
Fw: May 5th City Council Agenda Item 2.9: Vote No on Billboard Addendum

From City Clerk <city.clerk@sanjoseca.gov>
Date Thu 4/30/2026 3:03 PM
To Agendadesk <Agendadesk@sanjoseca.gov>

Office of the City Clerk | City of San José
200 E. Santa Clara St., Tower 14th Floor
San Jose, CA 95113
Main: 408-535-1260
Fax: 408-292-6207

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From: Bruce DeVisser <[REDACTED]>
Sent: Thursday, April 30, 2026 2:55 PM
To: City Clerk <city.clerk@sanjoseca.gov>
Cc: info [REDACTED]; Mahan, Matt <Matt.Mahan@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>; Zelalich, Blage <blage.zelalich@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; Maguire, Jennifer <jennifer.maguire@sanjoseca.gov>; Burton, Chris <Christopher.Burton@sanjoseca.gov>; Baker, Jennifer <Jen.Baker@sanjoseca.gov>
Subject: May 5th City Council Agenda Item 2.9: Vote No on Billboard Addendum

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I urge the San Jose City Council to deny approval of the resolution and EIR addendum for this project. The applicant should be required to follow the sign size and height parameters specified in the original proposal and EIR that this Council approved in 2025.

Continuing to ignore the known wishes of the voting public will only result in growing opposition to the billboard project, and further loss of confidence in San Jose City Government.

Sincerely,
Bruce DeVisser

Fw: May 5th City Council Agenda Item 2.9: Vote No on Billboard Addendum

From City Clerk <city.clerk@sanjoseca.gov>
Date Thu 4/30/2026 3:07 PM
To Agendadesk <Agendadesk@sanjoseca.gov>

Office of the City Clerk | City of San José

200 E. Santa Clara St., Tower 14th Floor
San Jose, CA 95113
Main: 408-535-1260
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From: Suzanne Morrone <[REDACTED]>
Sent: Thursday, April 30, 2026 3:03 PM
To: City Clerk <city.clerk@sanjoseca.gov>
Cc: [REDACTED] Mahan, Matt <Matt.Mahan@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>; Zelalich, Blage <blage.zelalich@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; Maguire, Jennifer <jennifer.maguire@sanjoseca.gov>; Burton, Chris <Christopher.Burton@sanjoseca.gov>; Baker, Jennifer <Jen.Baker@sanjoseca.gov>; Anthony Tordillos <[REDACTED]>
Subject: May 5th City Council Agenda Item 2.9: Vote No on Billboard Addendum

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I urge the San Jose City Council to deny approval of the resolution and EIR addendum for this project. The applicant should be required to follow the sign size and height parameters specified in the original proposal and EIR that this Council approved in 2025.

Not only that, but any digital billboard, even the "smaller" size will have an impact on the riparian corridor. In the EIR it states that the light to the river will be blocked by the trees. THE TREES ARE PART OF THE RIPARIAN CORRIDOR AND IT WILL GREATLY IMPACT WILDLIFE in that area. No biologist in their

right mind would feel the impact from the light on the trees would be ok. I can't believe Clear Channel got away with this. I can't believe the City isn't protecting one of the most potentially valuable assets.

I strongly feel the City Council is betraying their responsibility to us, the citizens of San Jose. Please put a stop to this!

Sincerely,
Suzanne Morrone
D3

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Fw: May 5th City Council Agenda Item 2.9: Vote No on Billboard Addendum

From City Clerk <city.clerk@sanjoseca.gov>
Date Thu 4/30/2026 3:39 PM
To Agendadesk <Agendadesk@sanjoseca.gov>

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200 E. Santa Clara St., Tower 14th Floor
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From: Judith Minium [REDACTED]
Sent: Thursday, April 30, 2026 3:26 PM
To: City Clerk <city.clerk@sanjoseca.gov>
Subject: May 5th City Council Agenda Item 2.9: Vote No on Billboard Addendum

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I urge the San Jose City Council to deny approval of the resolution and EIR addendum for this project. The applicant should be required to follow the sign size and height parameters specified in the original proposal and EIR that this Council approved in 2025.

Increasing the billboard height from 40 feet to 85 feet above ground is not a minor change. Increasing the size of an already giant screen by about 66%, from 672 to 1,003 square feet, is also not a minor change. If Clear Channel intended to construct taller and larger digital billboards, that plan should have been presented, reviewed, and debated in 2025 rather than now after the initial approval. This looks like bait-and-switch and makes Clear Channel an untrustworthy partner for the City of San Jose.

Sincerely,

Judith Minium

Fw: May 5th City Council Agenda Item 2.9: Vote No on Billboard Addendum

From City Clerk <city.clerk@sanjoseca.gov>
Date Fri 5/1/2026 8:44 AM
To Agendadesk <Agendadesk@sanjoseca.gov>

Office of the City Clerk | City of San José
200 E. Santa Clara St., Tower 14th Floor
San Jose, CA 95113
Main: 408-535-1260
Fax: 408-292-6207

How is our service? Your [feedback](#) is appreciated!

From: ROBERT L ZAMBORELLI [REDACTED]
Sent: Thursday, April 30, 2026 5:39 PM
To: City Clerk <city.clerk@sanjoseca.gov>
Cc: info [REDACTED] <[REDACTED]>
Subject: May 5th City Council Agenda Item 2.9: Vote No on Billboard Addendum

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I urge the San Jose City Council to deny approval of the resolution and EIR addendum for this project. The applicant should be required to follow the sign size and height parameters specified in the original proposal and EIR that this Council approved in 2025.

The billboards now are a nuisance, are very unsightly, and are actually a form of graffiti in my opinion. Please don't increase the size. Please consider beauty and not the money.

Sincerely,

Name District

Judith zamborelli

Copy these email addresses to cc:

matt.mahan@sanjoseca.gov

district1@sanjoseca.gov

district2@sanjoseca.gov

district3@sanjoseca.gov

district4@sanjoseca.gov

district5@sanjoseca.gov

district6@sanjoseca.gov

district7@sanjoseca.gov

district8@sanjoseca.gov

district9@sanjoseca.gov

district10@sanjoseca.gov

blage.zelalich@sanjoseca.gov

martina.davis@sanjoseca.gov

jennifer.maguire@sanjoseca.gov

christopher.burton@sanjoseca.gov

jen.baker@sanjoseca.gov

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Fw: Subject: May 5th City Council Agenda Item 2.9: Vote No on Billboard Addendum

From City Clerk <city.clerk@sanjoseca.gov>
Date Fri 5/1/2026 8:44 AM
To Agendadesk <Agendadesk@sanjoseca.gov>

Office of the City Clerk | City of San José
200 E. Santa Clara St., Tower 14th Floor
San Jose, CA 95113
Main: 408-535-1260
Fax: 408-292-6207

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From: Rebecca Smith [REDACTED]
Sent: Thursday, April 30, 2026 6:04 PM
To: City Clerk <city.clerk@sanjoseca.gov>
Cc: [REDACTED]
Subject: Subject: May 5th City Council Agenda Item 2.9: Vote No on Billboard Addendum

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I urge the San Jose City Council to deny approval of the resolution and EIR addendum for this project, especially as the resolution and addendum are for a project substantially altered from the original. Raising the height considerably is not a small matter.

The applicant should be required to follow the sign size and height parameters specified in the original proposal and EIR that this Council approved in 2025. That is what you approved.

Rebecca Smith
District 3

Fw: May 5th City Council Agenda Item 2.9: Vote No on Billboard Addendum

From City Clerk <city.clerk@sanjoseca.gov>
Date Fri 5/1/2026 8:44 AM
To Agendadesk <Agendadesk@sanjoseca.gov>

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200 E. Santa Clara St., Tower 14th Floor
San Jose, CA 95113
Main: 408-535-1260
Fax: 408-292-6207

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From: Tina M [REDACTED]
Sent: Thursday, April 30, 2026 9:08 PM
To: City Clerk <city.clerk@sanjoseca.gov>
Cc: info [REDACTED]; Mahan, Matt <Matt.Mahan@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>
Subject: May 5th City Council Agenda Item 2.9: Vote No on Billboard Addendum

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Dear Mayor and City Council,

I urge you to deny approval of the resolution and EIR addendum for the Billboard Addendum project. The applicant should be required to follow the sign size and height parameters specified in the original proposal and EIR that the Council approved in 2025.

The proposed change will make these two specific billboards about 66% larger! One of these is next to my neighborhood (Vendome in D3) Please imagine how **your** district's constituents would feel if there was a "bait and switch" of a billboard size which, if implemented, did nothing to enhance their neighborhood. Now think of the D3 residents who are living this nightmare and vote to protect us from this Godzilla-esque change via the Billboard Addendum.

I thank you for your consideration of my request and again, I urge you to vote NO.

Sincerely,

Tina Morrill
Vendome neighborhood, District 3

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Fw: Subject: May 5th City Council Agenda Item 2.9: Vote No on Billboard Addendum

From City Clerk <[REDACTED]>

Date Fri 5/1/2026 8:58 AM

To Agendadesk <[REDACTED]>

Office of the City Clerk | City of San José

200 E. Santa Clara St., Tower 14th Floor

San Jose, CA 95113

Main: 408-535-1260

Fax: 408-292-6207

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From: [REDACTED] <[REDACTED]>

Sent: Friday, May 1, 2026 8:52 AM

To: City Clerk <[REDACTED]> Mahan, Matt <[REDACTED]> District1
<[REDACTED]> District2 <[REDACTED]> District3 <[REDACTED]> District4
<[REDACTED]> District5 <[REDACTED]> District 6 <[REDACTED]> District7
<[REDACTED]> District8 <[REDACTED]> District9 <[REDACTED]> District 10
<[REDACTED]> Davis, Martina <[REDACTED]> Maguire, Jennifer
<[REDACTED]> <[REDACTED]>
[REDACTED] <[REDACTED]> Zelalich, Blage <[REDACTED]>

Subject: Subject: May 5th City Council Agenda Item 2.9: Vote No on Billboard Addendum

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Dear Mayor Mahan, Council Members, and City staff,

I urge the San Jose City Council to deny approval of the resolution and EIR addendum for this project. The applicant should be required to follow the sign size and height parameters specified in the original proposal and EIR that this Council approved in 2025.

Please understand that a lot of the people who live in this city do not want any of this. Don't the people who live in the city have anything to say? We have to live with the many changes that the head of this city decides to make. And they are not always what everyone wants or feels is necessary for our city to look or to be like all the other big cities. We do not want to be like all the other cities in our country. Stop adding more things that have to do with electricity. There will not be enough electricity to work well enough to power the whole state. We have enough problems with having to shut off power when it gets too hot in the summertime. We will lose a lot of money and also the money of people who live here. Stop wasting money!

We need the money to clean up our city, get all the homeless off the streets, clean up all the trash, and clean up the waste that the homeless leave for us to clean up. We need to take care of our trees that need to be cleaned and cleared for fire issues. We need our roads fixed to help us maintain our vehicles. We need to lower gas, lower food, lower taxes, lower homes, and lower electricity. We need to make this state more affordable for everyone. You're either rich or poor. The middle class is gone. I don't care about big business. I care that I can live here and not have to worry about what is going to happen to myself and my kids when they can't live here and have to move somewhere else because they can't afford to live here or come back here. I have lived here all my life, and all the changes have not all been for the good. Most of it is for the bad, and a lot of the good people have left, and all the dumb people are moving in who don't know common sense if it was looking at them in the face. Save money, No Billboards, bring the middle class back to this state.

