

How to Be Civically Engaged

July 9, 2020

Hon. Nancy Smith

nancysmith.org

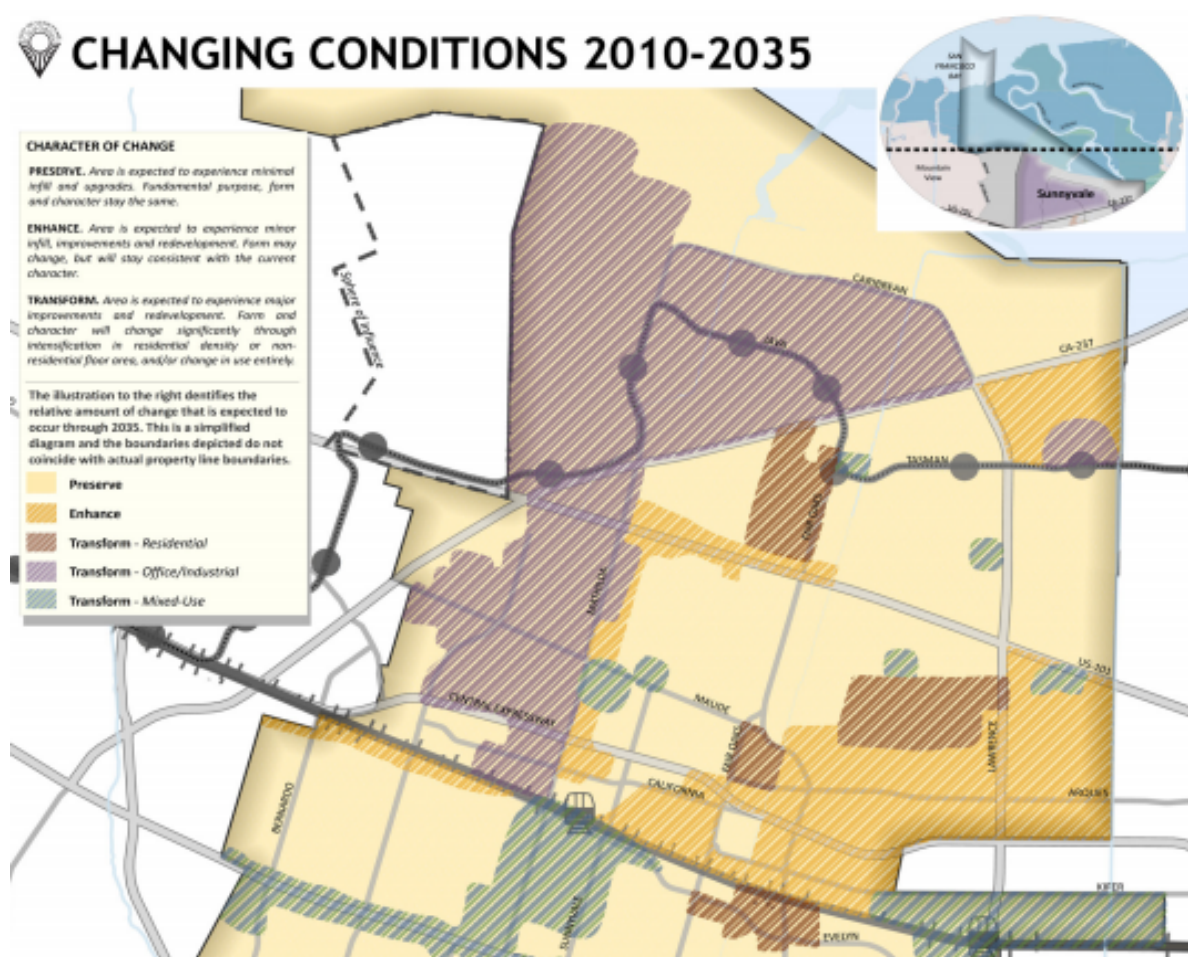
Welcome to *How to Be Civically Engaged*, a 10-point guide for people who want to advocate for a community that supports businesses and residents alike. This information was first presented in a virtual event co-hosted by Maker Nexus and Nancy Smith, Sunnyvale Vice Mayor on July 9, 2020. The theme revolves around how industrial land uses could avoid a fate similar to earth's at the hands of the Vogon constructor fleet as depicted in Douglas Adam's *Hitchhiker's Guide to the Galaxy*. While demolition of beloved land is the example used for illustration, the concepts of civic engagement can be applied to many different reasons for engagement.

