



AGENDA

City of Sunnyvale Advisory Committee (AC) for the General Plan Consolidation

June 24, 2010

7:00 p.m. in the West Conference Room, City Hall
456 W. Olive Avenue, Sunnyvale

1. GENERAL REVIEW

- a. *Welcome / Call to Order*
- b. *Public Comments*
- c. *Review of Meeting Notes from May 27* (see pages 2-6 of the packet).

2. CONTINUING DISCUSSION

- a. *Web-Based General Plan Objectives and Features* (see pages 7-8)
 - √ Action Item - Refer general plan objectives and features to a technical subcommittee (see page 7).
- b. *Topic Format for the General Plan* - Review level of detail and how goals and policies will be presented and discussed in the General Plan (see pages 9 - 18).
 - √ Action Item - Determine level of detail and topic format (see page 9).
- c. *Look and Feel for the Hard Copy General Plan* - Consider factors that affect the look and feel of the printed document (see pages 19 - 45).
 - √ Action Item - Determine "look and feel" for hard copy (see page 19).

3. NEW INFORMATION

- a. *Outreach Meeting Outline* - (see pages 46 - 47).
 - √ Action Item - Confirm outline of process and discussion for outreach meeting (see page 46).

4. GENERAL BUSINESS

- a. *Staff Announcements*
- b. *Upcoming Outreach Meeting - July 13, 2010.*
- c. *Next (and Last) Committee Meeting - July 29, 2010.*

For copies of the information provided at this meeting, please go online to www.sunnyvaleplanning.com or contact Diana O'Dell, Senior Planner at (408) 730-7257.

Pursuant to the Americans with Disabilities Act, if you need special assistance in this meeting, please contact the Office of the City Clerk at (408) 730-7483. Notification of 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. (29 CFR 35.104 ADA Title II).



DRAFT MEETING NOTES

City of Sunnyvale

Advisory Committee (AC) for the General Plan Consolidation

May 27, 2010, 7:00 p.m. West Conference Room, Sunnyvale City Hall

See page 5 of these notes for an attendance list.

1) Welcome and call to order.

The meeting came to order at 7:07pm.

2) Review of meeting notes of April 22

The meeting notes were accepted by consensus.

3) Selection of committee member to take notes

Fred was selected without opposition.

4) Project Status

Hanson Hom said that a general plan is "supposed" to deal with the physical development of the city. It should also have a "long term" perspective. It should be "user friendly". It needs to be concise and have a minimum of redundancy. It needs to be a document that is in a format that lends itself to easy revision.

There are three key goals for this committee. One is to define the scope of the General Plan. Second is coming up with a structure and format for how the general plan should be organized. The third goal is to make choices about "look and feel".

This committee has three meetings left. This meeting should be used to define the scope of the General Plan. We should come to agreement about what goals and policies should be in the General Plan and which goals should go into the Council Policy Manual. The second target for tonight should be to give Diana feedback about how an element should look so she can develop an example. The final goal would be to talk about the look and feel of a paper General Plan vs. a Web based General Plan.

Continuing discussion:

a) Types of City Policy

Yvette Blackford from OCM made a presentation about the Council Policy Manual. That manual is the place where Council Policy is kept as it is made. Council Policy is potentially made every time the Council takes a vote on a topic.

The City's policy framework is divided into Council Policies and City Manager policies. City Manager policies are "operational", and Council Policies are not.

The Council Policy Manual is organized into topics that are based on General Plan subelements. It is available online at the city website.

The Council can change policy through a simple majority vote. The City Manager can make "clarifications" of policy if clarification is necessary.

There are also "short term" policies. An example is the Legislative Action Plan, which contains policy related to supporting or opposing county, state or federal legislation.

b) Scope of General Plan

Chris Moylan made a suggestion that we deal with as many choices at the subelement level as possible. He noted that the: Community Engagement subelement is being pulled out and wondered why, because it is so similar to the "Community Vision" portion of the current document. Diana O'Dell responded that the staff's recommendation is that these policies be kept in the Council Policy Manual. *(Chris Moylan stated that all General Plan sub-elements must be reviewed by the Planning Commission. He suggested using that as criteria to determine whether it makes sense for a topic to be included in the General Plan - amended wording suggested by staff.)*

The Legislative, Fiscal and Community Engagement subelements are proposed to be removed from the General Plan.

Motion: That the following subelements be included in the General Plan: Land Use, Open Space and Recreation, Housing, Heritage Preservation, Community Design, Water Resources, Noise, and Air Quality. Glenn Hendricks made the motion, Noelle Hughes seconded, adopted 12-0.

Motion: Glenn Hendricks moved and Larry Klein seconded to remove the Legislative Management subelement from the General Plan and keep it in the Council Policy Manual. The motion passed 11-1 (Fred Fowler opposed).

Motion: That the Community Engagement subelement be removed from the General Plan and be kept in the Council Policy manual. Glenn Hendricks moved and Larry Klein seconded. Jim Griffith offered an amendment that Goal A and its policies in the community engagement subelement be retained in the General Plan. Glenn Hendricks accepted the amendment as did Larry Klein. The motion passed 9-2-1 (Brandon Sulser and Fred Fowler opposed, Pedro Baltar abstained).

Motion: That the Fiscal subelement be removed from the General Plan and retained in the Council Policy Manual. Brandon Sulser moved and David Squellati

seconded. Jim Griffith offered an amendment to retain goal 1 (20 year budgeting/planning) in the General Plan. Tom Flaherty seconded. 6-6, motion to amend failed. Original motion passed 9-2-1 (Jim Griffith and Fred Fowler opposed, Pedro Baltar abstained).

Motion: Adopt staff recommendation on Safety policies. Made by Glenn Hendricks, seconded by Noelle Hughes, motion passed 11-1 (Fred Fowler opposed).

Motion: By Fred Fowler, seconded by Tom Flaherty to adopt staff recommendation on all elements except Library. Motion passed 11-1 (Fred Fowler opposed).

Motion: Glenn Hendricks moved the staff recommendation on the library with the exception that Goal D and its policies be retained in the General Plan. Seconded by Noelle Hughes. Motion passed 11-1 (Fred Fowler opposed).

c) Topic Format for General Plan

This topic is moved to the June 24th meeting.

d) Outreach meeting

July 13th, 7:00pm. Should it be informational or should feedback be solicited? The sense is that feedback should be solicited.

Jim Griffith said there should be a presentation about "here is what we're trying to do", and then the question should be posed "what do you want out of a general plan?", "what does 'user friendly' mean"?

How will people be notified about the meeting? Hanson Hom suggested outreach through neighborhood associations and through the economic development department.

Diana O'Dell will have a draft outline at the next (June) meeting.

New Information

e) Web based General Plan Objectives

Adam Levermore (the city webmaster) made a presentation about a web based General Plan document. Adam talked about the features of the .pdf format, and strongly recommended that this format be used. Adam also mentioned that Microsoft Share point is being implemented to enable cooperative editing of the documents.

Jim Griffith suggested that a wiki be used as the central repository for the plan documents. Adam said the city does not have experience with wikis, but that it would be investigated.

(Larry Klein stated that he thought wiki editors can be problematic - amended wording suggested by staff).

Glenn Hendricks suggested that using .pdfs would cause a user to go in and out of Adobe pdf reader. He suggested that a way be found to navigate in a seamless, clean way.

Jim Griffith asked if any documents in the plan contain signatures? If so, they are images and are difficult to word-search.

General Business

f) Public Comments

Narender Pathak commented that the Library is very important and should be focused. Second question is whether the Council Policy manual is available in the library.