Sincerely, Maria Burrus - District 3 and Japantown member

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Fw: May 5th City Council Agenda Item 2.9: Vote No on Billboard Addendum

From City Clerk <[REDACTED]>

Date Fri 5/1/2026 10:38 AM

To Agendadesk <[REDACTED]>

Office of the City Clerk | City of San José

200 E. Santa Clara St., Tower 14th Floor

San Jose, CA 95113

Main: 408-535-1260

Fax: 408-292-6207

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From: Rebecca Sanchez <[REDACTED]>

Sent: Friday, May 1, 2026 10:23 AM

To: City Clerk <[REDACTED]>

Cc: [REDACTED] <[REDACTED]> Mahan, Matt <[REDACTED]> District1
<[REDACTED]> District2 <[REDACTED]> District3 <[REDACTED]> District4
<[REDACTED]> District5 <[REDACTED]> District 6 <[REDACTED]> District7
<[REDACTED]> District8 <[REDACTED]> District9 <[REDACTED]> District 10
<[REDACTED]> Zelalich, Blage <[REDACTED]> Davis, Martina
<[REDACTED]> Maguire, Jennifer <[REDACTED]> Burton, Chris
<[REDACTED]> Baker, Jennifer <[REDACTED]>

Subject: May 5th City Council Agenda Item 2.9: Vote No on Billboard Addendum

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I strongly urge the San Jose City Council to deny approval of the resolution and EIR addendum for this project. I attended the meeting in 2025 when the council approved installing billboards at various locations including my own neighborhood at Mission Street.

This resolution is clearly a bait and switch on behalf of Clear Channel. They should be required to follow the sign size and height parameters specified in the original proposal and EIR that this Council approved in 2025.

Sincerely,
Rebecca Sanchez

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Fw: May 5th City Council Agenda Item 2.9: Vote No on Billboard Addendum

From City Clerk <[REDACTED]>

Date Fri 5/1/2026 10:56 AM

To Agendadesk <[REDACTED]>

Office of the City Clerk | City of San José

200 E. Santa Clara St., Tower 14th Floor

San Jose, CA 95113

Main: 408-535-1260

Fax: 408-292-6207

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From: Vivian Kramp <[REDACTED]>

Sent: Friday, May 1, 2026 10:52 AM

To: City Clerk <[REDACTED]>

Cc: [REDACTED] <[REDACTED]>

Subject: May 5th City Council Agenda Item 2.9: Vote No on Billboard Addendum

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I urge the San Jose City Council to deny approval of the resolution and EIR addendum for this project. The applicant should be required to follow the sign size and height parameters specified in the original proposal and EIR that this Council approved in 2025.

I oppose all electronic billboards. They distract drivers which makes them dangerous. And they are a blight visually. And I'm still angry that the council ignored the residents' overwhelming opposition to them.

Sincerely,
Vivian Kramp
Council District 8

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Fw: May 5th Council meeting item 2.9 Billboard addendum

From City Clerk <[REDACTED]>

Date Fri 5/1/2026 11:15 AM

To Agendadesk <[REDACTED]>

Office of the City Clerk | City of San José

200 E. Santa Clara St., Tower 14th Floor

San Jose, CA 95113

Main: 408-535-1260

Fax: 408-292-6207

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From: [REDACTED] <[REDACTED]>

Sent: Friday, May 1, 2026 11:07 AM

To: City Clerk <[REDACTED]>

Cc: [REDACTED] <[REDACTED]>

Subject: May 5th Council meeting item 2.9 Billboard addendum

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Please add my name and plea to the list of those objecting to the increase in billboard size. These digital billboards are a blight on the City – do not make it worse! I urge the San Jose City Council to deny approval of the resolution and EIR addendum for this project. The applicant should be required to follow the sign size and height parameters specified in the original proposal and EIR that this Council approved in 2025

[REDACTED]

Rose Steele

[REDACTED]

Fw: May 5th City Council Agenda Item 2.9: Vote No on Billboard Addendum

From City Clerk <[REDACTED]>

Date Fri 5/1/2026 1:30 PM

To Agendadesk <[REDACTED]>

Office of the City Clerk | City of San José

200 E. Santa Clara St., Tower 14th Floor

San Jose, CA 95113

Main: 408-535-1260

Fax: 408-292-6207

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From: Ryan Smith <[REDACTED]>

Sent: Thursday, April 30, 2026 7:50 PM

To: City Clerk <[REDACTED]>

Cc: [REDACTED] <[REDACTED]> Mahan, Matt <[REDACTED]> District1
<[REDACTED]> District2 <[REDACTED]> District3 <[REDACTED]> District4
<[REDACTED]> District5 <[REDACTED]> District 6 <[REDACTED]> District7
<[REDACTED]> District8 <[REDACTED]> District9 <[REDACTED]> District 10
<[REDACTED]> Zelalich, Blage <[REDACTED]> Davis, Martina
<[REDACTED]> Maguire, Jennifer <[REDACTED]> Burton, Chris
<[REDACTED]> Baker, Jennifer <[REDACTED]>

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I urge the San Jose City Council to deny approval of the resolution and EIR addendum for this project. The applicant should be required to follow the sign size and height parameters specified in the original proposal and EIR that this Council approved in 2025.

Sincerely,
Ryan H. Smith, District 3

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Fw: May 5th City Council Agenda Item 2.9: Vote No on Billboard Addendum

From City Clerk <city.clerk@sanjoseca.gov>
Date Mon 5/4/2026 8:11 AM
To Agendadesk <Agendadesk@sanjoseca.gov>

Office of the City Clerk | City of San José
200 E. Santa Clara St., Tower 14th Floor
San Jose, CA 95113
Main: 408-535-1260
Fax: 408-292-6207

How is our service? Your [feedback](#) is appreciated!

From: Janet Russell <[REDACTED]>
Sent: Sunday, May 3, 2026 5:46 PM
To: City Clerk <city.clerk@sanjoseca.gov>
Cc: [REDACTED] <[REDACTED]> Mahan, Matt <Matt.Mahan@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>; Zelalich, Blage <blage.zelalich@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; Maguire, Jennifer <jennifer.maguire@sanjoseca.gov>; Burton, Chris <Christopher.Burton@sanjoseca.gov>; Baker, Jennifer <Jen.Baker@sanjoseca.gov>
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I urge the San Jose City Council to deny approval of the resolution and EIR addendum for this project. The applicant should be required to follow the sign size and height parameters specified in the original proposal and EIR that this Council approved in 2025.

I live in District 3 near the intersection of Taylor and 87, and there is already too much lighting and distraction in our area not to mention heavy traffic and homelessness. The billboard parameters that were approved in 2025 are bad enough. Why should the billboard company be allowed to make last minute changes to the 2025 agreement, which will degrade the quality of life in District 3 even more? Surely the increase in revenue to the city would make very little difference to the overall city budget. That small difference would be substantially outweighed by the decrease in quality of life for those

living nearby. My neighbors and I work hard to do what we can to maintain a pleasant neighborhood. We clean up school and park trash, maintain our part of the city forest, and get to know one another. We didn't want the billboard in the first place; and we certainly don't want a last-minute switch to a larger and brighter billboard beyond what was approved last year.

Sincerely,
Janet Russell
District 3

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Main: 408-535-1260
Fax: 408-292-6207

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From: Lisa Hettler-Smith <[REDACTED]>
Sent: Sunday, May 3, 2026 4:50 PM
To: City Clerk <city.clerk@sanjoseca.gov>; Mahan, Matt <Matt.Mahan@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>; Zelalich, Blage <blage.zelalich@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; Maguire, Jennifer <jennifer.maguire@sanjoseca.gov>; Burton, Chris <Christopher.Burton@sanjoseca.gov>; Baker, Jennifer <Jen.Baker@sanjoseca.gov>
Subject: May 5th City Council Agenda Item 2.9: Vote No on Billboard Addendum

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Dear Mayor Mahan, Council Members, and City staff,

I urge the San Jose City Council to deny approval of the resolution and EIR addendum for this project. ***The applicant should be required to follow the sign size and height parameters specified in the original proposal*** and EIR that this Council approved in 2025.

They are ugly and intrusive enough, as it is. I will vote against anyone (now and in the future, for any office) who approves these bigger, uglier, horrible billboards.

Sincerely,
Lisa Hettler-Smith
District 3



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Fw: Agenda Item 2.9 (File No. 26-513) - May 5th City Council Meeting

From City Clerk <city.clerk@sanjoseca.gov>

Date Mon 5/4/2026 8:14 AM

To Agendadesk <Agendadesk@sanjoseca.gov>

 1 attachment (128 KB)

Consent Item 2.pdf;

Office of the City Clerk | City of San José

200 E. Santa Clara St., Tower 14th Floor

San Jose, CA 95113

Main: 408-535-1260

Fax: 408-292-6207

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From: brian darby <[REDACTED]>

Sent: Saturday, May 2, 2026 10:21 PM

To: City Clerk <city.clerk@sanjoseca.gov>

Subject: Agenda Item 2.9 (File No. 26-513) - May 5th City Council Meeting

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Dear Mayor Mahan and Members of the San José City Council,

I am writing to share some constructive observations regarding Agenda Item 2.9 (File No. 26-513) for the May 5, 2026 meeting. As someone who works with our community and values our shared civic goals, I hope the City Council will consider taking a second look at this item to ensure full alignment with our local safety policies and to minimize any potential risk of future litigation.

While the administrative report indicates that the modifications will not create new environmental impacts, a neutral comparison of the 2025 approved project parameters against the 2026 proposed amendments reveals several substantial adjustments:

- * At 1404 Mabury Road, the structure height is proposed to increase from 45 feet to 85 feet.
- * At Highway 87 & West Mission Street, the structure height is proposed to increase from 45 feet to 60 feet, with a north-facing orientation and a sign face expansion of nearly 50% (from 672 to 1,003 square feet).

Because of these expanded structural dimensions, it is worth carefully evaluating how this project intersects with San José's commitment to Vision Zero. Vision Zero prioritizes street design and infrastructure that actively reduce traffic injuries and fatalities.

In this context, it is helpful to note that numerous peer-reviewed transportation and human factors studies indicate that larger dynamic signage can involuntarily capture a motorist's focus. Because any glance away from the road for two seconds or longer significantly raises the risk of a collision, these modifications could inadvertently introduce new driver distraction variables that run counter to our Vision Zero objectives.

Attached to this email, please find a supplemental technical and administrative testimony that provides a more comprehensive, fact-based overview of the specific physical parameter changes, academic research citations, and potential legal risks.

In the interest of ensuring robust administrative due diligence and maintaining full public accountability, I respectfully encourage the Council to review these modifications closely before moving forward.

Thank you for your time, leadership, and dedicated service to our community.

