

Proposed Continuing Council Study Issue

Number	DPR-01C
Status	Pending
Calendar Year	2009
Title	Determine whether to continue agreement with Santa Clara County for operation of SV Baylands Park past 2011; and, if so, evaluate whether programmed recreation should be provided.
Lead Department	Parks and Recreation
Element or SubElement	Open Space and Recreation Sub-Element

1. What are the key elements of the issue?

The 2006 Open Space and Recreation Sub-Element identified a number of Key Initiatives as priorities for study in the ensuing three to five years. One of these concerns is the City's agreement with Santa Clara County for maintenance and operation of Sunnyvale Baylands Park. Sunnyvale Baylands Park was constructed by Sunnyvale, with partial reimbursement by the County, on County land. This 20-year agreement expires in 2011; however, notice of intent is required by December 2008. In addition, another priority identified in the Sub-Element is to determine what, if any, programmed activity should take place at Sunnyvale Bayland Park, particularly in the Great Meadow.

Phase I of this study would evaluate the City's current agreement with the County of Santa Clara and would assess how well the City has been served by the agreement over the past 15+ years. This study would look at the pros and cons of continuing the agreement past 2011 including costs, revenues, attendance, control, condition of the park, and public opinion. Given that many physical assets such as playground equipment and sprinkler controls would be reaching the end of their useful life during the term of any successor agreement, this study would look at these needs and associated costs and who would be responsible for those costs. The study would explore the likely impacts of continuing or discontinuing the agreement and would also explore potential changes to the terms of the agreement. In conducting this study, contact would be made with the County of Santa Clara to assess their position and interests regarding Sunnyvale Baylands Park.

Phase II of the study will explore whether programmed recreation activities should be planned for Baylands Park. Consistent with existing master plan for Sunnyvale Baylands Park and under the existing agreement with County of Santa Clara, the City allows drop-in use of the facilities at Baylands Parks and issues permits for picnics and special uses such as kite flying contests. Organized sports groups, particularly adult soccer groups, make use of the large field in the Great Meadow, on an informal basis, so that the City receives no revenue for these types of uses and also does not have any control over scheduling, impact on maintenance, etc. This study would look at which amenities in the park might support formal, programmed use and would look at the potential costs and benefits of doing so. Any use would be reviewed in the context of the City's agreement with Santa Clara County. This review will also consider the use of the existing ropes course currently located in the park.

2. Current Status:

Staff has met with County of Santa Clara Parks and Recreation staff and has received confirmation that the County would prefer to have an extension to the current Lease with operating and capital costs distributed as at present. Draft elements for a Lease Agreement Extension have been provided by the City and County Counsel is creating a Draft from which negotiations may take place in early calendar year 2009.

Concurrent with this process, staffs continue to consider the types of recreational programs and activities that could be placed at Baylands Park and the likely costs/benefits of each. Additionally, capital and infrastructure costs have been identified and associated project

papers will be available for Council consideration during the Capital Projects portion of the City two-year budget cycle (June 2009). This information will be provided for Council consideration along with the final draft Lease Agreement.

Upon completion, staffs of City and County will present the final Draft Lease Agreement to governing boards of each entity with the City Council and the Santa Clara County Board of Supervisors providing final approvals.

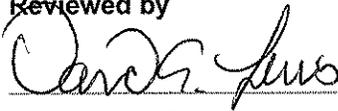
3. Estimated consultant hours for completion of the study issue

Managers		Role	Manager	Hours	
Lead	Black, Curtis	Mgr CY1:	30	Mgr CY2:	30
		Staff CY1:	0	Staff CY2:	16
Support	Grove, Nancy	Mgr CY1:	0	Mgr CY2:	20
		Staff CY1:	0	Staff CY2:	0
Support	Lewis, David	Mgr CY1:	10	Mgr CY2:	30
		Staff CY1:	20	Staff CY2:	20
Support	Martins, Silvia	Mgr CY1:	0	Mgr CY2:	20
		Staff CY1:	0	Staff CY2:	0
Support	Russell, Scott	Mgr CY1:	40	Mgr CY2:	20
		Staff CY1:	0	Staff CY2:	0
Support	Steward, Nancy	Mgr CY1:	80	Mgr CY2:	80
		Staff CY1:	80	Staff CY2:	80
Interdep	Moon, Rebecca	Mgr CY1:	10	Mgr CY2:	10
		Staff CY1:	0	Staff CY2:	0

