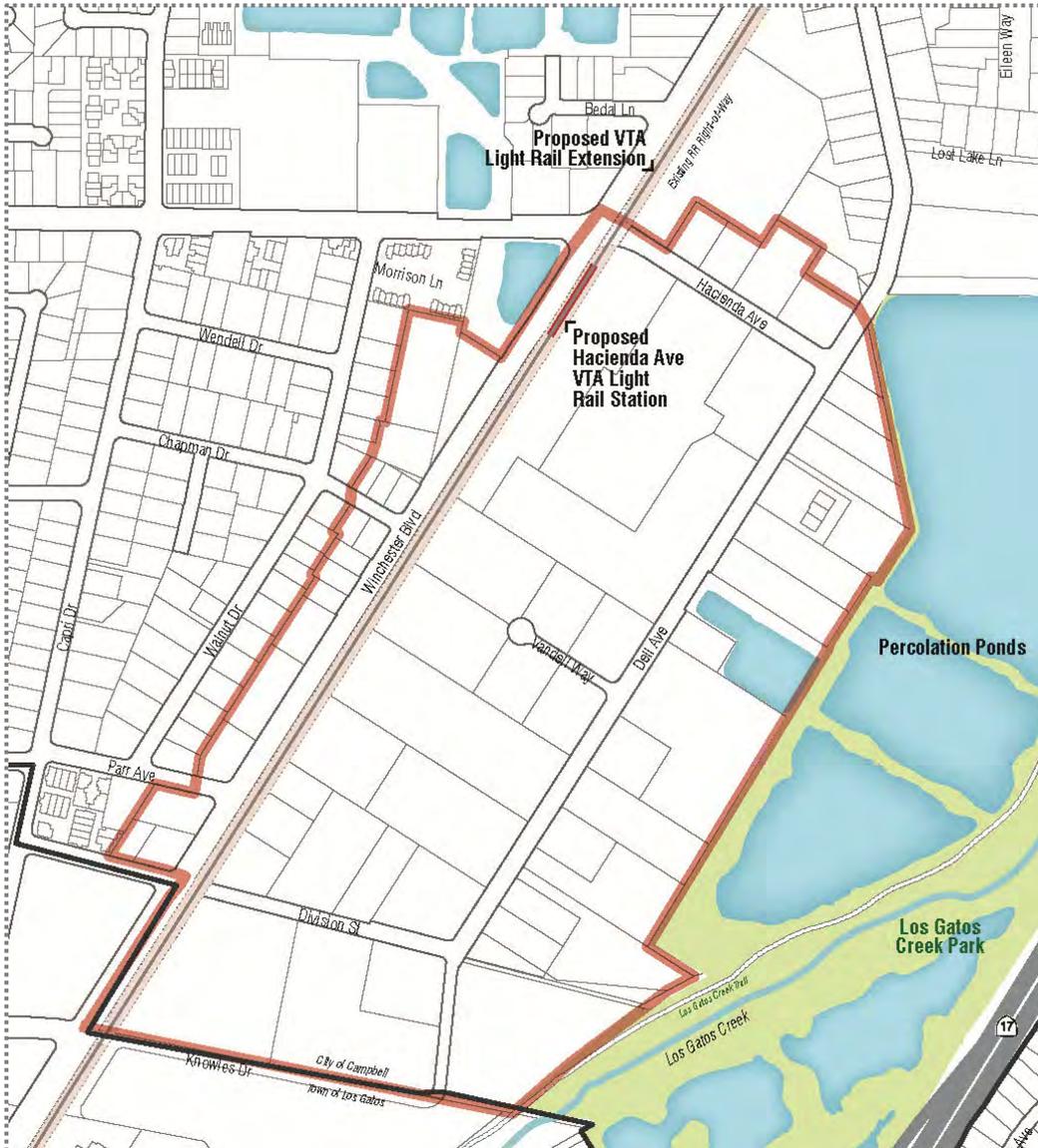


Dell Avenue ^{Area} Plan _{Plan}

City Council Study Session

February 18, 2014

PLAN AREA



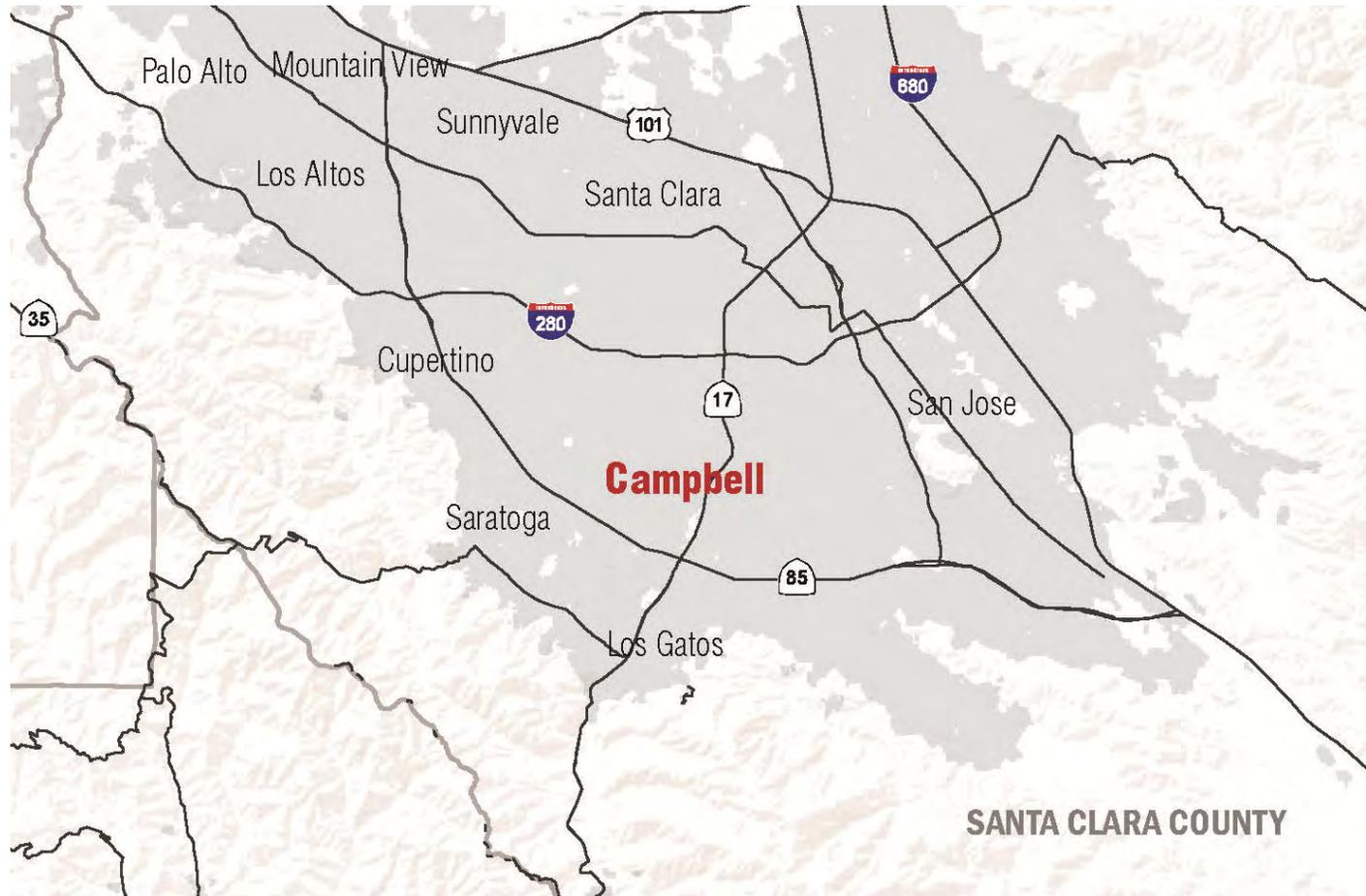
WORK TO-DATE

1. Project Kick-off
2. Opportunities & Constraints Analysis
3. Visioning Process (Conceptual Alternatives)
4. Preferred Alternative Development
5. Transportation and Circulation Analysis
6. Area Plan Preparation
7. Environmental Review



