Welcome to the
Focus Group Meeting - 3
for File Nos. PP20-004 and ER20-054

Sign Code Changes for Off-Site Advertising, Electronic Billboards and signs displaying off-site commercial speech on non-City-owned sites – Phase 2

Thursday, **July 30, 2020** 6:30 p.m. - 8:00 p.m.

The Meeting will begin shortly

- The meeting will be recorded.
- If you would like to comment, please wait until the Open Forum and use the '**raise hand**' feature in Zoom conference call during that item or **click *9** on your phone. Staff will call out your name or phone number and prompt you to speak.
- Please visit the project page for additional information: www.sanjoseca.gov/activeeirs.
- Technical access issues – email Adam.Petersen@sanjoseca.gov

Zoom Information:	https://sanjoseca.zoom.us/j/98198278186	Call In Number +1 213 338 8477 or +1 408 638 0968 or 877 853 5257 (Toll Free) or 888 475 4499 (Toll Free	Meeting ID: 981-9827-8186

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Meeting Agenda

Introduction

- Focus Group 3 – Historic Preservation Groups/ other Stakeholders
  *Planning project web page - **https://bit.ly/SignOrdinanceUpdate***

Topics

- Key concerns and issues
- Programmable signs – Illumination parameters
- Recommended areas for signage/relocation

Timeline

- Next Steps

Open Forum

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Phase 2 - Project Overview

Sign Code Amendments (Title 23) to consider signage on non-City-owned sites - Phase 2

- **Free-standing** programmable billboard structures on specific freeway-facing sites.
- **Building-mounted** programmable signage and off-site commercial sign within Downtown Sign Intensification Zone and North San Jose Development Policy Area boundary(except urban villages).

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Phase 2 - Project Overview

Sign Code Amendments (Title 23) to allow signage on non-City-owned sites - Phase 2

- Signage on public right-of-way to allow off-premise commercial advertising along public amenities, street furniture, and transit facilities.
- Other considerations: Illumination parameters and change to the non-operating hours from 12:00 a.m.- 6:00 a.m. to 12:00 a.m.- 5:00 a.m. for illuminated and programmable signs.

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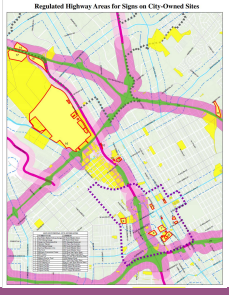
City Council Approval – September 2018

List of Potential City-owned sites - **Phase 1**

	APN	CURRENT USE	ADDRESS	SIGNS
1	259-34-039	San Pedro Market Parking Garage	45 North Market Street	2
2	467-21-002	CSJ Parking Garage	95 North Third Street	1
3	259-43-064	Center for Performing Arts	255 Almaden Boulevard	2
4	467-46-109	Hammer Theater	101 Paseo San Antonio	2
5	467-46-097	CSJ Parking Garage	280 South Second Street	1
6	259-40-066	San Jose Museum of Art	110 South Market Street	1
7	259-42-023	The Tech	201 South Market Street	1
8	264-29-113	McEnery Convention Center	150 West San Carlos Street	2
9	259-28-043	SAP Center	525 West Santa Clara Street	2
10	230-37-020	Vacant Lot (Near National Guard)	Hwy 87 and West Hedding Street	1
11	254-01-004	Mabury Service Yard	1404 Mabury Road	1
12	259-06-054	CSJ Parking Lot	737 North San Pedro Street	1
13	259-04-019	CSJ Parking Lot	Hwy 87 and West Mission Street	1
14	101-03-009	Airport Facility	2500 Seaboard Avenue	1
15	230-01-058	Airport Facility	2200 Airport Boulevard	1
16	230-46-065	Airport Facility	1128 Coleman Avenue	1
17	230-02-021	Airport Facility	2341 Airport Boulevard	1

**All sites located within 1000 feet of commercial/ industrial activity.*

Regulated Highway Areas for Signs on City-Owned Sites



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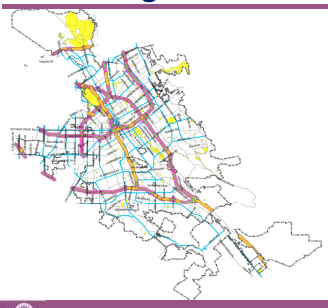
Off-Site Signs - State/ Federal Regulations



PHASE 1 – City-owned sites

Regulated Highway Areas City-wide for Signage

- Freeway Non-Landscaped Area Penalty Buffered
- City Owned Parcels
- Principal Arterials
- Freeway Landscaped Area
- Freeway Landscaped Buffered

ILLUSTRATIVE ONLY
NOT TO BE USED FOR ANY LEGAL PURPOSE
Map is a snapshot in time that reflects best available data as of October 19, 2017

