REPORT TO MAYOR AND COUNCIL **NO: 07-154**

May 8, 2007

SUBJECT: 2007-0415 Approve Final Report on Transitioning from a Growth to a Steady-State City (Study Issue) and Adopt Resolution to Incorporate Sunnyvale Community Vision into the General Plan.

REPORT IN BRIEF

The Study Issue "Transitioning from a Growth to a Steady-State City" was ranked by the City Council in December 2005, and a Work Plan and Budget Modification were approved in June 2006. The study issue Work Plan included an expansive community outreach process, culminating in the Community Visioning Festival in October 2006. The final report represents not only the documentation of the Study Issue, but also a Community Vision which will serve as a guiding framework for the revisions of the General Plan elements and sub-elements. The Planning Commission, at its meeting of April 23, 2007, recommended that the City Council adopt the Sunnyvale Community Vision as the guiding framework for the General Plan with specific revisions. Staff has made the revisions recommended by the Planning Commission or otherwise addressed their comments and recommends that the City Council adopt the Sunnyvale Community Vision as presented in Attachment C.

BACKGROUND

At the December 2005 Study Issue Workshop, City Council ranked the Study Issue "Transitioning from a Growth to a Steady-State City" as number five for the Department of Community Development for 2006. (See Study Issue Paper, Attachment A). On June 13, 2006, the City Council approved a work plan for the study issue (see Attachment B), and approved Budget Modification No. 28 in the amount of $55,000 to engage in an expansive community outreach process, including a community visioning exercise (RTC 06-204).

During the month of October 2006, with the assistance of consultant MIG of Berkeley, staff conducted a community visioning process, which included an on-line survey and neighborhood workshops, and which culminated in a Community Visioning Festival on October 28, 2006. On March 6, 2007, the City Council reviewed the results of the community visioning process and approved the Values and Visions recommended by staff (RTC 07-068).

In accordance with the approved Work Plan, staff has prepared the Sunnyvale Community Vision as a guiding framework for the General Plan. If adopted, the Community Vision will serve as the overarching element of the General Plan, upon which each of the functional elements and sub-elements will be

based. On April 10, 2007, staff presented the conceptual basis and draft recommendations of the Community Vision to a Joint Study Session of the City Council and Planning Commission.

EXISTING POLICY

- 7.2B Achieve a community in which citizens and businesses are actively involved in shaping the quality of life and participate in local community and government activities.

- 7.2C.1 Plan for and encourage an appropriate cross-section of the community when obtaining public input for policy decisions.

- 7.2C.4 Assure that citizens and organizations are actively involved in the identification of community needs and the development of solutions.

- 7.2E Create a strong, positive community identity.

DISCUSSION

The Study Issue addresses the issue of growth and its potential impact on the economic vitality and quality of life in Sunnyvale. The intent of the Study Issue is to prescribe a "steady-state" or sustainable pattern of growth, wherein there is a constant balance between the various uses of land and the infrastructure and the public services that support them, such that there is no reduction in the quality of life or the City's fiscal ability to provide quality public services. The final product of the Study Issue is the attached document, Sunnyvale Community Vision (Attachment C). The document is a direct product of the community visioning process, and reflects the desires and aspirations of Sunnyvale residents and businesses regarding the future of their city.

Concurrent with the community visioning process, executive staff was discussing ways to make the General Plan and its individual elements and sub-elements more integrated and internally consistent. The goal was to make the Plan more easily used by the community, the City Council and the staff to guide current decision-making. Staff determined that an overarching Community Vision could serve as a guiding framework for the General Plan, presenting the historical context, the current community conditions, a long-range vision for the future of Sunnyvale, and the city-wide goals upon which the individual elements and sub-elements could be based. Staff concluded that this Community Vision would be the appropriate final report on the subject Study Issue.

The Sunnyvale Community Vision follows the general outline presented in the Work Plan, with the following chapters:

- Sunnyvale's History
- Current Community Conditions
- Assets and Issues
- Future Challenges
- Values and Vision
- City-wide Goals
- Balanced Growth

The substance of the document is drawn from existing City policies, from the community outreach efforts of the community visioning process, and from the comments of the City Council, Planning Commission, and executive staff on the draft recommendations.

ENVIRONMENT REVIEW

No new development or change in policy that would affect the physical environment is proposed through the Community Vision Element and therefore no additional environmental review is required. The vision for the community and the related goals will be implemented through the adoption of the functional elements of the General Plan and appropriate environmental review and documentation will be conducted at that time.

FISCAL IMPACT

The preparation of the Community Vision was supported primarily by Budget Modification No. 28 in the amount of $55,000 approved by the City Council on June 13, 2006, and the operating budget for Land Use Planning. The adoption of the Sunnyvale Community Vision will result in no further direct fiscal impact.

PUBLIC CONTACT

The community visioning process included extensive community outreach through a special community visioning website, and on-line survey, neighborhood workshops, an article in the Sunnyvale Quarterly Report, and the half-day Community Visioning Festival at the Community Center on Saturday, October 28, 2006. Public contact regarding the Planning Commission and City Council pubic hearing was made through posting of the Council agenda on the City's official notice bulletin board, posting of the agenda and report on the City's web page, and the availability of the report in the Library and City Clerk's Office.

The Planning Commission held a public hearing on this matter at its regular meeting of April 23, 2007. The Commission recommended that the City Council adopt the Sunnyvale Community Vision as the guiding framework for the General Plan, with the following modifications:

- Present data in a way to reflect changes in the Growth Plan and to allow comparisons from year to year.
- Add information on the usage of the capacity of mass transit within the City of Sunnyvale.
- Make the chart on balanced growth clearer.
- Prepare a matrix that reflects goals and the departments that would contribute to each goal, and prepare a plan for each department to provide input and to measure results.
- Modify the goal on environmental sustainability to also reflect a remediation of environmental degradation that has already occurred.

ALTERNATIVES

1. Approve Final Report on Transitioning from a Growth to a Steady-State City.
2. Adopt Resolution to incorporate Sunnyvale Community Vision into the General Plan.
3. Approve Final Report on Transitioning from a Growth to a Steady-State City and Adopt Resolution to Incorporate Sunnyvale Community Vision into the General Plan, with revisions specified by the City Council.
4. Do not approve Final Report on Transitioning from a Growth to a Steady-State City and do not adopt Resolution.

RECOMMENDATION

Staff recommends Alternatives 1 and 2: Approve Final Report on Transitioning from a Growth to a Steady-State City and Adopt Resolution to incorporate Sunnyvale Community Vision into the General Plan.

The Sunnyvale Community Vision is the result of extensive community outreach and staff research and analysis. Staff believes that it accurately reflects the vision of Sunnyvale residents and businesses for the future of the city. Staff also believes that the document will serve the City well to guide and simplify revision of the General Plan elements and sub-elements for many years into the future.

Staff has revised the document in response to the recommendations of the Planning Commission as follows:

- The ability to modify the growth plan and the various supporting infrastructure plans has been explained (page 57).
- A Community Condition Indicator on the utilization of transit capacity has been added (page 33).
- The Balanced Growth Profile (page 56) has been clarified by adding the change expected for each item over the twenty year period from 2005 to 2025.
- Goal C on Environmental Sustainability has been revised to include remediation of environmental degradation that has already occurred (page 46).

Although staff agrees with the Commission's recommendation to make clear the responsibilities of each department to implement the citywide goals, it has not included the suggested matrix in this policy document, because it believes it to be an operational matter which will be subsequently addressed by the Executive Management Team.

Prepared by:

Robert Paternoster
Director of Community Development

Approved by:

Amy Chan
City Manager

Attachments

A. Study Issue Paper (CDD-19): Transitioning from a Growth to a Steady-State City
B. Study Issue Work Plan With Expansive Community Outreach Transitioning from a Growth to a Steady-State City
C. Sunnyvale Community Vision
D. Resolution to Incorporate Sunnyvale Community Vision into the General Plan

RTC 07-154

Attachment A

Study Issue Paper - Transitioning from a Growth to a Steady-State City

Proposed New Council Study Issue

Number	CDD-19
Status	Above the line
Calendar Year	2006
New or Previous	Previous
Title	Transitioning from a Growth to a Steady-State City
Lead Department	Community Development
Element or SubElement	Land Use and Transportation Element

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

Throughout Sunnyvale's history, the City has been known for its continuous growth. This growth encapsulates dwelling units and home additions, higher intensity and taller commercial and industrial development. As in all cities, this growth creates additional demand for services, changes in the built environment, and increased traffic. It also supports affordable housing goals, redevelopment and reinvestment in properties, and economic transitions.

This study issue would consider policies in the Land Use and Transportation Element and development standards which currently facilitate growth in the City. This study might also require re-evaluation of the City's General Plan which specifies areas for future growth and transition. Staff would work closely with both the residential and business communities to understand the neighborhood impact and economic impact these policies may have.

A work plan would be a part of the study in order to discuss effective methods of gaining community participation.

This study issue was deferred for 2005.

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

Land Use and Transportation Element
Goal C1: Preserve and enhance an attractive community, with a positive image and a sense of place, that consists of distinctive neighborhoods, pockets of interest, and human-scale development

Goal C4. Sustain a strong local economy that contributes fiscal support for desired City services and provides a mix of jobs and commercial opportunities.

3. Origin of issue

Council Member(s)
General Plan
City Staff

Public
Board or Commission Planning Commission

4. Multiple Year Project? No Planned Complete Date 04/01/07

5. Expected participation involved in the study issue process?

Does Council need to approve a work plan? Yes
Does this issue require review by a Board/Commission? Yes
If so, which?
Planning Commission
Is a Council Study Session anticipated? No
What is the public participation process?
Will include neighborhood groups and residents, businesses and business groups as well as real estate agents. Public participation methods will be further described in the work plan which would be prepared for the study.

6. Cost of Study

Operating Budget Program covering costs
242 Community Planning
Project Budget covering costs
Budget modification $ amount needed for study
Explain below what the additional funding will be used for

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

Capital expenditure range Under $500
Operating expenditure range Under $500
New revenues/savings range Under $500
Explain impact briefly

8. Recommendation for this calendar year

Board or Commission ranked this study issue ____ of ____
2 of 11
Board or Commission ranking comments
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	Paternoster, Robert	Mgr CY1:	180	Mgr CY2:	0
		Staff CY1:	0	Staff CY2:	0

Support	Ryan, Trudi	Mgr CY1:	60	Mgr CY2:	0
		Staff CY1:	100	Staff CY2:	0
Interdep	Berry, Kathryn	Mgr CY1:	25	Mgr CY2:	0
		Staff CY1:	0	Staff CY2:	0
Interdep	Campbell, Coryn	Mgr CY1:	20	Mgr CY2:	0
		Staff CY1:	0	Staff CY2:	0
Interdep	Pilger, John	Mgr CY1:	8	Mgr CY2:	0
		Staff CY1:	16	Staff CY2:	0

Total Hours CY1: 409
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 **Date**

Approved by

_____ _____

City Manager **Date**

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Attachment B

Study Issue Work Plan With Expansive Community Outreach – Transitioning from a Growth to a Steady-State City

Attachment B

Study Issue Work Plan With Expansive Community Outreach
Transitioning from a Growth to a Steady-State City

Research **June 2006 – September 2006**

- Historic growth
  - ✓ Demographic
  - ✓ Economic
  - ✓ Physical
- Present conditions
  - ✓ Critical review of Community Condition indicators
  - ✓ Identification of most critical and informative Community Condition indicators for the future
- "Steady-State" relationships among land uses
  - ✓ Jobs/housing balance
  - ✓ Fiscal impacts of various land uses
  - ✓ Transportation impacts of various land uses
  - ✓ School impacts of various types of housing
- Infrastructure capacity ("break point" analysis)
  - ✓ Water
  - ✓ Sewers
  - ✓ Highways
  - ✓ Transit
- Future Challenges and Opportunities
  - ✓ Internal trends and external forces
  - ✓ Identification of most critical (less than 10) challenges and opportunities

Community Outreach **August 2006 – December 2006**

- Website design
  - ✓ Layout
  - ✓ Link to City Homepage
  - ✓ Calendar of events
  - ✓ Link to Survey Monkey (polling feature)
- Community outreach kit
  - ✓ Kit design
  - ✓ Content development
  - ✓ Training of volunteer facilitators
- Quarterly report insert
  - ✓ Preparation of text and graphics

    - ✓ Page layout
    - ✓ Mail-back (e-mail) survey
- Vision summary report
    - ✓ Compilation of results from small group outreach, mail-back survey, e-mail survey, Vision Festival

Preparation of Draft Document December 2006 – February 2007

- History
- Community Condition
- Challenges and Opportunities
- Community Vision
- Long-Range Community-Wide Goals

Review and Adoption March 2007 – July 2007

- Internal review (ELT and City Manager)
- Joint Study Session of City Council and Planning Commission
- Environmental review (assume Negative Declaration)
- Public distribution of draft document
- Planning Commission public hearing and recommendation
- City Council public hearing and adoption

RTC 07-154

Attachment C

Sunnyvale Community Vision

SUNNYVALE COMMUNITY VISION

A GUIDING FRAMEWORK FOR GENERAL PLANNING

Acknowledgements

City Council

Otto Lee, Mayor
Tony Spitaleri, Vice Mayor
John Howe, Councilmember
Dean Chu, Councilmember
Ron Swegles, Councilmember
Melinda Hamilton, Councilmember
Christopher R. Moylan, Councilmember

Staff

Amy Chan, City Manager
Robert Paternoster, Director of Community Development
Trudi Ryan, Planning Officer
Karen Davis, Economic Development Manager
Diana O'Dell, Senior Planner
Diana Perkins, Plan Checker II
Maria Rodriguez, Administrative Analyst
Maribelle Hightower, Sr. Office Assistant

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Introduction to the General Plan

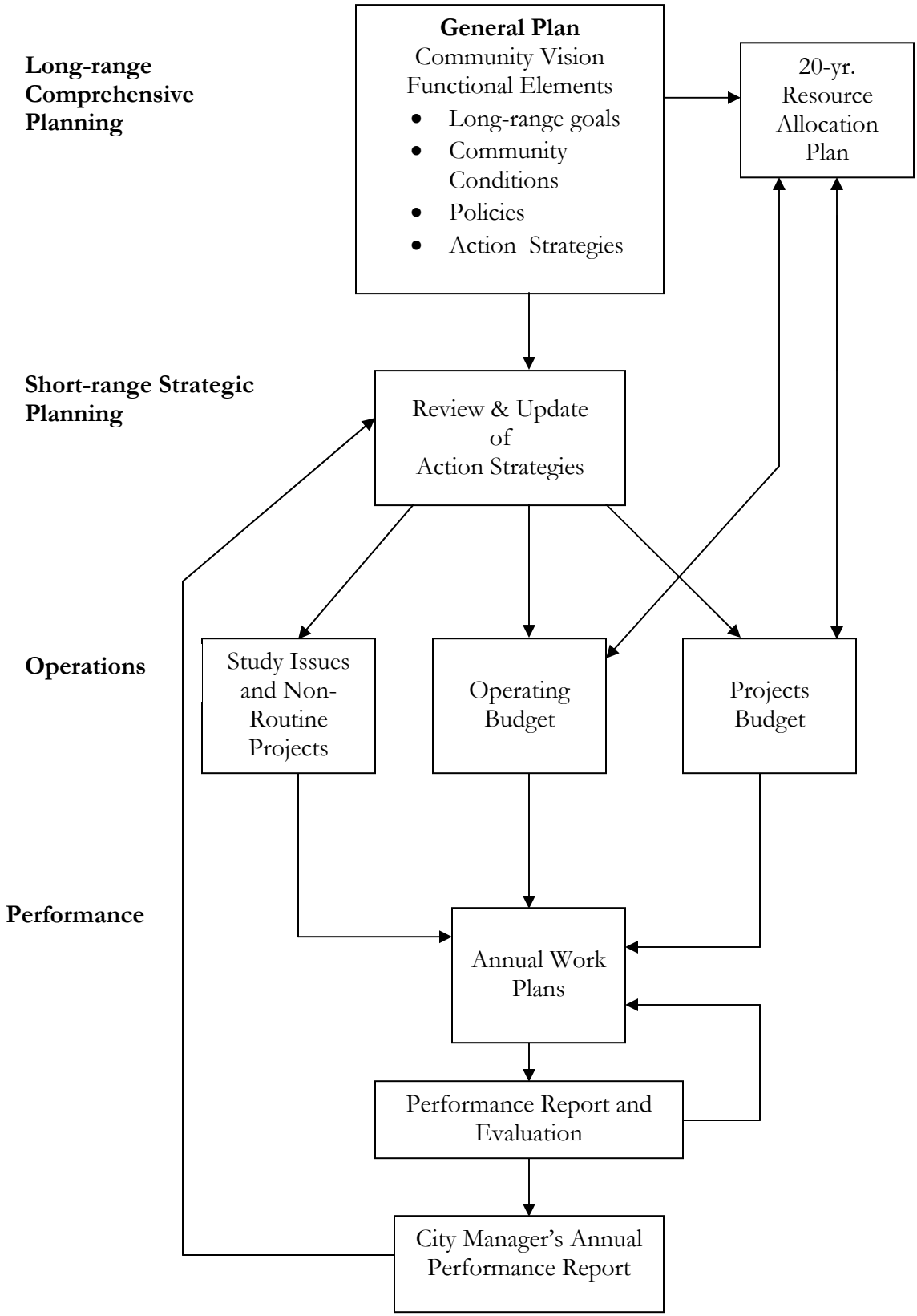
Sunnyvale's national reputation as a well managed city is based largely upon its Planning and Management System, commonly known as PAMS. The General Plan is the keystone of PAMS. The General Plan is the single most important policy statement of the City Council, and provides the context within which subsequent policies are promulgated. It guides decision-making on the operating and projects budgets, on service delivery levels, on land use and development permitting, and on annual work priorities for the City and its management team.

