

SUNNYVALE GENERAL PLAN

CHAPTER 3

LAND USE AND TRANSPORTATION

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Chapter Lead-in

[For information only, not to be included once adopted into the General Plan]

The LUTE is adopted in compliance with the state law requirement that each city prepare and adopt a comprehensive and long-range general plan for its physical development (California Government Code Section 65300). Accordingly, the general plan is a legal document fulfilling statutory requirements relating to background data, analysis, maps, and exhibits. The legal adequacy of the general plan is critical, since many city actions and programs are required to be consistent with the general plan. California Government Code Section 65302 specifically requires that general plans address seven topics (referred to as “elements”): land use, circulation, housing, open space, conservation, safety, and noise. A local jurisdiction may adopt a general plan in the format that best fits its unique circumstances (California Government Code Section 65300.5). The LUTE combines the required land use and circulation elements into a single chapter. The chapter is internally consistent and is consistent with other elements of the Sunnyvale General Plan and other plans adopted by the City of Sunnyvale. The LUTE includes the fiscally, economically, and environmentally sustainable land use and transportation policies necessary to support goals established in each of the other General Plan chapters. The LUTE will be incorporated into the Land Use and Transportation chapter of the General Plan, which also contains the Open Space Element.

The LUTE incorporates and integrates policy direction and land use patterns from other City of Sunnyvale planning documents, including:

- Arques Campus Specific Plan (2003)
- Downtown Specific Plan (2003, amended 2013)
- East Sunnyvale and other Industrial to Residential (ITR) sites
- Lakeside Specific Plan (2005)
- Lawrence Station Area Specific Plan (draft plan released 2015)
- Moffett Park Specific Plan (adopted 2004, last amended 2013)
- Peery Park Specific Plan (in progress)
- Precise Plan for El Camino Real (2007)

The planning area for Sunnyvale includes all land within the city limits, plus a portion of Moffett Federal Airfield. The General Plan lays out a new path for the city’s future that is responsive to the needs of Sunnyvale’s diverse population.

Sunnyvale – A Complete Community

The LUTE consists of an aggregated set of goals and policies with the overall purpose of moving Sunnyvale toward a *Complete Community*. A Complete Community is a sustainable end state that represents a place to live that is less dependent on automobiles. The major

strategies for achieving a Complete Sunnyvale and the major changes from the adopted LUTE to achieve them are laid out below.

Major strategies for achieving a Complete Sunnyvale

Mixed Use and Village Centers

What is it?

Policies in this chapter mark a shift away from the historic pattern of land use separation and allow more mixing of uses. This strategy supports development of mixed-use areas at three scales: Transit Mixed Use, Corridor Mixed Use, and Village Center Mixed Use.

What's Different?

Historically, commercial and industrial areas were segregated from residential areas, which resulted in long drives to get to work and amenities.

Transit Mixed Use and Corridor Mixed Use development is already present in Sunnyvale. Village Centers are new. Unlike the other mixed-use areas, Village Centers are planned to serve existing residential neighborhoods, providing retail and service uses and new homes in order to serve the surrounding neighborhood and contribute to its character.

What's the Vision?

Mixed-use areas are envisioned to provide distinctive gathering places accessible to residential neighborhoods and access to nearby services. Each mixed-use area offers a variety of dwelling types and areas to meet and gather with others, such as plazas and public green space. They will also be designed for easy navigation on foot or bicycle, with transit within walking range of homes, businesses, and services.

Jobs/Housing Balance

What is it?

A city's jobs/housing balance impacts economic development, provision of public services, multimodal transportation, transportation-related emissions reduction goals, and quality of life.

What's Different?

The LUTE land use plan represents a jobs/housing ratio of 1.73. This is a slight increase over the jobs/housing of 1.44 calculated for 2014, the beginning of the LUTE planning period. The intent is to continue to allow for economic growth, while allowing residential growth to 'catch up' to jobs growth. The Land Use Diagram and LUTE policies support the development of up to 42,410 new jobs and 15,100 new housing units in Sunnyvale.

The LUTE focuses job growth in Downtown, Moffett Park, Peery Park, The Woods, Oakmead, and the Lawrence Station Area, while focusing housing development in Downtown, along El Camino Real, and in the Transit and Village Center mixed-use areas.

What's the Vision?

Providing for commercial and industrial land uses creates jobs and revenue, and workers in turn support other businesses like shops, services, and restaurants. Additionally, providing for housing ensures that residents have places to live and play without having to travel long distances to work.

Multimodal Transit System

What is it?

Having access to public transit, cycling, and walking increases the ability of residents to navigate the planning area and to fulfill the necessary aspects of everyday life regardless of age, ability, or economic status.

What's Different?

Sunnyvale is incorporating multimodal transit systems as a cornerstone of the LUTE, with policies emphasizing complete streets, carpooling and mass transit, and street space allocation. The resulting design of streets and transportation systems will create safer, healthier, and more convenient movement throughout the community.

What's the Vision?

A multimodal city gives individuals greater choice and control over their mobility and enables a physically and socially active lifestyle. In addition, it reduces traffic for those using vehicles, reduces GHG emissions, and minimizes the need for large, multilane streets and busy neighborhood roads.

Providing multiple transportation options is a win-win, as it would improve LOS for vehicle travel and decrease VMT by single-occupant cars.

Horizon 2035

To be moved to the Community Vision chapter upon adoption

Introduction

The overall focus of the General Plan is to guide the City's physical development and transportation investments in the Sunnyvale planning area (Sunnyvale). The Land Use and Transportation chapter establishes the fundamental framework of how streets and buildings in Sunnyvale will be laid out and how various land uses, developments, and transportation facilities will function together. The Land Use and Transportation Element (LUTE) and accompanying policies have been developed to help guide decision making regarding land use and transportation for an approximate 20-year horizon—a time frame that is referred to as *Horizon 2035*. The framework for this chapter is based on a concept of a *Complete Community*—an attractive, green, sustainable place that is accessible for all residents.

California Government Code Section 65302 specifically calls for elements of general plans to be combined when major issues cross topics. The LUTE includes the fiscally, economically, and environmentally sustainable land use and transportation policies necessary to support goals established in each of the other General Plan chapters. The LUTE will be incorporated into the Land Use and Transportation chapter of the General Plan, which also contains the Open Space Element.

The LUTE incorporates and integrates policy direction and land use patterns from other City of Sunnyvale planning documents, including:

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- Peery Park Specific Plan (in progress)
- Precise Plan for El Camino Real (2007)

The planning area for Sunnyvale includes all the land within the city limits, plus a portion of Moffett Federal Airfield. The General Plan lays out a new path for the city's future that is responsive to the needs of Sunnyvale's diverse population.

The land use policies provide direction for the amount, location, and direction of future change. This chapter presents a 20-year growth scenario for Sunnyvale that includes additional mixed-use residential/commercial uses in key transit-oriented areas and in transformed Village Centers. Areas for additional business (or industrial) growth are also identified.

The transportation policies guide how the roadways and streets will function and how space on the roadways will be utilized by multiple modes of transportation, with attention to the transit, pedestrian, and bicycle networks. The policies create incentives for these modes of transportation, recognize that driving will remain a significant transportation mode in Sunnyvale, and offer transportation mode I Sunnyvale, and offer options for the car-free or car-light living. The transportation policies in this chapter carefully integrate with the land use policies, in part by reducing travel distances through promoting compact, mixed-use development.

The land use and transportation policies strive to preserve community qualities that are favorable to residents and businesses and contribute to the community's identity. Policies also provide guidance on visual quality and the character of new development and provide additional direction for a complete community.

Addressing Climate Change

Since the previous adoption of the LUTE in 1997, the global issue of climate change has taken center stage in the collective consciousness, particularly when it comes to addressing how we travel, utilize land, design buildings, and lay out communities. The State of California adopted the Global Warming Solutions Act (Assembly Bill [AB] 32) to establish the first comprehensive program of regulatory and market mechanisms in the nation to achieve greenhouse gas (GHG) emissions reductions. AB 32 sets an emissions limit for 2020 at 1990 levels. It also points the state toward an 80% reduction in GHG emissions by 2050, with an interim threshold that communities are required to meet in their land use and transportation planning efforts.

Sunnyvale's Climate Action Plan (CAP), adopted in 2014, sets out specific prioritized measures to be utilized to achieve GHG emissions reductions. The General Plan's land use and transportation policies call for maintaining a CAP and for regional participation in climate change adaptation strategies. The CAP will support the Land Use and Transportation chapter of the General Plan by establishing specific measures that will put the City in a regional leadership role regarding its GHG emissions reductions.

Senate Bill 32 (SB) was adopted in 2016 and builds on the statewide GHG reduction targets included in AB 32. SB 32 establishes a statewide GHG reduction target of 40% below the AB 32 target by 2030, codifying a directive issued by Governor Jerry Brown in a 2015 Executive Order. Achieving the SB 32 reduction target will require a substantial increase in GHG reductions from the AB 32 trajectory.

One such regional effort is preparation of a Sustainable Communities Strategy as required by Senate Bill (SB) 375. Sunnyvale has been active in this process, which is part of California's multipronged approach to reducing GHG emissions. Bay Area cities have collaborated to prepare *Plan Bay Area* to coordinate regional transportation planning and

regional housing allocation planning and to address climate change. The policies in the LUTE and the CAP provide clear direction as Sunnyvale continues to participate in regional efforts.

Cities in the Bay Area also need to plan for climate change impacts that are predicted to occur regardless of future changes made to the man-made environment, including potential sea level rise, increased rainfall or drought, and increased temperatures. Agencies such as the San Francisco Bay Conservation and Development Commission (BCDC) and the Joint Policy Committee are leading regional efforts to analyze and prepare for the impacts of climate change in the Bay Area. The land use policies direct the City to participate in regional efforts on adaptation plans, to prepare for risks and hazards associated with climate change, and to consider climate change impacts when reviewing future development or considering changes to City policies.

Sunnyvale – A Complete Community

The LUTE consists of an aggregated set of goals and policies with the overall purpose of moving Sunnyvale toward a *Complete Community*. A Complete Community is a sustainable end state that represents a place to live that is less dependent on automobiles.

The “Complete” Sunnyvale strategy ensures that the entire community has adequate resources, such as school capacity, and would share land use, transportation, and resource planning with adjacent communities and the region as a whole.

The features of a Complete Community include:

- Sustainability by design
- Reduced automobile trip-making, with daily needs within a 20-minute walk from home or work, and a focus on vehicle miles traveled (VMT)
- Village Centers with enhanced neighborhood services
- Comfortable, safe, convenient, and complete pedestrian and bicycle networks throughout Sunnyvale
- Comprehensive and healthy urban tree canopy
- Transit access on arterial streets within a 10-minute walk from home or work
- Accessible parks, open spaces, and public facilities
- Diverse housing choices with a range of affordability
- Sufficient school capacity
- Preservation and enhancement of distinctive neighborhood character and features
- A community that looks beyond its borders and considers its relationship to neighboring cities
- Diverse employment and shopping opportunities

The Character of Change

Over the next 20 years, the city can be expected to change as a result of a number of forces such as population growth, changing demographics, the need for newer buildings and

homes, and an ever-changing economy. Other forces such as climate change and citizen demand for a sustainable community will also influence change. Physical changes are guided by new development that almost exclusively occurs through private forces based on market demand. The policies and actions provided in this chapter address areas of Sunnyvale that would be best suited to accommodate transformational change that support the city's evolution into a Complete Community.

Figure 1 indicates where change would be encouraged to occur and to what degree it can be expected. The map indicates areas that are meant to be preserved, the new Village Centers, and industrial areas that are meant to improve and evolve over time but that are not planned for a major character shift. Some of the change portrayed on the map represents areas where a plan has been adopted and transformation is already occurring. For example, plans for the El Camino Real corridor, Downtown, Peery Park, and the Lawrence Station area have been recently adopted. See the individual Specific Plan documents for more detailed information and allowable land uses and design concepts permitted in these areas. Zoning regulations and development standards have been adopted to support these changes.

New areas where noticeable change may occur under new LUTE goals and policies include the nodes on El Camino Real, newly identified Village Centers, the Lawrence Station area, and the Peery Park industrial/office area. Change in these areas would be in addition to what has been planned to date and would only occur over the 20-year term of Horizon 2035, based on market demand for new development.

Future change areas were selected based on the following general criteria:

- Mixed-use development transforming older shopping centers and office areas into new Village Centers to provide close-in services and residential diversity in existing residential areas (to be managed through the preparation of precise plans or site-specific plans).
- Additional mixed-use development located in nodes at major intersections beyond that originally contemplated in the Precise Plan for El Camino Real.
- Increased industrial and office intensity in the Peery Park business area to be managed by a specific plan.
- Development of a transit village near the Caltrain Lawrence Station with increased housing and business intensity and supporting services in accordance with a station area plan.
- Pockets of more intensive industrial and office development on corridors such as Mathilda Avenue in anticipation of future improved north/south transit, and along Tasman Avenue near the Reamwood light rail station in The Woods business area.

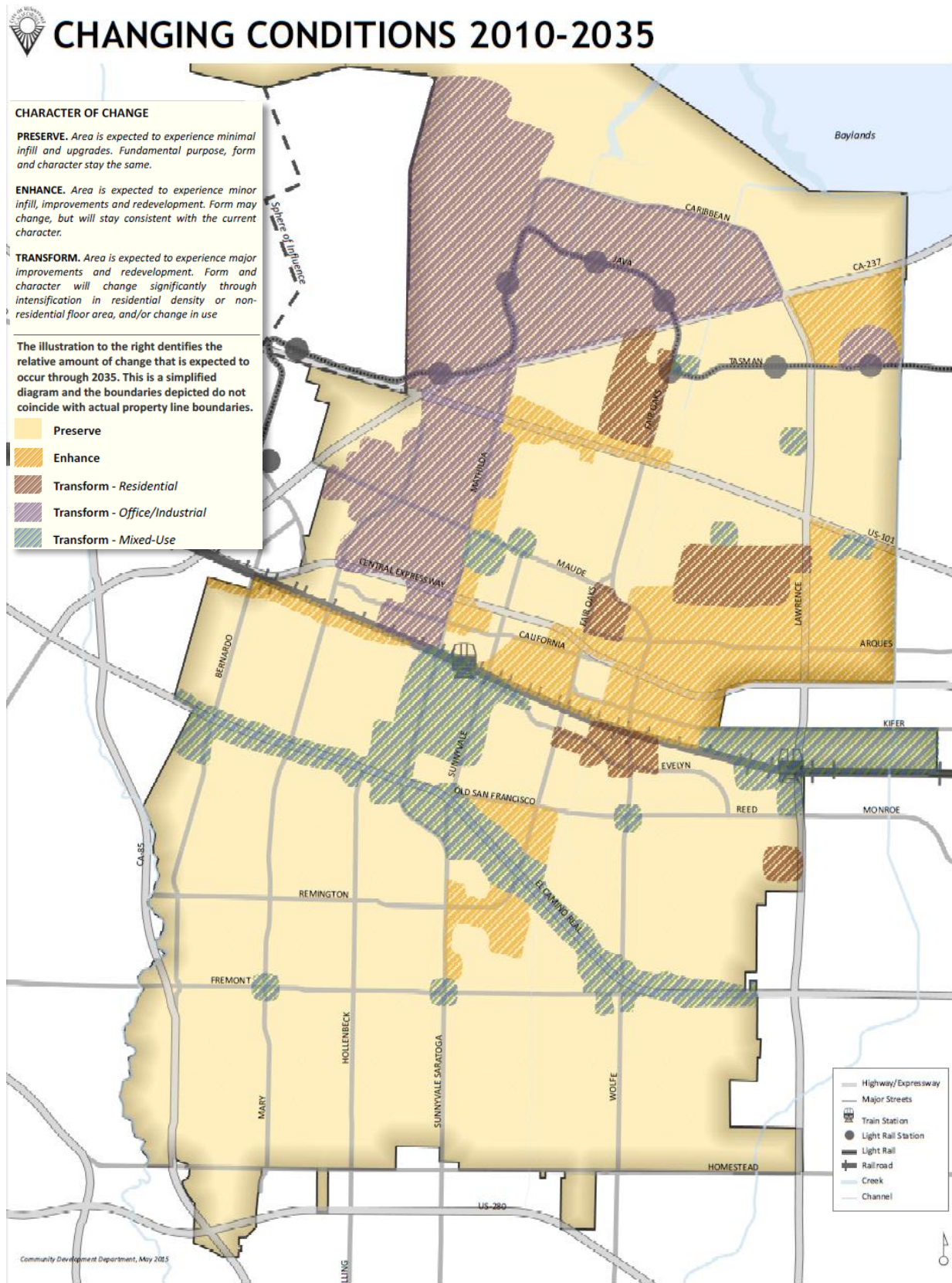


Figure 1: Changing Conditions 2010–2035

In summary, as shown in **Table 1**, the 2035 buildout scenario represents the following potential changes from existing conditions:

Table 1: Comparison 2014 to Horizon 2035

	<i>2014 Existing Conditions</i>	<i>Horizon 2035 Buildout</i>
<i>Population</i>	<i>147,055</i>	<i>174,500</i>
<i>Housing Units</i>	<i>57,000</i>	<i>72,100</i>
<i>Industrial/Office/Commercial (million s.f.)</i>	<i>47.3</i>	<i>59.8</i>
<i>Jobs</i>	<i>82,000</i>	<i>124,410</i>
<i>Jobs-to-Housing Units Ratio</i>	<i>1.44</i>	<i>1.73</i>

Plan Structure

This LUTE is based on the following guiding principles, which include important concepts for land use and transportation in Sunnyvale:

- **Complete Community.** Create a place to live that is less dependent on automobiles and reduces environmental impacts, with distinctive activity centers and neighborhoods with character and access to nearby services.
- **Regional Planning Coordination.** Coordinate regional and local planning efforts with other agencies and organizations to ensure Sunnyvale's competitive edge in the regional economy.
- **Neighborhood and Transit-Oriented Place-Making.** Develop mixed-use areas that incorporate commercial, public, and residential uses that are compatible with the surrounding neighborhoods, create dynamic gathering spaces, establish unique visual character, provide nearby services, and reduce reliance on automobiles.
- **Economic Development.** Foster an economic development environment which provides a wide variety of businesses and promotes a strong economy that can resist downturns within existing environmental, social, fiscal, and land use constraints.
- **Environmental Sustainability.** Provide environmental leadership through land use patterns, renewable energy opportunities, and a multimodal transportation system.
- **Multimodal Transportation.** Offer the community a variety of options for travel in and around the city that are connected to regional transportation systems and destinations.
- **Healthy Living.** Maximize healthy living choices by providing easy access to fresh and healthy food, a range of recreation and open space options for community members of all ages, and convenient and safe biking and walking options throughout the community.
- **Attractive Design.** Protect the design and feel of buildings and spaces to ensure an attractive community for residents and businesses.
- **Diverse Housing.** Provide residential options for all incomes and lifestyles, including a variety of dwelling types, sizes, and densities that contribute positively to the surrounding area and the diversity of the community.
- **Special and Unique Land Uses.** Allow for land uses such as child care, nursing homes, and places of worship that complete the community fabric.
- **Neighborhood Preservation.** Ensure that all residential areas and business districts retain the desired character and are enhanced through urban design and compatible mixes of activities.

These guiding principles are supported by goals, policies, and action items. In summary, the goals to guide the future development of Sunnyvale are:

- GOAL A: Coordinated regional and local planning
- GOAL B: Environmentally sustainable land use and transportation planning and development
- GOAL C: An effective multimodal transportation system
- GOAL D: An attractive community for residents and businesses
- GOAL E: Creation, preservation, and enhancement of Village Centers and neighborhood facilities that are compatible with residential neighborhoods
- GOAL F: Protected, maintained, and enhanced residential neighborhoods
- GOAL G: Diverse housing opportunities
- GOAL H: Options for healthy living
- GOAL I: Supportive economic development environment
- GOAL J: A balanced economic base
- GOAL K: Protected, maintained, and enhanced commercial areas, shopping centers, and business districts
- GOAL L: Special and unique land uses to create a diverse and complete community

Goal A: 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.

A fundamental concept to planning for the future of Sunnyvale is that it is not isolated, but rather a part of an integrated region. It is part of the County of Santa Clara as well as the nine-county San Francisco Bay Area, which shares many resources, including natural resources, an air basin, and regional facilities such as major roadways. Development around the area is also affected by regional organizations such as the Association of Bay Area Governments (ABAG), the Metropolitan Transportation Commission (MTC), and the Bay Area Air Quality Management District (BAAQMD).

