

Fw: City Council Meeting 11/30/21 Agenda Item 5.2 Digital Billboards

City Clerk <city.clerk@sanjoseca.gov>

Mon 11/22/2021 8:10 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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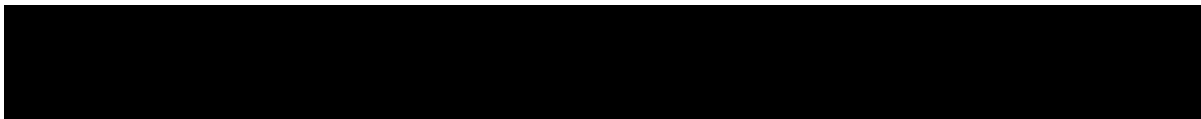
From: Richard Brooker [REDACTED]

Sent: Monday, November 22, 2021 8:03 AM

To: Jones, Chappie <Chappie.Jones@sanjoseca.gov>; +David.Cohen@sanjoseca.gov <+David.Cohen@sanjoseca.gov>; +dev.davis@sanjoseca.gov <+dev.davis@sanjoseca.gov>; +Magdalena.Carrasco@sanjoseca.gov <+Magdalena.Carrasco@sanjoseca.gov>; +Matt.Mahan@sanjoseca.gov <+Matt.Mahan@sanjoseca.gov>; +Maya.Esparza@sanjoseca.gov <+Maya.Esparza@sanjoseca.gov>; +Pam.Foley@sanjoseca.gov <+Pam.Foley@sanjoseca.gov>; +Raul.Peralez@sanjoseca.gov <+Raul.Peralez@sanjoseca.gov>; +sam.liccardo@sanjoseca.gov <+sam.liccardo@sanjoseca.gov>; +sergio.jimenez@sanjoseca.gov <+sergio.jimenez@sanjoseca.gov>; +sylvia.arenas@sanjoseca.gov <+sylvia.arenas@sanjoseca.gov>

Cc: City Clerk <city.clerk@sanjoseca.gov>; info@billboardsno.org <info@billboardsno.org>

Subject: City Council Meeting 11/30/21 Agenda Item 5.2 Digital Billboards



[External Email]

Dear City Council members,

I am opposed to the installation of new digital billboards in San Jose and I urge you to vote to not approve the Airport Billboard project.

Additionally, the City Council should declare a moratorium on new billboards and revisit Council Policy 6-4. By allowing these initial digital billboards in San Jose, (the first new billboards of any type since they were banned in 1985) the City will be opening the floodgates up to 22 or more billboards.

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Thirty-six years ago, the City Council enacted a ban on new billboards. The ban was established based on the belief that beautification was the best way to encourage economic development. That is still true today.

Let's not spoil the unique character of our City and turn San Jose into Anyplace USA.

Thank you.

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Fw: City Council Meeting 11/30/21 Agenda Item 5.2 Digital Billboards

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Mon 11/22/2021 8:11 AM

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From: Laurel Torney [REDACTED]**Sent:** Monday, November 22, 2021 8:01 AM**To:** Jones, Chappie <Chappie.Jones@sanjoseca.gov>; +David.Cohen@sanjoseca.gov <+David.Cohen@sanjoseca.gov>; +dev.davis@sanjoseca.gov <+dev.davis@sanjoseca.gov>; +Magdalena.Carrasco@sanjoseca.gov <+Magdalena.Carrasco@sanjoseca.gov>; +Matt.Mahan@sanjoseca.gov <+Matt.Mahan@sanjoseca.gov>; +Maya.Esparza@sanjoseca.gov <+Maya.Esparza@sanjoseca.gov>; +Pam.Foley@sanjoseca.gov <+Pam.Foley@sanjoseca.gov>; +Raul.Peralez@sanjoseca.gov <+Raul.Peralez@sanjoseca.gov>; +sam.liccardo@sanjoseca.gov <+sam.liccardo@sanjoseca.gov>; +sergio.jimenez@sanjoseca.gov <+sergio.jimenez@sanjoseca.gov>; +sylvia.arenas@sanjoseca.gov <+sylvia.arenas@sanjoseca.gov>**Cc:** City Clerk <city.clerk@sanjoseca.gov>; info@billboardsno.org <info@billboardsno.org>**Subject:** City Council Meeting 11/30/21 Agenda Item 5.2 Digital Billboards

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Thank you!

~Laurel Torney
D3 resident

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From: W. Kenneth Howard [REDACTED]**Sent:** Monday, November 22, 2021 8:08 AM**To:** Jones, Chappie <Chappie.Jones@sanjoseca.gov>; Cohen, David <David.Cohen@sanjoseca.gov>; Davis, Dev <dev.davis@sanjoseca.gov>; Carrasco, Magdalena <Magdalena.Carrasco@sanjoseca.gov>; Mahan, Matt <Matt.Mahan@sanjoseca.gov>; Esparza, Maya <Maya.Esparza@sanjoseca.gov>; Foley, Pam <Pam.Foley@sanjoseca.gov>; Peralez, Raul <Raul.Peralez@sanjoseca.gov>; Liccardo, Sam <sam.liccardo@sanjoseca.gov>; Jimenez, Sergio <sergio.jimenez@sanjoseca.gov>; Arenas, Sylvia <sylvia.arenas@sanjoseca.gov>**Cc:** City Clerk <city.clerk@sanjoseca.gov>; info@billboardsno.org <info@billboardsno.org>**Subject:** City Council Meeting 11/30/21 Agenda Item 5.2 Digital Billboards
[REDACTED]

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Thank you.

Ken Howard
Sent from my iPad

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From: Cassandra Saucedo [REDACTED]**Sent:** Monday, November 22, 2021 8:10 AM**To:** Jones, Chappie <Chappie.Jones@sanjoseca.gov>; +David.Cohen@sanjoseca.gov <+David.Cohen@sanjoseca.gov>; +dev.davis@sanjoseca.gov <+dev.davis@sanjoseca.gov>; +Magdalena.Carrasco@sanjoseca.gov <+Magdalena.Carrasco@sanjoseca.gov>; +Matt.Mahan@sanjoseca.gov <+Matt.Mahan@sanjoseca.gov>; +Maya.Esparza@sanjoseca.gov <+Maya.Esparza@sanjoseca.gov>; +Pam.Foley@sanjoseca.gov <+Pam.Foley@sanjoseca.gov>; +Raul.Peralez@sanjoseca.gov <+Raul.Peralez@sanjoseca.gov>; +sam.liccardo@sanjoseca.gov <+sam.liccardo@sanjoseca.gov>; +sergio.jimenez@sanjoseca.gov <+sergio.jimenez@sanjoseca.gov>; +sylvia.arenas@sanjoseca.gov <+sylvia.arenas@sanjoseca.gov>**Cc:** City Clerk <city.clerk@sanjoseca.gov>; info@billboardsno.org <info@billboardsno.org>**Subject:** City Council Meeting 11/30/21 Agenda Item 5.2 Digital Billboards

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STOP SELLING THIS CITY OUT Dear City Council members,