Total Hours CY1: 270

Total Hours CY2: 326

Reviewed by



Department Director

12-15-08

Date

Approved by



City Manager

12-16-08

Date

Proposed Continuing Council Study Issue

Number	DPR-02C
Status	Pending
Calendar Year	2009
Title	Consider Public Use of the Hendy Iron Man Museum for a Cultural Amenity Walkable from Downtown- Phase II
Lead Department	Parks and Recreation
Element or SubElement	Arts Sub-Element

1. What are the key elements of the issue?

The Hendy Iron Man Museum is owned by Northrup Grumman and is located on Hendy Avenue. It exhibits materials of historical interest related to Hendy Iron Works, Westinghouse Electric and Northrup Grumman. It is open to the public if tours are scheduled in advance. The site is within walking distance of the downtown area.

Phase I of this 2007 Study Issue explored the idea of using the Hendy Iron Man Museum and its facility to merge several arts and cultural related resources on a preliminary basis in order to give Council the necessary information to make a decision on the viability and desirability of further pursuing the idea. Key elements of the study included: exploration of potential interest, synergies and/or duplication with Northrup Grumman and other local arts and cultural organizations; identification of opportunities and constraints associated with the existing Hendy Iron Man Museum site and facilities; exploration of what role the City would be required to play in any partnership; exploration of issues surrounding ownership, development, liability, staffing, utility and other costs; relationship to Sunnyvale Historical Society and Museum Association's Heritage Park Museum; and identification of steps necessary if Council wished to pursue creation of a cultural amenity at the Hendy Iron Man Museum further.

Phase II of this Study Issue follows the City Council's direction upon conclusion of the first phase of this study as reported on June 10, 2008.

2. Current Status:

Phase I of this study as described above was presented to the City Council as scheduled on June 10, 2008 when various cost scenarios of a new museum facility on the Northrup Grumman campus were described and the apparent lack of community interest to support fund raising efforts was noted. Ultimately, City Council chose to continue the study (Phase II) and directed staff to work with officials from Northrup Grumman and interested community leaders and organizations to select a specific site on the Northrup Grumman Campus and return to Council with a proposed scenario for the use of space and related capital project requests for the new or renovated facility. The project request is to include a description of the types of programs to be offered in the new facility and include detailed operational and maintenance costs for Council's consideration, and:

1. The Council's suggestions that the capital project requests to be assigned priority level 4 (Enhance City's health and vitality) and put in the capital budget for next year's funding consideration;
2. Council requested staff to check with the Western Philatelic Society to see if they would be interested in participating with exhibition space, and;
3. Staff to pursue all grant funding for a project of this nature.

Currently, Northrup Grumman has yet to confirm potential locations they would consider offering for a new museum facility and the terms of a lease agreement, therefore staff does not have the requisite information to present a capital project request to fund the new facility in 2009. It is anticipated that a response will be forthcoming from Northrup Grumman within the next few months and at that time, staff will proceed with related funding requests and proposals for the new museum facility.

3. Estimated consultant hours for completion of the study issue

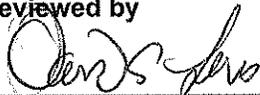
Managers

Role	Manager	Hours	
Lead	Merrill, Cathy	Mgr CY1: 40	Mgr CY2: 0
		Staff CY1: 20	Staff CY2: 0
Support	Lewis, David	Mgr CY1: 10	Mgr CY2: 0
		Staff CY1: 0	Staff CY2: 0
Support	Steward, Nancy	Mgr CY1: 10	Mgr CY2: 0
		Staff CY1: 0	Staff CY2: 0
Support	Van Heusen, Bob	Mgr CY1: 10	Mgr CY2: 0
		Staff CY1: 0	Staff CY2: 0

Total Hours CY1: 90

Total Hours CY2: 0

Reviewed by

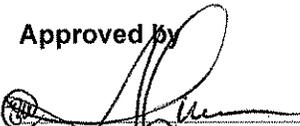


Department Director

12-9-08

Date

Approved by



City Manager

12-16-08

Date

Proposed 2009 Council Study Issue

DPR-01 Explore Opportunities to Develop a Community Theatre Based in Downtown Sunnyvale

