

San Jose Sign Code Update
Alternative Strategies for Static Billboards

	Strategy 1: Current Billboard Relocation Regulations	Strategy 2: Large On-Site Advertising Signs in Central Area of Downtown Core	Strategy 3: Billboards in the Central Area of Downtown Core	Strategy 4: Billboards in the Central Area of Downtown Core + Along SR-87 in the Downtown Core
Location	<ul style="list-style-type: none"> Relocated billboards not allowed within 660 ft. of a freeway. Discouraged in Downtown Core. 	<ul style="list-style-type: none"> Allow in Central Area of Downtown Core. 	<ul style="list-style-type: none"> Allow in Central Area of Downtown Core. 	<ul style="list-style-type: none"> Allow in Central Area of Downtown Core and along State Route 87 in the Downtown Core.
Onsite/Offsite Message Restriction	<ul style="list-style-type: none"> Both on-site and off-site messages 	<ul style="list-style-type: none"> Only on-site messages 	<ul style="list-style-type: none"> Both on-site and off-site messages 	<ul style="list-style-type: none"> Both on-site and off-site messages
Maximum Area	<ul style="list-style-type: none"> 700 sq ft 	<ul style="list-style-type: none"> 700 sq ft (14 x 50 ft) 	<ul style="list-style-type: none"> 700 sq ft (14 x 50 ft) 	<ul style="list-style-type: none"> 700 sq ft (14 x 50 ft)
Maximum Height	<ul style="list-style-type: none"> 36 ft 	<ul style="list-style-type: none"> Freestanding: 25 ft Bldg. attached: 30 ft 	<ul style="list-style-type: none"> Freestanding: 25 ft Bldg. attached: 30 ft 	<ul style="list-style-type: none"> Central Area: 25 ft freestanding, 30 ft building attached Along 87: 50 ft
Separation Requirement	<ul style="list-style-type: none"> Min. 600 feet from residential property recommended Min. 660 ft from any freeway required Min. 300 ft required from an existing billboard facing in the same direction along a street 	<ul style="list-style-type: none"> None 	<ul style="list-style-type: none"> Min. 200 ft from residential property unless screened from view by an intervening non-residential building Max. 2 signs within 500 ft radius 	<ul style="list-style-type: none"> Min. 200 ft from residential property unless screened from view by an intervening non-residential building Central area: max. 2 signs in 500 ft radius Within 300 ft of SR-87: min. 1000 ft separation
Relocation or Replacement Requirement	<ul style="list-style-type: none"> Relocation of existing billboards allowed on a 1:1 basis 	<ul style="list-style-type: none"> None 	<ul style="list-style-type: none"> Allow new billboards based on removal of existing billboards with minimum replacement ratio of 1:1 based on sq ft 	<ul style="list-style-type: none"> Allow new billboards based on removal of existing billboards with minimum replacement ratio of 1:1 based on sq ft

San Jose Sign Code Update
Alternative Strategies for Programmable Electronic (LED) Billboards

	Strategy 1: Current Large Programmable Electronic Billboard Prohibition	Strategy 2: Large Programmable Electronic Signs in the Downtown Core Central Area - On-site Messages Only	Strategy 3: Large Programmable Electronic Signs in the Central Area of Downtown Core – On & Off-site Messages	Strategy 4: Large Programmable Electronic signs in the Central Area of Downtown Core + Along SR-87 in DT Core
Location	<ul style="list-style-type: none"> Retain the current prohibition 	<ul style="list-style-type: none"> Allow in Central Area of Downtown Core 	<ul style="list-style-type: none"> Allow in Central Area of Downtown Core 	<ul style="list-style-type: none"> Allow in Central Area of Downtown Core & within 300 ft of SR 87 in the Downtown Core
Onsite/Offsite Message Restriction		<ul style="list-style-type: none"> Only on-site messages allowed 	<ul style="list-style-type: none"> Both on-site and off-site messages allowed 	<ul style="list-style-type: none"> Both on-site and off-site messages allowed
Maximum Area		<ul style="list-style-type: none"> 700 sq ft 	<ul style="list-style-type: none"> 700 sq ft 	<ul style="list-style-type: none"> 700 sq ft
Maximum Height		<ul style="list-style-type: none"> Freestanding: 25 ft Bldg. attached: 30 ft 	<ul style="list-style-type: none"> Freestanding: 25 ft Bldg. attached: 30 ft 	<ul style="list-style-type: none"> Central Area: 25 ft freestanding, 30 ft bldg. attached Along 87: 50 ft
Separation Requirement		<ul style="list-style-type: none"> None 	<ul style="list-style-type: none"> Min. 500 ft from residential property unless screened from view by an intervening non-residential building Max. 2 signs within 500 ft radius 	<ul style="list-style-type: none"> Min. 500 ft from residential property unless screened from view by an intervening non-residential building Central area: max. 2 signs within 500 ft radius Within 300 ft of SR-87: min. 1000 ft separation
Relocation or Replacement Requirement		<ul style="list-style-type: none"> None 	<ul style="list-style-type: none"> Allow new billboards based on removal of existing billboards with minimum replacement ratio of 5:1 based on sq ft 	<ul style="list-style-type: none"> Allow new billboards based on removal of existing billboards with minimum replacement ratio of 5:1 based on sq ft