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San Jose, CA 95113

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Fax: 408-292-6207

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From: Tammy Peterson **Sent:** Monday, November 22, 2021 8:21 AM**To:** +David.Cohen@sanjoseca.gov <+David.Cohen@sanjoseca.gov>; +Magdalena.Carrasco@sanjoseca.gov <+Magdalena.Carrasco@sanjoseca.gov>; +Matt.Mahan@sanjoseca.gov <+Matt.Mahan@sanjoseca.gov>; +Maya.Esparza@sanjoseca.gov <+Maya.Esparza@sanjoseca.gov>; +Pam.Foley@sanjoseca.gov <+Pam.Foley@sanjoseca.gov>; +Raul.Peralez@sanjoseca.gov <+Raul.Peralez@sanjoseca.gov>; +dev.davis@sanjoseca.gov <+dev.davis@sanjoseca.gov>; +sam.liccardo@sanjoseca.gov <+sam.liccardo@sanjoseca.gov>; +sergio.jimenez@sanjoseca.gov <+sergio.jimenez@sanjoseca.gov>; +sylvia.arenas@sanjoseca.gov <+sylvia.arenas@sanjoseca.gov>; Jones, Chappie <Chappie.Jones@sanjoseca.gov>**Cc:** City Clerk <city.clerk@sanjoseca.gov>; info@billboardsno.org <info@billboardsno.org>**Subject:** City Council Meeting 11/30/21 Agenda Item 5.2 Digital Billboards
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Stuart Hastings [REDACTED]

Mon 11/22/2021 8:53 AM

To: Jones, Chappie <Chappie.Jones@sanjoseca.gov>; Cohen, David <David.Cohen@sanjoseca.gov>; Davis, Dev <dev.davis@sanjoseca.gov>; Carrasco, Magdalena <Magdalena.Carrasco@sanjoseca.gov>; Mahan, Matt <Matt.Mahan@sanjoseca.gov>; Esparza, Maya <Maya.Esparza@sanjoseca.gov>; Foley, Pam <Pam.Foley@sanjoseca.gov>; Peralez, Raul <Raul.Peralez@sanjoseca.gov>; Liccardo, Sam <sam.liccardo@sanjoseca.gov>; Jimenez, Sergio <sergio.jimenez@sanjoseca.gov>; Arenas, Sylvia <sylvia.arenas@sanjoseca.gov>
Cc: City Clerk <city.clerk@sanjoseca.gov>; info@billboardsno.org <info@billboardsno.org>

[External Email]

[REDACTED]

[External Email]

Dear City Council members,

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Thirty-six years ago, the City Council enacted a ban on new billboards. The ban was established based on the belief that beautification was the best way to encourage economic development. And, it worked! That is still true today.

Billboards effectively monetize the attention of drivers; billboard companies are literally "selling your eyeballs." Digital or otherwise, billboards don't "enhance" anything or anyone - except the billboard companies. The revenue for the city is trifling, but the cost to residents is real.

Please stop this madness.

Thank you.

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Raymond Rogoway [REDACTED]

Mon 11/22/2021 9:09 AM

To: Jones, Chappie <Chappie.Jones@sanjoseca.gov>; Cohen, David <David.Cohen@sanjoseca.gov>; Davis, Dev <dev.davis@sanjoseca.gov>; Carrasco, Magdalena <Magdalena.Carrasco@sanjoseca.gov>; Mahan, Matt <Matt.Mahan@sanjoseca.gov>; Esparza, Maya <Maya.Esparza@sanjoseca.gov>; Foley, Pam <Pam.Foley@sanjoseca.gov>; Perez, Raul <Raul.Perez@sanjoseca.gov>; Liccardo, Sam <sam.liccardo@sanjoseca.gov>; Jimenez, Sergio <sergio.jimenez@sanjoseca.gov>; Arenas, Sylvia <sylvia.arenas@sanjoseca.gov>
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Thank you.

Raymond Rogoway rogoway@infionline.net

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Rebecca Smith <[REDACTED]>

Mon 11/22/2021 9:16 AM

To: Jones, Chappie <Chappie.Jones@sanjoseca.gov>; Cohen, David <David.Cohen@sanjoseca.gov>; Davis, Dev <dev.davis@sanjoseca.gov>; Carrasco, Magdalena <Magdalena.Carrasco@sanjoseca.gov>; Mahan, Matt <Matt.Mahan@sanjoseca.gov>; Esparza, Maya <Maya.Esparza@sanjoseca.gov>; Foley, Pam <Pam.Foley@sanjoseca.gov>; Perez, Raul <Raul.Perez@sanjoseca.gov>; Liccardo, Sam <sam.liccardo@sanjoseca.gov>; Jimenez, Sergio <sergio.jimenez@sanjoseca.gov>; Arenas, Sylvia <sylvia.arenas@sanjoseca.gov>
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And the City Council plans on ignoring this survey, put out by a city department, that shows an overwhelming number of city tax paying, paying your salary residents oppose the billboards? This was shown in a memo that stated the City Council would approve the billboards AND THEN TAKE PUBLIC COMMENT on what was already approved and a done deal.

Thirty-six years ago, the City Council enacted a ban on new billboards. The ban was established based on the belief that beautification was the best way to encourage economic development. That is still true today.

Let's not spoil the unique character of our City and turn San Jose into Los Angeles or Anyplace USA. Thank you.

Rebecca Smith
[REDACTED]

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Perig Vennetier [REDACTED]

Mon 11/22/2021 9:27 AM

To: Jones, Chappie <Chappie.Jones@sanjoseca.gov>; Cohen, David <David.Cohen@sanjoseca.gov>; Davis, Dev <dev.davis@sanjoseca.gov>; Carrasco, Magdalena <Magdalena.Carrasco@sanjoseca.gov>; Mahan, Matt <Matt.Mahan@sanjoseca.gov>; Esparza, Maya <Maya.Esparza@sanjoseca.gov>; Foley, Pam <Pam.Foley@sanjoseca.gov>; Peralez, Raul <Raul.Peralez@sanjoseca.gov>; Liccardo, Sam <sam.liccardo@sanjoseca.gov>; Jimenez, Sergio <sergio.jimenez@sanjoseca.gov>; Arenas, Sylvia <sylvia.arenas@sanjoseca.gov>
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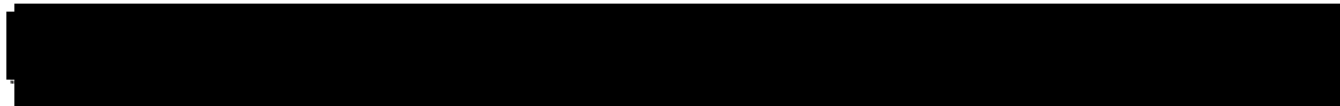
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Ralf Buengener [Redacted]

Mon 11/22/2021 10:20 AM

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Cc: City Clerk <city.clerk@sanjoseca.gov>; info@billboardsno.org <info@billboardsno.org>

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[External Email]

Dear City Council members,

San Jose is fortunate to be neighbor of the oldest mountaintop observatory in the world, the Lick Observatory on Mount Hamilton. Once the home of the biggest telescope in the world it is still making important discoveries today, like earth-like planets in faraway star systems.

San Jose has a long history of being a good neighbor by reducing its light pollution to help the astronomers. New billboards would be the opposite and spoil viewing conditions on the mountain.

Let us celebrate our history by continuing to help astronomers and be known for a beautiful sky rather than ugly billboards on the ground. Please oppose the new billboards.

