Goals and Policies

Air Quality Sub-Element:

Policy B.1: Utilize land use strategies to reduce air quality impact.

Action Statements:

B.1.a: Promote extension of transit systems, and locate higher density development/redevelopment along transit corridors.

Community Design Sub-element:

Policy A.1: Identify the boundaries of the City with attractive and distinctive features.

Action Statements:

A.1.d: Continue to develop a comprehensive gateway improvement program to select major gateways for improvements such as special landscaping, signage, visitor information centers, patterned pavement, monuments or artwork and unique private development standards.

A.1.g: Encourage distinctive and attractive buildings and site design at major gateways into Sunnyvale.

Policy A.2: Ensure that new development is compatible with the character of special districts and residential neighborhoods.

Action Statements:

A.2.c: Continue to encourage infill development or redevelopment which is compatible with the use, density, setbacks, height and, where possible, the predominant building style and size of the surrounding district or neighborhood.

Policy A.3: Support measures which enhance the identity of special districts and residential neighborhoods to create more variety in the physical environment.

Action Statements:

A.3.b: Consider development of specific plans or design guidelines for the El Camino Real Commercial District and Mathilda Avenue corridor and study the feasibility of specific plans or guidelines for portions of Evelyn Avenue.

A.3.h: Encourage distinctive projects at major nodes which have a coherent spatial relationship and create dynamic spaces at these intersections.

Policy B.1: Maintain and provide attractive landscaping in the public right-of-way to identify the different types of roadways and districts, make motorists more comfortable and improve the enjoyment of residential neighborhoods.

Action Statements:

B.1.e: Consider uniform and cohesive landscape themes for districts, major thoroughfares, City boundaries and neighborhoods.

Housing and Community Revitalization Sub-Element:

Policy A.1.d: Study increasing the density of residential areas near transit stops and along major transportation corridors in conjunction with regional transportation plans.

Policy A.3: Continue to allow housing in commercial zoning districts.

Policy B.3: Continue to permit and encourage a mix of residential and job-producing land uses, as long as there is neighborhood compatibility and no unavoidable environmental impacts.

Land Use and Transportation Element:

Policy R1.10: Support land use planning that complements the regional transportation system.

Action Statements:

R1.10.3: Support alternative transportation services, such as light rail, buses, and commuter rail, through appropriate land use planning.

Policy C2.4: Determine appropriate density for housing based on site planning opportunities and proximity to services.

Action Statement:

C2.4.1: Locate higher density housing with easy access to transportation corridors, rail transit stations, bus transit corridor stops, commercial services and jobs.

Policy C3.2: Integrate the use of land and the transportation system.

Action Statement:

C3.2.3: Encourage mixed use developments that provide pedestrian scale and transit oriented services and amenities.

Policy C4.1: Maintain a diversity of commercial enterprises and industrial uses to sustain and bolster the local economy.

Action Statement:

C4.1.3: Promote commercial uses that respond to the current and future retail service needs of the community.

Policy C4.3: Consider the needs of business as well as residents when making land use and transportation decisions.

Policy N1.11: Recognize El Camino Real as a primary retail corridor with a mix of uses.

Action Statements:

N1.11.1: Use the Precise Plan for El Camino Real to protect legitimate business interests, while providing sufficient buffer and protection for adjacent and nearby residential uses.

N1.11.2: Minimize linear "Strip development" in favor of commercial development patterns that reduce single-purpose vehicle trips.

Policy N1.13: Promote an attractive and functional commercial environment.

Action Statements:

N1.13.1: Discourage commercial uses and designs that result in a boxy appearance.

N1.13.4: Encourage the maintenance and revitalization of shopping centers.

Socio-Economic Sub-Element:

Goal 5.1B: Maintain and establish policies that promote a strong economy which provides economic opportunities for all Sunnyvale residents within existing environmental, social, fiscal and land use constraints.

Policy 5.1.B.3: Monitor the effect of City policies on business development and consider the effects on the overall health of business within the City.

Goal 5.1C: Endeavor to maintain a balanced economic base that can resist downturns of any one economic sector.

Policy 5.1C.3: Maintain an attractive business community.

Policy 5.1C.5: Support land use policies that provide a diversified mix of commercial/industrial development.