

## 11/30/21: Late Submittal - Item 5.2

Mitre, Betty <Betty.Mitre@sanjoseca.gov>

Fri 11/19/2021 9:48 AM

To: Agendadesk <Agendadesk@sanjoseca.gov>

Cc: Keyon, David <david.keyon@sanjoseca.gov>; Petersen, Adam <Adam.Petersen@sanjoseca.gov>

 1 attachments (51 KB)

Paul Lynam.pdf;

Good morning,

Please post the attached letter for item 5.2 -- Airport Digital Billboards item scheduled for City Council on 11/30.

Thank you,

**Betty Mitre**

Staff Specialist | Planning, Building & Code Enforcement

City of San José | 200 East Santa Clara Street

Email: [betty.mitre@sanjoseca.gov](mailto:betty.mitre@sanjoseca.gov)

November 17, 2021

Dear Mark,

Apologies for the delayed response. Unfortunately, due to pre-existing work commitments I simply did not have the time to fully consider the Zeiger report between receiving your request on Thursday night and the transmission of your rebuttal early on Friday afternoon.

I am afraid I cannot claim to have any great technical knowledge in as far as lighting engineering goes and I certainly have not had the chance to peruse the Zeiger report in depth. However, for what it's worth (and possibly for future reference) allow me to mention some of my broad brush impressions from scanning the Zeiger report:

- + I agree that the report may possibly be biased towards the billboard industry, since much of its inclusions and appendices appear to have been furnished by the industry/manufacturers and parroting the industry's message/agenda.
- + I'm not a lighting specialist, but the description of measuring in-the-field seems somewhat contrived, amateurish and unscientific.
- + I would strongly contest the Clear Channel slide entitled:

"LED: Contribute less to Sky Glow and Light Trespass"

As the very least, this statement is glib. At worst, it is misleading. It is most certainly factually incorrect:

Particularly in Santa Clara County, the introduction of LEDs \*worsen\* sky-glow:

- a) due to the cross-spectrum nature of LEDs (as opposed to discharge lamps).
- b) due to the "rebound effect" resulting proliferation of economic LED installations.

The directionality of the signs matters: From the perspective of Lick Observatory, aiming electronic billboards to face the road contributes \*more\* to light trespass, not less.

The contribution of horizontal louvres to suppression of sky glow is minimal and is more-than-outweighed by the surface area of the proposed billboards, their height and resulting beam path to the nearest surfaces: Ever-present aerosols (e.g. water vapor, particulates, etc.) preferentially

scatter and redirect light. Blue wavelengths scatter more than red wavelengths. The greater the path length from the point of emission to any opaque absorbent surface results in \*adding\* to the intensity of vexatious sky glow.

+ In describing the light produced by the billboards, several references are presented in comparison to "ambient" lighting. In my view, this completely misses the point:

Anthropogenic Light At Night (ALAN) produces negative consequences on flora, fauna, and human well-being. 99% of people in the US no longer experience a truly dark night. 37% of the people in the US do not use their natural night vision. Tragically, 80% of children born in the western world today will never know a night dark enough that they can see the Milky Way. Residents of the conurbations in the Santa Clara valley are no exception.

As more light fixtures are added to the ever-expanding conurbations, so the background/ambient scattered light increases. Certainly, the issue has worsened over time. In early October 2021, during the UN-sponsored international conference "Dark & Quiet Skies II" an acceleration in ALAN of between 49% and 270% was reported over the past 25 years. In specific areas (e.g. rapidly developing conurbations in the industrialized world) this figure could be as high as 400%.

Thus, any thresholding, comparative to ambient, only promises to exacerbate the fundamental problem of ever-increasing ALAN, albeit at some "pseudo-measured" rate: it becomes a "race to be the brightest".

With appreciation for your efforts to combat the proliferation of ALAN.

Sincerely,

Paul Lynam  
Astronomer  
UCO/Lick Observatory

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

City Clerk <city.clerk@sanjoseca.gov>

Mon 11/22/2021 6:43 AM

To: Agendadesk <Agendadesk@sanjoseca.gov>

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**From:** Julia Howlett [REDACTED]

**Sent:** Monday, November 22, 2021 6:19:43 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

[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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## Fwd: City Council Meeting 11/30/21 Agenda Item 5.2 Digital Billboards

City Clerk <city.clerk@sanjoseca.gov>

Mon 11/22/2021 6:43 AM

To: Agendadesk <Agendadesk@sanjoseca.gov>

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**From:** Kim Karcher [REDACTED]

**Sent:** Monday, November 22, 2021 4:07:44 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>; 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]

[External Email]

Dear City Council members,

I am a District 6 resident opposed to the installation of new digital billboards in San Jose and I urge you to vote to not approve the airport billboard project. For one thing, that project has too many exceptions: one being the relaxation of the requirement that new trees be planted where trees are being removed to accommodate the billboard structure. San Jose desperately needs trees.