Lead Department Parks and Recreation

Element or Sub-element Community Vision Framework and Arts 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 key elements of this study will explore the feasibility of developing a multi-purpose performing arts/cinematic theatre in downtown Sunnyvale. This study would conduct a needs assessment for a new theatre, including the projected financial impact (capital and operating), anticipated market, and basic nature and design of a new facility. The needs assessment would also identify potential sites for such a facility, including both publicly and privately owned properties, and discuss benefits and constraints of those sites. The study would also explore financing models and partnership opportunities for Council's consideration should it decide to further pursue any of the options. Over 20 years ago, the Sunnyvale City Council advanced a proposal to construct a Performing Arts Center in downtown Sunnyvale. Extensive research and development of planning alternatives for a downtown theatre facility were investigated in the mid-1980's. In the early 1990's, plans and specifications were developed for a new Performing Arts Center to be constructed on City-owned property that is now occupied by Plaza del Sol and a portion of the Mozart development. In 1993, the City Council decided to cancel the theatre development in response to actions taken by the State Legislature that curtailed City revenues by approximately \$7.0 million annually. Due to the redevelopment of Sunnyvale's downtown that is currently underway, it is, perhaps, most timely to reconsider whether a theatre downtown would benefit the community.

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

From the Community Vision Goals:

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

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

From the Arts Sub-Element:

Policy A.1. Maximize City, school, private industry, social service, and arts-related resources through collaborative development and implementation of arts programs, services and facilities with a strong focus on customer service.

A.1.e. Explore partnership opportunities with private business and industry to enrich the Arts in the business environment as well as in the broader community.

Policy A.2. Encourage active citizen involvement in development and provision of arts programs, facilities, and services.

Policy A.3. Encourage a supportive environment that is receptive to the Arts and welcomes the presence of Art, resident performing arts companies, art services, performances, artists and performers in the community.

Policy A.4. Further a sense of community identity through the promotion of the Arts.

3. Origin of issue

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

4. Multiple Year Project? Yes **Planned Completion Year** 2010

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?
 Arts Commission, Planning Commission
Is a Council Study Session anticipated? Yes
What is the public participation process?
 Public Hearings through Arts Commission, Planning Commission,
 and City Council meetings.

6. Cost of Study

Operating Budget Program covering costs
Project Budget covering costs
Budget modification \$ amount needed for study
 \$165,000.00

Explain below what the additional funding will be used for

The additional funding will be used to pay for the consulting services that will be required to conduct a needs assessment and market analysis for a new theatre, including the projected financial impact (capital and operating), anticipated market, and basic nature and design of a new facility; identify potential sites for such a facility, including both publicly and privately owned properties and discuss benefits and constraints of those sites; and, explore financing models and partnership opportunities for Council's consideration should it decide to further pursue any of the options.

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

Capital expenditure range \$501K or more
Operating expenditure range \$501K or more
New revenues/savings range \$101K - \$500K

Explain impact briefly

Capital and operating costs could vary considerably depending on the site chosen, the amount of renovation or construction work required to create a viable performing arts theatre and the terms of an agreement with an operator for the proposed new facility should a decision be made not to have the City manage the facility. It is likely that options will be identified as a result of this study that will require additional, substantial funding for capital and special projects, as well as operating costs in future years.

8. Staff Recommendation

Staff Recommendation Defer

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

9. Estimated consultant hours for completion of the study issue

1000

Managers	Role	Manager	Hours			
	Lead	Steward, Nancy	Mgr CY1:	250	Mgr CY2:	0
			Staff CY1:	50	Staff CY2:	0
	Support	Moglen, Diane	Mgr CY1:	100	Mgr CY2:	0
			Staff CY1:	0	Staff CY2:	0
	Interdep	Ryan, Trudi	Mgr CY1:	30	Mgr CY2:	0
			Staff CY1:	50	Staff CY2:	0
Total Hours CY1:			480			
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

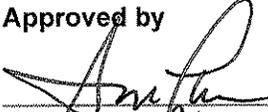


Department Director

1-13-09

Date

Approved by



City Manager

1-13-09

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	Defer		
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			

Board or Commission ranking comments

On October 29, 2008, the Arts Commission voted 3-0 (Estrada and Carney absent) to recommend that Council defer this study issue for 2009. Commissioners stated they would like to see a downtown theatre for the performing arts but felt this study could be deferred without a serious negative impact to the City.