Above all, don't panic!

And, happy advocating!

The Landscape

1. Every city and county in California is required to create a General Plan with plenty of stakeholder input. Each General Plan is required to have nine sections covering Land Use, Open Space, Conservation, Housing, Circulation, Noise, and Safety. that define community character. ---- The state lays out the requirements [here](#). Sunnyvale's General Plan is [here](#). It doesn't yet have the newly required Environmental Justice and Air Quality sections.



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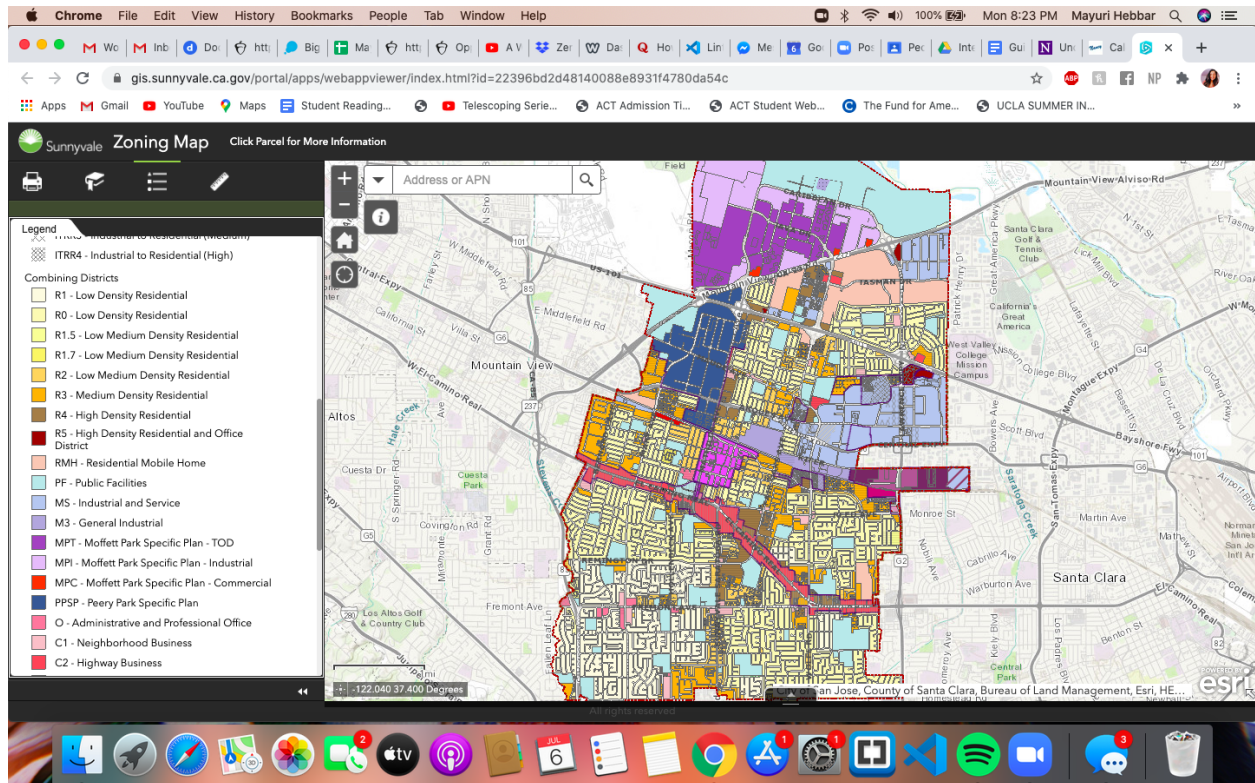
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2. The General Plan sets a pattern for how the City develops over a 20-year span.

Even though many don't realize it, citizens set a pattern for what happens in the City. In the case of land use, the Land Use and Transportation Element guides zoning decisions which drive development projects. The City's zoning designations are described [here](#).



