



# City of Sunnyvale

## Memorandum

To: General Plan Consolidation Advisory Committee  
From: Hanson Hom, Director of Community Development  
Date: February 10, 2010  
Re: Kickoff Meeting of February 16, 2010

In order to accomplish as much as possible at our meetings, we are sending out the agenda and some preliminary information ahead of time for your review.

The main task of the GPC Advisory Committee is to decide on the organization, look and feel of the new General Plan document. The committee will provide a recommendation to the City Council for reorganizing and condensing the existing GP sub-elements. The project will not involve updating and revising the substance of the existing GP sub-elements and policies at this time. The goal will be to meet monthly through June 2010 to accomplish the main task of this committee.

If you have not yet done so, we encourage you to visit the General Plan in its current configuration on the City's website at <http://generalplan.insunnyvale.com>. For more information on this process, please review RTC 09-270 (City Council meeting of October 20, 2009) for additional background and details.

In this packet, we have also attached a list of 10 cities that have award-winning consolidated general plans. If you have time, please take a glance at a few of them.

#### Enclosed:

- Draft Agenda
- Draft Schedule
- List of Community Vision Goals
- Comparison of City Element that Contain Topics Required by State Law
- Three Possible Options for General Plan Frameworks
- Examples of Comprehensive General Plans



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

February 16, 2010

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

1. *Introduction of Committee Members and Staff (5 min.)*
2. *Introduction to the Task (15 min.)* What we're doing and why.
3. *Committees that are Involved (5 min.)* Discuss the Staff Task Force and Advisory Committee and their roles and responsibilities.
4. *The Schedule (10 min.)* Discuss commitment by the Advisory Committee in 2010. (see back of sheet).
5. *Selection of Chair and Vice Chair (10 min.)*
6. *Main Topic for the Day (1 hour)* - Discuss potential frameworks for the General Plan. See attached sheets.
  - a. Information that is required to be included
  - b. Options for frameworks along with additional topic matters outside of state mandated subjects.
  - c. Staff Task Force (STF) recommendation
  - d. What happens to information that does not get included in the General Plan?
7. *"Homework" (5 min.)* - Review the information discussed today and look online at suggested examples of general plans.
8. *Public Comments (10 min.)*
9. *Next Meeting - March 25, 2010.* Come prepared to make a preliminary decision on a framework. We will then start discussing different options for look, feel and level of detail in the document.

For copies of the information provided at this meeting, please go online to [www.sunnyvaleplanning.com](http://www.sunnyvaleplanning.com) or contact Diana O'Dell, Senior Planner at (408) 730-7452.

*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 Schedule for Staff Task Force and Advisory Committee Work*