Thank you.
Dr. Ralf Buengener
San Jose, CA 95112

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Tamara Michel <[REDACTED]>

Mon 11/22/2021 10:27 AM

To: City Clerk <city.clerk@sanjoseca.gov>; info@billboardsno.org <info@billboardsno.org>

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Tamara Michel

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Joseph E. Martinez <[REDACTED]>

Mon 11/22/2021 10:42 AM

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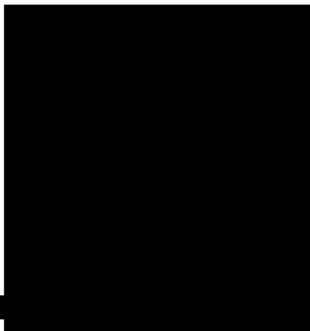
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Joseph E. Martinez

Facilities Manager | Event Manager | Academic Affairs



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Melanie Tomasello <[REDACTED]>

Mon 11/22/2021 11:01 AM

To: Jones, Chappie <Chappie.Jones@sanjoseca.gov>; Cohen, David <David.Cohen@sanjoseca.gov>; Davis, Dev <dev.davis@sanjoseca.gov>; Carrasco, Magdalena <Magdalena.Carrasco@sanjoseca.gov>; Mahan, Matt <Matt.Mahan@sanjoseca.gov>; Esparza, Maya <Maya.Esparza@sanjoseca.gov>; Foley, Pam <Pam.Foley@sanjoseca.gov>; Perez, Raul <Raul.Perez@sanjoseca.gov>; Liccardo, Sam <sam.liccardo@sanjoseca.gov>; Jimenez, Sergio <sergio.jimenez@sanjoseca.gov>; Arenas, Sylvia <sylvia.arenas@sanjoseca.gov>
Cc: City Clerk <city.clerk@sanjoseca.gov>; info@billboardsno.org <info@billboardsno.org>

[External Email]

[External Email]

Dear City Council members,

I am opposed to the installation of new digital billboards in San Jose and I urge you to vote to not approve the Airport Billboard project.

Additionally, the City Council should declare a moratorium on new billboards and revisit Council Policy 6-4. By allowing these initial digital billboards in San Jose, (the first new billboards of any type since they were banned in 1985) the City will be opening the floodgates up to 22 or more billboards.

Earlier this year, more than 2,000 San Jose residents participated in a Planning Department survey regarding attitudes toward new billboards. Of those surveyed, 93% opposed billboards on freeway facing property and 80% opposed billboards on buildings downtown.

Thirty-six years ago, the City Council enacted a ban on new billboards. The ban was established based on the belief that beautification was the best way to encourage economic development. That is still true today.

Let's not spoil the unique character of our City and turn San Jose into Anyplace USA.

Thank you.

Melanie Tomasello
District 2

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City Council Meeting 11/30/21 Agenda Item 5.2 Digital Billboards

Monica Richards <[REDACTED]>

Mon 11/22/2021 11:21 AM

To: Peralez, Raul <Raul.Peralez@sanjoseca.gov>; The Office of Mayor Sam Liccardo

<TheOfficeofMayorSamLiccardo@sanjoseca.gov>

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

[External Email]

[REDACTED]

[External Email]

Dear Mr. Peralez:

I am opposed to the installation of new digital billboards in San Jose and I urge you to vote to not approve the Airport Billboard project. Additionally, the City Council should declare a moratorium on new billboards and revisit Council Policy 6-4. By allowing these initial digital billboards in San Jose, (the first new billboards of any type since they were banned in 1985) the City will be opening the floodgates up to 22 or more billboards.

Earlier this year, more than 2,000 San Jose residents participated in a Planning Department survey regarding attitudes toward new billboards. Of those surveyed, 93% opposed billboards on freeway-facing property and 80% opposed billboards on buildings downtown.

Thirty-six years ago, the City Council enacted a ban on new billboards. The ban was established based on the belief that beautification was the best way to encourage economic development. That is still true today. Let's not spoil the unique character of our City and turn San Jose into Anyplace USA.

In addition, I do not think it matters at all who the vendor is so exploring new vendors does nothing.

Sincerely,

Monica Richards
[REDACTED]

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US 101 Airport Electric Signs Project (City File No. ER 21-015): Agenda Item 5.2. [IWOV-iManage.FID1008914]

Shari Santos [Redacted]

Mon 11/22/2021 11:40 AM

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

Cc: nora.friman@sanjoseca.gov <nora.friman@sanjoseca.gov>; Anthony Leones [Redacted]

[External Email]

[Redacted]

[External Email]

This email is sent on behalf of Anthony M. Leones.

Replies may be directed to Mr. Leones at [Redacted] Thank you.

Shari Santos | Miller Starr Regalia

Legal Assistant to Anthony M. Leones

[Redacted]



MILLER STARR REGALIA CONFIDENTIAL COMMUNICATION

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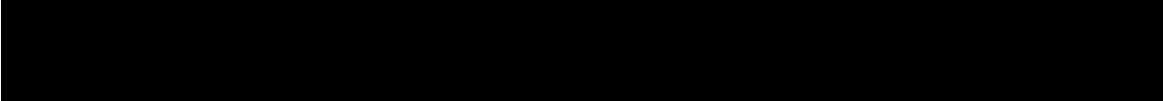
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City Council Meeting 11/30/21 Agenda Item 5.2 Digital Billboards

Michael Kutilek 

Mon 11/22/2021 11:44 AM

To: Jones, Chappie <Chappie.Jones@sanjoseca.gov>; Cohen, David <David.Cohen@sanjoseca.gov>; Davis, Dev <dev.davis@sanjoseca.gov>; Carrasco, Magdalena <Magdalena.Carrasco@sanjoseca.gov>; Mahan, Matt <Matt.Mahan@sanjoseca.gov>; Esparza, Maya <Maya.Esparza@sanjoseca.gov>; Foley, Pam <Pam.Foley@sanjoseca.gov>; Perez, Raul <Raul.Perez@sanjoseca.gov>; Liccardo, Sam <sam.liccardo@sanjoseca.gov>; Jimenez, Sergio <sergio.jimenez@sanjoseca.gov>; Arenas, Sylvia <sylvia.arenas@sanjoseca.gov>
Cc: City Clerk <city.clerk@sanjoseca.gov>; info@billboardsno.org <info@billboardsno.org>



[External Email]

[External Email]

Dear City Council members,

I am opposed to the installation of new digital billboards in San Jose and I urge you to vote to not approve the Airport Billboard project.

Additionally, the City Council should declare a moratorium on new billboards and revisit Council Policy 6-4. By allowing these initial digital billboards in San Jose, (the first new billboards of any type since they were banned in 1985) the City will be opening the floodgates up to 22 or more billboards.

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Thank you.