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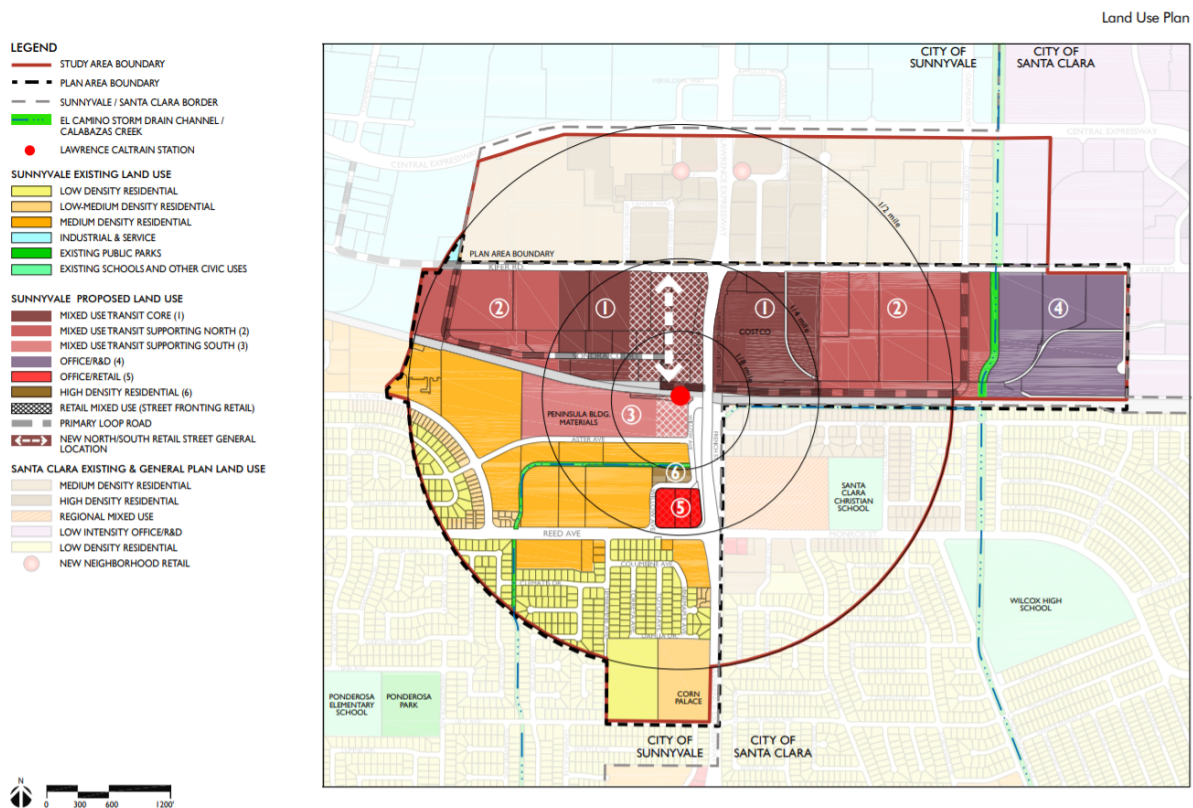
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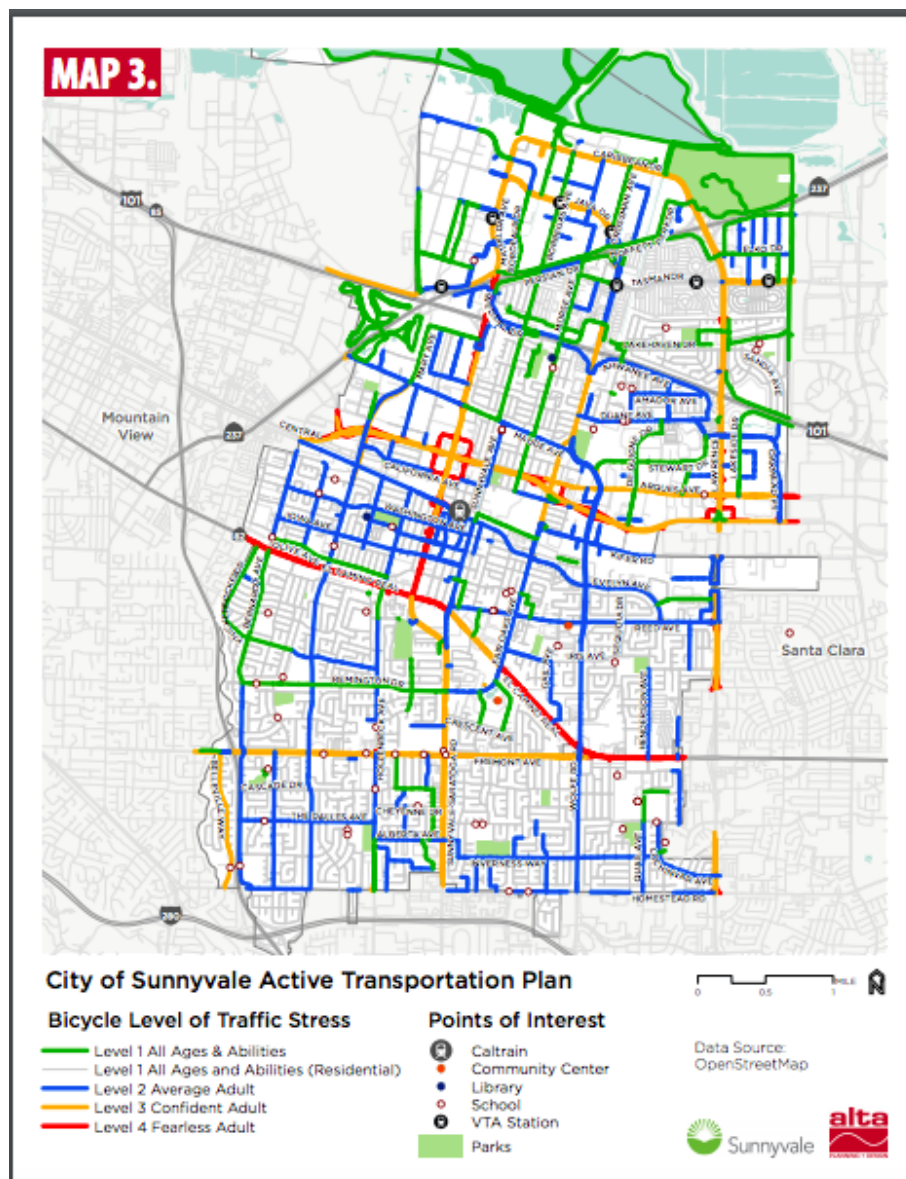
3. Areas of a City can have special consideration through "specific area plans." This concept was codified into California law by a 1979 amendment to the California Environmental Quality Act (CEQA) to give city governments the ability to move away from site-by-site development battles, and to instead plan for cumulative neighborhood changes. A specific area plan is a relatively detailed plan for the development of a particular part of a city, and ideally includes a master environmental impact review for the entire plan area. [SPUR](#) is a great resource for all things land use, if you want to read more.

