



**Council Meeting: October 8, 2013**

**SUBJECT: Discussion and Possible Action to Find an Exemption under the California Environmental Quality Act and Introduce an Ordinance Addressing Development Review Procedures for Projects within the Peery Park District during Preparation of the Peery Park Specific Plan.**

**BACKGROUND**

On July 23, 2013, the City Council discussed a possible ordinance for future development applications within the Peery Park Specific Plan (PPSP) area to be utilized during the specific plan development process (RTC 13-176). At that meeting, the City Council directed staff to develop a standard ordinance, to be reviewed by the Planning Commission and City Council, for the PPSP area. This ordinance would allow for the processing of existing development applications and submittal of new applications during the preparation of the Specific Plan subject to specific review standards.

On September 9, 2013 the Planning Commission discussed the subject ordinance addressing development review procedures within the Peery Park District (PPD). The meeting minutes from that hearing are Attachment C. At that meeting six Planning Commissioners were present and voted 4-2 to recommend that the City Council adopt the staff recommendation. The Planning Commission also made a motion (5-1), based on community feedback, to recommend that the City Council increase notification of surrounding property owners for projects within the PPD to a 2,000-foot radius for projects that require a public hearing. The dissenting Commissioner stated he felt that increased noticing was a good idea but that 2,000 feet was too high.

**EXISTING POLICY**

**Land Use and Transportation Element**

**Goal LT-4 Quality Neighborhoods and Districts** – Preserve and enhance the quality character of Sunnyvale’s industrial, commercial and residential neighborhoods by promoting land use patterns and related transportation opportunities that are supportive of the neighborhood concept.

**Goal LT-6 Supportive Economic Development Environment** – An economic development environment that is supportive of a wide variety of businesses and promotes a strong economy within existing environmental, social, fiscal and land use constraints.

## **ENVIRONMENTAL REVIEW**

The project is exempt from the California Environmental Quality Act (CEQA) (Guideline 15061(b)(3)) because it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment. However, applications for development permits received by the City which describe the intensity of development, location of improvements and relationship to surrounding properties will be subject to CEQA for evaluation of environmental impacts as described in the application.

## **DISCUSSION**

The draft ordinance (Attachment A) creates the Peery Park District (PPD) and specifies the decision making requirements for planning applications in the PPD. These procedures allow for processing of existing development applications and submittal of new applications within the PPD with specific development regulations. The PPD area will be identical to the PPSP area (Attachment B).

The ordinance will require Planning Commission review and City Council approval of any development proposal or development application located within the PPD that involves:

1. The request for a Use Permit;
2. The request for a Special Development Permit;
3. A Design Review request for Floor Area Ratio (FAR) above 45% with or without a green building incentive (regardless of base zoning); or
4. Design Review applications that involve new construction (additions, new buildings, etc.) to the east of Mathilda Avenue (within the PPD).

It is expected that the analysis of these projects would consider the preliminary studies and recommendations coming out of the concurrent specific plan process. Additionally, these applications could provide useful input to the City Council and staff for shaping the policies and development standards in the PPSP.

For planning applications that do not fall within the above categories, the decision could continue to be made by the Director of Community Development without a public hearing, with possible appeal to the Planning Commission. This procedure is the same for industrial sites in the rest of the City. It would include applications such as signs, landscaping modifications, tree removal permits, and temporary or unenclosed uses.

## **FISCAL IMPACT**

### **Peery Park District Ordinance**

The fiscal impact of adopting the ordinance would be minimal and pertains to an incremented increase in staff time to process certain applications. However, an additional cost would be incurred for expanded noticing which is discussed

below. With the new processing requirements, any applications subject to the additional public hearings will require more project planner staff time to prepare Reports to Council and attend after hour meetings and hearings. Council has authorized additional fees for Planner attendance at after hour meetings (including community meetings and public hearings) which will cover most of the additional costs to implement the ordinance. The preparation of the reports will be absorbed by the current budget.

### **Increased Mailing of Public Notices**

Increased mailing radii for notices increases costs. Using the LinkedIn campus as one example, staff calculated (map of this area is Attachment C) the costs for mailing public notices at a 300, 1,000 and 2,000 foot radii. The following table shows the increased cost:

	Envelopes	Imprint Cost	Printshop Cost	Postage	Staff Costs	# of Notices	TOTAL
300 ft.	\$2.04	\$2.28	\$8.75	\$17.02	\$14.51	37	\$44.60
1,000 ft.	\$17.49	\$20.67	\$8.75	\$127.20	\$64.52	318	\$238.63
2,000 ft.	\$45	\$49.20	\$8.75	\$377.72	\$96.78	820	\$577.45

If the City Council believes that increased noticing should be required, the application fees for Peery Park applications should be increased to cover the expenses. Council could also consider a different noticing standard.

### **PUBLIC CONTACT**

Public contact was made through the following ways:

1. Posting the Planning Commission and City Council agendas on the City's official-notice bulletin board outside City Hall, at the Sunnyvale Senior Center, Community Center and Department of Public Safety; and by making the agenda and report available at the Sunnyvale Public Library, the Office of the City Clerk and on the City's website;
2. Publication in the *Sun* newspaper, at least 10 days prior to the hearing;
3. Public notice mailed to all property owners within the Peery Park District and all property owners within a 1,000 foot radius of the Peery Park District to the east of the project area and at least a 300 foot radius around the area to the north, south and west (see map in Attachment E; and
4. E-mail notification of the hearing dates sent to all interested parties and all Sunnyvale Neighborhood Associations.

