

## Proposed Continuing Council Study Issue

**Number** CDD-1C  
**Status** Pending  
**Calendar Year** 2009  
**Title** Preparation of Peery Park Specific Plan  
**Lead Department** Community Development  
**Element or SubElement** Land Use and Transportation

### 1. What are the key elements of the issue?

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

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

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

### 2. Current Status:

November 2008: Only preliminary work has been done on this study. The RFP for consulting firms to assist in completing the Specific Plan and environmental review, including the scope of work for traffic studies will be sent to several companies. Major Peery Park firms have been identified, as well as determining the area to be covered by the Specific Plan. Property, business and interested parties have been identified for outreach meetings. The decision on the Mary Avenue extension provides context regarding the area study and environmental review.

### 3. Estimated consultant hours for completion of the study issue

**Managers**

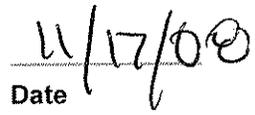
Role	Manager	Hours			
Lead	Ryan, Trudi	Mgr CY1:	30	Mgr CY2:	0
		Staff CY1:	200	Staff CY2:	0
Support	Mc Queen, Brice	Mgr CY1:	30	Mgr CY2:	0
		Staff CY1:	0	Staff CY2:	0
Interdep	Berry, Kathryn	Mgr CY1:	20	Mgr CY2:	0
		Staff CY1:	0	Staff CY2:	0
Interdep	Rogge, Mark	Mgr CY1:	20	Mgr CY2:	0
		Staff CY1:	0	Staff CY2:	0
Interdep	Witthaus, Jack	Mgr CY1:	15	Mgr CY2:	0
		Staff CY1:	40	Staff CY2:	0

**Total Hours CY1: 355**

**Total Hours CY2: 0**

Reviewed by

  
 \_\_\_\_\_  
 Department Director

  
 \_\_\_\_\_  
 Date

Approved by

  
 \_\_\_\_\_  
 City Manager

  
 \_\_\_\_\_  
 Date

## Proposed Continuing Council Study Issue

**Number** CDD-2C  
**Status** Above the line  
**Calendar Year** 2009  
**Title** Lawrence Station Transit Village  
**Lead Department** Community Development  
**Element or SubElement** Land Use and Transportation Element

**1. What are the key elements of the issue?**

The Lawrence Caltrain station has recently been remodeled. The Planning Commission expressed concern with the ridership levels at this station. This study issue would review ways to promote development near the station that could encourage higher ridership levels at the station. The existing land use in the area is primarily Industrial/R & D. Calstone and Peninsula Building Supply are to the south. The area further to the south is ITR (Medium Density Residential). Costco is located east of Lawrence Expressway.

The study would include a review of existing programs (private and public) and an analysis of current development potential in Sunnyvale and nearby Santa Clara. Caltrain would be consulted on their projected future use and capacity for the station.

Concepts that may be included in the study are increasing housing opportunities near the station, opportunities for corporate sponsored shuttles from the station to the nearby business parks, increased alternative transit options that would serve the station and creating mixed-use zoning opportunities that would bring a focus to the area from residents and employees of nearby businesses.

**2. Current Status:**

November 2008: FOCUS PDA application was accepted and final Executive Board determination is expected in late 2008. Feasibility research is underway and the firm that will complete an economic analysis has been chosen. The City of Santa Clara staff has committed to participating in the study (given nearly half the area around the station is in Santa Clara). Santa Clara staff was not available until late November, contributing to some delays on this study. Completion of the Feasibility Study is expected in the Spring of 2009.

**3. Estimated consultant hours for completion of the study issue**

Managers	Role	Manager	Hours			
	Lead	Ryan, Trudi	Mgr CY1:	20	Mgr CY2:	0
			Staff CY1:	100	Staff CY2:	0
	Support	Mc Queen, Brice	Mgr CY1:	15	Mgr CY2:	0
			Staff CY1:	0	Staff CY2:	0
	Interdep	Berry, Kathryn				

Mgr CY1: 15 Mgr CY2: 0  
Staff CY1: 0 Staff CY2: 0

Interdep Witthaus, Jack Mgr CY1: 10 Mgr CY2: 0  
Staff CY1: 0 Staff CY2: 0

**Total Hours CY1: 160**  
**Total Hours CY2: 0**

Reviewed by

  
Department Director

11/17/08  
Date

Approved by

  
City Manager

11/18/08  
Date

## Proposed 2009 Council Study Issue

**CDD-02 Consider Revisions to Zoning Code for Conversions of Mobile Home Parks to Other Uses**

**Lead Department** Community Development  
**Element or Sub-element** Housing and Community Revitalization  
**New or Previous** Previous  
**Status** Pending      **History** 1 year ago Below the line      2 years ago None

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

In 1985 the City Council adopted the *Conversion of Mobile Home Parks to Other Uses* (SMC 19.72) which established minimum requirements for the closure or change in use of a mobile home park (MHP). The intent of the Code was to balance the need to protect mobile home park residents with the rights of the property owner to make decisions about their business and the use of their property. To close a park, the property owner is required to submit a Conversion Impact Report (CIR) which contains information on the park residents, their individual relocation plans, and the relocation assistance provided. The Council decides whether a CIR does or does not meet the minimum requirements of the Municipal Code.

Since the requirement was established, the City Council has reviewed five CIRs (a 105 unit MHP in 1991, 30 units in 1992, 41 units in 1996, 68 units in 2005, and 29 units in 2007). All five were determined to meet the minimum Code requirements. During the 2007 review of the Flick's MHP, staff and Council Members noted opportunities to improve the current Code, including:

- Clarify process (closure of park vs. redevelopment application);
- Increase tenant compensation (due to change in housing costs and other situations);
- Clarify types of support to all tenant types (owners, renter, and any non-MHP tenants);
- Clarify roles (applicant as developer vs. Housing Specialist as tenant advocate). This could include modifying Housing Specialist process where the City, rather than the developer, manages the contract (similar to the EIR process) and establishes minimum requirements for Housing Specialist;
- Clarify information flow to residents (if from applicant, prior staff verification);
- Modify requirement for applicant to provide all MHPs in 200 mile radius;
- Provide status reports after CIR certified (60 and 120 days).
- Possible variations to requirement for notifying residents of future sales of mobile home parks.