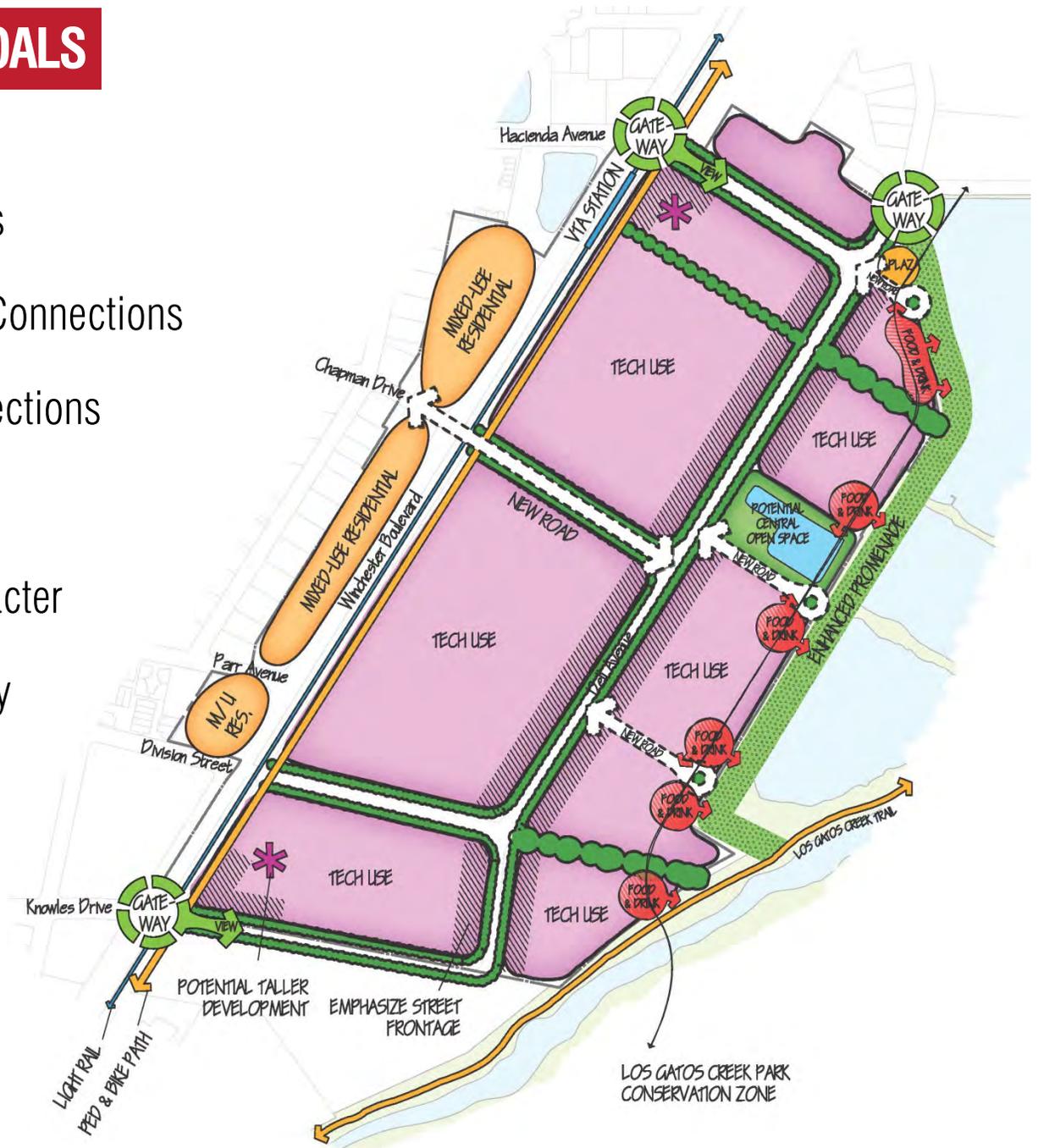
DAAP VISION AND GOALS

Retain and Attract High Tech Businesses at Dell Avenue in a 21st Century Business Park



DAAP VISION AND GOALS

1. Create Supportive Land Uses
2. Enhanced Open Space and Connections
3. Integrate Multi-modal Connections
4. Focus on Sustainability
5. Improve Urban Design Character
6. Enhance Lifestyle and Vitality
7. Create Mixed Use Residential Opportunities
8. Attract Investment



CORE TECH USES



CORE TECH COMPLEMENTARY

Professional Services, Engineering/Design, Medical, Biotech, FIRE

SERVICES AND SUPPORT

Business Services: Printer, Shipping, Hotel, Employee Services: Coffee Shops, Childcare, Dry Cleaner

WATERFRONT USES

Restaurants, Breweries, and other Activating Uses

EMPLOYEE HOUSING

Multi-family Residential Uses West of Winchester Boulevard (as part of Mixed Use projects)

LAND USE

Districts

1. DAAP-Waterfront
2. DAAP-Central
3. DAAP West



- DAAP-Waterfront
- DAAP-Central
- DAAP-West

LAND USE

Permitted Uses General Approach

- Prioritize Core Tech Uses
- Limit Core Tech Complementary Uses
- Allow Service and Support Uses as Ancillary to Core Tech Uses
- Encourage Waterfront Activating Uses
- Encourage Core Tech, Services and Support, and Mixed Use Residential Uses in West



DAAP-Waterfront
DAAP-Central
DAAP-West

Existing CM Permitted Uses to be Prohibited

- Artisan products, small-scale assembly
- Blueprinting shops
- Clothing products manufacturing
- Furniture/cabinet shops
- Glass products manufacturing
- Handicraft industries, small-scale assembly
- Laundries/dry cleaning plants
- Machinery manufacturing
- Metal products fabrication
- Paper products manufacturing
- Plastics and rubber products
- Pharmaceutical manufacturing
- Sign manufacturing
- Warehousing, wholesaling and distribution facility, incidental (less than fifty percent of floor area)
- Textile products manufacturing

