

Peery Park Specific Plan and EIR

Sunnyvale, CA

FTS

Peery Park's industrial-park format has not changed appreciably since the 1960's. The City seeks to evolve its now-obsolete pattern into a high value, sustainable workplace district and knowledge center that leverages its heart of the Silicon Valley location. The Specific Plan and EIR create a new comprehensive vision, strategies, and regulations to enable the range of contemporary office, R&D, industrial, and other supporting development and ensure that the district will provide the 21st Century infrastructure and knowledge services that drive innovation.

BEFORE



View of a Peery Park interior street without sidewalks and typical 40-50 year old low rise building fabric.

- The 400+ acre area is one of the few remaining growth areas in the city.
- Major employers include Apple, LinkedIn and Hewlett Packard as well as a cluster of tech manufacturing firms.
- Characterized by a mix of old and newer development with an insular "look," limited connectivity, and few amenities.
- An area of intense development interest near mature neighborhoods, downtown, freeways, and a Caltrain station.

ASSIGNMENTS

- Explain Peery Park's past and present and how to position it advantageously to become a cutting edge workplace district in Silicon Valley.
- Analyze potentials for development change and craft regulations, placemaking and city actions to support the vision.
- Integrate the EIR early and ensure that the Plan will be highly adoptable and effective in encouraging investment, strengthening place value, and protecting community character and sustainability.

OUTCOMES

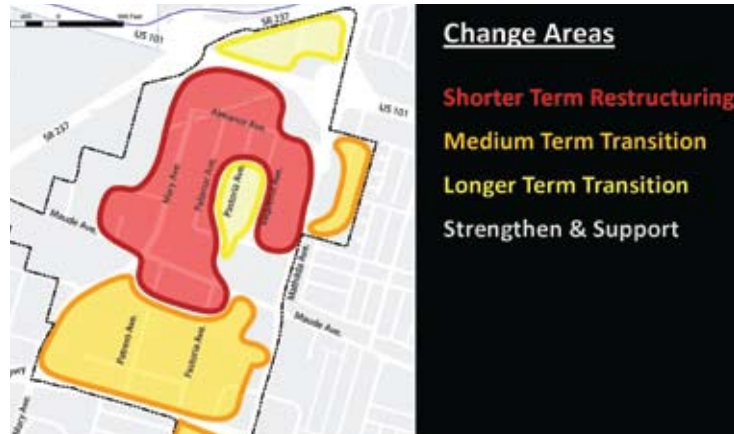
- The project is currently in-process with community workshops under way.

CLIENT: The City of Sunnyvale

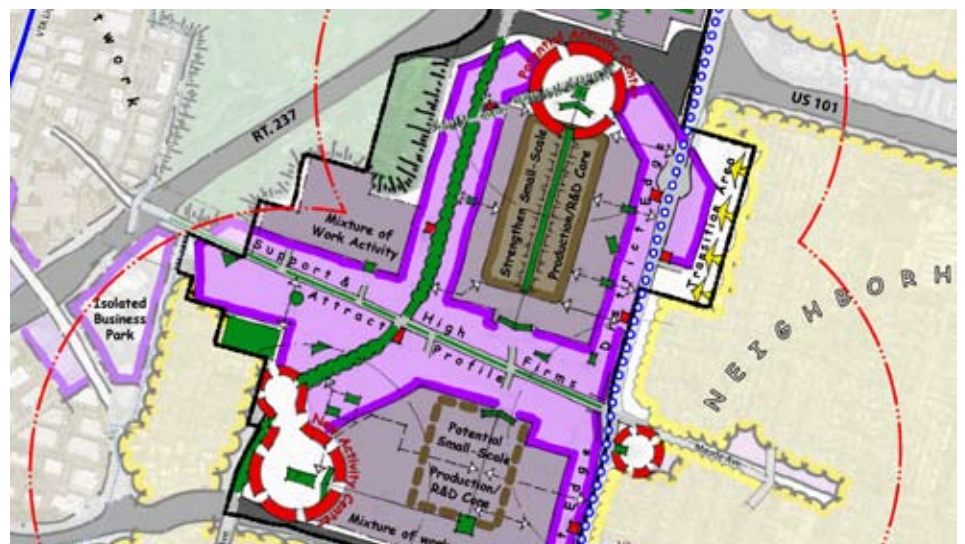
IN COLLABORATION WITH: The Concord Group (market economics), Seifel Consulting Inc. (fiscal analysis), Hexagon Transportation Consultants, Inc. (transportation), AMEC (environmental analysis)



Illustrative diagram of the existing pattern of development in Peery Park and its surrounding neighborhoods, showing the irregular concentrations of older buildings with small scale engineering, design and production activities, and of newer, larger scale research, design and services clustered more visibly along larger roads.



A conceptual diagram of areas of potential change in the district, according to their short, medium and long term transition potentials - based on field observations, development increments, and workplace market trends.



Growing from the existing pattern of development, this composite diagram shows potential strategic areas and actions to support the local "innovation ecosystem," improve mobility and placemaking to strengthen investment and district identity, and position better and more accessible amenities to draw and retain innovative firms and skilled workers.