REPORT TO MAYOR AND COUNCIL

NO: 3

Draft for Planning Commission review on September 13, 2010

Council Meeting: September 28, 2010

SUBJECT: 2009-0799 - Advisory Committee Recommendations for the General Plan Consolidation Project

REPORT IN BRIEF

On October 20, 2009, the City Council authorized the consolidation of the General Plan from 22 separate documents into a single document (RTC 09-270). The purpose of the consolidation is to achieve a user-friendly, cost-effective, and cohesive General Plan that will facilitate community participation and decision-making in long-range planning and development review.

With Council authorization, staff requested the board and commissions to identify participants for an Advisory Committee to provide direction for the new General Plan. A complete list of Advisory Committee meetings, information packets, and meeting notes are available online at http://GeneralPlan.inSunnyvale.com. The Advisory Committee recommended a series of project objectives and parameters, including "measures of success," the scope of the document, organization, and the "look and feel" of both the printed and web-based versions for the new single-document General Plan. In a series of six regular meetings, one public outreach meeting and one technical subcommittee meeting, the Advisory Committee made a series of recommendations to guide staff's efforts for the consolidation work in the upcoming 6-9 months (see Attachment A and the discussion below for more information).

This report summarizes the discussions with the Advisory Committee and other members of the public and the Committee's recommendations moving forward. Staff recommends that City Council accept the Advisory Committee recommendations as listed in Attachment A, and direct staff to proceed with the consolidation of the General Plan in accordance with these recommendations.

BACKGROUND

An Advisory Committee made up of Board and Commission members provided advice and direction to staff. Each Board and Commission chose a representative and an alternate (Planning Commission and City Council had two representatives) to serve on the Committee. (RTC 10-023)

EXISTING POLICY

7.3 LEGISLATIVE MANAGEMENT SUB-ELEMENT OF THE GENERAL PLAN

GOAL A: Assess community conditions and make appropriate changes to long-range, mid-range and short-range plans.

Policy A.1 Utilize the General Plan as the City's principal long-range planning tool; utilize the Resource Allocation Plan and Program Outcome Statements as the City's principal mid-range planning tool; and utilize the Council Study Calendar as the City's principal short-range planning tool.

Policy A.2 Establish advisory committees and boards and commissions as necessary to assist Council in planning and policy development.

CALIFORNIA GOVERNMENT CODE
GENERAL PLANS
§65300 Plan required

Each planning agency shall prepare and the legislative body of each county and city shall adopt a comprehensive, long-term general plan for the physical development of the county or city, and of any land outside its boundaries which in the planning agency's judgment bears relation to its planning. Chartered cities shall adopt general plans which contain the mandatory elements specified in Section 65302.

§65351 Public involvement

During the preparation or amendment of the general plan, the planning agency shall provide opportunities for the involvement of citizens, public agencies, public utility companies, and civic, education, and other community groups, through public hearings and any other means the city or county deems appropriate.

DISCUSSION

Staff identified a series of project parameters for feedback and recommendation from the Advisory Committee. These parameters would provide staff with guidance to move forward with the consolidation. A Staff Task Force was assembled representing departments with major pieces of the current General Plan, including Public Safety, Community Services, Public Works, Community Development and the Office of the City Manager. The Staff Task Force assisted in researching the decision points and making preliminary recommendations to the Advisory Committee. Staff prepared background information on each topic, reviewed award-winning comprehensive General Plans, and conducted a series of stakeholder interviews about the use of the General Plan. This information was presented to the Advisory Committee to assist in their recommendations.

The list of Advisory Committee meetings, information packets, and meeting notes are available online at http://GeneralPlan.inSunnyvale.com. The Advisory Committee also hosted a public outreach meeting in July to solicit additional feedback from members of the public. More information on the public feedback is located in the Public Contact section and Attachment D of this report.

Advisory Committee Recommendations

Based on the input from the public and information provided by staff, the Advisory Committee made recommendations on the following project parameters (see Attachment A and the discussion below for more information):

- Measures of Success
- Definitions of Goals, Policies and Actions
- Topics Addressed in the General Plan
- Topic Organization and Level of Detail
- Objectives and Features for the Web-Based General Plan
- Look and Feel for the Printed General Plan

Measures of Success

First, the Advisory Committee determined the "Measures of Success" to provide direction for future decisions. After some discussion, the Measures of Success were identified, including maintaining a goal and policy focus, reducing redundancy and maintaining focus on the Sunnyvale Vision and ease of understanding, searching and access. See Attachment A, page 4 for further details on the Measures of Success.

Definitions of Goals, Policies and Actions

To further describe and clarify the goal and policy focus of the consolidated General Plan, the Advisory Committee also reviewed and recommended changes to the definitions for goals, policies and actions. These definitions will be used by staff when compiling goals and policies. In some cases, staff has identified goal or policy statements that may be currently categorized at an inappropriate level (e.g. a statement that meets the definition of a policy is listed as a goal, etc.). Staff will use these definitions to bring consistency to the goals and policies, and may be making recommendations to bring these goal and policy statements into conformance with the proposed definitions. See Attachment A, page 5 for the revised definitions.

Topics Addressed in the General Plan

State Law for General Plans: California state law requires each City to adopt a General Plan that provides for the physical development of the city. Subdivisions, capital improvements, development agreements, and many other land use actions must be consistent with the adopted general plan. The laws

also require that certain topics are addressed in the General Plan, including land use, circulation, conservation, noise, open space, seismic safety, and housing. For a more detailed list of topics, see Attachment B, State-Mandated General Plan Topics.

Current General Plan Topics: A key feature of Sunnyvale's current General Plan is that it goes well beyond the State of California requirement to plan for the physical growth of the community. Sunnyvale's General Plan was developed to provide a clear linkage between long-range plans for services and activities and the City's long-range financial plan. Twenty-two separate elements have been assembled in the last 20 years to document these linkages. The Action Statements of the early General Plan documents were correlated to budgeting and programming activities.

Currently, all General Plan goals and policies are located both in the General Plan and in the Council Policy Manual. The Council Policy Manual is a collection of policies established by City Council resolution or motion, which provide guidelines for current or future City action.

Topics for Inclusion: To effectively consolidate the General Plan and meet the goals of this effort, the General Plan would be refocused to address issues that relate primarily to the physical development of the City. All goals and policies regarding other topics would remain in the Council Policies (e.g. Legislative Management or Fiscal policies). Both sets of policies would have equal weight, but contain different topics. The Office of the City Manager is currently drafting a new structure for the Council Policy Manual to complement the proposed changes to the General Plan. See Attachment C for a description of the City's policy structure and a comparison of the differences between Council Policy and General Plan policy.

Structure of the Consolidated General Plan: Since the beginning of this project, both Council and staff have considered creating a new structure to organize the consolidated General Plan. The Sunnyvale Vision was considered because of the timeliness of the plan (it was adopted within the last three years) and the extensive community outreach associated with its preparation. Also, Council has directed that the Vision shall be the basis for the Land Use and Transportation (LUTE) update.

<u>Advisory Committee Recommendation:</u> The Committee concurred and chose to use the Sunnyvale Vision as the foundation for the new General Plan. Six chapters were selected for inclusion in the consolidated document based on the Vision Statements. With this decision, the Advisory Committee determined that goals and policies primarily related to physical development of the City should remain in the General Plan. Goals and policies that are related to financial matters, operational details or matters not affecting the physical development

of the City (including the majority of Community Engagement, Library, Arts, Law and Fire services, and the entirety of the Fiscal and Legislative Management elements) will continue to be included in the Council Policy Manual. The Committee emphasized that removing certain policy areas from the General Plan does not signify that these policies are less important. Further, the Committee discussed that the Council may wish to clarify the process for amending these Council policies with assurance for public input. The proposed topics and structure of the General Plan are recommended as follows:

1. VISION

- Responsive Government (reference community engagement and other related policies in the Council Policy Manual)

2. LAND USE AND TRANSPORTATION – "Long Range Planning" and "Balanced Transportation" Vision Statements

- Land Use
- Transportation
- Open Space

3. COMMUNITY CHARACTER – "Attractive Community" and "Community Identity" Vision Statements

- Community Design
- Heritage Preservation
- Library, Arts, Recreation, Schools and other Key Public Services

4. ECONOMY AND HOUSING – "Affordable Housing" and "Robust Economy" Vision Statements

- Housing
- Economy

5. SAFETY AND HEALTH – "Safe and Healthy Community" Vision Statement

- Police and Fire
- Safety and Seismic Safety
- Noise

6. ENVIRONMENTAL MANAGEMENT – "Environmental Sustainability" and "Supportive Utilities" Vision Statements

- Water Resources (Conservation)
- Air Quality
- Climate Action Plan
- Surface Runoff, Solid Waste, Wastewater Management

See page 6 of Attachment A for this framework and a list of the current General Plan goals and their proposed locations.