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

**GOAL C: ENSURE A HIGH QUALITY LIVING AND WORKING ENVIRONMENT**

**Policy C.9** Minimize displacement impacts on tenants as a result of rehabilitation programs or land use changes.

**Action Statements**

**C.9.a** Require as a part of the City's application approval process that any land use change or rehabilitation program that displaces tenants shall include a plan stating the efforts taken by the property owner to assist relocation of tenants, including payment of relocation costs.

The tenant relocation plan could include: (1) favorable rental or purchase arrangements after work is completed, (2) location of vacancies in similar housing, (3) fixed payments of moving costs, (4) no rent increases upon application and until relocation is secured, (5) right of first purchase refusal, (6) reduced purchase price options, and (7) assistance in locating new housing.

**GOAL D: MAINTAIN DIVERSITY IN TENURE, TYPE, SIZE AND LOCATION OF HOUSING TO PERMIT A RANGE OF INDIVIDUAL CHOISES FOR ALL CURRENT RESIDENTS AND THOSE EXPECTED TO BECOME CITY RESIDENTS.**

**Policy D.5** Preserve mobile homes as an affordable housing option.

**Action Statements**

**D.5.a** Maintain land zoned for mobile home parks.

*Quantified Objective: Maintain 400 acres in mobile home park zoning*

**D.5.b** Continue to provide an equitable process with reasonable mitigation measures in the event of conversion of mobile home parks to a different use.

Sunnyvale adopted a Mobile Home Park Conversion ordinance (Zoning Code Chapter 19.72) in 1987. The regulations require notification of residents, preparation of an impact report, relocation assistance, and provide for a public hearing before a mobile home park can be converted to other uses.

**3. Origin of issue**

**Council Member(s)** Chu, Moylan

**General Plan**

**City Staff**

**Public**

**Board or Commission**

**4. Multiple Year Project? No Planned Completion Year**

**5. Expected participation involved in the study issue process?**

**Does Council need to approve a work plan?** No

**Does this issue require review by a Board/Commission?** Yes

**If so, which?**

Housing and Human Services Commission, Planning Commission

**Is a Council Study Session anticipated?** No

**What is the public participation process?**

Outreach to the mobile home park residents, mobile home park land owners, neighborhood groups and the development community. Noticed Planning Commission and City Council public hearings

**6. Cost of Study**

**Operating Budget Program covering costs**

242-Community Planning; 230 Housing

**Project Budget covering costs**

**Budget modification \$ amount needed for study**

**Explain below what the additional funding will be used for**

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

**Capital expenditure range** None

**Operating expenditure range** None

**New revenues/savings range** None

**Explain impact briefly**

**8. Staff Recommendation**

**Staff Recommendation** None

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

**9. Estimated consultant hours for completion of the study issue**

Managers	Role	Manager	Hours			
Lead	Ryan, Trudi		Mgr CY1:	40	Mgr CY2:	0
			Staff CY1:	240	Staff CY2:	0
Support	Simpson, Laura		Mgr CY1:	40	Mgr CY2:	0
			Staff CY1:	60	Staff CY2:	0
Interdep	Boco, Robert		Mgr CY1:	20	Mgr CY2:	0
			Staff CY1:	0	Staff CY2:	0
<b>Total Hours CY1:</b>			<b>400</b>			
<b>Total Hours CY2:</b>			<b>0</b>			

**Note: If staff's recommendation is 'For Study' or 'Against Study', the Director should note the relative importance of this Study to other major projects that the**

Department  
is currently working on or that are soon to begin, and the impact on existing  
services/priorities.

Reviewed by

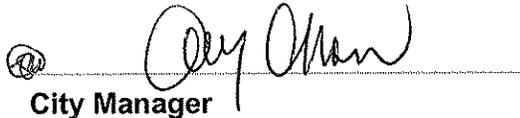


Department Director

10/9/08

Date

Approved by



City Manager

10/30/08

Date

## Addendum

### A. Board / Commission Recommendation

Issue Created Too Late for B/C Ranking

Board or Commission	Rank	Rank 1 year ago	Rank 2 years ago
Arts Commission			
Bicycle and Pedestrian Advisory Committee			
Board of Building Code Appeals			
Board of Library Trustees			
Child Care Advisory Board			
Heritage Preservation Commission			
Housing and Human Services Commission	4 of 8	5 of 11	
Parks and Recreation Commission			
Personnel Board			
Planning Commission	8 of 10		

**Board or Commission ranking comments**

### B. Council

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

## Proposed 2009 Council Study Issue

**CDD-03 Increasing Minimum Dimensions for Usable Open Space**

<b>Lead Department</b>	Community Development		
<b>Element or Sub-element</b>	Open Space Sub-Element		
<b>New or Previous</b>	Previous		
<b>Status</b> Pending the line	<b>History</b> 1 year ago	Below the line	<b>2 years ago</b> Below the line

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

The City Zoning has a requirement for usable open space in residential developments. In order to be considered usable, a space must have a minimum dimension of 12 feet and minimum area of 200 square feet. The Sunnyvale Municipal Code defines usable open space as an outdoor or unenclosed area on the ground, roof, balcony, deck porch, pool area, patio, terrace or recreation building, when designed to be accessible for outdoor living, recreation, pedestrian access or landscaping. There is a concern that the dimensions are too small to be effective.

This study would examine the advantages and disadvantages to increasing the minimum dimensions of usable open space areas in multi-family residential zoning districts (R-2, R-3, R-4 and R-5). Open Space is a vital component of a balanced, attractive, and desirable urban environment and its benefits are widespread in regards to the environment, as well as in that it allows its inhabitants to enjoy an aesthetically-pleasing community (Open Space Sub-Element).

