

Framework for Strategic Planning

January 26, 2023

The City's General Plan Vision Statement provides the framework for Council's strategic planning workshop. The following outlines each section of the vision statement with a supporting Council Policy Priority and the projects and initiatives underway.

It is the aspiration of the people of Sunnyvale to build upon the attributes which the City currently enjoys, so that Sunnyvale of the future will become ...

1: A strong, diverse community... *that is inclusive of and accessible to people of all cultures, ages, and lifestyles. Neighborhood and citywide events regularly provide residents with opportunities to connect with each other and to actively participate in city government. Sunnyvale offers a variety of housing options for its diverse and changing population.*

Council Priority

Civic Center Modernization

Equity, Access and Inclusion

Study Issues

1. CDD 19-01: Evaluation of Right-To-Lease Ordinance
2. CDD 19-07 Evaluate the Minimum Parking Requirements for Residential Uses
3. CDD 20-01: Updates to the Single-Family Home Design Techniques Document
4. CDD 21-02: Review and Potentially Update Non-Residential Housing Mitigation Fees
5. CDD 22-07: Evaluate a Pilot Program for Universal Basic Income Including Potential Funding Sources
6. OCM 22-02: Investigate Potential Locations, Funding, and Outreach for Overnight Warming Centers in the City of Sunnyvale During Inclement Weather

Projects

- Civic Center – Phase 2
- Lakewood Branch Library and Learning Center
- Community Center Grounds Renovation
- Age-Friendly Initiative Implementation (Promote New Age-Friendly Housing (Housing Strategy))
- Promote ADUs (Housing Strategy)
- Weddell Av. Affordable Housing (First Community Housing)
- RV Safe Parking (Housing Strategy)
- Permanent Local Housing Allocation (PLHA) Program Implementation (Senior Rent Support)
- Housing Element
- Equity, Access and Inclusion Initiative
- ADA Transition Plan

2: A community with a vibrant and innovative local economy... *comprised of cutting-edge businesses that provide meaningful employment and partnership opportunities. Sunnyvale continues to be the heart of innovation in Silicon Valley.*

Council Priority

No Council Priority

Study Issues

1. OCM-20-01: Service Worker Retention Ordinance
2. OCM 22-01: Permanently Close the 100 Block of Murphy Avenue to Vehicular Traffic

Projects

- Pipeline of development projects
- Moffett Park Specific Plan Update
- Other General Plan and Specific Plan Updates
 - Central Arques Specific Plan
 - Peery Park Specific Plan
 - Small infill sites (currently 2)
- Regional Workforce Development

3: A regional leader in environmental sustainability... *advocating to reduce dependence on non-renewable resources by providing greater transportation options, reducing waste, protecting our natural resources, and promoting alternative energy usage and research. We take environmental preservation and protection seriously and consider how each action will affect Sunnyvale for future generations.*

Council Priority

Accelerating Climate Action

Study Issues

1. ESD 22-01: Complete a Comprehensive Update of the 2013 Feasibility Study for Recycle Water Expansion

Projects

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|------------------------------------|---|
| • Climate Action Playbook | • Reliable and Sustainable Water Supply |
| • EV Education and Infrastructure | • Organics Recycling |
| • Building Electrification | • WPCP Pond Management |
| • Stormwater Permit Implementation | • SMaRT Station Facility Retrofit |
| • Shoreline Protection | • Sunnyvale Cleanwater Program |

4: A safe, secure and healthy place for all people... *where the health and safety of residents is a primary concern. Sunnyvale is a clean and attractive city with many opportunities for physical activity in a natural environment.*

Council Priority

Ability of Infrastructure to Support Development, Traffic and Active Transportation

Study Issues

1. DPW 20-15: Feasibility of Establishing of a Cricket Stadium at Baylands Park
2. DPW 20-02: Improve Bicycle and Pedestrian Access at Sunnyvale Caltrain Station
3. DPW 21-03: Pedestrian and Bicycle Facility Installation on Tasman Drive from Fair Oaks Avenue to Lawrence Expressway
4. DPW 21-04: Complete Missing Gaps of Sidewalk on East Side of Poplar Avenue between El Camino Real and Peterson Middle School
5. DPW 22-06: Re-evaluate Traffic Calming Program and Policy Including Thresholds to Begin a Project and Types of Measure Available

Projects

- Active Transportation Plan (ATP)
- Stevens Creek Trail Extension from Dale Avenue/Heatherstone Way to Fremont Avenue
- East Channel Master Plan
- East and West Channel Trail Extensions
- Homestead Road Safe Routes to School Improvements from Foothill Expressway to Hollenbeck Avenue
- Bernardo Avenue Bike and Pedestrian Undercrossing
- Caltrain Grade Separations at Mary Avenue and Sunnyvale Avenue
- Park Dedication Requirements Update
- General Plan Update: Noise, Air Quality, Environmental Justice
- Fire Station 2 – Design Phase
- Public Safety Officer Recruitment

5: A city managed by responsible and responsive government... *that delivers quality services in a comprehensive, cost-effective manner. The City evolves gracefully with the changing needs of the community and regularly communicates with residents and businesses to engage them in decision-making processes.*

Council Priority

Improved Processes and Services through the Use of Technology

Study Issues

1. ITD 20-01: Establish a Formal Smart Cities Initiative and Potential Program

Projects

- Enterprise Resource Planning (ERP) System
- Public Safety Computer Aided Dispatch (CAD)
- Public Facilities Impact Fee Study
- Development Enterprise Fee Study
- Update Zoning Code (new State laws)
- Corporation Yard Master Plan

6: A community with a distinctive identity... *enhanced by a Downtown that provides a sense of place, convenience and is pedestrian-oriented. New development is concentrated in nodes along major transportation corridors and around transit hubs.*

Council Priority

Downtown Sunnyvale

Study Issues

1. CDD 19-05: Update to the Heritage Resource Inventory to Include Potential Resources Associated with Technological Innovation
2. DPW 17-05: Orchard Heritage Park and Heritage Park Museum-Analysis and Options for the Long-Term Operations and Maintenance of Orchard Heritage Park and Review of the Sunnyvale Historical Society and Museum Association Proposed Expansion of the Sunnyvale Heritage Park Museum Site

Projects

- Stevens Creek Trail Extension
- Plaza del Sol- Phase 2
- Mary Avenue Overpass
- Downtown Construction
- Downtown Signage and Wayfinding
- Landscape Design Guidelines (LEAP)
- Citywide Objective Design Standards (LEAP)
- Village Centers Master Plans (LEAP)
- Master Plan for Public Art Implementation