

City Council Supergraphic Sign Update



May 20, 2025

Item 10.2

Presenters:

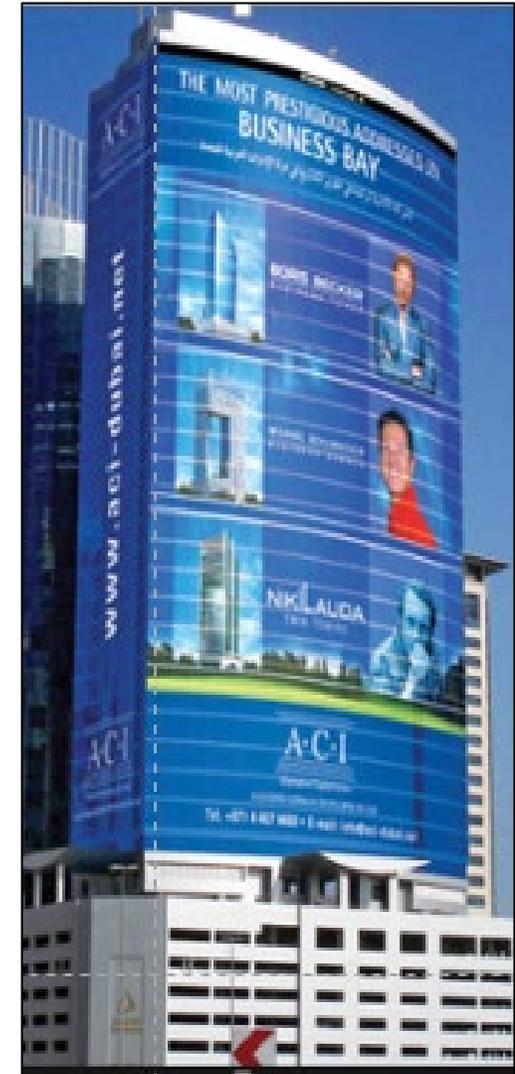
Martina Davis, Planning Division Manager, Department of Planning, Building, and Code Enforcement

Rosalynn Hughey, Deputy City Manager

Supergraphic Signs



Supergraphic sign means a sign made of flexible material that is attached flush to a building



Supergraphic Sign Code History



2017: Allow and regulate supergraphic signs

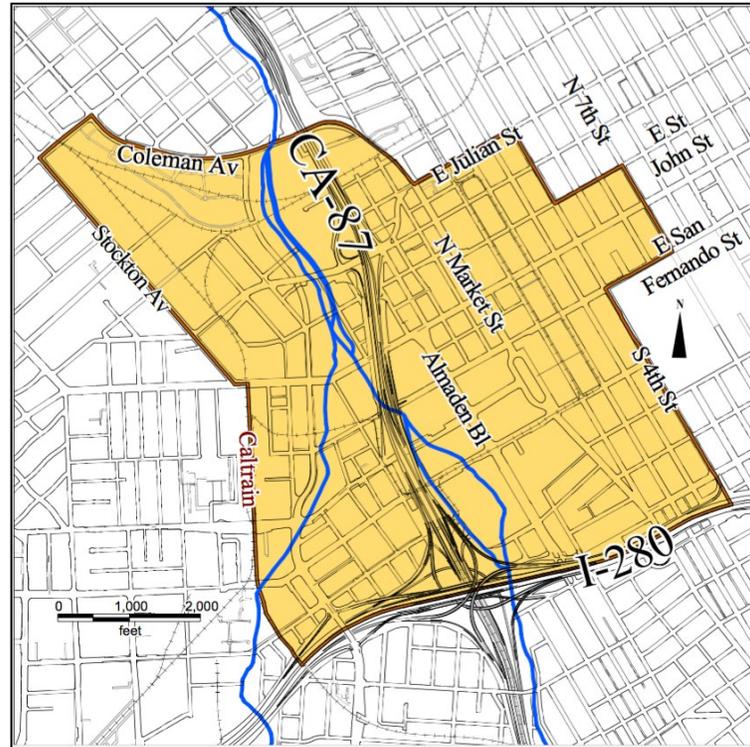
2020: Modify permit provisions to streamline

