

CDD 12-04 Recognition of the Technological Events and Innovations of Sunnyvale

Lead Department Community Development

History **1 year ago** None **2 years ago** None

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

Approximately 15 years ago, a study was conducted to identify and promote knowledge of historic technological events which have taken place in Sunnyvale. The study involved several fact finding steps including requests for information to the various major Sunnyvale companies and other contacts at the time. Follow-up phone calls and interviews were conducted as well as research efforts with the library. At the time, very few companies responded and research efforts did not net information that was focused enough on Sunnyvale but rather more of the greater Silicon Valley region. Upon completion of the efforts, Council was asked whether to proceed with further efforts. It was determined that active participation by industry would likely occur if invited by the Mayor and City Council and that task force consisting of committed industry leaders would need to be created. Someone with significant technical knowledge should lead the effort (likely not City Staff) and the task force would ultimately determine the end product. It was also determined that a high level study of this type would require up to one half or two thirds time of a staff member or a compensated task force leader for a period of one year. The City Council elected not to further pursue the study due these factors.

The Heritage Preservation Commission has suggested that a new study should be pursued that includes technological as well as other industrial innovations that have occurred or are noteworthy in connection to the history of Sunnyvale. The proposed study would expand on the previous study that concentrated primarily on historic electronic developments by examining other technological events that have occurred. In addition to consumer electronic technology, Sunnyvale also has historical ties to the defense industry (Lockheed, Northrop Grumman) and agricultural industry. The final product could result in several forms of recognition and/or public documentation of such findings.

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

GOAL CC-5 PROTECTION OF SUNNYVALE'S HERITAGE

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

Policy CC-5.4 Seek out, catalog and evaluate heritage resources which may be significant.

GOAL CC-6 KNOWLEDGE OF SUNNYVALE'S HERITAGE

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

3. Origin of issue

Board or Commission Heritage Preservation Commission

4. Staff effort required to conduct study Major

Briefly explain the level of staff effort required

Staff would work extensively with a consultant/expert of the field to research and determine

significant events that have occurred. Interviews and outreach would need to occur with the technology and business community. Staff would prepare summary report and schedule public hearings.

5. **Multiple Year Project?** Yes **Planned Completion Year** 2013

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

Does Council need to approve a work plan? Yes

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

If so, which? Heritage Preservation Commission

Is a Council Study Session anticipated? Yes

7. **Briefly explain if a budget modification will be required to study this issue**

Amount of budget modification required 15000

Explanation

Phase I \$15,000 for assistance from a consultant and/or expert in the field(s) would be necessary to attain understanding of the significance of the events. Phase II costs unknown due to the volume of significant activity in Sunnyvale, however it could be as much as \$75,000 - \$100,000.

8. **Briefly explain potential costs of implementing study results, note estimated capital and operating costs, as well as estimated revenue/savings, include dollar amounts**

Are there costs of implementation? Yes

Explanation

Costs may result in forms of recognition (plaques, publications, etc.) that could be given depending on the final scope of the study

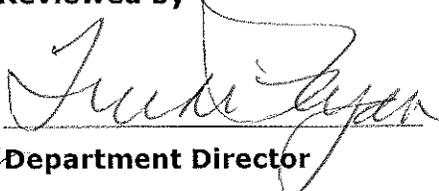
9. **Staff Recommendation**

Staff Recommendation Drop

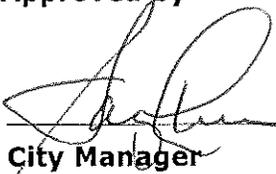
If 'Support', 'Drop' or 'Defer', explain

A similar study was completed approximately 15 years ago, and the Council at that time elected not to pursue the matter further. More recently, the Sunnyvale Historical Society produced the *Technology Timeline* in 2010 which is housed at the Sunnyvale Historical Museum and provides a broad overview of Silicon Valley and Sunnyvale technological advancements. Although the suggested study could recognize historical technological events that have played a part in the development of the greater Silicon Valley region, staff is concerned that the time and cost necessary would not result in significant results. The effort could be utilized as a promotional tool for the City; however, as determined during the prior study, staff believes that the effort should be led by industry.

Reviewed by


Department Director 10/20/11
Date

Approved by


City Manager 10-27-11
Date