



CHAPTER

4

COMMUNITY CHARACTER

The Community Character Chapter contains information on the following topics:

- **Design** — building and street design, including policies on gateways, public art, special districts and public facilities.
- **Heritage Preservation** — protection of heritage structures and natural features, including programs to increase knowledge of Sunnyvale’s heritage.
- **Library** — existing conditions and future issues with expansion of the library and continuous improvement of the library collection.
- **Arts** — facilities for the encouragement of arts programming and activities.
- **Recreation** — issues and trends related to quality recreation programming.

It's
all
Here!
DOWNTOWN
Sunnyvale

It's
all
Here!
DOWNTOWN
Sunnyvale

Murphy
Station

PARKING

GUMBAS
Ristorante Italiana Pizz
Fine Italian Cuisine

AWARI

Shop With
PUR



DESIGN

**GOAL CC-1
DISTINGUISHED CITY IMAGE**

PROMOTE SUNNYVALE'S IMAGE BY MAINTAINING, ENHANCING AND CREATING PHYSICAL FEATURES, INCLUDING FUNCTIONAL AND DECORATIVE ART, WHICH DISTINGUISH SUNNYVALE FROM SURROUNDING COMMUNITIES AND BY PRESERVING HISTORIC BUILDINGS, SPECIAL DISTRICTS AND RESIDENTIAL NEIGHBORHOODS WHICH MAKE THE CITY UNIQUE. *(Previously Community Design Goal A / Adopted in 1990 and Arts Goal E / Adopted in 1995)*

Good design can bring qualities to the built environment, such as identity, comfort, beauty and fun. Good design makes the difference between a strong, positive image for Sunnyvale and a vague one; between tree-lined neighborhood streets and bare asphalt; between architecture that inspires and non-descript buildings; between the playful sculpture in front of the Library and an empty bench. Sunnyvale is fortunate to have a strong economy which has created an attractive community along with future opportunities to improve. Improving the built environment may not require many grand gestures, but simply doing many little things better. Features of the built environment are clear boundaries, attractive and distinctive gateways, special landmarks, publicly visible art and unique districts. They also include attractive streets and buildings.

A city's visual image is a complex relationship between private and public development patterns and the natural features of the land. Ideally, this visual image should match the values and ambitions of a community. A city should create a place that residents can identify with and visitors can understand. A strong, clear visual image is like a firm handshake. It is a satisfying encounter.

There are many different factors that contribute to the City's image. These factors include defined boundaries and gateways, distinctive landmarks and districts and publicly visible art. Enhancing these features will help articulate an image of Sunnyvale as a complete City and a special place to live and work.

Boundaries and Gateways

A defined boundary and gateway helps orient travelers and also creates a stronger identity for the City. Gateways create a precedent for design standards that follow along the major City thoroughfares. It is important to make these locations distinctive and attractive.

Sunnyvale is a modern metropolitan area where the boundaries of one city blend into the next. There are few visual clues to distinguish Sunnyvale from adjoining cities. This sprawl creates confusion and lack of orientation in the physical environment. Currently, there are few City monument signs or other distinctive features at these gateways to mark the municipal boundary and welcome people to Sunnyvale.

Gateways — specific places along a boundary where people enter and leave an area.

See Goal CC-2 (Attractive Street Environment) for discussion and policies regarding roadway features. See Policy CC-1.8 regarding Art in Private Development information and policies.

Roadways and natural features offer the best opportunities to define and clarify the City’s edges. Distinctive landscaping, signage and medians can be used to highlight boundaries and gateways. Unique development or prominent artwork can be also encouraged at gateway and boundary locations. The City of Sunnyvale requires artworks in conjunction with new development at gateways, as described in the Sunnyvale Municipal Code.

The City’s boundaries and gateway locations are shown on Figure 4-1, City Form Map. The following general locations are some of the best opportunities for possible gateway improvements:

- Highway 237 and Highway 101
- Mathilda Avenue at Highway 101
- Sunnyvale-Saratoga Road at Homestead Road
- Lawrence Expressway at Highway 101
- Lawrence Expressway at Highway 237
- East and west ends of El Camino Real

In addition, the City’s Baylands Park at Highway 237 and Caribbean Drive celebrates the unique natural environment of San Francisco Bay. This park protects, enhances and interprets the natural wetlands of the Bay, while providing outdoor recreational opportunities and facilities. This park contributes to an appealing scenic edge on the northern City limits.

POLICY CC-1.1 IDENTIFY THE BOUNDARIES OF THE CITY WITH ATTRACTIVE AND DISTINCTIVE FEATURES. (Previously Community Design Policy A.1)

- **Action CC-1.1a** Encourage unique and uniform roadway landscaping and, where possible, median improvements to distinguish city boundaries. *(Previously Community Design Action Statement A.1.a.)*
- **Action CC-1.1b** Consider studying ways to minimize the barrier impact of highways and expressways by developing design approaches which relate these roadways to the rest of the community. *(Previously Community Design Action Statement A.1.c.)*
- **Action CC-1.1c** 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. *(Previously Community Design Action Statement A.1.d)*

- **Action CC-1.1d** Consider installing new City of Sunnyvale monument signs at major gateways into Sunnyvale and developing a comprehensive sign program to identify major attractions within the City. (Previously Community Design Action Statement A.1.e)
- **Action CC-1.1e** Locate City of Sunnyvale signs in attractive surroundings and, whenever possible, in medians with distinctive landscaping. (Previously Community Design Action Statement A.1.f.)
- **Action CC-1.1f** Maintain a compatible scale with the roadway when designing gateway improvements. (Previously Community Design Action Statement A.1.h)

POLICY CC-1.2 CONTINUE TO ENHANCE THE VISIBILITY, ACCESSIBILITY AND USE OF THE SAN FRANCISCO BAY ON THE CITY’S NORTHERN BOUNDARY.
(Previously Community Design Action Statement A.1.b)

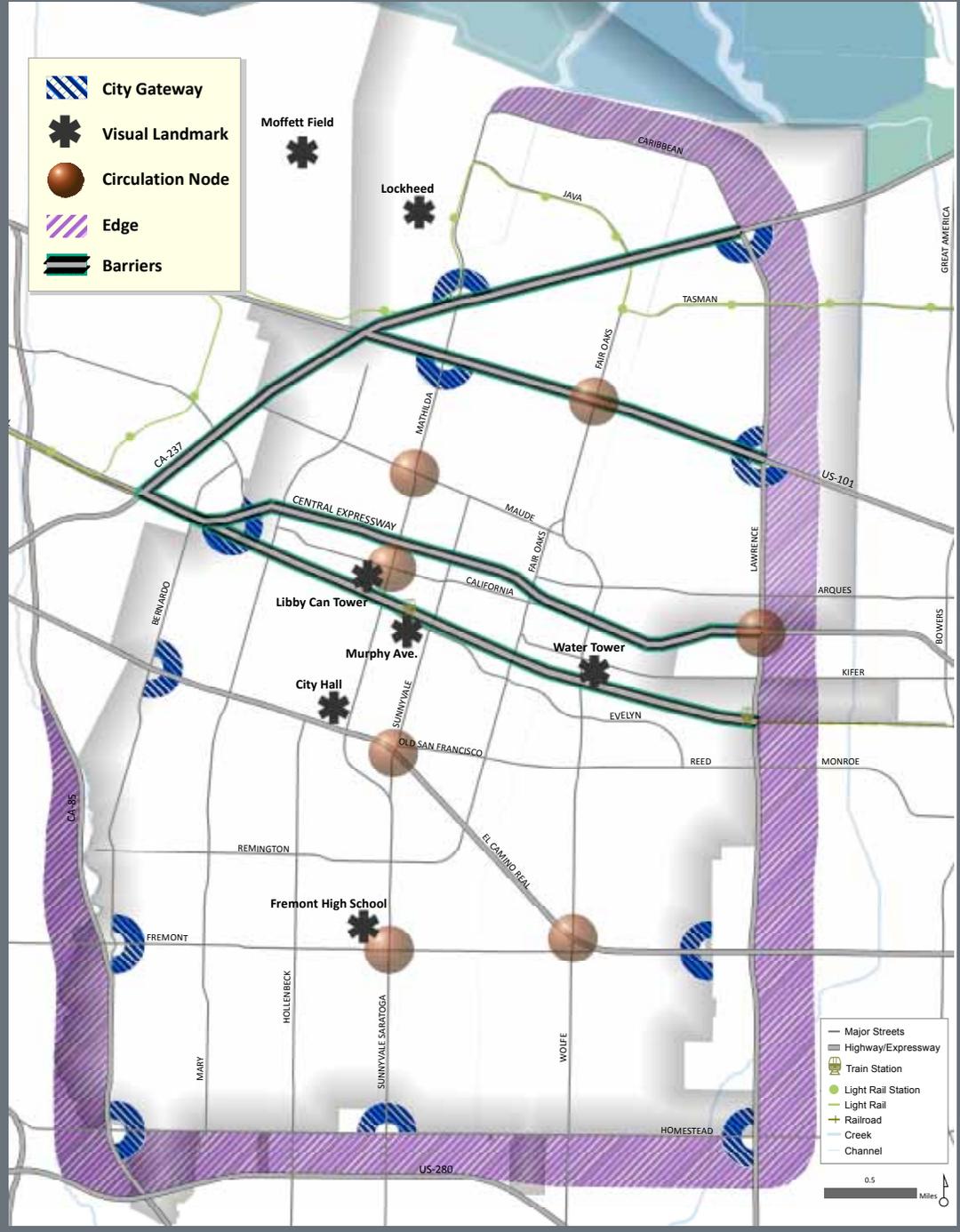
Special Districts and Residential Neighborhoods

