



Moffett Park Specific Plan

Plan Update + Preliminary Land Use Concepts

July 2020

Meeting Objectives

- Update on MPSP Process + Community Engagement
- Review Draft Vision Statement + Guiding Principles
- Discuss Preliminary Land Use / Urban Design Concepts



**CITY OF SUNNYVALE
MOFFETT PARK SPECIFIC PLAN**



UPDATED 2013

Existing Specific Plan

- Adopted in 2004
- Focused on office development
- Located density near transit
- Studied a total buildout of 24.33m SF

City Council Direction on the Specific Plan

- Comprehensive community involvement
- Economic impacts of adding housing
- Ecological and innovation district
- Improve connectivity
- Walkable and livable environments
- Infrastructure and services
- Environmental impact report

Overall Process / Where We Are

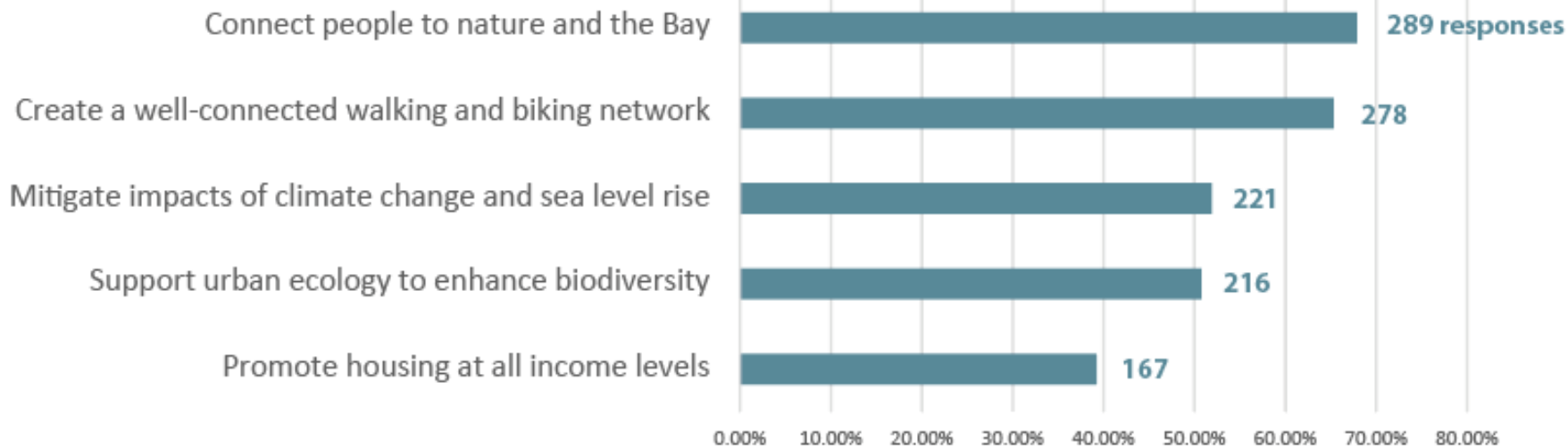
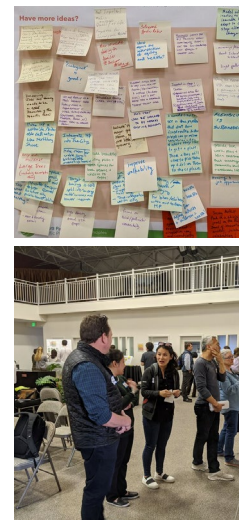
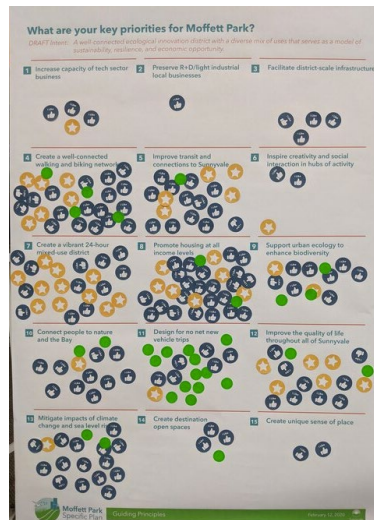


Community Engagement To Date

- Interactive project website (moffettparksp.com)
- Community Visioning Workshop
- Initial stakeholder meetings
- Regular property owner and VTA meetings
- Technical Working Group kicked-off
- Online “Visioning” Survey with over 400 respondents

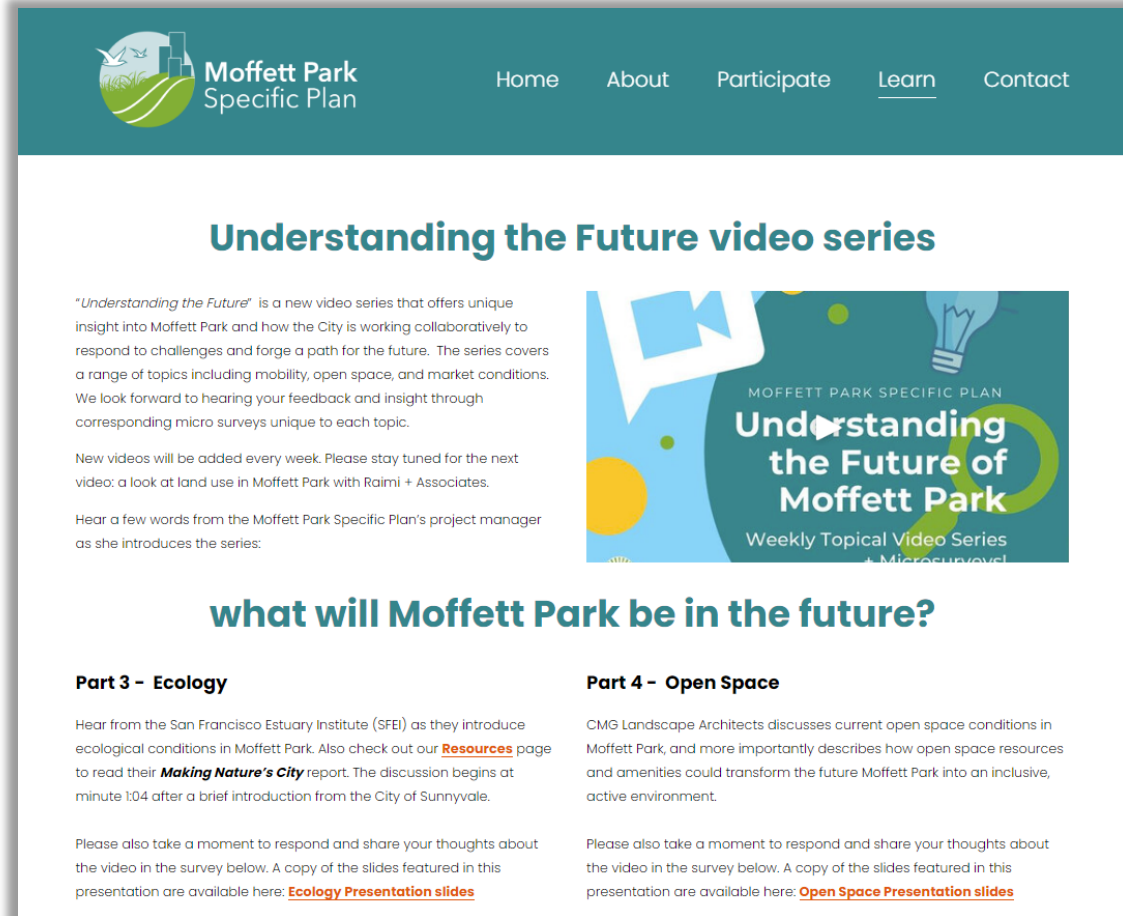


What We Heard from the Community?



