



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

March 31, 2010

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

1. *Welcome / Call to Order*
2. *Review of Previous Meeting and Notes*
3. *"Measures of Success"*- Discuss questions from last meeting about what standards should be used to make decisions on general plan content and form.
4. *Public Input*- Discuss methods of public outreach.
5. *Framework Discussion* - Review framework options in light of the success questions and other examples of General Plans.
6. *ACTION ITEM* - Advisory Committee determines the overall framework of the consolidated General Plan.
7. *Update on the Progress of the Staff Task Force* - Discuss recent work to consider appropriate level of detail in the document and review our current goals and policies.
8. *Review Options for Level of Detail*) - Review City elements and online versions of general plans and discuss pros and cons of different detail levels.
9. *Public Comments*
10. *Homework*" - Review the information provided at this meeting and think about the level of detail needed for Sunnyvale's General Plan.
11. *Next Meeting - April 22, 2010*. Come prepared to make a preliminary decision on a level of detail. We will then discuss different options for look and feel in the document.

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).



MEETING NOTES

City of Sunnyvale

Advisory Committee (AC) for the General Plan Consolidation

February 16, 2010, 7:00 p.m. West Conference Room, Sunnyvale City Hall

See page 3 of these notes for an attendance list.

1. Staff discussed meeting logistics, committee purpose, and summarized the schedule. The goal is to have an outline for the new General Plan by the end of June, including information about the level of detail contained, look and feel, and structure of goals and policies.
2. Staff discussed the role of the Chair and Vice-Chair. After a brief discussion of qualifications, Patrick Walz from the Bicycle and Pedestrian Advisory Commission was selected as Chair for the Advisory Committee. Chuck Hungerford was selected as Vice-Chair.
3. The Committee discussed several aspects about the scope of the task and process, including:
 - Who is using the document and for what purpose? To create a successful document, the Committee wants to define who's using the document, what they want to get out of it, and how it's going to help the City. Different stakeholders could be interviewed to see what they are looking for in the General Plan.
 - Why is staff recommending Option A of the possible frameworks (a comprehensive, vision-based framework) versus Option B (streamlined) or Option C (a more traditional comprehensive structure)? The current structure of the General Plan is very comprehensive. Staff felt that going to the streamlined option would be too radical a departure for the City. The Vision element had a broad range of input and it would be a solid structure for the organization of the General Plan to be built on.
 - What elements will be updated next? What is the future update process for the consolidated General Plan? The Land Use and Transportation Element (LUTE) will be prepared this year. Based on the transportation data that will be prepared for that study, the Air Quality and Noise elements will also be updated later this year. Once the General Plan is compressed into one document, the entire document will be updated as a whole, rather than the current piecemeal schedule. However, in the meantime, it may be necessary to update individual sections and policies if they are out of date. Based on a ten-year update schedule, the next comprehensive update would be scheduled in 2020.

- How will the General Plan be implemented? The committee discussed the structure of goals and policies. It was discussed how goals and policies, with measurable outcomes, can be a powerful tool for boards and commissions as well as the public to understand what the City is trying to achieve. Staff passed out a draft breakdown of different implementation/policy plans the City maintains and how they relate to the General Plan.
- What environmental review is required? The committee discussed that the goal is to reorganize existing general plan language and policy, not to create new language. However, in the course of this task there may be some substantive changes. At the end of the six months, prior to Council adoption of the recommended framework, staff will review the recommendation to determine the appropriate level of environmental review.
- How will we define success? What are our goals? Through the course of the discussion, the committee discussed several goals for the document. This topic will be discussed more fully at the March meeting. These goals include:
 - √ Targeting the correct audience
 - √ Readable for the general public
 - √ Able to be updated efficiently
 - √ Designing for the correct medium (web or paper)
 - √ Maintaining an appropriate level of detail
 - √ Maintaining a vision focus and not addressing operational issues

4. Action items to be completed prior to the next meeting.

- The Advisory Committee members will read the Vision Element and review other general plans on the web.
- Staff will complete the following:
 - √ Look for an alternative March meeting date such that it does not conflict with the League of California Cities Planners Institute conference in Monterey.
 - √ Send out links to all the elements, including the Vision.
 - √ Send out the final meeting schedule (included in these notes).
 - √ Send out the contact list with emails.
 - √ Send out the meeting notes.