Billboards do not improve the scenery anywhere. Although many of the existing static billboards in the city are unattractive, the issue is that billboards *in general* are unattractive. Trading static billboards for digital billboards will not help.

Predicating the need for digital billboards on the need to provide information of interest to the public is disingenuous. Where are the data showing that billboards would have improved any San Jose resident's understanding of HIV, Covid-19, homelessness, street sweeping, how city government works, a schedule for water restrictions, etc? Any of those topics probably deserves more publicity, not less, but trying to capture people's attention while they are driving is not the way to do it.

As elected representatives who set policies that shape the future, you should be looking down the road. Will your legacy be gigantic digital billboards? Once those billboards are up, they are not coming down.

Thank you.

Kim Karcher



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

City Clerk <city.clerk@sanjoseca.gov>

Mon 11/22/2021 6:43 AM

To: Agendadesk <Agendadesk@sanjoseca.gov>

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**From:** Nancy DeMattei [REDACTED]

**Sent:** Monday, November 22, 2021 12:02:26 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]

[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.

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Thank you.

Nancy

Sent from my iPhone

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

City Clerk <city.clerk@sanjoseca.gov>

Mon 11/22/2021 6:44 AM

To: Agendadesk <Agendadesk@sanjoseca.gov>

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**From:** Lysley Rollins [REDACTED]

**Sent:** Sunday, November 21, 2021 11:50:40 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>

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

[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.

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Thank you.

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

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Mon 11/22/2021 6:44 AM

**To:** Agendadesk <Agendadesk@sanjoseca.gov>

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**From:** t\_pham159 [REDACTED]**Sent:** Sunday, November 21, 2021 11:39:57 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>; 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]

[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.

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

City Clerk <city.clerk@sanjoseca.gov>

Mon 11/22/2021 6:44 AM

To: Agendadesk <Agendadesk@sanjoseca.gov>

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**From:** healthfitonline [REDACTED]

**Sent:** Sunday, November 21, 2021 11:33:30 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>; 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

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

City Clerk <city.clerk@sanjoseca.gov>

Mon 11/22/2021 6:44 AM

To: Agendadesk <Agendadesk@sanjoseca.gov>

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**From:** duckgirl Rose Walker [REDACTED]

**Sent:** Sunday, November 21, 2021 11:31:05 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>; 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

[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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**Fwd: City Council Meeting 11/30/21 Agenda Item 5.2 Digital Billboards**

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Mon 11/22/2021 6:44 AM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

---

**From:** Sage T. Gunderson [REDACTED]**Sent:** Sunday, November 21, 2021 11:20:18 PM**To:** City Clerk <city.clerk@sanjoseca.gov>**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. 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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## Fwd: City Council Meeting 11/30/21 Agenda Item 5.2 Digital Billboards

City Clerk <city.clerk@sanjoseca.gov>

Mon 11/22/2021 6:45 AM

To: Agendadesk <Agendadesk@sanjoseca.gov>

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**From:** María Hennessy [REDACTED]

**Sent:** Sunday, November 21, 2021 10:43:51 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>; 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]

[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.

Sent from my iPhone

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

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Mon 11/22/2021 6:45 AM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

---

**From:** Account [REDACTED]**Sent:** Sunday, November 21, 2021 10:25:18 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>; 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

[External Email]

Dear City Council members,

Like every neighbor I've spoken to about this, I am opposed to the installation of new digital billboards in San Jose and I urge you to not approve the Airport Billboard project.

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.

Thank you.

Lawrence &amp; BJ Bryan

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

City Clerk <city.clerk@sanjoseca.gov>

Mon 11/22/2021 6:45 AM

To: Agendadesk <Agendadesk@sanjoseca.gov>

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**From:** Christiaan Beekhuis <[REDACTED]>

**Sent:** Sunday, November 21, 2021 10:24:02 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>; 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

[External Email]

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City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Mon 11/22/2021 6:45 AM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

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**From:** Christiaan Beekhuis [REDACTED]**Sent:** Sunday, November 21, 2021 10:23:57 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>; 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

[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.