Topic Organization and Level of Detail

There are several ways to organize the discussion of each topic within the General Plan document (Heritage Preservation, Seismic Safety, or Noise are examples of topic areas within the General Plan). Listed below are the general options discussed by the Committee:

- Existing Format – Includes a narrative at the beginning of each topic with a description of past elements, current conditions, and future trends. Goals and policies are contained in a separate chapter after the narrative. (This format is currently used for all of Sunnyvale's sub-elements).

- Alternative Format #1 – All discussion would be based on the goals. Discussion would start with the goal, and then lead into past, current, and future trends related directly to this goal. After the discussion of trends, a list of policies and actions would follow.

- Alternative Format #2 – There would be very little narrative. The document is made up primarily of goal and policy statements. (This is the most streamlined option).

The Committee discussed these options in combination with a discussion on level of detail. Certain formats, such as the Alternative Format #2, generally have a low level of detail, while the Existing Format can permit a high level of detail.

Advisory Committee Recommendation: After a review of the options, the Committee chose the Alternative #1 topic format with a lower level of detail. The Alternative #1 topic format would maintain a goal and policy focus, in keeping with the Measures of Success, and reduce the level of detail available in the General Plan document itself. Topics such as program financing, operational detail, interrelationships with other sub-elements, and discussion of non-Sunnyvale-specific subjects will be minimized or located outside of the General Plan and available as links on the General Plan website. For the information that is considered too detailed for the proposed document, staff is exploring the use of Technical Background reports and supporting documentation to ensure that the data is available in some form. See Attachment A, page 12 for the details on the topic format and level of detail.

Objectives for Web-Based General Plan

This was a very important topic for the Committee, as a web-based General Plan would be the main way for the public to access and read the General Plan. After numerous discussions over the course of several meetings, the Committee formed a technical subcommittee to address the topic as completely as possible given the limited time frame. The technical subcommittee had one meeting with representatives of Information Technology (IT) staff, the City's Webmaster, and Planning staff to go over the draft objectives.

Advisory Committee Recommendation: The Committee confirmed the technical subcommittee's recommendations for the web-based General Plan, which addressed specific search capabilities, printability, interactive maps, and ease of linking and cross-referencing related information. See Attachment A, page 13 for the full list of recommended features.

Look and Feel for the Printed General Plan

The Committee also advised staff on the major design elements for the printed General Plan. With the help of a graphic artist, the committee considered two separate mockups of possible designs for the General Plan. The main differences in the mockups were the page orientation (landscape orientation vs. portrait), use of white space, fonts, use of sidebars for displaying or referencing related information, and map display.

Advisory Committee Recommendation: After reviewing public feedback, the committee discussed the pros and cons of portrait orientation versus landscape orientation. The portrait orientation is typical for most documents and more comfortable for many to read. The landscape orientation can be better suited to typical computer monitor orientations, making it easier to read online in an electronic version. The Committee decided that for most in-depth reading and printing, the portrait version would be the easiest to use. See Attachment A, page 15 for this recommendation along with other parameters for the printed General Plan, including map printing, use of white space and color in both graphics and formatting. A mockup demonstrating these recommendations is also included.

Future Advisory Committee Meetings

The Committee had their last official meeting on July 29, 2010. Discussion occurred on the benefits of maintaining the Committee during the implementation phase. Staff indicated that this could be a recommendation to the City Council as this function is outside of its current scope.

Advisory Committee Recommendation: The Committee recommended that they remain available, collectively or individually, during the next 6-9 months to provide feedback on implementation issues as requested by staff. It was also clarified that the committee members would no longer represent their respective boards and commission, but would function as an informal focus group for providing input.

Expected Timeline for the Project

Based on the decisions made by the City Council with this report, staff will move forward on preparing a draft of the consolidated General Plan. This is expected to take between 6-9 months and will be returned to Planning Commission and City Council in the spring of 2011. Concurrent with this process, the Land Use and Transportation Element (LUTE) and the Climate Action Plan (CAP) will be developed with the assistance of the Horizon 2035 committee. The new LUTE, and any CAP policies that are appropriate for General Plan inclusion, will be written in the new consolidated style.

Environmental Review

Staff has been evaluating the required environmental review based on the parameters of the project. The General Plan is a compilation of goals and policies, all of which have previously been analyzed for environmental impacts at the time of sub-element adoption (typically through Negative Declarations).

The project parameters indicate that while narrative will be summarized, and policies grouped in different ways, no major policy evaluations or changes will occur as part of this project. Staff will prepare an Initial Study to evaluate the effects of the consolidation and identify whether there are significant impacts on the environment. An Environmental Impact Report (EIR) is being prepared for the policy updates to the Land Use and Transportation Element (LUTE).

FISCAL IMPACT

Staff time for this project is included in the policy program and the majority of time will come from the Planning Division (Program 234110). Other expenses include document design by a graphic artist which is included in an approved special project budget. Staff is not anticipating any additional costs beyond what is covered by the policy program or special project budget.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall, at the Sunnyvale Senior Center, Community Center and Department of Public Safety. The agenda and report was also made available at the Sunnyvale Public Library, the Office of the City Clerk and on the City's Web site.

The Advisory Committee hosted a public outreach meeting on Tuesday, July 13 at the Senior Center to solicit further public feedback on the consolidation project. There were 17 attendees, including members of the General Plan Consolidation Advisory Committee and the Horizon 2035 Committee. In addition to this meeting, staff conducted individual interviews with members of the community to understand how the General Plan is used and what measures could be taken to improve it. See Attachment D for a summary of the results from both the meeting and the individual interviews.

ALTERNATIVES

1. Accept the recommendations made by the Advisory Committee, including maintaining the Committee to provide feedback as requested by staff and direct staff to proceed with the consolidation work.
2. Modify the recommendations made by the Advisory Committee and direct staff to proceed with the consolidation work.
3. Do not accept the recommendations and give further direction to staff on the consolidation project.

RECOMMENDATION

Alternative 1. Accept the recommendations made by the Advisory Committee, including maintaining the Committee to provide feedback as requested by staff and direct staff to proceed with the consolidation work.

Reviewed by:

Hanson Hom, Director, Community Development
Reviewed by: Trudi Ryan, Planning Officer
Prepared by: Diana O'Dell, Senior Planner

Approved by:

Gary M. Luebbers
City Manager

Attachments

A. Advisory Committee Recommendations
B. State-Mandated General Plan Topics
C. Comparisons of Council Policy vs. General Plan Policy
D. Feedback from Public Outreach

City of Sunnyvale
General Plan Consolidation Project

Advisory Committee Recommendations

July 29, 2010

GENERAL PLAN CONSOLIDATION PROJECT
ADVISORY COMMITTEE RECOMMENDATIONS

Advisory Committee Members

Noelle Hughes, Arts Commission
Patrick Walz, Bicycle and Pedestrian Advisory Committee (Committee Chair)
Pedro Baltar, Board of Building Code Appeals
James Griffith, City Council
Christopher Moylan, City Council
David Squellati, Heritage Preservation Commission
Fred Fowler, Housing and Human Services Commission
Robert Pochowski, Parks and Recreation Commission
Glenn Hendricks, Personnel Board
Charles Hungerford, Planning Commission
Larry Klein, Planning Commission
Tom Flaherty, Library Board of Trustees

Alternates
Tara Martin-Milius, Arts Commission
Ralph Durham, Bicycle and Pedestrian Advisory Committee
David Musgrave, Board of Building Code Appeals
David Whittum, City Council
Nancy McDonough, Heritage Preservation Commission
Robert Harms, Housing and Human Services Commission
Judi Nickey, Personnel Board
Brandon Sulser, Planning Commission
Narendra Pathak, Library Board of Trustees

Staff Task Force
Yvette Blackford, Intergovernmental Relations Officer, OCM
Coryn Campbell, Assistant to the City Manager, OCM
Mike Chan, City Property Administrator, DPW
Jim Craig, Field Services Superintendent, DPW
Hanson Hom, Director, CDD
Don Johnson, Director of Public Safety, DPS
Cathy Merrill, Assistant to the Director of Community Services, DCS
Andrew Miner, Principal Planner, CDD
Diana O'Dell, Senior Planner, CDD
Trudi Ryan, Planning Officer, CDD

GENERAL PLAN CONSOLIDATION PROJECT
ADVISORY COMMITTEE RECOMMENDATIONS

Advisory Committee Meetings Dates

February 16, 2010
March 31, 2010
April 22, 2010
May 27, 2010
June 24, 2010
July 9, 2010 (Technical Subcommittee)
July 29, 2010

LIST OF RECOMMENDATIONS — PAGE NUMBER

Measures of Success	4
Definitions of Goals, Policies and Actions	5
Topics Addressed in the General Plan	6
Topic Organization and Level of Detail	12
Objectives and Features for the Web-Based General Plan	13
Look and Feel for the Printed General Plan	15

