

**General Plan Goals and Policies  
2016-7082**

**General Plan Goal LT-2: An Attractive Community** - Preserve and enhance an attractive community, with a positive image and sense of place that consists of distinctive neighborhoods, pockets of interest, and human-scale development.

Policy LT-2.1 – Recognize that the City is composed of residential, industrial and commercial neighborhoods, each with its own individual character; and allow change consistent with reinforcing positive neighborhood values.

**General Plan Goal LT-3: Appropriate Mix of Housing** - Ensure ownership and rental housing options in terms of style, size and density that are appropriate and contribute positively to the surrounding area.

Policy LT-3.1 – Provide land use categories for and maintenance of a variety of residential densities to offer existing and future residents of all income levels, age groups, and special needs sufficient opportunities and choices for locating in the community.

Policy LT-3.4 – Determine appropriate density for housing based on site planning opportunities and proximity to services.

*Action LT-3.4b* – Locate lower-density housing in proximity to existing lower-density

**General Plan Goal LT-4: Quality Neighborhoods and Districts** - Preserve and enhance the quality character of Sunnyvale’s industrial, commercial and residential neighborhoods by promoting land use patterns and related transportation opportunities that are supportive of the neighborhood concept.

Policy LT-4.1 – Protect the integrity of the City’s neighborhoods; whether residential, industrial or commercial.

*Action LT-4.1a* Limit the intrusion of incompatible uses and inappropriate development into city neighborhoods.

*Action LT-4.1c* Use density to transition between land use and to buffer between sensitive uses and less compatible uses

Policy LT-4.2 Require new development to be compatible with the neighborhood, adjacent land uses and the transportation system.

*Action LT-4.2a* Integrate new development and redevelopment into existing neighborhoods.

Policy LT-4.4 Preserve and enhance the high-quality character of residential neighborhoods.

*Action LT-4.4a* Require infill development to compliment the character of the residential neighborhood.

**General Plan Goal LT-6: Supportive Economic Development Environment** - Sustain a strong local economy that contributes fiscal support for desired City Services and provides a mix of jobs and commercial opportunities.

Policy LT-6.1 Maintain a diversity of commercial enterprises and industrial uses to sustain and bolster the local economy.

**General Plan Goal LT-7: Balanced Economic Base** - Endeavor to maintain a balanced economic base that can resist downturns of any one economic sector.