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
DPR-02 Consider the Effectiveness and Efficiency of Community
Center Theatre Use Policies and Practices

Lead Department Parks and Recreation
Element or Sub-element Arts SubElement
New or Previous Previous
Status Pending **History** **1 year ago** Below the line **2 years ago** Deferred

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

At the February 4, 2006, City Council meeting to review the new budget program structures, Councilmembers Moylan and Chu proposed a study issue to consider the effectiveness of current use policies and practices of the Sunnyvale Community Center Theatre, particularly those related to scheduling for various user groups and sharing the space between the California Theatre Company (CTC), a professional company that provides shows for youth audiences, families and adults, and the Sunnyvale Community Players (SCP), a volunteer community theatre group. The key elements of this study will include the following:

- Examine the current use patterns of the Sunnyvale Community Center Theatre for all user groups and compare those to the use patterns of community theaters in nearby cities.
- Examine current use patterns in comparison to City policies, such as policies to provide balanced performing arts programs and services that address the needs and interests of the Sunnyvale community.
- Consider the fiscal impacts as well as the impact on participation and ticket sales should City Council give priority use of the Sunnyvale Community Center Theatre to the Sunnyvale Community Players, an organization that provides amateur performance opportunities to the community, or to the Community Theatre Center, a non-profit professional company that provides performances and educational opportunities for children, families and adults.
- Consider the fiscal impact to the Community Recreation Fund should current practices be altered to reflect different use patterns or priorities.

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

General Plan: Cultural Element – Arts Sub-Element

POLICY A.3. Encourage a supportive environment that is receptive to the Arts and welcomes the presence of Art, resident performing arts companies, art services, performances, artists and performers in the community.

POLICY B.1. Provide balanced performing and visual arts programs and services within given resources, meeting high customer service standards and addressing the needs and interests of a culturally diverse community.

POLICY B.3. Promote awareness, understanding and communication among different cultures and identified groups with the community through the use of the Arts.

POLICY D.1. Support the concept and objectives of the Community Recreation Fund as a means to increase self-sufficiency of arts programs and services while reducing reliance on the City's General Fund.

POLICY D.2. Identify additional non-General Fund revenue sources and, where possible, increase revenues from arts programs, services and facilities without jeopardizing the integrity and infrastructure of related facilities and with a commitment to providing excellent customer service.

POLICY D.3. Utilize available pricing and promotion tools in order to maximize participation and/or use related to arts programs, facilities, and services, without jeopardizing the integrity and infrastructure of related facilities.

POLICY F.1. Provide, maintain, and operate arts facilities within financial constraints such as the Community Center Theatre, Creative Arts Center, artists' studios, gallery and public art collection in a safe, clean and usable condition with attention to customer satisfaction.

3. Origin of issue

Council Member(s) Chris Moylan and Dean Chu

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? Yes

If so, which?

Arts Commission

Is a Council Study Session anticipated? No

What is the public participation process?

Public Hearings at the Arts Commission and City Council meetings.

6. **Cost of Study**

Operating Budget Program covering costs

Program 646 Arts and Recreation Programs

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 \$500 - \$50K

New revenues/savings range None

Explain impact briefly

Potential fiscal impacts may include reduction of revenues in the Community Recreation Fund and/or increased costs to schedule and promote use of the Sunnyvale Community Center Theatre should City Council mandate a change in how the theatre is currently scheduled. A change in how the theatre is used may produce less revenue than is currently planned. The fiscal impacts of various alternatives will be explored as part of this study.

8. **Staff Recommendation**

Staff Recommendation None

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

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

0

Managers

Role	Manager	Hours	
Lead	Steward, Nancy	Mgr CY1:	30
		Staff CY1:	0
Support	Moglen, Diane	Mgr CY1:	40
		Staff CY1:	0

Total Hours CY1: 70

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

[Signature]

Department Director

9-23-08

Date

Approved by

[Signature]

City Manager

10/1/08

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	Drop		Drop
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			

Board or Commission ranking comments

On October 18, 2006, the Arts Commission voted 3-1 to recommend that Council defer this study until DPR-13 "Update of Arts Sub-Element" is complete. Commissioner Harper abstained and Commissioner Carney dissented citing her concern should this study be included in another study. On October 17, 2007, the Arts Commission voted 2-1 to recommend that Council drop this study issue for study in 2008. Commissioner Carney dissented citing her concern that Councilmembers made a good case when this item was first raised, but she does not know anymore about the situation now other than what staff has presented. On October 29, 2008, the Arts Commission voted 3-0 (Carney and Estrada absent) to recommend that Council drop this study issue for study in 2009. Commissioners want to continue the diverse use of the theatre.