GENERAL PLAN CONSOLIDATION PROJECT
ADVISORY COMMITTEE RECOMMENDATIONS

MEASURES OF SUCCESS

1. **Goal and Policy Focused** – Goals and policies must receive extra emphasis. Most readers of the document will be looking for specific direction from the goals and policies. Make the goals and policies easy to find and relevant to the discussion.
2. **Reduce Redundancy and Maintain Focus on the Vision** - Rather than repeating broad histories, operational detail, and program details, link or cross reference them to the original source material instead. For example, refer to the Precise Plan for El Camino Real but no need to reproduce sections of the document.
3. **Ease of Understanding** – Use basic language. Limit use of jargon and acronyms. Embed definitions within the document so users don't have to flip to another page as an example. Break up sections into concise topics.
4. **Ease of Access** – A version of the document must be available electronically, in addition to paper. Keep in mind the electronic format delivery system. Ensure that typefaces and graphics lend themselves for easy computer viewing (larger fonts). Use linking, bookmarking and other web tools to cut down on size and ease navigation. Use an index and a glossary. Keep the document concise**.**
5. **Ease of Searching –** The document must be searchable. Search results shall be relevant. Staff will provide information on alternative technologies that could be used for electronic searching and presentation of General Plan information and/or other City policies. Search results should capture links and content of links

Adopted March 31, 2010

GENERAL PLAN CONSOLIDATION PROJECT
ADVISORY COMMITTEE RECOMMENDATIONS

DEFINITIONS FOR GOALS, POLICIES AND ACTIONS

1 Goals are long-range, broad and comprehensive targets. Goals are not necessarily measurable or achievable; rather, they describe a desired end-state community condition.

2 Policies are focused and specific instructional guidelines. Policies describe context and rationale of desired outcomes. They are created, altered or discarded only by City Council.

3 Actions are specific, proactive steps to achieve goals following the instructional guidelines. Action steps are short range in nature. They are the critical link between long-range planning and current decision-making.

Adopted April 22, 2010

GENERAL PLAN CONSOLIDATION PROJECT
ADVISORY COMMITTEE RECOMMENDATIONS

GENERAL PLAN FRAMEWORK

1. VISION
- City Overview
- Responsive Government (reference community engagement and other related policies in the Council Policy Manual)

2. LAND USE AND TRANSPORTATION
- Land Use
- Transportation
- Open Space

3. COMMUNITY CHARACTER
- Community Design
- Heritage Preservation
- Library, Arts, Recreation, Schools and other Key Public Services

4. ECONOMY AND HOUSING
- Housing
- Economy

5. SAFETY AND HEALTH
- Police and Fire
- Safety and Seismic Safety
- Noise

6. ENVIRONMENTAL MANAGEMENT
- Water Resources (Conservation)
- Air Quality
- Climate Action Plan
- Surface Runoff, Solid Waste, Wastewater Management

Adopted May 27, 2010

GENERAL PLAN CONSOLIDATION PROJECT
ADVISORY COMMITTEE RECOMMENDATIONS

GENERAL PLAN FRAMEWORK (GOAL DETAIL)

VISION

1. (Community Engagement Goal A) Achieve a Well Informed Community

Land Use and Transportation – Long Range Planning and Balanced Transportation

2. (LUTE Goal R1) Coordinated Land Use Planning
3. (LUTE Goal C1) Attractive Community
4. (LUTE Goal C2) Appropriate Housing
5. (LUTE Goal C3) Effective, Safe and Convenient Transportation
6. (LUTE Goal N1) Quality Neighborhoods and Districts
7. (Safety Mission A) Consider Natural and Manmade Hazards in Land Use Decisions (*also in Safe and Healthy)*
8. (Open Space and Recreation Goal 2.2A.) Providing Adequate Open Space and Recreation Facilities
9. (Open Space and Recreation Goal 2.2.C.) Embrace a Regional Approach to Providing and Preserving Open Space and Recreation

Community Character - Attractive Community with A Strong Identity

10. (Community Design Goal A) Promote Sunnyvale's Image *(LUTE Goal C1)*
11. (Community Design Goal B) Attractive Street Environment
12. (Community Design Goal C) Well-Designed Private Development
13. (Community Design Goal D) Attractive Public Facilities
14. (Solid Waste Goal 3.2C) Encourage Clean Neighborhoods
15. (Socio Economic Goal A) Preserve and Enhance the Physical and Social Environment
16. (Heritage Preservation Goal 6.3A) Promote Knowledge of Sunnyvale's Heritage
17. (Heritage Preservation Goal 6.3B) Enhance, Preserve and Protect Sunnyvale's Heritage
18. (Arts Goal E) Use Art for an Aesthetically Pleasing Environment
19. (Arts Goal F) Provide and Maintain Arts Facilities Based on Community Need
20. (Open Space and Recreation Goal 2.2.B) Wide Range of Quality Recreation Programming
21. (Open Space and Rec. Goal 2.2D) Equal Opportunities for Participation
22. (Open Space and Rec. Goal 2.2E) Maximize Access to Facilities and Programs
23. (Library Goal 6.2A) Provide a Diverse Collection of Materials
24. (Library Goal D) Maintain Library Facilities

GENERAL PLAN CONSOLIDATION PROJECT
ADVISORY COMMITTEE RECOMMENDATIONS

GENERAL PLAN FRAMEWORK (GOAL DETAIL) (continued)

Economy and Housing - (Variety of Housing and Robust Economy)

25. (Solid Waste Goal 3.2G) Contribute to a Supportive Business Environment
26. (Socio-Economic Goal B) Maintain and Establish Policies that Promote a Strong Economy)
27. (Socio-economic Goal C) Balanced Economic Base
28. (LUTE Goal C4) Strong Local Economy
29. (Housing Goal A) Provision of New Housing
30. (Housing Goal B) Housing Conservation and Maintenance
31. (Housing Goal C) Removal of Government Constraints
32. (Housing Goal D) Provision of Adequate Housing Sites
33. (Housing Goal E) Equal Housing Opportunities and Special Needs
34. (Housing Goal F) Neighborhood Quality

Safety and Health – (Safe and Healthy Community)

35. (Safety Mission A) Consider Natural and Manmade Hazards in Land Use Decisions
36. (Safety Mission B) Prepare the Community to Respond to Major Emergencies
37. (Safety Mission C) Prepare the Community to Recover from Disasters
38. (Law Enforcement Goal A) Provide a Safe and Secure Environment
39. (Law Enforcement Goal B) Provide Community Oriented Services
40. (Law Enforcement Goal C) Increase and Maintain Public Confidence
41. (Fire Services Goal A) Provide a Fire Response System
42. (Fire Services Goal B) Provide Effective Response
43. (Support Services Goal D) Provide Emergency Communications Services
44. (Noise Goal 3.6A) Maintain or Achieve a Compatible Noise Environment
45. (Noise Goal 3.6B) Preserve and Enhance the Quality of Neighborhoods by Improving or Maintaining Noise Levels
46. (Noise Goal 3.6C) Maintain or Achieve Acceptable Limits for Operational Noise and Single Events
47. (Socio-Economic Goal E) Support Available and Quality Education
48. (Socio-Economic Goal G) Enhance the Provision of Health and Social Services
49. (Socio-Economic Goal H) Identify Pressing Health and Social Needs of the Community
50. (Socio-Economic Goal I) Monitor Human Service Needs of the Community
51. (Socio-Economic Goal J) Encourage and Support a Network of Human Services

GENERAL PLAN CONSOLIDATION PROJECT
ADVISORY COMMITTEE RECOMMENDATIONS

GENERAL PLAN FRAMEWORK (GOAL DETAIL) (continued)

Environmental Management – (Environmentally Sustainable)

52. (Water Resources Goal A) Manage Water Supply to Meet Future Demand
53. (Water Resources Goal B) Promote Efficient Water Use
54. (Water Resources Goal C) Maintain Water Distribution Infrastructure
55. (Water Resources Goal D) Ensure that Water Meets Quality Standards
56. (Air Quality Goal A) Improve Sunnyvale's Air Quality
57. (Air Quality Goal B) Reduce Air Pollution Impacts from Future Development
58. (Air Quality Goal C) Make a Contribution towards Improving Regional Air Quality
59. (Solid Waste Goal 3.2A) Ensure that Municipal Solid Waste is Collected and Transported in a Safe and Healthy Manner
60. (Solid Waste Goal 3.2B) Reduce Solid Waste Disposal
61. (Solid Waste Goal 3.2D) Dispose of Solid Waste in an Efficient, Environmentally Safe and Cost-Effective Manner
62. (Wastewater Goal 3.3.A) Ensure Appropriate Facilities for Wastewater Collection
63. (Surface Runoff Goal A) Protect Creeks and San Francisco Bay
64. (Surface Runoff Goal B) Maintain Storm Drain System to Prevent Flooding
65. (Surface Runoff Goal C) Ensure that Flood Hazards are Recognized
66. (Surface Runoff Goal D) Minimize Runoff and Discharge of Pollutants

