

Proposed 2010 Council Study Issue

CDD 09-10 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 Deferred 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. In addition, the Local Reuse Authority (LRA) is considering the conversion of Onizuka AFB to other uses, including using the land for auto dealerships. This information will be factored in when pursuing this study issue.

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** 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?

Planning Commission

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 are 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**

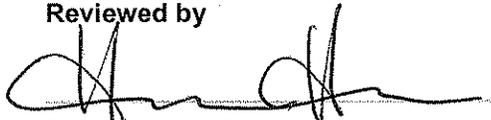
Managers	Role	Manager	Hours
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Lead	Ryan, Trudi	Mgr CY1:	50	Mgr CY2:	0
		Staff CY1:	350	Staff CY2:	0
Interdep	Kahn, David	Mgr CY1:	30	Mgr CY2:	0
		Staff CY1:	0	Staff CY2:	0
Interdep	Stadelman, Kris	Mgr CY1:	50	Mgr CY2:	0
		Staff CY1:	0	Staff CY2:	0
Interdep	Verceles, Connie	Mgr CY1:	20	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

10/13/09
 Date

Approved by


 City Manager

10-15-09
 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		Defer
Board or Commission ranking comments		

B. Council

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