Although Sunnyvale can plan ahead to address many issues within its boundaries such as how the community will look and where uses will be located, larger issues such as regional transportation, demand for adequate housing, preservation of the bay, air quality, and climate change need to be addressed in a regional context. In the case of traffic, impacts to the transportation system occur regardless of local growth; regional growth accounts for most traffic increases citywide. Sunnyvale's own land use plans only marginally contribute to traffic within the community. Maintaining a regional perspective and participating in and leading regional land use and transportation planning efforts will help Sunnyvale protect the quality of life enjoyed by its residents. Regional participation will also help Sunnyvale achieve its goals for the future and protect the city and the region for future generations.

Prompted by passage of SB 375, *Plan Bay Area* is the Bay Area’s Sustainable Communities Strategy. It is an integrated long-range transportation, land use, and housing plan that supports a growing economy, provides more housing and transportation choices, and reduces transportation-related pollution in the Bay Area. Sunnyvale is committed to implementation of *Plan Bay Area*. A critical component of *Plan Bay Area* is the Priority Development Area (PDA) Plan Program, which links regional transit planning to local land use planning to promote sustainable growth. Cities and counties can identify PDAs where they will focus growth in relation to existing or future transit stations. PDAs are eligible for grant funding from ABAG and other agencies. The City of Sunnyvale has identified several PDAs, including the Downtown Specific Plan area, the Lawrence Station area, the Sunnyvale El Camino Real corridor, the East Sunnyvale Industrial to Residential area, and Tasman Crossing.

Sunnyvale’s local economy is part of the larger economic region of Silicon Valley, which is made up of 15 cities in the South Bay and East Bay areas. Silicon Valley has long been known as an epicenter of innovation and entrepreneurship. Sunnyvale industry clusters have contributed to the regional economy and helped fuel local and regional economic growth. There will continue to be regional competition to attract and hold onto new companies, major employers, and industry innovators. The City’s land use and transportation goals and policies will significantly affect Sunnyvale’s place and competitive edge in the regional economy.

(Note: Other regionally significant maps may be located in related General Plan chapters and will be linked as appropriate.)

In addition to the greater region, Sunnyvale’s local region is shared by five bordering cities—Cupertino, San Jose, Los Altos, Santa Clara, and Mountain View. Positive relationships with neighboring cities are important for achieving land use and transportation plans and for protecting residents and businesses on or near Sunnyvale’s edges from potential incompatible uses and traffic. Decisions by neighboring cities can have significant impacts on Sunnyvale if not monitored and if Sunnyvale does not participate in planning efforts by adjacent cities.

Larger regional issues are also affected by relationships with local cities such as the future use of Moffett Federal Airfield, located within the spheres of influence of both Sunnyvale and Mountain View. The Santa Clara County Airport Land Use Commission (ALUC) has completed a Comprehensive Land Use Plan (CLUP) for Moffett Federal Airfield, which is intended to be used to safeguard the general welfare of the inhabitants within the vicinity of an airport. The CLUP includes height, safety and noise policies for land uses within an Airport Influence Area surrounding the Airfield. **Figure 2** shows the Airport Influence Area, noise, height and safety zones in relation to the City. *(Note: A link will be provided to the Sunnyvale Planning Area Map with Sphere of Influence that is located in Chapter 1 of the Consolidated General Plan on line. A link to the glossary will also be provided.)*

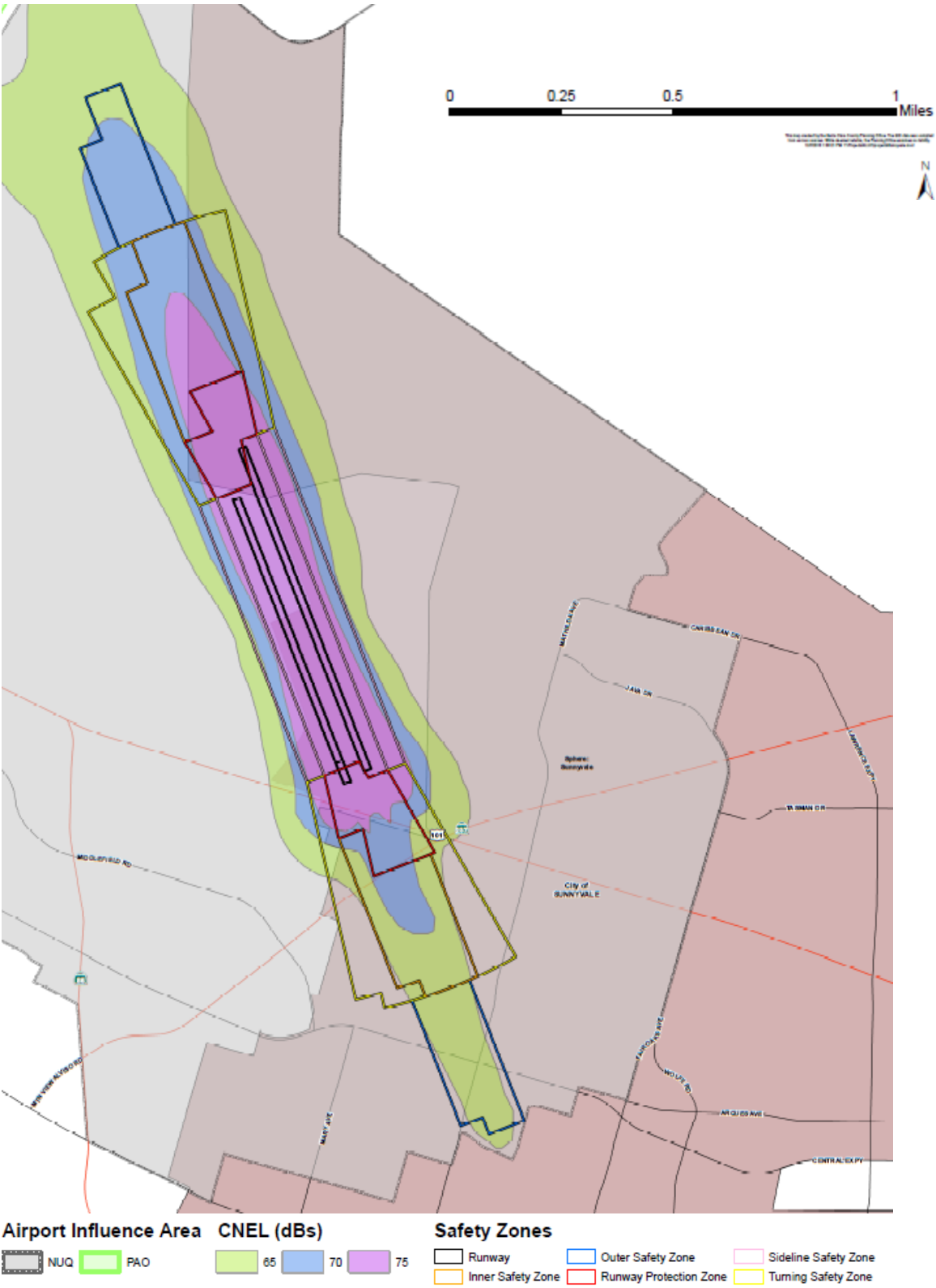


Figure 2: Moffett Federal Airfield Airport Influence Area

REGIONAL PARTICIPATION

- POLICY 1:** Participate in coordinated land use and transportation planning in the region.
- Action 1:* Actively monitor and participate in intergovernmental activities with federal, state, and regional agencies related to regional and subregional land use and transportation planning in order to advance the City's policies.
- Action 2:* Actively monitor and participate in *Plan Bay Area*, with the Association of Bay Area Governments and Metropolitan Transportation Commission, and other major region-wide planning activities.
- Action 3:* Actively monitor and participate in activities of nongovernmental organizations that influence regional land use and transportation planning such as the Silicon Valley Leadership Group, Sustainable Silicon Valley, and the Bay Area Economic Forum. Consider more standardized land use policies in the region, such as parking standards, to promote equity between cities.
- POLICY 2:** Minimize regional sprawl by endorsing strategically placed development density in Sunnyvale and by utilizing a regional approach to providing and preserving open space for the broader community.
- Action 1:* Promote transit-oriented and mixed-use development near transit centers such as Lawrence Station, Downtown, and El Camino Real and in neighborhood villages.
- Action 2:* In areas with mixed-use land designations, zone appropriate sites for mixed use.
- Action 3:* Allow increased office, commercial, and industrial densities along the light rail line in accordance with the Moffett Park Specific Plan.
- Action 4:* Facilitate increased development densities in The Woods business area, Moffett Park, and Tasman Station near light rail stations.
- POLICY 3:** Contribute to a healthy jobs-to-housing ratio in the region by considering jobs, housing, transportation, and quality of life as inseparable when making planning decisions that affect any of these components.

BORDERING CITIES

- POLICY 4:** Coordinate with adjacent cities on local land use and transportation planning.
- Action 1:* Monitor significant land use and transportation decisions pending in adjacent and nearby cities to ensure that Sunnyvale’s interests are represented.
- POLICY 5:** Recognize and plan so that neighborhood villages may cross borders into adjacent cities.
- Action 1:* Utilize *Best Practices for Inter-Jurisdictional Coordination and Communication on Significant Projects* or the most updated Council policy when notifying adjacent cities of projects in Sunnyvale.
- Action 2:* Provide timely responses advocating Sunnyvale’s interests when notified of a project in an adjacent or nearby city.
- Action 3:* Work with adjacent cities to eliminate barriers and facilitate ways to get across barriers to travel such as discontinuous streets, trails, bike lanes, sidewalks, and paths.
- Action 4:* Partner with cities in the region to prevent and eliminate barriers by using the Santa Clara Valley Transportation Authority (VTA) Bicycle Standards.

REGIONAL INFRASTRUCTURE

- POLICY 6:** Integrate land use planning in Sunnyvale and the regional transportation system.
- Action 1:* Promote shorter commute trips and ease congestion by advocating that all communities provide housing and employment opportunities.
- Action 2:* Support regional efforts which promote higher densities near major transit and travel facilities.
- POLICY 7:** Emphasize efforts to reduce regional vehicle miles traveled by supporting active modes of transportation including walking, biking, and public transit.
- POLICY 8:** Actively participate in discussions and decisions regarding transportation between regions, including regional airport and regional rail planning, to ensure benefit to the community.

- Action 1:* Comprehensively review any proposed aviation services at Moffett Federal Airfield that could increase aviation activity or noise exposure.
- Action 2:* Encourage appropriate uses at Moffett Federal Airfield that best support the community's desires in Sunnyvale.
- Action 3:* Pursue annexation of that portion of Moffett Federal Airfield within Sunnyvale's sphere of influence in order to strengthen the City's authority over future use.
- Action 4:* Monitor and participate in regional airport planning decision-making processes with agencies such as the Metropolitan Transportation Commission (MTC) and the Regional Airport Planning Commission (RAPC).
- Action 5:* Encourage consistency with the Santa Clara County Comprehensive Land Use Plan for Moffett Federal Airfield for existing non-conforming buildings.
- Action 6:* Ensure that land uses, densities, and building heights within the Air Influence Area for Moffett Federal Airfield are in compliance with the Moffett Federal Airfield Comprehensive Land Use Plan.
- Action 7:* Monitor and participate in decision-making processes regarding regional rail planning, such as those for High-Speed Rail and Caltrain.
- Action 8:* Update the Safety and Noise Element by 2020 to reflect conditions in the City and the region.

POLICY 9: Work with regional agencies to ensure an adequate water supply ~~to~~ that will allow progress toward Sunnyvale's long-term land use plans.

- Action 1:* Increase participation in ~~the~~ reclaimed water and water conservation programs as part of land use permit review.

ENVIRONMENTAL PROTECTION AND ADAPTATION

(Note: The following policy will be moved into General Plan Chapter 7 – Environmental Management after adoption.)

POLICY 10: Participate in federal, state, and regional programs and processes in order to protect the natural and human environment in Sunnyvale and the region.

- Action 1:* Protect and preserve the diked wetland areas in the baylands to preserve or enhance flood protection.
- Action 2:* Coordinate with regional agencies such as the Bay Area Conservation and Development Commission (BCDC) regarding new and changing land uses proposed along the San Francisco Bay.
- Action 3:* Advocate the City's interests to regional, state, and federal agencies that have influence over the natural environment in Sunnyvale.
- Action 4:* Work with regional agencies on land use and transportation issues that affect the human environment, such as air, water, and noise, for Sunnyvale residents and businesses.
- Action 5:* Continue to evaluate and ensure mitigation of potential biological impacts of future development and redevelopment projects in a manner consistent with applicable local, state, and federal laws and regulations.
- Action 6:* Continue to condition projects to halt all ground-disturbing activities when unusual amounts of shell or bone, isolated artifacts, or other similar features are discovered. Retain an archaeologist to determine the significance of the discovery. Mitigation of discovered significant cultural resources shall be consistent with Public Resources Code Section 21083.2 to ensure protection of the resource.

(Note: The following policy section will be moved into General Plan Chapter 6 – Safety and Noise after adoption.)

POLICY 11: Prepare for risks and hazards related to climate change prior to their occurrence.

- Action 1:* Monitor and participate in regional meetings focusing on environmental adaptation and resilience.
- Action 2:* Regularly train and inform the Sunnyvale Department of Public Safety, Office of Emergency Services (OES) on potential climate change risks and hazards.
- Action 3:* Consider potential climate change impacts when preparing local planning documents and processes.
- Action 4:* Analyze and disclose possible impacts of climate change on development projects or plan areas, with an emphasis on sea level rise.

- Action 5:* Integrate climate change adaptation into future updates of the Zoning Code, Building Code, General Plan, and other related documents.
- Action 6:* Monitor climate change science and policy, and regularly inform stakeholders of new information.
- Action 7:* Use the City’s communication processes, including the website, to discuss climate change and climate change adaptation.
- Action 8:* On a regular basis, assess adaptation efforts of the city, region, and state and identify goals or gaps to be addressed.
- Action 9:* Support regional efforts such as those of the Bay Area Conservation and Development Commission (BCDC) and the Joint Policy Committee to analyze and prepare for the impacts of climate change in the Bay Area.
- Action 10:* Share Sunnyvale’s knowledge of climate action planning with other jurisdictions and agencies.

Goal B: Environmentally Sustainable Land Use and Transportation Planning and Development

Support the sustainable vision by incorporating sustainable features into land use and transportation decisions and practices.

Environmental sustainability is a concept and a goal that is identified at all levels of Sunnyvale’s policy structure. The *Sunnyvale Community Vision* (2007) sets the values and guiding framework for the City’s approach to sustainability. *(Note: A link will be provided to [General Plan Chapter 2 – Community Vision](#).)*

The following policies address land use and transportation topics typically associated with the environment such as green development, greenhouse gas (GHG) emissions reduction, urban forestry, streamside development, and alternative and renewable energy. However, in response to the comprehensive direction set forth in the *Sunnyvale Community Vision*, related land use and transportation policies focused on health, community design, and the economy also support the City’s desired end state for a more sustainable community.

GREEN DEVELOPMENT

- POLICY 12:** Enhance the public’s health and welfare by promoting the city’s environmental and economic health through sustainable practices for the design, construction, maintenance, operation, and deconstruction of buildings, including measures in the Climate Action Plan.

- Action 1:* Maintain and regularly review and update green building standards for new construction and additions to buildings, including additional incentives where feasible.
- Action 2:* Encourage green features such as living roofs, passive solar design, natural ventilation, and building orientation, and apply flexibility when conducting development review.
- Action 3:* ~~Explore~~ Establish incentives that encourage green building practices, including conservation, beyond mandated requirements.

GREENHOUSE GAS REDUCTION

POLICY 13: Reduce greenhouse gas emissions that affect climate and the environment through land use and transportation planning and development.

- Action 1:* Actively maintain and implement the Climate Action Plan, which outlines impacts, policies, and reduction measures related to public and private land use and transportation.

URBAN FORESTRY



Nashua Court Chinese Hackberry Tree Canopy

(Note: The following two policies will be cross referenced with a link to others related to the visual character of the city in General Plan Chapter 5 – Community Character.)

POLICY 14: Accelerate the planting of large canopy trees to increase tree coverage in Sunnyvale in order to add to the scenic beauty and walkability of the community; provide environmental benefits such as air quality improvements, wildlife habitat, and reduction of heat islands; and enhance the health, safety, and welfare of residents.

Action 1: Prepare and implement an Urban Forestry Plan for City properties and street rights-of-way. The plan should promote planting and maintaining large canopy trees.

Action 2: Monitor the success of the City's Urban Forestry Plan by periodically measuring the percentage of tree canopy coverage in the community.

Action 3: Evaluate increasing the level of required tree planting and canopy coverage for new developments and site renovation projects while preserving solar access for photovoltaic systems.

Action 4: Require tree replacement for any project that results in tree removal, or in cases of constrained space, require payment of an in-lieu fee. Fee revenues shall support urban forestry programs.

POLICY 15: Maintain and regularly review and update regulations and practices for the planting, protection, removal, replacement, and long-term management of large trees on private property and City-owned golf courses and parks.

Action 1: Strictly enforce Chapters 13.16 City Trees and 19.94 Tree Preservation to prevent the unauthorized removal, irreversible damage, and pruning of large protected trees.

(Note: The following policy will be relocated or cross-referenced by a link with General Plan Chapter 5 – Community Character: Goal CC-5 Protection of Sunnyvale's Heritage)

POLICY 16: Recognize the value of protected trees and heritage landmark trees (as defined in City ordinances) to the legacy, character, and livability of the community by expanding the designation and protection of large signature and native trees on private property and in City parks.

Action 1: Expand community education on the value of trees and the benefits of tree planting and preservation.

- Action 2:* Maintain and publicize a database of designated heritage trees. Require public noticing for proposed removal of heritage trees.
- Action 3:* Emphasize tree relocation, site redesign, or special construction provisions over removing and irreparably damaging healthy heritage landmark trees and protected trees. Consider more than the economic value of a tree.

STREAMSIDE DEVELOPMENT

Streamside development can affect the health, safety, and general welfare of the city's residents and environment. The following policies are intended to mitigate negative effects of streamside development by avoiding impacts of projects located in proximity to streams.

(Note: This policy direction is provided in General Plan Chapter 7 – Environmental Management: Goal EM-8 Protections of Creeks and Bay.)

- POLICY 17:** Address sea level rise, increased rainfall, and other impacts of climate change when reviewing new development near creeks, and consider the projected flood levels over the economic lifespan of the project.

ALTERNATIVE/RENEWABLE ENERGY SYSTEMS

- POLICY 18:** Provide Sunnyvale residents and businesses with opportunities to develop private, renewable energy facilities.

- Action 1:* Maintain and regularly review and update uniform and comprehensive standards for the development, siting, and installation of solar, wind, and other renewable energy and energy conservation systems on private property which address public health, safety, community welfare, and the aesthetic quality of the city.
- Action 2:* Consider deviations from development standards such as setbacks, design guidelines, or heights to encourage innovative energy-efficient building design.
- Action 3:* Participate in a Community Choice Energy (CCE) program through the Silicon Valley Clean Energy Authority in partnership with neighboring jurisdictions.

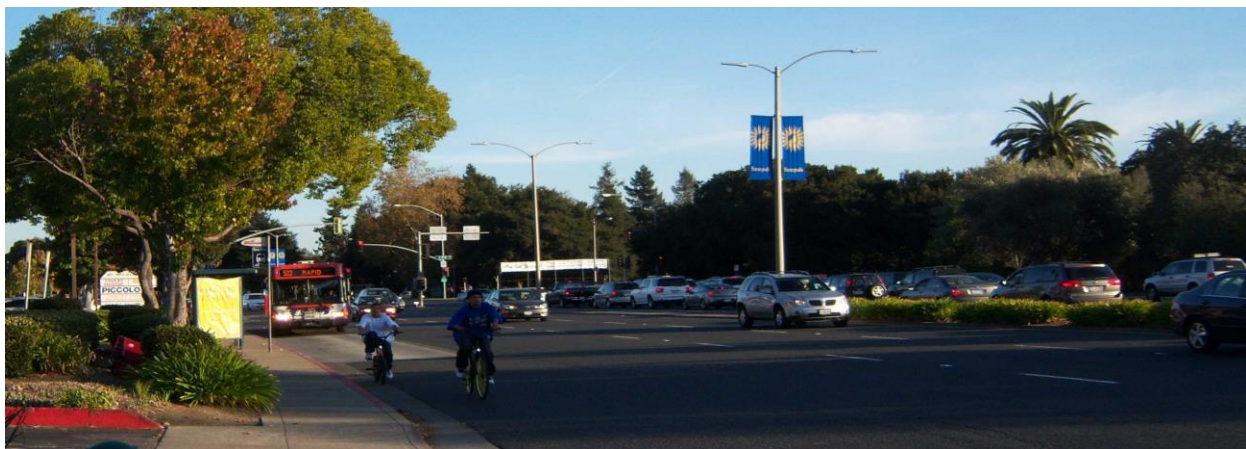
Goal C: An Effective Multimodal Transportation System

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.

