# City Council
# Supergraphic Sign Update

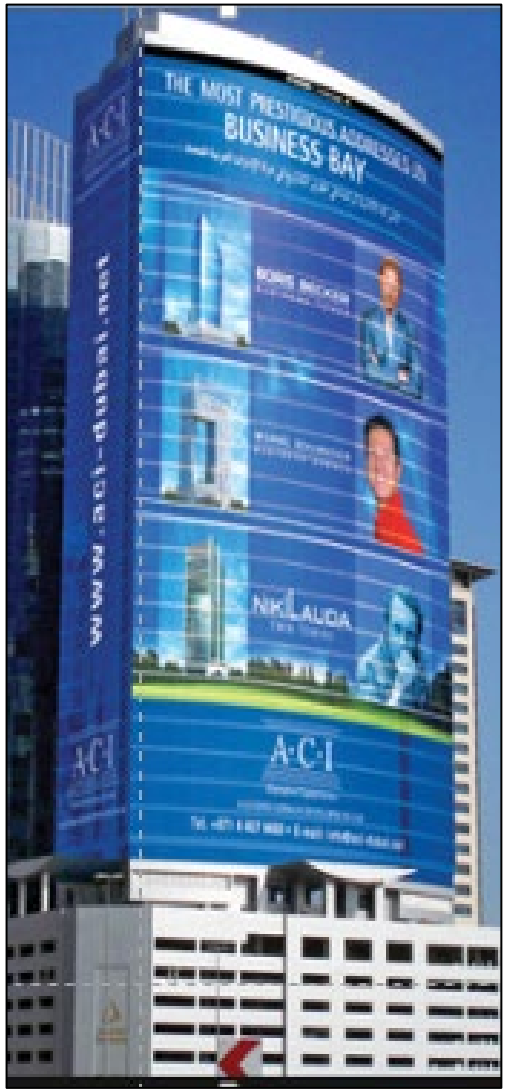
May 20, 2025

**Item 10.2**

Presenters:
Martina Davis, Planning Division Manager, Department of Planning, Building, and Code Enforcement
Rosalynn Hughey, Deputy City Manager

# Supergraphic Signs

Supergraphic sign means a sign made of flexible material that is attached flush to a building





