirable

Well landscaped pedestrian pathways from streets to project entries will enhance shopper safety and enjoyment

c. The use of well designed monument signs at primary auto entries is strongly encouraged.

d. Care should be given in the development of project site plans to provide substantial focal points at the terminus of project entries (e.g., major building entries or architectural forms, groupings of landscaping.)

e. A clear drive path should be provided between the auto entry from El Camino Real and the building or building complex. For larger projects, avoid parking along this drive to minimize circulation conflicts.

f. Locate service access entries and circulation paths to minimize conflicts with shoppers' car and pedestrian movements. Avoid service access entries from side streets that primarily serve adjacent residential neighborhoods.

g. Minimize the number of curb cuts. The use of shared access driveways with adjacent uses is strongly encouraged where feasible.

4.1.4 PROVIDE WELL-DEFINED AND DESIGNED PEDESTRIAN CIRCULATION

a. All projects should have a clear and direct walkway between fronting streets and one or more of the primary building entries.

   1. Special attention should be given to pedestrian linkages between bus stops and adjacent projects, including special paved areas and landscaping within the front landscaped setback area.
   2. Separating this walkway within parking areas from vehicular movements with landscaping for at least 50% of its length is strongly encouraged.
   3. Walkway width should be at least 5 feet.
   4. Provide sidewalk and crosswalk paving that is visually distinct from the vehicular driving surfaces (e.g., pavers brick, scored concrete, color).

b. Provide easy pedestrian access to building entries from side streets serving adjacent residential neighborhoods.

c. Provide pedestrian connections between all buildings on the site. Avoid pad buildings along street frontages without clear pedestrian links to the remainder of a shopping complex.

d. Pedestrian amenities and varied width walkways along storefronts are encouraged through the use of expanded plaza areas, landscaped amenity areas with benches, landscaping, special paving, and pedestrian scale lighting.

4.1.5 PROVIDE WELL ORGANIZED AND LANDSCAPED PARKING LOTS

a. Break up the paved areas of parking lots with groupings of trees and shrubs.

b. Separate large parking lots of 120 or more cars into smaller subareas with landscaping, pedestrian walkways and/or buildings.

c. Landscaped strips between rows of parking are encouraged to reduce the visual sense of large areas of paving and to provide the ability to use bioswales to reduce the amount of storm water runoff. They may be continuous or broken into segments.

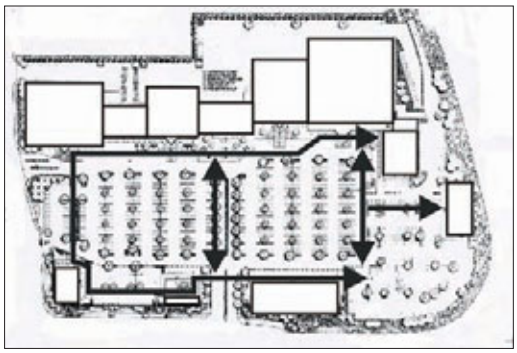
d. Parking lot edges at adjacent streets should be defined positively with three feet walls and/or box hedges.

e. Landscape any site area not specifically required for circulation, site amenities plazas, parking and service.

f. Landscaped islands are encouraged to break up long rows of parking spaces and reduce the visual width of parking aisles. One island for every 10 spaces is suggested as a minimum.

g. Parking lot edges at property or setback lines should include landscape islands with large species trees and low plants to visually break up long lines of parked vehicles.

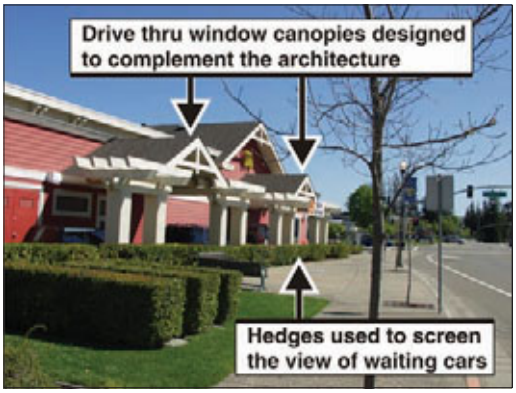
h. Landscaped edges are encouraged along pedestrian sidewalks at storefronts to separate pedestrians from parked cars and vehicular traffic.



Provide pedestrian linkages to all buildings on the site

Avoid parking that intrudes on pedestrian areas

In favor of providing landscaped buffers between the cars and pedestrians



4.1.6 MINIMIZE THE IMPACT OF DRIVE THRU FACILITIES ON EL CAMINO REAL AND THE REMAINDER OF A PROJECT

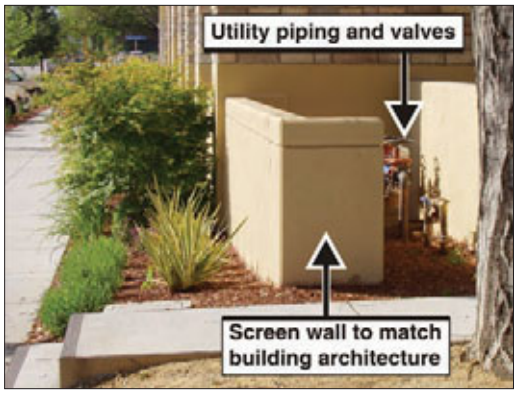
a. Drive through windows will be considered on a case-by-case basis. If allowed, aisles and stacking spaces should be physically separated from other site circulation and parking aisles.

b. Drive though aisles and windows should be avoided along the El Camino Real frontage unless no other site development plan is possible. If no other location is possible, the drive through stacking area, service windows and protective canopies will be expected to be of a very high quality.

c. Drive through aisles and windows should be visually buffered with low walls and/or landscaping.

d. Canopies over drive through service windows should be designed to complement the architecture of the building.

e. Locating drive thru windows away from street frontages is desirable, but screening and good building design quality is expected when no other solution is possible.



Building screen wall used to hide site utilities

4.1.7 MINIMIZE THE VISUAL AND NOISE IMPACT OF SITE SERVICES AND UTILITIES

a. Locate loading, trash areas, and building utilities within the building envelope whenever possible.

b. Locate loading and trash areas at least 20 feet away from public sidewalks and near the rear when possible.

c. Locate freestanding loading and trash areas at least 20 feet from adjacent residential properties.

d. Screen service and storage areas with walls of the same material and detailing as the buildings. Chain link and wood or vinyl slats in chain link are strongly discouraged.

e. Screen service and storage areas and walls with landscaping.

