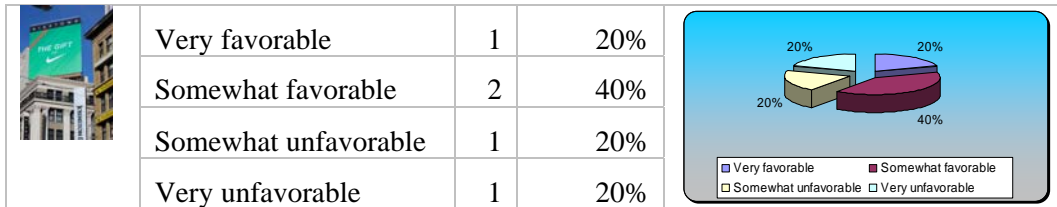


7 participants

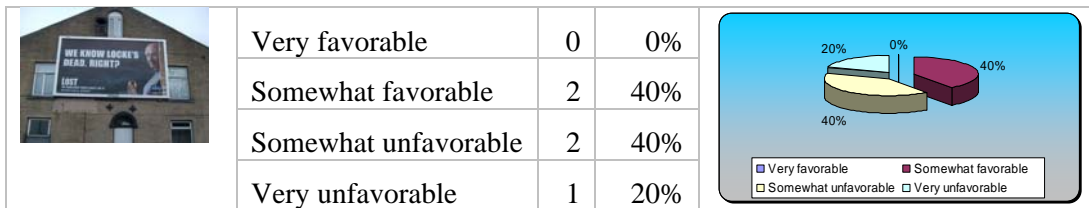
**BILLBOARDS**

*Nike billboard above Niketown – 60% favorable*



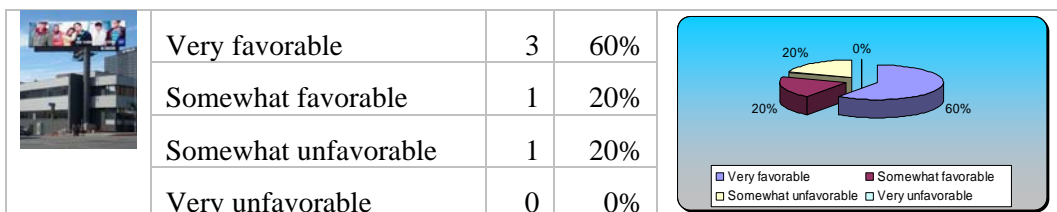
- I like it because it's in a commercial area; it's professionally done.
- I like that it gets me to that store; it draws me to it. Generally I use signage to give me a sense of direction.
- I didn't like it because it distracts from the shape of the building; it's just a big ugly billboard.
- This is in SF. It would've been better if you'd photo shopped this into downtown San Jose. SF has a different feel than San Jose does. I would find this very obtrusive and after decades of trying to get the downtown looking good, this wouldn't appeal to me.
- I keep hearing that one of the reasons people don't shop is because they don't know where the stores are because of lack of signage. Even in the surrounding communities around San Jose, the sales tax dollars are grossly different. It took me the longest time to find even some of the malls; from the freeway, you don't see any directional signs. We have no directional signage and you don't know where things are unless you live here.
- The reasons we don't shop in downtown San Jose is 40-50 years of trying to move shopping centers from downtown San Jose.

*LOST on brick building – 60% unfavorable*



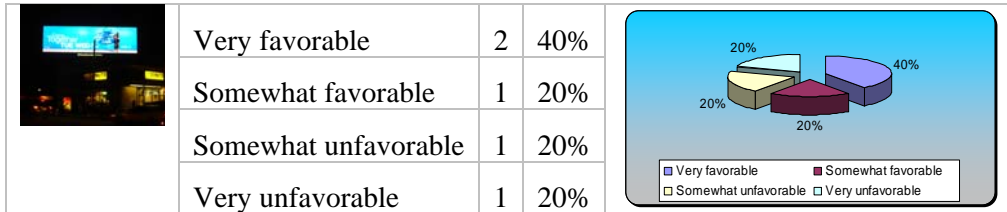
- It covers the window.
- This is a building that could look nice, but it never will with that sign on it.

*GAP billboard on pole – 80% favorable*



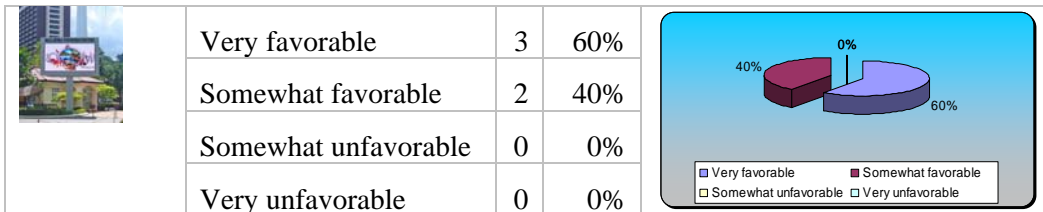
- It seems well placed.
- It's not blocking my view of anything, but it's displaying a message that I may or may not want.
- It is still a billboard; it doesn't add anything to the building itself.

