



COUNCIL AGENDA: 01-10-06
ITEM: 9.4(b)

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Paul Krutko

SUBJECT: Banners Around San Jose
State University Campus

DATE: December 19, 2005

Approved

Ray Wines

Date

01/03/06

COUNCIL DISTRICT: District 3

RECOMMENDATION

Adoption of a Resolution authorizing the City Manager to place banners in the public right of way delineating the boundary of the San Jose State University (SJSU) campus and to execute an agreement with SJSU to implement the same, all in a manner consistent with the elements and overall vision described in this memorandum.

This project is aligned with the recommendations of Economic Development Strategy #3: "Develop Strategic Partnerships with San Jose State and Other Universities to Drive Innovation and Economic Impact."

BACKGROUND

San Jose State University and the City are working together to leverage assets, drive economic and community impact, and mutually raise the awareness and stature of San Jose in the Bay Area, California, and nationally.

The University and City Administration have been working closely since adoption of the Economic Development Strategy in November 2003 to identify and implement collaborative projects. An important shared goal is to raise the visibility and stature of the University and the City locally, regionally, nationally, and internationally. Another important goal is to support the University's desire to increase on-campus living options and improve the student and alumni experience; this can have strong positive benefits for San Jose's Downtown.

San Jose State's leadership would like to place identification banners surrounding the core campus on the light standards, providing assistance to students and the public regarding the location of the boundaries of the campus. This includes the streets 10th Street, San Fernando, 4th Street, and San Salvador.

ANALYSIS

The City sign ordinance prohibits anyone other than the City from placing signs in the public right of way, and places limits on the dimensions of any banners placed in the public right of way. The purpose of these provisions is to preserve the aesthetics and to allow the City to retain control of signage in the public right of way.

The City has a Temporary Banner Program, administered by the Office of Cultural Affairs, wherein the City will hang banners on light poles on behalf of events and organizations for promotional purposes for a fixed duration. The SJSU banners do not fit within the Temporary Banner Program in that the banners would remain in place longer than the Temporary Banner Program allows, and the banners in the Temporary Banner Program are tied to short-term events, which is not the case in this situation.

Therefore, City staff is seeking separate authority from City Council to place the SJSU banners on the light poles located adjacent to the SJSU campus and to leave these banners in place indefinitely as enhanced public informational and wayfinding signage in the area.

By clearly identifying the University, the banners will provide important information as well as directional benefits to pedestrians, drivers, and cyclists.

City staff (OED/OCA) and the University have identified the following parameters for the University banner initiative which would be set forth in an agreement between SJSU and the City:

- University banners would include the university logo and the letters "SJSU" (see attached design) in order to facilitate vehicular and pedestrian way-finding.
- The City would install the banners on no more than 44 City light poles surrounding the campus.
- The design and materials of the banners would meet the requirements of the City's Temporary Banner Program (e.g., size, placement), and would use the same or better hardware as all other banners allowed in the public right of way.
- Of the 44 City light poles identified for University Banners, every other one would be included in the City's Temporary Banner Program pole location inventory. For temporary special events, the City may remove these University banners and replace them with banners for the temporary special event. These temporary special event banners will be processed through the City's Temporary Banner Program. At the completion of the temporary special event, City would re-hang the University banners. Similarly, the University can apply to the Temporary Banner program for approval to hang banners on every other pole for University events, such as Homecoming and the sesquicentennial celebration.
- City is not obligated to accept or in any way approve the University banner design prior to production.
- The University will pay the following costs: banner production, hardware materials and installation costs for 25 light poles that need banner hardware, and for the initial

installation of the University banners on all 44 poles – all of which is estimated to cost approximately \$15,000.

- The term of the Agreement would be equal to the approximate useful life of the banners. If the banners deteriorate, fade or otherwise are damaged during the term, the City and SJSU will meet to discuss payment for the costs of replacements. If no consensus is reached, the City would be authorized to remove the banners.

PUBLIC OUTREACH

No public outreach.

COORDINATION

This memo has been coordinate with the Office of Cultural Affairs; the Department of Planning, Building, and Code Enforcement; Department of Transportation, and the City Attorney's Office.

COST IMPLICATIONS

San Jose State University will submit fees of approximately \$8,200 to cover the City's cost to install banners. The City's fee schedule includes the following fees for banner installation: \$38 per installation to install banners on poles that have banner hardware; and \$57 per hour plus materials to install banners on poles that do not have the banner hardware. The installation will be completed by the Department of Transportation. San Jose State University will be responsible for cost to prepare the banners.