At the September 9, 2013 Planning Commission meeting 10 members of the public spoke in the public hearing from neighborhoods surrounding the PPD. Those 10 speakers discussed concerns with new development and traffic and also requested expanded noticing for projects within the PPD, more information in the public notice, larger signs posted at the proposed sites and some were in favor of a moratorium for the PPD until completion of the PPSP. Two

representatives of the DiNapoli Company, who have three pending applications in the PPD, spoke in favor of the ordinance.

**ALTERNATIVES**

1. Make a finding that the project is exempt from CEQA.
2. Introduce the ordinance (Attachment A) to require Planning Commission recommendation and City Council action on Use Permits, Special Development Permits and specified Design Review applications in the Peery Park District.
3. Direct staff to increase the mailing notification for projects located within the Peery Park District that require a public hearing and specify a minimum distance.
4. Introduce the ordinance with modifications.
5. Take no action.

**RECOMMENDATION**

Staff recommends that the City Council adopt Alternatives 1, 2 and 3. Alternative 2 is to introduce the Peery Park District Ordinance to create the PPD and create development regulations within the district because it allows the City Council to review projects within the PPSP area, which would assist in defining the development standards for the PPSP.

Staff also recommends that the City Council adopt Alternative 3 to increase the mailing notice based on the Planning Commission recommendation and public comments, but suggests that 2,000 feet is too great a distance for all applications. Alternatively, staff suggests that the noticing requirements could be based on the height of proposed building(s), such as:

1 to 3 stories:	500 feet
4 to 6 stories:	1,000 feet
Over 6 stories:	2,000 feet

The Planning Commission recommends Alternatives 1 and 2, with a recommendation to adopt Alternative 3 with a 2,000 foot radius notification for all projects within the PPD that require a public hearing.

Reviewed by:

Hanson Hom, Director of Community Development

Reviewed by: Trudi Ryan, Planning Officer

Prepared by: Amber El-Hajj, Senior Planner

Approved by:

Gary M. Luebbers

City Manager

**Attachments**

- A. Draft Ordinance
- B. Map of the Peery Park District
- C. Map of the Public Noticing Area at 300, 1,000 and 2,000 feet around the 505 N. Mathilda (LinkedIn) Site
- D. Planning Commission Meeting Minutes from September 9, 2013
- E. Map: Notice of Public Hearing mailed to property owners
- F. Public Comment

# **Attachment A**

**ORDINANCE NO. \_\_\_\_\_-13**

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF SUNNYVALE AMENDING THE PRECISE ZONING PLAN, AND ZONING DISTRICTS MAP TO CREATE THE PEERY PARK DISTRICT**

WHEREAS, on July 23, 2013, the City Council of the City of Sunnyvale considered the proposal to create the Peery Park District and directed staff to prepare an ordinance for the Peery Park District to require planning commission review and city council approval all use permits, all special development permits, design review applications for a Floor Area Ratio greater than 45%, with or without the Green Building incentive, in the entire District as shown on the attached Exhibit “A”, and, in addition, for design review applications that involve new construction (additions, new buildings, etc.) to the east of Mathilda (within the Peery Park District).

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF SUNNYVALE DOES ORDAIN AS FOLLOWS:

SECTION 1. CHAPTER 19.16. AMENDED. Section 19.26.020 of Chapter 19.16 Zoning Districts – Creation is hereby amended to add the Peery Park District, to read as follows:

In order to carry out the purposes and provisions of this title, the city of Sunnyvale and the Sunnyvale planning area are divided into zoning districts designated as follows:

<b>Symbol</b>	<b>Zoning District</b>
R-0	Low Density Residential Zoning District
R-1	Low Density Residential Zoning District
R-1.5	Low Medium Density Residential Zoning District
R-1.7/PD	Low Medium Density Residential Zoning District
R-2	Low Medium Density Residential Zoning District
R-3	Medium Density Residential Zoning District
R-4	High Density Residential Zoning District
R-5	High Density Residential and Office Zoning District
R-MH	Residential-Mobile Home Zoning District
O	Administrative-Professional Office Zoning District
P-F	Public Facilities Zoning District
DSP	Downtown Specific Plan District

C-1	Neighborhood Business Zoning District
C-2	Highway Business Zoning District
C-3	Regional Business Zoning District
C-4	Service Commercial Zoning District
M-S	Industrial and Service Zoning District
M-3	General Industrial Zoning District
MP	Moffett Park Specific Plan District Moffett Park Subdistricts
MP-I	General Industrial
MP-TOD	Transit Oriented Development
MP-C	Commercial
LSP	Lakeside Specific Plan District
<u>PPD</u>	<u>Peery Park District</u>

SECTION 2. AMENDMENT OF PRECISE ZONING PLAN. The Precise Zoning Plan, Zoning Districts Map, City of Sunnyvale (Section 19.16.050 of the Sunnyvale Municipal Code) is hereby amended to include certain property within the proposed Peery Park District, comprised of parcels as shown on the scale drawing attached as Exhibit “A”. The PPD zoning district implements the Peery Park District map, incorporated by reference, a copy of which is on file in the office of the city clerk.