*American Idol illuminated billboard – 60% favorable*



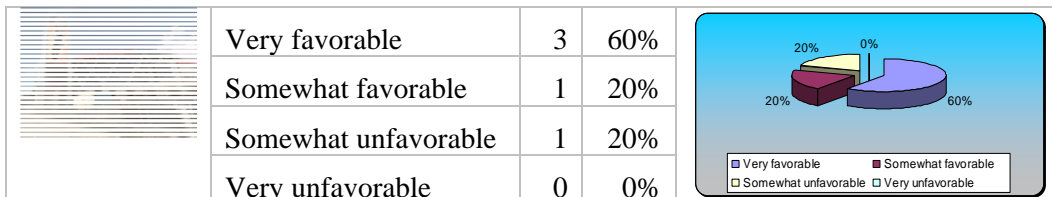
- I've seen this in LA where the message changes constantly; it can inform you of numerous things and it is a vibrant sign. One time, they talked about putting billboards in space, I like that kind of thing.
- I like it because it's professionally done; it could be a message that even the City of San Jose could advertise the farmer's market that could help the local businesses earn revenue and bring tax dollars.
- I thought it was inappropriate in that location. If it was at the convention center announcing upcoming shows, or the museum, that might be okay; but on top of the donut stand advertising "American Idol" is not okay. Is this at street level for people to look at or will people have to try to read this while driving by?
- I saw this type of sign on 101 on the way to the airport that was very distracting. We have to be very careful about these types of signs; it is one step away from movie screens.

*Malaysia Tourism Center billboard – 100% favorable*



- Better scale, placement and sizing; more appropriate for the setting it is in.
- This sign is part of the project but it was planned as part of the whole development including the building and they were taking in the aesthetic with the city streetscape. A lot of signs have been tacked on and don't have anything to do with what they're advertising.
- It clearly fits in well there and looks like it belongs in this space; it is tastefully done.

*Oracle sign (electronic) – 80% favorable*



- It's informative, but at night it's too bright.

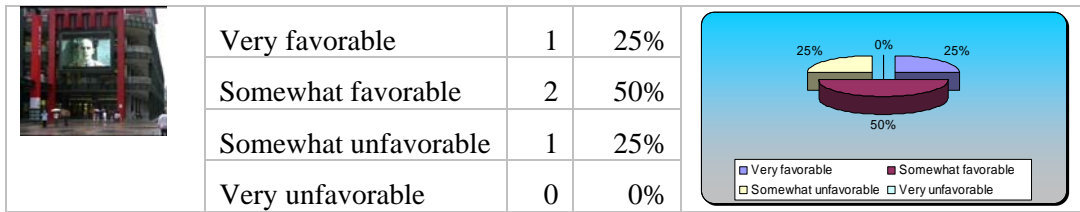
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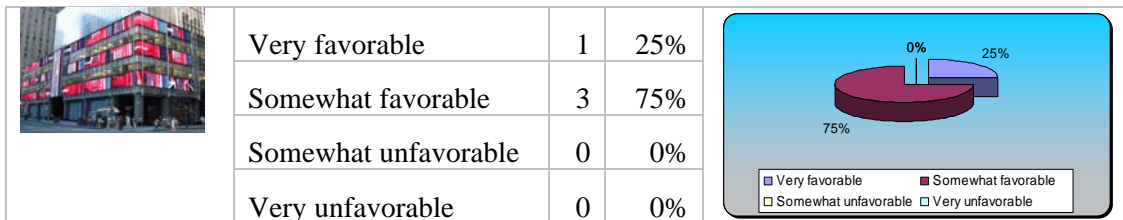
- I'm concerned about how this is being interpreted in the San Jose context. Do I want to see this on the Alameda, I'm not sure. If this sign were along a pretty shabby section of 880, it is probably an improvement.
- Alameda is supposed to be a walking area and to have this flashing is not okay.
- I like it flashing for a person going to an event and part of a city's identity is their sports teams. There are certain areas like the Alameda that you don't necessarily want to see this type of sign, but near a stadium it's very appropriate. I'm always amazed that San Jose is such a large city with such a small sports presence.

*Television Billboard with red framing in China – 75% favorable*



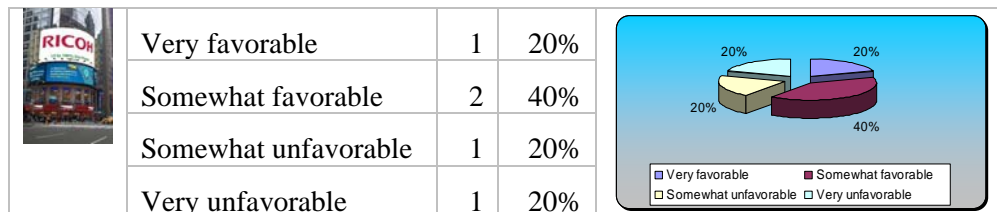
- This fits in to where it is with the red framing.
- I'm still troubled by the giant television aspect and a moving graphic. They're building a completely different city than what we're trying to accomplish here in San Jose. Maybe inside of a Santana Row kind of development where it is contained.