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

DPR-03 Consider Impacts and Costs for City to Sponsor an Annual Pet Parade

Lead Department	Parks and Recreation					
Element or Sub-element	22.1 Open Space and Recreation 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?

This study would explore the impacts and related costs for the City to host an annual Pet Parade in which Sunnyvale residents can show off their pets during a new or an existing community event, such as those held in promotion of Sunnyvale downtown. The impacts and related costs to sponsor the event would be discussed, such as interest from the community and community groups to participate in the parade, opportunities for potential sponsorships or co-hosts for the event, parade routes and related costs to sponsor this event such as promotion, volunteer recruitment, scheduling, traffic control and clean-up.

Other local cities that host a pet parade, such as the Town of Los Altos, would also be contacted in the research for this study.

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

From the Community Vision Sub-Element:

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

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

From the Open Space and Recreation Sub-Element:

Policy 2.2.B.5. Develop and implement programs in order to meet the developmental and social needs of specific targeted populations (e.g., youth, teens, seniors, disabled).

Policy 2.2.D.1. Give priority to services, facilities and amenities that are not readily available through other providers within or near Sunnyvale.

Policy 2.2.D.2. Give priority to services, facilities and amenities benefiting under-served populations as identified in the US Census and through community input.

Policy 2.2.D.3. Give priority to services, facilities and amenities that fulfill a basic

need or teach basic skills (e.g., non-competitive, developmental sports instruction such as learn to swim given priority over competitive sports programming).

Policy 2.2.D.4. Give priority to services, facilities and amenities in which the community demonstrates interest.

3. Origin of issue

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

4. **Multiple Year Project?** No **Planned Completion Year** 2010

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?
Parks and Recreation Commission
Is a Council Study Session anticipated? No
What is the public participation process?
Public Hearings through Parks and Recreation Commission and City Council meetings.

6. Cost of Study

Operating Budget Program covering costs
646 Arts and Recreation Programs
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 \$51K - \$100K
New revenues/savings range None
Explain impact briefly

The potential fiscal impact to implement recommendations in the study will be addressed in the study. The fiscal impact will depend on the level of involvement for City resources to host the parade and include costs related to promotion, recruiting and fingerprinting volunteers, public safety and traffic control.

8. Staff Recommendation

Staff Recommendation Against Study

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

Staff recommends dropping this study issue because the Mayor has chosen to hold this event on October 26, 2008, with co-sponsorship by many organizations, including the Sunnyvale Downtown Association and Rotary Club, etc.

9. Estimated consultant hours for completion of the study issue

0

Managers

Role	Manager	Hours			
Lead	Martins, Silvia	Mgr CY1:	60	Mgr CY2:	0
		Staff CY1:	60	Staff CY2:	0
Support	Steward, Nancy	Mgr CY1:	20	Mgr CY2:	0
		Staff CY1:	10	Staff CY2:	0

Total Hours CY1: 150

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

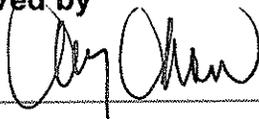


Department Director

10-2-08

Date

Approved by



City Manager

10/2/08

Date

Addendum

A. Board / Commission Recommendation

Issue Created Too Late for B/C Ranking

Board or Commission	Rank Rank 1 year ago	Rank 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	Defer	
Personnel Board		
Planning Commission		

Board or Commission ranking comments

On October 8, 2008, the Parks and Recreation Commission voted 4-1 (Oliver dissented) to defer this study issue for 2009.

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
DPR-04 Consider Revision to General Plan Requirements for Open Space and to Park Dedication Ordinances to support General Plan Goals

Lead Department Parks and Recreation
Element or Sub-element 2.2 Open Space and Recreation SubElement
New or Previous Previous
Status Pending **History** 1 year ago Deferred 2 years ago None

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

Park in-lieu fees are currently planned and used to renovate the City's existing parks and recreation areas, and not all of the City's parks are near new housing developments where new demands for open space are increasing. In addition, due to the City's population growth, local schools are finding it necessary to reduce the size of school playfields in order to accommodate new classroom space in temporary modular buildings placed on school open space lands. This study would consider the impact of adopting a General Plan goal to provide 6-10 acres of open space per 1,000 population and to review and revise the City Ordinance Chapter 18.10 and Chapter 19.74 related to Parks and Open Space Dedication to insure that both public and private developments pay as they go toward meeting the General Plan goal of 10 acres of open space per 1,000 population.

