

REDEVELOPING DOWNTOWN SUNNYVALE

The City of Sunnyvale's downtown area encompasses about 200 acres and is covered by two overlapping plans: the Central Core Redevelopment Project Area, and the Downtown Specific Plan. The goal of both is to rebuild Downtown Sunnyvale as a traditional downtown -- a vibrant pedestrian-friendly central place for shopping, working, living and entertainment.

The redeveloped downtown will also serve the following functions:

- Promote Sunnyvale's downtown market niche as a community-oriented downtown with a "sub regional" market potential.
- Provide a wide variety of uses within Sunnyvale's downtown to enhance its role as a traditional full-service, mixed-use downtown.
- Establish Sunnyvale's downtown identity within boundaries formed by Mathilda Avenue, Sunnyvale Avenue, Evelyn Avenue and El Camino Real.
- Introduce pedestrian connections, including a new connection through the Town Center Mall, to link together the "separate projects" into a unified downtown.
- Establish a hierarchy of tree-lined boulevards, avenues and streets that enhance pedestrian routes and create a pedestrian-friendly walking experience.



THE VISION FOR DOWNTOWN SUNNYVALE

Development of the plan started with a visioning process that attempted to capture Sunnyvale's unique character and potential. A Downtown Stakeholders Advisory Committee was created to work with City staff and consultants in preparation of a new downtown plan. The Committee represented all of the major interests in the Downtown: residents, businesses, property owners and developers.

The vision can be encapsulated into a single phrase:

"An enhanced, traditional downtown serving the community with a variety of destinations in a pedestrian-friendly environment."

To achieve this vision, the Downtown Specific Plan consists of "building blocks" which serve to direct physical development and provide form and continuity to the downtown, and can be categorized as:

- Variety of uses
- Downtown Districts
- Connections
- Gateways
- Historical Buildings and Heritage Resources
- Plazas and Open Space



CITY OF SUNNYVALE DOWNTOWN SPECIFIC PLAN

Specifically, the city's Downtown Specific Plan (adopted in 2003) increases the number of residential units, emphasizes reconnection of the street grid in the Town Center area and creates a sense of arrival along Mathilda Avenue with wider sidewalks and taller buildings.

- Existing commercial assets consist of a vibrant historic Murphy Avenue, department stores and small independent businesses.
- A variety of nearby residential, office and civic uses complement these commercial assets.
- Transit options include a Caltrain station, a variety of available bus routes, and remnants of an existing street grid which may be reestablished for increased vehicular, bicycle and pedestrian connections.



This wide range of activities and uses infuses the downtown with unusual variety and vitality, and creates the potential for a traditional, full service and mixed-use downtown.

