



Memorandum

TO: HONORABLE MAYOR AND
AND CITY COUNCIL

FROM: Joseph Horwedel

SUBJECT: SEE BELOW

DATE: June 1, 2010

Approved

Date

6/2/10

COUNCIL DISTRICT: Citywide
SNI AREA: All

SUBJECT

AN ORDINANCE AMENDING TITLE 23 OF THE SAN JOSE MUNICIPAL CODE TO REVISE CHAPTERS 23.02 AND 23.04 TO ALLOW FREEWAY SIGNS FOR LARGE SHOPPING CENTERS, ALLOW ATTACHED SIGNS TO FACE A FREEWAY; ESTABLISH OPERATIONAL REQUIREMENTS FOR PROGRAMMABLE ELECTRONIC SIGNS, ESTABLISH THE SAN PEDRO SQUARE SIGNAGE AREA AND ASSOCIATED SIGN REGULATIONS FOR THAT AREA, MODIFY THE REQUIREMENTS FOR FIN AND VERTICAL PROJECTING SIGNS IN THE DOWNTOWN SIGN ZONE, ALLOW ARCADE SIGNS IN THE DOWNTOWN SIGN ZONE; ALLOW ARCHITECTURAL SIGN CLUSTERS FOR LARGE PARCELS, ESTABLISH REGULATIONS PERTAINING TO COMMERCIAL MESSAGES, AND MAKE OTHER RELATED AND CLERICAL MODIFICATIONS.

RECOMMENDATION

Staff recommends that the City Council approve an ordinance amending Title 23 (the Sign Ordinance) of the San Jose Municipal Code to:

- Allow Freeway Signs for large shopping centers;
- Establish operational requirements for Programmable Electronic Signs;
- Allow attached signs to face a freeway;
- Modify the requirements for Fin Signs and Vertical Projecting Signs in the Downtown Sign Zone;
- Establish and provide sign regulations for the San Pedro Square Signage Area;
- Allow Architectural Sign Clusters for large parcels in the commercial and industrial zoning districts;
- Provide regulations for commercial messages; and
- Make other related and clerical modifications.

OUTCOME

With approval of this ordinance, the City Council would adopt specific sign regulations implementing prior Council direction regarding the Preferred Strategy for the Sign Code Update. These regulations would allow implementation of signs that further the City's objectives for visually vibrant development, successful commercial businesses and attractive streetscapes without undue visual clutter.

BACKGROUND

The City Council considered staff recommendations and gave direction regarding the Preferred Strategy for the Sign Code Update on January 12, February 2, March 2, March 23, and May 4, 2010. Council direction regarding the Preferred Strategy is summarized in its entirety in Attachment A. The current proposed ordinance addresses those elements of the Preferred Strategy that are most immediately time sensitive, including the following:

- Establishing Freeway Signs for large shopping centers;
- Establishing operational requirements for Programmable Electronic Signs;
- Allowing attached signs to face freeways;
- Revising requirements for Fin Signs, Vertical Projecting Signs, and Arcade Signs in the Downtown Sign Zone;
- Establishing the San Pedro Square Signage Area and associated regulations;
- Allowing Architectural Sign Clusters for large sites in the commercial and industrial zoning districts; and
- Providing regulations governing commercial messages.

Additional sign ordinance amendments consistent with Council direction will be brought forward for consideration by the City Council later this year.

ANALYSIS

Freeway Signs

On January 12, 2010, the City Council directed staff to provide regulations for Freeway Signs as part of the Sign Code Update as follows:

- Allow Freeway Signs for shopping centers of 15 acres or more in size that are located within 200 feet of a freeway.
- Eliminate existing restrictions on these signs facing freeways.
- Revise the height limit of 60 feet to ensure that the height regulations take into consideration the elevation of the adjacent freeway.
- Allow a maximum sign area of 400 square feet. Allow a digital sign component (Programmable Electronic Sign) to comprise up to 60% of the total sign area.

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- Develop regulations to address traffic safety and compatibility with sensitive uses.
- Allow on-site or non-commercial messages only.

The Council provided direction regarding two additional Freeway Sign issues, i.e., exploring the ability to display off-site messages for nearby large businesses and exploring alternatives for a design review process that includes a community meeting for Freeway Signs which exceed the height and area parameters otherwise applicable. These issues are not addressed by the current ordinance but will be included in future analysis.

Proposed Ordinance

The notable elements of the proposed regulations for Freeway Signs include:

- A height exception;
- Proximity of a shopping center to a freeway;
- Compatibility measures;
- Operational requirements for Programmable Electronic Signs (PES);
- Sign measurement methodology; and
- Permit requirements.

