

DESIGN GUIDELINES

6.1 Purpose and Intent

The Design Guidelines (Guidelines) are intended to encourage high quality design and development, while allowing for creativity and flexibility within the Downtown Sunnyvale Specific Plan area. As described in the Downtown Vision (Section 3.1) and the Goals and Policies (Chapter 4) of this Specific Plan, the Design Guidelines aim to promote excellence in the design of the public and private realm by:

- ▶ Fostering a compact development pattern with new development that respects the existing urban grid system and reinforces the connectivity to existing Downtown destinations while also producing high-quality urban form and walkable Downtown blocks.
- ▶ Enriching the architectural vocabulary of Downtown with attractive buildings that relate to the historic buildings on Murphy Avenue, where applicable, and capitalizes on the unique opportunity to integrate new development with the historic Downtown fabric.
- ▶ Providing recommendations for high-quality outdoor gathering spaces and pedestrian-oriented amenities that are vibrant, safe, accessible, and contribute to fostering a strong sense of community.

The Guidelines will assist the community in the design and the evaluation of future site and architectural plans in Downtown Sunnyvale. To this end, the Guidelines include language that expresses a standard, which much be followed by using the terms: "shall," "must," or "required." Guidelines that are more qualitative and express design intent use the terms: "should," "may," "encouraged," and "discouraged."

The Design Guidelines are provided in ~~three~~four sections:

- ▶ **Section 6.2, "General Design Guidelines"** are applicable to all uses and address site layout and design; building form and articulation; architectural character and details; parking lots and parking structures; signage; open space and landscaping; streetscape; service facilities; and mechanical equipment. General Design Guidelines are indicated by the prefix "GG". These guidelines should be reviewed in conjunction with the Downtown District priorities (Chapter 5) and Circulation and Parking (Chapter 7).
- ▶ **Section 6.3, "Building Type-Specific Design Guidelines"** address low rise residential, mid- to high-rise residential, office, and ground floor retail development within mixed use buildings. Building Type-Specific Design Guidelines are indicated by the prefix "BT".
- ▶ **Section 6.4, "Commercial Core Design Guidelines"** address design guidelines for the Commercial Core district. These guidelines are to be addressed in addition to the General Design Guidelines in this chapter. The Commercial Core Design Guidelines are indicated by the prefix "CC".
- ▶ [Appendix B, "Design Guidelines for Block 20," summarizes and references the design guidelines in this chapter applicable to Block 20, including any proposed updates or additions to the guidelines for the block.](#)

For new single-family residences in the lower density areas in the Sunnyvale/Carroll, South of Iowa, and West of Mathilda districts, the Citywide Design Guidelines shall apply.