

CITY OF SUNNYVALE

VILLAGE CENTER MASTER PLAN

January 2023 Community Workshop:
Design Concepts and Principles for South Village Centers



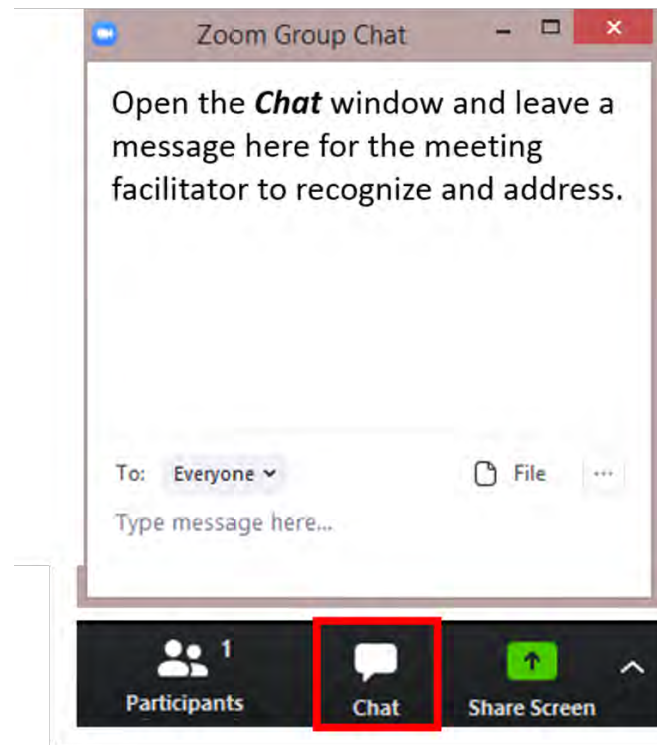
Sunnyvale

Icebreaker Question



*Type in the 'Chat'
what you had for
dinner tonight!*

CHAT FUNCTION



Welcome and Introductions

▶ City Facilitation Team

- ▶ Shaunn Mendrin
- ▶ Cindy Hom
- ▶ George Schroeder
- ▶ Drew Taplin

▶ Consultant Facilitation Team

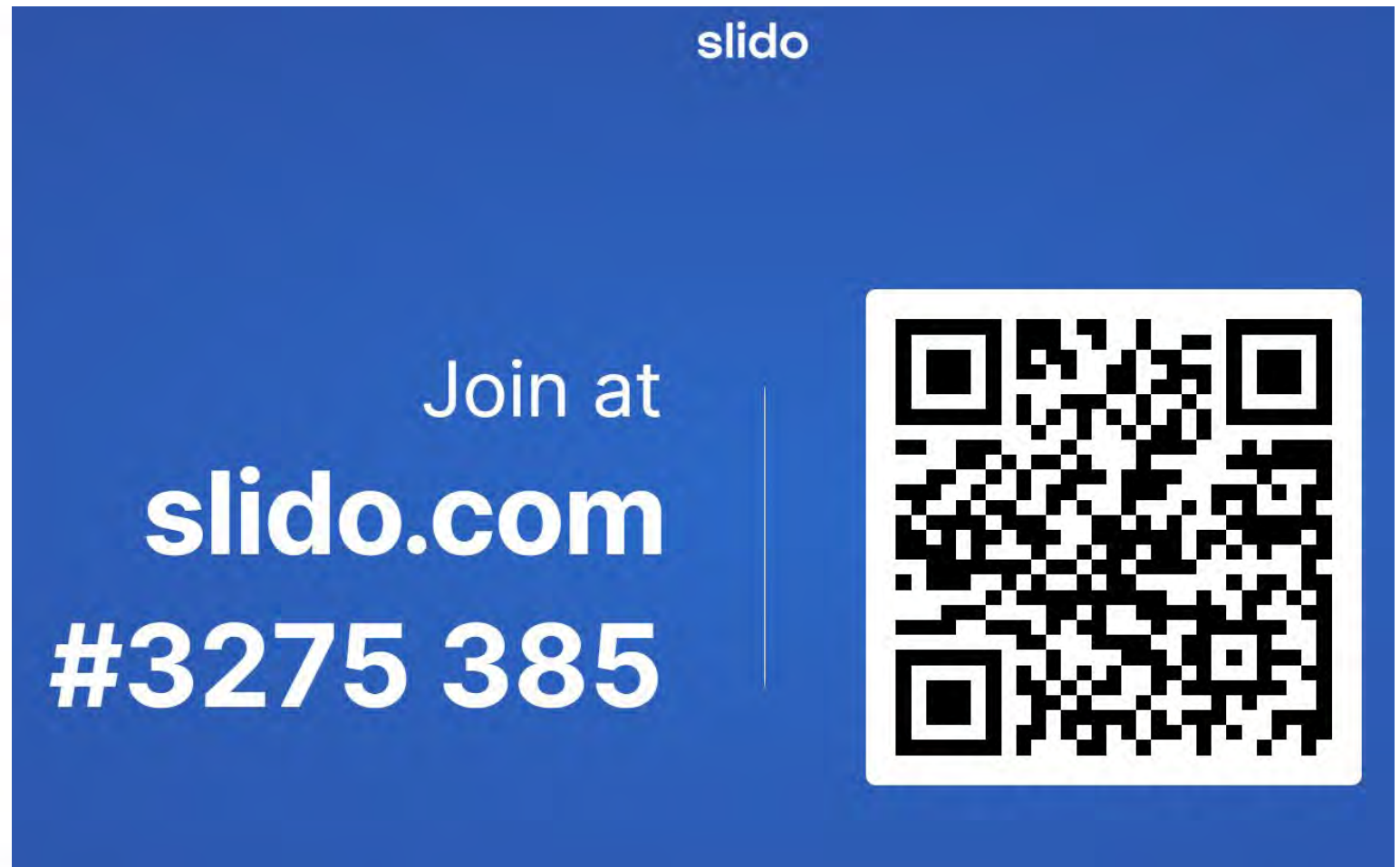
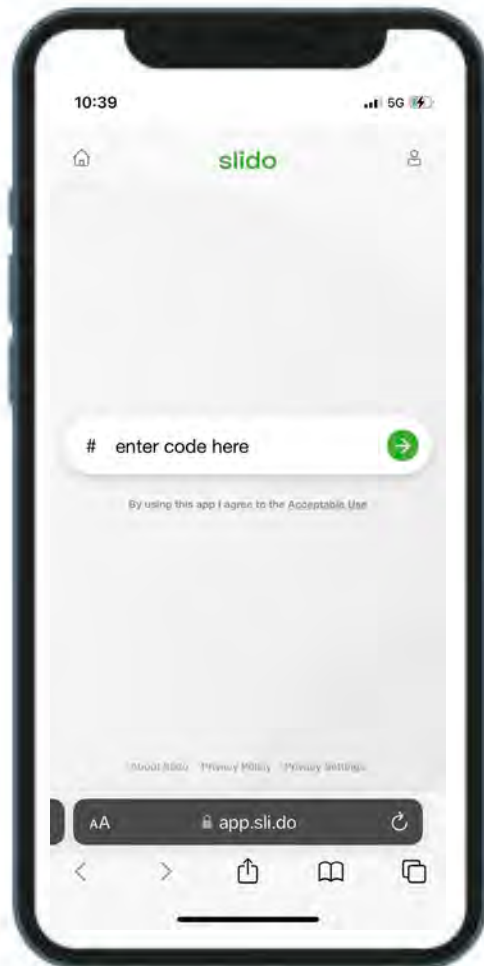
- ▶ Christine Babla
- ▶ Anh Thai
- ▶ Matt Gelbman
- ▶ Angela Khermouch
- ▶ Paul Kronser

