

GOALS AND POLICIES RELEVANT TO THE GENERAL PLAN AMENDMENTS

The following Adopted Goals and Policies support the proposed correction to Figure 3-2 and the clarification of the calculation of commercial Floor Area in Village Center in Chapter 3 (Land Use and Transportation Element) of the 2011 Consolidated General Plan:

General Plan Chapter 3: Land Use and Transportation

GOAL LT-4 - AN ATTRACTIVE COMMUNITY FOR RESIDENTS AND BUSINESSES -

In combination with the city's community design sub-element, ensure that all areas of the city are attractive and that the city's image is enhanced by following policies and principles of good urban design while valued elements of the community fabric are preserved.

Policy LT-4.2 Encourage nodes of interest and activity, public open spaces, well-planned development, mixed-use projects, signature commercial uses, and buildings and other desirable uses, locations, and physical attractions.

GOAL LT-5: Creation, preservation, and enhancement of Village Centers and neighborhood facilities that are compatible with residential neighborhoods -

Support the development of village centers that create an identity and "sense of place" for residential neighborhoods, provide neighborhood gathering places, and allow a vibrant mix of public, commercial.

Policy LT-5.1 Strengthen the image that the community is composed of cohesive residential neighborhoods, each with its own individual character and village center; allow change and reinvestment that reinforces positive neighborhood concepts and standards such as walkability, positive architectural character, site design, and proximity to supporting uses.

Policy LT-5.2 Preserve and enhance the character of Sunnyvale's residential neighborhoods by promoting land use patterns and transportation opportunities that support a neighborhood concept as a place to live, work, shop, entertain, and enjoy public services, open space, and community near one's home and without significant travel.

Policy LT-5.3 Require new development, renovation, and redevelopment to be compatible and well integrated with existing residential neighborhoods.

GOAL LT-8: Options for healthy living - Create a city development pattern and improve the city's infrastructure in order to maximize healthy choices for all ages, including physical activity, use of the outdoors, and access to fresh food.

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Policy LT-8.4 Promote compact, mixed-use, and transit-oriented development in appropriate neighborhoods to provide opportunities for walking and biking as an alternative to auto trips.

GOAL LT-12: A balanced economic base - Facilitate an economic development environment that supports a wide variety of businesses and promotes a strong economy within existing environmental, social, fiscal, and land use constraints.

Policy LT-11.2 Support a full spectrum of conveniently located commercial, mixed-use, public, and quasi-public uses that add to the positive image of the community.

Policy LT-11.3 Promote business opportunities and business retention in Sunnyvale.

GOAL LT-13: Protected, maintained, and enhanced commercial areas, shopping centers, and business districts - Achieve attractive commercial centers and business districts and buildings that are maintained and allow a full spectrum of businesses that operate unencumbered.

Policy LT-13.1 Identify valuable physical characteristics and business aspects, and protect the uniqueness and integrity of all business areas and districts.

Policy LT -13.2 Improve the visual appearance of business areas and districts by applying high standards of architectural design, landscaping, and sign standards for new development and the reuse or remodeling of existing buildings.

Policy LT -13.3 Use density and design principles, such as physical transitions, between different land uses and to buffer between sensitive uses and less compatible uses.

Policy LT -13.4 Support a full spectrum of conveniently located commercial uses and shopping centers that add to the positive image of the community.

Policy LT -13.5 Support convenient neighborhood-serving commercial centers that provide services that reduce automobile dependency and contribute positively to neighborhood character.

Policy LT -13.7 Promote continuous reinvestment in shopping centers through maintenance, revitalization, and redevelopment.

GOAL LT-14 SPECIAL AND UNIQUE LAND USES TO CREATE A DIVERSE AND COMPLETE COMMUNITY - Provide land use and design guidance so that special and

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unique areas and land uses can fulfill their distinctive purposes and provide a diverse and complete community fabric.

Policy LT-14.1 Prepare specific area plans and special zoning tools (including but not limited to specific plans, precise plans, design guidelines, specialized zoning, and sense of place plans) to guide change in areas that need special attention.

Policy LT-14.3 Use special area plans to guide land use and development in areas that support alternative travel modes, village centers, economic development, and a better jobs/ housing ratio.

Policy LT-14.4 Use specialized zoning districts and other zoning tools to address issues in the community, and update as needed to keep up with evolving values and new challenges in the community.

Policy LT-14.8 Ensure that development projects provide appropriate improvements or resources to meet the city's future infrastructure and facility needs, and provide development incentives that result in community benefits and enhance the quality of life for residents and workers.

Policy LT-14.9 Support the provision of a full spectrum of public and quasi-public services (e.g., parks, day care, group living, recreation centers, religious institutions, schools, hospitals, large medical clinics) that are appropriately located in residential, commercial, and industrial neighborhoods and ensure they do not have a negative effect on the surrounding area.

The goals and polies noted above support the correction to Figure 3-2 to correctly reflect anticipated growth from the Land Use and Transportation Element. Additionally, the clarification in the calculation of the commercial Floor Area Ratio in Village Centers supports retention of commercial uses for surrounding neighborhoods and not the creation of food deserts which could occur in some designated Village Centers in the City.