David Whittum objected to having no opportunity for public comment before each action of the committee. He went on to note that some of the recommendations made tonight would change the ability of property owners to appeal Council actions as inconsistent with the General Plan

g) Staff Announcements

An additional meeting is scheduled for July 29th.

The Council has selected members for the "Horizon 2035" committee. They will be meeting on June 21st. There will be a climate action workshop on June 30th. The meeting was adjourned at 9:45 pm.

The meeting was adjourned.

Upcoming Meetings:

- Public Outreach Meeting: July 13, 2010 - 7:00 p.m. in the Sequoia Room at the Senior Center
- Thursday, July 29, 2010 - 7:00 p.m. in the West Conference Room at City Hall

Attendance

Regular Members Attending:

1. Noelle Hughes, Arts Commission
2. Patrick Walz, Bicycle and Pedestrian Advisory Committee
3. Pedro Baltar, Board of Building Code Appeals
4. Chris Moylan, City Council
5. Jim Griffith, City Council
6. David Squellati, Heritage Preservation Commission
7. Fred Fowler, Housing and Human Services Commission
8. Tom Flaherty, Board of Library Trustees
9. Robert Pochowski, Parks and Recreation Commission
10. Glenn Hendricks, Personnel Board
11. Charles Hungerford, Planning Commission
12. Larry Klein, Planning Commission

Alternates Attending:

13. Dave Whittum, City Council
14. Narendra Pathak, Board of Library Trustees
15. Robert Harms, Parks and Recreation Commission
16. Judi Nickey, Personnel Board
17. Brandon Sulser, Planning Commission

Staff Attending:

18. Hanson Hom, Director of Community Development
19. Trudi Ryan, Planning Officer
20. Diana O'Dell, Senior Planner
21. Patricia Lord, Community Resources Manager
22. Yvette Blackford, Intergovernmental Relations (IGR) Officer
23. Adam Levermore, Administrative Analyst (City Webmaster)

DECISION CRITERIA FOR WEB-BASED GENERAL PLAN OBJECTIVES AND FEATURES

In order to fully discuss the various features for a web-based general plan, the Committee chair would like to propose forming a technical sub-committee to develop a recommendation to the full committee.

This sub-committee would meet once prior to the last Advisory Committee meeting on July 29, 2010 to present its recommendation. The agenda for the sub-committee would be as follows:

- General review of the current or potentially available software to implement a web-based General plan with links, search and other desired features.
- Based on this background, refine and further articulate the objectives and features for a web-based General Plan (working off of the draft prepared by staff.)
- Prioritize the objectives and features as necessary for staffing and budget considerations.

The objective of the sub-committee is not to suggest the technical solutions or the means to achieve the desired objectives and features; rather, it is to define the desired end product, i.e. the "look and feel" of the web page and the features and capabilities that would benefit users.

Web-based General Plan Draft Objectives and Features

1. Hard copy of the adopted General Plan will serve as the base document.
2. Web pages and document layout is clean, uncluttered, easily readable and user friendly.
3. Website can be easily and cost-effectively maintained and updated by City staff.
4. Website has an excellent search feature with:
 - a. *Internal links* to related General Plan sections, goals and policies; and
 - b. *External links* to non-General Plan related City policies, regulations, and web pages.
5. Links are provided to a variety of items and sources, including but not limited to:
 - a. Supportive General Plan information such as technical reports, background information, graphics, data and maps;
 - b. Council Policy Manual, implementation plans, specific plans, city ordinances, city programs and projects, and related policies and regulations;
 - c. Related information videos (e.g. You Tube links);
 - d. Definitions, explanations and glossary terms; and
 - e. Relevant outside agency websites.
6. Web pages and links are regularly updated with most current information.
7. Allow public to post comments or give feedback and inquiries.
8. Explore creating discussion forums on General Plan topics (or links to Facebook, Twitter or similar social media sites.)
9. Website has the ability for members of the public to be placed on automatic notification list for General Plan changes.
10. Website tracks volume and activity.

DECISION CRITERIA FOR TOPIC FORMAT

LEVEL OF DETAIL OF TOPIC

Context discussion for each Element leading to related goals and policies.

Make a determination about the detail desired for each information type.

Information Type	Staff Recommendation
<input type="checkbox"/> Program Financing	Do not include
<input type="checkbox"/> Operational Detail	Do not include
<input type="checkbox"/> Topic History	Summarize briefly (i.e. one to two paragraphs) and refer/link to outside source for detail.
<input type="checkbox"/> Background Data	Summarize briefly (i.e. one to two paragraphs) and refer/link to outside source for detail.
<input type="checkbox"/> Related Laws	Summarize briefly and refer/link to outside websites for further detail.
<input type="checkbox"/> Interrelationships with Other Sub-elements	Note in margin when goals and policies relate to other sections of the general plan.

ORGANIZATION OF TOPIC

Choose one of the following three options.

- A. Standard Format
 - Introduction
 - Discussion
 - Key issues
 - Goals and Policies

- B. Alternative #1 - Goal-Based Format (*Staff Recommended*)
 - Introduction
 - Goal
 - Discussion
 - Policies

- C. Alternative #2 - Goals and Policies only
 - Short Introduction and Discussion (2-3 paragraphs)
 - Goal
 - Policies

Discussion Detail

High Detail

- Complete history
- Detailed descriptions
- Operation and maintenance issues
- Descriptions of laws, other plans

Low Detail

- Limited history
- Brief descriptions
- Limit discussion to physical planning
- Cross reference laws and plans

Discussion Detail Side by Side Comparison

Strategies:

1. **Conformance to Plan.** Require development along Stevens Creek Boulevard between approximately Stelling Road and De Anza Boulevard to conform to the Coronado Area Streetscape Plan.
2. **De Anza Boulevard/Stevens Creek Boulevard Landmark.** Secure landscape easements from properties at the intersection of De Anza Boulevard and Stevens Creek Boulevard for construction of a future landmark, which may include open space, landscaping and other design elements at the corners. Reserve a permanent landscape easement as a condition of development at all four corners of the intersection to allow the construction of a future landmark, including the southeast corner of the Stevens Creek/De Anza Boulevard intersection. Land at the southeast corner will be an open space area and gathering place.
3. **By reshaping the built environment and the transportation system to fulfill the land use goals and diagram, the City can begin to attract residents to central public spaces.** The City-centered form of development will encourage activity, attractive public uses and a pedestrian-friendly environment.

Policy 2-4: Active Spaces
Encourage active, publicly oriented land uses to locate in the urban centers.

Strategies:

1. **Active Commercial Uses.** Recruit active commercial uses such as restaurants, cafes, bookstores, commercial entertainment uses and movie theaters to locate within the Vallecito or Coronado planning areas.

Neighborhoods
Planning for the unique aspects of neighborhoods and connecting neighborhoods to each other are important General Plan principles. Neighborhoods are the building blocks of community form. They should include a definable edge (e.g., major streets, creeks) and a center, usually comprised of a neighborhood school or park. The surrounding land uses exist to enhance and support the neighborhoods with services, jobs, schools and shopping. These services should be within walking distance to decrease reliance on the automobile. At the same time, neighborhoods must be protected from incompatible development and unacceptable traffic impacts.

