

San Jose Sign Code Update
Series III Meeting Notes
Community Meeting – Alum Rock Library

4 attendees
June 4, 2009; 7:00 pm
Alum Rock Library

BILLBOARDS

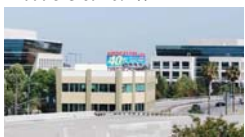
Billboard #1



Very favorable	2
Somewhat favorable	0
Somewhat unfavorable	2
Very unfavorable	0

- It is distracting; it is very bright
- It adds some excitement to the area; the area is too bland without it

Billboard #2



Very favorable	0
Somewhat favorable	3
Somewhat unfavorable	1
Very unfavorable	0

- It is coming off the building; don't like that.
- Yes it is a desirable location for the advertiser.

Billboard #3



Very favorable	2
Somewhat favorable	1
Somewhat unfavorable	1
Very unfavorable	0

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- It is distracting; bright colors are distracting
- If this were on 280 I would not be favorable to it; but since this is going into an urban area, I like it

Billboard #4



Very favorable	2
Somewhat favorable	2
Somewhat unfavorable	0
Very unfavorable	0

- Nicely placed

Billboard #5



Very favorable	3
Somewhat favorable	0
Somewhat unfavorable	1
Very unfavorable	0

- The color is unfavorable; too big; distracting

Billboard #6



Very favorable	2
Somewhat favorable	2
Somewhat unfavorable	0
Very unfavorable	0

- Its fine

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Billboard #7



Very favorable	2
Somewhat favorable	1
Somewhat unfavorable	1
Very unfavorable	0

- Lends interest and excitement to the area which I think is what we need

Billboard #8



Very favorable	3
Somewhat favorable	1
Somewhat unfavorable	0
Very unfavorable	0

- Impressive; eye catching which is the point

Billboard #9



Very favorable	1
Somewhat favorable	0
Somewhat unfavorable	2
Very unfavorable	0

- It takes away from the landscape; trees; it is a historic building
- Impressed by the discussion this morning – the sign going with the building
- Who will be watching this? Too high for the people walking by.

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Billboard #10



Very favorable	3
Somewhat favorable	1
Somewhat unfavorable	0
Very unfavorable	1

- Beautiful building

Billboard #11



Very favorable	2
Somewhat favorable	1
Somewhat unfavorable	1
Very unfavorable	0

- The color is not right; too much red

Billboard #12



Very favorable	3
Somewhat favorable	0
Somewhat unfavorable	0
Very unfavorable	1

- I'm reflecting the conversation from this morning; scale to high; bad building choice

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- It is out of the way so it isn't bothering anyone; quite a few people would miss it so it doesn't matter to the others who don't like it.

Billboard #13



Very favorable	2
Somewhat favorable	2
Somewhat unfavorable	0
Very unfavorable	0

- It is a little bit boring; nothing impressive about the area; all buildings are square

Billboard #14



Very favorable	2
Somewhat favorable	2
Somewhat unfavorable	0
Very unfavorable	0

- It blends in so well; you can't even tell; adds to the area

Billboard #15



Very favorable	1
Somewhat favorable	3
Somewhat unfavorable	0
Very unfavorable	0

- The scale is off – it is too big

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Billboard #16



Very favorable	3
Somewhat favorable	1
Somewhat unfavorable	0
Very unfavorable	0

- Looks like it belongs there

EXISTING BILLBOARDS

BILLBOARD REPLACEMENT REQUIREMENTS

Billboard replacement requirements

Strongly agree	0
Somewhat agree	2
Somewhat disagree	0
Strongly disagree	2

- What is the connection between the two – the connection between new billboards coming in – this should be a separate issue
- I don't want the city to get involved in getting rid of billboards; there must be some other way to do it

ELECTRONIC SIGNS ON MAJOR COMMERCIAL

Electronic sign #1



Very favorable	2
Somewhat favorable	0
Somewhat unfavorable	1
Very unfavorable	0

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- I think it is a bit too much; we should go to something simpler; what is meant to be attracting is not a distracting

Electronic sign #2



Very favorable	2
Somewhat favorable	0
Somewhat unfavorable	1
Very unfavorable	0

- Too much of these signs
- I think that there are signs already; when there are so many it is confusing and distracting to try and find what you want
- Every mall has a sign; it is too much
- How do you feel about it telling you where to shop?
 - I like way finding; we don't need to have these digital billboards

AMOUNT OF SIGNAGE DOWNTOWN

Downtown sign #1



Too much signage	1
Just the right amount of signage	2
Not enough signage	0

Downtown sign #2



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Too much signage	1
Just the right amount of signage	2
Not enough signage	0

Downtown sign #3 – just the right amount



Too much signage	0
Just the right amount of signage	3
Not enough signage	0

Downtown sign #4



Too much signage	2
Just the right amount of signage	1
Not enough signage	0

- If it were just the logo that would be fine, too much going on with the sign

Downtown sign #5



Too much signage	0
Just the right amount of signage	2
Not enough signage	1

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Downtown sign #6



Too much signage	2
Just the right amount of signage	2
Not enough signage	0

- In the windows also it is distracting.
- Can the city rule against that type of thing?
 - Yes, probably more than their allowed; it is an enforcement issue
 - They can have 25% of each
 - Enforcement is based on complaints, but generally the city is not using their enforcement officers for
- This is a quite common thing for fast food

Downtown sign #7



Too much signage	4
Just the right amount of signage	0
Not enough signage	0

- Too cluttered
- There is so much there that it fails to do what it is suppose to do
- There is no separation; all runs together