1. Minimum height of landscaping at the time of planting should be 36 inches.
2. Vines planted to cover screen walls are encouraged.
3. Trellis structures over trash enclosures are encouraged.

Trash enclosure incorporated into the design of the building

4.1.8 DESIGN SITE LIGHTING TO COMPLEMENT THE ARCHITECTURE AND LANDSCAPING OF THE PROJECT

a. Limit the height of parking standards to 15 feet. Lower pole heights are encouraged along pedestrian pathways.

b. Utilize full cutoff fixtures to avoid glare impacts.

c. Non-essential site lighting should not be illuminated after closing of the on-site business.

4.2 BUILDING DESIGN

4.2.1 DESIGN PROJECTS TO FIT INTO THEIR SUNNYVALE EL CAMINO REAL CONTEXT

a. New projects should be sensitive to neighboring projects in terms of scale, style, form and materials.

b. Creativity and innovation are encouraged, but wildly different designs (e.g., highly reflective glass boxes) that greatly contrast with the general character of the streetscape are discouraged. The goal of the City is to create a vibrant commercial and mixed use district that has a visual unity and a unique sense of place, and that is more than just a collection of individual projects.

c. Tailor franchise and corporate design to the site and city.

   1. Avoid bright and highly contrasting color schemes. Especially avoid roof materials and colors than are brighter than the normal commercial structure on El Camino Real.
   2. Avoid co-branded structures (i.e., two fast food restaurants within a single building) that have markedly different appearances in favor of a more unified design.

d. Use colors that complement adjacent projects.

   1. Avoid bright colors that make the building appear to be a large sign board.
   2. Corporate color combinations may be used, but a change of the shade and intensity of color may be required for approval.

4.2.2 INTEGRATE THE DESIGN OF ALL PROJECT BUILDINGS

a. Large structures should be visually broken up into smaller components through changes in massing, form and texture.

b. Pad buildings, including fast food restaurants, should have forms, colors, and detailing similar to the main buildings of the complex.

c. Provide size transitions between larger and smaller buildings rather than sharp changes from very large to small structures.

The Cherry Orchard Apartments rental office (top) has its own distinct style, but it relates well to the nearby retail complex (bottom)

Avoid bright colors and complex forms

Good example of pad building design related to the design of the larger center

Avoid boxy structures with appendages

Arcades and awnings can be used to reduce the visual scale of larger buildings

Accentuating building corners can help add interest and break up box-like structures

Substantial plane changes are desirable

4.2.3 PROVIDE A WELL INTEGRATED ARCHITECTURAL DESIGN

a. Distinctive architectural styles are preferred over generic designs that can be seen all over the Bay Area.

b. Avoid boxy structures with appendages.

1. Break up tall box-like structures with one story volumes or elements such as pedestrian arcades. An example is shown below.

Example of a larger building designed to reduce its visual mass

2. Provide projecting volumes, towers, materials changes, and lower scale elements (e.g., trellises) at building corners to assist in mitigating the box look.

c. Avoid "false front" architecture where facade elements appear to be pasted onto flat box structures.

1. Buildings should incorporate wall plane changes that are significant enough (at least 18 nches with larger changes preferred) to give the building more of a sense of assembled volumes rather than appliques over a box.
2. Front facade materials, design articulation, and details should be carried around to all visible sides of the building, including those visible from adjacent residential or commercial parcels.
3. Use columns and pilasters to break up large wall surfaces.
4. Towers, roofs, and parapet elements with visible sides should be deep enough to appear as solid volume elements, not as narrow wall extensions.

d. Design buildings with a distinctive base, middle and top.

1. Building base examples include stone, projecting stucco base, rusticated texture, and deep set windows.
2. Building middle examples include the use of a different material (e.g., stucco, brick, metal panels), and different textures.

3. Building top examples include projecting roof overhangs, projecting cornices, shaped parapets, and projecting wall caps. The use of metal flashing caps alone at the top of a wall is strongly discouraged in favor of a more finished wall top appearance.
4. Avoid forms and material or color changes that divide walls vertically into equal or near equal areas. The use of a 1/3 to 2/3 ratio will generally result in a more visually satisfactory design.

e. Provide well-defined building entries.

1. Tower elements or projecting building masses at entries can assist in giving them additional importance.
2. Walkway and plaza areas with special paving, lighting and pedestrian amenities (e.g., well design benches and trash receptacles) can assist in defining the building entries and in giving users a place to meet and wait.
3. Special decorative lights can enhance building entries.

f. Visible roofs are encouraged.

1. Clay tile roofs of the color and quality on the Cherry Orchard project at the Mathilda Avenue intersection would generally always be acceptable. Other materials, including standing metal seam roofing, will be evaluated on a case-by-case basis.
2. Roof overhangs are encouraged to assist in defining the top of the buildings and in providing sun shading to windows.
3. Roof forms should be simple and not overly complex.
4. Where visible roofs are not provided, the use of projecting cornices and parapet caps are strongly encouraged.

g. Screen roof mounted equipment.

1. Sloped roof edges and parapet walls should be the first choice for roof mounted equipment screening, rather than relying in screen walls surrounding only the equipment.
2. Equipment needs to be screened to the top of the equipment. Waivers of screening requirements can be considered.
3. To determine visibility from surrounding locations on the ground, utilize a view point of 5 feet above grade at a distance of 200 feet. Also, consider whether the equipment would be visible from the windows of adjacent multi-story structures.
4. Roof mounted equipment should be grouped whenever possible.

Roofs and parapet returns should be deep enough to create solid volumes

Designing with a base, middle and top is desirable to create a well defined facade

Tower elements and amenity plazas can assist in giving emphasis to building entries

Examples above of pedestrian-oriented desirable architectural details

5. Where shielding with roofs and parapets are not possible, roof screens should fit the architectural design and materials of the building. They should appear to be a part of the building design, not as a foreign object added to the roof.
6. The design and extent of the roof screen should relate to the main building form. Screen walls may be required beyond the minimum extent needed to screen the actual equipment.

h. Provide substantial architectural detail.

1. Use details that are related to pedestrians near the building rather than large scaled details that are primarily related to the view from the street. In cases where that longer range detail view is important to the design, provide additional pedestrian scaled detail on the structures.
2. Where traditional architectural styles are utilized, the buildings forms and detailing should be authentic and true to the specific style.