Agenda

- ▶ Master Plan Goals & Objectives
- ▶ Legislative Background
- ▶ The Village Centers
- ▶ Workshop #1 Themes
- ▶ Preliminary Concepts
- ▶ Breakout Room Activity and Discussion

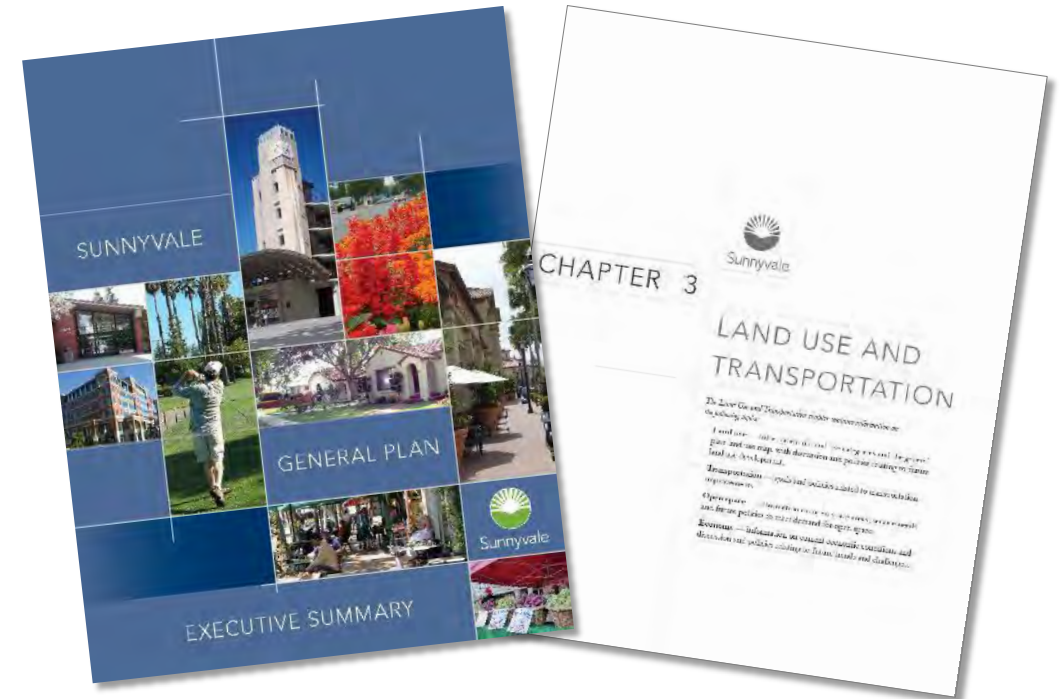


Polling – Who is in the audience today?



Project Background and General Plan Context

- ▶ The City of Sunnyvale is preparing a Village Center Master Plan ("Master Plan") for seven (7) village centers, identified in the 2017 General Plan Land Use and Transportation Element (LUTE).
- ▶ The General Plan requires preparation of a Precise Plan or Master Plan to provide more specificity on how these village centers will develop over time.



Master Plan Goals & Objectives

- ▶ Implement the Village Mixed-Use designation and the LUTE's associated goals and policies, which allow the following:
 - Building heights up to 3 and 4 stories, stepping down to the adjacent single-story neighborhoods.
 - Average residential density of up to 18 units per acre, allowing for a range of unit types and sizes.
 - A mix of uses, including commercial components equal to a minimum of 10% of the lot area, up to a maximum of 25%.
- ▶ Provide development concepts to demonstrate how the Village Centers can be transformed into active mixed-use nodes connected by pedestrian, bike, and transit networks, while creating local identity and sense of place.



Village Center Locations

VILLAGE CENTER 7
Fair Oaks Ave & Tasman Dr

VILLAGE CENTER 4
N Mathilda Ave & W Maude Ave

VILLAGE CENTER 1
W Fremont Ave & S Mary Ave

VILLAGE CENTER 6
Lakehaven Dr & Lawrence Expressway

VILLAGE CENTER 5
E Duane Ave & San Rafael St

VILLAGE CENTER 3
Old San Francisco Rd & S Wolfe Rd

VILLAGE CENTER 2
E Fremont Ave & Sunnyvale Saratoga Rd



Legislative Background: SB330

▶ SB330 Overview

- Requires objective design standards to be used in the evaluation of a project.
- Prohibits downzoning, i.e. General Plan land use and intensity standards are enforceable, even if inconsistent with zoning.
- Establishes timelines for approvals of project applications.

▶ Implications on the Master Plan process

- The Master Plan will provide updated zoning and a “toolkit” of objective design and development standards, as called for in the General Plan and consistent with SB330, to ensure quality design and the integration into the surrounding neighborhoods.



Legislative Background: AB2011

▶ AB2011 Overview

- AB 2011, the Affordable Housing and High Road Jobs Act of 2022, is intended to permit residential development on sites currently zoned and designated for commercial or retail uses.
- Date: Signed Sept 29, 2022, effective July 1, 2023

▶ Implications on the Master Plan process

- Alternate path to streamline approval process for multifamily housing, for mixed-income and affordable projects.
- Density minimum at 30 du/ac, and development standards apply.
- No required parking, except for bike parking and ADA spaces.
- CEQA Exempt.
- Labor standards apply.



Housing Element Update

▶ Housing Element Update Process Overview

- Village Centers are identified in the Housing Element as moderately affordable sites.

▶ Feedback from HCD

- Sites are too concentrated in the northern part of the City.
- From a Fair Housing perspective, more higher-density housing opportunities should be created in the southern Part of the city.
- Sites should be zoned for higher intensity to meet housing needs.
- Consider comments from housing advocates, such as allow more housing capacity, and consider adding a village center at Hollenbeck and Homestead.



Implications on the Master Plan process

- ▶ Look for ways to increase housing capacity at Village Centers 1-3.
- ▶ The LUTE identifies an average height of 3-4 stories. Consider allowing up to 5 stories, while focusing on standards for transitions and setbacks, and high-quality design.
- ▶ Allow for a variety of housing types to create a complete community, including single-family, townhomes, apartments, and mixed-use infill.
- ▶ Integrate requirements for commercial and retail uses.
- ▶ Incorporate gathering places, open spaces, and pedestrian/bike connections for all members of the community (youth, families, seniors).

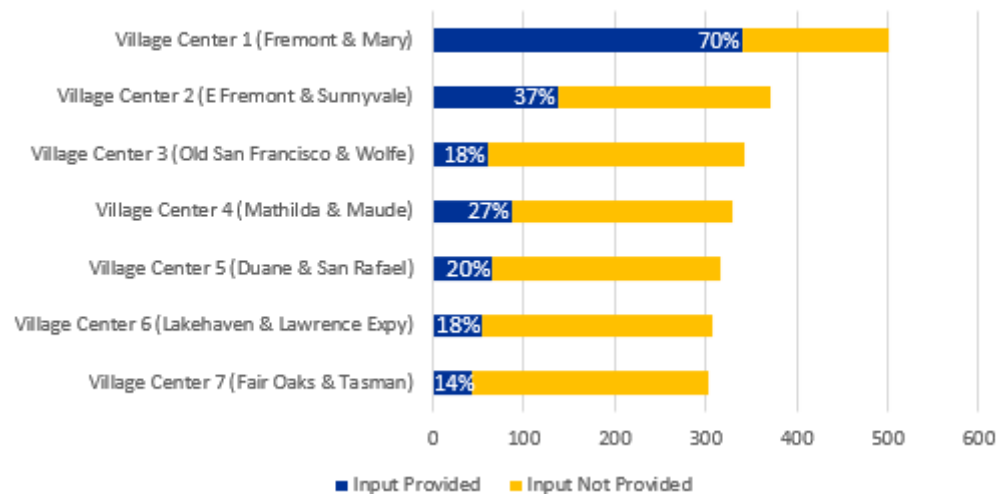


WORKSHOP #1 THEMES

Workshop Background

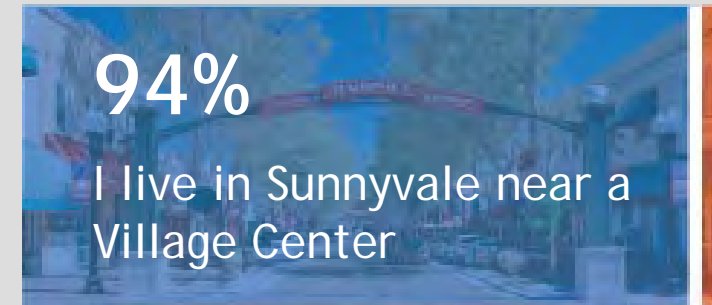
- ▶ Virtual Workshop consisting of:
 - Video Presentation
 - Online Survey
- ▶ **502** survey responses between May 13 and June 3, 2022