Approach to Engagement During the Pandemic

- New resource section
- Created Moffett Park email subscription for updates
- Launched educational video series
- Videos cover existing conditions in Moffett Park + future opportunities
- Micro-surveys launched with each video



The screenshot shows the website for the Moffett Park Specific Plan. The header includes the logo and navigation links: Home, About, Participate, Learn, and Contact. The main content area features a section titled "Understanding the Future video series". Below this title is a paragraph of text describing the series, followed by a video player thumbnail. The thumbnail has the text "MOFFETT PARK SPECIFIC PLAN Understanding the Future of Moffett Park Weekly Topical Video Series + Microsurvey". Below the video player is a section titled "what will Moffett Park be in the future?". This section is divided into two columns: "Part 3 - Ecology" and "Part 4 - Open Space". Each column contains a paragraph of text and a link to presentation slides.


Moffett Park Specific Plan Home About Participate Learn Contact

Understanding the Future video series

"Understanding the Future" is a new video series that offers unique insight into Moffett Park and how the City is working collaboratively to respond to challenges and forge a path for the future. The series covers a range of topics including mobility, open space, and market conditions. We look forward to hearing your feedback and insight through corresponding micro surveys unique to each topic.

New videos will be added every week. Please stay tuned for the next video: a look at land use in Moffett Park with Raimi + Associates.

Hear a few words from the Moffett Park Specific Plan's project manager as she introduces the series:



what will Moffett Park be in the future?

Part 3 - Ecology

Hear from the San Francisco Estuary Institute (SFEI) as they introduce ecological conditions in Moffett Park. Also check out our [Resources](#) page to read their *Making Nature's City* report. The discussion begins at minute 1:04 after a brief introduction from the City of Sunnyvale.

Please also take a moment to respond and share your thoughts about the video in the survey below. A copy of the slides featured in this presentation are available here: [Ecology Presentation slides](#)

Part 4 - Open Space

CMG Landscape Architects discusses current open space conditions in Moffett Park, and more importantly describes how open space resources and amenities could transform the future Moffett Park into an inclusive, active environment.

Please also take a moment to respond and share your thoughts about the video in the survey below. A copy of the slides featured in this presentation are available here: [Open Space Presentation slides](#)



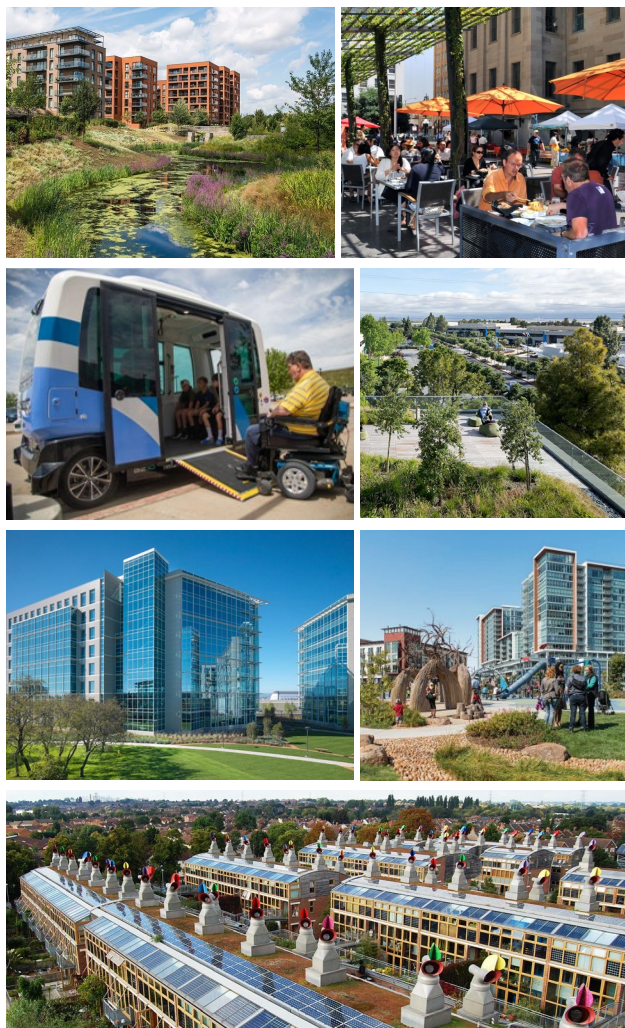
Draft Vision + Guiding Principles

Draft Vision Statement

The vision for Moffett Park is a well-connected ecological innovation district with a diverse mix of uses that serves as a model of resilience, climate protection, equity and economic opportunity.



Draft Guiding Principles



- 1. Resilient + Equitable*
- 2. Vibrant + Inclusive*
- 3. Diverse Economy + Prosperity*
- 4. Accessible + Pedestrian Friendly*
- 5. Dynamic + Connected Public Spaces*
- 6. Healthy + Biodiverse Environment*
- 7. Innovative + Emerging Technology*

Draft Guiding Principles

Resilient + Equitable



- Clear pathway to carbon neutrality
- Equitable quality of life outcomes
- Flexibility to evolve over time

Vibrant + Inclusive



- Neighborhoods that improve community health
- Diverse uses
- Range of housing types
- Historic + cultural sites

Draft Guiding Principles

Connected + Accessible



- Resilient + accessible multimodal circulation network
- Growth focused near transit
- Safe, comfortable, and accessible pedestrian and bicycle facilities
- Mobility needs of people

Diverse Economy + Economic Prosperity



- Innovation hub of diverse businesses
- Small, local + start-up businesses
- Training + career pathways

Draft Guiding Principles

Innovative + Emerging Technology



- Center for thought leadership and emerging technologies
- Smart City design and district-scale infrastructure
- Collaborative

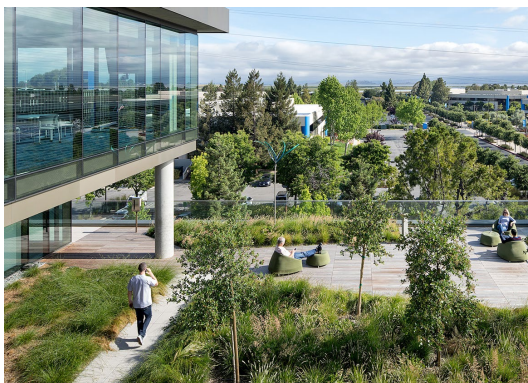
Dynamic + Connected Public Spaces



- High-quality public realm + open space
- Connected to the Bay
- Range of publicly accessible open space types + amenities

