

From: Ann McInnis < >
Sent: Monday, August 9, 2021 7:21 AM
To: Airport Commission 1; Airport Commission 2; Airport Commission 3;
Airport Commission 4;
Airport Commission 5; Airport Commission 6; Airport Commission 7; Airport
Commission 8; Airport
Commission 9; Airport Commission 10; Airport Commission CW; Kazmierczak,
Matthew
Cc: Liccardo, Sam; Jones, Chappie; Cohen, David; Davis, Dev; Carrasco,
Magdalena; Mahan, Matt;
Esparza, Maya; Foley, Pam; Peralez, Raul; Jimenez, Sergio; Arenas, Sylvia;
Petersen, Adam; City Clerk;
NoSJBillboards@gmail.com
Subject: I oppose the electronic billboards proposal on airport
property

[External Email]

Dear Airport Commissioners and City Council,

I am opposed to the installation of new electronic billboards on airport property, and I urge you to vote to oppose the project from proceeding any further at the Airport Commissioner meeting on August 9th, 2021.

Trashing the natural environment of San Jose cannot be allowed to happen. The razing of 43 healthy trees for these new digital billboards is unacceptable. The arguments for digital billboards are bogus. There's no significant money in it for the city, nor is it worth sacrificing our natural environment, architectural integrity and specifically the riparian wildlife along the Guadalupe River. Digital billboards will not improve the local economy. They certainly will not generate so-called "urban vibrancy" for which there is no data or evidence.

By allowing these first digital billboards in San Jose, the City may be opening the floodgates%

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

From: AR Bancroft < >
Sent: Monday, August 9, 2021 1:56 PM
To: Airport Commission 1; Airport Commission 2; Airport Commission 3;
Airport Commission 4;
Airport Commission 5; Airport Commission 6; Airport Commission 7; Airport
Commission 8; Airport
Commission 9; Airport Commission 10; Airport Commission CW; Kazmierczak,
Matthew
Cc: Liccardo, Sam; Jones, Chappie; Cohen, David; Davis, Dev; Carrasco,
Magdalena; Mahan, Matt;
Esparza, Maya; Foley, Pam; Peralez, Raul; Jimenez, Sergio; Arenas, Sylvia;
Petersen, Adam; City Clerk;
NoSJBillboards@gmail.com
Subject: I oppose the electronic billboards proposal on airport
property

[External Email]

Dear Airport Commissioners and City Council,

I am opposed to the installation of new electronic billboards on airport property, and I urge you to vote to oppose the project from proceeding any further at the Airport Commissioner meeting on August 9th, 2021.

Trashing the natural environment of San Jose cannot be allowed to happen. The razing of 43 healthy trees for these new digital billboards is unacceptable. The arguments for digital billboards are bogus. There's no significant money in it for the city, nor is it worth sacrificing our natural environment, architectural integrity and specifically the riparian wildlife along the Guadalupe River. Digital billboards will not improve the local economy. They certainly will not generate so-called "urban vibrancy" for which there is no data or evidence.

By allowing these first digital billboards in San Jose, the City may be opening the floodgates%

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

From: David Byam < >
Sent: Monday, August 9, 2021 12:08 PM
To: Airport Commission 1; Airport Commission 2; Airport Commission 3;
Airport Commission 4;
Airport Commission 5; Airport Commission 6; Airport Commission 7; Airport
Commission 8; Airport
Commission 9; Airport Commission 10; Airport Commission CW; Kazmierczak,
Matthew
Cc: Liccardo, Sam; Jones, Chappie; Cohen, David; Davis, Dev; Carrasco,
Magdalena; Mahan, Matt;
Esparza, Maya; Foley, Pam; Peralez, Raul; Jimenez, Sergio; Arenas, Sylvia;
Petersen, Adam; City Clerk;
NoSJBillboards@gmail.com
Subject: I oppose the electronic billboards proposal on airport
property

[External Email]

Dear Airport Commissioners and City Council,

I am opposed to the installation of new electronic billboards on airport property, and I urge you to vote to oppose the project from proceeding any further at the Airport Commissioner meeting on August 9th, 2021.

Trashing the natural environment of San Jose cannot be allowed to happen. The razing of 43 healthy trees for these new digital billboards is unacceptable. The arguments for digital billboards are bogus. There's no significant money in it for the city, nor is it worth sacrificing our natural environment, architectural integrity and specifically the riparian wildlife along the Guadalupe River. Digital billboards will not improve the local economy. They certainly will not generate so-called "urban vibrancy" for which there is no data or evidence.