Districts are special areas within a city which have a unique and unified character. Residential neighborhoods are vitally important to the everyday quality of life for Sunnyvale residents. Residential neighborhoods are also a major part of how the City looks, since over one-third of the City is covered by single family and multi-family neighborhoods. Defined neighborhoods and districts can be as beneficial to a neighborhood as it is to the City. Being able to identify where you live by neighborhood or district is not only convenient, it promotes a sense of place and shared responsibility. Memorable districts and neighborhoods create memorable cities.



- List of Districts**
- Downtown
 - Taaffe-Frances Heritage District
 - El Camino Real
 - Moffett Park
 - Tasman Crossings

Figure 4-1
City Form Map



Sunnyvale has three basic types of districts: residential, commercial and industrial. See the sidebar for a list of some of the districts in Sunnyvale. Most districts share a predominantly homogenous form of horizontal structures and relatively similar building styles. Some districts and neighborhoods are more disrupted by change than others. Incompatible development has a damaging impact on the cohesiveness of the area and erodes its special quality.

Special area and design guidelines are useful tools to enhance or create unique districts and preserve neighborhoods. A Specific Plan has development standards like a zoning district, but also includes design features which strengthen the district identity. Special area plans can identify appropriate uses, set regulations for building height, setbacks or floor area ratios and establish landscaping standards, architectural design standards, unique street lighting, public plazas and special signage. Design guidelines are more limited and would generally not affect land use or building regulations. Sunnyvale currently has a variety of special area plans with design guidelines or stand-alone design guidelines to assist in maintaining district character.

POLICY CC-1.3 ENSURE THAT NEW DEVELOPMENT IS COMPATIBLE WITH THE CHARACTER OF SPECIAL DISTRICTS AND RESIDENTIAL NEIGHBORHOODS. *(Previously Community Design Policy A.2)*

POLICY CC-1.4 SUPPORT MEASURES WHICH ENHANCE THE IDENTITY OF SPECIAL DISTRICTS AND RESIDENTIAL NEIGHBORHOODS TO CREATE MORE VARIETY IN THE PHYSICAL ENVIRONMENT. *(Previously Community Design Policy A.3)*

- Action CC-1.4a Encourage diversity and develop programs to emphasize the unique features of special districts and neighborhoods. *(Previously Community Design Action Statement A.3.a)*

See Goal CC-3 (Well-Designed Sites and Buildings) for a discussion of private development and associated design guidelines.

POLICY CC-1.5 ENCOURAGE RESIDENTS TO MAINTAIN CLEAN NEIGHBORHOODS BY PREVENTING UNSIGHTLY ACCUMULATIONS OF DISCARDED MATERIALS AND ILLEGAL DUMPING OF MUNICIPAL SOLID WASTE. *(Previously Solid Waste Goal 3.2c)*

POLICY CC-1.6 MAINTAIN CITY NEIGHBORHOODS AS SAFE, HEALTHY PLACES TO LIVE. *(Previously Socio-Economic Policy A.5)*

See Goal SN-3 (Safe and Secure Environment) for a discussion and policies related to safety and police services.

POLICY CC-1.7 ENCOURAGE NEIGHBORHOOD PATTERNS THAT ENCOURAGE SOCIAL INTERACTION AND AVOID ISOLATION. *(Previously Socio-Economic Policy A.6)*

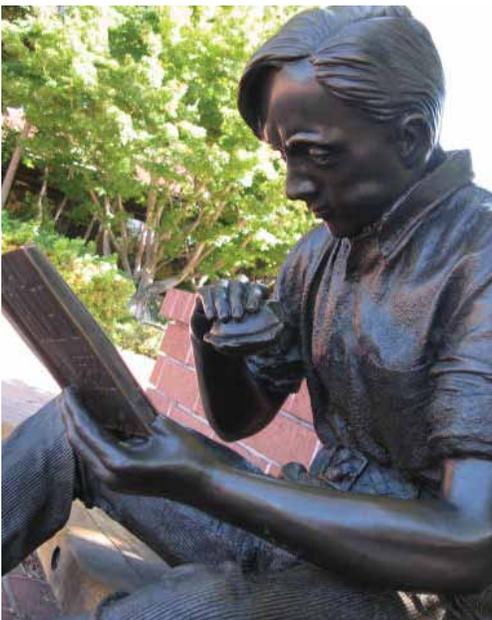
Publicly Visible Art

The cultural identity of a community is enhanced by the inclusion of public art in physical boundaries, gateways, landmarks, open spaces and buildings. Public art distinguishes communities from one another and adds human dimension to both outdoor and indoor environments by adding color and movement while defining “a sense of place.” There are three techniques to use to incorporate art into the community: a Master Plan for Public Art, art in private development and integration of art into capital projects.

In 1983, a Ten-Year Master Plan for Public Art was developed to purchase commissioned artwork for permanent display on public properties. The plan identified public locations (both indoors and outdoors) for the permanent display of art and set aside funding to acquire a balanced and varied collection of public art. To date the City’s Public Art Collection includes something for everyone.

In 1990, an Art in Private Development ordinance was adopted to further enhance the City’s commitment to providing art in the community and in response to a policy in the 1983 Cultural Arts sub-element. Code requirements of the ordinance require large and centrally located private sector developments to include art for public display.

The City also incorporates art components in appropriate capital projects. This approach has been used with recent park development and redevelopment projects. Baylands Park incorporates many elements of art and has the potential to include more. Art was also included in the renovation of the City’s oldest park, Washington Park. These successful models of incorporating art into park projects will be used for future parks projects.



The challenge for the future will be to find new and reinvent old, ways of providing and encouraging the provision of publicly visible art. A new Master Plan for Public Art needs to be developed to set goals and priorities for the future which may be pursued as funds become available. Key elements of the 1983 Master Plan for Public Art included the capital project funding that enabled the commission and purchase of quality artworks and the City’s commitment to funding the development of a permanent collection through capital improvement funds. Since the original Master Plan for Public Art is now outdated, new funding sources and strategies need to be identified if a revised master plan is to be developed.

An exciting area for consideration of new art is in the area of community murals. The Lakewood Community Mural set a good model for community involvement and support in assisting a professional artist create a high quality mural in the Lakewood area. Staff will explore other options with neighborhood and community organizations for community murals to provide high quality public art and help promote neighborhood identity. Park sites, public buildings and other public spaces may provide appropriate venues.