Draft Guiding Principles

Healthy + Biodiverse Environment

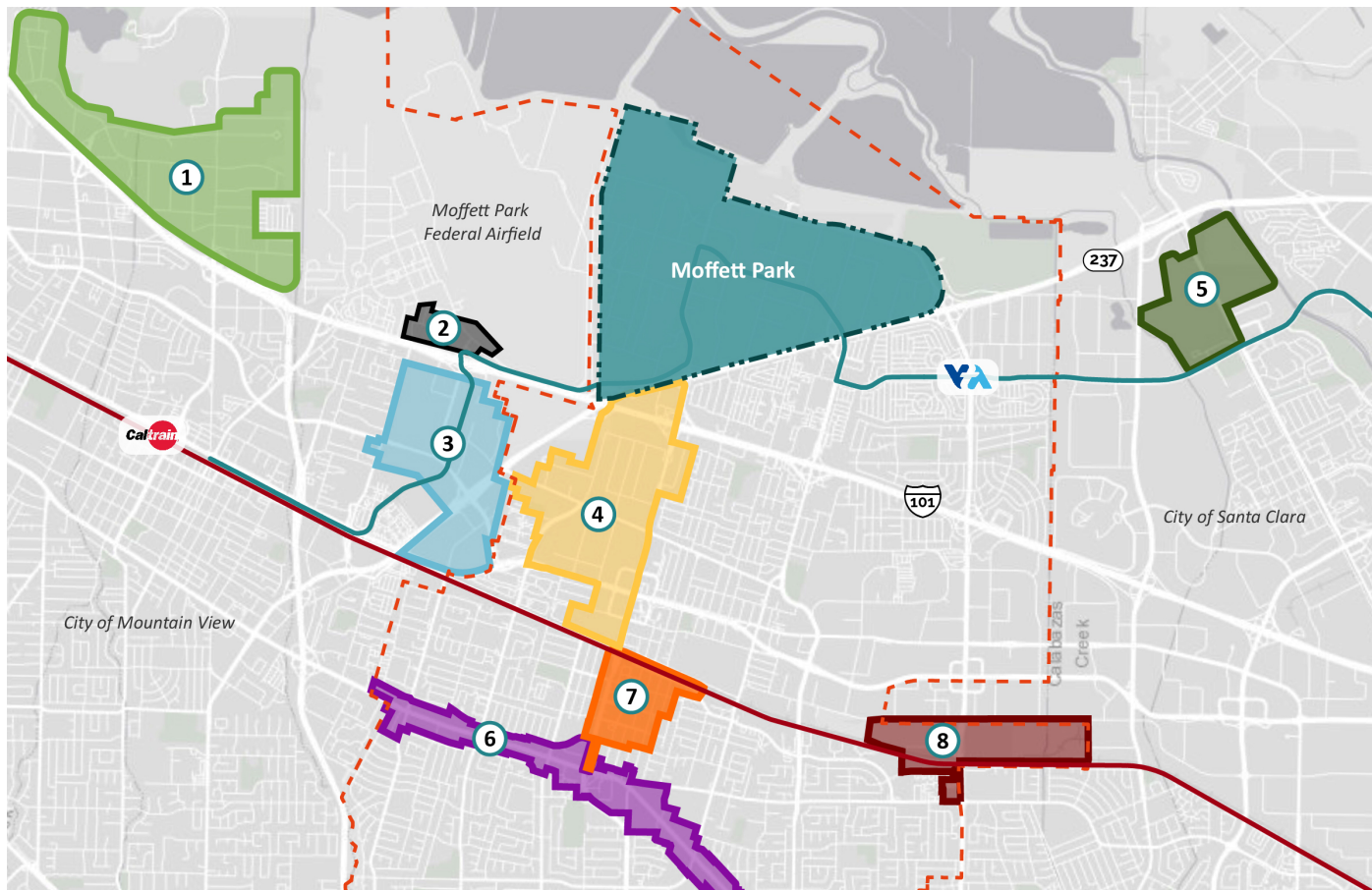


- Enhance ecosystems + support biodiversity
- Nature-oriented open spaces + natural buffers
- Robust urban forest
- Nature-based solutions + hybrid infrastructure systems to address SLR
- Regional amenity



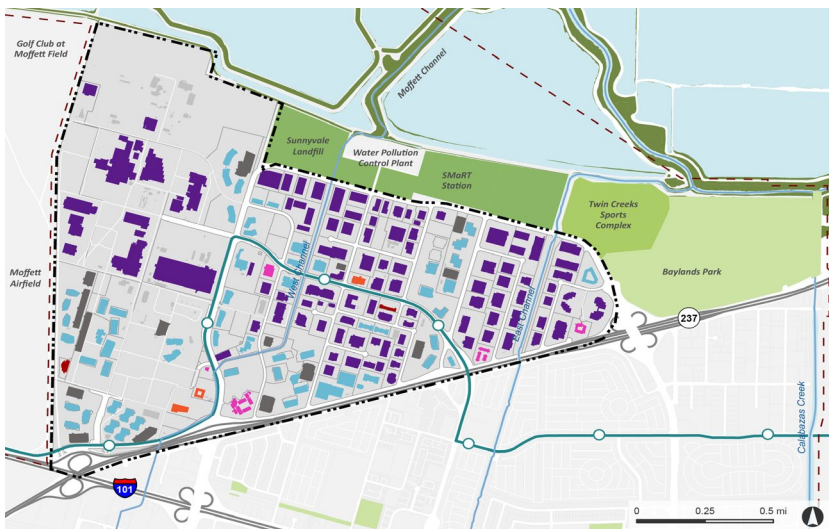
Background Analysis

Subregional Growth






- | | | |
|--|---|--|
| <p>1 North Bayshore
Residential + Office + Commercial</p> | <p>4 Peery Park
Residential + Office</p> | <p>7 Downtown Sunnyvale
Residential + Office + Commercial</p> |
| <p>2 NASA Ames Development
Residential + Office</p> | <p>5 Related Santa Clara
Residential + Office + Commercial</p> | <p>8 Lawrence Station
Residential + Office + Commercial</p> |
| <p>3 East Whisman
Residential + Office + Commercial</p> | <p>6 El Camino Real
Residential + Commercial</p> | <p>■■■■■ City of Sunnyvale</p> |