By allowing these first digital billboards in San Jose, the City may be opening the floodgates%

David Byam
District 8

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

From: Elizabeth Garcia < >
Sent: Saturday, August 7, 2021 9:52 PM
To: Airport Commission 1; Airport Commission 2; Airport Commission 3;
Airport Commission 4;
Airport Commission 5; Airport Commission 6; Airport Commission 7; Airport
Commission 8; Airport
Commission 9; Airport Commission 10; Airport Commission CW; Kazmierczak,
Matthew
Cc: Liccardo, Sam; Jones, Chappie; Cohen, David; Davis, Dev; Carrasco,
Magdalena; Mahan, Matt;
Esparza, Maya; Foley, Pam; Peralez, Raul; Jimenez, Sergio; Arenas, Sylvia;
Petersen, Adam; City Clerk;
NoSJBillboards@gmail.com
Subject: I oppose the electronic billboards proposal on airport
property

[External Email]

Dear Airport Commissioners and City Council,

I am opposed to the installation of new electronic billboards on airport property, and I urge you to vote to oppose the project from proceeding any further at the Airport Commissioner meeting on August 9th, 2021.

Trashing the natural environment of San Jose cannot be allowed to happen. The razing of 43 healthy trees for these new digital billboards is unacceptable. The arguments for digital billboards are bogus. There's no significant money in it for the city, nor is it worth sacrificing our natural environment, architectural integrity and specifically the riparian wildlife along the Guadalupe River. Digital billboards will not improve the local economy. They certainly will not generate so-called "urban vibrancy" for which there is no data or evidence.

By allowing these first digital billboards in San Jose, the City may be opening the floodgates%

Sent from my iPhone

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

From: Jamie Tung < >
Sent: Saturday, August 7, 2021 1:00 PM
To: Airport Commission 1; Airport Commission 2; Airport Commission 3;
Airport Commission 4;
Airport Commission 5; Airport Commission 6; Airport Commission 7; Airport
Commission 8; Airport
Commission 9; Airport Commission 10; Airport Commission CW; Kazmierczak,
Matthew
Cc: Liccardo, Sam; Jones, Chappie; Cohen, David; Davis, Dev; Carrasco,
Magdalena; Mahan, Matt;
Esparza, Maya; Foley, Pam; Peralez, Raul; Jimenez, Sergio; Arenas, Sylvia;
Petersen, Adam; City Clerk;
NoSJBillboards@gmail.com
Subject: I oppose the electronic billboards proposal on airport
property

[External Email]

Dear Airport Commissioners and City Council,

I am opposed to the
installation of new
electronic billboards on airport property, and I urge you to vote to
oppose the project from proceeding
any further at the Airport Commissioner meeting on August 9th, 2021.

Trashing the natural
environment of San Jose cannot be allowed to happen. The razing of 43
healthy trees for these new
digital billboards is unacceptable. The arguments for digital billboards
are bogus. There's no significant
money in it for the city, nor is it worth sacrificing our natural
environment, architectural integrity and
specifically the riparian wildlife along the Guadalupe River. Digital
billboards will not improve the local
economy. They certainly will not generate so-called "urban vibrancy" for
which there is no data or
evidence.

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the City may be opening the
floodgates%

Jamie Tung

Sent from my iPhone

This message is from outside the City email system. Do not open links or
attachments from untrusted
sources.

From: Laura Comoletti < >
Sent: Friday, August 6, 2021 6:54 PM
To: Airport Commission 1; Airport Commission 2; Airport Commission 3;
Airport Commission 4;
Airport Commission 5; Airport Commission 6; Airport Commission 7; Airport
Commission 8; Airport
Commission 9; Airport Commission 10; Airport Commission CW; Kazmierczak,
Matthew
Cc: Liccardo, Sam; Jones, Chappie; Cohen, David; Davis, Dev; Carrasco,
Magdalena; Mahan, Matt;
Esparza, Maya; Foley, Pam; Peralez, Raul; Jimenez, Sergio; Arenas, Sylvia;
Petersen, Adam; City Clerk;
NoSJBillboards@gmail.com
Subject: Please NO electronic billboards near SJC!!!

[External Email]

Dear Airport Commissioners and City Council,

I am opposed to the installation of new electronic billboards on airport property, and I urge you to vote to oppose the project from proceeding any further at the Airport Commissioner meeting on August 9th, 2021.

Trashing the natural environment of San Jose cannot be allowed to happen. The razing of 43 healthy trees for these new digital billboards is unacceptable. The arguments for digital billboards are bogus. There's no significant money in it for the city, nor is it worth sacrificing our natural environment, architectural integrity and specifically the riparian wildlife along the Guadalupe River. Digital billboards will not improve the local economy. They certainly will not generate so-called "urban vibrancy" for which there is no data or evidence.