Sincerely,

Brian Darby



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Supplemental Technical & Administrative Testimony to the San José City Council

To: Office of the City Clerk, City of San José (city.clerk@sanjoseca.gov)

Subject: Technical Input on Item 2.9 (File No. 26-513) — May 5, 2026 Meeting

Topic: Digital Signage Lease Amendments (Clear Channel Outdoor LLC)

Dear Mayor Mahan and Members of the City Council,

Please include this technical testimony in the official administrative record for the May 5, 2026, Regular City Council meeting. This analysis is submitted as a constructive, fact-based evaluation of the requested amendments to the project parameters for large-format digital signage.

The goal of this submission is to help the City evaluate the proposed physical modifications to ensure they align with the **Vision Zero** traffic safety initiative, minimize potential legal risks, and maintain administrative accountability.

1. Direct Parameter Comparison: 2025 Approved vs. 2026 Proposed

The administrative adjustments requested by the applicant alter the size, height, and visual orientation of the signs originally reviewed and approved in 2025:

Dimension / Parameter	2025 Approved Project Parameters	2026 Proposed Project Parameters	Technical Difference
1404 Mabury Road Site (D3)			

• Structure Height	45 feet	85 feet	+40 feet (88.8% increase)
• Sign Face Area	986 sq. ft.	1,003 sq. ft.	+17 sq. ft.
Highway 87 & West Mission St (D3)			
• Structure Height	45 feet	60 feet	+15 feet (33.3% increase)
• Primary Orientation	South-Facing	North-Facing	180° Directional Shift
• Sign Face Area	672 sq. ft. (14' x 48')	1,003 sq. ft. (17' x 59')	+331 sq. ft. (49.2% increase)

2. Technical Concerns & Alignment with Vision Zero

A. Driver Distraction & Involuntary Visual Capture

San José's commitment to the **Vision Zero** framework relies on data-driven designs that simplify the roadside environment to reduce traffic injuries and fatalities. However, dynamic digital displays intentionally capture the motorist's attention:

- **Physiological Involuntary Attention:** Peer-reviewed human factors research shows that dynamic lighting changes involuntarily capture a driver's attention through basic visual processes. High-intensity LEDs that change contrast and content every 6 to 8 seconds prevent a driver's focus from staying strictly on the road ahead.
- **Visual Obstruction and Placement:** The reversal of the West Mission Street sign from a south-facing to a north-facing orientation changes its visibility zone. Combined with a 49.2% expansion in size, this sign will command a much larger visual footprint for oncoming traffic.

B. The Two-Second Threat

- **NHTSA Risk Thresholds:** Extensive studies from the National Highway Traffic Safety Administration (NHTSA) confirm that glances away from the forward roadway lasting 2 seconds or longer significantly increase collision risks.
- **Long-Duration Glances:** Studies using eye-tracking technology have shown that drivers fixate on electronic variable message signs for substantially longer durations than standard static roadside advertisements.
- **Viewer Reaction Distance (VRD):** Raising the sign height at the Mabury Road site to 85 feet extends the line of sight for approaching drivers. This larger viewing range means drivers can see and read the sign from farther away, keeping their eyes off the road for a longer overall approach time.

C. Luminance, Glare, and At-Risk Driver Demographics

The increased size and elevated line of sight for these signs raise distinct concerns regarding nighttime safety:

- **Nighttime Glare:** The intense brightness of dynamic digital displays can cause temporary visual impairment through glare, which affects a driver's ability to spot obstacles or brake lights.
 - **Vulnerable Road Users:** Older drivers are particularly sensitive to these effects. They take longer to recover their vision after encountering bright lights in low-contrast environments, and they find it more difficult to quickly shift their attention back to the road.
 - **Riparian Buffers:** The 85-foot profile proposed for the Mabury Road site raises the display above the natural tree canopy, allowing high-intensity artificial light to spill directly into nearby residential areas and local river habitats.
-

3. Administrative Accountability & Mitigation of Legal Risk

By approving an addendum to the Initial Study/Mitigated Negative Declaration rather than requiring a supplemental environmental review, the City may expose itself to future administrative or legal challenges. The significant physical expansions outlined above alter the project's original baseline:

1. **Bait-and-Switch Concerns:** Residents have voiced frustration regarding these adjustments, noting that the new dimensions differ substantially from the project approved in 2025.
2. **Vision Zero Integration:** Approving dynamic billboards that distract drivers runs counter to the safety goals of the Vision Zero framework. This contradiction could be cited in future litigation if a driver distraction incident occurs near these signs.

To protect the City's long-term interests and maintain full administrative transparency, the City Council should consider pausing these approvals. This would allow for a more thorough evaluation of the requested changes and a full assessment of how they might impact public safety.

4. Academic & Technical References

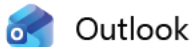
The following peer-reviewed studies provide technical evidence regarding the driver distraction hazards associated with large-format electronic displays:

- **Wachtel, J. (2019).** *Compendium of Recent Research Studies on Distraction from Commercial Electronic Variable Message Signs (CEVMS)*. Prepared for Scenic America. This comprehensive review analyzes dozens of international studies on how dynamic displays impact driver attention and traffic safety.
- **Full Text URL:**
<https://www.scenic.org/wp-content/uploads/2019/09/billboard-safety-study-compendium-updated-february-2018.pdf>
- **Young, K. L., Stephens, A. N., Logan, D. B., & Lenné, M. G. (2017).** *Investigating the impact of static roadside advertising on drivers' situation awareness*. **Applied Ergonomics**, 60, 136-145. This research explores how roadside advertisements pull attention away from primary driving tasks.
- **Link:** <https://doi.org/10.1016/j.apergo.2016.11.009>
- **Meuleners, L., Roberts, P., & Fraser, M. (2020).** *Identifying the distracting aspects of electronic advertising billboards: A driving simulation study*. **Accident Analysis & Prevention**, 145, 105710. This study measures eye-fixation metrics on electronic message signs, highlighting the frequency of extended driver distraction.
- **Link:** <https://doi.org/10.1016/j.aap.2020.105710>
- **Wachtel, J. (2009).** *Safety Impacts of Emerging Types of Roadside Advertising Signs*. **National Cooperative Highway Research Program (NCHRP)**, Report 20-7. A

foundational human factors study evaluating the safety risks of digital and dynamic billboards.

- **Reference Link:**

<https://www.scenic.org/take-action/resources/billboard-resources/digital-billboard-studies/>



Fw: May 5th City Council Agenda Item 2.9: Vote No on Billboard Addendum

From City Clerk <city.clerk@sanjoseca.gov>
Date Mon 5/4/2026 8:15 AM
To Agendadesk <Agendadesk@sanjoseca.gov>

 1 attachment (67 KB)
Outlook qbgsz43e.png;

Office of the City Clerk | City of San José
200 E. Santa Clara St., Tower 14th Floor
San Jose, CA 95113
Main: 408-535-1260
Fax: 408-292-6207

How is our service? Your [feedback](#) is appreciated!

From: Sally Redfield <[REDACTED]>
Sent: Saturday, May 2, 2026 6:43 PM
To: City Clerk <city.clerk@sanjoseca.gov>; Mulcahy, Michael <Michael.Mulcahy@sanjoseca.gov>
Cc: [REDACTED] <[REDACTED]>
Subject: May 5th City Council Agenda Item 2.9: Vote No on Billboard Addendum

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I urge the San Jose City Council to deny approval of the resolution and EIR addendum for this project. The applicant should be required to follow the sign size and height parameters specified in the original proposal and EIR that this Council approved in 2025. It is a huge change and is bait and switch politics. I am ashamed that at how the City Council is behaving around this issue.

I particularly urge my local representative Michael Mulcahy to deny this addendum based on a previous discussion below.

Sally Redfield
District 6

Begin forwarded message:

From: "Mulcahy, Michael" <Michael.Mulcahy@sanjoseca.gov>
Subject: Re: Welcome to Your D6 Community Newsletter.
Date: April 3, 2025 at 4:14:24 PM PDT
To: "[REDACTED]" <[REDACTED]>
Cc: "Hellman, Jessica" <Jessica.Hellman@sanjoseca.gov>

Ms Redfield:

Thanks for your note and comments. Sounds like you are in the mix on the long standing conversation and effort of whether or not the City allows digital signage and digital billboards to San Jose. I wanted to be sure you understand my position and how I distinguish between the two.

Last month, I voted in favor of digital signage for a set of locations in and around the downtown on City owned property. The firm will pay for this access and these signs will allow for downtown venues to promote events happening in San Jose. These signs will be artistically crafted, not what we know as looming, traditional "billboards." As part of my comments at City Council, it was important for me to distinguish that these are not the same as replacing what we know as Billboards out and about in our community. While digital billboards have not yet come to the Council for a decision, I have a different value set around those installations and I will be sure to communicate as that gets closer.

Michael
CM Mulcahy

From: Sally Redfield <[REDACTED]>
Sent: Saturday, March 29, 2025 11:18 AM
To: District 6 <district6@sanjoseca.gov>
Subject: Re: Welcome to Your D6 Community Newsletter.

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I don't see anything mentioned about the City Council's decision to install digital billboards despite the many questions still pending and community opposition. Specifically, why wasn't Lick Observatory given a chance to speak at the recent meeting about their concerns while a City staff person tried to say the billboards wouldn't affect the observatory? What about the 100+ additional comments about the environmental impact report that were not fully

addressed?

I am concerned about light pollution, energy consumption, distraction for drivers and aesthetics. I'm also concerned for residents who live in neighborhoods where they are installed (they are not being installed in my neighborhood, I am concerned for other neighborhoods). Would you vote for it if one was going to be installed in your neighborhood? I doubt it.

City Council has not sufficiently addressed any of these issues. I'm confident that if more citizens know of this plan and were asked their opinion they would object. If the Council is confident of their view I would challenge you to find out by asking your constituents in your newsletter. Shouldn't you know what the people you represent think about this subject?

Sally Redfield
Rosegarden Resident

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Outlook

Fw: City Council Agenda May 5th, 2026, Item 2.9 26-513 Amendment to the Agreement with Clear Channel Outdoor LLC for Large Format Digital Signage on City-Owned Property

From City Clerk <city.clerk@sanjoseca.gov>
Date Mon 5/4/2026 8:15 AM
To Agendadesk <Agendadesk@sanjoseca.gov>

 1 attachment (81 KB)

NDBSJ Public Comment City Council Agenda May 5th 2026 Rev F.pdf;

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200 E. Santa Clara St., Tower 14th Floor
San Jose, CA 95113
Main: 408-535-1260
Fax: 408-292-6207

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From: NDBSJ Steering Committee <[REDACTED]>
Sent: Saturday, May 2, 2026 2:08 PM
To: City Clerk <city.clerk@sanjoseca.gov>
Subject: City Council Agenda May 5th, 2026, Item 2.9 26-513 Amendment to the Agreement with Clear Channel Outdoor LLC for Large Format Digital Signage on City-Owned Property

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Please add the attached letter to the public comments.

Thank you.

No Digital Billboards in San Jose Steering Committee

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No Digital Billboards in San Jose

Community advocacy
for a billboard-free
San Jose

May 1st 2026

To: San Jose City Council

From: No Digital Billboards in San Jose Steering Committee: [REDACTED]

Subject: City Council Agenda May 5th, 2026, Item 2.9 26-513 Amendment to the Agreement with Clear Channel Outdoor LLC for Large Format Digital Signage on City-Owned Property.