The proposed ordinance also allows attached signs to face a freeway. These issues are discussed below.

Height Exception. The draft ordinance specifies a maximum sign height for Freeway Signs of 60 feet, a height that is anticipated to provide adequate visibility for a Freeway Sign where there is no significant grade differential between the sign location and the freeway. As directed by the Council, staff has included a provision that allows an increase in the height of a sign where there is a significant difference (10 feet or more) between the existing grade elevation at the location of the sign and the elevation of the freeway. In such a situation, the proposed ordinance authorizes the Planning Director to allow an increase in the height of the sign to a maximum of 80 feet if the Director determines that compliance with the general height requirements will significantly obscure visibility of the sign from the freeway and that the visibility issue cannot be solved by moving the sign.

Shopping Center Proximity to a Freeway. The draft ordinance allows Freeway Signs for shopping centers of 15 acres or more that are located within 250 feet of a Freeway Travel Lane¹. This provision is designed to ensure that a shopping center would qualify for a Freeway Sign only if the center is located relatively close to the main body of the freeway. Staff is recommending that the maximum distance be increased from 200 to 250 feet to account for any freeway landscaping or other right-of-way area located between the travel lanes and the adjacent private property.

Compatibility Measures. Consistent with Council direction, the proposed regulations include measures to ensure compatibility of Freeway Signs with residential and other sensitive land uses.

¹ "Freeway travel lane" means any freeway lane that is a through lane, any lane providing direct connection from that freeway to another freeway, and any other freeway lane or portion thereof, such as an off-ramp, that is parallel to and within thirty (30) feet of a through lane of that freeway.

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The regulations require that Freeway Signs be located a minimum of 150 feet from any residence; that the illuminated face of a Freeway Sign be oriented to the freeway and away from residences to the maximum extent feasible; and that freeway signs be located as close as possible to the freeway. Close proximity to the freeway avoids potential visual impacts on uses that might otherwise be located between the sign and the freeway. In addition to these measures, the operational requirements proposed for Programmable Electronic Signs would further protect sensitive uses by: 1) prohibiting flashing, blinking and other effects that give the impression of animation, and 2) by requiring automatic dimming technology to adjust the brightness of the sign relative to the level of ambient light (i.e., less bright at night). These measures are discussed further below.

Operational Requirements for Programmable Electronic Signs (PES). The proposed ordinance allows a Freeway Sign to include a Programmable Electronic Sign that constitutes up to 60% of the total area of the sign. The proposed ordinance includes operational requirements applicable to all programmable electronic signs, including Freeway Signs. These regulations are focused on minimizing potential driver distraction that may be associated with Programmable Electronic Signs by 1) prohibiting animated and audio messages, 2) limiting sign brightness (requiring automatic dimming technology that limits illumination levels relative to ambient light levels), 3) specifying minimum display times of eight seconds per message for signs along a freeway and four seconds per message for any other PES, 4) requiring instantaneous transitions between messages and requiring that each sign message be complete in itself and not extend onto a subsequent message.

Sign Measurement Methodology. Currently the Sign Ordinance provides that the area of a two-sided sign where the sides are no more than two feet apart is calculated based on a single side. Freeway Signs, which need to be significantly larger than other allowed freestanding signage, are proposed to extend to a maximum height of 60 feet and a maximum area of 400 square feet. The current two-foot distance is not proportional to the scale of these larger signs. To account for this, the proposed ordinance allows the area of a two-sided Freeway Sign to be based on the area of a single side of the sign provided the two sign faces are no more than five feet apart. In addition, the ordinance includes a provision that allows "V-shaped" signs to be measured based on a single side if the two sides of the sign form an angle between the sign faces of no more than 30 degrees. This angle does not allow the two sign faces to be viewed at the same time. The latter provision is proposed to apply to all types of signs.

Permit Requirements. Most signs are currently approved through a Sign Permit Adjustment process that does not require a public hearing and is typically completed by staff over the counter or within a day or two. The proposed ordinance requires a development permit process for approval of a Freeway Sign. Such a process would allow for a more thorough review of a freeway sign proposal, including review by the Department of Transportation, and would allow for community outreach appropriate to these large and prominent structures. Freeway Signs would also require building and electrical permits.

Allowing Signs to Face a Freeway. The proposed ordinance revises the current regulations to allow Freeway Signs for large shopping centers to face the freeway. In addition, the ordinance

allocates attached signage for building frontages along a freeway and eliminates the current prohibition on attached signs facing a freeway in conformance with Council direction.