Survey Completion by Village Center

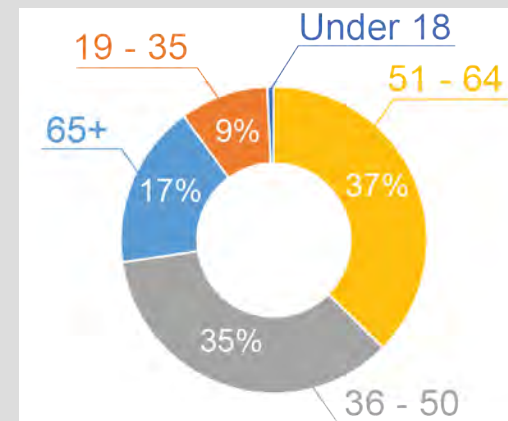


Survey Participant Demographics

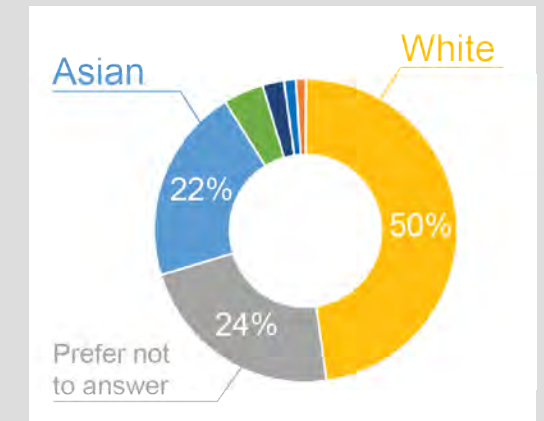
What is your relationship to Sunnyvale?



What is your age?



What race/ethnicity do you identify with?



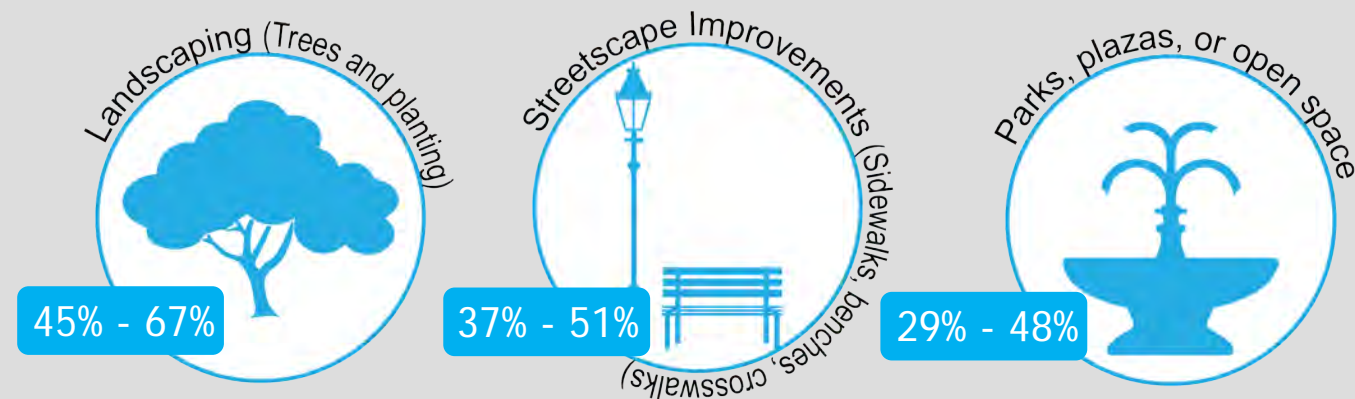
Workshop Results - Overall Themes

What do you think are the most important topics to address in the Master Plan?

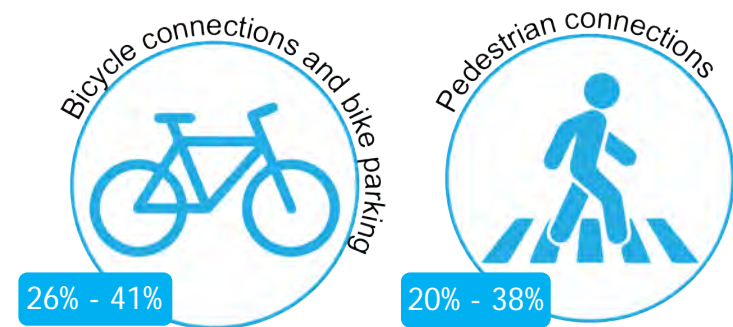


Participants emphasized the importance of the scale and design of the new development and its relationship to the surrounding neighborhood

What type of public realm improvements would you most like to see?



Interest in bicycle and pedestrian connections was more varied across the different Village Centers



Workshop Results - Overall Themes

What uses and amenities are most important to you?

Restaurants/Cafe



56% - 68%

Neighborhood-serving retail/shopping



50% - 66%

Grocery store/Healthy food options



37% - 68%

Participants expressed a desire to retain many of the existing neighborhood-serving retail/businesses at each of the Village Centers

What types of housing would you like to see?

Mixed-Use (ground floor retail with housing above)



40% - 57%

Senior Housing



23% - 30%

Affordable Housing



22% - 45%

Interest in senior and affordable housing was more varied across the different Village Centers

OVERALL DESIGN CONCEPTS (ALL VILLAGE CENTERS)

What will the Master Plan standards address?

- ▶ Building height, setbacks, stepbacks, and transitions.
- ▶ The amount and location of retail and commercial.
- ▶ Building design and active building frontages.
- ▶ General location, size, and design of open spaces, parks, and plazas.
- ▶ Public realm improvements, i.e. sidewalks, landscaping, crosswalks.
- ▶ Parking ratios, location, and design of parking.

Building Envelope



Site Design & Refined Massing



Building Design & Articulation



Purpose of Design Concepts

- ▶ Establish Goals and Standards for the Master Plan
 - Identify priorities for development, public realm improvements, and open space.
 - Illustrate what might be proposed as part of future development applications, i.e. potential building scale, height, transitions and connectivity solutions for each Village Center.
 - Seek community and city feedback to establish objective standards by which to evaluate future proposals.
- ▶ Note: no project is proposed as part of the Master Plan. The Master Plan establishes the “rules” for future proposals.

