

**Council Meeting: July 22, 2008**

**SUBJECT: Adoption of a Resolution Accepting an Amended Version of the Grand Boulevard Initiative's Guiding Principles in Providing Direction in the Development of Property along El Camino Real in the City of Sunnyvale**

**REPORT IN BRIEF**

The Grand Boulevard Initiative, a collaboration of cities and counties through which El Camino Real runs, has adopted ten Guiding Principles in order to set common policy for the corridor. The purpose of these principles is to improve the street to best serve as a "grand boulevard" in the Bay Area. Staff has reviewed these principles and recommends the Council adopt the amended Guiding Principles for El Camino Real. The Guiding Principles stated goal is that "El Camino Real will achieve its full potential as a place for residents to work, live, shop and play, creating links between communities that provide walking and an improved and meaningful quality of life". Staff recommends the Principles be amended to better reflect the unique situation found in the City of Sunnyvale.

**BACKGROUND**

The Grand Boulevard Initiative (GBI) is a collaboration of 19 cities, the counties of Santa Clara and San Mateo, local and regional agencies and other groups working together to improve the aesthetics, safety and performance of El Camino Real (State Highway 82) from Daly City to San Jose. The GBI Task Force is made up of elected officials and executive-level staff of the affected organizations, sets policies and makes policy decisions to help each agency improve El Camino Real.

As part of the work by the Task Force, Guiding Principles were developed in order to set common policies for the Grand Boulevard Initiative while providing maximum flexibility for each jurisdiction. The 10 Guiding Principles (Attachment A) touch on many of the issues found along El Camino Real, although not all of them apply directly to Sunnyvale because of the unique character of the road within the city. Each jurisdiction has been encouraged to adopt the Guiding Principles in their original form, but it is understood that some cities may have a unique condition for which revisions to the Principles are appropriate.

## **EXISTING POLICY**

### **Land Use and Transportation Element:**

Goal R1: Protect and sustain a high quality of life in Sunnyvale by participating in coordinated land use and transportation planning in the region.

*Action Statement:* Participate in intergovernmental activities related to regional and sub-regional land use and transportation planning in order to advance the City's interests.

### **The Precise Plan for El Camino Real**

5.8.4: "As of December 2006, the Grand Boulevard Initiative (Guiding Principles) was in the conceptual stage of development. It is expected to be completed in 2008. Once the Initiative is adopted, the City may want to revisit the Precise Plan after completion of the GBI to check for consistency and identify if other actions are needed for integration into the Plan."

## **DISCUSSION**

In 2006, the City Council adopted the Precise Plan for El Camino Real in order to provide guidance and policies for development along El Camino Real. The Grand Boulevard Initiative was established while the Precise Plan was prepared, and the Guiding Principles had not been prepared. The Guiding Principles have similar goals as the Precise Plan, although some of the goals do not reflect the existing character of El Camino Real through Sunnyvale nor the Precise Plan for El Camino Real in Sunnyvale.

The recommended changes to the Guiding Principles are shown in Attachment A, and include clarification that housing is not a priority for land use along the entire stretch of El Camino Real in Sunnyvale, mainly because of the use of the street as a community retail corridor and the importance of the sales tax generated by uses along the street. Another change is to better reflect the Precise Plan's requirement for high quality design, rather than the GBI's language to "encourage" it. Also, the revised Guiding Principles clarify that public spaces and gathering places should be located in appropriate places and at private developments along the corridor, not necessarily to provide public open spaces along El Camino Real. While these changes do not affect the overall goals of the GBI, they are more reflective of Sunnyvale's objectives for its portion of the corridor.

By endorsing these Guiding Principles, the City of Sunnyvale expresses support for the GBI's efforts and an interest in adopting them into its own local conditions. These principles will help the entire highway to achieve the full

potential as a place to shop, work and live, while also improving links between adjoining communities.

**FISCAL IMPACT**

There are no fiscal impacts associated with this report.

**PUBLIC CONTACT**

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall, in the Council Chambers lobby, in the Office of the City Clerk, at the Library, Senior Center, Community Center and Department of Public Safety; posting the agenda and report on the City's Web site; and making the report available at the Library and the Office of the City Clerk.

**ALTERNATIVES**

1. Adopt a resolution to endorse the amended 10 Guiding Principles of the Grand Boulevard Initiative as amended (Attachment B).
2. Adopt a resolution to endorse the original 10 Guiding Principles of the Grand Boulevard Initiative (Attachment A).
3. Adopt a resolution to endorse the 10 Guiding Principles of the Grand Boulevard Initiative as amended by the City Council.
4. Do not adopt the 10 Guiding Principles.