The proposed regulations provide an opportunity for large shopping centers near freeways, including Valley Fair, Oakridge Mall, Almaden Fashion Plaza, the @First Shopping Center and other large retail facilities near freeways, to display signs that are in scale with the large size of these facilities and commensurate with their freeway locations and allow buildings along freeways to have attached signage on a freeway frontage. The ordinance provides sufficient safeguards, to the extent that information on this topic has been reported in the relevant literature to date, to ensure that the signs do not negatively impact adjacent uses or result in unsafe levels of driver distraction.

Fin Signs, Vertical Projecting Signs and Arcade Signs in the Downtown Sign Zone

Consistent with Council direction, the proposed ordinance provides minor modifications to the requirements of Vertical Projecting Signs² and Fin Signs³ in the Downtown Sign Zone and allows Arcade Signs⁴ in the Downtown Sign Zone. These amendments allow Vertical Projecting Signs to be located on a building both higher (up to 70 feet) and lower (as low as 15 feet for signs of 100 square feet or less in area), and also allow both Vertical Projecting Signs and Fin Signs to project above the top of a building. The projection above the building for Vertical Projecting Signs is limited to a maximum of 10 feet, subject to the overall height limit of 70 feet. Projection above the building for Fin Signs is limited to 25 percent of the vertical dimension of the sign and is subject to a maximum height of 30 feet. Arcade Signs, which are currently allowed in the commercial and industrial zoning districts, are proposed to be allowed in the Downtown Sign Zone as well.

The proposed ordinance amendments allow greater flexibility for the display of these pedestrian-oriented sign types without increasing the overall amount of signage allowed for a building or parcel.

San Pedro Square Signage Area

On March 23, 2010, the City Council directed that staff explore establishment of a San Pedro Square Signage Area to provide sign regulations suitable to the unique characteristics of this particular area.

The area bounded by West Santa Clara Street, Almaden Avenue, West Saint John Street and San Pedro Street, is characterized by a collection of small-scale, mostly historic buildings set within open plazas. Historic buildings in this block include the Peralta Adobe, the oldest Spanish structure in the City, which is on the National Register of Historic Places and is both a State and City Landmark. Seven other buildings within the area are eligible for or have been designated as

² "Vertical Projecting Sign" means a projecting sign located vertically along several floors on the façade of a building.

³ "Fin sign" means a two-sided sign perpendicular to the building and intended to be viewed from the side.

⁴ "Arcade sign" means a sign that is suspended from the ceiling of a covered walkway and oriented perpendicular to the building face.

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National, State or City Historic Landmarks worthy of preservation (see Attachment B). New development approved for the northerly end of the block has been kept small in scale to ensure compatibility with and so as not to overwhelm the existing historic buildings. This block of low-scale historic buildings surrounded by much taller and more intense urban development, which is at its most intense in the Downtown, is unique in San Jose. While taller buildings are expected to continue to be constructed in surrounding Downtown areas, preservation of this existing group of lower-level, historic buildings is likely to continue to constrain the scale of new development in the San Pedro Square area.

Due to this atypical combination of small-scale development hemmed in by much taller condominium and office buildings in the surrounding areas of the intensely developed urban core of the City, namely its Downtown, staff is recommending establishment of the San Pedro Square Signage Area with regulations commensurate with the physical characteristics of the area. These regulations provide specific measures designed to improve the visibility of signs on an island of low-scale, single-story buildings surrounded by the taller, more intense, urban highrises of the Downtown by allowing:

- taller signs (including fin signs that extend significantly above the building)
- roof signs (otherwise allowed only on tall buildings)
- larger single signs (increasing the maximum size of a single sign and changing the method of measuring a roof sign)

Staff is not recommending any increase in the overall sign area allowed for a building or parcel in the San Pedro Square Signage Area. The current sign standard of 2.5 square feet per foot of building frontage has proven more than adequate for much taller buildings in the Downtown Sign Zone and appears to be adequate for the larger/taller roof and fin signs needed to ensure appropriate visibility in this unique area. The proposed regulations are described in greater detail below. With the exception of these specific regulations, San Pedro Square Signage Area would continue to be subject to the requirements of the Downtown Sign Zone.

Sign Height. Fin Signs for single-story buildings in the San Pedro Square Signage Area are proposed to be allowed to extend above the 30-foot height limit otherwise applicable in the Downtown Sign Zone to a maximum height of 40 feet, and such signs are proposed to be allowed to project above the top of a building without the 25% limitation proposed for the Downtown Sign Zone. These regulations would allow the major portion of a Fin Sign to extend above the top of a single-story building, subject to the proposed 40-foot maximum height limit and any building safety considerations.

