

Policy and Code Changes for Off-Site Advertising, Electronic Billboards and Downtown Sign Intensification

November 27, 2017

Item #d.2



*Planning, Building and
Code Enforcement*

Council Direction Priority #6 - Electronic Billboards

“Options for public and private property that will allow electronic digital **off-site** advertising signs or billboard installations.”



City Council Direction - May 16, 2017

Report to the CED Committee in November 2017 with recommendations:

- Update existing Billboard Relocation Program to address electronic digital billboards
- Allow off-premise advertising on non-City owned and City-owned sites in the Downtown Sign Zone
- Revise regulation of public right-of-way signage



Existing Policies and Code

- **General Plan**
- **Council Policies: 6-4 and 6-20**
- **Sign Code**

On-Site Electronic Signs Allowed



Scoreboard Signs



Temporary Supergraphics



Freeway Signs

Off-Site Signs - State/ Federal Regulations

- **Billboards or Kiosks**

- 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

**Federal
Penalty
Highways**
85, 87, 101, 237,
280, 680, 880

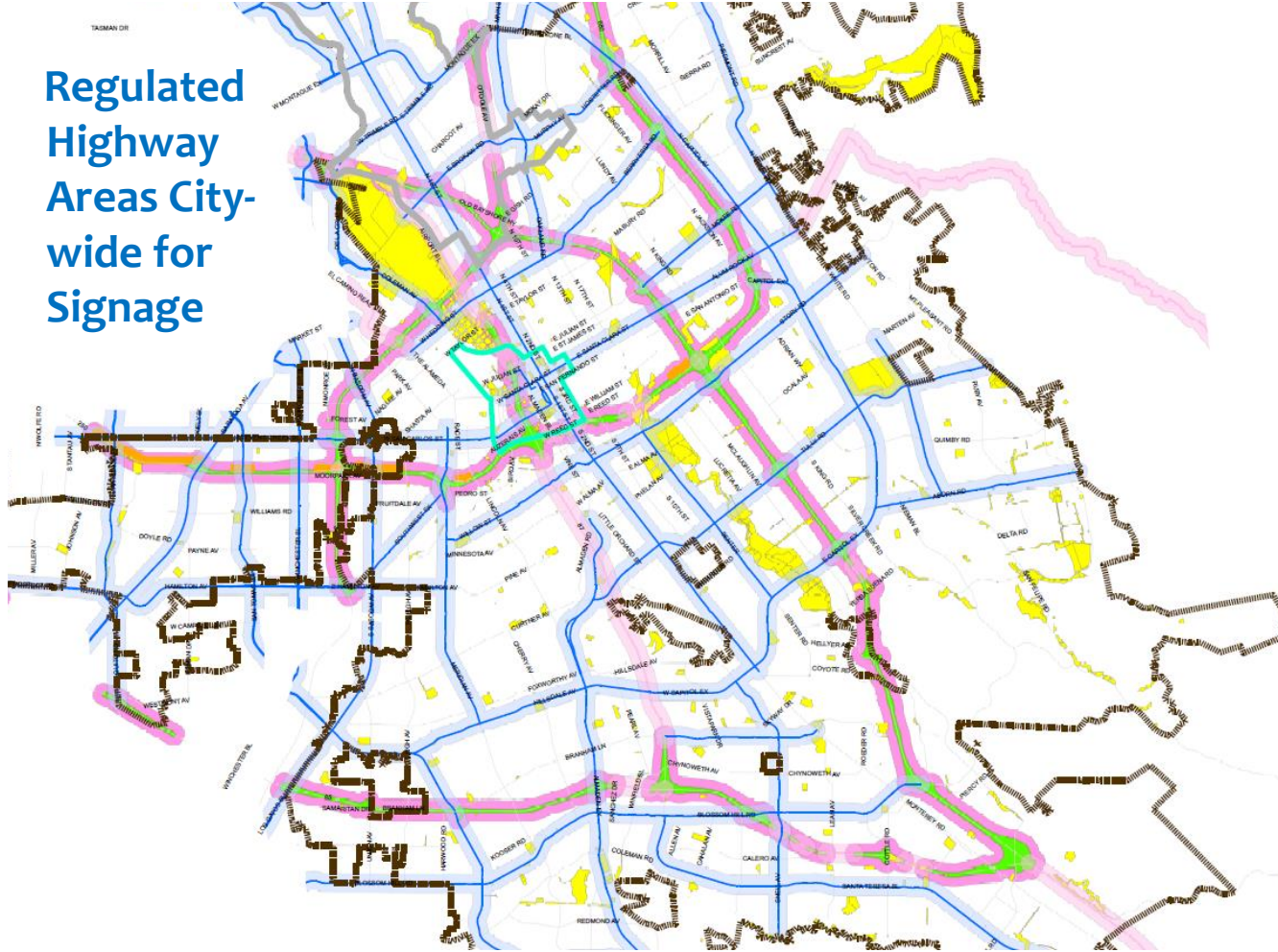
**Federal
Bonus
