

COMMUNITY AND ENVIRONMENTAL SCOPING MEETING INVITATION

You are invited to attend a VIRTUAL joint community and environmental review scoping meeting to discuss and provide public comments on a proposed update to the City of San José Sign Code:

Amending Title 23 (Sign Code) of the San Jose Municipal Code to allow Billboards, Programmable Electronic Signs, and Signs displaying off-site commercial speech on Non-city-owned Sites

File Nos. PP20-004 and File No. ER20-054

When: Monday, July 13, 2020

6:30 p.m. – 8:00 p.m.

COVID-19 Notice: Due to the Santa Clara County Health Officer's March 16, 2020 Shelter in Place Order, this meeting will not be physically open to the public. Members of the public may view and listen to the meeting by following the instructions listed on **page 3**. Additional instructions are provided on **page 4** to those members of the Public who would like to comment. The live meeting will be recorded. You will be muted upon entry to the meeting. Please do not unmute yourself until the presenter has called on you to speak. If you have not participated in a Zoom meeting before, we encourage you to download the Zoom app to your phone, tablet, or computer and feel free to log in early to troubleshoot any technical issues that may arise. Participants who are unable to install Zoom on their computer or mobile device can join a meeting through their computer's web browser. Meeting function may be limited on a web browser. Zoom currently works best with Google Chrome, Apple Safari, Mozilla Firefox, and Chromium Edge.

Proposed projects: File No.s PP20-004 and ER20-054

The proposed project would amend the Sign Ordinance (Title 23 of the San José Municipal Code) to:

1. Allow free-standing billboard structures on freeway-facing non-City-owned sites, and consider building-mounted programmable signage and signs displaying off-site commercial speech on certain non-City owned sites within the Downtown Sign Intensification Zone and the North San Jose Development Policy Area.
2. Explore signage on public right-of-way to allow off-premise commercial advertising along public amenities, street furniture, and transit facilities.
3. Evaluate illumination parameters for illuminated and programmable signs.

Community Meeting: The first part of the meeting will be a presentation of the proposed project.

Public Scoping Meeting: The second part of the meeting will serve as an Environmental Impact Analysis (EIR) public scoping meeting for City staff to describe the proposed project's environmental review process and to obtain your input on issues you wish to see discussed in the environmental analysis. We welcome your input on the scope of the EIR so that it addresses all relevant environmental issues.

The Notice of Preparation for the EIR is available for review online in the Active EIRs Library of the City of San Jose's Planning Division website at this www.sanjoseca.gov/activeeirs.

In addition to this community meeting, the City may schedule additional outreach as needed. We will schedule and notice future public hearings with the Planning Commission and City Council for the above items.

If you have questions regarding the project or this meeting, please contact one of the following people:

Planning Project Manager	Environmental Project Manager
Aparna Ankola Aparna Ankola@sanjoseca.gov (408) 535-7845	Thai-Chau Le Thai-Chau.Le@sanjoseca.gov (408) 535-5653

AGENDA

- I. Welcome, Introductions, Agenda Overview, and Background
The Project Manager for the Department of Planning, Building, and Code Enforcement will welcome participants, provide an overview of the agenda, and introduce presenters.
- II. Community Meeting Presentation
The Planning Project Manager will summarize the project outline, criteria and outreach process.
- III. Scoping Meeting Presentation
The Environmental Project Manager will summarize the scope, processing timeline and next steps.
- IV. Open Forum
The Project Manager will facilitate questions and comments from members of the community via the Zoom Raise Hand function. Each speaker will be limited to two minutes each. Each individual may be limited to speaking once depending on the time available. Comments may be submitted in writing after the meeting if additional comments are to be made.
- V. Next Steps
- VI. Meeting Adjournment
Please provide best contact information to receive project updates by submitting an email request to {enter pm email}

ZOOM MEETING DETAILS

Electronic device instructions:

For participants who would like to join electronically from a PC, Mac, iPad, iPhone or Android device, please click this URL: <https://sanjoseca.zoom.us/j/99953960984>.