*3-tiered wraparound (Lehman Bros.) – 100% favorable*



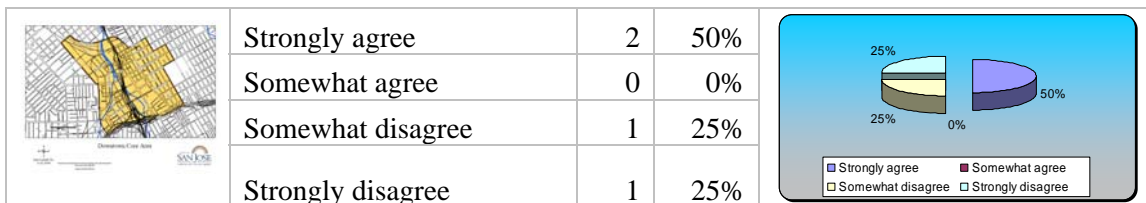
- We're trying to put as much residential downtown as we can and these types of signs change the feel of San Jose. If you're in a low-rise building and trying to create a feel, these signs would not be attractive. Maybe create regulations where this should be out of the line of sight of residential areas. But I can see where this would be appropriate.
- It makes the area more exciting, but you wouldn't want it in some places.

*Ricoh wraparound wind-powered – 60% favorable*



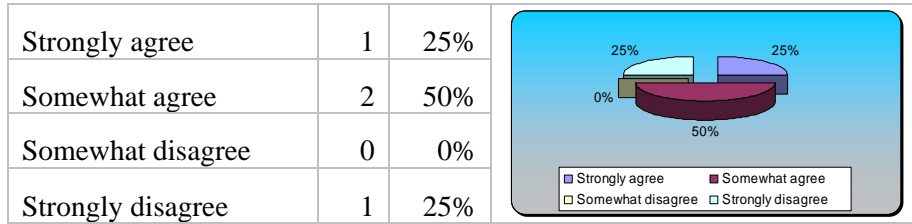
- Where I've seen most of these signs, they've been added on to an existing building. Usually, the signs are covering up something; it probably looked better before the sign went in. I can see something like this if it was built into the structure, but again, does this work for San Jose? If you go to Oakland in an older area, and see signs tacked onto existing buildings, it is almost never an improvement.
- It doesn't add anything to the building and it doesn't have any information.
- I don't think it's a bad sign, but I do agree that it needs to be placed appropriately. The messaging can be important and can be useful, but you don't really want it to impede a neighborhood feel. If it was well placed, I would be in favor of it.
- The wind turbine is just a gimmick; it's something that just makes noise. I think solar panels should be on the roof regardless of whether we have signs and the signs should be efficient regardless. I just think this is a gimmick.
- I do think they should be made as efficient as possible. This kind of creates a sense of excitement and maybe San Jose will become this way where there is a 24-hour commercial district and this would be appropriate because it creates sense of place and a sense of excitement.
- I think the technology for this type of sign will change in the next 10 years when you're talking about a basically saran wrap thickness of the screens. It looks like the round façade was added on; I have no idea if this building was empty and that was a provision for bringing it back. In a lot of areas of our city, that is how you do it. I love Las Vegas signage and the sense of excitement that it builds. We are a large city and we need to have some of that excitement. We are very non-iconic as city's goes. We don't have an identity so I think there is something to be said about moving into the real Silicon Valley technology.
- I agree with you about where technology going, but I don't think the way to create an identity is to create more billboards than anyone else. Within the next three years your telephone or iPod will tell you before you get there what retailers are coming up. The reality of dependence of using great big signs to tell people where things are will be declining in importance. What happens when we build a herd of dinosaurs that aren't worth as much? Less quality advertising and old technology that is hard to get rid of so we need to be looking at where technology is going. What will prevent that sign into turning into an animated sign or something we can't control. Arguments of using signs to tell us where to go or how to get there is not a real argument.
- I don't know if I agree with that completely; signage is not about being completely directional. Branding is important and companies pay a lot of money to get branding. Signage needs to be tastefully done.

*Statement: Billboards should be allowed in the Downtown Core – evenly split*



- I live fairly close to the upper left hand corner of this map – Coleman Avenue off of 880 – a major gateway to the city of San Jose. If you have just come in to San Jose, one of the first things you'll see is a cluster of 4-5 tacky billboards. It is not a good impression of the city. Four of those are in the Stockton/Julian redevelopment zone, I'm pretty confident that these billboards made the blight list. I don't think having accepted lots of redevelopment funds we should be installing rather than removing billboards. Our redevelopment programs are constantly under legal attack, and billboards are evidence that we have not met our objective to divert millions of dollars.
- I voted "no" because if you put a billboard up, it blocks the view of what will go up afterwards.

