City of Sunnyvale

Agenda Item

15-0954 **Agenda Date:** 1/29/2016

2016 COUNCIL STUDY ISSUE

NUMBER
CDD 16-14

TITLE Exploring Options for Establishment of a Plaque Program for Heritage Resources

BACKGROUND
Lead Department: Community Development Department
Support Department(s): N/A

Sponsor(s):
Board/Commission: Heritage Preservation Commission

History:
1 year ago: N/A
2 years ago: N/A

SCOPE OF THE STUDY
What are the key elements of the study?
The City has approximately 62 structures listed on the Heritage Resources Inventory as well as a few neighborhoods and several trees; however, many community members may not know of most of those resources or their historical impact on the City of Sunnyvale. Creation of a plaque program could educate the community on specific heritage resources in the City as well as events and people famous to Sunnyvale.

Exploration of establishing a plaque program may include:

- Survey of cities with plaque programs and the specifics of each program;
- Discussions with other City staff members on the effectiveness and receptiveness of such a program;
- Evaluation of costs associated with buying plaques and how those costs would be covered;
- Details and criteria for what resources would be eligible to receive a plaque and details on how the program would be established and maintained; and
- Standards for the plaque program with the objective to improve community education and awareness of Sunnyvale's historic resources.

Between the mid-1980s and mid-1990s the City budget included funds for plaques for the 11 Heritage Landmark properties. The amount budgeted for a bronze plaque was approximately $600; however, the final cost depended on size and the amount of information on the plaque. The plaques were installed on all 11 heritage landmark properties and vary in size at each location.

What precipitated this study?
While the Heritage Preservation Commission is primarily interested in preserving historic resources, they also feel it is important to educate the community on existing resources all over the City. Creation of a plaque program would draw attention to existing resources and may also help to foster a sense of pride for owners of resources.

The Community Character Chapter of the General Plan includes goals and policies on Heritage Preservation.

> **GOAL CC-6 KNOWLEDGE OF SUNNYVALE'S HERITAGE -** To promote knowledge of, and appreciation for, Sunnyvale's heritage and to encourage broad community participation in heritage programs and projects.

Planned Completion Year: 2016

FISCAL IMPACT

Cost to Conduct Study

Level of staff effort required (opportunity cost): Minor

Amount of funding above current budget required: $0

Funding Source: N/A

Explanation of Cost: N/A

Cost to Implement Study Results

Study would include assessment of potential costs.

Explanation of Cost: The study would update the costs for preparing and installing plaques on Heritage Resources and estimate the amount of staff time required to administer a program.

EXPECTED PARTICIPATION IN THE PROCESS

Council-approved work plan: No
Council Study Session: No
Reviewed by Boards/Commissions: Heritage Preservation Commission

STAFF RECOMMENDATION

Position: Support

Explanation: Staff considers the issue worthy of a study issue, and it would be beneficial to increase community awareness of the City's historic resources. However, the cost for plaque program would need to be balanced with other funding priorities. . Staff is aware of cities that require the owners of historic resources to cover the costs of the plaques; therefore a plaque program could potentially be created with minimal cost to the City.

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