SECTION 3. CHAPTER 19.16 AMENDED. Chapter 19.16 Zoning Districts – Boundaries is hereby amended by adding new section 19.16.070 to add the Peery Park District, to read in full as follows:

**19.16.070. Peery Park District review process.**

The Peery Park District (PPD) is created in anticipation of adoption of a Peery Park Specific Plan. During the development of the specific plan, a study of the goals, objectives and underlying standards that shall apply to the specific plan area will be conducted. In the meantime, while the plan is being developed, the underlying standards applicable to the currently existing zoning designations for the subject property shall apply, except that development applications filed within the PPD boundaries for the following actions shall be considered by the planning commission for a recommendation, and the city council shall be the final decision-making body:

- a. use permit;
- b. special development permit;
- c. design review request for floor area ratio (FAR) above 45% with or without a green building incentive; and
- d. design review applications that involve new construction (additions and new buildings) on parcels located to the east of Mathilda Avenue.

SECTION 4. CEQA. The City Council hereby determines that the action taken to create the Peery Park District is exempt from the California Environmental Quality Act (CEQA) (Guideline 15061(b)(3)) because it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment. Applications for development permits received by the City which describe the intensity of development, location of improvements and relationship to surrounding properties will be subject to CEQA for evaluation of environmental impacts as described in the application.

SECTION 5. EFFECTIVE DATE. This ordinance shall be in full force and effect thirty (30) days from and after the date of its adoption.

SECTION 6. PUBLICATION. The City Clerk is directed to cause copies of this ordinance to be posted in three (3) prominent places in the City of Sunnyvale and to cause publication once in The Sun, the official newspaper for publication of legal notices of the City of Sunnyvale, of a notice setting forth the date of adoption, the title of this ordinance, and a list of places where copies of this ordinance are posted, within fifteen days after adoption of this ordinance. Notice of hearings will also be mailed to all owners of property located within 300 feet of the PPD of the dates of both the Planning Commission meeting and the City Council meeting.

Introduced at a regular meeting of the City Council held on October \_\_\_, 2013, and adopted as an ordinance of the City of Sunnyvale at a regular meeting of the City Council held on October \_\_\_, 2013 by the following vote:

AYES:  
NOES:  
ABSTAIN: NONE  
ABSENT: NONE

ATTEST:

APPROVED:

\_\_\_\_\_  
City Clerk  
Date of Attestation: \_\_\_\_\_

\_\_\_\_\_  
Mayor

(SEAL)

APPROVED AS TO FORM:

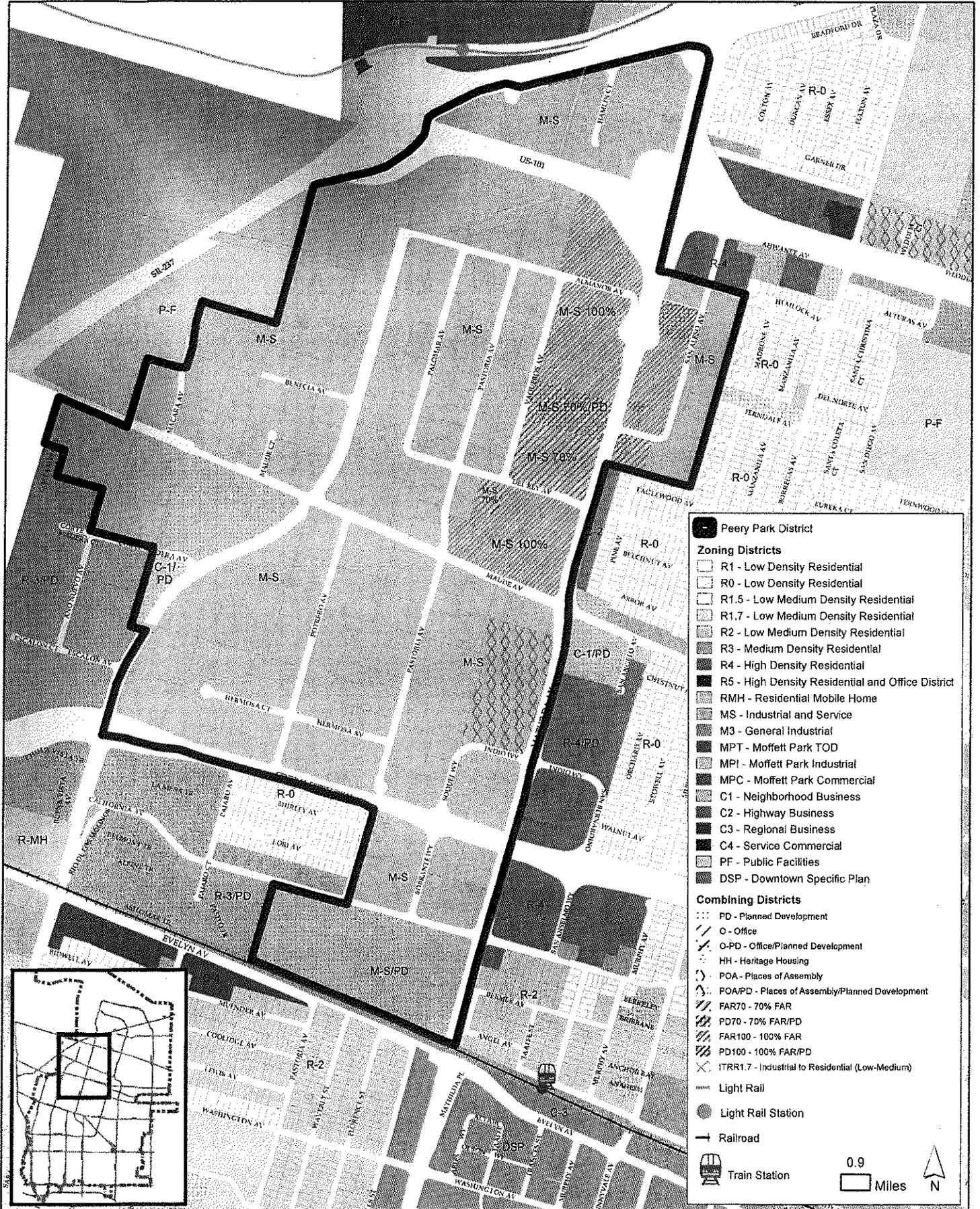
\_\_\_\_\_  
City Attorney

Attachment: Map of Peery Park District Exhibit "A"

