



AGENDA

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

July 29, 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 June 24 (see pages 2-5)*
- d. *Review Results of Public Outreach Meeting from July 13 (see pages 6-7)*

2. DISCUSSION

- a. *Web-Based General Plan Objectives and Features*
 - √ *Action Item* - Confirm recommendations by technical subcommittee and staff (see pages 8-9).
- b. *Look and Feel for the Hard Copy General Plan* - Consider factors that affect the look and feel of the printed document
 - √ *Action Item* - Determine "look and feel" for hard copy (see pages 10-38).
- c. *Review of Final Recommendations that Will be Forwarded to Planning Commission and Council*
 - √ *Action Item* - Confirm recommendations for review by Planning Commission and City Council (see pages 39-48).

3. GENERAL BUSINESS

- a. *Staff Announcements*
- b. *Upcoming Schedule for Hearings on Committee Recommendations*
 - i. *Planning Commission Hearing - September 13, 2010*
 - ii. *City Council Hearing - September 28, 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

June 24, 2010, 7:00 p.m. West Conference Room, Sunnyvale City Hall

See page 4 of these notes for an attendance list.

1) Welcome and call to order.

The meeting came to order.

2) Public Comments

There were no public comments.

3) Review of meeting notes of May 27

The meeting notes were accepted by consensus with the edits suggested by staff.

Continuing discussion:

4) Web-Based General Plan Objectives and Features

The committee discussed the possible formation of a sub-committee to work on the technical aspects of a web-based general plan. It was clarified that the committee would have a high-level discussion on the features and usability, and that there would be potential for the sub-committee to continue on into next year if the Council determined that it would be useful for the implementation phase.

Action: Glenn Hendricks, Noelle Hughes, Larry Klein and Jim Griffith were selected for the sub-committee. Staff will contact Fred Fowler to see if he is interested in being on the sub-committee and send out possible dates for the group to meet in mid-July.

5) Topic Format for the General Plan

Staff gave a brief presentation on the options for level of detail and topic format. After reviewing the decision criteria, committee members discussed how a brief general discussion of program financing may be useful for certain topics.

Questions were asked about what would happen with the detailed background data that doesn't make it into the re-formatted General Plan. Staff stated that the current sub-element documents could be available on the website. There was further discussion about the use of electronic links, and how that would relate to the hard-copy version of the General Plan.

There was discussion about the usefulness of the background data to inform the public about how certain goals and policies were established and the use of the introduction to describe this information.

June 24, 2010

While discussing level of detail, Chris Moylan suggested that the General Plan should educate the public on Sunnyvale-specific information. The General Plan should not be used to provide information about general topics (i.e. chemical makeup of air pollution, how earthquakes happen, etc.).

Action: By consensus, the committee approved the staff recommendation on the level of detail and topic format for the General Plan with the following modifications:

- Program Financing - include brief discussion of how program aspects are paid for as needed (i.e. general fund, mitigation fees, etc.)
- Topic History and Background Data - strike the suggestion to limit to one or two paragraphs. Insert the term - "as needed."
- Add two new criteria - Limit information to Sunnyvale-specific subjects, and do not provide education on general topics, and always include why this topic is in the general plan, and what the general plan can do about this topic.
- Explore the possibility of creating a technical appendix with background data from the current elements that doesn't make it into the final General Plan.

6) Look and Feel for the Hard Copy General Plan

Staff gave a brief presentation on the options for the look and feel of the general plan, and described the decision criteria. The committee discussed portrait versus landscape page orientation. Some committee members preferred the portrait style as being easier to read and having more information on each page. Other members preferred the landscape orientation as being easier to use on a computer and having a good use of white space.

The committee discussed methods of viewing maps. Sunnyvale is a "portrait-shaped" city, and other options may need to be used to create maps large enough to be readable.

There was further discussion on appropriate font size, full justification versus a left justification or "jagged right," and the appropriate use of white space. The committee discussed using City standards for font size and readability, as well as the ADA considerations for the online version.

Action: The committee took a vote on landscape versus portrait orientation, and the vote was 5-5 with 1 undecided. The committee decided to take the two versions to the outreach meeting on July 13 for feedback with the following modifications:

- Add style criteria for font size. To determine optimal readability, use the same font in both versions with different sizes for comparison.
- Add style criteria for white space. Using good amounts of white space makes the document easier to read.

June 24, 2010

The committee will make a final determination on this topic at their next meeting after receiving input from the outreach meeting.

New Discussion:

7) Outreach Meeting Outline

The committee discussed the plan for July 13, 2010 outreach meeting. Questions were asked about the appropriate room layout (presentation-style versus round tables) and the survey questions that would be asked.

Jim Griffith suggested that the specific committee actions should not be discussed until initial feedback is received from the meeting attendees. Additional questions are suggested: "What do you expect to get from a General Plan?" and "Do you expect to read the document on a computer or a printed copy?"

The committee members will plan on attending the outreach meeting.

General Business

8) Staff Announcements

The Horizon 2035 Committee Meeting had their first meeting on Monday, June 21, 2010.

There is an upcoming Climate Action Plan outreach meeting on June 30, 2010. Flyers for the Consolidation Outreach Meeting will be handed out at that meeting.

Staff clarified that the July 29, 2010 Advisory Committee Meeting will be the last meeting before the committee's recommendations are taken to Planning Commission and City Council for adoption in September.