	Staff Task Force (STF)	Advisory Committee (AC)
February <b>FRAMEWORK</b>	<ul style="list-style-type: none"> <li>• Discuss framework. Make recommendations to AC.</li> <li>• Develop list of other major policy documents that cover related information.</li> <li>• Consider options for dealing with information to be dropped.</li> <li>• Homework to consider detail, look and feel.</li> </ul>	<ul style="list-style-type: none"> <li>• Ground rules and introduction to the topic.</li> <li>• Go over the basics of framework with STF recommendation.</li> <li>• Homework to consider framework issues for next meeting for preliminary decision.</li> </ul>
March <b>DETAIL, LOOK AND FEEL</b>	<ul style="list-style-type: none"> <li>• Discuss detail, look and feel. Make recommendation.</li> <li>• Finalize strategy for dealing with information that does not remain in General Plan</li> </ul>	<ul style="list-style-type: none"> <li>• Decision on Framework</li> <li>• Intro to Detail, Look and Feel.</li> <li>• Homework to consider detail, look and feel issues.</li> </ul>
April <b>GOALS AND POLICIES</b>	<ul style="list-style-type: none"> <li>• Refine and finalize content discussion.</li> <li>• Look at Goals and Policies, implementation strategies and best way to organize.</li> <li>• Pick subject to test out two design options.</li> </ul>	<ul style="list-style-type: none"> <li>• Make more decisions about content based on STF recommendation - how much information, level of detail, technical appendices, etc.</li> <li>• Narrow decisions down to two design options.</li> </ul>
May <b>SAMPLE FORMAT, AND GOALS AND POLICIES</b>	<ul style="list-style-type: none"> <li>• Review drafts of two design options and make recommendation.</li> <li>• Finish review of document outline, including goals and policies format.</li> <li>• Review two different options for document design.</li> </ul>	<ul style="list-style-type: none"> <li>• Review two different options for document design and make a decision on the way to go based on STF recommendation.</li> <li>• Review STF strategy for Goals, Policies and implementation strategies and provide direction.</li> </ul>
June <b>FINALIZE OUTLINE, FORMAT, and STEPS FORWARD</b>	<ul style="list-style-type: none"> <li>• Review final detailed outline of entire document and sample section using preferred document design. Make tweaks as necessary.</li> <li>• Schedule individual meetings in the coming months to deal with individual sections.</li> </ul> <p>At this point we will evaluate when the team needs to meet for further work.</p>	<ul style="list-style-type: none"> <li>• Review and approve final detailed outline of entire document and</li> <li>• Review and approve sample section using preferred document design.</li> </ul> <p>This will complete the AC work on the General Plan consolidation. The results will go to Planning Commission and City Council for formal adoption in September. At that point the rest of the document will be filled in.</p>

# Community Vision Goals

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<b>1. Long Range Planning</b>	<i>To engage in long-range physical, fiscal and economic development planning so as to create and sustain an outstanding quality of life in a community with appropriate balances between jobs and residences, development and supporting infrastructure, and the demand for services and the fiscal ability to provide them.</i>
<b>2. Attractive Community</b>	<i>To maintain and enhance the appearance of Sunnyvale, and to distinguish it from 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.</i>
<b>3. Environmental Sustainability</b>	<i>To promote environmental sustainability and remediation in the planning and development of the city, in the design and operation of public and private buildings, in the transportation system, in the use of potable water, and in the recycling of waste.</i>
<b>4. Safe &amp; Healthy Community</b>	<i>To maintain Sunnyvale's traditional high level of public health and safety, so that all residents, employees and visitors feel safe at all times and in all places in the city.</i>
<b>5. Diverse Population</b>	<i>To celebrate the diversity of the population and to provide equal opportunity for all residents to participate fully in community life.</i>
<b>6. Variety of Housing</b>	<i>To provide a variety of housing options by style, size, density and tenure, so that all segments of the population may find appropriate high quality housing in Sunnyvale that is affordable to them.</i>
<b>7. Quality Education</b>	<i>To support and work cooperatively with the educational institutions which serve Sunnyvale so as to provide the opportunity for a quality education for all youth, and life-long learning for all residents.</i>
<b>8. Outstanding Recreation, Arts and Culture</b>	<i>To provide outstanding recreation programs, library services, and visual and performing arts to meet the interests and needs of the diverse population.</i>
<b>9. Dynamic Downtown</b>	<i>To create and support a strong and attractive traditional downtown which serves as the community's central marketplace, common gathering place, and symbolic center.</i>
<b>10. Robust Economy</b>	<i>To retain, attract and support strong and innovative businesses, which provide quality jobs for the city's workforce, tax revenue to support public services, and a positive reputation for Sunnyvale as a center of creativity and productivity.</i>
<b>11. Balanced Transportation</b>	<i>To provide and maintain a balanced multi-modal transportation system which provides choice, convenience, and efficiency for the movement of people and goods.</i>
<b>12. Supportive Utilities</b>	<i>To provide and maintain water, sewer, solid waste disposal, and drainage facilities that are safe, efficient, and reliable, and which can develop sufficient capacity to meet the expected growth of the city.</i>
<b>13. Community Identity</b>	<i>To foster a strong sense of community which promotes participation in civic affairs, community pride, and a sense of place.</i>
<b>14. Caring Community</b>	<i>To provide support for those in the community who are not able to fully support themselves, so that all residents may enjoy the city's high quality of life.</i>
<b>15. Responsive Government</b>	<i>To continue to provide local governance which meets the many and diverse needs of the people and businesses, which is managed to be efficient, effective and compassionate, and which welcomes public participation in an open and accountable public decision making process.</i>