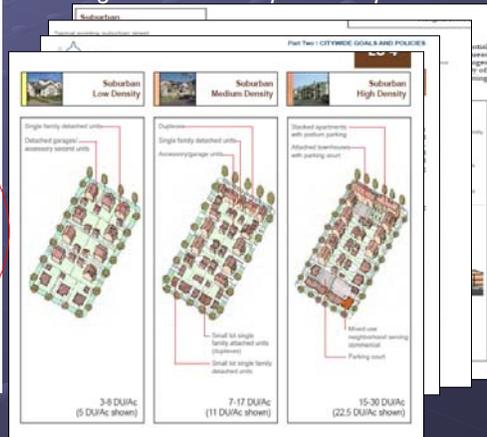
Policy 2-5: Distinct Neighborhoods
Plan for neighborhoods that have distinctive edges, an identifiable center and safe pedestrian and bicycle access to surrounding uses.

2. Zoning Incentives. Provide zoning incentives such as greater flexibility on the allowable floor area ratio and setbacks for these preferred commercial uses.

3. "Sense of Place." In order to create a "sense of place," require development plans to incorporate elements that are oriented toward pedestrian-scaled outdoor uses along major boulevards, including parks, plazas, seating areas, outdoor dining and public art.

4. Public Areas. Ensure that public areas are attractive and designed to meet the open space and recreational needs of surrounding areas.

Sacramento - Higher level of detail with diagrams and In-depth descriptions.



Cupertino - Low-level of detail discusses building form more generally.

Topic Format

- Standard Format – high or low detail
- Alternative #1 Format – low detail
- Alternative #2 Format – low detail

Standard Format *(e.g. City of Rancho Cordova)*

INTRODUCTION

Existing land use patterns in Rancho Cordova began during the Gold Rush and expanded with the development of Mather Air Force Base and Aerojet. Regional growth patterns,

CONCEPTS OF THE CITY'S LAND USE PLAN

Smart Growth

ISSUES AND CONSIDERATIONS

LAND USE SETTING

GOALS, POLICIES, AND ACTIONS

The goals of this element are as follows and are listed subsequently with corresponding policies and actions.

- Introduction
- Discussion
- Key issues
- Goals and Policies

Alternative Formats

Factors

- Streamlines discussion – reduces length
- Reduces flexibility/ adds structure
- Breaks up background data into sections
- Emphasizes vision, goals and policies

EXAMPLE OF A LOW-DETAIL AIR QUALITY SUB-ELEMENT

<p style="text-align: center;">Current Air Quality (High Detail)</p>	<p style="text-align: center;">Example of Air Quality (Low Detail)</p>
<ul style="list-style-type: none"> 1) Executive Summary 2) Community Conditions <ul style="list-style-type: none"> a) Air Pollution Climatology b) Air Pollution Standards <ul style="list-style-type: none"> i) Ozone ii) Carbon Monoxide iii) Nitrogen Dioxide iv) Sulfur Dioxide v) Suspended Particulate Matter (PM-10) c) Current and Past Air Quality in Sunnyvale d) Regional Air Quality Planning <ul style="list-style-type: none"> i) Federal program ii) State program iii) California Clean Air Act iv) Congestion Management Program e) Air Pollutant Sources <ul style="list-style-type: none"> i) Criteria Pollutants ii) Toxic Air Contaminant Sources iii) Sensitive Receptors 3) Future Air Quality <ul style="list-style-type: none"> a) Local Air Quality b) Regional Air Quality 4) Local and Regional Air Quality Issues and Programs <ul style="list-style-type: none"> a) Local Programs b) Regional Programs 5) Interrelationships to other Sub-elements 6) Goals, Policies and Action Statements 7) Appendices <p>59 pages.</p>	<ul style="list-style-type: none"> 1) GOAL - Improve Sunnyvale's Air Quality <ul style="list-style-type: none"> a) Introduction <ul style="list-style-type: none"> i) Summary of critical pollutants and future predictions ii) Overall Future Air Quality b) Cooperation with Regional Agencies <ul style="list-style-type: none"> i) Regional Programs ii) Policies and Action Statements c) Land Use and Air Quality <ul style="list-style-type: none"> i) Direct Sources ii) Indirect Sources iii) Local Programs for Land Use iv) Sensitive Receptors v) Policies and Action Statements d) Transportation and Air Quality <ul style="list-style-type: none"> i) Local Programs ii) Policies and Action statements 2) Appendix <p>4 pages.</p>

Greyed-out topics are recommended for removal in a low-detail document.

EXAMPLE OF A LOW-DETAIL AIR QUALITY SUB-ELEMENT

GOAL A: IMPROVE SUNNYVALE'S AIR QUALITY AND REDUCE THE EXPOSURE OF ITS CITIZENS TO AIR POLLUTANTS

All major urban areas in California, including Sunnyvale, experience some degree of reduced air quality. The combination of climatic conditions and a multitude of air pollutant sources (particularly the automobile) results in reduced air quality, which can be considered as reducing the quality of life by adversely affecting human health, causing damage to plants or crops, and other effects such as soiling, visibility reduction and accelerated corrosion of materials.

One of the major reasons that air quality continues to be a problem in the Bay Area specifically and California in general, is a relatively high rate of population and economic growth. The major obstacle to improved air quality in the future is increasing population and vehicle use and deteriorating operating conditions on highways and roads.

The major air quality problems in the Bay Area are ozone, carbon monoxide, and PM-10. Ozone and carbon monoxide are primarily released in the air from combustion sources such as automobiles and factories. PM-10 (otherwise known as suspended particulate matter) is a collection of particles of dust, soot, aerosols and other matter which are small enough to remain suspended in the air for a long period of time. Man-made sources of PM-10 include automobile exhausts and road travel, smoke, and factory emissions.

To combat this, the most efficient and cost-effective technological or "hardware" controls have already been implemented. Remaining technological controls, which are increasingly expensive, have been found to be unable to reduce emissions to the point where all **air quality standards (glossary in the margin)** would be met. Therefore, attention has been focused in recent years on the relationship of land use, community design and transportation as a means of reducing air pollutant generation.

COOPERATION WITH REGIONAL AGENCIES

Past efforts by federal, state and local governments have resulted in steady, gradual improvement in air quality in Sunnyvale and the greater Bay Area. The City of Sunnyvale has implemented a number of programs that directly or indirectly reduce air pollutant emissions. Most of these programs are part of a larger regional effort to improve air quality.

EXAMPLE OF A LOW-DETAIL AIR QUALITY SUB-ELEMENT

The City of Sunnyvale is involved in various regional projects and has implemented a variety of regional programs and ordinances aimed at or contributing to a reduction of air pollutant emissions or conserving air quality.

These projects include:

- Measure A funds to improve Highway 101, 85, and 237.
- Measure A (1992) funds to facilitate regional transportation such as the Tasman Light Rail extension, increases in Caltrain service, and a “Super Express” commuter bus service.
- Lawrence Expressway High Occupancy Vehicle (HOV) project to construct new HOV lanes.

Policy C.1. The City should actively participate in regional air quality planning. (combined with Goal C : “Make a contribution toward improving regional air quality”).

Action Strategy

- Work with regional agencies, including the Bay Area Air Quality Management District (BAAQMD), Association of Bay Area Governments (ABAG), and the local Congestion Management Agency (CMA) (*glossary in the margin*) in the development and implementation of regional air quality strategies.

LAND USE AND AIR QUALITY

Future development within Sunnyvale impacts regional air quality. Direct impacts are those related to emissions released on-site from stationary sources. Indirect impacts are related to vehicle trips attracted to or generated by residential, commercial or employment-generating land uses.

Stationary Sources

Industries are required to provide information to the public about emissions of toxic air contaminants (*quick description in the margin*) and their impact on public health. There are 71 sources of TACs within Sunnyvale. The majority of these sources are microelectronic industries, dry cleaners and auto repair businesses.