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. **Narendra Pathak**, Board of Library Trustees (alternate standing in for Tom Flaherty)
8. **Robert Pochowski**, Parks and Recreation Commission
9. **Glenn Hendricks**, Personnel Board
10. **Charles Hungerford**, Planning Commission
11. **Larry Klein**, Planning Commission

Alternates Attending:

12. **Dave Whittum**, City Council
13. **Nancy McDonough**, Heritage Preservation Commission
14. **Robert Harms**, Parks and Recreation Commission
15. **Judi Nickey**, Personnel Board

Staff Attending:

16. **Hanson Hom**, Director of Community Development
17. **Trudi Ryan**, Planning Officer
18. **Diana O'Dell**, Senior Planner
19. **Patricia Lord**, Community Resources Manager

Meeting Notes

Public Outreach Meeting on the General Plan Consolidation

July 13, 2010

Web-Based Format

- Why not use HTML vs. PDF (likes HTML)
- Benefits of a Wiki- type platform
- Should the document be tailored to viewing with a mobile device?
- Flowing vs. fixed format
- Should the document be stored in XML?
- Why does it have to be a single format

Display of General Plan

- Don't like landscape orientation but computer monitors lend themselves to that layout. Prefers portrait orientation.
- Computers not practical on portrait orientation.
- Sunnyvale is a portrait-shaped City.
- The General Plan should have color, but keep in mind that some people have black and white printers (particularly with map graphics, etc.)
- Discussed both versions with a group for Indian Professionals in Silicon Valley (high-tech engineers). They preferred landscaped orientation. Also thought it was important to keep the information short.
- Can it have an index and a glossary of terms?

Use of the General Plan

- Does the general public read the General Plan?
- Can the General Plan be formed based on question people have? Can it be a roadmap to the rest of the City's codes, regulations, etc.
- How does economic development relate to the General Plan?
- We must be sure to distinguish between the actual General Plan document and related information on the website.
- Can it contain both the overarching vision and have more detail/links to implementation?
- The Sunnyvale Vision is the introduction and framework to the general plan. The General Plan is a broad, high-level policy document.

Schedule and More Information

- Schedule – Planning Commission will hear the Committee's recommendations at their meeting of September 13, and City Council will make a final decision on September 28. (*Clarification – staff may have stated the CC date was the 30th. This was in error – the date will be the 28th.*)
- To find more information, go to <http://generalplan.InSunnyvale.com>

Meeting Notes
Public Outreach Meeting on the General Plan Consolidation
July 13, 2010

ATTENDEES

Committee:

Narendra Pathak – LIB
Patrick Walz – BPAC
Judi Nickey – PER
Larry Klein – PC (former)
Jim Griffith – CC
Glenn Hendricks – PC
Chuck Hungerford – PC
David Squellati – HPC
Robert Harms– P&R
Robert Pochowski – P&R
Tom Flaherty – LIB
David Whittum – CC

Public:

Gerry Glaser (Horizon 2035)
Tammy Salens
Barbara Fukimoto
Roger Burney
Sunnyvale Sun Reporter

Staff:

Hanson Hom
Diana O'Dell
Trudi Ryan
Patricia Lord

WEB-BASED GENERAL PLAN DRAFT OBJECTIVES AND FEATURES

There are three different types of information that will be available on the General Plan website:

- The actual general plan document itself
- Supporting/background information
- External links and resources

The website shall make clear the differences between these types of information and there shall be different criteria for editing/updating these different types.

General Features

1. Based on a single source (one official document) – No need to recreate content in a second format on the website.
2. Readable - Web pages and document layout is clean, uncluttered and easily readable.
3. User Friendly – Defined as:
 - a. Abiding by the standard practices of websites and the City's style guide(s).
 - b. Easily printable, both the entire document/chapter and individual sections/pages.
 - c. Easy to view – use the defined templates with appropriate use of white space, easy to read font (both style and size), etc.
 - d. Easy to navigate and search.
4. Cost Effective to Maintain - Website can be easily and cost-effectively maintained and updated by City staff.
5. Current –General Plan document and supporting information and resources are updated with the most current information.
6. Easy to Download – General Plan shall be divided up into chapters for individual downloading and be available in its entirety in one document.

Searching and Linking (Finding what you need, both inside and outside the General Plan)

7. Ability to search:
 - a. Within the General Plan document itself
 - b. The entire City website for policies, regulations, and web pages.
 - c. Explore the ability to restrict City-wide searches to general plan document and related information.

WEB-BASED GENERAL PLAN DRAFT OBJECTIVES AND FEATURES

8. Inter-page navigability between pdfs (as appropriate).
9. Use of the Table of Contents feature in PDFs that allow for a detailed and descriptive breakdown of the sections and topics in the document.
10. Create a brief description of each chapter on the web page so users will know if it contains the information they need.
11. Definitions, glossary and related terms shall be easily available. Options include information in the sidebar (or bookmarked) as needed with descriptions for printed copies or links to a comprehensive glossary. Mouse-over functionality will be explored.
12. Cross referencing related policies and topics (using electronic linking/book marking) as well as descriptions for printed copies, including:
 - 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. Relevant outside agency websites. External links shall be clearly identified as being outside the general plan and the links shall be spelled out so users of printed copies will have the links.

Comments and Questions

13. Allow public to give feedback and ask questions via the CRM (Customer Relations Management) system in place on the City's website.

