





### City Council Direction – September 2018

#### 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-of-way 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 non-operating 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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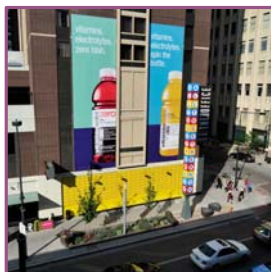
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### Program Level Analysis – Phase 2

- 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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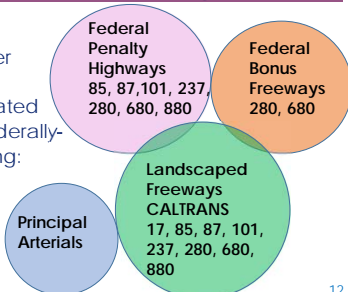
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### Off-Site Signs - State/ Federal Regulations

Permit/ License required under State and Federal law, if visible from freeway and located within 660 feet of State- or Federally-designated highways including:

- Landscaped Freeways
- Bonus/ Penalty Segments
- Principal Arterials



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### Off-Site Signs - State/ Federal Regulations

**PHASE 1 – City-owned sites**  
Regulated Highway Areas City-wide for Signage

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### Off-Site Signs - State/ Federal Regulations

**PHASE 2 – Non- City-owned sites**  
Regulated Highway Areas City-wide for Signage

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### Off-Site Signs - State/ Federal Regulations

Site Consideration and Identification:  
Regulated Highway Areas City-wide for Signage

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### 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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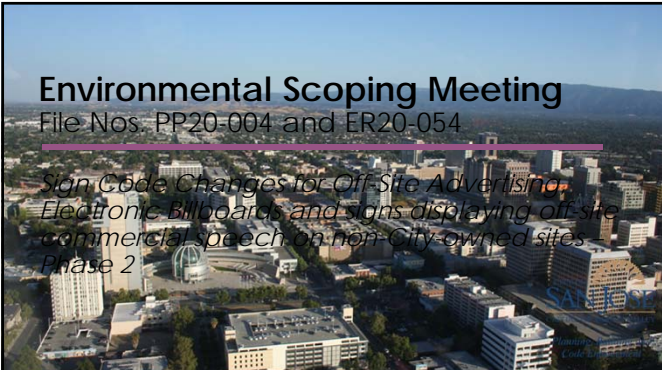
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### Environmental Scoping Meeting

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



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### Steps and Deadlines for Scope Comments

- Extension of NOP Comment Period
  - Friday July 24, 2020
  - Send comments to Adam Petersen. Information available at [www.sanjoseca.gov/activeeirs](http://www.sanjoseca.gov/activeeirs)

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### Next Steps

What's next?



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### Project Contact

#### Planning (PP20-004)

Project Manager: Aparna Ankola  
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 Phone Number: (408) 535-7845



#### Environmental (ER20-054)

Environmental Planner  
 Email: [Adam.Petersen@sanjoseca.gov](mailto:Adam.Petersen@sanjoseca.gov)  
 Phone Number: (408) 535-1241

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Visit the project page: PBCE website → Planning Division → Environmental Planning

**CITY OF SAN JOSE SIGN ORDINANCE UPDATE, PHASE II**  
**FILE NOS: PP20-004 & ER20-054**

The proposed project would amend Title 23 (Sign Ordinances) of the San Jose Municipal Code to: 1) allow standing billboard structures on freeway-facing non-City-owned lots, and consider building-mounted programmable signage and signs displaying off-site commercial speech on certain non-City owned lots; 2) explore signage on public right-of-way to allow off-premise commercial advertising along public amenities, street furniture, and transit facilities; and 3) evaluate illumination parameters for illuminated and programmable signs.

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## Public Comment/Open Forum

Have a question or comment? Please use the "Raise Hand" feature on Zoom.  
 If you are joining us through the Zoom Webinar link or click "9" on your phone if you are calling in.

1:48

City staff will queue speakers. City staff will then call out name or last three digits of phone number – please unmute yourself when you hear your name/number called. After we confirm your audio is working your allotted time will begin. Each speaker will have two minutes.

26  
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## Meeting Adjournment

*Contact us!*

**Planning (PP20-004)**  
 Project Manager: Aparna Ankola  
 Email: [Aparna.Ankola@sanjoseca.gov](mailto:Aparna.Ankola@sanjoseca.gov)

**Environmental (ER20-054)**  
 Environmental Planner  
 Email: [Adam.Petersen@sanjoseca.gov](mailto:Adam.Petersen@sanjoseca.gov)

*Thanks for joining us!*

Virtual Engagement Survey:  
<https://forms.gle/5qsvAwwFaQLyIKreA>

27  
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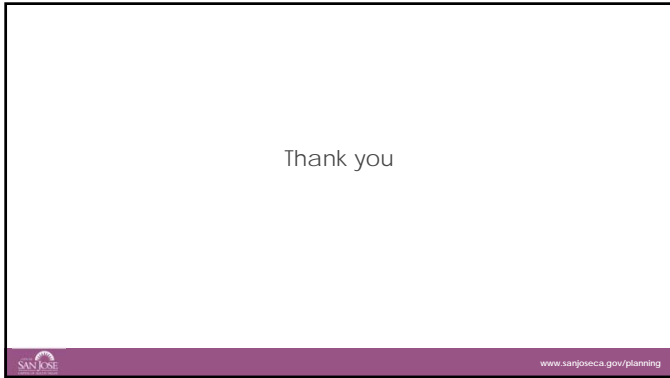
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