

PUBLIC NOTICE
INTENT TO ADOPT A NEGATIVE DECLARATION
CITY OF SAN JOSÉ, CALIFORNIA

File No. and Project Name/Description: PP11-099, Major Update of the City of San Jose Sign Ordinance.

- a) Create an Oakridge/ blossom hill urban village signage area to allow special sign standards for an urban village area characterized by existing large-scale commercial development;
- b) Establish a three- year pilot program to allow for programmable electronic signs as components of freestanding signs within the Oakridge/Blossom Hill Urban Village signage area and a Sub-area of the Stevens Creek Boulevard signage area ;
- c) Amend the minimum height requirement for buildings as it relates to skyline signs and eliminate restrictions on skyline or roof signs adjacent to a public park.
- d) Increase the allowed area and allowable display height for fin signs ; and allow greater flexibility for their location; and
- e) Increase the allowable signage area for freeway signs, and provide greater flexibility for the use of height exceptions to address grade differential.

California State Law requires the City of San José to conduct environmental review for all pending projects. Environmental review examines the nature and extent of any potentially significant adverse effects on the environment that could occur if a project is approved and implemented. Based on an initial study, the Director of Planning, Building & Code Enforcement has concluded that the project described above will not have a significant effect on the environment. The project location does contain listed toxic site(s) since this the project is a citywide update to the Sign Ordinance.

The purpose of this notice is to inform the public of the project, and to provide an opportunity for public comments on the draft Negative Declaration. The public review period for this draft Negative Declaration begins on **November 23, 2011**, and ends on **December 12, 2011**. Adoption of a Negative Declaration does not constitute approval of the proposed project. The decision to approve or deny the project described above will be made separately as required by City Ordinance.

The draft Negative Declaration, initial study, and reference documents are available for review online at <http://www.sanjoseca.gov/planning/eir/MND.asp> and under the above file number from 9:00 a.m. to 5:00 p.m. Monday through Friday at the City of San Jose Department of Planning, Building & Code Enforcement, City Hall, 200 East Santa Clara Street, San José CA 95113-1905. The documents are also available at the Dr. Martin Luther King, Jr. Main Library, 150 E. San Fernando St, San José, CA 95112.

For additional information, please contact **Dipa Chundur** at (408) 535-7688 or by email at dipa.chundur@sanjoseca.gov .

Joseph Horwedel, Director
Planning, Building and Code Enforcement


Deputy

Circulated on: November 22, 2011

**DRAFT
NEGATIVE DECLARATION**

The Director of Planning, Building and Code Enforcement has reviewed the proposed project described below to determine whether it could have a significant effect on the environment as a result of project completion. "Significant effect on the environment" means a substantial, or potentially substantial, adverse change in any of the physical conditions within the area affected by the project including land, air, water, minerals, flora, fauna, ambient noise, and objects of historic or aesthetic significance.

NAME OF PROJECT: San Jose Sign Code Update

PROJECT FILE NUMBER: PP11-099

PROJECT DESCRIPTION: The proposed project is a major revision of the City's Sign Ordinance. The Sign Ordinance regulates all signs on private property that are erected, constructed or applied or painted on buildings within the City. The sign requirements are contained in Title 23 of the San Jose Municipal Code. Following is a summary of the major proposed changes to the Sign Ordinance:

- a) Create an Oakridge/ blossom hill urban village signage area to allow special sign standards for an urban village area characterized by existing large-scale commercial development;
- b) Establish a three- year pilot program to allow for programmable electronic signs as components of freestanding signs within the Oakridge/Blossom Hill Urban Village signage area and a Sub-area of the Stevens Creek Boulevard signage area ;
- c) Amend the minimum height requirement for buildings as it relates to skyline signs and eliminate restrictions on skyline or roof signs adjacent to a public park.
- d) Increase the allowed area and allowable display height for fin signs ; and allow greater flexibility for their location; and
- e) Increase the allowable signage area for freeway signs, and provide greater flexibility for the use of height exceptions to address grade differential.

PROJECT LOCATION & ASSESSORS PARCEL NO.: Citywide/Numerous APNs

COUNCIL DISTRICT: Citywide

APPLICANT CONTACT INFORMATION: City of San Jose, Department of Planning, Building and Code Enforcement, Contact person: Dipa Chundur (408) 535-7688

FINDING

The Director of Planning, Building & Code Enforcement finds the project described above will not have a significant effect on the environment in that the attached initial study identifies no potentially significant effects on the environment.

NO MITIGATION MEASURES ARE REQUIRED

- I. **AESTHETICS** – The project will not have a significant impact on this resource, therefore no mitigation is required.

- II. **AGRICULTURE RESOURCES** – The project will not have a significant impact on this resource, therefore no mitigation is required.
- III. **AIR QUALITY** – The project will not have a significant impact on this resource, therefore no mitigation is required.
- IV. **BIOLOGICAL RESOURCES** – The project will not have a significant impact on this resource, therefore no mitigation is required.
- V. **CULTURAL RESOURCES** – The project will not have a significant impact on this resource, therefore no mitigation is required.
- VI. **GEOLOGY AND SOILS** – The project will not have a significant impact on this resource, therefore no mitigation is required.
- VII. **HAZARDS AND HAZARDOUS MATERIALS** – The project will not have a significant impact on this resource, therefore no mitigation is required.
- VIII. **HYDROLOGY AND WATER QUALITY** – The project will not have a significant impact on this resource, therefore no mitigation is required.
- IX. **LAND USE AND PLANNING** – The project will not have a significant impact on this resource, therefore no mitigation is required.
- X. **MINERAL RESOURCES** – The project will not have a significant impact on this resource, therefore no mitigation is required.
- XI. **NOISE** – The project will not have a significant impact on this resource, therefore no mitigation is required.
- XII. **POPULATION AND HOUSING** – The project will not have a significant impact on this resource, therefore no mitigation is required.
- XIII. **PUBLIC SERVICES** – The project will not have a significant impact on this resource, therefore no mitigation is required.
- XIV. **RECREATION** – The project will not have a significant impact on this resource, therefore no mitigation is required.
- XV. **TRANSPORTATION / TRAFFIC** – The project will not have a significant impact on this resource, therefore no mitigation is required.
- XVI. **UTILITIES AND SERVICE SYSTEMS** – The project will not have a significant impact on this resource, therefore no mitigation is required.
- XVII. **MANDATORY FINDINGS OF SIGNIFICANCE** – The project will not substantially reduce the habitat of a fish or wildlife species, be cumulatively considerable, or have a substantial adverse effect on human beings, therefore no mitigation is required.

PUBLIC REVIEW PERIOD

Before 5:00 p.m. on December 12, 2011, any person may:

1. Review the Draft Negative Declaration (ND) as an informational document only; or
2. Submit written comments regarding the information, analysis, and mitigation measures in the Draft ND. Before the ND is adopted, Planning staff will prepare written responses to any comments, and revise the Draft ND, if necessary, to reflect any concerns raised during the public review period. All written comments will be included as part of the Final ND.

Joseph Horwedel, Director
Planning, Building and Code Enforcement



Circulated on: November 23, 2011

Deputy