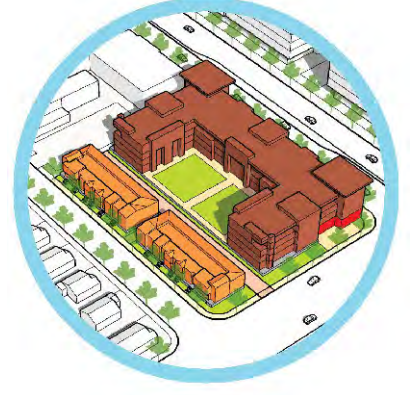
Building Envelope



Site Design & Refined Massing



Building Design & Articulation



Allow for a Variety of Housing Types



Single-Family or Cluster SF
8-10 du/ac



Duplexes (Side by Side)
10-12 du/ac



Tuck-under Townhomes
18-20 du/ac



Live-work Townhomes/ Lofts
18-20 du/ac



Stacked Townhomes over ADU
30-40 du/ac



3-4 Story Mixed-Use Courtyard
40+ du/ac



4-5 Story Mixed-Use Courtyard
60+ du/ac

Density & Scale

- Combined/ average density of up to 30 du/ac for each site.
- Individual projects may range in intensity.
- Height of 4-5 stories with transitions.
- Require minimum retail/commercial at each village center.
- On-site open space requirements.

Allow for a Variety of Housing Types



Modern style single-family



Modern style townhomes



Live-work



Multifamily housing integrating walkup townhomes wrapping parking garage.



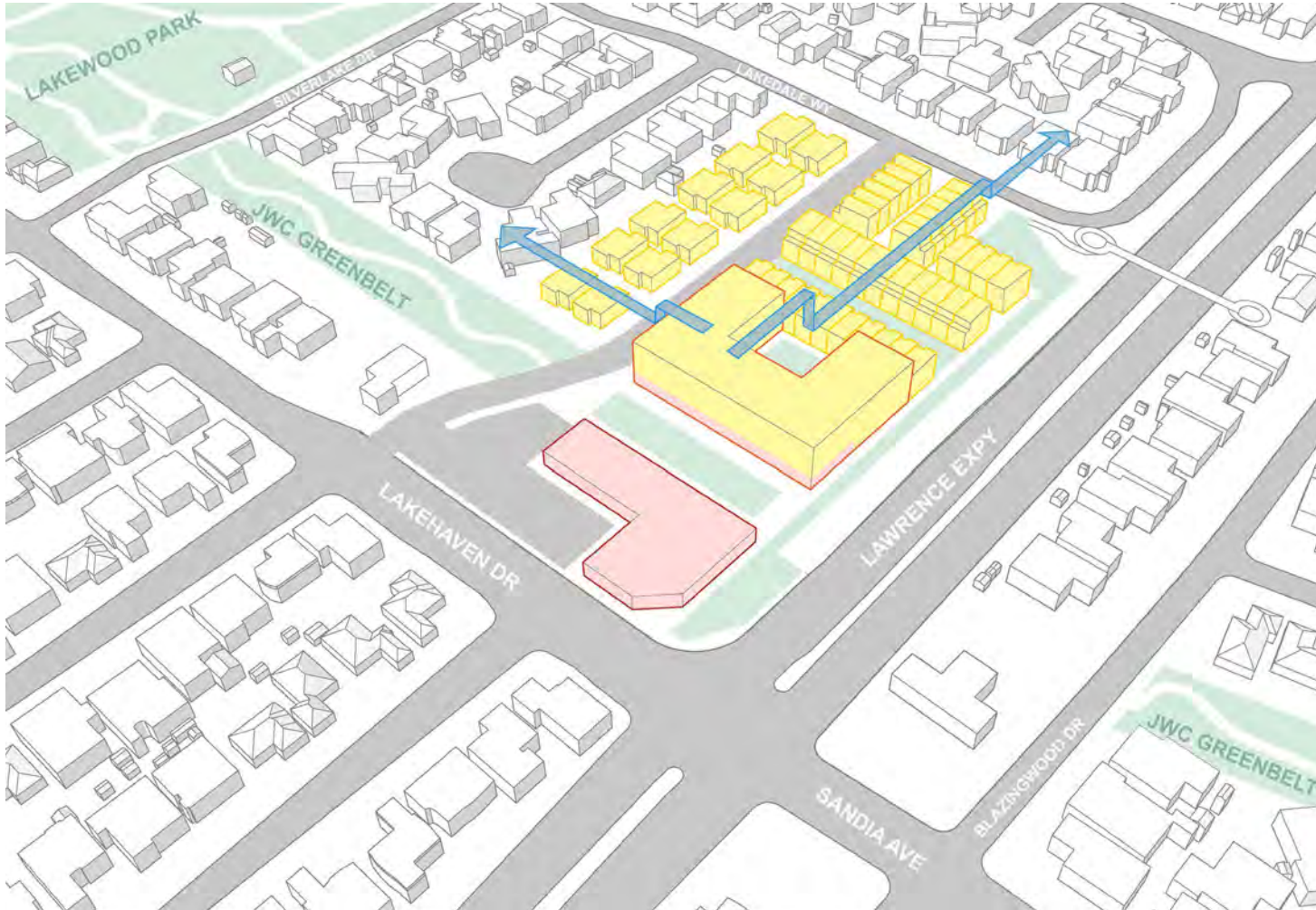
Multifamily housing w/ patios and enhanced setback



Density & Scale

- Combined/ average density of up to 30 du/ac for each site.
- Individual projects may range in intensity.
- Height of 4-5 stories with transitions.
- Require minimum retail/commercial at each village center.
- On-site open space requirements.

Create Neighborhood Transitions



Require height step downs and setbacks to provide transition in height to adjacent residential neighborhoods



Example of a transition with taller mixed-use development anchoring a corner, and smaller scale townhomes adjacent to residential neighborhood.

Integrate Neighborhood-Scale Retail



Two-story commercial center with ground floor retail.



Active retail street w/ seating and outdoor dining.



Horizontal mixed-use neighborhood retail.



Mixed-use neighborhood retail and corner plaza.

- Require 10-25% of the site to be neighborhood-scale, pedestrian-oriented retail, commercial, or civic uses.
- Encourage preservation of existing retail and restaurant uses.
- Allow vertical or horizontal mixed-use.
- Require active frontages along the street.

Incorporate Open Space, Plazas, & Courtyards



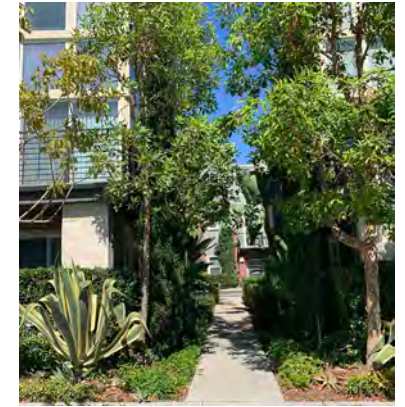
Plaza w/ Pop-Up Dining.



Office Courtyard/Paseo w/ Restaurants.



Greenway w/ Retail & Open Space.



Landscaped Paseo.



Examples of Corner Plazas at Café and Grocery Store.



Residential Courtyard.



Residential Courtyard w/ Play Area.

Implement Public Realm Improvements



Expanded sidewalk and streetscape.



Retail street with outdoor dining, curb extensions, and diagonal parking.



Residential frontage with stoops enhanced setback, and parkway.



Mixed-use paseo provides a neighborhood connection.



Separated Bike Path w/ Landscape Islands.



High-Visibility Crosswalk.

Provide a Variety of Parking Options



Mixed-use Village Center served by single story parking garage and surface lot behind.



Townhomes with tuck-under parking and apron.



Podium parking garage access and loading to serve multifamily housing complex.