The diagram of the PAMS structure on the following page indicates the importance of the planning process and the prominent role of the General Plan. It is the vision and goals of the General Plan which give meaning and direction to all of the major decisions made by the City. It provides the context within which the City executive management team regularly undertakes short-range strategic planning, which translates the long-range, somewhat abstract goals of the General Plan into action strategies which address the current issues facing the City. These action strategies, in turn, guide the rational allocation of resources through the operating budget, projects budget and study issue process to those actions and services which can most cost-effectively meet the needs of the community.

California law requires that all cities prepare and maintain a General Plan. The law mandates seven elements, or subject matters, to be included in the Plan: land use, circulation (transportation), housing, conservation, open space, noise, and safety. Communities may combine these required elements into one or more documents, so long as there is consistency within and among the documents. Communities may also incorporate within their Plan other matters or elements which are of particular local concern.

The Sunnyvale General Plan consists of a Community Vision and seven functional elements which cover every aspect of local governance. This document, the Community Vision, describes the past, present, and desired future of Sunnyvale in broad, citywide terms. It provides both the background statement and the forward-looking vision upon which the functional elements of the Plan are based. As such, it is the overarching component of the General Plan, the source from which each of the functional elements springs.

Figure A – PAMS Structure



Chapter I: Sunnyvale's History

Sunnyvale is a relatively young city, incorporated a mere 95 years ago. Its mild climate and fertile soil, however, have provided a comfortable and productive place for human settlement for many millennia. A peaceful Ohlone Indian village (Posolmi) thrived in the area which is now Moffett Federal Airfield for thousands of years before arrival of European settlers. Spanish explorers built Mission Santa Clara nearby in 1777, and established El Camino Real to link together the 21 California missions. With the Mexican Revolution of 1821, a portion of the land that is now Sunnyvale was given to Estrada and Inez Castro as part of a Mexican land grant. They formed Rancho Pastoria de las Borregas (Pasture of the Sheep Ranch). Missouri settler Martin Murphy Jr. purchased much of the Rancho in 1850 and established a wheat farm, which was soon replaced by fruit orchards.

Early settlers were drawn by a mild climate, abundant sunshine and the fertile soil. Calabazas Creek and Stevens Creek ran through the area. There was also great scenic beauty in the San Francisco Bay to the north and the Diablo and Santa Cruz Mountain ranges which rimmed the valley. These natural attributes are still an important part of Sunnyvale's living environment and identity.

The development of Sunnyvale began in earnest in 1864, when the Central Railroad built a line from San Francisco to San Jose. Martin Murphy donated right-of-way for the railroad through his property in exchange for a railroad stop at Murphy Station. The original vision for Sunnyvale laid the foundation for its future growth. Early Sunnyvale residents wanted their community to be a complete city where people could live, work and play. This is a much different place than a resort or bedroom community. The concept of a complete city is still at the foundation of what Sunnyvale is and strives to be.

Industry first came to Sunnyvale after the 1906 earthquake. The first industries included the Hendy Ironworks and the Libby cannery, located at the center of town, close to the railroad. Housing was also located downtown and was laid out in a traditional grid pattern, most efficient for the flat terrain of Sunnyvale. Simple, small bungalows and revival style homes were predominant. The downtown grew as a mix of uses in close proximity and walking distance of each other. When Sunnyvale was incorporated in 1912, it had just 1,800 residents.

Transportation routes also played a significant role in the City's development. The earliest transportation facilities were the railroad and El Camino Real. The paving of El Camino Real in 1913 heralded the arrival of the automobile and a profound change in the pattern of development. The automobile allowed businesses and homes to spread out, rather than concentrate in the downtown or along transportation routes.

By the end of World War II, Sunnyvale had made the change from an agricultural community to an industrial center, with its economy focused on the booming defense and aerospace industries. The Naval Air Station Sunnyvale was built (now Moffett Federal Airfield) and Lockheed Martin became the City's largest employer. By 1950, farms and fields were increasingly replaced with homes, factories and offices as the population grew to 10,000.

This change set the stage for the boom decades of the 1950s and 1960s. Nearly 65% of the City's existing housing and 50% of the non-residential buildings were constructed between 1950 and 1969. By 1970, Sunnyvale had a population of 96,000.

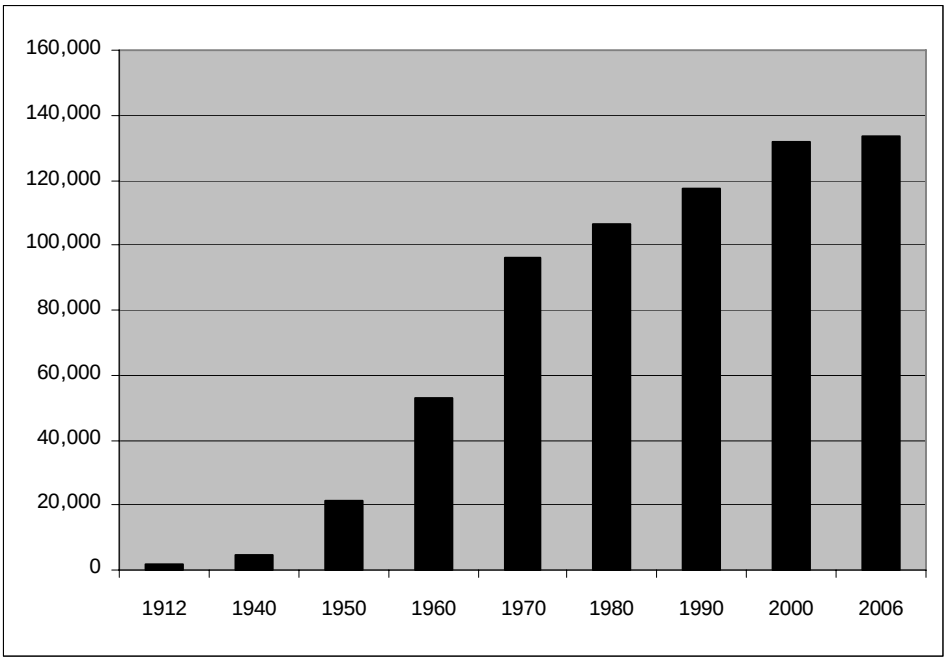
New development covered large areas of Sunnyvale and resulted in dramatic changes to the character and form of the City. Unlike the mix of uses at the core, new districts were developed in large tracts of land exclusively for residential, commercial or industrial uses. Neighborhood schools, shopping centers and parks were located in close proximity to housing. Automobiles were recognized as the primary travel mode and street widths and orientation were designed accordingly. Between 1950 and 1970, Sunnyvale saw itself as principally a community of single-family detached homes, with a goal to provide a job for every resident. Nevertheless, it was not long before most of the land available to housing was developed. As jobs continued to grow in the city, employees were increasingly forced to find housing outside its boundaries. Pressures for apartment-style living to provide housing for an increasingly diverse employment sector gradually changed the focus from a suburb of single-family homes to a community with a full range of housing choices.

The last 30 years of the Twentieth Century saw Sunnyvale's economy experience yet another large shift, as high technology companies launched the Silicon Valley era. The federal downsizing of defense development and manufacturing resulted in a loss of defense and aerospace jobs, which were quickly replaced with jobs designing and manufacturing circuits and computers. These, in turn, gave way to more high-value and knowledge-based jobs in computer programming, administration, and sophisticated research and design functions. The Mid-Peninsula and South Bay areas became knows as Silicon Valley, the world center for high technology innovation. Located in the very heart of this area, Sunnyvale identified itself as the "Heart of the Silicon Valley." The City attracted successful companies such as AMD, Network Appliance, Juniper Networks, and Yahoo! The population grew by 14% in the 1990s, rising to 131,800 by 2000.

The high tech slow-down in the early years of the new century brought rapid growth to a halt, with jobs declining rather dramatically between 2000 and 2005. But the economy has since rebounded, adapting to and developing new industries, jobs and sources of revenue.

Figure I-1 traces Sunnyvale's population growth from its incorporation as a city in 1912 to the 2006 population of 133,544.[1] The history of Sunnyvale has been one of nearly constant change and growth. The progressive, innovative spirit that characterized so much of the city's history is still very much a part of Sunnyvale today.

Figure I-1 – Sunnyvale Population from 1912-2006



Source: U.S. Census and California State Department of Finance

Chapter II: Current Community Conditions

Demographics: Who We Are

Population

Sunnyvale is now the second largest city in Santa Clara County and the fifth largest in the Bay Area. In 2000, the population of Sunnyvale, at 131,760, was much smaller than San Jose (894,943), but bigger than the neighboring cities of Santa Clara (102,361), Mountain View (70,708) or Cupertino (50,546).[2] The latest Census data show a 2005 population of 132,725 for Sunnyvale, made up of 22.6% children up to age 18, 61.0% adults aged 19-64, and 16.4% older adults aged 65 and over.[3]

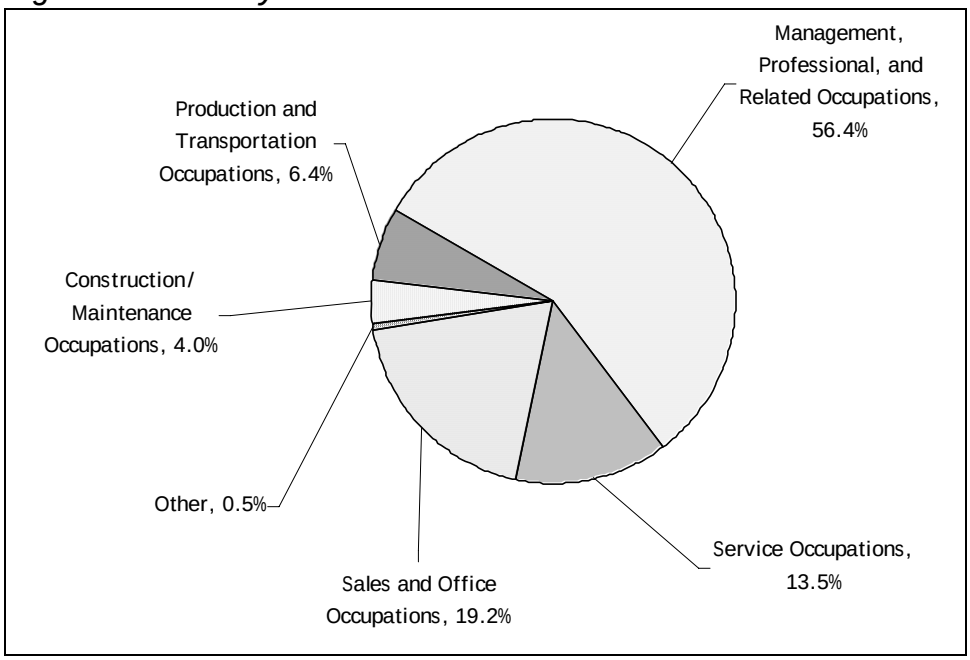
Sunnyvale, like many of its Silicon Valley neighbors, experienced significant population growth during the 1990s. In the ten years between 1990 and 2000, the city welcomed 14,600 new people, an increase of 12.5%.[4] By comparison, Santa Clara County grew 12.0% during the same decade, and the Bay Area as a whole grew 12.6%. Between 2000 and 2006, Sunnyvale's population grew by a modest 0.7%.

Labor Force

As defined by the U.S. Census, the labor force includes residents over 16 years of age working or seeking work. In 1990, Sunnyvale had 70,900 employed residents; in 2000 the number was 75,272, a 6% increase; by 2005 the number had dropped to 72,421, a nearly 4% decrease from 2000. In 2005, over 31% of residents aged 16 years or older were not in the labor force; most likely these were retirees, students, or stay-at-home parents.

Figure II-1 shows the labor force distribution for employed Sunnyvale residents (who may work in Sunnyvale or in nearby cities). Most employed residents, over 56%, work in high-value management and professional jobs.[5]

Figure II-1 – Sunnyvale Resident Labor Force Distribution



Source: US Census Bureau, 2005 Census

As of January 2007, the unemployment rate for Sunnyvale residents was 3.9%, lower than rates in both Santa Clara County (4.6%) and California (5.3%).[6] Figure II-2 shows the unemployment rate for Sunnyvale residents, from 2000 to 2007, in the context of nearby counties and the State.

Unemployment rates for Sunnyvale residents were far lower than the State and county, even during the worst years of the economic slowdown.

Figure II-2 – Historical Unemployment Rate

City/County	2000	2001	2002	2003	2004	2005	2006	2007*
California	5.0%	5.4%	6.7%	6.8%	6.2%	5.4%	4.9%	5.3%
Alameda County	3.6%	4.8%	6.8%	7.0%	6.0%	5.2%	4.4%	4.6%
Contra Costa County	3.6%	4.0%	5.7%	6.1%	5.4%	4.8%	4.3%	4.5%
San Francisco	3.4%	5.1%	7.0%	6.9%	5.9%	5.1%	4.2%	4.4%
Santa Clara County	3.1%	5.1%	8.5%	8.5%	6.6%	5.5%	4.8%	4.6%
San Mateo County	2.9%	3.8%	5.7%	5.9%	5.0%	4.3%	3.7%	3.8%
Sunnyvale	2.6%	4.3%	7.2%	7.2%	5.6%	4.6%	4.1%	3.9%

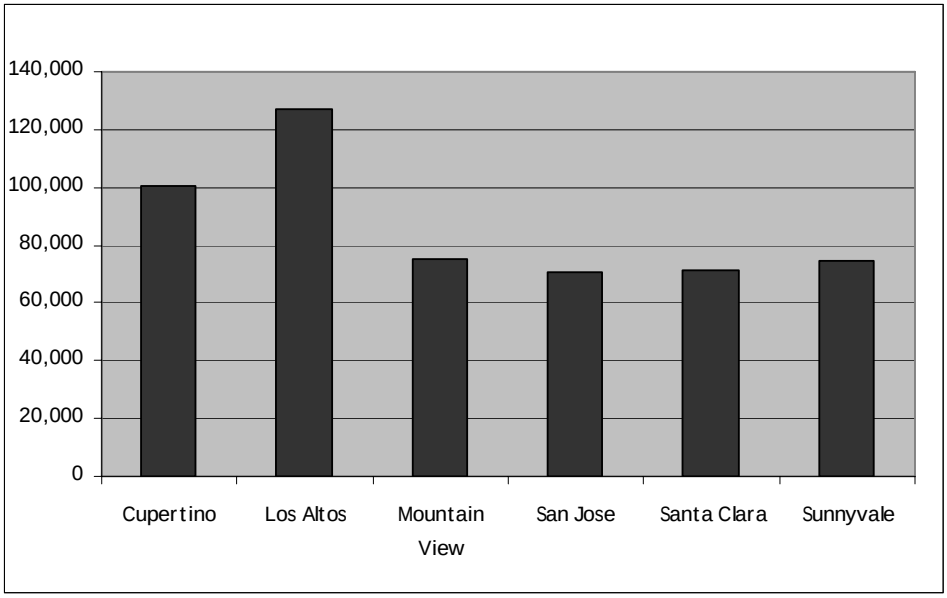
* As of January 2007 the latest month for which the data was available

Source: California Employment Development Department

Income

The median household income in Sunnyvale in 2005 was $74,449, very similar to the Santa Clara County median income, and well above the median household income of both the U.S. ($41,994) and the State ($47,493).[7]

Figure II-3 – Median Household Income



Source: US Census Bureau, 2005 Census

Sunnyvale has a smaller percentage of people living below the poverty level (7.9%) compared to the County (8.3%), and is well below the nation as a whole (13.3%).[8] Higher incomes are combined with a higher cost of living in the Bay Area than in other regions of the State and the nation; Sunnyvale households spend over one-third of their incomes on housing.[9] Despite a relatively low level of poverty in the community as a whole, 41% of students in the Sunnyvale School District qualify for free lunches.[10] Figure II-3 shows median family income for Sunnyvale and neighboring cities.

Education

The overall education level of Sunnyvale residents is high and has been steadily increasing. In 2005, the City's education levels of residents aged 25 years and older were similar to Santa Clara County; however, Sunnyvale had a slightly higher percentage of residents with a bachelor's degree (54% compared with 45%) or graduate degree (24% compared with 19%). Compared to the State, Sunnyvale had more than twice as many people with graduate degrees (11% compared to 24%). Sunnyvale residents are also more highly educated than those in the United States as a whole—twice as many have college degrees (54% for Sunnyvale compared with 27% for the United States).[11]

Between 1990 and 2005, the number of Sunnyvale residents, aged 25 years and older, with a bachelor's degree or higher increased from 38% to 54%. Some of this was due to educated immigrants recruited to fill high-tech jobs. The percentage of high school students who graduate also increased. Nonetheless, in 2005, almost 10% of Sunnyvale residents 25 and older had less than a high school degree.[12]

Age

Like many communities in California and the U.S., the average age of Sunnyvale's population is increasing. The median age in the city in 1990 was 32.3, and by 2005 it was 36.6.[13] The median age in Santa Clara County in 2005 was 36.2.[14] The elderly population grew by 3,200 between 1990 and 2005. In 2005, 11.6% of Sunnyvale's total population was comprised of seniors age 65 and older, less than the U.S. average of 12.1%.

Between 2000 and 2005, the proportion of pre-school and school-age children in Sunnyvale slightly increased. That five year period brought an additional 3,472 school-age children to the city.[15] Figure II-4 shows the changes in the ages of Sunnyvale's population between 2000 and 2005 (comparisons with 1990 are not able to be made due to changes in the age categories recorded by the U.S. Census).