Existing Building Area + Surface Parking Facilities

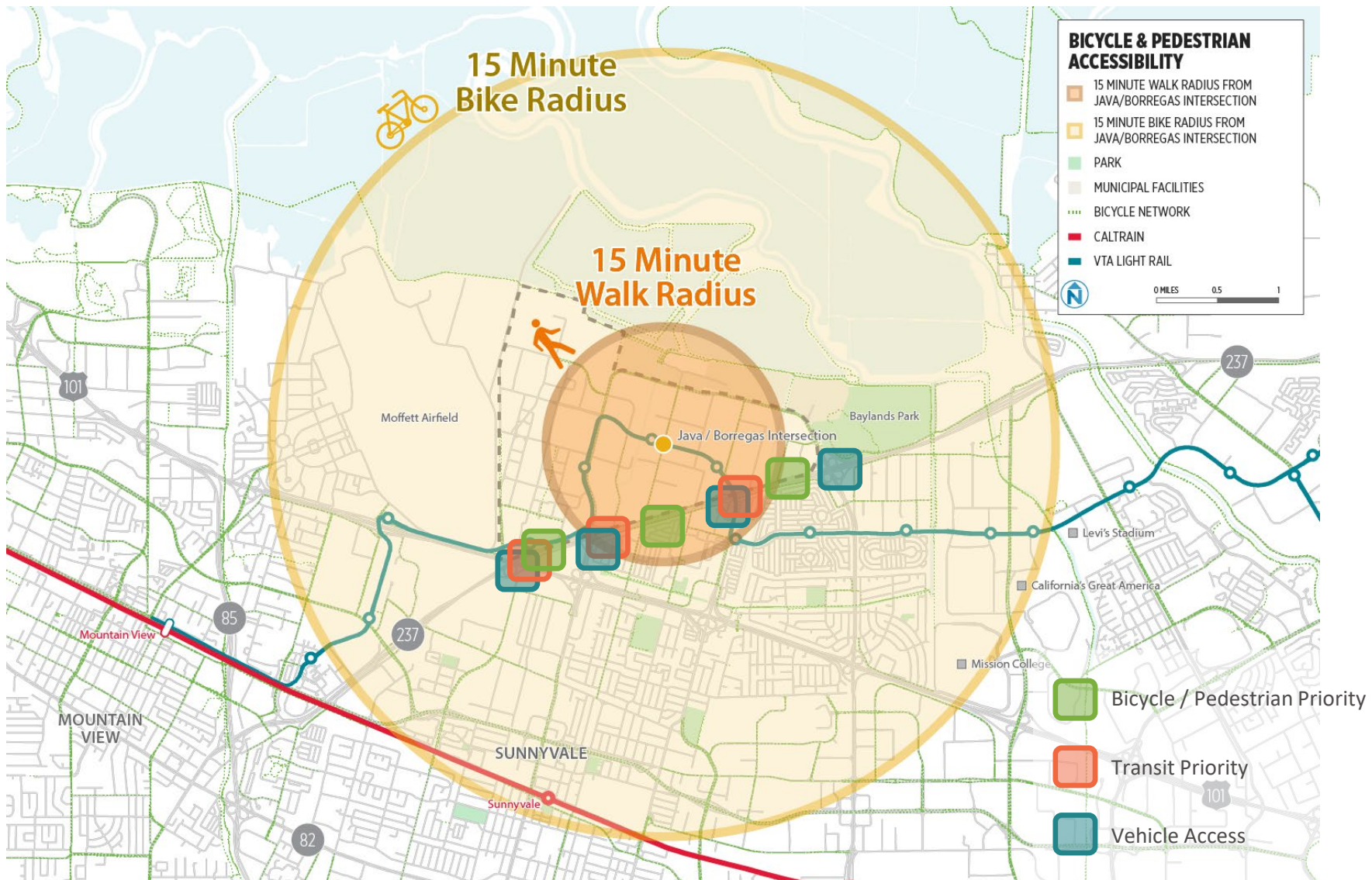


Existing Land Use

-  Industrial + Research & Development
-  Office
-  Retail + Hospitality + Institutional

Surface parking lots provide opportunities for increased intensity of uses to create a vibrant mixed-use district.

Mobility Considerations



Environmental Considerations



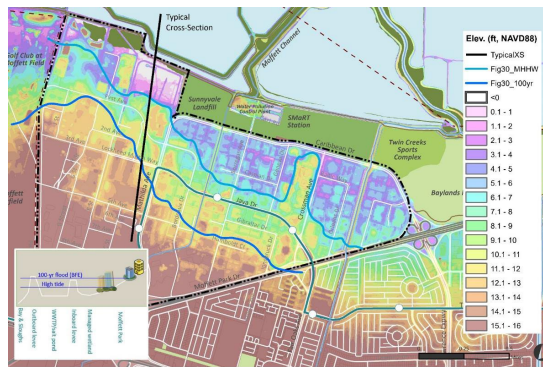
Heights



Urban Ecology



Noise and Pollution



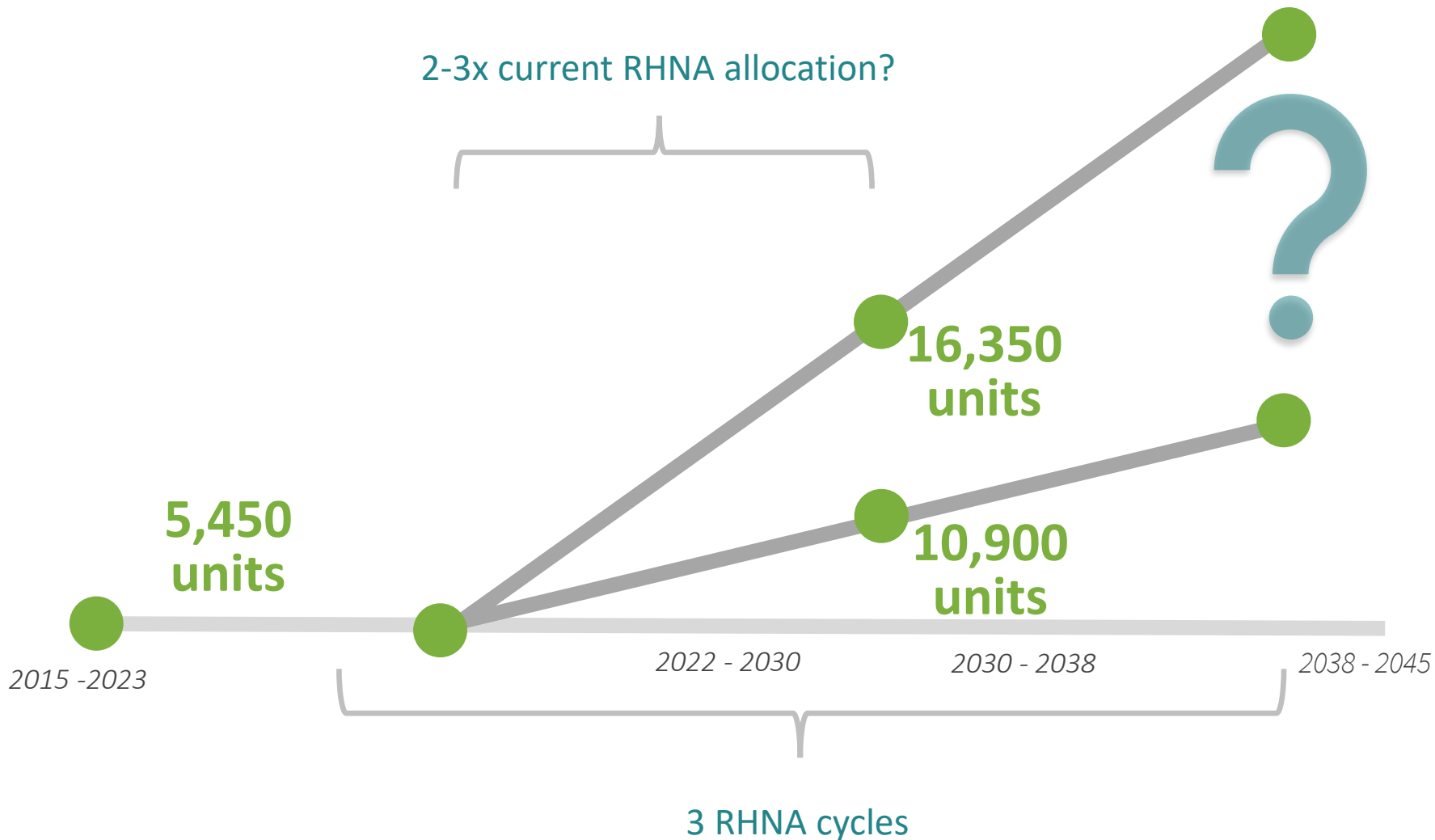
Sea Level Rise/Flooding

- Conducting a series of existing conditions analysis to:
 - Establish baseline conditions
 - Understand key issues + opportunities
- Studies include:
 - Noise, environmental pollution, cultural
 - Ecology
 - Transportation
 - Sea level rise + flooding
 - Infrastructure (water, sewer)