Roof Signs⁵. The Sign Ordinance currently allows Roof Signs only on tall buildings. The proposed regulations allow roof signs for single-story buildings in the proposed San Pedro Square Signage Area subject to a height limit of 10 feet above the cornice or parapet of the building. This provision would allow for roof signs like a sample sign that has been suggested by an applicant for the San Pedro Square Urban Market (see Attachment C).

⁵ "Roof Sign" means a sign which projects above the wall of a building (including a ground-level structure attached to a building) or is located above the lowest point of a sloped roof.

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Maximum Area of a Single Sign. The Sign Ordinance currently limits the size of a single sign in the Downtown Sign Zone to 1.5 square feet of sign area for each linear foot of occupancy frontage on which the sign is located, thereby tying the size of the sign to the length of the building face on which it is located. The proposed regulations increase the maximum area of a single sign on a one-story building in the San Pedro Square Signage Area to 2.25 square feet per foot of occupancy frontage; however, the maximum limit on all signage on an occupancy frontage is retained at 2.5 square feet per foot of occupancy frontage, the same as other areas of the Downtown. The proposed provision allows greater flexibility for the configuration of signage on a building without allowing more overall signage than would be allowed for a similar building located elsewhere in the Downtown Sign Zone.

Measurement of a Roof Sign. The proposed regulations also include a change in the methodology for measuring the area of a roof sign that would be applicable for the proposed San Pedro Square Signage area and Citywide. Currently the area of a sign includes the background on which the sign message is displayed, and if the message is made up of individual sign segments (such as individual channel letters), the sign is measured by drawing a polygon around the total sign (maximum of ten lines) and then the area of the polygon is measured. The proposed amendment would allow an alternative measurement method for any roof sign that consists of noncontiguous segments that are silhouetted against an open-air background or against an open air lattice framework that is at least 75% open. For such a sign, the measurement would include only the actual area of the individual sign segments (such as individual letters). This methodology reflects the fact that a sign silhouetted against an open or mostly open air background is less visually prominent than a roof sign with a solid background. One of the suggested San Pedro Urban Market signs provides an example of a roof sign consisting of individual segments silhouetted against an open lattice background (see Attachment C). This sign measures approximately 800 square feet based on the current methodology, which would include the background, and approximately 200 square feet based on the proposed methodology that takes into account the more "open air" background.

The proposed ordinance provides regulations that are carefully calibrated to the unique physical characteristics of the San Pedro Square Signage Area while continuing to allow consistent amounts of overall sign area for all buildings in the Downtown Sign Zone.

Architectural Sign Clusters

The City Council directed that staff prepare amendments to the Sign Ordinance to provide greater flexibility for integration of signage with architectural landscape features such as fountains and walls.

The proposed ordinance allows Architectural Sign Clusters for parcels of 15 acres or more in size in the industrial and commercial zoning districts in lieu of an otherwise-allowed freestanding sign. The proposed regulations allow such a Sign Cluster to consist of up to three freestanding or attached signs subject to the sign area permitted for the otherwise-allowed freestanding sign; specify a height limit of 20 feet for any sign within an Architectural Sign Cluster; require that the individual signs in a cluster be separated by no more than 30 feet; and limit the total number of Architectural Sign Clusters on a parcel to a maximum of three.

These provisions allow shopping centers, industrial campuses and other large parcels greater flexibility in implementing decorative entry features that incorporate signage without increasing the amount of overall sign area allowed for a parcel.

On-Site and Off-Site Commercial Messages

The City Council directed staff to maintain the billboard ban and to limit other signage to on-site or non-commercial messages.

The proposed ordinance includes proposed definitions of on-site and off-site commercial speech and expressly prohibits signs from displaying off-site commercial messages, consistent with this Council direction.

EVALUATION AND FOLLOW-UP

Staff will return to the City Council later this year with additional amendments to the Sign Ordinance consistent with Council direction for the Preferred Sign Code Update Strategy.

POLICY ALTERNATIVES

The City Council considered alternatives to the proposed ordinance amendments prior to providing direction on the Preferred Sign Code Update Strategy. In addition, the Council may consider the following alternatives regarding specific elements of the proposed regulations.

Alternative #1: Revise the requirements that determine qualification of a shopping center for a Freeway Sign so that the maximum allowed distance of the shopping center from the freeway is measured from the edge of the closest freeway right-of-way, including any off ramp, regardless of how far such right-of-way extends from the main body of the freeway.