Existing CM Conditionally Permitted Uses to be Prohibited

- Broadcast and recording studios
- Caretaker/employee housing
- Emergency shelters
- Massage establishments
- Public utility service yards
- Public works maintenance facilities and storage yards
- Radio or television transmitters
- Radio stations

DEVELOPMENT PROTOTYPES

Prototype 1 Four-Story Surface Parked

DAAP Context

(max. based on simple rectilinear geometries) **.55 FAR**

60' Tall

1 Parking Space/300 sq ft

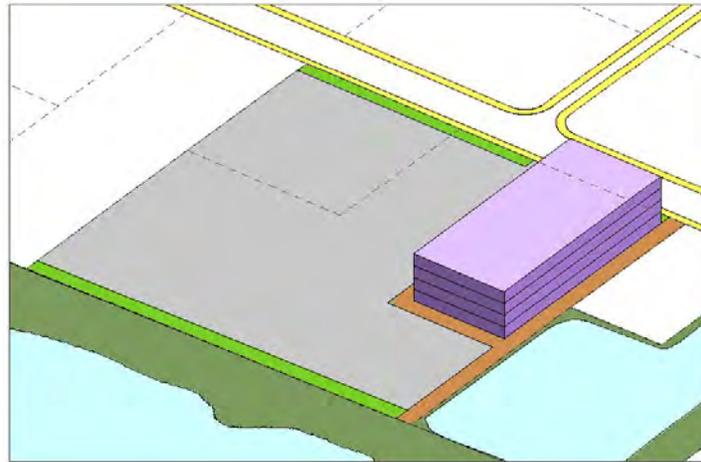
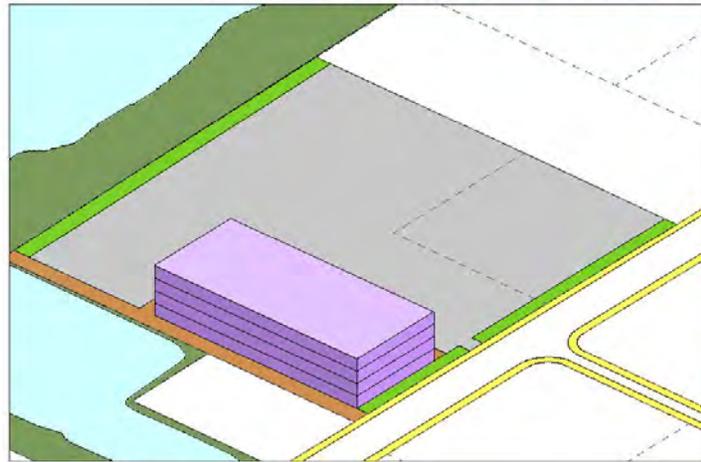
151 Commonwealth Drive, Menlo Park 12 acres



3333 Scott Boulevard, Santa Clara 30 acres



Development project along Dell Avenue 5.6 acres



DEVELOPMENT PROTOTYPES

Prototype 2

Four-Story Surface and Garage Parked

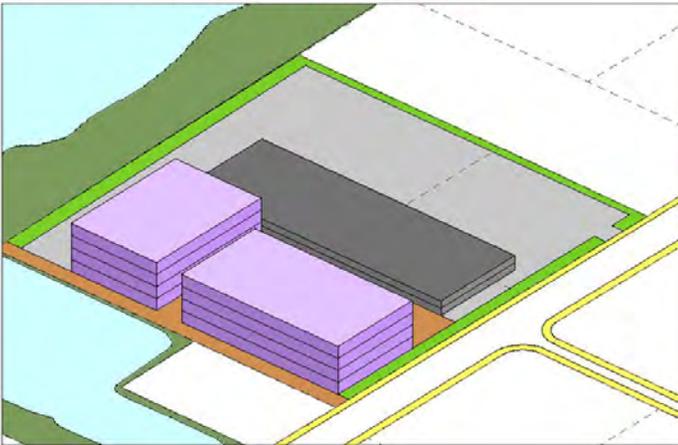
DAAP Context

.7 FAR (max. based on simple rectilinear geometries)

60' Tall

1 Parking Space/300 sq ft

Development project along Dell Avenue 5.6 acres



950 W Maude Ave, Sunnyvale 17 acres



DEVELOPMENT PROTOTYPES

Prototype 3 Five-Story Garage Parked (some surface)