Future growth in Sunnyvale may include new stationary sources of pollutants. However, any new stationary sources would be subject to the “no net increase” requirements of the California Clean Air Act (*quick description in the margin*) that requires BAAQMD to develop a permitting system that provides new sources can only be approved if there is an offsetting decrease in emissions elsewhere in the air basin.

EXAMPLE OF A LOW-DETAIL AIR QUALITY SUB-ELEMENT

For any new businesses or facilities that could emit air pollutants, it is important to consider **sensitive receptors** (*glossary in the margin*). The siting of any new sensitive receptors also needs to consider any existing air pollutant sources nearby.

Indirect Sources

Indirect automobile emissions estimated with future buildout are shown to increase slightly in the next 10 years. Reducing emissions from these indirect sources is likely to be an important strategy in regional efforts to attain the state and federal ambient air quality standards in the Bay Area.

There are several methods in which land use regulations can be used to both reduce emissions and alleviate the impact on residents. By locating employment and retail service areas closer to residential areas, vehicle use can be reduced. However, there are also concerns with exposing sensitive residents and **sensitive receptors**.

Need policy about addressing stationary source pollutants.

- Consider sensitive receptors when locating new businesses or facilities that could emit air pollutants.
- Monitoring Toxic Gases (describe)
- Maintaining Landfill Gas recovery System
- SMART
- Maintaining the Water Pollution Control Plan Gas Control/Recovery System

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

Action Strategy

- Jobs housing balance. **(cross-reference with land use policies)**
- Encourage affordable housing. **(cross-reference with housing policies)**
- Increase densities near transit stations **(cross-reference with land use policies)**.

Policy A.1. Require all new development to utilize site planning to protect citizens from unnecessary exposure to air pollutants.

Action Strategy

- Evaluate new development with potential sources of odors or criteria air pollutants to determine appropriateness.

EXAMPLE OF A LOW-DETAIL AIR QUALITY SUB-ELEMENT

TRANSPORTATION AND AIR QUALITY

There are two main ways that transportation improvements can positively impact air quality. The first is to reduce congestion that causes increased vehicle emissions (stop-and-go). The second is to enhance and encourage alternative modes of transportation to reduce the total number of car trips.

Sunnyvale has undertaken a variety of programs to improve air quality with regards to transportation.

Reduce Congestion

- Traffic Signal Improvement and Synchronization
- Ten Year Capitol Improvements Plan
- Preferential Parking for Carpool Vehicles
- Transportation Demand Management (describe)

Alternative Transportation Modes

- Continue to require City Sidewalks
- Develop requirements for Bicycle Facilities
- BPAC
- Electric City vehicles

Policy A.2: Reduce automobile emissions through traffic and transportation improvements. (Cross reference with LUTE.)

Action Strategies

- Give high priority to traffic improvements that improve vehicle operating conditions such as signal timing improvements, signal synchronization, turn lanes, etc.
- Reduce emissions from City of Sunnyvale fleet vehicles (*previously a policy*).

Policy. C.3. Contribute to a reduction in Regional Vehicle Miles Traveled.

Action Strategies

- Support and promote the expansion and improvement of local and regional transit systems providing service to Sunnyvale.
- Be a leader in implementing the Transportation Control Measures that are included in local clean air plans.
- Assist employers in meeting requirements of TDM plans (*previously a policy*).

DECISION CRITERIA FOR LOOK AND FEEL OF THE HARD COPY GENERAL PLAN

Style	Staff Recommendation
<input type="checkbox"/> Page Layout - Portrait or Landscape	Landscape
<input type="checkbox"/> Use of Margins	Cross reference other policies, related documents, and for all definitions or technical terms in the margins. Margins may also be used for photos, graphs, or other captions.
<input type="checkbox"/> Color	Full color for all pictures and maps, and a bold color may be used for chapter title pages. For the remaining pages, use only one or two colors for headings and graphics (to save print ink for those printing at home.)
<input type="checkbox"/> Maps	Maps shall be smaller and full color in the document, with a link leading to a larger, more fully-featured and detailed view (pdf).
<input type="checkbox"/> Active Links	Include active links and bookmarking in web version.

DRAFT ONLY

SUNNYVALE



2010

GENERAL PLAN



DRAFT
ONLY

Item 2c - Look and Feel for the General Plan



CHAPTER 1

COMMUNITY CHARACTER

VISION GOALS

To maintain and enhance the appearance of Sunnyvale, and to distinguish it from the 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.

To foster a strong sense of community, which promotes participation in civic affairs, community pride and a sense of place.

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Introduction

Strengthening the community’s identity includes enhancing the physical environment and having quality city-wide public events and public programs. These reinforce a sense of community while the physical landmarks, districts, and gateways help to create a sense of place. This chapter addresses both the quality of the physi-

cal environment and the public programs and events that enhance the sense of community identity.

Sunnyvale is a growing City where there are still opportunities to mold future development, while preserving the best of the present. This chapter will establish design policies to guide future growth and enhance existing development.

Good design is good for everyone: businesses, residents and visitors benefit from an environment which functions well and is attractive and engaging. This chapter also recognizes that design policies and regulations must be reasonable and should promote, not discourage economic development.



GOAL CC-1

(PREVIOUSLY COMMUNITY DESIGN GOAL A):

PROMOTE SUNNYVALE’S IMAGE BY MAINTAINING, ENHANCING AND CREATING PHYSICAL FEATURES WHICH DISTINGUISH SUNNYVALE FROM SURROUNDING COMMUNITIES AND BY PRESERVING HISTORIC BUILDINGS, SPECIAL DISTRICTS AND RESIDENTIAL NEIGHBORHOODS WHICH MAKE THE CITY UNIQUE.

Gateway. Gateways are specific places along a boundary where people enter and leave the City.

The City’s Image

Sunnyvale is a complete City with many positive attributes. It is a place of scenic beauty with safe, attractive neighborhoods, vital commercial districts, leading industries, efficient roadways and enjoyable recreational areas. While the City is almost entirely built out, there is an ongoing process of refining and enhancing the attributes of the built environment. These refinements improve the living environment and create a clearer image of Sunnyvale. The City of Sunnyvale is well known as a progressive community and a respected regional leader. The City’s visual image should match these accomplishments. A quality visual image will help Sunnyvale maintain a position of leadership in an increasingly competitive economic environment.

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. The form and features of a city should create a place which residents can identify with and visitors can understand. A strong, clear visual image is like a firm handshake. It is a satisfying encounter.

Sunnyvale’s visual image could be improved by more defined boundaries and gateways into the City and more distinctive landmarks and districts. Enhancing the City’s boundaries, gateways, landmarks and districts will help articulate an image of Sunnyvale as a complete City and a special place to live and work. Distinct neighborhoods promote a sense of place and shared responsibility. These areas create a precedent for design standards.

Boundaries and Gateways

A defined boundary and gateway helps orient travelers and also creates a stronger identity for the City. Strong edges help define an area that will stand out in people’s minds as a unique place. **Gateways** and can also create a prec-

CHAPTER 1 COMMUNITY CHARACTER: GOAL CC1

edent for design standards that follow along the major City thoroughfares. It is important to make these locations distinctive and attractive.

In metropolitan areas, it is possible to clarify boundaries and gateways by using distinctive landscaping, signage and medians and highlighting natural features. Gateways can also include unique development at boundary locations, such as buildings with a distinctive size or architectural design. Monuments or sculpture could also be used to create a sense of prominence or elegance. Sunnyvale’s Art in Private Development Ordinance requires artworks with new development at gateways.

