



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Jen Baker
Chris Burton

SUBJECT: SEE BELOW

DATE: April 13, 2026

Approved

Date:

4/22/26

COUNCIL DISTRICT: 3

SUBJECT: Amendment to the Agreement with Clear Channel Outdoor LLC for Large Format Digital Signage on City-Owned Property

RECOMMENDATION

- (a) Adopt a resolution adopting an addendum to the Initial Study/Mitigated Negative Declaration for the Electronic Signs on City-Owned Property Initial Study – West Mission Street and Mabury Road Sites project (File No. ER23-052) and adopt the related Mitigation Monitoring and Reporting Plan.
- (b) Adopt a resolution authorizing the City Manager, or her designee, to negotiate and execute amendments to the lease agreements and any necessary supporting agreements with Clear Channel Outdoor LLC for the installation of two large format digital signs at Highway 87 and West Mission Street and 1404 Mabury Road.

SUMMARY AND OUTCOME

Acceptance of the recommendations above will allow for the placement of two large-format, free-standing, freeway-facing digital signs by Clear Channel Outdoor LLC on City-owned property in San José.

BACKGROUND

[City Council Policy 6-4 \(Signs on City-Owned Land\)](#)¹ allows billboards, programmable electronic signs, and signs displaying off-site commercial speech. City Council Policy 6-4 identifies 17 City-owned sites that could potentially accommodate up to 22 signs.

On June 17, 2025, City Council approved the placement of three freeway-facing, large-format digital signs on City-owned property at Highway 87 and West Mission Street (APN 259-04-019), 1404 Mabury Road (APN 254-01-004), and Highway 87 and Willow Street (APN 264-48-126) by Clear Channel Outdoor LLC and OutFront Foster LLC. These signs utilize digital technologies that allow real-time emergency and non-emergency notifications and City messaging to residents and generate revenue opportunities for the City. At the meeting, staff was authorized to negotiate and execute lease agreements and any necessary supporting agreements per the recommendation approved by City Council. Lease agreements were executed in September and December 2025.

After receiving City Council approval for the placement of a sign at Highway 87 and West Mission Street and 1404 Mabury Road, Clear Channel Outdoor LLC requested adjustments to the logistical parameters of the signs. These adjustments include increasing the overall height of the sign structure in both locations, a change in the direction of the sign at Highway 87 and West Mission Street, an adjustment to the height and the width of the sign face at Highway 87 and West Mission Street, and an adjustment to the width of the sign face at 1404 Mabury Road.

The proposed sign adjustments require supplemental environmental review as well as amendments to the current lease agreements for each location between the City of San José and Clear Channel Outdoor LLC.

ANALYSIS

Logistical adjustments are requested for two free-standing digital signs proposed at City-owned, freeway-facing locations in San José. These locations are Highway 87, West Mission Street, and 1404 Mabury Road. The table below outlines the requested adjustments in each location.

¹ <https://www.sanjoseca.gov/home/showpublisheddocument/50829/637153744794670000>

Table 1. Proposed Sign Adjustments

Parameters approved in 2025 IS/MND	2026 Modified Project	Change from 2025 Project
Highway 87 and West Mission Street		
Sign 14x48 (height x width)	Sign 17x59 (height x width)	+3' height, +11' width
South-facing	North-facing	Directional change
Structure 45' in height	Structure 60' in height	+15' height
Footprint approx. 6' diameter	Footprint approx. 7' diameter	+1' diameter
Excavation to a depth of 40'	Excavation to a depth of 40'	No change
1404 Mabury Road		
Sign 17x58 (height x width)	Sign 17x59 (height x width)	No change height, +1' width
Structure 45' in height	Structure 85' in height	+40' height
Footprint approx. 6' diameter	Footprint approx. 7' diameter	+1' diameter
Excavation to a depth of 40'	Excavation to a depth of 45'	+5' depth

Environmental Considerations and Clearance

On June 17, 2025, pursuant to the California Environmental Quality Act (CEQA), the City Council adopted the Initial Study/Mitigated Negative Declaration (IS/MND) for the Electronic Signs on City-Owned Property – West Mission Street and Mabury Road Sites Project. Following the adoption of the IS/MND, the project proponent proposed revisions to the project, including modifying the sign at the West Mission Site to a north-facing orientation and allowing for increased heights and sign face sizes at both locations. Pursuant to CEQA Guidelines Section 15164, an addendum and supporting technical documents were prepared in support of the proposed modifications to the approved project (the Addendum).

The Addendum and supporting documents will be posted to the project-specific [webpage](#)² on the City’s Environmental Review Documents website prior to the City Council meeting.

Amendments to Current Lease Agreements

Exhibit A (PREMISES), Exhibit B (PROPERTY DESCRIPTION), and Exhibit E (CONCEPTUAL DRAWING) of the lease agreements for each site, Highway 87 and West Mission Street, and 1404 Mabury Road, will be amended to reflect the changes in height, width, and direction of each sign as outlined in this memorandum. Other than the changes outlined in Table 1 above and those changes made to reflect the modified

² <https://www.sanjoseca.gov/your-government/departments-offices/planning-building-code-enforcement/planning-division/environmental-review/environmental-review-documents/electronic-signs-on-city-owned-property-freeway-sites>

HONORABLE MAYOR AND CITY COUNCIL

April 13, 2026

Subject: Amendment to the Agreement with Clear Channel LLC for Large Format Digital Signage on City-Owned Property

Page 4

height, width, and direction in the exhibits, all other provisions in the lease agreements will remain unchanged.

EVALUATION AND FOLLOW-UP

Staff will negotiate and execute amendments to the lease agreements and any necessary supporting agreements with Clear Channel Outdoor LLC consistent with the parameters outlined in this memorandum. Clear Channel Outdoor LLC will proceed with securing the necessary City permits associated with the installation of the proposed signs.

COORDINATION

This memorandum was coordinated with the City Attorney's Office and the City Manager's Budget Office.

PUBLIC OUTREACH

Pursuant to the Sign Approval Process outlined in City Council Policy 6-4, a notice of the public hearing was mailed to the owners and tenants of all properties located within 1,000 feet of each proposed sign location on April 3, 2026, and a notice of the public hearing was published in the San José Post - Record on April 7, 2026. Additionally, this memorandum will be posted on the City's Council Agenda website for the May 5, 2026 City Council meeting.

BOARD, COMMISSION, COMMITTEE RECOMMENDATION AND INPUT

No board, commission, or committee recommendation or input is associated with this action.

CEQA

Addendum to the Electronic Signs on City-Owned Property – West Mission Street and Mabury Road Sites Project Initial Study/Mitigated Negative Declaration (Resolution No. RES2025-255), File No. ER25-247.

HONORABLE MAYOR AND CITY COUNCIL

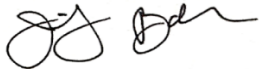
April 13, 2026

Subject: Amendment to the Agreement with Clear Channel LLC for Large Format Digital Signage on City-Owned Property

Page 5

PUBLIC SUBSIDY REPORTING

This item does not include a public subsidy as defined in section 53083 or 53083.1 of the California Government Code or the City's Open Government Resolution.



JEN BAKER
Director of the City Manager's
Office of Economic Development and
Cultural Affairs

/s/

CHRIS BURTON
Director, Department of Planning,
Building, and Code Enforcement

For questions, please contact Blage Zelalich, Deputy Director, City Manager's Office of Economic Development and Cultural Affairs at blage.zelalich@sanjoseca.gov or (408) 535-8172 and Cort Hitchens, Planner IV, Department of Planning, Building, and Code Enforcement at cort.hitchens@sanjosecagov or (408) 794-7386.