

FW: Letter of Support SuperGraphics May 20 City Council

From City Clerk <city.clerk@sanjoseca.gov>
Date Mon 5/19/2025 8:03 AM
To Agendadesk <Agendadesk@sanjoseca.gov>

 1 attachment (76 KB)
Supergraphics.pdf;

From: Gumby Marques [REDACTED]
Sent: Sunday, May 18, 2025 4:14 PM
To: City Clerk <city.clerk@sanjoseca.gov>
Subject: Letter of Support SuperGraphics May 20 City Council

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Hello-

Attached is a letter of support from the San Jose Downtown Association for the Supergraphics Ordinance to be discussed at City Council's session on May 20.

Best regards
Gumby

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Gumby Marques
Interim CEO
San Jose Downtown Association

sjdowntown.com



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San Jose Downtown Association

28 N. First Street, Suite 1000
San Jose, CA 95113

sjdowntown.com
408.279.1775



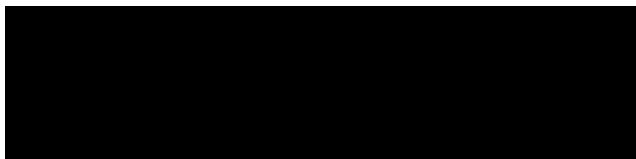
Dear Honorable Mayor and City Councilmembers,

On behalf of the 2000 business owners and 700 property owners comprising the SJDA, I am penning this letter to offer our support for the updates to the SuperGraphics sign ordinance.

As San Jose is preparing for the major events of 2026 and beyond, we are looking to be able to attract the attention of residents and visitors alike, including from the air and make a statement that Downtown is a center of activity. These banners will help create a sense of excitement and draw people in for viewing parties, concerts and other events and encourage them to spend at our local businesses. These positive changes to the SuperGraphics ordinance will give our business community a strong signal that San Jose welcomes events and advertising Downtown, which will encourage growth and development for the future of all of San Jose

As the Interim CEO of the San Jose Downtown Association, and a long-time resident and business owner with multiple locations, I am excited by the city's efforts to better our local community and make a San Jose a world leading destination.

Onwards and Upwards,



Alan "Gumby" Marques
Interim CEO of the San Jose Downtown Association



FW: SJ Chamber Support for Items 8.1 and 10.2

From City Clerk <city.clerk@sanjoseca.gov>
Date Mon 5/19/2025 5:06 PM
To Agendadesk <Agendadesk@sanjoseca.gov>

2 attachments (573 KB)

SJ Chamber - Support for Supergraphics 051925.pdf; SJ Chamber - Support for Entertainment Zones 051925.pdf;

From: Kat Angelov <[REDACTED]>
Sent: Monday, May 19, 2025 3:55 PM
To: The Office of Mayor Matt Mahan <mayor@sanjoseca.gov>; District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>
Cc: City Clerk <city.clerk@sanjoseca.gov>; Leah Toeniskoetter <[REDACTED]>
Subject: SJ Chamber Support for Items 8.1 and 10.2

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Dear Mayor and Honorable Councilmembers,

Please find attached support letters for items 8.1 and 10.2. We urge your support of both items.

Should any questions arise please reach out to myself or our CEO Leah Toeniskoetter (copied). Thank you for the consideration of our comments.

Regards,
Kat

**Kat Angelov**

Policy Manager

San Jose Chamber of Commerce

Email: [REDACTED]

Office: [REDACTED]

Mailing Address: [REDACTED]



**San Jose
Chamber of Commerce**

May 16, 2025

City of San Jose City Council
200 E. Santa Clara St.
San José, CA 95113

RE: Item 10.2: Amendment to Chapter 23.04, Section 23.04.038 (North San José Signage Area) and Section 23.04.124 (Downtown Sign Zone) of Title 23 (Sign Code) of the San José Municipal Code to Modify Permit Provisions for Supergraphic Signs Related to Large Events.

Dear Mayor Mahan and Honorable Councilmembers,

On behalf of the San Jose Chamber of Commerce, I would like to express our support for the proposed amendments to San Jose's sign code to allow for supergraphic signage for large events. This ordinance is a timely and strategic step as San Jose and our region prepare for several large sporting events in 2026, namely the FIFA, Super Bowl, and NCAA games. These events are not just entertainment, but major economic engines of the sports and entertainment economy.

We believe that expanding supergraphic signage will boost San Jose's visibility, attract valuable sponsorship investment, and enhance the city's visual appeal for both visitors and residents. The proposed changes include removing the sunset clause, expanding display time, increasing flexibility in height and placement, and maintaining a streamlined administrative review process. Each of these updates reflects a balanced approach to signage policy that we believe could scale to other signage policy updates, particularly in our downtown core.

These updates, and potentially more to come, will help businesses capitalize on large-scale events while preserving public safety and urban aesthetics. We urge you to adopt this ordinance and support our burgeoning sports and entertainment economy in San Jose.

Sincerely,

Leah Toeniskoetter
President & CEO
San Jose Chamber of Commerce