GENERAL PLAN CONSOLIDATION PROJECT ADVISORY COMMITTEE RECOMMENDATIONS

NON-GENERAL PLAN GOALS TO REMAIN IN COUNCIL POLICY - GOAL DETAIL

Land Use / Transportation – Long Range Planning and Balanced Transportation
None

Attractive Community with A Strong Identity (Community Character)
None

Variety of Housing and Robust Economy (Housing and Jobs)

1. (Socio-Economic Goal D) Support Efforts to Create Employment for Economically Disadvantaged
2. (Socio-Economic Goal F) Provide Job Training and Employment Services

Safe and Healthy Community (Safety and Health)

3. (Socio-Economic Goal H) Identify Pressing Health and Social Needs of the Community
4. (Socio-Economic Goal I) Monitor Human Service Needs of the Community
5. (Socio-Economic Goal J) Encourage and Support a Network of Human Services
6. (Law Enforcement Goal D) Conduct Planning and Administration (S) (Fire Services Goal D.)
7. (Law Enforcement Goal E) Sustain a Highly Trained Police Services
8. (Fire Services Goal C) Reduce the Demand for Fire Suppression
9. (Fire Services Goal D) Provide Planning and Administration
10. (Support Services Goal A) Sustain a Quality Workforce
11. (Support Services Goal B) Facilitate Quality Decision Making
12. (Support Services Goal C) Enhance Department Operations
13. (Support Services Goal E) Meet the Needs of the Department

Environmentally Sustainable (Environmental Management)

14. (Surface Runoff Goal E) Consider Alternative Methods of Generating Revenue
15. (Solid Waste Goal 3.2E) Minimize Liability for Wastes
16. (Solid Waste Goal 3.2F) Maintain Sound Financial Strategies
17. (Solid Waste Goal 3.2H) Manage the Closed Landfill
18. (Wastewater Management Goal 3.3B) Continue to Operate and Maintain the Wastewater Collection System
19. (Wastewater Management Goal 3.3C) Continue to Operate and Maintain the Water Pollution Control Plant
20. (Wastewater Management Goal 3.3D) Maintain a Financially-Stable Wastewater Management Fund

GENERAL PLAN CONSOLIDATION PROJECT
ADVISORY COMMITTEE RECOMMENDATIONS

NON-GENERAL PLAN GOALS TO REMAIN IN COUNCIL POLICY - GOAL DETAIL (continued)

Outstanding Recreation, Arts and Culture

21. (Library Goal B) Provide Library Services to Help the Community Find Information
22. (Library Goal C) Provide Library Programs and Publications
23. (Library Goal E) Use New Technology to Deliver Library Services
24. (Library Goal F) Foster Collaborative Organizations
25. (Arts Goal A) Ensure Financial Viability of Arts Programming
26. (Arts Goal B) Promote Physical and Mental Well Being of the Community
27. (Arts Goal C) Positively Impact Youth Development
28. (Arts Goal D) Maintain Sound Financial Strategies

Responsive Government

29. (Community Engagement Goal B) Achieve an Actively Involved Community
30. (Community Engagement Goal C) Create a Strong, Positive Community Identity
31. (Fiscal Goal I) Make Financial Decisions over a 20-year planning horizons
32. (Fiscal Goal II) Operate a Performance Based Budget System
33. (Fiscal Goal III) Design and Maintain Capital Improvements to assure Cost Efficiency
34. (Fiscal Goal IV) Maintain Sufficient Reserves
35. (Fiscal Goal V) Fund programs / Projects which are consistent with General Plan
36. (Fiscal Goal VI) Undertake Full Cost Accounting
37. (Fiscal Goal VII) Regular Financial and Performance Audits
38. (Fiscal Goal VIII) Facilitate Timely Purchase of Needed Goods
39. (Fiscal Goal IX) Ensure Proper and Diverse Investments
40. (Fiscal Goal X) Prudently Utilize the Issuance of Debt
41. (Fiscal Goal XI) Maintain a Diversified and Stable Revenue Base
42. (Legislative Management Goal A) Assess Community Conditions
43. (Legislative Management Goal B) Assure that City Policy is Established, Documented and Enacted
44. (Legislative Management Goal C) Participate in Intergovernmental Activities
45. (Legislative Management Goal D) Maintain a Quality Workforce
46. (Legislative Management Goal E) Provide Appropriate Facilities (Legislative
47. (Legislative Management Goal F) Enhance Customer Satisfaction
48. (Legislative Management Goal G) Provide Legal Services
49. (Legislative Management Goal H) Provide Risk Management Programs
50. (Legislative Management Goal I) Provide Information Technology Equipment and Services
51. (Legislative Management Goal J) Assure Appropriate Use of Franchises

GENERAL PLAN CONSOLIDATION PROJECT ADVISORY COMMITTEE RECOMMENDATIONS

TOPIC ORGANIZATION

A. Goal-Based Format
   - Introduction
   - Goal
   - Discussion
   - Policies

LEVEL OF DETAIL

Context discussion for each Element leading to related goals and policies.

Make a determination about the detail desired for each information type.

Information Type	**Committee Recommendation**
☐ Program Financing	Include basic funding information such as how a program is paid for with a quick summary, as needed.
☐ Operational Detail	Do not include
☐ Topic History	Summarize briefly as needed and refer/link to outside source for detail.
☐ Background Data	Summarize briefly as needed and refer/link to outside source for detail.
☐ Related Laws	Summarize briefly as needed and refer/link to outside websites for further detail.
☐ Interrelationships with Other Sub-elements	Note in margin when goals and policies relate to other sections of the general plan.
☐ Sunnyvale-specific subjects	No need to educate the public on general topics (such as the mechanics of earthquakes or the chemical breakdown on air pollutants). Reserve explanatory information to Sunnyvale-specific subjects.
☐ Why is this information in the General Plan? What can the General Plan do about it?	At the beginning of the GP, include a general discussion about required topics and the overarching goal of the GP. However, for each topic, try to refer back to why the goal is important, why it is in the General Plan, and how the GP can address it.

GENERAL PLAN CONSOLIDATION PROJECT
ADVISORY COMMITTEE RECOMMENDATIONS

OBJECTIVES AND FEATURES FOR WEB-BASED GENERAL PLAN

There are three different types of information that will be available on the General Plan website:

- The actual general plan document itself
- Supporting/background information
- External links and resources

The website shall make clear the differences between these types of information and there shall be different criteria for editing/updating these different types.

General Features

1. Based on a single source (one official document) – No need to recreate content in a second format on the website.
2. Readable - Web pages and document layout is clean, uncluttered and easily readable.
3. User Friendly – Defined as:
    a. Abiding by the standard practices of websites and the City's style guide(s).
    b. Easily printable, both the entire document/chapter and individual sections/pages.
    c. Easy to view – use the defined templates with appropriate use of white space, easy to read font (both style and size), etc.
    d. Easy to navigate and search (three-clicks rule).
4. Cost Effective to Maintain - Website can be easily and cost-effectively maintained and updated by City staff.
5. Current –General Plan document and supporting information and resources are updated with the most current information.
6. Easy to Download – General Plan shall be divided up into chapters for individual downloading and be available in its entirety in one document.

Searching and Linking (Finding what you need, both inside and outside the General Plan)

7. Ability to search:
    a. Within the General Plan document itself
    b. The entire City website for policies, regulations, and web pages.
    c. Restrict City-wide searches to general plan document and related information.

GENERAL PLAN CONSOLIDATION PROJECT ADVISORY COMMITTEE RECOMMENDATIONS

OBJECTIVES AND FEATURES FOR WEB-BASED GENERAL PLAN (continued)

8. Inter-page navigability between pdfs (as appropriate) Links that lead to other sections of the general plan may be embedded in the document. External links shall be kept separate.
9. Use of the Table of Contents feature in PDFs that allow for a detailed and descriptive breakdown of the sections and topics in the document.
10. Create a brief description of each chapter on the web page so users will know if it contains the information they need.
11. Definitions, glossary and related terms shall be easily available. Options include information in the sidebar (or bookmarked) as needed with descriptions for printed copies or links to a comprehensive glossary. Use mouse-over functionality.
12. Cross referencing related policies and topics (using electronic linking/book marking) as well as descriptions for printed copies, including:
    a. Supportive General Plan information such as technical reports, background information, graphics, data and maps;
    b. Council Policy Manual, implementation plans, specific plans, city ordinances, city programs and projects, and related policies and regulations;
    c. Related information videos (e.g. You Tube links);
    d. Relevant outside agency websites. External links shall be clearly identified as being outside the general plan and the links shall be spelled out so users of printed copies will have the links.