Kind regards,
Laura Comoletti
95126

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

From: Miss Laura < >
Sent: Sunday, August 8, 2021 8:09 AM
To: Airport Commission 1; Airport Commission 2; Airport Commission 3;
Airport Commission 4;
Airport Commission 5; Airport Commission 6; Airport Commission 7; Airport
Commission 8; Airport
Commission 9; Airport Commission 10; Airport Commission CW; Kazmierczak,
Matthew
Cc: Liccardo, Sam; Jones, Chappie; Cohen, David; Davis, Dev; Carrasco,
Magdalena; Mahan, Matt;
Esparza, Maya; Foley, Pam; Peralez, Raul; Jimenez, Sergio; Arenas, Sylvia;
Petersen, Adam; City Clerk;
NoSJBillboards@gmail.com
Subject: I oppose the electronic billboards proposal on airport
property

[External Email]

Dear Airport Commissioners and City Council, I am opposed to the installation of new electronic billboards on airport property, and I urge you to vote to oppose the project from proceeding any further at the Airport Commissioner meeting on August 9th, 2021. Trashing the natural environment of San Jose cannot be allowed to happen. The razing of 43 healthy trees for these new digital billboards is unacceptable. The arguments for digital billboards are bogus. There's no significant money in it for the city, nor is it worth sacrificing our natural environment, architectural integrity and specifically the riparian wildlife along the Guadalupe River. Digital billboards will not improve the local economy. They certainly will not generate so-called "urban vibrancy" for which there is no data or evidence. By allowing these first digital billboards in San Jose, the City may be opening the floodgates%

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

From: Lynn Dobson < >
Sent: Sunday, August 8, 2021 4:43 PM
To: Airport Commission 1; Airport Commission 2; Airport Commission 3;
Airport Commission 4; Airport Commission 5; Airport Commission 6; Airport
Commission 7; Airport Commission 8; Airport Commission 9; Airport
Commission 10; Airport Commission CW; Kazmierczak, Matthew
Cc: Liccardo, Sam; Jones, Chappie; Cohen, David; Davis, Dev; Carrasco,
Magdalena; Mahan, Matt;
Esparza, Maya; Foley, Pam; Peralez, Raul; Jimenez, Sergio; Arenas, Sylvia;
Petersen, Adam; City Clerk;
NoSJBillboards@gmail.com
Subject: Opposition to electronic billboards proposal on airport
property

[External Email]

Dear Airport Commissioners and City Council,

I am opposed to the installation of new electronic billboards on airport property, and I urge you to vote to oppose the project from proceeding any further at the Airport Commissioner meeting on August 9th, 2021.

The natural environment of San Jose would be adversely affected by these digital billboards, and removing 43 healthy trees serves no supportable purpose. The natural environment, architectural integrity and, specifically, the riparian wildlife along the Guadalupe River should not be sacrificed for these large, exceedingly bright digital billboards. Further, any argument they will improve the local economy, contribute meaningfully to the City's funding or result in "urban vibrancy" appears wholly unsupported.

Thirty-six years ago, the City Council enacted a ban on new billboards. The ban was established based on the belief that beautification was the best way to encourage economic development. Allowing these first digital billboards in San Jose is not in keeping with the ban or the intent behind its enactment.

Sincerely,

Lynn Dobson
San Jose

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

From: maren sederquist
Sent: Friday, August 6, 2021 6:07 PM
To: Airport Commission 1; Airport Commission 2; Airport Commission 3;
Airport Commission 4;
Airport Commission 5; Airport Commission 6; Airport Commission 7; Airport
Commission 8; Airport
Commission 9; Airport Commission 10; Airport Commission CW; Kazmierczak,
Matthew
Cc: Liccardo, Sam; Jones, Chappie; Cohen, David; Davis, Dev; Carrasco,
Magdalena; Mahan, Matt;
Esparza, Maya; Foley, Pam; Peralez, Raul; Jimenez, Sergio; Arenas, Sylvia;
Petersen, Adam; City Clerk;
NoSJBillboards@gmail.com
Subject: I oppose the electronic billboards proposal on airport
property

[External Email]

Dear Airport Commissioners and City Council,

I am opposed to the installation of new electronic billboards on airport property, and I urge you to vote to oppose the project from proceeding any further at the Airport Commissioner meeting on August 9th, 2021.

Trashing the natural environment of San Jose cannot be allowed to happen. The razing of 43 healthy trees for these new digital billboards is unacceptable. The arguments for digital billboards are bogus. There's no significant money in it for the city, nor is it worth sacrificing our natural environment, architectural integrity and specifically the riparian wildlife along the Guadalupe River. Digital billboards will not improve the local economy. They certainly will not generate so-called "urban vibrancy" for which there is no data or evidence.

By allowing these first digital billboards in San Jose, the City may be opening the floodgates.