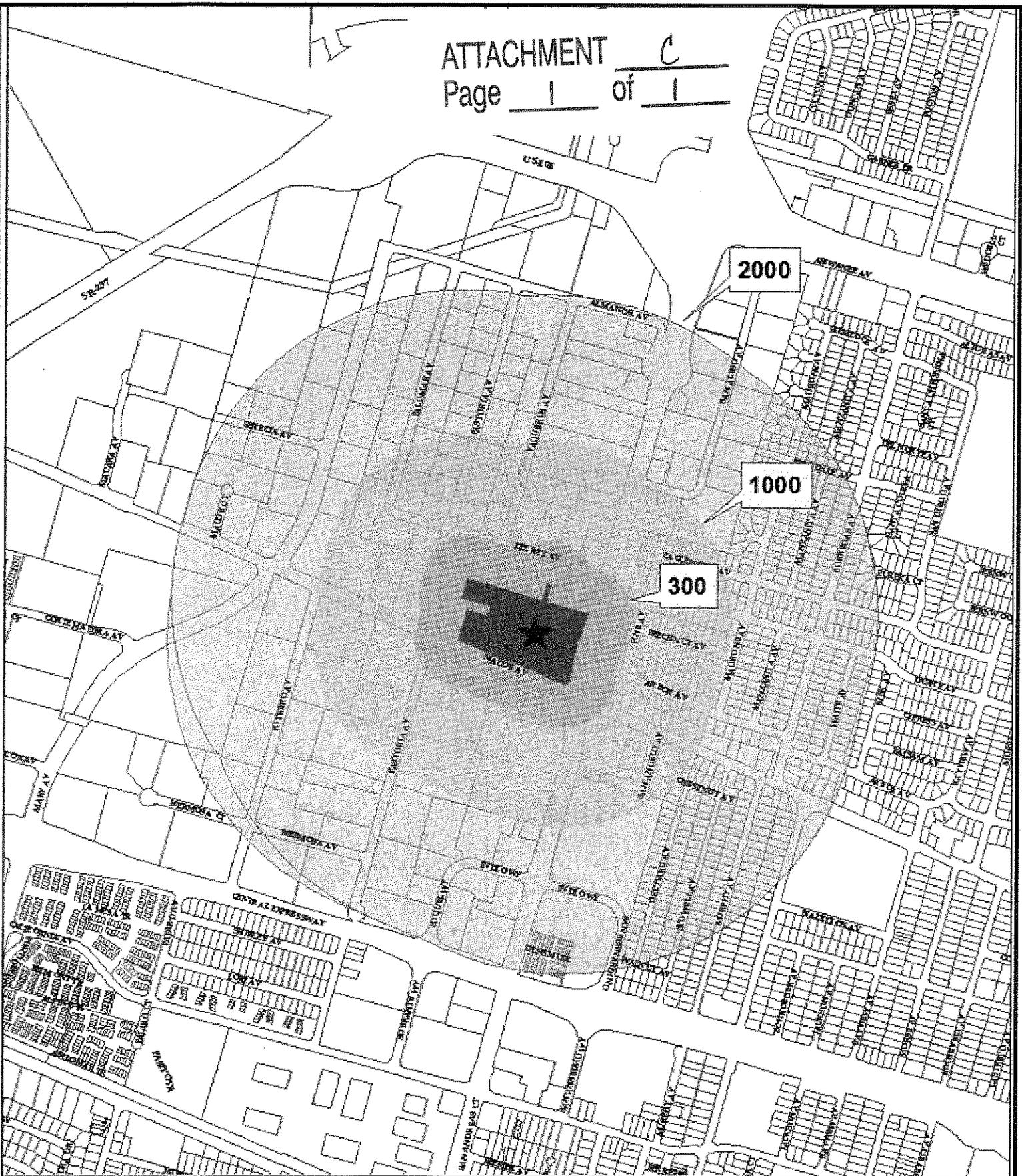
# **Attachment B**



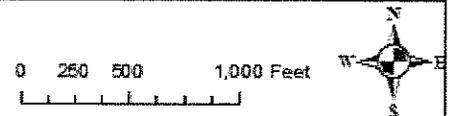
# PEERY PARK DISTRICT



# **Attachment C**



**300, 1000, and 2000 foot buffers  
LinkedIn Building**



# **Attachment D**

## EXCERPT

### PUBLIC HEARINGS/GENERAL BUSINESS

2. **File #:** 2013-7689  
**Location:** Peery Park District  
**Proposed Project:** Discussion and Possible Introduction of an Ordinance Addressing Development Review Procedures for Projects within the Peery Park District during Preparation of the Peery Park Specific Plan  
**Environmental Review:** Exempt from CEQA, Guideline 15061(b)(3)  
**Staff Contact:** Amber El-Hajj, (408) 730-2723,  
*Ael-hajj@sunnyvale.ca.gov*

**Trudi Ryan**, Planning Officer, gave background information on the item and presented the staff report.

**Comm. Larsson** discussed with Ms. Ryan how to ensure the Planning Commission and City Council will not consistently make opposing decisions when reviewing projects in the Peery Park District prior to the development of the specific plan. Comm. Larsson confirmed with Ms. Ryan the timeline for development of the Peery Park Specific Plan (PPSP), and discussed the potential expansion of notification distances for taller projects.

**Comm. Olevson** discussed with Ms. Ryan his concerns regarding making project review decisions based on information that may become erroneous once the PPSP is developed. In response to Comm. Olevson's inquiry, Ms. Ryan explained that neighborhood associations will be notified of all projects and that developers are required to have public outreach meetings. Comm. Olevson and Ms. Ryan discussed the differences between the current process and that which would occur after development of the PPSP in terms of Council review.

**Comm. Hendricks** confirmed with Ms. Ryan that there are no current projects that would be excluded from regulation once an ordinance is adopted. Comm. Hendricks and Ms. Ryan discussed the types of projects that would require Planning Commission and City Council review and what types of projects would be excluded from the Council review requirement, as described in the staff-recommended ordinance.

**Vice Chair Melton** confirmed with Ms. Ryan that the rules of the PPSP would supersede those of the recommended ordinance once the PPSP is adopted.

**Chair Dohadwala** confirmed with Ms. Ryan that a city can have a moratorium on development if Council makes certain findings. **Kathryn Berry**, Senior Assistant City Attorney, noted that enacting a moratorium has time limits.

**Chair Dohadwala** opened the public hearing.

**Barry Boole**, a Sunnyvale resident, submitted a summary of his requests and suggested notification be sent to the public in simplified language with a software-generated image of the proposed construction. He also suggested a graduating scale of public notification that would increase the notification distance based on the height of a proposed project.

**Ann Davis**, a Sunnyvale resident, asked for a moratorium on Peery Park development until an Environmental Impact Report (EIR) is complete.

**Dr. Anne Ferguson**, a Sunnyvale resident, asked for a moratorium on development in Peery Park until an EIR is complete.

**Chiaki Quaderer**, a Sunnyvale resident, asked the Commission to consider during design review how much light from inside of buildings can be seen by pedestrians and drivers at night.

**Jim Quaderer**, a Sunnyvale resident, said he would like to see modifications to the proposed ordinance including a requirement for notices that use simplified language and illustrations of proposed projects.

**Yasmin Tyebjee**, a Sunnyvale resident, said an EIR is necessary, especially to understand how development will affect traffic.

**Dwight Davis**, a Sunnyvale resident, asked for a moratorium on development in Peery Park until an EIR is complete.

**Susan Mueller**, a Sunnyvale resident, asked that the Planning Commission refrain from rezoning Weddell & Borregas to high-density residential.

**Glenda Ortez-Galari**, a Sunnyvale resident, said she supports a moratorium on development in Peery Park until an EIR is completed.

**Peter Larko**, with JP DiNapoli Co., said he supports the staff recommendation and Council direction. He said that a moratorium on development would place undue hardship upon their company. Comm. Hendricks discussed with Mr. Larko what constitutes hardship for the company. Comm. Olevson confirmed with Mr. Larko that his project could proceed during the development of the PPSP if no moratorium is placed on building. Comm. Larsson asked Mr. Larko for his opinion on putting photo simulations on the notification to the public. Mr. Larko said he thinks it is a terrific idea and that his architects are looking into software to accomplish this for his projects. Comm. Hendricks confirmed with Mr. Larko that his company is supportive of developing the PPSP.

**Eire Stewart**, with JP DiNapoli Co., said DiNapoli has contracts in place now with timing clauses which, along with opportunities to improve the area, would be lost if a moratorium is placed on development in Peery Park. Comm. Hendricks confirmed with Ms. Stewart that DiNapoli currently has a partial application submitted to the City. Comm. Hendricks confirmed with staff that DiNapoli has three incomplete applications, two of which would currently require staff level review, but would require Council review if the ordinance is adopted.

**Lisa Korff**, a Sunnyvale resident, suggested more outreach for projects along Mathilda, especially those with a big visual impact.

