BACKGROUND

Occasionally, public and quasi-public facilities need off-site directional signs to identify and locate difficult-to-find sites.

PURPOSE

It is the intent of this policy to specify the minimum requirements necessary for public or quasi-public facilities located within the City of San José to qualify for off-site directional signs within public rights-of-way.

POLICY

1. The Director of Traffic Operations has the authority to designate the locations where off-site directional signs are to be installed.
2. Directional signs shall be approved only if the public or quasi-public facility is located:
   (a) On minor streets* in a rural area.
   *A "minor street" shall mean a street that is used or is intended to be used for the primary purpose of providing access to abutting property and serving local, as distinguished from through, traffic.
   A minor street is any street that is not designated as a major street on the major thorough-fare map of the adopted General Plan of the City of San José.
   (b) On minor streets in urban areas where the site is difficult to find because of the neighborhood street patterns.
3. Maximum number of signs permitted for any public or quasi-public facility shall be two.
4. Sign approval will be:
   (a) For a limited time period when such limitation is specified in the approval; or
   (b) Until the requesting tenant is no longer at the specified location; or
   (c) The permit is revoked.
5. Approved signs will be designed and installed by the Traffic Operations Department.
6. The public or quasi-public facility shall be required to enter into the necessary agreements with the City of San José and pay the full cost incurred by the City for fabrication, installation and maintenance of the sign(s).

PROCEDURE

All requests for off-site directional signs within public right-of-way shall be filed with the Director of Traffic Operations. The request shall be in letter form and shall include a map showing the public or quasi-public facility and the proposed directional sign location(s).
The Director of Traffic Operations will review the request for conformance with the above policy criteria and will determine if off-site directional signs are to be installed. Request denials shall be appealed directly to the Council.