



MEETING NOTES

City of Sunnyvale

Advisory Committee (AC) for the General Plan Consolidation

March 31, 2010, 7:00 p.m. West Conference Room, Sunnyvale City Hall

See page 4 of these notes for an attendance list.

1. **Meeting Notes** - The committee reviewed the meeting and notes. A suggestion was made to include the timing on the update of the LUTE. No other changes were requested.
2. **"Measures of Success"** - The committee reviewed the possible measures of success suggested by staff. The following clarifications and comments were made:
 - *Users* - List "residents" as a separate user from developers and businesses.
 - *Implementation* - Clarify how the general plan is implemented. Explain in the general plan introduction how action statements, other programs and implementation plans will ensure that the goals and policies are carried out. These other policies and programs should then be linked electronically.
 - *Searching* - Emphasize the importance of searching capability. Look for alternative technologies that could make the general plan easier to search and find the needed topics. With a more flexible search engine, the actual structure and length of the document wouldn't be as important as it is in a traditional printed/pdf structure. However, some residents will want to be able to print sections and are not comfortable with computers, so it's important to maintain a format that can be easily translated to paper.
 - *Goals and Policies* - Emphasize that the General Plan is a policy reference document. Executive summaries listing just goals and policies are helpful. However, do not delete the "why", or the discussion that explains how we arrived at the goals and policies. If this discussion is not included in the General Plan, it needs to remain available for reference and linked electronically.
 - *Useable* - To be helpful, it needs to provide for the orderly development of the City. It needs to have enough information and clarity of goals and policies such that decisions can be made in a predictable way.

- *Final Action* - The committee requested that staff add the following bullet points to the proposed Measures of Success and bring them to the next meeting for final discussion/adoption.
 - √ The document must be searchable. (Staff will provide information on alternative technologies that could be used for electronic searching and presentation of General Plan information).
 - √ Extra emphasis on the goals and policies.
 - √ The document must exist in an electronic form, in addition to paper.

- 3. *Public Input* - The committee discussed public input options. Some members felt that the committee could adequately represent community concerns. Others felt that a public meeting would be necessary for the process. Suggestions were also made to broadcast a presentation of the General Plan on television and the web for community members who could not attend a meeting. Staff discussed an ongoing process of interviewing stakeholders such as residents, business owners and developers for how they use the General Plan.
 - *Action* - The committee voted 10-1-1 to schedule a public meeting in June. Staff will return with possible dates, the cost of a televised broadcast, and the results of the stakeholder interviews.

- 4. *Framework* - Staff gave a brief presentation on the framework along with a comparison of other cities. The committee discussed various issues, including where information will go if removed from the general plan, how appendices will be used, making sure the plan is maintainable and extendable, and how implementation plans are discussed and included. Suggestions were made to move the Open Space topic into the "Attractive Community" element to keep the Land Use and Transportation element from getting too big, and to possibly move the Schools and other services discussion into the Housing section.
 - *Action* - The committee voted 12-0-0 to accept Option A for the proposed framework with the following modifications:
 - √ To the extent feasible, request that staff provide at the next meeting a complete list of the elements with the following suggestions: for goals and policies that would be included in the General Plan, suggest which vision topic or chapter they might fall under; for goals and policies that would not be included in the General Plan, suggest where they would reside or why they could be removed or merged.

- 5. *Update on Staff Task Force* - The STF is currently reviewing all the goals and policies against the proposed criteria discussed in the meeting packet. They will be returning with preliminary recommendations about whether goals and policies are categorized correctly or are redundant with other goals or policies.

6. *Level of Detail* - Staff gave a short presentation regarding different levels of detail which may be used for a general plan. After clarifying a few points, the committee requested staff to prepare an example of an alternative topic format to compare with the standard format for a piece of the general plan.
7. *Wrap Up* - No members of the public spoke. The next meeting will be held on April 22, 2010 for refinement of the framework and further discussion and a decision on the level of detail.
8. Action items to be completed prior to the next meeting.
 - The Advisory Committee members will review information sent by staff on levels of detail in the general plan.
 - Staff will complete the following:
 - √ Amend the Feb 16 Meeting Notes to include reference to the LUTE update timeline.
 - √ Prepare information on alternative technologies that could be used for electronic searching and presentation of General Plan information.
 - √ Update the Measures of Success with suggestions by the committee.
 - √ Determine alternative dates for a June public meeting and investigate the cost of a televised broadcast.
 - √ Summarize the results of the stakeholder interviews.
 - √ List the elements that are suggested for inclusion in the General Plan with associated goals and policies and suggest which vision topic or chapter these goals and policies might fall under.
 - √ List the elements that are not suggested for inclusion in the General Plan with the associated goals and policies and provide a recommendation for an appropriate home for these elements, goals and policies.
 - √ Send out a comparison of a general plan topic prepared in the standard format, and one prepared in the alternative formats.
 - √ Update the contact list with new committee member Fred Fowler.
 - √ Send out the meeting notes.

9. Upcoming Meetings (all to be held at 7:00 p.m. in the West Conference Room at City Hall):

- Thursday, April 22, 2010
- Thursday, May 27, 2010
- Thursday, June 24, 2010 (to be rescheduled to July)

Attendance

Regular Members Attending:

1. Noelle Hughes, Arts Commission
2. Patrick Walz, Bicycle and Pedestrian Advisory Committee
3. Pedro Baltar, Board of Building Code Appeals
4. Jim Griffith, City Council
5. Dave Whittum, City Council (alternate for Chris Moylan)
6. David Squellati, Heritage Preservation Commission
7. Fred Fowler, Housing and Human Services Commission
8. Tom Flaherty, Board of Library Trustees
9. Robert Pochowski, Parks and Recreation Commission
10. Glenn Hendricks, Personnel Board
11. Charles Hungerford, Planning Commission
12. Larry Klein, Planning Commission

Alternates Attending:

13. Robert Harms, Parks and Recreation Commission
14. Judi Nickey, Personnel Board

Staff Attending:

15. Hanson Hom, Director of Community Development
16. Trudi Ryan, Planning Officer
17. Diana O'Dell, Senior Planner