(Note: A link will be provided on the City's web page to transportation background data.)

The transportation policies provided below mark a transition away from long-held approaches to planning and managing the transportation system that formerly emphasized the automobile. Since the 1950s, suburban and urban forms in Sunnyvale and the Bay Area in general have embraced more highways, expanded intersections, widened roads, and intricate, indirect residential street patterns. Sunnyvale's transportation system evolved with the particular characteristics of the automobile culture, including an emphasis on large-lot, single-family residences, a commercial strip mall core on a six-lane arterial street accessible chiefly by car (El Camino Real), an absence of sidewalks in industrial areas, and a token bikeway network. As a result, Sunnyvale's land use and transportation pattern emphasizes the automobile as the primary mode of transportation in terms of behavior, accommodation, and facility development.

Since 1981, the General Plan has endorsed maximizing bicycle and pedestrian facilities and supported improved transit facilities. However, Sunnyvale's transport mode share for the single-occupant automobile has been over 90% of trips for the last several decades. Transit, bicycle, and pedestrian shares have remained relatively static and low. Despite construction of 57 new lane miles of bike lanes, thousands of linear feet of sidewalks, and the introduction of light rail and express bus services to the planning area, the mode split of 90% for the single-occupant automobile remains virtually unchanged.



Multimodal Travel on Existing El Camino Real in Sunnyvale



Rendering of a Multimodal “Complete Street” and Mixed-Use Development

(Source: City of San Jose)

At this time, impetus for the City to embrace a more aggressive approach toward balancing the system and creating opportunities for alternative transportation comes from several places:

- State GHG reduction, transportation planning, VMT, and complete streets mandates (AB 32, SB 375, AB 1358, and SB 743)
- Allocation of transportation funding favors alternative transportation and transit-oriented core projects
- A lack of non-local funding for roadway capacity and access improvements
- Citizen input and support

The following policies seek to dramatically shift the emphasis in Sunnyvale from single-occupant vehicles to alternative transportation modes and to prioritize non-automotive uses. By supporting implementation of new land use policies, transportation system design and operation, and support for regional multimodal systems, the transportation policies seek to improve transportation by moving in four key directions:

- Increasing the share of trips by alternative modes.
- Reducing single-occupant vehicle miles traveled (VMT).
- Improving connectivity and convenience of walking, biking, and transit.
- Creating a transportation environment that is pleasant, healthy, and safe for all users.

The transportation policies also recognize that in regard to transportation, Sunnyvale is part of a larger region and that the City’s policies are one of many layers in combination with policies from outside agencies that affect the operation and governance of a regional transportation system. The City recognizes that regional transportation operators and facilities are present in the community, and supports the integration of major regional and interregional transit systems into the local transportation system to better serve Sunnyvale community members.

Although Sunnyvale has only partial influence over transportation choices, the City seeks to take bold steps in the following areas to influence the configuration and use of the transportation systems:

- Working in combination with land use policies that encourage focused mixed-use development and vertical integration of mixed-use development.
- Using transportation demand management (TDM) as a tool to reduce automobile trips in peak hours.
- Identifying and approving car-free zones such as Cyclovia events in high pedestrian demand areas in order to encourage walk trips.
- Using design and operation of roadways that place emphasis on non-automotive modes.
- Incorporating parking management as a transportation demand management tool.
- Implementing complete streets policies to develop a transportation system that is accessible to all users and comfortable and attractive, particularly for walking and biking.
- Reducing the barrier effect that high-speed, multilane roadways create between neighborhoods.

EFFECTIVE INTEGRATION OF TRANSPORTATION AND LAND USE PLANNING

- POLICY 19:** 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.
- Action 1:* 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.
- Action 2:* 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.
- POLICY 20:** Refine land use patterns and the transportation network so they work together to protect sensitive uses and provide convenient transportation options throughout the planning area.
- Action 1:* Use transportation services and facilities to facilitate connections between neighborhood Village Centers both within and outside of Sunnyvale.

Action 2: Require needed street right-of-way dedications and improvements as development occurs. Any additional right-of-way beyond that required by the roadway classification should be used for alternative mode amenities, such as bus pullouts or medians, wider bike lanes, or walkways.

POLICY 21: Establish appropriately scaled car-free and pedestrian-only zones in higher-density locations and high pedestrian demand locations.

Action 1: In areas with high pedestrian demand, close roads for specified periods of time.

Action 2: Study the implementation of Cyclovía events.

POLICY 22: Require large employers to develop and maintain transportation demand management programs to reduce the number of vehicle trips generated by their employees.

Action 1: Work with large employers to develop appropriate target trip reduction goals by company size and a system to track results and establish penalties for noncompliance.

POLICY 23: Follow California Environmental Quality Act requirements, Congestion Management Program requirements, and additional City requirements when analyzing the transportation impacts of proposed projects and assessing the need for offsetting transportation system improvements or limiting transportation demand.

Action 1: Reduce peak-hour and total daily single-occupant vehicle trips by expanding the use of transportation demand management programs in the city.

Action 2: As part of a future update to the City's Transportation Impact Assessment Guidelines, establish and monitor development-based transportation goals and indicators for the following:

- Vehicle miles traveled (VMT) in the city per service population (population + jobs)

Action 3: As part of a future update to the City's Transportation Impact Assessment Guidelines, consider establishing additional development-based transportation goals and indicators for the following:

- Vehicle trips
- Service population within walking distance to bicycle facilities and transit stations
- Service population within walking distance to daily destinations for services, amenities, and entertainment

A WELL-DESIGNED AND WELL-OPERATED TRANSPORTATION NETWORK

- POLICY 24:** Promote modes of travel and actions that provide safe access to city streets and reduce single-occupant vehicle trips and trip lengths locally and regionally.
- The order of consideration of transportation users shall be:
- (1) Pedestrians
 - (2) Non-automotive (bikes, three-wheeled bikes, scooters, etc.)
 - (3) Mass transit vehicles
 - (4) Delivery vehicles
 - (5) Single-occupant automobiles
- POLICY 25:** Provide parking and lane priority to environmentally friendly motorized vehicles (e.g. carpools, low emission, zero emission).
- POLICY 26:** Prioritize safe accommodation for all transportation users over non-transport uses. As City streets are public spaces dedicated to the movement of vehicles, bicycles, and pedestrians, facilities that meet minimum appropriate safety standards for transport uses shall be considered before non-transport uses are considered.
- POLICY 27:** As parking is the temporary storage of transportation vehicles, do not consider parking a transport use of public streets.
- POLICY 28:** Prioritize street space allocated for transportation uses over parking when determining the appropriate future use of street space.
- POLICY 29:** As they become available, use multimodal measures of effectiveness to assess the transportation system in order to minimize the adverse effect of congestion. Continue to use level of service (LOS) to describe congestion levels. Use vehicle miles traveled (VMT) analysis to describe potential environmental effects and impacts to the regional transportation system.
- POLICY 30:** Maintain a funding mechanism where new and existing land uses equitably participate in transportation system improvements.
- POLICY 31:** Move progressively toward eliminating direct and hidden subsidies of motor vehicle parking and driving, making the true costs of parking and driving visible to motorists.
- Action 1:* Pursue opportunities for user fees such as paid parking, paid parking permits at workplaces, and paid parking places for

on-street parking in transit-rich residential neighborhoods, and promote corporate parking cash-out programs.

Action 2: Manage City-provided public parking through pricing and location strategies in order to match supply and demand, shift the market costs to users of vehicle parking, maintain mobility and access to Sunnyvale businesses, and reduce vehicle trips.

Action 3: Advocate at the regional, state, and federal levels for actions that increase the visibility of the true costs of parking and driving to motorists and improve the cost return attributable to driving.

POLICY 32: Require roadway and signal improvements for development projects to improve multimodal transportation system efficiency .

POLICY 33: Prioritize transportation subsidies and project financing over time to the most environmentally friendly modes and services. Support bicycling through planning, engineering, education, encouragement, and enforcement.

Action 1: Maintain and implement a citywide bicycle plan to maximize the provision of safe and efficient bicycle and pedestrian facilities throughout Sunnyvale.

POLICY 34: Support neighborhood traffic calming and parking policies that protect internal residential areas from citywide and regional traffic, consistent with engineering criteria, operating parameters, and resident preferences.

POLICY 35: Set speed limits at the lowest practicable levels consistent with state law.

Action 1: Advocate for changes to state speed laws to provide further ability to lower speed limits.

POLICY 36: Facilitate safe and orderly traffic flow and promote school pedestrian and bicycle safety.

Action 1: Help manage school traffic on city streets and develop management plans.

Action 2: Work with school districts to facilitate efficient on-site traffic circulation and minimize safety and congestion impacts of school drop-off and pick-up traffic on the public street system.

Action 3: Encourage and support non-automobile trips to public and private schools.

- POLICY 37:** Utilize intelligent transportation systems and other technological applications to improve travel efficiency and safety.
- POLICY 38:** Optimize the city’s multimodal traffic signal system and respond quickly to signal breakdowns.
- POLICY 39:** Implement best practices, innovative facilities, and technology to enhance complete streets.

COMPLETE STREETS THAT BALANCE ALL TRANSPORTATION MODES

- POLICY 40:** Provide safe access to city streets for all modes of transportation. Safety considerations of all transport modes shall take priority over capacity considerations of any one transport mode.
- Action 1:* Give priority to meeting minimum design and safety standards for all users. Determine configuration of the roadway space based on options, including at a minimum an option that meets minimum safety-related design standards for motor vehicles, bicycles, and pedestrians.
- Action 2:* Evaluate bicycle and pedestrian retrofit projects based on the merits of each project in the context of engineering and planning criteria.
- Action 3:* Minimize driveway curb cuts, and require coordinated access.
- Action 4:* Assign responsibility for final decisions to the City Council on roadway space reconfiguration when roadway reconfiguration will result in changes to existing transport accommodations. Public input shall be considered independently of technical engineering and planning analyses.
- Action 5:* Implement road diets as a means of adding or enhancing bicycle and pedestrian facilities, increasing traffic safety, and enhancing street character.
- Action 6:* Actively evaluate possible candidate locations for alternative traffic control installations (e.g., roundabouts, curb extensions) in order to provide “Stage 2” traffic calming for minor residential streets, particularly in locations with a significant collision history.

POLICY 41: Ensure that the movement of cars, trucks and transit vehicles, bicycles, and pedestrians of all ages and abilities does not divide the community. City streets are public spaces and an integral part of the community fabric.

Action 1: Provide clear, safe, and convenient links between all modes of travel, including access to transit stations/stops and connections between work, home, commercial uses, and public/quasi-public uses.

Action 2: Encourage the incorporation of features that enhance street public spaces, such as street trees, public socialization spaces, and sidewalks separated from the curb.

Action 3: Consider transforming public on-street parking spaces into pocket parks in locations with the potential for use of such spaces.

POLICY 42: Ensure effective and safe traffic flows for all modes of transport through physical and operational transportation improvements.

Action 1: Continue to utilize the City's transportation fee program to apply fee revenues to any right-of-way improvements that will improve alternative transportation access and experience.

POLICY 43: Maintain a functional classification of the street system that identifies local roadways, Congestion Management Program roadways and intersections, and intersections of regional significance.

POLICY 44: Support the proliferation of multiuse trails within Sunnyvale and their connection to regional trails in order to provide enhanced access to open space, promote alternative transportation options, and increase recreational opportunities while balancing those needs with the preservation of natural habitat, public safety, and quality of life in residential neighborhoods.

POLICY 45: Require appropriate roadway design practice for private development consistent with City standards and the intended use of the roadway.

AN EFFECTIVE REGIONAL MULTIMODAL TRANSPORTATION SYSTEM

- POLICY 46:** Support statewide, regional, and subregional efforts that provide for a safe, effective transportation system that serves all travel modes consistent with established service standards.
- Action 1:* Periodically review service standards to ensure the achievement of City transportation goals and support modernization and innovation.
- Action 2:* Advocate expansion of and enhancement to bus, light rail, commuter rail, and shuttle services within Sunnyvale, consistent with adopted service level standards and incorporating a certainty of ongoing investment.
- Action 3:* Monitor and participate in planning and implementation of the Grand Boulevard Initiative and Bus Rapid Transit (BRT) on El Camino Real to ensure that local Sunnyvale interests such as a quality streetscape, bicycle facilities, and pedestrian facility enhancements are incorporated and that capacity for transit does not sacrifice safety and service for other travel modes.
- Action 4:* Work in coordination with the Santa Clara Valley Transportation Authority (VTA) to ensure that the City creates streets that are transit-friendly, including bus signal preemption, adequate street and transit stop furniture, and appropriate lighting for nighttime riders.
- Action 5:* Advocate for the preservation of railroad lines for intercity passenger, commuter, and freight transport.
- POLICY 47:** Support an efficient and effective paratransit service and transportation facilities for people with special transportation needs.
- POLICY 48:** Support regional and cross-regional transportation improvements and corridors while minimizing impacts to community form and intracity travel.
- Action 1:* Continue to improve north/south transit routes and facilities that connect to areas in Sunnyvale and through destinations such as transit stations, job centers, mixed-use areas, and retail/entertainment centers.
- Action 2:* Continue to support First-Last-Mile transit, bicycle, and pedestrian improvements that connect to regional-serving transit.

Action 3: Explore public and private opportunities to provide transportation and complete street improvements near regional-serving transit.

Goal D: 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.

Sunnyvale is an attractive community with comfortable residential neighborhoods and a variety of commercial and business districts, each with a unique character. As the community changes over time, Sunnyvale residents have come to expect that the positive aspects of the city that they enjoy will be preserved and carefully blended with new housing and business developments that feature high-quality architecture and design. Policies in this section advocate new development that features innovative, signature buildings and active and interesting public spaces, and require that City codes, standards, and development review processes be used to steer Sunnyvale in a positive and attractive direction.



Downtown Sunnyvale Streetscape

(Note: The following policy and action will likely replace General Plan Chapter 4 – Community Character: Policy CC-1.6 related to safe and healthy neighborhoods, as this new policy is similar but more specific. A link will be provided to related policies in other chapters and sections of the General Plan.)

POLICY 49: Preserve and enhance an attractive community, with a positive image, a sense of place, landscaping, and a human scale.

Action 1: Support a robust code enforcement program to maintain and enhance the appearance of neighborhoods and commercial districts and encourage property and area cleanup and beautification projects.

POLICY 50: 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.

Action 1: 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.

Action 2: Amend the Zoning Code and Zoning Map to incorporate mixed-use zoning districts in appropriate portions of Village Centers and Corridor Mixed-Use designations.

Action 3: Allow for innovative architectural design.

Action 4: Promote distinctive commercial uses.

(Note: The following policy and actions will likely be relocated to General Plan Chapter 4 – Community Character: Goal CC-3 Well-Designed Sites and Buildings.)

POLICY 51: 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.

Action 1: Review the City's zoning, building, and subdivision standards to ensure they support and contribute to the urban design principles set forth in General Plan policies.

Action 2: Develop zoning incentives (such as floor area bonuses or height exceptions) for projects that incorporate special architectural and pedestrian design features, such as landscaped courtyards or plazas.

Action 3: Enforce local design guidelines that ensure buildings and monuments respect the character, scale, and context of the surrounding area.

Action 4: Ensure that new construction and renovation contribute to the quality and overall image of the community.

Action 5: Use the development review and permitting processes to promote high-quality architecture and site design.

POLICY 52: Avoid monotony and maintain visual interest in newly developing neighborhoods, and promote appropriate architectural diversity and variety. Encourage appropriate variations in lot sizes, setbacks, orientation of homes, and other site features.

Action 1: Develop design guidelines that address the pedestrian scale of development.

Goal E: 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.

A recurring message throughout the LUTE is the desire to strengthen Sunnyvale’s residential neighborhoods and to create a city where walking or bicycling can replace the use of a car much of the time within neighborhoods. Key to the success of these concepts is the development of Village Centers, a sustainable neighborhood concept.

A Village Center is a specifically identified neighborhood crossroad or district nucleus that is planned to become the focus of activity and future transformative change for nearby neighborhoods. It is designed to support a lifestyle with less reliance on a private automobile. It is an active, pedestrian-oriented place with neighborhood-serving commercial uses that are close to residents and are mixed with residential uses. It serves as a meeting place for the community and may also support public and quasi-public services to reduce the need for automobile trips. Residential uses in a Village Center address diverse lifestyles, ages, and incomes in order to allow residents to stay in the neighborhood longer. A Village Center has a unique “sense of place” beyond what has been experienced in Sunnyvale’s older neighborhood commercial areas.

Fundamental to its purpose, a Village Center is intended to provide mixed-use development. Village Centers will be constructed in accordance with urban design principles and performance standards that support pedestrian activity with buildings close to the street and transit, and served by wide sidewalks. A “toolkit” will be developed (special design guidelines and site planning standards) to achieve the new visual and functional character of a Village Center.

Visually, buildings in a Village Center will be a maximum of three to four stories and located close to the street, near a wide pedestrian sidewalk. Residential density in Village Centers, with average densities of 18 units per acre allowed, will be slightly higher than in the surrounding neighborhoods, which are generally low-density residential (up to 7 units per acre). Development intensity at the edges of Village Centers will decrease to provide a buffer to adjacent neighborhoods.

The Village Center will be activated, with people gathering in well-designed plazas and other meeting spaces between and around buildings. Automobile parking in the Village Center may be reduced due to the convenient and comfortable pedestrian- and bicycle-supportive neighborhood street and path network, and as a result of planned and convenient transit service.

A Village Center will not consist of any single new development. Rather, it is intended to be a multi-acre, most likely multi-site or multi-corner area, typically at a major street intersection and strategically located near the crossroads of a neighborhood. Most areas identified to become Village Centers are occupied by existing older commercial uses with outdated, auto-oriented development forms. Development of the Village Centers will be market-driven over the lifespan of Horizon 2035 and beyond, but will be encouraged and facilitated by the zoning designations and development standards put in place by the City to implement the desired changes.

Features and amenities of a Village Center include the following:

- Supportive of a lifestyle without a private automobile
- Neighborhood-serving or community-serving commercial core
- Pedestrian-oriented design: active ground-floor uses and generous outdoor spaces
- Activated by mixed use (commercial with residential)
- Easily accessed by pedestrian and bicycle networks
- Regular transit service
- Reduced need for parking
- Unique design guidelines to address form
- Neighborhood gathering spaces (e.g., plazas, coffee shops, community gardens, taverns)



Existing Conditions in Future Village Center Site



Rendering of a Village Center (Source: City of San Jose)

Sunnyvale has been divided into nine neighborhood planning areas, as shown in **Figure 2**. These areas were used to make sure each neighborhood was supported by adequate schools and commercial services and to help plan facilities such as parks. As indicated on **Figure 5** in the General Plan Land Use Framework section of the LUTE, seven potential neighborhood-oriented Village Centers are planned for the city in various existing commercial nodes within residential neighborhoods.

Additional residential development that is intensified in the Village Centers would gradually decrease in density as it moves outward toward the Village Center boundaries. Overall, existing single-family residential areas are protected by these policies.

POLICY 53: 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.

Action 1: 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.