**2. How does this relate to the General Plan or existing City Policy?****LAND USE AND TRANSPORTATION ELEMENT**

*Policy C1.2* Encourage nodes of interest and activity, such as parks, public open spaces, well planned development, mixed use projects, and other desirable uses, locations and physical attractions.

Action Statement C1.2.4 Maintain public open space areas and require private open space to be maintained.

*Policy N1.4* Preserve and enhance the high quality character of residential neighborhoods.

*Policy N2.5* Require amenities with new development that serve the needs of residents.

**3. Origin of issue**

- Council Member(s)
- General Plan
- City Staff
- Public
- Board or Commission Planning Commission

**4. Multiple Year Project? No Planned Completion Year**

**5. Expected participation involved in the study issue process?**

- Does Council need to approve a work plan? No
- Does this issue require review by a Board/Commission? Yes
- If so, which?  
Planning Commission
- Is a Council Study Session anticipated? No
- What is the public participation process?  
Outreach to residents as well as public hearings with Planning Commission and City Council.

**6. Cost of Study**

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

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

- Capital expenditure range None
- Operating expenditure range None
- New revenues/savings range None
- Explain impact briefly

**8. Staff Recommendation**

Staff Recommendation None  
If 'For Study' or 'Against Study', explain

**9. Estimated consultant hours for completion of the study issue**

Managers	Role	Manager	Hours
	Lead	Ryan, Trudi	Mgr CY1: 20 Mgr CY2: 0

	Staff CY1:	150	Staff CY2:	0
Support Berry, Kathryn	Mgr CY1:	10	Mgr CY2:	0
	Staff CY1:	0	Staff CY2:	0
Support Merrill, Cathy	Mgr CY1:	20	Mgr CY2:	0
	Staff CY1:	0	Staff CY2:	0

**Total Hours CY1: 200**

**Total Hours CY2: 0**

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

Reviewed by



Department Director

10/9/09  
Date

Approved by



City Manager

10/30/08  
Date

## Addendum

### A. Board / Commission Recommendation

Issue Created Too Late for B/C Ranking

Board or Commission	Rank	Rank 1 year ago	Rank 2 years ago
Arts Commission			
Bicycle and Pedestrian Advisory Committee			
Board of Building Code Appeals			
Board of Library Trustees			
Child Care Advisory Board			
Heritage Preservation Commission			
Housing and Human Services Commission			
Parks and Recreation Commission			
Personnel Board			
Planning Commission	3 of 10	2 of 7	

**Board or Commission ranking comments**

### B. Council

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

## Proposed 2009 Council Study Issue

**CDD-04 Limitations on Signage for Alcohol Sales**

**Lead Department** Community Development  
**Element or Sub-element** Land Use and Transportation Element  
**New or Previous** Previous  
**Status** Pending      **History** 1 year ago Below the line      2 years ago None

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

This study would look at the options of limiting signs that advertise alcohol. The Sunnyvale sign code does not allow off-site signage to advertise businesses or products, therefore this study would be limited to a review of on-site signage only.

The City Council was recently provided information on the State requirements for signage when there is sale of alcohol at gasoline stations. This study would explore expanding that authority to other uses that sell alcohol. The study would also explore limitations on signs/advertising in proximity to specified uses (e.g. school, parks, etc.).

Generally, the City of Sunnyvale has the authority to regulate the use and development of property, including regulations for signage. The State of California has some laws that pre-empt local sign regulations (e.g. signage requirements for gasoline sales, lottery). The study would explore permanent and temporary sign regulations (including window signs) for alcohol sales and products and examine any options for regulation. The sign standards that were adopted by the City Council, in 2007, for service stations would be evaluated to determine the feasibility of expanding these standards to other uses. ABC would be contacted to understand any current restrictions on alcohol related advertising.

The State also has requirements that a full inventory of signage must be made prior to any local sign code modifications that might result in more restrictive standards. Amortization of non-conforming signs must be accomplished in accordance with State guidelines. Although staff makes no recommendation on the study, the Council may wish to consider a study and potential implementation program that does **not** include an amortization program. The study could look at any state exemptions for temporary signs, however an amortization program would require a full inventory of signs and on-going field review to check the status of the amortization. An additional 500 hours would need to be included in the scope.

**2. How does this relate to the General Plan or existing City Policy?****LAND USE AND TRANSPORTATION**

**GOAL C1**      **Preserve and enhance an attractive community, with a positive image and a sense of place, that consists of distinctive neighborhoods, pockets of interest, and human-scale development.**

**Action Statement C1.1.1** Prepare and update land use and transportation policies, design guidelines, regulations and engineering specifications to reflect community and neighborhood values.

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

**Action Statement C1.1.1** Prepare and update land use and transportation policies, design guidelines, regulations and engineering specifications to reflect community and neighborhood values.

**Action Statement C4.1.3** Promote commercial uses that respond to the current and future retail service needs of the community.

**Policy C4.3** Consider the needs of business as well as residents when making land use and transportation decisions.

**SOCIO-ECONOMIC ELEMENT**

**Policy H.5** Support programs that decrease drug and alcohol use and dependence in the community.

**Action Statement H.5a** Target drug and alcohol education and enforcement efforts to youth and schools.

**3. Origin of issue**

- Council Member(s)** Howe, Whittum
- General Plan**
- City Staff**
- Public**
- Board or Commission** none

**4. Multiple Year Project?** No **Planned Completion Year** 2008

**5. Expected participation involved in the study issue process?**

- Does Council need to approve a work plan?** No
- Does this issue require review by a Board/Commission?** Yes
- If so, which?**  
Planning Commission
- Is a Council Study Session anticipated?** No
- What is the public participation process?**  
Outreach to businesses and residents as well as public hearings with Planning Commission and City Council.

