

## **Key General Plan Goals and Policies**

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### **Chapter 2: Community Vision**

**Goal XV. Responsive Government:** To continue to provide local governance which meets the many and diverse needs of the people and businesses, which is managed to be efficient, effective and compassionate, and which welcomes public participation in an open and accountable public decision-making process.

**Goal CV-1 Community Participation and Engagement:** Achieve a community in which all community members are well informed about local issues, city programs and services are actively involved in shaping the quality of life and participate in local community and government activities.

Policy CV -1.1 Assure that all community members have reasonable access to City information, services and programs within budgeted resources.

### **Chapter 3: Land Use and Transportation**

**Goal LT-1:** Coordinated Regional and Local Planning - Protect the quality of life, the natural environment, and property investment, preserve home rule, secure fair share of funding, and provide leadership in the region.

**Policy LT-1.2a:** Promote transit-oriented and mixed-use development near transit centers such as Lawrence Station, Downtown, and El Camino Real and in neighborhood villages.

**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-4.3:** 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-5.1a:** Promote land use patterns and urban design in Village Centers that reflect context and iconic aspects of the surrounding neighborhood to strengthen the sense of uniqueness and community.

**Policy LT-5.1b:** Consider the designation of a new Village Center at the intersection of Fremont Avenue and Sunnyvale-Saratoga Road.

**Policy LT-5.1c:** Allow mixed-use development at appropriate Village Centers while preserving sufficient commercial zoning to serve neighborhood retail and service needs.

**Policy LT-5.1d:** Provide public gathering places with appropriate amenities for residents, such as Village Centers and neighborhood and community parks.

**Policy LT-5.1e:** Prior to accepting any application for a Village Center Plan, a public engagement program shall be submitted to the City for City Council approval with a recommendation from the Planning Commission. The public engagement program should provide a range of opportunities for community members to identify preferences for uses, design, density or intensity, height, open space, privacy, and transportation. City Council may provide direction on the community preferences and the vision for individual Village Center Plans, which shall be used in the preparation of the Plan.

**Policy LT-5.1f:** Seek opportunities to create distinctive landmark features or focal elements at Village Centers and at points of entry or gateways into neighborhoods from the Village Centers.

### **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-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.

**FUTURE PLANS**

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.

*LT-14.3b:* Prepare a special area plan for each of the Village Centers to provide focused land use, transportation, and design standards, policies, and guidelines.