5. Upcoming Meetings(all to be held at 7:00 p.m. in the West Conference Room at City Hall):
- Thursday, March 25, 2010 (tentative, possible rescheduling to March 31)
 - Thursday, April 22, 2010
 - Thursday, May 27, 2010
 - Thursday, June 24, 2010

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. Tom Flaherty, Board of Library Trustees
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. Ralph Durham, Bicycle and Pedestrian Advisory Committee
13. David Musgrave, Board of Building Code Appeals
14. David Whittum, City Council
15. Nancy McDonough, Heritage Preservation Commission
16. Fred Fowler (alternate to the alternate), Housing and Human Services Commission
17. Narendra Pathak, Board of Library Trustees
18. Robert Harms, Parks and Recreation Commission
19. Judi Nickey, Personnel Board
20. Brandon Sulser, Planning Commission

Staff Attending:

21. Hanson Hom, Director of Community Development
22. Trudi Ryan, Planning Officer
23. Diana O'Dell, Senior Planner

General Plan Consolidation

Measures of Success

Some ideas to get the conversation started:

Who will use the General Plan and for what purpose?

1. The City Council will use it to evaluate projects and programs and determine priorities. They also use to allocate resources.
2. Staff uses it to evaluate programs and projects for compliance with the General Plan. They also use it to determine advocacy positions for programs and legislation.
3. Boards and Commissions use it to evaluate projects and programs and determine priorities.
4. Developers, businesses and residents will use it to find out what the City is envisioning for the future and how it will affect their related spheres.
5. State and regional agencies use it to evaluate the City's progress towards regional and state-wide goals.

What makes an element easily updatable?

- √ Action strategies that can be updated by staff as strategies change.
- √ Updates to policies, maps, designations or other data must be able to be added in the version available to the public. Electronic format makes these easier.
- √ Alerts for online updates so users know that something has changed.
- √ Printed copies should be contained in binders for easy addition/removal of pages.

What format should we use?

Primarily web-delivery of electronic pdfs because:

- √ Provides easy cross-referencing (linking) with other resources
- √ Inexpensive to produce
- √ Easy to access
- √ Easy to update as needed

How do we make the General Plan more vision oriented and less operational?

- √ Use the Sunnyvale Vision as the underlying basis for the General Plan.
- √ Keep goals and policies, as well as the Sunnyvale Vision, as the main focus of the document.
- √ Eliminate discussion that addresses maintenance of existing facilities and funding sources, staff training, etc. (details of day-to-day running of individual programs)

General Plan Consolidation

Measures of Success

Measures of Success

1. **Goal and Policy Focused** – 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. Break up sections into concise topics.
4. **Ease of Access** – Keep in mind the electronic format delivery system. Ensure that typefaces and graphics lend themselves for easy computer viewing (larger fonts). Use a lot of color. Use linking, bookmarking and other web tools to cut down on size and ease navigation. Use an index and a glossary. Keep the document short.

Community Vision Goals

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| 1. Long Range Planning | <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> |
| 2. Attractive Community | <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> |
| 3. Environmental Sustainability | <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> |
| 4. Safe & Healthy Community | <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> |
| 5. Diverse Population | <i>To celebrate the diversity of the population and to provide equal opportunity for all residents to participate fully in community life.</i> |
| 6. Variety of Housing | <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> |
| 7. Quality Education | <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> |
| 8. Outstanding Recreation, Arts and Culture | <i>To provide outstanding recreation programs, library services, and visual and performing arts to meet the interests and needs of the diverse population.</i> |
| 9. Dynamic Downtown | <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> |
| 10. Robust Economy | <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> |
| 11. Balanced Transportation | <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> |
| 12. Supportive Utilities | <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> |
| 13. Community Identity | <i>To foster a strong sense of community which promotes participation in civic affairs, community pride, and a sense of place.</i> |
| 14. Caring Community | <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> |
| 15. Responsive Government | <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> |

FRAMEWORK DISCUSSION AND COMPARISON WITH CITIES

State law requires that the following topics be addressed in a General Plan (they do not have to be discussed in a separate chapter)