Other considerations to be addressed in the study include a review of potential impacts should the City require local school districts to pay park mitigation fees for any reduction in the school's open space.

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

A similar study to "Consider Revisions to City Ordinance Chapter 18.10 and Chapter 19.74 related to Parks and Open Space Dedication" was identified as a Key Initiative in the 2006 Open Space and Recreation Sub-Element and subsequently deferred by the City Council for study in 2007 since the issue will be addressed during the Parks of the Future Study currently underway. Other components of this proposed study issue relate to the following City policies from the Open Space and Recreation Sub-Element:

Policy 2.2.A.8. Support the acquisition or joint use through agreements with partners of suitable sites to enhance Sunnyvale's open spaces and recreation facilities based on community need and through such strategies as development of easements and right-of-ways for open space use, conversion of sites to open space from developed use of land, and landbanking.

Policy 2.2.A.9. Refrain from engaging in the development of open space and/or recreational facilities without prior assurance that ongoing maintenance needs will be addressed.

Policy 2.2.A.11. Support the acquisition of existing open space within the City limits as long as financially feasible.

3. Origin of issue

Council Member(s) David 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? Yes
If so, which?
 Parks and Recreation Commission, Planning Commission
Is a Council Study Session anticipated? No
What is the public participation process?
 Public Hearings at the Parks and Recreation Commission, Planning Commission, and City Council meetings.

6. Cost of Study

Operating Budget Program covering costs
 Program 601 Parks and Recreation Administration
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 \$51K - \$100K
Explain impact briefly
 Potential new revenues would be determined by the study.

8. Staff Recommendation

Staff Recommendation Against Study

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

The Parks of the Future Study will be concluded by December 2008 identifying areas in greatest need of open space and neighborhood parks and the types and potential locations for new parks, including rehabilitation of existing parks. Staff recommends against this study since, to a great extent, it would be covered by the work efforts already underway in the course of the Parks of the Future Study.

9. Estimated consultant hours for completion of the study issue

0

Managers

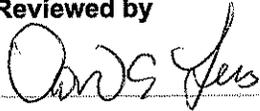
Role	Manager	Hours
Lead	Merrill, Cathy	Mgr CY1: 60
		Mgr CY2: 0
Support	Lewis, David	Staff CY1: 10
		Staff CY2: 0
Interdep	Corbett, Drew	Mgr CY1: 10
		Mgr CY2: 0

		Staff CY1:	0	Staff CY2:	0
Interdep	Kahn, David	Mgr CY1:	20	Mgr CY2:	0
		Staff CY1:	10	Staff CY2:	0
Interdep	Ryan, Trudi	Mgr CY1:	10	Mgr CY2:	0
		Staff CY1:	30	Staff CY2:	0

Total Hours CY1: 160
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

9-23-08

Date

Approved by



City Manager

10/1/08

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		Defer	
Personnel Board			
Planning Commission			

Board or Commission ranking comments

On October 8, 2008, the Parks and Recreation Commission voted 4-1 (Harms dissented) to defer this study issue for 2009.

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
DPR-05 Feasibility of Constructing Youth and Tot Playgrounds at
Murphy Park**

Lead Department Parks and Recreation
Element or Sub-element Open Space and Recreation Sub-Element
New or Previous Previous
Status Pending **History** 1 year ago Deferred 2 years ago None

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

Currently, Murphy Park has facilities for active and passive recreational activities including a Lawn Bowls Green, a Multi-Purpose Building, a Fire Ring, Picnic Sites (3 reservable and 9 non-reservable tables), Horseshoe Pits (2) and support facilities including Parking Lot (99 spaces), Restrooms (2 Men's and 2 Women's), Landscapes and Walkway Lighting. However, it does not have playground areas for either school-age children or tots.

Neighborhood residents have, in the past, requested playgrounds for these age groups. Consideration of playgrounds has been deferred until a Citywide study of parklands and recreational amenities can be completed (Parks and Open Space of the Future Study, completion 12/08).

Construction of playgrounds would displace existing activities in existing facilities whether playgrounds were placed over existing turf, walkways, parking lot, lawn bowls green, picnic sites or other recreational or support feature.

Current use, sound levels, appearance, etc. of Murphy Park would be altered through construction of new playgrounds.