4.2.4 PROVIDE WELL DESIGNED AND ARTICULATED BUILDING FACADES

a. Design buildings that emphasize forms and details that are scaled and oriented to the pedestrian and to the parking lots, not to the street

b. Buildings located near street frontages are encouraged.

c. Avoid blank facades in excess of 20 feet in length.

d. For facades with multiple tenant customer entries, provide transparent windows and doors for a minimum of 60% of the horizontal length of the building. Limit window sill heights to a maximum of 42 inches above grade.

e. Break long buildings up into smaller modules that appear more as a collection of buildings than as one long building.

f. The use of pedestrian arcades or awnings are encouraged to provide pedestrian weather and sun protection and to visually relate shop fronts to the human scale.

   1. The use of extra large awnings or awnings that cover a larger portion of the facade (often called "awning architecture") is strongly discouraged.
   2. Fabric awnings are preferred, but contemporary metal and glass awnings are acceptable if compatible with the architectural style of the building.

Avoid large scaled designs that are primarily oriented to views from passing autos

Emphasize facades as a collection of individual buildings rather than as one long building

Glass and metal awnings are appropriate when they fit the architectural style of the building

Fabric awnings can soften the facade and provide weather protection for the shopper

Examples of rear elevation storefront window treatments on street facing facades

g. Entries on street-facing facades are encouraged.

h. Provide finished designs for all facades facing public streets or pedestrian pathways even if entries do not orient to them. Some typical techniques include the following:

1. Long walls broken into smaller modules
2. Transparent windows
3. Opaque or translucent windows in normal storefront frames
4. Display windows
5. Pilasters
6. Awnings and canopies
7. Trellises and lattices with landscaping

4.2.5 EMPHASIZE THE USE OF HIGH QUALITY MATERIALS

a. Preferred materials include the following:

1. Stucco
2. Stone
3. Brick
4. Wood
5. Split face concrete block
6. Metal panels with high quality factory finishes

b. Discouraged materials include the following:

1. Highly reflective materials
2. Smooth face concrete block
3. Concrete tilt up walls
4. Prefabricated metal panels

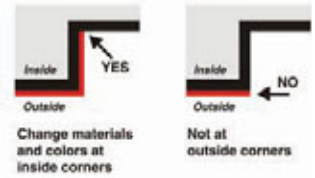
c. Avoid materials and colors that make the building appear to be a big sign.

d. Use low reflectance materials and colors

e. Avoid dark tinted glass in favor of highly transparent glazing.

f. Avoid materials and color changes without a plane change. Make material and color changes at inside corners to avoid the appearance of a pasted on veneer.

g. Utilize low reflectance, subtle, neutral or earth tone colors for major building walls and elements. Limit brighter colors to building trim.



4.3 COMMERCIAL / RESIDENTIAL INTERFACES

4.3.1 DEVELOP SITE PLANS TO MINIMIZE IMPACTS ON ADJACENT RESIDENTIAL NEIGHBORHOODS

a. Locate buildings as well as service, storage and trash areas to minimize their impact on adjacent residential properties. Orienting building entries to El Camino Real and separating the project buildings from adjacent residential development with employee parking is often the best means of reducing negative impacts.

b. Avoid auto service bays exposed to residential property lines.

c. Follow the design guidelines contained in Section 4.1.6 above.

4.3.2 PROVIDE BUFFERS BETWEEN COMMERCIAL PROJECTS AND ADJACENT RESIDENTIAL NEIGHBORHOODS

a. Maintain a minimum 20-foot setback from property lines adjacent to residential neighborhoods.

b. Install a solid, decorative masonry wall along property lines, which provides sound attenuation for adjacent residential properties. Walls with solid piers to break up the wall surface should be used. The height of the wall should be:

   1. at least 6 feet for one-story commercial building adjacent to residential neighborhoods, although taller may be required; and
   2. 8 feet for commercial buildings taller than one-story.

c. Provide a landscape buffer along residential property lines. Plant evergreen trees within the setback at a minimum spacing of 20 feet on center. Use 24-inch box trees as a minimum size. Species and spacing should be selected to provide visual screening of the full height of the structures within 7 years of commercial space occupancy.

Because of the variety of conditions that may exist along commercial/residential interfaces (e.g., sunlight access), consultation with owners of the adjacent properties is often a good idea. Variations to the above landscape guideline will be considered to meet the special needs of neighbors.

INTENT

A unique relationship exists between the commercial and residential uses located along the El Camino Real in Sunnyvale. For much of El Camino Real, commercial properties back onto a wide variety of residential uses. Due to the close proximity of two such different uses, negative privacy, noise, odor, lighting, visual, and operational impacts can often arise.

The development and operations of commercial projects along El Camino Real's corridor must be particularly sensitive to their potential impacts on adjacent residential properties. The guidelines in this section are intended to assist in limiting negative impacts while recognizing the functional needs of the commercial uses.

Evergreen landscaping along rear property lines can provide effective buffering between commercial and residential uses

Two wall type examples that would be suitable for use in screening commercial service areas along residential street frontages

Substantial landscape screening is encouraged along the rear of commercial buildings facing residential streets

Good example of commercial building providing a well designed rear facade on the street

4.3.3 RESPECT THE SCALE AND CHARACTER OF ADJACENT RESIDENTIAL NEIGHBORHOODS

a. Limit the height of buildings within 75 feet of a residential zoning distance to the maximum height allowed in the adjoining residential zoning district.

b. For commercial projects with frontage on streets serving residential uses:

1. Provide well designed and detailed walls or fences along the street with a minimum of 5 feet of landscaping (including trees) between the sidewalk and the wall or consider a combination of berms and walls.
2. Avoid blank walls.
3. Design street-facing facades which exceed 50 feet in length as though they were constructed on individual parcels no wider than 50 feet. The utilization of modules that are similar to those in the residential neighborhood is the most desirable approach.

c. Preserve and incorporate existing mature trees whenever possible.

d. For all building walls that are visible from residential areas or units, utilize forms, materials and architectural detailing similar to those used on the structure's primary entry facade.

4.3.4 LIMIT PRIVACY INTRUSIONS ON ADJACENT RESIDENTIAL PROPERTIES

a. Avoid windows, doors or openings on facades which face residential uses whenever possible.

b. Avoid windows which would provide views into residential windows and residential private yards.

c. If windows or openings are necessary, keep sizes small on facades facing residences to minimize privacy and lighting intrusions.

4.3.5 DESIGN SITE LIGHTING TO MINIMIZE LIGHT INTRUSIONS ON SURROUNDING RESIDENTIAL AREAS

a. Use only fully shielded lighting fixtures for all site and building lights to eliminate glare.

b. Use the minimum amount of wattage and coverage needed to satisfy specific security needs.

c. Select lighting fixtures which are attractive and complementary to the design of the building.

d. Mount fixtures to the lowest height level consistent with the functional needs of the lighting. In no case should fixtures be mounted at a height greater than 15 feet.

e. Emphasize low level, uniform lighting to avoid abrupt changes from bright lights to darkness.

f. Limit the lighting of project signs that are visible from nearby residences to indirect sources. Fixtures should be shielded to avoid direct view of the bulb.

g. Lighting reduction and energy efficient timer systems are required after normal business hours except for lighting that is needed for general safety and security.