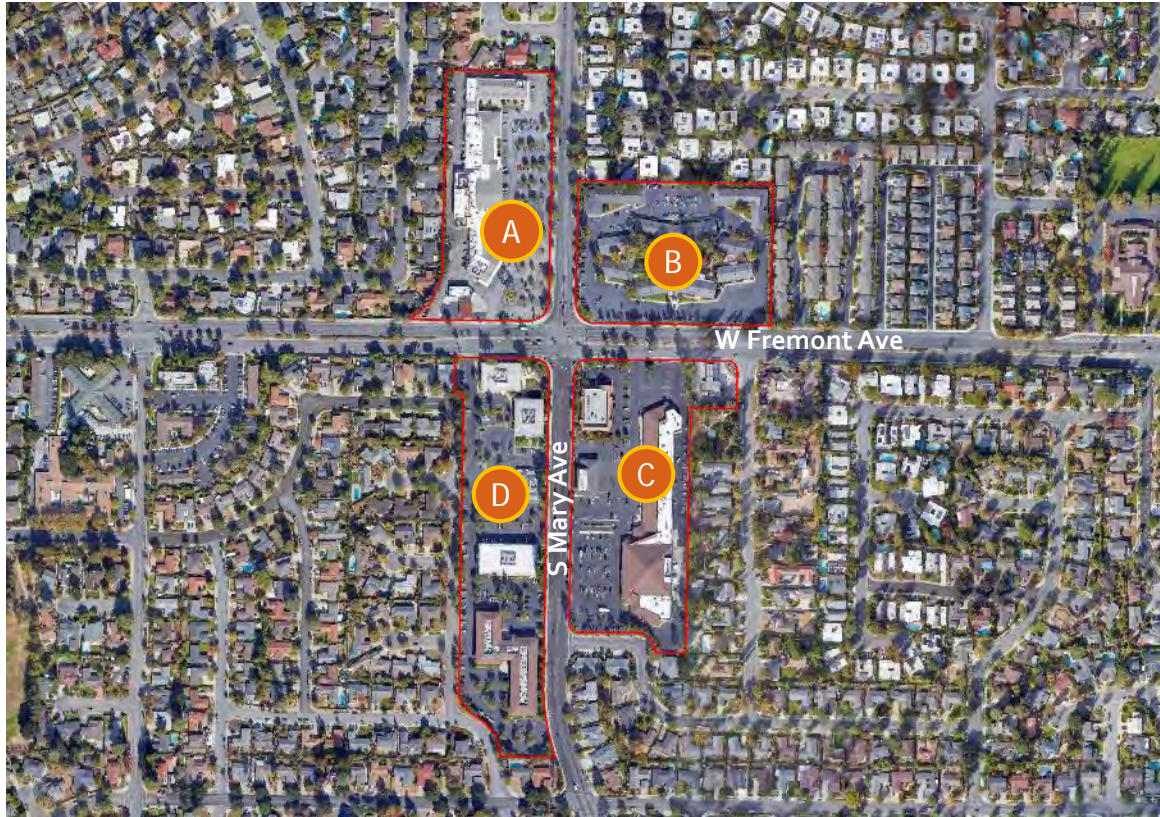
Neighborhood center with rooftop parking structure.

Provide a variety of parking including:

- *Surface Lots*
Provide well-landscaped surface parking lots behind buildings.
- *On-Street Parking*
Provide on-street parking spaces adjacent to commercial uses.
- *Structured parking*
Support parking garages wrapped by residential or retail, below-grade, as tuck-under.
- *Rooftop Parking*
Consider opportunities to integrate parking on roofs of retail, commercial, or civic uses.

DESIGN CONCEPTS BY (SOUTH) VILLAGE CENTER

Village Center 1: Fremont & Mary



W Fremont Ave & S Mary Ave



Existing Site

- A Westmoor Village
- B Foothill Medical Center
- C Zanotto's Market Shopping Center
- D De Anza Office Center

What We Heard

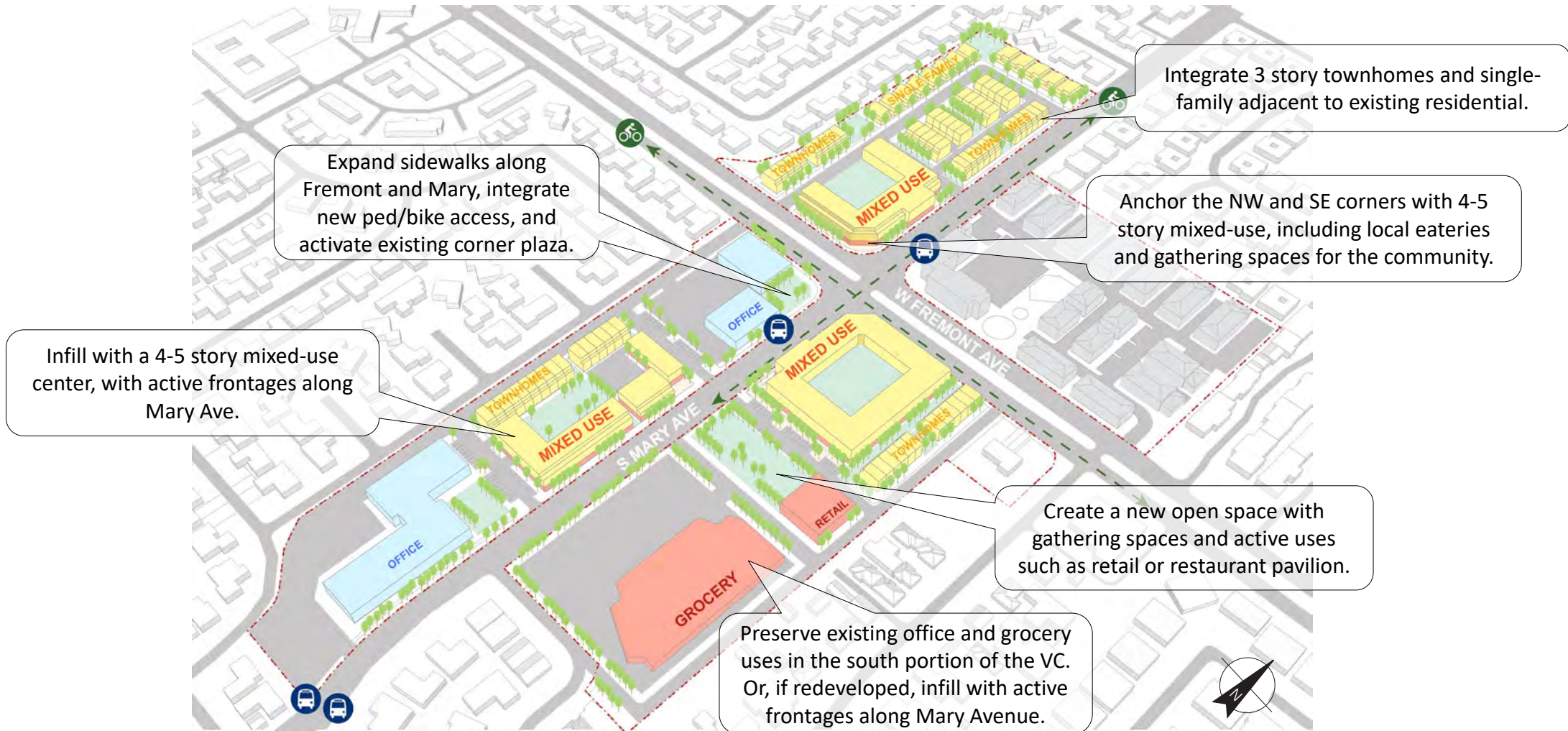
- The scale and design of new development and its relationship to the surrounding neighborhood is important
- Desire for restaurants and cafes, grocery store, healthy food options and neighborhood serving retail/shopping
- Opportunity for landscaping, parks, plazas, and open space, and streetscape improvements

Village Center 1: Design Concepts



Building massing is shown for conceptual purposes only.

Village Center 1: Design Concepts



Building massing is shown for conceptual purposes only.

