



City of Sunnyvale

Agenda Item

18-1032

Agenda Date: 3/7/2019

2019 COUNCIL STUDY ISSUE

NUMBER

CDD 19-06

TITLE Programs to Encourage Visitation to Heritage and Landmark Resources

BACKGROUND

Lead Department: Community Development

Support Departments: Office of the City Manager
Office of the City Attorney

Sponsor(s): Heritage Preservation Commission

History: 1 year ago: N/A
2 years ago: N/A

SCOPE OF THE STUDY

What precipitated this study?

The City has approximately 57 structures listed on the Heritage Resources Inventory, as well as a few neighborhoods and several trees. Attachment 1 contains a list of these Heritage Resources and a description of Local Landmarks. The Sunnyvale Bicycle and Pedestrian Advisory Committee sponsored a map created in the 1990s for a self-guided bike tour of resources (Attachment 2), plus some of the exhibits in the Heritage Park Museum include information and pictures of some of these resources. The Heritage Preservation Commission has expressed interest in exploring additional programs to encourage visitation to these resources to educate the community about the City's history.

The following General Plan goal supports the study:

Goal CC-6 KNOWLEDGE OF SUNNYVALE 'S HERITAGE. Promote knowledge of, and appreciation for, Sunnyvale's heritage and encourage broad community participation in heritage programs and projects.

What are the key elements of the study?

Several initial steps would be undertaken including: a survey of other cities to find examples of city-sponsored programs that encourage visitation to heritage resources; interviews with Heritage Park Museum staff; and, discussion with multiple City departments with a relationship to the existing Heritage Preservation programs. An evaluation of the costs to develop and maintain these programs would be completed. Staff would also conduct outreach to property owners of heritage resources to determine if they are interested in having their property included in a program.

Estimated years to complete study: 1 year

FISCAL IMPACT**Cost to Conduct Study**

Level of staff effort required (opportunity cost): Minor
Funding Required for Non-Budgeted Costs: \$0
Funding Source: N/A

Cost to Implement Study Results

Unknown. Study would include assessment of potential costs.

EXPECTED CITY COUNCIL, BOARD OR COMMISSION PARTICIPATION

Council-Approved Work Plan: No

Council Study Session: No

Reviewed by Boards/Commissions: Heritage Preservation Commission

STAFF RECOMMENDATION

Support. This policy issue merits discussion at the 2019 Study Issues Workshop.

Staff considers the concept worthy of study, and it would be beneficial to increase community awareness of the City's heritage resources, as supported by the General Plan's Community Character Chapter and its goal to promote knowledge of Sunnyvale's history.

Prepared by: Trudi Ryan, Director, Community Development

Reviewed by: Teri Silva, Assistant City Manager

Approved by: Kent Steffens, City Manager

Attachments

1. Heritage Resources Inventory and Local Landmarks
2. Heritage Bicycle Tour Map