Freeways**
280, 680

**Landscaped
Freeways**
CALTRANS
17, 85, 87, 101,
237, 280, 680,
880

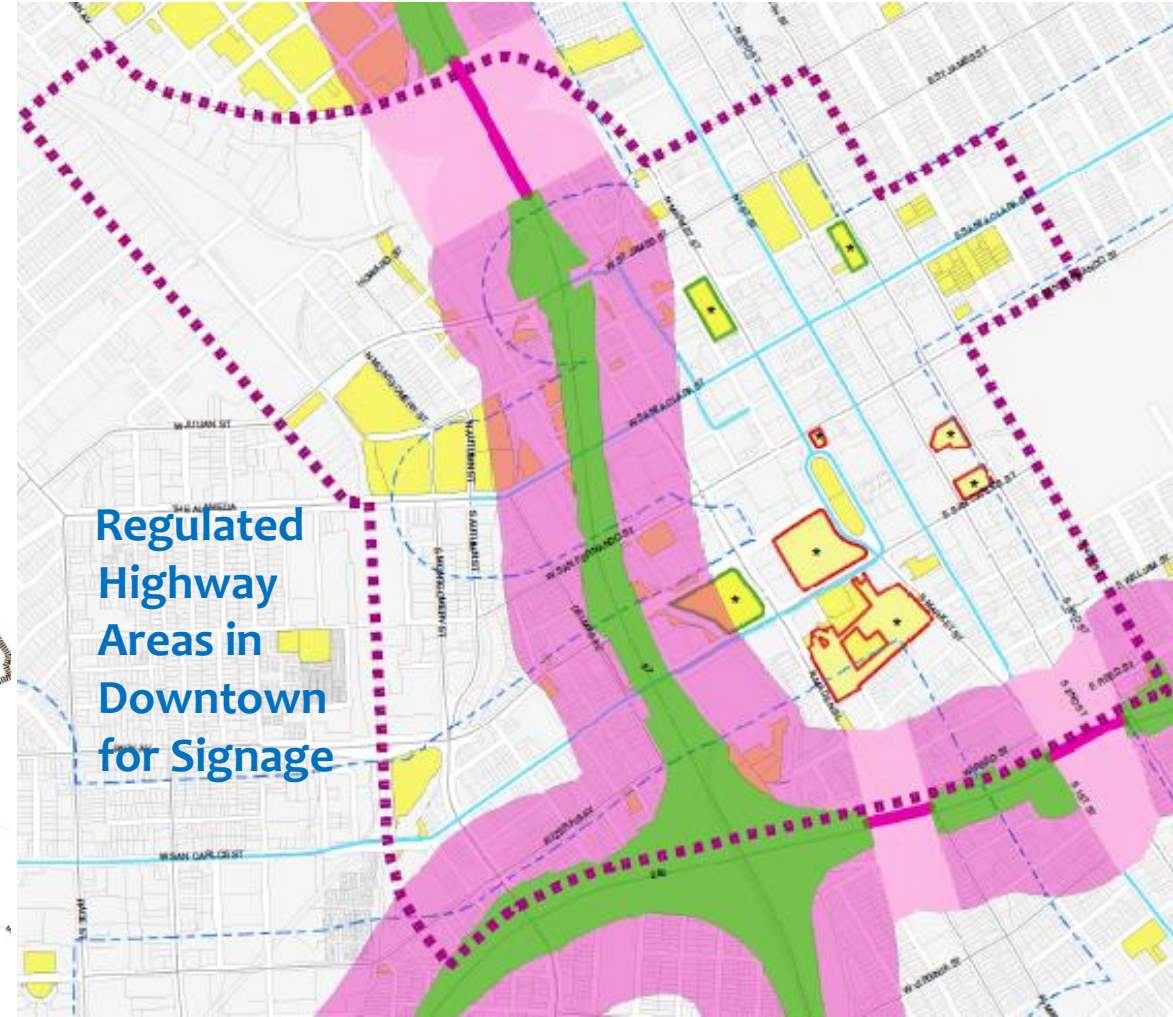
**Principal
Arterials**

Off-Site Signs - State/ Federal Regulations

Regulated Highway Areas City-wide for Signage



Regulated Highway Areas in Downtown for Signage



Community Outreach Feedback - Electronic Billboards

- **Focus Groups Meetings**

August - September

Environmental and Historic
Preservation Advocates, Sign
Consultants

- **Community Meetings**

May 18, October 5 & 12

Business and Property Owners,
Residents



Downtown Sign Intensification Program

- Create a more vibrant and aesthetically interesting environ
- Generate revenue for downtown amenities and place making efforts
- Support large events like the Super Bowl through coordinated signage
- Create a civic asset that can support city initiatives



San Jose Aesthetic Standards

- Focus on signage quality
 - Architectural compatability with neighborhood and buildings
 - Street orientation with enlivened building facades
 - Appropriate scale and placement related to the underlying building
- Static “Spectaculars” to include local art underlayment