Please ensure your device has audio input and output capabilities. During the session, if you would like to comment, please use the 'raise hand' feature in Zoom conference call or click *9 to raise a hand to speak.

1. Use a current, up-to-date browser: Chrome 30+, Firefox 27+, Microsoft Edge 12+, Safari 7+. Certain functionality may be disabled in older browsers including Internet Explorer. Mute all other audio before speaking. Using multiple devices can cause an audio feedback.
2. Enter an email address and name. The name will be visible online and will be used to notify you that it is your turn to speak.
3. If you wish to speak during open forum, click on "raise hand." Speakers will be notified shortly before they are called to speak.

(at the bottom of your screen, click on icon labeled 'Raise Hand'  Your hand is now raised.)

4. When called, please limit your remarks to the time limit allotted.

Telephone device instructions:

For participants who would like to join telephonically please dial +12133388477 or +14086380968 or 877 853 5257 (Toll Free) or 888 475 4499 (Toll Free); and when prompted, enter meeting ID: 99953960984#. You may also click *9 to raise a hand to speak.

Public Comments prior to meeting:

If you would like to submit your comments prior to the meeting, please e-mail aparna.ankola@sanjoseca.gov. Comments submitted prior to this meeting will be considered as if you were present in the meeting.

To arrange an accommodation under the Americans with Disabilities Act to participate in this meeting, please call 408-535-1260 (Voice) or 1-800-735-2922 (TTY) at least 48 hours before the meeting. Muốn biết tin tức bằng tiếng Việt Nam về tờ thông tin này, xin quý vị liên lạc Thai-Chau Le ở số 408-793-4305. Para información en español acerca de esta solicitud, comuníquese con Jennifer Provedor al (408) 793-4100.

ENVIRONMENTAL REVIEW CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA)

CEQA requires developers to disclose the potential environmental impacts resulting from the construction of a project. When the City reviews a project for CEQA compliance, it is determining if the project will or will not have significant environmental effects in the following subject areas: aesthetics, agricultural resources, air quality, biological resources, cultural resources, geology/soils, hazards and hazardous materials, hydrology/water quality, population/housing, public services, recreation, transportation/traffic, and utilities/service systems. This knowledge helps local officials to make informed decisions about whether to permit discretionary projects and, if so, with what conditions and or mitigation measures. A project can take one of three tracks:

- (1) Exempt – no possibility of impacts; or
- (2) An environmental initial study is conducted, and a negative declaration or mitigated negative declaration is adopted. This indicates that the initial study found no significant environmental impacts, or that the impacts can be reduced with mitigation measures, or
- (3) An initial study is prepared and determines that the project may have a significant effect on the environment, and preparation of an environmental impact report (EIR) is required (This is the least common outcome, but is typically required for large-scale projects).

COMMUNITY MEETING CODE OF CONDUCT

The City of San José is committed to providing the information and opportunities to encourage residents to follow development activity in their neighborhoods and to actively participate in the land use development process. The intent of this community meeting today is to inform property owners, residents, and other interested parties about the proposed development, answer questions, and receive public comments. Staff will take notes on the discussion, respect all input and opinions, and respond to policy and process questions.

If you wish to speak, please refer to the following guidelines:

- Questions and comments will be taken at the end of the meeting during Open Forum
- Please use the Zoom Meeting “Raise Hand” function or press *9 on your phone to indicate you’d like to speak. Speakers will be called upon by staff and unmuted to speak.
- Depending on the number of speakers, each person will be called upon to speak only once. If time allows a speaker may be called upon more than once. Each speaker will be limited to two minutes of speaking time each time they are called.
- Persons on the Zoom Meeting call will refrain from behavior which disrupts the public meeting or which may intimidate others who wish to voice their opinions. This will include making loud noises, clapping, shouting, booing, hissing or engaging in any other activity in a manner that disrupts or impedes the orderly conduct of the meeting.
- Harassment of meeting participants including City staff will not be tolerated in any form. If a participant engages in harassing behavior, City Staff will end the meeting or remove the participant from the Zoom Meeting call.