POLICY CC-1.8 PROVIDE AND ENCOURAGE THE INCORPORATION OF ART — BOTH FUNCTIONAL AND DECORATIVE - IN PUBLIC AND PRIVATE DEVELOPMENT. *(Previously Arts Policy E.2)*

- **Action CC-1.8a** As non-general fund resources allow — develop a new Master Plan for Public art. *(Previously Arts Action Statement E.2.a)*
- **Action CC-1.8b** Look for opportunities to participate in County and/or regional projects to incorporate art. *(Previously Arts Action Statement E.2.b)*
- **Action CC-1.8c** Work with Department of Public Works to include public art components as part of Interpretive Signage Project at SMaRT Station / WPCP Complex. *(Previously Arts Action Statement E.2.c)*
- **Action CC-1.8d** Identify and consider opportunities for art components to park development and/or redevelopment projects, such as at Baylands Park. *(Previously Arts Action Statement E.2.d)*
- **Action CC-1.8e** Continue to acquire public artworks which contribute to the public identity of outdoor places and provide pleasure and enrichment for Sunnyvale residents. *(Previously Community Design Action Statement D.2.e)*
- **Action CC-1.8f** Encourage selections of public artwork which have a broad appeal and capture the aspirations or social and cultural heritage of the community. *(Previously Community Design Action Statement D.2.g)*

GOAL CC-2 ATTRACTIVE STREET ENVIRONMENT

CREATE AN ATTRACTIVE STREET ENVIRONMENT WHICH WILL COMPLIMENT PRIVATE AND PUBLIC PROPERTIES AND BE COMFORTABLE FOR RESIDENTS AND VISITORS (*Previously Community Design Goal B/ Adopted in 1990*)

The view from the road is one of the most significant factors shaping Sunnyvale's visual image. For non-residents, the view from the road is often their only impression of Sunnyvale. For Sunnyvale residents, the quality of the street environment has a more direct impact on their daily lives. City roads are used for shopping errands, by children walking to school and by residents driving to work. Roadways provide the continuity that links neighbor to neighbor, district to district and the City to the larger regional transportation systems. Roadways are an important part of the visual landscape and affect property values throughout the City.

Sunnyvale is distinguished from surrounding cities by the amount of landscaped medians, street trees, private commercial landscaping, undergrounded utilities and sign controls. These features create an attractive roadway environment which differs from surrounding cities that do not have similar programs and regulations. Sunnyvale also looks different because of the extensive use of monolithic sidewalks, instead of the curbside landscaping found in several adjoining cities.

Public Landscaping Programs

Public landscaping can help unify and identify an area. Sunnyvale's landscaped medians help distinguish the major thoroughfares in the City and make streets more attractive, motorists more comfortable and increase safety by separating oncoming cars. Trees also represent a substantial value to the City, by adding to the real estate values of the private properties adjacent to where they are located. Trees provide a habitat for wildlife, shade for pedestrians and motorists, contribute to fresher air and reduce reflected heat from buildings and pavement.

The City has installed approximately 60 acres of public landscaping on Sunnyvale's roadways. The City also maintains approximately 37,000 street trees. In 2011, the City is drafting an Urban Forestry Plan to further detail the City's plan for trees. Maintenance costs can be expected to increase as trees grow taller, requiring additional and more difficult pruning. The City is implementing a comprehensive citywide pruning cycle to systematically maintain the beauty and safety of Sunnyvale's trees. The City can also undertake ongoing research on new tree varieties which are attractive, but require less maintenance and cause little or no damage to sidewalks.

See Goal LT-5 (Efficient Transportation) for discussion and policies of pedestrian pathways, bicycle lanes, car travel and mass transit.

POLICY CC-2.1 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. *(Previously Community Design Policy B.1)*

Streetscape Improvements

Utility wires, walls and fences along the public right of way have a direct impact on the view from the road. The design of these elements can add or detract from the visual appeal of the streetscape.

Undergrounding Overhead Utilities

Most property owners are required to place existing or new utilities underground when their land develops or redevelops. The City helps facilitate the undergrounding of utilities by paying for a portion of the undergrounding which extends beyond private property lines and street centerlines. The City’s program to fund utility undergrounding along major thoroughfares has resulted in even more significant improvements to the roadway environment and the City’s image.

Fencing and Sound Walls

Many of Sunnyvale’s major thoroughfares are bordered by a continuous wall of rear yard fencing. In residential areas, fencing provides privacy, blocks the view of traffic and can provide some noise buffer.

Sound walls are constructed to reduce the noise impacts of high traffic volumes on adjoining residences. Sound walls are constructed by private property owners along major roadways when those sites develop and with Measure A funds on freeways and expressways. Measure A funds are administered by the Santa Clara Valley Transportation Authority (VTA). The City has required sound walls as part of new development when needed for noise mitigation. State and County agencies are responsible for installing sound walls along freeways and expressways when there are substantial modifications, such as widening.

Signs

Commercial signs are a highly visible part of the roadside environment. They affect the visual quality of the roadways and the character of the City. Signs are generally oriented to the street and are a useful convenience to locate businesses. The differences in the types of signage often help to identify districts. Residential districts have few signs, while commercial districts have many signs in all different colors and sizes.



See Goal SN-8 (Compatible Noise Environment) for discussion and policies relating to noise compatibility and mitigation.

See Title 19 of the Sunnyvale Municipal Code for the complete sign ordinance at municipalcode.inSunnyvale.com

Sunnyvale has adopted sign regulations to ensure that signage is attractive, compatible with the district where it is located and not distracting to motorists. The premise of the Sign Code is that signs should identify businesses, not advertise them. This principle is one reason why billboards are not allowed in Sunnyvale. Uniform regulations provide each business with an equal opportunity to identify its location. These regulations are necessary to avoid signs which compete for attention with overwhelming size or garish colors. This type of competition creates visual chaos and is detrimental to other businesses. Sign regulations improve the safety of motorists by eliminating distracting signage, such as blinking lights and requiring a safe location for ground signs, The Sign Code also ensures that signage is compatible with building style and site design.

POLICY CC-2.2 MINIMIZE ELEMENTS WHICH CLUTTER THE ROADWAY AND LOOK UNATTRACTIVE. *(Previously Community Design Policy B.3)*

- **Action CC-2.2a** Continue to work with county and state agencies to choose appropriate colors, textures and landscaping for sound walls on freeways and expressways. *(Previously Community Design Action Statement B.3.c.)*
- **Action CC-2.2b** Encourage sound wall location and design which emphasizes important gateways into Sunnyvale. *(Previously Community Design Action Statement B.3.d.)*

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. *(Previously Community Design Goal C/ Adopted in 1990)*

Private development is as important as public improvements in creating a vital, enjoyable and comfortable environment for residents and visitors. As a result, most communities have development standards and often require public review and approval of project design. In Sunnyvale, the design of new projects is reviewed as part of the permitting process. Without design policies and standards, private development may or may not produce the type of visual environment preferred by Sunnyvale. It is even less likely that the City will get outstanding development without a commitment to quality design review.

Sunnyvale has zoning regulations, standard development conditions and design guidelines which address site and building design. These regulations, conditions and policies are intended to create an environment which is engaging and attractive. They cover four major topics: site design, compatibility with the built environment, integration with the roadway and building design.

Along commercial roadways in Sunnyvale, buildings have routinely been set back from the street to accommodate parking. Often, a sense of enclosure is lost. The building also loses its relationship to the street and appears isolated at the back of a long expanse of asphalt. The City has studied El Camino Real and Downtown and addressed the building and street relationship through the use of both minimum and maximum setbacks.

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. *(Previously Community Design Policy C.1)*

- **Action CC-3.1a** Continue to improve the design review process by using design professionals on staff and developing design guidelines to direct developers and assist the City in architectural and site review. *(Previously Community Design Action Statement C.1.a)*
- **Action CC-3.1b** Continue to study areas where the street and building setback relationship could be improved. *(Previously Community Design Action Statement C.2.g)*
- **Action CC-3.1c** Encourage reciprocal ingress-egress easements between commercial properties whenever feasible to minimize curb cuts, increase landscaping and improve vehicular safety. *(Previously Community Design Action Statement C.3.l)*
- **Action CC-3.1d** Consider developing Zoning Code standards for minimum depths of below grade parking and avoid at grade parking under buildings. *(Previously Community Design Action Statement C.4.h)*

POLICY CC-3.2 ENSURE SITE DESIGN IS COMPATIBLE WITH THE NATURAL AND SURROUNDING BUILT ENVIRONMENT. *(Previously Community Design Policy C.2)*

List of Design Guidelines:

- City-Wide Design Guidelines
- Single-Family Home Design Techniques
- Downtown Specific Plan
- Murphy Avenue Design Guidelines
- Taaffe-Frances Design Guidelines
- Eichler Design Guidelines
- Industrial Design Guidelines
- Precise Plan for El Camino Real
- Lakeside Specific Plan
- Arques Specific Plan
- Lockheed Martin Master Use Permit

**GOAL CC-4
ACCESSIBLE AND ATTRACTIVE PUBLIC FACILITIES**

PROVIDE PUBLIC FACILITIES WHICH ARE ACCESSIBLE, ATTRACTIVE AND ADD TO THE ENJOYMENT OF THE PHYSICAL ENVIRONMENT. *(Previously Community Design Goal D/ Adopted in 1990)*

Public buildings and facilities are the official face of a City. Sunnyvale’s public buildings are centers of government, law, culture, education, recreation and other City services. The City services provided in these buildings are essential to the health, safety and welfare of the community.