Notifications

14. Website has the ability for members of the public to be placed on automatic notification list for General Plan updates and changes using the current subscription mechanism in place on the City's website.

Interactive Map

15. Explore ways to create an interactive General Plan land use map.
16. Keep all maps linked separately and available outside the document.
17. Define land use categories and other helpful information on the map.

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 for internal links. External links shall be located outside the actual document.

SUNNYVALE

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2010

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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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.

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** 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 monument signs or other distinctive

features at these gateways to mark the municipal boundary and welcome people to Sunnyvale.

- 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.

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

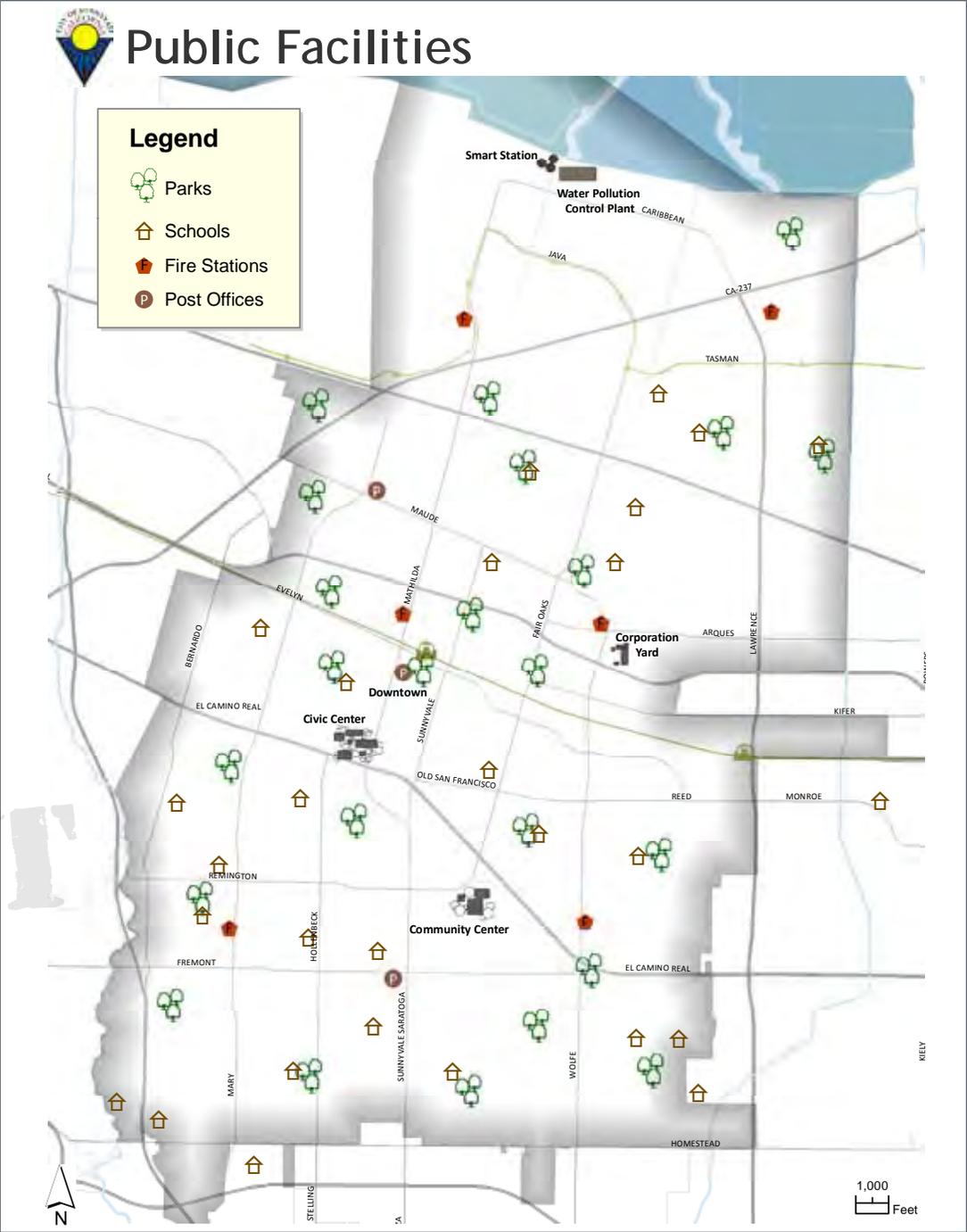
See Goal CC-2. View from the Road for related information and policies.

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

Public Facilities. Am eu feum iurer si exeraestio ercin ulla feum ver amcorem vel irit ullummo lorperat. Quip et lum vel inciliquamet eummodi amcore estionsenim nim inci exercil luptat veli- quatisl ulpute esto dunt am, ver si.

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- **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.
- **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

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.

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.

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

List of Districts.

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

See Goal CC-4 for a discussion of private development and associated design guidelines.

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.

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.

CC-1.4 (Previously Heritage Preservation Policy 6.3B.3):

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.

Policy CC-1.5 (Previously Solid Waste Goal 3.2C)

Encourage residents to maintain clean neighborhoods. By preventing unsightly accumulations of discarded materials and illegal dumping of municipal solid waste.

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

Publicly Visible Art

The cultural identity of a community is enhanced by the application of quality architectural design and 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 envi-

ronments by adding color and movement while defining “a sense of place.”