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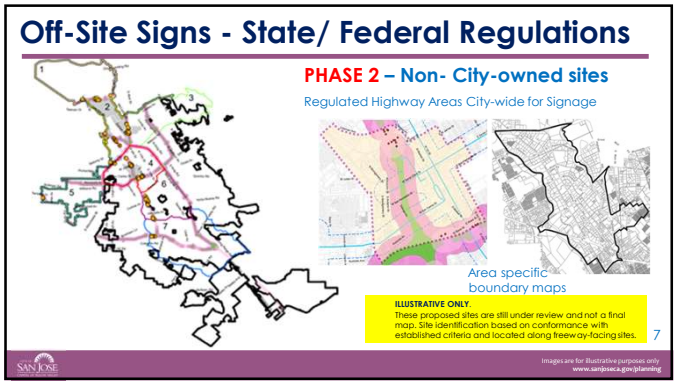
Off-Site Signs - State/ Federal Regulations
PHASE 2 – Non- City-owned sites
Regulated Highway Areas City-wide for Signage
Area specific boundary maps
ILLUSTRATIVE ONLY.
These proposed sites are still under review and not a final map. Site identification based on conformance with established criteria and located along freeway-facing sites.
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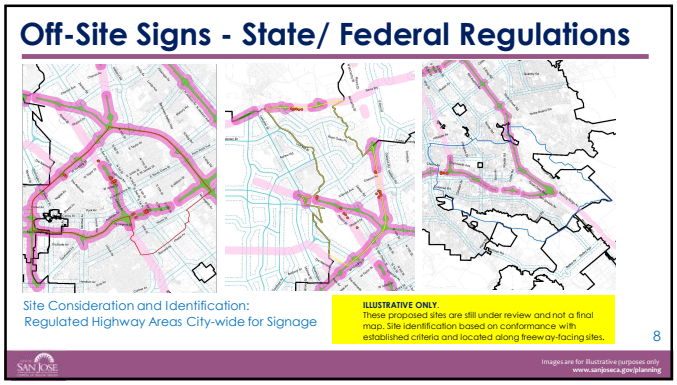
Off-Site Signs - State/ Federal Regulations
Site Consideration and Identification:
Regulated Highway Areas City-wide for Signage
ILLUSTRATIVE ONLY.
These proposed sites are still under review and not a final map. Site identification based on conformance with established criteria and located along freeway-facing sites.
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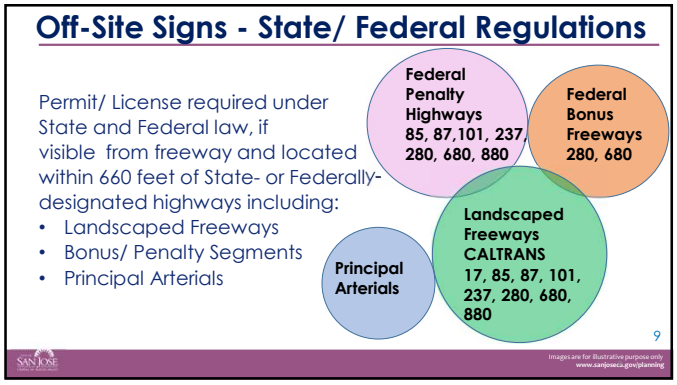
Off-Site Signs - State/ Federal Regulations
Permit/ License required under State and Federal law, if visible from freeway and located within 660 feet of State- or Federally-designated highways including:
• Landscaped Freeways
• Bonus/ Penalty Segments
• Principal Arterials
Federal Penalty Highways 85, 87,101, 237, 280, 680, 880
Federal Bonus Freeways 280, 680
Landscaped Freeways CALTRANS 17, 85, 87, 101, 237, 280, 680, 880
Principal Arterials
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Outreach

Prior **Phase I** outreach and public engagement

Community Meeting 1: July 13, 2020

Additional virtual focus group meetings scheduled in July 2020 (Thursday, **July 23**; Monday, **July 27**; Thursday, **July 30**)

- Environmental groups
- Sign companies
- Lick Observatory
- Stakeholders

Community Meeting 2: **September 2020**

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Next Steps

What's next?

Environmental Review	Planning Commission Hearing	City Council Hearing
Fall 2020 20 Day Public Circulation: Public Comment	**Fall 2020** PC /CC Notice Public Comment at PC	**Fall 2020** Public Comment at CC

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Public Comment/Open Forum

Have a question or comment? Please use the "Raise Hand" feature on Zoom.
If you are joining us through the Zoom Webinar link or click *9 on your phone if you are calling in.

1:48

City staff will queue speakers. City staff will then call out name or last three digits of phone number – please unmute yourself when you hear your name/number called. After we confirm your audio is working your allotted time will begin. Each speaker will have two minutes.

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Meeting Adjournment

Contact us!

Planning (PP20-004)
Project Manager: Aparna Ankola
Email: Aparna.Ankola@sanjoseca.gov

Environmental (ER20-054)
Environmental Planner
Email: Adam.Petersen@sanjoseca.gov

Thanks for joining us!

*Planning project web page- **https://bit.ly/SignOrdinanceUpdate***
*Environmental project web page-**www.sanjoseca.gov/activeeirs***

Virtual Engagement Survey:
https://forms.gle/5gsvAwxFaQLyLKreA

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Thank you

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