Pros: More shopping centers would be able to implement Freeway Signs.

Cons: Some Freeway Signs would be located a significant distance from a freeway, such that these large illuminated signs would be oriented to other land uses (potentially including sensitive uses) located between the shopping center and the freeway and would allow large freeway-scale signs to be located along City streets rather than adjacent to a freeway.

Reason for not Recommending: Locating Freeway Signs further from a freeway would increase the potential for land use incompatibility and result in oversized signs on City streets.

Alternative #2: Increase the overall allowed amount of sign area for occupancy frontages in the proposed San Pedro Square Signage Area from 2.5 square feet per foot of occupancy frontage to 3.0 square feet per foot of occupancy frontage.

Pros: Businesses within the San Pedro Square Signage Area would have greater flexibility for implementing signage.

Cons: There is no apparent rationale why small buildings in the San Pedro Square Signage Area should qualify for more overall signage than other buildings within the larger Downtown Sign Zone.

Reason for not Recommending: There is no rationale for allowing more signage in the San Pedro Square Signage Area than in the remainder of the Downtown Sign Zone.

PUBLIC OUTREACH/INTEREST

- Criteria 1:** Requires Council action on the use of public funds equal to \$1 million or greater.
- Criteria 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
- Criteria 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach.

Public outreach for this proposal conforms to the Public Outreach Policy. A notice of the public hearing for this ordinance was emailed to a list of community groups, other organizations, business interests, sign industry representatives and interested individuals, and was posted on the City's website. Staff held a public information meeting to discuss the proposed ordinance with interested members of the public. Additional public outreach for the Sign Code Update conducted over a five-month period included a total of 8 community meetings; 15 focus group/stakeholder meetings; meetings with 5 Strong Neighborhood Initiative Groups, with representatives of the outdoor advertising industry and with the Chamber of Commerce; and an Internet Visual Preference Survey of San Jose residents. In addition, staff has discussed specific issues regarding the proposed ordinance with numerous individuals and development representatives to obtain input regarding specific regulations. This staff report and attachments are available for review on the City's website. Written comments received from Tom Sawyer and Herbert Miller, both dated May 15, 2010, are attached.

COORDINATION

This proposal was coordinated with the City Attorney's Office, the Redevelopment Agency, the Office of Economic Development, and the Department of Transportation.

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FISCAL/POLICY ALIGNMENT

This project is consistent with applicable General Plan Urban Design policies that promote vibrant urban development.

COST SUMMARY/IMPLICATIONS

Not applicable.

BUDGET REFERENCE

Not applicable.

CEQA Negative Declaration, File No. PP10-111

/s/

JOSEPH HORWEDEL, DIRECTOR
Planning, Building and Code Enforcement

For questions please contact Carol Hamilton, Senior Planner, at 408-535-7837.

Attachments:

- Attachment A - Council Direction Regarding the Preferred Strategy for the Sign Code Update
- Attachment B – Proposed San Pedro Square Signage Subarea
- Attachment C – Rendering of the Proposed San Pedro Square Market Icon Sign
- Attachment D – Public Correspondence

ATTACHMENT A

Council Direction Regarding the Preferred Strategy for the Sign Code Update

Table A-1. Key Signage Issues

1. Billboards

- Retain the existing billboard ban.
- Explore revisions to current regulations for the relocation of existing legal non-conforming billboards to ensure that they allow for and encourage relocation of billboards from residential areas to more appropriate commercial locations.
- Explore measures to ensure better maintenance of existing billboards.

2. Freeway Signs

- Allow freeway signs for shopping centers of 15 acres or more in size that are located within 200 feet of a freeway.
- Eliminate existing restriction on signs facing freeways.
- Revise the recommended height limit of 60 feet to ensure that the height regulations take into consideration the elevation of the adjacent freeway.
- Allow a maximum sign area of 400 square feet. Allow a digital sign component to comprise up to 60% of the total sign area.
- Develop regulations to address traffic safety and compatibility with sensitive uses.
- Allow on-site or non-commercial messages only.
- Explore the ability to have off-site messages for nearby large businesses.
- Explore alternatives for a design review process with a community meeting for freeway signs that exceed the height and area parameters.

3. Programmable Electronic Signs

Programmable Electronic Signs for Large Ground-Floor Spaces in the Downtown

- Allow one attached digital sign component for each ground floor occupancy frontage of 100+ linear feet (to a maximum of two signs); or one attached sign for any ground floor occupancy with a total frontage of 150+ linear feet on two or more streets. Allow the area of the digital sign component to be up to 50 square feet and up to 50% of the total sign area. Allow on-site or non-commercial messages only. Develop parameters to address driver distraction and sensitive uses.
Provide a sign exception that allows the digital sign component to exceed 50% of the total sign area if the sign achieves specific criteria intended to reflect a high quality of design. Include a presumption that the exception should not be granted to emphasize the importance of the criteria.