2023: Sign code provisions for supergraphic signs sunsets, supergraphics no longer allowed

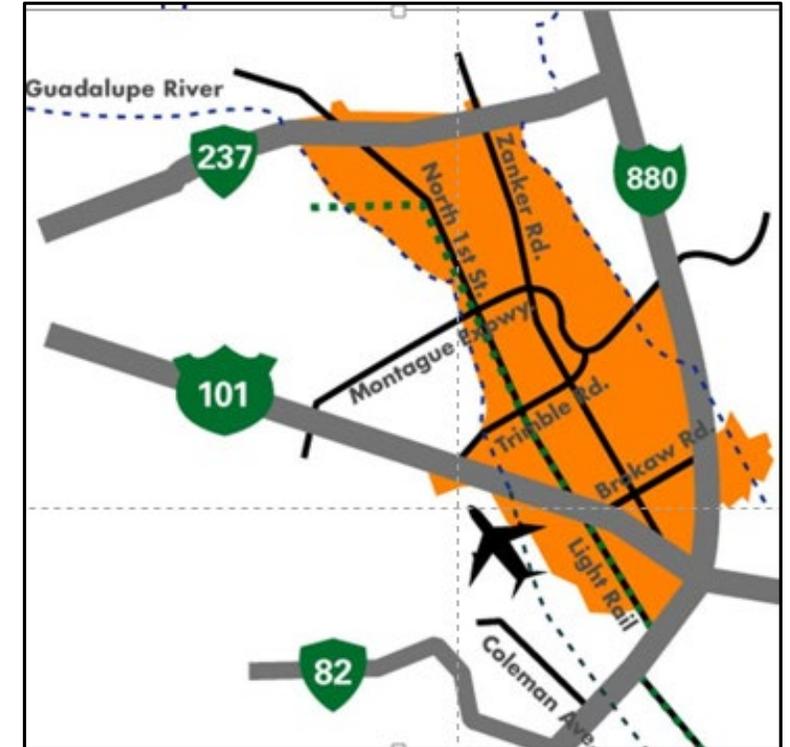


Supergraphic Signs

- Signs limited to Downtown and North San José Signage Area
- Large Downtown Conventions or Large Downtown Special Events
 - 700 hotel room nights booked or projected attendance of 10,000+
- Allowed on Non-Residential Buildings
- Limited to on-site commercial/non-commercial signage



Downtown Sign Zone



North San José Signage Area

Supergraphic Sign Code Amendment

- Proposed Changes specific to **Large Downtown Conventions** or **Large Downtown Special Events**

	Existing Regulations	PROPOSED Regulations
Limitation	Sunset Clause January 2023	Eliminate Sunset Clause
Building Height	Minimum 125 feet	No minimum building height but sign installed at a minimum height of 40 feet from grade
Duration	Maximum 7 days before and 7 days after a large convention or special event and a total of not more than 30 days in a calendar year	Maximum 75 days before and 75 days after a large convention or special event and a total of not more than 180 days in a calendar year
Roof Sign	Roof Sign not allowed	One flat mounted Roof Sign allowed
Sign Allowance	One sign allowed for each building: The sign can wrap around on two facades of the building.	Total of two signs allowed for each building: Each sign can wrap around on two facades of the building.

Analysis of Monetizing Supergraphic Signs

Private Property

- Constitutional and other legal issues prohibit the City from monetizing any type of signage on private property

City-owned Property

- City Council Policy 1-17 on Donation, Sponsorship, and Fundraising encourages and supports City departments and City-related foundations/entities to create opportunities for partnerships and enhancing revenue for department priorities
- Example: Parks, Recreation, and Neighborhood Services – Viva CalleSJ

Analysis of Monetizing Supergraphic Signs

How a Sponsorship Program for Supergraphics Could Work

- Administered by the City Manager's Office of Economic Development and Cultural Affairs
- Develop an agreement with partner organization such as San José Sports Authority or Team San José
- Develop program goals, timeframe, target audience, outreach strategy, reporting, and other administrative procedures

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