Figure II-4 – Age Characteristics of Sunnyvale's Population

	2000		2005	
Age Group	**Number**	**% of Total**	**Number**	**% of Total**
Preschool (0-4 years)	9,270	7.0%	10,634	8.0%
School Age (5-19 years)	17,627	13.4%	21,099	15.9%
College Age (20-24 years)	10,195	7.7%	6,417	4.8%
Young Adults (25-44 years)	54,438	41.3%	47,979	36.2%
Middle Age (45-64 years)	26,273	20.0%	31,118	23.5%
Senior Adults (65+ years)	13,957	10.6%	15,478	11.6%
Total	**131.760**	**100.0%**	**132,725**	**100.0%**

Sources: US Census Bureau, 2000 and 2005 Census

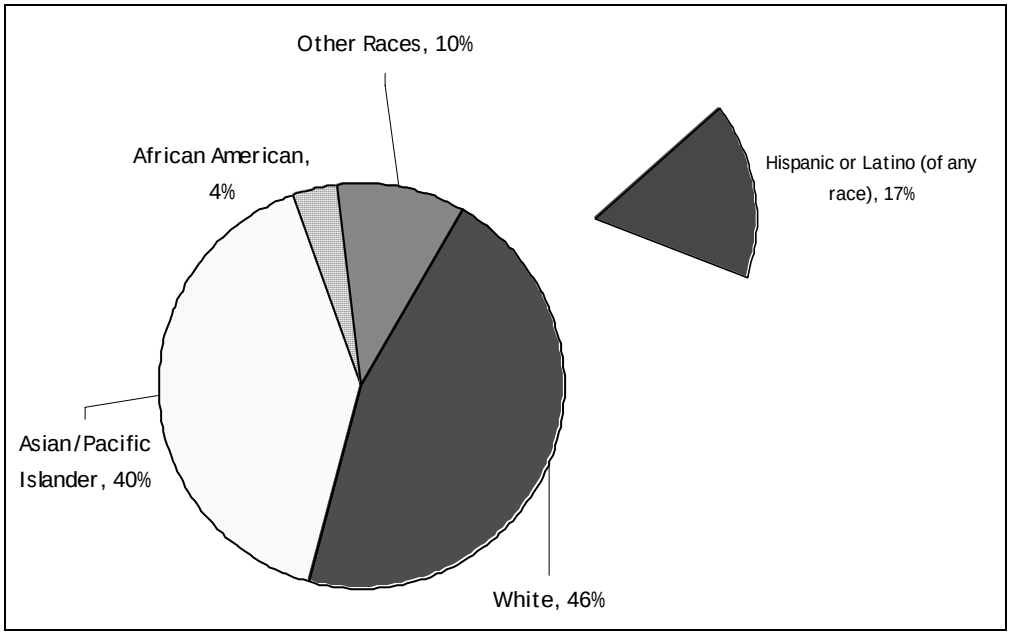
Ethnicity

Sunnyvale's trend toward diversity reflects the diversity of the Bay Area. In 2005, of the residents reporting only one race, 45.9% were White (down from 71.6% in 1990), 40.1% Asian, and 3.8% African-American. A total of 16.6% were Hispanic or Latino (which includes residents reporting one race or more than one race). Today, Sunnyvale—unlike Santa Clara County, the Bay Area and California—has no single racial or ethnic majority.[16] Figure II-5 shows the ethnicity of Sunnyvale's population.[17]

Sunnyvale's fastest growing ethnic populations have been Asian, a trend throughout the Bay Area.[18] Between 1990 and 2005, the percentage of Asians in Sunnyvale increased from 19.3% to 40.1%. In fact, a significant difference between Sunnyvale and Santa Clara County is this city's large community of Asian residents. A large part of Sunnyvale's Asian population is from India. Another shift was in the Hispanic population, which grew from 13.2% in 1990 to 16.6% in 2005.

Figure II-5 – Ethnicity of the Sunnyvale Population

Like California, Sunnyvale does not have a single majority racial or ethnic group.



Source: US Census Bureau, 2005 Census

According to the 2005 U.S. Census, 43.7% of Sunnyvale's residents are foreign-born. Sunnyvale had a higher percentage of foreign-born residents than Santa Clara or San Mateo Counties and nearly four times more than the U.S. average of 12.4%. In 2005, of the 57,951 foreign-born residents, 20,316 were naturalized U.S. citizens. Approximately 50% of Sunnyvale's households speak a language other than English as the primary language at home.[19]

Community

The data and information presented in the preceding paragraphs emphasize the tremendous diversity of the city's population, and the trend toward increased diversity in the future. "Who we are" is continuously changing. This affects the sense of community, and community identity.

The forces of change are undermining the strength of local, geographically-based communities everywhere. Internet-based communities, on the other hand, are gaining strength, bolstered by ease of world-wide communications. Nonetheless, the residents of Sunnyvale generally feel connected to their community. In 2005, 94% of residents rated Sunnyvale as a good place to live. Four out of five residents stated that they were proud to call Sunnyvale their home. Only 58% however, believed that Sunnyvale has a strong sense of community.[20]

Economy: What Drives The City?

Sunnyvale's economy has a long history of reinventing itself to be at the forefront of economic change. Jobs in Sunnyvale have shifted from agriculture, to manufacturing, to aerospace and defense, to computer chips, to high tech and to the Internet, adapting as the economy and its industries changed. The dramatic transformations since 2000 have proven once again that Sunnyvale can rapidly evolve by creating new businesses and new jobs. The City survived the "dot-com bust" and emerged with major concentrations of jobs in high-tech industries (biomedical, semiconductor, computer and communications hardware, electronics, software, and industries employing nanotechnology) and innovative services like design, engineering, marketing and consulting.

Jobs in Sunnyvale

Silicon Valley experienced a sustained and significant decline in manufacturing jobs between 1980 and 2000, which was more than offset by strong growth in management/professional and service jobs. Sunnyvale experienced a 7% net growth of jobs during this period despite a loss of 23,000 manufacturing and wholesale jobs.[21] It is estimated that the number of jobs in the city peaked in 1999-2000 at about 89,900.[22] In a broad sense, this means that Sunnyvale's economy shifted from blue-collar jobs to white-collar jobs during the past 20 years.

The rapid increase in jobs in Silicon Valley came to an abrupt halt in 2001 with the economic downturn. Severe job losses were suffered throughout Silicon Valley, including Sunnyvale. It is estimated that by 2005 the number of jobs in the city had dropped to 84,800. Sunnyvale has since experienced moderate job growth to 86,300 in 2006 as the economy gradually recovers.[23]

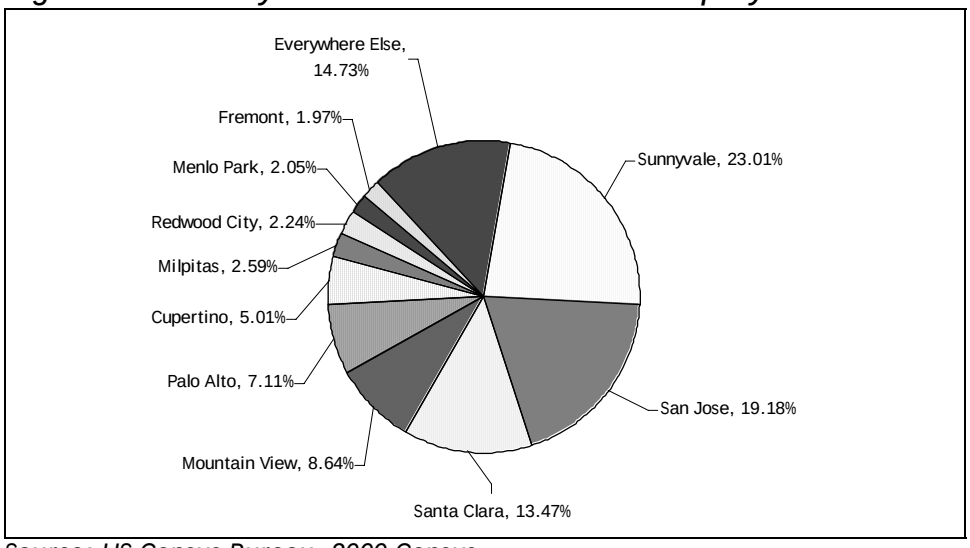
Fortune 1,000 Companies Headquartered in Sunnyvale

- *Advanced Micro Devices*
- *Juniper Networks*
- *Maxim Integrated Products*
- *Network Appliance, Inc.*
- *Spansion*
- *Yahoo!, Inc.*

Sunnyvale in 2000 was job-rich, with 1.2 jobs for every employed person who lived in Sunnyvale. This compared to the following jobs per employed resident of the neighboring cities: 1.6 in Mountain View, 2.2 in Santa Clara, and 1.5 in Cupertino.[24] This meant that all four cities needed to import a significant number of their workers from other cities.

It is interesting to note, as shown in Figure II-6, that in 2000 only 23% of Sunnyvale's more than 75,000 employed residents worked in Sunnyvale. A full 19% traveled to San Jose for employment, 13% to Santa Clara, 9% to Mountain View and 7% to Palo Alto.[25]

Figure II-6 – Sunnyvale Residents' Cities of Employment



Source: US Census Bureau, 2000 Census

The subregional nature of the job market is further demonstrated when viewed in the other direction. Of the nearly 90,000 jobs in Sunnyvale in 2000, only 18% were held by Sunnyvale residents. San Jose residents held 31% of jobs located in Sunnyvale, and residents of other cities (primarily Santa Clara, Mountain View, Fremont, Cupertino and Milpitas) held the remaining 51% of the jobs.[26]

These figures demonstrate that while it is desirable at a subregional level to have sufficient housing to house all of the persons employed in the subregion, the same does not necessarily apply to each individual city in the subregion. Those in the workforce consistently choose jobs from throughout the subregion, rather than show a preference for the city of their residence.

Office and Industrial Sector

Sunnyvale's major industry clusters are software, hardware, innovation services, biomedical, and electronic components. About 8,500 companies in Sunnyvale generate approximately $2.45 billion in gross sales.[27] Six Fortune 1,000 companies have headquarters in Sunnyvale. Four businesses employ more than 1,000 people each and the 20 largest private employers employ a total of 30,000 people.[28]

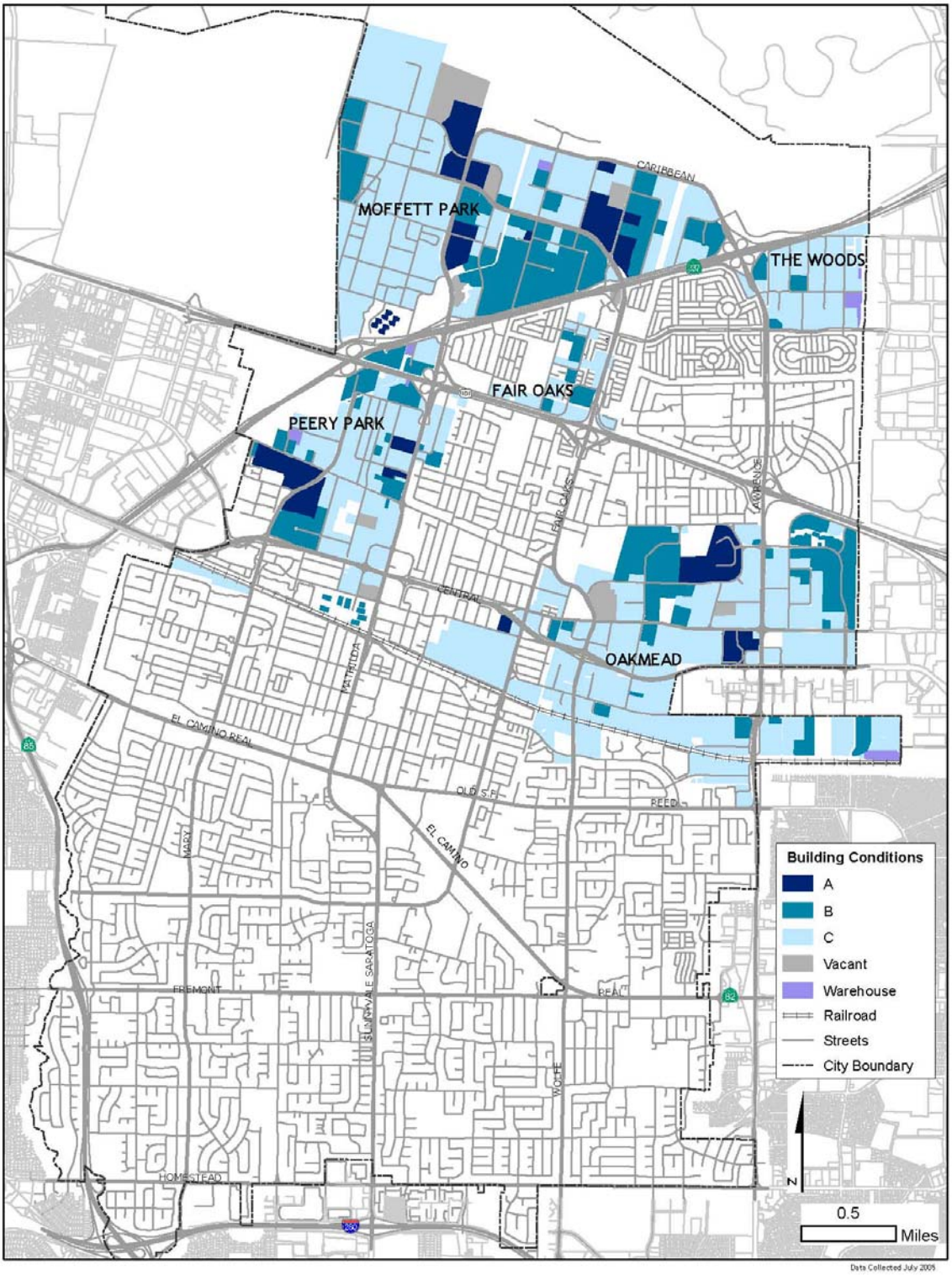
Sunnyvale has five major geographical areas of workforce concentrations: Moffett Park, The Woods, Fair Oaks, Peery Park, and Oakmead. Figure II-7 shows the major employment areas in the city, together with the general quality of the buildings in those areas, rated as either Class A, Class B or Class C.

The key employment areas in Sunnyvale were generally developed earlier in time than similar areas in adjacent cities. Sunnyvale has, therefore, a relatively fewer number of modern structures for office or research and development

Other Major Employers

- *Advanced Technical Resources (headquarters)*
- *Affymetrix, Inc.*
- *Applied Signal Technologies (headquarters)*
- *Ariba, Inc. (headquarters)*
- *Blue Coat Systems, Inc. (headquarters)*
- *Camino Medical Group*
- *EX Electric*
- *Finisar Corporation*
- *Fujitsu Computer Systems (headquarters)*
- *Harmonic, Inc.*
- *Interwoven, Inc. (headquarters)*
- *Lockheed Martin Space Systems and Lockheed Martin Technical Operations*
- *Palm, Inc. (headquarters)*
- *Silicon Storage Technology (headquarters)*
- *Synopsys, Inc.*
- *West Valley Engineering Inc.*

Figure II-7 – Industrial Areas and Building Conditions



Source: City of Sunnyvale, Community Development Strategy, 2003

use. On a floor area basis, only 17% of such structures are rated as Class A, which is new or high-end and suitable for large corporate headquarters. 34% are rated Class B, which are less modern and less spacious, and do not provide the signature architecture sought by corporate headquarters. Class C space amounts to 49% of existing floor area, which is in the oldest, most affordable buildings, suitable for start-up companies and service businesses.[29] By comparison, the adjacent cities of Santa Clara, Milpitas and Mountain View have many more properties of newer Class A space in their stock. Office projects which have been approved by the City and are now under construction (primarily development of the Moffett Towers office complex and the expansion of Network Appliance in Moffett Park) will add 2.6 million square feet of new office space, boosting Sunnyvale's share of Class A space to 22%.

In mid-2006, Sunnyvale had 9.7% vacant office workspace and 16.6% vacant research and development space. For industrial and warehouse space, vacancy rates were less than 10%. Rents are stabilizing. The average office rental rate is $2.37 per square foot. The average R&D rental rate is $0.92 per square foot. For comparison, the average office rental rate in Silicon Valley is $2.27 and the average R&D rental rate is $0.93.[30]

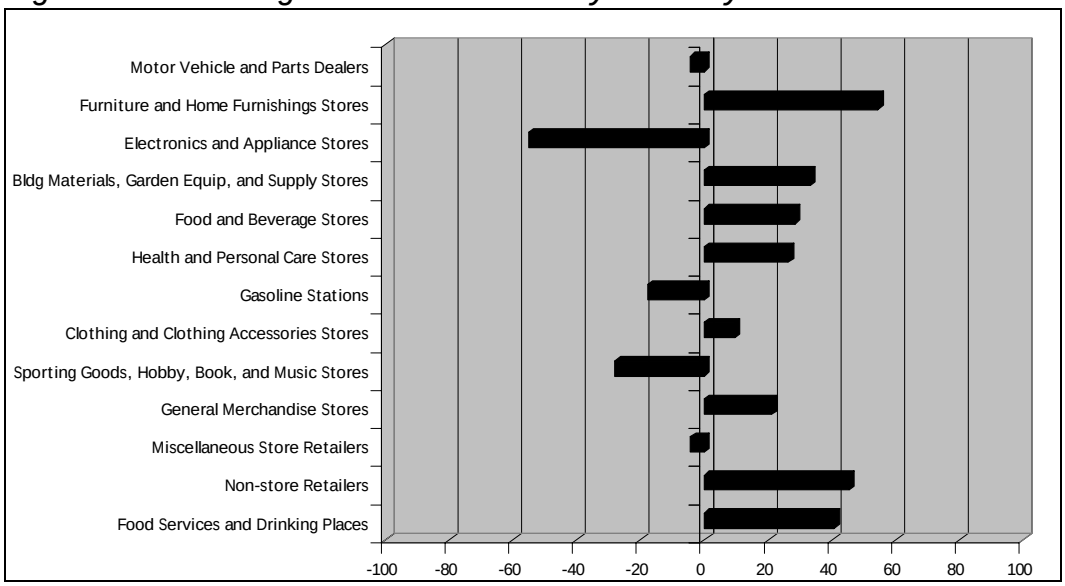
Retail Sector

The retail sector also creates jobs (approximately 11,000 in 2006[31]), but it does not drive the economy like the basic economic sectors of office and industrial. More importantly, retail provides important services to the residents and businesses of Sunnyvale, and contributes substantially to the City's fiscal stability through generation of sales tax.

