

# The True Life Companies

- Provide **attainable housing**
- **Positively impact the environment**
- Create **vibrant new neighborhoods**
- True Life has brought **600** new homes to the Bay Area in the past 5 years with another **450** in process including a mixed use neighborhood.



True Life Mission

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# TTLC Commitment to the Public Engagement Process

The True Life Companies commits to the City of Sunnyvale that it will facilitate the Public Engagement Process (PEP) with transparency and clarity. We will enable community dialogue and decision making for the express purpose of defining the development standards for the Fremont Corners Village Center derived from the Horizon 2035 Land Use and Transportation Element.

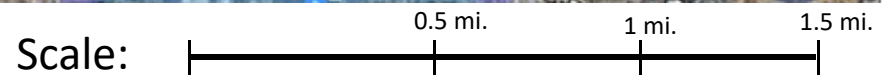
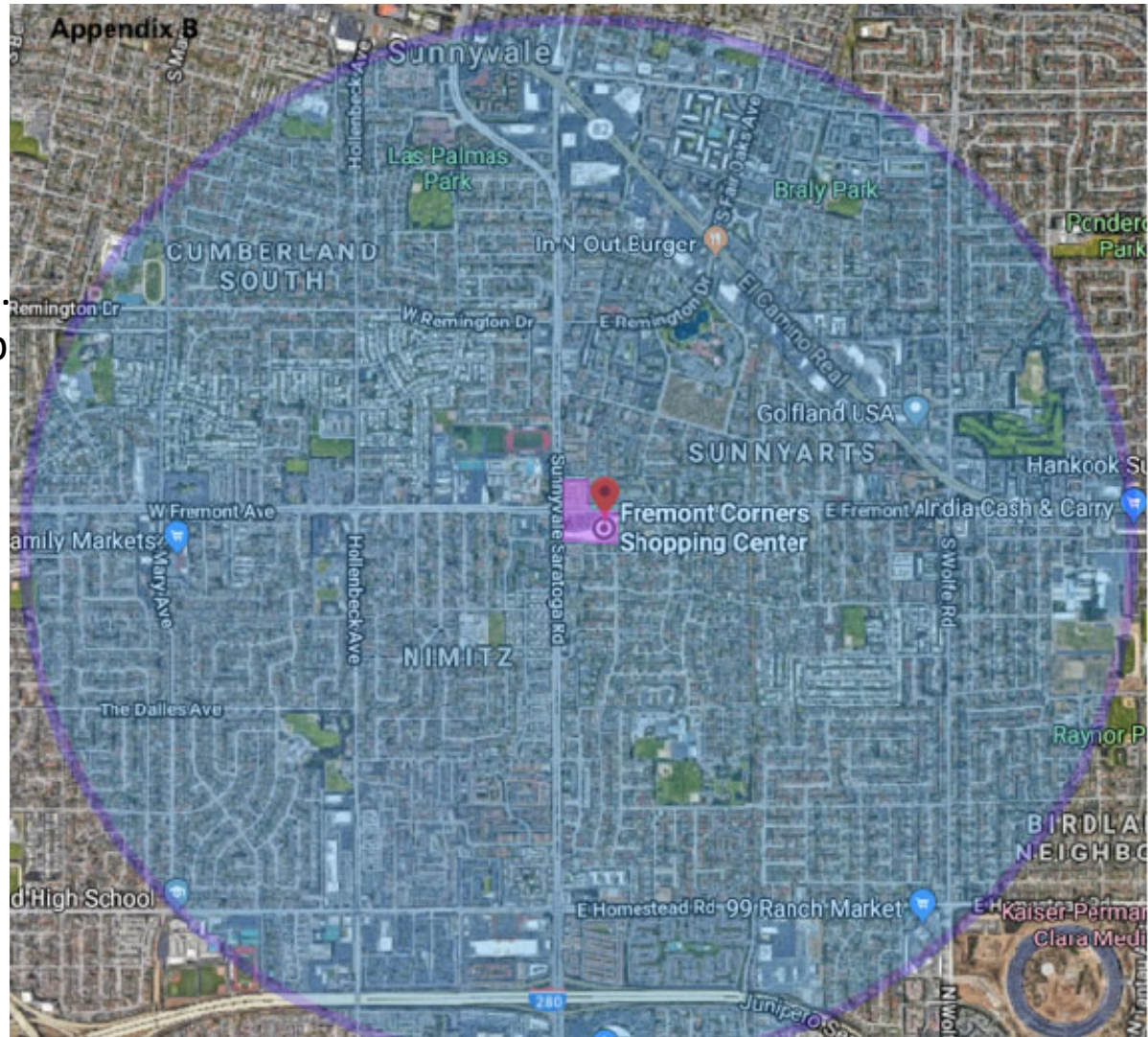
Commitment