Here's an example of the changes for the [Lawrence Station Area Plan](#).



4. Other plans can come to the City Council through the other General Plan

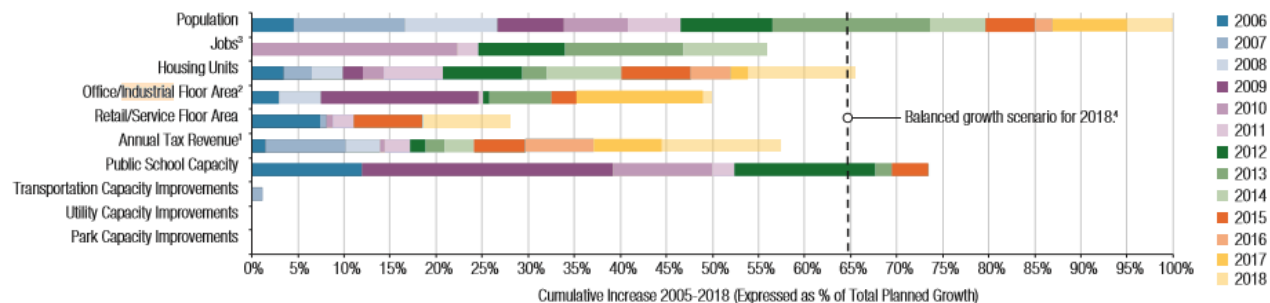
Elements, like Vision Zero and the Active Transportation Plan. The Vision Zero Plan is part of an effort to redesign streets to be safer for bicyclists and pedestrians. The goal is for there to be zero accidents involving cars and non-car travelers. The City Council will be considering the [Active Transportation Plan](#) on August 25th. It's purpose is to provide guidance about how the City can improve the transportation infrastructure for bicyclists and pedestrians.