There are many public buildings and complexes which serve Sunnyvale:

- City Hall
- Library
- Community Center, including the Senior Center, Creative Arts Center
- Parks and Recreation Centers (18)
- Municipal Golf Courses
- Public Safety Building
- Fire Stations (6)
- Corporation Yard
- Water Pollution Control Plant and SMaRT Station

See Figure 4-2, Public Facilities Map for the location of these buildings and complexes.

Sunnyvale’s public buildings have unique characteristics which are different from other buildings in the City. Sunnyvale’s buildings are open to everyone and heavily used by the community. These public buildings are not commercial enterprises, but are solely meant to provide the best possible services to Sunnyvale residents, businesses and visitors. Public buildings represent the City and strengthen the identity of Sunnyvale. These buildings are publicly funded and owned. In addition to all of the design principles discussed for private development, the public nature of these buildings also requires them to be readily accessible, easily identified, attractive and representative of the communities’ values and aspirations. See Figure 4-2 for a map displaying the City’s public facilities.

While Sunnyvale’s public buildings have good accessibility, improvements could be made to a comprehensive and visible sign program to help locate City facilities and other major attractions, such as the downtown. Some of Sunnyvale’s public buildings would be more easily identified if the signs were in prominent locations, of larger size, or made of more distinctive materials.

POLICY CC-4.1 ENSURE THAT SUNNYVALE’S PUBLIC FACILITIES ARE EASILY IDENTIFIED, ACCESSIBLE, ATTRACTIVE AND REPRESENTATIVE OF THE COMMUNITY’S VALUES AND ASPIRATIONS. *(Previously Community Design Policy D.1)*

- **Action CC-4.1a** Consider implementing a comprehensive sign program for public facilities and City of Sunnyvale entry signs which may include maps to show the location of City facilities. *(Previously Action Statement D.1a)*
- **Action CC-4.1b** Consider implementing ways to increase the visibility of the Civic Center on Mathilda Avenue and El Camino Real and consider better identification for the Community Center along Remington. *(Previously Community Design Action Statement D.1d)*

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. *(Previously Community Design Policy D.2)*

- **Action CC-4.2a** Encourage some commercial activities in public plazas downtown *(Previously Community Design Action Statement D.2.j)*
- **Action CC-4.2b** Continue to encourage pedestrian and commercial activity on the sidewalks of the historic 100 block of Murphy Avenue. *(Previously Community Design Action Statement D.2.k)*

POLICY CC-4.3 WORK WITH OUTSIDE GOVERNMENT AGENCIES TO ACHIEVE ATTRACTIVE PUBLIC AND QUASI-PUBLIC FACILITIES CONSISTENT WITH THE QUALITY OF DEVELOPMENT IN SUNNYVALE. *(Previously Community Design Policy D.3)*

HERITAGE PRESERVATION

GOAL CC-5 PROTECTION OF SUNNYVALE'S HERITAGE

TO ENHANCE, PRESERVE AND PROTECT SUNNYVALE'S HERITAGE INCLUDING NATURAL FEATURES, THE BUILT ENVIRONMENT AND SIGNIFICANT ARTIFACTS.
(Previously Heritage Preservation Goal 6.3B / Adopted in 1995)

Sunnyvale has a rich and diverse heritage that is composed not only of buildings, trees and artifacts of historic significance, but also of the cultural traditions and community memories that these physical resources represent. It is not the objects, but the associations that these objects bring to mind, that make them important contributors to the experience of place and the sense of community. Acknowledging and maintaining these physical reminders of who we are and where we have come from is especially important in times of change — and, for Sunnyvale, change has always been part of the community experience.

In 1980, the City of Sunnyvale recognized the need to preserve those objects that represent the community's physical and cultural development and adopted the first Heritage Preservation Sub-Element as part of the Sunnyvale General Plan. The City also established the official Heritage Resources Inventory in 1980 containing landmarks, trees, residential and commercial districts and individual structures.

There are two main types of protected structures in Sunnyvale – heritage resources and local landmarks. A local landmark is the highest level of protection given by the City. Changes to local landmarks must be reviewed and approved by the Heritage Commission and specific, stringent reviews must be conducted if a local landmark is to be changed in a way that would significantly alter its historic character. Heritage resources have a somewhat lower level of protection.

Approximately 50 individual structures are listed as Heritage Resources and nine properties have individual landmarks. In addition, the City contains two districts: the Taaffe-Frances Heritage Neighborhood (a residential district) and the Murphy Station Heritage Landmark District (a commercial district).

Taaffe-Frances Heritage Neighborhood

The majority of the homes in the Taaffe-Frances Heritage Neighborhood (the 500 blocks of S. Frances Street and S. Taaffe Street and one home on the corner of S. Murphy Avenue and Olive Avenue) are in good to excellent condition. Although some individual buildings show the need for improvement, the overall appearance of this neighborhood is that owners care about their properties and make an effort to maintain them. Renovations and new additions made after 1988, when the Heritage Housing Combining District was added to the neighborhood, have been consistent

The current Heritage Resources Inventory Section and Section 19.96 (Heritage Preservation) of the Sunnyvale Municipal code is available online at www.sunnyvale.ca.gov or at the One-Stop Counter at City Hall. The City also has achieved a designation as a Certified Local Government (CLG) from the State Historic Preservation Office (SHPO). Among other benefits this designation entitles the City to apply for grants for certain heritage projects.

Heritage Resource – A natural or human-made objects of scientific, aesthetic, educational, political, social, cultural, architectural or historical significance to the citizens of the city, the Santa Clara Valley region, the state, or the nation, which are designated and determined to be appropriate for preservation by the city council. See SMC Title 19 at <http://municipalcode.inSunnyvale.com> for a complete definition.

Heritage Housing District — A zoning overlay which can be added to a residential zoning district to inform the community of the presence of a Heritage Housing District.

See the Taaffe-Frances Heritage Neighborhood Design Guidelines for more information about the neighborhood and design policies for any modifications.

Local Landmark — A heritage resource which is significant in that the resource materially benefits the historical character of a neighborhood or area, or the resource in its location represents an established and familiar visual feature of the community or city, and has been designated and determined to be appropriate for preservation by the city council. See SMC Title 19 at <http://municipalcode.inSunnyvale.com> for a complete definition.

with the regulations governing the district. Most of the renovations have been simple improvements that have not changed the essential character of the homes and/or the neighborhood.

Murphy Station Heritage Landmark District

The City’s only heritage commercial streetscape, the Murphy Station Heritage Landmark District, exemplifies the link between preservation and economic development. Activities which were designed to promote preservation of the buildings and streetscape resulted in the creation of an environment that is so attractive that it has drawn significant business investment, re-establishing Murphy Avenue as a commercially viable neighborhood. In fact, Murphy Avenue has become a destination point for the region.

This is the result of extensive investment that the City has made in the District. After the designation of the district in 1981 and the adoption of Murphy Avenue Design Guidelines, the City made a series of improvements which include repaving and landscaping the parking lots, making street and sidewalk improvements and providing street trees, street furniture and planters. In addition to these improvements, the City made low interest loans available to owners to assist with building improvements. By the mid-1990s, Murphy Avenue became the restaurant and entertainment center of Sunnyvale. The single most prevalent use on Murphy Avenue is restaurants that serve alcoholic beverages. Other restaurants, bars and nightclubs are also present, along with personal service uses, specialty retail uses, professional offices and two apartments.

