



Draft Vision + Guiding Principles

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Sunnyvale

Draft Vision Statement and Guiding Principles

Through community meetings, a visioning survey, and discussions with community stakeholders, the Planning Commission, and City Council, we explored how individuals envision the future of Moffett Park, what makes the area unique and special, and what things residents and businesses would like to change. Building off that community engagement, the following presents a discussion draft vision statement and guiding principles for the Moffett Park Specific Plan.

Vision for the Future of Moffett Park

Moffett Park is a well-connected ecological innovation district with a diverse mix of uses that serves as a model of resilience, climate protection, equity, and economic opportunity.

Guiding Principles

To achieve the vision for Moffett Park, the following guiding principles describe how future actions should be taken:

1. **Establish Moffett Park as a model community through its commitment to comprehensively addressing resilience, climate protection, and equity in all activities.**
 - a. Adopt innovative and equitable policies to reduce social, economic, and environmental stresses.
 - b. Build and implement a clear pathway to carbon neutrality and a climate-positive community.
 - c. Ensure quality of life outcomes are experienced and shaped equitably by the people living and working in Moffett Park.
 - d. Build in flexibility for the neighborhood and shoreline to evolve over time, responding and adapting to climate disruption.
2. **Evolve Moffett Park into a vibrant and inclusive community where all people can thrive.**
 - a. Create neighborhoods that improve community health through access to public amenities, quality housing, and healthy and safe environments for everyone.
 - b. Diversify the mix of uses within the district to support a vibrant complete community.
 - c. Advance racial, demographic, and socioeconomic diversity by supporting a range of housing types.
 - d. Preserve and celebrate the culturally significant Indigenous places and technological history.
3. **Maintain and strengthen Moffett Park as a diverse economic engine that supports prosperity for all.**
 - a. Strengthen the district as an innovation hub for technology, research, industrial, and emerging industries.
 - b. Encourage greater business diversity to ensure economic sustainability.
 - c. Retain and create space for small, local, and startup businesses.
 - d. Develop effective education, training programs, and career pathways into the Moffett Park economy.

- 4. Create a connected, accessible district that prioritizes the movement of people over vehicles to reduce climate pollution and to support a healthy community.**
 - a. Establish a resilient and accessible multimodal circulation network with new and improved connections to, from, and within the district.
 - b. Concentrate growth and intensity to ensure efficient use of resources and support high-quality transit.
 - c. Increase availability of and reliance on walking, biking, transit, and shared trips to reduce the district's climate impact.
 - d. Construct safe, comfortable, and accessible pedestrian and bicycle facilities that invite people of all ages and abilities.
 - e. Address the mobility needs of people who have not been served equitably in the past, including children, seniors, people of color, people with disabilities, and low-income households.
- 5. Cultivate dynamic and connected public spaces that accommodate the physical and social needs of all users.**
 - a. Create a diverse, high-quality street and open space network that provides opportunities for social interaction, recreation, and ecological health.
 - b. Connect people to nature and the Bay through a continuous network of new and improved bicycle and pedestrian pathways.
 - c. Incorporate a broad range of publicly accessible open space types and amenities that will accommodate the physical and social needs of users of all ages and abilities.
- 6. Create a healthy, resilient, and biodiverse environment.**
 - a. Design new developments and open spaces to enhance ecosystems and support biodiversity, benefitting both people and natural habitat.
 - b. Provide open spaces and natural buffers around ecological resources that will restore biological function and habitat quality.
 - c. Cultivate a robust urban forest that will sequester carbon, reduce stormwater runoff, improve thermal comfort, and contribute to health and wellbeing.
 - d. Incorporate nature-based solutions and hybrid infrastructure systems to mitigate and adapt to the impacts of climate disruption and sea level rise.
 - e. Create an identity and attraction based on the urban ecology of the district.
- 7. Integrate innovative and emerging technologies in the district to support the community wide goals.**
 - a. Seek to establish Moffett Park as a regional center for thought leadership and emerging technologies.
 - b. Incorporate Smart City design and district-scale infrastructure systems.
 - c. Foster collaboration among the City, community, and landowners to develop innovative, multi-benefit solutions to complex challenges.