



# Memorandum

**TO: COMMUNITY & ECONOMIC  
DEVELOPMENT COMMITTEE**

**FROM:** Rosalynn Hughey

**SUBJECT: OFF-PREMISE COMMERCIAL  
ADVERTISING ON CITY-OWNED  
SITES AND NON-CITY-OWNED SITES**

**DATE:** March 12, 2018

Approved

Date

March 16, 2018

## **RECOMMENDATION**

Accept a verbal report on workplan progress regarding off-premise commercial advertising on City-owned sites and expenditures for the development of this policy.

## **OUTCOME**

Committee members will receive an update on the development of the California Environmental Quality Act (CEQA) project description and site selection criteria, as well as the mapping of eligible sites. Staff will provide a timeline for General Plan Text Amendments, Zoning Code updates and the project RFI/RFP process. An update on the current project budget will also be provided.

## **BACKGROUND**

On November 27, 2017, staff presented a series of recommendations to the Community and Economic Development Committee (CEDC) on implementing the work plan to investigate removing existing barriers to off-premise (off-site) commercial advertising on City-owned and non-City-owned sites in the City of San José, and recommend that the City Council direct staff to implement a phased work plan which could allow:

- (a) New off-site advertising on City-owned sites throughout the City, including exchange of existing legal static billboards on other sites for new electronic billboards on city-owned sites;
- (b) Exchange of existing legal static to electronic billboards on non-City-owned existing freeway facing sites and new freeway facing sites in the North San José Development Policy Area;
- (c) New offsite advertising on non-City-owned sites in the Downtown Sign Zone, including exchange of existing legal static billboards on other sites for new electronic billboards in the Downtown Sign Zone.

On December 19, 2017, the City Council accepted the status report as recommended by CEDC, with additional direction as listed below:

1. Allow replacement of existing traditional billboards with a new electronic programmable billboard at a ratio of 4:1.
2. That staff continue to proactively consult with industry experts on the overall changes to the ordinance and the implementation of the program including:
  - a. The list of feasible sites for project development, and,
  - b. Consider a take-down requirement for all new billboards on City and non-City-owned property.
3. Report back no later than the first quarter of 2018 to the Community & Economic Development (CED) Committee with an update including current expenditures of the funding that has been allocated for this policy development.

/s/

ROSALYNN HUGHEY

Acting Director of Planning, Building and  
Code Enforcement

For general questions, please contact Michael Brilliot, Division Manager, at (408) 535-7831.

For questions regarding the Downtown Sign Intensification Program, please contact Blage Zelalich, Downtown Manager, at (408) 535-8172.