

## DSP Goal and Policy Changes

Proposed Goals and Policies with Goal Statements (with new numbering) with the underlining of new text and strikethrough for ~~deletions~~. Renumbering is not shown.

### A. Land Use

#### **Goal A-1: A Mixed-Use Center**

**Establish the Downtown as a cultural, retail, economic, and entertainment center of the community, complemented by employment, housing, and transit opportunities.**

**Policy A-1.1** Encourage a broad mix and scale of uses throughout the Downtown when consistent with the district character.

**Policy A-1.2** Encourage a diverse housing stock with below-market-rate housing in all residential neighborhoods.

**Policy A-1.3** Promote opportunities for small independent businesses and merchants by creating sites for independent retail and entertainment venues.

**Policy A-1.4** Encourage the provision of space for small, new, emerging, and innovative businesses.

**Policy A-1.5** Create vibrant public spaces for community gathering to encourage social interaction and a stronger sense of community.

**Policy A-1.6** Increase programming of community and cultural events to provide more reasons to enjoy the Downtown.

**Policy A-1.7** Support local restaurant and retail businesses in the Downtown by discouraging private employee cafeterias and other on-site retail, medical, and personal services.

**Policy A-1.8** Where appropriate, allow for additional development beyond the base allowable development in exchange for amenities that benefit the community.

**Policy A-1.9** Provide a variety of housing opportunities, including variation in affordability, size, and type of housing units.

- ~~• 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. Community Form and Character

**Goal B-1: A Distinct Downtown for Sunnyvale**

**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.**

**Policy B-1.1 Promote sustainable building design and infrastructure as a model for other districts in the City.**

**Policy B-1.2** Ensure adequate public utility services and infrastructure.

**Policy B-1.3** Minimize construction impact on businesses and residents in the Downtown ~~by developing a construction management program.~~

**Policy B-1.4 Encourage high quality design and development, while allowing for creativity and flexibility within the Downtown Sunnyvale Specific Plan Area.**

**Policy B-1.5 Establish a clear identity and sense of arrival to the Downtown through attractive and easily visible wayfinding and branding signs, kiosks, banners, and other elements.**

**Goal B-2: Preservation of Existing Neighborhood Character**

**Protect and enhance the community character of existing neighborhoods, preserving distinctive features.**

**Policy B-2.1 Preserve and enhance the unique character of the Murphy Station Heritage Landmark District.**

**Policy B-2.2 Ensure that future development adjacent to the Murphy Station Heritage Landmark District includes design elements and massing concepts consistent with those found within the District.**

**Policy B-2.3** Encourage intensification of ~~specified high-density residential and commercial districts~~ the Downtown Core while maintaining and enhancing the character of the lower density neighborhoods surrounding the Downtown.

**Policy B-2.4** Buffer ~~single-family~~ lower density neighborhoods from higher density residential or commercial uses using lower building heights and privacy measures, such as increased landscaping and reduction in windows along elevations that directly face single-family properties.

**Policy B-2.5** Provide ~~gateway~~ markers at the entrances to lower-density residential neighborhoods to protect neighborhoods from cut-through traffic and commercial parking. ~~Gateway should convey "resident-only" access.~~

E. ~~Improve the street character~~

**Goal B-3: A Pedestrian-Oriented Environment**

**Expand the pedestrian-oriented character of the Downtown with enhanced access to parks, open space, plazas, and community and other public realm amenities.**

**Policy B-3.1 Re-establish and maintain the historic downtown street grid and continue to make enhancements to the pedestrian improvements.**

**Policy B-3.2** Create a sense of arrival and address through the improvement of major arterials to the Downtown in accordance with the proposed streetscape designs.

**Policy B-3.3** Improve the quality of key vehicular and pedestrian linkages that function as important feeders into the Downtown.

**Policy B-3.4** Continue to encourage landscape, streetscape, and façade improvements for all streets throughout the Downtown.

**Policy B-3.5 Improve the character of local streets with wide sidewalks and public amenities, such as public seating, shade, and “smart city infrastructure” (i.e. wi-fi, charging stations, etc.) that support the land uses and functions of the street, where appropriate.**

**Policy B-3.6 Create attractive, high-quality outdoor gathering spaces and pedestrian-oriented amenities that are vibrant, safe, and accessible and contribute to fostering a strong sense of community.**

**Policy B-3.7 Create well-activated ground floor street frontages by providing direct access to buildings from adjacent pedestrian paths and sidewalks.**

C. Circulation and Parking

**C-1: A Balanced Transportation System**

**Promote a balanced street transportation system that serves all users well regardless of their mode to meet the needs of alternative methods of travel.**

**Policy C-1.1** Encourage strong pedestrian, bicycle, ~~linkages through~~ and alternate methods of transportation linkages throughout the Downtown.

**Policy C-1.2** Promote the use of transit by intensifying land use and activities near transit cores.

**Policy C-1.3** ~~Encourage shared~~ As development occurs, require shared use easements for 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.

**Policy C-1.4** Provide adequate access to parking in the Downtown while promoting trip reduction through parking management practices.

**Policy C-1.5** Follow the VTA standards for bicycle parking ~~to the extent possible.~~

**Policy C-1.6** Encourage and promote flexibility in land use and streetscape standards to accommodate new and emerging transportation technologies, including options for ridesharing pick-up and drop-off.

**Policy C-1.7** Require new non-residential developments and multifamily residential developments of 10 or more units to implement a transportation demand management (TDM) program to reduce the impact of single-occupancy automobile trips. Encourage existing employers to participate in TDM programs.

**Policy C-1.8** Provide comprehensive wayfinding and directional signage for public and private parking facilities in the downtown.

- ~~To the extent possible, maintain service level D as the lowest acceptable service level for intersections in the Downtown~~