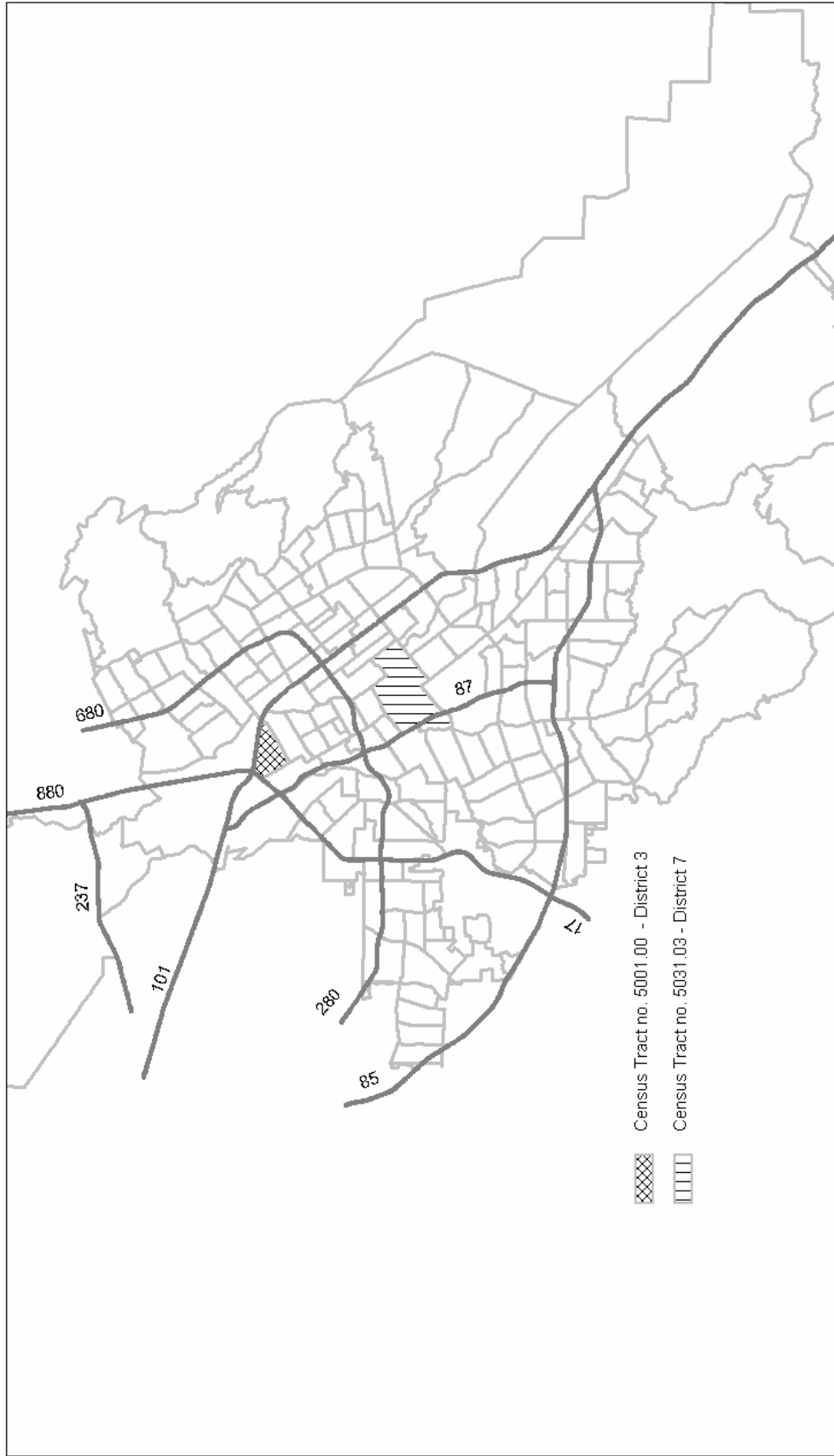


Billboards in Two San Jose Census Tracts
(Census Tracts 5001.00 and 5031.03)

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

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

Billboards by Message Category in Two San Jose Census Tracts				
	Census Tract 5001.00 Council District 3		Census Tract 5031.03 Council District 7	
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 ¹	28	101%	63	99%

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

¹ Total percent does not total 100 due to rounding.

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

³ 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: Good⁴</p>	<p>259 E Taylor St</p>  <p>Message Category: Other 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>456 E Hedding St & 10th St</p>  <p>Message Category: Soda/ Fast Food Condition: Good</p>	 <p>Message Category: Other Condition: Good</p>	
<p>456 E Hedding St & 10th St - 1</p>  <p>Message Category: Public Service Condition: Good</p>	<p>784 N13th St</p>  <p>Message Category: Alcohol Condition: Poor⁵</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>

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

⁵ 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 & 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 & 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 & 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 & N Bayshore West St</p>  <p>Message Category: Alcohol Condition: Poor</p>
<p>NW corner 10th St & E Hedding St (901 N 10th St)</p>  <p>Message Category: No Message Condition: Poor</p>	 <p>Message Category: Public Service Condition: Good</p>	<p>NW corner Oakland Rd & Madera Ave</p>  <p>Message Category: Other Condition: Good</p>	 <p>Message Category: Alcohol Condition: Good</p>
<p>Census Tract No. 5031.03- Council District - 7</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>1641 S 10th St</p>  <p>Message Category: Public Service Condition: Good</p>	<p>1641 S 10th St</p>  <p>Message Category: Public Service Condition: Good</p>	<p>1641 S 10th St</p>  <p>Message Category: Other Condition: Good</p>
<p>SW corner Monterey Rd & 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>1750 S 10th St</p>  <p>Message Category: Public Service Condition: Good</p>
<p>1980 S 7th S</p>  <p>Message Category: Alcohol Condition: Good</p>	<p>1980 S 7th S</p>  <p>Message Category: Media/ Movie Condition: Good</p>	<p>2331 S 7th St</p>  <p>Message Category: Alcohol Condition: Good</p>	<p>2331 S 7th St</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 & RR</p>  <p>Message Category: Other Condition: Good</p>	<p>SE corner of E Alma Ave & 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 & RR</p>  <p>Message Category: Public Service Condition: Good</p>	<p>SW corner Phelan Ave & 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 & 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 & RR</p>  <p>Message Category: Other Condition: Good</p> <p>Message Category: Soda/ Fast Food Condition: Good</p>		<p>SE corner Monterey Rd & Bellevue Ave</p>  <p>Message Category: Alcohol Condition: Good</p> <p>Message Category: Alcohol Condition: Good</p>	
<p>SE corner of S 7th & 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 & Movie Condition: Good/ Good</p> <p>Message Category: No Message/ No Message Condition: Poor/ Poor</p>	

<p>SW corner Old Tully Rd & 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 & 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 & SP Railroad</p>  <p>Message Category: Alcohol Condition: Poor</p>	<p>NW Corner W Alma Ave & SP Railroad - 1</p>  <p>Message Category: Other Condition: Good</p>	<p>SW Corner W Alma Ave & SP Railroad</p>  <p>Message Category: Alcohol Condition: Good</p>	<p>NW corner W Alma Ave & Vine St</p>  <p>Message Category: Alcohol Condition: Good</p>
<p>SE corner W Alma Ave & 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 & 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