Unlike the office and industrial sector, the retail sector in Sunnyvale is underperforming. In most retail subsectors, there are insufficient establishments within the city to meet the community's demand for retail products and services. This means that Sunnyvale residents and businesses must meet their needs by making purchases in other nearby communities, thereby exporting their retail purchase dollars and the sales tax which goes with them. This is known as "leakage". Overall, 7.4% of Sunnyvale's retail sales are leaked to other cities. As shown in Figure II-8, some retail subsectors suffer substantial leakage: 40.8% for restaurants and bars, 21.2% for general merchandise, 9.6% for clothing, 28.5% for grocery and liquor, 33.3% for building supplies, and 54.5% for furniture.[32] These areas of leakage represent opportunities for new retail development and sales in Sunnyvale.

The most significant cluster of retail establishments in Sunnyvale is along El Camino Real. Here are found most of the City's major shopping centers, grocery stores and auto dealers (in contrast to leakage, auto sales have a 4.4% surplus, meaning that Sunnyvale dealers sell more vehicles than purchased by

Figure II-8 – Leakage of Retail Sector by Industry Subsector



Source: Pacific Municipal Consultants, ESRI

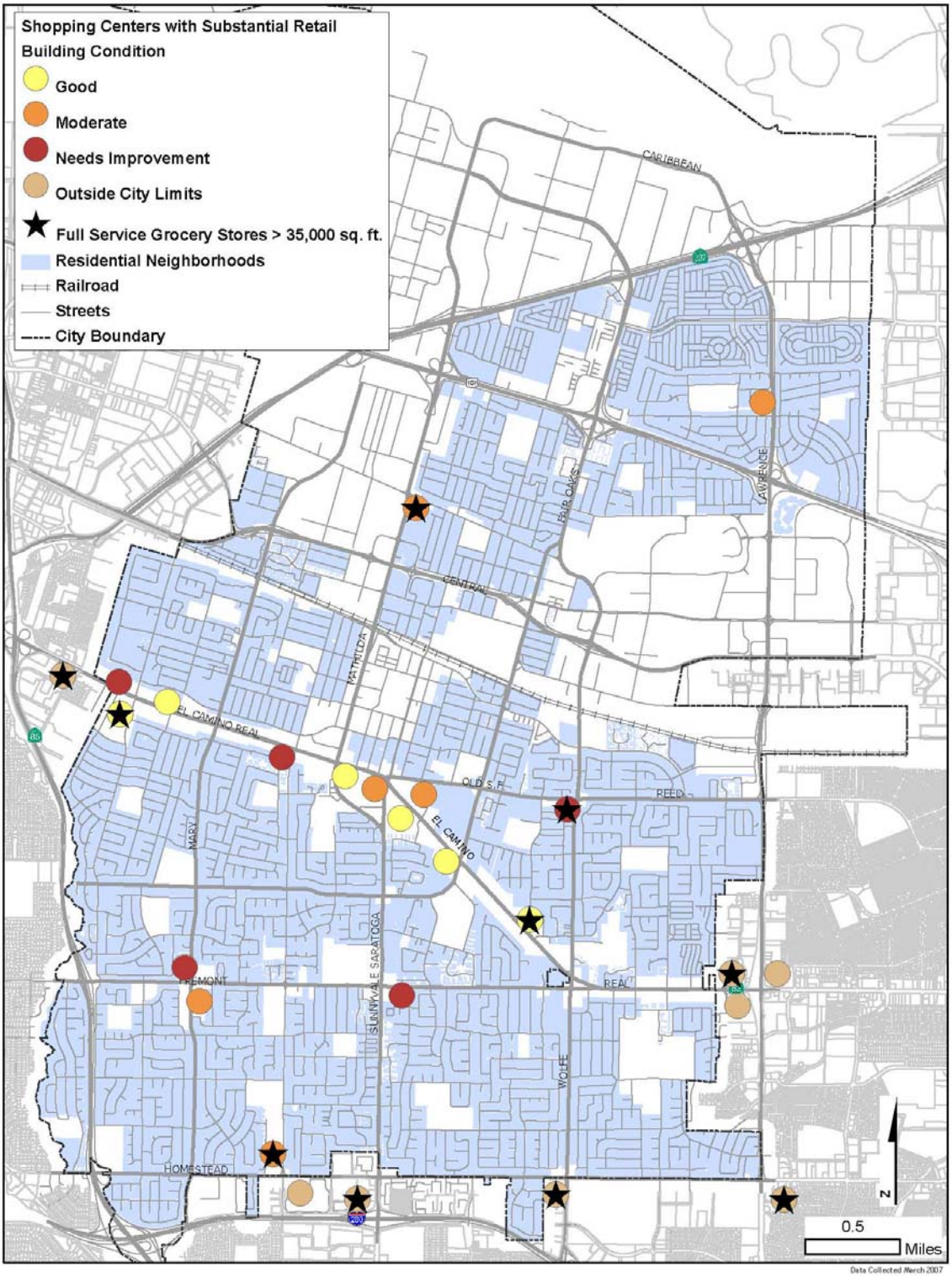
Sunnyvale residents). The El Camino Real corridor currently generates approximately 25% of the City's retail sales tax revenue, more than half of which is from auto sales.[33]

Downtown Sunnyvale is currently a disappointment from a retail sales standpoint. Despite the existence of Macy's, Target, and the many fine restaurants along Murphy Avenue, Downtown lacks many of the products and services which residents demand. It is largely for this reason that Downtown has been declared a Redevelopment Area by the City, and a major effort is now underway to revitalize Downtown through redevelopment of the Town Center Mall and Town & Country Village sites. Completion of the Town Center Project, alone, will increase retail sales tax revenue to the City by over $2 million per year.[34]

Sales tax represents approximately 26% of the City's General Fund budget. This includes tax on business-to-business sales, which varies widely year to year based on the strength of the economy, and tax on consumer retail purchases, which tends to be more stable. In 2006 the total sales tax collected by the City was $23.4 million. This amounted to $175 in sales tax per capita for the City in 2005, compared to $182 for Mountain View, $283 for Palo Alto, $318 for Santa Clara, and $128 for Santa Clara County as a whole.[35]

Figure II-9 shows the location of major shopping centers and grocery stores in and immediately adjacent to Sunnyvale. This map reveals not only the strength of El Camino Real, but also the virtual absence of shopping centers and grocery stores to serve the northern part of the city.

Figure II-9 – Community Shopping Centers and Grocery Stores



Source: City of Sunnyvale, Community Development Department

Physical Environment: How We Live

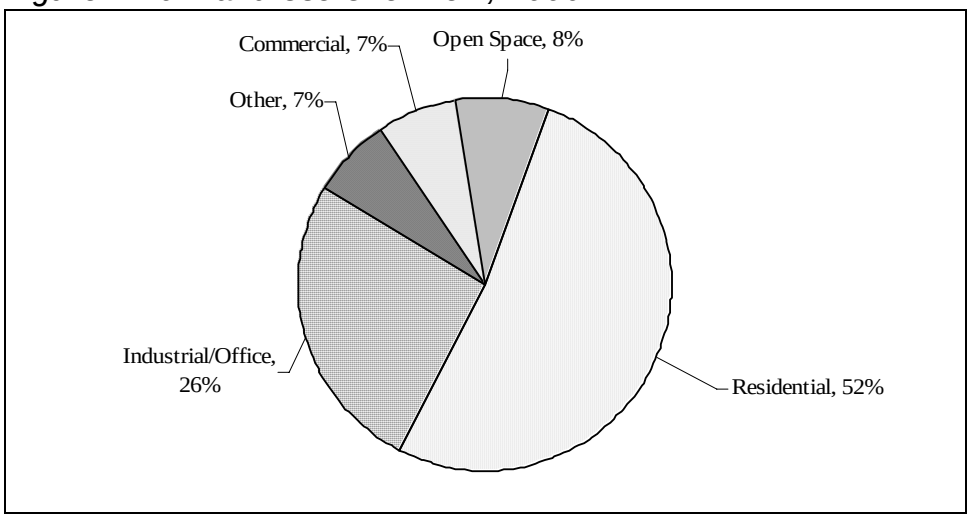
The City of Sunnyvale is in the flatlands of Northwest Santa Clara Valley. Less than an hour from the Pacific Ocean, it is 40 miles south of San Francisco, on the southern tip of the San Francisco Bay. The City encompasses approximately 23 square miles and is almost entirely surrounded by the cities of Santa Clara, Cupertino, Los Altos, and Mountain View, generally between Calabazas Creek on the east and Steven's Creek on the west. It is between two major earthquake faults, the San Andreas Fault approximately 14 miles to the west and the Hayward fault approximately 18 miles to the east. Sunnyvale has no geographically defining borders, except for the small portion that touches the southern tip of the San Francisco Bay.

Sunnyvale is at the crossroads of four of the South Bay's major freeways and expressways, with three international airports nearby. It is located at the center of the Silicon Valley, where primary resources such as the land, air basin, transportation, water supply, and housing stock are interconnected with those of the entire region.

Sunnyvale is nearly fully developed; only 0.5% of land is vacant. Figure II-10 shows the distribution of land uses over the developed area (baylands and streets excluded) of the city. Residential areas account for the single largest land use in the city, amounting to 52% of the developed area. Industrial uses constitute 26% of the developed area.[36]

Residential areas account for the single largest land use in the City.

Figure II-10 –Land Use Overview, 2006



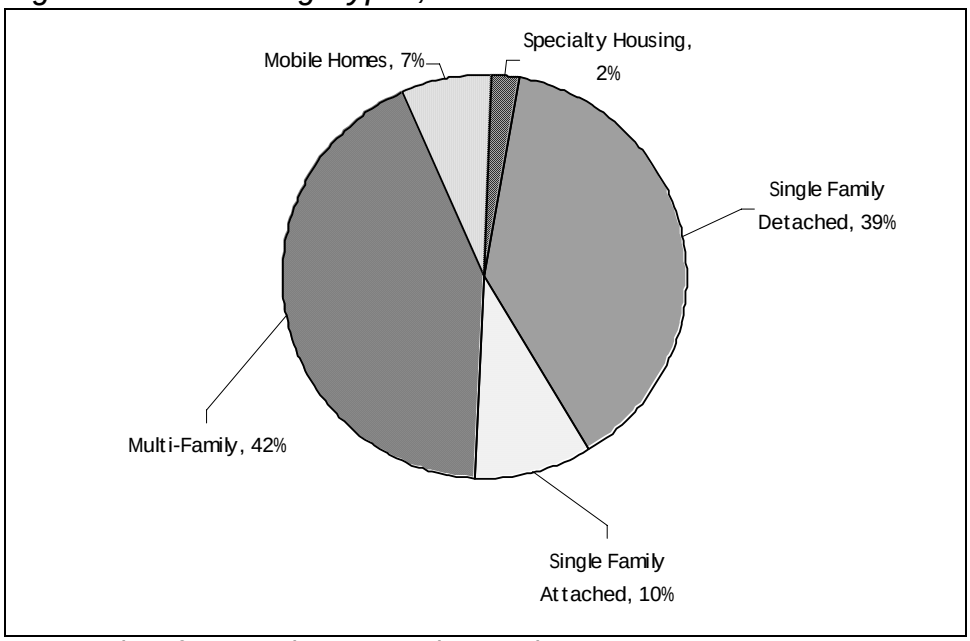
Note: Based on developable area only (excludes streets and baylands)
Source: City of Sunnyvale, Community Development Department

Housing

In 2006, Sunnyvale had approximately 55,000 housing units (single-family, condominiums, apartments and mobile homes), with only 2.4% vacancy.[37] Single-family detached homes accounted for 39% of the housing units; single-family attached homes (townhouses and condominiums) totaled 10%

of the housing units. Another 42% were multi-family (duplexes, tri-plexes, apartments), and 7% were mobile homes. Figure II-11 shows the types of housing units in Sunnyvale.

Figure II-11 –Housing Types, 2006



Source: City of Sunnyvale, Community Development Department

Sunnyvale's has a wide range of housing options.

The homeownership rate in Sunnyvale dropped from 51% in 1980, to 49% in 1990, to 48% in 2000. The rate of homeownership in Sunnyvale is lower than in Santa Clara County as a whole (60%) and in the state (57%). Approximately 15% of Sunnyvale's single-family attached and detached homes are renter-occupied.[38]

Owning a home is not for everyone. Nevertheless, from a municipal standpoint, homeownership represents an investment in and commitment to a community. It tends to result in a somewhat greater and sustained level of property maintenance and higher participation in community affairs. The shift in the housing market in 2002 to favor construction of for-sale housing has, at least temporarily, halted the decline in homeownership, and actually increased the rate of homeownership to 49% in 2005.

From 2000 to 2006, approximately 2,400 new housing units were constructed in Sunnyvale. Of these units, 369 were reserved for very low, low, and moderate income households. Nearly 1,000 additional units were approved during this time but have not yet been constructed. A total of 85% of the new housing units approved during this time were for ownership housing (single-family attached and detached). In addition, in 2005 and 2006, there was more interest in conversion of apartment buildings to condominium units. Approximately 250 apartment units have been converted or are pending for conversion to condominiums.[39]

The high cost of housing is the most daunting housing problem in Sunnyvale, reflecting a region-wide problem in the Bay Area. Because it is a regional problem, it cannot be completely addressed at the local level.

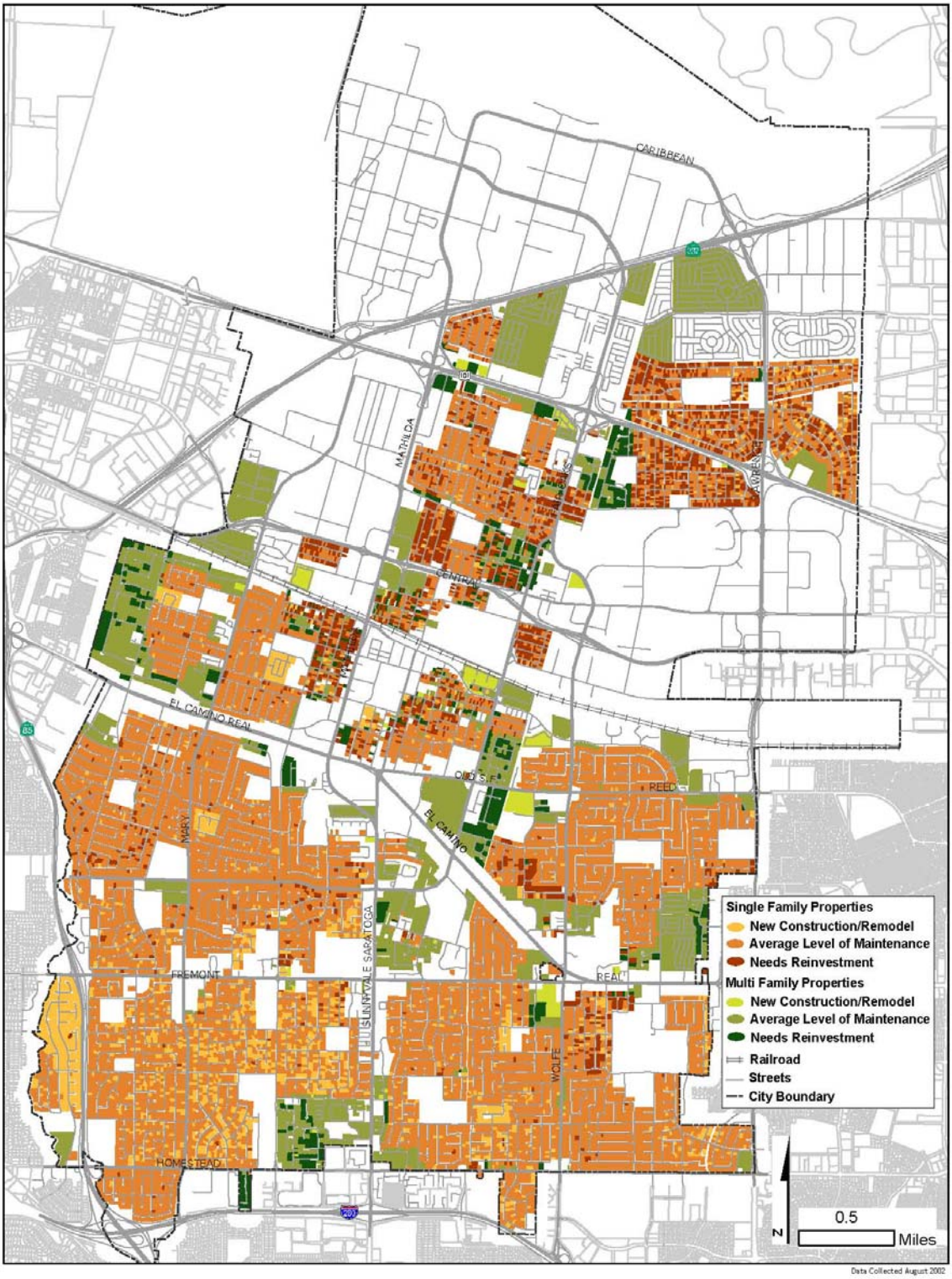
The 2006 median price of a single-family detached home in Sunnyvale was $835,000; the median price a single-family attached home was $555,000.[40] This is similar to neighboring cities and the Bay Area. Based on 2005 income levels and housing prices, fewer than 40% of Sunnyvale households could qualify to buy a median-priced home in the City.[41] The median rent for a 3-bedroom apartment in Sunnyvale in December 2006 was $1,800 and the apartment vacancy rate was 2.4%.[42]

Nevertheless, Sunnyvale has been a model for local governments in addressing affordability issues. Through adoption of inclusionary zoning in 1980, creation of the housing mitigation fee in 1983, and establishment of housing as a priority in the use of Federal Community Development Block Grant funds, the City has created nearly 2,000 housing units with prices which are affordable to low and very low income households (through 2006).[43]

These 2,000 affordable housing units, representing almost 4% of the City's housing stock, have rent or sale prices controlled by the government to remain below market rate, usually for 20 years. About one-third of these units are set to convert back to market-rate housing within the next five years when price controls expire. The City has targeted preserving 52% of these "at risk" units as affordable and has aimed for at least 12% of all new units to be affordable.[44] Based on new guidelines established by the City Council, new affordable units will have controlled prices for up to 55 years.

