



Date: March 16, 2012

To: City Manager for Council Action

From: Director of Planning and Inspection

Subject: Approval for Promotional Signs and Other Media related to the 49ers Santa Clara Stadium

EXECUTIVE SUMMARY:

The San Francisco 49ers have indicated that they anticipate a number and variety of temporary promotional signs and other physical displays of information about the new stadium over the course of the construction of the facility. The first such example is a promotional wind screen with images and text that will be affixed to the construction fencing surrounding the stadium site. The erection of other signs and banners could be anticipated to publicly celebrate and promote the new public facility. Individually, each display could be subject to meeting requirements of the City's sign ordinance in the zoning code, depending upon location and content, or be subject to Council approval under the Special Permit process. Other displays, such as the VTA Light Rail "wrap," are not subject to City regulations.

Due to the uncertainty of the scope of these promotional efforts over the course of the next two years, it is recommended that the Council grant authority to the City Manager to evaluate and authorize the placement of any such displays that come forward during the construction period. Certain displays may still be subject to subsequently obtaining permits to meet building code requirements. This would not cover permanent signage on the stadium that was already approved in November 2010 as a part of the PD zoning package.

ADVANTAGES AND DISADVANTAGES OF ISSUE:

Granting administrative authority to the City Manager to evaluate and approve these displays will facilitate the process.

ECONOMIC/FISCAL IMPACT:

Administrative processing of these displays will reduce time and staff cost of processing permits through the Council agenda report process.

RECOMMENDATION:

That the Council authorize the City Manager to approve the erection of any and all temporary promotional signs and other displays for the 49ers Santa Clara Stadium project during the course of construction.

Kevin L. Riley
Director of Planning and Inspection

APPROVED:

Jennifer Sparacino
City Manager

Documents Related to this Report: None