

# Community & Economic Development Committee

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November 23, 2020

Item (d)5

**Update on City Council Policy Priority #3:  
Electronic Billboards, Phase 2**



*Planning, Building and  
Code Enforcement*

# City Council Policy 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

# Phase 2 - Project Overview

- Free-standing programmable billboards on freeway-facing sites
- Building-mounted programmable signs in the Downtown Sign Intensification Zone
- Advertising on public amenities and street furniture downtown
- Modifications to the Phase 1 Illumination parameters
- Allow signs to begin operation at 5:00 am instead of 6:00 am





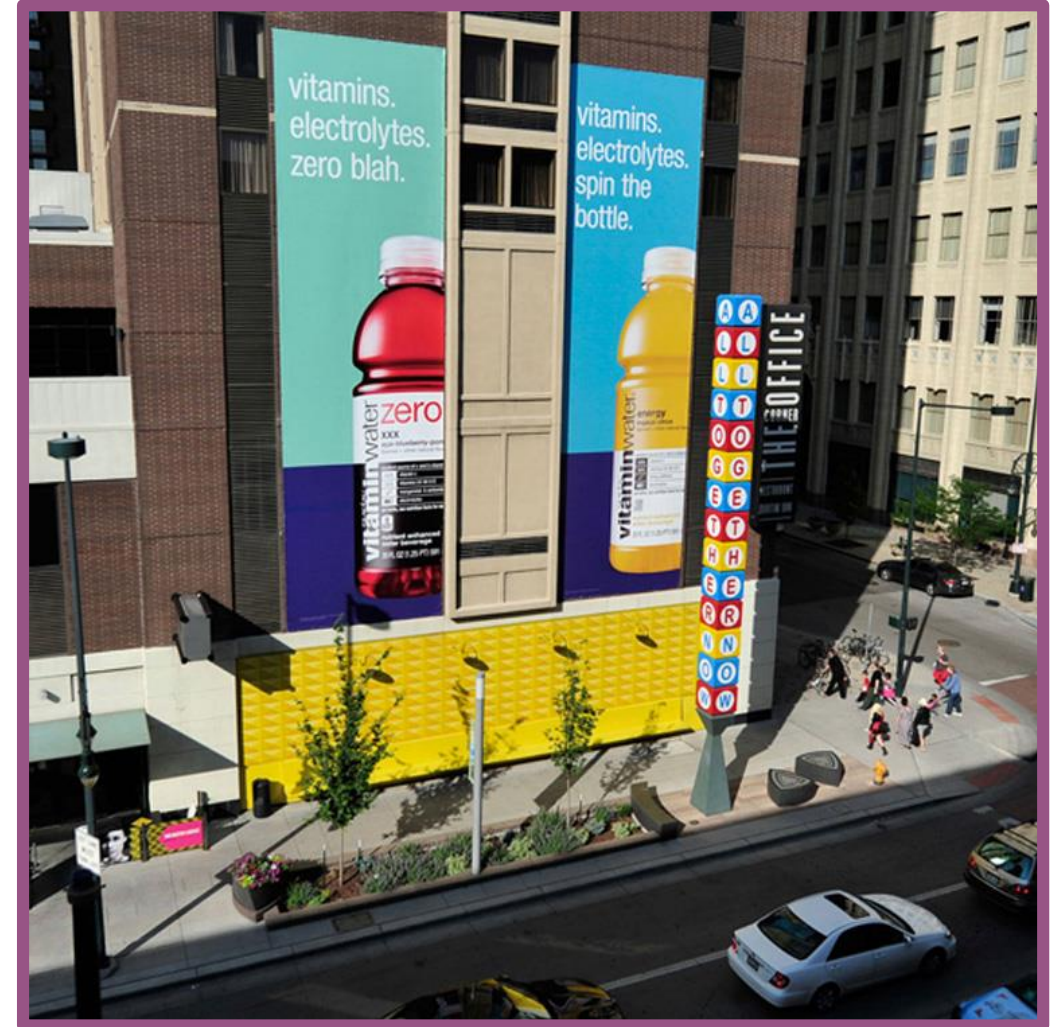
# Project Scope Changes

- Remove transit facilities from scope at request of VTA
- Remnant City property identified in Phase 1 found to not qualify for additional signage