We urge the San Jose City Council to deny approval of the resolution and EIR addendum for this project. The applicant should be required to follow the sign size and height parameters defined in the original proposal and EIR that this Council approved in 2025. Given its significance, this item should be pulled from the consent calendar and considered in a full public discussion by the Council.

If Clear Channel intended to construct taller and larger digital billboards, that plan should have been presented in 2025 rather than after the initial approval. Securing approval for smaller, lower-height billboards and then returning a year later seeking “on the fly” approval for much larger structures is, in effect, a bait-and-switch and should alarm Councilmembers and senior staff in Planning and OED.

Increasing a billboard height from 45 feet to 85 feet above ground is not a minor change. Increasing the size of an already giant screen by about 66%, from 672 to 1,003 square feet, is also not a minor change. Approving these changes would set a new, larger benchmark that the billboard industry will surely try to leverage in their ongoing effort to install more billboards in San Jose.

[New billboards in San Jose are already controversial according to the city's own survey.](#) This is the second billboard “bait and switch” since the Council repealed the ban on new billboards on public property, and it illustrates the pattern of outdoor advertising companies continually asking for more once an initial approval is granted.

We have seen this pattern before with the downtown digital billboards. Proponents promised that allowing new digital billboards downtown would result in the removal of static billboards, but the first thing that happened was an exception for the downtown digital billboards—and not a single static billboard was removed in exchange.

No Digital Billboards in San Jose

Community advocacy
for a billboard-free
San Jose

In another case, again involving Clear Channel, the City's own policies were ignored when the airport billboard contract was approved without a competitive process, [leading a judge to void the agreement](#). This history should make the Council especially cautious about changing project parameters after the fact and dealing with outdoor advertising companies.

[In 2022, when the Council considered freeway-facing billboards near SJC along Highway 101](#), elected officials recognized the problem clearly. Then-Councilmember Matt Mahan stated:

"I actually voted no on billboards just on the merits. Overall, I reject the notion that the right path forward is to enable new electronic billboards that are 1,000 square feet."

"These are massive billboards, and I worry that it's the wrong direction for the city. And that over time, we're going to see more and more proposals for these large billboards. I just don't think adding new electronic billboards along our freeways is the direction we want to go in as a city."

Mayor Sam Liccardo similarly observed:

"None of us like billboards."

"And so, we have to negotiate our way out of this mess that was created decades ago with this proliferation of billboards. And this is the best way forward, being able to tear down six billboards for every digital sign that goes up in downtown."

Those principles should apply here as well. There are better ways to foster economic development and generate meaningful revenue and jobs than by approving ever-larger digital billboards.

We continue to ask a simple question: Is it worth damaging San Jose's image, identity, and environment with massive digital advertising screens and so-called Wayfinding signs for a relatively small amount of revenue? We say **NO**. We respectfully ask you to vote against the resolution and EIR addendum for Item 2.9 and hold the applicant to the project parameters you approved in 2025.



Fw: May 5th City Council Agenda Item 2.9: Vote No on Billboard Addendum

From City Clerk <city.clerk@sanjoseca.gov>
Date Mon 5/4/2026 8:50 AM
To Agendadesk <Agendadesk@sanjoseca.gov>

Office of the City Clerk | City of San José
200 E. Santa Clara St., Tower 14th Floor
San Jose, CA 95113
Main: 408-535-1260
Fax: 408-292-6207

How is our service? Your [feedback](#) is appreciated!

From: Tod <[REDACTED]>
Sent: Monday, May 4, 2026 8:46 AM
To: District3 <district3@sanjoseca.gov>; City Clerk <city.clerk@sanjoseca.gov>
Cc: The Office of Mayor Matt Mahan <mayor@sanjoseca.gov>; District1 <district1@sanjoseca.gov>; District2 <District2@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>
Subject: May 5th City Council Agenda Item 2.9: Vote No on Billboard Addendum

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Dear Councilmember Tordillos,

It's a "sign"...

Misconceptions in planning are not just mistakes; they are red flags that our community's interests are being ignored. We are witnessing a classic bait and switch tactic regarding electronic billboards. A majority of residents did not want these in the first place, and now the push to drastically increase their size is against our wishes and a further assault on our city's visual landscape.

Furthermore, the attempt to mask intrusive digital advertising kiosks as necessary directional signage is an insult to our intelligence in the age of smartphones. These are not tools for pedestrians; they are high frequency, electronic advertising venues, acting as visual pollution, and we must call them what they are.

These tricks prove that this is not for our benefit. It is easy for councilmembers from areas not directly impacted to vote purely for the money. We urge you to represent our voices by standing up for your constituents and our community by voting NO on these proposals. Protect our neighborhoods, not advertising interests.

Thank you,

Tod Williams
Vendome Neighborhood

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Fw: Reject proposal to expand digital billboards in San Jose

From City Clerk <city.clerk@sanjoseca.gov>
Date Mon 5/4/2026 1:32 PM
To Agendadesk <Agendadesk@sanjoseca.gov>

Office of the City Clerk | City of San José
200 E. Santa Clara St., Tower 14th Floor
San Jose, CA 95113
Main: 408-535-1260
Fax: 408-292-6207

How is our service? Your [feedback](#) is appreciated!

From: [REDACTED] <[REDACTED]> on behalf of Katja Irvin
<[REDACTED]>
Sent: Monday, May 4, 2026 1:24 PM
To: City Clerk <city.clerk@sanjoseca.gov>
Subject: Reject proposal to expand digital billboards in San Jose

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Dear City Clerk Toni Taber,

I am writing to urge you to reject the proposed amendment to the agreement for large-format digital signage on city-owned property.

This proposal would expand the size and height of digital billboards near sensitive environmental areas without additional environmental review. These changes raise serious concerns about public safety, light pollution, and the visual character of our community.

Digital billboards are known to distract drivers, increase crash risk, and disrupt local ecosystems. They also detract from the scenic quality of our city and offer little benefit to local residents.

San Jose should prioritize thoughtful development that protects its natural assets, neighborhoods, and public spaces — not policies that expand visual blight for private gain.

Please vote NO on this amendment.

Sincerely,
Katja Irvin



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Fw: Reject proposal to expand digital billboards in San Jose

From City Clerk <city.clerk@sanjoseca.gov>
Date Mon 5/4/2026 1:32 PM
To Agendadesk <Agendadesk@sanjoseca.gov>

Office of the City Clerk | City of San José
200 E. Santa Clara St., Tower 14th Floor
San Jose, CA 95113
Main: 408-535-1260
Fax: 408-292-6207

How is our service? Your [feedback](#) is appreciated!

From: [REDACTED] <[REDACTED]> on behalf of Charlene Henley
<[REDACTED]>
Sent: Monday, May 4, 2026 1:26 PM
To: City Clerk <city.clerk@sanjoseca.gov>
Subject: Reject proposal to expand digital billboards in San Jose

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Digital billboards are known to distract drivers, increase crash risk, and disrupt local ecosystems. They also detract from the scenic quality of our city and offer little benefit to local residents.

San Jose should prioritize thoughtful development that protects its natural assets, neighborhoods, and public spaces — not policies that expand visual blight for private gain.

Please vote NO on this amendment.

Sincerely,
Charlene Henley



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Fw: Digital billboards in San Jose

From City Clerk <city.clerk@sanjoseca.gov>
Date Mon 5/4/2026 3:44 PM
To Agendadesk <Agendadesk@sanjoseca.gov>

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200 E. Santa Clara St., Tower 14th Floor
San Jose, CA 95113
Main: 408-535-1260
Fax: 408-292-6207

How is our service? Your [feedback](#) is appreciated!

From: [REDACTED] <[REDACTED]> on behalf of Brian Carr
<[REDACTED]>
Sent: Monday, May 4, 2026 1:52 PM
To: City Clerk <city.clerk@sanjoseca.gov>
Subject: Digital billboards in San Jose

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[You don't often get email from [REDACTED] Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

Dear City Clerk Toni Taber,

The people of San Jose oppose expanding the number and size of digital billboards. Please do not disregard your citizens' wishes on this issue once again.

I am writing to urge you to reject the proposed amendment to the agreement for large-format digital signage on city-owned property.

This proposal would expand the size and height of digital billboards near sensitive environmental areas without additional environmental review. These changes raise serious concerns about public safety, light pollution, and the visual character of our community.

Digital billboards are known to distract drivers, increase crash risk, and disrupt local ecosystems. They also detract from the scenic quality of our city and offer little benefit to local residents.

San Jose should prioritize thoughtful development that protects its natural assets, neighborhoods, and public spaces — not policies that expand visual blight for private gain.

Please vote NO on this amendment.

Sincerely,
Brian Carr



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Outlook

Fw: May 5 Council Meeting, Agenda Item 2.9: Opposition letter from Scenic America President Mark Falzone

From City Clerk <city.clerk@sanjoseca.gov>
Date Mon 5/4/2026 3:51 PM
To Agendadesk <Agendadesk@sanjoseca.gov>

 1 attachment (483 KB)
MF Scenic America SanJose.pdf;

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200 E. Santa Clara St., Tower 14th Floor
San Jose, CA 95113
Main: 408-535-1260
Fax: 408-292-6207

How is our service? Your [feedback](#) is appreciated!

From: David Berkley <[REDACTED]>
Sent: Monday, May 4, 2026 2:19 PM
To: City Clerk <city.clerk@sanjoseca.gov>
Subject: May 5 Council Meeting, Agenda Item 2.9: Opposition letter from Scenic America President Mark Falzone

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Dear City Clerk Taber,

I am writing on behalf of Scenic America to submit a letter from our President, Mark Falzone, regarding the May 5, 2026, City Council agenda item 2.9, which addresses File No. ER25-247, Addendum to the Electronic Signs on City-owned Property Project – West Mission Street and Mabury Road Digital Billboards Sites.

For your convenience, I have attached a PDF of the signed letter. I have also included the full text of the letter below my signature. Please include this correspondence in the public record and share it with all members of the City Council.

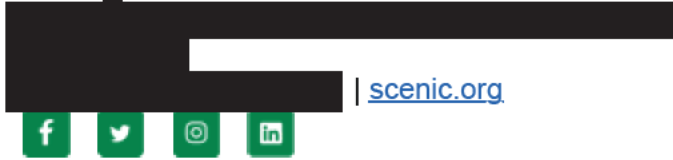
Please let me know if you need any additional information.

Thank you for your time and assistance.

Best regards,



DAVID BERKLEY
Communications Director



| scenic.org

May 4, 2026

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

To the Council Members of the City of San Jose:

I am writing to you as the president of Scenic America, the nation's only 501(c)(3) nonprofit organization dedicated solely to the promotion, preservation, and protection of America's scenic beauty. In our more than 40 years of operations, we have been at the forefront of advocacy and education for issues that directly affect the beauty and character of our communities.

A key focus of our work is establishing clear limits on the proliferation of outdoor billboard advertising. We take this mission seriously — in one instance pursuing a case all the way to the U.S. Supreme Court, where we prevailed. **I am writing today to express our strong opposition to the May 5, 2026, City Council Agenda Item 2.9: Amendment to the Agreement with Clear Channel Outdoor LLC for Large Format Digital Signage on City-Owned Property.** This amendment would worsen an already overly lenient 2025 agreement allowing the erection of two large LED billboards in San Jose locations near sensitive ecological areas that include the Guadalupe River and Coyote Creek watersheds. The amendment calls for significant expansion of the signs' size and height without further study and documentation of environmental impacts.

