



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Mayor Matt Mahan
Vice Mayor Pam Foley
Councilmember Carl Salas
Councilmember David Cohen
Councilmember George Casey

SUBJECT:SEE BELOW

DATE: 2/21/25

Approved:

Date: 2/21/2025

SUBJECT: 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.

RECOMMENDATION

Defer the item until staff completes an analysis of opportunities to monetize the Supergraphic signage program on both public and private buildings and re-direct funds into programming and activation initiatives in 2026 and beyond.

BACKGROUND

Allowing Supergraphic Signs in North San José and Downtown San José can enhance the city's ability to support our major upcoming sporting events. In 2026, more than 500,000 tourists are expected to visit the Bay Area solely for the upcoming sporting events coming to our region. Before adopting this ordinance, we should assess whether and how San José and our partners can leverage the program to capitalize on the FIFA World Cup, NCAA Basketball Tournament games, and the return of the Super Bowl. Staff should explore whether monetization can occur on both public and private properties, and how those resources could offset 2026 activation events and provide seed funding to invest in large events beyond 2026.

The signers of this memorandum have not had, and will not have, any private conversation with any other member of the City Council, or that member's staff, concerning any action discussed in the memorandum, and that each signer's staff members have not had, and have been

instructed not to have, any such conversation with any other member of the City Council or that member's staff.