# Program Level Analysis – Phase 2

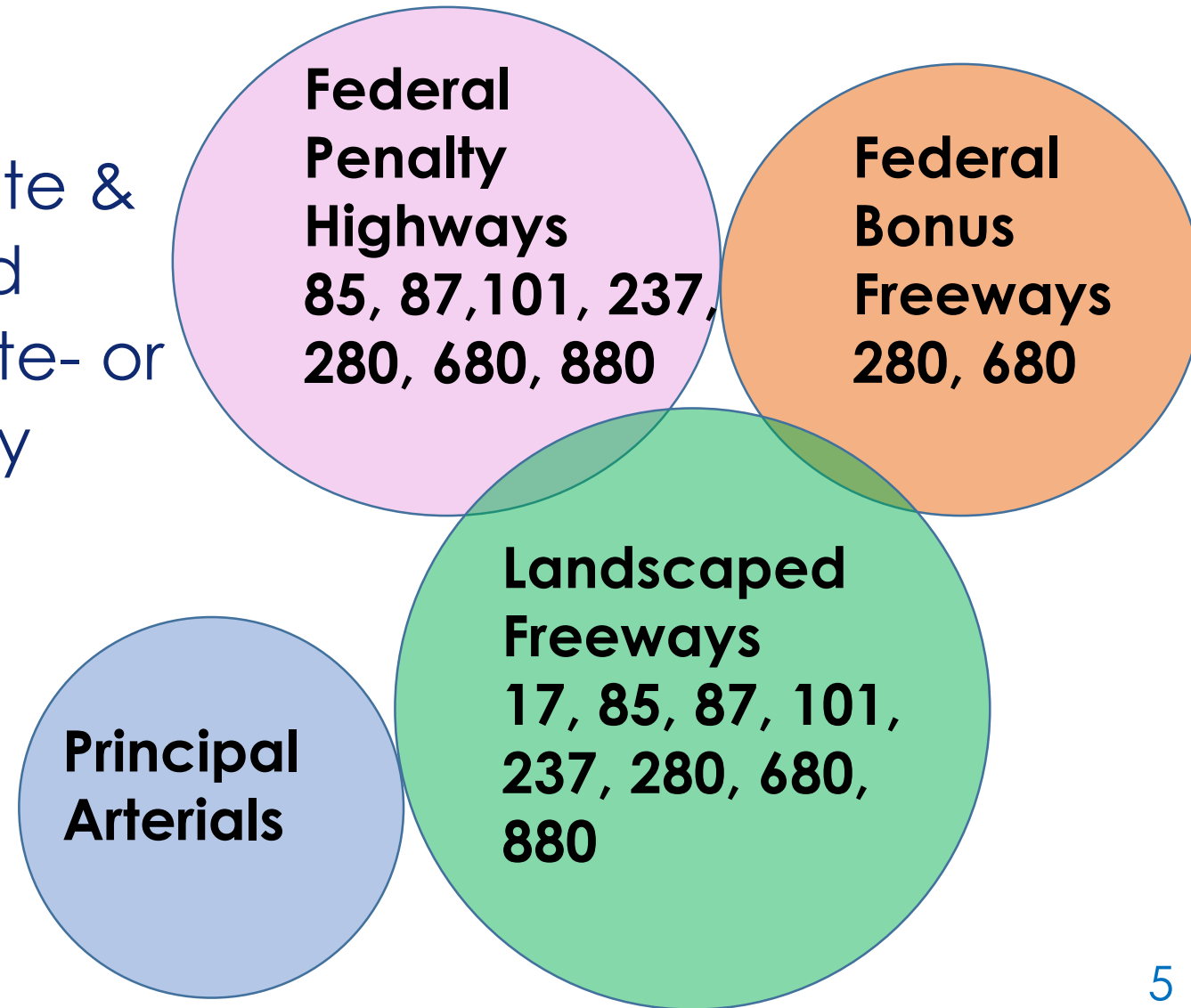
- Appropriate Land Use Designation and Zoning District
- Compliance with State and federal regulations
- Consistent with Riparian Policy
- Consistent with Historic Preservation Policies
- Compatible with existing use on site



