

2014 Council Study Issue

CDD 14-13 Methods of Posting Public Notices on Development Projects

Lead Department Community Development

Sponsor(s) City Council

History 1 year ago: 2 years ago:

1. **Scope of the Study**

a. What are the key elements of the study?

Currently, the zoning code requires notification of development applications to the community in different methods, including direct mailings, posting at public places and publication in a newspaper. For newspaper publication, the code requires publishing a copy of the notice at least once in a newspaper of general circulation in the city. The *Sunnyvale Sun* is typically the paper used for these postings.

Public notices in a newspaper may not be easily seen by the general public, and not all community members receive the local newspaper. The study would consider other methods of notifying the community about upcoming hearings and meetings, including other newspapers and electronic methods.

The study could include:

- Consider using other methods of newspaper notification other than the *Sunnyvale Sun*, including electronic methods or other newspapers;
- Improving how information on development projects are posted on the City's webpage;
- Revising mailed and posted public notices to include additional information, such as renderings or simulations.

b. What precipitated this study?

Recent development projects near residential areas brought up concerns about how effective the current method of public hearing notices.

c. Is this a multiple year project? No Planned Completion Year 2014

2. **Fiscal Impact**

a. Cost to Conduct Study

i. Level of staff effort required (opportunity cost)

Major Moderate Minor

ii. Amount of funding above current budget required \$0

Will seek budget supplement Will seek grant funding

iii. Explanation of Cost:

b. Costs to Implement Study Results

- No cost to implement.
 Unknown. Study would include assessment of potential costs.
 Some cost to implement. Explanation:

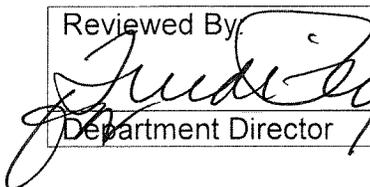
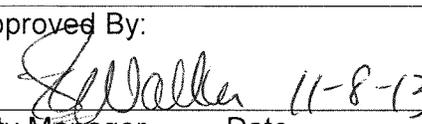
3. **Expected participation in the process**

- Council-approved work plan
- Council Study Session
- Board/Commission Review by Planning Commission

4. **Staff Recommendation**

- a. Position: Support and combine with CDD 14-08.
- b. Explanation: The goal for any noticing is to provide the public with the information necessary to understand a development proposal and decide how to be involved in the discussion. Although it is difficult to rely solely on email or social media notification because of the potential for messages to be undelivered or that not all people make use of the technologies, expanding the options for noticing could assist the public in participation for planning applications.

This study issue should be combined with related study issue CDD 14-08, which would consider increasing the notice and submittal requirements for larger projects.

| | |
|---|--|
| Reviewed By: | Approved By: |
|  |  |
| Department Director | City Manager |
| Date | Date |
| 11/8/13 | 11-8-13 |