4.3.6 MINIMIZE VISUAL AND NOISE INTRUSIONS FROM MECHANICAL EQUIPMENT

a. Locate noise generating ground and roof mounted mechanical equipment away from residential properties to the maximum degree possible.

b. Follow the visual screening guidelines contained in Section 4.2.3 above.

c. Locating loading docks and service areas behind buildings can create conflicts with neighboring residents. Extreme care in the design shall be taken to minimize those impacts.

Site landscape walls used to screen and integrate a large transformer

BIG BOX DEFINITION

For the purposes of these design guidelines, Big Boxes are defined as large retail structures (typically over 25,000 square feet) in single plate floor area and serving a single tenant as a stand alone retail stucture, or as a 50% or more increase to a structure of 25,000 square feet or more.

Occassionally, a Big Box project may contain two major tenants. These guidelines are supplemental to the guidelines contained in Section 4.1 above.

Generous sidewalks with landscaping and pedestrian amenities in front of large retail stores improve pedestrian circulation and visual interest

4.4 BIG BOXES

4.4.1 PROVIDE APPROPRIATE SETTINGS FOR THE LARGER BUILDINGS

a. Provide a minimum setback from El Camino Real of 35 feet.

b. Provide landscaped setbacks of all parking areas in accordance with Section 4.1.2 above.

4.4.2 PLAN WELL LANDSCAPED PEDESTRIAN AREAS

a. Provide a minimum of 8-foot wide sidewalks along the full width of all building facades with customer entries, and along facades abutting customer parking.

b. Locate sidewalks a minimum of 3 feet from the building facade to allow for landscaping. An average width of 6 feet would be desirable. The minimum length of any landscaped areas should be 15 feet.

4.4.3 PROVIDE PEDESTRIAN AMENITY AREAS APPROPRIATE TO THE SIZE AND SCALE OF THE BUILDING

a. Provide pedestrian site amenity areas for all structures.

b. Open space pedestrian plaza areas should have a minimum area of at least 2% of the project's gross building area. Conform to the following guidelines:

1. Entry plazas should be at least 20 feet deep for structures in excess of 50,000 square feet.
2. Entry plazas should be a minimum of 15 feet deep for structures in excess of 20,000 square feet.

c. Amenity areas may include plazas or linear walkways with one or more of the following:

1. Seating areas
2. Window shopping walkway
3. Outdoor play area
4. Kiosk area
5. Fountain or water feature
6. Public art

d. Placement of amenity areas in front of the building, near entries, is encouraged.

4.4.4 DESIGN WELL LANDSCAPED PARKING LOTS

a. Provide parking lot landscaping equal to a minimum of 20% of the parking lot area, exclusive of perimeter and other required site landscaping.

b. The distribution of parking around multiple sides of the building, rather than all parking placed between the structure and El Camino Real, is desired.

c. Additional parking lot landscaping will be expected for large retail uses.

   1. Provide low hedges within parking lots to visually break up the lots.
   2. Provide a landscaped island with a minimum of 250 square feet at the end of parking rows.

4.4.5 MODULATE BUILDING FACADES TO RELATE TO TYPICAL STRUCTURES ALONG EL CAMINO REAL

a. Every 20,000 square feet of building area should appear as a distinct building mass.

b. Break up building masses over 100 feet in length.

   1. Provide wall plane projections and/or recesses with a minimum depth of 2% of the total facade length.
   2. Avoid boxes with appliques of entries and details as shown in the lower photograph in the sidebar to the left.

c. For facades facing public streets and customer parking lots, provide entries, arcades, display windows, trellis structures, awnings, or similar elements to provide facade depth and visual interest along no less than 60% of their horizontal lengths.

d. Architectural detail, including well designed pedestrian scaled lighting, is strongly encouraged along all visible facades. Detail elements should appear integral to the design, and should not appear stuck on as appliques.

e. Limit the average height of wall parapets to a maximum of 15% of the height of the supporting wall. The parapet should not exceed one-third the height of the supporting wall at any point.

f. Building wall tops and roofs should include some of the following:

   1. Parapets capped with a three-dimensional cornice treatment. Wood cornices with distinct edges are preferred over stucco covered foam elements with a less finished appearance.

Substantial landscaping including hedges to break up large parking lots will be expected

The principle of breaking up the appearance of large structures into smaller volumes should be applied to Big Box projects

Avoid boxes with appliqued entries and details

Example of using a strong projecting cornice to provide a top to the building

Using roofs with overhangs can reduce the visual bulk of large retail structures

Emphasize building entries

2. Overhanging eaves with a minimum overhang of 3 feet or no less than 30% of the building perimeter.
3. Sloping roofs which do not exceed the average height of the supporting walls.

g. Consider plane and height changes along with special details at building corners to mitigate the appearance of a big box.

4.4.6 EMPHASIZE BUILDING ENTRIES

a. Multiple customer entries are strongly encouraged.

b. Provide at least three of the following desirable entry features:

1. Canopies or entry awnings
2. Overhangs
3. Recesses and projections
4. Arcades
5. Raised cornice parapets over entry doors
6. Peaked roof forms
7. Arches
8. Display windows
9. Architectural details (e.g., tile work and moldings that are integrated into the building structure and design)
10. Integral planters that incorporate seating areas and/or landscaped areas
11. Public art

c. Plan entries with plaza extensions to the adjacent drive aisle.

4.5 STRIP COMMERCIAL CENTERS

The photographs in this section are all from a single project to illustrate the important desirable features of a strip center and ways in which they can be integrated into a unified design.

4.5.1 PROVIDE LANDSCAPE SETBACKS FROM THE STREET CONSISTENT WITH THE GUIDELINES IN SECTION 4.1.2

4.5.2 EMPHASIZE PROJECT ENTRIES WITH SPECIAL PAVING, LANDSCAPING AND A WELL DESIGNED MONUMENT SIGN

4.5.3 REINFORCE AUTO ENTRIES WITH ARCHITECTURAL FOCAL POINTS

INTENT

Strip centers are generally discouraged since they tend to provide fewer pedestrian and shopper amenities than more varied site layouts. However, the shallow depth of many sites along El Camino Real may limit development of some parcels to projects composed of inline stores with limited setback variations.

