

Sunnyvale Village Center Master Plan

Workshop #2 and #3 - Summary

February 2023



The City of Sunnyvale hosted two virtual workshops, Workshop #2 on January 18th and Workshop #3 on January 25th, 2023. Workshops included a welcome and team introduction, a presentation, small group breakout discussions, and a report back, to gather participant feedback on concepts for each of the seven Village Centers. Workshop #2 focused on the concepts for Village Centers 1, 2, and 3; while, Workshop #3 focused on the concepts for Village Centers 4, 5, 6, and 7.

The Village Center locations are:

1. Village Center 1: W Fremont Avenue & S Mary Avenue
2. Village Center 2: E Fremont Avenue & Sunnyvale Saratoga Road
3. Village Center 3: Old San Francisco Road & S Wolfe Road
4. Village Center 4: N Mathilda Avenue & W Maude Avenue
5. Village Center 5: E Duane Avenue & San Rafael Street
6. Village Center 6: Lakehaven Drive & Lawrence Expressway
7. Village Center 7: Fair Oaks Avenue & Tasman Drive

A map of all the Village Center locations is included in the Appendix that follows this workshop summary.

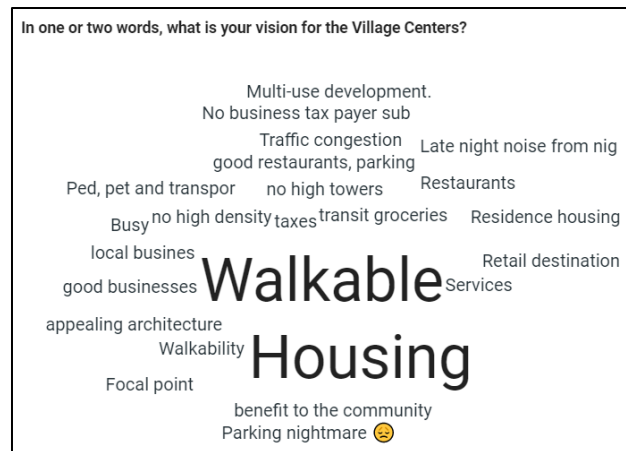
A. Workshop Overview

Purpose

The goal of Workshops #2 and #3 was to share the Master Plan goals and objectives, project background, and preliminary concepts for the Village Centers, in order to gather feedback on the priorities and opportunities for all, and within individual, Village Centers. Community input was gathered through a short interactive poll, and in small group breakout discussions. The community's input will be used to inform the content and development of a Draft Village Center Master Plan, which will include standards for future development.

Attendance

The meeting was facilitated by the City of Sunnyvale Planning staff and Master Plan consultant team, Ascent. Approximately 135 people participated in the two workshops facilitated by the City. There were approximately 100 participants in Workshop #2, and 35 participants in Workshop #3.



Presentation

Shaunn Mendrin, Planning Officer for the City of Sunnyvale, provided a welcome, introduced the project team, and gave an overview of the meeting's agenda. An interactive polling exercise was then conducted to gain an overall understanding of the participants attending the workshops. These results are summarized in the Appendix section.

Shaunn provided a brief project background and an overview of the Master Plan goals/objectives in related to each of the Village Center Locations. Following this background and context, the Ascent team gave a brief summary of the results from Workshop #1 and community wide survey that was conducted in 2022, followed by an overview of preliminary village center design concepts.

Small Group Breakout Discussion

Following the presentation, participants were randomly assigned to breakout rooms that included a facilitator and notetaker from the project team, where feedback was recorded on a virtual whiteboard in response to the discussion prompts below.

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

B. Summary of Feedback from Small Group Discussions by Village Center

Participants provided a wide-range of feedback for each of the Village Centers. Key themes from the workshops are identified below:

- There were a large number of participants interested in discussing Village Center 1 (Fremont & Mary) who had specific concerns about buildings over 3-stories in height, or were opposed to new housing or mixed-use development. However, there were some participants who

expressed interest in seeing new development, including mixed-use, and residential, as well as public realm improvements, and support for neighborhood transitions.