This amendment represents a significant betrayal of public health and safety in favor of a large outdoor advertising company, and it completely disregards the detrimental environmental and aesthetic impacts these billboards would cause. Scientific research and decades of community experience further demonstrate the harms associated with billboard proliferation:

- **Economic burden:** Billboards impose ongoing regulatory and enforcement costs on states and municipalities while primarily benefiting large national advertisers, not local businesses. Communities that reduce billboard clutter often see stronger tourism and economic activity, as improved visual quality attracts visitors and investment.
- **Driver and pedestrian safety:** Extensive geospatial and neuroscience research shows that billboards — especially digital displays — divert driver attention and increase crash risk. A 2020 peer-reviewed analysis of 27 independent studies found that outdoor advertising is designed to

capture attention, with heightened safety impacts in complex driving conditions or where bright digital signs are present.

- **Environmental degradation:** The 2024 CEQA-mandated study behind the original 2025 bill permitting these billboards dismissed the light pollution from these LED signs as a “less than significant” impact, acknowledging an increase in ambient light near Cesar Chavez Park and the Guadalupe River. However, research has shown that even low levels of artificial light alter numerous species’ circadian rhythms and reduce their reproductive success, yet digital billboards operate at brightness levels significantly higher than those that have been proven to cause ecological harm. LED displays contribute to light pollution that disrupts sleep, wildlife survival behaviors, and ecological systems.
- **Socioeconomic implications:** Billboards can depress nearby property values, disproportionately affecting historically marginalized communities, while offering minimal direct economic benefit to local businesses and the community at large. Instead, they impose ongoing regulatory and maintenance costs on cities.
- **Aesthetics and community character:** Billboards diminish visual quality by dominating viewsheds and distracting from natural and built environments that define community identity.

At Scenic America, we have concluded — based on robust research — that additional billboards benefit only the advertising companies that own them, while undermining the well-being and character of the communities that permit them. We respectfully urge the San Jose City Council to reject the proposed amendment and uphold the city’s scenic character.

If you have any questions or would like additional information, please do not hesitate to reach out to me directly at [REDACTED]

Sincerely,

Mark Falzone
President, Scenic America

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May 4, 2026

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

To the Council Members of the City of San Jose:

I am writing to you as the president of Scenic America, the nation's only 501(c)(3) nonprofit organization dedicated solely to the promotion, preservation, and protection of America's scenic beauty. In our more than 40 years of operations, we have been at the forefront of advocacy and education for issues that directly affect the beauty and character of our communities.

A key focus of our work is establishing clear limits on the proliferation of outdoor billboard advertising. We take this mission seriously — in one instance pursuing a case all the way to the U.S. Supreme Court, where we prevailed. **I am writing today to express our strong opposition to the May 5, 2026, City Council Agenda Item 2.9: Amendment to the Agreement with Clear Channel Outdoor LLC for Large Format Digital Signage on City-Owned Property.** This amendment would worsen an already overly lenient 2025 agreement allowing the erection of two large LED billboards in San Jose locations near sensitive ecological areas that include the Guadalupe River and Coyote Creek watersheds. The amendment calls for significant expansion of the signs' size and height without further study and documentation of environmental impacts.

This amendment represents a significant betrayal of public health and safety in favor of a large outdoor advertising company, and it completely disregards the detrimental environmental and aesthetic impacts these billboards would cause. Scientific research and decades of community experience further demonstrate the harms associated with billboard proliferation:

- **Economic burden:** Billboards impose ongoing regulatory and enforcement costs on states and municipalities while primarily benefiting large national advertisers, not local businesses. Communities that reduce billboard clutter often see stronger tourism and economic activity, as improved visual quality attracts visitors and investment.
- **Driver and pedestrian safety:** Extensive geospatial and neuroscience research shows that billboards — especially digital displays — divert driver attention and increase crash risk. A 2020 peer-reviewed analysis of 27 independent studies found that outdoor advertising is designed to capture attention, with heightened safety impacts in complex driving conditions or where bright digital signs are present.
- **Environmental degradation:** The 2024 CEQA-mandated study behind the original 2025 bill permitting these billboards dismissed the light pollution from these LED signs as a "less than significant" impact, acknowledging an increase in ambient light near Cesar Chavez Park and the Guadalupe River. However, research has shown that even low levels of artificial light alter numerous species' circadian rhythms and reduce their reproductive success, yet digital billboards operate at brightness levels significantly higher than those that have been proven to cause ecological harm. LED displays contribute to light pollution that disrupts sleep, wildlife survival behaviors, and ecological systems.

- **Socioeconomic implications:** Billboards can depress nearby property values, disproportionately affecting historically marginalized communities, while offering minimal direct economic benefit to local businesses and the community at large. Instead, they impose ongoing regulatory and maintenance costs on cities.
- **Aesthetics and community character:** Billboards diminish visual quality by dominating viewsheds and distracting from natural and built environments that define community identity.

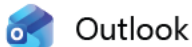
At Scenic America, we have concluded — based on robust research — that additional billboards benefit only the advertising companies that own them, while undermining the well-being and character of the communities that permit them. We respectfully urge the San Jose City Council to reject the proposed amendment and uphold the city's scenic character.

If you have any questions or would like additional information, please do not hesitate to reach out to me directly at [REDACTED]

Sincerely,

[REDACTED]

Mark Falzone
President, Scenic America



Fw: Reject proposal to expand digital billboards in San Jose

From City Clerk <city.clerk@sanjoseca.gov>
Date Mon 5/4/2026 3:52 PM
To Agendadesk <Agendadesk@sanjoseca.gov>

Office of the City Clerk | City of San José
200 E. Santa Clara St., Tower 14th Floor
San Jose, CA 95113
Main: 408-535-1260
Fax: 408-292-6207

How is our service? Your [feedback](#) is appreciated!

From: [REDACTED] <[REDACTED]> on behalf of Wanda Waldera <[REDACTED]>
Sent: Monday, May 4, 2026 2:53 PM
To: City Clerk <city.clerk@sanjoseca.gov>
Subject: Reject proposal to expand digital billboards in San Jose

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Dear City Clerk Toni Taber,

I am writing to urge you to reject the proposed amendment to the agreement for large-format digital signage on city-owned property.

This proposal would expand the size and height of digital billboards near sensitive environmental areas without additional environmental review. These changes raise serious concerns about public safety, light pollution, and the visual character of our community.

Digital billboards are known to distract drivers, increase crash risk, and disrupt local ecosystems. They also detract from the scenic quality of our city and offer little benefit to local residents.

San Jose should prioritize thoughtful development that protects its natural assets, neighborhoods, and public spaces — not policies that expand visual blight for private gain.

Please vote NO on this amendment.

Sincerely,
Wanda Waldera



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Fw: Reject proposal to expand digital billboards in San Jose

From City Clerk <city.clerk@sanjoseca.gov>
Date Mon 5/4/2026 4:43 PM
To Agendadesk <Agendadesk@sanjoseca.gov>

Office of the City Clerk | City of San José
200 E. Santa Clara St., Tower 14th Floor
San Jose, CA 95113
Main: 408-535-1260
Fax: 408-292-6207

How is our service? Your [feedback](#) is appreciated!

From: [REDACTED] <[REDACTED]> on behalf of Ted Fishman
<[REDACTED]>
Sent: Monday, May 4, 2026 4:28 PM
To: City Clerk <city.clerk@sanjoseca.gov>
Subject: Reject proposal to expand digital billboards in San Jose

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Dear City Clerk Toni Taber,

I am writing to urge you to reject the proposed amendment to the agreement for large-format digital signage on city-owned property.

This proposal would expand the size and height of digital billboards near sensitive environmental areas without additional environmental review. These changes raise serious concerns about public safety, light pollution, and the visual character of our community.

Digital billboards are known to distract drivers, increase crash risk, and disrupt local ecosystems. They also detract from the scenic quality of our city and offer little benefit to local residents.

San Jose should prioritize thoughtful development that protects its natural assets, neighborhoods, and public spaces — not policies that expand visual blight for private gain.

Please vote NO on this amendment.

Sincerely,

Ted Fishman



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Fw: 2.9 26-513 Amendment to the Agreement with Clear Channel Outdoor LLC for Large Format Digital Signage on City-Owned Property

From City Clerk <[REDACTED]>
Date Tue 5/5/2026 7:13 AM
To Agendadesk <[REDACTED]>

Office of the City Clerk | City of San José

200 E. Santa Clara St., Tower 14th Floor

San Jose, CA 95113

Main: 408-535-1260

Fax: 408-292-6207

How is our service? Your [feedback](#) is appreciated!

From: John Miller <[REDACTED]>
Sent: Monday, May 4, 2026 5:08 PM
To: City Clerk <[REDACTED]>
Cc: NDBSJ Steering Committee <[REDACTED]> Leslie Levitt <[REDACTED]> Jason Hemp <[REDACTED]>
Subject: 2.9 26-513 Amendment to the Agreement with Clear Channel Outdoor LLC for Large Format Digital Signage on City-Owned Property

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Dear Members of the City Council,

You have heard all of the many rational and persuasive arguments against the introduction of digital billboards on public property in San Jose.

I will not repeat them here concerning the billboards you are currently considering.

Instead, I will point out that the impression you all have created is that you, and several highly paid appointed officials in city government, have consistently ignored the majority of residents in San Jose

regarding the public's opposition to your apparent agenda to commercialize all of public space. Furthermore, you do not argue in good faith. You have repeatedly implied that the city will make more money from allowing digital billboards than you know will be the case.

You have repeatedly stated that significant numbers of existing conventional billboards will be removed to allow digitals to go up when you know that is not true. You have repeated ad nauseam that digital billboards are artistic, creative, cutting edge and will magically transform downtown San Jose by generating something called urban vibrancy that no one in city government can define. And yet, while many in city government support the notion of reaching policy decisions based on data, your worshipping at the shrine of urban vibrancy is not an example of scientific evidence of any kind. Rather it is nothing more than articulating billboard industry talking points.

Furthermore, this entire process has been conducted off the public's radar, without sufficient public outreach, and with increasingly limited transparency and accountability. But then that seems to be the case regarding how city government routinely operates. I would ask, why is it that residents of San Jose must attend a city council meeting to speak before you instead of being able to do so via Zoom or other online means of video conferencing? How can you say no to allowing residents to speak before you online and at the same time claim to be the heart of Silicon Valley? Really? But more fundamentally, how can you justify making it more (not less) difficult for residents to speak before the council?

For all of these reasons and more, I find your collective and ongoing management of the billboard issue to be a classic example of bad governance.

Don't go down in the record books as the council on whose watch the city of San Jose lost its architectural integrity, its historic character and its environmental value by selling out its unique identity to the billboard industry for a few lousy dollars. Surely you can do better than that. Can't you?

John Miller

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Fw: Digital billboards

From City Clerk <[REDACTED]>

Date Tue 5/5/2026 7:15 AM

To Agendadesk <[REDACTED]>

Office of the City Clerk | City of San José

200 E. Santa Clara St., Tower 14th Floor

San Jose, CA 95113

Main: 408-535-1260

Fax: 408-292-6207

How is our service? Your [feedback](#) is appreciated!