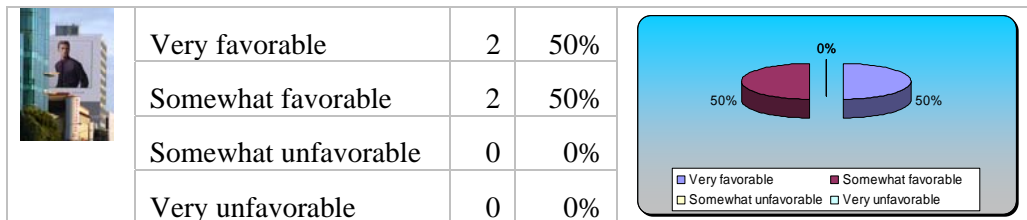
*Statement: Billboards should be allowed citywide – 75% agree*



- I think as long as it is in commercial areas and is tastefully done, business owners need signage. There is a lot of signage that is not tastefully done because it is not appropriately regulated. If we could get some regulation that would help the city look much better than it does. I hate those cheap signs that stick in the ground. If the sign is appropriately done, like if it is built into the infrastructure or the architecture of the building was taken into account that is appropriate. Of course I don't want to block the view of people living in homes, but where you have commercial areas and businesses are trying to create revenue.
- A billboard has nothing to do with the business it's on.
- There is a billboard on Blossom Hill and it is not updated very often, it's faded and I think it is a bad representation. But if you took that sign and put it in front of a mall or a strip center and was tastefully done and advertising for someone in that strip center.

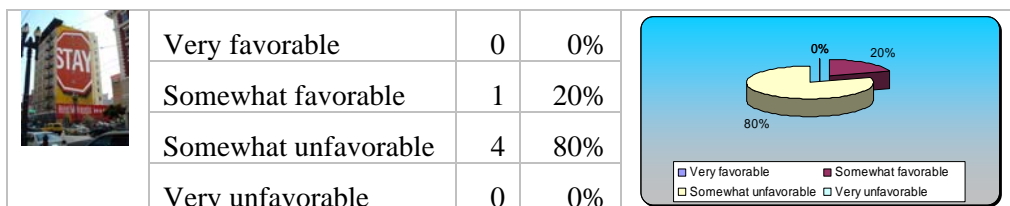
### SUPERGRAPHICS

*Geoffrey Beene sign near Burlington Coat Factory in San Francisco – 100% favorable*



- I really like that it is simple; it's clean looking and it's a momentary distraction. Gives you a quick visual impression without distracting you. Just looking at the gray side of a building, which would be ugly.
- That was a dull and boring wall otherwise.
- During the winter Olympics, there were some huge temporary signs that had to do with the Olympics that were very cool. I would not want to look at this for 10 years, so if you're going to have a great big sign, you can't have it up for a long period of time. It is not visually interesting after a certain time period, probably after a couple of weeks. If we know its transient, it doesn't bug us because we know it won't be there forever.

*STAY stop sign (on-premise) – 80% unfavorable*



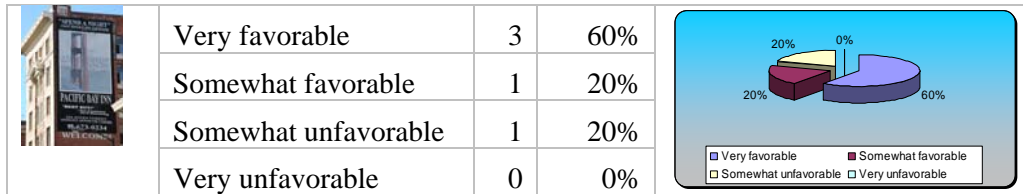
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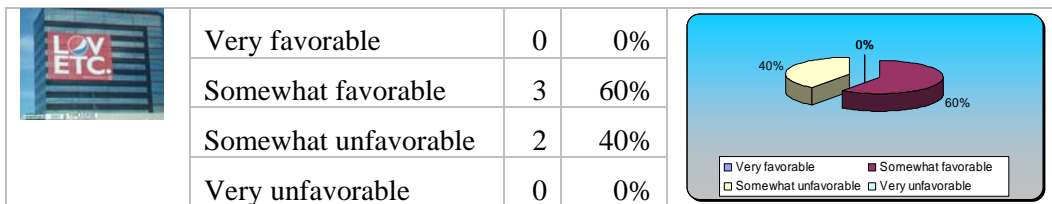
- I realized I'm swayed more by the image than the use of the building of being a potential sign. This one is butt ugly.
- That sign in that context, this probably improved that street. But we've almost completely eliminated this type of building in San Jose.
- The light on this sign is a factor, too, on why this is unfavorable.

