

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Lee Price, MMC
City Clerk

SUBJECT: SEE BELOW

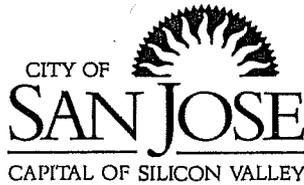
DATE: 12-01-10

SUBJECT: COMMUNITY IDENTIFICATION AND WAYFINDING POLICY

RECOMMENDATION

As recommended by the Community and Economic Development Committee on November 29, 2010 and outlined in the attached memo previously submitted to the Community and Economic Development Committee:

- (a) Adopt a resolution amending City Council Policy 9-3: Community Identification and Wayfinding (currently "Community Identification Signs and Architectural Gateway Monuments").
- (b) Adopt a resolution amending the 2010-2011 Schedule of Fees and Charges (Resolution No. 72737, as amended) to:
 - (1) Establish a Wayfinding Banner Application charge of \$535, plus \$89 per hour after 6 hours in Economic Development/Cultural Affairs for costs associated with the application review and coordination of wayfinding banners in the public right-of-way;
 - (2) Establish a Double Banner Installation charge of \$66 in the Department of Transportation Miscellaneous Charges for costs associated with the installation of one dual set of wayfinding banners on a single street pole with existing banner hardware; and
 - (3) Establish a New Double Banner Hardware Installation charge of \$86 plus cost of materials in the Department of Transportation Miscellaneous Charges for costs associated with the installation of one dual set of wayfinding banners on a single street pole without existing banner hardware.



Memorandum

TO: COMMUNITY AND ECONOMIC
DEVELOPMENT COMMITTEE

FROM: Edward K. Shikada

SUBJECT: SEE BELOW

DATE: November 15, 2010

Approved

Date

11/16/10

Council District: Citywide
SNI Areas: All

SUBJECT: COMMUNITY IDENTIFICATION AND WAYFINDING POLICY

RECOMMENDATION

Staff recommends that the Community and Economic Development Committee recommend that the City Council agendize and approve the following:

1. Adopt a resolution amending City Council Policy 9-3: Community Identification and Wayfinding (currently "Community Identification Signs and Architectural Gateway Monuments").
2. Adopt a resolution amending Resolution No. 72737 (Fees and Charges) to:
 - a. Establish a Wayfinding Banner Application charge of \$535, plus \$89 per hour after 6 hours in Economic Development/Cultural Affairs for costs associated with the application review and coordination of wayfinding banners in the public right-of-way
 - b. Establish a Double Banner Installation charge of \$66 in the Department of Transportation Miscellaneous Charges for costs associated with the installation of one dual set of wayfinding banners on a single street pole with existing banner hardware; and
 - c. Establish a New Double Banner Hardware Installation charge of \$86 plus cost of materials in the Department of Transportation Miscellaneous Charges for costs associated with the installation of one dual set of wayfinding banners on a single street pole without existing banner hardware

OUTCOME

Adoption of the proposed resolution approving an amendment to Council Policy 9-3 (Community Identification and Wayfinding) will provide a consistent citywide framework for the City to facilitate community identification and wayfinding to certain destinations throughout

the City through the use of signs, markers and wayfinding banners. The public process outlined in the proposed amended policy addresses Council's direction to develop a process to officially designate and name Areas and Districts of the City. Since the 2010-2011 Adopted Fees and Charges do not include all required charges for banners, adoption of the proposed, related resolution to set forth administrative and installation charges for wayfinding banners will ensure recovery of costs associated with the review and installation of all signs.

EXECUTIVE SUMMARY

The proposed amended City Council Policy 9-3 (Community Identification and Wayfinding) addresses the community's desire for identification and the Council's desire to facilitate identification and wayfinding throughout the City, while addressing and balancing concerns about proliferation of signage that could lead to visual clutter issues. Wayfinding banners, which were previously specifically excluded from the existing Policy 9-3, are now proposed to be included in the amended policy. This will allow the City to have a comprehensive policy that facilitates community identification and wayfinding.

BACKGROUND

In the past several years, many business and neighborhood communities have requested the ability to identify their communities through the use of banners. The City also supports the need to facilitate identification of certain unique areas in San José and to that end, in March 2008, Council directed staff to review existing Council Policies and/or develop a new Council Policy on a process to officially designate and name Areas and Districts of the City.