DAAP Context

(max. based on simple rectilinear geometries) **1.2 FAR**

75' Tall

1 Parking Space/300 sq ft

Lawson Lane, Santa Clara 16 acres



Development project along Dell Avenue 5.6 acres



DEVELOPMENT PROTOTYPES

Prototype 4

Four-Story Podium and Garage Parked

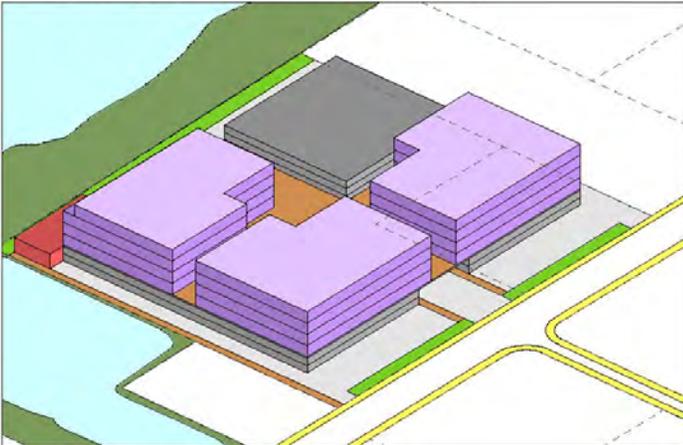
DAAP Context

1.4 FAR (max. based on simple rectilinear geometries)

75' Tall Above Grade

1 Parking Space/300 sq ft

Development project along Dell Avenue 5.6 acres



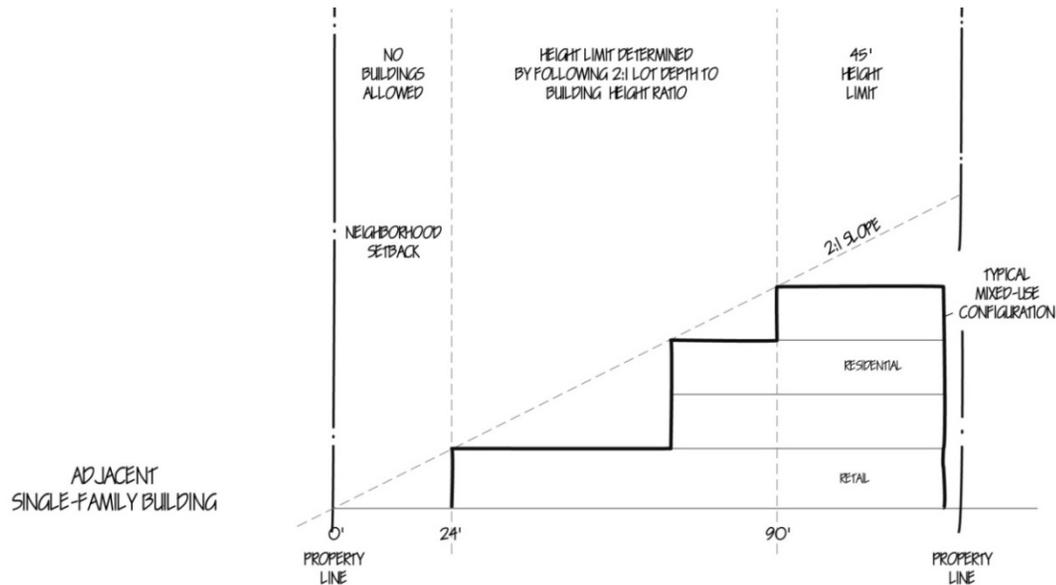
222 North Wolfe Road, Sunnyvale 18 acres



DEVELOPMENT STANDARDS

DAAP-West

- Maximum Height: 45 feet
- Maximum FAR: 1.5
- Maximum Residential Density: 27 du/acre
- Parking: Per City Codes, Potential Reduction for Core Tech Uses
- Special Neighborhood Setback



WINCHESTER BOULEVARD

DEVELOPMENT STANDARDS

Central and Waterfront: Height, FAR, Parking, and Open Space

- Maximum Height
 - 60 feet
 - 75 feet with Bonus
 - Greater with Voter Approval
- Maximum FAR: 1.5
- Parking
 - Per Existing City Code
 - Potential Reductions to 2.8/1000 sf



