

San Jose Sign Code Update – Series IV
Meeting Notes
July 9, 2009

Property Owner Focus Group

7/9/09; 3:30 p.m.

1 attendee (developer representative)

STATIC BILLBOARDS

Strategy 1 – Current billboard regulations
Strategy 2 – Large on-site advertising in Central Area of Downtown Core
Strategy 3 – Billboards in Central Area of Downtown Core
Strategy 4 – Billboards in the Central Area of Downtown Core + along SR-87 Downtown Core

- I like strategy #4 but I'm not sure about the 1:1 relocation. If people want to put signs along 87, they should be able to. I like the 200 foot residential screening.

PROGRAMMABLE ELECTRONIC (LED) BILLBOARDS

Strategy 1 – Current large programmable electronic billboard prohibition
Strategy 2 – Large programmable electronic signs in the Downtown Core Central Area On-site Messages Only
Strategy 3 – Large programmable electronic signs in the Central Area of Downtown Core – On- & Off-site Messages
Strategy 4 – Large programmable electronic signs in the Central Area of Downtown Core + along SR-87

- How did you get to the 5:1 ratio to relocate/replace signage? *The concept of removing signs is based upon input from some of the neighborhoods that they would like removed.*
- I'd like to see these types of signs downtown. I have a concern about traffic safety, but they'd be cool downtown where it's more pedestrian and people are driving slower.

PROGRAMMABLE ELECTRONIC SIGNS

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Strategy 1 – Retain current regulations
Strategy 2 – Assembly uses
Strategy 3 – Major commercial streets
Strategy 4 – Large occupancy frontages in the downtown

- I'm going with strategy #2 on this one – only strategy #2. Those big huge ones need to be on-site advertising instead of off-site.

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SHOPPING CENTER FREEWAY SIGNS

Strategy 1 – Current regulations	0
Strategy 2 – Static freeway Signs	0
Strategy 3 – Programmable electronic signs	1

- I like option #3 – if this can only be for malls, how many can there be?

SUPERGRAPHICS

Strategy 1 – Retain current regulations	0
Strategy 2 – Supergraphics as temporary on-site signs	0
Strategy 3 – Supergraphics as permanent changeable on- or off-site advertising	1

- I like option #3 – I've always thought these were really cool like the ones in SF. They seem to have a good life span; I've never seen one that looks raggedy.
- *This particular proposal doesn't limit the size – do you have a concern about that at all?* No.