The City's temporary event banner program and guidelines were established administratively ("Event Banner Program"), and currently allow only the short term placement of event banners. The Event Banner Program allows banners for the purpose of identifying certain events within the City, but does not address or allow banners for the purposes of identifying particular area destinations in the City nor is it authorization to place permanent area wayfinding banners in the public rights-of-way. Although some permanent wayfinding banners have been installed to help identify some areas, currently there is no policy that allows the installation of permanent wayfinding banners.

Thus, an initial step in the effort to facilitate area wayfinding and identification through banner signage was developing a wayfinding banner policy that would provide guidance on the installation of such banners. Preliminary policy concepts were brought forward to the Community and Economic Development Committee in December 2008. Based on direction received, the initial outreach process was completed in April 2009 and a draft policy was developed by staff in Fall of 2009. The draft policy limited the use of wayfinding banners in certain areas of the City, however, subsequent input from various stakeholders demonstrated significant interest for wayfinding banners in residential neighborhoods and other unique areas. In January 2010, Council directed staff to consider the inclusion of neighborhoods and other unique areas in the wayfinding banner policy and to bring the policy back to an appropriate Council Committee before returning to Council for consideration.

Furthermore, in order to fully address Council's March 2008 direction, a separate naming and designation policy also needed to be developed. In light of the January 2010 Council direction to expand the scope of the wayfinding banner policy, staff re-evaluated policy direction related to this issue. Based on an evaluation of existing policies, staff concluded that incorporating wayfinding banners in existing Council policy 9-3 (Community Identification Signs and Architectural/Gateway Monuments) would not only allow the City to have one comprehensive policy that would guide the placement, design and construction of community identification signs and markers but would also eliminate the need for two additional policies, namely, a separate Wayfinding Banner policy and a policy for the Designation and Naming of Areas.

ANALYSIS

The existing Council Policy 9-3 includes signs and architectural/gateway monuments but specifically excludes banners because, historically, banners were not used as permanent wayfinding signage. However, the use of area destination banners to assist in wayfinding to unique areas has grown over time. Staff is recommending amending this policy to include wayfinding banners so as to allow a comprehensive policy that addresses all community identification and wayfinding signage. The purpose of the proposed amendments to City Council Policy 9-3 (Community Identification and Wayfinding) is to assist persons in locating and identifying certain unique areas of the City through the use of Community Signs which include all signs, markers and banners located in public rights-of-way, while preventing a proliferation of signage that could lead to undue visual clutter along public rights-of-way. The proposed amended Policy memorializes how the City chooses to exercise its authority related to the placement of Community Signs, including wayfinding banners, in public rights-of-way pursuant to the City's Sign Ordinance, such as prohibiting traffic or pedestrian safety hazards and ensuring compliance with traffic guidelines.

The existing City Council Policy 9-3 already outlines a public process that includes community outreach and a public hearing for any new Community Signs. This public process would allow the community to provide input on various aspects of the proposed Community Sign(s) including location of the sign(s), sign design, and name and extent of the neighborhood or other unique area being identified, and would thus eliminate the need for a separate policy for the designation and naming of areas. It is important to note that Community Signs may be considered for the purpose of identifying established or unique areas of the City only when placement of the Community Sign *would not contribute to the fractionalization of the City or undermine overall City cohesiveness*. Thus, any significant community opposition to a Community Sign(s) could be grounds for the City not choosing to have the Community Sign(s) be placed in its rights-of-way.

Proposed Key Changes to Existing Policy 9-3

The following are some key changes being proposed to existing Policy 9-3:

1. Changing the name of the existing "Community Identification Signs and Architectural/Gateway Monuments" policy" to the proposed "Community Identification and Wayfinding" policy

The proposed name more accurately reflects the policy objectives of community identification and wayfinding to unique areas in the City.

2. Inclusion of wayfinding banners in the policy

The existing policy specifically excludes wayfinding banners. The proposed policy expands the definition of Community Signs to include wayfinding banners and outlines acceptable locations as well as the review, approval, and installation process for these banners.

3. Deletion of references to installation by the City of San Jose

The existing policy reflects a preference for the City to install Community Signs over applicants contracting for the installation of the Community Signs. The proposed policy requires the applicant to install the Community Signs, with the City providing review and inspection services. The only exception to this is the wayfinding banners, which shall be installed only by the City since these banners are installed on existing City owned poles and fixtures and due to their location, require special equipment and care for safe installation and removal of the banners.