Village Center 2: Fremont & Sunnyvale Saratoga



E Fremont Ave & Sunnyvale Saratoga Rd

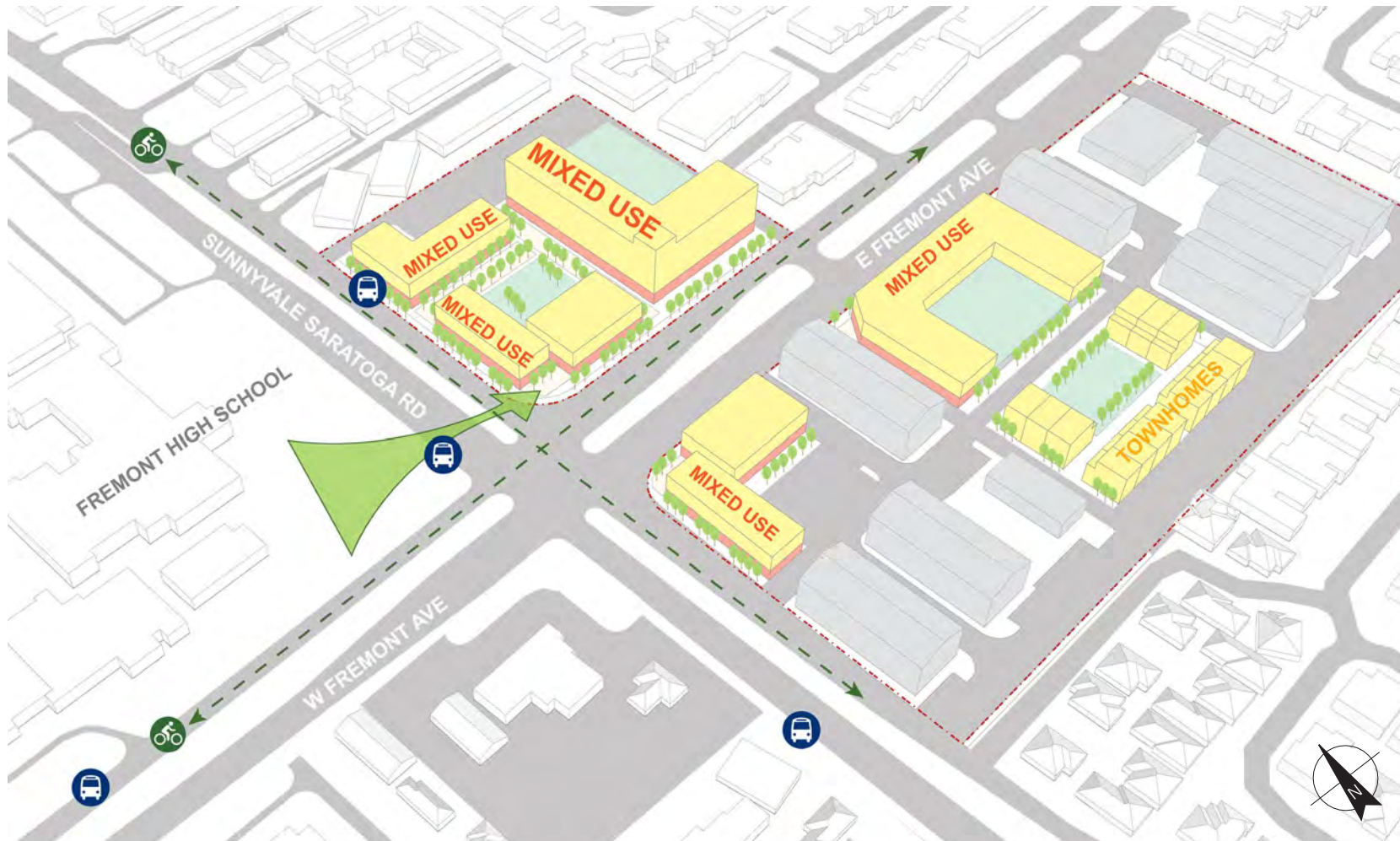
Existing Site

- A 153 East Fremont Shopping Center
- B Fremont Corners Center

What We Heard

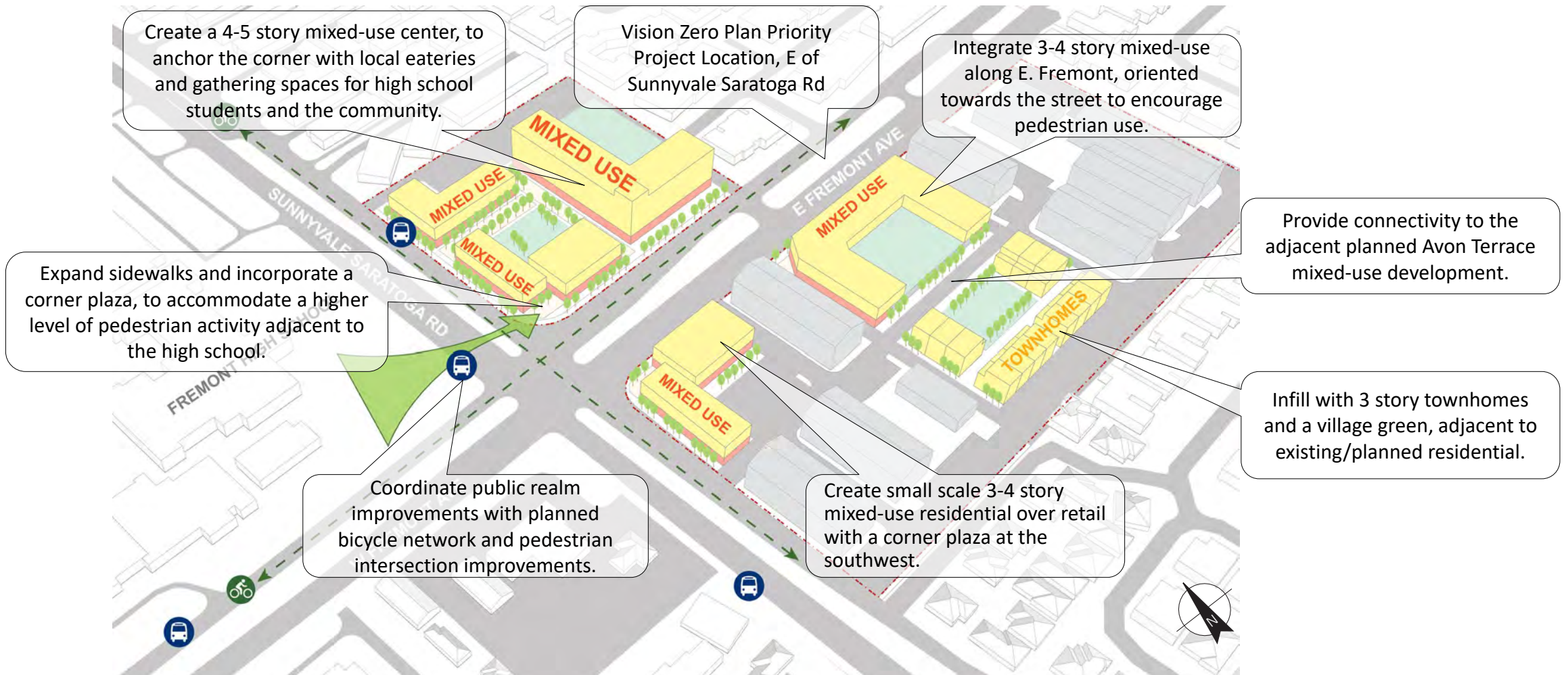
- Interest in creating safe, student friendly spaces, activities, and infrastructure in proximity to Fremont High School
- Top housing types identified were mixed-use, affordable housing, and townhomes
- Desire for restaurants and cafes, neighborhood serving retail/shopping, and grocery store/ healthy food options
- Need for bicycle and pedestrian improvements to improve safety

Village Center 2: Design Concepts



Building massing is shown for conceptual purposes only.

