City of Sunnyvale
Memorandum

To: Honorable Mayor and City Councilmembers

From: Gary Lucbbers, City Manager

Through: Hanson Hom, Director of Community Development

Date: July 26, 2010

Re: Lawrence Station Area Planning (SAP) effort

On April 27, 2010, City Council adopted a phased work plan for the Lawrence Station Area planning effort. The availability of limited funding ($150,000 from a VTA grant) required that the scope of work be broken into phases. For Phase 1 of the study, staff hired a consultant team led by BMS Design Group. The focus of Phase 1 was to lay the groundwork for subsequent phases and conduct an in-depth analysis of potential land use alternatives and parking options for the study area.

Since December 2010, staff has been working in partnership with the consultant team and a Technical Advisory Group, comprising staff from County of Santa Clara, VTA, City of Santa Clara and SamTrans, to develop Phase 1 of the study. The joint Council/Planning Commission study session is intended to provide an overview of Phase 1 - the process, research, outcome and feedback received from the community at the four outreach meetings held throughout the process. A copy of the consultant’s report and staff’s report to Council will be presented to Planning Commission and Council in September/October 2011 for review and approval.

Meanwhile, staff continued to pursue any planning grants that became available during this time. In June 2011, the City’s grant application to MTC under the FOCUS Station Area Planning grant program was approved and the City was awarded $450,000 to complete subsequent phases of the Lawrence SAP effort, including environmental review. Staff anticipates that the second phase of the study could begin early next year subject to approval of the scope of work and grant agreement by MTC and completion of an RFP process.

cc: Trudi Ryan, Planning Officer
    Andrew Miner, Principal Planner
    Surachita Bose, Project Planner
AGENDA

- Welcome & Introductions
- Project Overview
- Process, Schedule, Community Input to Date
- Framework Concept
- Land Use Concepts
- Next Steps
- Discussion
INTRODUCTIONS

LAWRENCE STATION AREA PLAN

City of Sunnyvale
Planning Division

BMS Design Group
Urban Design + Prime Consultant

Fehr & Peers
Transportation Planning + Parking

EPS
Market Analysis + Financial Feasibility

BKF Engineers
Civil Engineering

ADVISORS

TAG
Technical Advisory Group

Community

Stakeholders
PROJECT TIMELINE: LAWRENCE STATION AREA PLAN

- **Jan 2008**: City Council initiates study

- **2009**
  - Economic feasibility study completed and Council authorizes Station Area Plan (SAP)
  - ‘Priority development area’ (PDA) designation
  - VTA for $150,000 for Phase 1

- **August 2011**: Phase 1 plan prepared

- **June 2011**: MTC’s FOCUS grant for $450,000 secured to complete SAP

- **October 2011**: Council acceptance of Phase 1 plan

- **2012**: Future phases kick off
PROJECT OVERVIEW:
LAWRENCE STATION AREA PLAN

Phase One:

i. Existing conditions analysis

ii. Framework for future phases of the plan

iii. Land Use and Circulation Concepts

iv. Parking demand

v. Long-term market assessment

vi. Preliminary financial feasibility
PROJECT OVERVIEW:
LAWRENCE STATION AREA PLAN

- Partner Agencies: Members of Technical Advisory Group (TAG)
  - City of Santa Clara
  - Valley Transportation Authority (VTA)
  - Caltrain / SamTrans
  - County of Santa Clara
PLANNING PROCESS

Technical Advisory Group Meetings
- Issues and Opportunities
- Access & Circulation Framework
- Land Use Concepts
- Market Opportunities
- Parking Needs and Strategies

Community Meetings
- Context, Issues, Ideas
- Review / Evaluation of Initial Concepts

- Community Workshop
- Business Community Meetings
- Project Website

http://LawrenceStation.inSunnyvale.com
FRAMEWORK PLAN AND LAND USE CONCEPTS
FRAMEWORK PLAN

[Diagram of the Lawrence Station Area Plan with various roads, boundaries, and other features marked.]
Primary Loop Road

A richly landscaped boulevard for all travel modes
Local Streets

Pedestrian-oriented Retail Street

Murphy Street, Sunnyvale

Hayward near BART Station

Residential Street
Street and Crosswalk Improvements
LAND USE CONCEPTS

- RESIDENTIAL EMPHASIS
- OFFICE / R&D EMPHASIS
- MIXED DEVELOPMENT
High-density Residential and Residential Mixed-use
Medium-density Residential and Mixed-use
Medium-Density Residential

Bay Meadows, San Mateo

San Jose

Bay Meadows, San Mateo
High Intensity Office / Research & Development with Mixed-use

Nokia Building, Sunnyvale

Moffett Park Office

Mountain View

New Peery Park Office

Sunnyvale

San Luis Obispo
Low Intensity Office / R&D with Mixed-use
Parking Structures with Mixed-use Ground Floor

San Luis Obispo

Santa Barbara
Industrial and Service
CONCEPT #1: RESIDENTIAL EMPHASIS

- Mixed-use core within 1/4 mile of station
- Maximize residential
- Highest density near station
- Service retail based on 1-mile catchment area
- Low density local-serving office /services
- Potential high-value R&D in outer ring
- Residential MXD pedestrian streets to station
RESIDENTIAL EMPHASIS
CONCEPT #2: OFFICE / R & D EMPHASIS

- Mixed-use core within ¼ mile of station
- Maximize class A office and “high value” industrial / R&D
- Highest density near station
- Declining density from core
- Low density service retail targeted to commercial users
- Commercial mixed-use pedestrian streets to station
CONCEPT #3: MIXED DEVELOPMENT EMPHASIS

- High density mixed-use core within 1/4 mile of station
- Mix of Residential, Office, R&D, Retail
- Residential required
- Class A office / R&D allowed (w/residential) in core
- Service retail based on 1-mile catchment area
- Potential high value R&D in outer ring
- Mixed-use Pedestrian Streets Link to Station
MIXED DEVELOPMENT EMPHASIS

[Map showing mixed development areas with various land use designations, including low density residential, medium density residential, high density residential, low intensity office/retail, etc.]