4. City Manager or designee as the lead on all signs and markers

The existing policy identifies the Department of Planning, Building and Code Enforcement (PBCE) as the approval authority in all parts of the City with the Redevelopment Agency as an additional approval authority in the Greater Downtown Area. Furthermore, for a majority of the Community Signs, the main body of work is design review and construction inspection, both primarily done by the Department of Public Works. In order to simplify the process for applicants, the proposed policy calls out the City Manager or designee as the approval authority for all Community Signs. The designated department will coordinate with other departments as appropriate as well as with the Redevelopment Agency. The public hearing will still continue to be with the Director of PBCE. Attachment A describes the actual review and approval process; staff will work to maximize clarity and simplicity for applicants.

5. Inclusion of the possibility of a Council hearing for a final determination after the Director's Hearing

The existing policy identifies the Director's Hearing as the final step prior to the issuance of a Community Sign planning permit. The proposed policy allows the applicant the opportunity to have a hearing before the City Council for a final determination if they are dissatisfied with the outcome of the Director's Hearing.

6. Deletion of outreach, review and installation requirements for Temporary Community Signs

The existing policy includes repetitive language that outlines the approval process for Temporary Community Signs. Since this process was and is almost identical to that for permanent Community Signs, the additional text has been deleted, with the review process now applicable for all Community Signs, permanent and temporary.

Cost Recovery

Given the significant General Fund budget deficit facing the City, the Administration is cognizant of the fact that the cost of all Community Signs must be considered. For all other Community Signs except wayfinding banners, the appropriate rates in the 2010-2011 Adopted Fees and Charges document shall be used. Staff is aware that it is important for applicants to

COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE

November 15, 2010

Subject: Community Identification and Wayfinding Policy

Page 5

have an upfront understanding of the total estimated costs, however, since Community Signs vary greatly, ranging from simple markers to elaborate gateway monuments, staff will use their best professional judgment to provide to persons requesting signage under the Policy a preliminary estimate of total review and inspection costs based on the information provided by the applicant and will revise this estimate as additional information becomes available.

The 2010-2011 Adopted Fees and Charges includes only partial charges for wayfinding banners. Based on staff's analysis, the following administrative and installation charges would be necessary to fully recover program costs. The following table lists the current and proposed charges for the Office of Economic Development's Office of Cultural Affairs and Department of Transportation.

Service	Charge Name	Description	Charge
Office of Cultural Affairs administrative review, assistance with outreach, coordination, determination, fiscal management	Wayfinding Banner Application	New charge; charged per review; no matter how many banners requested	\$ 535, plus \$89 per hour after 6 hours
DOT Installation/removal of wayfinding banners on street poles outfitted with existing banner hardware	Single Banner Installation	Existing charge; no change	\$ 44
	Double Banner Installation	New charge; one set of dual banners on a single street pole	\$ 66
DOT Installation/removal of wayfinding banners on street poles that are not yet outfitted with banner hardware (includes hardware purchase and installation)	New Single Banner Installation	Existing charge; no change	\$ 66 plus cost of materials <i>\$ 186 current cost of materials*</i> <i>\$ 252 total current cost</i>
	New Double Banner Installation	New charge; one set of dual banners on a single street pole	\$ 86 plus cost of materials <i>\$ 336 current cost of materials*</i> <i>\$ 422 total current cost</i>

* Where a charge includes "cost plus materials," the current cost of materials is shown for reference

Development of Administrative Guidelines

The City Manager or designee will develop administrative guidelines to guide the administration and implementation of wayfinding banners. These administrative guidelines will describe in more detail the processes associated with placing and removing wayfinding banners in the public rights-of-way and outline criteria, requirements and implementation processes for these banners. These Guidelines will fully conform to the amended Community Identification and Wayfinding Policy adopted by Council. The City Manager or designee will promulgate, as necessary, other additional guidelines that comport with the Policy to facilitate its implementation.

Stakeholder Outreach

On December 22, 2008, the Community and Economic Development Committee (CEDC) accepted staff's recommendation to begin public outreach regarding wayfinding banners. From February through April 2009, staff discussed proposed requirements related to a banner policy with various community groups including the Downtown Association, post-secondary educational institutions as well as each of the Neighborhood Business Associations. Subsequent to the formal outreach process, input was also received from various stakeholders on the inclusion of certain neighborhoods in this policy.

Staff received several recommendations from the community, the majority of which have been incorporated into the proposed Policy and administrative guidelines. Ideas to include sponsor logos are not being considered in the administrative guidelines since permanent banners are purely meant to serve as way-finding tools. Suggestions to allow descriptions of activities and events on banners are also not being incorporated in the administrative guidelines since the need to communicate information to the public about events may be done through the use of Temporary Event Banners, and the excessive content can be confusing and work against the primary purpose of wayfinding banners.