**6. Cost of Study**

- Operating Budget Program covering costs**  
242 – Land Use Planning
- Project Budget covering costs**

**Budget modification \$ amount needed for study**  
**Explain below what the additional funding will be used for**

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

**Capital expenditure range** None  
**Operating expenditure range** None  
**New revenues/savings range** None  
**Explain impact briefly**

**8. Staff Recommendation**

**Staff Recommendation** None

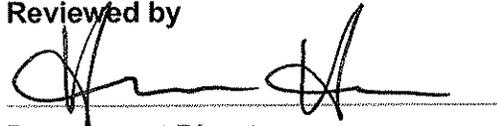
**If 'For Study' or 'Against Study', explain**

**9. Estimated consultant hours for completion of the study issue**

Managers	Role	Manager	Hours			
	Lead	Ryan, Trudi	Mgr CY1:	40	Mgr CY2:	0
			Staff CY1:	200	Staff CY2:	0
	Support	Verceles, Connie	Mgr CY1:	40	Mgr CY2:	0
			Staff CY1:	0	Staff CY2:	0
	Interdep	Berry, Kathryn	Mgr CY1:	40	Mgr CY2:	0
			Staff CY1:	0	Staff CY2:	0
<b>Total Hours CY1:</b>			<b>320</b>			
<b>Total Hours CY2:</b>			<b>0</b>			

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

Reviewed by



Department Director

10/9/08  
Date

Approved by

  
\_\_\_\_\_  
City Manager

10/30/08  
\_\_\_\_\_  
Date

## Addendum

### A. Board / Commission Recommendation

Issue Created Too Late for B/C Ranking

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

**Board or Commission ranking comments**

### B. Council

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

## Proposed 2009 Council Study Issue

**CDD-05 Onizuka AFS Artifacts**

**Lead Department** Community Development  
**Element or Sub-element** Heritage Preservation Sub-Element  
**New or Previous** Previous  
**Status** Pending      **History** 1 year ago Below the line      2 years ago None

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

The Heritage Preservation Commission has identified Onizuka Air Force Station as a prominent piece of Sunnyvale's urban landscape and history. With the impending Onizuka base closure, the Air Force has begun the process of slowly disassembling the base and disseminating many of the important features (machines, computers, maps, chart, artwork, photos, and other iconographic items) to locations outside of the City. At this time, a number of key items have already been removed from the base or are scheduled to be removed from the site permanently. These items are the historical artifacts which are part of the base's past operations and therefore Sunnyvale's history.

With the help of historic consultants, Onizuka Air Force staff have already cataloged all items that have been removed or are scheduled to be removed from the site. This study would seek to review the Air Force's list and identify key artifacts that may be significant contributors to the history of Onizuka and Sunnyvale. City staff would work with Air Force personnel to determine which, if any, of these items could be retained or returned to the City for holding until such time as a suitable display/memorial can be created. The intent is to find suitable artifacts that would commemorate both Onizuka's and the City of Sunnyvale's history.

**2. How does this relate to the General Plan or existing City Policy?****HERITAGE PRESERVATION SUB-ELEMENT**

**Goal 6.3A:** To promote knowledge of and appreciation for, Sunnyvale's heritage and to encourage broad community participation in heritage programs and projects.

*Policy 6.3B.5 :* Seek out, catalog and evaluate heritage resources which may be significant.

**Goal 6.3B.5d:** Where it has been determined that a structure, streetscape, or other heritage resource should be considered for designation as a cultural resource or as a landmark, institute the process to designate them accordingly.

**3. Origin of issue**

**Council Member(s)**  
**General Plan**  
**City Staff**  
**Public**  
**Board or Commission** Heritage Preservation Commission

4. **Multiple Year Project?** Yes **Planned Completion Year** 2009

5. **Expected participation involved in the study issue process?**

**Does Council need to approve a work plan?** No  
**Does this issue require review by a Board/Commission?** Yes  
**If so, which?**  
 Heritage Preservation Commission  
**Is a Council Study Session anticipated?** No  
**What is the public participation process?**  
 None recommended.

6. **Cost of Study**

**Operating Budget Program covering costs**

242 Land Use Planning

**Project Budget covering costs**

**Budget modification \$ amount needed for study**

20,000

**Explain below what the additional funding will be used for**

Additional funding will be used to retain a consultant who would work with Air Force personnel on locating and retaining Onizuka AFS artifacts.

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

**Capital expenditure range** None

**Operating expenditure range** None

**New revenues/savings range** None

**Explain impact briefly**

8. **Staff Recommendation**

**Staff Recommendation** Defer

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

Staff is recommending deferral of this study since the Base Reuse and Closure (BRAC) process has not yet been completed. As part of the BRAC process, the Local Reuse Authority (LRA) can make one of several possible recommendations, including preservation of a portion of Onizuka Air Force Station, creating a suitable memorial at this or another site, or not preserving any portion of the site. The LRA will make a recommendation on the base reuse, after which time it will be determined whether to retain/return artifacts depending on the type of display provided.

Historic preservation of the Onizuka site will be addressed by the Reuse Plan and presented to the Citizen's Advisory Committee and the LRA, and a portion of the plan will be presented to the Heritage Preservation Committee for review.

9. **Estimated consultant hours for completion of the study issue**

**Managers**

Role	Manager	Hours			
Lead	Ryan, Trudi	Mgr CY1:	40	Mgr CY2:	0
		Staff CY1:	200	Staff CY2:	0
Interdep	Campbell, Coryn	Mgr CY1:	40	Mgr CY2:	0
		Staff CY1:	0	Staff CY2:	0

**Total Hours CY1: 280**

**Total Hours CY2: 0**

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

Reviewed by  10/31/08  
 Department Director Date

Approved by  11/4/08  
 City Manager Date

## Addendum

### A. Board / Commission Recommendation

Issue Created Too Late for B/C Ranking

Board or Commission	Rank	Rank
	1 year ago	2 years ago
Arts Commission		
Bicycle and Pedestrian Advisory Committee		
Board of Building Code Appeals		
Board of Library Trustees		
Child Care Advisory Board		
Heritage Preservation Commission	3 of 3	1
Housing and Human Services Commission		
Parks and Recreation Commission		
Personnel Board		
Planning Commission		

#### Board or Commission ranking comments

It is critical at this time to attempt to save as many of these historical artifacts as possible. When the base is finally closed all items will have been removed and disbursed across the county, making retrieval difficult, if not impossible.