In general, projects should conform to the general guidelines contained in the above sections. The following are a reinforcement of the most important guidelines along with additional suggestions for achieving a quality development that fits comfortably into the El Camino Real context and contributes to Sunnyvale's El Camino Real overall sense of place.

4.5.4 USE LANDSCAPED ISLANDS TO BREAK UP THE PARKING LOT PAVING

4.5.5 BREAK LONG BUILDINGS INTO SMALLER INCREMENTS WITH VARIATIONS IN FRONT WALL PLANES AND BUILDING HEIGHTS

4.5.6 USE ARCADES AND AWNINGS TO PROVIDE PEDESTRIAN SCALE AND CLIMATE PROTECTION

4.5.7 PROVIDE ARCHITECTURAL FOCAL POINTS THAT ARE SCALED TO THE PEDESTRIAN

4.5.8 UTILIZE A MIX OF HIGH QUALITY MATERIALS AND INTERESTING ARCHITECTURAL DETAILS TO GIVE HUMAN SCALE TO THE STRUCTURES

INTENT

Sunnyvale's auto dealerships are a valued resource for the citizens of the community and a significant source of revenue for the City. Typically, the dealerships occupy some of the largest parcels along El Camino Real's commercial district. In addition to the major name brand dealerships, there are also a number of used car sales establishments.

In the future, new dealearships might move to the street, and existing dealerships may expand or remodel. The intent of these guidelines is to maintain the major elements needed for these uses to maintain competitiveness while suggesting means to upgrade the image of El Camino Real as a major mixed use commercial district.

4.6 AUTO DEALERSHIPS

4.6.1 BASIC DESIGN PRINCIPLES

a. The City will work closely with individual auto dealerships to incorporate manufacturers' design standards and image branding, but may not automatically accept all of their design features.

b. Front setback treatment of El Camino Real frontages will be expected to be sympathetic to and complement the other commercial frontages on the street.

c. Dealerships will be expected to be sensitive to their potential impact on surrounding residential neighborhoods. On the other hand, residents must recognize that they live in close proximity to a significant commercial business that is extremely important to the City's economic vitality.

d. Site development plans may include substantial outdoor areas for the display of sales vehicles, but will seek to maintain the visual continuity of the El Camino Real streetscape.

e. Large paved areas for vehicle display and storage will be offset with increased property edge landscaping.

4.6.2 PROVIDE A LANDSCAPED SETBACK ON ALL PUBLIC STREET FRONTAGES

a. Minimum setbacks should follow the general design guidelines in Section 4.1.2.

b. Low, continuous hedges should be provided at the parking surface edges, except at display pads.

c. The minimum setback of ten feet should be maintained along public side street property lines.

d. Flowering plants are encouraged in all street setbacks.

4.6.3 LOCATE DEALERSHIP SHOWROOMS NEAR THE EL CAMINO REAL FRONTAGE

4.6.4 DISPLAY PADS FOR NEW VEHICLE DISPLAY MAY BE CONSTRUCTED IN THE SETBACKS FOR EL CAMINO REAL

a. A maximum of two display pads will be allowed per dealership. Pads may be located within the landscaped setback.

b. Display pads will be limited to the frontage on El Camino Real.

c. Display pads located at ground level should include special paving.

d. Display pads may be elevated above ground level so long as the top of vehicles on the pads will not exceed a height of ten feet above sidewalk level.

Showrooms located near the street front can add liveliness to the street and increase visibility of the autos

4.6.5 PROVIDE TREES AND SPECIAL PAVING PATTERNS IN CUSTOMER PARKING AREAS

4.6.6 EXTERIOR SALES VEHICLE DISPLAY AREAS WILL BE TREATED DIFFERENTLY THAN NORMAL PARKING LOTS

a. Exterior sales vehicle display areas will not be required to include landscaping.

b. Exterior sales vehicle display areas should include areas of permeable surfacing to reduce surface water runoff. Permeable surfaces could include grass swales, turf block, interlocking modular pavers, or other techniques to allow water to penetrate into the ground rather than flow to storm drains.

Permeable paving is encouraged to add visual interest to parking and circulation areas and to reduce water run off

Examples of service buildings designed for compatibility with showrooms

Side street facades should be designed with the same care as those on El Camino Real

4.6.7 ALL SURFACE AREAS NOT ABSOLUTELY REQUIRED FOR CIRCULATION OR VEHICLE STORAGE SHOULD BE LANDSCAPED

4.6.8. PROVIDE SUFFICIENT ON-SITE PARKING TO MEET CUSTOMER AND EMPLOYEE PARKING DEMAND

4.6.9 LOCATE AND DESIGN FUNCTIONAL USES WITH THE POTENTIAL FOR NOISE AND LIGHTING IMPACTS TO BE SENSITIVE TO NEARBY RESIDENTIAL PROPERTIES

4.6.10 CLEARLY DELINEATE ACCESS AND CIRCULATION TO CUSTOMER SERVICE PARKING AND TO SERVICE AREAS

4.6.11 MOUNT SITE LIGHTING ON LOW POLES AND USE SHIELDED FIXTURES

4.6.12 DESIGN STRUCTURES TO BE COMPATIBLE AND EQUAL IN QUALITY TO COMMERCIAL STRUCTURES ON THE STREET AND THE SPIRIT OF THE GUIDELINES CONTAINED IN SECTION 4.2 ABOVE

a. The design of rear service areas should be integrated visually with front showroom areas. Techniques could include:
   1. Using the same materials
   2. Using similar building forms
   3. Linking the two areas with common elements such as projecting canopies and trim
   4. Using the same or analogous colors

b. Landscaping should be integrated into building and site designs as much as possible. Examples include:
   1. Landscaped lattices or trellises applied to blank walls
   2. Using service doors with a design related to window treatments for showroom areas
   3. Trellises added along property edges or linking parking areas with showrooms

c. For dealerships located on corner properties, treat the elevations facing the side streets with the same care and with the same materials and detailing as used on El Camino Real facades.

d. The City recognizes that each dealership has unique branding strategies for their buildings and wish local dealers to adopt those standards. However, unique designs tailored to Sunnyvale and the site are encouraged whenever possible.

4.6.13 SERVICE ENTRIES AND BAYS VISIBLE FROM ADJACENT STREETS SHOULD BE CAREFULLY INTEGRATED INTO THE OVERALL DESIGN. SERVICE AREA NOISE SHOULD BE SHIELDED FROM ADJACENT RESIDENTIAL AREAS

4.6.14 PARKING PROVIDED ON BUILDING ROOFS SHALL BE SCREENED FROM VIEWS FROM ADJACENT STREETS AND RESIDENTIAL AREAS

a. The building top should appear as an integral part of the building design and not as a parking deck on top of the building.

b. Use parapets to screen views of parked cars from street view.