Michael Kutilek


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City Council Meeting 11/30/21 Agenda Item 5.2 Digital Billboards

Michelle Kalish <[REDACTED]>

Mon 11/22/2021 12:02 PM

To: Jones, Chappie <Chappie.Jones@sanjoseca.gov>; +David.Cohen@sanjoseca.gov <+David.Cohen@sanjoseca.gov>; +dev.davis@sanjoseca.gov <+dev.davis@sanjoseca.gov>; +Magdalena.Carrasco@sanjoseca.gov <+Magdalena.Carrasco@sanjoseca.gov>; +Matt.Mahan@sanjoseca.gov <+Matt.Mahan@sanjoseca.gov>; +Maya.Esparza@sanjoseca.gov <+Maya.Esparza@sanjoseca.gov>; +Pam.Foley@sanjoseca.gov <+Pam.Foley@sanjoseca.gov>; +Raul.Peralez@sanjoseca.gov <+Raul.Peralez@sanjoseca.gov>; +sam.liccardo@sanjoseca.gov <+sam.liccardo@sanjoseca.gov>; +sergio.jimenez@sanjoseca.gov <+sergio.jimenez@sanjoseca.gov>; +sylvia.arenas@sanjoseca.gov <+sylvia.arenas@sanjoseca.gov>
Cc: City Clerk <city.clerk@sanjoseca.gov>; info@billboardsno.org <info@billboardsno.org>

[External Email]

[External Email]

Dear City Council members,

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City Council Meeting 11/30/21 Agenda Item 5.2 Digital Billboards

David Byam 

Mon 11/22/2021 12:24 PM

To: Jones, Chappie <Chappie.Jones@sanjoseca.gov>; +David.Cohen@sanjoseca.gov <+David.Cohen@sanjoseca.gov>; +dev.davis@sanjoseca.gov <+dev.davis@sanjoseca.gov>; +Magdalena.Carrasco@sanjoseca.gov <+Magdalena.Carrasco@sanjoseca.gov>; +Matt.Mahan@sanjoseca.gov <+Matt.Mahan@sanjoseca.gov>; +Maya.Esparza@sanjoseca.gov <+Maya.Esparza@sanjoseca.gov>; +Pam.Foley@sanjoseca.gov <+Pam.Foley@sanjoseca.gov>; +Raul.Peralez@sanjoseca.gov <+Raul.Peralez@sanjoseca.gov>; +sam.liccardo@sanjoseca.gov <+sam.liccardo@sanjoseca.gov>; +sergio.jimenez@sanjoseca.gov <+sergio.jimenez@sanjoseca.gov>; +sylvia.arenas@sanjoseca.gov <+sylvia.arenas@sanjoseca.gov>
Cc: City Clerk <city.clerk@sanjoseca.gov>; info@billboardsno.org <info@billboardsno.org>

[External Email]


[External Email]

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City Council Meeting 11/30/21 Agenda Item 5.2 Digital Billboards

David Byam <[REDACTED]>

Mon 11/22/2021 12:28 PM

To: Jones, Chappie <Chappie.Jones@sanjoseca.gov>; +David.Cohen@sanjoseca.gov <+David.Cohen@sanjoseca.gov>; +dev.davis@sanjoseca.gov <+dev.davis@sanjoseca.gov>; +Magdalena.Carrasco@sanjoseca.gov <+Magdalena.Carrasco@sanjoseca.gov>; +Matt.Mahan@sanjoseca.gov <+Matt.Mahan@sanjoseca.gov>; +Maya.Esparza@sanjoseca.gov <+Maya.Esparza@sanjoseca.gov>; +Pam.Foley@sanjoseca.gov <+Pam.Foley@sanjoseca.gov>; +Raul.Peralez@sanjoseca.gov <+Raul.Peralez@sanjoseca.gov>; +sam.liccardo@sanjoseca.gov <+sam.liccardo@sanjoseca.gov>; +sergio.jimenez@sanjoseca.gov <+sergio.jimenez@sanjoseca.gov>; +sylvia.arenas@sanjoseca.gov <+sylvia.arenas@sanjoseca.gov>
Cc: City Clerk <city.clerk@sanjoseca.gov>; info@billboardsno.org <info@billboardsno.org>

[External Email]

[External Email]

Dear City Council members,

I am opposed to the installation of new digital billboards in San Jose and I urge you to vote to not approve the Airport Billboard project.

The following are all valid reasons for opposition to new billboards in San Jose.

- Affront to the environment
- Turns you into a captive audience with no "off" button
- Bad Deal - Revenue would be a drop in the bucket
- Counter to Green Vision Policy
- Counter to Vision Zero Policy
- Local businesses do not benefit
- No significant public benefit
- Lick Observatory impacted due to light pollution
- Litigation risk from billboard companies not given equal opportunity

Thank you.

David Byam

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City Council Meeting 11/30/21 Agenda Item 5.2 Digital Billboards

John Miller [REDACTED]

Mon 11/22/2021 3:29 PM

To: Jones, Chappie <Chappie.Jones@sanjoseca.gov>; Cohen, David <David.Cohen@sanjoseca.gov>; Davis, Dev <dev.davis@sanjoseca.gov>; Carrasco, Magdalena <Magdalena.Carrasco@sanjoseca.gov>; Mahan, Matt <Matt.Mahan@sanjoseca.gov>; Esparza, Maya <Maya.Esparza@sanjoseca.gov>; Foley, Pam <Pam.Foley@sanjoseca.gov>; Perez, Raul <Raul.Perez@sanjoseca.gov>; Liccardo, Sam <sam.liccardo@sanjoseca.gov>; Jimenez, Sergio <sergio.jimenez@sanjoseca.gov>; Arenas, Sylvia <sylvia.arenas@sanjoseca.gov>
Cc: City Clerk <city.clerk@sanjoseca.gov>; info@billboardsno.org <info@billboardsno.org>

[External Email]

[REDACTED]

[External Email]

Dear City Council members,

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Additionally, the City Council should declare a moratorium on new billboards and revisit Council Policy 6-4. By allowing these initial digital billboards in San Jose, (the first new billboards of any type since they were banned in 1985) the City will be opening the floodgates up to 22 or more billboards.

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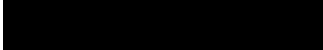
Let's not spoil the unique character of our City and turn San Jose into Anyplace USA.

Thank you.

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City Council Meeting 11/30/21 Agenda Item 5.2 Digital Billboards

james rogers 

Mon 11/22/2021 8:15 PM

To: Jones, Chappie <Chappie.Jones@sanjoseca.gov>; Cohen, David <David.Cohen@sanjoseca.gov>; Davis, Dev <dev.davis@sanjoseca.gov>; Carrasco, Magdalena <Magdalena.Carrasco@sanjoseca.gov>; Mahan, Matt <Matt.Mahan@sanjoseca.gov>; Esparza, Maya <Maya.Esparza@sanjoseca.gov>; Foley, Pam <Pam.Foley@sanjoseca.gov>; Perez, Raul <Raul.Perez@sanjoseca.gov>; Liccardo, Sam <sam.liccardo@sanjoseca.gov>; Jimenez, Sergio <sergio.jimenez@sanjoseca.gov>; Arenas, Sylvia <sylvia.arenas@sanjoseca.gov>
Cc: City Clerk <city.clerk@sanjoseca.gov>; info@billboardsno.org <info@billboardsno.org>

[External Email]

[External Email]

Dear City Council members,

I am opposed to the installation of new digital billboards in San Jose and I urge you to vote to not approve the Airport Billboard project. These electronic billboards will actually discourage me from coming to San Jose for entertainment and shopping. They are a disincentive!

Additionally, the City Council should declare a moratorium on new billboards and revisit Council Policy 6-4. By allowing these initial digital billboards in San Jose, (the first new billboards of any type since they were banned in 1985) the City will be opening the floodgates up to 22 or more billboards.

Earlier this year, more than 2,000 San Jose residents participated in a Planning Department survey regarding attitudes toward new billboards. Of those surveyed, 93% opposed billboards on freeway facing property and 80% opposed billboards on buildings downtown.