Programmable Electronic Signs for Assembly Uses

- Allow digital signs for assembly uses with a maximum building occupancy of 500 or more. Link sign area to size of assembly use. Develop regulations to address traffic safety and compatibility with sensitive uses. Allow on-site or non-commercial messages only.
- Explore options for allowing off-site messages for very large assembly uses.

Programmable Electronic Signs for Specific Commercial Areas (Stevens Creek Boulevard Signage Area, Capitol Expressway Auto Mall Signage Area, Proposed Blossom Hill Road Signage Area)

- Establish a 3-year pilot program to allow digital sign components on freestanding signs within a subarea of the Stevens Creek Boulevard Signage Area. Allow one sign per each parcel with a frontage of 300 feet or more on Stevens Creek Boulevard or a parcel size of 5 acres or more. Allow digital sign component to comprise up to 60% of the total area of a sign. Allow on-site or non-commercial messages only. Develop regulations to address traffic safety and compatibility with sensitive uses.
- Continue to explore provisions for digital signs in the Capitol Expressway Auto Mall Signage Area, the proposed Blossom Hill Signage Area, along Capitol Corridor near Eastridge and in other appropriate commercial areas.

4. Supergraphic Signs

Supergraphic Signs in the Downtown Sign Zone

- Supergraphic Signs On Blank Walls. Allow supergraphic signs on the blank walls of buildings (not covering windows or doors) in the Downtown Sign Zone subject to a maximum sign area of 5,000 square feet. Consider increasing the proposed number of signs allowed at any one time to something greater than the 5-sign maximum proposed by staff, and consider a longer sign display period than the proposed 60-day maximum. Exempt large public assembly venues from the limitations on the number and duration of signs. Limit signs to on-site or non-commercial messages only. Within 24 months of the effective date of the ordinance, return to the Council for reconsideration of the maximum number of signs allowed at any one time.
- Supergraphic Signs In Lieu of Skyline Signs. Allow supergraphic signs on buildings in the Downtown Sign Zone that are less than 75% occupied in lieu of allowed skyline signs. Allow such signs to cover windows of unoccupied building space (provided the windows are located above the 50-foot fire rescue height) and limit signs to on-site or non-commercial messages. Reduce the minimum building height required to qualify for such a supergraphic sign to something less than the 15 stories proposed by staff.