Sent from my iPhone

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

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Mon 11/22/2021 6:45 AM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

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**From:** Dave Poeschel <[REDACTED]>**Sent:** Sunday, November 21, 2021 10:14:54 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>**Subject:** City Council Meeting 11/30/21 Agenda Item 5.2 Digital Billboards

[External Email]

Dear Mayor Liccardo and City Council members,

Please respect policies intended to protect our riparian corridors from glare.

Please respect science and the health of your constituents; scientific studies have shown harmful effects of artificial light on the health of many animals including humans.

While some artificial light may be required at certain times and certain locations for visibility, electronic billboards are not.

Surveys have made it clear to you that residents do not want electronic billboards. Please put residents' interests before special interests.

Additionally, the City Council should declare a moratorium on new billboards and revisit Council Policy 6-4.

Sincerely,

Dave Poeschel  
[REDACTED]

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

City Clerk <city.clerk@sanjoseca.gov>

Mon 11/22/2021 6:45 AM

To: Agendadesk <Agendadesk@sanjoseca.gov>

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**From:** Sam Bejarano [REDACTED]

**Sent:** Sunday, November 21, 2021 10:08:31 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>

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

[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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**Fwd: City Council Meeting 11/30/21 Agenda Item 5.2 Digital Billboards**

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Mon 11/22/2021 6:45 AM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

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**From:** Mimi S [REDACTED]**Sent:** Sunday, November 21, 2021 9:56:47 PM**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

[External Email]

Dear City Council members,

I am a San Jose resident, worker, and student. I walked two precincts for CM Cohen leading up to his election

I am also a member of Orchard City Indivisible Environmental Justice Working group.

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

City Clerk <city.clerk@sanjoseca.gov>

Mon 11/22/2021 6:45 AM

To: Agendadesk <Agendadesk@sanjoseca.gov>

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**From:** melhenryjr\_2007 [REDACTED]

**Sent:** Sunday, November 21, 2021 9:53:54 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>; 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

[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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Let's not spoil the unique character of our City and turn San Jose into Anyplace USA. Please vote NO on billboards.

Thank you.

Sent from my Verizon, Samsung Galaxy smartphone

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

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Mon 11/22/2021 6:45 AM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

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**From:** Sandi Strouse [REDACTED]**Sent:** Sunday, November 21, 2021 9:40:31 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>; 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

[External Email]

Dear City Council members, <BR> <BR> 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. <BR> <BR> 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. <BR> <BR> 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. <BR> <BR> 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. <BR> <BR> Let's not spoil the unique character of our City and turn San Jose into Anyplace USA. <BR> <BR> Thank you. <BR>

Sent from my iPad

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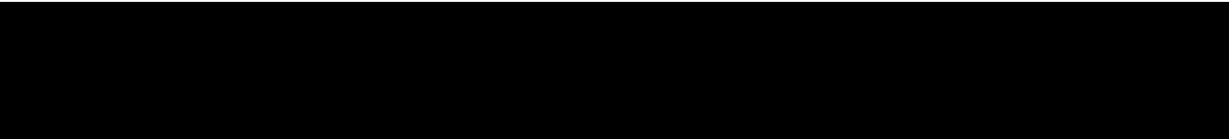
**Fwd: City Council Meeting 11/30/21 Agenda Item 5.2 Digital Billboards**

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Mon 11/22/2021 6:46 AM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

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**From:** Anna [REDACTED]**Sent:** Sunday, November 21, 2021 9:40:11 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>; 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  
[External Email]

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

Thank you.

Sent from my iPhone

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

City Clerk <city.clerk@sanjoseca.gov>

Mon 11/22/2021 6:46 AM

To: Agendadesk <Agendadesk@sanjoseca.gov>

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**From:** ANA VILLARREAL [REDACTED]

**Sent:** Sunday, November 21, 2021 9:31:00 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>; 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

[External Email]

Dear City Council members,

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Thank you.