Thirty-six years ago, the City Council enacted a ban on new billboards. The ban was established based on the belief that beautification was the best way to encourage economic development. That is still true today.

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Thank you.

Jim and Connie Rogers


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City Council Meeting 11/30/21 Agenda Item 5.2 Digital Billboards

Freda Hofland [REDACTED]

Mon 11/22/2021 7:48 PM

To: City Clerk <city.clerk@sanjoseca.gov>; Jones, Chappie <Chappie.Jones@sanjoseca.gov>; Cohen, David <David.Cohen@sanjoseca.gov>; Davis, Dev <dev.davis@sanjoseca.gov>; Carrasco, Magdalena <Magdalena.Carrasco@sanjoseca.gov>; Mahan, Matt <Matt.Mahan@sanjoseca.gov>; Esparza, Maya <Maya.Esparza@sanjoseca.gov>; Foley, Pam <Pam.Foley@sanjoseca.gov>; Peralez, Raul <Raul.Peralez@sanjoseca.gov>; Liccardo, Sam <sam.liccardo@sanjoseca.gov>; Jimenez, Sergio <sergio.jimenez@sanjoseca.gov>; Arenas, Sylvia <sylvia.arenas@sanjoseca.gov>

[External Email]

[External Email]

Dear Members of the City Council:

I strongly oppose the installation of new digital billboards in San Jose and I urge you to vote to not approve the Airport Billboard project.

The City Council should declare a moratorium on new billboards and revisit Council Policy 6-4 which opened the door to new billboards.

I am opposed to the City plan that starts with giant electronic billboards on public property at the Airport adjacent to the Guadalupe River Trail and is closely followed by plans (slated to come to Council before the end of 2021) for up to 22 more billboards downtown and along freeways on other City sites. And then next in line could be many more new electronic billboards on private property.

Earlier this year, more than 2,000 San Jose residents participated in a Planning Department survey regarding attitudes toward new billboards. 93% of those surveyed oppose billboards on free-way facing property and 80% oppose billboards on buildings downtown. Yet the City has proceeded unheeded, aggressively using limited City resources (our tax \$\$) to promote a special interest over consensus public interest. Thirty-six years ago, the City Council enacted a ban on new billboards. The ban was established based on the belief that beautification was the best way to encourage economic development. Still true.

Sincerely,
Freda B. Hofland

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City Council Meeting 11/30/21 Agenda Item 5.2 Digital Billboards

lynne rosenthal [REDACTED]

Mon 11/22/2021 7:27 PM

To: Jones, Chappie <Chappie.Jones@sanjoseca.gov>; +David.Cohen@sanjoseca.gov <+David.Cohen@sanjoseca.gov>; +dev.davis@sanjoseca.gov <+dev.davis@sanjoseca.gov>; +Magdalena.Carrasco@sanjoseca.gov <+Magdalena.Carrasco@sanjoseca.gov>; +Matt.Mahan@sanjoseca.gov <+Matt.Mahan@sanjoseca.gov>; +Maya.Esparza@sanjoseca.gov <+Maya.Esparza@sanjoseca.gov>; +Pam.Foley@sanjoseca.gov <+Pam.Foley@sanjoseca.gov>; +Raul.Peralez@sanjoseca.gov <+Raul.Peralez@sanjoseca.gov>; +sam.liccardo@sanjoseca.gov <+sam.liccardo@sanjoseca.gov>; +sergio.jimenez@sanjoseca.gov <+sergio.jimenez@sanjoseca.gov>; +sylvia.arenas@sanjoseca.gov <+sylvia.arenas@sanjoseca.gov>
Cc: City Clerk <city.clerk@sanjoseca.gov>; info@billboardsno.org <info@billboardsno.org>

[External Email]

[REDACTED]

[External Email]

Dear City Council members,

I am opposed to the installation of new digital billboards in San Jose and I urge you to vote to not approve Airport Billboard project.

Additionally, the City Council should declare a moratorium on new billboards and revisit Council Policy 6-4. By allowing these initial digital billboards in San Jose, (the first new billboards of any type since they were banned in 1985) the City will be opening the floodgates up to 22 or more billboards.

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Let's not spoil the unique character of our City and turn San Jose into Anyplace USA.

Thank you.

Lynne Rosenthal

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City Council Meeting 11/30/21 Agenda Item 5.2 Digital Billboards

Nancie Yomtov <

Wed 11/24/2021 2:46 PM

To: Jones, Chappie <Chappie.Jones@sanjoseca.gov>; +David.Cohen@sanjoseca.gov <+David.Cohen@sanjoseca.gov>; +dev.davis@sanjoseca.gov <+dev.davis@sanjoseca.gov>; +Magdalena.Carrasco@sanjoseca.gov <+Magdalena.Carrasco@sanjoseca.gov>; +Matt.Mahan@sanjoseca.gov <+Matt.Mahan@sanjoseca.gov>; +Maya.Esparza@sanjoseca.gov <+Maya.Esparza@sanjoseca.gov>; +Pam.Foley@sanjoseca.gov <+Pam.Foley@sanjoseca.gov>; +Raul.Peralez@sanjoseca.gov <+Raul.Peralez@sanjoseca.gov>; +sam.liccardo@sanjoseca.gov <+sam.liccardo@sanjoseca.gov>; +sergio.jimenez@sanjoseca.gov <+sergio.jimenez@sanjoseca.gov>; +sylvia.arenas@sanjoseca.gov <+sylvia.arenas@sanjoseca.gov>
Cc: City Clerk <city.clerk@sanjoseca.gov>; info@billboardsno.org <info@billboardsno.org>

[External Email]


[External Email]

Dear City Council members, I am opposed to the installation of new digital billboards in San Jose and I urge you to vote to not approve the Airport Billboard project. Additionally, the City Council should declare a moratorium on new billboards and revisit Council Policy 6-4. By allowing these initial digital billboards in San Jose, (the first new billboards of any type since they were banned in 1985) the City will be opening the floodgates up to 22 or more billboards. Earlier this year, more than 2,000 San Jose residents participated in a Planning Department survey regarding attitudes toward new billboards. Of those surveyed, 93% opposed billboards on freeway facing property and 80% opposed billboards on buildings downtown. Thirty-six years ago, the City Council enacted a ban on new billboards. The ban was established based on the belief that beautification was the best way to encourage economic development. That is still true today. Let's not spoil the unique character of our City and turn San Jose into Anyplace USA. Thank you.

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City Council Meeting 11/30/21 Agenda Item 5.2 Digital Billboards

Tod [REDACTED]

Wed 11/24/2021 9:46 AM

To: Jones, Chappie <Chappie.Jones@sanjoseca.gov>; +David.Cohen@sanjoseca.gov <+David.Cohen@sanjoseca.gov>; +dev.davis@sanjoseca.gov <+dev.davis@sanjoseca.gov>; +Magdalena.Carrasco@sanjoseca.gov <+Magdalena.Carrasco@sanjoseca.gov>; +Matt.Mahan@sanjoseca.gov <+Matt.Mahan@sanjoseca.gov>; +Maya.Esparza@sanjoseca.gov <+Maya.Esparza@sanjoseca.gov>; +Pam.Foley@sanjoseca.gov <+Pam.Foley@sanjoseca.gov>; +Raul.Peralez@sanjoseca.gov <+Raul.Peralez@sanjoseca.gov>; +sam.liccardo@sanjoseca.gov <+sam.liccardo@sanjoseca.gov>; +sergio.jimenez@sanjoseca.gov <+sergio.jimenez@sanjoseca.gov>; +sylvia.arenas@sanjoseca.gov <+sylvia.arenas@sanjoseca.gov>
Cc: City Clerk <city.clerk@sanjoseca.gov>; info@billboardsno.org <info@billboardsno.org>

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Please review and add to the "letters from the public".