### B. Council

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

## Proposed 2009 Council Study Issue

**CDD-06 Requiring Dual Plumbing for Future Developments for Reclaimed Water**

**Lead Department**                      Community Development  
**Element or Sub-element**        Water Resources Sub-Element  
**New or Previous**                      Previous  
**Status** Pending                      **History** 1 year ago Below the line        2 years ago None

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

Currently, the City generally provides recycled water to areas in Moffett Park, north of SR 237. Redeveloped properties in areas that are supplied with recycled water are required to connect the landscape irrigation to the recycled water system. There are currently no requirements for properties to use the recycled water system for other non-potable water uses.

The City does not have any current plans or projects to extend the reclaimed water network to other areas of the city. Funding for such an expansion could be provided by raising water rates throughout the city.

The adopted 2007 California Plumbing Code allows, but does not require, the use of reclaimed water in non-residential buildings for water closets, urinals, trap primers, floor drains, floor sinks, and outside irrigation.

This study would examine the feasibility of requiring new buildings to contain dual plumbing systems, one for potable water and one that could potentially be connected to the City's recycled water system, should the system be expanded in the future.

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

Water Resources Sub-Element

Policy D.1 - Provide for an on-going potable water conservation program.

**3. Origin of issue**

**Council Member(s)**    Moylan, Whittum  
**General Plan**  
**City Staff**  
**Public**  
**Board or Commission** none

**4. Multiple Year Project?** No    **Planned Completion Year** 2009

**5. Expected participation involved in the study issue process?**

**Does Council need to approve a work plan?**                      No

Does this issue require review by a Board/Commission? No

If so, which?

Is a Council Study Session anticipated? No

What is the public participation process?

Notification to non-residential developers and the public of any community meeting or public hearing.

**6. Cost of Study**

Operating Budget Program covering costs

243 - Construction Permitting

Project Budget covering costs

Budget modification \$ amount needed for study

Explain below what the additional funding will be used for

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

Capital expenditure range None

Operating expenditure range None

New revenues/savings range None

Explain impact briefly

**8. Staff Recommendation**

Staff Recommendation None

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

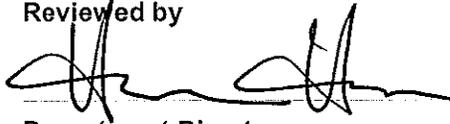
**9. Estimated consultant hours for completion of the study issue**

Managers	Role	Manager	Hours			
Lead		Fatapour, Ali	Mgr CY1:	40	Mgr CY2:	0
			Staff CY1:	150	Staff CY2:	0
Support		Ryan, Trudi	Mgr CY1:	5	Mgr CY2:	0
			Staff CY1:	20	Staff CY2:	0
Interdep		Berry, Kathryn	Mgr CY1:	20	Mgr CY2:	0
			Staff CY1:	0	Staff CY2:	0
Interdep		Craig, Jim	Mgr CY1:	40	Mgr CY2:	0
			Staff CY1:	0	Staff CY2:	0
Interdep		Kirby, Tim	Mgr CY1:	40	Mgr CY2:	0
			Staff CY1:	0	Staff CY2:	0
<b>Total Hours CY1:</b>			<b>315</b>			

Total Hours CY2: 0

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

Reviewed by

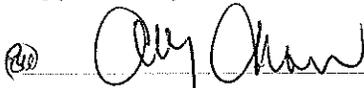


Department Director

11/3/08

Date

Approved by



City Manager

11/4/08

Date

### Addendum

**A. Board / Commission Recommendation**

**Issue Created Too Late for B/C Ranking**

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

**B. Council**

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

## Proposed 2009 Council Study Issue

**CDD-07 Auto Mall on Freeway**

**Lead Department** Community Development  
**Element or Sub-element** Land Use and Transportation Element  
**New or Previous** Previous  
**Status** Pending      **History** 1 year ago Below the line      2 years ago Below the line

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

There are a few nearby communities (Menlo Park and Palo Alto) which have auto dealers on El Camino Real or other city streets which have either relocated or closed down their operations. In response, these cities have reviewed the option of rezoning property adjacent to U.S. Highway 101 for new auto malls. Many successful auto malls are located immediately adjacent to freeways and highways in order to take advantage of the high visibility and easy access to these places of business.

The City of Sunnyvale has a similar situation as Menlo Park and Palo Alto as a result of the auto dealerships being located on El Camino Real rather than the freeway. In the last year two dealerships have closed, with one site reopening as a different dealership. Although Sunnyvale dealerships do not have the visibility or accessibility of other nearby dealerships (Stevens Creek and Capitol Expressway), they compare favorably financially and provide easy accessibility for the residents of the city.

This study would review how to maintain the strength of the Sunnyvale auto dealers and how to support their continued success. Concepts to be considered include whether the City and/or the dealerships should be strengthened on El Camino Real or would benefit from relocation, and what areas in the City would be feasible if relocation was considered. The two most obvious relocation possibilities would be along U.S. Highway 101 or Highway 237.

**2. How does this relate to the General Plan or existing City Policy?****Land USE AND TRANSPORTATION ELEMENT**

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

*Policy C4.1:* Maintain a diversity of commercial enterprises and industrial uses to sustain and bolster the local economy.

Action Statement C4.1.3: Promote commercial uses that respond to the current and future retail service needs of the community.

**3. Origin of issue**

**Council Member(s)**  
**General Plan**  
**City Staff** Planning Division  
**Public**

**Board or Commission** none

**4. Multiple Year Project? No Planned Completion Year**

**5. Expected participation involved in the study issue process?**

**Does Council need to approve a work plan?** No

**Does this issue require review by a Board/Commission?** No

**If so, which?**

**Is a Council Study Session anticipated?** No

**What is the public participation process?**  
Workshops and public hearings would be held for the business community, property owners near the study areas and the general public.

