

Proposed New Council Study Issue

Number	CDD-11
Status	Pending
Calendar Year	2008
New or Previous	Previous
Title	Preparation of Peery Park Specific Plan
Lead Department	Community Development
Element or SubElement	Land Use and Transportation

1. What are the key elements of the issue? What precipitated it?

Peery Park is one of Sunnyvale's older industrial neighborhoods and is located in a prime location that is served by two major freeways as well as Central Expressway. In addition, it is located near the proposed new NASA Ames Research Center (which hopes to focus on the convergence of bio-technology, information technology and nano-technology) and the cluster of research and development facilities in the adjacent area of Mountain View. As a result of the advantages mentioned above, it could be beneficial to the City to focus reinvestment in the area which could result in increased revenues through increased property tax as well as sales and use taxes.

For the City of Sunnyvale to be competitive in the Silicon Valley economy, we must continue to develop new Class A office buildings. The reinvestment to Class A type office buildings is dependent on allowing a higher FAR. Class A office buildings are most likely to be built when allowable Floor Area Ratios (FAR) are at least 50%

The Peery Park study would be in two phases. The first step would be to evaluate the infrastructure (transportation, water, sewer, etc.) and determine what types of improvements may be needed for various levels of development. This information would be presented to the Planning Commission and City Council. The Council could determine that further study is not needed, or direct staff to proceed with the second phase of preparation of appropriate environmental review and documentation and a Specific Plan. This study would look at the type of industrial development in Peery Park (primarily Class B and C) and examine the opportunity to recycle and upgrade the older buildings to Class A structures. Techniques such as higher FARs (such as in the Futures Industrial Sites) and a Development Reserve (as in the Moffett Park Specific Plan) would be evaluated. Other techniques that may encourage reinvestment in the Peery Park area will also be explored. Brokers and property owners who work in the Peery Park area have indicated that in-place zoning and streamlined project reviews are key items for facilitating reinvestment.

This item fell below the line and ranked 18 for 2007.

2. How does this relate to the General Plan or existing City Policy?

LAND USE AND TRANSPORTATION ELEMENT

GOAL N1: Preserve and enhance the quality character of Sunnyvale's industrial, commercial and residential neighborhoods by promoting land use patterns and related transportation opportunities that are supportive of neighborhood concept.

Policy N1.2.1: Integrate new development and redevelopment into existing neighborhoods.

Policy N1.2.3: Develop specific area plans to guide change in neighborhoods that need special attention.

Policy N1.8: Cluster high intensity industrial uses in areas with easy access to transportation corridors.

Action Statement N1.8.1: Require high quality site, landscaping, and building design for higher intensity industrial development.

3. Origin of issue

Council Member(s) Spitaleri, Swegles
General Plan
City Staff
Public
Board or Commission none

4. Multiple Year Project? Yes Planned Completion Year

5. Expected participation involved in the study issue process?

Does Council need to approve a work plan? No
Does this issue require review by a Board/Commission? Yes
If so, which?
 Planning Commission
Is a Council Study Session anticipated? Yes
What is the public participation process?
 Outreach to property owners, businesses and developers as well as notification of public meetings and public hearings.

6. Cost of Study

Operating Budget Program covering costs
 242 Land Use Planning; 247 Economic Prosperity
Project Budget covering costs
Budget modification \$ amount needed for study
 \$300,000
Explain below what the additional funding will be used for
 Staff estimates approximately \$80,000 for a traffic consultant to run several land use scenarios and assist in capacity analysis, and approximately \$220,000 for other infrastructure analysis and preparation of an EIR.

7. Potential fiscal impact to implement recommendations in the Study approved by Council

Capital expenditure range None
Operating expenditure range None
New revenues/savings range \$51K - \$100K
Explain impact briefly
 The City has not imposed a fee for recovery of costs for EIR and Specific Plan preparation in

prior Specific Plan efforts, however, these costs can be passed along to the property owners through project review fees during implementation of a Specific Plan.

8. Staff Recommendation

Staff Recommendation None

If 'For Study' or 'Against Study', explain

9. Estimated consultant hours for completion of the study issue

Managers

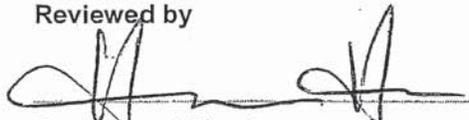
Role	Manager	Hours	
Lead	Ryan, Trudi	Mgr CY1: 25	Mgr CY2: 0
		Staff CY1: 260	Staff CY2: 0
Support	Mc Queen, Brice	Mgr CY1: 30	Mgr CY2: 0
		Staff CY1: 0	Staff CY2: 0
Interdep	Berry, Kathryn	Mgr CY1: 20	Mgr CY2: 0
		Staff CY1: 0	Staff CY2: 0
Interdep	Rogge, Mark	Mgr CY1: 20	Mgr CY2: 0
		Staff CY1: 0	Staff CY2: 0
Interdep	Withhaus, Jack	Mgr CY1: 20	Mgr CY2: 0
		Staff CY1: 0	Staff CY2: 0

Total Hours CY1: 375

Total Hours CY2: 0

Note: If staff's recommendation is 'For Study' or 'Against Study', the Director should note the relative importance of this Study to other major projects that the Department is currently working on or that are soon to begin, and the impact on existing services/priorities.

Reviewed by


Department Director

11/7/07
Date

Approved by


City Manager

11-14-07
Date

Addendum

A. Board / Commission Recommendation

Issue Created Too Late for B/C Ranking

Board or Commission	Rank	Rank 1 year ago	Rank 2 years ago
Arts Commission			
Bicycle and Pedestrian Advisory Committee			
Board of Building Code Appeals			
Board of Library Trustees			
Child Care Advisory Board			
Heritage Preservation Commission			
Housing and Human Services Commission			
Parks and Recreation Commission			
Personnel Board			
Planning Commission			

1 of 7

Board or Commission ranking comments

This study was identified after the Planning Commission considered potential study issues for ranking.

B. Council

Council Rank (no rank yet)
Work Plan Review Date (blank)
Study Session Date (blank)
RTC Date (blank)
Actual Complete Date (blank)
Staff Contact

Attachment C