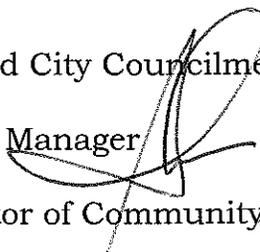




City of Sunnyvale Memorandum

To: Honorable Mayor and City Councilmembers

From: Gary Luebbers, 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

LAWRENCE STATION AREA PLAN



City Council / Planning Commission Study Session
July 26, 2011



AGENDA

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



INTRODUCTIONS

ADVISORS

TAG
Technical
Advisory
Group

Community

Stakeholders

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



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

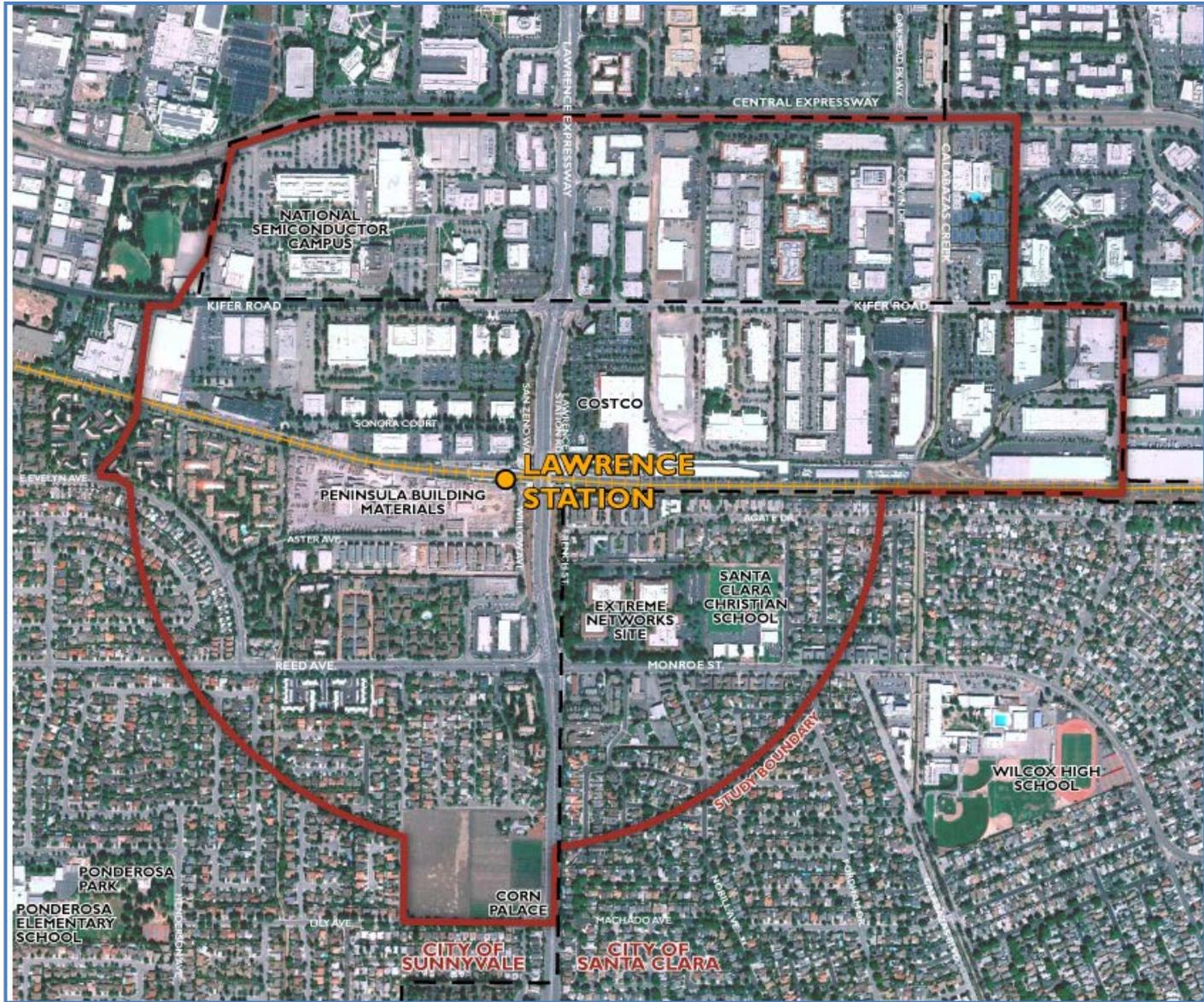
 - Valley Transportation Authority (VTA)