In addition, due to safety and liability issues associated with installing banners in the public right-of-way located high above the street on existing light fixtures, the Policy provides that only the City is allowed to install banners in the public rights of way. However, the City may offer community members the opportunity to donate banners and banner hardware that meets City specifications, in order to defray some City costs if the City decides to install wayfinding banners in an area.

EVALUATION AND FOLLOW-UP

Staff is recommending that the CED Committee forward the amended policy and proposed wayfinding banner charges for Council consideration in December 2010.

POLICY ALTERNATIVES

The following alternatives were also considered:

Alternative #1: Do not amend the policy

Pros: None

Cons: The City currently does not have a policy to guide the installation of long term wayfinding banners.

Reason for not recommending: Proceeding with an amendment to the existing policy 9-3 is recommended in order to provide a comprehensive policy for community identification and wayfinding as well as clear and consistent guidance for the placement of wayfinding street banners.

Alternative #2: The Policy could include provisions to allow for private entities to install banners.

Pros: Private entities may be able to install banners at a lower cost.

Cons: Private entities are not allowed to install signage in the public rights of way. Even if private organizations somehow could install banners in the public rights of way, the City could be held responsible for potential resulting risks and liabilities to traffic, pedestrians, and adjacent properties.

Reason for not recommending: The City manages and is responsible for its public rights-of-way. The City can best ensure that the installation complies with City requirements by having City staff perform banner installation.

Alternative #3: Establish charges for banners that are below cost-recovery and phase in full cost recovery.

Pros: Phasing in full cost-recovery charges would reduce the impact on customers; it may incentivize implementation of banners in the short-term, before the full rates are implemented.

Cons: Implementing charges that are below cost recovery would require General Fund subsidy, possibly impacting other higher priority City services.

Reason for not recommending: Given the significant General Fund deficit, the costs of providing banner installation and related services should be fully recovered to the extent possible to prevent impacts on other higher priority City services.

PUBLIC OUTREACH/INTEREST

- Criteria 1:** Requires Council action on the use of public funds equal to \$1 million or greater.
(Required: Website Posting)
- Criteria 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
- Criteria 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

A total of ten meetings were held with various community groups and stakeholders to specifically discuss wayfinding banners. As stated above, since staff only recently looked at the incorporation of the draft Wayfinding Banner Policy into the existing Council Policy 9-3, no specific outreach has been done on changes proposed to Council Policy 9-3. However, except for the significant change that incorporates wayfinding banners into the Community Identification Policy, all other proposed changes are relatively minor and should have a minimal impact on the community. Thus, staff hopes to use the public forums at the CED Committee and the subsequent Council meeting to solicit any additional feedback on the proposed amendments.

This item was posted on the City of San Jose website for the December 22, 2008 CED Committee meeting, and will be posted on the City website for the November 29, 2010, CED Committee Agenda. See page six of this report for additional information on stakeholder outreach.

November 15, 2010

Subject: Community Identification and Wayfinding Policy

Page 8

COORDINATION

Preparation of this memorandum was coordinated with the assistance of the following: Office of the City Attorney, Office of Economic Development, City Manager's Budget Office, Departments of Public Works, Transportation and Planning, Building and Code Enforcement, and the Redevelopment Agency.

FISCAL/POLICY ALIGNMENT

This project aligns with the City's policy to support economic growth through the promotion of unique areas in San José. Any costs associated with the Community Identification and Wayfinding program are proposed to be recovered through charges.

COST SUMMARY/IMPLICATIONS

Approval of the proposed wayfinding banner charges would ensure established charges for all community signs and markers. These charges are intended to recover the City's program implementation costs including staff time and installation hardware. No changes are being proposed to the already established fees and charges for all other Community Signs. The annual amount of revenue collected would vary based on the number of Community Sign applications per year and the number of Community Signs installed.

CEQA

Exempt, PP09-075.



EDWARD K. SHIKADA
Assistant City Manager

For questions please contact Ashwini Kantak, Assistant to the City Manager, at 408-535-8147.