**Chair Dohadwala closed the public hearing.**

**Comm. Larsson** discussed with staff the Federal Aviation Administration's (FAA) standards on safe building heights in the Moffett Park area. Ms. Ryan said a completed development application for taller buildings in that area require the applicant to file information with the FAA. Comm. Larsson discussed with staff required environmental and traffic impact analyses for projects in the Moffett Park area.

**Comm. Hendricks** discussed with staff the rationale and benefits of developing a specific plan for the Peery Park District. In response to Comm. Hendricks's inquiry, Ms. Ryan said there is potential for approved projects to guide decisions made for the PPSP, and that five years ago the need to develop the PPSP had been identified.

**Comm. Larsson** discussed with Ms. Ryan projects along the Mathilda corridor, and potential outcomes of the PPSP.

**Vice Chair Melton moved Alternative 1 to introduce the ordinance to require Planning Commission recommendation and City Council action on Use Permits, Special Development Permits and specified Design Review applications in the Peery Park District.**

**Comm. Larsson seconded for purposes of discussion.**

**Vice Chair Melton** said the purpose of this public hearing is not to retroactively opine on Council's decision on a moratorium. He said he thinks the Planning Commission has a limited scope question, and that he is uncomfortable with going back and expressing an opinion on something that Council has decided. He said he thinks the question is whether or not City staff did a sufficient job preparing the draft ordinance, which he thinks staff has done. He said if Council is interested in his opinion, he thinks Councilmember Moylan's original motion to implement a moratorium should have been carried. He recommends Council adopt the ordinance.

**Comm. Hendricks** said he will not be supporting the motion and that when Council sends something to the Planning Commission it is their opportunity to speak on the topic. He said the intent of the PPSP is to look at the entire area and decide what is the appropriate use and zoning. He said he thinks it would be better to have a moratorium, but to make sure there are carve-outs for things like tenant improvements. He said one option is to leave everything as-is, which he thinks is wrong because if there are proposed buildings that are taller than two stories, they should come through Planning and Council. He said if there was completed project in Planning's hands, the discussion might be irrelevant because they would just follow the current rules.

**Comm. Olevson** said he will not be supporting the motion, and that he is uncomfortable making rules on the fly while the plan is being defined. He said he is cognizant of the comments from the neighborhood which he thinks is to define an overall plan. He said we currently have ordinances and zoning in place, which may be 20 years old and in need of updating, but that is what the PPSP will accomplish. He said he recognizes there are time constraints for current projects, but that those projects can continue under current zoning, which he thinks is the appropriate thing to do until there is good reason to make changes.

**Comm. Larsson** said he would prefer to have a plan in place and guidelines to work with. He said he wonders why Planning Commission review is necessary for the proposed process if Council will be deciding what the guidelines are after the Commission has made a recommendation without those guidelines. He said Council did not want to put a moratorium in place, but wanted a higher level of review during which they may decide where the line is drawn. He said there was good input from everyone who spoke and that it was helpful to hear their comments. He said at the end of day he does support the motion because it is what Council asked for from staff.

**Comm. Chang** said he can make the findings and will support the motion. He said we have an opportunity for an ordinance directed by Council to review any type of Use Permit or Special Development Permit. He said this provides a chance for the public to voice their opinions on projects in a public hearing setting. He said this is a good policy and a good ordinance because of the opportunity for everyone to talk about projects.

**Chair Dohadwala** said she supports the motion and thanked all of the speakers for their comments. She said the City should work on how to inform more residents of the projects, especially since project density is greater than before. She said if more residents had come to speak about particular projects the outcome may have been different. She said the Planning Commission tries to understand policies and represent the community to make decisions, and that this motion will bring more scrutiny to the projects in the Peery Park area. She said she would like more input from the public to develop a vision of the community that the public wants.

**Comm. Hendricks** confirmed with **Kathryn Berry**, Senior Assistant City Attorney, a separate motion could be made on public notification.

**ACTION:** Vice Chair Melton moved to introduce the ordinance to require Planning Commission recommendation and City Council action on Use Permits, Special Development Permits and specified Design Review applications in the Peery Park District. Comm. Larsson seconded. Motion carried, 4-2, with Comm. Hendricks and Comm. Olevson dissenting.

**APPEAL OPTIONS:** This recommendation will be forwarded to City Council for consideration at the October 8, 2013 meeting.

**Ms. Ryan** explained that a motion made on public notification would have to be specific to Peery Park.

**Comm. Hendricks** moved that the Planning Commission make a recommendation to City Council specific to the Peery Park area saying for any project falling under the proposed ordinance the notification distance be increased to 2,000 feet. Comm. Olevson seconded.

**Comm. Hendricks** said the motion stems from the public input on the lack of notification, and that public notification is the most important piece.

**Comm. Olevson** said he supports the motion because it has been brought to Planning Commission attention that the standard notification distance of 300 feet is inadequate for residents who are interested in what is happening around them. He said in the future it may be appropriate for a graduated scale for notification, but that for the Peery Park area 2,000 feet should be adequate.