5. Progress is monitored and reported each year in the City Budget documents. We maintain a “balanced growth” profile to ensure we don’t build too much of any one kind of thing. The [Community Condition Indicators](#) chapter shows how we are at fulfilling our growth plans set forward in the General Plan for each kind of land use.

CURRENT BALANCED GROWTH PROFILE (January 1 to December 31, 2018)*

Balanced Growth Indices	Base Year 2005	GOAL FOR 2025	Total Planned Growth Net Increase 2005 to 2025	2007 Actual	2008 Actual	2009 Actual	2010 Actual	2011 Actual	2012 Actual	2013 Actual	2014 Actual	2015 Actual	2016 Actual	2017 Actual	2018 Actual	2018 Increment Increase (actual since 2017)	2018 Increment (% of Total Planned Growth)
Park Capacity Improvements		n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Utility Capacity Improvements		n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Transportation Capacity Improvements		\$46,884,000	\$46,884,000	\$547,970	\$547,970	0	0	0	0	0	0	0	0	0	0	0	0%
Public School Capacity	5,373	6,729	1,356	5,535	5,535	5,905	6,051	6,083	6,291	6,315	6,315	6,369	6,369	6,369	6,369	0	0%
Annual Tax Revenue ¹	\$72,271,030	\$174,748,212	\$102,477,182	\$82,731,078	\$86,536,989	\$80,080,423	\$80,640,616	\$83,447,216	\$85,189,946	\$87,277,140	\$90,536,760	\$96,255,557	\$103,856,328	\$111,479,380	\$124,604,978	\$13,125,598	13%
Retail/Service Floor Area ²	5,784,000	7,500,000	2,200,000	5,962,662	5,962,662	5,962,662	5,976,840	6,027,052	6,005,338	6,000,788	5,978,104	6,142,624	6,126,545	6,103,076	6,308,920	205,844	9%
Office/Industrial Floor Area	30,100,000	37,700,000	7,600,000	30,327,927	30,673,881	31,973,881	31,979,928	32,009,556	32,058,721	32,568,435	32,368,012	32,580,601	32,003,340	33,046,217	33,365,577	319,360	1%
Housing Units	54,800	61,900	7,100	55,261	55,501	55,658	55,818	56,271	56,886	57,075	57,650	58,184	58,495	59,656	60,470	814	11%
Jobs ³	73,630	92,650	19,020	n/a	n/a	n/a	77,890	78,322	80,104	82,532	84,276	86,531	n/a	n/a	n/a	n/a	n/a
Population	132,725	150,725	18,000	135,721	137,538	138,826	140,081	141,099	142,896	145,973	147,055	148,028	148,372	149,831	153,389	3,558	20%



Notes

1. FY 2004/2005 is the base year for the Balanced Growth Index. All revenues are converted to FY 2004/2005 dollars for comparison purposes.