Attachment

City of San José, California

COUNCIL POLICY

TITLE: COMMUNITY IDENTIFICATION AND WAYFINDING	PAGE: Page 1 of 9	POLICY NUMBER 9-3
	EFFECTIVE DATE: 3/27/72	REVISED DATE: / /2010

APPROVED BY:

Council Action – March 27, 1972; October 15, 2002; May 6, 2003, March 25, 2008,
, 2010

BACKGROUND

The City Council, in the early 1970's, was concerned about potential visual clutter and the perceived physical disunity that could result from the excessive use of community identification signs within the City's neighborhoods. On March 27, 1972, the City Council adopted Policy 9-3 prohibiting community identification signs other than those of a historical nature. This action was taken, in part, to symbolize a determination to maintain a unified City in the face of rapid annexation of several disparate areas and neighborhoods.

Today, San José has matured into a sophisticated cosmopolitan city with well-established and unique neighborhoods and districts. Within these neighborhoods and districts, the use of community identification signs and markers, including wayfinding banners and architectural/gateway monuments, could strengthen the sense of uniqueness without compromising San José's physical design unity and overall identity as one city. As a large city with numerous neighborhoods, San José can use community identification signs as an effective urban design tool for preventing excessive uniformity in its urban character, for reducing visual clutter and visual blight, for facilitating traffic flow, and for promoting neighborhood cohesiveness and identity. In fact, in contemporary urban design practice, the use of community identification signs and the need to maintain a cohesive urban fabric can be complementary, and are not necessarily mutually exclusive.

The City's Sign Ordinance, adopted on November 10, 1992, contains provisions that allow community identification signs and architectural/gateway monuments on either private property or the public right-of-way.

In October 2002, the City Council amended Policy 9-3 to allow community identification signs and architectural gateway monuments for the Greater Downtown Area.

TITLE: COMMUNITY IDENTIFICATION AND WAYFINDING	PAGE: Page 2 of 9	POLICY NUMBER 9-3
	EFFECTIVE DATE: 3/27/72	REVISED DATE: 03/25/08
APPROVED BY: Council Action – March 27, 1972; October 15, 2002; May 6, 2003, March 25, 2008		

Subsequently, in May 2003, Council further approved a substantial revision to Policy 9-3 which allowed the installation of community identification signs and markers in all areas of the City based on certain criteria. The amended Policy 9-3 also addressed when and where it would be appropriate to construct these signs and monuments.

In March 2008, Council approved a minor amendment to Policy 9-3 to allow the installation of temporary community signs in cases where the Council has previously made an explicit finding that a particular identifying name has “widespread support” in a relevant community.

In 2010, staff recommended that Policy 9-3 be further amended to address wayfinding banner signage, which type of signage previously had been largely excluded from the Policy, in order to foster a more unified and cohesive approach to community identification and way-finding signage located in public rights of way. Included within the 2010 amendment are additional minor changes that better define and enhance the process for Community Identification and Wayfinding Signs.

DEFINITIONS

Community Signs is the term used in this policy to describe the various types of signs and markers that enhance community identification or way-finding to an unique area and can include wayfinding banners as well as architectural/gateway monuments. It refers to the sign, banner and/or marker and any necessary supporting structures designed to acknowledge distinct and unique areas in the City.

Marker is the term used in this policy to denote a physical element used to convey information about a specific location or area.

Unique area is the term used in this policy to denote an area in the City which attracts a significant number of residents from other parts of San José as well as visitors from outside the City due to its historical, cultural or other unique significance.

Improvement Plans include but are not limited to:

1. Engineered construction plans with proposed improvements (i.e. sign type, materials, dimensions), existing improvements (i.e. topography), plan and profile, foundation design, signing and striping, electrical plans, and irrigation plans.
2. Structural calculations
3. Specifications

TITLE: COMMUNITY IDENTIFICATION AND WAYFINDING	PAGE: Page 3 of 9	POLICY NUMBER 9-3
	EFFECTIVE DATE: 3/ 27/72	REVISED DATE: 03/25/08
APPROVED BY: Council Action – March 27, 1972; October 15, 2002; May 6, 2003, March 25, 2008		

PURPOSE

This policy is consistent with and further implements the provisions of the City's Sign Ordinance and does not, in and of itself, necessitate any changes to the Municipal Code regarding Community Signs. It is intended to:

1. Provide guidance as to when and where the installation of Community Signs would be appropriate.
2. Ensure that these Community Signs do not:
 - a) Create visual clutter, or
 - b) Create traffic or pedestrian safety hazards, or
 - c) Detract from a citywide sense of community unity, but build on community identity and image.