4.6.15 HIGH QUALITY MATERIAL SHOULD BE UTILIZED

a. Wood, metal panels, and high quality stucco should be used.

b. Plastic and shiny materials should be avoided.

4.6.16 SUBDUED COLORS SHOULD BE USED WITH MORE INTENSE COLORS LIMITED TO SIGNAGE

WELL DESIGNED DEALERSHIP EXAMPLES

INTENT

Signage is important to El Camino Real's commercial corridor to assist residents and visitors in locating goods and services, and it is critical to the economic viability of individual businesses. It also will play a large role in establishing the image and character of the street and the community as a whole.

These design guidelines are intended to provide property and business owners with assistance in designing their identification signage in a manner that will allow customers to more easily find them and that will reinforce the overall sense of a unique commercial district along the long El Camino Real corridor.

Applicants should refer to the Chapter on signage in the City of Sunnyvale Zoning Code which contains relevant definitions and the basic standards which will be applied to commercial signage. The guidelines in this chapter supplement the Sign Ordinance, and are intended to provide more detail in regard to good signage design principles and community expectations.

The sign examples shown are for the purpose of illustrating specific guidelines only, and might not be appropriate for all locations. Each sign will be reviewed in the context of the proposed project buildings and the surrounding area.

4.7 SIGNAGE

4.7.1 GENERAL SIGN GUIDELINES

a. New buildings should be designed with appropriate areas on the site and the building façade for signage.

b. Appropriate materials include finished wood, metal, and for permitted projecting banner signs, woven fabric. Internally illuminated plastic signs may be acceptable dependent on the type of development and business.

c. Conceal all sign raceways and attachment hardware. Exposed raceways are prohibited.

d. Select sign colors to blend with the building and storefront colors. Select from color ranges which are analogous and complementary to them.

e. Corporate branding colors will be considered, but will not be automatically approved if they are considered out of place with the building or the surrounding environment. The use of toned down colors in the same hue family may be required in place of brighter standard corporate colors.

4.7.2 SIMPLIFY SIGNAGE TO INCREASE LEGIBILITY AND EFFECTIVENESS

a. Limit signs to the business name, business logo, and the business address number. Avoid advertising messages and excessive descriptions and wording.

b. Use no more than two font types per sign.

c. Use simple and symmetrical sign shapes.

4.7.3 WALL SIGN DESIGN

a. Wall sign design shall include individual lettering or externally illuminated panel signs. Internally illuminated "can" or cabinet signs are discouraged.

b. Use sign materials which project slightly from the face of the building. Signs which are painted on the wall may be considered but they must be of exceptional quality and design.

c. Signs should not be placed on building wall surfaces of masonry materials, metal or any other surface which will make modifying or replacing the sign difficult and unsightly.

d. The signable area should be relatively flat, not contain doors or windows, not include projecting molding or trim and be in reasonable proportion to the overall facade.

e. If a building does not have a good location for a wall sign, use other allowed types such as awning or window signs.

4.7.4 GROUND SIGN DESIGN

a. The use of a common background color, type style, and logo colors for each tenant is encouraged.

b. Lighting for ground signs may be provided by either internal or external sources. Individual letters mounted on a base is preferred. For signs with acrylic background faces containing multiple letters, the background color should be dark and the letters light to avoid large glaring signs. Direct illumination fixtures should be shielded to avoid direct view of the bulbs.

c. All ground signs, including price signs for service stations, shall be constructed of matte finish nonreflective materials.

d. Open sign bases for signs taller than 10 feet are preferred to minimize the visual bulk of freestanding signs. Signs 10 feet or less are encouraged to have a solid, monument-style base.

4.7.5 PROJECTING SIGNS

a. Projecting signs are only permitted if not visible from public street. For projects on El Camino Real, they will be generally desirable for pedestrian oriented shopping areas and for structures located near the street.

b. Use no more than one projecting sign per business frontage.

c. Limit the size of any projecting sign to 5 square feet.

d. Project signs no more than 36 inches from the building face, and provide at least 6 inches between the inside edge of the sign and the building.

Avoid interior illuminated signs with large areas of light colored background.

Projected signs will generally be desirable for pedestrian oriented shopping areas.

IMPLEMENTATION

5.1 IMPLEMENTATION

The Precise Plan sets forth the vision, goals and policies for the future development of El Camino Real. The Plan will be implemented through a combination of private and public investments. The private sector will be responsible for all development on the private parcels, including buildings, parking and landscaping. The City will provide streetscape and identity improvements. The following actions are needed to implement the Precise Plan.

5.2 REZONE ALL PROPERTIES TO INCLUDE THE EL CAMINO REAL (ECR) COMBINING DISTRICT

The primary zoning along El Camino Real is C2-Highway Business. The ECR Combining District maintains the underlying zoning, but adds requirements specifically addressed to El Camino Real, as proposed in the Precise Plan. Only 15 of the 616 properties along the corridor now have the ECR Combining District designation. All of the parcels should include the Combining District in order to implement the plan.

5.3 AMEND THE ECR COMBINING DISTRICT TO INCORPORATE RECOMMENDED DEVELOPMENT STANDARDS

The ECR Combining District now allows a height of 75 feet and requires a setback of 70 feet from El Camino Real. This Precise Plan recommends that the maximum height be reduced to 55 feet, and that the minimum setback be reduced to 15 feet. Exceptions may apply within areas designated as Nodes when they are redeveloped in accordance with the Node concept. The Plan also recommends specific landscape buffer and wall treatments along rear property lines and between surface parking lots and the street. The ECR Combining District should be revised to incorporate all of these recommended new development standards. Also study specific zoning development standards for Nodes.

5.4 ESTABLISH AN OUTREACH EFFORT TO PROPERTY OWNERS

The Economic Development Division of the Community Development Department should establish an outreach effort to property owners along El Camino Real, particularly those owning parcels within the areas designated as Nodes. The purpose of the outreach will be to inform the owners of the opportunities which exist for redevelopment of their properties, and to help them overcome any real or perceived obstacles to such redevelopment. A recent successful example of such an education and persuasion effort by the Economic Development Division resulted in a lot line adjustment between the Best Buy/PetSmart property and the Acura dealership to provide more El Camino Real frontage for the auto dealer.

