#### Welcome to the

#### Joint Community & Environmental Scoping Meeting for File Nos. PP20-004 and ER20-054

Sign Code Changes for Off-Site Advertising, Electronic Billboards and signs displaying off-site commercial speech on non-City-owned sites – Phase 2

Monday, July 13, 2020 6:30 p.m. - 8:00 p.m.

#### The Meeting will begin shortly

- The meeting will be recorded.
- If you would like to comment, please wait until the Open Forum and use the 'raise hand' Please visit the project page for additional information: www.sanjoseca.gov/activeeirs.

  Please visit the project page for additional information: www.sanjoseca.gov/activeeirs.
- Technical access issues email Thai-Chau.Le@sanjoseca.gov



https://sanjoseca.zoom.us/j/ 99953960984

Call In Number +12133388477 or +14086380968 or 877 853 5257 (Toll Free) or 888 475 4499 (Toll Free)

Meeting ID: 999-5396-0984

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# **Meeting Agenda**

Introduction

#### **Community Meeting**

- Background Approved Phase I(City-owned sites)
- Overview Phase 2(Non-City-owned sites)
- Potential Sites
- Future Outreach Opportunity

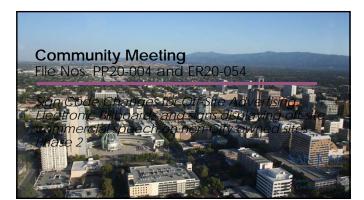
#### **Environmental Scoping Meeting**

- Project Review
- Process Timeline
- Next Steps









# City Council Direction Priority #3 - Phase 2

"Explore options for non- City-owned property that will allow electronic digital **off-site** advertising signs or billboard installations."



#### Phase 1: City-owned Sites

- CC Approval: September 25, 2018
- Changes to GP, CC Policy 6-4, Sign Code
- Public Outreach
- Implementation

Phase 2: Non-City-owned Sites

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# City Council Direction - December 2017

- Remove existing barriers to off-premise (off-site) commercial advertising on non-City-owned sites, including public and privately-owned sites
- Update existing Billboard Relocation Program, address electronic digital billboards at 4:1 replacement ratio
- Allow off-premise advertising on non-Cityowned in the Downtown Sign Zone
- Regulation of Public right-of-way signage

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st	of Pote	ntial City-owned site	es - Phase 1		Regulated Highway Areas for Nam on City-Owned Stee
	APN	CURRENT USE	ADDRESS	SIGNS	
1	259-34-039	San Pedro Market Parking Garage	45 North Market Street	2	
2	467-21-002	CSJ Parking Garage	95 North Third Street	1	
3.	259-43-064	Center for Performing Arts	255 Almaden Boulevard	2	The state of the s
1	467-46-109	Hammer Theater	101 Paseo San Antonio	2	
5	467-46-097	CSJ Parking Garage	280 South Second Street	i	
6	259-40-066	San Jose Museum of Art	110 South Market Street		Was a second and a second a second and a second a second and a second
7	259-42-023	The Tech	201 South Market Street		The state of the s
8	264-29-113	McEnery Convention Center	150 West San Carlos Street	2	
9	259-28-043	SAP Center	525 West Santa Clara Street	2	
0	230-37-020	Vacant Lot (Near National Guard)	Hwy 87 and West Hedding Street	1	
П	254-01-004	Mabury Service Yard	1404 Mabury Road		A A A A A A A A A A A A A A A A A A A
2	259-06-054	CSJ Parking Lot	737 North San Pedro Street	1	
13	259-04-019	CSJ Parking Lot	Hwy 87 and West Mission Street	i	
4	101-03-009	Airport Facility	2500 Seaboard Avenue		-\a \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \
5	230-01-058	Airport Facility	2200 Airport Boulevard		
6	230-46-065	Airport Facility	1128 Coleman Avenue		
7	230-02-021	Airport Facility	2341 Airport Boulevard		

City	<b>Council Direction</b>	- September	2018
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#### Phase 1 Approval

- Evaluate non-City-owned sites citywide to allow signs including billboards, programmable electronic signs and signs displaying off-site commercial speech.
- Modify definition of City-owned land to include City right-ofway and remnant property.
- Remove the restriction on white or bright backgrounds or change from a restriction to guidance AND change the hours of non-operation to between 12:00 a.m. and 5:00 a.m.