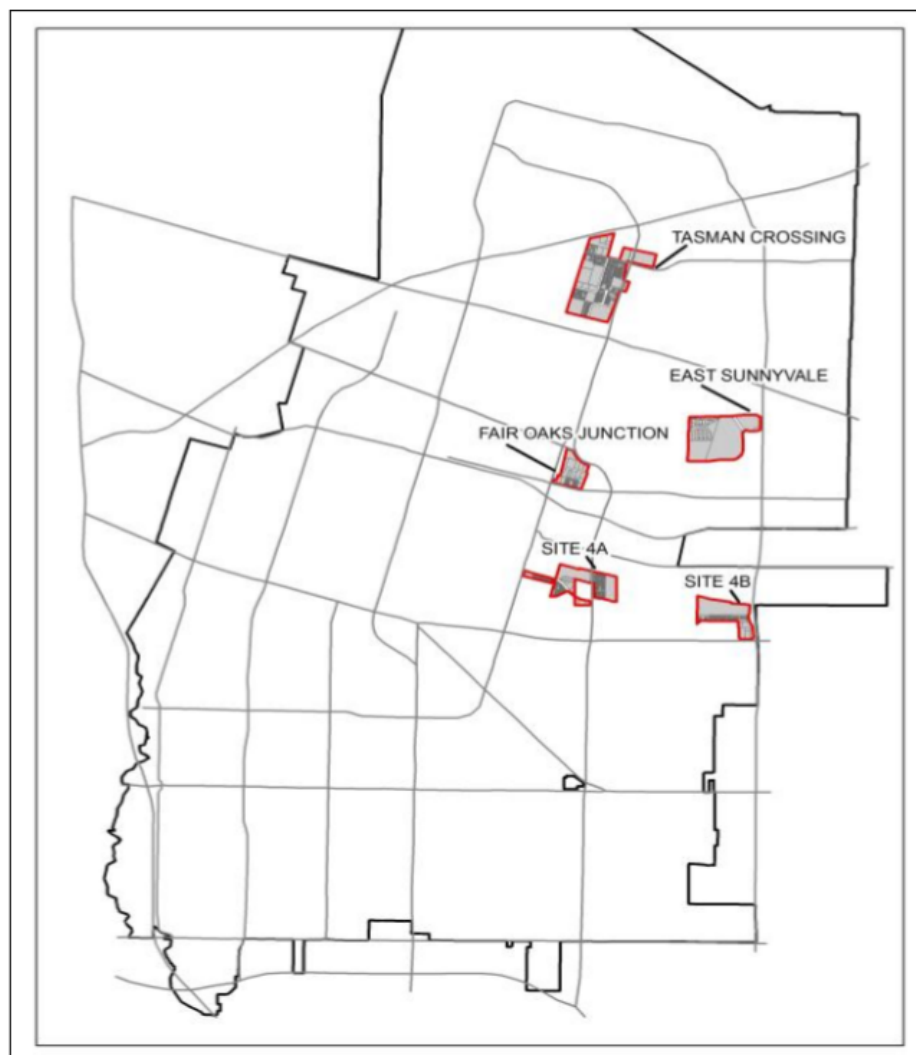
2. This index only represents net new floor area, and does not reflect tenant improvements to existing floor area.

3. Data has been modified resulting in a decrease in base year, projections, and current year estimates. Association of Bay Area Governments (ABAG) data from 2010 and earlier. US Census data from 2011 to present. 2016-2018 data not yet available.

4. In a “balanced growth scenario” each profiled item would increase 5% each year. Cumulative “balanced growth” to the end of 2018 would be 65%.

* Due to a redesign occurring next year, the Current Balanced Growth Profile has not been updated.

6. Industrial and Commercial Uses remain important within the City, but somewhat diminished from 30 years ago. In 1993, the City Council approved a land use change to rezone certain industrial areas as an Industrial to Residential (ITR) Combining District, which allow, at the discretion of the property owner, industrial, office, commercial, and residential uses to exist within the same zoning district, and to allow these sites to convert gradually to residential use. As of July 2011, 26% of the City's land was used for industrial uses. The image shows the areas from 1993 that were shifted from industrial to residential use.



7. Landowners and companies like Intuitive Surgical can advocate for changes to specific and area plans. The [Lawrence Station Area Plan](#) is coming back to Council to add Intuitive's new corporate headquarters, state-of-the-art research and development and manufacturing facility in December 2020. Also, the Saris Regis, heading up the CityLine development team asked for updates to the [Downtown Specific Plan Update](#), which is coming to the City Council in August. Google asked for an update of the [Moffett Park Specific Plan Update](#), which is coming to Council later this year as well.

Intuitive is building a new building on the north side of Kifer with about 400K sq ft of office space in three floors with basement parking and employee recreation area. Their new 800K sq ft. building to the south of Kifer (pictured below) will hold research and development areas and a new state of the art space for assembly of the DaVinci robot. Assembly will occur on the first floor with R&D on the second and third floor.

Lawrence Station Area Plan
Proposed LSAP Boundary





The Outside Influences

8. Regional bodies such as the Association for Bay Area Governments (ABAG), Metropolitan Transportation Commission and the California Legislature can set policies that impact land use decisions in Sunnyvale. For instance, MTC's [Plan Bay Area 2040](#) sets targets for building housing near transit. Public comment is now open for the **New! [Plan Bay Area 2050 Blueprint](#)** - take the survey [here](#). The Legislature had so many changes to housing generation that City Staff put together a [special presentation](#) early this year. Because of this, we had to start all over on our [El Camino Real Area Plan](#). Now, new bills in the legislature would allow for housing in industrial and commercial areas with little chance for cities to provide input.