1. Land Use
2. Transportation
3. Noise
4. Safety
5. Conservation
6. Open Space
7. Housing

| | |
|---|--|
| <p>Cupertino -</p> <ol style="list-style-type: none"> 1. INTRODUCTION 2. LAND USE/COMMUNITY DESIGN 3. HOUSING 4. CIRCULATION 5. ENVIRONMENTAL RESOURCES/ SUSTAINABILITY 6. HEALTH AND SAFETY <p><i>All elements address mandatory subjects.</i></p> <p><i>Each element can contain non-mandatory topics. For example, Land Use/Community Design contains land use, heritage preservation, community design, open space and public facilities.</i></p> | <p>San Diego</p> <ol style="list-style-type: none"> 1. LAND USE AND COMMUNITY PLANNING 2. MOBILITY ELEMENT 3. URBAN DESIGN (OPTIONAL) 4. ECONOMIC PROSPERITY (OPTIONAL) 5. PUBLIC FACILITIES, SERVICES and SAFETY 6. RECREATION (OPTIONAL) 7. CONSERVATION 8. NOISE 9. HERITAGE PRESERVATION (OPTIONAL) <p><i>Out of 9 sections, 4 address optional subjects. This gives additional weight to certain topics.</i></p> |
|---|--|

PROS of Optional Elements

- Can highlight topics of importance to the community.
- Giving a topic its own element allows for a broad range of discussion and set of policies. When a topic is one of many in an element, discussion can be more limited.

CONS

- More information to update and manage. Usually increases the size of the document.
- Putting policies on non-mandatory elements in a General Plan can reduce flexibility by making it more difficult to update.

| <p>OPTION A</p> <p>(RECOMMENDED)</p> <p>VISION - Based off the main goals of the Vision element. (Can be as detailed or streamlined as needed)</p> | <p>OPTION B</p> <p>FOCUSED DOCUMENT - less emphasis on non-required elements</p> | <p>OPTION C</p> <p>COMPREHENSIVE - full discussion of city services</p> |
|---|---|---|
| <p>VISION</p> <ul style="list-style-type: none"> • City Overview • Responsive Government (reference community engagement) <p>Land Use / Transportation - Long Range Planning and Balanced Transportation</p> <ul style="list-style-type: none"> • <u>Land Use</u> • <u>Transportation</u> • <u>Open Space</u> • Supporting schools and other public services (Socioeconomic) <p>Attractive Community with A Strong Identity</p> <ul style="list-style-type: none"> • Community Design • Heritage Preservation • Library, Arts, Recreation <p>Variety of Housing and Robust Economy</p> <ul style="list-style-type: none"> • <u>Housing</u> • Economy <p>Safe and Healthy Community</p> <ul style="list-style-type: none"> • Police and Fire • <u>Safety and Seismic Safety</u> • <u>Noise</u> <p>Environmentally Sustainable</p> <ul style="list-style-type: none"> • Water Resources (<u>Conservation</u>) • Air Quality • <u>Climate Action Plan</u> • Surface Runoff, Solid Waste, Wastewater Management | <p>VISION</p> <ul style="list-style-type: none"> • City Overview • General Goals and Policies <p>Land Use / Transportation</p> <ul style="list-style-type: none"> • <u>Land Use</u> • <u>Transportation</u> • <u>Open Space</u> <p>Housing</p> <ul style="list-style-type: none"> • <u>Housing</u> <p>Environmental Resources/ Sustainability</p> <ul style="list-style-type: none"> • <u>Water Resources (Conservation)</u> • Surface Runoff Policies • Wastewater Policies • Air Quality • <u>Climate Action Plan</u> <p>Health and Safety</p> <ul style="list-style-type: none"> • <u>Seismic Safety</u> • <u>Noise</u> <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>VISION</p> <ul style="list-style-type: none"> • City Overview • General Goals and Policies <p>Land Use and Transportation</p> <ul style="list-style-type: none"> • <u>Land Use</u> • <u>Transportation</u> <p>Open Space and Conservation</p> <ul style="list-style-type: none"> • <u>Open Space</u> • Water Resources (<u>Conservation</u>) • Climate Action Plan <p>Environmental Hazards</p> <ul style="list-style-type: none"> • <u>Safety</u> • <u>Seismic Safety</u> • <u>Noise</u> <p>Historic Preservation and Community Design</p> <ul style="list-style-type: none"> • Historic Preservation • Community Design <p>Community Services and Facilities</p> <ul style="list-style-type: none"> • Fire and Police • Recreation • Arts • Library • Schools <p>Housing</p> <ul style="list-style-type: none"> • <u>Housing</u> |

Underlined subjects are mandated by state law.

