

Relevant General Plan Goals and Policies

The following goals and policies are contained in certain chapters of the General Plan. This includes the Land Use and Transportation Element (LUTE), Housing, Safety and Noise and Environmental Management. These support the implementation of the Village Center Master Plan (VCMP) as a document that encourages redevelopment of the designated village centers to areas that increase residential units while retaining supportive commercial and office uses for the surrounding neighborhood. The VCMP promotes project design that respects the surrounding lower density uses through the use of daylight planes and setback buffers. To address issues with SB330 State Laws, zoning designations have been divided on each site to specify non-residential uses from mixed-use areas that would allow residential. This ensures that a minimum floor area ratio of 25% commercial or office areas are retained in the village centers. Mixed-use designations have been concentrated in specific areas in each village center with a higher density of 30 dwelling units per acre. While this density is higher than the 18 dwelling units per acre noted in the LUTE, the net units for the entire village center site would still be at 18 dwelling units per acre when averaged over each site.

The following goals and policies are current as of June 2025, while many of them are proposed to updated to better align with the Village Center Master Plan. Updated text is noted in the Resolution to adopt text amendments to the LUTE. No changes are proposed to the Housing Element goals and policies.

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.

Policy LT-4.3 Enforce design review guidelines and zoning standards that ensure the mass and scale of new structures are compatible with adjacent structures, and also recognize the City's vision of the future for transition areas such as neighborhood Village Centers and El Camino Real nodes

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, and residential activities. Through development review and other permitting processes, ensure adequate protection is provided to residential neighborhoods when new uses and development projects are considered.

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

GOAL LT-7 DIVERSE HOUSING OPPORTUNITIES - Ensure the availability of ownership and rental housing options with a variety of dwelling types, sizes, and densities that contribute positively to the surrounding area and the health of the community.

Policy LT-7.4 Promote new mixed-use development and allow higher-residential density zoning districts (medium and higher) primarily in Village Centers, El Camino Real nodes, and future industrial-to-residential areas.

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.

Policy LT-8.3 Enable the availability of fresh food in the community.

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.

Policy LT-8.5 Promote walking and bicycling through street design.

GOAL LT-9 ADEQUATE AND BALANCED RECREATION FACILITIES – The City strives to provide and maintain adequate and balanced open space and recreation facilities for the benefit of maintaining a healthy community based on community needs, and the ability of the City to finance, construct, maintain, and operate these facilities now and in the future.

Policy LT-9.1 Ensure that the planned availability of open space in both the City and the region is adequate.

GOAL LT-11 SUPPORTIVE ECONOMIC DEVELOPMENT ENVIRONMENT - 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-12 A BALANCED ECONOMIC BASE - Develop a balanced economic base that can resist downturns of any one industry and provides revenue for City services.

Policy LT-12.5 Encourage land uses that generate revenue while preserving a balance with other community needs, such as housing.

Policy LT-12.7 Maintain an adequate supply of land zoned for office, industrial, and retail development to meet projected needs.

Policy LT-12.8 Provide quality neighborhood, community, and regional retail centers/uses to meet the needs of residents.

Policy LT-12.9 Consider the importance of tax generation (retail, hotel, auto, and business-to-business uses) to support the fiscal health of the community and to fund municipal services.

GOAL LT-13 PROTECTED, MAINTAINED, AND ENHANCED COMMERCIAL AREAS, SHOPPING CENTERS, AND BUSINESS DISTRICTS

Achieve attractive commercial centers and business districts, achieve buildings that are maintained, and allow a full spectrum of businesses that operate unencumbered.

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.

Policy LT-13.8 Require high design standards for office, industrial, and research and development (R&D) buildings in all business districts.

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

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.

GOAL CC-2 ATTRACTIVE STREET ENVIRONMENT - Create an attractive street environment which will complement private and public properties and be comfortable for residents and visitors.

Policy CC-2.1 Maintain and provide attractive landscaping in the public right-of-way to identify the different types of roadways and districts, make motorists more comfortable and improve the enjoyment of residential neighborhoods.

GOAL CC-3 WELL-DESIGNED SITES AND BUILDINGS - Private Development: Ensure that buildings and related site improvements for private development are well designed and compatible with surrounding properties and districts.

Policy CC-3.1 Place a priority on quality architecture and site design, which will enhance the image of Sunnyvale and create a vital and attractive environment for businesses, residents and visitors, and be reasonably balanced with the need for economic development to assure Sunnyvale's economic prosperity.

Policy CC-3.2 Ensure site design is compatible with the natural and surrounding built environment.

Chapter 5 - HOUSING ELEMENT (HE)

GOAL H-1 PROVISION OF ADEQUATE HOUSING SITES - Provide adequate sites for the development of new housing through appropriate land use and zoning to address the diverse needs of Sunnyvale's residents and workforce.