The City currently is without a Master Plan for Public Art, since the ongoing plan was eliminated as a capital project. The original plan was developed in 1983, and it is likely that priorities for procurement and placement of public art have changed in the intervening years. 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 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 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,

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

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scale and appropriateness of the Art prior to Council approval of the development plan.

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.

The integration of art components and aesthetic embellishments can enhance capital projects; therefore, it is important that art components be considered in early design stages of appropriate capital projects. This approach may make possible the inclusion of Art in certain projects and reduces costs when compared to the addition of art components later in the project design. Inclusion in the early design phase allows more flexibility in selecting the art form(s), and contributes to an integrated approach featuring Art which is both functional and pleasing to the eye. This approach has already been effective with recent park development and redevelopment projects. Baylands Park incorporates many elements of art and has the potential to include more. Art is being incorporated into the Master Plan process for 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 Downtown Specific Plan contains many standards for aesthetic enhancements in development projects envisioned for the downtown area, and staff will work with the Department of Community Development to include public art in implementation of this and other development plans. Because public art can be functional as well as aesthetically pleasing, there are many opportunities to include art components in architectural detailing such as benches, light fixtures, kiosks, stonework, and facades.

A signage project at the Water Pollution Control Plant, SMaRT Station and Baylands Park, incorporation of art in the construction of the Columbia Neighborhood Center, along with regional projects such as the Tasman Light Rail Design project, provide other opportunities to incorporate Art.

An exciting area for consideration 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 and public buildings such as swim centers may provide appropriate venues.

In summary, the challenge will be to find new, and reinvent old, ways of providing and encouraging the provision of public art.

CC-1.6

(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.

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CHAPTER 1 COMMUNITY CHARACTER: GOAL CC2

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



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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.

The City also established the Heritage Preservation Ordinance (SMC 19.96

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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 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.

Heritage Districts and Resources

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 Cultural Resources Inventory in 1980 containing landmarks, trees, residential and commercial districts, and individual structures.

In 1995, an initial windshield survey was conducted to to obtain information on the condition of Sunnyvale’s resources. Properties with landmark status were in good to excellent condition, and most resources were in fair to excellent condition.

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 **Heritage Housing Combining District** was added to the neighborhood, have been consistent 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.

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 every five years 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-2.1
(Previously Policy 6.3B.1)

Preserve existing landmarks and cultural resources and their environmental settings.

Policy CC-2.2
(Previously Policy 6.3B.5)

Seek out, catalog and evaluate heritage resources which may be significant.

Policy CC-2.3
(Previously Policy 6.3B.10.)

Archeological resources should be preserved whenever possible.

- (Previously Action Statement Under Community Design 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 Design 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.
- Use the review process to encourage the development and maintenance of appropriate settings and environments for heritage structures, to the greatest degree feasible.

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

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CITY OF SUNNYVALE
General Plan



2010



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CHAPTER 1

Community Character

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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.

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 physical 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.

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



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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 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.
- **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.

Definition: Gateway

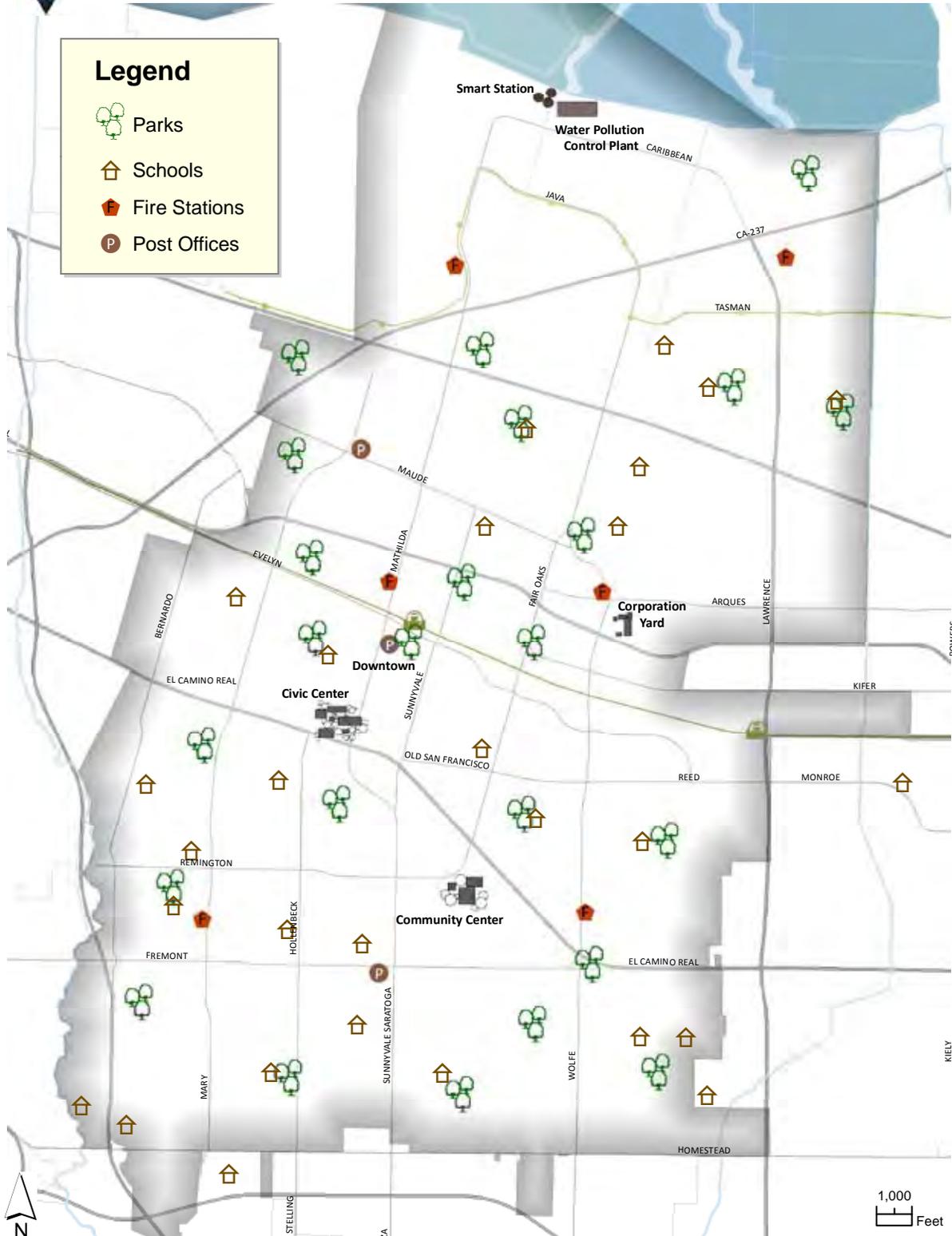
Gateways are specific places along a boundary where people enter and leave the City.

