

December 15, 2017

Honorable Mayor Sam Liccardo
Members of the City Council
200 East Santa Clara St., 14th Floor
San Jose, CA 95113

Re: Off-Premise Commercial Advertising on City-Owned Sites and Non-City Owned Sites

Dear Mayor and City Council Members:

Perhaps it is no surprise CCO agrees with the City direction to prioritize this billboard issue. CCO has worked quite successfully with many bay area cities where both entities achieved their goals. We would be glad to provide references to elected officials and staff of those communities.

The State of California and Caltrans created the methodology for a city and its planning department to negotiate the removal of existing billboards in exchange for the right to build new billboards (Bus Prof. Code 5412; 5443.5). These typically are in the form of a Relocation/Development Agreement. This was created specifically to enable City's to have this tool to help steer the City planning process without incurring added costs. For example, 8 years ago CCO had worked effectively with the city moving some billboards and building new elsewhere to clear a path needed for a new library and the City avoided any costs in that process.

CCO is flexible in negotiating the right ratio of removals using either a square footage ratio or number of structures/panel faces. Our goal would be to establish new billboards at freeway locations away from residential, while removing boards from surface streets in various parts of the City as negotiated. We can remove by council district where the new sign will be located, or more broadly distributed. It is important to recognize each specific proposed location would go through the normal detailed review process, performed by an outside consultant, along with staff review, then Planning Commission and then City Council for the Relocation/Development Agreement approval.

Today CCO has just under 300 billboard sign faces on approximately 200 structures within the City of San Jose. These are located throughout all ten of the City Council Districts (see attached map). The belief is that the removal of some of these existing billboards is a priority for the city. It is expected this will be facilitated by the changes to the sign ordinance and/or pursuant to negotiated relocation agreements to accomplish mutual goals. CCO is willing and able to participate with the City to accomplish this goal.

Thank you for your consideration. I will be in attendance at the Dec. 19, 2017, City Council meeting.

Sincerely,



Bruce Qualls
Vice President / Real Estate & Public Affairs

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