

Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Kip Harkness

SUBJECT: SEE BELOW

DATE: February 22, 2021

Approved



Date

2/22/2021

SUPPLEMENTAL

**SUBJECT: SPECIAL MEETING OF THE CITY COUNCIL ON THE CITY
ROADMAP – FROM COVID TO RECOVERY**

REASON FOR SUPPLEMENTAL

The purpose of this supplemental memorandum is to provide additional information regarding the electronic billboards Council priority as it relates to the City Roadmap process.

ANALYSIS

The February 25, 2021 City Roadmap Special Meeting involves guidance for Fiscal Year (FY) 2021-2022 City Roadmap initiatives. It does not include the opportunity to revisit or revise the current FY 2020-2021 City Roadmap priorities, among which Council Policy Priority #3, Electronic Billboards, is included. For Phase 1 of this priority item, staff is currently evaluating responses to the Request for Proposals (RFP) and anticipates bringing forward recommendations to Council for consideration by June 2021. Phase 2 of the priority item includes three primary components: 1) freeway-facing electronic billboards in exchange for removal of static billboards, 2) building-mounted digital billboards within the Downtown Sign Intensification Zone, and 3) wayfinding signage and other advertising on City-owned streetscape amenities downtown. Completing the environmental analysis of potential non-City-owned sites is a major component of Phase 2. An Environmental Impact Report (EIR) is under review, which includes mapping of potential sites. Circulation for public review of the EIR and response to comments received during the circulation period are required prior to adoption of the proposed sign ordinance amendments. Staff anticipates bringing forward the sign ordinance amendments to Council for consideration in summer 2021. Should Council desire to revisit the scope of work for Phase 1 and/or Phase 2, it could agendaize the item for discussion at a future Council meeting.

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CONCLUSION

A roadmap is a prioritization framework to better align and focus limited resources – including limited leadership capacity – to tackle the most urgent and highest priority issues facing the City. The City Roadmap is an emerging prioritization process within the City of San José to deploy scarce resources to move our community’s vision for long-term recovery forward.

For the purposes of the City Roadmap this electronic billboard policy work is anticipated to be substantially complete by the end of FY 2020-2021, and therefore does not need to appear on the Draft Roadmap for FY 2021-2022. If the Council adopts the policy and directs staff to proceed with implementation, then that work can continue as part of departmental work plans without it needing to be included on the City Roadmap.

/s/

KIP HARKNESS

Deputy City Manager

For questions, please contact Rosalyn Hughey, Director of Planning, Building and Code Enforcement, at Rosalynn.Hughey@sanjoseca.gov.