Since the long term preservation of structures on the street is dependent upon the street’s continuing commercial viability, consideration should be given to whether the number of businesses that serve alcoholic beverages should be limited, in order to achieve a more diverse mix of uses on Murphy Avenue. Entertainment-related uses are especially vulnerable to fads, as new places and styles of entertainment attract those seeking new entertainment experiences. A strategic approach to keeping the economic base of a commercial neighborhood strong is to diversify the uses in order to attract a wider range of customers and to balance daytime/nighttime uses. A diversity of uses also functions to encourage multi-use in the area, as a customer shops for retail products, gets a haircut and stops for lunch or a snack at a restaurant. In order to keep Murphy Avenue commercially viable, the Heritage Preservation Commission, the Planning Commission and staff should work closely together to encourage a strategic mix of uses. Sometimes, however, these two values – heritage preservation and economic development, may appear to be in conflict with each other. Creative resolutions of such conflict can be found through good communication and coordination between the various decision makers who are involved.

Maintaining and Updating the Heritage Resources Inventory

The Heritage Resource Inventory does not include all of the buildings, trees and sites in the City that may be worthy of inclusion. The Heritage Resources inventory should be updated periodically to include new resources that have been added to the inventory since the last publication, delete those that have been lost and indicate any that may have been upgraded from a heritage resource to a landmark status. At that time, existing resources should be re-evaluated and a new survey of the community conducted to determine if other buildings, sites, trees, streetscapes or districts should be considered for inclusion in the Inventory.

POLICY CC-5.1 PRESERVE EXISTING LANDMARKS AND CULTURAL RESOURCES AND THEIR ENVIRONMENTAL SETTINGS. *(Previously Heritage Preservation Policy 6.3B.1)*

- **Action CC-5.1a** Consider instituting a Neighborhood Enhancement program for older neighborhoods containing a number of cultural resource structures where there is evidence that the structures in the neighborhood may be deteriorating due to poor maintenance and lack of repairs. *(Previously Heritage Preservation Action Statement 6.3B.1e)*

POLICY CC-5.2 ENHANCE THE VISUAL CHARACTER OF THE CITY BY PRESERVING DIVERSE AS WELL AS HARMONIOUS ARCHITECTURAL STYLES, REFLECTING VARIOUS PHASES OF THE CITY'S HISTORICAL DEVELOPMENT AND THE CULTURAL TRADITIONS OF PAST AND PRESENT RESIDENTS. *(Previously Heritage Preservation Policy 6.3B.3)*

POLICY CC-5.3 IDENTIFY AND WORK TO RESOLVE CONFLICTS BETWEEN THE PRESERVATION OF HISTORIC RESOURCES AND ALTERNATIVE LAND USES. *(Previously Heritage Preservation Policy 6.3B4)*

- **Action CC-5.3a** Consider providing more flexibility in the zoning code to provide for adaptive reuse of heritage structures when existing uses are not economically feasible and alternative uses would not be allowed under existing zoning regulations. *(Previously Heritage Preservation Action Statement 6.3B.4b)*

POLICY CC-5.4 SEEK OUT, CATALOG AND EVALUATE HERITAGE RESOURCES WHICH MAY BE SIGNIFICANT. *(Previously Heritage Preservation Policy 6.3B.5)*

POLICY CC-5.5 ARCHEOLOGICAL RESOURCES SHOULD BE PRESERVED WHENEVER POSSIBLE. *(Previously Heritage Preservation Policy 6.3B.10)*

POLICY CC-5.5 ENCOURAGE A COMMERCIAL STRATEGIC MIX OF USES ON MURPHY AVENUE. *(Previously Heritage Preservation Policy 6.3B.7)*

**GOAL CC-6
KNOWLEDGE OF SUNNYVALE'S HERITAGE**

PROMOTE KNOWLEDGE OF, AND APPRECIATION FOR, SUNNYVALE'S HERITAGE AND ENCOURAGE BROAD COMMUNITY PARTICIPATION IN HERITAGE PROGRAMS AND PROJECTS. *(Previously Heritage Preservation Goal 6.3A/ Adopted in 1995)*

Other Heritage Preservation Agencies

- Sunnyvale Historical Society
- California Historical Society
- Santa Clara County Heritage Council
- California Preservation Foundation
- Sunnyvale Heritage Museum, <http://www.heritageparkmuseum.org/>

Much of the basic work of identifying and designating resources and providing regulations to operate the City's heritage preservation program has been done. Although these achievements have been very important, community support is a key factor in improving the City's heritage preservation program and protecting its heritage resources. Therefore, programs which involve communication and other forms of outreach should be given priority in the coming years. These types of programs include partnerships with other groups and agencies, collection of oral histories and integration of diverse traditions.

Partnerships with Other Groups and Agencies

It will become increasingly important to maintain and expand relationships with private organizations as the City seeks to broaden its constituency for heritage preservation support and maximize the effectiveness of the City's Heritage Preservation program. These other agencies can provide information and support for the City's heritage preservation activities.

Some of these program activities include providing written histories of the City. The Heritage Preservation Commission published a book, *Images*, providing photographs and information on Sunnyvale's heritage resources which has been used extensively by members of the Sunnyvale Historical Society as well as the public. Since this book is now out of print, re-publication should be considered. In addition to *Images*, the City assisted with publishing a book on the history of Sunnyvale, *Sunnyvale from the City of Destiny to the Heart of Silicon Valley*, by Mary Jo Ignoffo. This book was published by the California History Center Foundation and provides another example of how various public and private agencies can work together to acknowledge and preserve the City's heritage preservation program.

Oral Histories

In addition to written resources, the City also has a resource that has not been fully utilized – the memories of long-time residents. Older residents have stories to tell about Sunnyvale's past which can help us to understand how things came to be as they are and how personalities of these individuals have affected the City's historical development. For example the story of W.E. Crossman's efforts to create the City of Destiny is largely an oral tradition that was later recorded and documented. These heritage resources, although in some ways intangible, make an important contribution to Sunnyvale's Heritage and should be acknowledged.

Integration of Diverse Traditions

The cultural traditions which now are reflected in Sunnyvale's built environment are largely the traditions of Americans of European descent. It is these traditions which have defined what is beautiful and worth of preservation. As the number of immigrants from other countries increases, the ethnic make-up of the population will change. The new residents will bring with them their own concepts about what is beautiful, what is acceptable and what is worthy of preservation.

Sunnyvale has not yet experienced the "layering" effect of having buildings used over time by different cultural groups. Therefore, the question of "whose heritage is it?" that should be preserved has not arisen. However, if the predicted demographic changes occur, this could be a relevant question in the future. Some new residents may at first tend to move into the older, less expensive neighborhoods which contain a significant number of cultural resource homes and propose to make changes to these homes to express their cultural traditions. Should this pattern occur, it will provide an opportunity to develop a creative dialogue between the new residents and the heritage "establishment." In order to benefit from the enrichment possible through integration of diverse traditions, an energetic program of outreach and involvement should be developed.

Records, photographs, books and other materials documenting Sunnyvale's history can be found in the archival collection of the City's public library and at the Sunnyvale Historical Museum.

POLICY CC-6.1 DEVELOP AND EXPAND COOPERATIVE WORKING RELATIONSHIPS WITH SCHOOLS, CIVIC GROUPS, NEIGHBORHOOD ORGANIZATIONS, BUSINESS ORGANIZATIONS AND OTHER ESTABLISHED ORGANIZATIONS TO SHARE IN THE PROMOTION OF HERITAGE PROGRAMS AND PROJECTS. *(Previously Heritage Preservation Policy 6.3A.2)*

POLICY CC-6.2 PROMOTE THE UNDERSTANDING THAT HERITAGE PRESERVATION ENHANCES PROPERTY VALUES AND PROVIDES FINANCIAL AND ECONOMIC BENEFITS TO PROPERTY OWNERS, NEIGHBORS AND THE CITY. *(Previously Heritage Preservation Policy 6.3A.3)*

- **Action CC-6.2a** Consider development of a comprehensive outreach program to encourage involvement of a broad spectrum of the community in heritage preservation issues and projects. *(Previously Heritage Preservation Policy 6.3A.4)*



LIBRARY**GOAL CC-7
APPROPRIATE LIBRARY FACILITIES**

MAINTAIN LIBRARY FACILITIES AND MATERIALS THAT ARE EASILY OBTAINABLE AND APPROPRIATE BASED ON CHANGING COMMUNITY NEEDS *(Previously Library Goal 6.2D / Adopted in 2003)*

**GOAL CC-8
BROAD AND DIVERSE LIBRARY COLLECTION**

PROVIDE A BROAD AND DIVERSE COLLECTION OF BOOKS AND OTHER LIBRARY MATERIALS TO MEET THE VARIED INTERESTS AND NEEDS OF THE COMMUNITY. *(Previously Library Goal 6.2A / Adopted In 2003)*

The Sunnyvale Library is a vibrant community space where the public has access to a vast diversity of ideas, information, knowledge and entertainment. Service, programs and collections are designed to inform and delight residents of all ages, backgrounds and educational levels.

