



**REVISED COUNCIL POLICY 6-4
AND
AIRPORT DIGITAL BILLBOARD RFP**

Mukesh (Mookie) Patel, Director of Aviation

Chris Burton, Director of PBCE

Item # 5.1

November 19, 2024

Council Policy 6-4

(Adopted in September 2018)

- Confirms the City's continued interest in regulating Signs on City-owned land to promote an aesthetically pleasing environment.
- Provides Council policy directive to City staff on electronic billboards including implementing guidelines for electronic signs and billboards on City-owned land.
- Implementation Guidelines Include:
 - Minimum limitations on the location, number, type, size and height of signs including illumination requirements.
 - Establishes message limitations that the City may impose on signs
 - Describes the process for the approval of signs that may be allowed under the policy
 - Identifies 17 designated sites, of which, 4 are on Airport property

Revised Council Policy 6-4 Requirements

City Council Direction

February 15, 2022, and December 13, 2022

Amend Council Policy 6-4, Billboards on City-Owned land to incorporate:

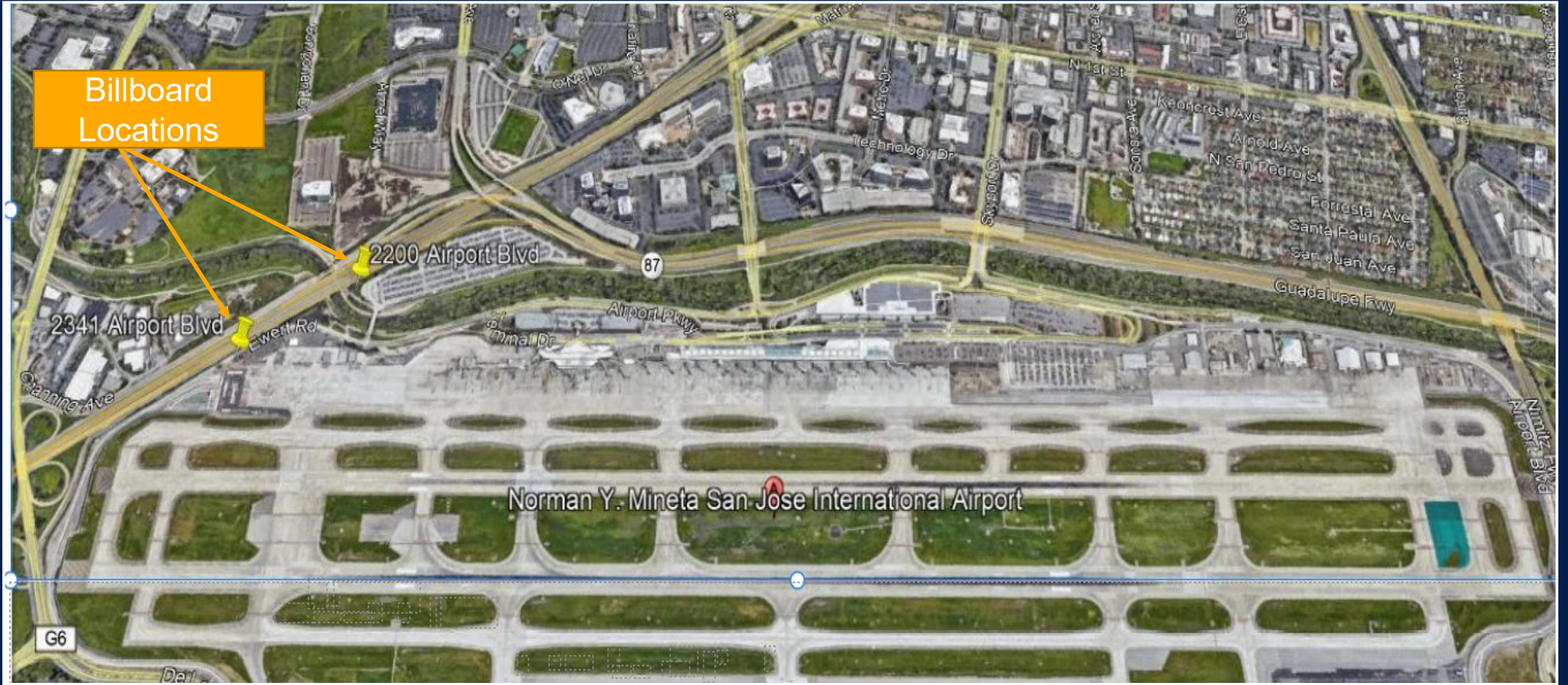
- 6:1 take down ratio for new digital billboards (for every new billboard that is installed, six existing billboards in the City would be required to be taken down).
- 5:1 tree replacement ratio if trees are removed. Trees to be planted in prioritized San José neighborhoods that lack adequate tree canopies and must be maintained for three years.
- Use 100% renewable San José Clean Energy.

RFP Goals and Objectives

1. Generate revenue for the San José Airport
2. Provide advertising time for the Airport at no cost to promote and market Airport initiatives. (e.g. new flights)
3. Eliminate visual clutter by reducing the overall billboards citywide from locations that are unsightly with surrounding land uses
4. Achieve Council Policy 6-4 replacement ratio for every tree removed to accommodate a billboard, prioritizing planting in San José neighborhoods with insufficient tree canopy coverage.

RFP Material Elements

- Free Standing Digital Sign Locations:
 - 1 free-standing digital sign at 2220 Airport Boulevard
 - 1 free-standing digital sign at 2341 Airport Boulevard
- Lease Term: 10-year term and one 10-year option to extend
- City/Airport Benefit:
 - Generate revenue to the Airport to include both a minimum annual guarantee and percent of revenue
 - Advertising time set aside for the sole purpose of promoting the Airport
- Commercial Advertising Policy:
 - Compliance with City and all public agency policies
 - Advertising will exclude content that is demeaning, profane, or adverse to the City
- Council Policy 6-4 Compliance:
 - 100% renewable San José Clean Energy
 - 5:1 tree removal policy
 - 6:1 billboard takedown per sign
 - All other terms outlined in Council Policy 6-4



Billboard Locations



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