Growing Residential Demand

- **Housing availability** and **affordability** continues to be a significant challenge
- Housing for lower-income families is facing a **severe deficit**
- Significant **demand** for future housing

Regional Housing Needs Uncertainty?



Market Analysis Findings

- Technology industry is driving demand for office space
- Light industrial inventory is declining
- Future households will generate demand for new neighborhood-serving retail

Market Analysis completed prior to Covid-19



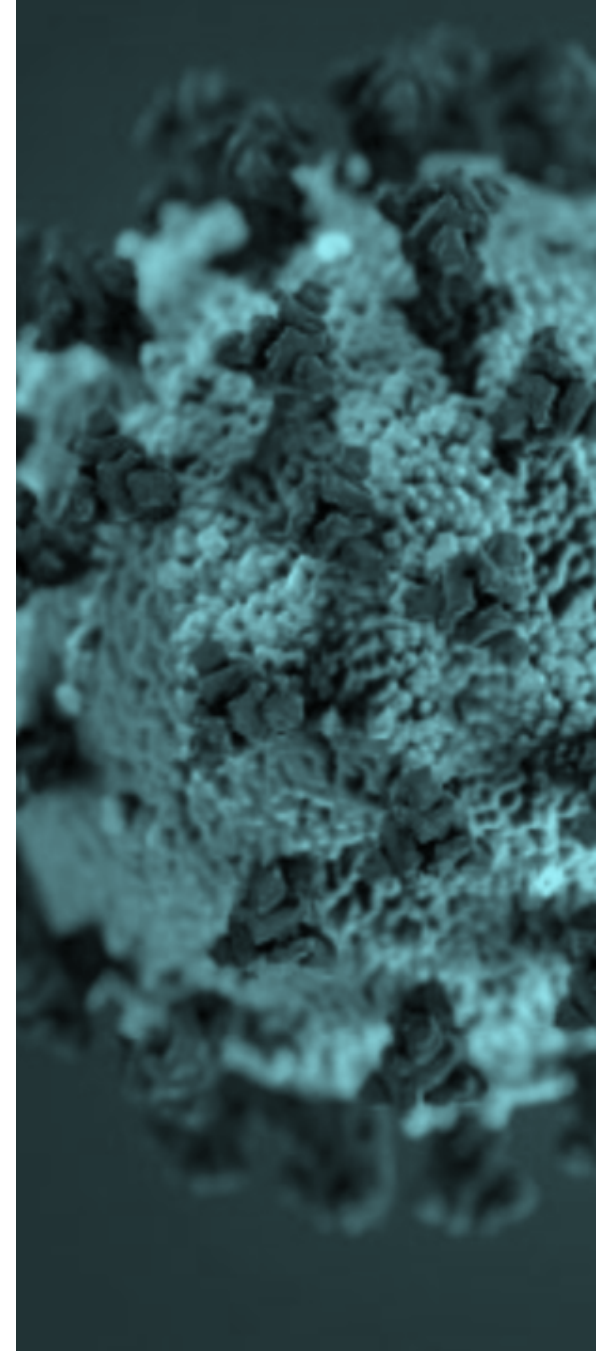
Impacts of COVID-19

What We Know

- Unprecedented unemployment rates
- Diminished demand
- Compromised fiscal health
- Competitive assets

What We Don't Know

- Depth and length of economic and market impacts
- Long term changes in how we work and travel





Initial Design Concepts for Moffett Park

Placemaking

WALK TO SHOPS



SAFE STREETS



GET AROUND EASILY



HOUSING CHOICES



GATHERING PLACES



CITY SERVICES



SPECIAL CHARACTER



PART OF THE WHOLE



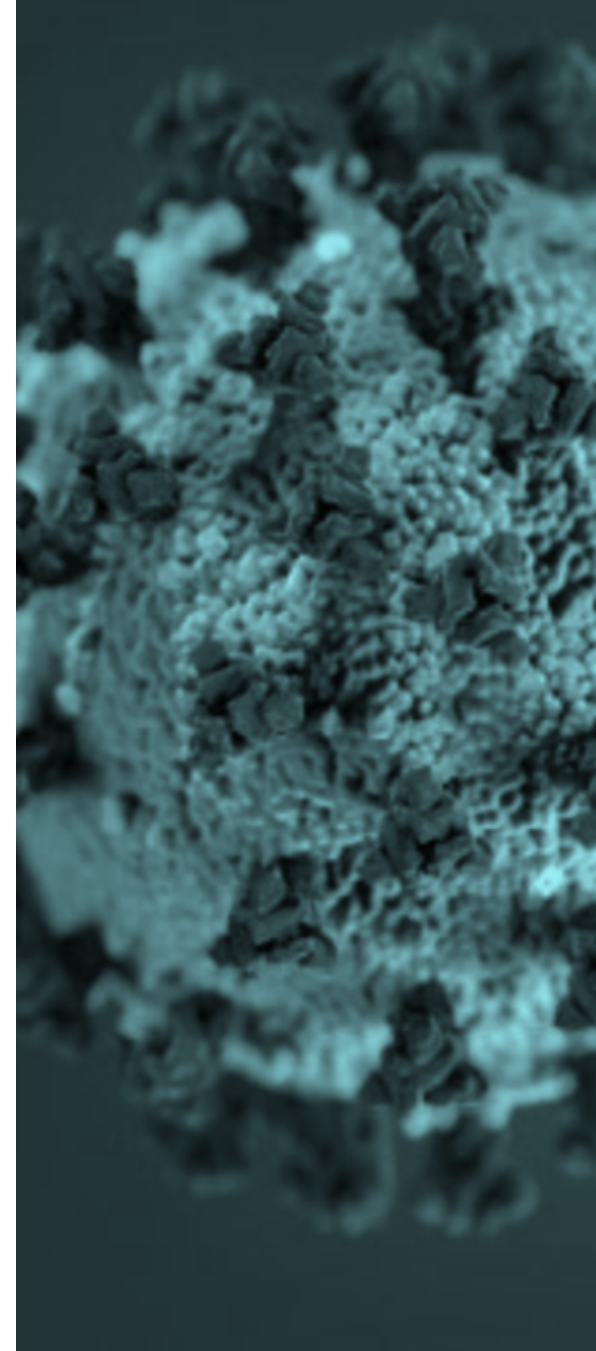
Keller
Intelligence
Program
San Francisco
Planning

Walkability



How does the COVID-19 Pandemic Change our Thinking about Urban Design Goals + Placemaking?