Library use in Sunnyvale has been high for more than a decade. Frequent users of library services are children, adults from 35-54 and seniors. The Library is consistently among the top five California public libraries in communities of similar size in terms of number of items circulated per capita. Library use ebbs and flows with the economy, community education levels and in relation to library conditions in neighboring communities. As of 2003, the Sunnyvale Library is experiencing a sustained period growth in use of materials, an increase of 20 percent in the last year alone.

The library collection is the backbone of the Library, supporting the Library's activities and services. The library collection continues to evolve as technology provides new formats and information delivery systems. Books, books on CDs (compact discs), music CDs, down-loadable electronic books for computer use and portable devices, DVDs, magazines and newspapers, in print and online, and other digital resources comprise the current array of materials offered to satisfy the information needs of our community.

Modernization and additional space are required for to support future areas of emphasis in library services. Special areas of emphasis include additional space for children's materials, media collection computer-related materials and materials in a variety of languages. Additional space for functions such as meeting space, study areas, and areas to obtain, meet in small groups and gather in large groups for programs.

In response to the increasing complexity of library space issues, facility studies were conducted in depth in 2006 and 2007. Space, aging building systems and access issues were addressed at that time. The study also determined how much additional space was needed and what kind of space it should be. The options for study included consideration of a new main library facility and additional branches in the community. Building a new, larger main library facility was recommended and presented to Sunnyvale residents for approval in 2007 as a Library Bond Measure. The measure failed to achieve the two-thirds majority needed to pass, so the possibility of a branch library was explored in 2008. The City Council did not to pursue the branch library alternative at that time. Future considerations should also explore the feasibility of retail and/or food beverage services for Library customers due to many requests from customers over a long period of time. Additional options and decisions need to be made to provide full library service in updated, accessible, technology-upgraded facilities in Sunnyvale.

The Sunnyvale Library looks towards future trends to continue to provide the public with current content and materials. The Library must address the most effective ways to continue to support reading and learning using print as well as the new formats and methods that technology continues to offer. There is a vast array of formats that the public increasingly expects the Library to offer, which is a challenge to the Library's static budget. The Library also needs to offer easy access to Library resources via social networks and on personal handheld devices. It is not enough to simply introduce new technologies and formats to the public. The Library must be supportive of each user's specific needs in terms of the management and evaluation of such technologies and formats.

POLICY CC-7.1 PROVIDE ACCESS TO THE LIBRARY AND MATERIALS.
(Previously Library Policy 6.2D.1)

- Action CC-7.1a Review the need to provide library signs in languages other than English. (Previously Library Action Statement 6.2D.1c)

POLICY CC-7.2 MAINTAIN A FULL SERVICE LIBRARY ADEQUATE TO MEET COMMUNITY NEEDS. *(Previously Library Policy 6.2D.2)*

- Action CC-7.2a Study the space needs of the Library as the population grows and diversifies and recommend the most appropriate configuration for services and facilities. (Previously Library Action Statement 6.2D.2a)
- Action CC-7.2b Explore the feasibility of retail and/or food/beverage service and space for Library customers. (Previously Library Action Statement 6.2E.2c)

POLICY CC-8.1 PROVIDE A COLLECTION OF MATERIALS IN PRINT, AUDIO-VISUAL AND ELECTRONIC FORMATS IN SUPPORT OF ALL LIBRARY SERVICES. *(Previously Library Policy 6.2A.1)*

Policy CC-8.2 Give high priority to the following:

- Collections of materials for children and their parents, teachers and care givers. *(Previously Library Policy 6.2A.2)*
- Collections that support reference services *(Previously Library Policy 6.2A.3)*
- Providing educational support for library users of all ages. *(Previously Library Policy 6.2A.4)*
- Developing the Library’s collection of Popular Materials. *(Previously Library Policy 6.2A.5)*

ARTS

GOAL CC-9 APPROPRIATE ARTS FACILITIES

PROVIDE AND MAINTAIN ARTS FACILITIES BASED ON COMMUNITY NEED AND THE CITY’S ABILITY TO FINANCE, CONSTRUCT, MAINTAIN AND OPERATE THEM. *(Previously Arts Goal F/ Adopted in 1995)*

As an essential and integral part of the City of Sunnyvale’s services, the City currently operates two community buildings dedicated to the arts: Sunnyvale Theatre and the Creative Arts Center. The fully-equipped 200-seat Sunnyvale Theatre is the most heavily programmed theatre venue in the South Bay, serving an annual audience of more than 65,000 with a schedule that includes more than 400 performances of all types of venues. The Theatre building also includes one of the area’s most attractive public dance studios. The adjacent Creative Arts Center includes one of the largest pottery studios in the Bay Area, two fine art studios and two music and drama classrooms. Together, these two facilities house most of the City’s performing and visual arts classes in a central location, providing recreational experiences for more than 21,000 youth and adult students enrolled annually.

These well-equipped, well-maintained and conveniently-located arts facilities showcase Sunnyvale as a center of creativity and productivity. Community members of all ages can practice and enjoy both performing and visual arts. These buildings invite shared cultural experiences, serve as gathering places and allow non-profit art groups

opportunities to flourish.

There is an acknowledged shortage of suitable and affordable commercial space available to individual professional artists in the region. In addition to the Sunnyvale Theatre and Creative Arts Center, Sunnyvale also maintains and leases four Artist Studios at Raynor Activity Center at below-market rates. By making available affordable workspaces for local professional artists, the City further affirms its commitment to providing an encouraging and welcoming environment for the arts.

Community Center Theatre

The Community Center Renovation Project, completed in 1991, included major improvements to the Community Center Theatre because of heavy use and need for quality arts facilities. The theatre lobby was enlarged and a ticket box office was added to the front of the theatre. Handicapped accessible rest rooms, a rehearsal room and office space were also added. The ambiance of the facility was enhanced by updating and coordinating interior finishes and furniture and the theatre seating was replaced. Infrastructure improvements included replacing the roof, heating, ventilation and air conditioning systems, stage lighting, audio system and fire protection system.

Use of the Community Center Theatre has expanded since 1983, and the theatre is annually booked for forty-nine weeks with three weeks generally set aside for preventive maintenance and repair. Over 450 performances are offered each year which include performances by the California Theatre Center, Sunnyvale Community Players, Sunnyvale Singers, Sunnyvale Music Association, the City's Evenings of Cultural Arts and various community rentals. Performances include drama, dance, storytelling and music.

Creative Arts Center

To address changing programming needs, the Creative Arts Center was remodeled in 1985 to replace the lapidary studio with a general purpose arts and crafts studio, and add storage for the gallery along with office space. As part of the Community Center Renovation Project, a fire protection system was added, the roof replaced, and interior finishes were updated. New kilns were installed in 1995, and potter's wheels and other pottery-related equipment are replaced on an as needed basis. In compliance with the Americans with Disabilities Act of 1990, a fully accessible potter's wheel has been added to the equipment inventory.

Dance Studio

Since 1983, there has been increased community interest in dance; therefore, a major component of the Community Center Renovation Project identified the addition of a dance studio to the theatre building. The "state of the art" dance studio includes a sprung wooden floor, full length mirrors, exercise bars and a sound system. The studio can be accessed from the outside or through the main building — a feature which lends itself well to the conducting of classes as well as rehearsal space for theatre and dance productions.