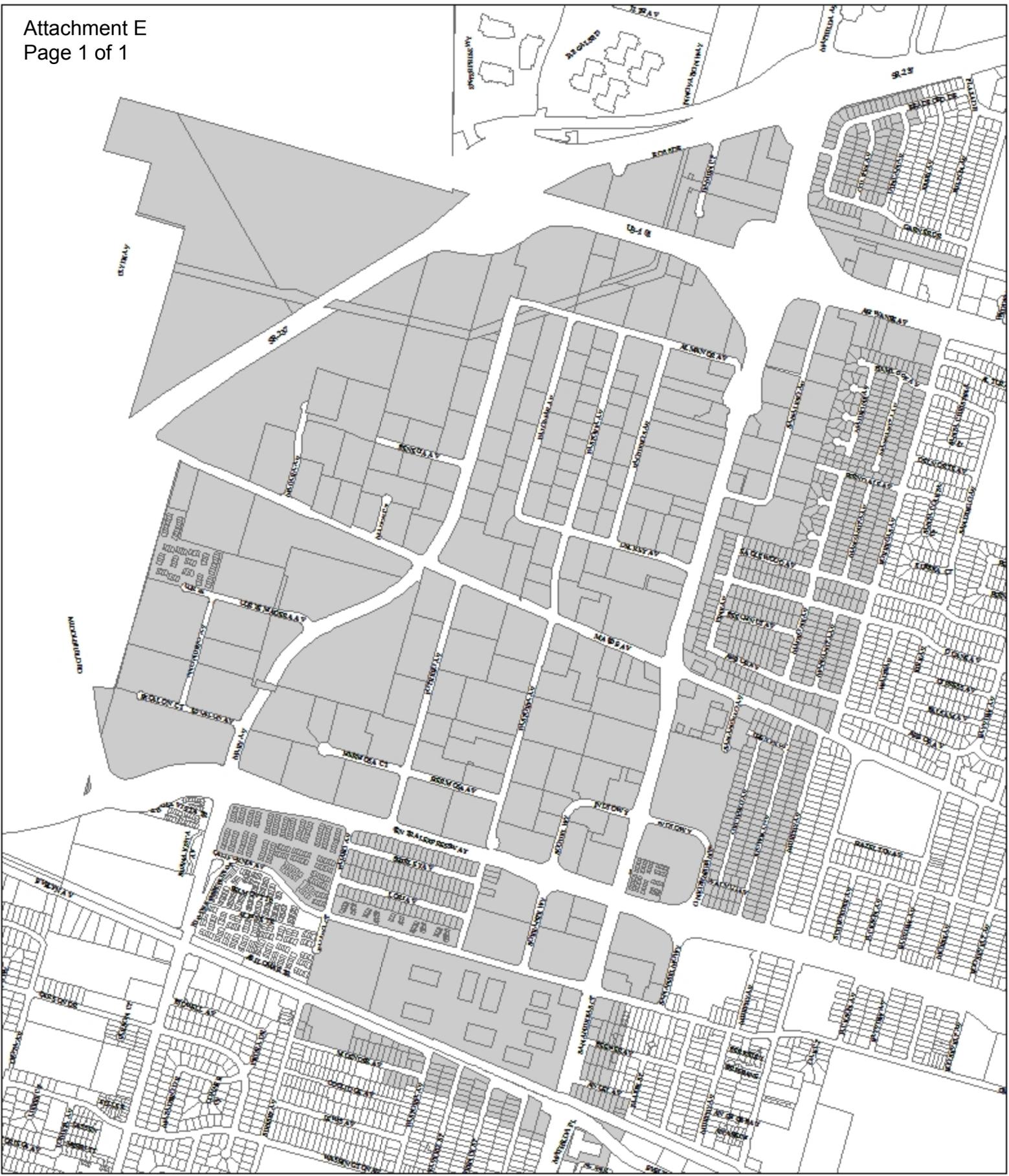
**Chair Dohadwala** said she will be supporting the motion.

**Comm. Larsson** said he thinks 2,000 feet is too far. He said ultimately it will need to be scaled with the height of proposed buildings. He said 300 feet is inadequate, 500 feet is also probably inadequate. He said 1,000 feet is more comfortable and will not be supporting the motion.

**ACTION:** Comm. Hendricks moved to recommend that for any projects requiring a public hearing under the discussed ordinance, the notification radius be increased to 2,000 feet. Comm. Olevson seconded. Motion carried, 5-1 with Comm. Larsson dissenting.

**APPEAL OPTIONS:** This recommendation will be forwarded to City Council for consideration at the October 8, 2013 meeting.

# **Attachment E**



2013-7689  
Peery Park District (see attached map)



# **Attachment F**



## Peery Park District public meeting

Amber El-Hajj <ael-hajj@sunnyvale.ca.gov>  
To: Amber El-Hajj <AEI-Hajj@sunnyvale.ca.gov>

Tue, Sep 3, 2013 at 1:55 PM

From: Patricia Collins [REDACTED]  
Date: Tue, Sep 3, 2013 at 8:24 AM  
Subject: Re: Peery Park District public meeting  
To: Amber El-Hajj <ael-hajj@sunnyvale.ca.gov>

Thank you for the notification of this important meeting about Peery Park planning on September 9. Because I will be out of town on that date, I would like to express my opinion on planning in Peery Park to ensure that you have some sense of the diverse perspectives of those in the SNAIL neighborhood.