DEVELOPMENT STANDARDS

Central and Waterfront: Height, FAR, Parking, and Open Space

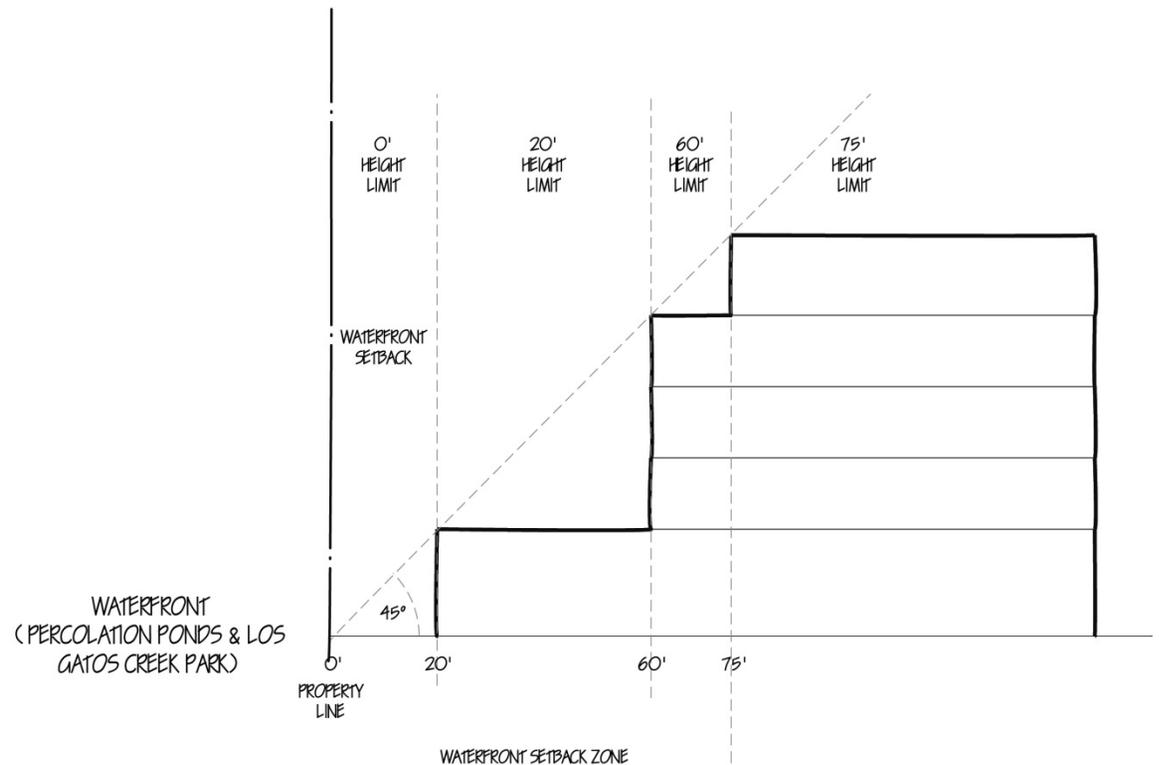
- Open Space and Landscaping
 - Overall Site Landscaping: 15%
 - Publicly Accessible Open Space: 5% of Site
 - Publicly Accessible Open Space w/ Height Bonus: 15%
 - Surface Parking Lot Area Landscaping: 10%



DEVELOPMENT STANDARDS

Central and Waterfront: Setbacks

- Street Setbacks
 - 15 feet along Dell Avenue
 - 10 feet along other streets
 - 15 feet for side and rear setbacks
- Special Setbacks
 - Waterfront Setback: Addresses Height Transition
 - Railroad R-O-W Setback: 20 feet