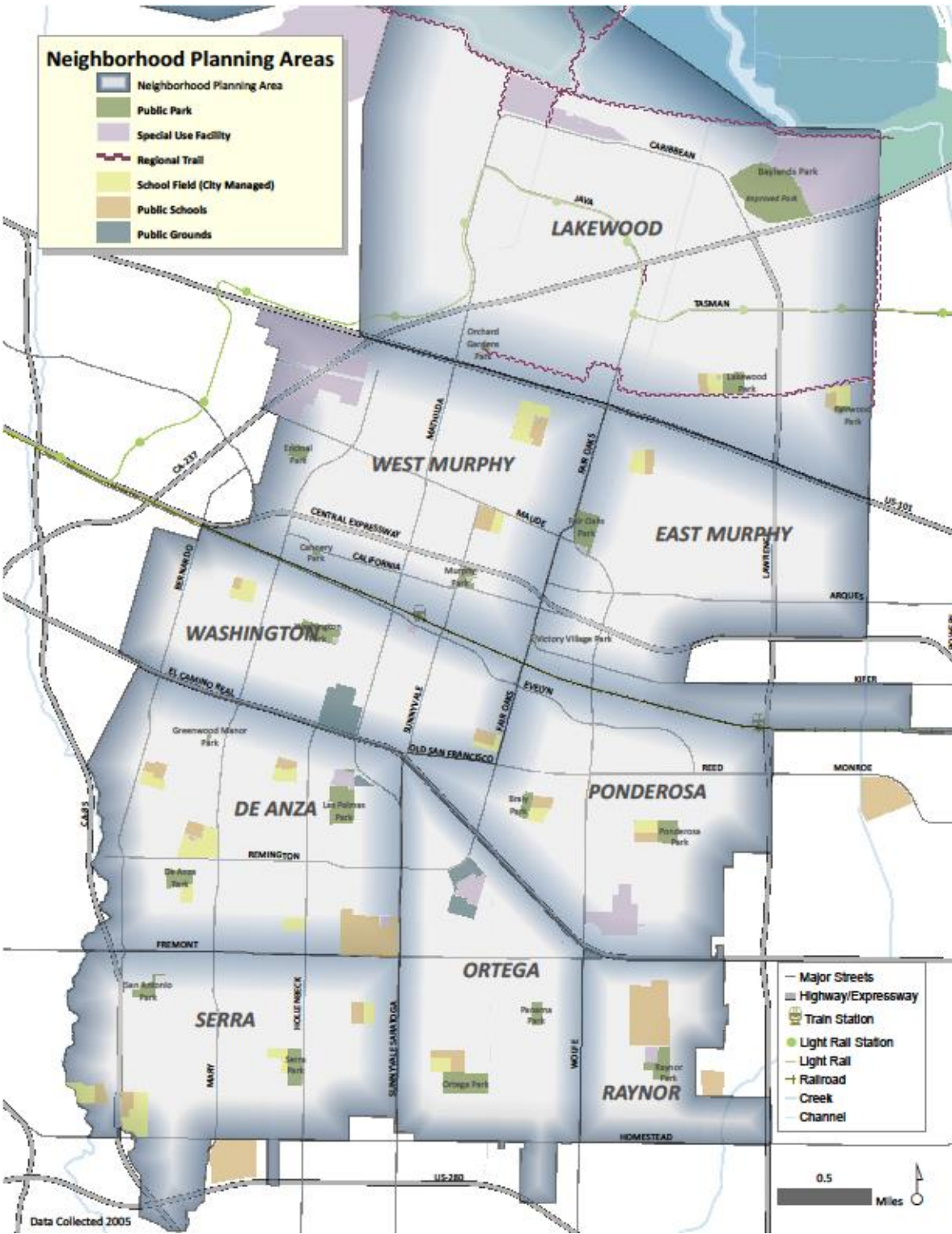


Figure 2: Neighborhood Planning Areas

Action 2: For each village center, prepare a village center plan to best achieve desired local and citywide objectives and ensure visual and functional character that is consistent with the surrounding neighborhood. The plan should address land uses, transition between uses, design, density or intensity, height, open space, privacy, transportation, and connectivity. Allow mixed-use development at appropriate Village Centers while preserving sufficient commercial zoning to serve neighborhood retail and service needs.

Action 3: Provide public gathering places with appropriate amenities for residents, such as Village Centers and neighborhood and community parks.

Action 4: 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.

POLICY 54: Preserve and enhance the character of Sunnyvale’s residential neighborhoods by promoting land use patterns and transportation opportunities that support a neighborhood concept as a place to live, work, shop, entertain, and enjoy public services, open space, and community near one’s home and without significant travel.

Action 1: Enhance existing residential neighborhoods by retaining and creating Village Centers with safe and convenient pedestrian and bicycle access.

Action 2: Support a full spectrum of conveniently located commercial, public, and quasi-public uses that support and enhance the livability of residential neighborhoods.

Action 3: In addition to parks, promote small-scale, well-designed, pedestrian-friendly spaces within neighborhoods to establish safe and attractive gathering areas.

Action 4: Require amenities in new development and Village Centers that serve the needs of residents.

POLICY 55: Require new development, renovation, and redevelopment to be compatible and well integrated with existing residential neighborhoods.

Action 1: Utilize adopted City design guidelines to achieve compatible and complementary architecture and scale for new development, renovation, and redevelopment.

Action 2: Consider land use transitions, such as blended or mixed-use zoning and graduated densities, in areas to be defined around Village Centers.

Policy 55, Action 2

Staff recommends eliminating this action based on public comment

Action 3: Where an opportunity arises, consider integrating or co-locating a Village Center with a neighborhood park or open space.

Goal F: Protected, Maintained, and Enhanced Residential Neighborhoods

Ensure that all residential areas of the city are maintained and that neighborhoods are protected and enhanced through urban design which strengthens and retains residential character.

As stated throughout this chapter, Sunnyvale residents enjoy their community and would like to protect and preserve the positive aspects while enhancing the city with vibrant, high-quality development as Sunnyvale adapts to future development trends and residents' needs.

A key concern of residents is protecting residential neighborhoods from the encroachment of incompatible and disruptive uses and buildings. Compatible uses may include group homes, day care, and home businesses. In addition, many of Sunnyvale's residential neighborhoods exceed 50 years in age, and residents have concerns about property neglect and decay. The Housing Element contains policies and programs to address the maintenance and rehabilitation of the housing stock. The following policies are meant to support and enhance other General Plan policies and emphasize the need to protect existing neighborhoods while allowing reasonable use of and reinvestment in residential properties. While respecting existing neighborhood character, the policies also introduce the ability to consider interspersing, where appropriate, a variety of housing types and choices in existing neighborhoods to accommodate the needs of a diverse and changing community.

POLICY 56: Improve and preserve the character and cohesiveness of existing residential neighborhoods.

Action 1: Support neighborhood associations throughout Sunnyvale to facilitate community building and neighborhood identity and to encourage participation in land use and transportation decisions.

Action 2: Explore developing design standards and guidelines, similar to the Eichler Design Guidelines, to preserve the defining character of existing distinctive neighborhoods.

- Action 3:* Use land use and transportation policies, guidelines, regulations, and engineering specifications to respect community and neighborhood identities and values for quality and design.
- Action 4:* Establish standards and promote and support programs that result in the maintenance and rehabilitation of existing housing and residential neighborhoods.
- Action 5:* Develop special area plans and neighborhood preservation programs to guide change in neighborhoods that need special attention.
- Action 6:* Look for opportunities to reclaim unneeded and underperforming paved areas (public and private) that could be converted to neighborhood-enhancing features such as additional tree coverage, gathering areas, pocket parks, or community gardens.

POLICY 57: Limit the intrusion of incompatible uses and inappropriate development in and near residential neighborhoods, but allow transition areas at the edges of neighborhoods.

- Action 1:* Where appropriate, use higher-density residential and higher-intensity uses as buffers between neighborhood commercial centers and transportation and rail corridors.
- Action 2:* Require appropriate noise attenuation, visual screening, landscape buffers, or setbacks between residential areas and dissimilar land uses.
- Action 3:* While respecting the character of existing residential neighborhoods, consider interspersing duets, paired homes, and similar housing that are designed to appear as one dwelling in new single-family subdivisions to introduce greater housing choices.

(Note: The Community Character Chapter of the General Plan provides more detailed guidance on appropriate and compatible development design.)

POLICY 58: Encourage and support home businesses that remain secondary to the use of each home and do not detract from the primary residential character of the neighborhood.

- Action 1:* Monitor home business trends to ensure City regulations accommodate changing technologies, lifestyles, and neighborhood needs.

POLICY 59: Allow compatible and supporting uses such as group homes, places of assembly, community centers, recreational centers, and child-care centers in residential neighborhoods (including single-family neighborhoods) subject to review and consideration of operations, traffic, parking, and architecture.

Goal G: 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.



Sunnyvale Townhome Neighborhood

Including housing goals in the LUTE ensures that the City has adequate land use tools to provide for housing. When combined with the land use categories on the Land Use Map (*Note: A link will be provided to Horizon 2035 General Plan Land Use Diagram online*), the City ensures that housing is provided in the right places. Related to the policies in this chapter is *General Plan Chapter 5 – Housing*. In that chapter, the City lists policies that ensure the right quantities and types of housing, including affordable housing, are available to meet the existing and projected housing needs of all segments of the community.

The City is required to adopt land use plans and regulatory systems that provide opportunities for, and do not unduly constrain, housing development. The policies in this

chapter help reemphasize the City's intent to provide opportunities for a diverse population to live in Sunnyvale, including those that require or desire housing for families, the workforce, live/work-style housing, housing to transition from one stage of life to another, accessible housing, and affordable rental or ownership housing. The LUTE creates and maintains a variety of land use designations and specific zoning categories that will allow for adequate sites and housing variety to meet the community's needs.



Sunnyvale Condominium Neighborhood

- POLICY 60:** In addition to more traditional forms of housing (single-family detached, townhouses, garden apartments, and shared corridor multi-family housing), support alternative housing types including co-housing, single-room occupancy units, live/work spaces, transitional housing, assisted living, and other types that may become necessary and appropriate to serve a changing population.
- POLICY 61:** 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).

Note: Potential negative impacts from temporary construction such as noise, traffic, and air quality (dust) are addressed by Bay Area Air Quality Management District (BAAQMD) Guidelines. All development is subject to these guidelines.)

- POLICY 62:** Encourage the development of housing options with the goal that the majority of housing is owner-occupied.
- POLICY 63:** 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.
- POLICY 64:** Consider the impacts of all land use decisions on housing affordability and on the housing needs of special needs groups within Sunnyvale.

Note: Housing affordability and needs are addressed extensively in the Housing Element of this General Plan.)

Goal H: Options for Healthy Living

Create a city development pattern and improve the city's infrastructure in order to maximize healthy choices for all ages, including physical activity, use of the outdoors, and access to fresh food.

An area not specifically addressed previously in the General Plan is the concept of community health. With regional and national obesity rates and diabetes rates climbing, and with their associated costs to the health-care system, communities have started to address the issue of health through land use and transportation policies. The purpose of these policies is to provide choices for people who need or wish to increase activity and improve their diets. This goal includes policies that encourage a healthier, active lifestyle and make being active more convenient. The policies also make fresh food visible and accessible through permissible zoning codes and by creating better access to farmers markets and urban gardens. Other policies would allow the City to consider changing codes so that residents may grow their own food and raise their own small livestock and poultry as an option to better control their diets. By incorporating a healthy rationale in the City's land use and transportation policies, Sunnyvale will promote better health for its residents and workers, work toward sustainability, and develop a Complete Community.

HEALTHY CITY

- POLICY 65:** Promote community gardens and urban farms.
- Action 1:* Modify the Zoning Code to create specific provisions for community gardens and urban farms as allowed uses, including those in and near residential areas.
 - Action 2:* Identify appropriate locations for community gardens and urban farms.
 - Action 3:* Accept community gardens as meeting the requirements for on-site landscaping.

Action 4: Develop standards for community gardens in Village Centers.

POLICY 66: Increase the number and frequency of farmers markets.

Action 1: Study modifying the Zoning Code to create provisions for farmers markets.

Action 2: Identify appropriate locations for additional farmers markets.

Action 3: Create standards for the operation of farmers markets.

POLICY 67: Enable the availability of fresh food in the community.

Action 1: Enact zoning changes for outdoor retail display in order to improve visibility of fresh food.

Action 2: Maintain provisions in the Zoning Code that allow retail food sales in commercial zoning districts.

Action 3: Protect neighborhood commercial districts from redevelopment that would eliminate opportunities for access to local fresh food.

Action 4: Study revised zoning standards to allow raising smaller livestock, poultry, and bees, including near and in residential areas.

POLICY 68: Promote compact, mixed-use, and transit-oriented development in appropriate neighborhoods to provide opportunities for walking and biking as an alternative to auto trips.

(Note: The following policy and actions will be moved to the transportation policy section after adoption.)

POLICY 69: Promote walking and bicycling through street design.

Action 1: Develop complete streets principles to accommodate all users, including pedestrians, bicyclists, skaters, and wheelchair users, along with motor vehicles in transportation corridors.

Action 2: Enhance connectivity by removing barriers and improving travel times between streets, trails, transit stops, and other pedestrian thoroughfares.

Action 3: Support traffic calming to slow down vehicles in order to promote safety for non-motorists.

- Action 4:** Promote separation of streets and sidewalks with planter strips and widened sidewalks, especially on streets with no parking lane.
- Action 5:** Install and connect sidewalks and install safe crosswalks in industrial and office areas.
- Action 6:** Support streetscape standards for vegetation, trees, and art installations to enhance the aesthetics of walking and biking.

OPEN SPACE, PARKS, AND WETLANDS

The following policies regarding open space, parks, and wetlands are provided to convey a complete picture of the community in regard to the need for healthy living and the related need for access to open space.

(Note: This section will likely be removed from the Land Use and Transportation section and the policies will be relocated to other areas in the General Plan or eliminated where they are duplicative of other policies. If eliminated, related policies from other General Plan chapters will be cross-referenced, such as Goal LT-8: Adequate and Balanced Open Space.)



Sunnyvale Golf Course

POLICY 70: Ensure that the planned availability of open space in both the city and the region is adequate.

- Action 1:* Define a minimum open space standard for residential uses, mixed-use developments, business developments, and Village Centers.
- Action 2:* Utilize joint agreements between the City and local school districts to create community recreational opportunities.
- Action 3:* At regular intervals, review the park dedication requirements.
- Action 4:* Integrate usable open spaces and plazas into commercial and office developments.
- Action 5:* Update the Parks and Recreation Element by 2020.

POLICY 71: Improve accessibility to parks and open space by removing barriers.

- Action 1:* Provide and maintain adequate bicycle lockers at parks.
- Action 2:* Evaluate the feasibility of flood control channels and other utility easements for pedestrian and bicycle greenways. Coordinate with flood control and utility agencies early in the process to determine feasibility/desirability of the project.
- Action 3:* Develop and adopt a standard for a walkable distance from housing to parks.

POLICY 72: Protect creeks and wetlands as important parts of the community's natural environment and open space and for their contribution to flood control.

- Action 1:* Work with other agencies to maintain creeks and wetlands in their natural state.
- Action 2:* Work with appropriate agencies to identify creek channels and wetlands to use as recreational areas.
- Action 3:* Minimize or divert pollutants from draining into creeks and wetlands by enforcing best management practices during construction, site development, and ongoing operations.

POLICY 73: Engage in regional efforts to enhance and protect land uses near streams and to respond to sea level rise and climate change.

- Action 1:* Maintain and regularly review and update a streamside development review and permitting process.
- Action 2:* Apply development standards provided by the Santa Clara Valley Water District (SCVWD).

- Action 3:* Conduct streamside development review as part of a building permit plan check process, design review, the miscellaneous plan permit, and/or the discretionary review process.
- Action 4:* Minimize effects of development on natural streambeds.
- Action 5:* When opportunities exist, remove existing structures adjacent to streams that impact the streambed.

Goal I: 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.

Sunnyvale’s economic competitive edge is its business-friendly environment and its effective and efficient planning and building permitting processes; the city is well known for its innovative One-Stop Permit Center. Historically, 90% of building permits issued in Sunnyvale are issued “over the counter” as opposed to requiring lengthy internal review periods. At this time, cities in general lack the ability to provide financial incentives to attract businesses. The City of Sunnyvale’s development review and permitting services for businesses are marketed and promoted as a way to remain on top in the competitive arena of Silicon Valley business attraction and retention.

POLICY 74: Provide existing businesses with opportunities to grow in Sunnyvale and provide opportunities to expand into new technologies.

- Action 1:* Monitor the effect of City policies on business development and consider the effects on the overall health of business in the community.
- Action 2:* Participate in partnerships with local industry/businesses in order to facilitate communication and address mutual concerns.
- Action 3:* Work with start-up companies to address their unique land use and transportation needs during product development and placement of their new technologies.

POLICY 75: 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 76: Promote business opportunities and business retention in Sunnyvale.

- Action 1:* Encourage conveniently located retail, restaurant, and other supportive land uses near business areas.

POLICY 77: Participate in regional efforts to respond to transportation and housing problems caused by economic growth in order to improve the quality of life and create a better environment for businesses to flourish.

Action 1: Support land use policies to achieve a healthy relationship between the creation of new jobs and housing.

Action 2: Support transportation demand management programs and other ride-sharing programs countywide.

POLICY 78: Encourage businesses to emphasize resource efficiency and environmental responsibility and to minimize pollution and waste in their daily operations.



Moffett Towers in Moffett Park Specific Plan Area

Goal J: A Balanced Economic Base

Develop a balanced economic base that can resist downturns of any one industry and provides revenue for City services.

Economic development is critical to the success of any city. A successful business environment provides jobs and revenue, and workers in turn support other city businesses like shops, services, and restaurants. Having land use and transportation policies that

support a variety of businesses and industries helps create a balanced and resilient local economy.

Companies consider a wide range of criteria when selecting a location. Globally and regionally, Silicon Valley is still considered a premier and dynamic place to do business. The strengths of a Silicon Valley location include access to universities, venture capital, an educated workforce, and a high quality of life. Challenges include housing costs, labor costs, and land costs.

Sunnyvale offers a high quality of life and benefits for a strategic location directly in the heart of Silicon Valley. However, Sunnyvale must distinguish itself from other regional cities to attract businesses. At this time, office development in the city is strong. However, lack of a strong downtown commercial district has also significantly affected sales tax revenue, which is leaking to shopping areas located in adjacent and nearby cities.

The City's economic development strategy is a three-pronged approach addressing business attraction, business retention, and business expansion. The economic development policies in the LUTE focus on how land use and transportation can support a healthy economy. They are used to complement other General Plan policies (such as housing policies) and guide future decisions to ensure regional economic competitiveness.



Yahoo Corporate Headquarters

POLICY 79: Encourage green technology industries.

- POLICY 80:** Encourage the creation or installation of pilot programs for emerging industries in both private and public facilities.
- POLICY 81:** Support a variety of land and building ownership forms, including business condominiums, planned developments, and more traditional single-owner developments.
- POLICY 82:** Attract and retain a diversity of commercial enterprises and industrial uses to sustain and bolster the local economy and provide a range of job opportunities.
- Action 1:* Promote a variety of commercial, retail, and industrial uses, including neighborhood shopping, general business, office, clean technology, and industrial/research and development.
- Action 2:* Ensure that rezoning of industrial or commercial areas and sites will not significantly hurt the community’s economic base.
- Action 3:* Encourage independent local businesses.
- Action 4:* Support a seamless development review process.
- Action 5:* Expand the One-Stop Permit Center and reflect “time to market” needs of businesses.
- POLICY 83:** Encourage land uses that generate revenue while preserving a balance with other community needs, such as housing.
- Action 1:* Monitor revenues generated by different economic sectors on an ongoing basis.
- POLICY 84:** Create a strong, identifiable Downtown that offers regional and citywide shopping opportunities and entertainment.
- POLICY 85:** Maintain an adequate supply of land zoned for office, industrial, and retail development to meet projected needs.
- POLICY 86:** Provide quality neighborhood, community, and regional retail centers/uses to meet the needs of residents.
- Action 1:* Track retail leakage to encourage businesses that meet missing retail needs.
- POLICY 87:** Consider the importance of tax generation (retail, hotel, auto, and business-to-business uses) to support the fiscal health of the community and to fund municipal services.

Goal K: 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.

Sunnyvale is fortunate to have a number of unique business areas that offer a full spectrum of building spaces and properties from retail, service-commercial, and heavy industrial to Class A, B, and C office/research and development space and an increasing number of major corporate campuses. Although separated for the most part into appropriate zoning areas, similar to residential areas, individual businesses and business districts require protection from the encroachment of incompatible uses in order to operate unencumbered, remain competitive, and contribute to the city's economic health. The vitality of older business areas, including shopping centers, also can be affected by a lack of reinvestment and maintenance.

The following policies aim to encourage development and funding of programs that promote and enforce property maintenance as well as provide the buffers and protection that business areas require. Through the development review process, the City will support pedestrian-oriented design and require visual improvement in architecture, landscaping, and signs.



El Camino Real Corridor Commercial Center

GENERAL

- POLICY 88:** Identify valuable physical characteristics and business aspects, and protect the uniqueness and integrity of all business areas and districts.
- POLICY 89:** Improve the visual appearance of business areas and districts by applying high standards of architectural design, landscaping, and sign standards for new development and the reuse or remodeling of existing buildings.
- Action 1:* Promote land use patterns and urban design that strengthen the sense of uniqueness in existing and new business areas and districts.
- Action 2:* Look for opportunities to create points of entry or gateways to unique business areas and districts.
- Action 3:* As needed, create and update land use and transportation policies, architectural and site planning guidelines, regulations, and engineering standards that respect community and neighborhood identities and protect quality design.
- Action 4:* Establish and monitor standards for property appearance and maintenance.
- Action 5:* Promote and support programs that result in the maintenance and rehabilitation of existing properties.
- Action 6:* Develop special area plans and neighborhood preservation programs to guide change in business areas and districts that need special attention.