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November 24, 2021

Dear Mayor and City Council,

The Vendome (see map below) is a small historic neighborhood in downtown San Jose (2 blocks wide by 9 blocks long). It includes a small park (Ryland) and two current static billboards. Our residential homes (many over 100 years old) are directly bordered by the SR87 freeway. We are in a unique location along the freeway as the only neighborhood in this area on the west side of North 1st Street.

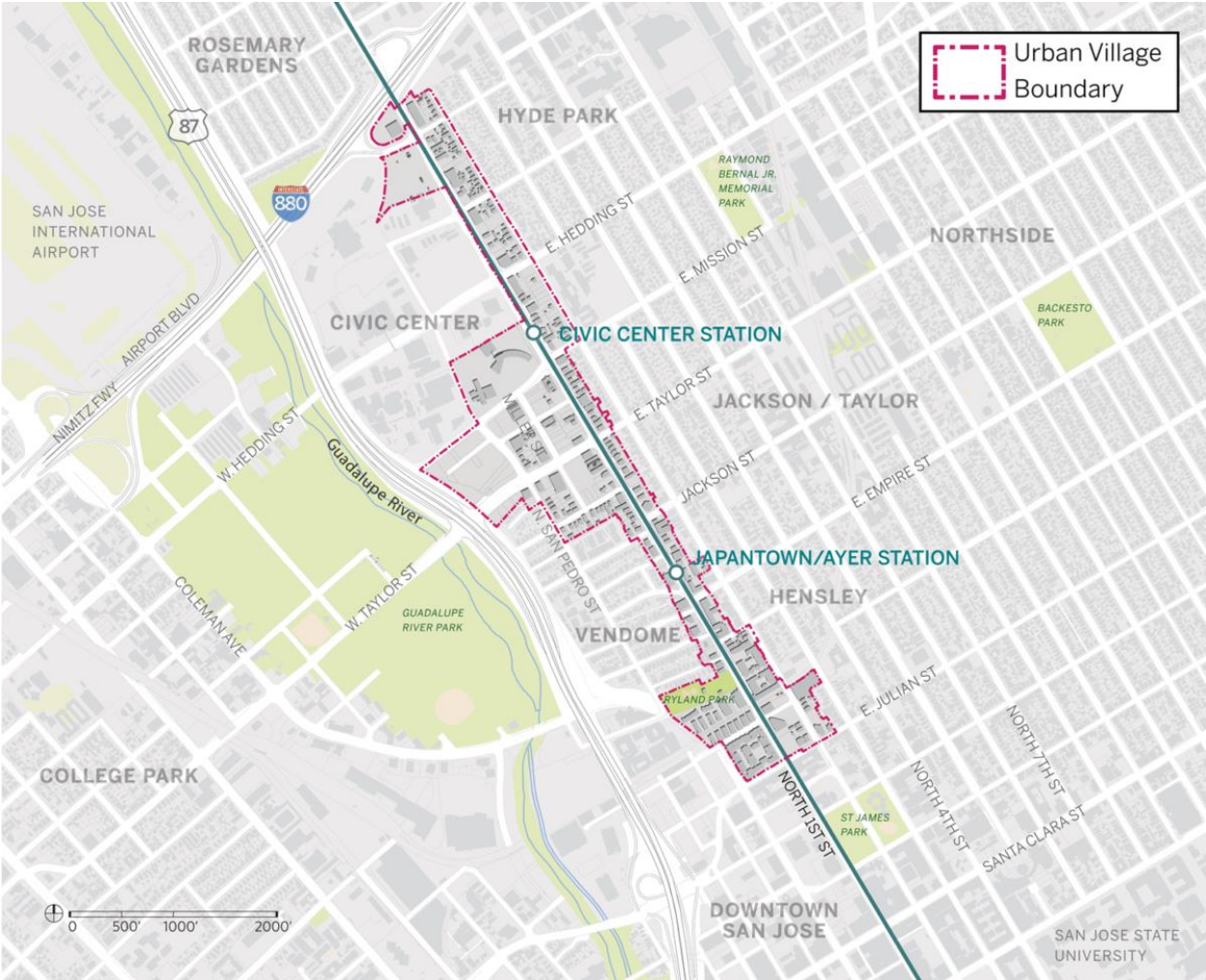
The proposal starts with giant 1000 square foot digital billboards at the Airport which has been rejected by the public and the airport commission. Additionally, the phase one plan follows with many billboards targeted to freeway areas especially along SR87 from Julian to the airport. This will directly impact our residential neighborhood. The buffer zone between an electronic billboard and a residential home is only 150 feet. *All* residential areas should be exempt from having these disruptive billboards in their neighborhoods.

Also, on the west side of the SR87 is the Guadalupe River Parkway. While the parkland currently has other issues including homeless encampments, it has great potential to be a feature of the expanded downtown and North 1st Street Transit Village (plan for the future; think Golden Gate Park or Central Park). Our parks are invaluable and should be protected from billboard pollution.

While my neighborhood would be particularly affected by the two above issues, billboards in general are a type of pollution and blight. I find it telling that none of the renderings for the Google Village or other green development projects include billboards?? Develop and stick with a plan to eliminate all billboards in San Jose. 93% of residents surveyed opposed billboards on freeway facing property and 80% opposed billboards on buildings downtown. Please represent the will of San Jose residents. You still have time to do the right thing and revisit these misguided proposals. The whole concept should be scrapped. Few might remember the 101 highway littered with billboards. The decade's long ban has been in place for a reason. "Money isn't everything....."

Thank you.

Tod Williams



City Council Meeting 11/30/21 Agenda Item 5.2 Digital Billboards

Susan Neva [REDACTED]

Wed 11/24/2021 10:16 AM

To: Jones, Chappie <Chappie.Jones@sanjoseca.gov>; +David.Cohen@sanjoseca.gov <+David.Cohen@sanjoseca.gov>; +dev.davis@sanjoseca.gov <+dev.davis@sanjoseca.gov>; +Magdalena.Carrasco@sanjoseca.gov <+Magdalena.Carrasco@sanjoseca.gov>; +Matt.Mahan@sanjoseca.gov <+Matt.Mahan@sanjoseca.gov>; +Maya.Esparza@sanjoseca.gov <+Maya.Esparza@sanjoseca.gov>; +Pam.Foley@sanjoseca.gov <+Pam.Foley@sanjoseca.gov>; +Raul.Peralez@sanjoseca.gov <+Raul.Peralez@sanjoseca.gov>; +sam.liccardo@sanjoseca.gov <+sam.liccardo@sanjoseca.gov>; +sergio.jimenez@sanjoseca.gov <+sergio.jimenez@sanjoseca.gov>; +sylvia.arenas@sanjoseca.gov <+sylvia.arenas@sanjoseca.gov>
Cc: City Clerk <city.clerk@sanjoseca.gov>; info@billboardsno.org <info@billboardsno.org>

[External Email]

[External Email]

Dear City Council members,

I am opposed to the installation of new digital billboards in San Jose and I urge you to vote to not approve the Airport Billboard project.