*Pacific Bay Inn sign in SF – 80% favorable*



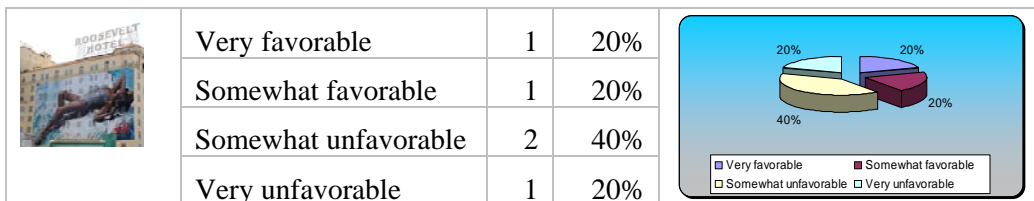
- This gives it a sense of history of the area.
- I've seen similar applications like this on older buildings and it does enhance the building.
- This is in that category of the context on where the sign is. I can see if you were going to have these larger signs on a commercial building, this would be a good example to show.
- I didn't like it because it is a painted sign so it's permanent and it might start to look tattered and ugly. I thought the phone number cheapens it.

*LOVETC. Sign – 60% favorable*



- It's temporary and you can see through it.
- I can see this for special events.
- I think it would be an interesting problem of allowing the other large one (Geoffrey Beene), but not this one.
- This one is unfavorable because it takes away from the architecture instead of enhancing it. I wouldn't want to see this up there for 4-6 months.

*H&M Roosevelt Hotel sign – 60% unfavorable*



- I would have hated to book a weekend in that hotel, a historic hotel, and see this on it. What you're showing us is not appropriate for this type of building. If I saw this in San Jose I would be put off.

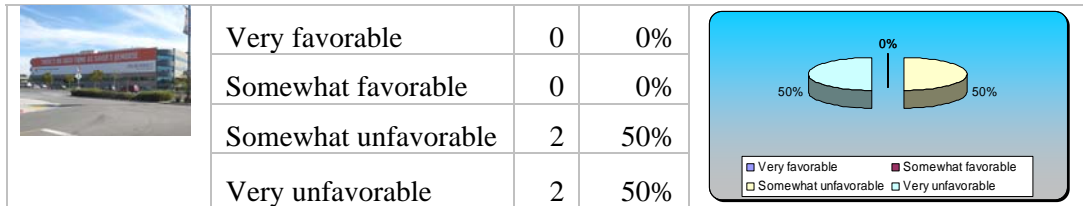
- It ruins the aesthetics of a beautiful old building.

*Will Smith Seven Pounds – 60% unfavorable*



- It's temporary otherwise it would be obnoxious. It's nicely done and it's simple.
- It's simple and it looks like it would be gone within 2-3 weeks.
- It's covering the windows; it's like a giant billboard.

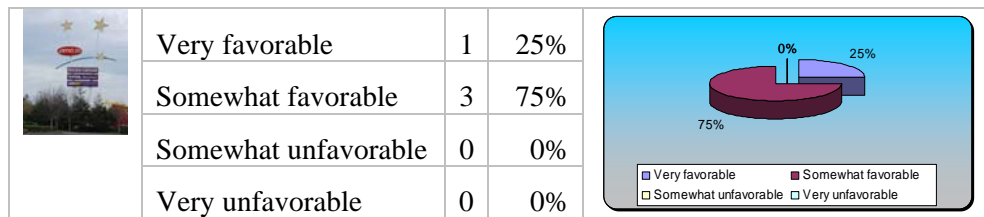
*ING sign – 100% unfavorable*



- It's a stretched billboard; the scale is not appropriate.

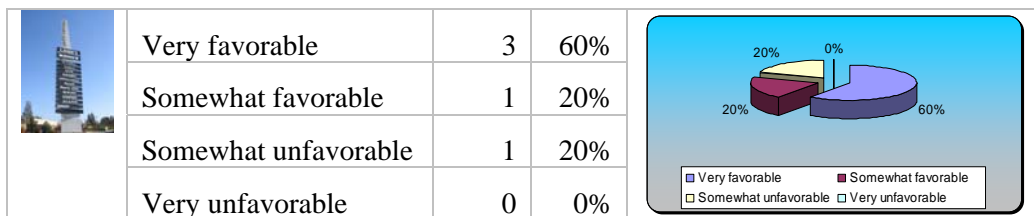
FREEWAY/PYLON SIGNS

*AMC star sign – 100% favorable*



- Whimsy.
- It looks like something out of the 60's but I think it's pretty new.