PROTECTED COMMERCIAL DISTRICTS

- POLICY 90:** Use density and design principles, such as physical transitions, between different land uses and to buffer between sensitive uses and less compatible uses.
- Action 1:* When making land use decisions, anticipate and avoid whenever practical the incompatibility that can arise between dissimilar uses such as the encroachment of residential uses into business areas.
- Action 2:* Require that commercial activities near or adjacent to residential uses be conducted with minimally invasive exterior activity.

COMMERCIAL USES AND SHOPPING CENTERS

POLICY 91: Support a full spectrum of conveniently located commercial uses and shopping centers that add to the positive image of the community.

Action 1: Utilize adopted City design guidelines to achieve compatible architecture and scale for renovation and new development in shopping centers and commercial buildings.

Action 2: Promote commercial uses and designs that mitigate a boxy appearance or mass of large buildings (e.g., wall offsets, building articulation, or pedestrian-scale design).

Action 3: Promote distinctive and well-coordinated master sign programs for commercial centers and Downtown.

Action 4: Develop a toolkit that addresses the pedestrian focus of shopping areas by encouraging pedestrian-oriented architecture that addresses the street (e.g., uniform setbacks, continuous building façades, building articulation, and appropriate signage).

POLICY 92: Support convenient neighborhood-serving commercial centers that provide services that reduce automobile dependency and contribute positively to neighborhood character.

POLICY 93: Support a regional commercial district in Downtown Sunnyvale.

POLICY 94: Promote continuous reinvestment in shopping centers through maintenance, revitalization, and redevelopment.

Action 1: During the development review process, work with owners of older shopping centers to revitalize façades and bring other site standards up to code.

Action 2: Consider providing incentives for renovating and upgrading the appearance of existing older shopping centers, such as a façade improvement grant program and similar economic development tools.

Action 3: Utilize neighborhood enhancement programs and code enforcement to achieve maintenance at shopping centers that are neglected.

Action 4: Require increased landscaping, tree planting, and internal sidewalks when considering a revitalized or redeveloped shopping center.

OFFICE, INDUSTRIAL, AND RESEARCH & DEVELOPMENT

POLICY 95: Require high design standards for office, industrial, and research and development (R&D) buildings in all business districts.

Action 1: Utilize adopted City design guidelines to achieve compatible architecture and scale for renovation and new development in business areas.

Action 2: Maintain and review, as needed, criteria for superior quality architecture, landscaping, and site development for office, industrial, and R&D projects that request to develop beyond standard floor area ratio limits.

Action 3: Carefully review the impacts, such as noise, odors, and facility operations, of commercial, office, and industrial uses and development adjacent to residential areas.

POLICY 96: Maintain areas of Class B and C buildings to support all types of businesses and provide a complete community.

Goal L: 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.

Land use and transportation in most of Sunnyvale are guided by standardized codes and manuals such as the Zoning Code, the Citywide Design Guidelines, or the Santa Clara Valley Transportation Authority (VTA) Bicycle Technical Guidelines. The City aims to be consistent as it applies standards to all properties in Sunnyvale. Although standardization is considered desirable in most cases, unique land use situations warrant more specific policies to guide development. In these cases, the City has the ability to utilize special plans and zoning tools such as specific plans, precise plans, and design guidelines to provide protection or guide change more carefully.



Office Building in Downtown Specific Plan

Area Plans

Figure 3 shows existing and future area plans.

Moffett Park Specific Plan

After adopting the previous LUTE (1997), the City realized that there was significant development pressure to be capitalized upon in the city's northern business park—Moffett Park. The City had received a number of requests to develop corporate campuses that exceeded the older, one-story tilt-up-style development standards adopted for that area. In response, in 2004 the City adopted the Moffett Park Specific Plan, which included development standards that made way for a more modern and intensive business park that met the needs of new businesses. Identifying and responding to the special needs of the Moffett Park area has allowed the community to remain competitive in attracting new businesses by having opportunities in place for new office development.

Precise Plan for El Camino Real

The City has also responded to development pressure by establishing a plan for El Camino Real. The Precise Plan for El Camino Real (2007) was adopted to clarify the City's long-term vision for its primary commercial corridor. The Precise Plan serves as a guide to encourage well-designed, appropriate developments along El Camino Real. The plan also offers strategies to capitalize on the strengths of El Camino Real and to overcome limitations in order to enhance the ability of the corridor to remain a vibrant and successful part of the community.

Peery Park Specific Plan

To allow for redevelopment of under-utilized industrial properties and accommodate new industrial growth, the City approved the Peery Park Specific Plan in 2016. The Specific Plan

is to provide the City, property owners and businesses with a guide for future development in the 446-acre Peery Park area. The Specific Plan provides details on the type, location and intensity of uses, define the capacity and design of needed public improvements and infrastructure, and determine the resources necessary to finance and implement the public improvements and infrastructure needed to support the vision for the area.

Lawrence Station Area Plan

The Lawrence Station Area Plan was completed in 2016 to maximize benefits for Sunnyvale that come from the area's proximity to Lawrence Caltrain Station. The plan supports mixed use office/research and development, residential and retail uses in the approximate ½ mile radius around the station. The land uses and circulation identified in the plan support transit ridership, and provide access through the area for pedestrians, bicyclists and motor vehicles.

Design Guidelines

Other opportunities to utilize special zoning tools include preserving architectural resources. The City has design guidelines in place to protect the unique character of Eichler residential neighborhoods and the Heritage Housing District on Frances Street and Taaffe Street near Downtown. Additionally, Citywide Design Guidelines, Industrial Design Guidelines, and Single Family Home Design Techniques have been put into place in order to respond to the community's changing demand for higher-quality architectural and site design standards.

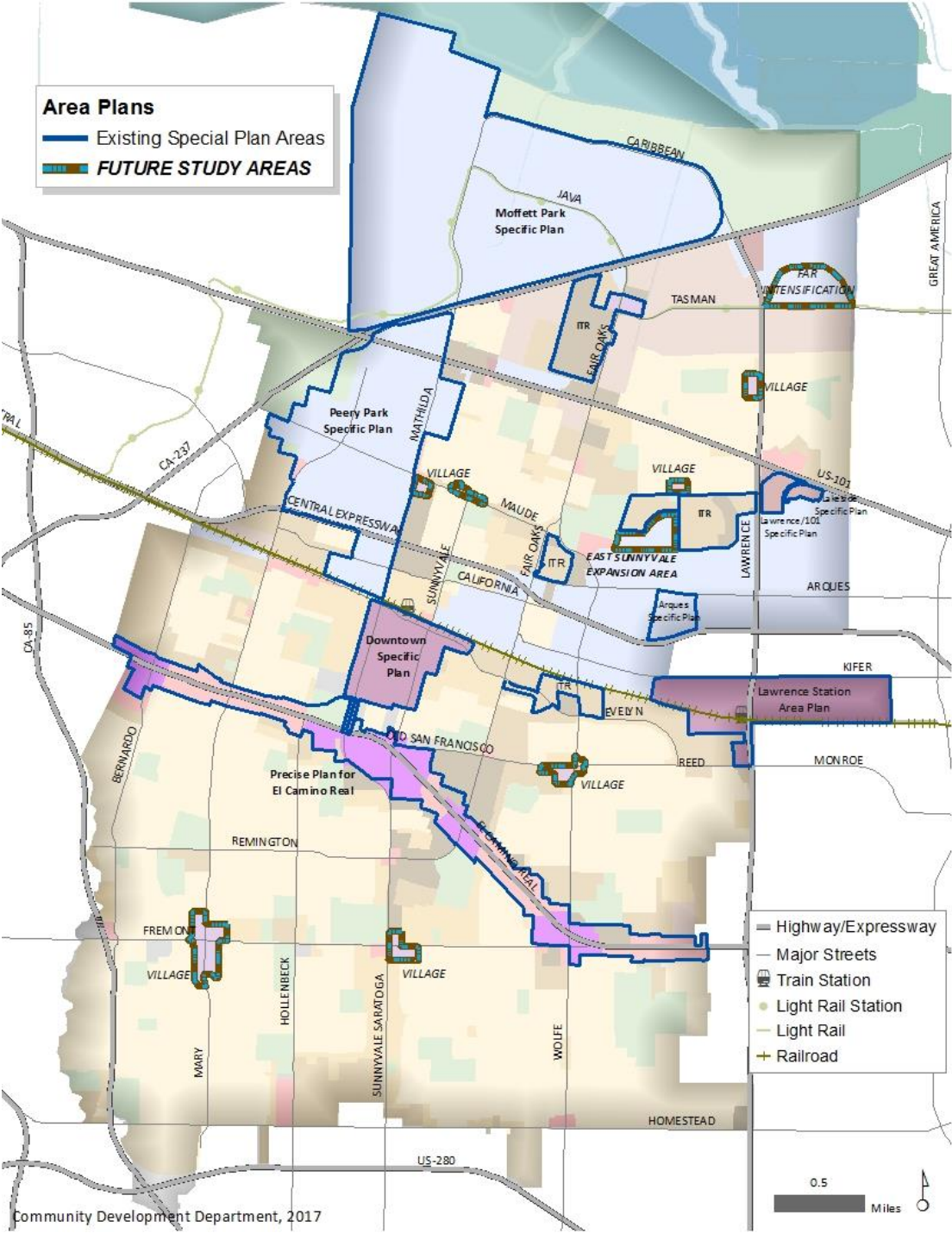


Figure 3: Area Plans



Residence reflecting Eichler Design Guidelines

(Note: A link will be provided to the Planning Division website with documents for specific plans, precise plans, and design guidelines.)

SPECIALIZED PLANS AND ZONING TOOLS

POLICY 97: Prepare specific area plans and special zoning tools (including but not limited to specific plans, precise plans, design guidelines, specialized zoning, and sense of place plans) to guide change in areas that need special attention.

EXISTING PLANS

POLICY 98: 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. *(See Figure 3, Area Plans.)*

FUTURE PLANS

POLICY 99: 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.

- Action 1:* Maintain sense of place plans that provide more focused policies and development standards to guide future land use and transportation decisions.
- Action 2:* Prepare a special area plan for each of the Village Centers to provide focused land use, transportation, and design standards, policies, and guidelines.



Lawrence Station Area

SPECIAL ZONING TOOLS

- POLICY 100:** Use specialized zoning districts and other zoning tools to address issues in the community, and update as needed to keep up with evolving values and new challenges in the community.
- POLICY 101:** Use the Industrial-to-Residential (ITR) combining district to help meet the community's housing needs for all ages and economic sectors and balance its use with maintaining a healthy economy and employment base. ITR zoning allows industrial/commercial/office uses to continue as conforming uses while an area transitions to residential uses. ITR areas include Tasman Crossing, East Sunnyvale, the Lawrence Station Area, the Evelyn Corridor (Fair Oaks to Wolfe), and Fair Oaks Junction.

- Action 1:* Update the Zoning Code to indicate that once a site zoned ITR has transitioned to residential use (or other use only allowed in a residential zoning district), it cannot be returned to industrial use.
- Action 2:* During the transition from industrial to residential uses, anticipate and monitor compatibility issues between residential and industrial uses (e.g., noise, odors, and hazardous materials). Identify appropriate lead departments and monitoring strategies for each compatibility issue.
- Action 3:* Incorporate “sense of place” requirements for new ITR areas in order to enhance the residential feeling of new neighborhoods by requiring pedestrian, bicycle, and streetscape enhancements that reflect the unique character of each new neighborhood.
- Action 4:* Rezone transitioned neighborhoods from ITR to appropriate residential zoning after 75% of the land area has been redeveloped with residential use.
- Action 5:* Consider sense of place or pedestrian circulation plans to address access in ITR neighborhoods.

POLICY 102: Ensure that industrial uses in the ITR generally do not intensify beyond the base floor area ratio of 35% allowed in the zoning district (including any incentives to allow higher-intensity development).

POLICY 103: Balance the need for additional residential uses with industrial uses needed for a healthy economy.

- Action 1:* Require any future study to change an area from industrial to residential to include a full evaluation of the economic and fiscal impacts of converting an industrial area to residential uses, including the potential impacts on community facilities, municipal services, and schools.

COMMUNITY BENEFITS

POLICY 104: 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.

- Action 1:* Update development impact fees periodically to provide fair-share funding for transportation, utilities, parks, and other public improvements and to address community needs such as affordable housing.
- Action 2:* Establish zoning incentives, density bonuses, or other land use tools where higher development potential may be allowed based on contributions toward desired community benefits.
- Action 3:* Include a discussion of community benefits in area plans and specific plans that defines the City's priorities and outlines an implementation program.

PUBLIC AND QUASI-PUBLIC USES

Other land uses that require attention are public and quasi-public uses. Public uses include City administration buildings, libraries, parks, the water pollution control plant, the Santa Clara County medical clinic, and school district facilities. Quasi-public uses include places of worship, private community centers, private schools, child-care centers, and medical clinics and hospitals. These uses are scattered throughout the community. Although they provide much-needed community services and facilities, they can also provide challenges by potentially impacting adjacent land uses, such as nearby residential uses.

One way the City can respond to the needs of public and quasi-public uses is to utilize special zoning tools. In recent years, some quasi-public uses were having difficulty finding large parcels of land that were also affordable. The City has used special zoning designations to identify areas in industrial parks that would be appropriate to allow places of assembly (e.g., religious institutions, community centers) without disrupting the primary purpose of business and industrial areas. Taking this approach allowed the City to increase opportunities for uses that the community desires and needs in Sunnyvale. Other quasi-public uses such as child-care facilities continue to struggle to find suitable and affordable locations without disrupting residential and commercial areas.

The following policies recognize the desire to accommodate public and quasi-public uses in Sunnyvale to enhance the community, as well as the challenges of integrating them successfully in the existing built fabric of the community.



Sunnyvale City Hall

(Note: Parks and open space are also special and unique land uses and were addressed in Goal H: Options for Healthy Living. A link will be provided to open space goals and policies located in other chapters and sections of the General Plan.)

POLICY 105: Support the provision of a full spectrum of public and quasi-public services (e.g., parks, day care, group living, recreation centers, religious institutions, schools, hospitals, large medical clinics) that are appropriately located in residential, commercial, and industrial neighborhoods and ensure they do not have a negative effect on the surrounding area.

Action 1: Encourage carpooling, shuttles, and transit access to public and quasi-public services to minimize adverse traffic and parking impacts on neighborhoods.

Action 2: Ensure the provision of bicycle support facilities at all major public use locations.

POLICY 106: Encourage multiple uses of public and quasi-public facilities (e.g., religious institutions, schools, social organizations, day care), such as community events, after-school programs, and festivals.

POLICY 107: Maintain and promote conveniently located public and quasi-public uses and services that enhance neighborhood cohesiveness and provide social and recreational opportunities.

POLICY 108: Recognize child care and places of assembly as essential services and land uses that support the diverse needs of the community. Avoid locating these sensitive uses near hazardous materials, noise, dust, etc.

Action 1: Periodically review the availability of and demand for sites appropriate for places of assembly, and consider expanding available sites if appropriate.

POLICY 109: Locate place of assembly uses where they provide benefit to the community and do not adversely impact nearby uses.

Action 1: Maintain zoning tools to limit the locations and type of places of assembly in industrial areas to protect industrial users from incompatibilities.

POLICY 110: Allow community-serving places of assembly in commercial zoning districts if the provision of a full range of conveniently located retail and retail services is not compromised.

POLICY 111: Recognize schools, both public and private, as integral parts of the community that require special consideration to manage traffic, support residential development, and provide open space.

Action 1: Work with school districts and private school operators during and after the City review and permitting process to minimize negative effects on the surrounding area.

Action 2: Maintain a working relationship with school districts on transportation, pedestrian and bicycle access, safe routes to school, and other neighborhood issues.

Action 3: Assist public and private schools in neighborhood relations regarding land use and transportation issues.

Action 4: Work closely with school districts to review the impacts of proposed residential development on school capacity and facilities.

POLICY 112: Support continuous education (beyond grades K–12) and educational enrichment programs while minimizing impacts on the surrounding land uses.

POLICY 113: Give due consideration to the location and operation of government uses in order to provide benefit to the greater community.

- Action 1:* Maintain and plan for appropriate land areas to support public facilities, such as the civic center, library, corporation yard, and water pollution control plant.
- Action 2:* Promote co-locating government (federal, state, county, city) activities when appropriate to improve access to services for the community at large.

General Plan Land Use Framework

Building on the Horizon 2035 strategies, the land use designations map (shown in **Figure 4**) identifies locations, types, and intensities of employment, residential, and mixed-use development throughout Sunnyvale. It gives geographic reference and a spatial context to the goals and policies of the LUTE. The map should be used in conjunction with land use designation descriptions shown below, which describe the intended relationship between General Plan uses and related zoning districts.

Residential Designations

Residential designations are used to identify locations for residential uses alone or in combination with other compatible uses such as child care, education, places of assembly, professional office, or other community-serving uses. These designations have been divided into four different densities to either preserve or create a specific residential neighborhood character. Through zoning, these densities are further refined as described in Table 2.

Based on the General Plan Land Use Map, only one area of Sunnyvale is expected to have significant development with low-medium density residential uses (the 10-acre Corn Palace site). Other than small infill sites of two to four houses, no new low-density residential development is anticipated. Most future residential development is expected to be medium- and higher-density residential.

In some cases, areas designated for High Density Residential and Commercial land uses, which typically would only allow R-4 and C-1 zoning respectively, have conditional zoning that would allow R-2 uses. Eleven High Density Residential sites and four commercial sites allow this conditional zoning.

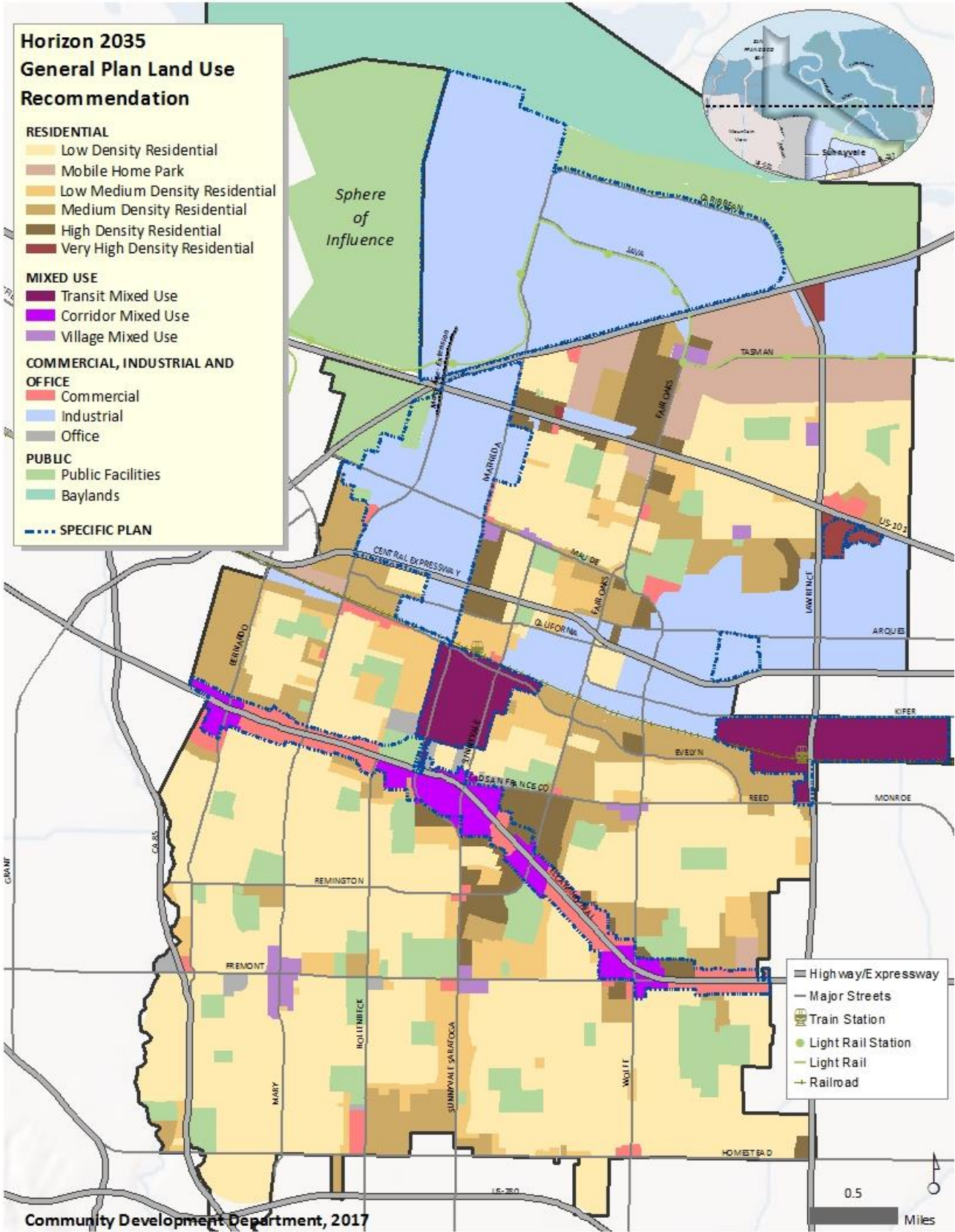


Figure 4: Land Use Designations

Allowing a change to a land use designation or zoning district to permit a higher residential density may be considered when the development is located on the periphery of a neighborhood, when the property is of significant size to be defined as its own neighborhood, or when a project contributes to desired community benefits.