The City’s boundaries and gateway locations are shown on Map X. Roadways and natural features offer the best opportunities to define and clarify the City’s edges. 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. Sunnyvale is bisected by many highways, expressways, arterials and collectors. Currently, there are no City monument signs or other distinctive features at these gateways to mark the municipal boundary and welcome people to Sunnyvale.

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

Policy CC-1.1 (Previously Community Design Policy A.1):

Identify the boundaries of the City with attractive and distinctive features.

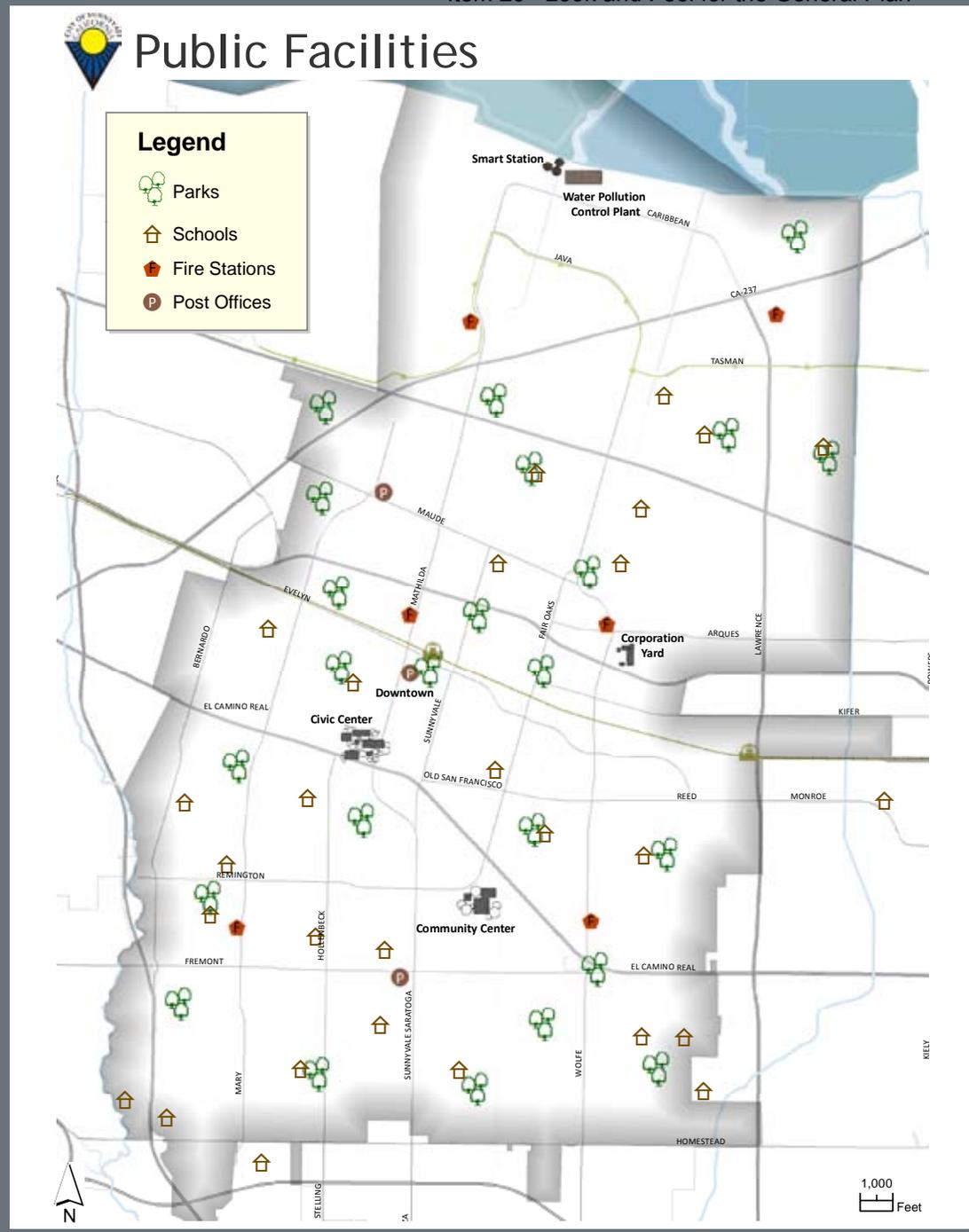
- A.1.a. Encourage unique and uniform roadway landscaping and, where possible, median improvements to distinguish city boundaries.
- A.1.b. Continue to enhance the visibility, accessibility and use of the San Francisco Bay on the City’s northern boundary.
- A.1.c. Consider studying ways to minimize the barrier impact of highways and expressways by developing design approaches which relate these roadways to the rest of the community.

See Goal CC-2. View from the Road for related information and policies.

See policy E.2. regarding Art in Private Development.

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- 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.e. 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.
- A.1.f. Locate City of Sunnyvale signs in attractive surroundings and, whenever possible, in medians with distinctive landscaping.
- A.1.g. Encourage distinctive and attractive buildings and site design at major gateways into Sunnyvale.
- A.1.h. Maintain a compatible scale with the roadway when designing gateway improvements.

Districts and Neighborhoods

What It Is And Why It's Important

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. 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.

Current Conditions

Sunnyvale has three basic types of districts: residential, commercial and industrial. See 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.

List of Districts.

- Downtown
- Taaffe-Frances Heritage District
- El Camino Real
- Moffett Park
- Northpoint
- Lakewood
- San Miguel

Future

Specific plans and design guidelines are useful tools to enhance or create unique districts and preserve residential neighborhoods. A specific plan is like a Zoning District, but also includes design features which strengthen the identity of a district. Specific 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 specific plans with design guidelines or stand-alone design guidelines to assist in maintaining district character. (See Goal CC-4 for a discussion of private development and associated design guidelines.)

CC-1.2 (Previously Community Design Policy A.2):

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

- Continue to maintain and develop zoning standards which preserve the quality of residential neighborhoods.

- 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.

CC-1.3 (Previously Community Design Policy A.3):

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

- Encourage diversity and develop programs to emphasize the unique features of special districts and neighborhoods.
- 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.
- Encourage new landmarks and features to distinguish districts and neighborhoods.
- Strengthen the downtown as the visual as well as functional focus of Sunnyvale.
- Consider design features that help locate the downtown district and emphasize the roadways and intersections leading downtown.

- Encourage distinctive projects at major nodes which have a coherent spatial relationship and create dynamic spaces at these intersections.
- Maintain existing programs and study new programs which promote the maintenance and quality of residential neighborhoods.

Policy CC-1.4 (Previously Solid Waste Goal 3.2C)

Encourage residents to maintain clean neighborhoods.

- Provide periodic opportunities for residents to dispose of refuse at discounted or no charge (previously Policy 3.2C.1)

Publicly Visible Art

A city’s image is often defined by aesthetics which are applied to its physical boundaries, gateways, landmarks and buildings. High quality architectural design and public art stimulate creativity and imagination while defining a “sense of place” and enhancing the cultural identity of a community. Public art gives a unique human dimension to both outdoor and indoor environments by adding color and movement, and can be both whimsical and serious, As such, Public art is an integral component in any community, although its immediate benefits may seem intangible.