5.5 IMPLEMENT A MARKETING PROGRAM TO ATTRACT DEVELOPERS AND BUSINESSES

One of the ongoing responsibilities of the Economic Development Division is marketing the City to developers and businesses. Once the Precise Plan is adopted, the Division should incorporate within its marketing activity a special effort for El Camino Real focused on the type of development and businesses recommended in the Plan.

5.6 INITIATE A PROJECT TO PREPARE AND IMPLEMENT A MASTER DESIGN PROGRAM FOR THE EL CAMINO REAL RIGHT-OF-WAY

The Public Works Department should initiate a project within its proposed Projects Budget to prepare and implement a Master Design Program for the El Camino Real right-of-way. The Program would establish design standards for median landscaping, bike lanes, on-street parking, street trees, street lighting, signing, sidewalks and parkways, and pedestrian crosswalks, including consideration of protected mid-block crosswalks. Because El Camino Real is a State highway, the Program must be approved by CalTrans. The Program should include cost estimates and identify potential funding sources, including State and Federal funds and special assessment districts. The implementation of the Program should then be phased over time as part of the Projects Budget.

5.7 INITIATE A PROJECT TO PREPARE AND IMPLEMENT A MASTER DESIGN PROGRAM FOR THE GATEWAYS

The goal of the El Camino Real Gateway Program would be to enhance the City's "front doors" by not only constructing improvements in the areas seen by the most people, but by doing so in a way that provides a unique identity and sense of place for each location and the edges of the City (see Section 3.3). The Community Development Department should initiate a project to prepare and implement a Gateway design program, in partnership with the Public Works Department. The program would describe specific locations for the gateways at the west, east and Mathilda Avenue locations and would establish design standards for each location. The overall design concept could be to provide towers, fountains, beacons, gateposts, pylons and/or signage that become focal points or centers to the City. The Gateway Program would require significant coordination, and ultimate agreement, from Caltrans. The program should include cost estimates and identify potential funding sources. The implementation of the Program should be part of the Projects budget.

5.8 FUTURE STUDIES

In addition, the following policy studies, which are intended to implement the goals and policies of this Precise Plan, should be considered by the City Council as part of the Study Issue process:

5.8.1 STRENGTHENING THE PHYSICAL, VISUAL AND FUNCTIONAL CONNECTIONS BETWEEN EL CAMINO REAL AND DOWNTOWN SUNNYVALE

Unlike many other communities along El Camino Real, Sunnyvale's Downtown and Caltrain station are located four long blocks (3/4 mile) from El Camino Real. This creates a disconnect between two major elements of the city which otherwise would be mutually supportive. This study would investigate ways to increase the synergism of the two areas through visual, physical and/or functional connections. Visual linkages could include signs, gateways and/or incorporation of Downtown streetscape features along El Camino Real within the central node, so as to announce the presence of Downtown nearby. Physical linkage could include shuttle service or increased bus service, or enhanced sidewalks connecting the two areas along Mathilda Avenue and Sunnyvale Avenue. Functional linkages could include extending Downtown development along Mathilda Avenue to reach out to El Camino Real.

5.8.2 CONSIDERING SALES TAX INCENTIVES TO ENCOURAGE AND ENABLE PROPERTY OWNERS TO REINVEST IN THEIR PROPERTIES

A Study Issue completed in March 2006, evaluated incentives for Business Attraction and Retention. The study concluded that across-the-board financial incentives should not be instituted, but that financial incentive packages should be made available on a limited basis to achieve very specific development objectives identified by the City Council The proposed study would determine if specific areas along El Camino Real, such as the designated Nodes or properties in need of substantial reinvestment, should be offered sales tax incentive packages to achieve the goals and policies of the Precise Plan.

5.8.3 EXPLORING ALTERNATIVES FOR CONCENTRATING AND SUPPORTING AUTOMOBILE DEALERSHIPS

As noted under current conditions, automobile dealerships along El Camino Real generate approximately $3,697,577 annually in retail sales tax revenue to the City, or 60.0% of all of the retail sales tax revenue generated along the corridor. The Plan also points out that there is increasing pressure upon the dealerships to relocate to sites with freeway frontage. Such pressure has resulted in the relocation of dealerships from El Camino Real in communities to the north. This study would examine the best available locations in Sunnyvale for concentrating automobile dealerships over the long-range future, including an auto mall adjacent to the 101 or 237 freeway or a greater concentration of dealerships along El Camino Real.

5.8.4 REVIEW CONSISTENCY BETWEEN PRECISE PLAN AND GRAND BOULEVARD INITIATIVE

As of December 2006, the Grand Boulevard Initiative was in the conceptual stage of development. It is expected to be completed in 2008. Once the Initiative is adopted, the City may want to revisit the Precise Plan after completion of the Grand Boulevard Initiative to check for consistency and identify if other actions are needed for integration into the Plan.

5.8.5 CREATE UNIQUE IDENTITIES FOR EACH NODE

Study criteria to differentiate and create separate identities for each of the nodes. Evaluate themes for signage, landscaping, public art and lighting. Consider both public and private implementation of these features.

APPENDIX A

Checklist for Commerical Projects Adjacent to Residential

PROJECT: _____

DATE: _____

A. OUTREACH AND COMMUNICATION

a. Applicant estalish contact with Project Planner.

b. Applicant to provide a project point person for both City and community

c. Applicant to conduct field visit of surrounding neighborhood

d. Conduct an initial community outreach meeting for community input and feedback. Project planner must be present.

e. Involve entire development team early on- property owners, potential project tenants, design team, and construction management team, etc.

B. GENERAL SITE PLAN

a. Review Plans

b. Project Data Sheet

c. Density and Density Incentives

d. Action Areas/Nodes

e. Lot/Coverage and FAR

f. Setbacks

g. Distance between Buildings

h. NPDES

i. Housing mitigation/BMPs

j. Survey of Existing Trees

k. Art in Private Development

-type/concept/location

-contact Arts Division

l. Existing uses/buildings

m. Mechanical Equipment

-Location/size, use

C. ELEVATIONS AND FLOOR PLANS

a. Color Photosimulations

-Minimum Front/Rear Elevations

-Context with surrounding features

b. Height as indicated from top of curb

b. Design Guidelines/Architecture

c. Window placement/style

d. Exterior materials/compatibility

e. Building heights/setbacks next to residential

f. Storage for residential

g. Openings on rear elevations when adjacent to residential

D. LANDSCAPING

a. Landscape Dedication on ECR

b. Street Tree- location/size/type

c. 20% of lot area

d. Frontage strip width and planting plan

e. Parking lot buffer along frontage

f. Landscaping buffer (size, planting plan)

g. Side and Rear Buffer Walls (height, materials, design)

h. Useable open space

i. Shading plan

APPENDIX A

Checklist for Commerical Projects Adjacent to Residential

E. PARKING AND CIRCULATION

a. Number of spaces required

b. Parking dimensions

c. Driveway and Aisle Widths

d. Bicycle Parking Standards

e. Loading Spaces/Trash Enclosures

d. Vision Triangles

d. Pedestrian Connections- sidewalk, bus stop to development

e. Distinctly defined pedestrian circulation

F. IMPACTS

a. Environmental review

b. Impacts to surroundings

c. Traffic impact fees

d. Check Noise Element for noise study

G. SIGNAGE AND LIGHTING

a. Signage- Location, size, design

b. Lighting Plan- including location, design, type, height and hours of operation for parking lot, building, signage and service lighting.

