

## Proposed 2010 Council Study Issue

## DCS 09-01 Explore Opportunities to Develop a Community Theatre Based in Downtown Sunnyvale

<b>Lead Department</b>	Community Services
<b>Element or Sub-element</b>	Community Vision Framework and Arts 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?

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 2011****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

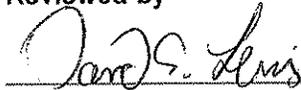
Managers	Role	Manager	Hours	
Lead	Steward, Nancy	Mgr CY1:	250	Mgr CY2: 125
		Staff CY1:	50	Staff CY2: 25
Support	Moglen, Diane	Mgr CY1:	100	Mgr CY2: 50
		Staff CY1:	0	Staff CY2: 0
Interdep	Ryan, Trudi	Mgr CY1:	30	Mgr CY2: 15
		Staff CY1:	50	Staff CY2: 25

**Total Hours CY1: 480**

**Total Hours CY2: 240**

**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

9-21-09

Date

Approved by

  
\_\_\_\_\_

City Manager

9-21-09

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)  
**Start Date** (blank)  
**Work Plan Review Date** (blank)  
**Study Session Date** (blank)  
**RTC Date** (blank)  
**Actual Complete Date** (blank)  
**Staff Contact**