Village Center 2: Design Concepts



Building massing is shown for conceptual purposes only.

Village Center 3: Old San Francisco and Wolfe



Old San Francisco Rd & S Wolfe Rd

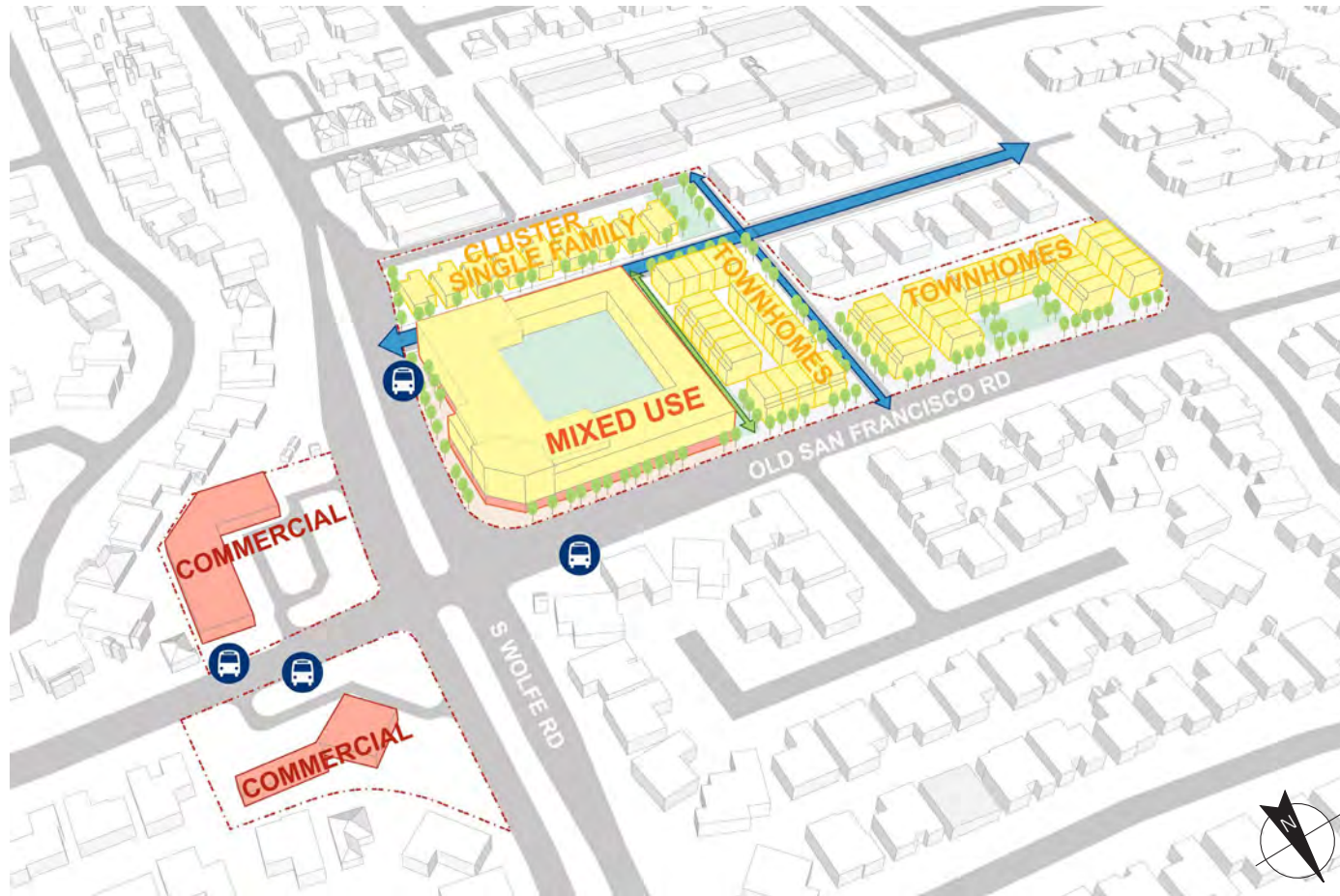
Existing Site

- A Reed Avenue Center
- B UFC Gym Shopping Center
- C Wolfe Road Shopping Center

What We Heard

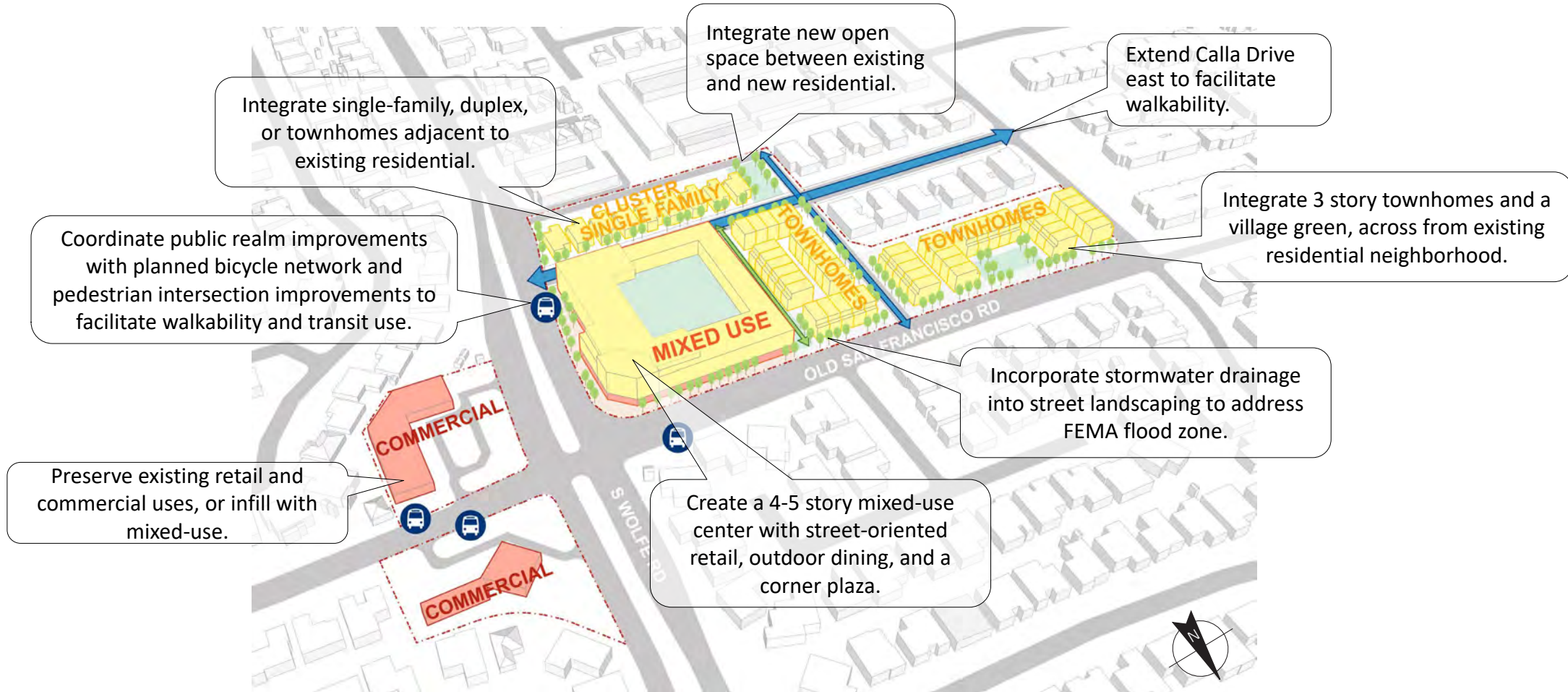
- Interest in small-scale restaurants and retail, and the addition of a pleasant public space to eat/gather
- Need for safer bicycle connections along Wolfe Avenue
- Top housing types identified were mixed-use and affordable housing