Although most of the City's housing stock is now in good repair, this varies from neighborhood to neighborhood. As of 2005, nearly 90% of Sunnyvale's housing stock is more than 20 years old and only 5% of the housing is less than 10 years old.[45] Figure II-12 shows the residential areas of the city, the distribution of single-family homes vs. multi-family housing, and the general condition of all housing based upon a 2002 field survey. Approximately 2,600 single-family homes in Sunnyvale, or 11% of all single-family homes, are in need of substantial reinvestment to maintain their long-term quality and livability. Nearly 4,500 multi-family housing units, or 17% of all multi-family units, are in need of substantial reinvestment.[46] This is a surprisingly high number compared to single-family units, since multi-family units are generally younger in age.

Figure II-12 – Residential Areas and Housing Conditions



Source: City of Sunnyvale, Community Development Strategy, 2003

The City actively encourages and requires property owners to maintain their properties and to preserve the safety and integrity of their structures through the Neighborhood Preservation Program. When a field survey in 2002 revealed a high level of residential property maintenance violations in the Lakewood Village area (39% of properties with more than one property maintenance violation, compared to 5% in the rest of the city[47]), a Neighborhood Enhancement Program was launched to engage Lakewood homeowners in a neighborhood improvement effort. A follow-up field survey of property maintenance in 2005 revealed significant improvement in Lakewood Village (only 18% of properties with more than one violation). The 2005 survey did not reevaluate the condition of structures, but if it had, it is expected that improvements would have been recorded in housing conditions, as well, over those shown in Figure II-12.

Sunnyvale was one of the first cities to recognize that as industrial and research and development uses become more land intensive (i.e., multi-story buildings with less floor area per employee), land is freed up for other uses. As part of a program called "Industrial to Residential" (ITR), introduced in 1993, the City has encouraged redevelopment of specific industrial areas to residential use, while permitting higher intensity industrial development in other areas more suitable over the long-term for such uses. New housing near jobs encourages employees to take jobs in the city and helps local businesses recruit new employees. As of 2007, areas designated ITR total approximately 320 acres, which can accommodate up to 7,700 housing units (of these, 1,500 units have already been constructed).[48]

Transportation

The City's transportation system is a mixture of roads, public transit, and bike and pedestrian paths. Sunnyvale has about 300 miles of roadways, including major freeways, expressways, arterial streets, and neighborhood streets. [49] The city is well served by regional freeways: US-101 and SR-237 on the north, SR-85 on the west, and I-280 on the south. The two most heavily traveled arterial streets, Mathilda/Sunnyvale-Saratoga flowing north/south and El Camino Real flowing east/west, intersect in the middle of the city and essentially divide it into four large quadrants.

The amount of traffic congestion on a roadway is measured by its "level of service", or LOS. The LOS ranges from a free flowing LOS A, to a stop-and-go LOS F. Sunnyvale has established LOS D as an acceptable level of traffic congestion on most city streets, with LOS E the standard for roadways carrying heavy regional traffic. Traffic flow in Sunnyvale today meets these acceptable levels of service at all major intersections at which LOS is regularly measured.[50]

Public Transit serves only 4% of the daily commute trips in Sunnyvale. This is similar to the transit share of work trips in Santa Clara County (4%) and in the State as a whole (5%).[51] Almost all residents have transit access within

walking distance of their homes. The major transit service provider is the Santa Clara Valley Transportation Authority (VTA) which provides 17 bus routes, with nearly 400 bus stops. The main transit destinations in Sunnyvale are Downtown, Moffett Park, and El Camino Real. Buses have approximately 14,000 boardings and deboardings per day in Sunnyvale. There are also 1,500 light rail boardings and deboardings every work day in Sunnyvale, along the Mountain View/Winchester line running through the extreme northern part of the City, serving Moffett Park and residential areas along Tasman Drive.[52]

The Peninsula Corridor/Joint Powers Board operates Caltrain service north to San Francisco and south to Gilroy. There are about 70 Caltrain daily weekday commuter trains serving Sunnyvale, with stops at the Downtown Sunnyvale Station and at the Lawrence Station. VTA buses and local shuttles connect to the stations, which offer rain shelters, bike lockers, and inexpensive parking to encourage ridership. The Sunnyvale Caltrain Station has an average of 1,342 boardings per weekday; the Lawrence Station has an average of 514 boardings per weekday.[53]

Sunnyvale is one of only 80 designated Bicycle Friendly Communities across the nation, as judged by The League of American Bicyclists. The City's Bicycle and Pedestrian Advisory Committee prepared a 2006 Comprehensive Bicycle Plan which was recently adopted by the City Council. The City has worked to encourage bicycling over the past 10 years. Bicyclists now safely share Sunnyvale roads with cars on 80 miles of striped bike lanes. There are also bike paths, exclusively for bicycle and pedestrian use, including the John W. Christian Greenbelt, Calabazas Creek Trail, and the San Francisco Bay Trail. The City provides a free bicycle map that shows all the bicycle lanes and trails, and rates all Sunnyvale streets for suitability for beginner, intermediate, and advanced bicyclists.

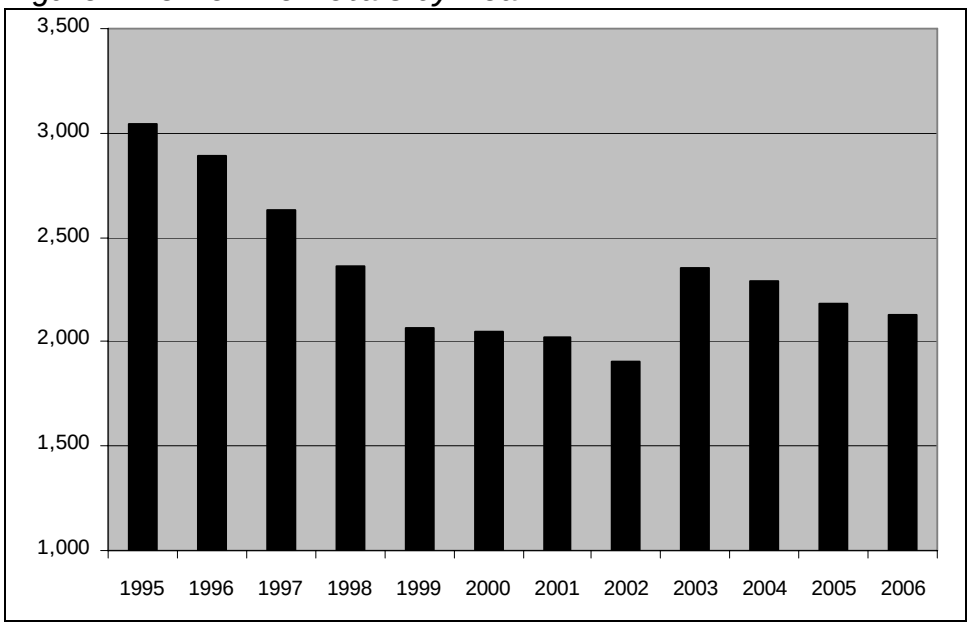
Pedestrian facilities include sidewalks, off-street paths shared with bicyclists, and neighborhood and regional park path systems such as the Bay Trail. The vast majority of Sunnyvale streets have sidewalks. Sunnyvale has many wide, heavily traveled arterial streets with four to six lanes that can make pedestrian crossing difficult. Pedestrian crossings are facilitated at many controlled intersections by pedestrian crossing signal push buttons, and at some locations by countdown signals. The development pattern of the city makes walking to shopping and other destinations difficult. Many residential streets were designed on cul-de-sacs rather than in the traditional grid system, which can inhibit residents from walking around their neighborhoods. Many residents live more than one-half mile from a retail area. Older shopping areas were built with parking lots in front, obstructing pedestrian access to the stores from curbside sidewalks.

Public Safety

The City of Sunnyvale is proud to rank among the safest cities in the nation. In 2005, Sunnyvale had the 4th lowest crime rate for cities of its size in the State of California.[54] Although many local cities have experienced increases in crime rates, Sunnyvale has been able to maintain its high level of public safety. According to 2005 Federal Bureau of Investigation (FBI) data, Sunnyvale's crime rate was approximately 25% lower than the crime rates of the adjacent cities of Mountain View and Santa Clara.

The City of Sunnyvale is unique in that it has a combined police and fire department. Each of the City's 210 sworn officers is highly trained to perform the functions of both police officer and firefighter. They respond to approximately 100,000 calls for service a year. Together with the City management team, they prepare contingency plans to address possible future emergencies, ranging from an industrial explosion with toxic materials to a major earthquake. More than 90% of surveyed residents are satisfied with the City's Public Safety services.[55]

Figure II-13 – Crime Totals by Year



Source: City of Sunnyvale, Public Safety Department

Schools and Education

Under State law, responsibility for public education rests not with the City of Sunnyvale, but with the public school districts which serve Sunnyvale. The City of Sunnyvale is served by four different school districts: Sunnyvale (K-8), Santa Clara Unified (K-12), Cupertino Union (K-8), and Fremont Union (9-12). Sunnyvale contains 12 public elementary schools, four public middle schools, and one public high school. Of these schools, eight have been recognized as *California Distinguished Schools* and two as *National Blue Ribbon Schools*. The total student enrollment in Sunnyvale schools for all four

districts for the 2005-2006 school year was about 12,100. Sunnyvale also has 9 private schools serving the community. The total 2005-2006 school year enrollment for these private schools was over 4,000.

Only the Sunnyvale School District (K-8) is entirely within the boundaries of Sunnyvale. The total number of students in the Sunnyvale School District has remained relatively stable for the past 10 years. Figure II-14 shows historical enrollment in the Sunnyvale School District.

Figure II-14 – Sunnyvale School District Enrollment

Year	Total Number of Students
1993-1994	5,766
1994-1995	5,785
1995-1996	5,896
1996-1997	5,923
1997-1998	6,077
1998-1999	7,022
1999-2000	5,875
2000-2001	5,951
2001-2002	5,854
2002-2003	5,931
2003-2004	5,960
2004-2005	5,948
2005-2006	5,967
2006-2007	6,003

Source: California Basic Education Data Systems

Fifty-five percent of the students in the Sunnyvale School District speak a language other than English at home; in fact, over 15 different languages are spoken by Sunnyvale students. Student scores are well above the national average.[56] Local schools receive strong support from parents and from numerous Sunnyvale corporations.

Parks/Recreation and Library Services

Sunnyvale is proud of its beautiful parks and popular library. About 745 acres, over 7% of the city's land, is devoted to open space facilities owned or maintained by the City for public use, including 20 neighborhood parks, athletic fields, and golf courses. The City operates 25 tennis courts, two golf courses, and 6 swimming pools, including the Fremont Pool constructed in cooperation with Fremont High School. The City owns and operates 143

acres of playfields, and through a partnership with three school districts, improves and maintains an additional 118 acres of playfields on school property for public use. The community can now use nearly 40 baseball and soccer fields on school grounds after school hours. The City recently completed the 1.5-mile Calabazas Creek Trail, a pedestrian and bicycle trail between U.S. 101 and Route 237. The trail allows residents to connect to the 400-mile San Francisco Bay Trail, 3.45 miles of which are within Sunnyvale.[57]

The Sunnyvale Community Center offers a 200-seat theater, a recreation center, and an indoor sports center. The adjacent Orchard Heritage Park includes a 10-acre working orchard, Orchard Heritage Interpretive Exhibit, and the new Historical Museum (under construction), which will be operated by the Sunnyvale Historical Society. The Community Center Theater hosts two resident theater companies, producing many children's productions and Sunnyvale's Summer Repertory. The 23,000 square foot Senior Center, which opened in 2003, hosts many social, cultural and educational activities for seniors, and has rooms for large events.

The City provides a wide variety of recreation and personal growth activities for the preschool, youth, teen, adult, and senior populations. Class subjects include art, music, dance, sports, fitness, and special interest. During the summer, a full array of camps and day trips are offered for youth and teens together with an enrichment summer school program and a full roster of swim lesions and open swim opportunities. More than 80% of Sunnyvale residents rate recreation programs and activities in the city as good or very good; nearly 90% rate the condition of community facilities and parks maintenance as good or very good.[58]

The Sunnyvale Public Library is one of the busiest in the state. Among the materials available are books, magazines, recorded books, CDs and DVDs. The Library offers on-site access to the Internet, including wireless access. A variety of online resources such as ebooks, podcasts, interlibrary loan, and collections of audio/video downloads are also available free of charge through the Library's web site. The Language Collection reflects the variety of world languages, cultures, and ethnicities found in the Sunnyvale community. The Library caters to the large professional and business community as well, offering a strong collection of business, technology, intellectual property materials, and patent library reference services. Children's materials are highly used, an indication of the community's strong focus on families and their interest in early childhood literacy and education. The Sunnyvale Public Library supports education, literacy, and lifelong learning, all of which are heartily embraced by the community.

The Library building in the Civic Center has served the community for 47 years, and is in need of modernization and expansion or replacement. The current Library of the Future Study will recommend an appropriate course of action to the City Council.

Public Utilities

The City provides high-quality water service to residents and businesses, funded through user and service fees, not taxes. The fees for water services also cover capital improvements and maintenance. The City closely monitors the quality of all water it purchases from the San Francisco Public Utilities Commission (Hetch Hetchy) and from the Santa Clara Valley Water District, and all water which it draws from nine groundwater wells, assuring that it complies with State and federal water quality requirements.

The City owns and operates a Water Pollution Control Plant that treats wastewater from residences and businesses and safely discharges it into the San Francisco Bay. The Plant also manufactures recycled water for non-potable use, such as irrigation and decorative fountains. The plant has an estimated capacity of 29.5 million gallons per day, which is far in excess of current average waste water volume of approximately 15.0 million gallons per day.[59]

Sunnyvale provides a broad range of solid waste management services to its residents and businesses by way of a municipal solid waste utility fund. No tax dollars are used to fund this utility, as revenues are primarily from refuse collection charges and sale of recyclable materials. The three most costly service components are collection of solid waste and recyclables, operation of the Sunnyvale Materials Recovery and Transfer Station (SMaRT Station®) that serves Sunnyvale, Mountain View and Palo Alto, and landfill disposal of SMaRT Station residues, all of which are provided by private companies working under contract with the City.

The Environment

Air quality in Sunnyvale is similar to all non-coastal areas of the Bay Area. In 2006, the City had three days on which ozone pollution exceeded State standards—as did nearby cities.[60] Vehicles on local roads are the largest source of pollutants, especially during peak periods of congestion.

The City lies between Calabazas Creek on the east and Stevens Creek on the west. Elevations rise slightly from sea level at the Bay to 300 feet in the City's southwest corner. During rainy periods the two streams, along with two flood control channels, help control surface runoff. The City has an extensive storm drainage system and only 4% of land in the City is in a designated 100-year flood plain (an area that has a 1% chance of flooding in any given year).[61]

Baylands Park is in the northern part of the City at the edge of the San Francisco Bay. This unique and irreplaceable natural resource comprises 70 acres of developed recreation areas and 105 acres of seasonal wetlands in a protected Wetlands Preserve.[62] The area was once connected to the Bay through sloughs and tidal flows, but levees have since blocked off the daily tidal flows and the wetlands now receive all their water from winter rains.

The grasslands are essential habitat for burrowing owls and shorebirds. These wetlands also help replenish the area's ground wells and absorb flood waters. Part of the San Francisco Bay Trail, which will eventually provide pedestrian and bicycle access along the entire Bay shoreline, goes through the Baylands Park. Since only 10% of the San Francisco Bay's wetlands remain, Baylands Park is an invaluable resource for Sunnyvale and for the entire Bay Area region.

