

LIST OF RELEVANT CITY POLICIES DOWNTOWN SPECIFIC PLAN UPDATE

GENERAL PLAN GOALS AND POLICIES

COMMUNITY VISION

GOAL II: Attractive Community: To maintain and enhance the appearance of Sunnyvale, and to distinguish it from surrounding communities, through the promotion of high quality architecture, the preservation of historic districts and structures, the maintenance of a healthy urban forest, and the provision of abundant and attractive open space.

GOAL VI: Affordable Housing Options: To provide a variety of housing options by style, size, density and tenure, so all segments of the population may find appropriate high-quality housing in Sunnyvale that is affordable to them.

GOAL XIII: Community Identity: To foster a strong sense of community which promotes participation in civic affairs, community pride and a sense of place.

GOAL IX: Dynamic Downtown: To create and support a strong and attractive traditional downtown which serves as the community's central marketplace, common gathering place and symbolic center. The vitality and attractiveness of Sunnyvale are not reflected in its Downtown today. Vacant storefronts and a shuttered mall suggest a distressed community, lacking in positive identity. It is clear that both the desire of the public and the demand of the market are to recreate a traditional downtown of shops, restaurants, offices and residences, as a common gathering place, central marketplace and symbolic center for the City of Sunnyvale.

GOAL X: Robust Economy: To retain, attract and support strong and innovative businesses, which provide quality jobs for the City's workforce, tax revenue to support public services, and a positive reputation for Sunnyvale as a center of creativity and productivity.

LAND USE AND TRANSPORTATION

GOAL LT-1 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.

- **Policy LT-1.2** 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
 - **LT-1.2a** Promote transit-oriented and mixed-use development near transit centers such as Lawrence Station, Downtown, and El Camino Real and in neighborhood villages.

- **LT-1.2b** In areas with mixed-use land designations, zone appropriate sites for mixed use.
- **Policy LT-1.3** Contribute to a healthy job-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.
- **Policy LT-1.6** Integrate land use planning in Sunnyvale and the regional transportation System.
 - **LT-1.6a** Promote shorter commute trips and ease congestion by advocating that all communities provide housing and employment opportunities.
 - **LT-1.6b** Support regional efforts which promote higher densities near major transit and travel facilities.
- **Policy LT-1.7** Emphasize efforts to reduce regional vehicle miles traveled by supporting active modes of transportation including walking, biking, and public transit.

GOAL LT-2 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.

Green Development

- **Policy LT-2.1** 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.

Greenhouse Gas Reduction

- **Policy LT-2.2** Reduce greenhouse gas emissions that affect climate and the environment through land use and transportation planning and development.

GOAL LT-3 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.

Effective Integration of Transportation and Land Use Planning

- **Policy LT-3.1** 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.

- **LT-3.1b** 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.

A Well-Designed and Well-Operated Transportation Network

- **Policy LT-3.6** Promote modes of travel and actions that provide safe access to city streets and reduce single-occupant vehicle trip lengths locally and regionally.
- **Policy LT-3.16** 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.

Complete Streets That Balance All Transportation Modes

- **Policy LT-3.23** 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.
 - **LT-3.23a** 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.
 - **LT-3.23b** Encourage the incorporation of features that enhance street public spaces, such as street trees, public socialization spaces, and sidewalks separated from the curb.
 - **LT-3.23c** Consider transforming public on-street parking spaces into pocket parks in locations with the potential for use of such spaces.
- **Policy LT-3.27** 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 LT-3.30** Support regional and cross-regional transportation improvements and corridors while minimizing impacts to community form and intracity travel.
 - **LT-3.30c** Explore public and private opportunities to provide transportation and complete street improvements near regional-serving transit.

GOAL LT-4 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.

- **Policy LT-4.1** Preserve and enhance an attractive community, with a positive image, a sense of place, landscaping, and a human scale.
- **Policy LT-4.2** 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.

- **LT-4.2b** Amend the Zoning Code and Zoning Map to incorporate mixed-use zoning districts in appropriate portions of Village Centers and Corridor Mixed-Use designations.
- **LT-4.2c** Allow for innovative architectural design.
- **LT-4.2d** Promote distinctive commercial uses.

GOAL LT-5 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.

- **Policy LT-5.2** 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.

GOAL LT-6 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.

- **Policy LT-6.2** Limit the intrusion of incompatible uses and inappropriate development in and near residential neighborhoods, but allow transition areas at the edges of neighborhoods.
 - **LT-6.2a** Where appropriate, use higher-density residential and higher-intensity uses as buffers between neighborhood commercial centers and transportation and rail corridors.

GOAL LT-7 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.

- **Policy LT-7.2** 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).
- **Policy LT-7.4** 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.

