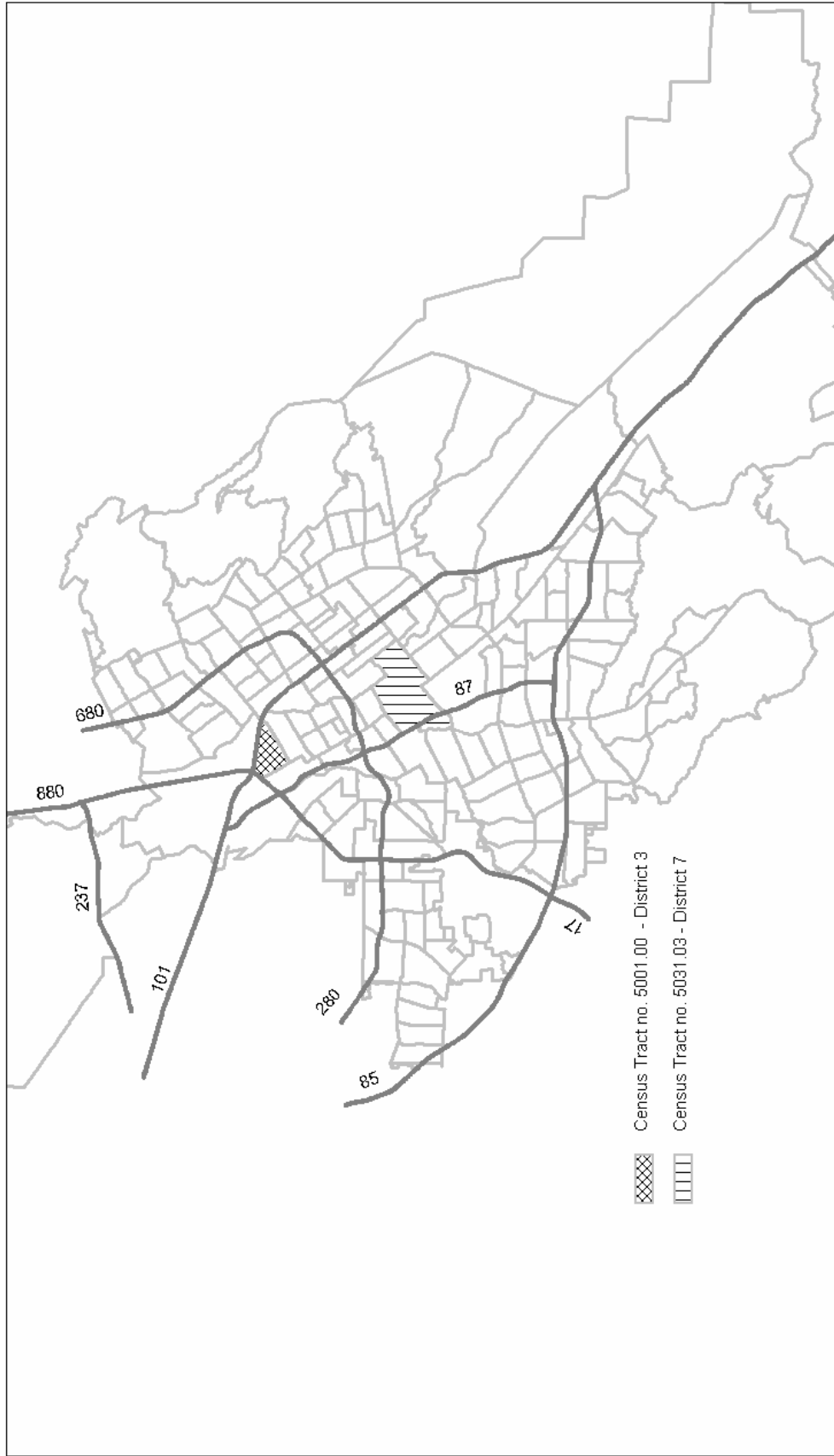


**Billboards in Two San Jose Census Tracts**  
**(Census Tracts 5001.00 and 5031.03)**

Census Tract Location Map	Page 2
Billboard Data	Page 3
Billboard Photographs	Pages 4-9



## Census Tracts 5001.00 & 5031.03

Prepared by the Department of Planning, Building, and Code Enforcement  
 City of San Jose, California

Joseph Horwedel, Director



Map Created On:  
 9/16/2009

<b>No. of Billboards in Two San Jose Census Tracts</b>		
	<b>Census Tract 5001.00 Council District 3</b>	<b>Census Tract 5031.03 Council District 7</b>
No. Billboard Faces/ No. Reviewed Billboard Faces	30/ 28	63/ 63
Total No. Billboards/ No. Billboards Reviewed	20/ 20	45/ 45

<b>Billboards by Message Category in Two San Jose Census Tracts</b>				
	<b>Census Tract 5001.00 Council District 3</b>		<b>Census Tract 5031.03 Council District 7</b>	
Message Category	No. Billboard Faces	Percentage of Total Billboard Faces	No. Billboard Faces	Percentage of Total Billboard Faces
Alcohol	9	32%	17	27%
Soda/ Fast Food	1	4%	5	8%
Movie/ Media	5	18%	9	14%
Public Service	3	11%	17	27%
No Message	1	4%	4	6%
Other	9	32%	11	17%
Total <sup>1</sup>	28	101%	63	99%

<b>Billboard Condition in Two San Jose Census Tracts</b>				
	<b>Census Tract 5001.00 Council District 3</b>		<b>Census Tract 5031.03 Council District 7</b>	
Condition	No. Billboard Faces	Percentage of Total Billboard Faces	No. Billboard Faces	Percentage of Total Billboard Faces
Good <sup>2</sup>	22	79%	52	83%
Poor <sup>3</sup>	6	21%	11	17%
Total	28	100%	63	100%

<sup>1</sup> Total percent does not total 100 due to rounding.