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Citywide Orgs(example)

- School District
- HOA's
- Nimitz Neighborhood Assn.
- Sunnyvale Democratic Club
- Livable Sunnyvale
- Chamber of Commerce
- Sunnyvale Community Services LB1
- Bicycle Advisory Commission
- Senior Citizen Advisory Committee
- And others



Engagement Zone

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**Slide 3**

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**LB1**

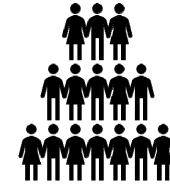
Add in a subset of City Wide Stakeholders to be interviewed

Leah Beniston, 6/12/2019



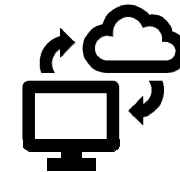
## Community informed

- Existing organizations and networks



## Multiple methods

- Direct mail
- Website
- Public postings
- Email
- Social media



**Slide 4**

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**LB10**

Add in matching graphics to staff report

Leah Beniston, 6/12/2019



# Let's get it right.

The City of Sunnyvale has designated Fremont Corners Shopping Center at the intersection of E. Fremont Ave. and Sunnyvale Saratoga Rd. as a Village Center. Your feedback is essential in creating a community-based Precise Plan, which will establish zoning and design guidelines for the site.

Share Your Opinion!

## Join us at our Community Open House

Tuesday, August 22, 2019

6:00 - 8:00pm

Creative Arts Center

550 E. Remington Drive

Sunnyvale, CA



Learn More



Webpage

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# Engagement Tools and Materials



## IN PERSON

Workshops  
Sticker Boards  
Projector Presentation



## DIGITAL

Word Cloud  
Survey



## NOTIFICATION

Website  
Mail  
Social Media

Tools and Materials

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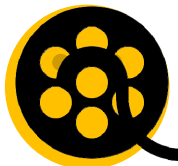
# Transparency<sup>LB11</sup>



Feedback  
available on  
Website



Direct Reporting  
on Previous  
Meetings



Planning  
Commission led  
meeting



Planning  
Commission and  
City Council Study  
Sessions



**Slide 7**

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**LB11**

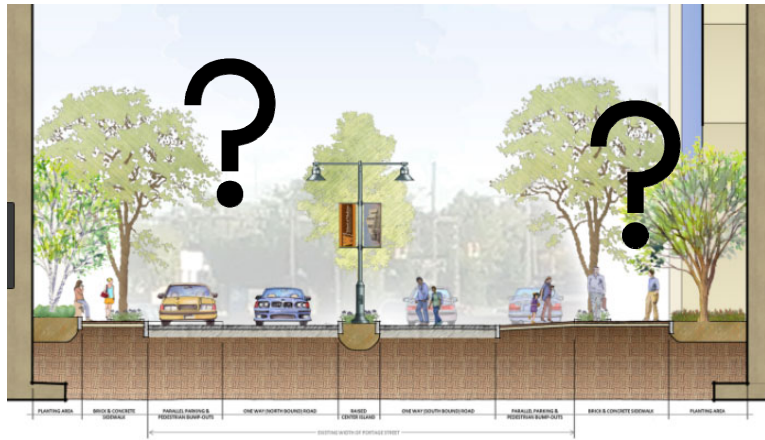
Everyone has access to the same community driven information

Leah Beniston, 6/12/2019

- Overarching Design Alternative



- Design Standards & Guidelines



Use of Public Input

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**Slide 8**

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**LB12**

I like this slide - use it as is

Leah Beniston, 6/12/2019

Q. Assign a value from 1-5 on the importance of each of the following (1=least important, 5=most important)

- Affordable housing 1-2-3-4-5
- Height step backs to surrounding residential 1-2-3-4-5
- Height step backs to street front 1-2-3-4-5
- Low density like surrounding neighborhood 1-2-3-4-5
- Medium density 1-2-3-4-5
- Open space 1-2-3-4-5
- Retail space 1-2-3-4-5



Scoring Priorities

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Place the following in order according to their emotional importance: (interactive)

Parking

Bike Lanes

Office Space

Public Art

Housing

Public Transit

Retail

Open Space  
(active and passive)

# Indicate your preference among the paired options:

1. Open Space vs. Parking
2. Affordability vs. Low Density
3. Housing vs. Retail
4. Modern Design vs. Historic Design



Trade -Off Analysis

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LB15

## Phase One - Developing Vision

Goal: Elicit broad feedback on Village Center and constraints

Deliverables:

- Participant Demographic Report
- Preliminary Design Concepts

## Phase Two – Concepts Review

Goal: Develop consolidated vision scenarios

Deliverables:

- Participant Demographic Report
- Two to four Design Scenarios

## Phase Three – Refining Alternatives

Goal: Unified design guidelines

Deliverables:

- Participant Demographic Report
- Village Center Precise Plan



Milestone Deliverables

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**Slide 12**

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**LB15**

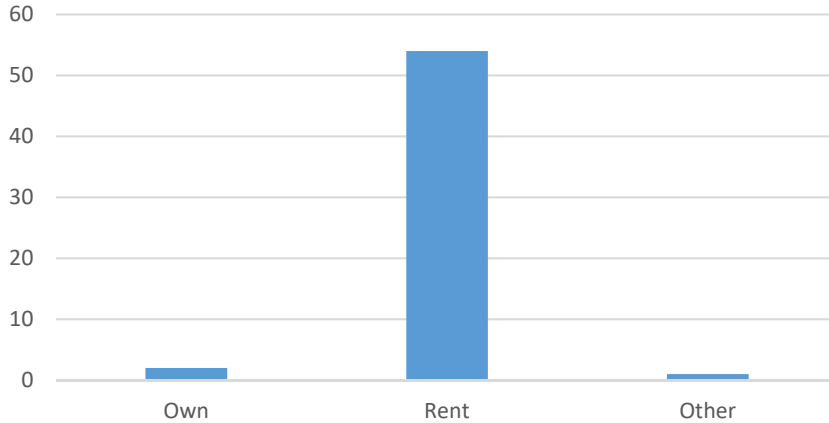
I am not understanding the Phases, please explain.

Leah Beniston, 6/12/2019

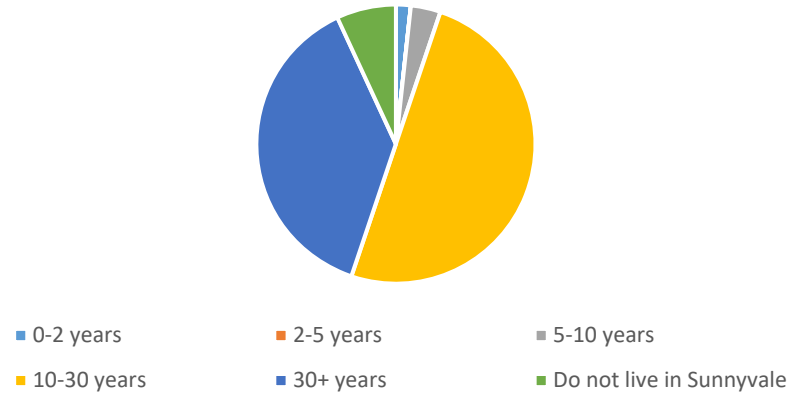
# Who are we engaging and how?



### Own or rent?



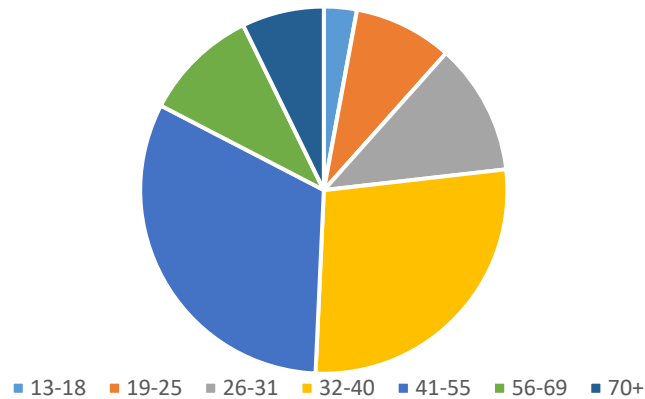
### Length of time in Sunnyvale



### Income bracket



### Age of participants





**Slide 13**

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**LB14**

I don't think this slide is needed unless you can tell me what you had in mind.

Leah Beniston, 6/12/2019

		Phase 1			Phase 2			Phase 3			
		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 10	Month 11
Community Outreach and meetings	Launch Online Engagement ->										
	1st General Public Engagement Meeting	2nd General Public Engagement Meeting		3rd General Public Engagement Meeting	4th General Public Engagement Meeting	Panning Commission Led Meeting	5th General Public Engagement Meeting	6th General Public Engagement Meeting			
	Individual Stakeholder meetings	Individual Stakeholder meetings	Individual Stakeholder meetings	Individual Stakeholder meetings	Individual Stakeholder meetings	Individual Stakeholder meetings	Individual Stakeholder meeting	Individual Stakeholder meeting			
		Planning Commission Study Session	City Council Study Session			Planning Commission Study Session	City Council Study Session			Planning Commission Hearing	City Council Hearing
Deliverables			Preliminary Design Concepts			Two to Four Design Scenarios				Preferred Design Alternative	Final Fremont Corners Village Center Precise Plan
			Monitoring Survey Report			Monitoring Survey Report				Monitoring Survey Report	

# Timeline

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