Comments, Questions and Notifications

13. Allow public to give feedback and ask questions via the CRM (Customer Relations Management) system in place on the City's website.
14. Website has the ability for members of the public to be placed on automatic notification list for General Plan updates and changes using the current subscription mechanism in place on the City's website.

Interactive Map

15. Create an interactive General Plan land use map.
16. Keep all maps linked separately and available outside the document.
17. Define land use categories and other helpful information on the map.

Adopted July 29, 2010

GENERAL PLAN CONSOLIDATION PROJECT
ADVISORY COMMITTEE RECOMMENDATIONS

LOOK AND FEEL FOR PRINTED GENERAL PLAN

Style	**Committee Recommendation**
☐ Page Layout – Portrait or Landscape	Portrait
☐ Use of Margins	Cross reference other policies, related documents, and for all definitions or technical terms in the margins. Margins may also be used for photos, graphs, or other captions. Consider keeping margins on the same side of each page for ease of reading online.
☐ Color	Full color for all pictures and maps, and a bold color may be used for chapter title pages. For the remaining pages, use only one or two colors for headings and graphics (to save print ink for those printing at home.) Graphics and pictures should only be used when there is relevance.
☐ Maps	Maps shall be smaller and full color in the document, with a link leading to a larger, more fully-featured and detailed view (pdf). Ensure that maps can still be readable with black and white printing.
☐ Active Links	Include active links and bookmarking in web version for internal links. External links shall be located outside the actual document.

Adopted July 29, 2010

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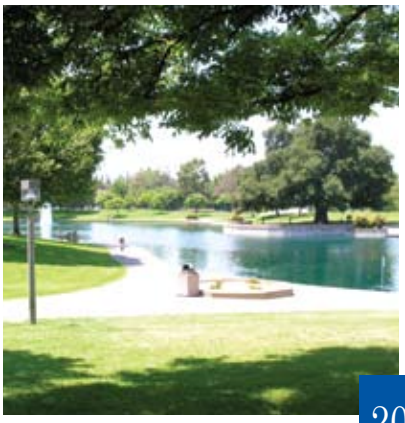
CITY OF SUNNYVALE

General Plan



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CITY OF SUNNYVALE CALIFORNIA

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CHAPTER 1

Community Character

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Vision Goals

To maintain and enhance the appearance of Sunnyvale, and to distinguish it from the 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.

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

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GOAL CC-1

Previously Community Design Goal A)

Promote sunnyvale's image by maintaining, enhancing and creating physical features which distinguish sunnyvale from surrounding communities and by preserving historic buildings, special districts and residential neighborhoods which make the city unique.

Introduction

Strengthening the community's identity includes enhancing the physical environment and having quality city-wide public events and public programs. These reinforce a sense of community while the physical landmarks, districts, and gateways help to create a sense of place. This chapter addresses both the quality of the physical environment and the public programs and events that enhance the sense of community identity.

Sunnyvale is a growing City where there are still opportunities to mold future development, while preserving the best of the present. This chapter will establish design policies to guide future growth and enhance existing development. Good design is good for everyone: businesses, residents and visitors benefit from an environment which functions well and is attractive and engaging. This chapter also recognizes that design policies and regulations must be reasonable and should promote, not discourage economic development.

The City's Image

Sunnyvale is a complete City with many positive attributes. It is a place of scenic beauty with safe, attractive neighborhoods, vital commercial districts, leading industries, efficient roadways and enjoyable recreational areas. While the City is almost entirely built out, there is an ongoing process of refining and enhancing the attributes of the built environment. These refinements improve the living environment and create a clearer image of Sunnyvale. The City of Sunnyvale is well known as a progressive community and a respected regional leader. The City's visual image should match these accomplishments. A quality visual image will help Sunnyvale maintain a position of leadership in an increasingly competitive economic environment.

A City's visual image is a complex relationship between private and public development patterns and the natural features of the land. Ideally, this visual image should match the values and ambitions of a community. The form and features of a city should create a place which residents can identify with and visitors can understand. A strong, clear visual image is like a firm handshake. It is a satisfying encounter.

Sunnyvale's visual image could be improved by more defined boundaries and gateways into the City and more distinctive landmarks and districts. Enhancing the City's boundaries, gateways, landmarks and districts will help articulate an image of

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Sunnyvale as a complete City and a special place to live and work. Distinct neighborhoods promote a sense of place and shared responsibility. These areas create a precedent for design standards.

Boundaries and Gateways

A defined boundary and gateway helps orient travelers and also creates a stronger identity for the City. Strong edges help define an area that will stand out in people's minds as a unique place. **Gateways** and can also create a precedent for design standards that follow along the major City thoroughfares. It is important to make these locations distinctive and attractive.

In metropolitan areas, it is possible to clarify boundaries and gateways by using distinctive landscaping, signage and medians and highlighting natural features. Gateways can also include unique development at boundary locations, such as buildings with a distinctive size or architectural design. Monuments or sculpture could also be used to create a sense of prominence or elegance. Sunnyvale's Art in Private Development Ordinance requires artworks with new development at gateways.

The City's boundaries and gateway locations are shown on Map X. Roadways and natural features offer the best opportunities to define and clarify the City's edges. Sunnyvale is a modern metropolitan area where the boundaries of one city blend into the next. There are few visual clues to distinguish Sunnyvale from adjoining cities. This sprawl creates confusion and lack of orientation in the physical environment. Sunnyvale is bisected by ma y highways, expressways, arterials and collectors. Currently, there are no City monument signs or other distinctive features at these gateways to mark the municipal boundary and welcome people to Sunnyvale.

The following general locations are some of the best opportunities for possible gateway improvements:

- √ Highway 237 and Highway 101
- √ Mathilda Avenue at Highway 101
- √ Sunnyvale-Saratoga Road at Homestead Road
- √ Lawrence Expressway at Highway 101
- √ Lawrence Expressway at Highway 237
- √ East and west ends of El Camino Real

Policy CC-1.1 (previously Community Design Policy A.1): Identify the boundaries of the City with attractive and distinctive features.

- **A.1.a.** Encourage unique and uniform roadway landscaping and, where possible, median improvements to distinguish city boundaries.
- **A.1.b** Continue to enhance the visibility, accessibility and use of the San Francisco Bay on the City's northern boundary.
- **A.1.c.** Consider studying ways to minimize the barrier impact of highways and expressways by developing design approaches which relate these roadways to the rest of the community.
- **A.1.d** Continue to develop a comprehensive gateway improvement program to select major gateways for improvements such as special landscaping, signage, visitor information centers patterned pavement, monuments or artwork and unique private development standards.
- **A.1.e** consider installing new City of Sunnyvale monument signs at major gateways into Sunnyvale and developing a comprehensive sign program to identify major attractions within the City.

Definition: Gateway

Gateways are specific places along a boundary where people enter and leave the City.

See Goal CC-2 – View from the Road for related information and policies.

See policy E.2. regarding Art in Private Development.

