

2011 Council Study Issue

## CDD 09-04 Zoning Code Requirements for Political Signs

**Lead Department** Community Development

**History**                    **1 year ago** Below the line                    **2 years ago** Below the line

### 1. What are the key elements of the issue? What precipitated it?

The Sunnyvale Sign Code includes regulations for number, type and size of signs on private property. Most of the sign regulations relate to commercial signs. Non-commercial signs, excluding political election signs, are generally exempt from sign approval. Political Election Signs are regulated as to size, height, duration, and location. Preceding the election in June 2008 a candidate displayed political election signs that maximized the allowable area of 16 square feet per sign face. Some members of the community felt that this upper limit was too large. This study was requested to address the provisions for Political Election signs, particularly the maximum allowable size. The study will also review the possibility of stricter fines for illegal signs.

### 2. How does this relate to the General Plan or existing City Policy?

#### **COMMUNITY DESIGN SUB-ELEMENT**

**GOAL B: CREATE AN ATTRACTIVE STREET ENVIRONMENT WHICH WILL COMPLEMENT PRIVATE AND PUBLIC PROPERTIES AND BE COMFORTABLE FOR RESIDENTS AND VISITORS.**

**Policy B.3** Minimize elements which clutter the roadway and look unattractive.

**Action Statement B.3e.** Maintain a sign ordinance to assure that signage is attractive, compatible with the district and not distracting to motorists.

### 3. Origin of issue

**Council Member(s)** Swegles

### 4. Staff effort required to conduct study Moderate

### 5. Multiple Year Project? No Planned Completion Year 2011

### 6. Expected participation involved in the study issue process?

**Does Council need to approve a work plan?** No

**Does this issue require review by a Board/Commission?** Yes

**If so, which?** Planning Commission

**Is a Council Study Session anticipated?** No

### 7. Briefly explain cost of study, including consultant hours, impacted budget program, required budget modifications, etc. and amounts if known.

Study would be covered with 234 Planning operating budget. Moderate cost is between 101-299 staff hours.

8. Briefly explain potential fiscal impact of implementing study results (consider capital and operating costs, as well as potential revenue).

9. Staff Recommendation

Staff Recommendation Against Study

If 'For Study' or 'Against Study', explain

In staff's experience, this has not been a significant issue or problem. Over the years, there have only been a few complaints about the size of political signs and when verified, the size has only marginally exceeded what's allowed. Neighborhood Preservation has only issued a citation on one occasion for a size violation and it was quickly remedied after that.

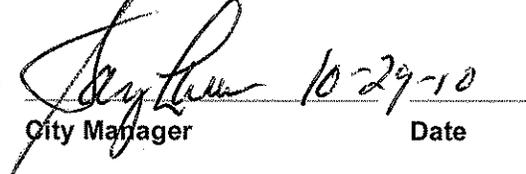
Reviewed by

Approved by



Department Director

10/27/10  
Date



City Manager

10-29-10  
Date