*Pacific Commons sign – 80% favorable*



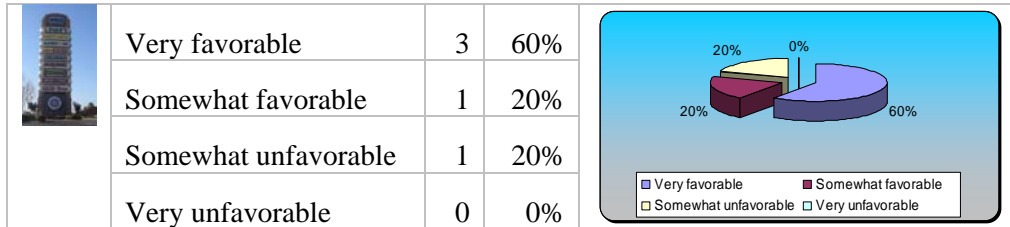
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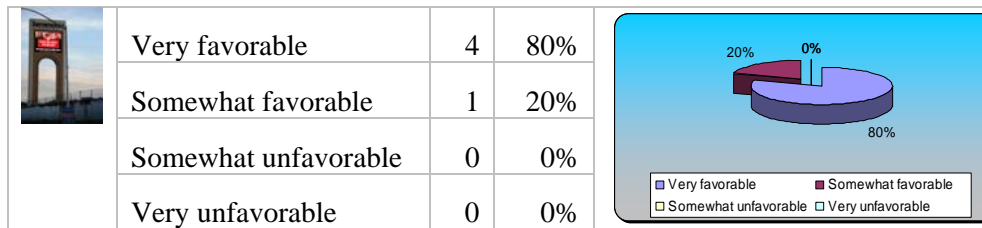
- It's trying to drive business to Pacific Commons; when I go to a center I want to know what is there.
- I think this does exactly what it's supposed to do.
- It's too much to see if you're driving down the freeway at 70 mph. There is too much to read.

*Union Landing – 80% favorable*



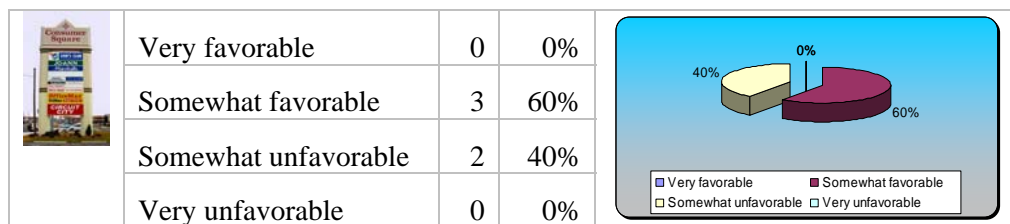
- Very busy.

*Serramonte – 100% favorable*



- I like the flexibility that a sign like this would provide; you can be really creative with the messaging.
- I like the architecture and the style.
- The whole sign is in context with where you are.

*Consumer Square – 60% favorable*

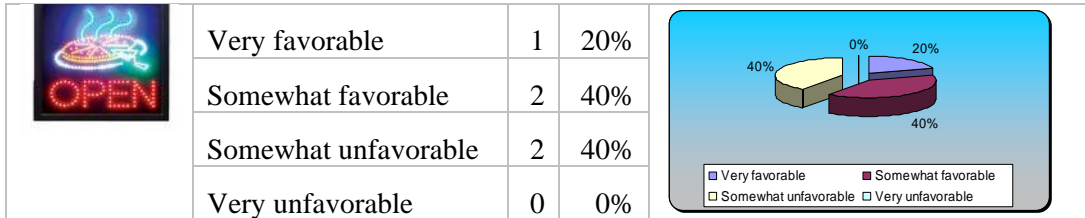


- It looks cheap.
- If you can't afford to be on the sign, don't be.
- The different signs make it look messy and cluttered.



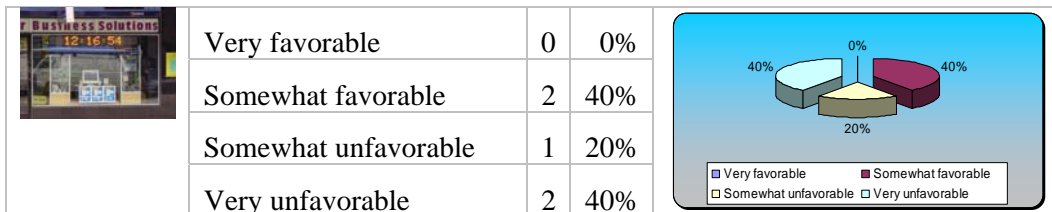
ELECTRONIC/PROGRAMMABLE SIGNS

*Colorful window signs – 60% favorable*



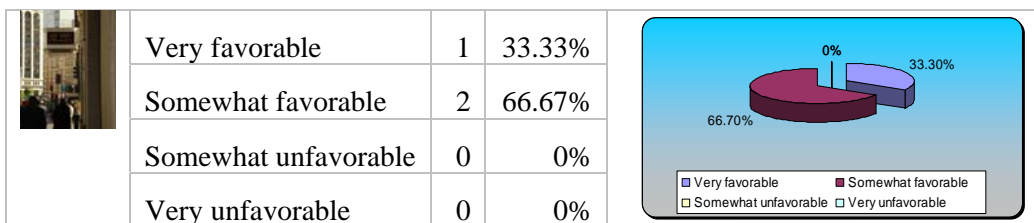
- You know when the business is open or not, they're colorful and they're more interesting than the paper alternative.
- I think it looks cheap.