 - Caltrain / SamTrans

 - County of Santa Clara



STUDY AREA



PLANNING PROCESS

5

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



2

- Community Workshop

2

- Business Community Meetings

- Project Website

<http://LawrenceStation.inSunnyvale.com>



FRAMEWORK PLAN AND LAND USE CONCEPTS

Primary Loop Road



A richly landscaped boulevard for all travel modes



Local Streets

Pedestrian-oriented Retail Street



Residential Street



Street and Crosswalk Improvements



Redmond, WA



San Jose



Winters, CA



Vancouver



LAND USE CONCEPTS

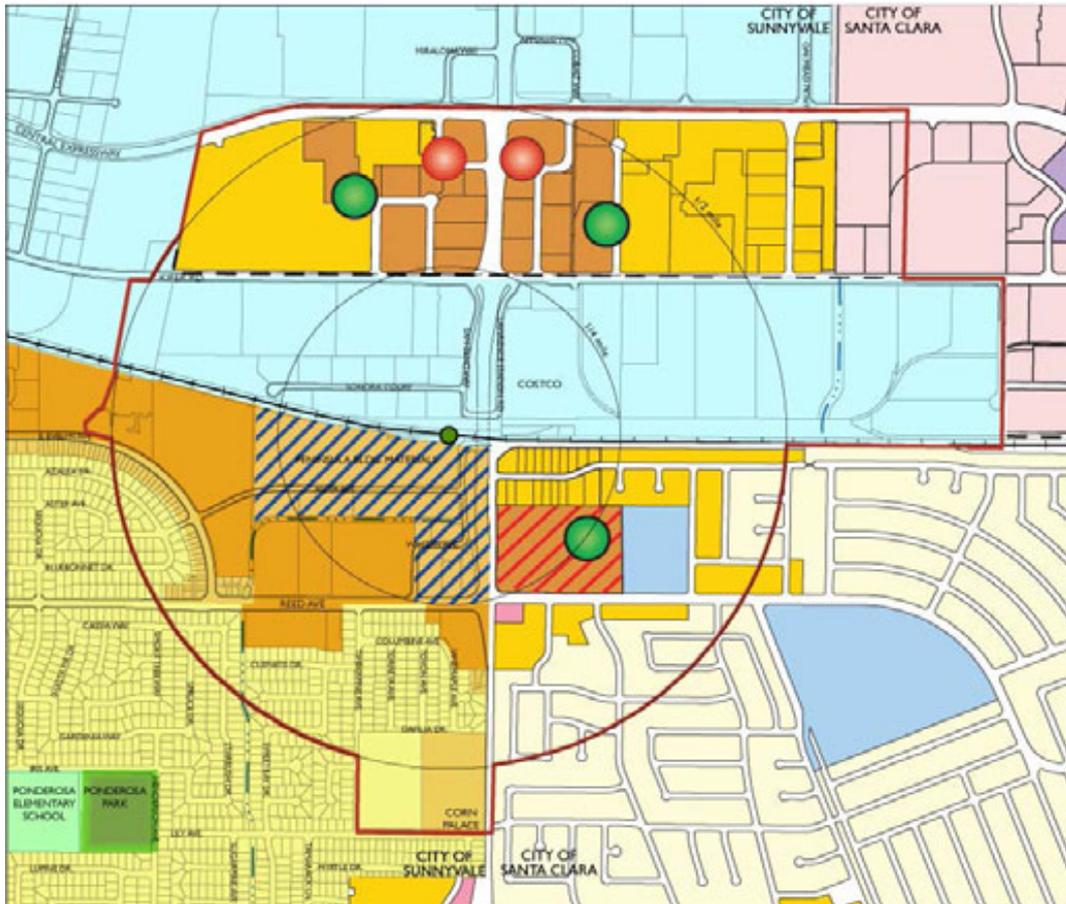
■ RESIDENTIAL EMPHASIS

■ OFFICE / R&D EMPHASIS

■ MIXED DEVELOPMENT



SUNNYVALE & SANTA CLARA GENERAL PLANS



High-density Residential and Residential Mixed-use



Villa Del Sol, San Mateo



