

A shortened version of the Phase II Visual Preference Survey was presented to the following Strong Neighborhood Initiative Neighborhood Action Coalitions (NACs). A total of 59 people participated in the survey.


- Mana NAC Meeting at Convention Center South Hall: May 7, 2009 :- 15 participants
- University NAC Meeting at Nordan High School: May 12, 2009 :- 9 participants
- Thirteenth Street NAC Meeting at Joyce Ellington Library May 21, 2009 :- 16 participants
- Five Wounds/Brookwood Terrace NAC Meeting at McKinley Neighborhood Center May 26, 2009 :- 10 participants
- Hensley Neighborhood SNI Meeting at North Side Community Center: May 26, 2009 :- 9 participants

General Comments:

- Supergraphics are fine as long as they are in small numbers and not covering any windows.
- If it is an ugly wall then supergraphic is the best solution.
- Whether they are billboards or supergraphics, they should be allowed in general in all commercial and industrial areas; but they should be for on-site advertising and not for off-site advertising.
- A-frame sign should be allowed in NBDs.


BILLBOARDS

Nike billboard above Niketown

	Very favorable	5
	Somewhat favorable	14
	Somewhat unfavorable	19
	Very unfavorable	21

- They block the cityscape.
- Depends on how many of these are in the same vicinity.
- Clutter skyline; concern about visual pollution.
- Doesn't fit with the architecture of the building.
- Not on historical buildings
- Would be OK for on-site advertising, but should not be for off-site advertising.
- Should not be viewed from residential buildings.


GAP pole billboard

	Very favorable	1
	Somewhat favorable	12
	Somewhat unfavorable	17
	Very unfavorable	29

- Too big and ugly; not in scale with human.


- Off-site advertising.
- Not in SJ Downtown.
- Doesn't belong near office building.
- Actually, such billboards depend upon the location; this one fits with its surrounding, I don't know how it looks in our city.

American Idol illuminated electronic sign over donut shop

	Very favorable	2
	Somewhat favorable	8
	Somewhat unfavorable	14
	Very unfavorable	35


- It's too dark and disturbing in dark.
- Safety concern; light brightness.
- Certainly not in residential areas.
- Out of scale, detracts from area.
- Digital signs don't require upkeep.

Oracle sign (electronic)

	Very favorable	18
	Somewhat favorable	29
	Somewhat unfavorable	7
	Very unfavorable	5

- Not in residential areas.
- Good design, good style and perfectly fits with the architecture of the building.
- Perfect location in terms of viewing from the freeway and in front of its venue.
- Should not be allowed for each stadium in the city.
- Digital sign is appropriate for events.

Statement: Billboards should be allowed in the downtown core

	Strongly agree	3
	Somewhat agree	16
	Somewhat disagree	10
	Strongly disagree	30


- Not in downtown because mostly all neighborhoods in Downtown are mixed use neighborhoods and by allowing billboards in commercial streets or in commercial zoned areas could hurt residential areas.
- May be OK in some places.

- Downtown as whole might be too much.
- Residential and historical areas should be valued/ protected.
- Don't like the concept of off-site advertising.
- No billboards in historical district.
- Billboards should not block views.
- This would take away something that people love about SJ.
- They should be only for local (Downtown local) businesses, they should not advertise any businesses located outside Downtown, should only advertise events and information containing Downtown activities and businesses.
- Downtown is a bit sterile now and billboards might add interest.

SUPERGRAPHICS


- Size could be an issue.
- Would like to see more creativity.

Geoffrey Beene sign near Burlington Coat Factory in San Francisco

	Very favorable	15
	Somewhat favorable	28
	Somewhat unfavorable	7
	Very unfavorable	9

- Depends on location. Not on a residential tower or in a residential area.
- Ok on blank wall in commercial area. This adds a lot to the neighborhood.
- A lot better than a blank wall.
- It is interesting, exciting and part of every city.
- The context of this sign fits with the aesthetic.