All proposals for Community Signs are subject to the Sign Ordinance. Community Signs throughout the City are subject to this Policy. The City Manager or City Manager's designee shall administer the provisions of this Policy and may promulgate administrative guidelines to further implement this Policy, which guidelines shall be consistent with this Policy and the San José Municipal Code.

POLICY

1. Overview

Community Signs may be located on either private property or public right-of-way. The design, size and shape of these signs typically depends on, and varies with, the character of the right-of-way and physical characteristics of the surrounding area. Except for banners, they are normally freestanding signs, spanning across, in the median, or on the edges of the street. There are generally three types of Community Signs within the public right-of-way: neighborhood identification signs or markers, business area identification signs or markers, and banners. The first two are often structural signs built on permanent foundations whilst banners are of flexible material typically hung on existing poles and fixtures. The City's Sign Ordinance contains provisions that allow these kinds of Community Signs. The City reviews these signs for size, scale, mass, and context, and their potential impacts on traffic operations. Those signs located in public rights-of-way are and remain City speech.

TITLE: COMMUNITY IDENTIFICATION AND WAYFINDING	PAGE: Page 4 of 9	POLICY NUMBER 9-3
	EFFECTIVE DATE: 3/ 27/72	REVISED DATE: 03/25/08
APPROVED BY: Council Action – March 27, 1972; October 15, 2002; May 6, 2003, March 25, 2008		

2. Community Sign Ownership and Sponsors

Community Signs may be considered for the purpose of identifying established or unique areas of the City *only when placement of the Community Sign would not contribute to the fractionalization of the City or undermine overall City cohesiveness.* For signs within public rights-of-way, only the City may allow the placement of signs as a form of government speech pursuant to the City's Sign Ordinance and shall, be the owner of these signs and the City may remove them at City's sole discretion. Neighborhood and business organizations, or other private groups such as homeowner associations may request the City to consider the placement of a Community Sign if the groups are able to fund the costs to construct and maintain the Community Sign and may enter into a turnkey agreement with the City to cost, bid, construct, and maintain a Community Sign, *except for way-finding banners in the public rights-of-way, which may be installed solely by the City.* In general, the City will not approve or allow the installation of a Community Sign in the public right of way unless the sign is being proposed by a substantial number of persons or a group such as a neighborhood or business association which is willing to fund the construction or installation of the Community Sign(s), and except in the case of banners, fund the ongoing maintenance of these signs as well. Application and the process for approval of the banners shall be pursuant to administration guidelines adopted by the City Manager.

3. Community Sign Siting Criteria

Community Signs may be installed at an entry or other focal point of an established community or business area and other unique areas and in the case of wayfinding banners, along major streets They should not, however, be used to try to define specific boundaries of a community. Because Community Signs occupy space within or near the public right-of-way they have the propensity to add to visual clutter if allowed on every street. For this reason, it is preferable to confine them to larger streets that are ideally non-residential in character. Community Signs should therefore be allowed only on arterial and major collector streets as defined in the San José 2020 General Plan, except in the Greater Downtown Area, where they may be allowed on smaller streets, provided that these streets are predominantly non-residential in use and character. *In the event of multiple unique areas, the City retains the right to prioritize placement of Community Signs in the public right of way.*

a) Community Signs shall:

i) Not create traffic, pedestrian, or other safety hazards.

TITLE: COMMUNITY IDENTIFICATION AND WAYFINDING	PAGE: Page 5 of 9	POLICY NUMBER 9-3
	EFFECTIVE DATE: 3/ 27/72	REVISED DATE: 03/25/08
APPROVED BY: Council Action – March 27, 1972; October 15, 2002; May 6, 2003, March 25, 2008		

ii) Comply with State traffic guidelines.

- b) A temporary Community Sign that meets all of the siting, construction, maintenance, safety, and design criteria set forth in this Policy may be allowed temporarily in locations where a permanent Community Sign can be allowed and may be installed during that time period where design, installation, maintenance and funding issues related to the proposed permanent Community Sign are being evaluated and resolved, but in no event shall a temporary Community Sign be installed for a time period in excess of three (3) years from the date that the temporary Community Sign was approved. Temporary Community Signs may be allowed where the City Council has previously made an express finding that a particular identifying name for a well-established or unique area of the City possesses wide-spread support in a relevant community. Temporary Community Signs will follow the same review and construction process as the permanent Community Signs.