Additionally, the City Council should declare a moratorium on new billboards and revisit Council Policy 6-4. By allowing these initial digital billboards in San Jose, (the first new billboards of any type since they were banned in 1985) the City will be opening the floodgates up to 22 or more billboards.

Earlier this year, more than 2,000 San Jose residents participated in a Planning Department survey regarding attitudes toward new billboards. Of those surveyed, 93% opposed billboards on freeway facing property and 80% opposed billboards on buildings downtown.

Thirty-six years ago, the City Council enacted a ban on new billboards. The ban was established based on the belief that beautification was the best way to encourage economic development. That is still true today.

Let's not spoil the unique character of our City and turn San Jose into Anyplace USA.

Thank you.

Susan Neva

San Jose, CA 95126

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November 30th Agenda Item 5.2: Vote NO on Digital Billboards

Steve McHenry

Wed 11/24/2021 9:26 AM

To: The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@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>; City Clerk <city.clerk@sanjoseca.gov>

[External Email]

[External Email]

Dear Mayor Liccardo and council members,

My name is Steve McHenry and I live in San Jose District 7. I oppose digital billboards in our city.

There is no good reason to add this massive light pollution other than a desire for more and more and more money. Where does it end?

These light-blasting billboards create light pollution that further prevents our seeing the stars. They harm bird migration. They disturb drivers' night vision creating more dangerous roadways.

Regular billboards are bad enough, as they are visually ugly in the landscape; we certainly do not need bright digital billboards adding to that ugliness.

Please reject the Airport Administration's recommendations and say "no" to the two digital billboards proposed at Norman Y. Mineta San José International Airport.

Thank you,

Steve McHenry

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Comment on November 30th Agenda Item 5.2: Vote NO on Digital Billboards

Carolyn Straub <[REDACTED]>

Wed 11/24/2021 9:13 AM

To: The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@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>

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

[REDACTED]

[External Email]

[External Email]

Dear Mayor Liccardo and Council Members,

Billboards are unsightly. They commercialize a city and make the city beholden to business and developers. The city's viewscape cannot be upheld by 1,000 foot billboards. There are many better ways to advertise and not be at the back and call of "powerful" businesses. I object to this city looking like Las Vegas.

My name is Carolyn Straub, a resident of San Jose District 7. I oppose adding any digital billboards to our city. Electronic / digital billboards have negative impacts on aesthetics, biological resources, human health, energy, and public safety. The proposed billboards will harm wildlife in the riparian corridor, confuse and disorient migratory and local birds at night, and contribute to light pollution.

For the health of our environment and our community members, please reject the Airport Administration's recommendations and say no to the two digital billboards at Norman Y. Mineta San José International Airport on Highway 101.

Thank you,

Carolyn Straub

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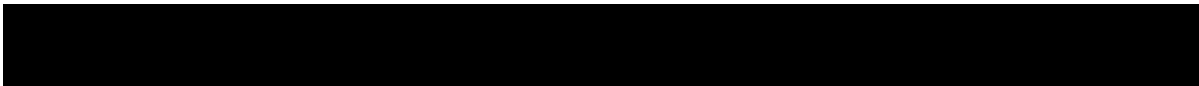
November 30th Agenda Item 5.2: Vote NO on Digital Billboards

Sean Mac Aodha [Redacted]

Wed 11/24/2021 8:51 AM

To: The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@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>; City Clerk <city.clerk@sanjoseca.gov>

[External Email]



[External Email]

Dear Mayor Liccardo and Council Members,

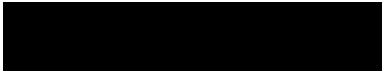
My name is Sean R. Mac Aodha and I am a resident of District 6 in San José. I oppose adding any digital billboards to our city. Electronic/digital billboards have negative impacts on aesthetics, biological resources, human health, energy, and public safety. The proposed billboards will harm wildlife in the riparian corridor, confuse and disorient migratory and local birds at night, and contribute to light pollution.

They are also huge: 1000 square feet is the size of a rectangle approximately 45 feet wide and 22 feet tall. This is a totally unnecessary and irresponsible use of space, money and energy. There is already plenty of advertising freedom, and San José doesn't need any more eyesores. More importantly, we have a serious responsibility to be good stewards of our environment. As our democratically elected representatives, you are surely aware of this.

For the health of our environment and our community members alike, please reject the Airport Administration's recommendations and say NO to the two digital billboards at Norman Y. Mineta San José International Airport on Highway 101.

Sincerely,

Sean R. Mac Aodha



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City Council Meeting 11/30/21 Agenda Item 5.2 Digital Billboards

Judith Lessow-Hurley [REDACTED]

Tue 11/23/2021 5:49 PM

To: City Clerk <city.clerk@sanjoseca.gov>; info@billboardsno.org <info@billboardsno.org>

[External Email]



[External Email]

Dear City Council members,

I oppose the installation of new digital billboards in San Jose. I urge you to vote against approval of the Airport Billboard project and to declare a moratorium on all new billboards. Allowing these first digital billboards in San Jose the City will open the floodgates up to 22 or more billboards.

San Jose residents overwhelmingly oppose billboards on freeway facing property and on buildings downtown. Please listen to the people you represent and vote no on billboards.

Judith Hurley
Vendome Resident

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City Council Meeting 11/30/21 Agenda Item 5.2 Digital Billboards

yesdesa <[REDACTED]>

Tue 11/23/2021 6:20 PM

To: Jones, Chappie <Chappie.Jones@sanjoseca.gov>; Cohen, David <David.Cohen@sanjoseca.gov>; Davis, Dev <dev.davis@sanjoseca.gov>; Carrasco, Magdalena <Magdalena.Carrasco@sanjoseca.gov>; Mahan, Matt <Matt.Mahan@sanjoseca.gov>; Esparza, Maya <Maya.Esparza@sanjoseca.gov>; Foley, Pam <Pam.Foley@sanjoseca.gov>; Perez, Raul <Raul.Perez@sanjoseca.gov>; Liccardo, Sam <sam.liccardo@sanjoseca.gov>; Jimenez, Sergio <sergio.jimenez@sanjoseca.gov>; Arenas, Sylvia <sylvia.arenas@sanjoseca.gov>
Cc: City Clerk <city.clerk@sanjoseca.gov>; info@billboardsno.org <info@billboardsno.org>

[External Email]

[External Email]

Dear City Council members,

I am opposed to the installation of new digital billboards in San Jose and I urge you to vote to not approve the Airport Billboard project. San Jose is not Vegas! We don't need these bright, distracting billboards to add to the distraction of already distracted drivers.

Additionally, the City Council should declare a moratorium on new billboards and revisit Council Policy 6-4. By allowing these initial digital billboards in San Jose, (the first new billboards of any type since they were banned in 1985) the City will be opening the floodgates up to 22 or more billboards.

Earlier this year, more than 2,000 San Jose residents participated in a Planning Department survey regarding attitudes toward new billboards. Of those surveyed, 93% opposed billboards on freeway facing property and 80% opposed billboards on buildings downtown. Please listen to your constituents and the taxpayers! The percentages of "no" votes should confirm the community opposition to these "light blights!" Listen, please, to the residents of San Jose who want nothing to do with this initiative to light up the freeways, especially near and around downtown San Jose.