Supergraphic Signs in North San Jose and Edenvale and the Airport Sign Zone

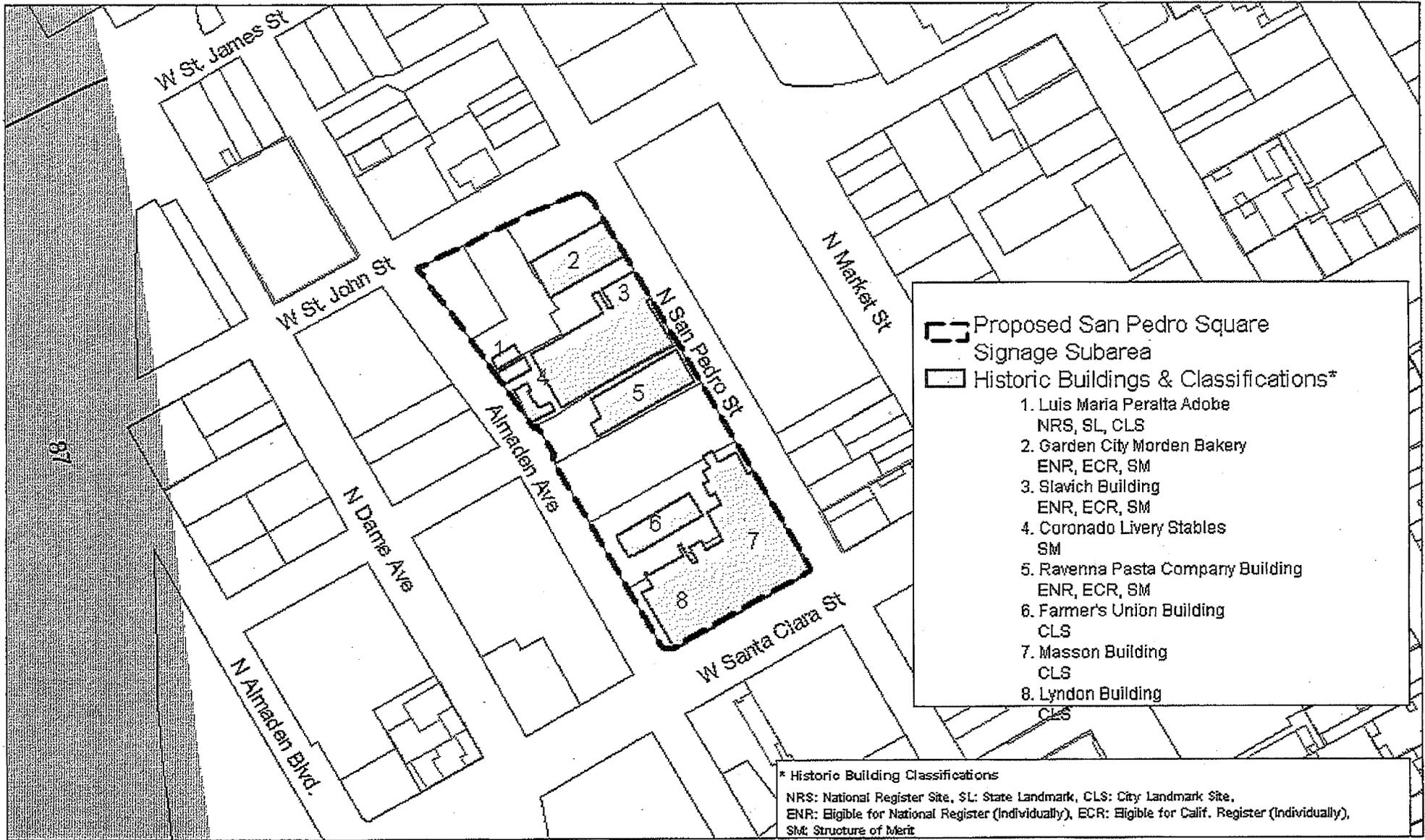
- Explore regulations allowing large, temporary banner/supergraphic signs limited to on-site or non-commercial messages in the North San Jose and Edenvale Industrial areas and in the Airport Sign Zone.

Table A-2. Other Amendments Applicable to the Downtown Sign Zone

- Allow flat-mounted attached signs on buildings adjacent to a freeway to be display higher than 30 feet above grade.
- Identify additional provisions for temporary signage to accommodate art or other temporary displays.
- Explore creation of a San Pedro Square Sign zone with regulations that reflect the area's unique character.
- Retain current sign area regulations: 2.5 sq. ft. per linear ft. of occupancy frontage. (Skyline signs, roof signs and marquees are allowed in addition to this signage.)
- Allow fin signs to project above the top of a building. Allow vertical projecting signs to extend higher and lower on a building (between 15 ft. and 70 ft. above grade) and allow to project above the top of a building.
- Allow small animated sign components as part of a larger sign.
- Allow "architectural roof signs" as an integral element of the design of a 1 or 2 story building.
- Make the Downtown Sign Zone coterminous with the Downtown Core Area.

Table A-3. Other Amendments Applicable to Specific Areas or Citywide

- Allow skyline signs or roof signs on buildings 80 feet or more in height. Allow skyline signs on buildings 50 feet or more in height.
- Increase the allowed area of fin signs from 10 ft. to 20 ft. Increase the maximum display height from 12 ft. to 20 ft. and eliminate requirement that fin signs be located near an entrance.
- Allow large parcels to integrate signage with architectural landscape features such as a wall or fountain.
- Allow greater flexibility in the number of signs allow for a multi-tenant occupancy.
- Allow greater flexibility for relocating attached historic signs.
- Eliminate restrictions on skyline or roof signs visible from a park or creek.
- Staff was directed to return with provisions to allow temporary A-frame signs on public sidewalks in all Neighborhood Business Districts and with a mechanism to more proactively enforce regulations for temporary signs.