Thanks for reading,
Maren Sederquist

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

From: Nina Heldt < >
Sent: Monday, August 9, 2021 12:22 PM
To: Airport Commission 1; Airport Commission 2; Airport Commission 3;
Airport Commission 4;
Airport Commission 5; Airport Commission 6; Airport Commission 7; Airport
Commission 8; Airport
Commission 9; Airport Commission 10; Airport Commission CW; Kazmierczak,
Matthew
Cc: Liccardo, Sam; Jones, Chappie; Cohen, David; Davis, Dev; Carrasco,
Magdalena; Mahan, Matt;
Esparza, Maya; Foley, Pam; Peralez, Raul; Jimenez, Sergio; Arenas, Sylvia;
Petersen, Adam; City Clerk;
NoSJBillboards@gmail.com
Subject: I oppose the electronic billboards proposal on airport
property

[External Email]

Dear Airport Commissioners and City Council,

I am opposed to the installation of new electronic billboards on airport property, and I urge you to vote to oppose the project from proceeding any further at the Airport Commissioner meeting on August 9th, 2021.

Trashing the natural environment of San Jose cannot be allowed to happen. The razing of 43 healthy trees for these new digital billboards is unacceptable. The arguments for digital billboards are bogus. There's no significant money in it for the city, nor is it worth sacrificing our natural environment, architectural integrity and specifically the riparian wildlife along the Guadalupe River. Digital billboards will not improve the local economy. They certainly will not generate so-called "urban vibrancy" for which there is no data or evidence.

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This message is from outside the City email system. Do not open links or attachments from untrusted sources.

From: Pamela Alford < >
Sent: Saturday, August 7, 2021 3:18 PM
To: Airport Commission 1; Airport Commission 2; Airport Commission 3;
Airport Commission 4;
Airport Commission 5; Airport Commission 6; Airport Commission 7; Airport
Commission 8; Airport
Commission 9; Airport Commission 10; Airport Commission CW; Kazmierczak,
Matthew
Cc: Liccardo, Sam; Jones, Chappie; Cohen, David; Davis, Dev; Carrasco,
Magdalena; Mahan, Matt;
Esparza, Maya; Foley, Pam; Peralez, Raul; Jimenez, Sergio; Arenas, Sylvia;
Petersen, Adam; City Clerk;
NoSJBillboards@gmail.com
Subject: I Oppose Electronic Billboards on SJC Airport Property

[External Email]

Ladies and Gentlemen:

I am opposed to the installation of new electronic billboards on the SJC airport property along the 101 Freeway. I urge you to vote in opposition to the project proceeding any further at the Airport Commissioner meeting on August 9th, 2021.

Do not remove the natural environment of San Jose, as has happened elsewhere in this state. The removal of 43 healthy trees for these new digital billboards is unacceptable in our present climate change environment. The arguments for digital billboards are indeed spurious. There is neither significant money in it for San Jose nor is it worth sacrificing our natural environment, architectural integrity and specifically the riparian wildlife along the Guadalupe River. Digital billboards will not improve the local economy. They certainly will not generate so-called "urban vibrancy" for which there is no data or evidence.

By allowing these first digital billboards in San Jose, YOU, as our City representatives, will be opening the floodgates for dozens of additional billboards and litigation, similar to that in Los Angeles.

Thirty-six years ago, the City Council enacted a ban on new billboards. The ban was established based on the belief that beautification was the best way to encourage economic development, a concept the city's current leaders hope to reverse. Please keep in mind that you represent the public rather than the commercial industries in San Jose and Santa Clara County.

I hope that you vote NO.

Thank you for your time,
Pamela Alford
Homeowner & Resident of Rosemary Gardens

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

From: RAE ANN STAHL < >
Sent: Saturday, August 7, 2021 2:39 PM
To: Airport Commission 1; Airport Commission 2; Airport Commission 3;
Airport Commission 4;
Airport Commission 5; Airport Commission 6; Airport Commission 7; Airport
Commission 8; Airport
Commission 9; Airport Commission 10; Airport Commission CW; Kazmierczak,
Matthew
Cc: The Office of Mayor Sam Liccardo; Peralez, Raul
Subject: I oppose the electronic billboards proposal on airport
property

[External Email]

Dear Airport Commissioners and City Council,

I am opposed to the installation of new electronic billboards on airport
property, and I urge you to vote
to oppose the project from proceeding any further at the Airport
Commissioner meeting on August 9th,
2021. The citizens of San Jose have made it clear over the years that we
do not want billboards of any
kind in the city.

Thank you.

Rae Ann Stahl
Downtown San Jose Resident since 1987

This message is from outside the City email system. Do not open links or
attachments from untrusted
sources.