Ana Gabriela Hermosillo

Sent from my iPhone

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

City Clerk <city.clerk@sanjoseca.gov>

Mon 11/22/2021 6:46 AM

To: Agendadesk <Agendadesk@sanjoseca.gov>

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**From:** johnfoster [REDACTED]

**Sent:** Sunday, November 21, 2021 9:30:19 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>

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

[External Email]

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

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Mon 11/22/2021 6:46 AM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

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**From:** Mike Wittig [REDACTED]**Sent:** Sunday, November 21, 2021 9:26:59 PM**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

[External Email]

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

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Mon 11/22/2021 6:46 AM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

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**From:** mariastaker [REDACTED]**Sent:** Sunday, November 21, 2021 9:25:40 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>; 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

[External Email]

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Thank you,

Maria Burrus

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

City Clerk <city.clerk@sanjoseca.gov>

Mon 11/22/2021 6:48 AM

To: Agendadesk <Agendadesk@sanjoseca.gov>

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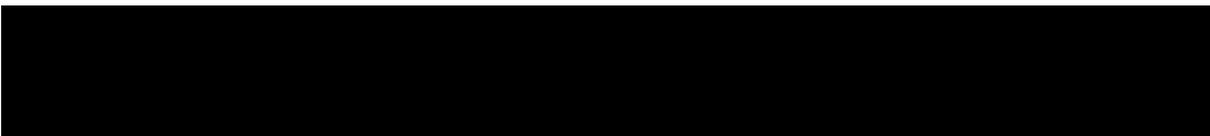
**From:** Brynn Johnson

**Sent:** Sunday, November 21, 2021 9:18:53 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>

**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.

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.

Brynn Johnson

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

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Mon 11/22/2021 6:48 AM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

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**From:** georgelcsw1 [REDACTED]**Sent:** Monday, November 22, 2021 6:45:39 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

[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.

Sent from my Galaxy

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

City Clerk <city.clerk@sanjoseca.gov>

Mon 11/22/2021 6:48 AM

To: Agendadesk <Agendadesk@sanjoseca.gov>

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**From:** Kris Franz [REDACTED]

**Sent:** Monday, November 22, 2021 6:46:17 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

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

Thank you.

Kirsten FRANZ  
Sent from my iPad

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

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Mon 11/22/2021 6:48 AM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

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**From:** paul derenia <[REDACTED]>**Sent:** Sunday, November 21, 2021 9:19:10 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>; 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]

[External Email]

Dear City Council members, <BR> <BR> 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. <BR> <BR> 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. <BR> <BR> 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. <BR> <BR> 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. <BR> <BR> Let's not spoil the unique character of our City and turn San Jose into Anyplace USA. <BR> <BR> Thank you. <BR> Please stop these billboards San Jose already have enough light pollution from all the led street lights. Please take the time to think on this one once you cross the line there's no going back. Listen to the people of San Jose we don't want these digital billboards not only are they light pollution but there a danger to everybody who drives by them. People have enough of trouble focusing on the road now your going to approve something that in the long run could cause injury or even death because someone driving trying to read these billboards and they cause an accident. The answer is simple do what the people want just say NO!

Sent from my iPhone

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

City Clerk <city.clerk@sanjoseca.gov>

Mon 11/22/2021 6:48 AM

To: Agendadesk <Agendadesk@sanjoseca.gov>

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**From:** Netta Anderson [REDACTED]

**Sent:** Sunday, November 21, 2021 9:15:59 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>

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

[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,  
Netta Anderson  
San Jose Small Business Owner

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

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Mon 11/22/2021 6:48 AM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

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**From:** Janet Gillis [REDACTED]**Sent:** Sunday, November 21, 2021 9:15:45 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>; 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

[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.

This is against the city's Zero Vision Policy.

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,

Janet Gillis

San Jose native

Sent from my iPad

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

City Clerk <city.clerk@sanjoseca.gov>

Mon 11/22/2021 6:48 AM

To: Agendadesk <Agendadesk@sanjoseca.gov>

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**From:** RC Lavia [REDACTED]

**Sent:** Sunday, November 21, 2021 9:15:08 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>; 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



[External Email]

Dear City Council members,

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

We are opposed to the installation of new digital billboards in San Jose and 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.

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.

Please vote no!

Thank you,  
Roseanna and Anthony Lavia  
San Jose CA

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

City Clerk <city.clerk@sanjoseca.gov>

Mon 11/22/2021 6:48 AM

To: Agendadesk <Agendadesk@sanjoseca.gov>

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**From:** vickie r [REDACTED]

**Sent:** Sunday, November 21, 2021 9:10:23 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>; 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]

[External Email]

Dear City Council members,  
Just because you can, doesn't mean you should.  
Please. No digital billboards. No billboards. Quit wasting your time and ours.