- For all other Village Centers, there appeared to be general support for the concepts shown, and comments were focused on business retention strategies, bike and pedestrian improvements, safety improvements, public realm improvements, and enhanced setbacks. Some participants encouraged density higher than townhomes, affordable housing, and/or mixed-use development.
- There were a considerable amount of questions regarding the purpose of the project, whether or not a specific development project was being proposed or required, and the timeline for construction.

The following summary provides an overview of the discussions in each of the breakout rooms, organized by individual Village Center.

Village Center 1 (Fremont & Mary)

- There was a mixed response on the desired height of buildings and density. Some participants welcomed mixed-use to add vibrancy to the centers; however, some participants had concerns about the height of buildings, and the desire for privacy for surrounding homes and neighborhoods.
- There was a preference for deeper setbacks at the corners and along the Fremont and Mary street frontages, in order to avoid a “canyon effect” along the street edge.
- There were concerns about the amount of housing causing traffic and parking impacts, especially rush hour traffic, and parking spilling over into local streets.
- There were questions about development impacts on schools and utilities.
- There was a desire for mixed-use that can serve both surrounding communities and those traveling from outside the village center, as well as a mix of housing, and incentives for affordable, high-density housing.
- There was support for creating a more walkable, bikeable community with streetscape improvements. There was a preference for deeper setbacks along the street and preservation and addition of new shade trees. There was also a desire for public places and paseos integrated into the streetscape and building designs of Village Center 1.
- There was an interest in preserving shopping, services (including medical offices, gas stations), and local businesses, such as Zanotto’s Market.
- There was an interest in thoughtful transitions between higher-density residential and existing single-family homes.

Village Center 2 (Fremont & Sunnyvale Saratoga)

- Participants were interested in prioritizing walkability and safety. There were concerns about pedestrian safety, especially students crossing the roadways, and suggestions to include a safe crossing solution, such as a pedestrian only overpass, or 4-way crossing.
- There was a desire for increased setbacks along Fremont, with sidewalks and landscaping.
- With the increased density of the area, there were concerns about the loss of the existing gas station.

- Participants suggested opportunities for more housing at this location. The high school in Cupertino on Stevens Creek Boulevard was identified as a good example.
- If new housing is to be proposed, participants were concerned with losing retail services to higher-density housing.
- There was an interest in including active recreational uses, as well as adding bike improvements and safety along the main corridors due to their high use.

Village Center 3 (Old San Francisco & Wolfe)

- There were some concerns about the scale and height of the development shown at the corner for Village Center 3.
- There was an interest in mixed-use development, rather than single-use commercial.
- There was a desire to include thoughtful gathering spaces and outdoor dining opportunities, as well as enhanced setbacks.
- If new development is to be proposed, participants were interested in seeing an emphasis on pedestrian safety and walkability.
- There was a desire for retention of existing businesses.

Village Center 4 (Mathilda & Maude)

- There were suggestions from participants to establish a sense of place for the area through creating open spaces and gathering areas.
- Participants suggested higher-density residential with a mix of uses and housing types, including grocery stores or other services on the first floor.

Village Center 4 (Maude & Sunnyvale)

- Participants expressed a desire to keep existing minority- and locally owned small businesses and preserve the existing cultural aspects of the neighborhood, and incorporate measures for preserving/protecting existing businesses.
- With the added density at Sunnyvale and Maude, participants emphasized the need for traffic calming measures and parking opportunities.
- There were concerns about the homelessness towards the rear of the site.