Vancouver BC



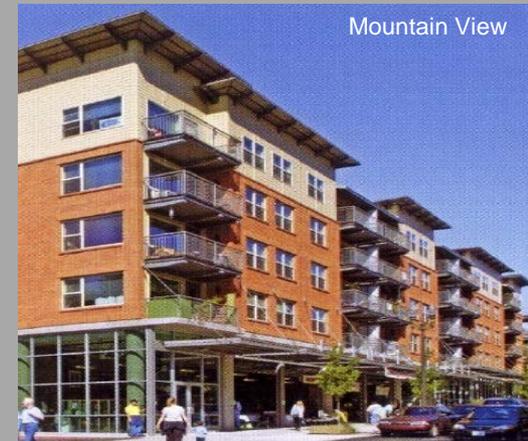
San Rafael



San Jose



Sacramento



Mountain View



Medium-density Residential and Mixed-use



Redwood City



San Francisco



Bay Meadows, San Mateo



Market Commons, Clarendon VA



San Jose



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



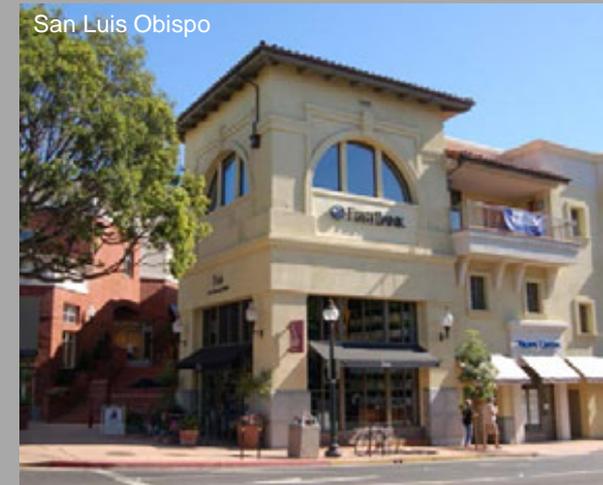
New Peery Park Office



Sunnyvale



San Luis Obispo



Low Intensity Office / R&D with Mixed-use

San Luis Obispo



Bay Meadows, San Mateo



San Leandro



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

LEGEND

- STUDY AREA BOUNDARY
- SUNNYVALE / SANTA CLARA BORDER
- DRAINAGE CHANNEL / CALABAZAS CREEK
- LAWRENCE CALTRAIN STATION

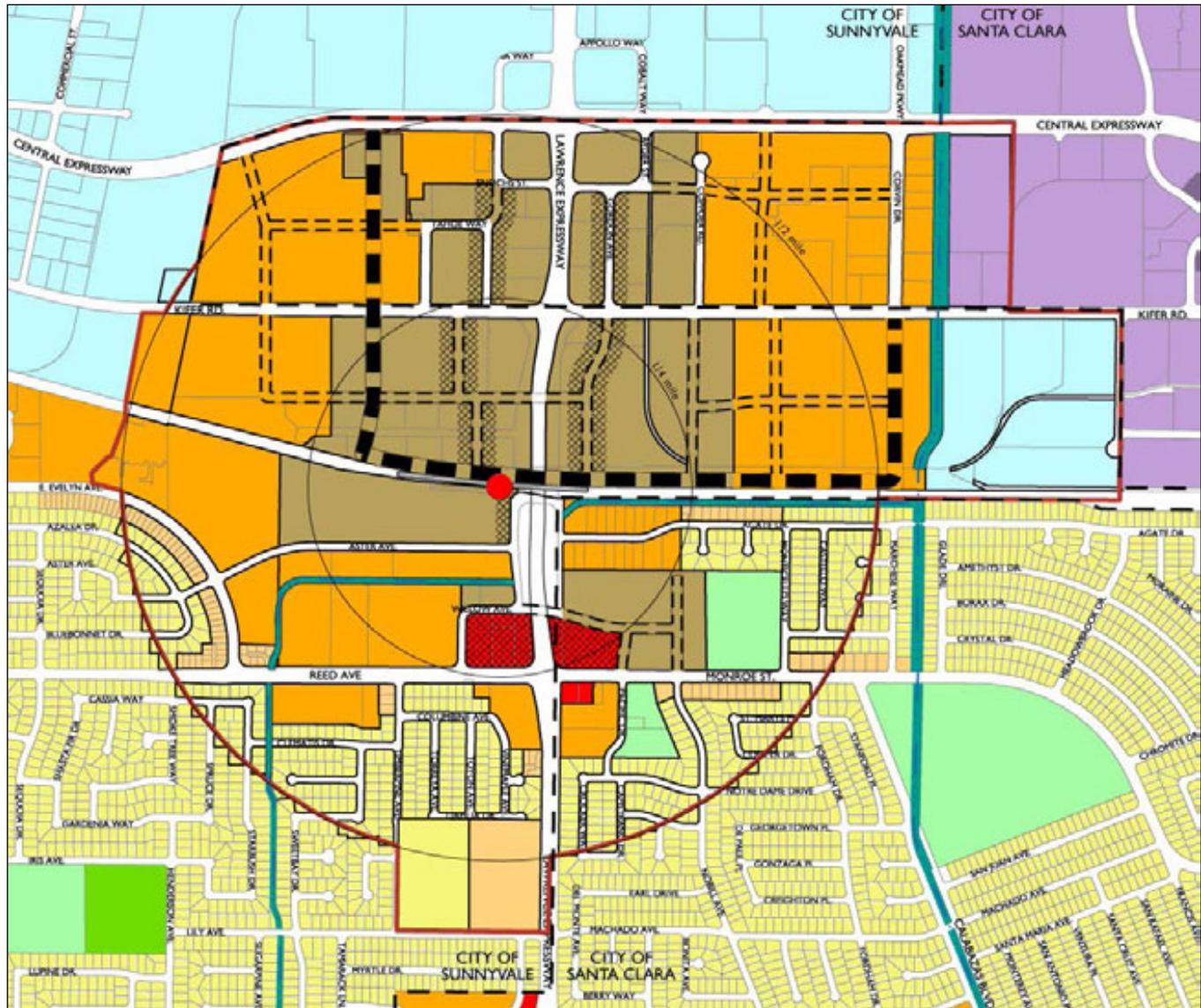
PROPOSED NEW ROADS

- PRIMARY LOOP ROAD
- INTERNAL CIRCULATION

