

Framework for Strategic Planning

January 28, 2021

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

Study Issues

1. CDD 20-01: Updates to the Single-Family Home Design Techniques Document
2. LRS 19-03: Explore Strategies to Promote Cultural Inclusion in City Programs and Services

Projects

- Lawrence Station Area Plan Update
- ADA Transition Plan
- Civic Center Phase I
- Lakewood Branch Library and Learning Center
- Age-Friendly Initiative Implementation
- Washington Park and Columbia Neighborhood Center Summer Reading in the Park Programs
- RHNA, County Collaborative and Preparation for Housing Element
- Village Center Master Plans (LEAP)
- Increase BMR Percentage on Ownership Units (Housing Strategy)
- Right to Lease Ordinance (Housing Strategy)
- Public Safety Unity
- Redistricting Process

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. CDD 14-09: Comprehensive update of the Precise Plan for El Camino Real
2. HRD 19-01: Develop a Workforce Initiative that Creates Partnerships to Develop a Pipeline for Students to Enter Public Sector Employment
3. OCM 19-02: Responsible Construction Ordinance
4. OCM-20-01: Service Worker Retention Ordinance

Projects

- Pipeline of development projects
- Economic Development Strategic Plan
- Moffett Park Specific Plan Update

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 19-01: Single-use Plastics Strategy

Projects

- Climate Action Playbook
- Green Stormwater Infrastructure
- Reach Codes (Phase 2)
- Sunnyvale Clean Water Program
- Reliable and Sustainable Water Supply
- Recycling/Zero Waste
- SMaRT Station Facility and Partnership Evaluations
- Civic Center Phase 1 (Net Zero Energy)
- Solid Waste Collection Franchise and Agreement
- Update Landscaping Guidelines (SB2)
- Flood Zone Ordinance Update

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

Open Space Acquisition Planning: Future of Golf Courses

Study Issues

1. DPW 18-11: Analysis of Sunnyvale Golf Program and Property Options
2. DPW 19-07: Ascertain Suitable Location(s) for the Installation of Youth Cricket Batting Cages and Potential Funding Sources
3. DPW 20-15: Feasibility of Establishing of a Cricket Stadium at Baylands Park
4. DPW 20-02: Improve Bicycle and Pedestrian Access at Sunnyvale Caltrain Station

Projects

- Stevens Creek Trail Extension from Dale Avenue/Heatherstone Way to Fremont Avenue
- East Channel Master Plan
- East and West Channel Trail Extensions
- Fair Oaks Park Renovation
- Washington Community Swim Center
- Fire Stations Master Plan
- Public Safety Officer Recruitment
- Airplane Noise
- AMD Park
- COVID-19 Pandemic Management
- Mobile Home Park MOU/Accord (Housing Strategy)
- Promote ADUs (Housing Strategy)
- General Plan Update: Noise, Air Quality, Environmental Justice

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

None

Projects

- Enterprise Resource Planning (ERP) System
- Planning and Building Permit System
- Electronic Records Management (ERM) System
- Public Safety Computer Aided Dispatch (CAD)
- Water Cost of Service Rate Study
- Recreation Pricing and Revenue Study

- Public Facilities Impact Fee Study
- Quarterly Finance Updates
- National Incident Based Reporting System (NIBRS)
- State of California Racial and Identity Profiling Act (RIPA)
- Create Objective Criteria for Area Plans and Design Guidelines (SB2)

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

Ability of Infrastructure to Support Development and Traffic

Study Issues

1. CDD 19-05: Update to the Heritage Resource Inventory to Include Potential Resources Associated with Technology 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
3. DPW 14-13: Scoping of grade separations for Caltrain Crossings at Mary Avenue and Sunnyvale Avenue
4. DPW 18-07: Feasibility of acquiring control of Caltrans traffic signals on El Camino Real
5. DPW 19-10: Improving Traffic Operations at Fremont/Bernardo/Hwy 85

Projects

- Block 15 Affordable Housing
- CityLine Construction
- Plaza del Sol
- Fair Oaks Avenue Bridge
- Mary Avenue Overpass
- Downtown Signage and Wayfinding
- 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
- Master Plan for Public Art
 - Utility Box Art Program (call for artists underway)
 - Public Art Directory (available on website)
 - Temporary Public Art Projects (such as sidewalk murals) Planning Underway