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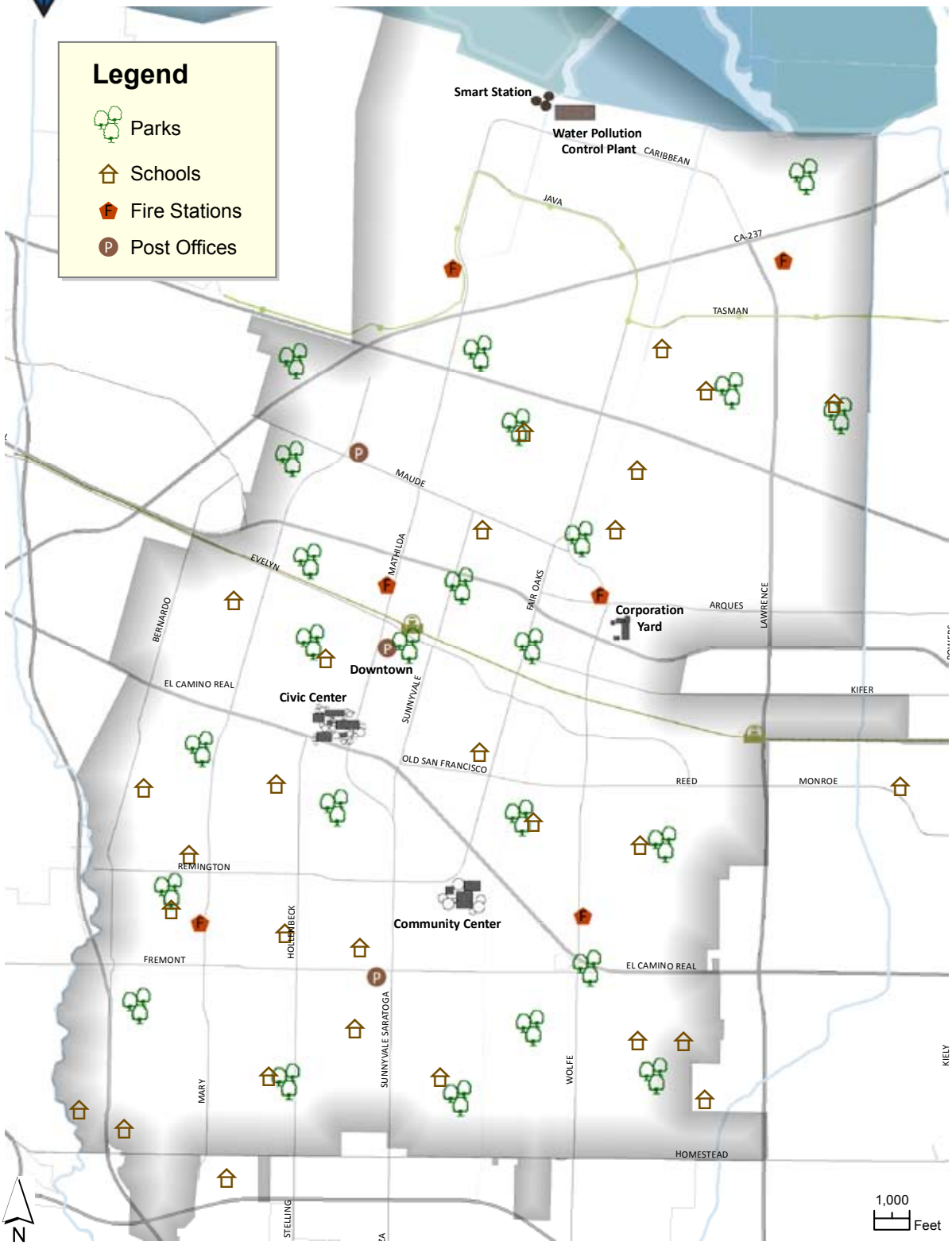
Public Facilities



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- **A.1.f.** Locate City of Sunnyvale signs in attractive surroundings and, whenever possible, in medians with distinctive landscaping.
- **A.1.g** Encourage distinctive and attractive buildings and site design at major gateways into Sunnyvale.
- **A.1.h** Maintain a compatible scale with the roadway when designing gateway improvements.

Districts and Neighborhoods

Districts are special areas within a city which have a unique and unified character. Residential neighborhoods are vitally important to the everyday quality of life for Sunnyvale residents. Neighborhoods are also a major part of how the City looks, since over one-third of the City is covered by single family and multi-family neighborhoods. Defined neighborhoods and districts can be as beneficial to a neighborhood as it is to the City. Being able to identify where you live by neighborhood or district is not only convenient, it promotes a sense of place and shared responsibility. Memorable districts and neighborhoods create memorable cities.

Sunnyvale has three basic types of districts: residential, commercial and industrial. See sidebar for a list of some of the districts in Sunnyvale. Most districts share a predominantly homogenous form of horizontal structures and relatively similar building styles. Some districts and neighborhoods are more disrupted by change than others. Incompatible development has a damaging impact on the cohesiveness of the area and erodes its special quality.

Specific plans and design guidelines are useful tools to enhance or create unique districts and preserve residential neighborhoods. A specific plan is like a Zoning District, but also includes design features which strengthen the identity of a district. Specific plans can identify appropriate uses, set regulations for building height, setbacks or floor area ratios and establish landscaping standards, architectural design standards, unique street lighting, public plazas and special signage. Design guidelines are more limited and would generally not affect land use or building regulations. Sunnyvale currently has a variety of specific plans with design guidelines or stand-alone design guidelines to assist in maintaining district character.

LIST OF DISTRICTS

Downtown

Taaffe-Frances Heritage District

El Camino Real

Moffett Park

Northpoint

Lakewood

San Miguel

See Goal CC-4 for a discussion of private development and associated design guidelines.

CC-1.2 (Previously Community Design Policy A.2): Ensure that new development is compatible with the character of special districts and residential neighborhoods.

- Continue to maintain and develop zoning standards which preserve the quality of residential neighborhoods.
- Continue to encourage infill development or redevelopment which is compatible with the use, density, setbacks, height and, where possible, the predominant building style and size of the surrounding district or neighborhood.

CC-1.3 (Previously Community Design Policy A.3): Support measures which enhance the identity of special districts and residential neighborhoods to create more variety in the physical environment.

- Encourage diversity and develop programs to emphasize the unique features of special districts and neighborhoods.
- Consider development of specific plans or design guidelines for the El Camino Real Commercial District and Mathilda Avenue corridor and study the feasibility

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of specific plans or guidelines for portions of Evelyn Avenue.

- Encourage new landmarks and features to distinguish districts and neighborhoods.
- Strengthen the downtown as the visual as well as functional focus of Sunnyvale.
- Consider design features that help locate the downtown district and emphasize the roadways and intersections leading downtown.
- Encourage distinctive projects at major nodes which have a coherent spatial relationship and create dynamic spaces at these intersections.
- Maintain existing programs and study new programs which promote the maintenance and quality of residential neighborhoods.

CC-1.4 (Previously Heritage Preservation Policy 6.3B.3): Enhance the visual character of the City by preserving diverse as well as harmonious architectural styles, reflecting various phases of the City's historical development and the cultural traditions of past and present residents.

Policy CC-1.5 (Previously Solid Waste Goal 3.2C) Encourage residents to maintain clean neighborhoods. By preventing unsightly accumulations of discarded materials and illegal dumping of municipal solid waste.

- Provide periodic opportunities for residents to dispose of refuse at discounted or no charge (previously Policy 3.2C.1)

Publicly Visible Art

The cultural identity of a community is enhanced by the application of quality architectural design and inclusion of public art in physical boundaries, gateways, landmarks, open spaces and buildings. Public Art distinguishes communities from one another and adds human dimension to both outdoor and indoor environments by adding color and movement while defining "a sense of place."

The City currently is without a Master Plan for Public Art, since the ongoing plan was eliminated as a capital project. The original plan was developed in 1983, and it is likely that priorities for procurement and placement of public art have changed in the intervening years. A new Master Plan for Public Art needs to be developed to set goals and priorities for the future which may be pursued as funds become available. Key elements of the 1983 Master Plan for Public Art included the capital project funding that enabled the commission and purchase of quality artworks and City's commitment to funding the development of a permanent collection through capital improvement funds. Since the original Master Plan for Public Art is now outdated, new funding sources and strategies need to be identified if a revised master plan is to be developed.

An Art in Private Development ordinance was approved by City Council in 1990 to further enhance the City's commitment to providing Art in the community and in response to a policy in the 1983 Cultural Arts sub-element. Code requirements of the ordinance indicate large and centrally located private sector developments are to include Art for public display. The developer selects the artist, medium, style and imagery for the installation and the proposal is reviewed by the Arts and Planning Commissions for site, scale and appropriateness of the Art prior to Council approval of the development plan.

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Table 1. Heritage Resources 1980 – 1995

LANDMARKS	1980	Additions	Demolished/Moved	1995
Residential	3	1	0	4
Industrial	3	0	1 (converted to Commercial)	2
District (Com.)	0	1 (36 Buildings)		1 (37 Buildings)
Other	1 (pr. trees)			1
Total	7			8
CULTURAL RESOURCES	**1980**	**Additions**	**Demolished/Moved**	**1995**
Residential	47	27	12	62
Commercial	5	0	3	2
Institutional	1	1	0	2
Streetscapes	5	0	?	5
Other	0	1 (lamppost)	0	1
Trees	0	18	2	16
Total	**58**	**47**	**17**	**88**

The City plans to review the code requirements of the Art in Private Development ordinance and is considering an approach to provide incentives to developers who incorporate art in private development rather than requiring art as a condition of development.

The integration of art components and aesthetic embellishments can enhance capital projects; therefore, it is important that art components be considered in early design stages of appropriate capital projects. This approach may make possible the inclusion of Art in certain projects and reduces costs when compared to the addition of art components later in the project design. Inclusion in the early design phase allows more flexibility in selecting the art form(s), and contributes to an integrated approach featuring Art which is both functional and pleasing to the eye. This approach has already been effective with recent park development and redevelopment projects. Baylands Park incorporates many elements of art and has the potential to include more. Art is being incorporated into the Master Plan process for the renovation of the City's oldest park, Washington Park. These successful models of incorporating Art into park projects will be used for future parks projects.

The Downtown Specific Plan contains many standards for aesthetic enhancements in development projects envisioned for the downtown area, and staff will work with the Department of Community Development to include public art in implementation of this and other development plans. Because public art can be functional as well as aesthetically pleasing, there are many opportunities to include art components in architectural detailing such as benches, light fixtures, kiosks, stonework, and facades.