In 1983, a Ten-Year Master Plan for Public Art was developed by the Sunnyvale Arts Committee and City Council, addressing the 1983 Cultural Arts Sub-Element Action Statement regarding purchasing commissioned art work to be permanently displayed on public properties. The plan identified public locations (both indoors and outdoors) for the permanent display of art, and set aside funding from the General Fund to acquire a balanced collection of public art which is varied in style, medium and imagery. To date the City’s Public Art Collection includes something for everyone.

An Art in Private Development ordinance was approved by City Council in 1990 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 indicate large and centrally located private sector developments are to include Art for public display. The developer selects the artist, medium, style and imagery for the installation and the proposal is reviewed by the Arts and Planning Commissions for site, scale and appropriateness of the Art prior to Council approval of the development plan.

Future

The City plans to review the code requirements of the Art in Private Development ordinance and is considering an approach to provide incentives to developers who incorporate art in

private development rather than requiring art as a condition of development.

**Policy CC-1.5
(Previously Arts Policy E.2):**

Provide and encourage the incorporation of art – both functional and decorative - in public and private development.

- As non-general fund resources allow – develop a new Master Plan for Public art.
- Look for opportunities to participate in County and/or regional projects to incorporate art, such as with the planning of the station design for the Tasman Light Rail Project.
- Work with Department of Public Works to include public art components as part of Interpretive Signage Project at SMaRT Station / WPCP Complex.
- Identify and consider opportunities for art components to park development and/or redevelopment projects, such as at Baylands Park.
- Identify appropriate sites for placement and inclusion of public art, with an eye to visible sites on publicly owned property with an even geographic distribution, such as neighborhood centers, parks and special use facilities.

As of 1995, there are seven (two of which were installed voluntarily by private developers) completed installations within the City.

GOAL CC-2

PREVIOUSLY HERITAGE PRESERVATION GOAL 6.3B:

TO ENHANCE, PRESERVE AND PROTECT SUNNYVALE’S HERITAGE INCLUDING NATURAL FEATURES, THE BUILT ENVIRONMENT AND SIGNIFICANT ARTIFACTS.

Heritage Resources and Landmarks

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. However, the City’s tradition of ongoing change has continued and new problems and opportunities will require

Current Conditions

The City has adopted the Secretary of the Interior’s Guidelines for designation of National landmark properties to use in guiding the designation of the City’s heritage landmark properties. The Frances-Taaffe Heritage Housing District contains a majority of the homes that have been given a Heritage Resource designation, although Heritage Resource properties are scattered throughout the City.

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.

Table 1 provides an overview of the number and types of landmarks and cultural resources which have been established, added and lost to demolition since 1980.

Gateway. Gateways are specific places along a boundary where people enter and leave the City.

TABLE 1
Heritage Resources 1980 – 1995

LANDMARKS	1980	Additions	Demolished/ Moved	1995
Residential	3	1	0	4
Industrial	3	0	1 converted to commercial	2
District (Com)	0	1 (36 Buildings)		1 (37 Buildings)
Other	1 (pr. trees)			1
Total	7	0	0	8
CULTURAL RESOURCES				
Residential	47	27	12	62
Commercial	5	0	3	2
Institutional	1	1	0	2
Streetscapes	5	0	?	5
Other	0	1 (lamppost)	0	1
Trees	0	18	2	16
Total	58	47	17	88

Item 2c - Look and Feel for the General Plan



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Cross Reference List

The Frances-Taaffe Heritage Housing district contains a majority of the homes that have been given a cultural resource designation, although Cultural Resource properties are scattered throughout the City. Five streetscapes were identified as being worthy of preservation, including the 400-500 blocks of South Frances Street and South Murphy Avenue, the Crescent Avenue streetscape, and the 100 block of North Sunnyvale Avenue and the 500 block of Taaffe Street. Trees have also been included on the cultural resource list, recognizing that trees are often valued landmarks that have historical associations. The presence of mature trees adds a sense of permanence and stability which is especially valued in times of change.

In addition to these 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. They have known some of Sunnyvale’s past which can help us to understand how things came to be as they are. They have known some of Sunnyvale’s past leaders and know how the 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.

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. These are also heritage resources which are available to Sunnyvale residents and others interested in learning about the City’s heritage and traditions.

Heritage Districts

MURPHY – In 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.

FRANCES TAAFFE – The majority of the homes in the Frances-Taaffe Heritage Housing District (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 HH Combining District was added to the neighborhood, have been consistent with the regulations BLAH

Future

Since the continued economic development of the city is of vital strategic interest, it is important to acknowledge the link between preservation of the City’s heritage resources and economic development. As noted in the discussion of Murphy Avenue, preservation heritage

buildings, trees, streetscapes and other heritage artifacts makes a community more interesting aesthetically pleasing, thereby encouraging economic investment in the community. 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.

Although there remain many things to do to improve the City’s heritage preservation program and protect its heritage resources, a review of the foregoing discussion of community conditions makes clear that, strategically speaking, and the one overriding need is for community outreach. Therefore, programs which involve communication and other forms of outreach should be given priority in the coming years.

Policy CC-2.1
(Previously Heritage Preservation Goal 6.3A)

Promote knowledge of, and appreciation for, Sunnyvale’s heritage and encourage broad community participation in heritage programs and projects.

- (Previously Action Statement Under Community Condition Policy Districts) Maintain design guidelines and policies for new construction in historic districts which define acceptable building styles, shapes, rooflines, colors, materials, fenestration and setbacks and develop new guidelines as needed.

- (Previously Action Statement Under Community Condition Policy Districts) Continue to identify and adopt methods of preserving historic resources and special districts.
- (Previously Action Statement Under Community Condition Policy Districts) Continue to preserve buildings with unique historic or architectural value.
- (Originally policy, recommended as Action Statement) Seek out, catalog and evaluate heritage resources which may be significant.
- Encourage a commercially strategic mix of uses on Murphy Avenue.
- (Originally policy, recommended as Action Statement) Identify and work to resolve conflicts between the preservation of heritage resources and alternative land uses.
- Use the review process to encourage the development and maintenance of appropriate settings and environments for heritage structures, to the greatest degree feasible.

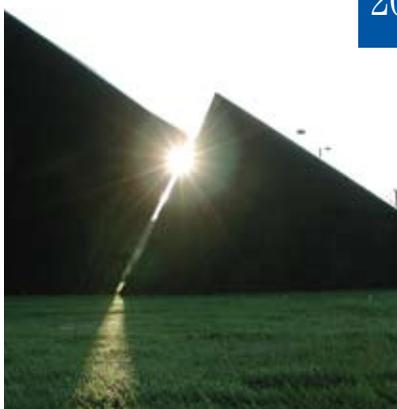
- Encourage ongoing maintenance and appropriate use of heritage properties.
- Protect the architectural and spatial development characteristics of cultural resource streetscapes, to the greatest degree feasible.
- Consider intuiting a “Partners” program for older neighborhoods containing a number of cultural resource structures where there is evidence that the structures in the neighborhood may be deteriorating due to poor maintenance and lack of repairs.
- Identify architectural features and styles which are of historical, architectural or cultural interest and encourage the preservation of these features and styles whenever possible, even when a building or streetscape has not been specifically designated as a heritage resource. The Citywide Design Guidelines and the design review process can be used to support this approach.
- When new residents wish to make changes that will affect the architectural character of older homes which have distinctive architectural features or style, encourage them to retain the most significant architectural features.

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CITY OF SUNNYVALE
General Plan



2010



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Item 2c - Look and Feel for the General Plan

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CHAPTER 1

Community Character

Vision Goals

To maintain and enhance the appearance of Sunnyvale, and to distinguish it from the 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.