# Off-Site Signs - State/ Federal Regulations

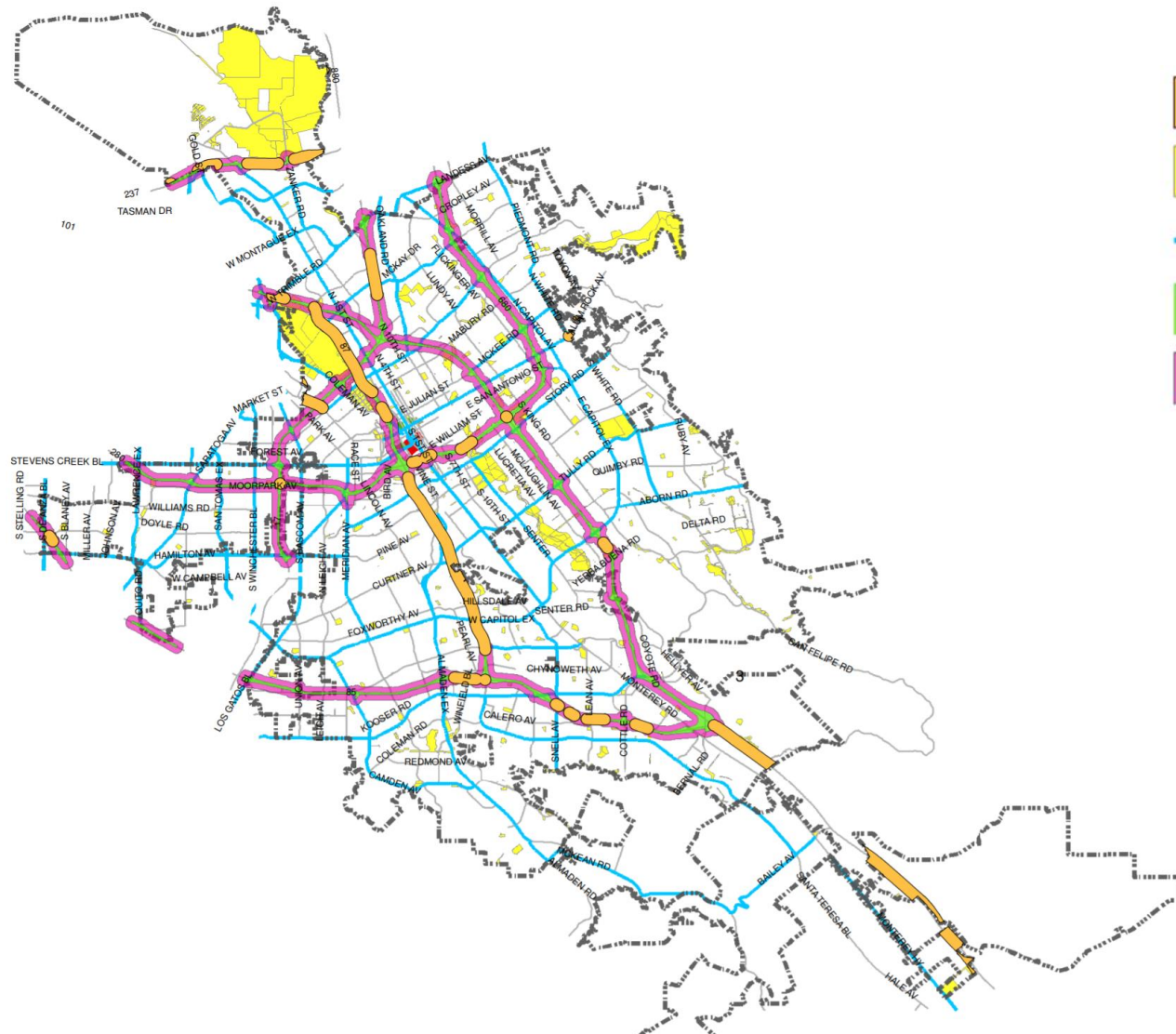
Signs are regulated under State & Federal law, if visible from and located within 660 feet of State- or Federally-designated highway including:

- Landscaped Freeways
- Bonus/ Penalty Segments
- Principal Arterials





# Regulated Highways Citywide



- Freeway Non-Landscaped Area Penalty Buffered
- City Owned Parcels
- Principal Arterials
- Freeway Landscaped Area
- Freeway Landscaped Buffered

**ILLUSTRATIVE ONLY**  
**NOT TO BE USED FOR ANY LEGAL PURPOSE**  
Map is a snapshot in time that reflects best available data as of October 19, 2017

[illegible]

- Size
- Illumination
- Distance between signs
- Prohibition on advertising within the right-of-way

These proposed sites are still under review and not a final map. Site identification based on conformance with established criteria and located along freeway-facing sites.



# Community Engagement

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Community and Scoping Meeting held July 13, 2020

Virtual focus group meetings held in July 2020  
(**July 23; July 27; July 30**)

- Environmental groups
- Sign companies
- Lick Observatory
- Stakeholders

Community meeting #2 & online survey: **December 2020**

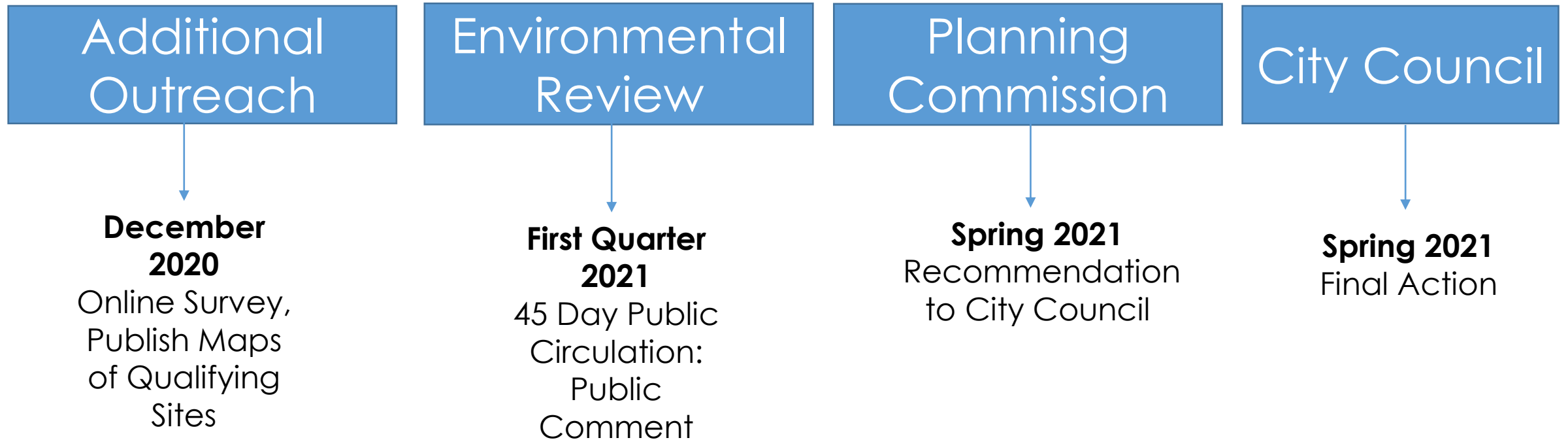
# Community Feedback

- Traffic and pedestrian safety concerns
- Loss of dark sky and impacts to wildlife from sign illumination
- Increase replacement ratio to at least 10:1
- No benefit to the City from electronic billboards
- Keep the billboard ban



# Next Steps

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# Q & A / Discussion