A signage project at the Water Pollution Control Plant, SMaRT Station and Baylands Park, incorporation of art in the construction of the Columbia Neighborhood Center, along with regional projects such as the Tasman Light Rail Design project, provide other opportunities to incorporate Art.

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An exciting area for consideration is in the area of community murals. The Lakewood Community Mural set a good model for community involvement and support in assisting a professional artist create a high quality mural in the Lakewood area. Staff will explore other options with neighborhood and community organizations for community murals to provide high quality public art and help promote neighborhood identity. Park sites and public buildings such as swim centers may provide appropriate venues.

In summary, the challenge will be to find new, and reinvent old, ways of providing and encouraging the provision of public art.

Policy CC-1.6 (Previously Arts Policy E.2): Provide and encourage the incorporation of art — both functional and decorative — in public and private development.

- As non-general fund resources allow – develop a new Master Plan for Public art.
- Look for opportunities to participate in County and/or regional projects to incorporate art, such as with the planning of the station design for the Tasman Light Rail Project.
- Work with Department of Public Works to include public art components as part of Interpretive Signage Project at SMaRT Station / WPCP Complex.
- Identify and consider opportunities for art components to park development and/or redevelopment projects, such as at Baylands Park.
- Identify appropriate sites for placement and inclusion of public art, with an eye to visible sites on publicly owned property with an even geographic distribution, such as neighborhood centers, parks and special use facilities.

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GOAL CC-2

Previously Heritage Preservation Goal 6.3B

To enhance, preserve and protect sunnyvale's heritage including natural features, the built environment and significant artifacts.

The City also established the Heritage Preservation Ordinance (SMC 19.96)

Heritage Resources and Landmarks

Sunnyvale has a rich and diverse heritage that is composed not only of buildings, trees and artifacts of historic significance, but also of the cultural traditions and community memories that these physical resources represent. It is not the objects, but the associations that these objects bring to mind, that make them important contributors to the experience of place and the sense of community. Acknowledging and maintaining these physical reminders of who we are and where we have come from is especially important in times of change – and, for Sunnyvale, change has always been part of the community experience.

Heritage Districts and Resources

In 1980, the City of Sunnyvale recognized the need to preserve those objects that represent the community's physical and cultural development and adopted the first Heritage Preservation Sub-Element as part of the Sunnyvale General Plan. The City also established the official Cultural Resources Inventory in 1980 containing landmarks, trees, residential and commercial districts, and individual structures.

In 1995, an initial windshield survey was conducted to to obtain information on the condition of Sunnyvale's resources. Properties with landmark status were in good to excellent condition, and most resources were in fair to excellent condition.

FRANCES TAAFFE – The majority of the homes in the Frances-Taaffe Heritage Housing District (the 500 blocks of S. Frances Street and S. Taaffe Street and one home on the corner of S. Murphy Avenue and Olive Avenue) are in good to excellent condition. Although some individual buildings show the need for improvement, the overall appearance of this neighborhood is that owners care about their properties and make an effort to maintain them. Renovations and new additions made after 1988, when the **Heritage Housing Combining District** was added to the neighborhood, have been consistent with the regulations governing the district. Most of the renovations have been simple improvements that have not changed the essential character of the homes and/or the neighborhood.

The Heritage Resource Inventory does not include all of the buildings, trees and sites in the City that may be worthy of inclusion. The Heritage Resources inventory should be updated every five years to include new resources that have been added to the inventory since the last publication, delete those that have been lost and indicate any that may

Definition: Heritage Housing District

A zoning overlay which can be added to a residential zoning district to inform the community of presence of a Heritage Housing District.

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The City also has achieved a designation as a Certified Local Government (CLG) from the State Historic Preservation Office (SHPO). Among other benefits this designation entitles the City to apply for grants for certain heritage projects.

have been upgraded from a heritage resource to a landmark status. At that time, existing resources should be re-evaluated and a new survey of the community conducted to determine if other buildings, sites, trees, streetscapes or districts should be considered for inclusion in the Inventory.

Policy CC-2.1 (Previously Policy 6.3B.1)
Preserve existing landmarks and cultural resources and their environmental settings.

Policy CC-2.2 (Previously Policy 6.3B.5)
Seek out, catalog and evaluate heritage resources which may be significant.

Policy CC-2.3 (Previously Policy 6.3B.10.)
Archeological resources should be preserved whenever possible.

- (Previously Action Statement Under Community Design Policy Districts) Maintain design guidelines and policies for new construction in historic districts which define acceptable building styles, shapes, rooflines, colors, materials, fenestration and setbacks and develop new guidelines as needed.
- (Previously Action Statement Under Community Design Policy Districts) Continue to identify and adopt methods of preserving historic resources and special districts.
- (Previously Action Statement Under Community Condition Policy Districts) Continue to preserve buildings with unique historic or architectural value.
- (Originally policy, recommended as Action Statement) Seek out, catalog and evaluate heritage resources which may be significant.
- Use the review process to encourage the development and maintenance of appropriate settings and environments for heritage structures, to the greatest degree feasible.
- Encourage ongoing maintenance and appropriate use of heritage properties.
- Protect the architectural and spatial development characteristics of cultural resource streetscapes, to the greatest degree feasible.
- Consider instituting a “Partners” program for older neighborhoods containing a number of cultural resource structures where there is evidence that the structures in the neighborhood may be deteriorating due to poor maintenance and lack of repairs.
- Identify architectural features and styles which are of historical, architectural or cultural interest and encourage the preservation of these features and styles whenever possible, even when a building or streetscape has not been specifically designated as a heritage resource. The Citywide Design Guidelines and the design review process can be used to support this approach.
- When new residents wish to make changes that will affect the architectural character of older homes which have distinctive architectural features or style, encourage them to retain the most significant architectural features.

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Murphy Station Heritage Landmark District

The City's only heritage commercial streetscape, the Murphy Station Heritage Landmark District, exemplifies the link between preservation and economic development. Activities which were designed to promote preservation of the buildings and streetscape resulted in the creation of an environment that is so attractive that it has drawn significant business investment, reestablishing Murphy Avenue as a commercially viable neighborhood. In fact, Murphy Avenue has become a destination point for the region.

This is the result of extensive investment that the City has made in the District. After the designation of the district in 1981 and the adoption of Murphy Avenue Design Guidelines, the City made a series of improvements which include repaving and landscaping the parking lots, making street and sidewalk improvements and providing street trees, street furniture and planters. In addition to these improvements, the City made low interest loans available to owners to assist with building improvements.

By the mid 1990s, Murphy Avenue became the restaurant and entertainment center of Sunnyvale. The single most prevalent use on Murphy Avenue is restaurants that serve alcoholic beverages. Other restaurants, bars and nightclubs are also present, along with personal service uses, specialty retail uses, professional offices and two apartments.

Since the long term preservation of structures on the street is dependent upon the street's continuing commercial viability, consideration should be given to whether the number of businesses that serve alcoholic beverages should be limited, in order to achieve a more diverse mix of uses on Murphy Avenue. Entertainment-related uses are especially vulnerable to fads, as new places and styles of entertainment attract those seeking new entertainment experiences. A strategic approach to keeping the economic base of a commercial neighborhood strong is to diversify the uses in order to attract a wider range of customers and to balance daytime/nighttime uses. A diversity of uses also functions to encourage multi-use in the area. In order to keep Murphy Avenue commercially viable, the Heritage Preservation Commission, the Planning Commission and staff should work closely together to encourage a strategic mix of uses.

Since the continued economic development of the city is of vital strategic interest, it is important to acknowledge the link between preservation of the City's heritage resources and economic development. As noted in the discussion of Murphy Avenue, preservation heritage buildings, trees, streetscapes and other heritage artifacts makes a community more interesting aesthetically pleasing, thereby encouraging economic investment in the community. Sometimes, however, these two values – heritage preservation and economic development, may appear to be in conflict with each other. Creative resolutions of such conflict can be found through good communication and coordination between the various decision makers who are involved.

Policy CC-2.4 (Previously Policy 6.3B.7)
Encourage a commercially strategic mix of uses on Murphy Avenue.

Policy CC-2.5 (Previously Policy 6.3B4)
Identify and work to resolve conflicts between the preservation of historic resources and alternative land uses.