*Dot matrix panel with time – 60% unfavorable*



- Scrolling messages annoy me.
- I think it looks cheap; if we were close enough we would probably see it plugged in to the wall and is tacky.
- Low resolution and boring.

*Stock ticker fin sign – 100% favorable*



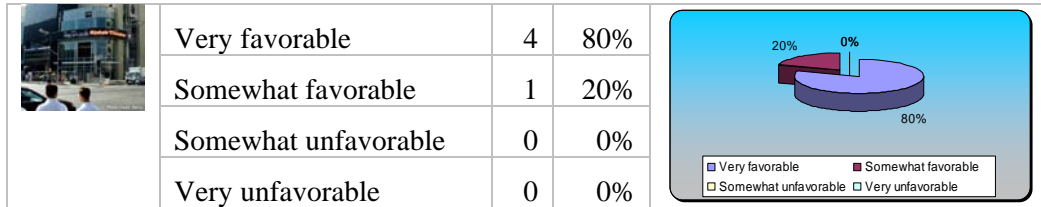
- It depends on what the sign is telling you; if you're in the financial district and it's telling you the stock, that's okay. It's hard to imagine any other message that would be on that.
- There is way better technology than that.
- The way it's designed is nicely done.

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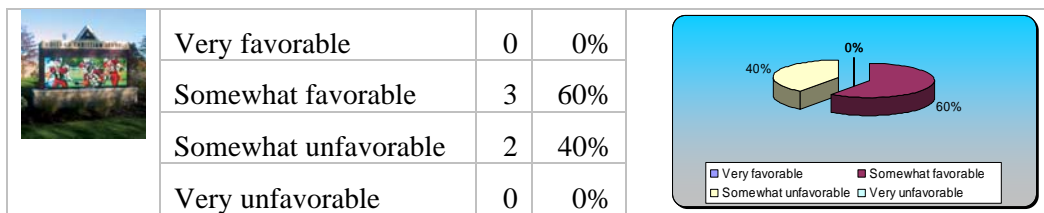
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*Kodak Theater wraparound – 100% favorable*



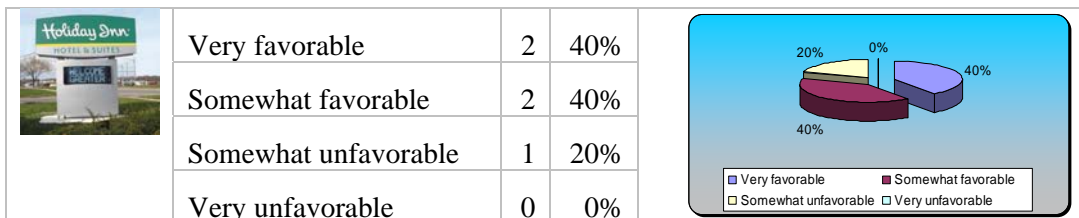
- It's sized right for the building it's in.
- It's size appropriate, nice and bright and gets the message out.

*Holland Christian Schools – 60% favorable*



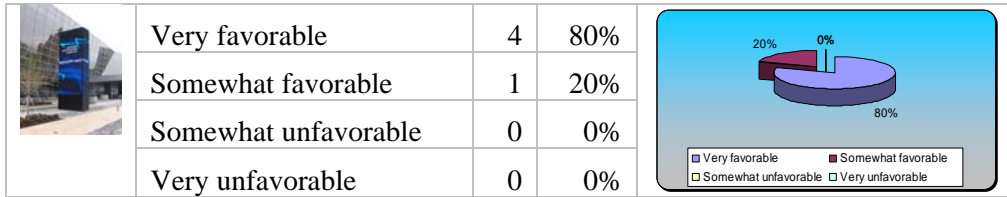
- Santa Theresa has a monument sign that is scrolling that probably goes off at night; if this would be playing videos around the clock; how far back is it from the street; is it part of building the school's identity and character? I don't have enough information.
- Schools should be able to display information about the school; it doesn't look too bright.
- Kids can hack into these signs and show things that shouldn't be shown; it also distracts drivers along the road.

*Holiday Inn – 80% favorable*



- This is not an animated sign – it's not like a TV – plus if I'm driving and they can tell me if the hotel is full, that is useful to me. Or they're welcoming a group they're staying with and it's not a banner or billboard that is falling apart.
- The LED is not the main part of this sign.