To foster a strong sense of community, which promotes participation in civic affairs, community pride and a sense of place.

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GOAL CC-1

Previously Community Design Goal A)

Promote sunnyvale’s image by maintaining, enhancing and creating physical features which distinguish sunnyvale from surrounding communities and by preserving historic buildings, special districts and residential neighborhoods which make the city unique.

The City’s Image

Sunnyvale is a complete City with many positive attributes. It is a place of scenic beauty with safe, attractive neighborhoods, vital commercial districts, leading industries, efficient roadways and enjoyable recreational areas. While the City is almost entirely built out, there is an ongoing process of refining and enhancing the attributes of the built environment. These refinements improve the living environment and create a clearer image of Sunnyvale. The City of Sunnyvale is well known as a progressive community and a respected regional leader. The City’s visual image should match these accomplishments. A quality visual image will help Sunnyvale maintain a position of leadership in an increasingly competitive economic environment.

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. The form and features of a city should create a place which residents can identify with and visitors can understand. A strong, clear visual image is like a firm handshake. It is a satisfying encounter.

Sunnyvale’s visual image could be improved by more defined boundaries and gateways into the City and more distinctive landmarks and districts. Enhancing the City’s boundaries, gateways, landmarks and districts will help articulate an image of Sunnyvale as a complete City and a special place to live and work. Distinct neighborhoods promote a sense of place and shared

responsibility. These areas create a precedent for design standards.

Boundaries and Gateways

A defined boundary and gateway helps orient travelers and also creates a stronger identity for the City. Strong edges help define an area that will stand out in people’s minds as a unique place. **Gateways** and can also create a precedent for design standards that follow along the major City thoroughfares. It is important to make these locations distinctive and attractive.

In metropolitan areas, it is possible to clarify boundaries and gateways by using distinctive landscaping, signage and medians and highlighting natural features. Gateways can also include unique development at boundary locations, such as buildings with a distinctive size or architectural design. Monuments or sculpture could also be used to create a sense of prominence or elegance. Sunnyvale’s Art in Private Development Ordinance requires artworks with new development at gateways.

The City’s boundaries and gateway locations are shown on Map X. Roadways and natural features offer the best opportunities to define and clarify the City’s edges. 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. Sunnyvale is bisected by many highways, expressways, arterials and collectors. Currently, there are no City

Definition: Gateway

Gateways are specific places along a boundary where people enter and leave the City.

See Goal CC-2 – View from the Road for related information and policies.

See policy E.2. regarding Art in Private Development.

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monument signs or other distinctive features at these gateways to mark the municipal boundary and welcome people to Sunnyvale.

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

Policy CC-1.1 (previously Community Design Policy A.1): Identify the boundaries of the City with attractive and distinctive features.

- **A.1.a.** Encourage unique and uniform roadway landscaping and, where possible, median improvements to distinguish city boundaries.
- **A.1.b.** Continue to enhance the visibility, accessibility and use of the San Francisco Bay on the City’s northern boundary.
- **A.1.c.** 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.
- **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.
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- **A.1.f.** Locate City of Sunnyvale signs in attractive surroundings and, whenever possible, in medians with distinctive landscaping.
- **A.1.g.** Encourage distinctive and attractive buildings and site design at major gateways into Sunnyvale.
- **A.1.h.** Maintain a compatible scale with the roadway when designing gateway improvements.

Districts and Neighborhoods

What It Is And Why It’s Important

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. 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.

Current Conditions

Sunnyvale has three basic types of districts: residential, commercial and industrial. See 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.

Future

Specific plans and design guidelines are useful tools to enhance or create unique districts and preserve residential neighborhoods. A specific plan is like a Zoning District, but also includes design features which strengthen the identity of a district. Specific plans can identify appropriate uses, set regulations for building height, setbacks or floor area ratios and establish landscaping

LIST OF DISTRICTS

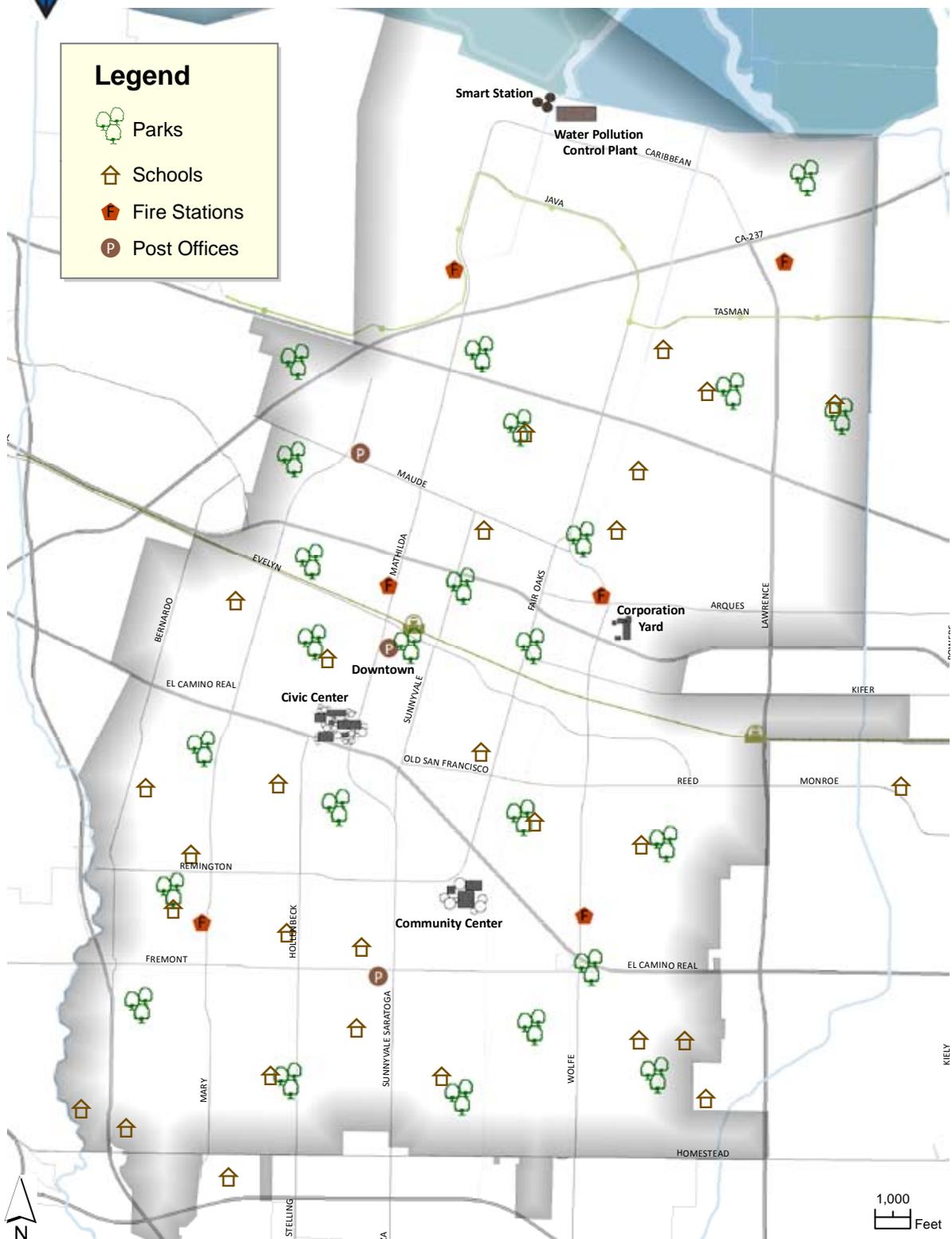
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- San Miguel



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Public Facilities



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 specific plans with design guidelines or stand-alone design guidelines to assist in maintaining district character. *(See Goal CC-4 for a discussion of private development and associated design guidelines.)*

Policy CC-1.2 (Previously Community Design Policy A.2): Ensure that new development is compatible with the character of special districts and residential neighborhoods.

