

LUTE Goals and Policies

GOAL LT-3: *An Effective Multimodal Transportation System - Offer the community a variety of transportation modes for local travel that are also integrated with the regional transportation system and land use pattern. Favor accommodation of alternative modes to the automobile as a means to enhance efficient transit use, bicycling, and walking and corresponding benefits to the environment, person-throughput, and qualitative improvements to the transportation system environment.*

POLICY LT-3.1: Use land use planning, including mixed and higher-intensity uses, to support alternatives to the single-occupant automobile such as walking and bicycling and to attract and support high investment transit such as light rail, buses, and commuter rail.

LT-2.1a: As part of the development project review process in mixed-use and other high-intensity use areas, require that adequate transit stops or a dedicated transit lane is provided, even if bus stops are not yet located there. Ensure that off-street loading areas do not conflict with adjacent uses or impede pedestrian, bicycle, or transit access.

LT-3.1b: Establish reduced parking requirements for transit, corridor, and village mixed-use developments and for developments with comprehensive TDM programs that are consistent with the City's established goals.

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.

LT-4.2a: Promote the development of signature buildings and monuments that provide visual landmarks and create a more distinctive and positive impression of Sunnyvale within the greater Bay Area.

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-7.2: Determine the appropriate residential density for a site by evaluating the site planning opportunities and proximity of services (such as transportation, open space, jobs, and supporting commercial and public uses).

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-11.1: Provide existing businesses with opportunities to grow in Sunnyvale and provide opportunities to expand into new technologies.

LT-11.1a: Monitor the effect of City policies on business development and consider the effects on the overall health of business in the community.

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.

LT-11.3a: Encourage conveniently located retail, restaurant, and other supportive land uses near business areas.

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-12.6: Create a strong, identifiable Downtown that offers regional and citywide shopping opportunities and entertainment.

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.*

Protected Commercial Districts

POLICY LT-13.6: Support a regional commercial district in Downtown Sunnyvale.

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-14.2: Support the following adopted specialized plans and zoning tools, and update them as needed to keep up with evolving values and new challenges in the community: Downtown Specific Plan, Lakeside Specific Plan, Arques Campus Specific Plan, Lawrence/101 Site Specific Plan, Precise Plan for El Camino Real, Moffett Park Specific Plan, Peery Park Specific Plan, and Lawrence Station Area Plan.

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.

Downtown Specific Plan Goals and Policies

The vision for Downtown Sunnyvale was to allow for an enhanced, traditional downtown serving the community with a variety of destinations in a pedestrian-friendly environment. To achieve this vision, the below goals and related policies were considered in the analysis of the project:

GOAL A: Develop land uses set forth in the General Plan as amended by the City Council in June 2003 in an attractive and cohesive physical form that clearly identifies Sunnyvale's downtown. (Note: General Plan consolidated in 2011. Land Use and Transportation Chapter updated and adopted April 2017)

POLICY A.1 Ensure adequate public utility services and infrastructure

POLICY A.2 Minimize construction impact on businesses and residents in the downtown by developing a construction management program.

GOAL B: Establish the Downtown as the cultural, retail, financial and entertainment center of the community, complemented by employment, housing and transit opportunities.

POLICY B.1. Encourage mixed uses throughout the downtown when consistent with the district character.

POLICY B.2 Encourage below-market-rate housing in all residential neighborhoods.

POLICY B.4. Continue to encourage landscape, streetscape and façade improvements for all streets throughout the downtown.

POLICY B.5. Promote opportunities for small independent businesses and merchants by creating sites for independent retail and entertainment venues.

GOAL D: Protect and enhance existing neighborhoods.

POLICY D.1. Buffer single-family neighborhoods from higher density residential or commercial uses through the use of lower building heights and privacy measures such as increased landscaping and reduction in windows along elevations that directly face single-family properties.

POLICY D.2. Provide gateway markers at the entrances to lower-density residential neighborhoods in order to protect neighborhoods from cut-through traffic and commercial parking. Gateways should convey “resident-only” access.

POLICY D.3. Encourage intensification of specified high-density residential and commercial districts while maintaining the character and density of single-family neighborhoods surrounding the downtown.

GOAL E: Improve the street character.

POLICY E.1. Create a sense of arrival and address through the improvement of major arterials to the downtown in accordance with the proposed streetscape designs.