(Note: The following sidebar will be provided when the Land Use and Transportation chapter is web based: *Residential densities are described as dwelling units per acre (du/acre). For example, a 2-acre site with 14 homes would have a density of 7 du/acre. One acre = 43,560 square feet.*)

Low Density Residential (0–7 du/ac)

This designation primarily preserves existing single-family neighborhoods designed around parks or schools and located along neighborhood streets or residential collector streets. Larger lots may accommodate accessory dwelling units pursuant to standards provided in the Zoning Code. The corresponding zoning districts are R-0 and R-1.

LAND USE CATEGORY	LOW DENSITY RESIDENTIAL
DESCRIPTION	Primarily preserves existing single-family neighborhoods designed around parks or schools and located along neighborhood streets or residential collector streets.
DENSITY/INTENSITY	0-7 du/ac
TYPICAL ZONING DISTRICTS	(R-0) and (R-1) Low Density Residential (7 du/acre)

Mobile Home Residential (0–12 du/ac)

This designation preserves existing mobile home parks primarily found in the northern part of the city. Several smaller mobile home parks in the southern part of Sunnyvale are designated to transition to other types of residential uses. No new mobile home park development is anticipated.

LAND USE CATEGORY	MOBILE HOME RESIDENTIAL
DESCRIPTION	Preserves existing mobile home parks primarily found in the northern part of the City.
DENSITY/INTENSITY	0-12 du/ac
TYPICAL ZONING DISTRICTS	(R-MH) Residential Mobile Home District (12 du/acre)

Low-Medium Density Residential (7–14 du/ac)

This designation preserves existing small lot single-family, duplex, and smaller multi-family neighborhoods, designed around parks or schools, and located along neighborhood streets or residential collector streets. Larger lots may accommodate accessory dwelling units pursuant to standards provided in the Zoning Code. The corresponding zoning districts are R-1.5, R-1.7/PD, and R-2.

LAND USE CATEGORY	LOW-MEDIUM DENSITY RESIDENTIAL
DESCRIPTION	Preserves existing single-family, duplexes, and smaller multi-family use neighborhoods designed around parks or schools and located along neighborhood streets or residential collector streets This designation includes small-lot single-family homes and zero lot line homes. Larger single-family lots may accommodate accessory living units.
DENSITY/INTENSITY	7-14 du/ac
TYPICAL ZONING DISTRICTS	(R-1.5) Low-Medium Residential (10 du/acre) (R-2) Low-Medium Residential (12 du/acre) (R-1.7/PD) Low-Medium Density

Medium Density Residential (15–24 du/ac)

Townhomes, apartments, and condominiums are typical within this residential designation. Medium density neighborhoods and developments are appropriate along arterials and residential collector streets, and may also be located in close proximity to industrial or commercial areas.

LAND USE CATEGORY	MEDIUM DENSITY RESIDENTIAL
DESCRIPTION	Allows townhomes, apartments, and condominiums. Medium-density neighborhoods and developments are generally located along arterials and residential collector streets, and may also be located near industrial or commercial areas. Medium density residential areas may be conditionally compatible with higher or lower zoning categories.
DENSITY/INTENSITY	15-24 du/ac
TYPICAL ZONING DISTRICTS	(R-3) Medium-Density Residential (24 du/acre)

High Density Residential (25–36 du/ac)

This designation also provides for densities consistent with apartments or condominiums but at higher densities than the medium density designation. High density neighborhoods and developments are typically located next to expressways, major arterial roads, or freeways. The primary purpose of this designation is to provide for high-density residential uses; however, mixed-use development (combining commercial with residential) is encouraged when sites are located near public transit (e.g., Santa Clara Valley Transportation Authority light rail, Caltrain, or a major bus route) and where commercial uses would be beneficial to create a Village Center or meet a need for service in a residential or commercial neighborhood.

LAND USE CATEGORY	HIGH DENSITY RESIDENTIAL
DESCRIPTION	Allows apartments or condominiums, generally located next to expressways, major arterial roads, or freeways. Mixed-use projects are also encouraged when sites are located near public transit and where commercial uses would be beneficial to create a Village Center or meet a need for service in a residential or commercial neighborhood.
DENSITY/INTENSITY	25-36 du/ac
TYPICAL ZONING DISTRICTS	(R-4) High Density Residential (36 du/acre) (R-5) High Density Residential/Office (45 du/acre) Lawrence/101 Site Specific Plan (40 du/acre)

Very High Density Residential (36–45 du/ac)

This designation provides for densities consistent with large-scale apartments or condominiums intended for the Downtown or Transit or Corridor Mixed-Use areas. Very high density areas are primarily located within specific plan areas.

LAND USE CATEGORY	VERY HIGH DENSITY RESIDENTIAL
DESCRIPTION	Allows large-scale apartments or condominiums in Downtown or within Transit or Corridor Mixed-Use areas.
DENSITY/INTENSITY	36-45 du/ac
TYPICAL ZONING DISTRICTS	Specific Plan or Area Plan

Mixed-Use Designations

Mixed-use designations promote the integration of residential and commercial/office uses together on the same site. These compact developments facilitate walkability, reduce vehicle trips, and create centers of activity in different neighborhoods.

The City is anticipating a transformation of selected sites to mixed use by 2035, as shown in **Figure 5**. These areas are located near public transit and major thoroughfares. They have been further divided into three categories of mixed-use areas to determine the residential density, type of commercial, and scale of the areas:

- Transit Mixed-Use
- Corridor Mixed-Use
- Village Mixed-Use

(Note: Nonresidential densities/intensities are described as floor area ratio (FAR), which is the total floor area of the building (all levels) divided by the total lot area, expressed as a percentage. For example, a 10,000-square-foot building on a 20,000-square-foot lot would have a FAR of 50%.)

Transit Mixed-Use

This category allows for a wide variety of uses and densities located in close proximity to rail stops or other major forms of mass transit. High-density residential is desirable closest to transit stops/stations; densities greater than 65 dwelling units per acre may be compatible with this designation. Other residential densities are also desirable in Transit Mixed-Use areas. High-intensity commercial and office uses should be expected. Buildings may be up to eight stories. In the Downtown area, regional commercial is allowed. Densities and intensities in each Transit Mixed-Use area will be further refined and implemented with a specific plan or area plan and a toolkit of development standards and design guidelines.

LAND USE CATEGORY	TRANSIT MIXED-USE
DESCRIPTION	Allows a mix of residential uses at various densities, high-intensity commercial uses, regional commercial uses, and office uses located near rail stops or other mass transit.
DENSITY/INTENSITY	Typically up to 65 du/acre near transit stations; Specific densities and intensities determined by Specific Plan or Area Plan
TYPICAL ZONING DISTRICTS	Downtown Specific Plan Blocks 1-23, Lawrence Station Area Plan, Lawrence Station Mixed Use Development

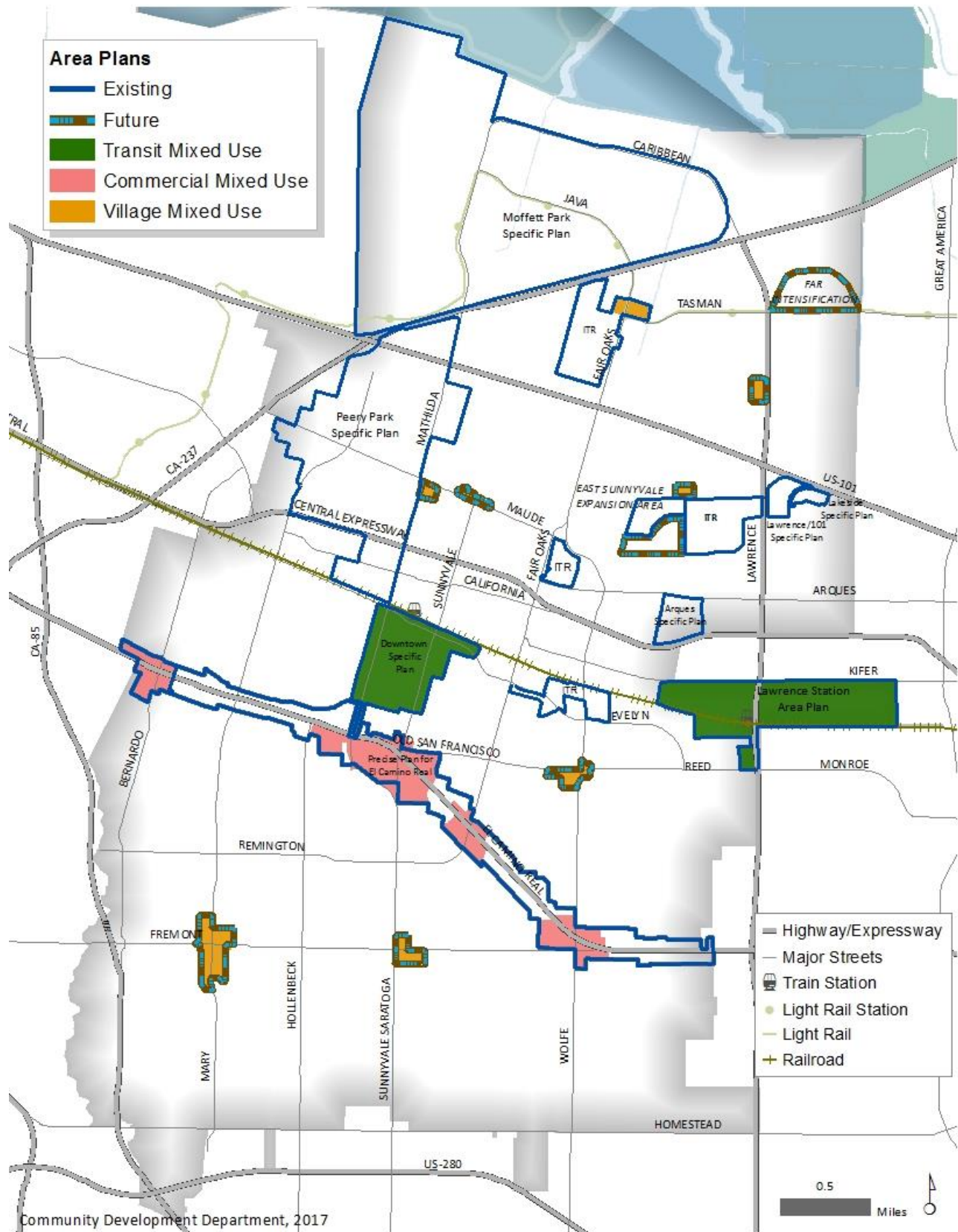


Figure 5: Existing and Planned Mixed-Use Areas

Corridor Mixed-Use

This designation provides for regional, community, or employment-serving retail uses in conjunction with residential uses. Corridor Mixed-Use areas are appropriate along major corridors such as El Camino Real, Mathilda Avenue, or similar roadways. Commercial uses are a crucial component of future development along these corridors. Future mixed uses should include commercial components with a typical floor area ratio (FAR) of 25%.

Alternative commercial FARs may be considered based on the location and constraints of the site, and potential benefits to the area and community offered by the project.

Residential densities, averaged over the entire site, are typically 24 dwelling units per acre, with mixed-use areas having a lower number of dwelling units per acre (as the residential units are mixed with other uses) and primarily residential areas having a higher number of dwelling units per acre. The Precise Plan for El Camino Real will further determine development intensities, with the most intensive mixed-use development to occur in El Camino Real Nodes.

LAND USE CATEGORY	CORRIDOR MIXED-USE
DESCRIPTION	Allows regional, community, or employment-serving retail uses in conjunction with residential uses along major corridors.
DENSITY/INTENSITY	Commercial—FAR = 25% typical. Specific densities and intensities determined by Specific Plan or Area Plan
TYPICAL ZONING DISTRICTS	C-1, C-2, R-3, R-4, P-F, O and other properties located in the Precise Plan for El Camino Real (MU-C) Mixed-use Commercial

Village Mixed-Use

This category provides neighborhood-serving commercial uses integrated with residential uses. In the future, most residents can expect to have a mixed-use Village Center within one-quarter to one-half mile of their homes. The Village Centers should typically be located at a crossroad of arterials or major collector streets and have excellent pedestrian and bicycle connections.

Commercial uses are a crucial component of these sites, and future mixed uses should include commercial components equal to a minimum of 10% of the lot area, up to a maximum of about 25%. The residential uses in most Village Mixed-Use areas are anticipated to achieve an average density of 18 dwelling units per acre (medium density), with the same variations in density described in the Corridor Mixed-Use section above. If determined to be appropriate due to more intensive surrounding uses (such as at the corner of Tasman Road and Fair Oaks Avenue), residential densities may be higher subject to a

public review process. Residential uses will likely be concentrated near street corners above commercial uses and may give the appearance of a medium- to high-density development. Village Mixed-Use developments will be designed to provide buffers between higher-intensity sections and the adjacent lower-density neighborhood. Densities and intensities within each Village Mixed-Use area should be further refined and implemented with a specialized plan such as a precise plan, specific plan, or area plan and a toolkit of development standards and design guidelines.

LAND USE CATEGORY	VILLAGE MIXED-USE
DESCRIPTION	Allows neighborhood-serving commercial uses integrated with residential uses, typically located near arterial intersections or major collector streets providing pedestrian and bicycle connections. Promotes residential uses concentrated near street corners above commercial uses and buffers between higher-intensity development and adjacent lower-density neighborhoods.
DENSITY/INTENSITY	Commercial—FAR: minimum = 10% , typical maximum = 25% Specific densities and intensities determined by Specific Plan or Area Plan
TYPICAL ZONING DISTRICTS	(MU-V) Mixed-use Village (LSP) Lakeside Specific Plan (very high density residential with hotel)

Commercial, Office, and Industrial Designations

These designations preserve areas for retail, commercial services, offices, research and development, and manufacturing facilities. These areas should generally be preserved for appropriate nonresidential use. However, except in industrial areas, residential uses may be considered when the site is not isolated, is located within one-quarter mile of an existing residential neighborhood, and when adequate residential services are available in close proximity (e.g., retail, parks, and schools).

Commercial

This designation supports retail and retail service uses. Restaurants, entertainment, and small offices may be considered in this designation. Commercial designations are typically located at major intersections or along expressways, major arterials, or freeway frontage roads.

Three zoning districts are consistent with this designation, and each provides for a distinct subset of commercial uses. The C-1 (Neighborhood Business) zoning district allows low-scale neighborhood-serving commercial uses such as grocery stores, retail, personal services, recreational studios, and tutoring. The C-2 (Highway Business) zoning district is typically located along regionally significant roads such as El Camino Real, Wolfe Road, or Fair Oaks Avenue. “Big-box” retailers, auto dealers, and hotels are permitted in this zoning district. The C-4 zoning district provides for commercial service, including auto repair, other service shops, and self-storage and is typically located near industrial neighborhoods.

LAND USE CATEGORY	COMMERCIAL LAND USES		
DESCRIPTION	Supports retail and retail service uses, with varying character, corresponding to zoning districts:		
	Neighborhood Commercial: Allows low-scale neighborhood-serving commercial uses such as grocery stores, retail, personal services, recreational studios, and tutoring.	Highway Business: Allows retail and service uses such as “big box” retailers, auto dealers, and hotels located along regionally significant roads. Neighborhood Commercial uses are also allowed.	Service Commercial: Allows commercial service uses, including auto repair, other service shops, and self-storage.
DENSITY/INTENSITY	Typical height = one or two stories	Typical height = two to six stories	Typical height = one or two stories
TYPICAL ZONING DISTRICTS	(C-1) Neighborhood Business	(C-2) Highway Business	(C-4) Service Commercial

Industrial

This designation provides for research and development, manufacturing, office, and heavy industrial uses and is found in the north half of the planning area (Evelyn Avenue and north). Retail uses that serve the industrial area or the entire community (e.g., restaurants, warehouse shopping, home improvement) may be considered appropriate. Places of assembly, residential development, and other uses with sensitive receptors and uses that may restrict the industrial purpose of the area are limited or prohibited in these areas. Industrial areas generally allow 35% FAR with particular areas designated for more intensive development.

Certain existing industrial areas have been planned to transition to residential uses. Those Industrial-to-Residential (ITR) areas now have a General Plan designation of Medium Density Residential or High Density Residential.

The City also maintains a limited pool of available square footage that may be applied to projects/sites in industrial areas that request higher floor area ratios and provide desired community benefits, including participation in the Green Building Program.

LAND USE CATEGORY	INDUSTRIAL
DESCRIPTION	Provides for research and development, manufacturing, office, and heavy industrial uses in the northern portion of the city. Retail uses may also be appropriate. Sensitive receptors are limited or prohibited.
DENSITY/INTENSITY	FAR = 35% with specialized areas of the City designated for more intensive development (see Specialized Areas Map) Greater intensity can be considered by incorporation of sustainable features or by Use Permit.
TYPICAL ZONING DISTRICTS	(M-S) Industrial Service (35% FAR) (M-3) General Industrial (35% FAR) (MP-TOD) Moffett Park Transit-Oriented Development (MP-I) Moffett Park General Industrial (MP-C) Moffett Park Commercial

Office

This designation provides for corporate, professional, and medical offices in close proximity to residential neighborhoods. Child care and places of assembly may be considered, but the Office designation is not intended for retail, retail service, or uses connected with hazardous or noxious chemicals. This General Plan designation is conditionally compatible with residential zoning districts for the purpose of preserving residential structures for both residential and office uses.

LAND USE CATEGORY	OFFICE
DESCRIPTION	Allows corporate, professional, and medical offices in close proximity to residential neighborhoods. Childcare facilities and places of assembly may also be appropriate. Not intended for retail, retail service, or uses involving hazardous or noxious chemicals. Conditionally compatible with residential zoning.
DENSITY/INTENSITY	N/A
TYPICAL ZONING DISTRICTS	(O) Office

Public Designations

Public designations allow public and quasi-public services and for resource protection for the Baylands area.

Public Facilities

This designation provides for public and quasi-public services such as parks, schools, places of assembly, child-care facilities, civic facilities, and public works facilities such as solid waste, landfill, or other similar facilities to be located throughout the city. This General Plan designation is compatible with the P-F (Public Facilities) zoning district. Public facility uses are crucial to the education, recreation, and operation of the community. Preserving adequate land area for these spaces is a high priority. Changing a public facility designation to another nonpublic designation should only be considered when adequate facilities or resources are available to serve the community.

LAND USE CATEGORY	PUBLIC FACILITIES
DESCRIPTION	Allows public and quasi-public services such as parks, schools, places of assembly, child care, civic facilities, public works facilities, and other public services and facilities.
DENSITY/INTENSITY	Varies
TYPICAL ZONING DISTRICTS	(P-F) Public Facility

Baylands

This designation applies to the natural resource area north of the Sunnyvale SMaRT® station and industrial campuses in the Moffett Park Specific Plan. This area may have trails and other public recreation uses, but no development is anticipated.

LAND USE CATEGORY	BAYLANDS
DESCRIPTION	Natural resource conservation areas north of the Sunnyvale SMaRT® station and industrial campuses within the Moffett Park Specific Plan. This area may include trails and other public recreation uses, but no habitable structures or permanent development are anticipated.
DENSITY/INTENSITY	N/A
TYPICAL ZONING DISTRICTS	(P-F) Public Facility

Area Plans

The City has developed a number of area and specific plans to guide redevelopment of older industrial neighborhoods or to promote desired or unique land uses while staying true to the overall goals for the future of Sunnyvale as established in the General Plan. The LUTE includes eight area or specific plans and directs preparation of additional plans for each of the proposed Village Centers. Some of these plan areas are already fully or nearly fully built out, while others are identified for transformation. Existing and future area plans are described in further detail, by predominate land use type, below. Specific development requirements are detailed in each Area or Specific Plan.