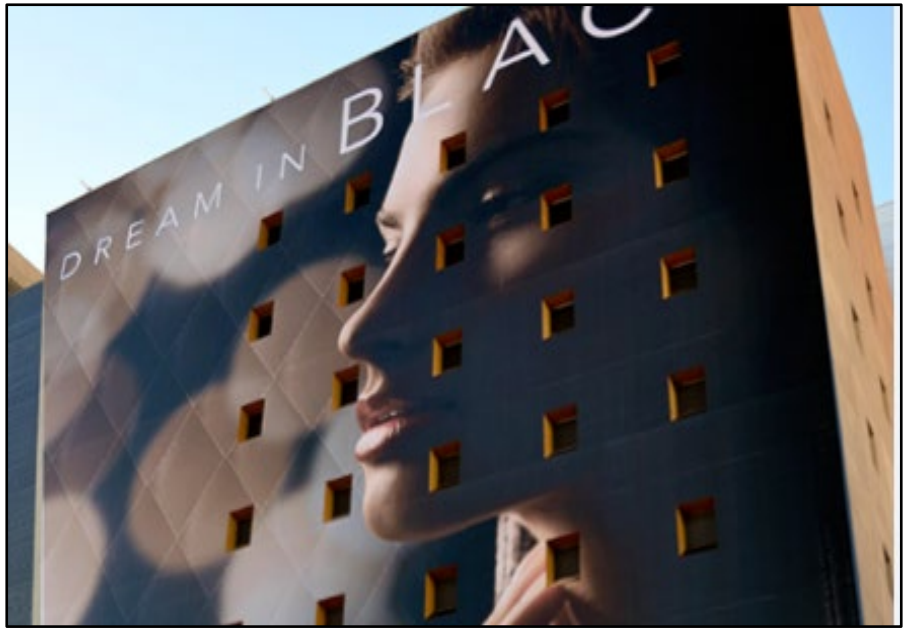

Images are for illustrative purpose only

# Supergraphic Sign Code History

**2017**: Allow and regulate supergraphic signs

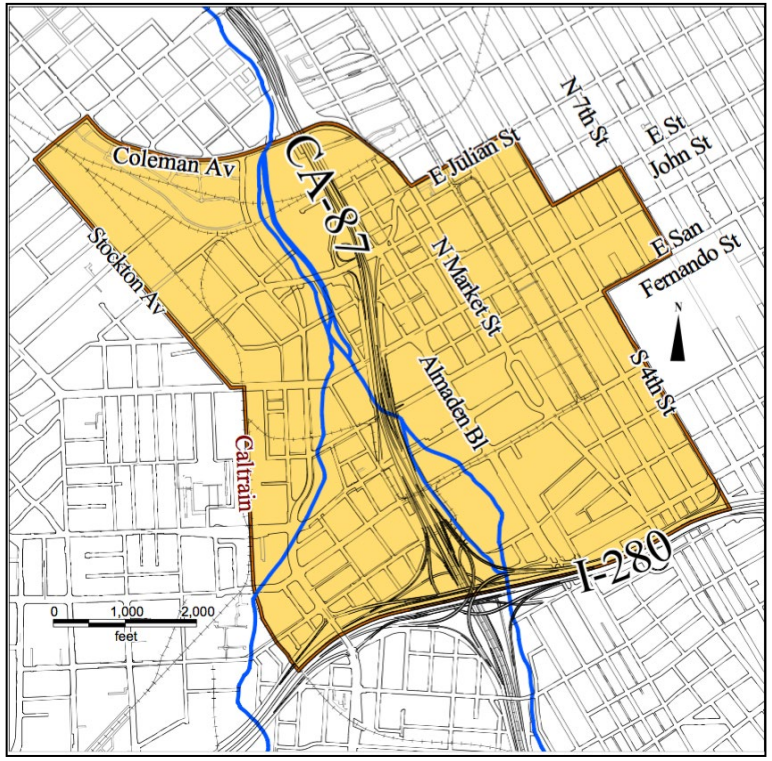
**2020**: Modify permit provisions to streamline

**2023**: Sign code provisions for supergrapic signs sunsets, supergrapics no longer allowed

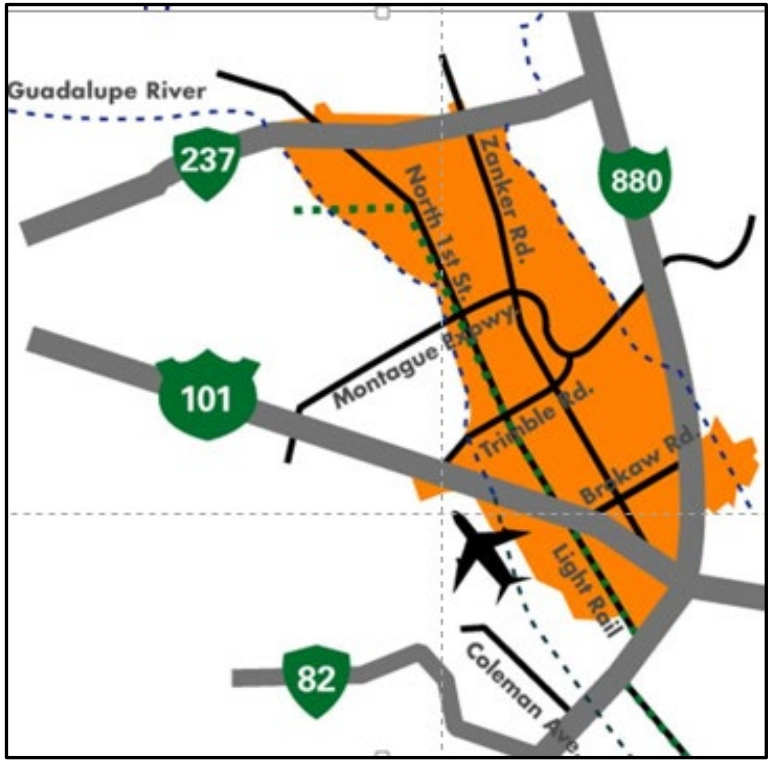


# Supergraphic Signs

- Signs limited to Downtown and North San José Signage Area
- Large Downtown Conventions or Large Downtown Special Events
  - 700 hotel room nights booked or projected attendance of 10,000+
- Allowed on Non-Residential Buildings
- Limited to on-site commercial/non-commercial signage




Downtown Sign Zone




North San José Signage Area

# Supergraphic Sign Code Amendment

- Proposed Changes specific to **Large Downtown Conventions** or **Large Downtown Special Events**

| | Existing Regulations | PROPOSED Regulations |
|---|---|---|
| Limitation | Sunset Clause January 2023 | Eliminate Sunset Clause |
| Building Height | Minimum 125 feet | No minimum building height but sign installed at a minimum height of **40 feet** from grade |
| Duration | Maximum 7 days before and 7 days after a large convention or special event and a total of not more than 30 days in a calendar year | Maximum 75 days before and 75 days after a large convention or special event and a total of not more than **180** days in a calendar year |
| Roof Sign | Roof Sign not allowed | **One** flat mounted Roof Sign allowed |
| Sign Allowance | One sign allowed for each building: The sign can wrap around on two facades of the building. | Total of **two** signs allowed for each building: Each sign can wrap around on two facades of the building. |



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# Analysis of Monetizing Supergraphic Signs

## Private Property

- Constitutional and other legal issues prohibit the City from monetizing any type of signage on private property

## City-owned Property

- City Council Policy 1-17 on Donation, Sponsorship, and Fundraising encourages and supports City departments and City-related foundations/entities to create opportunities for partnerships and enhancing revenue for department priorities
- Example: Parks, Recreation, and Neighborhood Services – Viva CalleSJ

# Analysis of Monetizing Supergraphic Signs

## How a Sponsorship Program for Supergraphics Could Work

- Administered by the City Manager's Office of Economic Development and Cultural Affairs
- Develop an agreement with partner organization such as San José Sports Authority or Team San José
- Develop program goals, timeframe, target audience, outreach strategy, reporting, and other administrative procedures

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