1. I am excited about the new construction at the corner of Maude and Mathilda. The architecture is appealing and a vast improvement over the structures and landscaping that were there previously.
2. I am also excited by the prospect of additional high-tech and administrative office space within Peery Park, such as the new Apple building at Maude and Mary that is nearing completion.
3. I respect the desire of my neighbors on and near Pine Avenue to have a voice in the Peery Park planning process. However, they are not the only ones "affected" by the project. Those hoping for nearby employment, a larger tax base for Sunnyvale, improved support for local businesses and improved appearance of the area adjacent to the entire SNAIL neighborhood are affected. Just because we do not see the tops of buildings from our properties does not mean that the effects on us should not be considered equally.
4. The time for neighborhood input is during the planning and approval stages, not when the building structures are in place. I am disappointed that the neighbors who live on or near Pine Avenue have chosen to be so angrily vocal only at this too-late stage of the Maude and Mathilda construction project. And theirs is the only voice being heard in media like *The Sunnyvale Sun*. In my opinion, their lack of interest until the buildings were in construction is not the city's or the developers' "fault," even though more effective outreach would have been appreciated by many across the SNAIL neighborhood. Sadly, it is probably best to assume that residents will not "pull" information from standard sources like the City of Sunnyvale Web site or *The Sunnyvale Sun*. Some degree of information "push" as a complement to those public information sources is the most practical and effective way to reach residents. Two possibilities are attending occasional meetings of the SNAIL neighborhood association and sending email notices directly to the SNAIL chair for posting to our online SNAILchat and Nextdoor group communications media. If neighbors choose not to read those information sources, this really cannot be the fault of anyone but the individual neighbor.
5. I believe that Sunnyvale residents have a right to believe that building projects will adhere to the city's own general plan. If a variance is needed, a higher degree of outreach would be appropriate, as suggested above. Ultimately, I understand that the city council must make its best judgment about what's best for the residents of Sunnyvale as a whole and may not be best for a single group or neighborhood.

Thank you for this chance to comment.

9/3/13

City of Sunnyvale Mail - Peery Park District public meeting

ATTACHMENT F  
Page 2 of 4

-- Patricia Collins  


September 7, 2013

TO: City Council & Planning Division:

My name is Marian Swanson, I live at 611 Madrone Ave., for the last 59 years. As I can't attend your meeting, regarding the property on San Aleso and Mathilda Ave. I am 89 years old and don't get out at night, and can't sit at a meeting which would probably go until after midnight.

I know what the people on Pine Ave. were concerned with, now you plan to do the same to the people on Madrone Ave. What do you plan to do on this property, tear down all the business - gas station, restaurants. You have all that property on Mathilda and Mary, clear to the golf course and 101, lot of empty buildings there, (no private home in that area).

Look what you did to down town, it's a mess, big buildings not even occupied. And you want to start on Mathilda again, where there is so much traffic that some of the people are already showing up on our neighborhood Streets.

Do any of you people live in that side of El Camino, probably not. How about doing something on Mary and Fremont. There is Smart & Final, across the street office buildings, also there is Walgreens and other business that are probably empty. Why not shift some of your thoughts to that side of your neighborhood. Leave us alone, we are happy the way it is.

When I go walking I can see those 6 story buildings on Mathilda. They are not pretty. Just like down town (Oh yes there is no down town), except for Macys and Target. What next tear down Taffee street??

I just don't think you know what you are doing, just as long as it's not in your neighborhood. Where did the name Perry Park District come from? Of all the years I've lived here I never heard that name!!!

*Yours Truly*  
*Marian Swanson*

RECEIVED

SEP 10 2013

PLANNING DIVISION

## Things the city needs to do to inform single family residences.

1. Mail letters out describing in english so residences would understand what is going on, using photo shopped pictures of the future buildings seen from the adjacent residential streets.
  - a. 500 feet for 1 story buildings
  - b. 1000 feet for 2 story buildings
  - c. 1500 feet for 3 story buildings
  - d. 2000 feet for 4 story buildings
  - e. 4500 feet for 5+ story buildings
2. The glass windows act like a sound reflector when police, fire, motor cycles, & loud cars go by. The noise on Mathilda is loud now, how much louder is the buildings glass surface going to reflect into the neighborhood?
  - b. I suggest some type of sound absorbing material be put on the building.
  - c. Glass is also a light reflector when the sun comes up in the morning, the building needs some kind of reflection dispersal material.
3. The light at night glowing into the neighborhood from the building windows, how is that going to be controlled?
  - a. I suggest blinds that cover the windows at night that automatically drop down at dusk.
4. How earthquake resistant is all that glass attached to the building going to be?
5. Can the fire department ladder trucks extend to the top of the 6 story building?
6. Are exterior camera mounted on the buildings going to look into the yards of the single family residences?

ATTACHMENT F  
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## Suggestions When commercial property backs up to residential property

1. Ten to twelve foot fences separating residential & commercial properties.
2. Italian cypress trees 4 feet apart along the property lines.
3. Glare shields on the residential side of parking lights
4. Security cameras on the parking light poles facing the building, away from the residential areas.
5. Automatic shades that drop down at dusk on the windows that face residential areas.