Approximately 250 annual dance classes are held in the Dance Studio for children, youth and adults. Dance opportunities include ballet, tap, jazz, street dance, flamenco, belly dance and creative movement. Classes serve approximately 3,000 participants

a year and represent major growth in program participation since 1983. The dance program includes traditional offerings of Ballet, Tap and Jazz, while expanding to meet the changing needs of the community. Classes such as Hip Hop are popular with the younger members of the community and classes such as Chinese Ethnic Folk Dance and Israeli Folk Dance experience high enrollment on an on-going basis.

Raynor Artists' Studios

To further demonstrate the City's commitment to encourage and support local artists, a portion of the Raynor Activity Center has been converted to four artist studios. The studios are offered to local artists on a short-term lease basis at below market rental rates. These studios offer a creative space for artists who cannot rent space at commercial rates. Artists are selected by a jury based on their eligibility in meeting the following criteria: quality of work; residence (Sunnyvale resident or non-resident); and diversity in the types of media being represented at the site.

Future Facilities

The present trend is towards maintaining existing facilities rather than constructing new ones, given the high costs both of facility construction and of operation. The recent and extensive renovation of the Community Center Complex has ensured that the arts facilities located therein are functional and attractive. Efforts will continue to focus on maintaining the Americans with Disabilities Act accessibility, along with facility quality, safety and cleanliness to ensure participants' safety and user satisfaction.

Located within the greater Sunnyvale area are many arts facilities of a regional nature which may offer the potential for partnerships while also serving as arts resources to residents of the region. For facilities owned by the City of Sunnyvale, where possible and appropriate, efforts will be made to recover the costs of operation from users, such as in rental situations.

POLICY CC-9.1 PROVIDE, MAINTAIN, AND OPERATE ARTS FACILITIES WITHIN FINANCIAL CONSTRAINTS SUCH AS THE COMMUNITY CENTER THEATRE, CREATIVE ARTS CENTER, ARTISTS' STUDIO, GALLERY AND PUBLIC ART COLLECTION IN A SAFE, CLEAN AND USABLE CONDITION WITH ATTENTION TO CUSTOMER SATISFACTION. *(Previously Arts Policy F.1)*

- Action CC-9.1a Plan and implement appropriate non-use times for arts facilities which will ensure adequate maintenance time.
- Action CC-9.1b Conduct ongoing surveys of special populations related to facilities in order to provide maximum accessibility.
- Action CC-9.1c Evaluate opportunities to utilize regional arts facilities and resources.

RECREATION

**GOAL CC-10
HIGH-QUALITY RECREATION PROGRAMMING**

THE CITY STRIVES TO DEVELOP AND IMPLEMENT PASSIVE AND ACTIVE RECREATION AND ENRICHMENT PROGRAMS THAT:

- PROVIDE CONSTRUCTIVE OPPORTUNITIES FOR FITNESS, WELL-BEING, HEALTHY COPING AND STRESS MANAGEMENT
- HIGHLIGHT CULTURAL PRACTICES AND TRADITIONS REFLECTIVE OF A DIVERSE COMMUNITY
- PROMOTE ACTIVITIES THAT FOSTER INTERACTION AMONG DIVERSE PARTS OF THE COMMUNITY
- ENCOURAGE CREATIVE EXPRESSION, EDUCATION, SKILL DEVELOPMENT AND PERSONAL ENRICHMENT
- CONTRIBUTE TO THE CREATION OF A HEALTHY COMMUNITY; AND PROMOTE COMMUNITY PARTICIPATION IN RECREATION FOR ALL AGES.

(Previously Open Space and Recreation Goal 2.2.B / Adopted in 2006)

**GOAL CC-11
WIDE RANGE OF RECREATION PROGRAMMING**

THE CITY STRIVES TO ENSURE EQUAL OPPORTUNITIES FOR PARTICIPATION AND TO PROVIDE FOR A RANGE OF STRUCTURED AND UNSTRUCTURED USES, AND A VARIETY OF GENERAL AND SPECIAL INTEREST USES IN PARKS AND FACILITIES. THE CITY ALSO PROVIDES A WIDE RANGE OF PROGRAM CHOICES, OPEN SPACE, AMENITIES AND FACILITY OFFERINGS TO MEET THE RECREATIONAL NEEDS OF A DIVERSE AND CHANGING POPULATION, INCLUDING IDENTIFIED SUBGROUPS AND SPECIAL POPULATIONS. POLICIES RELATED TO ACQUIRING AND/OR DEVELOPING OPEN SPACE FACILITIES AND AMENITIES ARE ALSO INCLUDED HERE. COMPETING INTERESTS AND FINITE RESOURCES, HOWEVER, REQUIRE THE CITY TO SET SOME PRIORITIES. *(Previously Open Space and Recreation Goal 2.2.D / Adopted in 2006)*

**GOAL CC-12
MAXIMUM ACCESS TO RECREATION SERVICES, FACILITIES AND AMENITIES**

THE CITY STRIVES TO MAXIMIZE ACCESS TO ALL OF ITS SERVICES, FACILITIES AND AMENITIES. *(Previously Open Space And Recreation Goal 2.2.E / Adopted in 2006)*

The City strives to create community through its people, parks and programs. A wide range of accessible, high quality arts and recreation services, facilities and programs are provided to enhance the well-being of the diverse and changing Sunnyvale community.

Increasing ethnic diversity in the City affects the promotion and communication of recreation services. Areas of the City differ in ethnicity, of English language proficiency and economic need.

The City offers a full-range of arts and recreation program opportunities and services, comparable to what is offered by neighboring communities. Programs include sports, aquatics, visual arts, performing arts, camps, golf, facility and picnic reservations, therapeutic recreation and partnerships with community groups, such as sports leagues. Recreation programs are continually monitored, evaluated and modified as appropriate. Increasing ethnic diversity in the City affects the promotion and communication of recreation services. The City is committed to maximize access to facilities and art and recreation programs to ensure that people can utilize the services, facilities and amenities the City provides, regardless of income, age, disability, location of residence, or other category of need. Most offerings are fee-based but with some no-cost or low-cost opportunities. Highlights of this programming include youth services, senior services and co-sponsored groups.

Youth Services

A youth services needs assessment led the way for a restructuring of after school programs to focus on those neighborhoods with the greatest need for after school activities. The creation of a mobile recreation program, Fun on the Run, provides local youth with an array of supervised, safe and structured recreational activities in their own neighborhoods.

High school teen programs are located in the Fair Oaks Park building, providing a safe gathering place and performance venue for local teen talent. Programs feature live bands on a monthly basis for high school students living or attending school in Sunnyvale.

Senior Center

With the opening of the new Senior Center in 2003, there was an opportunity to adjust programming to take advantage of the new facility. Services now include a fitness room, a dedicated ballroom and comfortable and attractive common areas.

The Senior Center is a special facility with activities targeted and limited for individuals 50 and older. Membership is not required for participation in Senior Center activities, although a membership option is provided.

Co-Sponsored Groups

The City's Co-Sponsorship Policy underwent revision in 2003 and was replaced by a broader policy dealing with partnerships with outside groups and retitled "Relationships with Outside Groups." Many of the City's long-standing co-sponsored groups, such as youth sports leagues, have transitioned under this new policy to formal agreements with the City that define the special arrangements the City has with the various groups.

With finite resources—physical, personnel and financial—there seems to be an ever increasing demand for programming priorities and resource allocation. For every interest group served, another may go underserved. The following trends and issues affect the City's recreation programs:

- **Prioritization of recreational services** — Competition for resources between those with economic need or geographic need or "at risk." After-school use: market-based demand in competition with community need.
- **Additional recreational services** — Growth is being seen in new technologies and spread of new technologies, creating demand for new services or new methods of delivering services. Time constraints on families are prevalent, with both parents working. Families are looking for activities they can do together. Communities are increasingly demanding web access to services/information.
- **Range of needs for senior recreation services** — Multiple generations within the one rubric of "seniors," challenging the "one size fits all" mentality. Frail seniors versus active seniors, with differing needs.
- **Contracting of services** — Subcontracting to vendors using City facilities is increasing—agreements exist for swimming, gymnastics, dance, camps and food services, among others.
- **Changes in services and spaces for sports** — Year-round play is increasingly common for individual sports as compared to set seasons. Sports for youth are shifting from recreational to more competitive programs. Longer seasons and non-traditional seasons for youth soccer and baseball have created greater demand for sports/athletic fields. Competing demands for fields also come from football, softball and cricket. Adult leagues are looking for athletic fields where they can play. Leagues would like the City to have enough of the right kinds of athletic fields to facilitate hosting of regional tournament play.
- **Businesses and their relationship to recreation** — Local businesses have expressed a strong desire to have more community events that would attract people to the community and to their businesses. Demand by "day time only" business residents for recreational space.
- **Additional recreational areas** — Skateboarders want places throughout the open space system for skating. BMX bike riders want places where they can refine their skills. Gardeners desire locations for providing community gardens.

