



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

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- 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

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- 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

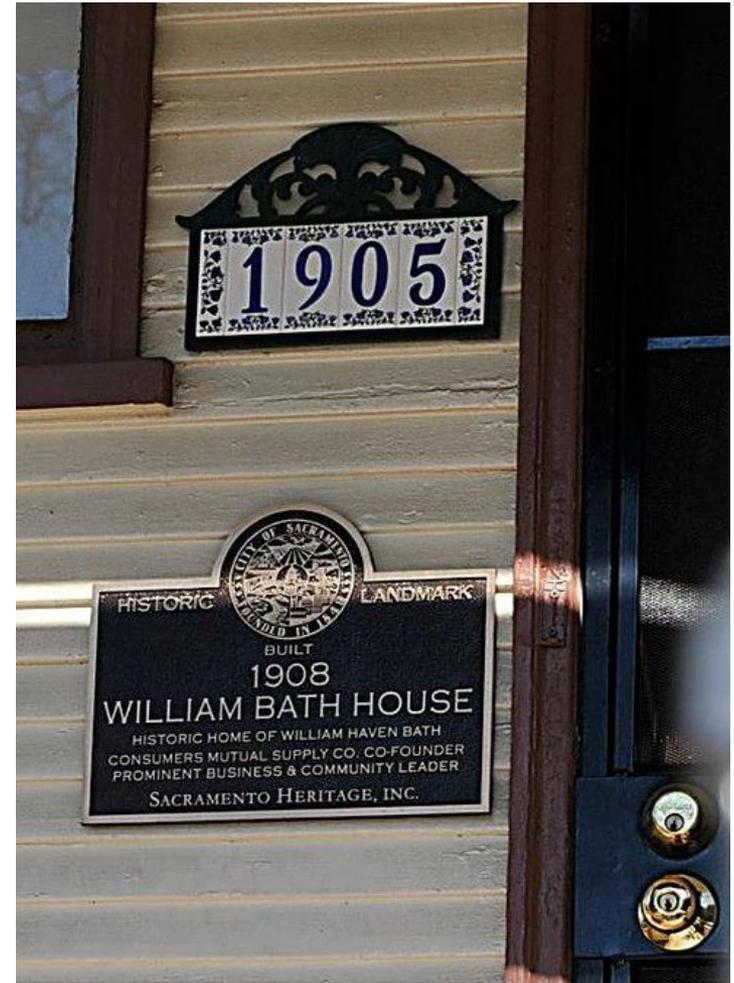
JOB #39488-10"x 7" OVAL  
APPROVAL, SIGNATURE & DATE:

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

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- 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

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- 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

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- **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