[See Goal CC-2 – View from the Road for related information and policies.](#)

[See policy E.2. regarding Art in Private Development.](#)



Public Facilities



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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

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.

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.

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.

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

LIST OF DISTRICTS

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

See Goal CC-4 for a discussion of private development and associated design guidelines.



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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.

CC-1.4 (Previously Heritage Preservation Policy 6.3B.3): 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.

Policy CC-1.5 (Previously Solid Waste Goal 3.2C) Encourage residents to maintain clean neighborhoods. By preventing unsightly accumulations of discarded materials and illegal dumping of municipal solid waste.

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

Publicly Visible Art

The cultural identity of a community is enhanced by the application of quality architectural design and 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."

The City currently is without a Master Plan for Public Art, since the ongoing plan was eliminated as a capital project. The original plan was developed in 1983, and it is likely that priorities for procurement and placement of public art have changed in the intervening years. 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 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 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.



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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			8
CULTURAL RESOURCES	1980	Additions	Demolished/Moved	1995
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

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.

The integration of art components and aesthetic embellishments can enhance capital projects; therefore, it is important that art components be considered in early design stages of appropriate capital projects. This approach may make possible the inclusion of Art in certain projects and reduces costs when compared to the addition of art components later in the project design. Inclusion in the early design phase allows more flexibility in selecting the art form(s), and contributes to an integrated approach featuring Art which is both functional and pleasing to the eye. This approach has already been effective with recent park development and redevelopment projects. Baylands Park incorporates many elements of art and has the potential to include more. Art

is being incorporated into the Master Plan process for 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 Downtown Specific Plan contains many standards for aesthetic enhancements in development projects envisioned for the downtown area, and staff will work with the Department of Community Development to include public art in implementation of this and other development plans. Because public art can be functional as well as aesthetically pleasing, there are many opportunities to include art components in architectural detailing such as benches, light fixtures, kiosks, stonework, and facades.

A signage project at the Water Pollution Control Plant, SMaRT Station and Baylands Park, incorporation of art in the construction of the Columbia Neighborhood Center, along with regional projects such as the Tasman Light Rail Design project, provide other opportunities to incorporate Art.

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An exciting area for consideration 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 and public buildings such as swim centers may provide appropriate venues.

In summary, the challenge will be to find new, and reinvent old, ways of providing and encouraging the provision of public art.

Policy CC-1.6 (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.



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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.

The City also established the Heritage Preservation Ordinance (SMC 19.96)

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.

Heritage Districts and Resources

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 Cultural Resources Inventory in 1980 containing landmarks, trees, residential and commercial districts, and individual structures.

In 1995, an initial windshield survey was conducted to obtain information on the condition of Sunnyvale’s resources. Properties

with landmark status were in good to excellent condition, and most resources were in fair to excellent condition.

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 **Heritage Housing Combining District** was added to the neighborhood, have been consistent 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.

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 every five years 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



Definition: Heritage Housing District

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

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.

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-2.1 (Previously Policy 6.3B.1)
Preserve existing landmarks and cultural resources and their environmental settings.

Policy CC-2.2 (Previously Policy 6.3B.5)
Seek out, catalog and evaluate heritage resources which may be significant.

Policy CC-2.3 (Previously Policy 6.3B.10.)
Archeological resources should be preserved whenever possible.

- (Previously Action Statement Under Community Design 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 Design 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.

- 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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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, reestablishing 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/night-time uses. A diversity of uses also functions to encourage multi-use in the area. 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.

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.

Policy CC-2.4 (Previously Policy 6.3B.7)

Encourage a commercially strategic mix of uses on Murphy Avenue.

Policy CC-2.5 (Previously Policy 6.3B.4)

Identify and work to resolve conflicts between the preservation of historic resources and alternative land uses.