- Continue to maintain and develop zoning standards which preserve the quality of residential neighborhoods.
- 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 CC-1.3 (Previously Community Design Policy A.3): Support measures which enhance the identity of special districts and residential neighborhoods to create more variety in the physical environment.

- Encourage diversity and develop programs to emphasize the unique features of special districts and neighborhoods.
- Encourage new landmarks and features to distinguish districts and neighborhoods.
- Strengthen the downtown as the visual as well as functional focus of Sunnyvale.
- Consider design features that help locate the downtown district and emphasize the roadways and intersections leading downtown.
- Encourage distinctive projects at major nodes which have a coherent spatial relationship and

create dynamic spaces at these intersections.

- Maintain existing programs and study new programs which promote the maintenance and quality of residential neighborhoods.

Policy CC-1.4 (Previously Solid Waste Goal 3.2C) Encourage residents to maintain clean neighborhoods.

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selects the artist, medium, style and imagery for the installation and the proposal is reviewed by the Arts and Planning Commissions for site, scale and appropriateness of the Art prior to Council approval of the development plan.

As of 1995, there are seven (two of which were installed voluntarily by private developers) completed installations within the City.

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As of 1995, there are seven (two of which were installed voluntarily by private developers) completed installations within the City.



GOAL CC-2

Previously Heritage Preservation Goal 6.3B

To enhance, preserve and protect sunnyvale’s heritage including natural features, the built environment and significant artifacts.

Heritage Resources and Landmarks

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.

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Table 1 provides an overview of the number and types of landmarks and cultural resources which have been established, added and lost to demolition since 1980.

Cross Reference List

The Frances-Taaffe Heritage Housing district contains a majority of the homes that have been given a cultural resource designation, although Cultural Resource properties are scattered throughout the City. Five streetscapes were identified as being worthy of preservation, including the 400-500 blocks of South Frances Street and South Murphy Avenue, the Crescent Avenue streetscape, and the 100 block of North Sunnyvale Avenue and the 500 block of Taaffe Street. Trees have also been included on the cultural resource list, recognizing that trees are often valued landmarks that have historical associations. The presence of mature trees adds a sense of permanence and stability which is especially valued in times of change.

In addition to these 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. They have known some of Sunnyvale’s past which can help us to understand how things came to be as they are. They have known some of Sunnyvale’s past leaders and know how the personalities of these individuals have affected



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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. These are also heritage resources which are available to Sunnyvale residents and others interested in learning about the City's heritage and traditions.

Heritage Districts

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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.

FRANCES TAAFFE – The majority of the homes in the Frances-Taaffe Heritage Housing District (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

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care about their properties and make an effort to maintain them. Renovations and new additions made after 1988, when the HH Combining District was added to the neighborhood, have been consistent with the regulations BLAH

Future

Since the continued economic development of the city is of vital strategic interest, it is important to acknowledge the link between preservation of the City’s heritage resources and economic development. As noted in the discussion of Murphy Avenue, preservation heritage buildings, trees, streetscapes and other heritage artifacts makes a community more interesting aesthetically pleasing, thereby encouraging economic investment in the community. 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.

Although there remain many things to do to improve the City’s heritage preservation program and protect its heritage resources, a review of the foregoing discussion of community conditions makes clear that, strategically speaking, and the one overriding need is for community outreach. Therefore, programs which involve communication and other forms of outreach should be given priority in the coming years.

Policy CC-2.1 (Previously Heritage Preservation Goal 6.3A) Promote knowledge of, and appreciation for, Sunnyvale’s heritage and encourage broad community participation in heritage programs and projects.

- (PreviouslyActionStatementUnderCommunity Condition Policy Districts)Maintain design guidelines and policies for new construction in historic districts which define acceptable building styles, shapes, rooflines, colors, materials, fenestration and setbacks and develop new guidelines as needed.
- (PreviouslyActionStatementUnderCommunity Condition Policy Districts) Continue to identify and adopt methods of preserving historic resources and special districts.

- (PreviouslyActionStatementUnderCommunity Condition Policy Districts) Continue to preserve buildings with unique historic or architectural value.
- (Originally policy, recommended as Action Statement) Seek out, catalog and evaluate heritage resources which may be significant.
- Encourage a commercially strategic mix of uses on Murphy Avenue.
- (Originally policy, recommended as Action Statement) Identify and work to resolve conflicts between the preservation of heritage resources and alternative land uses.
- Use the review process to encourage the development and maintenance of appropriate settings and environments for heritage structures, to the greatest degree feasible.
- Encourage ongoing maintenance and appropriate use of heritage properties.
- Protect the architectural and spatial development characteristics of cultural resource streetscapes, to the greatest degree feasible.
- Consider intuiting a “Partners” 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.
- Identify architectural features and styles which are of historical, architectural or cultural interest and encourage the preservation of these features and styles whenever possible, even when a building or streetscape has not been specifically designated as a heritage resource. The Citywide Design Guidelines and the design review process can be used to support this approach.
- When new residents wish to make changes that will affect the architectural character of older homes which have distinctive architectural features or style, encourage them to retain the most significant architectural features.



DECISION CRITERIA FOR OUTREACH MEETING OUTLINE

Meeting held in Sequoia Room (flyer will be attached to packet.). Room will be set with round tables with a “working session” feel.

Questions will be taken at any time during the course of the discussion.

1. Brief Overview of the General Plan
2. The purpose of the consolidation work
3. Summary of the Work of the Advisory Committee
 - a. Determination of the Vision
 - b. Choosing of topics based on the Vision
 - c. Level of Detail and Topic Format
4. Initial Questions of Residents, Business Owners, and active Community Members (see list below).
 - a. Give brief summary of responses so far.
 - b. Open up discussion for responses in the room.
5. End discussion with a small 5 question paper survey for members to fill out and give to staff or send in at a later date. *(Staff will pass out a copy of this survey at the Advisory Committee meeting of June 24th.)*

Staff will be available after the meeting for questions and further discussion.

Questions Asked:

1. Have you used Sunnyvale’s general plan? Other general plans?
2. What did you use them for?
3. Did you use paper or web?
4. Did you find what you needed? What search feature helps you locate what’s needed?
5. What aspects of the general plan did you find difficult to use?

It's All Coming Together.

The General Plan Consolidation Project



Currently, Sunnyvale's General Plan is made up of 22 different documents that describe a wide range of City policy.

In an effort to make the General Plan easier for community members to read, understand and find what they need, a group of community members have been working hard to consolidate the General Plan into one easy-to-use document. And we'd like your input!

Please join us for a working session to learn more about the General Plan and share your ideas on how to improve it. The goals for the consolidation project are:

- ◆ Clear Vision
- ◆ User-Friendly
- ◆ Easily Accessible
- ◆ Effective Policy Tool

Want more information?

See <http://generalplan.InSunnyvale.com>
or contact Diana O'Dell, Senior Planner at
(408) 730-7257 or TDD (408) 730-7501
or dodell@ci.sunnyvale.ca.us

Tuesday, July 13, 2010
7 p.m. – 8 p.m.
Senior Center, Sequoia Room
550 E. Remington Drive, Sunnyvale