- Walkability is timeless
- Plan is focused on pedestrian and bike infrastructure
- Increase proximity of services
- Increase proximity to jobs
- Generous open space and urban ecology network
- Change in work + commute patterns



Range of Place Types

Activity Centers



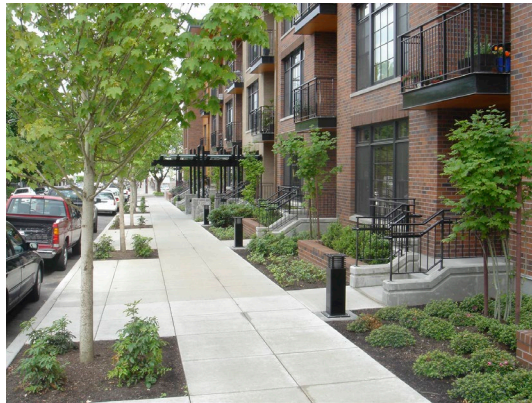
Main Streets



Village Corners



Neighborhoods



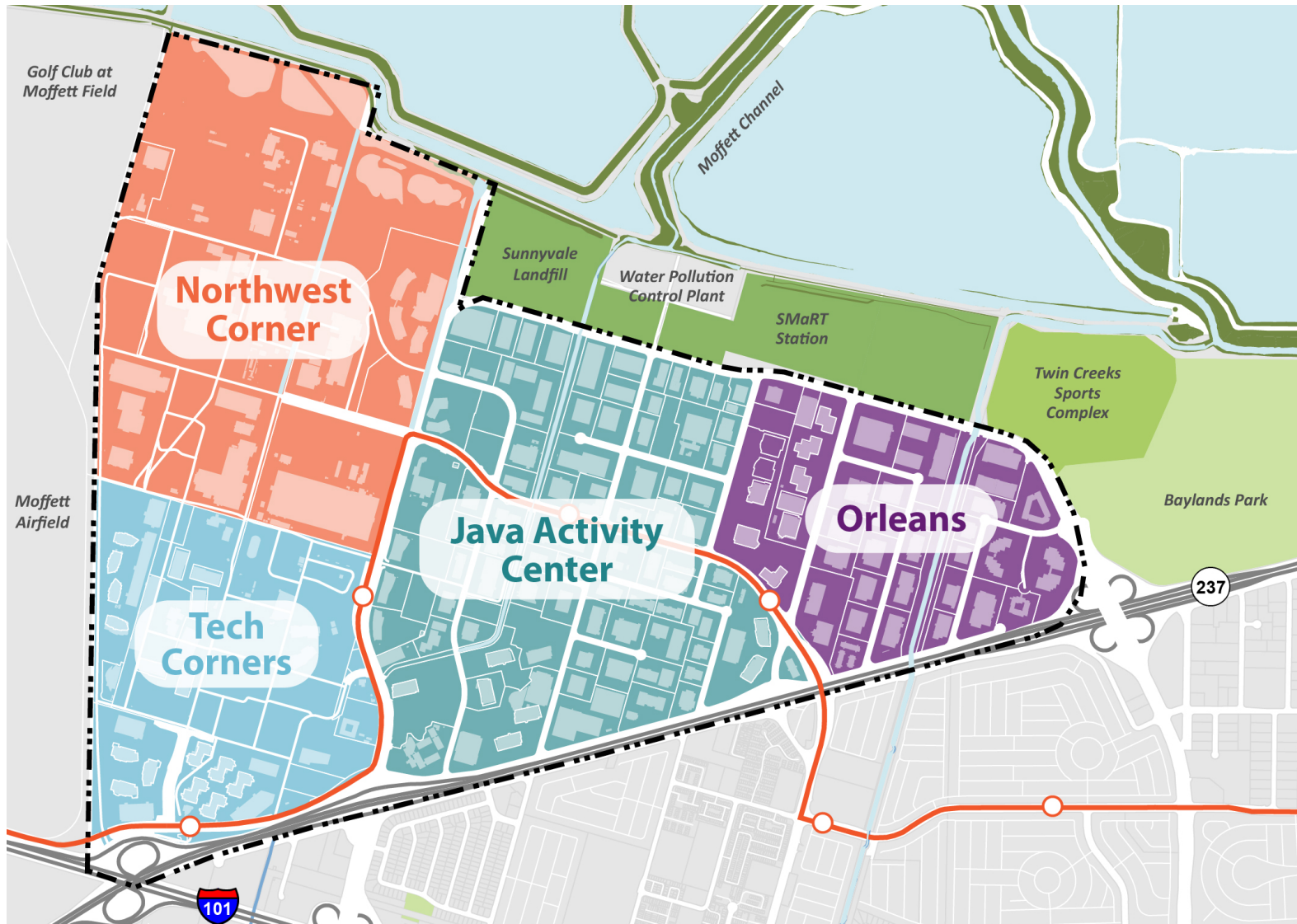
Office/R+D



Range of Open Space Types + Sizes



Concept of Districts/Neighborhoods



Land Use Concepts

Alt A | String of Neighborhoods

Alt B | Java Main Street

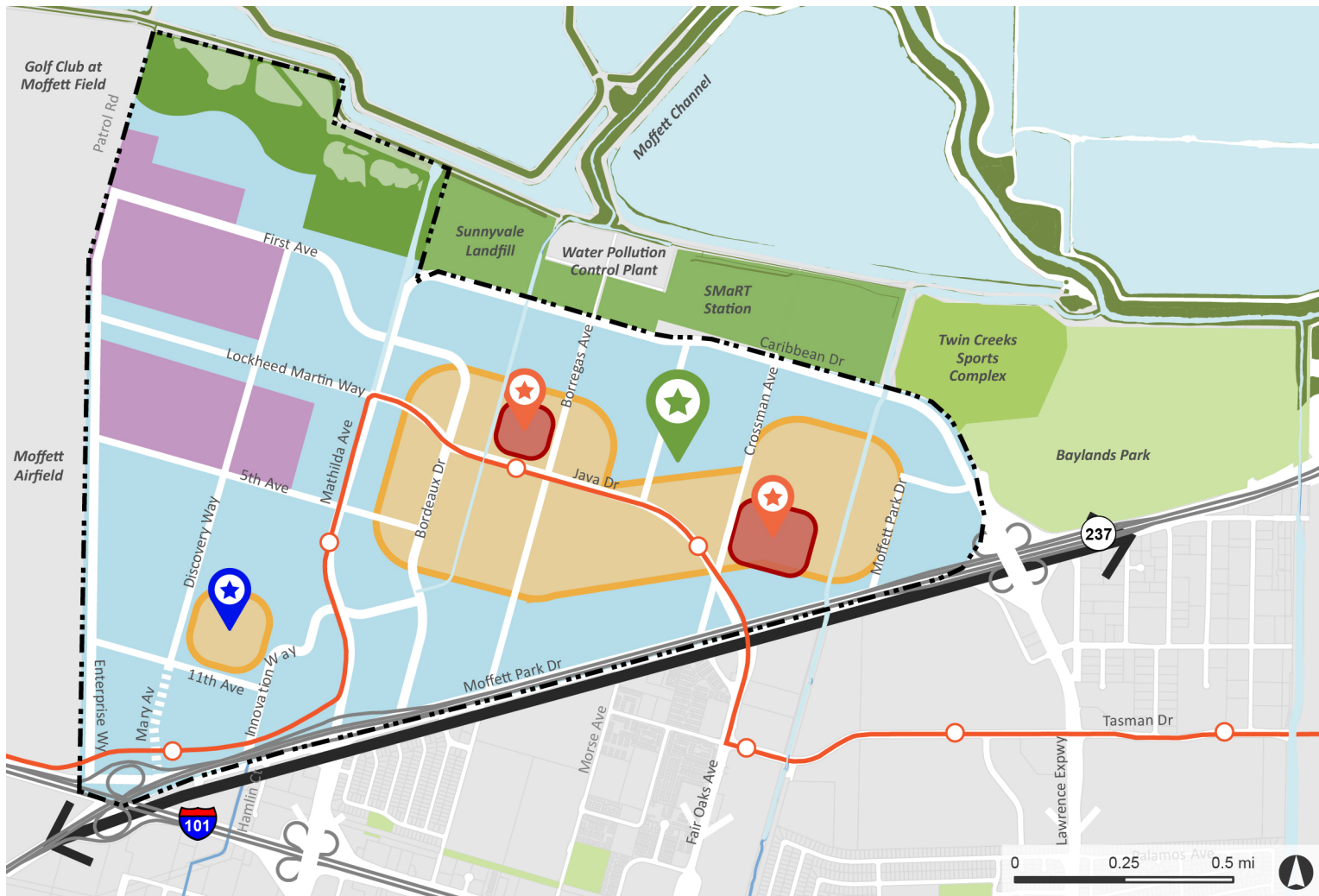
Alt C | North/South Main Street



Office Industrial + R&D Residential Mixed Use Open Space Activity Center Village Corner

Maps represent preliminary and conceptual designs, and are not indicative of development

Alt A | String of Neighborhoods



Office Industrial + R&D Residential Mixed Use Open Space Activity Center Village Corner

Maps represent preliminary and conceptual designs, and are not indicative of development

Alt A | Urban Design Concepts



