



Sunnyvale

Council Study Issue:

Exploring Options for Establishment of a
Plaque Program for Heritage Resources

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Heritage Preservation Commission Study Session

March 4, 2020

City Council Study Issue

- Sponsored by HPC in 2016
- Goals of the Study Issue:
 - ◆ To promote awareness of Sunnyvale's heritage resources; and
 - ◆ To provide educational resources to the community on the City's history.

Existing Plaques in Sunnyvale



Plaque Programs in other Jurisdictions

- Typically two types of plaque programs:
 - ◆ Administered by a local jurisdiction
 - ◆ Administered by a nonprofit organization (e.g., a local historical society)

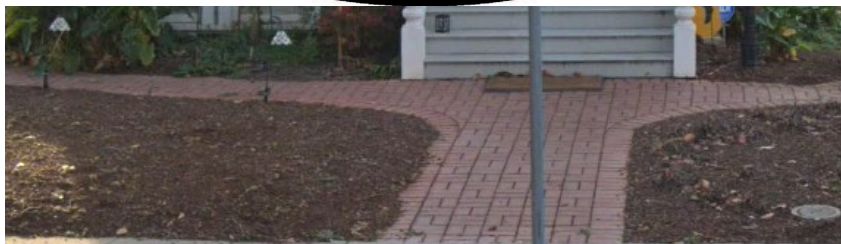
Santa Clara's Plaque Program

- City of Santa Clara

- ◆ Applications processed via request through the HLC
- ◆ Funding from City budget
- ◆ 10"x7" Plaque includes:
 - Construction date, or period of importance;
 - Keywords; and
 - City logo.
- ◆ Cost: \$200-250 (bronze)/plaque

JOB #39488-10"x 7" OVAL
APPROVAL, SIGNATURE & DATE:

PLAQUE #1



Sacramento Plaque Program

- City of Sacramento
 - ◆ City approves concept, nonprofit organization processes plaque request
 - ◆ Paid for by applicant
 - ◆ 12"x10" plaque includes:
 - City logo, construction date, brief description of the building
 - Cost: \$319.40 (copper)



Sunnyvale Heritage Resources Plaque Program

- Staff recommends a new City Council Policy establishing guidelines for the program
 - ◆ Draft Plaque Template
 - ◆ Installation and Maintenance
 - ◆ Permit and Fee

Sunnyvale Heritage Resources Plaque Program

SUNNYVALE HERITAGE RESOURCE

1029 RANERE COURT

Property Characteristics (e.g. construction date)



Sunnyvale

Option A – Staff Recommendation

City-funded Program with a maximum of five plaques

- Pros:
 - ◆ Foster pride for property owners of heritage resources
 - ◆ Promote Sunnyvale's appreciation for its heritage resources
 - ◆ Increase awareness
 - ◆ Minimal cost impact to the City
- Cons:
 - ◆ Limit of 5 plaques may create a long waiting list and delay of plaque installation

Other Options

- Option B

- ◆ City-funded, no limit to plaques
- ◆ Large number of plaques allowed
- ◆ Larger budget
- ◆ Metal market

- Option C

- ◆ Applicant-funded
- ◆ No cost to the City
- ◆ Burden on property owners
- ◆ Harder to encourage

Recommendation

Alternatives

1. Adopt a Council Policy Establishing a Plaque Program to sponsor up to 5 plaque per year.
2. Adopt a Council Policy with modifications to the staff recommendation.
3. Take no action and do not establish a plaque program at this time.

Next Steps

- **March 31, 2020:** City Council hearing
- **If plaque program is established, staff will:**
 - ◆ Select a vendor
 - ◆ Finalize a plaque template with vendor
 - ◆ Finalize installation guidelines and instructions for applicants with vendor
 - ◆ Prepare online resource with information on heritage resources that have plaques