



## FINAL 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.

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.

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