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## GENERAL PLAN ISSUES AND ELEMENTS

	ELEMENT						
	Land Use	Circulation	Housing	Conservation	Open Space	Noise	Safety
Agriculture	X			Z	X		
Air Quality					X		
Airports	Z	Z			Z	X	
Density	X		X				
Education	X						
Fire					X		X
Fisheries				Z	X		
Flooding	X			X	X		X
Forests/Timber	X			X	X		
Housing	Z		X				
Industrial Uses	X					X	
Land Reclamation				X			
Land Use	X	X	Z	X	Z	X	Z
Minerals				X	X		
Noise Contours	Z					X	
Public Buildings	X						
Railways & Yards		Z				X	
Recreation	X				X		
Scenic Resources	X				X		
Seismic Hazards					X		X
Soil Conservation				X	X		
Soil Instability							X
Transportation Routes		X			X <sub>1</sub>	X	X
Transportation Terminals		X					
Utilities/Easements		X			X		
Waste Facilities	X		X <sub>2</sub>				
Water Quality				X	X		
Water Supply	Z		X <sub>2</sub>	X	X		X
Watersheds				X	X		
Waterways/Water Bodies				X	X		
Wildlife				X	X		

**X** Indicates a topic identified in statute

**X<sub>1</sub>** Trail systems

**X<sub>2</sub>** Factors affecting adequate inventory of sites

**Z** Indicates a topic closely related to statutory requirements

## Sunnyvale Elements that Contain Topics Required by State Law

	Land Use	Circulation	Housing	Conservation	Open Space	Noise	Safety
Sunnyvale Vision	Main overview of City Goals						
1.0 Land Use / Transportation	√	√		√	Z		
2.2 Open Space & Recreation	√				√		
2.3 Housing			√				
2.4 Safety & Seismic Safety				√			√
2.5 Community Design	Z						
3.1 Water Resources				√			
3.2 Solid Waste Management	√						
3.3 Wastewater Management				√			
3.4 Surface Runoff				√			
3.6 Noise	Z					√	
3.7 Air Quality		Z			√		
4.1 Law Enforcement							
4.2 Fire Services							
4.3 Support Services							
5.0 Socioeconomic							
6.2 Library							
6.3 Heritage Preservation	√						
6.4 Arts							
7.1 Fiscal							
7.2 Community Engagement							
7.3 Legislative Management							

√ - Contains state-mandated information

Z - Contains related information

Shaded elements do not address a state-mandated requirement.