Village Center 5 (Duane & San Rafael)

- There were concerns about displacing local small businesses in the center, including minority-owned businesses. There was a desire to see programs and incentives for property owners to retain small businesses and employees, including first right of refusal with redevelopment, within the Master Plan.
- Maintain the mix of uses on the site.
- It was noted that the area surrounding this Village Center has already added housing and cannot absorb much more.
- There was a desire for a grocery store within walking distance of surrounding neighborhoods.
- There was a desire to bring more local businesses into the area through making leases affordable.

- Consider coordinating with other State and federal agencies, such as the Small Business Administration to support planning efforts.

Village Center 6 (Lakehaven & Lawrence Expressway)

- There was concern that with added housing, parking and traffic would become an even greater issue.
- There was a request to prohibit night clubs or similar uses with high noise levels close to residential.
- There was an interest in improving the crossing of Lawrence Expressway, including the potential for an underground pathway following the JWC greenbelt.
- There was an interest in adding retail/commercial with housing above and including affordable housing opportunities.
- Retaining existing services and improving the sense of place at this village center was a priority.

Village Center 7 (Fair Oaks & Tasman)

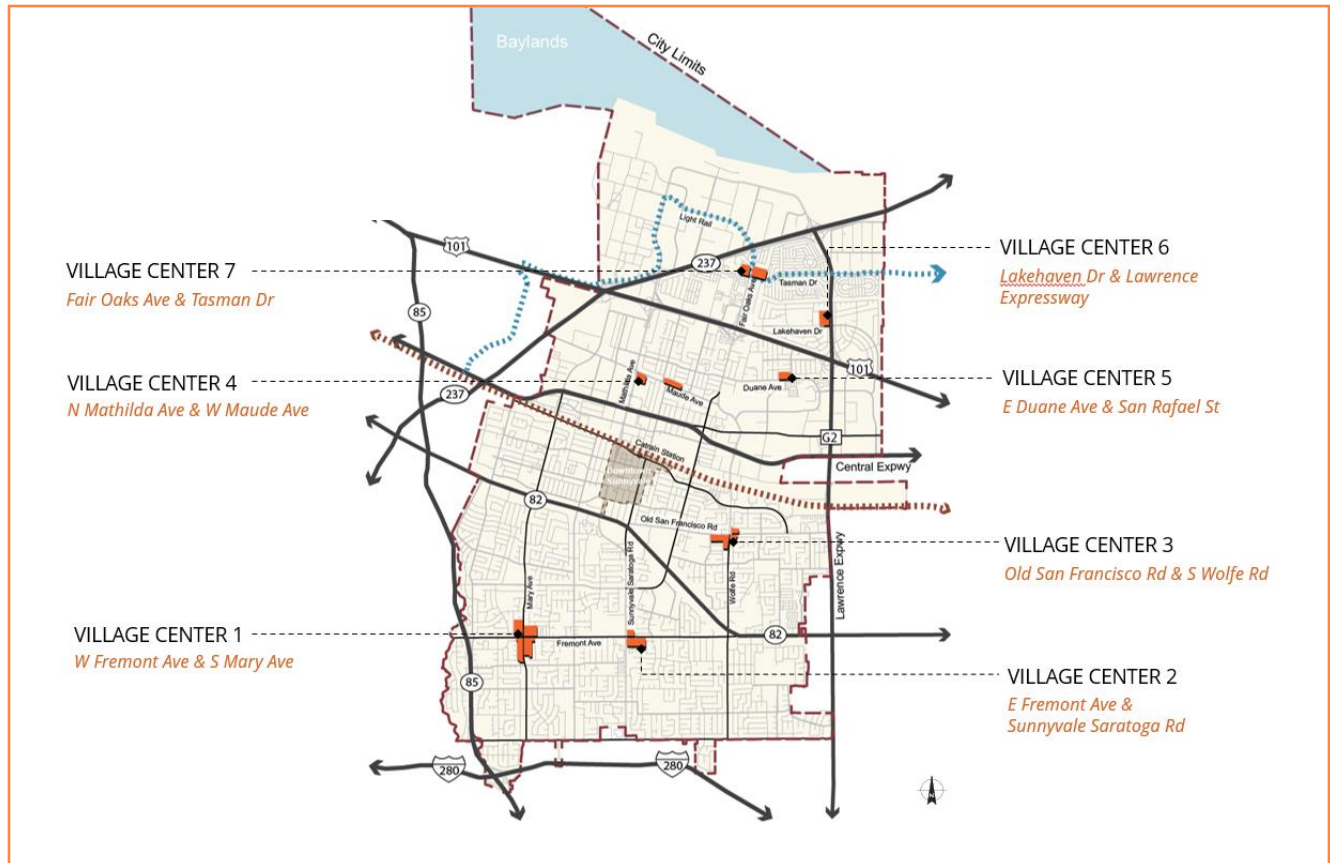
- There was feedback that ADA improvements were needed to facilitate access across the light rail tracks to improve access to the existing mobile home parks.
- There was a desire for medical facilities and emergency care.
- There were concerns about use of the area for overflow parking for events at Levi's Stadium and adjacency of the location to Moffett Park.
- There was an interest in spaces/places for youth and teens to visit, that live in the area.
- If housing is to be added in the area, there was an interest in mixed-use development and affordable below market rate housing units, as they were perceived to mitigate traffic impacts.
- There was an interest in the reuse of the existing warehouse building to provide community space or medical services.
- There was some concern about impact to schools, as the site is distant from a high school.