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

GOAL 2.2A. OPEN SPACE

The City strives to provide and maintain adequate and balanced open space and recreation facilities for the benefit of maintaining a healthy community based on community needs and the ability of the city to finance, construct, maintain, and operate these facilities now and in the future. It is the City's policy, therefore, to:

Policy 2.2.A.9. Refrain from engaging in the development of open space and/or recreational facilities without prior assurance that ongoing maintenance needs will be addressed.

3. Origin of issue

Council Member(s) Dave Whittum
General Plan
City Staff
Public
Board or Commission none

4. Multiple Year Project? Yes **Planned Completion Year** 2010

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?
 Parks and Recreation Commission
Is a Council Study Session anticipated? No

What is the public participation process?
 Neighborhood, stakeholders and near-neighbor meetings to provide input to project team. Neighborhood, stakeholders and near-neighbor meetings to review and comment on conceptual design(s). Parks and Recreation Commission public hearing and City Council public hearing on the study.

6. Cost of Study

Operating Budget Program covering costs
 Program 265 Neighborhood Parks and Open Space

Project Budget covering costs

Budget modification \$ amount needed for study
 \$40,000.00

Explain below what the additional funding will be used for
 Landscape architect consultant to provide conceptual designs, capture public information, refine conceptual design(s), provide construction and operating cost estimates and final report for consideration.

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

Capital expenditure range \$101K - \$500K
Operating expenditure range \$500 - \$50K
New revenues/savings range None

Explain impact briefly
 Costs to construct new playground facilities in Murphy Park will be determined as public input helps to define the playground components which could include play structures, drinking fountain (s), slides, swing sets, climbing structures, bounce equipment, sand boxes, water play feature(s), curbs/fencing or other amenities as approved. Operating costs for these new facilities would be developed as design elements were determined. Operating costs would be offset by the costs to maintain current recreation and/or support facilities (turf, trees, parking lot, picnic sites, lawn bowls, etc.) displaced by the playgrounds.

8. Staff Recommendation

Staff Recommendation Against Study

If 'For Study' or 'Against Study', explain
 The Parks of the Future Study will be concluded by December 2008 identifying areas in greatest need of open space and neighborhood parks and the types and potential locations for new parks, including rehabilitation of existing parks. Staff recommends against this study since, to a great extent, it would be covered by the work efforts already underway in the course of the Parks of the Future Study.

9. Estimated consultant hours for completion of the study issue

175

Managers	Role	Manager	Hours
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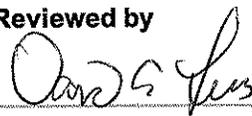
Lead	Morton, Scott	Mgr CY1:	100	Mgr CY2:	100
		Staff CY1:	40	Staff CY2:	40
Support	Black, Curtis	Mgr CY1:	40	Mgr CY2:	40
		Staff CY1:	0	Staff CY2:	0
Support	Lewis, David	Mgr CY1:	20	Mgr CY2:	20
		Staff CY1:	0	Staff CY2:	0
Interdep	Corbett, Drew	Mgr CY1:	20	Mgr CY2:	20
		Staff CY1:	0	Staff CY2:	0
Interdep	Moon, Rebecca	Mgr CY1:	20	Mgr CY2:	20
		Staff CY1:	0	Staff CY2:	0
Interdep	Raina, Hira	Mgr CY1:	20	Mgr CY2:	20
		Staff CY1:	0	Staff CY2:	0

Total Hours CY1: 260

Total Hours CY2: 260

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

9-23-08
Date

Approved by



City Manager

10/1/08
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		Defer	
Personnel Board			
Planning Commission			

Board or Commission ranking comments

On October 8, 2008, the Parks and Recreation Commission voted 5-0 to defer this study issue for 2009.

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

DPR-07 Consider the Reinstatement of the Creative Arts Center Gallery Exhibition and an Enrichment Program for Youth at the Sunnyvale Community Center

Lead Department	Parks and Recreation
Element or Sub-element	Arts and Community Engagement Sub-Elements, Community Vision Framework
New or Previous	New
Status Pending	History 1 year ago None 2 years ago None

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

The key elements will explore the feasibility of reinstating the Creative Arts Center Gallery exhibition program and a visual arts enrichment program for Sunnyvale youth at the Sunnyvale Community Center.

During FY2002/2003 economic and fiscal conditions impacting the City Created a \$14-\$15 million structural gap between revenues and expenses in the General Fund. In order to close this gap, a comprehensive review of both project and operating budgets was undertaken.