From: Yoga with Lupe <[REDACTED]>

Sent: Monday, May 4, 2026 5:51 PM

To: City Clerk <[REDACTED]>

Subject: Digital billboards

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Dear Council Members,

I know that all of you work hard to make SJ a better place for its citizens. This is why I want to express my deep disappointment that you do now pay attention to the scientific evidence that indicates these are not safe for drivers, insects or anyone but whoever is selling these or whoever is for some reason indebted to Clear Channel. Please do not approve the resolution and EIR addendum for this project. The applicant should be required to follow the sign size and height parameters contained in the original proposal and EIR that this Council approved in 2025.

Cordially,

Lupe Friez

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Fw: May 5th City Council Agenda Item 2.9: Vote No on Billboard Addendum]

From City Clerk <[REDACTED]>

Date Tue 5/5/2026 7:15 AM

To Agendadesk <[REDACTED]>

Office of the City Clerk | City of San José

200 E. Santa Clara St., Tower 14th Floor

San Jose, CA 95113

Main: 408-535-1260

Fax: 408-292-6207

How is our service? Your [feedback](#) is appreciated!

From: Pat Blevins <[REDACTED]>

Sent: Monday, May 4, 2026 8:42 PM

To: The Office of Mayor Matt Mahan <[REDACTED]> District1 <[REDACTED]> District2 <[REDACTED]>
<[REDACTED]> District3 <[REDACTED]> District4 <[REDACTED]> District5 <[REDACTED]>
<[REDACTED]> District 6 <[REDACTED]> District7 <[REDACTED]> District8 <[REDACTED]>
<[REDACTED]> District9 <[REDACTED]> District 10 <[REDACTED]>

Cc: City Clerk <[REDACTED]>

Subject: May 5th City Council Agenda Item 2.9: Vote No on Billboard Addendum]

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I am fed up with the City catering to billboard companies. I am asking San Jose City Council to deny approval of the resolution and EIR addendum for this project. The applicant should be required to follow the sign size and height parameters contained in the original proposal and EIR that this Council approved in 2025.

The vast majority of the resident/taxpayer/voters of San Jose are strongly opposed to digital billboards anywhere within our City.
The reasons for the opposition to digital billboards are:

- **Overwhelming public opposition** - There are many contentious issues but billboards are clearly a public consensus issue and people from every Council district responded in opposition.
- **Litigation threats** - Billboard companies are already threatening to sue the City and each other over these billboards. This risk of endless litigation does not appear to be factored

into the cost/benefit here.

- **Insignificant revenue** - Any proceeds from these billboards would be a tiny fraction of 1% of the City's annual revenue; is it worth the tradeoff for more visual blight and an assault on our quality of life?
- **Driver distraction** - Digital billboards threaten driver safety and runs counter to the city's Vision Zero policy to eliminate traffic fatalities.
- **Energy hogs** - Although LEDs by themselves may be energy efficient, these large energy intensive billboards require constant cooling and computer systems, and would be giant symbols of disregard for the City's Climate Smart and Carbon Neutral 2030 policies.
- **Wildlife disruption** - Digital billboards are opposed by the Audubon Society and the Sierra Club.
- **Light pollution** - Lick Observatory would be negatively impacted due to light pollution, similar to the already intrusive Levi's stadium Jumbotrons.
- **Local businesses do not benefit** - Digital billboards typically advertise national consumer products and services.

Despite your constituents opposition to digital billboards you ignore us and move ahead using out taxpayer money to enrich Clear Channel. I urge the City Council to deny approval of the resolution and EIR addendum for this project.
Patricia Blevins
District 9

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Fw: Digital Billboards

From City Clerk <[REDACTED]>

Date Tue 5/5/2026 7:16 AM

To Agendadesk <[REDACTED]>

Office of the City Clerk | City of San José

200 E. Santa Clara St., Tower 14th Floor

San Jose, CA 95113

Main: 408-535-1260

Fax: 408-292-6207

How is our service? Your [feedback](#) is appreciated!

From: María Hennessy <[REDACTED]>

Sent: Monday, May 4, 2026 9:22 PM

To: City Clerk <[REDACTED]>

Subject: Digital Billboards

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Dear Council Members,

We all are working diligently to make San José a wonderful city for all of its residents. However, I must express my frustration and disappointment that you ignore scientific evidence that indicates these billboards are not safe for drivers or animals. The billboard companies are proposing a **significant** change to the City Council *already-approved* height of two digital billboards, one of which is going in on 87/Mission. It looks like a **66% increase** from what had been approved in 2025: from 672 to 1,003 square feet, nearly double and **In the Vendome neighborhood's backyard!** Classic bait and switch and an example of political corruption. Who wants to live with a Jumbotron in their neighborhood? Would you?

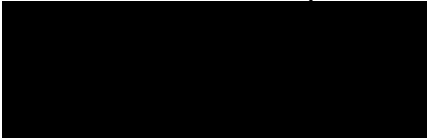
The whole EIR report which was done by Clear Channel, which is certainly not capable of having an unbiased perspective. One thing stood out - the billboard on Mayberry will leak light towards the creek, but they said it wasn't a problem because the trees would block the light from the river. That is NOT sufficient. The

trees are part of the riparian corridor and are habitat for many birds and animals.
Light pollution is called pollution for a reason!

Whoever is pushing these changes is for some reason indebted to Clear Channel. Please show some moral integrity to your fellow citizens. Do not approve the resolution and EIR addendum for this project. The applicant must follow the sign size and height parameters contained in the original proposal and EIR that this Council approved in 2025.

Sincerely,

María Hennessy



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Fw: Agenda 2.9 26-513

From City Clerk <[REDACTED]>

Date Tue 5/5/2026 7:16 AM

To Agendadesk <[REDACTED]>

Office of the City Clerk | City of San José

200 E. Santa Clara St., Tower 14th Floor

San Jose, CA 95113

Main: 408-535-1260

Fax: 408-292-6207

How is our service? Your [feedback](#) is appreciated!

From: Jessica Schwoob <[REDACTED]>

Sent: Monday, May 4, 2026 10:10 PM

To: City Clerk <[REDACTED]>

Subject: Agenda 2.9 26-513

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To Mayor Matt Mahan and City Councilmembers:

I am writing in PROTEST of Agenda Item 2.9 26-513.

The Initial Study/Mitigated Negative Declaration for the Electronic Signs on City-Owned Property is inherently flawed - like asking Coca-Cola® if corn syrup is a healthy alternative to water. These glowing monoliths are a blight on the city and should be treated as such.

They are an absolute eyesore. If we want to emulate the worst of what San Francisco has to offer, we're on the right track.

They create light pollution and add stress to our native birds, impacting their circadian rhythm, diminishing their chance of survival.

Advertisements impact mental well-being. Cities with skylines free of advertisements make for a population with overall better mental health. Deliberately choosing to poison the skyline with advertisements, lowering the quality of living for your residents, slowly grinding away at their mental health, almost makes the funding of the Agenda item right before this seem like a racket.

Lastly I'll remind you of your duty as a public servicemember: You ought to be working FOR your public, to improve your public, instead you are selling your public's attention to the highest bidder. If we're committed to seeing blight taken out of San Jose, that should include blight from advertisers too. We should be working to remove billboards entirely, not adding more that GLOW.

I'll remind you that the City Council's approval for these digital billboards came at a tumultuous time, when District 3 was without representation, an interim Councilmember, Carl Salas, not elected by the people, made the contrarian decision on their behalf. Salas was hand-picked by the Mayor, who can't even bother to commit to the City of San Jose for a full term, the allure of dollars from a doomed campaign-trail too great, who has left the same City at a worse financial deficit than his predecessor.

This is not how you revitalize San Jose.

Thank you,

Jessica Schwoob

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Fw: Oppose Amendment to the Agreement with Clear Channel - Item 2.9 Council 5/5

From City Clerk <[REDACTED]>

Date Tue 5/5/2026 7:18 AM

To Agendadesk <[REDACTED]>

Office of the City Clerk | City of San José

200 E. Santa Clara St., Tower 14th Floor

San Jose, CA 95113

Main: 408-535-1260

Fax: 408-292-6207

How is our service? Your [feedback](#) is appreciated!

From: Jordan Moldow <[REDACTED]>

Sent: Tuesday, May 5, 2026 12:34 AM

To: City Clerk <[REDACTED]> The Office of Mayor Matt Mahan <[REDACTED]> District1
<[REDACTED]> District2 <[REDACTED]> District3 <[REDACTED]> District4
<[REDACTED]> District5 <[REDACTED]> District 6 <[REDACTED]> District7
<[REDACTED]> District8 <[REDACTED]> District9 <[REDACTED]> District 10

Subject: Oppose Amendment to the Agreement with Clear Channel - Item 2.9 Council 5/5

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A majority of the changes proposed for this amendment do not benefit the community, and should be rejected.

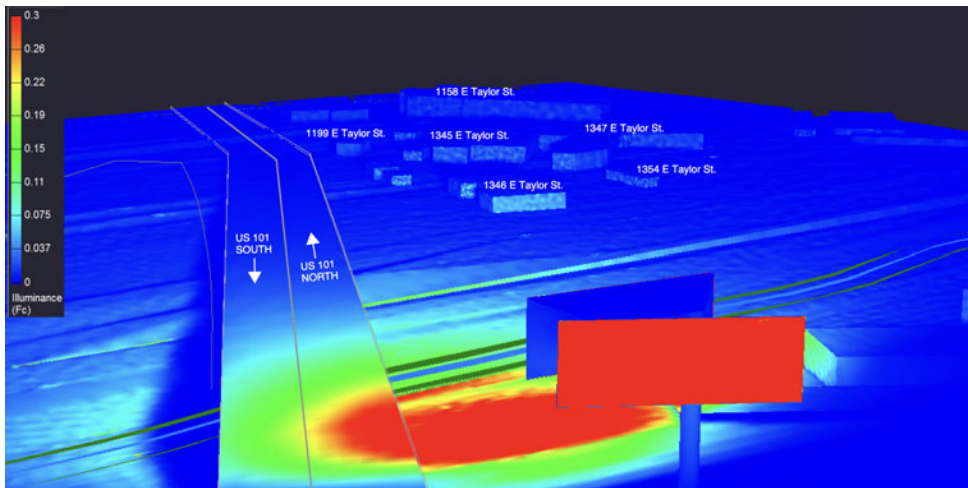
The staff memo and environmental addendum do not provide any justifications for the proposed changes. Without information to the contrary, it seems safe to assume that either: (1) the originally proposed project is incompatible with the originally proposed bid; (2) the larger dimensions would not have qualified for a Negative Mitigated Declaration, so a smaller project was proposed with the hidden intent of seeking an addendum later; or (3) Clear Channel is seeking to increase its profit margin. If (1) or (2) is the case, then the original contract should be voided. If (3) is the case, the City should hold firm to the original contract terms or else demand higher minimum annual guarantees and take down guarantees **within the vicinity of the project.**

Residents have routinely shared that billboards digital or not are blighted by design. The only reason to allow new billboard to be built is for their revenue and their take down ratios. The staff memo, as proposed, does not increase the minimum amount of revenue that the City will receive, and

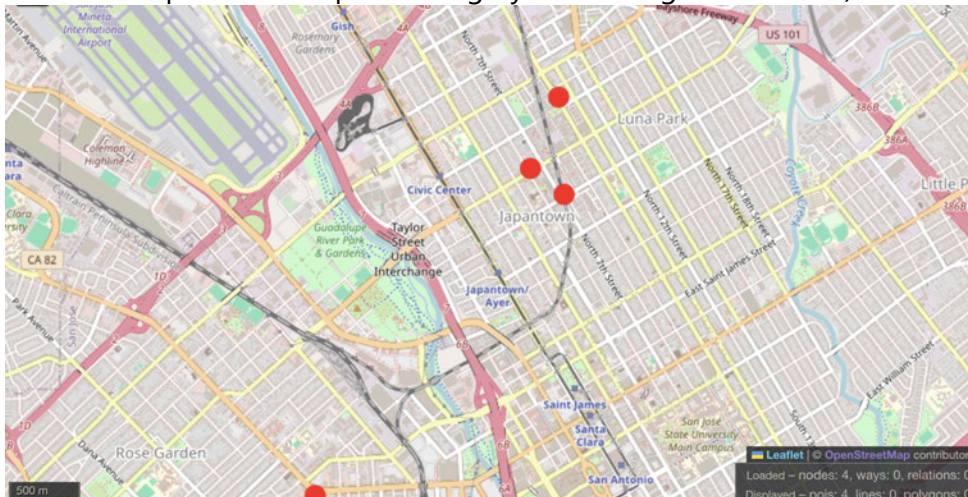
only removes a single additional billboard. Thus, there is no reason for the City to approve this addendum.