**6. Cost of Study**

**Operating Budget Program covering costs**

242 Land Use Planning

**Project Budget covering costs**

**Budget modification \$ amount needed for study**

**Explain below what the additional funding will be used for**

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

**Capital expenditure range** \$500 - \$50K

**Operating expenditure range** Under \$500

**New revenues/savings range** Under \$500

**Explain impact briefly**

There would be a cost for creating marketing studies and land analyses to determine what is the most appropriate locations for auto dealers in the city.

**8. Staff Recommendation**

**Staff Recommendation** Defer

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

The Local Reuse Authority (LRA) is considering the conversion of Onizuka AFB to other uses, including using the land for auto dealerships. That decision is pending, so it may make sense to defer the decision on this study issue until that has been decided.

**9. Estimated consultant hours for completion of the study issue**

Managers	Role	Manager	Hours
	Lead	Ryan, Trudi	Mgr CY1: 50 Mgr CY2: 0

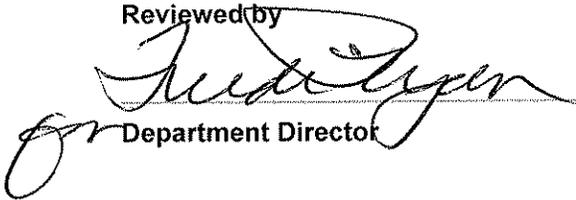
		Staff CY1:	350	Staff CY2:	0
Interdep	Chan, Amy	Mgr CY1:	20	Mgr CY2:	0
		Staff CY1:	0	Staff CY2:	0
Interdep	Curran, Mike	Mgr CY1:	50	Mgr CY2:	0
		Staff CY1:	0	Staff CY2:	0
Interdep	Kahn, David	Mgr CY1:	30	Mgr CY2:	0
		Staff CY1:	0	Staff CY2:	0
Interdep	Witthaus, Jack	Mgr CY1:	50	Mgr CY2:	0
		Staff CY1:	0	Staff CY2:	0

**Total Hours CY1: 550**

**Total Hours CY2: 0**

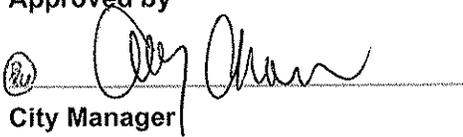
**Note: If staff's recommendation is 'For Study' or 'Against Study', the Director should note the relative importance of this Study to other major projects that the Department is currently working on or that are soon to begin, and the impact on existing services/priorities.**

Reviewed by

  
Department Director

11/5/08  
Date

Approved by

  
City Manager

11/6/08  
Date

### Addendum

**A. Board / Commission Recommendation**

**Issue Created Too Late for B/C Ranking**

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

**B. Council**

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

## Proposed 2009 Council Study Issue

## CDD-08 Centralized Trash Enclosure Requirements for Attached Housing

<b>Lead Department</b>	Community Development
<b>Element or Sub-element</b>	Community Design Element; City-Wide Design Guidelines; Solid Waste Sub
<b>New or Previous</b>	Previous
<b>Status</b> Pending	<b>History</b> 1 year ago Below the line      2 years ago Below the line

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

Title 19 of the Sunnyvale Municipal Code requires recycling and solid waste container enclosures for residential development with four or more units and for non-residential uses. This ordinance was enacted to ensure attractive site design and general maintenance, as well as efficiency for collection activities.

In 1975, the Zoning Code was amended to require trash enclosures for all uses other than single-family homes and duplexes. The Zoning Code section evolved over time to specify design criteria, and to require that the standards apply to all residential uses with four or more units and non-residential uses. In 1991, it was amended to include recycling enclosures, consistent with State Law. Sunnyvale's collection service provides pickup for trash, recyclables (for single family homes only), and yard waste. Each type of refuse requires its own container. Multiple enclosures are often required to provide convenience to the occupants.

With the recent surge in medium-density townhouse/ownership developments, developers have requested deviations (through the Special Development Permit) to allow for individual carts stored in each residence. The staff and City Attorney's office have reviewed this practice and on further reflection have determined that the SDP is not the appropriate tool to consider this exception to the zoning standards. In the past three years, most new residential units were of a townhome design and included two-car garages, although there were a few variances granted to allow townhouses to be built without enclosures. The garages are intended to provide for the storage of the carts (rather than in the side-yard which is more typical of a single-family home situation), although they are not required to be any different in size than a single-family home garage. In addition to storage of the materials, collection of the refuse is an issue in these developments in terms of costs, efficiency, safety, noise, on-site circulation, and serviceability of narrow private streets and driveways. Public Works Department recently completed an internal review of services and operations and found that individual pickup is not justified due to increased costs to occupants and efficiency and safety of providing the service. This study issue would reevaluate when individual carts are appropriate.

The study would look at the appropriate circumstances and design standards to allow individual carts for multi-family developments.

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

#### COMMUNITY DESIGN ELEMENT

*Policy C.3:* Ensure site design creates places which are well organized, attractive, efficient

and safe.

Action Statement C.2.c Continue to require that sites be designed so that the building locations, driveways, parking, exterior mechanical equipment, auxiliary structures and services access area are attractive an competitive with adjoining properties and the public right of way.

**City Wide Design Guidelines**

Trash Enclosures: E1 through E11

**SOLID WASTE SUB-ELEMENT**

*Policy 3.2a.1:* Provide convenient, competitively priced solid waste collection services.