From: Richard Patterson < >
Sent: Monday, August 9, 2021 2:32 PM
To: Airport Commission 1; Airport Commission 2; Airport Commission 3;
Airport Commission 4;
Airport Commission 5; Airport Commission 6; Airport Commission 7; Airport
Commission 8; Airport
Commission 9; Airport Commission 10; Airport Commission CW; Kazmierczak,
Matthew
Cc: Liccardo, Sam; Jones, Chappie; Cohen, David; Davis, Dev; Carrasco,
Magdalena; Mahan, Matt;
Esparza, Maya; Foley, Pam; Peralez, Raul; Jimenez, Sergio; Arenas, Sylvia;
Petersen, Adam; City Clerk;
NoSJBillboards@gmail.com
Subject: I oppose the electronic billboards proposal on airport
property

[External Email]

Dear Airport Commissioners and City Council,

I am opposed to the installation of new electronic billboards on airport property, and I urge you to vote to oppose the project from proceeding any further at the Airport Commissioner meeting on August 9th, 2021.

Trashing the natural environment of San Jose cannot be allowed to happen. The razing of 43 healthy trees for these new digital billboards is unacceptable. The arguments for digital billboards are bogus. There's no significant money in it for the city, nor is it worth sacrificing our natural environment, architectural integrity and specifically the riparian wildlife along the Guadalupe River. Digital billboards will not improve the local economy. They certainly will not generate so-called "urban vibrancy" for which there is no data or evidence.

By allowing these first digital billboards in San Jose, the City may be opening the floodgates%

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

From: Ruth Van Sciver < >
Sent: Monday, August 9, 2021 7:46 AM
To: Airport Commission 1; Airport Commission 10; Airport Commission 2;
Airport Commission 3;
Airport Commission 4; Airport Commission 5; Airport Commission 6; Airport
Commission 7; Airport
Commission 8; Airport Commission 9; Airport Commission CW; Kazmierczak,
Matthew
Cc: Petersen, Adam; Jones, Chappie; City Clerk; Cohen, David; Davis,
Dev; Carrasco, Magdalena;
Mahan, Matt; Esparza, Maya; NoSJBillboards@gmail.com; Foley, Pam; Peralez,
Raul; Liccardo, Sam;
Jimenez, Sergio; Arenas, Sylvia
Subject: I oppose the electronic billboards proposal on airport
property

[External Email]

Dear Airport Commissioners and City Council,

I am opposed to the installation of new electronic billboards on airport property, and I urge you to vote to oppose the project from proceeding any further at the Airport Commissioner meeting on August 9th, 2021. Trashing the natural environment of San Jose cannot be allowed to happen. The razing of 43 healthy trees for these new digital billboards is unacceptable. The arguments for digital billboards are bogus. There's no significant money in it for the city, nor is it worth sacrificing our natural environment, architectural integrity and specifically the riparian wildlife along the Guadalupe River. Digital billboards will not improve the local economy. They certainly will not generate so-called "urban vibrancy" for which there is no data or evidence. By allowing these first digital billboards in San Jose, the City may be opening the floodgates.

Thank you for your consideration

Ruth Van Sciver

--

Regards,

Ruth Van Sciver

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

From: Ruth Van Sciver < >
Sent: Monday, August 9, 2021 7:52 AM
To: Airport Commission 1; Airport Commission 10; Airport Commission 2;
Airport Commission 3; Airport Commission 4; Airport Commission 5; Airport
Commission 6; Airport Commission 7; Airport Commission 8; Airport
Commission 9; Airport Commission CW; Kazmierczak, Matthew
Cc: Petersen, Adam; Jones, Chappie; City Clerk; Cohen, David; Davis,
Dev; Carrasco, Magdalena; Mahan, Matt; Esparza, Maya;
NoSJBillboards@gmail.com; Foley, Pam; Peralez, Raul; Liccardo, Sam;
Jimenez, Sergio; Arenas, Sylvia
Subject: NO on the electronic billboards proposal on airport property

[External Email]

To whom it may concern,
Thirty-six years ago, the City Council enacted a ban on new billboards.
The ban was established based on the belief that beautification was the
best way to encourage economic development, a concept the city's current
leaders have been hell-bent to reverse.

I am opposed to the installation of new electronic billboards on airport
property, and I urge you to vote to oppose the project from proceeding any
further at the Airport Commissioner meeting on August 9th, 2021. Trashing
the natural environment of San Jose cannot be allowed to happen. The
razing of 43 healthy trees for these new digital billboards is
unacceptable. The arguments for digital billboards are
bogus.

There's no significant money in it for the city, nor is it worth
sacrificing our natural environment, architectural integrity and
specifically the riparian wildlife along the Guadalupe River.

Digital billboards will not improve the local economy. They certainly will
not generate so-called "urban vibrancy" for which there is no data or
evidence.

Do your job!!! Do you really want this in your backyard?