-  Proposed San Pedro Square Signage Subarea
 Historic Buildings & Classifications*
1. Luis Maria Peralta Adobe
NRS, SL, CLS
 2. Garden City Morden Bakery
ENR, ECR, SM
 3. Slavich Building
ENR, ECR, SM
 4. Coronado Livery Stables
SM
 5. Ravenna Pasta Company Building
ENR, ECR, SM
 6. Farmer's Union Building
CLS
 7. Masson Building
CLS
 8. Lyndon Building
CLS

* Historic Building Classifications
 NRS: National Register Site, SL: State Landmark, CLS: City Landmark Site,
 ENR: Eligible for National Register (Individually), ECR: Eligible for Calif. Register (Individually),
 SM: Structure of Merit



Proposed San Pedro Square Signage Subarea

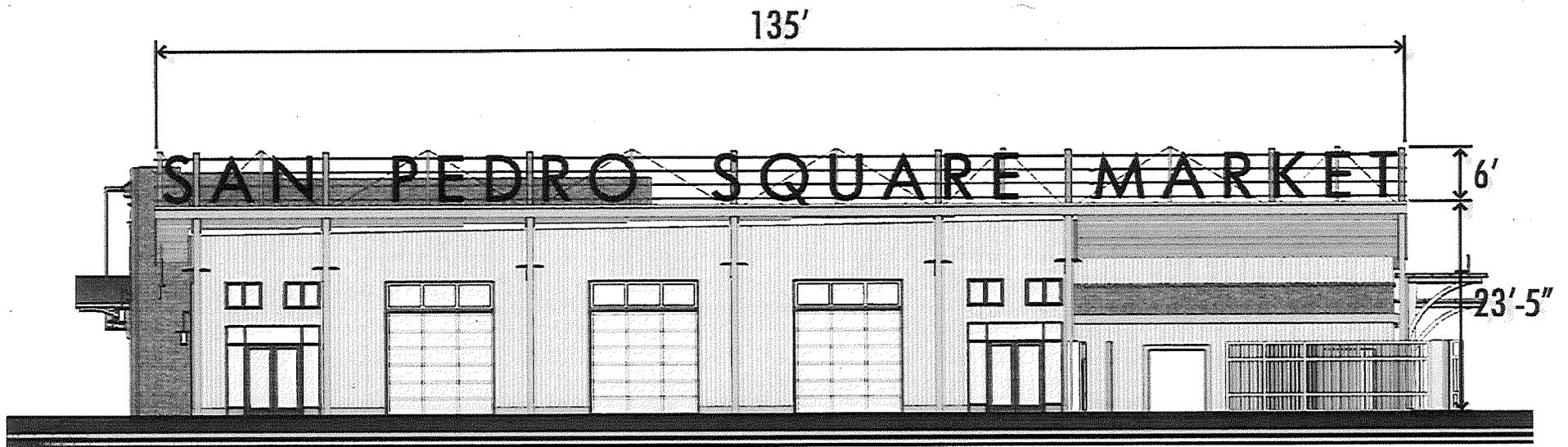
Attachment B

Map Created On:
2/24/2010



Signage Dimensions – Icon Sign

SAN PEDRO SQUARE MARKET



Attachment C

Attachment D
Public Correspondence

From: Tom Sawyer [tomsawyerinsanjose@gmail.com]

Sent: Saturday, May 15, 2010 10:46 AM

To: Hamilton, Carol

Subject: Sign Code Meeting

Hello Carol,

Thanks for marshalling the sign process through; it's a marvelous way to meet opinionated people (me included). I hope there is a way to prevent sign-size escalation, brightness and animation, with each sign trying to say "Notice ME!!". This is particularly true where multiple signs compete.

LED-like signs should be limited in size as they are amazing attractents especially when driving and trying to figure out which parking lot is currently empty or which direction a street takes.

While living in larger cities, I found the multi-story static signs worthwhile when well done and posted for a limited time.

Good luck,

Tom Sawyer

1507 Shasta Avenue

San Jose 95126

From: Herbert J Miller [millerherb52931@sbcglobal.net]

Sent: Saturday, May 15, 2010 5:46 PM

To: Hamilton, Carol

Cc: Ben Daniel; Marilyn Kromrey

Subject: Re: City of San Jose Sign Code Update - Save the Date

Carol, thank you for including me in the Sign Ordinance Proposal. I see that the Planning department has not addressed the issue of Small to medium size assembly area commonly known as churches. Our church occupies almost 4 acres of land. It was built in the 1960's when it was in the county. We have been Annexed to San Jose at a cost of \$25000.00. We have a sign that was erected in when we were under the county. It met the code. We currently change the sign by hand inserting letters. New technology is now available to "up grade" the sign when our funds permit. Our assembly area does not meet the 500 Folk Minimum the current or proposed ordinance requires. We are requesting that the ordinance change to a 200 or 225 Folk minimum. This would allow us to place a sign, similar to the Mt Olive Luthern Church on Calavaras Rd. A similar sized congregation. We believe that the small churches will use "good taste" and not create neighborhood problems. We also invite you to drive up McKee Road and look at our existing sign.