LAND USE DESIGNATIONS

Designation	Acres in Study Area
LOW DENSITY RESID'L	76 AC
LOW MEDIUM DENSITY RESID'L	21 AC
MEDIUM DENSITY RESID'L	193 AC
HIGH DENSITY RESID'L	127 AC
LOW INTENSITY OFFICER/AD	12 AC
HIGH INTENSITY OFFICER/AD	8 AC
IND & SERVICE (MS DISTRICT)	34 AC
IND INTENSIFICATION	N/A
LOW INTENSITY HOID/MULTI-USE	N/A
HIGH INTENSITY HOID/MULTI-USE	N/A
NEIGHBORHOOD BUSINESS	8 AC
PARKS	8 AC
DRAINAGE CHANNELS	18 AC
CIVIC USES	12 AC
TRANSPORTATION/UTILITY	134 AC
STREET FRONTING RETAIL ZONE	

TOTAL STUDY AREA 629 AC
*ACRAGE SHOWN IS APPROXIMATE



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



OFFICE / RESEARCH & DEVELOPMENT EMPHASIS

LEGEND

- STUDY AREA BOUNDARY
- - - SUNNYVALE / SANTA CLARA BORDER
- - - DRAINAGE CHANNEL / CALABAZAS CREEK
- LAWRENCE CALTRAIN STATION

