



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Councilmember Raul Peralez

SUBJECT: SEE BELOW

DATE: November 26, 2018

Approved by:

Date: 11/26/18

SUBJECT: Amendment to Title 23 of the San José Municipal Code (the Sign Code).

RECOMMENDATION

Accept staff recommendation and

1. Direct staff to align requirements with the current Council Priority work item on Off-Site Programmable Electronic Signs, specifically:
 - a. In regard to Sign Illumination:
 - i. Modify the tilt requirement to allow an alternative use of technology for mitigation if available (Phase 2)
 - ii. Remove the restriction on white or bright backgrounds or change from a restriction to guidance (Phase 2)
 - iii. Change the hours of non-operation to between 12:00 a.m. and 5:00 a.m (Phase 2)
 - b. Require applicants to ensure that all projects support the City's VisionZero Strategy and make adjustments, if needed, to maintain traffic safety.

BACKGROUND

Thank you staff for expeditiously bringing forth these recommendations. Many of us on Council know the arduous work required when modifying and updating Title 23 of Municipal Code. Most recently on September 25, we had a robust discussion on Phase 1 of the Council Priority work item related to Off-Site Programmable Electronic Signs following prioritization in 2015. Many of those recommendations approved were in consideration of the community's concerns such as the Lick Observatory's comments on light pollution and our traffic safety advocates on reducing distractions on the road.

It would be reasonable then that we would align those specific requirements in regards to this amendment of the sign code, that would also allow on-site programmable electronic signs.