Maps represent preliminary and conceptual designs, and are not indicative of development

ALT B | Java Main Street



■ Office
 ■ Industrial + R&D
 ■ Residential
 ■ Mixed Use
 ■ Open Space
 ★ Activity Center
 ★ Village Corner

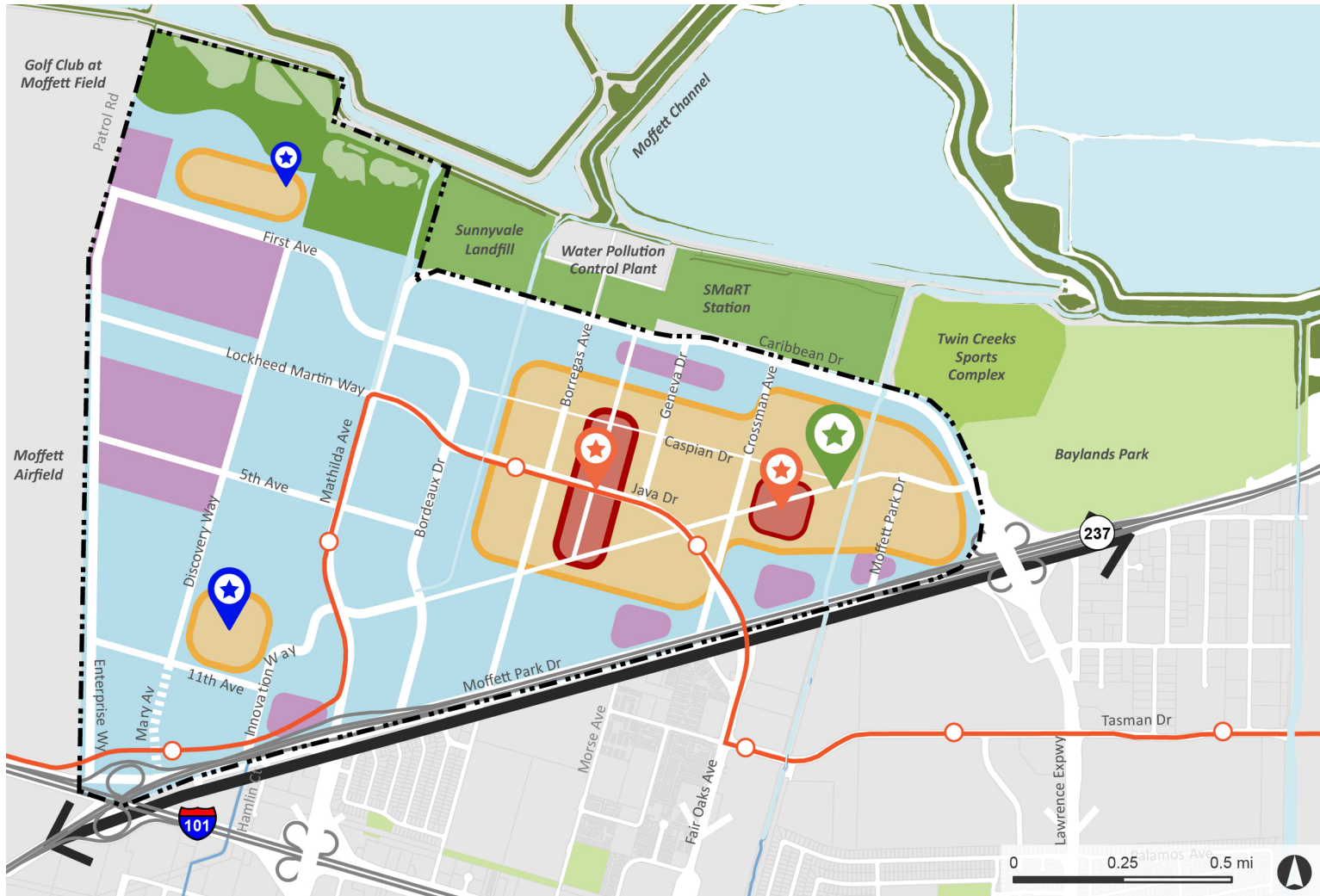
Maps represent preliminary and conceptual designs, and are not indicative of development

ALT B | Urban Design Concepts



Maps represent preliminary and conceptual designs, and are not indicative of development

ALT C | North/South Main Street



- Office
- Industrial + R&D
- Residential
- Mixed Use
- Open Space
- 📍 Activity Center
- 📍 Village Corner

Maps represent preliminary and conceptual designs, and are not indicative of development

ALT C | Urban Design Concepts



- Destination Open Space/Park
- Riparian Corridor
- Pathways
- Green Corridor
- Extension (proposed)

Maps represent preliminary and conceptual designs, and are not indicative of development

Urban Design + Land Use Concepts

Alt A | String of Neighborhoods



■ Office
 ■ Industrial + R&D
 ■ Residential
 ■ Mixed Use
 ■ Open Space
 ● Activity Center
 ● Village Corner

