

LUTE Goals and Policies

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 through put, and qualitative improvements to the transportation system environment.

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.

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.

POLICY 84: Create a strong, identifiable Downtown that offers regional and citywide shopping opportunities and entertainment.

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.

Protected Commercial Districts

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

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.

Specialized Plans and Zoning Tools

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.

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.

Downtown Specific Plan Goals and Policies

The vision for Downtown Sunnyvale was encapsulated by the Downtown Stakeholders Advisory Committee:

An enhanced, traditional downtown serving the community with a variety of destinations in a pedestrian-friendly environment.

To achieve this vision five goals and related policies were articulated:

A. Develop land uses set forth in the General Plan as amended by the City Council in June 2003 in an attractive and cohesive physical form that clearly identifies Sunnyvale's downtown. *(Note: General Plan consolidated in 2011. Land Use and Transportation Chapter updated and adopted April 2017)*

A.1. Ensure adequate public utility services and infrastructure.

A.2. Minimize construction impact on businesses and residents in the downtown by developing a construction management program.

B. Establish the Downtown as the cultural, retail, financial and entertainment center of the community, complemented by employment, housing and transit opportunities.

B.1. Encourage mixed uses throughout the downtown when consistent with the district character.

B.2. Encourage below-market-rate housing in all residential neighborhoods.

B.3. Improve the Town Center area by reinforcing connections into and through the mall and improve the quality of the tenant mix and the mall's physical environment

B.4. Continue to encourage landscape, streetscape and façade improvements

for all streets throughout the downtown.

B.5.Promote opportunities for small independent businesses and merchants
by creating sites for independent retail and entertainment venues.

C. Promote a balanced street system that serves all users well regardless of their mode of travel.

C.1.To the extent possible, maintain service level D as the lowest acceptable service level for intersections in the Downtown.

C.2.Encourage strong pedestrian and bicycle linkages through the downtown.

C.3.Promote the use of public transit by intensifying land use and activities near transit cores.

C.4.Encourage shared parking in the downtown to minimize the amount of land devoted for parking areas and manage parking so it does not dominate mode choice decisions or the built environment.

C.5.Enhance transit areas and multimodal connections such as the train station on Evelyn with the bus transfer facility on Frances and other downtown transit locations.

C.6.Provide adequate access to parking in the downtown.

C.7.Follow the VTA standards for bicycle parking to the extent possible.

D. Protect and enhance existing neighborhoods.

D.1.Buffer single-family neighborhoods from higher density residential or commercial uses through the use of lower building heights and privacy measures such as increased landscaping and reduction in windows along elevations that directly face single-family properties.

D.2.Provide gateway markers at the entrances to lower-density residential neighborhoods in order to protect neighborhoods from cut-through traffic and commercial parking. Gateways should convey “resident-only” access.

D.3.Encourage intensification of specified high-density residential and commercial districts while maintaining the character and density of single-family neighborhoods surrounding the downtown.

E. Improve the street character.

E.1. Create a sense of arrival and address through the improvement of major arterials to the downtown in accordance with the proposed streetscape designs.

E.2. Improve the quality of key vehicular and pedestrian linkages that function as important feeders into the downtown, such as Sunnyvale, Washington and Iowa Avenues.