4. Community Sign Design Criteria

- a) To the extent possible, Community Signs within the public rights-of-way should be integrated with traffic calming devices and/or existing street furniture.
- b) The size, type, massing, proportions and location of a Community Sign should be compatible with the area in which it is being proposed.
- c) Community Signs should serve to enhance the identification of the area in which they are proposed, and contribute to “way-finding” for both pedestrians and motorists.

5. Construction and Maintenance

All Community Signs and their supporting structures that are allowed to be installed or maintained by private parties shall be securely built and maintained in a good state of repair. They shall be kept free from rust, dirt, and chipped, cracked or peeling paint. Graffiti and unauthorized stickers shall be removed, burned out bulbs replaced, and hanging or torn parts repaired. The message of a freestanding sign should never be removed from the supporting structure by private parties, except for a temporary period of time while the message is being changed or the surface replaced.

TITLE: COMMUNITY IDENTIFICATION AND WAYFINDING	PAGE: Page 6 of 9	POLICY NUMBER 9-3
	EFFECTIVE DATE: 3/ 27/72	REVISED DATE: 03/25/08
APPROVED BY: Council Action – March 27, 1972; October 15, 2002; May 6, 2003, March 25, 2008		

6. Review Process

The review and evaluation of Community Signs in the public rights-of-way proposed by private parties will involve a multi-departmental review process. All Community Signs are intended to be cost recovery to the City. All charges associated with the review, permits, construction and maintenance of the proposed Community Sign shall be paid for by the applicant when the Community Sign is being proposed by private persons.

Temporary event-related banners in the public right-of-way are excluded from this policy, but are, however, subject to the City's temporary banner program administered through the Office of Economic Development.

The review process for a Community Sign proposed by private parties is as follows:

- a) **Design Review:** All proposals to install a Community Sign shall undergo a comprehensive review. The Department of Public Works (DPW) or another department as designated by the City Manager will coordinate the review of all Community Signs, except wayfinding banners, with the full recovery of staff costs. The City Manager's administrative guidelines set forth the review process for wayfinding banners – with the Office of Cultural Affairs (OCA) coordinating the review of wayfinding banners. DPW or other designated department and OCA will coordinate proposals with the applicable Council Office, the Department of Planning, Building and Code Enforcement (PBCE), the Department of Transportation (DOT) and the Office of the City Attorney. DPW or other designated department and OCA will also coordinate with the Redevelopment Agency (RDA) on all Community Sign applications within Redevelopment Project Areas.

Proposals will be reviewed for conformance with the siting and design criteria for Community Signs stated in this policy and in the case of wayfinding banners, also with the administrative guidelines. Proposals must include a description of the location, a scaled drawing of the proposal in plan and elevation, a project budget, identification of funds available to complete the review and processing of the proposal as well as funds to complete the fabrication/construction, and installation of the Community Sign. For all Community Signs except wayfinding banners, funds will also need to be identified for maintenance of the sign. Proposals will also be reviewed for conformance with CEQA.

- b) **Community Outreach and Public Hearing:** Community Outreach shall be done in accordance with the principles outlined in Council Policy 6-30 and per

TITLE: COMMUNITY IDENTIFICATION AND WAYFINDING	PAGE: Page 7 of 9	POLICY NUMBER 9-3
	EFFECTIVE DATE: 3/ 27/72	REVISED DATE: 03/25/08
APPROVED BY: Council Action – March 27, 1972; October 15, 2002; May 6, 2003, March 25, 2008		

the provisions of this Policy. Prior to a public hearing, at least one community meeting should be held to explain the project to residents, businesses, property owners, and Strong Neighborhoods Initiative (SNI) advisory committees and other associations within a 2,000-foot radius of the proposed Community Sign. The persons or groups proposing the Community Sign will be responsible for organizing the community meeting. City staff shall be invited to the community meeting. In processing a Community Sign application in the public right-of-way, the City Manager or designee shall ensure that the proposal is consistent with the Sign Ordinance. In the event of a conflict between the policy and the Sign Code, the Sign Code shall take precedence. In general, the following are some expected roles during the review of the petition:

- i) As the first point of contact, the designated department staff will take in and process the application, and shall notify the applicable Council Office and other City departments. Staff will specifically review the proposal with respect to its character, context, mass, proportion, scale and conformance with the Sign Ordinance and in the case of banners, the administrative guidelines as well.
- ii) For proposals within Redevelopment Project Areas, RDA staff will receive a referral from the City Manager or designee. Their specific review will also involve the character, context, mass, proportion, scale and conformance with the Sign Ordinance and in the case of banners, the administrative guidelines as well.
- iii) The applicable Council Office should assist in facilitating community outreach and participation.
- iv) For all Community Signs, the designated department will review the project budget to ensure that it is adequate for the work being proposed and for any potential construction impacts. For all Community Signs, except banners, a maintenance agreement between the project sponsor and the City will be required prior to construction start.
- v) DOT will review the proposal's potential impacts on traffic operations.
- vi) The City Manager or designee will coordinate comments from the other departments, receive testimony from the public at a noticed public hearing (such as a Director's Hearing), and a written decision on the application will be rendered by the Director of PBCE and mailed to the applicant.
- vii) An applicant may request to have the Director's decision advanced to City

TITLE: COMMUNITY IDENTIFICATION AND WAYFINDING	PAGE: Page 8 of 9	POLICY NUMBER 9-3
	EFFECTIVE DATE: 3/ 27/72	REVISED DATE: 03/25/08
APPROVED BY: Council Action – March 27, 1972; October 15, 2002; May 6, 2003, March 25, 2008		

Council for a final determination. In that case, the applicant shall request a hearing on the matter through the Rules and Open Government Committee, either directly or through a request to the Director. The Rules and Open Government Committee may choose to review the item and make a determination as to whether to advance the item for full Council consideration. The decision of the Committee, or in the case of items going to the full Council, the decision of the Council, shall be final.

- c) **Improvement Plan Review:** The designated Department will review the proposal's improvement plans subsequent to approval by City Manager or designee, or Council through the final determination process. Agreements memorializing obligations and understandings related to funding and construction services will be prepared through the Director of Public Works, and approved by the City through the City's contracting policies and procedures. Following execution of these agreements, the sponsoring individuals or groups can start the construction of the improvements on behalf of the City, except in the case of wayfinding banners which can be installed *only* by the City. The Director of Public Works will ensure the completion of a turnkey agreement to hand over the project to the City upon completion of the project. The City will maintain oversight and inspection responsibilities to ensure that the project is constructed to specifications and the City's codes. All contractors shall be required to have valid California licenses for type of work being performed as well as the appropriate insurance for work in the public rights-of-way. Additionally, prior to the issuance of the construction permit, the Director of Public Works will ensure that the sponsor(s) enter into a maintenance agreement with the City to cover the project. During this stage, DPW will coordinate the preparation of the improvement plans with the project sponsors, PBCE, DOT, OCA, CAO, and RDA to ensure substantial conformance with the approved proposal.

7. Removal of Signs

Community Signs may be removed by or on behalf of the City for reasons of blight, poor maintenance or public safety and welfare or for any other reason determined by City. Removal should occur after the surrounding community has been notified and given an opportunity for input, unless the City Manager or designee determines that the presence of the sign creates a safety hazard or visual blight. Any Community Sign removed from the public right-of-way by, or on behalf of, the City may be held in storage, or disposed of by the City Manager. The City is under no obligation to approve a replacement for any sign removed by the City. The persons or groups that sponsored the Community Sign or neighborhood/business groups in its vicinity can request that the City Manager or designee to remove a Community Sign. In considering the petition, the City should:

TITLE: COMMUNITY IDENTIFICATION AND WAYFINDING	PAGE: Page 9 of 9	POLICY NUMBER 9-3
	EFFECTIVE DATE: 3/ 27/72	REVISED DATE: 03/25/08
APPROVED BY: Council Action – March 27, 1972; October 15, 2002; May 6, 2003, March 25, 2008		

- a) Contact the persons or groups that sponsored the sign (if they are not the petitioners) and afford them the opportunity to redress any prevailing problem(s).
- b) Hold a community meeting, in conjunction with the applicable Council Office, to solicit input about the sign and/or inform the community about any problems necessitating its removal.
- c) Hold a public hearing to revoke the Community Sign and allow its removal.

8. Other Considerations

The City Manager or designee or the City Council through a final determination process, may impose other appropriate conditions on proposed Community Signs as required to reduce visual clutter or visual blight, to maximize pedestrian and vehicular traffic safety, to provide overall effective management of the public rights-of-way, to implement the provisions of this Policy, or for any reason that the Council deems appropriate for signage in the public right of way. The criteria in this Policy represent minimum standards.

Nothing contained in this Policy shall preclude the City Council from otherwise deciding to place banners or other identification or wayfinding signage on City-owned property or in the public rights of way in a manner established by City's Sign Code and after considering the policies articulated in this Policy.

COMMUNITY SIGNS

