

San Jose Sign Code Update
Series III Meeting Notes
Community Meeting-Willow Glen Library

11 attendees
June 3, 2009; 7:00 pm
Willow Glen Library

BILLBOARDS

Billboard #1



Very favorable	2
Somewhat favorable	4
Somewhat unfavorable	5
Very unfavorable	0

- Why positive?
 - Next to a freeway
 - Because it has parking
- Unfavorable
 - Ugly bill
 - Just stands out and doesn't look good. 87 doesn't have bills currently. So I don't want to see them there. Not a good location.

Billboard #2



Very favorable	1
Somewhat favorable	3
Somewhat unfavorable	6
Very unfavorable	1

- Favorable?
 - By comparison it isn't as big (size)
 - Not as busy looking as the other
 - You can convince yourself that it is the name of the company
- Negative?
 - Ruins building character
 - It's a bill
 - Doesn't add anything to the building
 - Doesn't provide advice on where you're going; its just an ad

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Billboard #3



Very favorable	1
Somewhat favorable	3
Somewhat unfavorable	4
Very unfavorable	3

- Having trouble b/c ground rules haven't been set, content.
 - Nothing government can do to regulate what gets put up
- Favorable?
 - Freeway oriented, doesn't bother me
- Would these be on city land? Could be, if they want to sign a lease

Billboard #4



Very favorable	0
Somewhat favorable	4
Somewhat unfavorable	4
Very unfavorable	3

- Out of place
- At least it covers the parking garage
- Like the fact that its aligned with the top of the bldg rather than sticking up on top of it
- It doesn't stick out like a pimple
- Too easy to spread graffiti on it

Billboard #5



Very favorable	3
Somewhat favorable	4
Somewhat unfavorable	4
Very unfavorable	0

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- Related to the structure
- Practical application
- If you're a visitor to the area, its nice because you can see where to park
- It seems very large though, but I like that it gives useful information
- Design is poor – it could be more appealing
- It could be sponsored and that would be ok
- Can government regulate color, font?
 - Can regulate whether it is onsite or offsite message
 - Can regulate the scale
 - Can regulate the size
- Rather have nothing unless it generates revenue for the city – this sign seems unnecessary

Billboard #6



Very favorable	1
Somewhat favorable	3
Somewhat unfavorable	4
Very unfavorable	3

- Right off highway 87, ruins freeway
- Looking at just visual aspects, we would like to know what the revenue generated from it. At what price are you willing to clutter? If enough revenue would be generated to keep Fire Department going, etc. than I would be more liberal with allowing them
- The city could be a landlord of a billboard
- Would there be fees incurred?
 - Not sure that that could be done, there would be fees for permit process.
- Once there is a decision to have bill then we would decide what permit fee would
- There are no fees paid to the city now on current bills
- Can the city compete with private enterprise?
 - If city allowed on city land, you need to provide opportunity for it to be on private property as well
- Can the #'s in the area be limited? Billboard licenses?
 - Yes you could put a density restriction. Depends on how it is written and enforced.
- There won't be any revenue generated for city so seems unnecessary

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Billboard #7



Very favorable	1
Somewhat favorable	3
Somewhat unfavorable	3
Very unfavorable	4

- Quality, this is an LED, will change every month. But if you have large segments that drop out, then you continue to see the same ad for 6 months.
 - That would be a maintenance issue
- But these typically work by changing series of messages out
- Uglier than the others, near residential

Billboard #8



Very favorable	1
Somewhat favorable	4
Somewhat unfavorable	6
Very unfavorable	0

- Is this temporary?
 - This is an offsite ad – the message will change on a regular basis much like a bill would
- I would be more ok if it were onsite information, but if its just burgers, its to big and in your face and intrusive
- If the tenants in the building need to express something
- Its not covering any windows, not flashed in your face
- We heard negative response on the concept of having to look out of the banner in the building
- Onsite vs. offsite is an issue
- Favorable because it was aligned with the structure
- Didn't damage a historic structure.
- Would there be a way to limit the time that the banner is up? A time duration?

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- *Yes, we can regulate that.*

Billboard #9



Very favorable	0
Somewhat favorable	3
Somewhat unfavorable	4
Very unfavorable	4

- It is on a historic building and not in context with the building and it is digital – all negative

Billboard #10



Very favorable	1
Somewhat favorable	7
Somewhat unfavorable	3
Very unfavorable	0

- If they were site specific, that would be wonderful but if advertising Pepsi, forget it.
- Change that to Burger King, we would say no.
- This looks like something that fits on the building, it says urban, city center
- Not blocking windows, not extending above or below so it works

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Billboard #11



Very favorable	2
Somewhat favorable	5
Somewhat unfavorable	3
Very unfavorable	1

- What is the material?
 - Vinyl, temporary sign
- It is fine b/c it is a blank wall, did not extend above or below.
- Residential issue?
 - No, if it is downtown, its ok.
 - The residents that live in the building can't see it so its ok
- I don't like that it is so huge.
- The fact that it is on a blank side is good, but the size is too big
- I think it is proportionate to the building size, so if I have to vote yes on a billboard then this is OK

Billboard #12



Very favorable	0
Somewhat favorable	2
Somewhat unfavorable	5
Very unfavorable	4

- It looks like an ugly billboard; I hate to see it advertise used cars or anything.
- Bad placement
- They want to be above everything else
- Takes away from architectural design of bldg
- If building is designed that way, keep it the way its intended.

