

Proposed 2010 Council Study Issue

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

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

**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.

**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  
**General Plan**  
**City 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?**

General community outreach to residents, businesses and political organizations. Formal 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** None

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

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

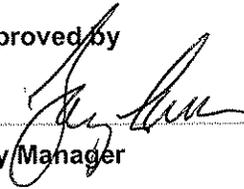
Managers	Role	Manager	Hours			
	Lead	Ryan, Trudi	Mgr CY1:	20	Mgr CY2:	0
			Staff CY1:	100	Staff CY2:	0
	Support	Gunvalsen, Christy	Mgr CY1:	10	Mgr CY2:	0
			Staff CY1:	20	Staff CY2:	0
	Interdep	Boco, Robert	Mgr CY1:	10	Mgr CY2:	0
			Staff CY1:	0	Staff CY2:	0
<b>Total Hours CY1:</b>			<b>160</b>			
<b>Total Hours CY2:</b>			<b>0</b>			

**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

10-15-09  
\_\_\_\_\_  
Date

### Addendum

**A. Board / Commission Recommendation**

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

Board or Commission	Rank Rank	Rank 1 year ago	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			Drop
<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**