GOALS AND POLICIES PER THE COMMUNITY ENGAGEMENT SUB-ELEMENT

- 1 Goals are long-range, broad and comprehensive. Goals are not necessarily measurable or achievable; rather, they describe a desired end-state community condition with regard to community engagement in Sunnyvale.
- 2 Policies describe context and rationale of desired outcomes. Policies are focused and specific; they may be created, altered or discarded by City Council in response to current issues facing the City. Policies, must however, be consistent with adopted long-range goals of the General Plan
- 3 Action strategies are short-range in nature. The action strategies translate the long range goals and adopted policies into decisions and actions which address needs in Sunnyvale. They are the critical link between long-range planning and current-decision making. Action strategies are included to inform Council and the public regarding the initial operational steps which staff proposes to implement the goals and policies. Staff may create new action strategies and revise others without action by City Council.

OPR GUIDELINES ON DEFINING GOALS AND POLICIES

- 1 Goals are direction-setters. It is an ideal future end related to public health, safety, or general welfare. It expresses community values and may be abstract. Goals are generally not quantifiable or time-dependent.
- 2 Policies are specific statements that guide decision-making. A policy implements a general plan objectives. Policies should be clear and unambiguous.

OTHER RULES FOR WHAT DOES NOT MAKE A WORTHWHILE POLICY

- 1 Basic job functions. Complying with local, state, or federal law is not a policy. Basic job services such as responding to phone calls, training staff and determining funding sources are not policies.
- 2 Empty, over-generalized statements. "Provide alternative options to enhance the effectiveness of operations" is not specific enough.
- 3 Action statements. Physical actions, revenue programs, and other types of implementation activities are not policies but program specifics.

General Plan Level of Detail

General Plan Consolidation
Advisory Committee
March 31, 2010

Level of Detail

How much information to include?

- Discussion detail
- Topic format

Discussion Detail

High Detail

- Complete history
- Detailed descriptions
- Operation and maintenance issues
- Descriptions of laws, other plans

Low Detail

- Limited history
- Brief descriptions
- Limit discussion to physical planning
- Cross reference laws and plans

Discussion Detail

Side by Side Comparison

Strategies:

1. **Conformance to Plan.** Require development along Stevens Creek Boulevard between approximately Sterling Road and De Anza Boulevard to conform to the Crossroads Area Streetscape Plan.

2. **De Anza Boulevard/Stevens Creek Boulevard Landmark.** Secure landscape easements from properties at the intersection of De Anza Boulevard and Stevens Creek Boulevard for construction of a future landmark, which may include open space, landscaping and other design elements at the corners. Reserve a permanent landscape easement as a condition of development at all four corners of the intersection to allow the construction of a future landmark, including the southeast corner of the Stevens Creek/De Anza Boulevard intersection. Land at the southeast corner will be an open space area and gathering place.

● By reshaping the built environment and the transportation system to fulfill the land use goals and diagrams, the City can begin to attract residents to central, public space. The City-centered form of development will encourage activity, attractive public use, and a pedestrian-friendly environment.

Policy 2-4: Active Spaces

Encourage active, publicly oriented land uses to locate in the urban centers.

Strategies:

1. **Active Commercial Uses.** Recruit active commercial uses such as restaurants, cafes, bookstores, commercial entertainment uses and movie theaters to locate within the Vallecito or Crossroads planning areas.

2. **Zoning Incentives.** Provide zoning incentives such as greater flexibility on the allowable floor area ratio and setbacks for these preferred commercial uses.

3. **"Sense of Place."** In order to create a "sense of place," require development plans to incorporate elements that are oriented toward pedestrian-scaled outdoor uses along major boulevards, including parks, plazas, seating areas, outdoor dining and public art.

4. **Public Areas.** Ensure that public areas are attractive and designed to meet the open space and recreational needs of surrounding areas.

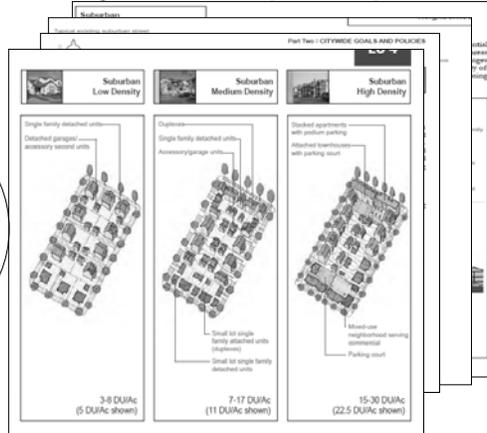
Neighborhoods

Planning for the unique aspects of neighborhoods and connecting neighborhoods to each other are important General Plan principles. Neighborhoods are the building blocks of community form. They should include a definable edge (e.g., major streets, creeks) and a center, usually comprised of a neighborhood school or park. The surrounding land uses exist to enhance and support the neighborhoods with services, jobs, schools and shopping. These services should be within walking distance to decrease reliance on the automobile. At the same time, neighborhoods must be protected from incompatible development and undesirable traffic impacts.