Alt B | Java Main Street



Alt C | North/South Main Street



● Destination Open Space/Park
 — Riparian Corridor
 - - - Pathways
 — Green Corridor
 - - - Extension (proposed)



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Next Steps



- September 2020
 - Detailed Land Use Plans + Urban Design Alternatives
 - Potential infrastructure/mobility projects
 - Range of development by land use
- Nov/Dec 2020
 - Summary of community outreach + PC/CC Study Sessions
 - Direction on Preferred Plan

Today's Discussion

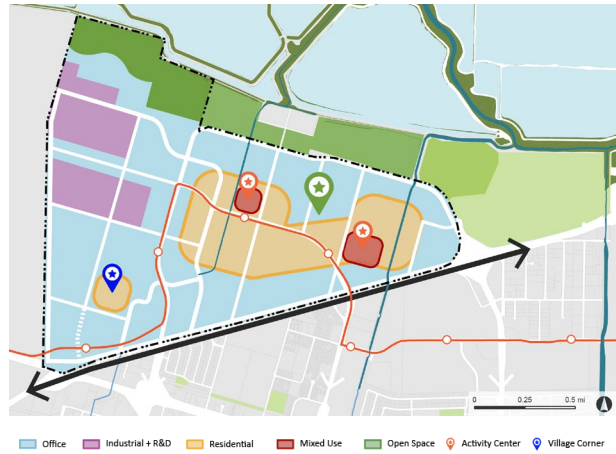
1. Feedback on **draft Vision Statement and Guiding Principles**
 - What **other aspirations** do you have for the future Moffett Park?
2. Feedback **land use concepts**
 - Should other concepts be explored?
3. Is additional **information** needed to consider detailed land use alternatives in September?



Questions/Comments

Urban Design + Land Use Concepts

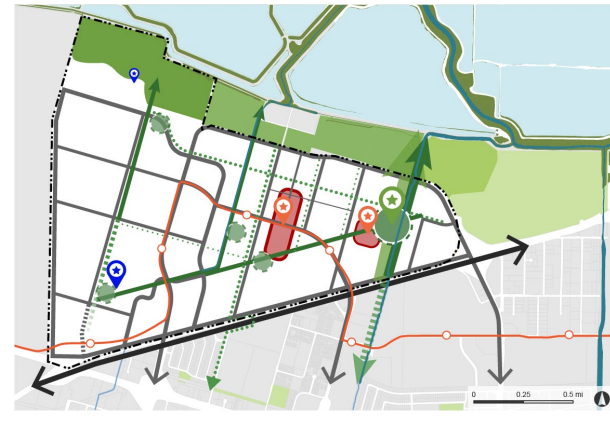
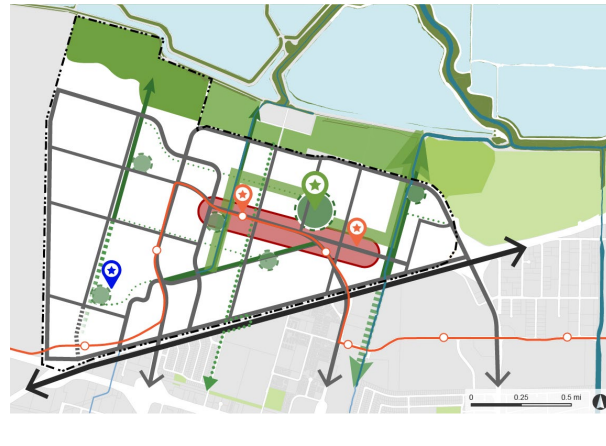
Alt A | String of Neighborhoods



Alt B | Java Main Street



Alt C | North/South Main Street



Maps represent preliminary and conceptual designs, and are not indicative of development

Guiding Principles

Vision for the Future of Moffett Park

Moffett Park is a well-connected ecological innovation district with a diverse mix of uses that serves as a model of resilience, climate protection, equity, and economic opportunity.

- **Establish Moffett Park as a model community through its commitment to comprehensively addressing resilience, climate protection, and equity in all activities.**
 - Adopt innovative and equitable policies to reduce social, economic, and environmental stresses.
 - Build and implement a clear pathway to carbon neutrality and a climate-positive community.
 - Ensure quality of life outcomes are experienced and shaped equitably by the people living and working in Moffett Park.
 - Build in flexibility for the neighborhood and shoreline to evolve over time, responding and adapting to climate disruption.

Guiding Principles

- **Evolve Moffett Park into a vibrant and inclusive community where all people can thrive.**
 - Create neighborhoods that improve community health through access to public amenities, quality housing, and healthy and safe environments for everyone.
 - Diversify the mix of uses within the district to support a vibrant complete community.
 - Advance racial, demographic, and socioeconomic diversity by supporting a range of housing types.
 - Preserve and celebrate the culturally significant Indigenous places and technological history.
- **Maintain and strengthen Moffett Park as a diverse economic engine that supports economic prosperity for all.**
 - Strengthen the district as an innovation hub for technology, research, industrial, and emerging industries.
 - Encourage greater business diversity to ensure economic sustainability.
 - Retain and create space for small, local, and startup businesses.
 - Develop effective education, training programs, and career pathways into the Moffett Park economy.

Guiding Principles

- **Create a connected, accessible district that prioritizes the movement of people over vehicles to reduce climate pollution and to support a healthy community.**
 - Establish a resilient and accessible multimodal circulation network with new and improved connections to, from, and within the district.
 - Concentrate growth and intensity to ensure efficient use of resources and support high-quality transit.
 - Increase availability of and reliance on walking, biking, transit, and shared trips to reduce the district's climate impact.
 - Construct safe, comfortable, and accessible pedestrian and bicycle facilities that invite people of all ages and abilities.
 - Address the mobility needs of people who have not been served equitably in the past, including children, seniors, people of color, people with disabilities, and low-income households.
- **Cultivate a dynamic and connected public spaces that accommodate the physical and social needs of all users.**
 - Create a diverse, high-quality street and open space network that provides opportunities for social interaction, recreation, and ecological health.
 - Connect people to nature and the Bay through a continuous network of new and improved bicycle and pedestrian pathways.
 - Incorporate a broad range of publicly accessible open space types and amenities that will accommodate the physical and social needs of users of all ages and abilities.

Guiding Principles

- **Create a healthy, resilient, and biodiverse environment.**
 - Design new developments and open spaces to enhance ecosystems and support biodiversity, benefitting both people and natural habitat.
 - Provide open spaces and natural buffers around ecological resources that will restore biological function and habitat quality.
 - Cultivate a robust urban forest that will sequester carbon, reduce stormwater runoff, improve thermal comfort, and contribute to health and wellbeing.
 - Incorporate nature-based solutions and hybrid infrastructure systems to mitigate and adapt to the impacts of climate disruption and sea level rise.
 - Create an identity and attraction based on the urban ecology of the district.
- **Integrate innovative and emerging technologies in the district to support the community wide goals.**
 - Seek to establish Moffett Park as a regional center for thought leadership and emerging technologies.
 - Incorporate Smart City design and district-scale infrastructure systems.
 - Foster collaboration among the City, community, and landowners to develop innovative, multi-benefit solutions to complex challenges.