2/10/10

<b>OPTION A</b> <b>(RECOMMENDED)</b> VISION - Based off the main goals of the Vision element. (Can be as detailed or streamlined as needed)	<b>OPTION B</b> FOCUSED DOCUMENT - less emphasis on non-required elements	<b>OPTION C</b> COMPREHENSIVE - full discussion of city services
<p><b>VISION</b></p> <ul style="list-style-type: none"> <li>• City Overview</li> <li>• Responsive Government (reference community engagement)</li> </ul> <p><b>Land Use / Transportation - Long Range Planning and Balanced Transportation</b></p> <ul style="list-style-type: none"> <li>• <u>Land Use</u></li> <li>• <u>Transportation</u></li> <li>• <u>Open Space</u></li> <li>• Supporting schools and other public services (Socioeconomic)</li> </ul> <p><b>Attractive Community with A Strong Identity</b></p> <ul style="list-style-type: none"> <li>• Community Design</li> <li>• Heritage Preservation</li> <li>• Library, Arts, Recreation</li> </ul> <p><b>Variety of Housing and Robust Economy</b></p> <ul style="list-style-type: none"> <li>• <u>Housing</u></li> <li>• Economy</li> </ul> <p><b>Safe and Healthy Community</b></p> <ul style="list-style-type: none"> <li>• Police and Fire</li> <li>• <u>Safety and Seismic Safety</u></li> <li>• <u>Noise</u></li> </ul> <p><b>Environmentally Sustainable</b></p> <ul style="list-style-type: none"> <li>• Water Resources (<u>Conservation</u>)</li> <li>• Air Quality</li> <li>• <u>Climate Action Plan</u></li> <li>• Surface Runoff, Solid Waste, Wastewater Management</li> </ul>	<p><b>VISION</b></p> <ul style="list-style-type: none"> <li>• City Overview</li> <li>• General Goals and Policies</li> </ul> <p><b>Land Use / Transportation</b></p> <ul style="list-style-type: none"> <li>• <u>Land Use</u></li> <li>• <u>Transportation</u></li> <li>• <u>Open Space</u></li> </ul> <p><b>Housing</b></p> <ul style="list-style-type: none"> <li>• <u>Housing</u></li> </ul> <p><b>Environmental Resources/ Sustainability</b></p> <ul style="list-style-type: none"> <li>• <u>Water Resources (Conservation)</u></li> <li>• Surface Runoff Policies</li> <li>• Wastewater Policies</li> <li>• Air Quality</li> <li>• <u>Climate Action Plan</u></li> </ul> <p><b>Health and Safety</b></p> <ul style="list-style-type: none"> <li>• <u>Seismic Safety</u></li> <li>• <u>Noise</u></li> </ul> <p><i>Elements relating to economy, police, fire, community design, and library and other community services are not included in this streamlined option.</i></p>	<p><b>VISION</b></p> <ul style="list-style-type: none"> <li>• City Overview</li> <li>• General Goals and Policies</li> </ul> <p><b>Land Use and Transportation</b></p> <ul style="list-style-type: none"> <li>• <u>Land Use</u></li> <li>• <u>Transportation</u></li> </ul> <p><b>Open Space and Conservation</b></p> <ul style="list-style-type: none"> <li>• <u>Open Space</u></li> <li>• Water Resources (<u>Conservation</u>)</li> <li>• Climate Action Plan</li> </ul> <p><b>Environmental Hazards</b></p> <ul style="list-style-type: none"> <li>• <u>Safety</u></li> <li>• <u>Seismic Safety</u></li> <li>• <u>Noise</u></li> </ul> <p><b>Historic Preservation and Community Design</b></p> <ul style="list-style-type: none"> <li>• Historic Preservation</li> <li>• Community Design</li> </ul> <p><b>Community Services and Facilities</b></p> <ul style="list-style-type: none"> <li>• Fire and Police</li> <li>• Recreation</li> <li>• Arts</li> <li>• Library</li> <li>• Schools</li> </ul> <p><b>Housing</b></p> <ul style="list-style-type: none"> <li>• <u>Housing</u></li> </ul>

Underlined subjects are mandated by state law.

# Examples of Comprehensive General Plans

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1. City of San Leandro (2002)

<http://www.ci.san-leandro.ca.us/CDGenPlan.asp>

2. City of Rancho Cordova (2006)

<http://www.cityofranhocordova.org/Index.aspx?page=104#a1>

3. City of Riverside (2007)

<http://www.riversideca.gov/planning/2008-0909/>

4. City of Lincoln (2008)

<http://www.ci.lincoln.ca.us/generalplans/>

5. City of Sacramento (2009)

<http://www.sacgp.org/>

6. City of Cupertino: (2000)

<http://www.cupertino.org/index.aspx?page=709>

7. City of San Diego (2009)

<http://www.sandiego.gov/planning/genplan/>

8. City of Livermore

[http://www.ci.livermore.ca.us/general\\_plan/general\\_plan.html](http://www.ci.livermore.ca.us/general_plan/general_plan.html)

9. City of San Luis Obispo

<http://www.ci.san-luis-obispo.ca.us/communitydevelopment/generalplan.asp>

10. County of Marin

<http://www.co.marin.ca.us/depts/cd/main/fm/TOC.cfm>