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.  
Victoria Rivard

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

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Mon 11/22/2021 6:48 AM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

---

**From:** susanne cellura <[REDACTED]>**Sent:** Sunday, November 21, 2021 9:02:59 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>; 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]

[External Email]

Dear City Council members, <BR> <BR> 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. <BR> <BR> 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. <BR> <BR> 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. <BR> <BR> 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. <BR> <BR> Let's not spoil the unique character of our City and turn San Jose into Anyplace USA. <BR> <BR> Thank you. <BR>

Sent from my iPhone

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

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Mon 11/22/2021 6:48 AM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

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**From:** Wanda [REDACTED]**Sent:** Sunday, November 21, 2021 9:01:12 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>; 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

[External Email]

Dear City Council members, <BR> <BR> 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. <BR> <BR> 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. <BR> <BR> 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. <BR> <BR> 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. <BR> <BR> Let's not spoil the unique character of our City and turn San Jose into Anyplace USA. <BR> <BR> Thank you. <BR>

Sent from my iPhone

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

City Clerk <city.clerk@sanjoseca.gov>

Mon 11/22/2021 6:48 AM

To: Agendadesk <Agendadesk@sanjoseca.gov>

---

**From:** Joseph Gemignani [REDACTED]

**Sent:** Sunday, November 21, 2021 8:59:03 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>; 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]

[External Email]

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Joseph (amateur weatherman)

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

City Clerk <city.clerk@sanjoseca.gov>

Mon 11/22/2021 6:49 AM

To: Agendadesk <Agendadesk@sanjoseca.gov>

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**From:** Randall Kirschman [REDACTED]

**Sent:** Sunday, November 21, 2021 8:49:03 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>

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

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

Pete Sclafani [REDACTED]

Mon 11/22/2021 4:14 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>; 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,

As a San José resident for almost 20 years, I am opposed to the installation of new digital billboards in 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 beloved City and continue to make an effort to be welcoming to our current and future residents while respecting our history.

Thank you,

Pete Sclafani

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sources.

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

City Clerk <city.clerk@sanjoseca.gov>

Mon 11/22/2021 6:58 AM

To: Agendadesk <Agendadesk@sanjoseca.gov>

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**From:** Gloie <[REDACTED]>

**Sent:** Monday, November 22, 2021 6:55:08 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

[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.

G. Collins

Sent from my iPhone

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

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Mon 11/22/2021 6:58 AM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

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**From:** Louise Leprohon [REDACTED]**Sent:** Sunday, November 21, 2021 9:25:41 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>; 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

[External Email]

Dear City Council members, <BR> <BR> 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. <BR> <BR> 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. <BR> <BR> 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. <BR> <BR> 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. <BR> <BR> Let's not spoil the unique character of our City and turn San Jose into Anyplace USA. <BR> <BR> Thank you. <BR>

Sent from my iPhone

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

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Mon 11/22/2021 7:24 AM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

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**From:** Julie Boggini [REDACTED]**Sent:** Monday, November 22, 2021 6:56:58 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  
  
[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.

Julie Boggini

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

City Clerk <city.clerk@sanjoseca.gov>

Mon 11/22/2021 7:24 AM

To: Agendadesk <Agendadesk@sanjoseca.gov>

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**From:** Elizabeth [REDACTED]

**Sent:** Monday, November 22, 2021 7:06:06 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

[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.

Elizabeth

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

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Mon 11/22/2021 7:41 AM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

**Office of the City Clerk | City of San José**200 E. Santa Clara St., Tower 14<sup>th</sup> Floor

San Jose, CA 95113

Main: 408-535-1260

Fax: 408-292-6207

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**From:** Kathy Richmond [REDACTED]**Sent:** Monday, November 22, 2021 7:38 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  
[REDACTED]

[External Email]

Dear City Council members,

I oppose 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 open the floodgates for 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: 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.

Do NOT spoil the unique character of our City with billboards please.

Thank you.

Kathy Richmond

San Jose, CA

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

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Mon 11/22/2021 7:41 AM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

**Office of the City Clerk | City of San José**200 E. Santa Clara St., Tower 14<sup>th</sup> Floor

San Jose, CA 95113

Main: 408-535-1260

Fax: 408-292-6207

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**From:** Mike Blaauw - [REDACTED]**Sent:** Monday, November 22, 2021 7:33 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.

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facing property and 80% opposed billboards on buildings downtown.

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

Thank you.

Sent from my iPad

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