Policy H-1.2 Infill Development Near Transit and Employment Centers.

Facilitate new residential infill development near transit and employment and activity centers, such as El Camino Real corridor, Lawrence Station, Downtown Sunnyvale, the Village Centers, and Moffett Park, through incentives and streamlining development consistent with specific plans.

Policy H-1.3 Additional Affordable Housing Opportunities in High Resource

Areas. Accommodate additional high density residential development (greater than 30 dwelling units/acre) in areas of high resource with access to transit, education, and employment, such as the Village Centers, to increase opportunities for new affordable housing in high resource areas.

Policy H-1.4 Minimum Density Requirement. Encourage a compact urban form by requiring new development to build to at least 75 percent of the maximum zoning density, unless otherwise stated in a specific plan or an exception is granted by the City Council.

Goal H-2: AFFORDABLE HOUSING AND HOME BUYER ASSISTANCE - Assist in the provision of affordable housing to meet the diverse needs of Sunnyvale's lower- and moderate-income households.

Policy H-2.3 Integration of Below Market Rate Housing. Utilize the Below Market Rate (BMR) Housing requirements as a tool to integrate affordable units within market rate developments and increase the availability of affordable housing throughout the community.

Goal H-3: HOUSING CONSERVATION AND MAINTENANCE - Maintain and enhance the condition and affordability of existing housing in Sunnyvale.

Policy H-3.8 No Net Loss of Housing Stock. Ensure that sites being redeveloped for housing do not result in a net reduction in housing units, consistent with Government Code Section 66300(d).

Goal H-4: REMOVAL OF GOVERNMENTAL CONSTRAINTS - Minimize the impact of governmental constraints on the maintenance, improvement, and development of housing.

Policy H-4.6 Objective Design Standards. Maintain and implement the City's multi-family residential, single-family residential, and mixed use design standards to ensure they are clear, objective, and quantifiable to streamline the development review process and increase predictability of review outcomes.

Goal H-6: NEIGHBORHOOD QUALITY - Maintain sustainable neighborhoods with quality housing, infrastructure, and open space that fosters neighborhood character and the health of residents.

Policy H-6.1 Neighborhood Character. Continue efforts to balance the need for additional housing with other community values, including preserving the character of established neighborhoods, high quality design, and promoting a sense of identity in each neighborhood.

Policy H-6.3 Neighborhood Circulation and Connections. Continue a high quality of maintenance for public streets, rights-of-way, and recreational areas, and provide safe and accessible pedestrian, bike, and transit linkages (accessibility) between jobs, residences, transportation hubs, and goods and services.

Policy H-6.8 Mix of Uses. Continue to permit and encourage a mix of residential, neighborhood-serving retail, and job-producing land uses, as long as there is neighborhood compatibility and no unavoidable environmental impacts.

HOUSING ELEMENT IMPLEMENTATION PROGRAMS

H3. Increase Affordable Housing Opportunities in High Resource Areas. Implement zoning modifications to create additional capacity for high density residential in areas of high resource, such as the Village Centers and other high opportunity sites in the central and southern parts of the city, to create more opportunities for affordable housing in areas of high resource and ensure that lower-income housing is dispersed throughout the city. The City shall increase capacity in the lower-income sites inventory by increasing the allowed density in Village Centers to a minimum of 30 units per acre and designating additional non-residential sites in Southern Sunnyvale as residential sites with a minimum allowed density of 30 units per acres, which may or may not be designated as formal Village Centers. Create new mixed-use Village Center zoning designation to ensure consistency with General Plan land use designation.

H41. Prohousing Designation. Pursue and maintain the State's Prohousing Designation by demonstrating a sufficient number of polices that significantly contribute to accelerating housing production. Jurisdictions that receive a Prohousing Designation will receive incentives in the form of additional points or other preferences in the scoring of competitive State funding grant programs in the areas of housing, transportation, infrastructure, and land use.

CHAPTER 7 - ENVIRONMENTAL MANAGEMENT (EM)

Urban Runoff

GOAL EM-10 REDUCED RUNOFF AND POLLUTANT DISCHARGE - Minimize the quantity of runoff and discharge of pollutants to the maximum extent practicable, by integrating surface runoff controls into new development and redevelopment land use decisions.

Policy EM-10.3 Require the incorporation of appropriate stormwater treatment and control measures for industrial and commercial facilities as identified in the stormwater Municipal Regional Permit.

Air Quality

GOAL EM-11 IMPROVED AIR QUALITY - Improve Sunnyvale's air quality and reduce the exposure of its citizens to air pollutants.

Policy EM-11.2 Utilize land use strategies to reduce air quality impacts, including opportunities for citizens to live and work in close proximity.