Potential City-owned Sites



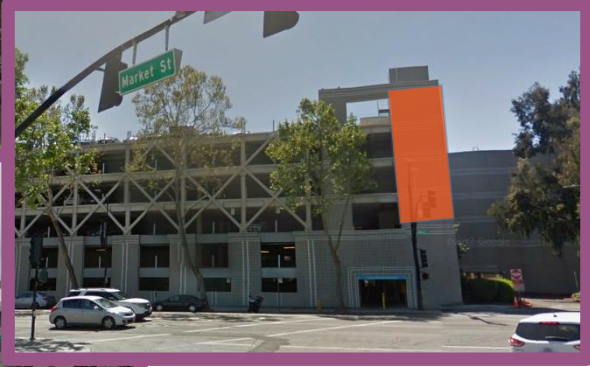
Third Street Garage



Hammer Theatre



Second & San Carlos Garage



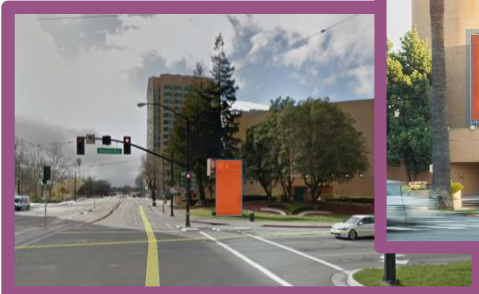
Market & San Pedro Street Garage



McEnery Convention Center



SJ Museum of Art



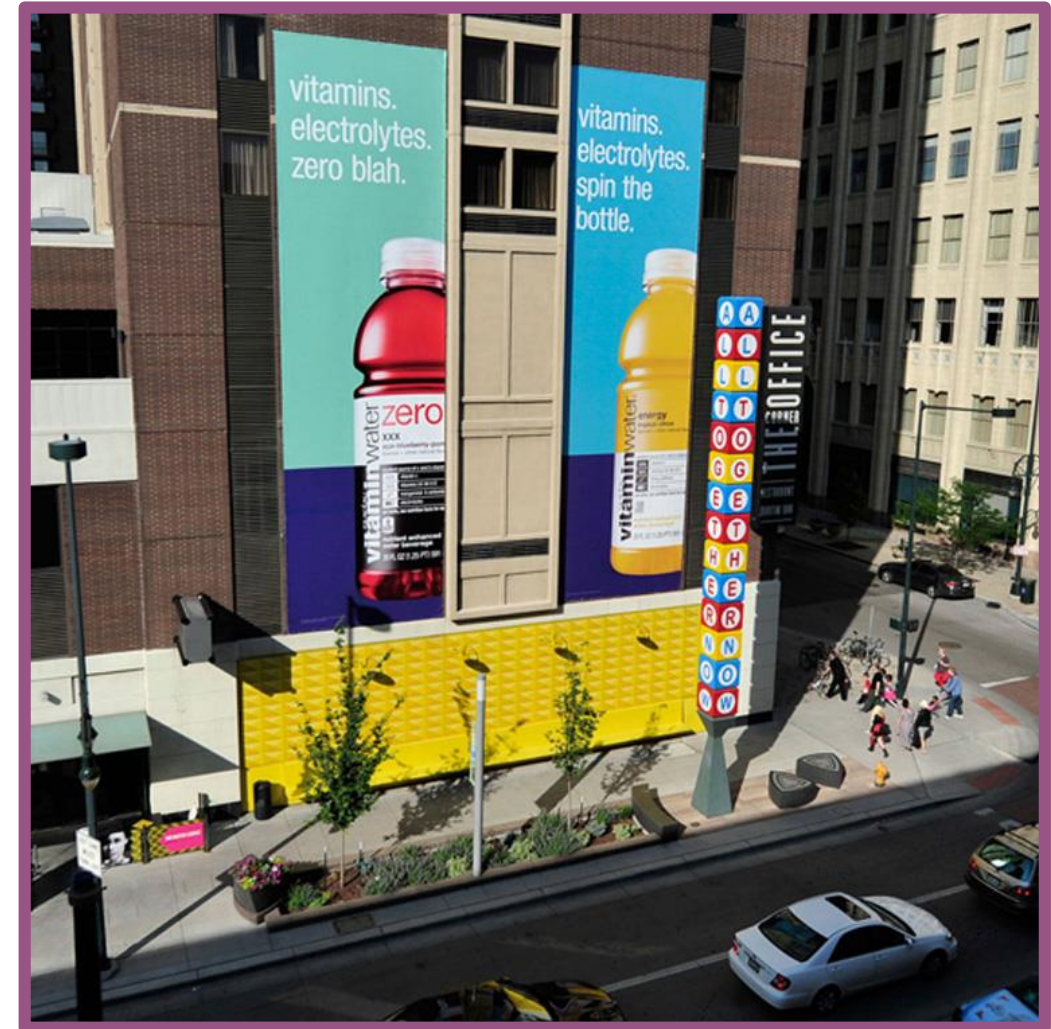
Center for the Performing Arts



Tech Museum of Innovation

Revenue-share Model for City-owned Sites

- 40% revenue to City as landlord
- 60% revenue to Media company
- Media company responsible for all expenses and sign maintenance
- Revenue for downtown place-making activities
- Assumes nine signs on eight sites
- \$200,000 potential annual revenue



Potential Non-City owned Sites in DSZ

- Fewer than 20 examples currently identified
- Preliminary criteria for eligibility – building occupancy, proximity to public space, pedestrian corridors, City-owned sites and Riparian Corridor and building heights – needs additional work
- Limitations on potential for City to generate revenue other than cost-recovery



Recommended Actions – Phase I

- **New off-site advertising on City-owned sites throughout the City**
- **Include exchange of existing legal static billboards on non-City owned sites for new electronic billboards on City-owned sites at a ratio of 10:1**

Recommended Actions – Phase II

- **New off-site advertising on non-City-owned sites in the Downtown Sign Zone six months after City-owned program implementation**
- **Billboard exchange proposed for Downtown and North San Jose Policy Area freeway-facing sites at a ratio of 10:1**

Confirm Next Steps: Which Path?

Work plan Timeline	City-Owned sites	City-Owned and Non-City-Owned sites
CEQA	Summer 2018	Fall 2019
General Plan Amendment	Summer 2018	Fall 2019
Zoning Code Updates and changes to City Council Policies	Fall 2018	Fall 2019
RFI, RFP	Fall 2018	N/A
Implementation	Spring 2019	Fall 2019

Discussion

It starts with a New Idea