The addendum claims to not introduce new / more severe impacts, including that "ambient light output would remain the same as the 2025 Project". The digital screens are larger than before, so they will necessarily emit more light. The basis for that conclusion seems to be that the additional take-downs will offset that increase. This conclusion seems flawed:

1. Gross ambient light AND localized light intensity both matter. Billboard take downs miles away won't offset the increases to localized light intensity.
2. [Attachment A3: Photometric Analysis, Mabury Road Project Site](#) makes no statements about impacts to the Coyote Creek riparian corridor, and takes no measurements from the creek or from the new Coyote Creek trail segment that passes directly in front of the north billboard face, within a bit under 350 feet perpendicular.
3. At a naive glance, there does seem to be substantial light intensity that will reach the riparian corridor.



The addendum proposes to take down billboards across 11 sites. Only one of those (location 2) is within a mile of a new billboard, and only 5 sites are in District 3 (a net gain of 1 site in District 3 compared to the original proposal). Given the huge increase in height and surface area of the modified billboards, the D3/D6 communities, and especially the communities within a short distance of these huge new billboards, should benefit from additional take downs beyond the current 11 sites. Attached are 4 additional sites near the project sites with known Clear Channel billboards (based on data from OpenStreetMap and imagery from Google Streetview). There may be others as well.



Changing the Mission location to be north-facing is likely a welcome change for the residents at LifeMoves. I would like to see Clear Channel change the project (by making that billboard north-facing, or otherwise shielding LifeMoves from the light), without the substantial increases to the billboard size and height.

Finally, I'd like to note that the approved Council memorandum from June 17th 2025 (less than a year ago) stated (emphasis mine): "A key benefit of this project is the removal of existing non-electronic billboards from commercial and residential streets **near the three installation sites**. [...] **As a demonstration of good faith**, removal of these static billboards should be required before new digital billboard installations can proceed." Clear Channel has not demonstrated good faith:

- They continue to suggest take downs that are far away from the project sites, when closer billboards are available for take down.
- After multiple years of planning+study and approval by City Council, suddenly they want to substantially change the dimensions of the project, with no stated justification provided to the public.

I urge the Council not to give approvals to partners that are not operating in good faith, especially when the amendment does not offer the City and substantial new benefits in return.

Best,
Jordan Moldow (speaking on my own behalf)
Japantown, District 3, 95112

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Fw: Item 2.9: Addendum to the Electronic Signs on City-owned Property Project

From City Clerk <[REDACTED]>

Date Tue 5/5/2026 7:17 AM

To Agendadesk <[REDACTED]>

 1 attachment (99 KB)

SJCC Addendum To ESigns PLynam 2026 05 04.pdf;

Office of the City Clerk | City of San José

200 E. Santa Clara St., Tower 14th Floor

San Jose, CA 95113

Main: 408-535-1260

Fax: 408-292-6207

How is our service? Your [feedback](#) is appreciated!

From: Paul Lynam <[REDACTED]>

Sent: Monday, May 4, 2026 10:54 PM

To: City Clerk <[REDACTED]>

Subject: Item 2.9: Addendum to the Electronic Signs on City-owned Property Project

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Honorable Mayor and City Council,

Please find attached a pdf file comprising written public comment regarding "Addendum to the Electronic Signs on City-owned Property Project", scheduled to come before the Council on 5 May 2026.

The University of California Observatories/Lick Observatory (UCO/Lick) does not endorse the proposal.

Light Pollution is accelerating. Metropolitan light has been shown to impact astronomical sites up to 200--300 km away. By its very nature, light trespass is a far-reaching, regional scourge, damaging to astronomical (and other) pursuits, the environment and human health. Conservative analysis indicates the (2026) proposal will add at least 68% to the scattered contribution of light pollution, when compared with the original (2025) proposal.

Halt the lurid acceleration of light pollution, reclaim our environment, health and sense of place: The City should review, update and consolidate policies to proactively reduce — not mitigate — light pollution. A single policy (however deficient --- or precisely *because* it may be deficient) should not supersede all others.

Thank you for your attention and service to the community.

Yours faithfully,

Dr Paul D. Lynam FRAS
Astronomer
UCO/Lick Observatory

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4 May 2026

Honorable Mayor and City Council,

2.9 Addendum to the Electronic Signs on City-owned Property Project — West Mission Street and Mabury Road Digital Billboards Sites

This communication comprises written public comment regarding the above-titled matter, scheduled to come before the Council on 5 May 2026 as agenda item 2.9. The University of California Observatories/Lick Observatory (UCO/Lick) does not endorse the proposal.

In previous contributions, multitudinous citations were provided, attesting:

- Light pollution is *accelerating*.
- Metropolitan light has been shown to impact astronomical sites up to 200–300 km away.
- By its very nature, light trespass is a far-reaching, regional scourge, damaging to astronomical (and other) pursuits, the environment and human health.

What pro-billboard Council members and evangelized Staff misapprehend as a vehicle for the public good shall, in time, be considered a public nuisance — nay, *menace*.

We may regret [introducing LED and fluorescent light tubes] due to to health hazards as well as economic and social costs associated with it, and, therefore, it should be considered unsustainable.

Discontent with the status quo — and contrary to majority public opinion — a privileged few commercial outdoor advertisers lobbied the City to overturn a decades-long ban on novel billboards via the (September 2018) revision of Council Policy 6-4. Ever since, it has been argued that the revision is denuded, deficient, incompatible and inconsistent with other City Policies, which strive to (in Council Policy 4-3) ‘preserve the night sky for astronomical research’, ‘minimize interference with astronomical research at Lick Observatory’ and (in Council Policy 4-2) ‘meet the astronomical research needs of the University of California Lick Observatory on Mount Hamilton’.

Light Pollution

At every phase since (before, during and after EIR, responses to MND reports) in written and spoken public comments relating to Electronic Message Centers (EMCs), astronomers have repeatedly emphasized the harms and appealed for proper consideration of *scattered light* — the dominant cause of light pollution affecting astronomical sites — in lighting analyses.

It is worth reiterating: Regardless of the technology or originating fixture, any and all light sources which interact with the atmosphere contribute an additive effect to scattered light, elevating the intensity of the diffuse sky background. *Every* additional light source *elevates* the problem. Additional scattered light does not simply 'blend in' to the pre-existing level of diffuse sky background light.

Anyone perpetuating the fallacy that LED billboards contribute less to skyglow and light trespass is ignorant of the physics of the scattering of light — and therefore lacks credibility.

EMCs contribute *disproportionately* to scattered light:

- Practical electric lights prior to LEDs were effectively absent of a blue component. In contrast, LEDs produce a *preponderance of blue light*.
- Scattering does not simply contribute an additive or multiplicative factor, but a fourth-order power law dependence, such that bluer (shorter) wavelengths are vastly more strongly scattered than redder (longer) wavelengths.

The present addendum serves to illustrate the disproportionate effect. The addendum seeks an expansion in total billboard area from 2644 ft² (2025) to 3009 ft² (2026) — an additional 365 ft², (or 13.8%). Conservative analysis indicates this proposal alone will add *at least* 68% to the scattered contribution of light pollution, when compared with the original (2025) dimensions.

Throughout, the City (and its contracted consultants, via studies and Mitigated Negative Declarations, MNDs) have consistently rebuffed and evaded appeals to include scattering — going so far as to admit their inadequacies in writing:

'due to their complexity, such models are unavailable to professional lighting consultants unaffiliated with universities or research facilities'.

In consequence, wholly insensitive to the phenomenon of scattered light, MNDs associated with EMC proposals, and unqualified Staff, parrot absolute falsehoods, in what appears (to onlookers) to be classic mandarinism. Ultimately, when unable to extricate themselves from the exposure of their inadequacies, reports seek refuge in a greater deficiency:

'harm to dark skies is to the night sky is not considered [...] under CEQA'.

Far better it would be for the City to lean on this (CEQA) crutch from the outset, thus dispensing with demeaning, wasteful, charades which rely on unqualified personnel, lacking the requisite facility, to compile meritless studies which unnecessarily exercise and insult the intellects of the people of the City.

Public Health

Previous contributions cited the public health harms of light at night, blue light and circadian disruption. Sleep disorders are now arguably the most prevalent health concern in the industrialized world. Every major disease — including heart disease, cancer, stroke, chronic lower respiratory diseases (e.g. Asthma, COPD), dementia, endocrine disorders (e.g. diabetes) — is associated to some extent with short sleep/long light.

Some argue, correctly, that ‘correlation is not causation’. However, hormonal cancers (at least) have multiple well-established *causal* pathways from exposure to light at night. Over 10,000 peer-reviewed scientific articles, published by over 30,000 scientists, have cemented the conclusion that light at night is carcinogenic, as well as causing a host of other medical problems. The World Health Organization considers circadian disruption ‘a probable human carcinogen’. Electric light has been called ‘the tobacco of breast and prostate cancer’; the prevalence of light at night ‘Edison’s cancer epidemic’. We are now realizing that the blue light commonly emitted by LEDs is toxic for all life, directly damaging cellular mitochondria. Today, the pervasive distribution of LEDs is equated to DDT in the 1960s. LEDs are described as ‘the new asbestos’ and the growth of light pollution as ‘the 21st century scurvy’.

Despite exhortations, there is no evidence that public health experts have ever been consulted regarding exposure to light at night and the deployment of blue-rich LED billboards in San Jose.