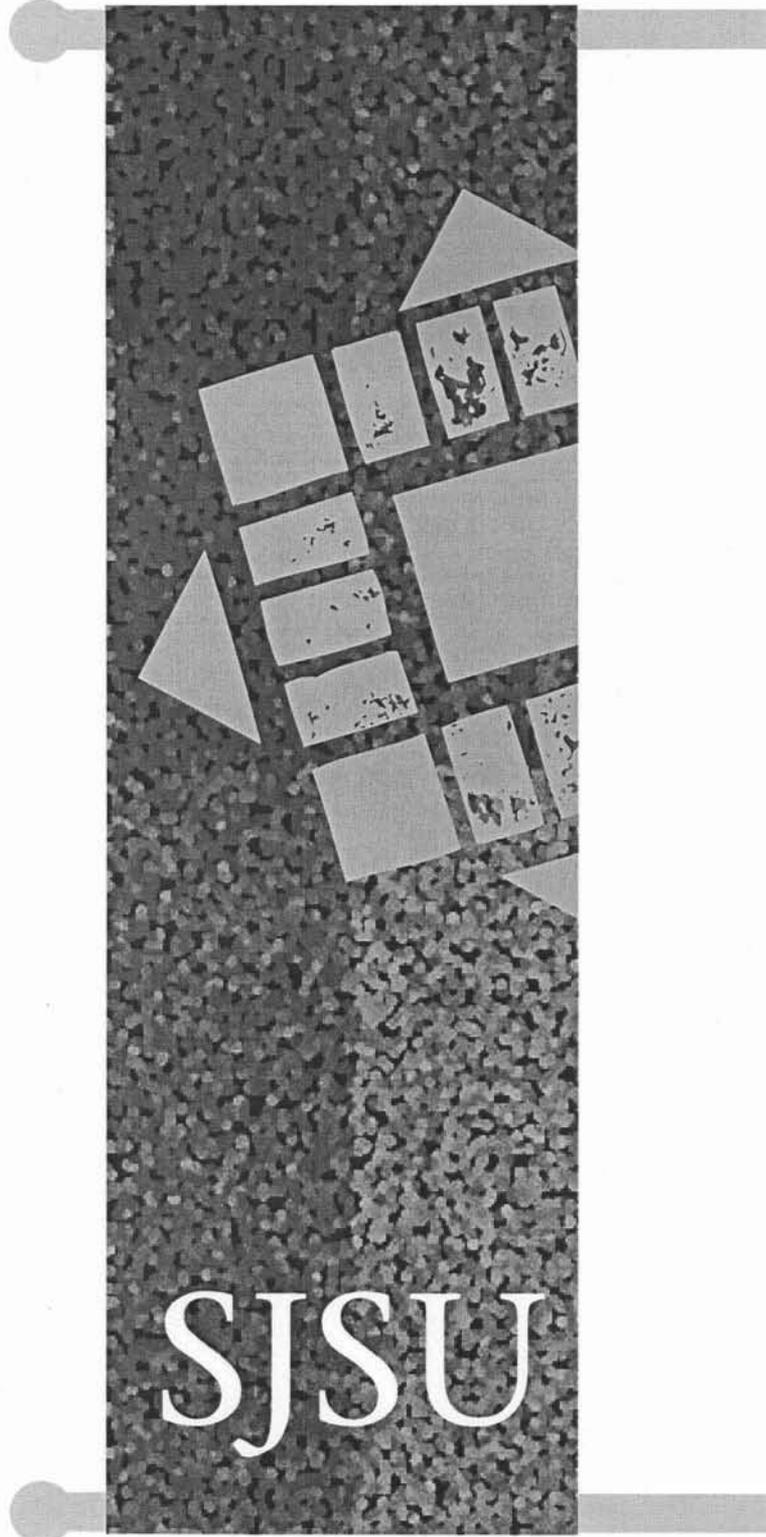
CEQA

Exempt, File No. PP05-285

Attachment



PAUL KRUTKO
Director, Office of Economic Development





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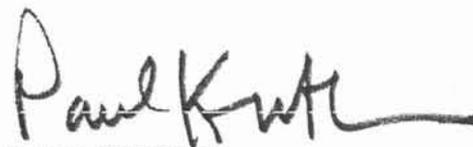
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