San Jose Sign Code Update
Alternative Strategies for Programmable Electronic Signs

	Strategy 1: Retain Current Regulations	Strategy 2: Assembly Uses	Strategy 3: Major Commercial Streets	Strategy 4: Large Occupancy Frontages in the Downtown
Location	<ul style="list-style-type: none"> • Bldg. attached: allowed for large buildings Downtown & in Urban Mixed Use Sign Zone (UMUSZ) • Kiosk: on private sidewalk or plaza in Downtown & UMUSZ 	<ul style="list-style-type: none"> • Attached or freestanding for assembly uses (e.g., schools, churches, theaters, nightclubs, stadiums) 	<ul style="list-style-type: none"> • As freestanding signs in commercial zoning districts along streets ≥ 115 ft in width 	<ul style="list-style-type: none"> • As attached signs in the Downtown for large ground-floor tenant spaces on streets with posted traffic speed limits ≤ 35 mph
Onsite/Offsite Message Restriction	<ul style="list-style-type: none"> • None 	<ul style="list-style-type: none"> • Only on-site messages allowed 	<ul style="list-style-type: none"> • Only on-site messages allowed 	<ul style="list-style-type: none"> • Only on-site messages allowed
Maximum Area	18 sq ft per face	<ul style="list-style-type: none"> • Based on size of use 	<ul style="list-style-type: none"> • Based on current freestanding sign area regulations 	<ul style="list-style-type: none"> • 40 sq ft
Maximum Height	<ul style="list-style-type: none"> • Bldg. attached: 12 ft • Kiosk: 8 ft 	<ul style="list-style-type: none"> • Based on size of use 	<ul style="list-style-type: none"> • Based on current freestanding sign height regulations 	<ul style="list-style-type: none"> • No higher than elevation of second finished floor or 20 feet, whichever is greater

San Jose Sign Code Update
Alternative Strategies for Shopping Center Freeway Signs

	Strategy 1: Current Regulations	Strategy 2: Static Freeway Signs	Strategy 3: Programmable Electronic Signs
Location	<ul style="list-style-type: none"> • Retain the current regulations that do not allow large signs facing freeways 	<ul style="list-style-type: none"> • Shopping centers of 25 acres or more within 200 ft of a freeway 	<ul style="list-style-type: none"> • Shopping centers of 25 acres or more within 200 ft of a freeway
Onsite/Offsite Message Restriction		<ul style="list-style-type: none"> • Only on-site messages allowed 	<ul style="list-style-type: none"> • Only on-site messages allowed
Type of Sign		<ul style="list-style-type: none"> • Static sign (not digital/programmable) 	<ul style="list-style-type: none"> • Programmable Electronic Signs (message can change)
Maximum Area		<ul style="list-style-type: none"> • 200 sq ft 	<ul style="list-style-type: none"> • 200 sq ft
Maximum Height		<ul style="list-style-type: none"> • 40 ft or sign area ÷ 4 (whichever is less) 	<ul style="list-style-type: none"> • 40 ft or sign area ÷ by 4 (whichever is less)

San Jose Sign Code Update
Alternative Strategies for Supergraphics in the Downtown

	Strategy 1: Current Regulations	Strategy 2: Supergraphics as Temporary On-site Advertising	Strategy 3: Supergraphics as Permanent Changeable Advertising
Location	<ul style="list-style-type: none"> • No supergraphics permitted 	<ul style="list-style-type: none"> • Central Area of the Downtown Core on blank walls of buildings 	<ul style="list-style-type: none"> • Central Area of the Downtown Core on blank walls of buildings
Onsite/Offsite Message Restriction		<ul style="list-style-type: none"> • Only on-site messages allowed 	<ul style="list-style-type: none"> • Both on-site and off-site messages allowed
Duration		<ul style="list-style-type: none"> • Temporary basis 	<ul style="list-style-type: none"> • Permanent basis (sign replaced periodically; location approved for continuous display)
Maximum Area		<ul style="list-style-type: none"> • Max. coverage 80% of blank wall area 	<ul style="list-style-type: none"> • Max. coverage 80% of blank wall area
Maximum Height		<ul style="list-style-type: none"> • May not extend above roof or parapet 	<ul style="list-style-type: none"> • May not extend above roof or parapet