DEVELOPMENT STANDARDS

Special Standards and Incentives

- Height Bonus to 75 feet
 - 15% of Site as Publicly Accessible Open Space

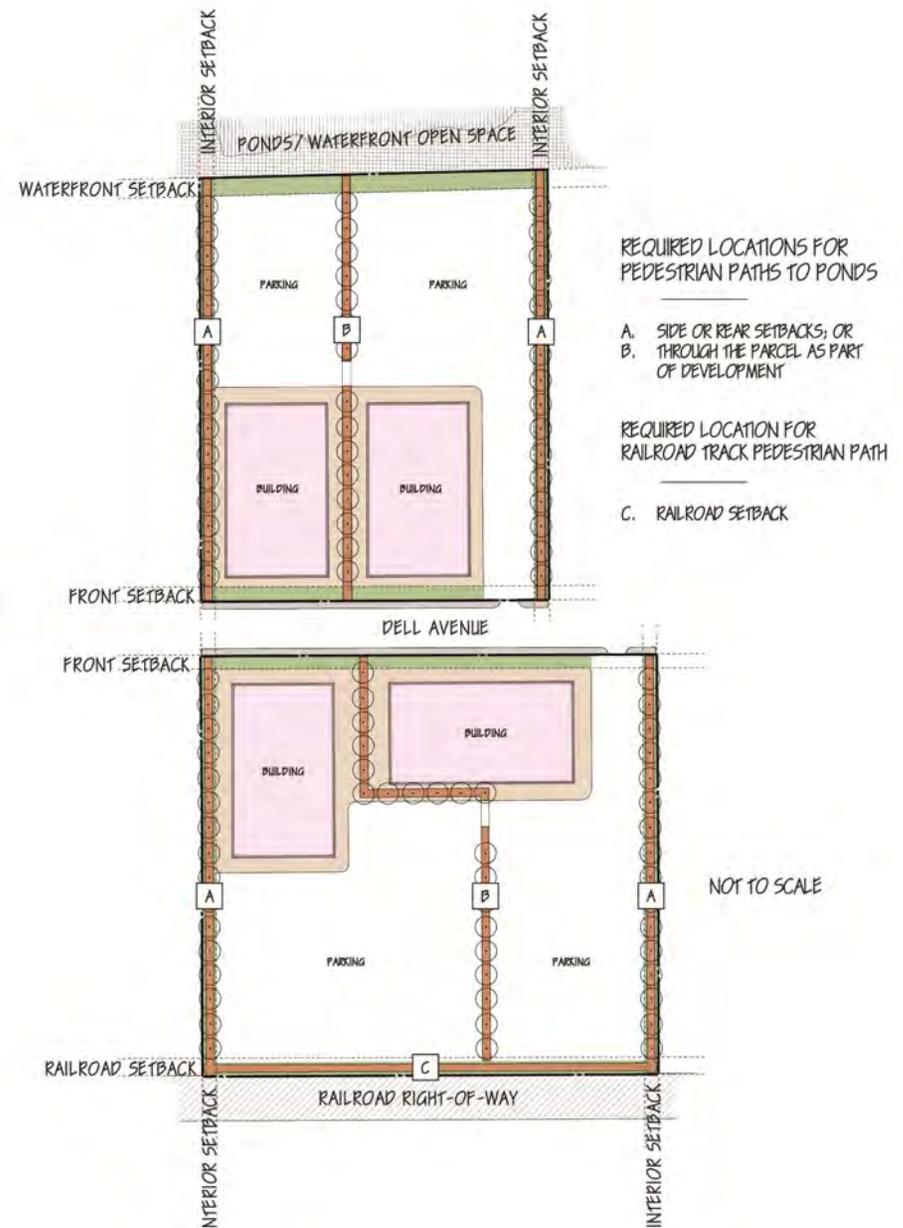
and

- Some Combination of the following:
 - Waterfront Activating Use
 - Incubator or Renovation of existing building for start-ups
 - Publicly-accessible programmed park or open space
 - Land preservation for Street Connection between Dell Avenue and Winchester Boulevard (pending traffic study)
 - Enhanced public plaza with a performance/event area
 - Amphitheater
 - Parcel assembly (range to be determined)

DEVELOPMENT STANDARDS

Special Standards and Incentives

- **Minimum Building Height**
 - New construction must be a minimum of 2 stories
 - Exceptions are amenity buildings and waterfront-activating retail
- **Pedestrian Paths**
 - Projects with site area greater than 4 acres must provide a public pedestrian path toward the ponds
 - Projects along railroad R-O-W must set back and provide a publicly-accessible multi-use path



- **Parking Reductions**
 - Required parking as low as 2.8 spaces/1,000 sf with a parking study that demonstrates the project can be accommodated with the lower number of spaces using some combination of the following measures and potentially others:
 - Shuttle programs
 - Carshare
 - Employee Transit Programs
 - Bicycle Facilities
 - Vanpool and Carpool programs
 - Parking programs
 - Bicycle Incentives
 - Bikeshare
 - Staggered Work Schedules
 - Charges for Parking

COUNCIL QUESTIONS TO CONSIDER

1. Does the City Council feel the Plan should include other vision statements? (Page 2)
2. Does the City Council support the concept of allowing staff to process administrative permits for focused uses? (Page 4)
3. Does the City Council believe that the Plan should be aggressive in discontinuing uses that do not satisfy the major land use types? (Page 4)
4. If so, what time period would be acceptable to amortize out these uses? (Page 4)
5. Does the City Council wish to include other prototypes that they may be aware of and are not included in the draft Plan material? (Page 4)

COUNCIL QUESTIONS TO CONSIDER

6. Are these development standards generous enough or overly generous? If changes are needed, what would the Council suggest? (Page 5)
7. Does the City Council agree with the approach to increase the height over the existing 45 foot limit? (Page 6)
8. If so, is the 60 foot base height sufficient enough to encourage development with a maximum of 75 feet if specific design standards or proposed uses apply? (Page 6)
9. Does the City Council support a minimum height and story requirement or should the City allow the market to dictate these development parameters? (Page 6)
10. What is the Council's thought to mandate such pathway improvements up front as compared to apply to a particular lot size? (Page 6)