Opportunities

9. Stay informed. Sign up for City news letters at [Subscribe Sunnyvale](#),

Email Lists

- ☒ Active Transportation Plan
- ☐ Activities & Classes
- ☐ Airplane Noise
- ☐ Aquatics
- ☐ Arts Commission Meeting Agendas
- ☒ Bicycle and Pedestrian Advisory Commission (BPAC) Meeting Agendas
- ☐ Board of Building Code Appeals Meeting Agendas
- ☐ Board of Library Trustees Meeting Agendas
- ☐ City Council Meeting Agendas
- ☐ Climate Action Playbook
- ☒ Heritage Preservation Commission Meeting Agendas
- ☐ Horizon Newsletter
- ☒ Housing and Human Services Commission Meeting Agendas
- ☒ Housing Newsletter
- ☒ Housing Strategy
- ☒ Library Facilities & Services Future Plans
- ☐ Library News & Events for Adults (Monthly Newsletter, Announcements)
- ☐ Library News & Events for Kids (Monthly Newsletter, Announcements)
- ☐ Library News & Events for Teens (Monthly Newsletter, Announcements)
- ☐ Parks and Recreation Commission Meeting Agendas
- ☐ Personnel Board Meeting Agendas
- ☐ Planning Commission Meeting Agendas

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- ☐ Planning Commission Meeting Agendas
- ☐ Press Releases
- ☐ Public Art Master Plan
- ☐ Public Hearing Updates
- ☐ Senior Center Activities Newsletter
- ☒ Stevens Creek Trail Study Updates
- ☐ Sunnyvale Theatre
- ☐ Sunnyvale Unity
- ☐ Sustainability Commission Meeting Agendas
- ☐ Sustainable Sunnyvale Newsletter
- ☒ Transitioning to Vehicle Miles Traveled
- ☐ Update Sunnyvale - City Manager's Updates

By submitting this form, you are consenting to receive marketing emails from: City of Sunnyvale, Sunnyvale City Hall, 456 W. Olive Ave., Sunnyvale, CA, 94086 United States, <http://sunnyvale.ca.gov/>. You can revoke your consent to receive emails at any time by using the [SafeUnsubscribe®](#) link, found at the bottom of every email. [Emails are serviced by Constant Contact.](#)

Sign Up

10. Get involved. You can fill out surveys for public input that you receive when you sign up for the City mailing lists. You can attend meetings in person. Join business advocacy organizations, like the Chamber of Commerce.

1. Work with the City to streamline permitting for maker spaces, especially wood shops and commercial kitchens
2. Strengthen the relationships with the City library - and ask the Library Board of Trustees and Council to consider treating maker materials like resources to be lent in libraries.
3. Provide input on Moffett Park Specific plan - watch the videos [here](#) and provide your responses. **New since Thursday's session**
4. Review the documents for the [Downtown](#) Specific [Plan Update](#) here. The CityLine group has released the proposed development agreement between CityLine and the City of Sunnyvale for public review. **New since Thursday's session**
5. Review documents and provide input on the new [Plan Bay Area 2050 Blueprint](#) from Metropolitan Transportation Coalition and Association of Bay Area Governments. Take the [online survey](#) and [provide public comment](#) through August 10, 2020. **New since Thursday's session**
6. Use and contribute to the Maker Nexus wiki
7. Create a [Place to Make](#) in your own community
8. Work out how to provide an affordable liability rider for SAMS insurance so Makers can work with children. Insurance riders are upwards of \$5,000 or more a year. If the City could guarantee enough class revenue to us to cover this expense, Makers could more add greatly to the educational options for learning for local children

Other resources



UrbanPlan for Communities workshops are ideal for local decision makers who would like to learn more about the fundamental forces that shape and affect the built environment and the important leadership roles that elected and appointed officials as well as community members and leaders play in the real estate development process.

<https://sf.uli.org/get-involved/urbanplan-new/urbanplan-communities/>