Thirty-six years ago, the City Council enacted a ban on new billboards. The ban was established based on the belief that beautification was the best way to encourage economic development. That is still true today.

Let's not spoil the unique character of our City and turn San Jose into Anyplace USA.

Thank you.

Sent from my Galaxy

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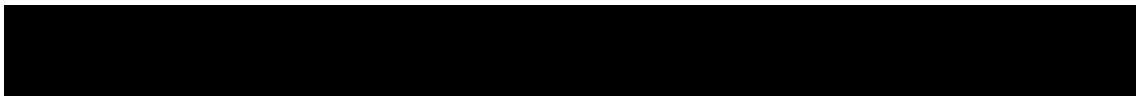
City Council Meeting 11/30/21 Agenda Item 5.2 Digital Billboards

Michael Hurley <[REDACTED]>

Tue 11/23/2021 8:27 PM

To: Jones, Chappie <Chappie.Jones@sanjoseca.gov>; +David.Cohen@sanjoseca.gov <+David.Cohen@sanjoseca.gov>; +dev.davis@sanjoseca.gov <+dev.davis@sanjoseca.gov>; +Magdalena.Carrasco@sanjoseca.gov <+Magdalena.Carrasco@sanjoseca.gov>; +Matt.Mahan@sanjoseca.gov <+Matt.Mahan@sanjoseca.gov>; +Maya.Esparza@sanjoseca.gov <+Maya.Esparza@sanjoseca.gov>; +Pam.Foley@sanjoseca.gov <+Pam.Foley@sanjoseca.gov>; +Raul.Peralez@sanjoseca.gov <+Raul.Peralez@sanjoseca.gov>; +sam.liccardo@sanjoseca.gov <+sam.liccardo@sanjoseca.gov>; +sergio.jimenez@sanjoseca.gov <+sergio.jimenez@sanjoseca.gov>; +sylvia.arenas@sanjoseca.gov <+sylvia.arenas@sanjoseca.gov>
Cc: City Clerk <city.clerk@sanjoseca.gov>; info@billboardsno.org <info@billboardsno.org>

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Dear City Council members,

Please vote AGAINST the ridiculous idea that San Jose should have more billboards!

Thank you.

Michael Hurley
[REDACTED]

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City Council Meeting 11/30/21 Agenda Item 5.2 Digital Billboards

Elise [REDACTED]

Wed 11/24/2021 12:01 AM

To: Jones, Chappie <Chappie.Jones@sanjoseca.gov>; Cohen, David <David.Cohen@sanjoseca.gov>; Davis, Dev <dev.davis@sanjoseca.gov>; Carrasco, Magdalena <Magdalena.Carrasco@sanjoseca.gov>; Mahan, Matt <Matt.Mahan@sanjoseca.gov>; Esparza, Maya <Maya.Esparza@sanjoseca.gov>; Foley, Pam <Pam.Foley@sanjoseca.gov>; Peralez, Raul <Raul.Peralez@sanjoseca.gov>; Liccardo, Sam <sam.liccardo@sanjoseca.gov>; Jimenez, Sergio <sergio.jimenez@sanjoseca.gov>; Arenas, Sylvia <sylvia.arenas@sanjoseca.gov>
Cc: City Clerk <city.clerk@sanjoseca.gov>; info@billboardsno.org <info@billboardsno.org>

[External Email]

[REDACTED]

[External Email]

Dear City Council members,

I am opposed to the installation of new digital billboards in San Jose and I urge you to vote to not approve the Airport Billboard project.

Additionally, the City Council should declare a moratorium on new billboards and revisit Council Policy 6-4. By allowing these initial digital billboards in San Jose, (the first new billboards of any type since they were banned in 1985) the City will be opening the floodgates up to 22 or more billboards.

Earlier this year, more than 2,000 San Jose residents participated in a Planning Department survey regarding attitudes toward new billboards. Of those surveyed, 93% opposed billboards on freeway facing property and 80% opposed billboards on buildings downtown.

Thirty-six years ago, the City Council enacted a ban on new billboards. The ban was established based on the belief that beautification was the best way to encourage economic development. That is still true today.

Let's not spoil the unique character of our City and turn San Jose into Anyplace USA.

Thank you.

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Fw: Opposition to digital billboards

City Clerk <city.clerk@sanjoseca.gov>

Tue 11/23/2021 8:38 AM

To: Agendadesk <Agendadesk@sanjoseca.gov>

From: Lisa Karpinski <[REDACTED]>**Sent:** Monday, November 22, 2021 8:39 PM**To:** Mmayoremail@sanjoseca.gov <Mmayoremail@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>; City Clerk <city.clerk@sanjoseca.gov>**Subject:** Opposition to digital billboards

[External Email]

Dear Mayor and City Council of San Jose,

As a life-time resident, I strongly oppose digital bill boards. I grew up valuing dark skies and am very concerned about these bill boards which distract drivers, causing accidents and unwanted light pollution.

- Best wishes,
Lisa

Lisa Karpinski
[REDACTED]

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City Council Meeting 11/30/21 Agenda Item 5.2 Digital Billboards

Sonia Nagda <[REDACTED]>

Tue 11/23/2021 8:17 AM

To: +David.Cohen@sanjoseca.gov <+David.Cohen@sanjoseca.gov>; +Magdalena.Carrasco@sanjoseca.gov <+Magdalena.Carrasco@sanjoseca.gov>; +Matt.Mahan@sanjoseca.gov <+Matt.Mahan@sanjoseca.gov>; +Maya.Esparza@sanjoseca.gov <+Maya.Esparza@sanjoseca.gov>; +Pam.Foley@sanjoseca.gov <+Pam.Foley@sanjoseca.gov>; +Raul.Peralez@sanjoseca.gov <+Raul.Peralez@sanjoseca.gov>; +dev.davis@sanjoseca.gov <+dev.davis@sanjoseca.gov>; +sam.liccardo@sanjoseca.gov <+sam.liccardo@sanjoseca.gov>; +sergio.jimenez@sanjoseca.gov <+sergio.jimenez@sanjoseca.gov>; +sylvia.arenas@sanjoseca.gov <+sylvia.arenas@sanjoseca.gov>; Jones, Chappie <Chappie.Jones@sanjoseca.gov>
Cc: City Clerk <city.clerk@sanjoseca.gov>; info@billboardsno.org <info@billboardsno.org>

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[REDACTED]

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Dear City Council members,

I am opposed to the installation of new digital billboards in San Jose and I urge you to vote to not approve the Airport Billboard project. Additionally, the City Council should declare a moratorium on new billboards and revisit Council Policy 6-4. By allowing these initial digital billboards in San Jose, (the first new billboards of any type since they were banned in 1985) the City will be opening the floodgates up to 22 or more billboards. Earlier this year, more than 2,000 San Jose residents participated in a Planning Department survey regarding attitudes toward new billboards. Of those surveyed, 93% opposed billboards on freeway facing property and 80% opposed billboards on buildings downtown. Thirty-six years ago, the City Council enacted a ban on new billboards. The ban was established based on the belief that beautification was the best way to encourage economic development. That is still true today. Let's not spoil the unique character of our City and turn San Jose into Anyplace USA.

Thank you,
Sonia Ashok, MD MPH

--

Sonia Nagda Ashok, MD MPH

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