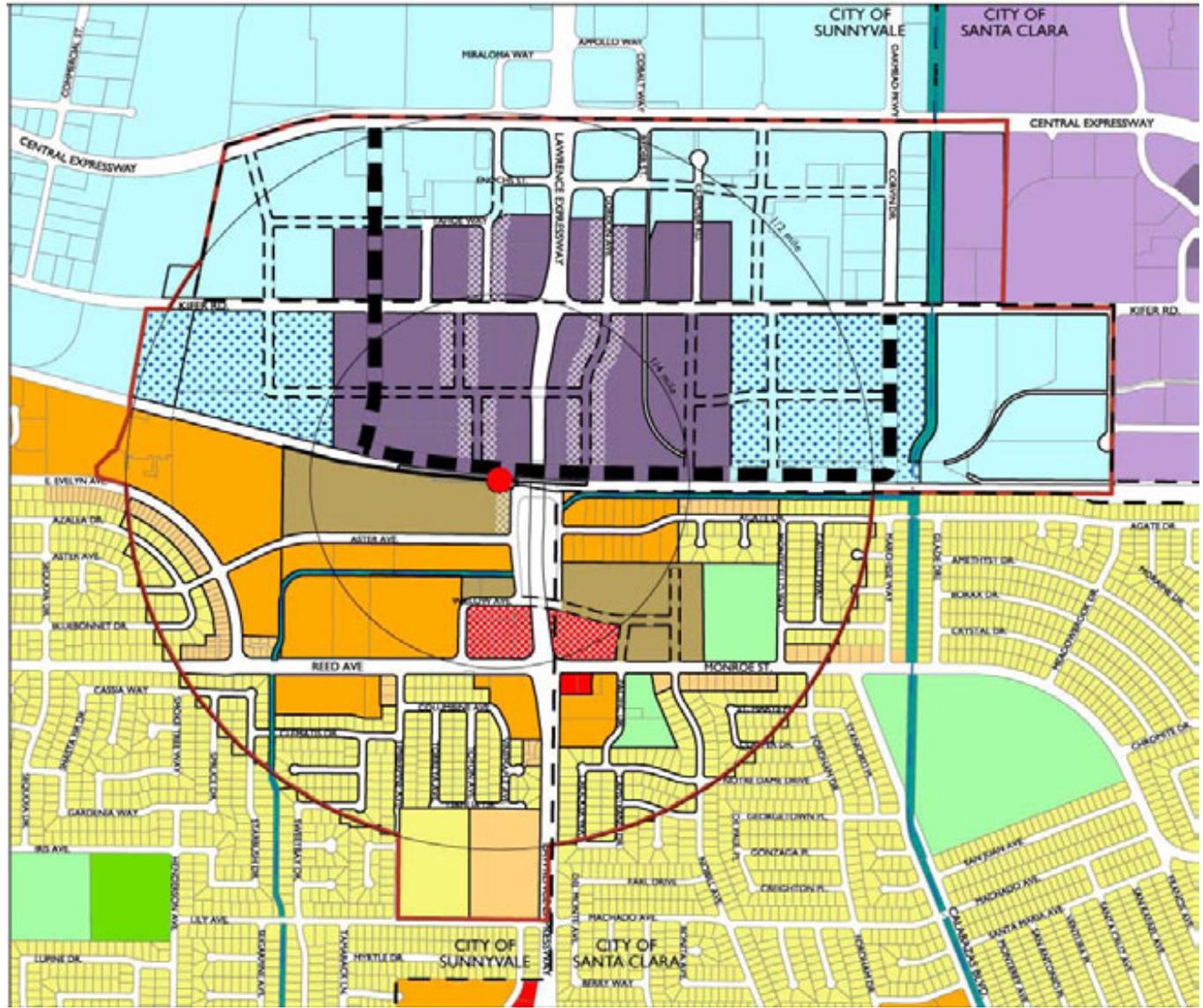
PROPOSED NEW ROADS

- ▬ PRIMARY LOOP ROAD
- - - INTERNAL CIRCULATION

LAND USE DESIGNATIONS

Color/Pattern	Designation	Acres
Light Yellow	LOW DENSITY RESID'L	76 AC
Orange	LOW MEDIUM DENSITY RESID'L	21 AC
Yellow-Orange	MEDIUM DENSITY RESID'L	68 AC
Orange-Brown	HIGH DENSITY RESID'L	30 AC
Light Purple	LOW INTENSITY OFFICERAD	12 AC
Dark Purple	HIGH INTENSITY OFFICERAD	84 AC
Light Blue	IND & SERVICE (MS DISTRICT)	120 AC
Dark Blue	IND INTENSIFICATION	53 AC
Light Green	LOW INTENSITY MKD/MULTI-USE	N/A
Dark Green	HIGH INTENSITY MKD/MULTI-USE	N/A
Red	NEIGHBORHOOD BUSINESS	8 AC
Light Green	PARKS	0 AC
Blue	DRAINAGE CHANNELS	10 AC
Light Green	CIVIC USES	12 AC
White	TRANSPORTATION/UTILITY	134 AC
Red	STREET FRONTING RETAIL ZONE	

