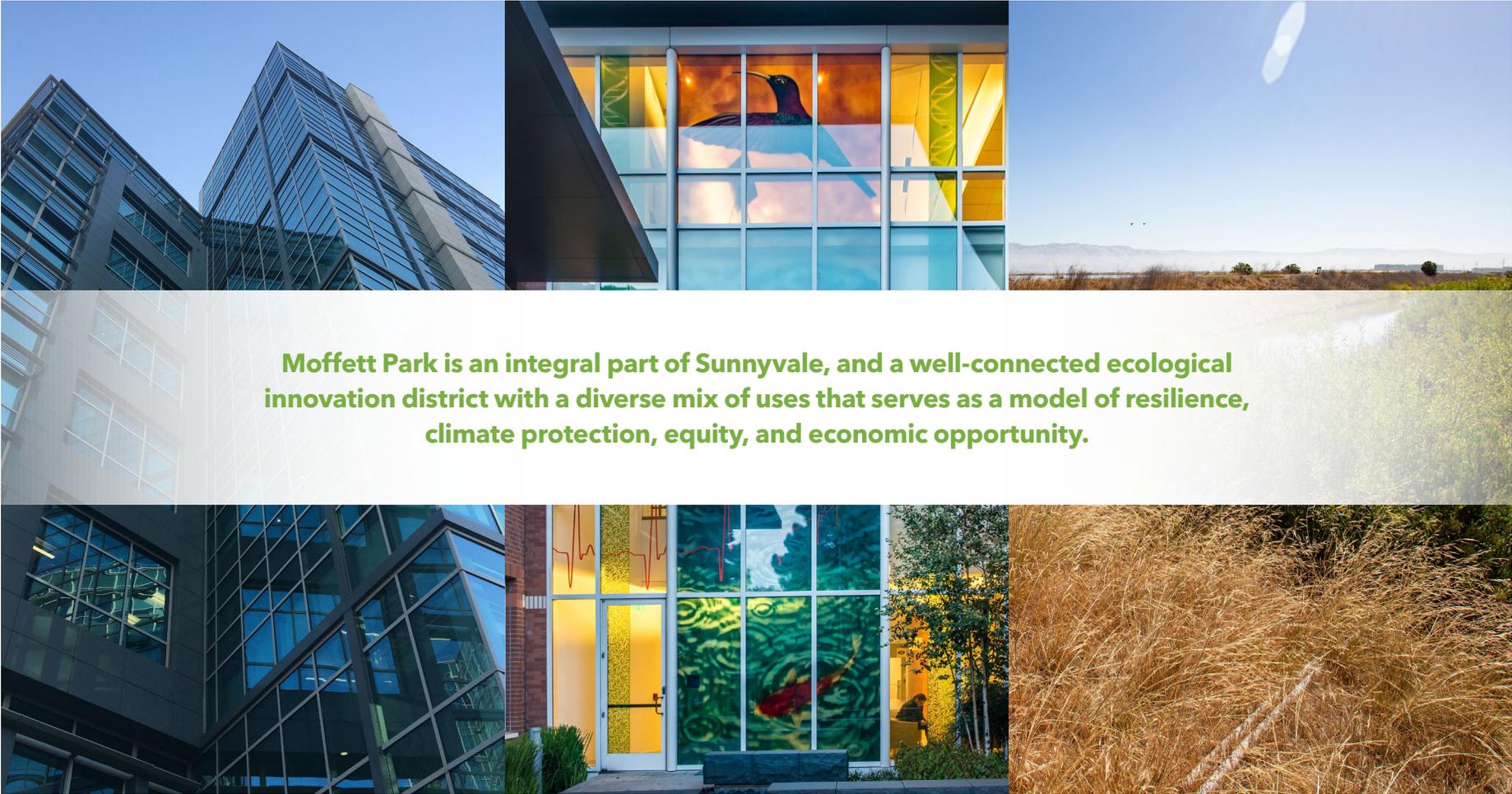


1.1 Vision

Moffett Park has served as a critical piece of Sunnyvale's cultural landscape and built environment for decades. Through collaborative input from City Council, Planning Commission, local stakeholders, and the wider Sunnyvale community, a shared vision statement was created:



Moffett Park is an integral part of Sunnyvale, and 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.

As an ecological innovation district, Moffett Park combines the tenets of sustainable, ecological, and resilient practices with a leading-edge, technologically driven cluster of businesses. Anchor businesses combine with new spaces for start-ups, housing, and retail in a walkable and transit-accessible environment. The ecological innovation district stewards the natural environment, bringing nature into Moffett Park to enhance climate resilience, while supporting biodiverse native ecosystems and local community health. The ecological innovation district centers community health and well-being and fosters equitable development that accelerates prosperity for all.

What is Ecological Development?

Ecological development is an integrated approach to implementing sustainable practices across geographic scales and a diverse mix of land uses. Ecological development promotes healthy biodiverse landscapes but also provides positive benefits to public health, community character, and economic stability. Ecological development strives to promote sustainability at the community and district level.

“The EcoDistricts approach is a comprehensive strategy to accelerate sustainable development at the neighborhood scale by integrating building and infrastructure projects with community and individual action.”

-Eco Districts Protocol

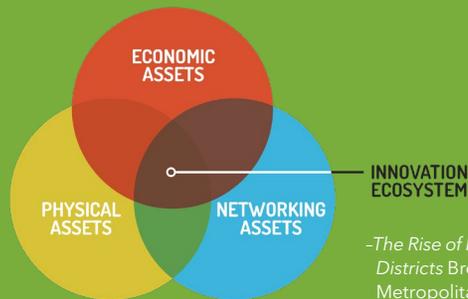


"London Wetlands" by Jon Aker licensed under CC BY 2.0

What is an Innovation District?

Beginning with a strong core of primary institutions, innovation districts accommodate a diverse profile of businesses that include larger, well-established anchor companies, balanced by a number of smaller businesses and startups. Technology, life science research, and information services are complemented by local educational establishments, which facilitates a collaborative environment that encourages a culture of knowledge sharing and innovative thinking.

Characterized by a pattern of compact development, innovation districts emphasize a tight network of streets and multi-modal transportation options. Transit is very often prioritized, with buildings and mixed-use development strategically concentrated around community transportation hubs. Innovation districts are social, facilitating engagement and social interaction in comfortable spaces for work, life, and leisure and recreation.



-The Rise of Innovation Districts
 Brookings Institute Metropolitan Policy Programs

“Geographic areas where leading-edge anchor institutions and companies cluster and connect with start-ups, business incubators, and accelerators. They are also physically compact, transit-accessible, and technically-wired and offer mixed-use housing, office, and retail.”

-The Rise of Innovation Districts Brookings Institute Metropolitan Policy Programs



Example rendering of park within innovation district; Source: SASAKI