Ruth Van Sciver

--

Regards,

Ruth Van Sciver

This message is from outside the City email system. Do not open links or
attachments from untrusted
sources.

From: City Clerk
Sent: Monday, August 9, 2021 10:19 AM
To: Kazmierczak, Matthew
Subject: Fw: I am STRONGLY opposed to the electronic billboards proposal on airport property

From: Susan Sundberg < >
Sent: Sunday, August 8, 2021 4:38 PM
To: Liccardo, Sam <sam.liccardo@sanjoseca.gov>; City Clerk <city.clerk@sanjoseca.gov>; Jones, Chappie <Chappie.Jones@sanjoseca.gov>; Cohen, David <David.Cohen@sanjoseca.gov>; Davis, Dev <dev.davis@sanjoseca.gov>; Carrasco, Magdalena <Magdalena.Carrasco@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; Esparza, Maya <Maya.Esparza@sanjoseca.gov>; Foley, Pam <Pam.Foley@sanjoseca.gov>; Peralez, Raul <Raul.Peralez@sanjoseca.gov>; Jimenez, Sergio <sergio.jimenez@sanjoseca.gov>; Arenas, Sylvia <sylvia.arenas@sanjoseca.gov>; Adam.Peterson@sanjoseca.gov <Adam.Peterson@sanjoseca.gov>
Subject: I am STRONGLY opposed to the electronic billboards proposal on airport property

[External Email]

Dear City Council,

I am strongly opposed to the installation of new electronic billboards on airport property and I urge you to vote to oppose the project from proceeding any further at the meeting on 8/9/21.

You work for the people and you need to listen to the people.
Sent from Yahoo Mail on Android

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

From: Vikki Jump < >
Sent: Saturday, August 7, 2021 10:20 PM
To: Airport Commission 1; Airport Commission 2; Airport Commission 3;
Airport Commission 4;
Airport Commission 5; Airport Commission 6; Airport Commission 7; Airport
Commission 8; Airport
Commission 9; Airport Commission 10; Airport Commission CW; Kazmierczak,
Matthew
Cc: Liccardo, Sam; Jones, Chappie; Cohen, David; Davis, Dev; Carrasco,
Magdalena; Mahan, Matt;
Esparza, Maya; Foley, Pam; Peralez, Raul; Jimenez, Sergio; Arenas, Sylvia;
Petersen, Adam; City Clerk;
NoSJBillboards@gmail.com
Subject: I oppose the electronic billboards proposal on airport
property

[External Email]

Dear Airport Commissioners and City Council,

I am opposed to the installation of new electronic billboards on airport
property, and I urge you to vote
to oppose the project from proceeding any further at the Airport
Commissioner meeting on August 9th,
2021.

Trashing the natural environment of San Jose cannot be allowed to happen.
The razing of 43 healthy
trees for these new digital billboards is unacceptable. The arguments for
digital billboards are bogus.
There's no significant money in it for the city, nor is it worth
sacrificing our natural environment,
architectural integrity and specifically the riparian wildlife along the
Guadalupe River. Digital billboards
will not improve the local economy. They certainly will not generate so-
called "urban vibrancy" for
which there is no data or evidence.

By allowing these first digital billboards in San Jose, the City may be
opening the floodgates%

This message is from outside the City email system. Do not open links or
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sources.

From: Wanda < >
Sent: Monday, August 9, 2021 3:01 PM
To: Airport Commission 1; Airport Commission 2; Airport Commission 3;
Airport Commission 4;
Airport Commission 5; Airport Commission 6; Airport Commission 7; Airport
Commission 8; Airport
Commission 9; Airport Commission 10; Airport Commission CW; Kazmierczak,
Matthew
Cc: Liccardo, Sam; Jones, Chappie; Cohen, David; Davis, Dev; Carrasco,
Magdalena; Mahan, Matt;
Esparza, Maya; Foley, Pam; Peralez, Raul; Jimenez, Sergio; Arenas, Sylvia;
Petersen, Adam; City Clerk;
NoSJBillboards@gmail.com
Subject: I oppose the electronic billboards proposal on airport
property

[External Email]

Dear Airport Commissioners and City Council,

I am opposed to the
installation of new
electronic billboards on airport property, and I urge you to vote to
oppose the project from proceeding
any further at the Airport Commissioner meeting on August 9th, 2021.

Trashing the natural
environment of San Jose cannot be allowed to happen. The razing of 43
healthy trees for these new
digital billboards is unacceptable. The arguments for digital billboards
are bogus. There's no significant
money in it for the city, nor is it worth sacrificing our natural
environment, architectural integrity and
specifically the riparian wildlife along the Guadalupe River. Digital
billboards will not improve the local
economy. They certainly will not generate so-called "urban vibrancy" for
which there is no data or
evidence.