COUNCIL QUESTIONS TO CONSIDER

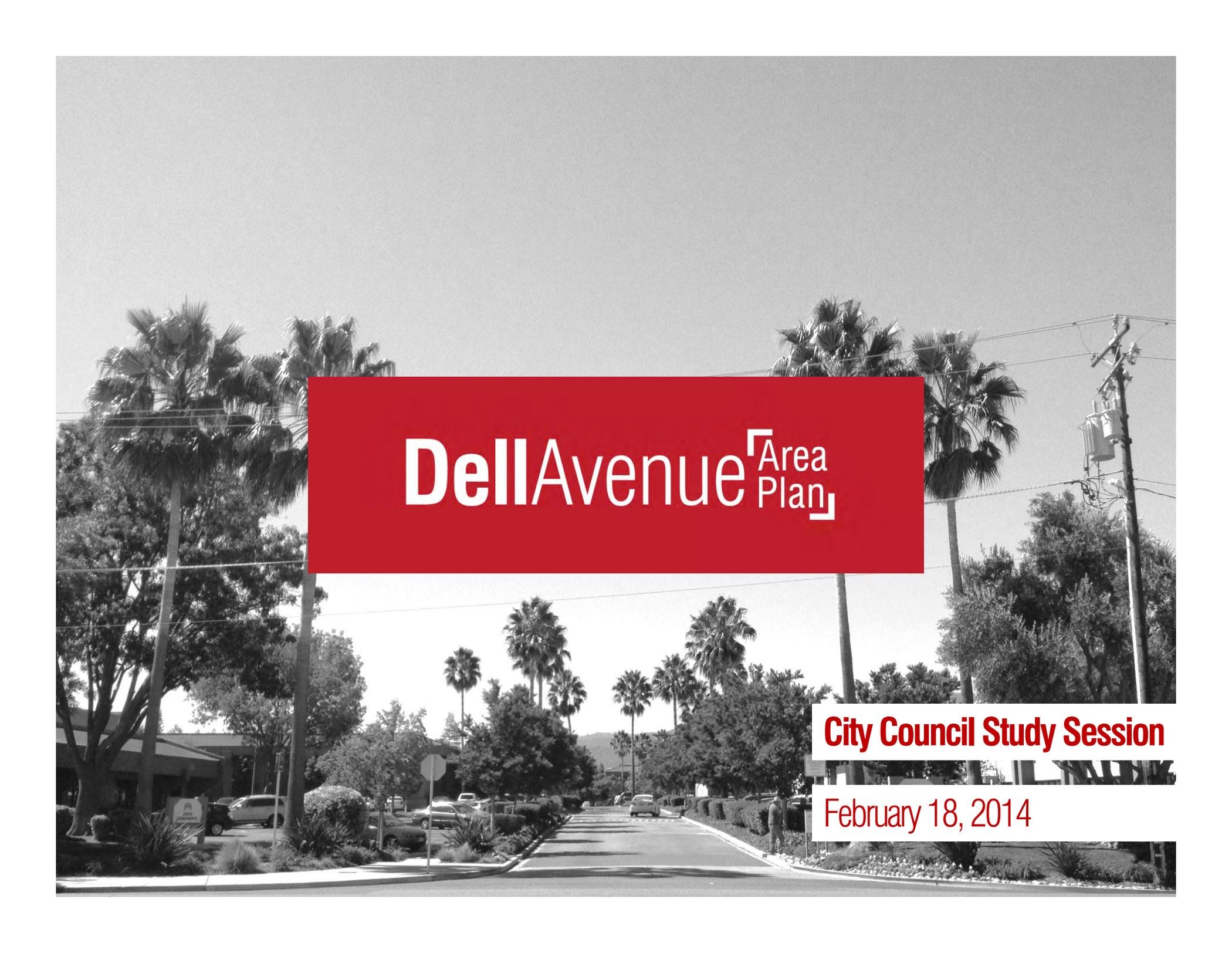
11. What are the Council's thoughts on public pathways paralleling the railroad tracks and the percolation ponds? (Page 7)
12. Should the Plan include its own parking standards or should the plan rely on the current parking ordinance? The current ordinance also allows a parking reduction without stating to what extent the standard can be reduced? (Page 7)
13. Does the City Council support this urban design approach or should the setbacks be reduced or increased? (Page 7)
14. Does the City Council believe it is necessary to have iconic buildings at the entrances to the project area? If not, should the Plan remove or modify such language? (Page 8)
15. If so, does the City Council wish to mandate minimum height requirements for certain properties or rely on market conditions to dictate such developments? (Page 8)

COUNCIL QUESTIONS TO CONSIDER

16. Is the proposed FAR an appropriate amount for the area? (Page 8)
17. Does the City Council agree with the strategy of calculating build-out of the Plan by assuming development on key opportunity sites but not every site? (Page 8)
18. What are the Council's ideas on the transformational tools noted and can you offer other suggestions that may have worked in other communities? (Page 8)

NEXT STEPS

- Traffic Analysis: March-April 2014
- Plan Preparation and Environmental Review: May-June 2014
 - Streamlined Permitting Process
 - Streetscape Concepts
 - Amortization of Nonconforming Land Uses
 - Relocation Strategies
 - Education and Economic Development Strategies
- Adoption Process: Later Summer 2014



Dell Avenue ^{Area} Plan _{Plan}

City Council Study Session

February 18, 2014