Workshop Conclusion

Following the breakout room conversations, the groups came back together as a whole to do a brief report-out of the common themes discussed in each of the rooms followed by an overview of key next steps in the process. Participants were encouraged to visit the website and provide any additional comments or questions. When participants exited Zoom, they were asked to take a brief demographic poll and results are shown below in the Appendix.

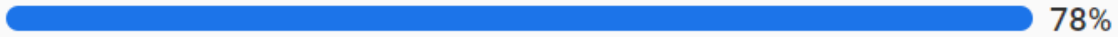
Appendix

Village Center Location Map



What is your relationship to these Villages Centers? (Pick one or more)

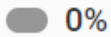
a. I live in a Village Center Location Area



b. I own a business and/or property in a Village Center Location Area



c. I work in a Village Center Location Area



d. I visit the Village Centers for its restaurants, shops, or social amenities



e. I visit family and friends in a Village Center Location Area

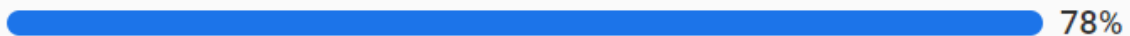


Did you participate in Workshop #1 and the survey? (Yes/No)

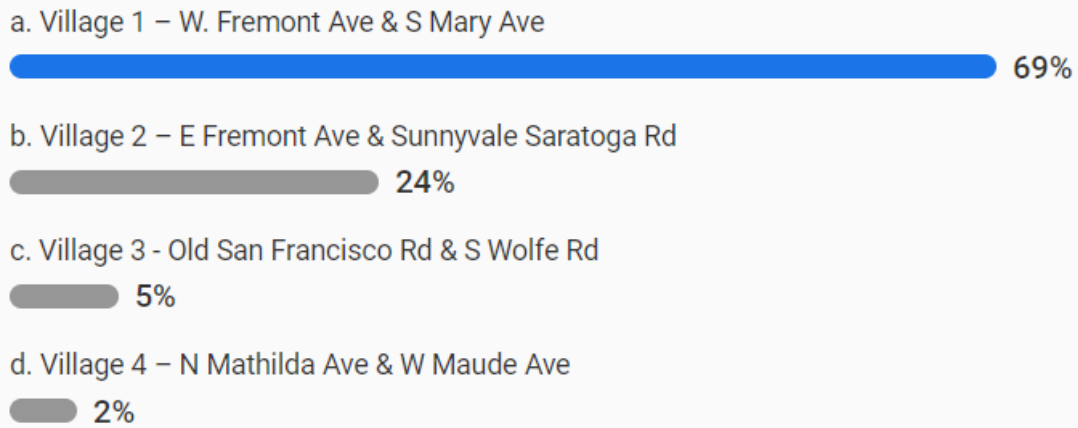
Yes



No



What Village Center do you see the most?



