

# Item 8.2

## Electronic Billboards on City-Owned Property

December 13, 2022

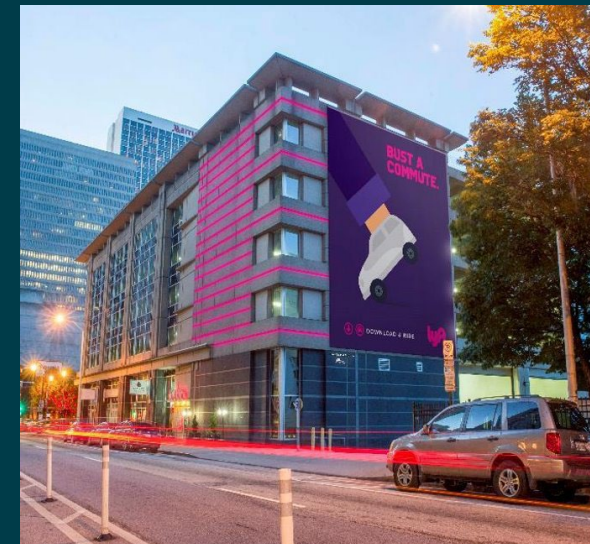
Nora Chin, Assistant to the City Manager

Rosalynn Hughey, Deputy City Manager

Blage Zelalich, Deputy Director, Office of Economic Development and Cultural Affairs

# Digital Signage on City-owned Property: Goals

- ❑ Enhance the commercial vibrancy of Downtown
- ❑ Remove blighted static billboards
- ❑ Explore digital technologies to allow real-time emergency notifications and messaging to residents
- ❑ Generate revenue opportunities for the City



# Background

- ❑ **2016-2018:** Staff analyses and engagement with community, tenants of City-owned properties, and billboard/sign companies
- ❑ **September 2018:** City Council approved new Council Policy 6-4, Signs on City-Owned Land, allowing billboards, programmable electronic signs, and signs displaying off-site commercial speech
  - 17 City-owned sites, up to 22 signs
  - Direction to staff to release RFPs for building-mounted signs in Downtown and free-standing freeway-facing signage on City-owned property

# Work Plan

- Work divided into two separate RFP processes
  - 1) **Select Sites process:** Building-Mounted Signage; Opportunity for Digital Art
    - Initial RFP issued August 2019; Notice of Intended Award (NOIA) issued December 2019
    - Second RFP issued May 2020; NOIA issued December 2022
    - 5 sites
  - 2) **Alternative Sites process:** Free-Standing Signage
    - RFP issued July 2019; NOIA issued July 2020 but rescinded in October 2020 for City to re-examine initial evaluation; new NOIA issued July 2021
    - 3 sites

## Next Steps

- ❑ January 2023-August 2023: Conduct environmental analysis for Select Sites and Alternative Sites locations
- ❑ Fall 2023: Finalize contract terms and bring recommendations to City Council

# October 24<sup>th</sup> Community and Economic Development Committee Meeting

## □ Committee recommendation:

1. Accept status report
2. Direct staff to return to City Council to amend City Council Policy 6-4 Signs on City-Owned Land to include the tree replacement ratio and 100% renewable San José Clean Energy requirements that were part of the Council-approved Project Plan for two Outdoor Advertising Digital Billboards under the Airport Advertising Concession Agreement between City and Clear Channel Outdoors Inc.

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