The Creative Arts Center Gallery at the Sunnyvale Community Center, which initially opened in the mid-1970's, was subsequently closed as a cost savings measure in the Department of Parks and Recreation. Prior to its closing, the gallery served as an exhibition space for local amateur and regional emerging and professional artists. An estimated 6,000-7,000 community members and school children visited the gallery each year. Shortly before the gallery was closed a new lighting system was installed to replace the malfunctioning track lighting that was original to the building.

Gallery exhibits provide opportunities for community members and school children to experience a variety of artistic subject matters, artistic styles, and artistic media. Cultural traditions and important historical elements would be represented, as well as an opportunity to learn about expression and creativity. Artists would benefit from the opportunity to showcase their talents, as well as learn and grow from their fellow artists work.

The re-opening of the gallery would also create an opportunity to re-establish the Gallery Education Program popular during early 1990's in which over 4,000 school children each academic year visited the gallery, viewed the exhibit and then did a hands-on project based on the exhibit content. The program enhances the limited exposure that particularly elementary school-aged children get as part of regular school curriculums. Combined with a children's theater show at the Community Center's Theater and a tour of the newly opened Heritage Museum, a visit to the Creative Arts Center Gallery could provide school children with a full day of artistic experiences at the Community Center.

This study would assess:

- Whether there continues to a demand and interest in having a small visual arts gallery as part of the Sunnyvale Community Center amenities;
- The goals and objectives of the program;
- The projected fiscal impact of reinstating these programs;
- The nature and format of the gallery, and;
- Financial models and partnership opportunities.

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

From the Community Vision Framework Goals:

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

From the Arts Sub-Element:

B.1.a. Provide a balanced array of opportunities for both passive and active participation in arts programs and services including: dance, drama, music, literary and visual arts.

B.1.b. Within given resources, continue to provide exhibition opportunities featuring local artists showing a variety of art styles and mediums.

Policy B.3. Promote awareness, understanding and communication among different cultures and identified groups within the community through the use of the Arts.

B.3.a. Provide opportunities for exposure to and participation in art programs representative of an array of cultures.

B.3.b. Focus on the commonalities of art in differing cultures when offering programs and services.

B.4.b. Identify cultural groups in the community and explore ways to facilitate and build partnerships for the provision of culturally diverse arts-related programs.

From the Community Engagement Sub-Element:

7.2E.2a. Sponsor and support community special events which strengthen a positive community identity.

C.4.a. Encourage and celebrate the diverse cultures that represent the Sunnyvale community.

3. Origin of issue

Council Member(s)

General Plan

City Staff Department of Parks and Recreation

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?

Arts Commission

Is a Council Study Session anticipated? No

What is the public participation process?

Public Hearings through Arts Commission and City Council.

6. Cost of Study

Operating Budget Program covering costs

Program 646 - Arts and Recreation

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 \$500 - \$50K
New revenues/savings range \$500 - \$50K

Explain impact briefly

Potential fiscal impacts may include increased expenditures and revenue. Staff anticipates revenue may not offset the expenditures initially. However, various potential financial models and partnership opportunities would be explored to eventually make the program self-supporting. The focus of the Study would be to determine a financial strategy that would be cost neutral to the General Fund or for the gallery program to be absorbed into the Community Recreation fund through enhanced revenue or service reductions. The fiscal impact of various alternatives will be explored as part of the study.

8. Staff Recommendation

Staff Recommendation Against Study

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

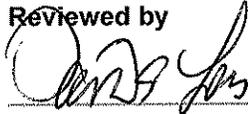
Staff believes that the goal of this study can be achieved operationally and does not rise to the level necessitating Council direction as a study issue. Further, staff will consider this issue as a Non-Routine going forward.

9. Estimated consultant hours for completion of the study issue

Managers	Role	Manager	Hours	
Lead	Steward, Nancy	Mgr CY1:	20	Mgr CY2: 0
		Staff CY1:	10	Staff CY2: 0
Support	Moglen, Diane	Mgr CY1:	30	Mgr CY2: 0
		Staff CY1:	80	Staff CY2: 0
Total Hours CY1:			140	
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

1-14-09

Date

Approved by



City Manager

1/14/09

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	1 of 1		
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			

Board or Commission ranking comments

On October 29, 2008, the Arts Commission voted 3-0 (Carney and Estrada absent) to rank this study issue No. 1 of 1.

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