Village Center 3: Design Concepts



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Village Center 3: Design Concepts

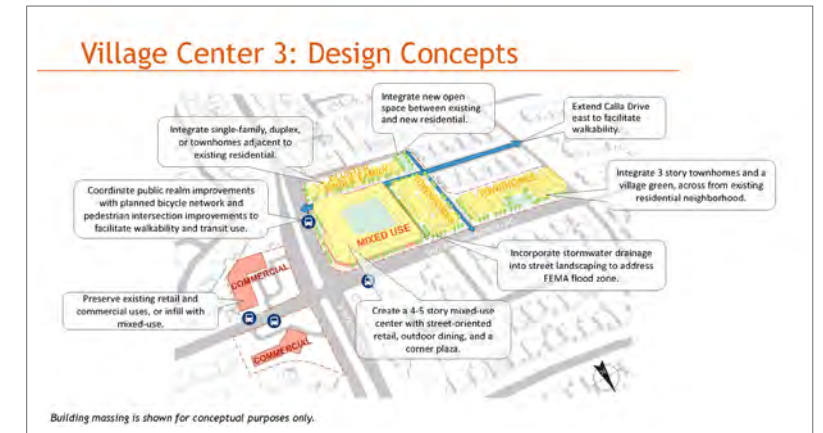
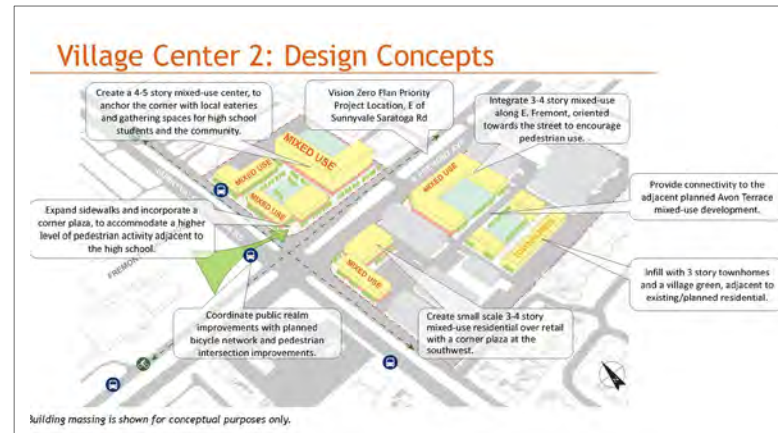


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BREAKOUT ROOM ACTIVITY

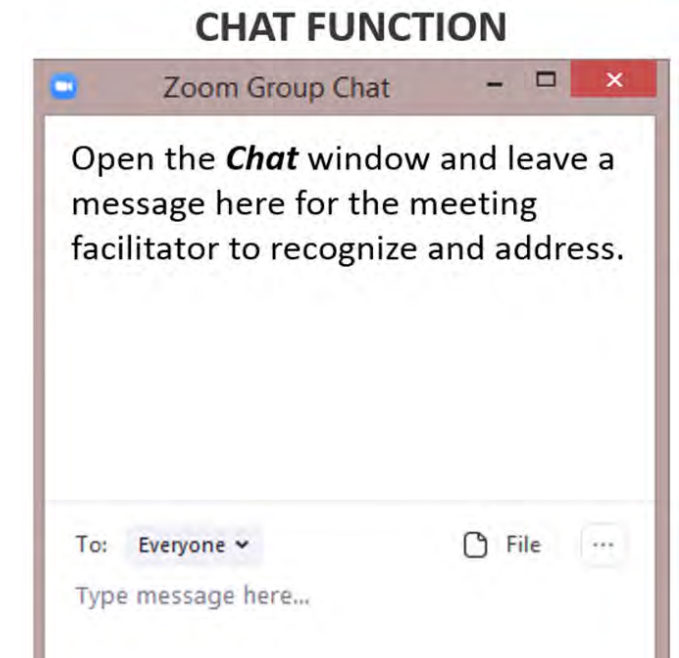
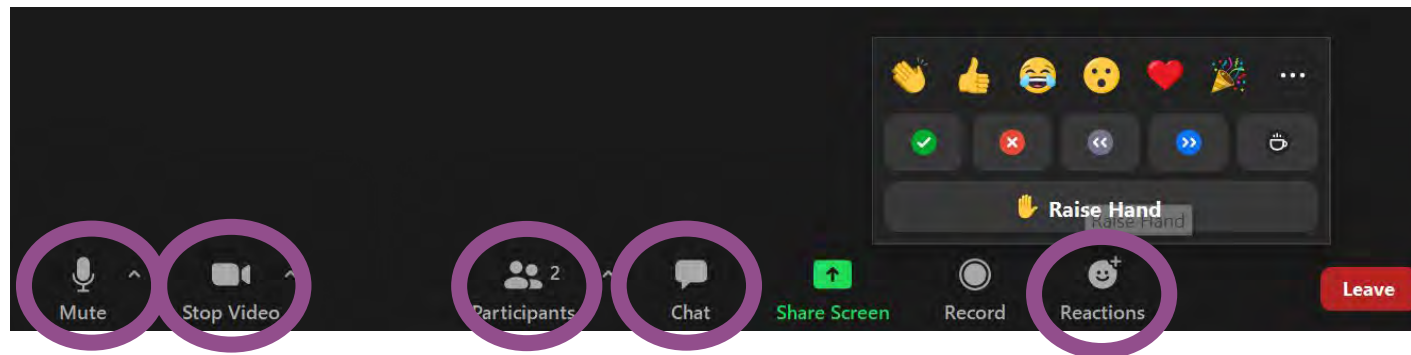
Breakout Room Activity

1. What do you like about the concepts we have shown?
2. What would you modify or add?
3. Are there other things you would like us to consider in the Master Plan?



Breakout Discussion Facilitation

- ▶ “Mute” when not speaking.
- ▶ Raise hand virtually if you have a question. “Raise Hand” may be under reactions or participants window.
- ▶ Use the Chat to share written questions or comments.
- ▶ Turn on Video during Breakout Room discussion segment.



Report-Back



Next Steps

1. Workshop #3 scheduled for next week, Wednesday, January 25th
2. Materials will be available on the project website: bit.ly/village-center-master-plan
Please submit any additional comments you have by Wednesday, Feb. 1.
3. Team to use feedback to refine concepts and develop Draft Master Plan with objective design standards.
4. City to seek feedback in Workshops #4-5 and hearings.



Thank You!

- ▶ Visit the City's website for project updates bit.ly/village-center-master-plan



- ▶ Contact Shaunn Mendrin, with questions or comments:
SMendrin@sunnyvale.ca.gov



REFERENCE SLIDES

The LUTE: What is a Village Center?

- ▶ A district focal point that is planned to become the center of activity and destination for nearby neighborhoods.
- ▶ An active pedestrian-oriented place with neighborhood-serving commercial uses that are mixed with residential uses.
- ▶ Designed to support a lifestyle with less reliance on a private automobile.
- ▶ Serves as a meeting place for the community and may also support public and quasi-public services.



The LUTE: What is a Village Center?

- ▶ Includes residential uses supporting diverse lifestyles, ages, and incomes in order to allow residents to stay in the neighborhood longer.
- ▶ Has a unique “sense of place” beyond what has been experienced in Sunnyvale’s neighborhood commercial areas.
- ▶ Features retail and restaurant options within walking and biking distance of existing residential neighborhoods.