- Consider providing more flexibility in the zoning code to provide for adaptive reuse of heritage structures when existing uses are not economically feasible and alternative uses would not be allowed under

GENERAL PLAN ISSUES AND ELEMENTS

TOPIC/ISSUE AREA	ELEMENT: Land Use	Circulation	Housing	Conservatoin	Open Space	Noise	Safety
Agriculture	X			Z	X		
Air Quality					X		
Airports	Z	Z			Z	X	
Density	X		X				
Education	X						
Fire					X		X
Fisheries				Z	X		
Flooding	X			X	X		X
Forests/Timber	X			X	X		
Housing	Z		X				
Industrial Uses	X					X	
Land Reclamation				X			
Land Use	X	X	Z	X	Z	X	Z
Minerals				X	X		
Noise Contours	Z					X	
Public Buildings	X						
Railways & Yards		Z				X	
Recreation	X				X		
Scenic Resources	X				X		
Seismic Hazards					X		X
Soil Conservation				X	X		
Soil Instability							X
Transportation Routes		X			X_1	X	X
Transportation Terminals		X					
Utilities/Easements		X			X		
Waste Facilities	X		X_2				
Water Quality				X	X		
Water Supply	Z		X_2	X	X		X
Watersheds				X	X		
Waterways/Water Bodies				X	X		
Wildlife				X	X		

X Indicates a topic identified in statute

X_1 Trail systems

X_2 Factors affecting adequate inventory of sites

Z Indicates a topic closely related to statutory requirements

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

√ - Contains state-mandated information
Z – Contains related information
Shaded elements do not address a state-mandated requirement. 2/10/10

City Charter

City Manager Approved Policies

Planning and Management System (PAMS) - the City's planning and management tool, including long range strategic planning, performance reporting and evaluation.

Administrative Policy Manual - addressing administrative functions related to City operations.

Department and Program Policies - govern staff conduct within a specific department or program.

City Council Approved Policies

Council Policy Manual - policies with long-term implications established by City Council resolution or motion which provide guidelines for current or future action.

General Plan - state law requires cities to prepare a general plan outlining the long-range goals and direction for the physiccal development of the City.

Municipal Code - ordinances or laws to regulate such matters as zoning, building, safety and other municipal issues.

Comparison of Council Policy with General Plan Policy

	Council Policy	**General Plan**
State Requirements	No requirements.	Cities must adopt General Plans with the seven mandatory elements (Land Use, Circulation, Conservation, Noise, Safety, Housing and Open Space).
Who may request a change	Member of the public, board or commission member, city councilmember, or staff.	Same
CEQA (California Environmental Quality Act) Review	Typically not required, as no possible impact on the environment.	Typically required, as General Plan topics traditionally relate to physical impact on the environment.
Noticing Period prior to Council action	Amendments are always presented via an RTC. The Brown Act requires 72 hour notification period prior to an item being acted on by the Council.	10 calendar days
Notification Process	Notification process according to the Brown Act – posting of the Agenda at	Newspaper ad (with map showing affected property as necessary) in addition to the notification required by the Brown Act.
Adoption Procedure	All new policies must be reviewed and adopted by the City Council.	All elements must be reviewed by the affected Board/Commission, Planning Commission and adopted by the City Council.
Modification Procedure	All substantive policy changes must be reviewed and adopted by the City Council.	Any modification to the General Plan must be initiated by Council prior to a formal application or study being undertaken. The amendment must be reviewed by the Planning Commission and adopted by the City Council.
Other Requirements	None.	▪ All policies within the General Plan must be internally consistent. ▪ Elements must (generally) be updated every 10 years. ▪ A annual report on the general plan status is (recommended/required)

Summary of Stakeholder Interviews

Questions Asked:

1. Have you used Sunnyvale's general plan? Other general plans?
2. What did you use them for?
3. Did you use paper or web?
4. Did you find what you needed? What search feature helps you locate what's needed?
5. What aspects of the general plan did you find difficult to use?

Respondents:

Pat Castillo, Development Consultant
Kathy Berry, Senior Assistant City Attorney for Sunnyvale
Chris Davenport, Senior Vice President, Trumark Companies
Barbara Fukimoto, Resident
Adam Simms, Toyota Sunnyvale

How did you Use Sunnyvale's General Plan?

- All have used Sunnyvale's General Plan. Developers have also used other cities' General Plans for their projects.
- Developers use it for some of the following reasons:
  - √ To see if there is sufficient goals and policies to justify a project
  - √ To check that there are adequate utility capacity
  - √ To verify general plan land use designations and densities
- Residents used it to understand the cities Vision and look for policies about the environment or policies that affect their neighborhoods.

Paper or Web?

- All have used a web version of the General Plan, though extensive online reading is difficult. It is also difficult to mark up or comment on a digital version.
- For reading longer sections or the need to make comments, users just print the pages they need.

Find What You Needed?

- In most cases users found what they needed. However, sometimes it was difficult because it is not easy to cross reference policies across elements. For example, if they needed to find policies related to housing, they had to look in both the LUTE and the

Housing Sub-element. There is no easy way to move between the two.

- Developers used their knowledge of General Plans to know what element they needed to look in. Residents referred to the Vision or LUTE for most policies. There should be an ability to search for key words.

Difficult to Use?

- Most respondents mentioned that the overall length of the document made it difficult to read. Some respondents use staff reports to summarize what is relevant.
- The Vision statements are clear and compact.
- LUTE is repetitive but also informative.
- Executive Summary (listing of just goals and policies) is a great resource.
- Needs to be clearer about land use classifications and descriptions, addressing the key factors involved in getting appropriate densities (parking, setback, etc.).
- Needs to maintain flexibility and focus on physical planning and development issues. Sometimes get too detailed for a General Plan document.

Meeting Notes
Public Outreach Meeting on the General Plan Consolidation
July 13, 2010

Web-Based Format

- Why not use HTML vs. PDF (likes HTML)
- Benefits of a Wiki- type platform
- Should the document be tailored to viewing with a mobile device?
- Flowing vs. fixed format
- Should the document be stored in XML?
- Why does it have to be a single format

Display of General Plan

- Don't like landscape orientation but computer monitors lend themselves to that layout. Prefers portrait orientation.
- Computers not practical on portrait orientation.
- Sunnyvale is a portrait-shaped City.
- The General Plan should have color, but keep in mind that some people have black and white printers (particularly with map graphics, etc.)
- Discussed both versions with a group for Indian Professionals in Silicon Valley (high-tech engineers). They preferred landscaped orientation. Also thought it was important to keep the information short.
- Can it have an index and a glossary of terms?

Use of the General Plan

- Does the general public read the General Plan?
- Can the General Plan be formed based on question people have? Can it be a roadmap to the rest of the City's codes, regulations, etc.
- How does economic development relate to the General Plan?
- We must be sure to distinguish between the actual General Plan document and related information on the website.
- Can it contain both the overarching vision and have more detail/links to implementation?
- The Sunnyvale Vision is the introduction and framework to the general plan. The General Plan is a broad, high-level policy document.

Schedule and More Information

- Schedule – Planning Commission will hear the Committee's recommendations at their meeting of September 13, and City Council will make a final decision on September 28. (*Clarification – staff may have stated the CC date was the 30th. This was in error – the date will be the 28th).*
- To find more information, go to http://generalplan.InSunnyvale.com

Meeting Notes
Public Outreach Meeting on the General Plan Consolidation
July 13, 2010

ATTENDEES

Committee:
Narendra Pathak – LIB
Patrick Walz – BPAC
Judi Nickey – PER
Larry Klein – PC (former)
Jim Griffith – CC
Glenn Hendricks – PC
Chuck Hungerford – PC
David Squellati – HPC
Robert Harms– P&R
Robert Pochowski – P&R
Tom Flaherty – LIB
David Whittum – CC

Public:
Gerry Glaser (Horizon 2035)
Tammy Salans
Barbara Fukimoto
Roger Burney
Sunnyvale Sun Reporter

Staff:
Hanson Hom
Diana O'Dell
Trudi Ryan
Patricia Lord

General Plan Consolidation Meeting – July 13, 2010 Survey Results

Number of Surveys Completed: 7 (Not all questions were answered by each individual)

Questions and Answers:

Question 1: Have you used Sunnyvale's general plan? Other general plans? (please describe)

- Yes
- Only as a planning commissioner
- Look at LUTE
- Seen parts of it
- Helped me with the library sub-element
- Yes, but not often. When an element is up for revision, I may read the element. Or not.

Question 2: What did you use them for? (please describe)

- To understand how long I can still live in Sunnyvale
- Check appropriateness of Proposals
- Info for Sunnyvale plans for bikes and roadways
- For the meetings

Question 3: How do you prefer to read/use the general plan (please check the one that applies) *One person marked down two answers which are recorded below.

- Paper Version (0)
- Web Version (2)
- Both (6)

Question 4: What search feature helps you locate what's needed? (please check as many as apply)

- Search Engine (search box) (6)
- Chapter/Section Title (4)
- Other (Describe) (1)
    - Links embedded in each section or by index

Question 5: What aspects of the general plan did you find difficult to use?

- All, too much general info
- N/A – Haven't seen all of it
- The sheer volume
- Length, repetition
-

General Comments:

- I like the idea of organizing the general plan in line with the visioning statement. I believe I prefer landscape.