- 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

Measures of Success

1. **Goal and Policy Focused** - Goals and policies must receive extra emphasis. Most readers of the document will be looking for specific direction from the goals and policies. Make the goals and policies easy to find and relevant to the discussion.
2. **Reduce Redundancy and Maintain Focus on the Vision** - Rather than repeating broad histories, operational detail, and program details, link or cross reference them to the original source material instead. For example, refer to the Precise Plan for El Camino Real but no need to reproduce sections of the document.
3. **Ease of Understanding** - Use basic language. Limit use of jargon and acronyms. Embed definitions within the document so users don't have to flip to another page as an example. Break up sections into concise topics.
4. **Ease of Access** - A version of the document must be available electronically, in addition to paper. Keep in mind the electronic format delivery system. Ensure that typefaces and graphics lend themselves for easy computer viewing (larger fonts). Use linking, bookmarking and other web tools to cut down on size and ease navigation. Use an index and a glossary. Keep the document concise.
5. **Ease of Searching** - The document must be searchable. Search results shall be relevant. Staff will provide information on alternative technologies that could be used for electronic searching and presentation of General Plan information and/or other City policies. Search results should capture links and content of links

FINAL ADVISORY COMMITTEE RECOMMENDATIONS FOR THE GENERAL PLAN CONSOLIDATION

DEFINITIONS FOR GOALS, POLICIES AND ACTION STRATEGIES

- 1 Goals are long-range, broad and comprehensive targets. Goals are not necessarily measurable or achievable; rather, they describe a desired end-state community condition.
- 2 Policies describe context and rationale of desired outcomes. Policies are focused and specific; they may be created, altered or discarded by City Council. Policies, must only be consistent with adopted long-range goals of the General Plan
- 3 Action strategies are short-range in nature. The action strategies are specific proactive steps to achieve the goals following the instructional guidelines. They are the critical link between long-range planning and current-decision making.

FOR THE GENERAL PLAN CONSOLIDATION

GENERAL PLAN FRAMEWORK

1. VISION

- City Overview
- Responsive Government (reference community engagement and other related policies in the Council Policy Manual)

2. LAND USE AND TRANSPORTATION

- Land Use
- Transportation
- Open Space

3. COMMUNITY CHARACTER

- Community Design
- Heritage Preservation
- Library, Arts, Recreation, Schools and other Key Public Services

4. ECONOMY AND HOUSING

- Housing
- Economy

5. SAFETY AND HEALTH

- Police and Fire
- Safety and Seismic Safety
- Noise

6. ENVIRONMENTAL MANAGEMENT

- Water Resources (Conservation)
- Air Quality
- Climate Action Plan
- Surface Runoff, Solid Waste, Wastewater Management

FOR THE GENERAL PLAN CONSOLIDATION

GENERAL PLAN FRAMEWORK (GOAL DETAIL)

VISION

1. (Community Engagement Goal A) Achieve an Well Informed Community

Land Use and Transportation - Long Range Planning and Balanced Transportation

2. (LUTE Goal R1) Coordinated Land Use Planning
3. (LUTE Goal C1) Attractive Community **(S)** (*Community Design Goal A*)
4. (LUTE Goal C2) Appropriate Housing **(S)** (*Housing Goal D*)
5. (LUTE Goal C3) Effective, Safe and Convenient Transportation
6. (LUTE Goal N1) Quality Neighborhoods and Districts **(S)** (*Housing Goal F*)
7. (Safety Mission A) Consider Natural and Manmade Hazards in Land Use Decisions (*also in Safe and Healthy*)
8. (Open Space and Recreation Goal 2.2A.) Providing Adequate Open Space and Recreation Facilities
9. (Open Space and Recreation Goal 2.2.C.) Embrace a Regional Approach to Providing and Preserving Open Space and Recreation

Community Character - Attractive Community with A Strong Identity

10. (Community Design Goal A) Promote Sunnyvale's Image **(S)** (*LUTE Goal C1*)
11. (Community Design Goal B) Attractive Street Environment
12. (Community Design Goal C) Well-Designed Private Development
13. (Community Design Goal D) Attractive Public Facilities
14. (Solid Waste Goal 3.2C) Encourage Clean Neighborhoods
15. (Socio Economic Goal A) Preserve and Enhance the Physical and Social Environment **(S)** (*Community Design Goal A and LUTE Goal N1*)
16. (Heritage Preservation Goal 6.3A) Promote Knowledge of Sunnyvale's Heritage **(P)** (*supports Heritage Goal 6.3B*)
17. (Heritage Preservation Goal 6.3B) Enhance, Preserve and Protect Sunnyvale's Heritage
18. (Arts Goal E) Use Art for an Aesthetically Pleasing Environment **(P)** (*supports Community Goal A and B*)
19. (Arts Goal F) Provide and Maintain Arts Facilities Based on Community Need
20. (Open Space and Recreation Goal 2.2.B) Wide Range of Quality Recreation Programming
21. (Open Space and Rec. Goal 2.2D) Equal Opportunities for Participation
22. (Open Space and Rec. Goal 2.2E) Maximize Access to Facilities and Programs
23. (Library Goal 6.2A) Provide a Diverse Collection of Materials
24. (Library Goal D) Maintain Library Facilities

FOR THE GENERAL PLAN CONSOLIDATION

GENERAL PLAN FRAMEWORK (GOAL DETAIL) (continued)

Economy and Housing - (Variety of Housing and Robust Economy)