TOTAL STUDY AREA 629 AC
*ACREAGE SHOWN IS APPROXIMATE

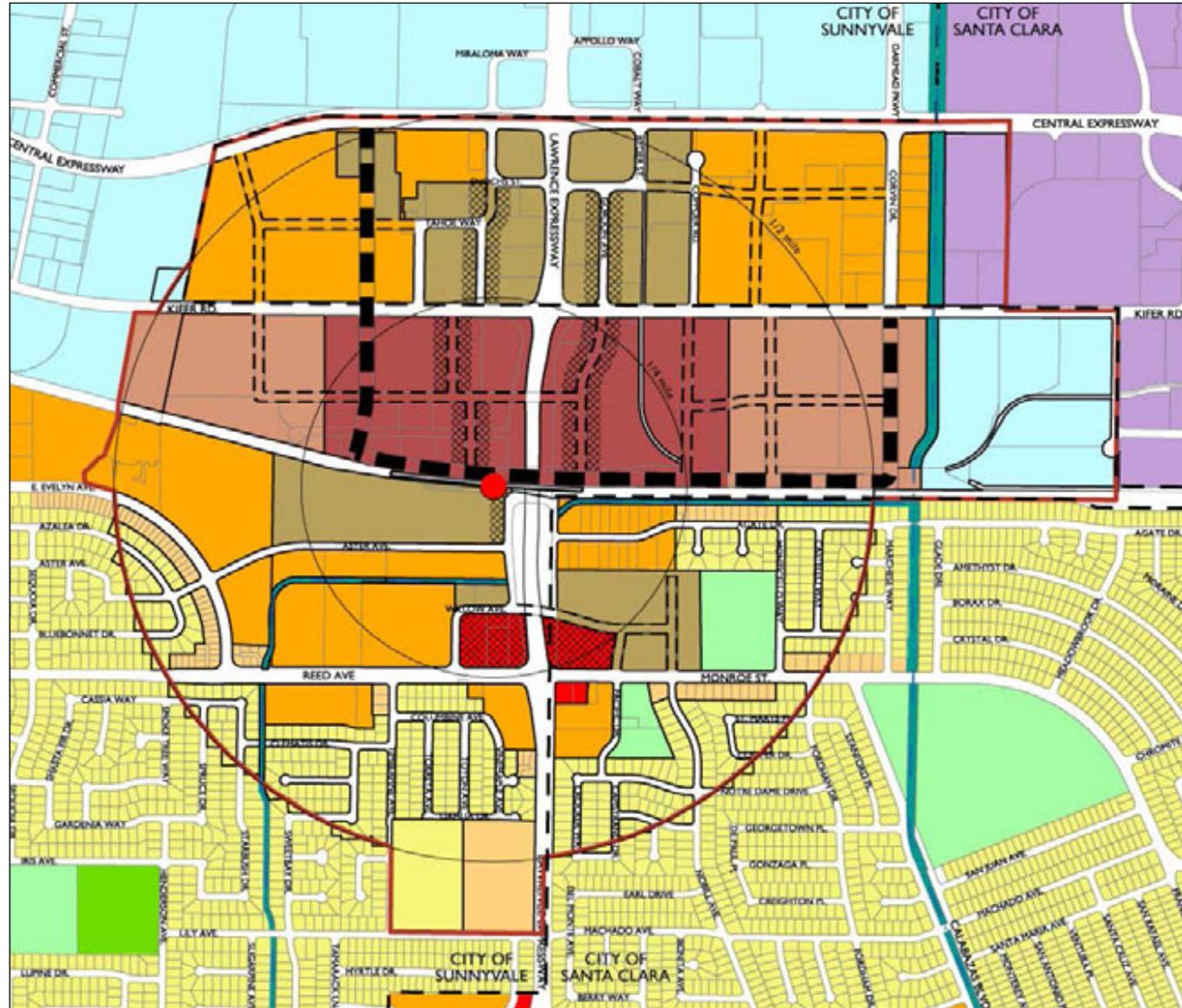


CONCEPT #3: MIXED DEVELOPMENT EMPHASIS

- 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



DISCUSSION

NEXT STEPS