

**CITY OF SUNNYVALE**  
**City Council Study Session Summary**  
Sign Code Revisions

**February 12, 2013**

The City Council met in study session in the West Conference Room at City Hall, 456 W. Olive Avenue in Sunnyvale, California, on February 12, 2013 at 6:00 p.m., with Vice-Mayor Jim Griffith presiding.

**City Councilmembers Present:**

Mayor Anthony Spitaleri  
Vice Mayor Jim Griffith  
David Whittum  
Patrick Meyering  
Tara Martin-Milius  
Jim Davis

**City Councilmembers Absent:**

Chris Moylan

**City Staff Present:**

Gary Luebbbers, City Manager  
Joan Borger, City Attorney  
Robert Walker, Assistant City Manager  
Hanson Hom, Director of Community Development  
Trudi Ryan, Planning Officer  
Andrew Miner, Principal Planner

**Call to Order:** 6:04 P.M.

**Study Session Summary:**

Project Manager Andrew Miner gave a presentation on the subject, including a brief background, existing conditions, description of alternatives, issues to consider, and next steps. The City Attorney also discussed the legal issues regarding regulating sign content.

Questions and comments were provided by Council

- Important that signs have clear and easy to find addresses listed
- Signs may not be as important in the Internet age and other technology, such as GPS
- Aesthetics and safety are key issues to consider
- Ensure no illuminated signs face residential areas
- Blinking and moving signs are a concern and should be regulated

- Signs should be quality, not tacky
- What makes signage on El Camino Real in Sunnyvale successful versus other cities?
- Likes having an exception process for limited types of sign applications
- The ordinance should be consistent and easy to use
- Allow flexibility with temporary signs
- Thorough business outreach is important
- Allow flexibility for businesses not facing the street
- Cherry Orchard shopping center is an example of good signage
- Signs that include telephone numbers and internet addresses are too complex
- Support for having different signs in specific areas of the city, such as El Camino Real versus neighborhood commercial areas
- Consider restricting landscaping heights to ensure signs are visible
- Signs with text in different languages can be problematic because some characters require time to read which can cause driver distraction
- Signs on building sides are useful, but need to consider those near residential areas
- Political sign balance between free speech and city interest in avoiding clutter

**Adjournment:** 6:50 P.M.

Respectfully submitted,  
Andrew Miner  
Principal Planner