<sup>2</sup> Condition rated “good” if message surface is intact and there is no graffiti.

<sup>3</sup> Condition rated “poor” if some or all of the message surface is ripped or if billboard is defaced by graffiti.

## Billboards in Two San Jose Census Tracts

### Census Tract No. 5001.00 - Council District - 3

<p>1144 N 4th St</p>  <p>Message Category: Alcohol Condition: Good<sup>4</sup></p>	 <p>Message Category: Other Condition: Good</p>	<p>259 E Taylor St</p>  <p>Message Category: Alcohol Condition: Good</p>	<p>375 E Hedding St</p>  <p>Message Category: Other Condition: Good</p>
<p>390 Commercial St</p>  <p>Message Category: Alcohol Condition: Good</p>	 <p>Message Category: Other Condition: Good</p>	<p>456 E Hedding St &amp; 10th St</p>  <p>Message Category: Soda/ Fast Food Condition: Good</p>  <p>Message Category: Other Condition: Good</p>	
<p>456 E Hedding St &amp; 10th St - 1</p>  <p>Message Category: Public Service Condition: Good</p>	<p>784 N13th St</p>  <p>Message Category: Alcohol Condition: Poor<sup>5</sup></p>	 <p>Message Category: Movie/ Media Condition: Poor</p>	<p>816 N 10th St</p>  <p>Message Category: Movie/ Media Condition: Good</p>
<p>831 N 11th St</p>  <p>Message Category: Other Condition: Good</p>	<p>862 13th St</p>  <p>Message Category: Movie/ Media Condition: Good</p>	<p>955 Oakland Rd</p>  <p>Message Category: Other Condition: Good</p>  <p>Message Category: Other Condition: Good</p>	

<sup>4</sup> Condition rated “good” if message surface is intact and there is no graffiti.

<sup>5</sup> Condition rated “poor” if some or all of the message surface is ripped or if billboard is defaced by graffiti.

<p>999 10th St</p>  <p>Message Category: Alcohol Condition: Good</p>	<p>HWY 101- 300 feet east from 10th St (Other face of the billboard is towards the freeway and is not rated.)</p>  <p>Message Category: Movie/ Media Condition: Poor</p>	<p>SE corner N10th St &amp; HWY 101 (Other face of the billboard is towards the freeway and is not rated.)</p>  <p>Message Category: Alcohol Condition: Good</p>	<p>NE corner 10th St &amp; Horning St</p>  <p>Message Category: Alcohol Condition: Good</p>
<p>North Side of E Hedding St 100 feet from 12th St</p>  <p>Message Category: Other Condition: Good</p>	<p>NW corner 10th St &amp; Commercial St</p>  <p>Message Category: Public Service Condition: Good</p>	 <p>Message Category: Movie/ Event Condition: Poor</p>	<p>NW corner of E Hedding St &amp; N Bayshore West St</p>  <p>Message Category: Alcohol Condition: Poor</p>
<p>NW corner 10th St &amp; E Hedding St (901 N 10<sup>th</sup> St)</p>  <p>Message Category: No Message Condition: Poor</p>	 <p>Message Category: Public Service Condition: Good</p>	<p>NW corner Oakland Rd &amp; Madera Ave</p>  <p>Message Category: Other Condition: Good</p>	 <p>Message Category: Alcohol Condition: Good</p>
<p><b>Census Tract No. 5031.03- Council District - 7</b></p>			
<p>1507 S 10th St- 100' from Alma Ave</p>  <p>Message Category: Alcohol Condition: Good</p>	<p>1620 S 7th St</p>  <p>Message Category: Alcohol Condition: Good</p>	<p>1595 S 10th St</p>  <p>Message Category: Media/ Movie Condition: Good</p>	 <p>Message Category: Public Service Condition: Good</p>