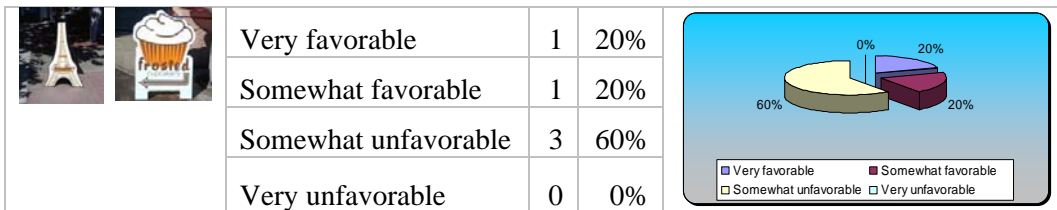
*Jackson Convention Center – 100% favorable*



- Seems appropriate for its use.
- Scale is great; fits with the space age feel.
- They could really build excitement for the events they’re holding.

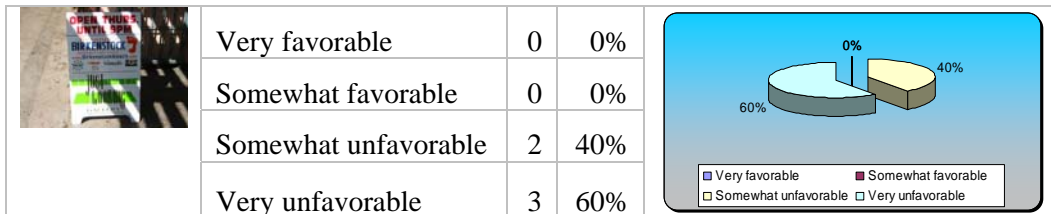
A-FRAME SIGNS

*Frosted cupcake/Eiffel tower – 60% unfavorable*



- The signs are temporary and kind of tacky. These are relatively nice but most a-frame signs don’t look this nice.
- They scream of desperation.
- These are part of the village feel; it’s pedestrian, walkable scale.
- There can be a place for these; these examples are fairly tasteful. There is a section of Alameda where there are a lot of trees which block the business’ signs. If you’re a small business, you don’t have 2-3 years for people to figure out that you’re there. So a-frame signs are appropriate especially for these smaller businesses.

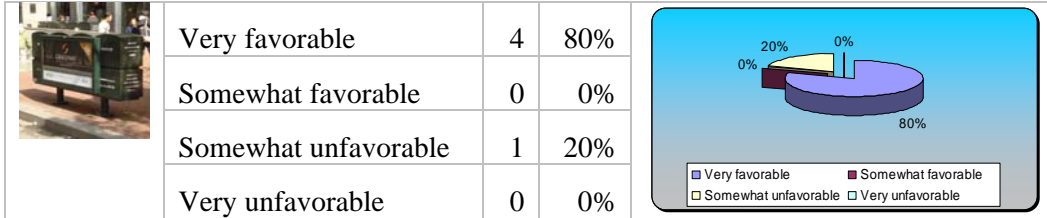
*Birkenstock – 100% unfavorable*



- This is ugly.

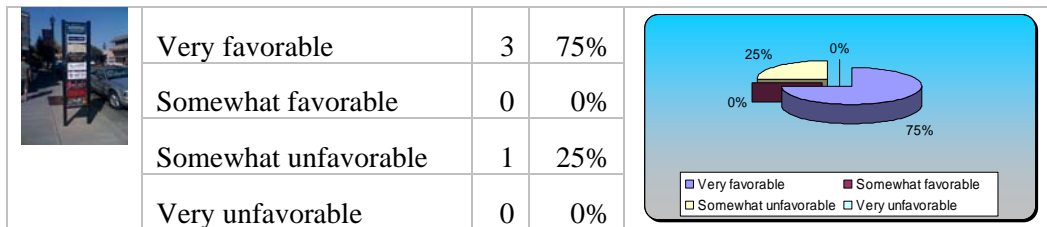
SIGNS IN THE PUBLIC RIGHT OF WAY

*Newsracks – 80% favorable*



- Prettier than the back of a newsrack.
- I voted against this because my experience is with bus stop signage. They are constantly vandalized and the plexiglass gets scored. The challenge of maintaining it is beyond what is reasonable to expect.

*“Dovetail” sidewalk sign – 75% favorable*



- I think this is charming and it has character; it is uniform and is easy to regulate because everything needs to be a certain side and it doesn't clutter up the street.
- I think it would be very difficult to maintain; also I'm concerned that you can't see what on the other side of it.
- I like it because it would tell me what's down a corridor.
- I like it because it's pedestrian oriented and walk-oriented.

MISCELLANEOUS:

- What about human signs, people standing on the street corner waving things around.
- Signs on vehicles; in some areas, people tow trailers around with big signs on them.  
*City can not regulate human signs or signs on moving vehicles.*