Efforts by the City of Sunnyvale over many years to promote sustainability are beginning to show significant signs of success. Responding to a 1989 State mandate to reduce solid waste disposal, the City expanded its recycling programs and increased the amount of solid waste diverted from disposal from 18% of generated waste in 1990, to 56% in 2000, exceeding the State goal of 50%. In 2005, a full 63% of solid waste generated in Sunnyvale was diverted to productive reuse. This not only reduces the need to consume virgin resources, but also significantly reduces energy and water consumption in the manufacture of new products. Excessive air and water pollution are also eliminated in the process. City staff has estimated, using the Environmental Protection Agency's Waste Reduction Model, that greenhouse gas emissions (CO2) were reduced by 56,782 tons per year due to increased recycling efforts between 1990 and 2005.[63]

The City's water conservation efforts have reduced potable water consumption from 161 gallons per capita per day in 2000, to 139 gallons per capita per day in 2006, a 13.6% reduction.[64] This was achieved by promoting use of low flow toilets and shower heads, by industries using less water for manufacturing purposes, and by increasing the availability of recycled water for landscape irrigation and decorative fountains. Recycled water is primarily available at present in the Moffett Park area, Baylands Park, and the Sunnyvale Golf Course; distribution is gradually being expanded to also serve other areas of the city.

The City has also used it regulatory powers to require private developments to mitigate potential negative impacts on the natural environment. It enforces California Title 24 energy conservation requirements, requires sidewalks in all new development, requires solar heating if cost-effective, prohibits wood-burning fireplaces, and requires all sites to have 20% permeable, landscaped area (70% to be water-conserving plants), with 50% of all parking lot areas to be shaded within 15 years. Beginning in 2009, all new developments in excess of 10,000 square feet in Moffett Park must meet the design intent of a LEED-certified building, and they will be granted a streamlined review process if they actually complete the LEED certification.

Community Condition Indicators

As conditions change in Sunnyvale, the City must be prepared to adjust its policies and programs to most effectively achieve its Community Vision and long-range goals. These changes in conditions are monitored through

Community Condition Indicators. These indicators are the key demographic, economic and physical data which describe the state of the city at a given point in time. These data generally measure factors which are outside of the control of the City, even though the actions of the City may have some influence on them. The importance of reporting community condition indicators is that their numerical values change over time as the community changes, providing both a snapshot of current community conditions, and also, when compared to the indicators of a prior period, an indication of change.

In addition to the community condition indicators presented in the Community Vision, each functional element of the General Plan contains element-specific indicators. Unlike community condition indicators, element-specific indicators are directly affected by the actions of the City and measure how effectively the goals of that element are being implemented. Examples of element-specific indicators might be library books circulated per capita, percent of total housing units constructed which are affordable, or acres of median landscaping.

Figure II-15 lists all of the community condition indicators with their current values and recent historical values, where available. The intent is that this table will be updated each year as data current for that year become available.

Figure II-15 – Community Condition Indicators

Indicator	1990	2000	2001	2002	2003	2004	2005	2006
Population								
Number								
• Total	117,229	131,760	132,524	132,580	132,343	133,242	132,725	133,544
✓ Under 18 years	22,457	26,897	n/a	n/a	n/a	n/a	29,996	n/a
✓ 19 – 64 years	82,581	90,906	n/a	n/a	n/a	n/a	80,962	n/a
✓ 65 years and older	12,191	13,957	n/a	n/a	n/a	n/a	21,767	n/a
• Average household size	2.42	2.49	2.46	2.45	2.44	2.43	2.42	2.43
• Public school enrollment	n/a	n/a	n/a	n/a	n/a	n/a	n/a	12,128
• Private school enrollment	n/a	n/a	n/a	n/a	n/a	n/a	n/a	4,079
Ethnicity								
• Caucasian (%)	71.6	53.3	n/a	n/a	n/a	n/a	45.9	n/a
• Asian / Pacific Islander (%)	19.3	25.1	n/a	n/a	n/a	n/a	40.1	n/a
• African-American (%)	3.4	2.2	n/a	n/a	n/a	n/a	3.8	n/a
• Other (%)	5.7	9.1	n/a	n/a	n/a	n/a	10.2	n/a
• Foreign Born (%)	22.5	39.4	n/a	n/a	n/a	n/a	43.7	n/a
• Hispanic Origin (%)	13.2	11.4	n/a	n/a	n/a	n/a	16.6	n/a
Education								
• High school graduate (%)	87.1	89.4	n/a	n/a	n/a	n/a	90.2	n/a
• Bachelor degree (%)	37.1	50.8	n/a	n/a	n/a	n/a	54.4	n/a
• Graduate degree (%)	n/a	21.9	n/a	n/a	n/a	n/a	24.3	n/a
Income								
• Median household income ($)	46,403	74,409	n/a	n/a	n/a	n/a	74,449	n/a
✓ Population below poverty (%)	2.5	3.8	3.8	3.8	4.3	5.5	5.4	n/a

Indicator	1990	2000	2001	2002	2003	2004	2005	2006
Community and Community Services								
• Active neighborhood/business associations	n/a	n/a	n/a	n/a	n/a	n/a	n/a	38
• Residents rating city good place to live (%)	n/a	92	94	95	93	n/a	94	n/a
• Residents rating public services good to excellent (%)	n/a	92	92	93	90	n/a	89	n/a
• Part I crimes/100,000 population	n/a	n/a	n/a	n/a	2.80	3.00	2.22	2.17
• Average emergency police response time (minutes)	n/a	3.3	3.3	3.4	3.3	3.3	3.3	2.5
Economy								
Jobs								
• Total number	n/a	89,899	n/a	n/a	n/a	n/a	84,763	86,271
Employment								
• Jobs/employed resident	n/a	1.24	n/a	n/a	n/a	n/a	1.26	n/a
• Employed residents working in Sunnyvale (%)		23.0	n/a	n/a	n/a	n/a	n/a	n/a
• Unemployed (% of workforce)	2.6	4.3	7.2	7.2	5.6	4.6	4.1	3.9
• Employed residents in service jobs (%)	n/a	8.9	n/a	n/a	n/a	n/a	13.5	n/a
• Employed residents in management/professional jobs (%)	n/a	59.5	n/a	n/a	n/a	n/a	56.4	n/a
Retail								
• Retail & restaurant sales volume ($ in millions)	n/a	158.6	137.9	120.0	114.3	124.0	129.5	134.0
• Sales/sq. ft. ($)	n/a	51.2	44.5	37.5	35.7	37.6	39.2	38.3

Indicator	1990	2000	2001	2002	2003	2004	2005	2006
Hospitality								
• Total Number of Hotel Rooms	n/a	3,835	3,945	3,945	3,930	3,930	3,851	3,385
• Average hotel occupancy (%)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	72
Real Estate								
• Total assessed value ($ in billions)	n/a	n/a	n/a	n/a	n/a	17.92	19.23	20.71
• Vacant office, industrial, R&D (%)	11.7	2.0	11.7	13.0	17.2	15.6	15.4	12.2
• Average office/industrial rent ($/sq. ft.)	0.71	3.47	1.82	1.39	1.26	1.30	1.34	1.48
• Average apartment rent (3 bedroom) ($)	n/a	2,600	2,900	2,800	2,500	2,100	2,200	1,822
• Housing rental vacancy rate (%)	n/a	n/a	7.00	5.94	6.00	5.75	2.99	2.37
• Median single-family detached home price ($)	n/a	618,000	596,600	624,500	623,500	685,000	790,000	835,000
• Median single-family attached home (townhouse/condo) price ($)	n/a	390,000	407,000	400,000	393,000	445,000	545,000	555,000
• Valuation of new construction permitted ($ in millions)	16.3	235.9	265.5	76.9	182.6	79.0	115.1	101.4
Tax Base								
• Property tax revenue ($ in millions)	15.8	18.7	20.4	22.8	23.9	23.6	29.5	32.0
• Sales tax revenue ($ in millions)	21.5	30.0	36.3	25.8	22.8	23.5	24.9	28.4
• Transient occupancy tax revenue ($ in millions)	3.6	9.8	10.7	6.3	5.1	4.7	5.1	5.6
Physical City								
Land Use								
• Land area (sq. mi.)	22.81	22.82	22.85	22.85	22.85	22.85	22.86	22.86
• Vacant land area (sq. mi.)	0.13	0.13	0.13	0.13	0.13	0.13	0.12	0.12
• Developable land area (sq. mi.)	15.46	15.46	15.46	15.46	15.46	15.46	15.46	15.46
• Residential area (%)	n/a	52.7	n/a	n/a	n/a	n/a	n/a	52.4

Indicator	1990	2000	2001	2002	2003	2004	2005	2006
• Office/industrial land area (%)	n/a	24.2	n/a	n/a	n/a	n/a	n/a	26.2
• Retail/service land area (%)	n/a	7.5	n/a	n/a	n/a	n/a	n/a	6.8
• City parks and open space (%)	n/a	7.6	n/a	n/a	n/a	n/a	n/a	7.6
• Other (%)	n/a	8.0	n/a	n/a	n/a	n/a	n/a	7.0
Transportation								
• Vehicle miles traveled in weekday (millions of miles)	n/a	2.31	2.18	2.24	2.03	1.92	2.23	2.25
• Intersections not meeting LOS standards	1	1	0	0	0	0	0	0
• Transit boardings/de-boardings per day	n/a	25,122	24,168	19,049	13,304	17,714	19,451	19,824
• Utilization of transit capacity (%)								
• Miles of streets	300	300	300	300	300	300	300	300
• Miles of bikeways	n/a	65	65	68	71	74	79	79
Housing								
• Total housing units	n/a	53,441	53,875	54,143	54,151	54,397	54,769	55,012
✓ Single-family detached	n/a	21,091	21,121	21,150	21,158	21,210	21,228	21,265
✓ Single-family attached	n/a	4,751	4,755	4,755	4,755	4,826	5,123	5,240
✓ Mobile Homes	n/a	4,023	4,023	4,023	4,023	4,023	3,956	3,965
✓ Duplexes	n/a	1,598	1,598	1,598	1,598	1,598	1,598	1,598
✓ Three or more attached units	n/a	20,949	21,337	21,434	21,434	21,557	21,681	21,704
✓ Specialty units	n/a	1,025	1,025	1,183	1,183	1,183	1,183	1,249
• Owner occupied (%)	48.9	47.6	n/a	n/a	n/a	n/a	49.1	n/a
• Over 20 years old (%)	n/a	83	84	84	85	86	88	88
• Total affordable units	n/a	n/a	1,066	1,119	1,120	1,496	1,465	1,452
• New units receiving building permits	n/a	504	179	24	412	229	199	276
✓ Intended for ownership	n/a	57	11	24	289	164	199	276
✓ Rental	n/a	447	168	0	123	65	0	0

Indicator	1990	2000	2001	2002	2003	2004	2005	2006
Office/Industrial								
• Total floor area (sq. ft. in millions)	n/a	27.8	28.5	30.7	31.0	31.7	31.7	31.9
✓ Class A (%)	n/a	n/a	n/a	n/a	17.2	n/a	n/a	17.2
• New floor area permitted (sq. ft.)	n/a	660,975	2,146,774	342,211	749,515	0	151,200	146,368
• No. of patents received	n/a	n/a	n/a	n/a	2,874	3,173	3,194	3,045
Retail/Services								
• Total floor area (sq. ft. in millions)	n/a	3.1	3.1	3.2	3.2	3.3	3.3	3.5
• Floor area/capita (sq. ft.)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	26.2
• New floor area permitted (sq. ft.)	n/a	0	58,000	65,000	12,000	0	240,000	8,000
• Retail sales/retail sales potential (%)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	92.6
Environment								
• Sunny days (average)	n/a	n/a	n/a	n/a	n/a	n/a	300	300
• Average temperature (degrees F)	70	70	70	70	71	71	72	72
• Average rainfall (in.)	n/a	13.12	10.19	13.26	12.46	16.64	13.06	8.15
• Days ozone standard exceeded	n/a	n/a	n/a	n/a	4	1	1	3
• Recycled solid waste (%)	18	56	56	56	57	56	61	63
• Number of street trees	n/a	36,341	36,580	36,468	36,500	36,892	37,000	37,000
• Average daily water consumption/capita (gal.)	n/a	161	169	166	157	188	180	139
• Average daily electric energy use/capita (kwh)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	33.16
• Average daily gas use/capita (therms)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
• Average daily landings at Moffett Federal Airfiled	n/a	33	25	25	20	21	25	25

Chapter III: Assets and Issues

During the month of October, 2006, the people and businesses of Sunnyvale were invited to participate in an exercise to formulate a desired vision for the long-range future of the community. The City designed a multi-faceted approach to solicit input from a diverse cross-section of the community in terms of age, neighborhood, ethnicity and interest. It included an online survey, a series of neighborhood workshops, and a large community visioning festival. Through these three methods, input was collected from over 350 community members.

Although the focus of the exercise was to create a twenty-year vision for the desired future, the responses also identified current assets of Sunnyvale and current issues to be addressed. Following is a summary of the most frequently mentioned assets and issues as defined by the people of Sunnyvale.

Assets:

- A mild climate conducive to an active lifestyle.
- A central location in the world-renown Silicon Valley, with good highway and train access to regional activity centers.
- Quality public education.
- High level of public safety.
- Innovative businesses providing quality jobs.
- A diverse population.
- Attractive, clean, comfortable living which is in balance with the natural environment.
- Quality parks, playgrounds, library and community center.
- A community of residents and businesses which take pride in Sunnyvale and who are willing to commit their time and energy to making it even better.
- A responsive, efficient and open local government.

Issues:

- Lack of an active and attractive Downtown which provides commercial services, community identity and pride.
- Lack of sufficient affordable housing.
- Limited fiscal resources to meet a growing demand for quality public services.

- Overuse of energy and natural resources in the face of global environmental problems.
- Limited participation of many minority and foreign-born residents in the overall life of the community.
- Insufficient number and variety of retail establishments to meet the needs of the community.
- Lack of access to public and private services for residents of northern neighborhoods.
- Lack of sufficient high-quality arts and entertainment venues to meet the needs of the community.
- Limited public transportation options.

Chapter IV: Future Challenges

As the previous chapters demonstrate, residents and businesses find Sunnyvale to be a quality city in which to live and work. Sunnyvale offers attractive neighborhoods, prize-winning parks and high quality City services. Residents are centrally located near world-class research centers and the country's most innovative, cutting-edge companies. Sunnyvale was recently named the second most inventive town in America by *The Wall Street Journal*.[65] And perhaps most importantly, Sunnyvale is fortunate to have residents, businesses and leaders who take pride in the city and want to preserve its strengths while planning for an even stronger future.

The overall attractiveness of Sunnyvale as a place to live and do business is one of the forces pushing continued growth and change in the city. Attractiveness is obviously a two-sided attribute. On the positive side, it brings the city a broad mix of high-value jobs, an increased tax base to provide services, new people with new ideas from a variety of backgrounds and cultures, and an overall dynamic quality that encourages vitality and spirit. Change is better than atrophy! However, on the negative side, change that is too great and too rapid can be disruptive, causing stress and creating congestion. More people and more jobs bring more cars, greater demand for services, and more competition for limited space and resources. Too much of a good thing might be too much!

History has shown that the one constant in Sunnyvale over the past century has been change. As each cycle of change occurred, Sunnyvale adapted and prospered. It is clear that there will be more changes in the years ahead. Change is inevitable. *How* the city changes is largely dependent upon the will and the energy of its people.

Projections for the Future

Projections, by their very nature, are extensions of the past and the present into the future. An objective projection does not take into account desires and aspirations, but predicts the future based upon observable trends.

Visioning, on the other hand, is value-based. It describes a future that is not necessarily the most probable, but the most desirable. Rational visioning, however, takes into account the reality of current trends, so that it does not drift into the realm of fantasy. Therefore, a review of current projections is a first step to inform the visioning process.

Most projections for the Bay Area are produced by the Association of Bay Area Governments (ABAG), the agency charged with planning for the future of the region. Their projections are both economic and demographic, and they are developed for the region as a whole, for counties within the region,

and for individual cities. They are based upon, and consistent with statewide projections prepared by the State Department of Finance.

The entire Bay Area will feel the pressures of growth over the next two decades, and California will remain the country's most populous state. ABAG creates a biennial population forecast through various demographic projection models. Each future year is forecasted using the latest U.S. Census population figure as a base, with additional data drawn from the California Departments of Health Services and Finance, and regional land use and household trend data drawn from ABAG's database. ABAG predicts continued growth for the City of Sunnyvale, but at a slower rate than in the recent past. By 2025, Sunnyvale is expected to have a population of 150,600, a 13% increase over the population in 2005.

The median age of Sunnyvale residents will increase from 35 to 40 by 2025, consistent with the national trend. In the U.S., seniors 65 and older will be almost 20% of the population by 2030, according to the Center for Disease Control. ABAG predicts that the Bay Area will experience this aging even more than other regions, placing a strain on social and health services.

According to the U.S. Census, Sunnyvale had 89,899 jobs in 2000. Based upon data from the State Employment Development Department (EDD), the City estimates that the "dot.com bust" left Sunnyvale with 84,800 jobs in 2005. This is a larger number of jobs than estimated by ABAG (73,630) but one that seems more realistic based upon the City's business tax data and EDD figures. Because of its disagreement with ABAG's estimate of the current number of jobs, the City is cautious about accepting ABAG's job projections for the future. An independent analysis by the City's Economic Development Division in cooperation with NOVA yields a 2025 job projection of 109,600 (compared to 104,190 by ABAG). This projection utilized a trend line of job growth using the actual jobs in Sunnyvale, as reported by EDD, from 1990-2005. This results in a projected average growth of 2% through 2010 and 1% thereafter to 2025. The City's current job estimate and projections (rather than the ABAG projections) are utilized throughout this report.