Residential Area Plans**East Sunnyvale Sense of Place Plan**

The East Sunnyvale area allows conversion from industrial to residential uses.

Mixed-Use Area Plans**Lakeside Specific Plan**

This specific plan allows up to 47 dwelling units per acre of residential use and 263 hotel rooms near Lawrence Expressway and US Highway 101. Lakeside is designated Village Mixed-Use; however, it is a unique type of village due to the inclusion of a hotel as the primary commercial use and the limited amount of retail space.

Tasman Crossing

This area is located near Tasman Drive and Fair Oaks Avenue. The plan allows a broad range of densities (14–45 dwelling units per acre) with up to 140,000 square feet of neighborhood-serving commercial. High-density residential is encouraged in the area due to its proximity to light rail; however, densities consistent with the Medium Density Residential designation are also compatible. Part of this area is designated Village Mixed-Use.

Downtown Specific Plan

This plan promotes a traditional, full-service, and mixed-use downtown in proximity to major regional transit (Caltrain and bus service). The plan's focus is to provide regional shopping and a mixed-use environment with appropriately located high-density residential in certain locations while preserving the historic elements of Sunnyvale's Downtown. This area is designated Transit Mixed-Use.

Lawrence Station Area Plan

This plan addresses a 372-acre area, or approximately a one-half-mile radius, surrounding the Lawrence Caltrain Station. The plan promotes greater use of this existing transit asset and guides the development of a diverse neighborhood of employment, residential, retail, other support services, and open space. The plan area will likely result in high- and very high-density residential units, higher-intensity office/research and development uses, retail space, and industrial uses.

Future Mixed-Use Area Plans

The City will consider Village Center area plans at neighborhood crossroads designated Village Mixed-Use on the General Plan Land Use Map.

Commercial Area Plans**Precise Plan for El Camino Real**

This plan allows a mix of commercial and residential uses oriented along El Camino Real, a highway business corridor. A range of commercial and office uses are permitted along the corridor, serving neighborhood and community needs with opportunities for regional “small-box” retail. Mixed-use development is expected and encouraged to occur primarily in identified Nodes but may be considered elsewhere under limited circumstances. Residential uses should be vertically mixed with commercial uses. Principles of transit-oriented design should be followed in the mixed-use nodes. Commercial portions of sites should have floor area ratios that range from 20% to 25% minimum. Below-grade parking is strongly encouraged. Development on El Camino Real should be further refined and implemented with the Precise Plan for El Camino Real and the Toolkit for Mixed-Use Development (standards and design guidelines).

Industrial Area Plans**Arques Campus Specific Plan**

This specific plan was adopted in 1999 to allow an integrated campus for corporate headquarters with up to 72% FAR and significant site and architectural improvements.

Moffett Park Specific Plan

This specific plan was adopted in 2004 to maximize the development potential for corporate headquarters, offices, and research and development facilities. The plan encourages higher-intensity office uses (up to 70% FAR) along the Tasman light rail line and medium-density floor area ratios (up to 50% FAR) in outlying areas. The allowable FAR depends on the level of green building standards that are met. The specific plan also has provisions for supportive commercial services. A development reserve was established to calculate supply and allocation of additional square footage and higher floor area ratios to projects. Three zoning districts implement the Moffett Park Specific Plan: MP-TOD (Moffett Park Transit-Oriented Development), MP-I (Moffett Park General Industrial), and MP-C (Moffett Park Commercial). FAR limits may be exceeded through participation in the Green Building Program.

Peery Park Specific Plan

The specific plan for Peery Park guides improvements to and redevelopment of the existing 407-acre industrial business park, including new industrial and commercial buildings on vacant or underutilized land, new design standards, and transportation and infrastructure improvements. It provides for new commercial space for technology-based business development, and supports uses within defined activity centers, such as mixed commercial, and allows residential uses along San Aleso Avenue on the east side of Mathilda Avenue.

Most development will consist of higher-density Class A office and tech-based industrial buildings that are in high demand in Sunnyvale.

Reamwood Light Rail

This area is identified for higher floor area ratios due to its proximity to the Reamwood Light Rail Transit station. A specialized plan should be prepared to implement 50% FAR.

General Plan Transportation System

The city's transportation system consists of roads, public transit, and bike and pedestrian paths. Sunnyvale has about 300 miles of roadways, including major freeways, expressways, arterial streets, and neighborhood streets. The community is well served by regional freeways: US Highway 101 and State Route (SR) 237 on the north, SR 85 on the west, and Interstate 280 on the south.

The General Plan Roadway Classification Map (**Figure 6**) represents the recommended roadway system for Horizon 2035. The roadway classifications are based on intended priorities and levels of use by pedestrians, bicyclists, transit vehicles, delivery vehicles, and automobiles in relation to nearby land uses and circulation within the planning area and to the larger region. The roadway classifications on the map, in combination with the following classification description and section examples, are tools the City uses to accomplish land use and transportation goals and policies as well as related policies throughout the General Plan. **Figure 6** shows the spectrum of roadway classifications that dictate appropriate uses and users for access and mobility.

Roadway Classifications

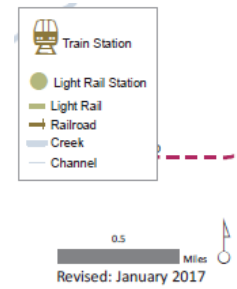
The transportation system is a key public facility in Sunnyvale that provides access to and mobility within the community and contributes to the design and character of the area. Each roadway is classified to allow individuals greater choice and control over their mobility, and to enable a physically and socially active lifestyle.

State Freeway

State freeways provide mostly uninterrupted travel by car, bus, or trucks, and are designed for high speeds over long distances. They have fully controlled access through on- and off-ramps, typically with separation between opposing traffic flows. Driveways and alternative modes of transportation such as walking or bicycling are forbidden, and intersections may only occur as freeway interchanges.

County Expressway

County expressways, unique to Santa Clara County, provide partially controlled access on high-speed roads with a limited number of driveways and intersections. Expressways also allow bicycles; pedestrians are permitted in limited locations. Speed is typically between 45 and 55 miles per hour, depending on location. Expressways are generally designed for longer trips at the county or regional level.



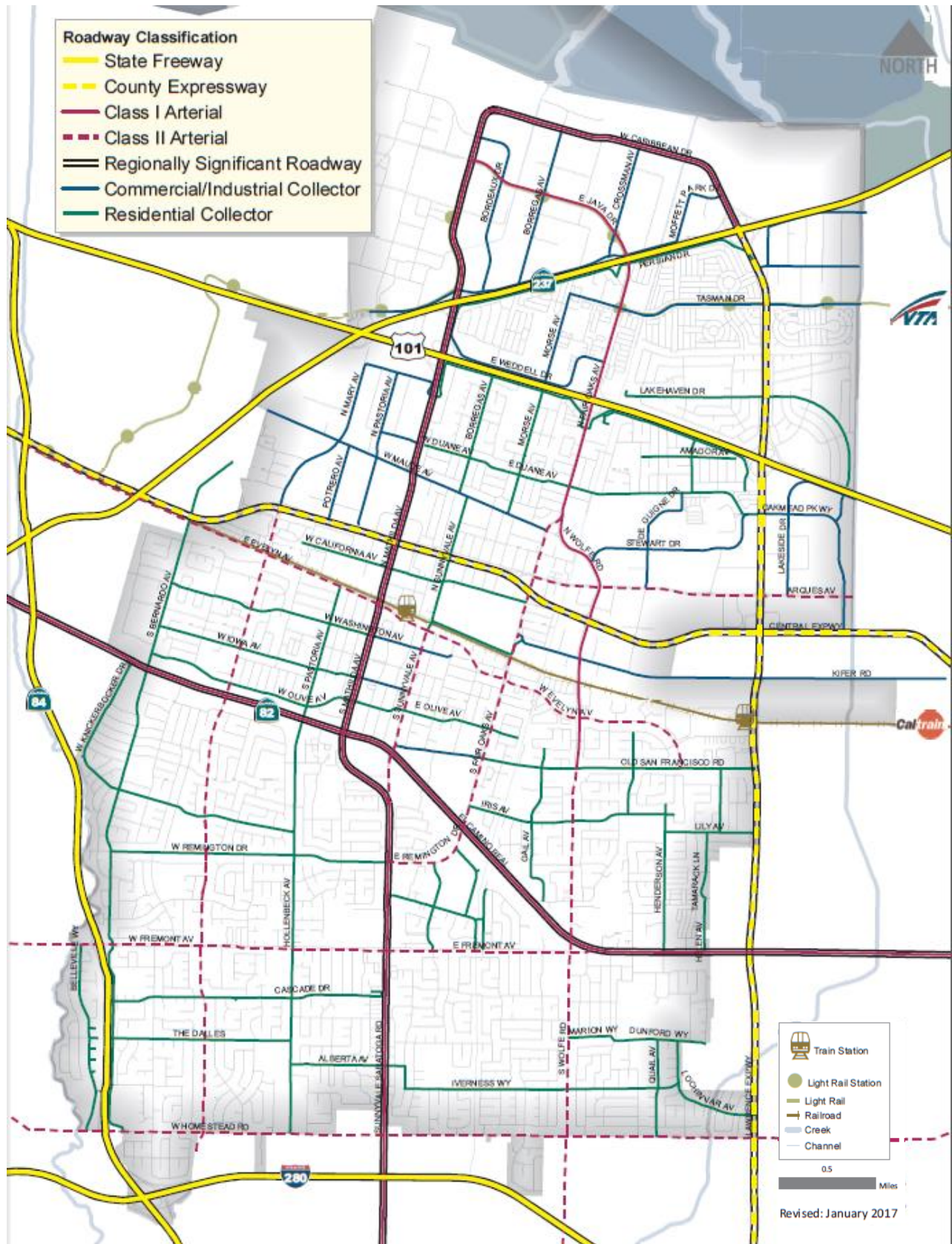
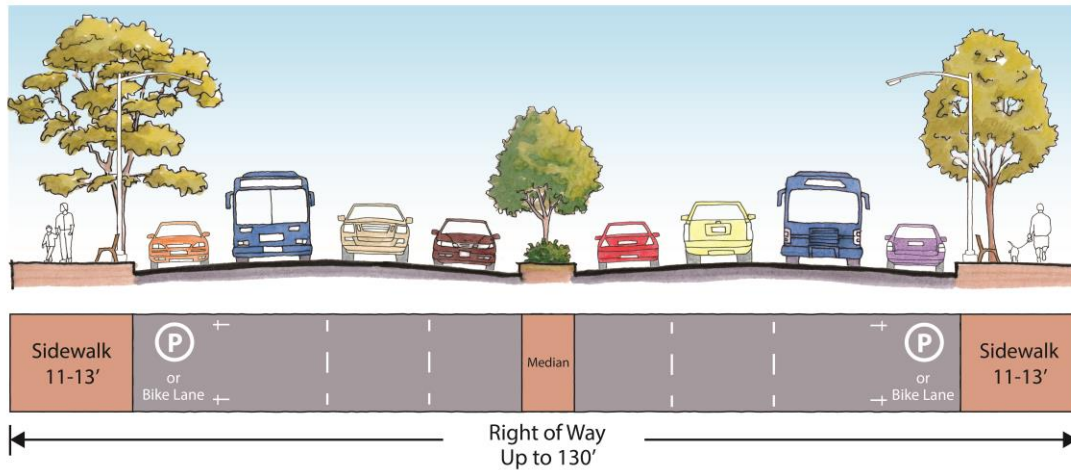
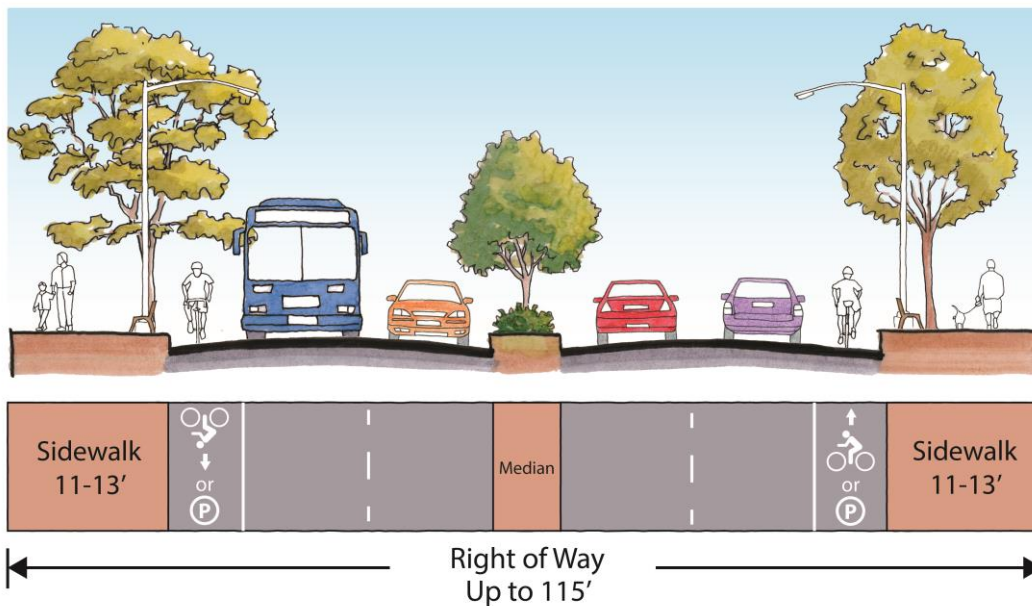


Figure 6: Roadway Classifications

Class I Arterial

Class I arterials provide regional access to all transportation modes, with a focus on regional transit and auto traffic. They provide pedestrian connections, linking land uses to transit. Class I arterials may have street parking or bike lanes. Six-lane arterials may have up to 130 feet of right-of-way (ROW) with a median, while four-lane arterials may provide for up to 115 feet of ROW.

**Figure 7: Class I Six-Lane Arterial****Figure 8: Class I Four-Lane Arterial**

Class II Arterial

Class II arterials provide access to all transportation modes, with a focus on local access. Pedestrian connections link land uses to transit. Four-lane arterials may have up to 100 feet of ROW with a median. Two-lane arterials may have up to 90 feet of ROW with a median and may feature parking lanes and bike lanes.

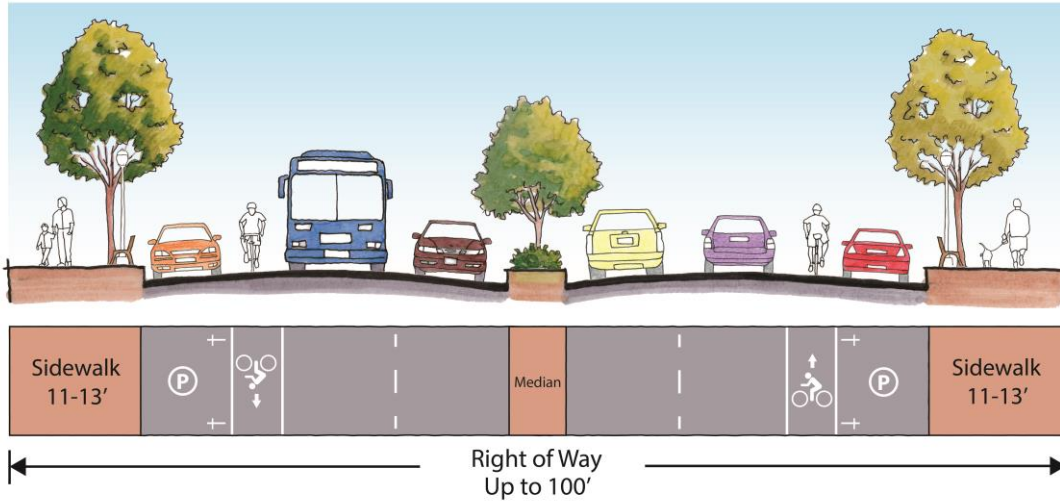


Figure 9: Class II Four-Lane Arterial

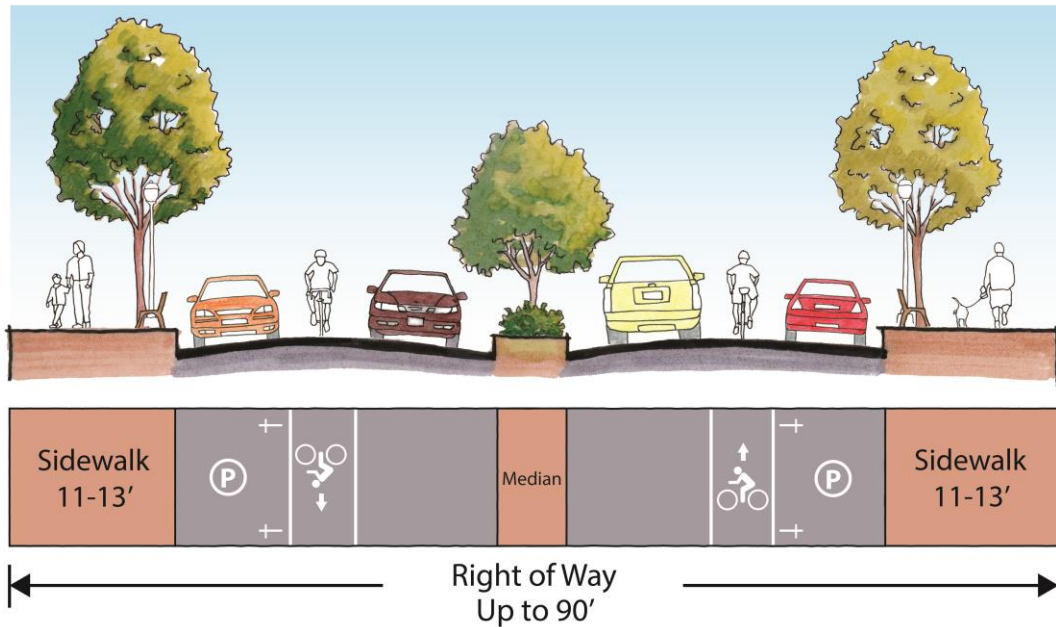


Figure 10: Class II Two-Lane Arterial

Commercial/Industrial Corridor

Commercial/industrial corridors serve local crosstown traffic and may also serve regional traffic. Industrial and commercial corridors connect local roads and streets to arterial roads. They provide access to local transit and include pedestrian connections designed to encourage multipurpose trips. Four-lane corridors have up to 90 feet of ROW with street parking or bike lanes as well as traffic buffers, such as trees, on both sides of the street. Two-lane corridors may have up to 90 feet of ROW with street parking and may have bike lanes.

