Increasing Public Awareness of Development Proposals
Community Outreach Meeting Summary

Two community outreach meetings were held at City Hall for the study issue; one in the morning on June 11, 2014 (2 people attended) and one in the evening on June 18, 2014 (10 people attended). 11 of the people who attended the community meeting were residents of Sunnyvale and one person who attended represented the development community. Staff presented some ideas to the group and then took comments and suggestions on those ideas and other ideas that the group may have on the topic. Several members of the public agreed with other people's comments and the group generally agreed that the staff recommendations were good ideas. The following are comments and suggestions from the meetings:

Idea #1: Posting Public Notices on the City Website
- **Short Term Idea: Create a webpage on the City Website where public notices will be posted when they are mailed/published in the newspaper.**
- **Long Term Idea: Create an interactive map to show Planning and Building projects going on in the City.**
    - The group liked these ideas; they suggested using an outside source for the map so that it could be done immediately.
    - A suggestion was also made that maybe this map could involve a tool where people could see all projects within a certain radius of their property.
    - The group thought it would be nice to see the decision for the project on the webpage also (whether it was approved or not).

Idea #2: Requiring applicants to post colored renderings and project information on the project site along with the (already required) posting of the public notice for all major development projects.
- The group liked this idea and stated that the placement of the notice board/rendering was important to think about.

Idea #3: Update our Current Public Notice (mailed version).
- Several members of the group said they thought it would be helpful to include definitions of planning terms with the mailed notice.
- The also said that we should make the notice look like something they would want to open instead of like junk mail.
- They want the notices for major development projects to include a rendering of the project.
- Good project descriptions on the notices that are easy to understand.
- They want the notice to be mailed earlier than 10 days prior to the public hearing.
- Notice should discuss environmental impacts such as impacts to schools, traffic, etc.

Idea #4: Increase the mailed noticed delivery radius.
- The group agreed that the 300 foot State minimum was too small of a noticing radius; they made suggestions from 1,000 feet up to 3 miles.
- Suggested posting notices on the local television station.
- The group also suggested sending notices through the schools to inform more people.

Idea #5: Require Community Outreach Meetings for all Major Projects
- The group thinks that staff should come up with standards that the developer would have to follow at the outreach meeting.
- The outreach notice should go out at least 2 weeks in advance.

Other Comments/Suggestions
- Using the City Manager's blog to relay information to the public.
- Use social media (Twitter, Facebook, Next Door) to get information out to the public.
- Require story poles for development projects.
- Make noticing radius distances similar to the Peery Park District.