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## Phase 2 - Project Overview

Sign Code Amendments (Title 23) to consider signage on non-City-owned sites - Phase 2

- Free-standing programmable billboard structures on specific freeway-facing sites.
- Building-mounted programmable signage and off-site commercial sign within Downtown Sign Intensification Zone and North San Jose Development Policy Area boundary(except urban villages).



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#### Phase 2 - Project Overview

Sign Code Amendments (Title 23) to allow signage on non-City-owned sites - Phase 2

- Signage on public right-of-way to allow off-premise commercial advertising along public amenities, street furniture, and transit facilities.
- Other considerations: Illumination parameters and change to the nonoperating hours from 12:00 a.m.- 6:00 a.m. to 12:00 a.m.- 5:00 a.m. for illuminated and programmable signs.



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# Program Level Analysis - Phase 2

- Appropriate Land Use
- Designation and Zoning District
  Compliance with State and federal regulations
- Consistent with Riparian Policy
- Consistent with Historic Preservation Policies
- Compatible with existing use on site



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# Future Project Level Analysis - Phase 2

Other Considerations:

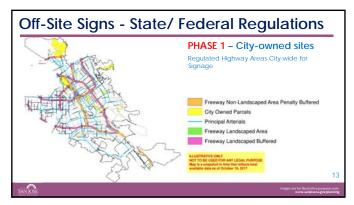
- Siting, Separation requirements, design standards
- Biological Report
- Archaeological Report

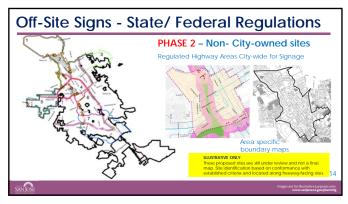


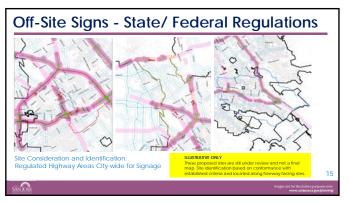
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#### Off-Site Signs - State/ Federal Regulations Penalty Federal Permit/License required under Highways 85, 87,101, 237, 280, 680, 880 Bonus State and Federal law, if Freeways visible from freeway and located 280, 680 within 660 feet of State- or Federallydesignated highways including: Landscaped • Landscaped Freeways Freeways CALTRANS • Bonus/ Penalty Segments Principal 17, 85, 87, 101, 237, 280, 680, Principal Arterials Arterials







# **Sign Intensification – Building Mounted Signs**

Designated Sign Area Boundaries (Downtown Sign Intensification Zone, North San Jose Development Policy Area)

- Create a more vibrant and interesting setting
- Create amenities, art and place making opportunities
- Support large events like Super Bowl through coordinated signage



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#### Outreach

Prior Phase I outreach and public engagement

Additional virtual focus group meetings scheduled in July 2020 (Thursday, **July 23**; Monday, **July 27**; Thursday, **July 30**)

- Environmental groups
- Sign companies
- Lick Observatory
- Stakeholders

Community Meeting 2: September 2020



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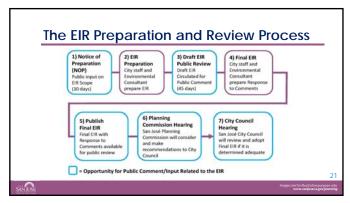
### **Meeting Purpose**

- Present information on the Environmental Impact Report (EIR) process
- Receive oral comments and feedback about the scope of the EIR
- Provide you information about how to provide additional comments on the scope of the EIR



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# What is an Environmental Impact Report (EIR) A Document that: Weets requirements of the California Environmental Quality Act (CECA) to analyze physical impacts of a proposed project: GETS PUBLIC Has a scope of analysis shaped by public input and concerns: LESSENS IMPACTS INFORMS INFORMS Informs decision-makers about potential impacts and the trade-offs between the proposed project and the alternatives.



# Steps and Deadlines for Scope Comments

- Extension of NOP Comment Period
  - Friday July 24, 2020
  - Send comments to Adam Petersen. Information available at <a href="https://www.sanjoseca.gov/activeeirs"><u>www.sanjoseca.gov/activeeirs</u></a>

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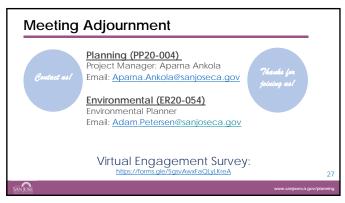


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	Thank you		