As a key player in the world's knowledge-based economy, Sunnyvale is in a good position to capitalize on new industries as they emerge. According to ABAG, Sunnyvale can expect to see the most economic growth in the next few years in professional and business services (computer system design and scientific R&D), information services (especially Internet service providers), and education and health services. The city may also attract new convergence technology—companies that combine biotechnology, information technology and nanotechnology. In addition, the aerospace and defense sectors may improve due to recent increases in defense spending.

In summary, the future challenge posed by the above projections is the ability and the willingness of Sunnyvale to accommodate over the 20 years between

2005 and 2025 an additional 18,000 residents and 24,800 jobs. This translates into a net increase of approximately 7,200 housing units and 7,600,000 square feet of office/industrial floor area.

Analysis of Projections

Although the growth predicted in the foregoing projections is modest in comparison to the rapid growth experienced by Sunnyvale over many previous decades, the numbers are significant in light of the fact that there is very little vacant land in the city. The willingness of the community to accommodate this growth will be addressed in subsequent chapters. The analysis here will compare the projections to previously adopted growth policy, as expressed in the 1997 Land Use and Transportation Element of the General Plan.

If all properties in the City were to develop in accordance with the adopted 1997 Land Use and Transportation Element of the General Plan, the City could accommodate a total of 65,900 housing units, about 10,900 more than currently exist. If one assumes a future average household size equal to the 2005 actual of 2.42 persons per household, the built-out city could hold a population of 159,500. Comparing this to the ABAG 2025 population projection of 150,600 reveals that the city could accommodate its projected population growth under the current General Plan.

An important factor that must be kept in mind when considering likely and/or desirable population growth is that the State of California requires all cities and counties in the State to plan for their fair share of growth. The population projection for the Bay Area is prepared by the State. The State then requires the Bay Area's regional planning body, ABAG, to allocate that population growth to each city based upon a "fair share formula" developed by ABAG. For the period from January 1999 to June 2006, the allocation to Sunnyvale required it to plan for 3,832 new housing units. Although the City appropriately zoned land to accommodate this number of new units, applications for only 2,555 units were received, and all applications were approved. ABAG is now preparing its fair share formula for allocating projected regional population growth over the next five years. Again, Sunnyvale will be required to plan for the number of new housing units allocated to it.

With regard to commercial and industrial space, the adopted 1997 Land Use and Transportation Element of the General Plan would accommodate a total of 49 million square feet, about 14 million square feet more than currently exists. At today's intensity of building use, this would yield a total of about 160,000 jobs. When this figure is compared to the City's 2025 projection of 109,570 jobs for the city, it is apparent that Sunnyvale has more than adequate capacity for projected job growth.

The General Plan also provides sufficient area designated for retail uses to support the population at build-out. At present, however, Sunnyvale lacks sufficient retail development to serve its current population. This is evidenced by the fact that retail sales volume in the city is $9,364 per capita, compared to $9,976 per capita for Santa Clara County as a whole. Sunnyvale residents must travel to adjacent cities to do some of their shopping, particularly for clothing, furniture and specialty goods.

Infrastructure to Support Sunnyvale of the Future

Infrastructure consists of the physical systems that support urban life. It includes streets and highways, utilities, and water and sewer systems. As the City changes and grows, increased pressure is placed on its supporting infrastructure.

Sunnyvale has planned for the improvement and expansion of its infrastructure as the city grows. The Transportation Strategic Program, adopted by the City Council in 2003, evaluated traffic impacts associated with the full build-out of the adopted 1997 Land Use and Transportation Element of the General Plan and identified major transportation facility improvements required to maintain a smooth flow of people and goods as the city grows. The cost of needed improvements was estimated, and Traffic Impact Fees were established to cover the City's share of the cost of such facilities. These impact fees are paid by all major development, so that as development occurs, the City obtains the necessary funding to provide transportation improvements to accommodate that development.

Similarly, the City has adopted a Park Impact Fee Program, through which residential developments are required to pay fees to expand or improve park and recreation facilities needed to support additional residents. School Impact Fees paid primarily by residential development also exist, with a maximum fee set by State mandate. The fee level set by the State may be sufficient to pay for needed new school construction in outlying suburban and rural areas, but is inadequate to meet the high land and construction costs in more urban areas like Sunnyvale.

New development also pays Sewer Connection Fees, which are designed to provide the resources necessary to expand the capacity of the sanitary sewer system to meet the demand imposed by new development. Sunnyvale's Water Pollution Control Plant, designed to serve high demand industries of the past, has more than sufficient capacity to meet today's needs and the projected needs at General Plan build-out. The problem with the Plant is not capacity, but age. As the Plant reaches the end of its useful life, the City is studying whether it should be modernized and repaired, or replaced. This major reinvestment will be required even if Sunnyvale develops no further.

Sunnyvale's water supply is adequate to meet projected growth of the city. Current improvements to the San Francisco Water System (Hetch Hetchy)

provide for an approximate 5% increase in future supply to Sunnyvale. In addition, the City has the ability to double its supply from groundwater through the drilling of additional wells. These measures, together with water conservation efforts and increased use of recycled water for non-potable purposes, are more than adequate to ensure sufficient water supply to meet the foreseeable needs of the future.

Other Future Challenges

The graceful accommodation of growth is not the only challenge facing Sunnyvale over the next two decades. As articulated by the residents and business in the community visioning process, Sunnyvale has numerous issues to address if it is going to maintain and improve its quality of life. Among these are the following:

- **Downtown:** While the 100 block of South Murphy Avenue is a sense of pride for Sunnyvale, much of the remainder of Downtown is an embarrassment. The goals of the Downtown Specific Plan and the Central Core Redevelopment Project are yet to be achieved.

- **Affordable Housing:** Sunnyvale may be doing as much or more than other communities to provide affordable housing, but it is still insufficient in light of the ever increasing cost of housing in the community.

- **Limited Resources to Provide Public Services:** The downturn in the economy during the first five years of the new century made manifest underlying weaknesses in California's system of local public finance. Sunnyvale's prudent 20-year budgeting and efficient management helped to weather the storm, but the City will continue to face an imbalance between the demand for services and the resources to provide them.

- **Environmental Issues:** The impacts of man upon the environmental systems of the earth are only now becoming recognized by the general public. These problems affect the entire civilized world, and Sunnyvale will be faced with difficult local decisions as it tries to do its part to address them.

- **Aging Population:** Sunnyvale reflects the national pattern of an ageing population. As the retired portion of the population increases, the City will need to alter the types of services delivered and the method of their delivery.

- **Cultural Diversity:** The diversity of the population appears likely to continue to increase over the next 20 years. The successful integration of all the ethnicities and cultures into the single community of Sunnyvale is a challenge, as is the diversity in the demand for public services which is likely to arise.

- **Rapid Technological Change:** Advances in technology are generally viewed as positive, but the ability to adjust behaviors, habits, and methodologies to effectively utilize new technologies is a challenge to the City and its people. The Internet and related advances in communication technology will dramatically alter the way in which people interact with each other and with their government.

- **Community Identity:** Population change and advances in world-wide communication technology will make it increasingly difficult to maintain and enhance a sense of community within Sunnyvale. The degree to which residents are engaged in the community and feel a part of it will affect the overall quality of life in Sunnyvale, and its ability to address unforeseen problems as they arise in the future.

Chapter V: Values and Vision

The community visioning process in October, 2006, resulted in a consensus among residents and businesses on the characteristics of today's Sunnyvale which they cherish, and the attributes of the future Sunnyvale to which they aspire. The former represent current values; the latter represent the future vision.

Values

Certain core community values emerged from the process. These values are reflected in a very positive current self image of the community, which can be summarized as follows:

> Sunnyvale is an ***attractive, safe, environmentally sensitive*** community which takes pride in the ***diversity*** of its people, the ***innovation*** of its businesses, and the ***responsiveness*** of its government.

Vision

A vision statement is usually thought of as a desired end state – an ideal future. A vision may not be achievable all at once, even for many years, and certainly not without the efforts of many individuals and institutions. The following vision statement reflects a high level of community discussion and agreement. This vision establishes a framework for future strategies and actions and a benchmark from which to evaluate future proposals.

It is the aspiration of the people of Sunnyvale to build upon the attributes which the City currently enjoys, so that Sunnyvale of the future will become…

> **A strong, diverse community…**that is inclusive of and accessible to people of all cultures, ages, and lifestyles. Neighborhood and citywide events regularly provide residents with opportunities to connect with each other and to actively participate in city government. Sunnyvale offers a variety of housing options for its diverse and changing population.
>
> **A community with a vibrant and innovative local economy…** comprised of cutting edge businesses that provide meaningful employment and partnership opportunities. Sunnyvale continues to be the heart of innovation in Silicon Valley.

A regional leader in environmental sustainability… advocating to reduce dependence on non-renewable resources by providing greater transportation options, reducing waste, protecting our natural resources, and promoting alternative energy usage and research. We take environmental preservation and protection seriously and consider how each action will affect Sunnyvale for future generations.

A safe, secure and healthy place for all people… where the health and safety of residents is a primary concern. Sunnyvale is a clean and attractive city with many opportunities for physical activity in a natural environment.

A city managed by a responsible and responsive government… that delivers quality services in a comprehensive, cost-effective manner. The city evolves gracefully with the changing needs of the community and regularly communicates with residents and businesses to engage them in decision-making processes.

A community with a distinctive identity… enhanced by a Downtown that provides a sense of place, convenience, and is pedestrian-oriented. New development is concentrated in nodes along major transportation corridors and around transit hubs.

Chapter VI: Citywide Goals

Long-range goals are the heart of the General Plan. Within this Community Vision, the goals are citywide in nature, and quite general. The long-range goals in each functional element of the General Plan are much more specific, focusing on the subject matter of that element.

General Plan goals are long-range in nature and are generally mission based. They are comprehensive, covering the full range of physical, social and economic aspirations. General Plan goals are generally not prioritized; each one is as important as all others in charting the long-range course for the city. The comprehensive and general nature of the goals give the General Plan a semblance of a constitution. Goals are the inspiration, constraints, touchstones, and context upon which unforeseen future decisions and actions may be based. Like the elements of a constitution, the goals are long-lasting, and modified only infrequently through a comprehensive and potentially lengthy process.

Following are fifteen citywide goals which are reflective of the Community Vision and which provide context and direction for the more specific long-range goals in each functional element.

I. <u>Long-Range Planning</u>: 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.

Sunnyvale accepts the expected growth in its population and jobs over the next two decades, and plans to accommodate that growth in a manner which preserves the character of the city and its neighborhoods. By utilizing the principles of Smart Growth, the city will direct residential development to Downtown, to mixed use development in other nodes with high transit access, and to areas designated for conversion from industrial to residential uses. Job growth will be focused in the Moffett Park and Peery Park areas, both of which have excellent freeway access. Careful land use planning, and the imposition of transportation, park, housing, school and utility impact fees on new development, will assure that proper balances are maintained among uses and between uses and the public facilities which serve them.

II. <u>Attractive Community</u>: 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.

The physical attractiveness of a city is a major contributing factor and manifestation of its high quality of life. The form and features of the city should create a place with which residents identify and which visitors can understand. Lacking strong natural boundaries and natural landmarks, Sunnyvale must utilize manmade gateways, landmarks and special districts to establish its identity. Since much of the experience of the city is from and along public rights-of-way, a healthy canopy of attractive street trees and well landscaped medians and parkways can create a lasting positive impression. Likewise, the insistence upon well designed private development and a high level of maintenance of public spaces reflect the high standards of the city and its people.

III. <u>Environmental Sustainability</u>: 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.

Sustainability is a practice of meeting the needs of the present without compromising the ability of future generations to meet their own needs. It requires the utilization of natural resources at rates no greater than nature can replace them. There is a growing awareness that our planet's environment is fragile, and that every person and every community must do its part to protect the environment. Past environmental degradation must be remediated. The City will seek opportunities to utilize "green" practices in its operation and delivery of services, and encourage residents and businesses to adopt such practices. These might include reduced use of non-renewable energy, reduced emissions of greenhouse gases, greater recycling of waste and use of recycled materials, reduced per capita use of potable water, green building design, and reduced storm water runoff.

IV. Safe and Healthy Community: 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.

The people and businesses of Sunnyvale take great pride and comfort in the city's high level of public health and safety. These feelings are attributable to a well balanced service delivery including effective law enforcement, a quality park and recreation system, an outstanding library, clean streets, vigilant code enforcement, and a community culture which does not tolerate anti-social behavior. The future challenge is not so much to improve public health and safety as it is to maintain the high level of public health and safety which is currently enjoyed.

V. Diverse Population: To celebrate the diversity of the population and to provide equal opportunity for all residents to participate fully in community life.

Sunnyvale's knowledge-based economy has attracted a diverse population in which individuals are judged more on their personal abilities and traits than upon their ethnicity, national origin, age or lifestyle. Despite this acceptance of diversity, there are few opportunities to celebrate our differences or learn more about each other's culture. Some groups in the community participate more fully in civic affairs than others, and wield more influence on public decision-making. Sunnyvale can create opportunities which will draw all residents to participate fully in the life of the community.

VI. Affordable Housing Options: 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.

The City of Sunnyvale does not build housing, but through its land use regulations it can influence and control the type and quality of housing that is developed. Sunnyvale cannot have a major impact on the regional housing market which drives the high cost of housing, but it can take steps to provide and protect affordable housing within its boundaries. The City has historically lead the way in affordable housing and will continue to do so in the future.

VII. Quality Education: 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.

Excellent public education is an essential ingredient to a high quality of life. For many families with young children, the quality of the schools is a primary determinant of where they will chose to live. Although the City of Sunnyvale does not have jurisdictional authority over public education, it can help maintain a quality educational system by working closely with the school districts that serve the city. It can share facilities with the schools (as is now the case with school playfields), help schools build community partnerships, provide safe places for youth to gather for positive activity outside of school hours, and provide excellent public library services.

VIII. Outstanding Recreation, Arts, and Culture: To provide outstanding recreation programs, library services, and visual and performing arts to meet the interests and needs of the diverse population.

A complete community provides its residents not only employment opportunities to realize income, but also leisure activities to stimulate the mind, body and spirit. Sunnyvale has long been recognized for its diverse recreational programs and popular library. Less well represented are visual and performing arts, to be enjoyed either as a participating artist or as a spectator. Sunnyvale residents must often travel to other nearby communities to enjoy theater, concerts or dance. This cultural and entertainment "leakage", like the present leakage of retail purchases, provides an opportunity for development of more visual and performing arts programs and venues within the city.

IX. Dynamic Downtown: To create and support a strong and attractive traditional downtown which serves as the community's central marketplace, common gathering place, and symbolic center.

The vitality and attractiveness of Sunnyvale are not reflected in its Downtown today. Vacant storefronts and a shuttered mall suggest a distressed community, lacking in positive identity. It is clear that both the desire of the public and the demand of the market are to recreate a traditional downtown of shops, restaurants, offices, and residences, as a common gathering place, central market place and symbolic center for the City of Sunnyvale.

X. <u>Robust Economy</u>: 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.

Sunnyvale sits in the very center of the Silicon Valley, world renowned for its innovative and entrepreneurial spirit. The businesses which have grown up in the community bring wealth to its residents and cutting edge products to the world market. But the competition for such businesses, among the cities of the region and among similar regions throughout the world, is intense. To maintain its position of predominance, Sunnyvale must continue to provide opportunities for strong and innovative businesses, both large and small, including start-up companies and headquarters of large successful companies, to locate in the city; and it must strengthen its reputation as a business friendly community.

XI. <u>Balanced Transportation</u>: To provide and maintain a balanced multi-modal transportation system which provides choice, convenience, and efficiency for the movement of people and goods.

A modern multi-modal transportation system consists of streets and freeways, mass transit, bikeways and walkways. While in the foreseeable future the private automobile will continue to be the dominant mode of travel, a reasonable balance of the other modes is necessary to conserve energy, reduce air pollution, reduce congestion and provide convenient conveyance for those without ready access to an automobile. The system must have the physical capacity to expand as the city grows, and must have access to sufficient financial resources to support that expansion.

XII. <u>Supportive Utilities:</u> 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.

The health, safety, and quality of life of a city is dependent upon the quality of its supporting infrastructure, including water distribution, sanitary sewer system, solid waste collection and disposal, and surface drainage. Much of the utility infrastructure serving Sunnyvale has been in place for many years, requiring a high level of maintenance and replacement. In addition, the City must be prepared to expand

the capacity of that infrastructure in step with population and economic growth so as to maintain the overall quality of life.

XIII. Community Identity: To foster a strong sense of community which promotes participation in civic affairs, community pride, and a sense of place.

A community's identity influences the willingness of residents to become involved, and ultimately the ability of the City to accomplish its municipal goals. Residents must take pride in their community, and have faith that they can make a difference; otherwise they will not participate and feel that they have a stake in the future. City-wide public events reinforce a sense of community, and physical landmarks, districts, and gateways help to create a sense of place. Sunnyvale's goal is to create a community with which all residents identify, so that they are prepared to work together to plan and to take actions to build a better community.

XIV. Caring Community: 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.

Sunnyvale is fortunate that most residents are physically, mentally, and financially able to support themselves. A caring community provides support for those among them who are not fully self-supporting. Although responsibility for health and welfare programs rests primarily with the county, state, and federal governments, Sunnyvale can play a role to ensure that its residents have access to those services, to support local non-profit agencies which fill gaps in those services, to provide facilities in targeted areas of need for delivery of those services (such as the Columbia Neighborhood Center), and to promote housing which is affordable to low-income households, the elderly, and those with special physical or mental needs.

XV. <u>Responsive Government</u>: 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.

The Council-Manager form of governance has proven to be the right structure for the City of Sunnyvale. Through this structure, and through the commitment and innovation of elected and appointed leaders over time, the City has been able to attain a reputation as being responsive, efficient, and customer serving. It is also generally considered to be an open and accessible government. Such a reputation is difficult to build, but easy to lose unless the people of Sunnyvale and their elected and appointed leaders vigilantly demand that exceptional level of local governance.