**3. Origin of issue**

- Council Member(s)**
- General Plan**
- City Staff**
- Public**
- Board or Commission** Planning Commission

**4. Multiple Year Project? No Planned Completion Year**

**5. Expected participation involved in the study issue process?**

- Does Council need to approve a work plan?** No
- Does this issue require review by a Board/Commission?** Yes
- If so, which?**  
Planning Commission
- Is a Council Study Session anticipated?** No
- What is the public participation process?**  
Standard public hearing notice and practices

**6. Cost of Study**

- Operating Budget Program covering costs**  
242 Land Use Planning
- Project Budget covering costs**
- Budget modification \$ amount needed for study**
- Explain below what the additional funding will be used for**

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

- Capital expenditure range** Under \$500
- Operating expenditure range** Under \$500
- New revenues/savings range** Under \$500

**Explain impact briefly**  
Cost differences between individual pickup and centralized enclosures would be passed on to the consumer. If individual pickup was deemed more difficult or unsafe there may be a

greater occurrence of injuries thereby raising operational costs and rates. No direct outcome of study issue. If fees were implemented future capital spending may occur to develop housing projects.

**8. Staff Recommendation**

**Staff Recommendation** None

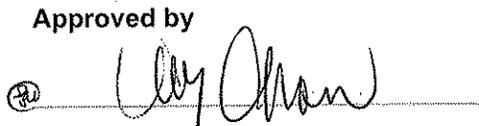
**If 'For Study' or 'Against Study', explain**

**9. Estimated consultant hours for completion of the study issue**

Managers	Role	Manager	Hours			
	Lead	Ryan, Trudi	Mgr CY1:	20	Mgr CY2:	0
			Staff CY1:	200	Staff CY2:	0
	Interdep	Berry, Kathryn	Mgr CY1:	10	Mgr CY2:	0
			Staff CY1:	0	Staff CY2:	0
	Interdep	Bowers, Mark	Mgr CY1:	10	Mgr CY2:	0
			Staff CY1:	0	Staff CY2:	0
	Interdep	Pang, Dayton	Mgr CY1:	5	Mgr CY2:	0
			Staff CY1:	0	Staff CY2:	0
<b>Total Hours CY1:</b>			<b>245</b>			
<b>Total Hours CY2:</b>			<b>0</b>			

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

Reviewed by  11/6/08  
 for Department Director Date

Approved by  11/6/08  
 City Manager Date

## Addendum

### A. Board / Commission Recommendation

Issue Created Too Late for B/C Ranking

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

**Board or Commission ranking comments**

### B. Council

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

## Proposed 2009 Council Study Issue

**CDD-09 Pilot Program on Multi-family Rental Housing Inspection**

<b>Lead Department</b>	Community Development		
<b>Element or Sub-element</b>	Housing and Community Revitalization Sub-Element		
<b>New or Previous</b>	Previous		
<b>Status</b>	Pending	<b>History</b>	1 year ago Deferred      2 years ago Below the line

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

In the fall of 2001, the Community Development Department undertook a comprehensive "windshield" survey of all residential properties in the city, recording condition of structures and level of property maintenance. The survey determined that 11 percent of the single-family houses were in need of substantial reinvestment, and 17 percent of all multi-family units (or 4,500 units) were in need of substantial reinvestment. The relatively greater need in multi-family housing was somewhat surprising, given the relatively young age of multi-family housing in the city. Most of the units in need of substantial rehabilitation were found to be in smaller complexes, housing two to ten units; buildings with 16 or more units are required by State law to have on-site managers, and they are generally better maintained.

Although the overall condition of housing in Sunnyvale is quite good, the lack of reinvestment in many multi-family units was deemed a problem. A possible approach to the problem is a rental housing inspection program, similar to those in Mountain View and Hayward, wherein all rental units would be inspected on a regular basis. The introduction of such a program in Sunnyvale is likely to be controversial. But, such a program may assist in reversing a potential downward spiral which could ultimately result in a lower quality of life including higher crime rates and other social problems.

Staff has marketed rehabilitation loans for rental properties, but few property owners have expressed interest. A rental housing inspection program could be used as a "stick" to require reinvestment in older rental properties, as well as a "carrot" technique (in the form of low-interest rehabilitation loans).

This study Issue would not design and implement a city-wide rental housing inspection program. Rather, it would design a pilot program in one or more multi-family target areas, similar to the Neighborhood Preservation pilot program in Lakewood Village in 2002. Only upon completion of the study would the City Council decide if it wished to proceed with implementation of a pilot program. The success of the pilot program would then assist Council to determine if it wished to expand the program to other areas of the city.

This study issue was not ranked in 2008.

**2. How does this relate to the General Plan or existing City Policy?****HOUSING AND COMMUNITY REVITALIZATION SUB-ELEMENT**

**Policy C.2:** Continue to encourage and assist property owners to maintain existing developments in a manner that is aesthetically pleasing, free from nuisances, and safe from hazards.

**Policy C.2.b.:** Continue the rehabilitation loan program for single, multi-family and mobile homes.

**Policy C.4:** Continue to implement rehabilitation and code compliance focusing on providing the programs in the areas of greatest need.

**Policy C.7:** Plan for the future impacts of Sunnyvale's aging housing supply.

**Policy C.11:** Identify and remediate lead-base paint hazards.

**3. Origin of issue**

**Council Member(s)**

**General Plan**

**City Staff**                      Staff

**Public**

**Board or Commission** none

**4. Multiple Year Project? No    Planned Completion Year 2009**

**5. Expected participation involved in the study issue process?**

**Does Council need to approve a work plan?**                      No

**Does this issue require review by a Board/Commission?**      Yes

**If so, which?**

Housing and Human Services Commission, Planning  
Commission

**Is a Council Study Session anticipated?**                      Yes

**What is the public participation process?**

Focus group meetings with owners, tenants and neighbors in selected  
strategy areas and Tri-County Apartment Owners Association.

**6. Cost of Study**

**Operating Budget Program covering costs**

230- Housing & Human Services

**Project Budget covering costs**

**Budget modification \$ amount needed for study**

**Explain below what the additional funding will be used for**

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

**Capital expenditure range**    Under \$500

**Operating expenditure range**    \$500 - \$50K

**New revenues/savings range**    Under \$500

**Explain impact briefly**

The cost of implementing a pilot housing inspection program would require a budget allocation with the actual amount dependent on the scope of the program. A larger city-wide program would require a substantial budget allocation to cover administration and enforcement. Some of the cost may or may not be recouped by a fee imposed on rental property owners.