Policies to achieve the Goal CC-10 (High-Quality Recreation Programming) are:

POLICY CC-10.1 DESIGN PROGRAMS TO MEET THE NEEDS OF RESIDENTS, ALLOWING FOR NON-RESIDENT PARTICIPATION AS LONG AS IT DOES NOT TAKE AWAY FROM OPPORTUNITIES OR RESOURCES FOR RESIDENTS (EXCEPTIONS ARE SERVICES THAT ARE INTENDED TO SERVE AS PROFIT CENTERS, SUCH AS GOLF AND TENNIS, WHICH ARE ADDRESSED IN THE FISCAL MANAGEMENT SUB-ELEMENT). *(Previously Open Space and Recreation Policy 2.2.B.1)*

POLICY CC-10.2 PROVIDE SCHOOL-AGED YOUTH-ORIENTED RECREATION AND ENRICHMENT PROGRAMS AND SERVICES DURING NON-SCHOOL HOURS. *(Previously Open Space and Recreation Policy 2.2.B.2)*

POLICY CC-10.3 PROVIDE RECREATION AND ENRICHMENT PROGRAMS AND SERVICES FOR SCHOOL-AGED YOUTH DURING SCHOOL HOURS, SUCH AS DURING RECESS OR LUNCH PERIODS, ONLY BY SPECIAL AGREEMENT APPROVED BY CITY COUNCIL. *(Previously Open Space and Recreation Policy 2.2.B.3.)*

POLICY CC-10.4 USE ENTREPRENEURIAL STRATEGIES TO IDENTIFY AND REACH NEW MARKETS FOR PROGRAMS, SERVICES AND REVENUE GENERATION, AND TO STRENGTHEN RELATIONSHIPS WITHIN EXISTING MARKETS. *(Previously Open Space and Recreation Policy 2.2.B.4.)*

POLICY CC-10.5 DEVELOP AND IMPLEMENT PROGRAMS IN ORDER TO MEET THE DEVELOPMENTAL AND SOCIAL NEEDS OF SPECIFIC TARGETED POPULATIONS (E.G., YOUTH, TEENS, SENIORS, DISABLED). *(Previously Policy 2.2.B.5.)*

POLICY CC-10.6 LEVERAGE AVAILABLE RESOURCES BY PURSUING CO-FUNDED AND/OR COOPERATIVE AGREEMENTS FOR PROVISION AND MAINTENANCE OF PROGRAMS, FACILITIES, AND SERVICES, IN ORDER TO MAXIMIZE BENEFITS TO THE COMMUNITY. PARTNERS MAY INCLUDE, BUT ARE NOT LIMITED TO, SCHOOL DISTRICTS, NON-PROFIT GROUPS, GOVERNMENTAL AGENCIES AND BUSINESSES. *(Previously Open Space and Recreation Policy 2.2.B.6.)*

POLICY CC-10.7 ENCOURAGE THE USE OF RECREATIONAL AND OPEN SPACE FACILITIES AND SERVICES FOR EDUCATIONAL ACTIVITIES OF SCHOOLS THAT SERVE SUNNYVALE STUDENTS FIRST, AND SECONDARILY THE SCHOOLS THAT SERVE STUDENTS OF SURROUNDING COMMUNITIES. *(Previously Open Space and Recreation Policy 2.2.B.7.)*

Policies to achieve the Goal CC-11(Wide Range of Recreation Programming) are:

POLICY CC-11.1 GIVE PRIORITY TO THE FOLLOWING SERVICES, FACILITIES AND AMENITIES THAT *(Previously Policy 2.2.D.1. through D.5, D.7)*

- are not readily available through other providers within or near Sunnyvale.
- benefiting under-served populations as identified in the US Census and through community input.
- fulfill a basic need or teach basic skills (e.g., non-competitive, developmental sports instruction such as learn to swim given priority over competitive sports programming).
- in which the community demonstrates interest.
- benefit a greater number of residents.
- can be used by multiple users or serve multiple purposes.

POLICY CC-11.2 GIVE PRIORITY TO GOVERNMENTAL ENTITIES, SCHOOLS AND NON-PROFITS. *(Previously Policy 2.2.D.6.)*

POLICY CC-11.3 GIVE PRIORITY TO ACQUIRING/DEVELOPING OPEN SPACE AND RECREATIONAL AMENITIES AND PROGRAMS IN AREAS: *(Previously Policy 2.2.D.8 through D.13)*

- Which are heavily impacted by daytime or business use
- Where similar amenities and programs do not already exist
- Where the current number of households within specified distances relying on the open space or recreational amenity is greater.
- Where the projected number of households within specified distances which will be relying on the open space or recreational amenity is greater
- Where the needs are greatest and/or which will meet the greatest needs.
- At school sites that, if sold by the District for purposes other than open space, would represent a serious loss to the City’s ability to meet its open space and recreation goals.

POLICY CC-11.4 GIVE PRIORITY TO SAFETY FIRST WHEN PERFORMING MAINTENANCE ON FACILITIES AND WITHIN THE OPEN SPACE SYSTEM, FOLLOWED BY USABILITY AND THEN BY ATTRACTIVENESS, RECOGNIZING THAT ATTRACTIVENESS IS OFTEN A FACTOR IN USABILITY. *(Previously Policy 2.2.D.14)*

Policies to achieve the Goal CC-12 (Maximum Access To Recreation Services, Facilities And Amenities) are:

POLICY CC-12.1 LOCATE SERVICES AT SCHOOLS, PARKS AND RECREATIONAL FACILITIES THROUGHOUT THE CITY AND UTILIZE STRATEGIES, SUCH AS THE MOBILE RECREATION CONCEPT, TO MAKE PROGRAMS GEOGRAPHICALLY ACCESSIBLE. *(Previously Policy 2.2.E.1.)*

POLICY CC-12.2 COMPLY WITH THE AMERICANS WITH DISABILITIES ACT, AND CREATE AN ENVIRONMENT OF INCLUSION IN ALL RECREATION PROGRAMS WHERE REASONABLE. *(Previously Policy 2.2.E.2)*

POLICY CC-12.3 PROVIDE RECREATION AND ENRICHMENT PROGRAMS, SERVICES, FACILITIES AND AMENITIES TO UNDERSERVED AREAS AND/OR POPULATIONS OF THE CITY. UNDERSERVED AREAS AND/OR POPULATIONS COULD BE DUE TO FACTORS SUCH AS: GEOGRAPHY, GENDER, ECONOMICS OR ETHNICITY. *(Previously Policy 2.2.E.3)*

POLICY CC-12.4 ALLOW OPPORTUNITIES FOR NON-RESERVED, UNSTRUCTURED USE OF OPEN SPACE. *(Previously Policy 2.2.E.8)*

POLICY CC-12.5 ALLOW IN-LINE SKATING, BICYCLES AND SKATEBOARDING ON HARD-SURFACE SIDEWALKS AND PATHWAYS THROUGHOUT THE PARK SYSTEM, AS LONG AS THE SKATEBOARDERS, CYCLISTS AND IN-LINE SKATERS DO NOT POSE A HAZARD TO THEMSELVES OR OTHER FORMS OF TRAFFIC SUCH AS PEDESTRIANS OR JOGGERS. *(Previously Policy 2.2.E.9)*

POLICY CC-12.6 PROVIDE PUBLIC ACCESS TO ORCHARD HERITAGE PARK TO THE GREATEST EXTENT POSSIBLE WHILE MEETING THE GOAL OF MAINTAINING A WORKING FRUIT ORCHARD AT THE PARK. *(Previously Policy 2.2.E.10)*