Chapter VII: Balanced Growth

The projections for growth of the City of Sunnyvale over the 20-year period from 2005 to 2025 are shown in Figure VII-1.

Figure VII-1 - Growth Projection

	2005	Projected Growth	2025
Population	132,725	18,000	150,725
Housing Units	54,300	7,200	61,500
Jobs	84,800	24,800	109,600
Office/Industrial Floor Area	30,100,000	7,600,000	37,700,000

Sources: U.S. Census 2005 and City of Sunnyvale, Community Development Department

On an annual basis, this averages a net increase of 360 housing units and 380,000 sq ft of office/industrial floor area per year. These figures seem quite reasonable in relation to annual development rates in recent years.

The Community Vision and the Long-Range Planning Goal seek to achieve this growth while sustaining an outstanding quality of life; and to accommodate growth in a balanced manner, so that development of new housing units generally keeps up with development of new jobs, and infrastructure capacity improvements keep up with the growth overall. These are the challenges addressed in this section.

The City of Sunnyvale has identified areas of the city in which growth is encouraged. These areas were identified in the Futures Study (1993), the Downtown Specific Plan (2003), the Moffett Park Specific Plan (2004), the El Camino Real Precise Plan (2006), the Community Development Strategy (2003), and the Housing Element (2002). Figure VII-2 lists these preferred growth areas and presents estimates for their development potential. The areas are mapped in Figure VII-3.

Figure VII-2 - Potential Growth Areas

Area	Potential For Growth New Housing Units	New Office/Industrial Floor Area (sq. ft.)
Downtown	1,100	588,000
Moffett Park		8,730,000
Peery Park		600,000
Industrial to Residential (ITR) Sites ITR 4a (Evelyn Av & Wolfe Rd) ITR 4b (Aster Av) ITR 6a (Arques Av) ITR 7 (Fair Oaks Av & Tasman Dr) ITR – (Lawrence Exp & Duane Av)	6,200	
Other Areas Corn Palace El Camino Real Nodes Other Industrial Areas Other Commercial Areas	3,600	3,782,000
Totals:	**10,900**	**13,700,000**
Note: All numbers rounded off to the nearest 100		

Source: City of Sunnyvale, Community Development Department

The total potential growth in these designated development areas exceeds the 20-year growth projections, indicating that the projected growth can be accommodated in a manner which is consistent with current policy, which will achieve economic development and community design objectives, and which will not negatively impact low-density residential neighborhoods. More specific planning for this growth will be accomplished through the updates of the Land Use and Transportation Element and the Housing Element of the General Plan.

The final challenge is to maintain a reasonable balance between population growth and job growth, and between development and the infrastructure which supports it. Figure VII-4 presents a Balanced Growth Profile, a planning tool which can be used to monitor growth and to determine the relative balance among the factors cited above.

Figure VII-3 – Potential Growth Areas Map

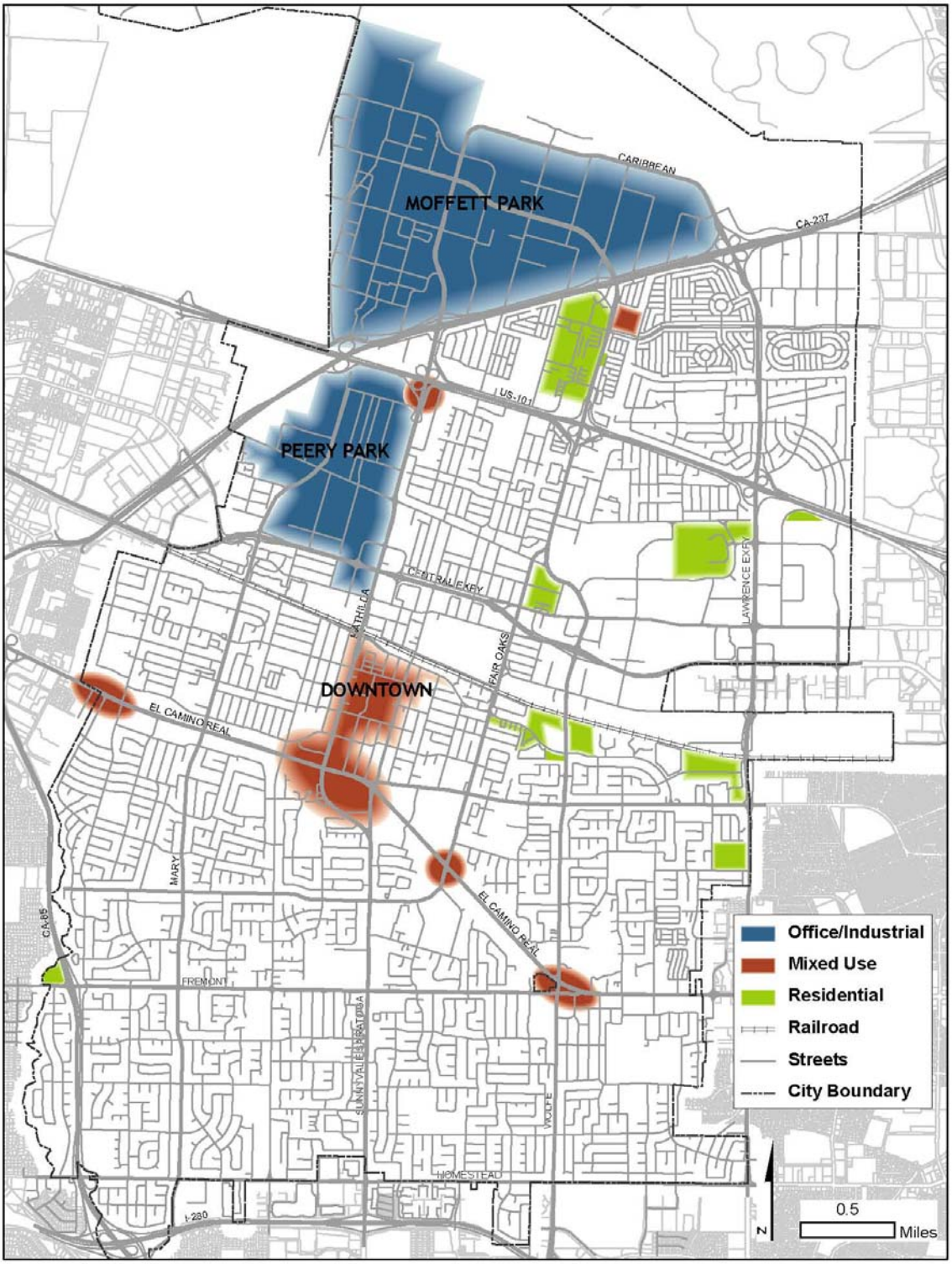


Figure VII-4 - Balanced Growth Profile

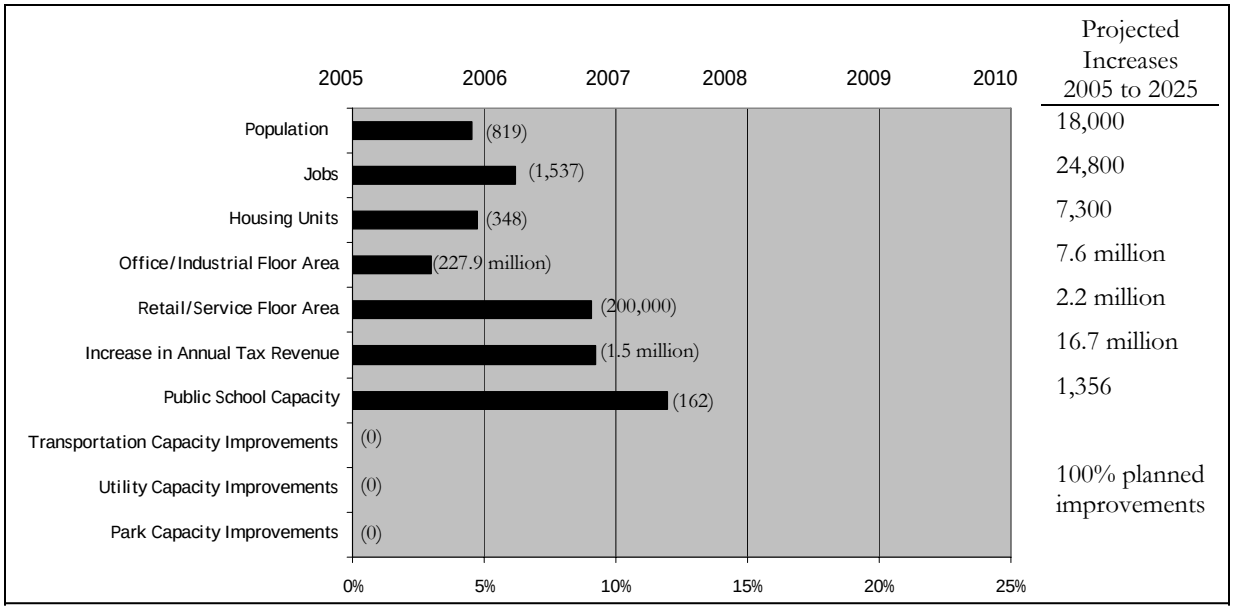


Figure VII-4 shows only the first five years or 25% of the 20-year planning period. The profile will be extended one year each year, adding on the incremental growth from the preceding year. Eventually, the profile will extend all the way to 2025. The profile assumes that Sunnyvale is in a reasonably balanced state in 2005. This is supported by the high level of satisfaction expressed by the population in the 2005 Resident Satisfaction Survey, by the adequate functioning of utilities, by the satisfactory level of service in traffic operation, and by the lack of severe overcrowding in the schools.

The first two rows in the profile are the major drivers of growth, population and jobs. The population growth over 20 years is projected to be 18,000; the average annual population increase would be 5% of the 20 year total, or 900. Since the population between 2005 and 2006 grew by only 486, the population growth bar on the profile falls short of what would be expected in 2006 at an average annual growth rate. The opposite is true of jobs, where a 1,537 one-year increase exceeded the average annual increase of 1,240 based on a 20-year projected increase of 24,807 jobs.

A similar process is used to create each of the bars in the profile. With regard to supporting infrastructure and facilities (the last three rows in the profile), capacity improvements necessary to support the expected growth are listed in the Transportation Strategic Program, the Sanitary Sewer Plan, and the Water Distribution Plan (the last two are currently being prepared and will be completed in 2009 and 2010, respectively). Similarly, the City proposes to prepare in 2008 a plan for Parks and Open Space of the Future, which will project park capacity improvement needs through 2025. These plans include the current estimated cost for each projected improvement. A comparison of

the cost of an individual infrastructure improvement (e.g., a street intersection improvement) to the total cost of all such proposed infrastructure improvements (i.e., all required transportation capacity improvements through 2025) indicates the proportion (%) of the total program that the specific improvement represents. As the construction of each improvement is completed, the bar of that element is extended by the percentage of the total program that the improvement represents.

If all elements were growing in a balanced manner, all of the bars in the profile would be of equal length every year, extending exactly to the then current year. Obviously, this will not always be the case. An imbalance in a single year does not signify a problem. An imbalance over multiple years, however, should be of some concern to decision-makers, who may want to consider modifications of development policy to achieve a more balanced growth. As the Sunnyvale Community Vision is updated in the future, or as functional element updates result in different projected goals for 2025, the Balanced Growth Profile must be recalibrated to reflect revised projected increases.

For the first year of the 20-year planning period, Figure VII-4 shows not only that job growth exceeded population growth, but also that there were no significant improvements in the capacity of infrastructure and parks to support that growth. While not significant in this single year, if this trend should continue over multiple years, decision-makers should be concerned that infrastructure and park improvement plans are not being implemented at a satisfactory rate, and that steps should be taken to accelerate implementation.

Looking Forward to 2025

This Community Vision presents the desired future for the City of Sunnyvale. It sets forth a specific vision (pages 43-44), long-range citywide goals (pages 45-51), and a strategy of balanced growth which will maintain the basic character and attractiveness of the community. It is the desire of the people of Sunnyvale to maintain and enhance today's community values, expressed in the following value statement:

> Sunnyvale is an ***attractive, safe, environmentally sensitive*** community which takes pride in the ***diversity*** of its people, the ***innovation*** of its businesses, and the ***responsiveness*** of its government.

Maintenance and enhancement of these values, however, does not imply that the city will remain exactly as it is today. As it has throughout its relatively short history, Sunnyvale will continue to change. A diverse population will enrich and diversify the culture of the city, and future populations will

interpret the community values in a manner different from today's interpretation. The economy will change, but prosperity will remain, hopefully shared by all segments of the community.

The physical city will change as well. Some of that change will be driven by growth, but much of that change will reflect the commitment of individual residents and businesses to maintain and improve their properties, cumulatively resulting in a better and more attractive city. The Community Vision has demonstrated that change can be positive, and that growth can be accommodated without sacrificing community values or jeopardizing Sunnyvale's outstanding quality of life.

The Community Vision sets the stage for a better future. But it is not self-fulfilling. Its achievement is dependent upon the commitment of community leaders, today and in the future. City government must do its part, translating the Vision into specific policies and action strategies. Each resident, property owner and business must also do his or her part---step by step---building upon today's strengths, overcoming today's shortcomings, and creating the great city which the people of Sunnyvale envision.

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City Council Boards and Commissions

Arts Commission
Wallace Harper, **Chair**
Robert Obrey, **Vice Chair**
Dixie Carney

Bicycle & Pedestrian Advisory Committee
Ralph, Durham, **Chair**
Kevin, Jackson, **Vice Chair**
Patrick Grant
James Manitakos, Jr.
Thomas Mayer
Andrea Stawitcke
Richard Warner

Board of Building Code Appeals
Ted Faravelli
Nick Pal
Patrick Walz

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Kathleen Meagher
Narendra Pathak
Dennis Shinseki

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Hilal Ozdemir
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Lisa Taiz

Heritage Preservation Commission
Rose Kausek, **Chair**
Dawn Hopkins, **Vice Chair**
Betty Fussell
Jeanine Stanek
Sherri Tafel
Nirmala Vaidyanathan
Armit Verma

Housing & Human Services Commission
Timothy Persyn, **Chair**
Annm Andersen, **Vice Chair**
Micki Falk
Mark Johnson
Damon Kali
Charles Keeler
Patrick Meyering
Patricia Plant
Florence Tindle

Parks and Recreation Commission
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Howard Chuck, **Vice Chair**
Robert Harms
Robert Lawson
Richard Oliver

Personnel Board
Werner Gans, **Chair**
Stephanie Saprai, **Vice Chair**
Jennifer Cole
Judith Nickey

Planning Commission
Larry Klein, **Chair**
Brandon Sulser, **Vice Chair**
Laura Babcock
Darab Ghaffary
Charles Hungerford
Harriet Rowe

RTC 07-154

Attachment D

Resolution to Incorporate Sunnyvale Community Vision into the General Plan

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SUNNYVALE ADOPTING AND INCORPORATING INTO THE GENERAL PLAN THE SUNNYVALE COMMUNITY VISION (A GUIDING FRAMEWORK FOR GENERAL PLANNING)

WHEREAS, the Department of Community Development has proposed adoption of the Sunnyvale Community Vision (A Guiding Framework for General Planning) and incorporating the amendments into the 1972 General Plan of the City of Sunnyvale, a copy of which is attached hereto and made a part hereof by reference as Exhibit "A"; and

WHEREAS, no new development or change in policy that would affect the physical environment is proposed through the Community Vision Element and therefore no additional environmental review is required. The vision for the community and the related goals will be implemented through the adoption of the functional elements of the General Plan and appropriate environmental review and documentation will be conducted at that time; and

WHEREAS, the Planning Commission held a noticed public hearing on the adoption of the Sunnyvale Community Vision and proposed amendments on April 23, 2007, after which the Planning Commission recommended that the City Council adopt the Sunnyvale Community Vision and proposed amendments; and

WHEREAS, the City Council held a noticed public hearing to consider adoption of the Sunnyvale Community Vision and proposed amendments on May 8, 2007, at which time they were approved.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SUNNYVALE THAT:

1. The City Council finds and determines that the adoption of the Sunnyvale Community Vision (A Guiding Framework for General Planning) and adoption of the proposed amendments to be incorporated into the 1972 General Plan of the City of Sunnyvale, as amended, conform with the requirements provided for in the Sunnyvale Municipal Code, that it is a suitable and logical change of the General Plan for the development of the City of Sunnyvale, and that it is in the public interest.

2. The Sunnyvale Community Vision (A Guiding Framework for General Planning), as adopted, is hereby added to the 1972 General Plan of the City of Sunnyvale, and a copy of which is on file in the Office of the City Clerk of the City of Sunnyvale,.

3. The Mayor and City Clerk are directed to endorse the amendment to the 1972 General Plan of the City of Sunnyvale and to show that the same has been adopted by the City Council.

4. The City Clerk is directed to file a certified copy of the amendment to the 1972 General Plan of the City of Sunnyvale with the Board of Supervisors and the Planning Commission of the County of Santa Clara and the planning agency of each city within the County of Santa Clara. The City Clerk is directed further to file a certified copy of the amendment with the legislative body of each city, the land of which may be included in said plan.

Adopted by the City Council at a regular meeting held on _____, 2007, by the following vote:

AYES:
NOES:
ABSTAIN:
ABSENT:

ATTEST: APPROVED:

_____ _____

City Clerk Mayor

(SEAL)

APPROVED AS TO FORM AND LEGALITY:

_____

David E. Kahn, City Attorney