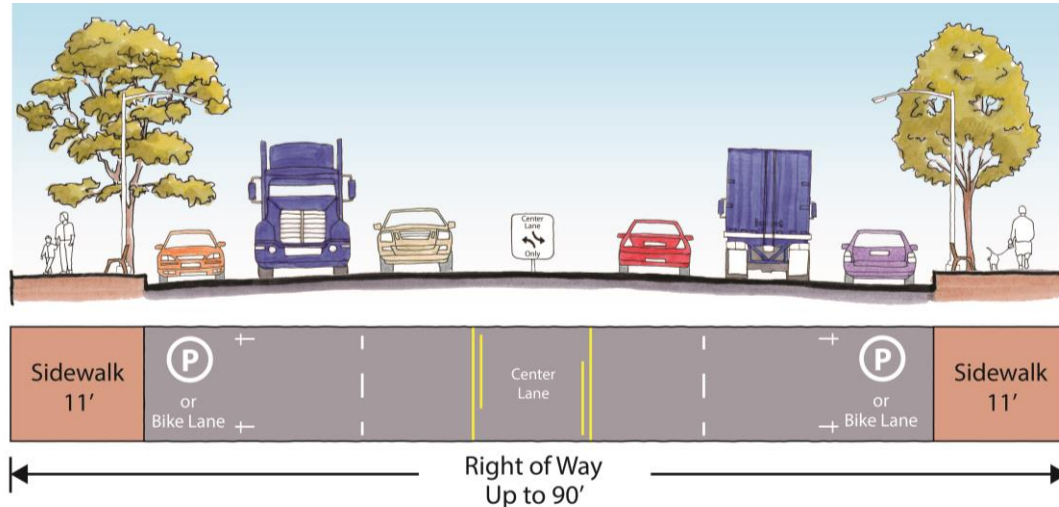


Figure 11: Commercial/Industrial Corridor Four-Lane

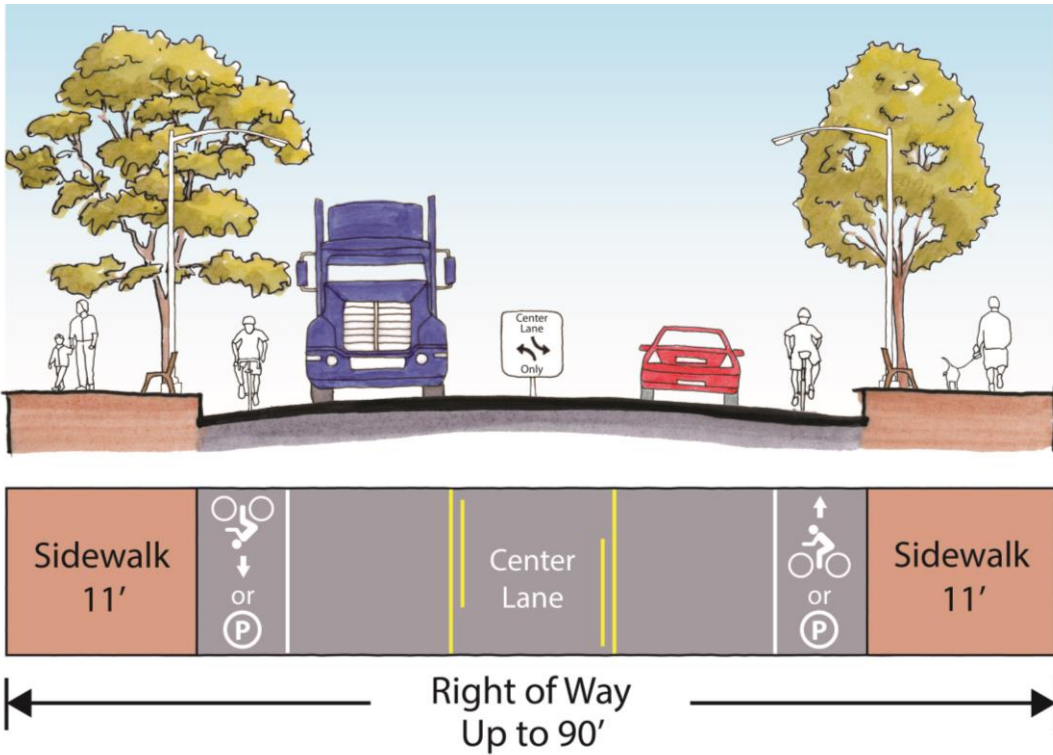


Figure 12: Commercial/Industrial Corridor Two-Lane

Residential Corridor

Residential corridors serve local crosstown and residential traffic and may serve some regional traffic. Residential corridors are collector streets that connect cars, bicycles, and pedestrians to arterial roads and land uses. Residential corridors may have on-street parking and/or bike lanes, and a median may be present if there is no bike lane. The ROW includes sidewalks with traffic buffers, such as trees, on both sides of the street.

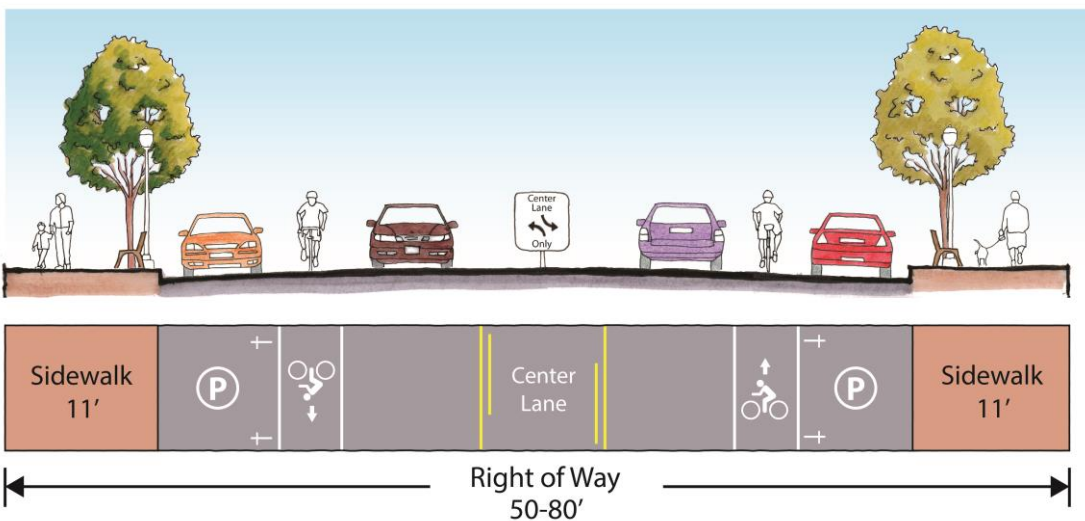


Figure 13: Residential Corridor with Bike Lanes

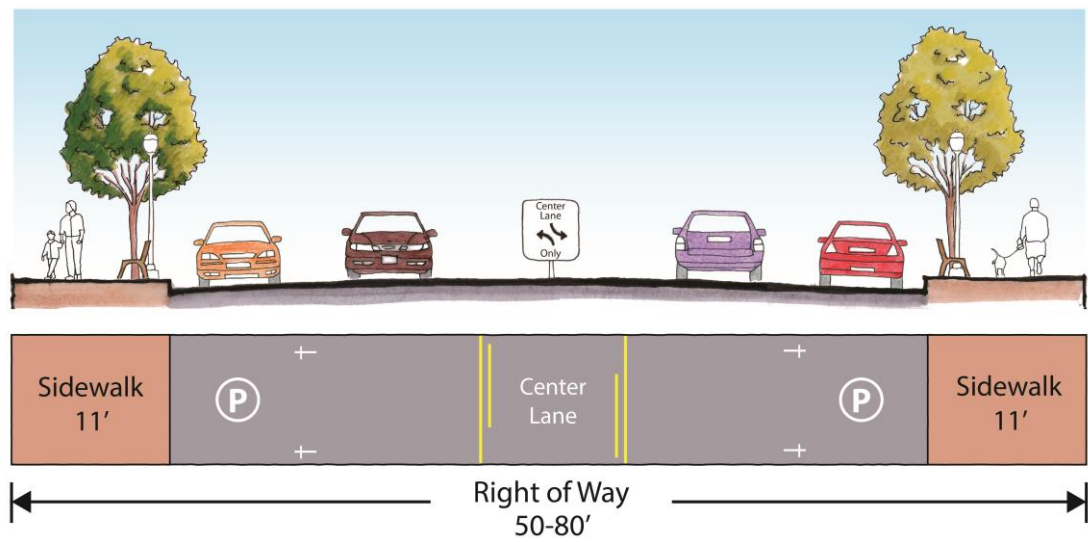


Figure 14: Residential Corridor without Bike Lanes

Transportation Investment and Performance Tracking

As with all infrastructure, transportation investments must be prioritized to improve system performance and reduce environmental impacts. The LUTE prioritizes investment in pedestrian, bicycle, and transit improvements as a way to achieve greater mobility within the community and to comply with recent GHG emissions reduction legislation.

Transportation performance metrics for assessing new projects will consist of both a traditional approach using level of service (LOS) and a new approach using vehicle miles traveled (VMT). The LOS approach measures levels of congestion at specific intersections and roadway segments resulting from a project and grades them from a free-flowing LOS A to a stop-and-go LOS F. The VMT approach focuses on the anticipated vehicle travel distances associated with a project. LUTE policies focus on providing multiple transportation options to increase LOS for vehicle travel and to decrease VMT by single-occupant cars.

Glossary

Assembly Bill (AB) 32 – California’s Global Warming Solutions Act of 2006. This act requires that California’s greenhouse gas (GHG) emissions be reduced to 1990 levels by 2020. This is a reduction of approximately 30% from projected “business-as-usual” levels. AB 32 gives the California Air Resources Board (CARB) authority to identify and regulate sources of GHG emissions. CARB’s Scoping Plan for implementing AB 32 includes a wide range of strategies including reducing GHG emissions from cars and light trucks through transportation planning relating to land use. Other measures include implementing green building standards that increase energy efficiency, water conservation, waste reduction, and recycling.

Association of Bay Area Governments (ABAG) – Serves as the comprehensive regional planning agency and Council of Governments for the nine counties and 101 cities and towns of the San Francisco Bay Region. The region encompasses Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma counties.

Bay Area Air Quality Management District (BAAQMD) – The regional air pollution control agency tasked with regulating stationary sources of air pollution in the counties of Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma.

Bay Conservation and Development Commission (BCDC) – The California state planning and regulatory agency with regional authority over the San Francisco Bay, the bay’s shoreline band, and the Suisun Marsh.

Bike Lane – A lane along the outer edge of the traveled way of a street delineated by pavement stripes creating a 4- to 6-foot-wide lane and demarcated by signs and pavement legends denoting “bike lane.”

Bike Path – A paved travel facility separated from any roadway and generally featuring a minimum 10-foot width, demarcation for travel in opposing directions, and improved shoulders.

Bike Route – A street delineated with signs identifying the street as designated for bike travel. Minimum widths are not defined, but typically bike routes are designated where connectivity of a bikeway network is provided, on-street parking is minimized, traffic controls are adjusted for bicycles, surface irregularities are minimized, and roadway maintenance is at a higher standard than other streets.

Bikeway – A term encompassing the range of bicycle travel facilities, including bike paths, bike lanes, and bike routes.

Caltrain – Commuter rail serving San Francisco, San Mateo, and Santa Clara counties, overseen by the Peninsula Corridor Joint Powers Board and managed by the San Mateo Transit District.

Climate Action Plan (CAP) – A planning document that identifies ways in which the community can reduce GHG emissions. The CAP was developed ~~will be developed~~ in accordance with the criteria for a Qualified Greenhouse Gas Reduction Program set by BAAQMD.

Climate Change – Refers to any significant change in measures of climate (such as temperature, precipitation, or wind) lasting for an extended period (decades or longer). Climate change may result from natural factors, such as changes in the sun's intensity or slow changes in the earth's orbit around the sun; natural processes within the climate system (such as changes in ocean circulation); and human activities that change the atmosphere's composition (such as burning fossil fuels) and the land surface (such as deforestation, reforestation, urbanization, or desertification).

Community Garden – Places where neighbors and residents can gather to cultivate plants, vegetables, and fruits and, depending on local laws, keep bees and raise chickens or other livestock and poultry.

Complete Streets – Well-balanced, connected, safe, and convenient multimodal street networks that are designed and constructed to serve all users of streets whether they are driving, walking, biking, or taking transit.

Congestion Management Program (CMP) – Programs developed and managed by organizations formed by 1991 state law to undertake the responsibility for urban area transportation planning and funding and for managing the county's blueprint to reduce congestion and improve air quality. The Santa Clara Valley Transportation Authority (VTA) is the Congestion Management Agency that develops and implements the Congestion Management Program for Santa Clara County. Components of the Congestion Management Program include traffic analysis requirements for land development, monitoring of transportation system service levels, short- and long-term capital improvement planning and implementation, and allocation of federal, state, and regional transportation funding.

Cyclovía – Closure of the partial or full width of certain streets to motor vehicle traffic for a weekend day and allowing cyclists and pedestrians to use the streets. Stations promoting healthy lifestyles, the arts, or other activities would be available for community participation.

Density – See Residential Density.

Downtown Specific Plan (DSP) – An area plan for approximately 125 acres in Downtown Sunnyvale last comprehensively updated in 2003, with several amendments since then. The plan establishes a common vision for the Downtown, defines a unique market niche, and creates a framework to link current and future downtown projects into a vibrant, cohesive place. The plan allows for mixed use and utilizes principles of transit-oriented development.

Emissions – The release of a substance into the atmosphere, including particulate matter and gases.

Farmers Market (Certified California Farmers' Market) – A market (1) operated by a local government agency, one or more certified producers, or a nonprofit organization; (2) certified by and operating in a location approved by the county agricultural commissioner; and (3) where farmers sell directly to consumers agricultural products or processed products made from agricultural products that the farmers grow themselves.

Floor Area Ratio (FAR) – The gross floor area on a site divided by the total net area of the site, expressed as a percentage. For example, on a site with 100,000 net square feet of land area, a FAR of 100% will be built with 100,000 gross square feet. On the same site, a FAR of 50% would be built with 50,000 square feet of floor area; a FAR of 35% would be 35,000 square feet. The FAR may also be represented without percentages in some cases (e.g., 100% is the same as 1.0). Also commonly used in zoning, FARs are typically applied on a parcel-by-parcel basis as opposed to an average FAR for an entire land use or zoning district.

Greenhouse Gas (GHG) – Any gas that absorbs infrared radiation in the atmosphere. Types of GHGs include water vapor, carbon dioxide (CO₂), methane (CH₄), nitrous oxide (N₂O), chlorofluorocarbons (CFCs), hydrochlorofluorocarbons (HCFCs), ozone (O₃), hydrofluorocarbons (HFCs), perfluorocarbons (PFCs), and sulfur hexafluoride (SF₆).

Intelligent Transportation Systems (ITS) – An umbrella term for a range of technologies including processing, control, communication, and electronics that are applied to a transportation system. As examples, freeway electronic variable information signs, 511 services, and real-time traffic counting systems are considered intelligent transportation systems.

Intersection Level of Service (LOS) – A measure of traffic volume and corresponding average delay of conflicting traffic movements to determine the effectiveness of intersection operations. Intersection LOS is most commonly used to analyze intersections and roadway segments by categorizing traffic flow with corresponding driving conditions and roadway and intersection efficiency.

Metropolitan Transportation Commission (MTC) – The transportation planning, financing, and coordinating agency for the nine-county San Francisco Bay Area.

Mixed Use – Properties on which various uses such as office, commercial, institutional, and residential are combined in a single building or on a single site in an integrated development project with significant functional interrelationships and a coherent physical design. A single site may include contiguous properties.

Multimodal – A transportation system that supports and connects cars, bicycles, pedestrians, and public transit.

Nodes – Specific areas around major intersections along El Camino Real in Sunnyvale where more intense mixed-use development will be encouraged.

Non-Transport Use – Use within a roadway right-of-way that does not support the movement of vehicles and pedestrians, such as landscaping and parking (see also Transport Uses).

Paratransit – Special transport services providing door-to-door service for people not able to use the standard fixed-route, scheduled transit service. Typical customers may be seniors or may have disabilities.

Parking, De-Coupled or Unbundled – Parking that is sold or rented separately from a land use. For example, rather than renting an apartment for \$1,000 per month with two parking spaces at no extra cost, each apartment can be rented for \$850 per month, plus \$75 per month for each parking space; occupants only pay for the parking spaces they actually need. This approach can improve land use and transportation efficiency, since occupants save money when they reduce parking demand, are not forced to pay for parking they do not need, and can adjust their parking supply as their needs change.

Planter Strip – A strip of landscaped land typically located between a roadway curb and a sidewalk and oriented longitudinally along a roadway edge that creates an aesthetic feature and provides buffering characteristics for pedestrians from moving automobiles.

Residential Density – Residential densities are described as dwelling units per acre (du/acre). For example, a 2-acre site with 14 homes would have a density of 7 du/acre. One acre equals 43,560 square feet.

Road Diet – Reduction of the number of travel lanes on a roadway in order to improve traffic safety, provide bicycle or pedestrian facilities, and/or calm traffic speeds and volumes.

Santa Clara Valley Water District (SCVWD) – Provides stream stewardship, wholesale water supply, and flood protection for Santa Clara County.

Senate Bill (SB) 375 (Chapter 728, Statutes of 2008) – Directs the California Air Resources Board to set regional targets for metropolitan planning organizations to reduce GHG emissions from cars and light trucks. SB 375 aligns the regional allocation of housing needs and regional transportation planning in an effort to reduce GHG emissions from motor vehicle trips. ABAG is the metropolitan planning organization for Sunnyvale and the surrounding region.

Sensitive Use – A use which has populations that are more likely to have health-related issues from an adjacent or nearby use. Can include day-care facilities, elementary and high schools, hospitals, senior housing, or nursing homes.

Service Level Standard – Standards established for the efficient and cost-effective operation of transportation systems. For example, a transit agency may set ridership, on-time performance, and/or cost per rider objectives as service level standards for guiding decisions on whether to maintain, increase, or decrease a service.

Single-Occupant Vehicle – A private vehicle operated on the roadway by a single driver with no passengers.

Smart Growth – A broad concept that describes the change in community design from post-World War II development principles to development that better serves the economic, environmental, and social needs of communities. The US Environmental Protection Agency identified the following ten principles of smart growth: (1) mix land uses; (2) take advantage of compact building design; (3) create a range of housing opportunities and choices; (4) create walkable neighborhoods; (5) foster distinctive, attractive communities with a strong sense of place; (6) preserve open space, farmland, natural beauty, and critical environmental areas; (7) strengthen and direct development toward existing communities; (8) provide a variety of transportation choices; (9) make development decisions predictable, fair, and cost effective; and (10) encourage community and stakeholder collaboration in development decisions.

Sphere of Influence (SOI) – The probable future physical boundaries and service area of a local agency, as determined by the Local Agency Formation Commission (LAFCO) for the county within which the agency is located.

Sustainable/Sustainability – Broadly, to keep up or keep going; to maintain an action or process. In the context of land use and environmental sustainability, there are many definitions and some debate about their merits. The National Environmental Policy Act of 1969 declared as its goal a national policy to “create and maintain conditions under which humans and nature can exist in productive harmony, and fulfill the social, economic and other requirements of present and future generations of Americans.” The United Nations’ 1987 *Report of World Commission on Environment and Development: Our Common Future*

defined sustainable development as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” It can also be defined as physical development that simultaneously provides for economic prosperity, environmental quality, and social equity.

Sustainable Communities Strategy (SCS) – A regional growth strategy required under SB 375 that, in combination with transportation policies and programs, strives to reduce GHG emissions, and, if feasible, achieves regional GHG reduction targets set by the California Air Resources Board. The Sustainable Communities Strategy is part of a Regional Transportation Plan, must comply with federal law, and must be based on “current planning assumptions” that include the information in local general plans and sphere of influence boundaries. (See Senate Bill [SB] 375.)

Trail – A path physically separate from roadway or other transportation systems, but not substituting for those systems, that may be paved and is intended to provide primarily recreation opportunities but may serve transportation needs for bicyclists and pedestrians.

Transit – The conveyance of persons or goods from one place to another by means of a local or regional public transportation system.

Transit, Public – A system of regularly scheduled buses and/or trains available to the public on a fee-per-ride basis. Also called mass transit.

Transit-Oriented Development (TOD) – Moderate- to higher-density development, located within an easy walk of a major transit stop, generally with a mix of residential, employment, and shopping opportunities designed for pedestrians without excluding the automobile. Transit-oriented development can be new construction or redevelopment of one or more buildings whose design and orientation facilitate transit use.

Transportation Demand Management (TDM) – The application of strategies and policies to reduce travel demand (specifically that of single-occupant private vehicles) or to redistribute this demand in space or in time. Managing demand can be a cost-effective alternative to increasing capacity. A demand management approach to transport also has the potential to deliver better environmental outcomes, improved public health, stronger communities, and more prosperous and livable cities. Transportation demand management techniques link with and support community movements for sustainable transport.

Transportation System – The infrastructure used for the movement of community members and visitors using all modes of transport through the city including roadways, sidewalks, bike routes, railways, and other pathways.

Transport Use – A conveyance to move persons or goods on a street (see also Non-Transport Use).

Trip – A one-way journey that proceeds from an origin to a destination via a single mode of transportation; the smallest unit of movement considered in transportation studies. Each trip has one “production end” (origin) and one “attraction end” (destination). Typical origins and destinations are home, work, shopping, school, and entertainment.

Vehicle Miles Traveled (VMT) – One vehicle traveling the distance of 1 mile. Total vehicle miles is the aggregate mileage traveled by all vehicles within a specified region for a specified time period. VMT is a key measure of overall street and highway use. Reducing VMT is often a major objective in efforts to reduce vehicular congestion and achieve air quality goals.

Village Center – A specifically identified neighborhood crossroad or district nucleus that is planned to become the focus of activity and future transformative change for the nearby neighborhoods. It is designed to support a lifestyle with less reliance on a private automobile. It is an active, pedestrian-oriented place with neighborhood-serving commercial uses that are close to residents and are mixed, typically vertically, with residential uses. It serves as a meeting place for the community and may also support public and quasi-public services in order to reduce the need for automobile trips. Residential uses in the Village Center address diversity in lifestyles, ages, and incomes in order to allow residents to stay in the neighborhood longer. A Village Center has a unique “sense of place” beyond what has been experienced in Sunnyvale’s older neighborhood commercial areas.