Policy 2-5: Distinct Neighborhoods

Plan for neighborhoods that have distinctive edges, an identifiable center and safe pedestrian and bicycle access to surrounding uses.

Sacramento - Higher level of detail with diagrams and In-depth descriptions.



Cupertino - Low-level of detail discusses building form more generally.

Topic Format

- Standard Format – high or low detail
- Alternative #1 Format – low detail
- Alternative #2 Format – low detail

Standard Format (e.g. City of Rancho Cordova)

| | |
|---|---|
| <p>INTRODUCTION</p> <p><small>Existing land use patterns in Rancho Cordova began during the Gold Rush and expanded with the development of Mather Air Force Base and Aerojet. Regional growth patterns.</small></p> | <ul style="list-style-type: none">● Introduction● Discussion● Key issues● Goals and Policies |
| <p>CONCEPTS OF THE CITY'S LAND USE PLAN</p> <p>Smart Growth</p> | |
| <p>ISSUES AND CONSIDERATIONS</p> <p>LAND USE SETTING</p> | |
| <p>GOALS, POLICIES, AND ACTIONS</p> <p><small>The goals of this element are as follows and are listed subsequently with corresponding policies and actions.</small></p> | |

Alternative #1 Format

(e.g. City of San Diego)

A. City of Villages Strategy

Goal

• Mixed-use villages located throughout the City and connected by high-quality transit.

Discussion

The City of Villages strategy is to focus growth into mixed-use activity centers that are **distinctly** centers of community, and linked to the regional transit system. The strategy draws upon the strengths of San Diego's natural environment, neighborhoods, commercial centers, institutions, and employment centers. The strategy focuses on the long-term economic, environmental, and social health of the City and its many communities. It recognizes the value of San Diego's distinctive neighborhoods and open spaces that together form the City as a whole. Implementation of the City of Villages strategy is an important component of the City's strategy to reduce local contributions to greenhouse gas emissions, because the strategy makes it possible for larger numbers of people to make fewer and shorter auto trips (see also Mobility Element, Introduction, and Cooperation Element, Section A).

What is a Village?

A "village" is defined as the mixed-use heart of a community where residential, commercial, employment, and civic uses are all present and integrated. Each village will be unique to the community in which it is located. All villages will be pedestrian-friendly and characterized by inviting, accessible, and attractive streets and public spaces. These spaces will vary from village to village and may consist of public parks or plazas, community meeting spaces, outdoor gathering spaces, passive or active open space areas that contain desirable landscape and structure design amenities, or outdoor dining and market activities. Individual villages will offer a variety of housing types and densities. Over time, villages will be increasingly connected to each other by an expanded regional transit system. The village land use pattern and densities help make transit operations more efficient, which in turn allows for improved and more cost-effective transit services. **Other elements**

Policies

Village Type and Location

UU-A.1. Designate a hierarchy of village sites for citywide implementation.

- a. Affirm the position of Downtown San Diego as the regional hub by maintaining and enhancing its role as the major business center in the region and encouraging its continued development as a major urban residential center with the largest concentration of high-density multifamily housing in the region.
- b. Encourage further intensification of employment uses throughout Subregional Employment Districts. Where appropriate, consider collocating medium- to high-density residential uses with employment uses (see also Economic Prosperity Element).



- Introduction
- Goal
- Discussion
- Policies

Alternative #2 Format

(e.g. City of Lincoln)

- Short Introduction
- Goal
- Policies

ECONOMIC DEVELOPMENT ELEMENT

3.1 Introduction

The Economic Development Element establishes the goals, policies, and implementation programs for directing economic growth towards targeted City objectives, including increasing the jobs to housing balance, attracting targeted business, and providing for a financially self-sustaining community.

A key factor in shaping the future for Lincoln will be the niche within the regional economy Lincoln chooses to fill regarding its future development.

3.2 Goals and Policies

General

Goal ED-1 To promote a strong economic and fiscal base critical to sustaining long-term prosperity for the residents and businesses in the City of Lincoln and the region.

Policy ED-1.1 Develop and Implement a Vision of the Future
The City shall develop and implement an Economic Development Vision to guide future development decisions.

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Alternative Formats

Factors

- Streamlines discussion – reduces length
- Reduces flexibility/ adds structure
- Breaks up background data into sections
- Emphasizes vision, goals and policies