In one or two words, what is your vision for the Village Centers?



What is your relationship to these Villages Centers? (Pick one or more)

a. I live in a Village Center Location Area



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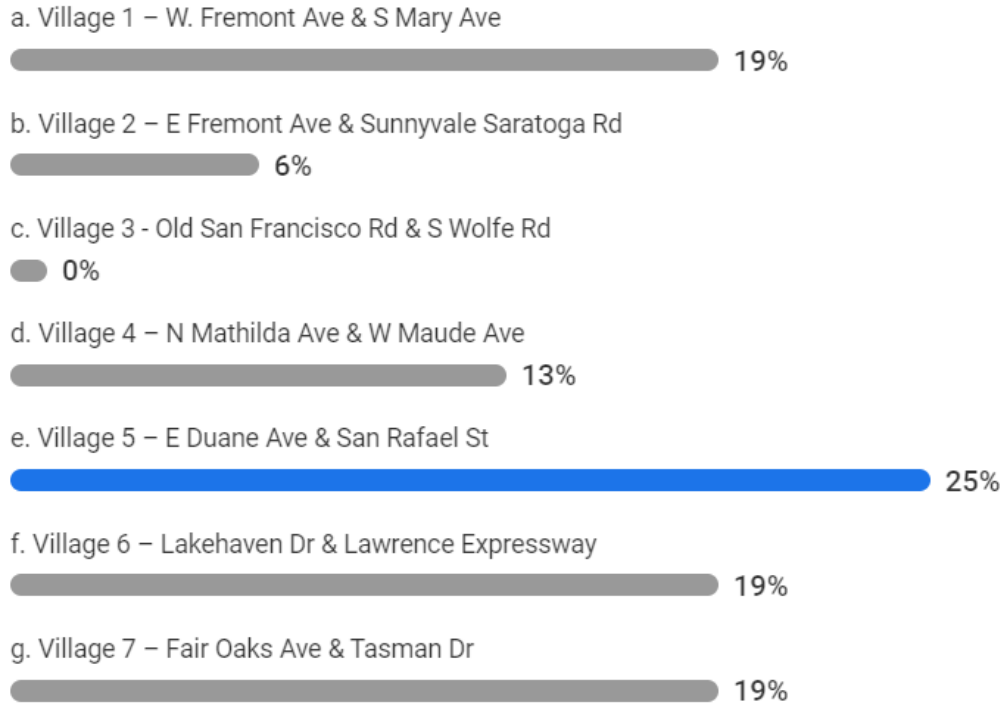
Yes



No



What Village Center do you see the most?



In one or two words, what is your vision for the Village Centers?



Exit Survey Participant Demographics

This section includes a summary of the self-reported demographics of workshop participants.

1. We want to make sure the Village Center reflects the community. Which of the following "best" describes you?
 - a. I am single – 11%
 - b. I have young children – 13%
 - c. I'm an empty nester – 54%
 - d. I have roommates or live with family – 22%
2. If you self-identify, what race or ethnicity do you most identify with? (Select all that apply)
 - a. Asian – 27%
 - b. Hispanic, Latino or Latinx Origin – 3%
 - c. White – 63%
 - d. Prefer not to answer – 7%
3. What is your age?
 - a. 19-35 – 2%
 - b. 36-50 – 16%
 - c. 51-64 – 31%
 - d. 65 or older – 49%
4. How did you hear about this Workshop?
 - a. Newsletter/newspaper – 24%
 - b. Social Media – 8%
 - c. Email – 42%
 - d. Friend – 8%
 - e. Other – 18%