25. (Solid Waste Goal 3.2G) Contribute to a Supportive Business Environment (S)
(LUTE Goal C4 and Socioeconomic Goal B and C)
26. (Socio-Economic Goal B) Maintain and Establish Policies that Promote a Strong Economy) (R) (S) (LUTE Goal C4, Socioeconomic Goal C and Solid Waste Goal 3.2G)
27. (Socio-economic Goal C) Balanced Economic Base (S) (similar to LUTE Goal C4, Socio-Economic Goal B and Solid Waste Goal 3.2G)
28. (LUTE Goal C4) Strong Local Economy (S) (Socio-Economic Goal B and C)
29. (Housing Goal A) Provision of New Housing
30. (Housing Goal B) Housing Conservation and Maintenance
31. (Housing Goal C) Removal of Government Constraints
32. (Housing Goal D) Provision of Adequate Housing Sites
33. (Housing Goal E) Equal Housing Opportunities and Special Needs
34. (Housing Goal F) Neighborhood Quality (S) (LUTE N1)

Safety and Health - (Safe and Healthy Community)

35. (Safety Mission A) Consider Natural and Manmade Hazards in Land Use Decisions (Goal also located in Land Use and Transportation) (P)
36. (Safety Mission B) Prepare the Community to Respond to Major Emergencies (S) (Safety Mission C)
37. (Safety Mission C) Prepare the Community to Recover from Disasters (S) (Safety Mission B)
38. (Law Enforcement Goal A) Provide a Safe and Secure Environment
39. (Law Enforcement Goal B) Provide Community Oriented Services (R)
40. (Law Enforcement Goal C) Increase and Maintain Public Confidence
41. (Fire Services Goal A) Provide a Fire Response System (R)
42. (Fire Services Goal B) Provide Effective Response
43. (Support Services Goal D) Provide Emergency Communications Services
44. (Noise Goal 3.6A) Maintain or Achieve a Compatible Noise Environment
45. (Noise Goal 3.6B) Preserve and Enhance the Quality of Neighborhoods by Improving or Maintaining Noise Levels (P) (means to achieve Goal 3.6A)
46. (Noise Goal 3.6C) Maintain or Achieve Acceptable Limits for Operational Noise and Single Events (P) (means to achieve Goal 3.6A)
47. (Socio-Economic Goal E) Support Available and Quality Education
48. (Socio-Economic Goal G) Enhance the Provision of Health and Social Services
49. (Socio-Economic Goal H) Identify Pressing Health and Social Needs of the Community
50. (Socio-Economic Goal I) Monitor Human Service Needs of the Community
51. (Socio-Economic Goal J) Encourage and Support a Network of Human Services

FOR THE GENERAL PLAN CONSOLIDATION

**GENERAL PLAN FRAMEWORK
(GOAL DETAIL) (continued)****Environmental Management - (Environmentally Sustainable)**

- 52. (Water Resources Goal A) Manage Water Supply to Meet Future Demand
- 53. (Water Resources Goal B) Promote Efficient Water Use
- 54. (Water Resources Goal C) Maintain Water Distribution Infrastructure
- 55. (Water Resources Goal D) Ensure that Water Meets Quality Standards
- 56. (Air Quality Goal A) Improve Sunnyvale's Air Quality
- 57. (Air Quality Goal B) Reduce Air Pollution Impacts from Future Development **(P)**
(means to achieve Air Quality Goal A)
- 58. (Air Quality Goal C) Make a Contribution towards Improving Regional Air Quality
- 59. (Solid Waste Goal 3.2A) Ensure that Municipal Solid Waste is Collected and Transported in a Safe and Healthy Manner
- 60. (Solid Waste Goal 3.2B) Reduce Solid Waste Disposal **(R)**
- 61. (Solid Waste Goal 3.2D) Dispose of Solid Waste in an Efficient, Environmentally Safe and Cost-Effective Manner
- 62. (Wastewater Goal 3.3.A) Ensure Appropriate Facilities for Wastewater Collection **(R)**
- 63. (Surface Runoff Goal A) Protect Creeks and San Francisco Bay
- 64. (Surface Runoff Goal B) Maintain Storm Drain System to Prevent Flooding
- 65. (Surface Runoff Goal C) Ensure that Flood Hazards are Recognized
- 66. (Surface Runoff Goal D) Minimize Runoff and Discharge of Pollutants

FOR THE GENERAL PLAN CONSOLIDATION

NON-GENERAL PLAN GOALS TO REMAIN IN COUNCIL POLICY GOAL DETAIL

Land Use / Transportation - Long Range Planning and Balanced Transportation
None

Attractive Community with A Strong Identity (Community Character)
None

Variety of Housing and Robust Economy (Housing and Jobs)

1. (Socio-Economic Goal D) Support Efforts to Create Employment for Economically Disadvantaged
2. (Socio-Economic Goal F) Provide Job Training and Employment Services

Safe and Healthy Community (Safety and Health)

3. (Socio-Economic Goal H) Identify Pressing Health and Social Needs of the Community
4. (Socio-Economic Goal I) Monitor Human Service Needs of the Community
5. (Socio-Economic Goal J) Encourage and Support a Network of Human Services
6. (Law Enforcement Goal D) Conduct Planning and Administration (S) (Fire Services Goal D.)
7. (Law Enforcement Goal E) Sustain a Highly Trained Police Services
8. (Fire Services Goal C) Reduce the Demand for Fire Suppression (R)
9. (Fire Services Goal D) Provide Planning and Administration (R)
10. (Support Services Goal A) Sustain a Quality Workforce (S) (Legislative Management Goal D)
11. (Support Services Goal B) Facilitate Quality Decision Making (R)
12. (Support Services Goal C) Enhance Department Operations
13. (Support Services Goal E) Meet the Needs of the Department (R)