GOAL LT-9 ADEQUATE AND BALANCED RECREATION FACILITIES - The City strives to provide and maintain adequate and balanced open space and recreation facilities for the benefit of maintaining a healthy community based on community needs

and the ability of the city to finance, construct, maintain, and operate these facilities now and in the future.

- **Policy LT-9.1** Ensure that the planned availability of open space in both the city and the region is adequate.
 - **LT-9.1d** Integrate usable open spaces and plazas into commercial and office developments.
- **Policy LT-9.9** Support the acquisition or joint use through agreements with partners of suitable sites to enhance Sunnyvale's open spaces and recreation facilities based on community need and through such strategies as development of easements and rights-of-way for open space use, conversion of sites to open space from developed use of land, and land banking.

GOAL LT-11 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.

- **Policy LT-11.2** Support a Full Spectrum of Conveniently Located Commercial, Mixed-Use, Public, and Quasi-Public Uses that add to the Positive Image of the Community.

GOAL LT-12 A BALANCED ECONOMIC BASE – Develop a balanced economic base that can resist downturns of any one industry and provides revenue for City services.

- **Policy LT-12.6** Create a strong, identifiable downtown that offers regional and citywide shopping opportunities and entertainment.

GOAL LT-13 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.

- **Policy LT-13.4** Support a Full Spectrum of Conveniently Located Commercial Uses and Shopping Centers that add to the Positive Image of the Community.
 - **LT-13.4c** Promote distinctive and well-coordinated master sign programs for commercial centers and Downtown.
 - **LT-13.4d** 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 LT-13.6** Support a regional commercial district in Downtown Sunnyvale.

GOAL LT-14 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.

Existing Plans

- **Policy LT-14.2** 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.

Future Plans

- **Policy LT-14.3** 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.

Special Zoning Tools

- **Policy LT-14.4** 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.

Community Benefits

- **Policy LT-14.8** 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.
 - **LT-14.8a** 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.
 - **LT-14.8b** Establish zoning incentives, density bonuses, or other land use tools where higher development potential may be allowed based on contributions toward desired community benefits.
 - **LT-14.8c** Include a discussion of community benefits in area plans and specific plans that defines the City's priorities and outlines an implementation program.

COMMUNITY CHARACTER

GOAL CC-3 WELL-DESIGNED SITES AND BUILDINGS – Ensure that buildings and related site improvements for private development are well designed and compatible with surrounding properties and districts.

- **Policy CC-3.1** Place a priority on quality architecture and site design which will enhance the image of Sunnyvale and create a vital and attractive environment for businesses, residents, and visitors, and be reasonably balanced with the need for economic development to assure Sunnyvale's economic prosperity.
- **Policy CC-3.2** Ensure site design is compatible with the natural and surrounding built environment.

GOAL CC-4 ACCESSIBLE AND ATTRACTIVE PUBLIC FACILITIES – Provide public facilities which are accessible, attractive and add to the enjoyment of the physical environment.

- **Policy CC-4.2** Maintain beautiful and comfortable outdoor public places which provide a shared sense of ownership and belonging for Sunnyvale residents, business owners and visitors.
 - **CC-4.2a** Encourage some commercial activities in public plazas downtown
 - **CC-4.2b** Continue to encourage pedestrian and commercial activity on the sidewalks of the historic 100 block of Murphy Avenue.

HOUSING

GOAL HE-1 ADEQUATE HOUSING - Assist in the provision of adequate housing to meet the diverse needs of Sunnyvale's households of all income levels.

- **Policy HE-1.1** Encourage diversity in the type, size, price and tenure of residential development in Sunnyvale, including single-family homes, townhomes, apartments, mixed-use housing, transit-oriented development and live-work housing.
- **Policy HE-1.2** Facilitate the development of affordable housing through regulatory incentives and concessions, and/or financial assistance.
- **Policy HE-1.3** Utilize the Below Market Rate (BMR) Housing requirements as a tool to integrate affordable units within market rate developments, and increase the availability of affordable housing throughout the community.
- **Policy HE-1.4** Continue to require office and industrial development to mitigate the demand for affordable housing.

GOAL HE-4 ADEQUATE HOUSING SITES - Provide adequate sites for the development of new housing through appropriate land use and zoning to address the diverse needs of Sunnyvale's residents and workforce.

- **Policy HE-4.1** Provide site opportunities for development of housing that responds to diverse community needs in terms of density, tenure type, location and cost.
- **Policy HE-4.2** Continue to direct new residential development into specific plan areas, near transit, and close to employment and activity centers.
- **Policy HE-4.3** Require new development to build to at least 75 percent of the maximum zoning density, unless an exception is granted by the City Council.
- **Policy HE-4.5** Provide opportunities and incentives for mixed use, multi-family infill, and transit-oriented development in Downtown Sunnyvale as part of the City's overall revitalization strategy for the area.

DOWNTOWN SPECIFIC PLAN (*adopted 2003 and retained for proposed 2020*)

Downtown Vision Statement

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