Pacific Bay Inn in SF

	Very favorable	16
	Somewhat favorable	25
	Somewhat unfavorable	8
	Very unfavorable	10


- It fits with the architecture of the building.
- It looks good and maintains the building originality, but the written part of the sign is too big and what about maintaining the sign?
- I like it because it is an on-site advertising.
- Like sign painted on building.

San Jose Sign Code Update
Visual Preference Survey

NAC Meetings

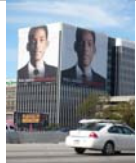
May 2009

H&M sign on Roosevelt Hotel

	Very favorable	2
	Somewhat favorable	9
	Somewhat unfavorable	13
	Very unfavorable	35

- Not good over windows.
- Not good on historical buildings.
- Does not fit with the architecture of the building.
- It is so large it overwhelms and detracts from building.


Will Smith Seven Pounds sign

	Very favorable	4
	Somewhat favorable	13
	Somewhat unfavorable	16
	Very unfavorable	26

- Too much, too bad, covering the windows and killing the architecture.
- It's good it is not illuminated.
- Sign should not cover windows.


FREEWAY PYLON SIGNS

AMC star sign

	Very favorable	13
	Somewhat favorable	24
	Somewhat unfavorable	14
	Very unfavorable	8


- It is an ugly sign; city should control the design and style of such signs.
- It's effective, creative, interesting and fun.
- I like it; it's a neon light sign.
- Perfect location for such sign; near freeway.

Pacific Commons Pylon sign

	Very favorable	10
	Somewhat favorable	25
	Somewhat unfavorable	9
	Very unfavorable	15


- It's visual clutter.
- Too many signs- can't read.
- Lack of variation.
- Raises safety concerns.
- Clean and good.
- Good wayfinding.

Serramonte Center programmable sign

	Very favorable	8
	Somewhat favorable	18
	Somewhat unfavorable	18
	Very unfavorable	15

- Distracting in dark. Would not like near Downtown.
- Concern about traffic safety.
- Too big and ugly.
- Only displays businesses name.
- Brightness should be controlled, especially during night time. (Discussed the IKEA sign brightness issue)
- Better than static sign. Less visual clutter.

Consumer Square sign


	Very favorable	5
	Somewhat favorable	11
	Somewhat unfavorable	17
	Very unfavorable	26

- Lumpy, visual clutter.
- Difficult to read.
- It depressing.

- Lack of interest, and boring.
- Good wayfinding.


ELECTRONIC PROGRAMMABLE SIGNS

Dot matrix panel with time

	Very favorable	15
	Somewhat favorable	18
	Somewhat unfavorable	16
	Very unfavorable	10


- Good for small businesses.
- Style and readability are OK.
- Can be done creatively.

Kodak Theater wraparound sign

	Very favorable	22
	Somewhat favorable	28
	Somewhat unfavorable	6
	Very unfavorable	3

- Style that fits with the building design.
- Small, interesting, informative, trendy, and not too bright.
- Its on-site advertising.
- We need this in the Downtown area.
- Good for local businesses.
- Appropriate for modern commercial building.
- If it is blinking sign then looks awful and too disturbing.
- Great sign.


Holland Christian School

	Very favorable	9
	Somewhat favorable	19
	Somewhat unfavorable	19
	Very unfavorable	12

- *Traffic safety concerns.*
- It should be small so it is not distracting.
- Not near residential areas.
- Should be only on *Commercial Street.*

A-FRAME SIGNS

Frosted cupcake and Eiffel Tower signs

	Very favorable	23
	Somewhat favorable	21
	Somewhat unfavorable	8
	Very unfavorable	7

- They obstruct pedestrian and handicapped access.
- Blow away with the wind.
- Quality of materials and design important.
- Good for small businesses.
- As long as they are clean and professionally made.
- Should be allowed in NBDs.
- Good wayfinding for pedestrians.