c. Photometic Plan

H. UTILITY AND MECHANICAL EQUIPMENT

a. Mechanical Equipment- Location, Size, Use

b. Backflow Preventor Screening

c. Sidewalks and Undergrounding

d. Project specific mechanical equipment

I. OTHER

a. Park dedication fees

b. Solar Study

c. Street Dedications

J. FIELD CHECK

a. Trees

b. Neighborhood character

c. Utility poles

d. Existing uses and buildings

K. PUBLIC HEARING PROCESS

a.Submit to PRC

b. Conduct Public Outreach

c. Submit all required application material

d. Prepare presentation

e. Provide color renderings, photosimulations, material/color boards

f. Review conditions of approval and code requirements

L. CONSTRUCTION PHASE

a. Provide a point of contact for city and residents- construction manager

b. Conduct a construction informational outreach meeting with residents

c. Maintain clear communication and expectations with residents and city staff- work with the residents

d. Inform residents of major construction activity in an appropriate time frame: i.e. demolition, loud work, removal of buffer walls/fences, etc.

e. Understand and implement conditions of approval and code requirements

f. Obtain all required permits.

APPENDIX B

El Camino Real Submittal Process

EL CAMINO REAL MINIMUM SUBMITTAL REQUIREMENTS

- Preliminary Review Required for all Projects
- Project Description: use, hours of operation, number of employees, etc.
- Project Data Sheet: existing and proposed conditions
- Site Plan: Include loading, utility, mechanical equipment, signage locations, public art requirement locations and trash enclosure locations, etc.
- Circulation Plan- Include pedestrian access on site, to and from public sidewalk, parking, loading, etc.
- Floor Plan
- Landscape Plan: Include parking lot buffer, residential buffer street trees, parking lot trees, location of backflow preventor and associated equipment.
- Lighting Plan: Include all lighting sources: building, parking lot, signage, security lighting, etc.
- Architectural Elevations: Include height of existing buildings, proposed buildings, including roof equipment, parapets, all proposed openings, doors, windows, etc.
- Perspective drawings
- Color Photosimulation: Architectural elevations with site context (include existing/proposed surrounding structures, trees, buffer walls, landscape etc.) Front and rear photosimulation elevations are required at a minimum.
- Color/Materials board
- Noise study
- Solar Study

EL CAMINO REAL PROJECT OUTREACH MEETINGS

- Developers/applicants conduct outreach meeting to describe project prior to a public hearing

  - Planning Staff will attend to answer questions and ensure accurate information is disseminated
- Notify all property owners and tenants within 300' of the project
- Developer/applicant to prepare hand-out describing typical issues in development projects

  -Building height, massing, use, noise, odors, hours of operation, lighting, landscaping, construction, demolition, etc.

APPENDIX C

Resolution

RESOLUTION NO. 254-07

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SUNNYVALE UPDATING THE PRECISE PLAN FOR EL CAMINO REAL

WHEREAS, in 1993 the City Council of the City of Sunnyvale adopted a Precise Plan for El Camino Real ("the Precise Plan'");

WHEREAS, in calendar year 2005, recognizing that the 1993 Precise Plan was outdated relative to the present economy and changing City policy, as well as the emerging public concern over the compatibility of major development along the El Camino Real Corridor with residential neighborhoods to the rear, the City Council approved a Study issue to update the Precise Plan;

WHEREAS, in December 2005, the City Council adopted the Framework for the update to the Precise Plan, which will replace the 1993 Precise Plan, including an updated Vision for the Future, goals, policies, implementation actions, and the basic roadmap;

WHEREAS, a noticed public hearing was held by the Planning Commission, and staff provided a brief overview of the update to the Planning Commission, on October 23, 2006, and three public outreach meetings were held, two on September 14, 2006, and one on November 16, 2006, as coordinated by the Chamber of Commerce;

WHEREAS, an analysis of the environmental effect of approval of this Precise Plan was conducted, and a negative declaration was prepared in compliance with state and city CEQA laws and guidelines;

WHEREAS, the Planning Commission, following the public hearings, has recommended approval of the Updated Precise Plan for El Camino Real as set forth in Exhibit "A" attached hereto and incorporated by reference; and

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SUNNYVALE THAT:

1. The City Council finds and determines that the Updated Precise Plan for El Camino Real is consistent with the existing terms of the 1972 General Plan of the City of Sunnyvale, and conforms with the requirements provided for in the "Uniform Planning and Zoning Act of the City of Sunnyvale," and will provide the opportunity for continued improvements for El Camino Real, which is a vital and important part of the City's physical development, and is in the public interest.

2. The City Council finds and determines that all necessary environmental assessment procedures have been conducted and completed in accordance with the requirements of the California Environmental Quality Act of 1970, as amended, and the guidelines promulgated thereunder. The Department of Community Development is hereby authorized to prepare and file a Notice of Determination consistent with the environmental assessment and findings of the City Council.

Resos\General Plan\2006\254-07 ECR Precise Plan Update 1

APPENDIX C

Resolution

4. The Mayor and City Clerk are authorized and directed to endorse the Updated Precise Plan for El Camino Real, which replaces the 1993 Precise Plan for El Camino Real, and to show that the same has been adopted by the City Council by signing this resolution.

Adopted by the City Council at a regular meeting held on January 23, 2007, by the following vote:

AYES: MOYLAN, HOWE, SPITALERI, LEE, SWEGLES, CHU
NOES: NONE
ABSTAIN: NONE
ABSENT: HAMILTON

ATTEST:

City Clerk
(SEAL)

APPROVED:

Mayor

APPROVED AS TO FORM AND LEGALITY:

David E. Kahn, City Attorney

Resos\General Plan\2006\254-07 ECR Precise Plan Update 2