By allowing these first digital billboards in San Jose,
the City may be opening the
floodgates%

Sent from my iPhone

This message is from outside the City email system. Do not open links or
attachments from untrusted
sources.

To: San Jose Airport Commission
From: No Digital Billboards in San Jose
Subject: Digital Billboards at the San Jose International Airport

Dear Commissioners,

On July 26, 2021, we received a notice from the City of San Jose's Planning Dept that there are plans to install two large (1000 sq ft) electronic billboards on city-owned airport property along the 101 freeway. Details can be found on their website [here](#).

Additionally, a recent article published in the Mercury News on this issue ([link](#)) had indicated that the Airport Director, John Aitken "gave the idea his initial blessing in February 2020 - more than 17 months ago."¹

We believe there are irregularities in the process being followed here, including the presumption of awarding the contract to Clear Channel without proper bidding, lack of transparency on the process, and ignoring overwhelming public opposition to the project. Given that you have an agenda item covering this topic next week we'd like to convey a message to you:

We urge you to vote to pause the process of installing electronic billboards on airport property at your August 9th meeting, and to recommend to City Council to not pursue this endeavor any further.

Some background on who we are - No Digital Billboards in San Jose is the leading grassroots organization in opposition to off-premise digital billboards in San Jose. We and our coalition partners believe digital billboards will destroy the historic character, architectural integrity and natural environment of San Jose. Digital billboards will negate our city's distinctive sense of place turning it into anywhere U.S.A.

For the record, off-premise digital billboards *advertise* products and services not available at that location, and are not to be confused with signs (digital or not) identifying retailers offices or venues.

As fate would have it, the Airport Commission is now at the front lines of the City's quest to permit the first new billboards in San Jose in 36 years.² We are at this point despite the public's increasing dissatisfaction with elected and appointed officials who flout the will of most residents and visitors with apparent impunity.

We wish to make some arguments soliciting your cooperation in halting and taking the time to properly and thoroughly evaluate this implementation process. We believe it is your responsibility to evaluate not only the revenue generated by digital billboards but the cost of doing so. In carrying out such consideration you should take the broader view, of not what is immediately good for special interests in the short run, but what is ultimately good for the community's interest in the long run.

How did we get to this point? Here is a brief timeline of key dates/decisions, along with perceived discrepancies in process, apparent lack of transparency, and question of intent.

On Sept, 2018, City Council approves amending the Sign Ordinance and Phase 1 sites without an Environmental Impact Report or EIR (instead, a Negative Declaration is [issued](#)), which includes prospective Airport sites; also requests for a draft EIR for Phase2 sites.³

The issues here:

1. Little to no effort was made in raising public awareness before this decision.
2. The reasons touted for pursuing electronic billboards included false and unsubstantiated notions that would promote “urban vibrancy” and to “reduce blight.”⁴
3. The City determined the scope of 22 billboards for Phase 1 weren’t enough to warrant an EIR; however 75 billboards for Phase 2 did.⁵
4. Splitting this effort into phases is a potential violation of the California Environmental Quality Act (CEQA).⁶
5. As many as 100 or more digital billboards will visually and viscerally overwhelm San Jose. Can you even imagine the impact of that?

On July 19, 2019, a [memo](#) from Kim Walesh, then Deputy Director of Economic Development, lists the city-owned sites, including the 2 airport sites in question, “that have been environmentally cleared for additional commercial signage but will not be included in either Request for Proposal in this process.”⁷

The issue here:

1. This implies that city-owned sites not included in RFPs initiated from OED would warrant separate RFPs for fair and competitive bidding. However, this appears not to be the case for the 2 sites in question at the Airport. See next point.
2. In a recent [news article](#), an Airport spokesperson stated “the city has maintained a contract with Clear Channel for advertising signs within terminals and on bus stops at the airport since 2007. This latest proposal to add billboards on airport property would be included in that contract, which is why the city did not go through the typical bidding process for the project, according to Machado.”⁸

On Feb, 2020 Airport Director John Aitken reportedly “gave [electronic billboards] his initial blessing” per Airport spokesperson in the same [news article](#).

On April, 2020 the 300 page Airport Master Plan EIR is approved, without any mention of electronic billboards (and is stated as such on the Planning Dept’s website [here](#))

The issue here:

1. Several Airport sites were already known and identified for electronic billboards as far back as July 19, 2019 from the City memo cited above.
2. The Airport Director had given the green light for electronic billboards prior to the final approval of the Airport Master Plan EIR.⁹

3. There appears to be an intentional omission of electronic billboards from the Airport Master Plan EIR based on the above points.