<p>1603 S 7th St</p>  <p>Message Category: Alcohol Condition: Poor</p>	 <p>Message Category: Public Service Condition: Good</p>	<p>1641 S 10th St</p>  <p>Message Category: Public Service Condition: Good</p>	 <p>Message Category: Other Condition: Good</p>
<p>SW corner Monterey Rd &amp; Phelan Ave</p>  <p>Message Category: Public Service Condition: Poor</p>	<p>2055 S 7th St</p>  <p>Message Category: Media/ Movie Condition: Good</p>	<p>1750 S 10th St</p>  <p>Message Category: Media/ Movie Condition: Poor</p>	 <p>Message Category: Public Service Condition: Good</p>
<p>1980 S 7th S</p>  <p>Message Category: Alcohol Condition: Good</p>	 <p>Message Category: Media/ Movie Condition: Good</p>	 <p>Message Category: Alcohol Condition: Good</p>	 <p>Message Category: Public Service Condition: Good</p>
<p>2070 S 7th</p>  <p>Message Category: Public Service Condition: Good</p>	<p>NE corner of E Alma Ave &amp; RR</p>  <p>Message Category: Other Condition: Good</p>	<p>SE corner of E Alma Ave &amp; RR</p>  <p>Message Category: Public Service Condition: Good</p>	<p>South side of Tully Rd 200 feet east of Monterey Rd</p>  <p>Message Category: Soda/ Fast Food Condition: Good</p>

<p>North side of Tully Rd- 200 feet east of Monterey Rd (Two single-faced billboards are located side-by-side at the same location.)</p>  <p>Message Category: Public Service Condition: Good</p> <p>Message Category: Soda/ Fast Food Condition: Good</p>	<p>North side of Tully Rd- 250 feet east of Monterey Rd (Two single-faced billboards are located side-by-side at the same location.)</p>  <p>Message Category: Other Condition: Good</p> <p>Message Category: Public Service Condition: Good</p>		
<p>NW corner Phelan &amp; RR</p>  <p>Message Category: Public Service Condition: Good</p>	<p>SW corner Phelan Ave &amp; RR</p>  <p>Message Category: Media/ Movie Condition: Poor</p>	<p>Opposite side of 1595 S 10th St</p>  <p>Message Category: Other Condition: Good</p>	<p>SE corner Monterey Rd &amp; RR</p> <p>Billboard has two faces. The second face is hidden behind the tree.</p>  <p>Message Category: Public Service/ Alcohol Condition: Good/ Poor</p>
<p>SW corner Monterey Rd &amp; RR</p>  <p>Message Category: Other Condition: Good</p> <p>Message Category: Soda/ Fast Food Condition: Good</p>		<p>SE corner Monterey Rd &amp; Bellevue Ave</p>  <p>Message Category: Alcohol Condition: Good</p> <p>Message Category: Alcohol Condition: Good</p>	
<p>SE corner of S 7th &amp; Phelan Ave</p>  <p>Message Category: Public Service Condition: Good</p>	<p>1608 Almaden Expy</p>  <p>Message Category: Alcohol Condition: Good</p>	<p>SW corner Tully Rd, S 7th and Old Tully Rd (Two single-faced billboards are located side-by-side at the same location.)</p>  <p>Message Category: Alcohol/ Media &amp; Movie Condition: Good/ Good</p> <p>Message Category: No Message/ No Message Condition: Poor/ Poor</p>	

<p>SW corner Old Tully Rd &amp; Healy Ave (2400 Monterey Rd)</p>  <p>Message Category: Media/ Movie Condition: Good</p>  <p>Message Category: Alcohol Condition: Good</p>	<p>1603 Almaden Expy</p>  <p>Message Category: Public Service Condition: Good</p>  <p>Message Category: Other Condition: Good</p>		
<p>1639 Almaden Rd</p>  <p>Message Category: Media/ Movie Condition: Poor</p>	<p>Almaden Expy</p>  <p>Message Category: Other Condition: Good</p>	<p>NW corner Almaden Expy &amp; San Jose Ave</p>  <p>Message Category: Media/ Movie Condition: Good</p>	 <p>Message Category: Soda/ Fast Food Condition: Good</p>
<p>NW Corner W Alma Ave &amp; SP Railroad</p>  <p>Message Category: Alcohol Condition: Poor</p>	<p>NW Corner W Alma Ave &amp; SP Railroad - 1</p>  <p>Message Category: Other Condition: Good</p>	<p>SW Corner W Alma Ave &amp; SP Railroad</p>  <p>Message Category: Alcohol Condition: Good</p>	<p>NW corner W Alma Ave &amp; Vine St</p>  <p>Message Category: Alcohol Condition: Good</p>
<p>SE corner W Alma Ave &amp; Little Orchard St</p>  <p>Message Category: Alcohol Condition: Good</p>	<p>W 10th - 200 feet south of Alma Ave</p>  <p>Message Category: Other Condition: Good</p>	<p>SW corner W Alma Ave &amp; Mastic St</p>  <p>Message Category: Soda/ Fast Food Condition: Good</p>	 <p>Message Category: No Message Condition: Good</p>
<p>W 10th - 220 feet south of Alma Ave- 1</p>  <p>Message Category: Public Service Condition: Good</p>	<p>1675 S 1st</p>  <p>Message Category: No Message Condition: Poor</p>	<p>1775 S 1st</p>  <p>Message Category: Alcohol Condition: Good</p>	 <p>Message Category: Other Condition: Poor</p>



1787 S 1st



Message Category: Alcohol  
Condition: Good



Message Category: Other  
Condition: Good

SE corner Monterey Rd & Alma Ave-2



Message Category: Public  
Service  
Condition: Good



Message Category: Public  
Service  
Condition: Good