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Billboard #13



Very favorable	1
Somewhat favorable	1
Somewhat unfavorable	5
Very unfavorable	4

- Not close to any freeways – right there in the plaza
- Too big
- Seems way out of place
- This is a center park for San Jose; the sign makes it ugly
- You want to see the skyline
- Some people argue that this should look like a city center

Billboard #14



Very favorable	1
Somewhat favorable	2
Somewhat unfavorable	5
Very unfavorable	3

- Is that a static sign?
 - Yes
- If I had to vote yes, this is the least offensive. I don't like it but if we had to have one, its ok because it isn't blinking, etc.
- I'm weary of looking at it
- Its always unmaintained, the light is always on
- I like pretending I live in residential area
- Bills are poorly maintained and in a residential neighborhood it doesn't fit
- People spray paint them, they're messy. People that live with the sign its blight.

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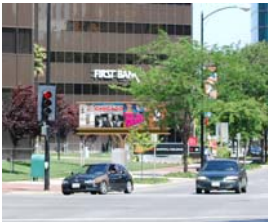
Billboard #15



Very favorable	1
Somewhat favorable	2
Somewhat unfavorable	3
Very unfavorable	5

- The size is too big, but I think the location is ok.
- Too vague, blocks view from neighbors house
- Next door to an apartment building
- Doesn't do anything for local business
- Its too big
- It's a nice building, it seems too big

Billboard #16 – mostly favorable



	4
Somewhat favorable	4
Somewhat unfavorable	2
Very unfavorable	1

- Is there a way to limit the flashiness of the sign?
 - Yes, you can regulate transitions, durations
 - It is a distraction when signs change out too frequently (for driving)
- Does the DOT weigh in on this?
 - Yes, Cal Trans may
 - Lots of integration of standards
 - Yes, because if the sign is behind a red light and is red, that could be bad
- To the extent it causes damage to traffic flow, we need to look at that
- Based on increased value of land; there's no fee, no increase of income; what's in it for us?
- This is a separate discussion

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- Not sure there is a way to get revenue from private bills

EXISTING BILLBOARDS

- Maintenance issues; this is just for background
- What about the person who lives behind the billboard?

BILLBOARD REPLACEMENT REQUIREMENTS

Billboard replacement requirements – 1 : 1

Strongly agree	1
Somewhat agree	7
Somewhat disagree	2
Strongly disagree	1

- Can they tear down the smallest in the city and replace it with a giant bill?
 - It's a 1 : 1 replacement; so there is not a size thing
- Ask them to get rid of x number of signs? Increase the number to get rid of?
- Is this currently the only way to get rid of billboards?
 - They can be bought-out, property owners can take them down.
- Can they be put up in front of homes? Those that are up at homes probably predate the codes.
- Yes, but probably revise a little bit

ELECTRONIC SIGNS ON MAJOR COMMERCIAL

Electronic sign #1



Very favorable	5
Somewhat favorable	2
Somewhat unfavorable	3
Very unfavorable	1

- These would be dealer signs? Whatever they want to advertise?
 - Yes
- These would be new signs
- This would be a particular are – would only be a specific commercial sight?
 - It depends on how it is written

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- Onsite message would be better
- Onsite, onsite, onsite
- Such a busy street, its ugly to have these signs.
- Santa Clara allows bigger signs. So dealers were switching sides b/c they could have a bigger sign
- I would be afraid that it will start to look like Las Vegas strip
- Can it be limited to usages?
 - No you can't determine signage.
- Can you limit space between signs?
 - Sort of, you get frontage of 100 feet or more then you have a sign. 200 ft or more then it is structured differently
- If it was static – right now electronic is not allowed.

Electronic sign #2



Very favorable	0
Somewhat favorable	2
Somewhat unfavorable	2
Very unfavorable	6

- Why is this example so dense with signs?
 - It was intended to reflect the standards; it may be a bit closer than it would actually be, but it was in general
- Density issue
- Offsite messaging involved
- Onsite is the preferred way to go
- Way too close together
- You can see the impact on street trees

AMOUNT OF SIGNAGE DOWNTOWN

Downtown sign #1



Too much signage	1
Just the right amount of signage	10
Not enough signage	0

- Just the right amount
- There may be too many signs
- In general ok; its not horrible by any standards

Downtown sign #2



Too much signage	1
Just the right amount of signage	10
Not enough signage	0

- In my thinking, that seems to fit – but if it were a jewelry store than it would be crap. But for Jonny Rockets it works
- This signage seems kind of classic – if it were LED, I wouldn't like it

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Downtown sign #3



Too much signage	0
Just the right amount of signage	9
Not enough signage	2

- Not enough signage?
 - You're limited in the real estate – for the real estate that's there its fine. Constraint by building design
- Because there is a pedestrian pop out, it is ok

Downtown sign #4



Too much signage	4
Just the right amount of signage	7
Not enough signage	0

- Its poorly designed; there is too much information
- You can regulate the scale, but the content no.
- You can regulate the font size so that limits the number of characters

Downtown sign #5



Too much signage	0
Just the right amount of signage	10
Not enough signage	1

- It could be a bit bigger. I think this is a classy sign. Simplistic.

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Downtown sign #6



Too much signage	0
Just the right amount of signage	10
Not enough signage	1

- Was there concern that Popeyes was popping out?
 - No, because if it is the restaurant, then they're just taking away from themselves
- Its fun that it's a logo

Downtown sign #7



Too much signage	4
Just the right amount of signage	7
Not enough signage	0

- Design issue, it all runs together
- The law office sign doesn't match