Environmentally Sustainable (Environmental Management)

14. (Surface Runoff Goal E) Consider Alternative Methods of Generating Revenue (\$\$)
15. (Solid Waste Goal 3.2E) Minimize Liability for Wastes (\$\$)
16. (Solid Waste Goal 3.2F) Maintain Sound Financial Strategies (\$\$)
17. (Solid Waste Goal 3.2H) Manage the Closed Landfill
18. (Wastewater Management Goal 3.3B) Continue to Operate and Maintain the Wastewater Collection System
19. (Wastewater Management Goal 3.3C) Continue to Operate and Maintain the Water Pollution Control Plant
20. (Wastewater Management Goal 3.3D) Maintain a Financially-Stable Wastewater Management Fund (\$\$)

FOR THE GENERAL PLAN CONSOLIDATION

NON-GENERAL PLAN GOALS TO REMAIN IN COUNCIL POLICY GOAL DETAIL (continued)

Outstanding Recreation, Arts and Culture

21. (Library Goal B) Provide Library Services to Help the Community Find Information
22. (Library Goal C) Provide Library Programs and Publications
23. (Library Goal E) Use New Technology to Deliver Library Services
24. (Library Goal F) Foster a Collaborative Organizations
25. (Arts Goal A) Ensure Financial Viability of Arts Programming (\$\$)
26. (Arts Goal B) Promote Physical and Mental Well Being of the Community
27. (Arts Goal C) Positively Impact Youth Development
28. (Arts Goal D) Maintain Sound Financial Strategies (\$\$)

Responsive Government

29. (Community Engagement Goal B) Achieve an Actively Involved Community
30. (Community Engagement Goal C) Create a Strong, Positive Community Identity
31. (Fiscal Goal I) Make Financial Decisions over a 20-year planning horizons (\$\$)
32. (Fiscal Goal II) Operate a Performance Based Budget System (\$\$)
33. (Fiscal Goal III) Design and Maintain Capital Improvements to assure Cost Efficiency (\$\$)
34. (Fiscal Goal IV) Maintain Sufficient Reserves (\$\$)
35. (Fiscal Goal V) Fund programs / Projects which are consistent with General Plan(\$\$)
36. (Fiscal Goal VI) Undertake Full Cost Accounting (\$\$)
37. (Fiscal Goal VII) Regular Financial and Performance Audits (\$\$)
38. (Fiscal Goal VIII) Facilitate Timely Purchase of Needed Goods (\$\$)
39. (Fiscal Goal IX) Ensure Proper and Diverse Investments (\$\$)
40. (Fiscal Goal X) Prudently Utilize the Issuance of Debt (\$\$)
41. (Fiscal Goal XI) Maintain a Diversified And Stable Revenue Base (\$\$)
42. (Legislative Management Goal A) Assess Community Conditions
43. (Legislative Management Goal B) Assure that City Policy is Established, Documented and Enacted
44. (Legislative Management Goal C) Participate in Intergovernmental Activities
45. (Legislative Management Goal D) Maintain a Quality Workforce
46. (Legislative Management Goal E) Provide Appropriate Facilities (Legislative
47. (Legislative Management Goal F) Enhance Customer Satisfaction
48. (Legislative Management Goal G) Provide Legal Services
49. (Legislative Management Goal H) Provide Risk Management Programs
50. (Legislative Management Goal I) Provide Information Technology Equipment and Services
- (Legislative Management Goal J) Assure Appropriate Use of Franchises (\$\$)

FOR THE GENERAL PLAN CONSOLIDATION

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	Include basic funding information such as how a program is paid for with a quick summary, as needed.
<input type="checkbox"/> Operational Detail	Do not include
<input type="checkbox"/> Topic History	Summarize briefly as needed and refer/link to outside source for detail.
<input type="checkbox"/> Background Data	Summarize briefly as needed and refer/link to outside source for detail.
<input type="checkbox"/> Related Laws	Summarize briefly as needed 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.
<input type="checkbox"/> Sunnyvale-specific subjects	No need to educate the public on general topics (such as the mechanics of earthquakes or the chemical breakdown on air pollutants). Reserve explanatory information to Sunnyvale-specific subjects.
<input type="checkbox"/> Why is this information in the General Plan? What can the General Plan do about it?	At the beginning of the GP, include a general discussion about required topics and the overarching goal of the GP. However, for each topic, try to refer back to why the goal is important, why it is in the General Plan, and how the GP can address it.

ORGANIZATION OF TOPIC

- A. Goal-Based Format
 - Introduction
 - Goal
 - Discussion
 - Policies

FINAL ADVISORY COMMITTEE RECOMMENDATIONS FOR THE GENERAL PLAN CONSOLIDATION

OBJECTIVES AND FEATURES FOR WEB-BASED GENERAL PLAN

PLACEHOLDER (to be decided at July 29 meeting)

LOOK AND FEEL FOR HARD-COPY OF GENERAL PLAN

PLACEHOLDER (to be decided at July 29 meeting)