**RECOMMENDATION**

Alternative 1

Reviewed by:

Hanson Hom, Director of Community Development  
Reviewed by: Trudi Ryan, Planning Officer  
Prepared by: Andrew Miner, Principal Planner

Approved by:

Amy Chan  
City Manager

**Attachments**

- A. Comparison of the Grand Boulevard Initiative Guiding Principles
- B. Resolution with Sunnyvale Proposed Guiding Principles

# **Attachment A**

## El Camino Real- The Grand Boulevard Guiding Principles

#	Grand Boulevard Initiative Guiding Principles	Proposed Sunnyvale Guiding Principles
1	Target housing and job growth in strategic areas along the corridor	Target job and commercial growth along the corridor and target housing for the Nodes areas identified by the Precise Plan for El Camino Real
2	Encourage compact mixed-use development and high quality urban design and construction	Require high quality urban design and construction along the corridor, and encourage compact mixed-use developments in the Node areas
3	Create a pedestrian-oriented environment and improve streetscapes, ensuring full access to and between public areas and private developments	<i>No Change</i>
4	Develop a balanced multimodal corridor to maintain and improve mobility of people and vehicles along the corridor	Develop a balanced multimodal corridor that maintains and improves the mobility of people and vehicles along the corridor
5	Manage parking assets	<i>No Change</i>
6	Provide vibrant public spaces and gathering places	Provide appropriate usable open space and gathering places at developments along the corridor
7	Preserve and accentuate unique and desirable community character and the existing quality of life in adjacent neighborhoods	<i>No Change</i>
8	Improve safety and public health	Require development to meet or exceed public safety requirements
9	Strengthen pedestrian and bicycle connections with the corridor	<i>No Change</i>
10	Pursue environmentally sustainable and economically viable development patterns	<i>No Change</i>

# **Attachment B**

RESOLUTION NO. \_\_\_\_\_

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SUNNYVALE ENDORSING THE 10 GUIDING PRINCIPLES OF THE GRAND BOULEVARD INITIATIVE, AS AMENDED BY STAFF, AND DIRECTING STAFF TO INCORPORATE THEM INTO FUTURE PLANS FOR THE DEVELOPMENT OF PROPERTY ALONG EL CAMINO REAL IN THE CITY OF SUNNYVALE**

WHEREAS, after one year of research and debate, the Grand Boulevard Task Force has approved 10 Guiding Principles and recommended their adoption by member agencies; and

WHEREAS, Guiding Principles were formulated as a result of examining the common themes and goals in the development of property along El Camino Real; and

WHEREAS, the Guiding Principles will further the Grand Boulevard Vision Statement, that "El Camino Real will achieve its full potential as a place for residents to work, live, shop and play, creating links between communities that promote walking and transit and an improved and meaningful quality of life"; and

WHEREAS, the Guiding Principles, as amended, will be an integral part of shaping an improved future for development of property along El Camino Real in the City of Sunnyvale, meeting our goals of enhancing neighborhoods and supporting local business;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SUNNYVALE THAT the City Council of the City of Sunnyvale endorses the 10 Guiding Principles of the Grand Boulevard Initiative, approved and recommended by the Grand Boulevard Task Force, as amended (Exhibit A), and directs staff to incorporate these amended 10 Guiding Principles into future plans for the development of property along El Camino Real in the City of Sunnyvale.

Adopted by the City Council at a regular meeting held on \_\_\_\_\_, 2008, by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

ATTEST:

APPROVED:

\_\_\_\_\_  
City Clerk  
(SEAL)

\_\_\_\_\_  
Mayor

APPROVED AS TO FORM AND LEGALITY:

\_\_\_\_\_  
David Kahn, City Attorney

## **Exhibit A**

### **Grand Boulevard Guiding Principles Specific for the City of Sunnyvale**

1. Target job and commercial growth along the corridor and target housing for the Nodes areas identified by the Precise Plan for El Camino Real.
2. Require high quality urban design and construction along the corridor, and encourage compact mixed-use developments in the Node areas.
3. Create a pedestrian-oriented environment and improve streetscapes, ensuring full access to and between public areas and private developments
4. Develop a balanced multimodal corridor that maintains and improves the mobility of people and vehicles along the corridor.
5. Manage parking assets
6. Provide appropriate usable open space and gathering places at developments along the corridor.
7. Preserve and accentuate unique and desirable community character and the existing quality of life in adjacent neighborhoods.
8. Require development to meet or exceed public safety requirements.
9. Strengthen pedestrian and bicycle connections with the corridor.
10. Pursue environmentally sustainable and economically viable development patterns.