

## Proposed New Council Study Issue

|                              |                                         |
|------------------------------|-----------------------------------------|
| <b>Number</b>                | CDD-46                                  |
| <b>Status</b>                | Pending                                 |
| <b>Calendar Year</b>         | 2007                                    |
| <b>New or Previous</b>       | New                                     |
| <b>Title</b>                 | Preparation of Peery Park Specific Plan |
| <b>Lead Department</b>       | Community Development                   |
| <b>Element or SubElement</b> | Land Use and Transportation             |

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

Peery Park is one of Sunnyvale's older industrial neighborhoods and is located in a prime location that is served by two major freeways as well as Central Expressway. In addition, it is located near the proposed new NASA Ames Research Center (which hopes to focus on the convergence of bio-technology, information technology and nano-technology) and the cluster of research and development facilities in the adjacent area of Mountain View. As a result of the advantages mentioned above, it could be beneficial to the City to focus reinvestment in the area which could result in increased revenues through increased property tax as well as sales and use taxes.

For the City of Sunnyvale to be competitive in the Silicon Valley economy, we must continue to develop new Class A office buildings. The reinvestment to Class A type office buildings is dependent on allowing a higher FAR. Class A office buildings are most likely to be built when allowable Floor Area Ratios (FAR) are at least 50%

The Peery Park study would be in two phases. The first step would be to evaluate the infrastructure (transportation, water, sewer, etc.) and determine what types of improvements may be needed for various levels of development. This information would be presented to the Planning Commission and City Council. The Council could determine that further study is not needed, or direct staff to proceed with the second phase of preparation of appropriate environmental review and documentation and a Specific Plan. This study would look at the type of industrial development in Peery Park (primarily Class B and C) and examine the opportunity to recycle and upgrade the older buildings to Class A structures. Techniques such as higher FARs (such as in the Futures Industrial Sites) and a Development Reserve (as in the Moffett Park Specific Plan) would be evaluated. Other techniques that may encourage reinvestment in the Peery Park area will also be explored. Brokers and property owners who work in the Peery Park area have indicated that in-place zoning and streamlined project reviews are key items for facilitating reinvestment.

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

#### LAND USE AND TRANSPORTATION ELEMENT

**GOAL N1:** Preserve and enhance the quality character of Sunnyvale's industrial, commercial and residential neighborhoods by promoting land use patterns and related transportation opportunities that are supportive of neighborhood concept.

*Policy N1.2.1:* Integrate new development and redevelopment into existing

neighborhoods.

*Policy N1.2.3:* Develop specific area plans to guide change in neighborhoods that need special attention.

*Policy N1.8:* Cluster high intensity industrial uses in areas with easy access to transportation corridors.

Action Statement N1.8.1: Require high quality site, landscaping, and building design for higher intensity industrial development.

### 3. Origin of issue

**Council Member(s)** Spitaleri, Swegles  
**General Plan**  
**City Staff**  
**Public**  
**Board or Commission** none

### 4. Multiple Year Project? Yes Planned Complete Date 2008

### 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?** Yes  
**What is the public participation process?**  
 Outreach to property owners, businesses and developers as well as notification of public meetings and public hearings.

### 6. Cost of Study

**Operating Budget Program covering costs**  
 242 Land Use Planning; 247 Economic Prosperity  
**Project Budget covering costs**  
**Budget modification \$ amount needed for study**  
 \$300,000  
**Explain below what the additional funding will be used for**  
 Staff estimates approximately \$80,000 for a traffic consultant to run several land use scenarios and assist in capacity analysis, and approximately \$220,000 for other infrastructure analysis and preparation of an EIR.

### 7. Potential fiscal impact to implement recommendations in the Study approved by Council

**Capital expenditure range** None  
**Operating expenditure range** None  
**New revenues/savings range** \$51K - \$100K  
**Explain impact briefly**

The City has not imposed a fee for recovery of costs for EIR and Specific Plan preparation in prior Specific Plan efforts, however, these costs can be passed along to the property owners through project review fees during implementation of a Specific Plan.

**8. Recommendation for this calendar year**

Board or Commission ranked this  
study issue \_\_\_\_ of \_\_\_\_

**Board or Commission ranking comments**

This study was identified after the Planning Commission considered potential study  
issues for ranking.

**Staff Recommendation** None

If 'For Study' or 'Against Study', explain

**9. Estimated consultant hours for completion of the study issue****Managers**

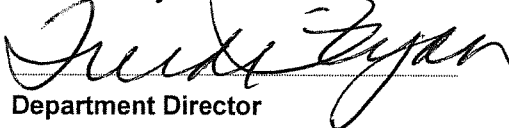
| Role     | Manager         | Hours      |     |            |     |
|----------|-----------------|------------|-----|------------|-----|
| Lead     | Ryan, Trudi     | Mgr CY1:   | 25  | Mgr CY2:   | 25  |
|          |                 | Staff CY1: | 150 | Staff CY2: | 150 |
| Support  | Davis, Karen    | Mgr CY1:   | 30  | Mgr CY2:   | 20  |
|          |                 | Staff CY1: | 0   | Staff CY2: | 0   |
| Interdep | Berry, Kathryn  | Mgr CY1:   | 20  | Mgr CY2:   | 20  |
|          |                 | Staff CY1: | 0   | Staff CY2: | 0   |
| Interdep | Keegan, Barbara | Mgr CY1:   | 20  | Mgr CY2:   | 10  |
|          |                 | Staff CY1: | 50  | Staff CY2: | 40  |
| Interdep | Witthaus, Jack  | Mgr CY1:   | 20  | Mgr CY2:   | 10  |
|          |                 | Staff CY1: | 60  | Staff CY2: | 40  |

**Total Hours CY1: 375**

**Total Hours CY2: 315**

**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

Date

11/16/06

Approved by

  
City Manager  
for A. Chan

Date

11-16-06