**8. Staff Recommendation**

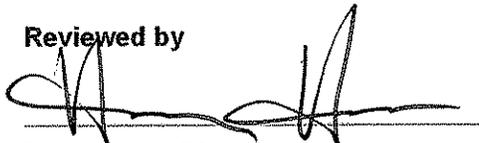
**Staff Recommendation** None

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

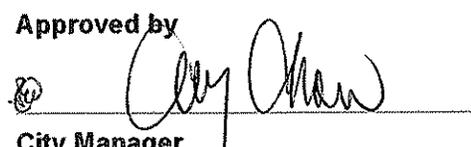
**9. Estimated consultant hours for completion of the study issue**

<b>Managers</b>	<b>Role</b>	<b>Manager</b>	<b>Hours</b>			
	Lead	Simpson, Laura (i)	Mgr CY1:	60	Mgr CY2:	0
			Staff CY1:	60	Staff CY2:	0
<b>Total Hours CY1: 120</b>						
<b>Total Hours CY2: 0</b>						

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

Reviewed by  
  
 \_\_\_\_\_  
 Department Director

11/6/08  
 \_\_\_\_\_  
 Date

Approved by  
  
 \_\_\_\_\_  
 City Manager

11/7/08  
 \_\_\_\_\_  
 Date

## Addendum

### A. Board / Commission Recommendation

Issue Created Too Late for B/C Ranking

Board or Commission	Rank Rank	Rank 1 year ago	Rank 2 years ago
Arts Commission			
Bicycle and Pedestrian Advisory Committee			
Board of Building Code Appeals			
Board of Library Trustees			
Child Care Advisory Board			
Heritage Preservation Commission			
Housing and Human Services Commission	8 of 8	6 of 11	
Parks and Recreation Commission			
Personnel Board			
Planning Commission		Defer	

**Board or Commission ranking comments**

### B. Council

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

## Proposed 2009 Council Study Issue

**CDD-10 Aesthetic Standards and Funding Mechanism to upgrade  
Telecommunication Towers**

<b>Lead Department</b>	Community Development		
<b>Element or Sub-element</b>	Telecommunications Policy, Community Design Sub-Element		
<b>New or Previous</b>	Previous		
<b>Status</b> Pending	<b>History</b> 1 year ago	Deferred	<b>2 years ago</b> Below the line

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

At the City Council Study Issue Workshop for 2006, issue number CDD-46 titled "Wireless Telecommunications Facility (Aesthetic Standards)" was combined with this study issue. The study issue hours have been revised to reflect the expanded scope.

The Federal Telecommunications Act of 1996 preempts almost all local authority to regulate wireless telecommunications infrastructure. Local control is essentially limited to issues of aesthetics.

In certain areas of the City, the City may experience multiple requests to utilize existing telecommunication towers. At some point, the City may desire that the tower be upgraded aesthetically to accommodate additional users. This study would explore funding mechanisms or legal methods for requiring all users to contribute to the upgrade as opposed to the last applicant.

In addition, the study would also review current design guidelines used in reviewing these types of applications. New standards could result from the study.

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

This study is related to the City's Telecommunication Policy and the City's Telecommunication Code of Title 19 in that regulating the aesthetics of facilities, within the allowances made by Federal law, is a purpose of the City's regulations.

**COMMUNITY DESIGN SUB-ELEMENT**

*Policy 2.5C.1* Place a priority on quality architecture and site design which will enhance the image of Sunnyvale and create a vital and attractive environment for businesses, residents and visitors, and be reasonably balanced with the need for economic development to assure Sunnyvale's economic prosperity.

**3. Origin of issue**

**Council Member(s)** Hamilton, Fowler  
**General Plan**  
**City Staff**

**Public**  
**Board or Commission** Planning Commission

4. **Multiple Year Project?** No **Planned Completion Year**

5. **Expected participation involved in the study issue process?**

**Does Council need to approve a work plan?** No

**Does this issue require review by a Board/Commission?** Yes

**If so, which?**

Planning Commission

**Is a Council Study Session anticipated?** No

**What is the public participation process?**

In addition to standard noticing practices for public hearings, staff will conduct outreach with telecommunication providers and property owners with telecommunication facility permits in the City.

6. **Cost of Study**

**Operating Budget Program covering costs**

242 Land Use Planning

**Project Budget covering costs**

**Budget modification \$ amount needed for study**

**Explain below what the additional funding will be used for**

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

**Capital expenditure range** Under \$500

**Operating expenditure range** Under \$500

**New revenues/savings range** Under \$500

**Explain impact briefly**

All costs associated with future regulations would be born by the telecommunication provider or property owner.

8. **Staff Recommendation**

**Staff Recommendation** None

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

9. **Estimated consultant hours for completion of the study issue**

Managers	Role	Manager	Hours
	Lead	Ryan, Trudi	Mgr CY1: 20 Mgr CY2: 0

	Staff CY1:	200	Staff CY2:	0
Interdep Berry, Kathryn	Mgr CY1:	30	Mgr CY2:	0
	Staff CY1:	0	Staff CY2:	0

**Total Hours CY1: 250**  
**Total Hours CY2: 0**

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

Reviewed by

  
Department Director

10/9/08  
Date

Approved by

  
City Manager

10/30/08  
Date

## Addendum

### A. Board / Commission Recommendation

Issue Created Too Late for B/C Ranking

Board or Commission	Rank	Rank 1 year ago	Rank 2 years ago
Arts Commission			
Bicycle and Pedestrian Advisory Committee			
Board of Building Code Appeals			
Board of Library Trustees			
Child Care Advisory Board			
Heritage Preservation Commission			
Housing and Human Services Commission			
Parks and Recreation Commission			
Personnel Board			
Planning Commission	5 of 10	4 of 7	

**Board or Commission ranking comments**

Combine with CDD-11, CDD-16 and CDD-44 for a Comprehensive Look at Telecom Towers.

### B. Council

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