Conclusion

Lobbying of the City of San Jose from outdoor advertising companies has a pedigree. The City has continued to direct resources to attend to the desires of those privileged few ‘valid’ commercial interests. Council members have declared:

‘Behind-the-scenes [...] had several meetings with economic development staff, lighting experts, signage technical experts’

Reportedly, such contacts number in the hundreds. Yet, since September 2018, despite repeated invitations, to our knowledge, no member of City Staff has met with a representative of any observatory or any professional astronomer. Only once during that interval has any presently in-office Council member met with Lick Observatory in order ‘to ensure [they] understood the concerns, mitigating factors and benefits’.

Turn the page on the era of the close relationship between the City, its Staff, and commercial outdoor advertising lobbyists. Instead, strive for an open, fair process that works for the benefit of everybody in, and of, this City.

The time is coming when light pollution will be as strictly regulated as noise or air pollution. Already, a number of States ban billboards — of any vintage — outright. The City’s General Plan states that City policies should be ‘considered together when making planning decisions’ — that a single policy (however deficient — or precisely *because* it may be deficient) should not supersede all others. The Plan aspires to coherent, joined-up thinking, to deliver an ‘ongoing commitment to the development and implementation of environmental policies’ which ‘must comprise an integrated, internally consistent, and compatible statement of development policies’. The policies, throughout all elements are interrelated and should be examined comprehensively’.

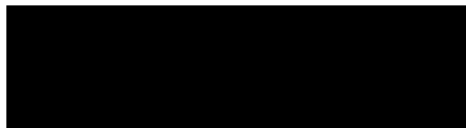
Working together, San Jose and regional neighbors can halt the lurid acceleration of light pollution, reclaim our environment, health and sense of place: The City should review, update and consolidate policies to proactively reduce — *not* mitigate — light pollution. A grasp of the impacts of EMCs — not in evidence thus far — is essential to that cooperation. Failing to take action forebodes a progressive decline in our ability to explore our Universe from Santa Clara County, accompanied by biodiversity loss, the disruption of animal and human circadian rhythms, and negative health consequences for animals and humans.

Address the pleas of researchers to reduce, curb or reverse the proliferation of light pollution (a.k.a. Artificial Light At Night, ALAN):

To maintain our ability to carry out top-grade astronomical research, it is necessary that the [A]LAN affecting observatories is reduced as soon as possible ... [this] might be the last call for a serious, collective, unambiguous, no-compromise action to lower light pollution now.

Thank you for your attention and service to the community.

Yours faithfully,

A solid black rectangular box used to redact the signature of Dr. Paul D. Lynam.

Dr Paul D. Lynam FRAS
Astronomer
UCO/Lick Observatory

Fw: Letters from the Public - Item 2.9 (May 5, 2026 City Council Agenda)

From City Clerk <city.clerk@sanjoseca.gov>
Date Tue 5/5/2026 1:49 PM
To Agendadesk <Agendadesk@sanjoseca.gov>

Office of the City Clerk | City of San José

200 E. Santa Clara St., Tower 14th Floor
San Jose, CA 95113
Main: 408-535-1260
Fax: 408-292-6207

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From: Jason Bezis [REDACTED]
Sent: Tuesday, May 5, 2026 1:35 PM
To: City Clerk <city.clerk@sanjoseca.gov>
Subject: Letters from the Public - Item 2.9 (May 5, 2026 City Council Agenda)

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To the Mayor and City Council:

Concerning the two new digital billboards (Item 2.9), I believe that a Supplemental EIR should be required, especially for “aesthetic impacts” relating to the proposed larger and taller digital billboards. I am opposed to the proposed project.

The proposed bigger and taller digital billboards likely would cause additional “potentially significant” environmental impacts that must analyzed in a Supplemental EIR.

The bigger and taller digital billboards would “[c]reate a new source of substantial light or glare which would adversely affect day or nighttime views in the area,” which is a potentially significant environmental impact. The applicant needs to conduct additional “photometric” analyses.

The proposal also violates the San Jose General Plan:

“Policy CD-10.3 Require that development visible from freeways (including U.S.101, I-880, I-680, I-280, SR-17, SR-85, SR-237, and SR-87) be designed to preserve and enhance attractive natural and man-made vistas.” The proposed digital billboards are next to freeways and designed to be visible from freeways. The proposed digital boards, larger and taller than in the original proposal, would undermine and detract from natural and man-made

vistas. The proposed larger and taller digital billboards would distract drivers from roadway conditions, making the roadways less safe.

Sincerely,
Jason Bezis



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Fw: Letters from the Public - Item 2.9 (May 5, 2026 City Council Agenda) - Item 2.9 Should Be Tabled (No Action Taken) Until Apparent Fraud by Applicant Is Investigated

From City Clerk <city.clerk@sanjoseca.gov>
Date Tue 5/5/2026 2:09 PM
To Agendadesk <Agendadesk@sanjoseca.gov>

Office of the City Clerk | City of San José

200 E. Santa Clara St., Tower 14th Floor
San Jose, CA 95113
Main: 408-535-1260
Fax: 408-292-6207

How is our service? Your [feedback](#) is appreciated!

From: Jason Bezis [REDACTED]
Sent: Tuesday, May 5, 2026 2:06 PM
To: City Clerk <city.clerk@sanjoseca.gov>; CAO Main <cao.main@sanjoseca.gov>
Subject: Letters from the Public - Item 2.9 (May 5, 2026 City Council Agenda) - Item 2.9 Should Be Tabled (No Action Taken) Until Apparent Fraud by Applicant Is Investigated

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To the Mayor and City Council and the San Jose City Attorney:

Concerning the two new digital billboards (Item 2.9), I believe that there needs to be an immediate investigation into apparent fraud by the applicant. Council action on Item 2.9 should be suspended in light of this apparent fraud.

Page 10 of the "Initial Study/Mitigated Negative Declaration" includes "Table 1: Electronic Billboards Proposed for Removal." Table 1 includes the eleven "existing" billboards that would be removed as part of this purported "billboard relocation" contract. Location ID #1, sign face numbers "3039" and "3040," is located at "3120 Moorpark Avenue".

Google Street View shows that Location ID #1 no longer is "existing." That billboard apparently was demolished sometime between April 2021 and October 2022.

The February 2020 Google Street View shows a sign "3039": <https://maps.app.goo.gl/HNpFDteELy9593UA7>
That sign is standing in April 2021: <https://maps.app.goo.gl/ZXVsUv8h9QH9VU9>
But by October 2022, Location ID #1 has been removed: <https://maps.app.goo.gl/aUxVjRG72LygUSkz9>

The October 2024 Google Street View also shows that Location ID #1 has been removed:

<https://maps.app.goo.gl/BGF9kWHKpskjTs1QA>

Page 33 is Figure 6, "Billboards to Be Removed." That map includes Location ID #1. That falsely suggests that Location ID #1 was a billboard that was still in existence at the time of the EIR. The Google Street View evidence indicates that was an inaccurate statement.

The Mayor and City Council should "table" Agenda Item No. 2.9 and not take action on Item No. 2.9 until this apparent fraud is investigated.

Sincerely,
Jason Bezis



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Outlook

Fw: Letters from the Public - Item 2.9 (May 5, 2026 City Council Agenda) - Item 2.9 Should Be Tabled (No Action Taken) Until Apparent Fraud by Applicant Is Investigated

From City Clerk <city.clerk@sanjoseca.gov>
Date Tue 5/5/2026 3:14 PM
To Agendadesk <Agendadesk@sanjoseca.gov>

Office of the City Clerk | City of San José

200 E. Santa Clara St., Tower 14th Floor
San Jose, CA 95113
Main: 408-535-1260
Fax: 408-292-6207

How is our service? Your [feedback](#) is appreciated!

From: Jason Bezis [REDACTED]
Sent: Tuesday, May 5, 2026 3:13 PM
To: City Clerk <city.clerk@sanjoseca.gov>; CAO Main <cao.main@sanjoseca.gov>; Cranford, Sandra <Sandra.Cranford@sanjoseca.gov>; Webmaster Manager <webmaster.manager@sanjoseca.gov>
Subject: RE: Letters from the Public - Item 2.9 (May 5, 2026 City Council Agenda) - Item 2.9 Should Be Tabled (No Action Taken) Until Apparent Fraud by Applicant Is Investigated

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To Mayor Matt Mahan and San Jose City Council, San Jose City Manager Jennifer Maguire, and the San Jose City Attorney:

Again, I ask that Item 2.9 on today's City Council meeting agenda be "tabled" (no action taken) due to another example of apparent fraud by applicant Clear Channel, Inc. (See my 3:06 p.m. e-mail, below.

Page 10 of the "Initial Study/Mitigated Negative Declaration" includes "Table 1: Electronic Billboards Proposed for Removal." Table 1 includes the eleven "existing" billboards that would be removed as part of this purported "billboard relocation" contract. Location ID #8, sign face number "2954," was located at "Story Road and Senter Road (APN: 472-12-073)".

Google Street View shows the Location ID #8 billboard in existence in September 2022:
<https://maps.app.goo.gl/UDrx1PBiGKQxpSyC6>

But the Location ID #8 billboard had been demolished by the February 2023 Google Street View:
<https://maps.app.goo.gl/rQWk3ZV1tF6mGPfNA>

The Location ID #8 billboard also is not seen in the August 2024 Google Street View:

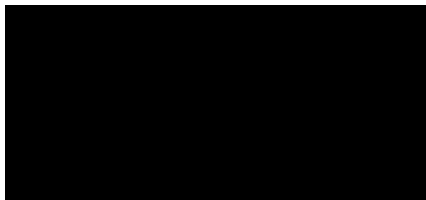
<https://maps.app.goo.gl/PyJUXJzc5dyfkrvD6>

Page 33 is Figure 6, “Billboards to Be Removed.” That map includes Location ID #8. That falsely suggests that Location ID #8 was a billboard that was still in existence at the time of the EIR. The Google Street View evidence indicates that was an inaccurate statement.

Sign numbers 3039 and 3040 (Location ID #1, 3120 Moorpark Avenue) and sign number 2954 (Location ID #8, Story Road and Senter Road) were NOT in existence at the time of the EIR in February 2025. They were NOT in existence when the City Council considered this “billboard location” agreement in 2025.

The Mayor and City Council should “table” Agenda Item No. 2.9 and not take action on Item No. 2.9 until this apparent fraud is investigated.

Sincerely,
Jason Bezis



From: Jason Bezis [REDACTED]

Sent: Tuesday, May 5, 2026 2:06 PM

To: 'city.clerk@sanjoseca.gov' <city.clerk@sanjoseca.gov>; 'cao.main@sanjoseca.gov' <cao.main@sanjoseca.gov>

Subject: Letters from the Public - Item 2.9 (May 5, 2026 City Council Agenda) - Item 2.9 Should Be Tabled (No Action Taken) Until Apparent Fraud by Applicant Is Investigated

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But by October 2022, Location ID #1 has been removed: <https://maps.app.goo.gl/aUxVjRG72LygUSkz9>

The October 2024 Google Street View also shows that Location ID #1 has been removed:

<https://maps.app.goo.gl/BGF9kWHKpskjTs1QA>

Page 33 is Figure 6, "Billboards to Be Removed." That map includes Location ID #1. That falsely suggests that Location ID #1 was a billboard that was still in existence at the time of the EIR. The Google Street View evidence indicates that was an inaccurate statement.

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Sincerely,
Jason Bezis



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