

## Proposed 2010 Council Study Issue

**CDD 10-01 Secondary Signage**

**Lead Department** Community Development  
**Element or Sub-element** Community Design Sub-element  
**New or Previous** New  
**Status** Pending      **History** 1 year ago None      2 years ago None

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

The Sunnyvale sign code includes regulations on the number, type and size of exterior signs. The sign code allows one ground sign or one wall sign per street frontage for sites with one business (although businesses over 10,000 s.f. may have both). If there is public entrance on another side of the building then a 12 square foot secondary wall sign is allowed. Other signs providing information and direction are permitted and are subject to regulation on size and location.

In some commercial or retail zoned areas it is sometimes difficult to locate a business due to the orientation of the building to the street. The side walls of a business are often seen first, however the sign code prohibits business identification signs on the side of the building unless there is a public entrance or the side faces a second public street. Only signs on the front of the building are allowed. One must be in front of the building before identifying the business or address. Over time many businesses have added secondary wall signs, plus information and directional signage to the side walls of a building without permits.

The sign regulations for primary signage (ground signs and wall signs) have been studied numerous times since the adoption of the comprehensive update of sign regulations in 1988. This study issue would focus on secondary signage (e.g. secondary wall signs, informational and directional signage). It was prompted by a business to business complaint related to secondary wall signs. While researching the specific complaint an informal survey of businesses along fourteen blocks of Evelyn Avenue showed that the situation with unpermitted secondary wall signs is extensive. The study would look at regulations based on use, zoning district and geographic areas of the city.

**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)**

**General Plan**

**City Staff** Staff

**Public**

**Board or Commission** none

4. **Multiple Year Project?** No **Planned Completion Year** 2010

5. **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

**What is the public participation process?**  
 Outreach to specific types of businesses and to property owners and businesses in identified geographic areas as well as to sign companies and the Chamber of Commerce. Public hearings with the Planning Commission and City Council

6. **Cost of Study**

**Operating Budget Program covering costs**  
 242 - Land Use Planning  
**Project Budget covering costs**  
**Budget modification \$ amount needed for study**  
**Explain below what the additional funding will be used for**

7. **Potential fiscal impact to implement recommendations in the Study approved by Council**

**Capital expenditure range** None  
**Operating expenditure range** None  
**New revenues/savings range** None  
**Explain impact briefly**

8. **Staff Recommendation**

**Staff Recommendation** For Study

**If 'For Study' or 'Against Study', explain**  
 Based on the current status of signage in some areas of the city, it may be appropriate to consider alternatives to the sign regulations. Sunnyvale's sign regulations are comparatively restrictive and focus on business identification needs. Based on the lack of complaints for certain signage violations, it may be that the community is more accepting of additional signage than the current code allows. This study would look at the balance of simple sign regulations with the need to clearly identify businesses.

9. **Estimated consultant hours for completion of the study issue**

Managers	Role	Manager	Hours
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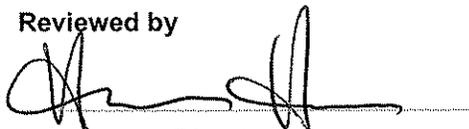
Lead	Ryan, Trudi	Mgr CY1:	20	Mgr CY2:	0
		Staff CY1:	100	Staff CY2:	0
Support	Berry, Kathryn	Mgr CY1:	10	Mgr CY2:	0
		Staff CY1:	4	Staff CY2:	0
Support	Gunvalsen, Christy	Mgr CY1:	10	Mgr CY2:	0
		Staff CY1:	30	Staff CY2:	0
Interdep	Verceles, Connie	Mgr CY1:	16	Mgr CY2:	0
		Staff CY1:	0	Staff CY2:	0

**Total Hours CY1: 190**

**Total Hours CY2: 0**

**Note: If staff's recommendation is 'For Study' or 'Against Study', the Director should note the relative importance of this Study to other major projects that the Department is currently working on or that are soon to begin, and the impact on existing services/priorities.**

Reviewed by

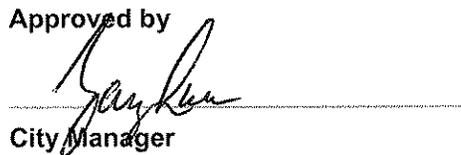


Department Director

10/13/09

Date

Approved by



City Manager

10/21/09

Date

### Addendum

**A. Board / Commission Recommendation**

**Issue Created Too Late for B/C Ranking**

Board or Commission	Rank Rank 1 year ago	Rank Rank 2 years ago
Arts Commission		
Bicycle and Pedestrian Advisory Committee		
Board of Building Code Appeals		
Board of Library Trustees		
Child Care Advisory Board		
Heritage Preservation Commission		
Housing and Human Services Commission		
Parks and Recreation Commission		
Personnel Board		
Planning Commission		
<b>Board or Commission ranking comments</b>		

**B. Council**

**Council Rank** (no rank yet)  
**Start Date** (blank)  
**Work Plan Review Date** (blank)  
**Study Session Date** (blank)  
**RTC Date** (blank)  
**Actual Complete Date** (blank)  
**Staff Contact**