On July, 2020, focus groups and public meetings conducted by the Planning Dept. for public input on Phase2 EIR finds almost unanimous opposition to electronic billboards.¹⁰

On Feb, 2021, a public survey conducted by Planning Dept. finds overwhelming opposition to freeway facing Digital Billboards (93% of over 2,200 respondents, link [here](#)). The response was so overwhelming that one planner indicated it far exceeded public concern over the location of cannabis retailers.

On Feb 25, 2021, due to an outpouring of public opposition to billboards and in light of other pressing matters due to the pandemic, the City Council changes course and deprioritizes/halts billboard-related work for Phase2, but allows Phase1 work to continue (link [here](#)).

On July 26, 2021 a 184 page “Initial Study/Addendum” is released by the Planning Dept. for the 2 electronic billboards to be installed on airport property, which would “would tier from the Airport Master Plan Update EIR” (link [here](#))

The issues here:

1. There was no prior notice when the 184 page Initial Study was started, presumably in 2020. The first public notice was issued on July 26, 2021, kicking off a 30-day comment period during a time when the public is still in vacation mode.¹¹
2. The Planning Dept does not specify where comments should be directed. The issuer, Adam Peterson, has an out-of-office email auto-reply for the first week of August.¹²
3. The city is attempting to tack on this draft Initial Study for the Airport electronic billboards as an addendum to the Airport Master Plan EIR; this maneuver is irregular, and implies there is no significant impact to the environment relative to the Master Plan with the addition of these 2 electronic billboards.¹³
4. This means after the 30-day comment period, city staff likely plans to issue a Notice of Declaration and request final approval from the City Council without further assessment.¹⁴

Irregular Process

It was not made clear that the choice of an Initial Study as an addendum to an existing EIR under CEQA regulations presupposes the outcome of that study. "The purpose of an addendum is to make minor technical changes or additions to an adopted ND [Negative Declaration] or a certified EIR. An addendum can only be used if none of the conditions that would trigger a subsequent environmental impact report or negative declaration is present."¹⁵

To elaborate further, “When an EIR has been certified or a negative declaration adopted for a project, [as in this case] no subsequent EIR shall be prepared for that project unless the lead agency determines...The project will have one or more significant effects not discussed in the previous EIR or negative declaration...”¹⁶

To reiterate, it appears the process of initiating an addendum to an approved EIR inherently presupposes that the proposal referenced in the addendum will have no greater environmental consequences than those identified for the entire project in the already approved EIR.

Specifically, Initial Studies as an addendum to an existing EIR always conclude whatever is being reviewed will have environmental impacts no greater than what have been identified and dismissed or mitigated in the existing EIR. And that seems to be the case here. Questions about the environmental impacts of the digital billboards at the Airport that might have been honestly dealt with in the initial EIR would, by definition, be rationalized in the Initial Study Addendum.

Lack of transparency

As further evidence it was the intent of whomever approved of this process to avoid transparency. The Initial Study was announced not when it commenced, presumably in 2020, but late in July 2021. Furthermore, almost all of the 30-day comment period which started from the date of announcement will take place during a month when the public is in vacation mode and not attentive to policy disclosures to the extent they would be at any other time. Furthermore, the Planning Department disclosure of the comment period does not identify a contact to which public comments should be directed.¹⁷ Coincidence or intent?

Worse yet, the implementation of Phase 1 on Airport property circumvents the normal competitive bidding process by awarding the contract for these two digital billboards to Clear Channel an existing Airport contractor. No RFP for the project was issued nor made available for public review and subsequent opportunities for informed public input prior to further consideration by relevant decision-making bodies.

Finally, we ask: which individual assumed the authority to change the City Council's directive of taking down four static billboards for every digital billboard-permitted? We reference an [article](#) in the *Mercury News* that under the terms of this agreement, Clear Channel is required to take down only two static billboards for each digital which can be anywhere in the state rather than within San Jose as the City Council intended.¹⁸ Indeed the removal of existing blighted static billboards in San Jose has been a major argument for permitting the erection of digital billboards by the proponents of this scheme on the City Council.¹⁹

The Big Picture

For 35 years San Jose was protected from intrusive commercialism by a city-wide ban on new billboards on both public and private property. At the time the ban was enacted, Gary Schoennauer, San Jose Director of Planning said "the ban is an expression of a very strong commitment on the part of the City Council to beautify the City."²⁰

The ban was adopted not only to prevent the proliferation of advertising blight but with knowledge that such prevention was conducive to economic growth and prosperity. And San Jose achieved that goal, ranking second out of hundreds of U.S. metro areas in terms of per capita gross domestic product without the economic contributions of the billboard industry.²¹

That's reality, while the arguments for digital billboards are not. There's no significant money in it for the city and of all things, the City itself should not be getting into the billboard business. Digital billboards will not improve the local economy as the majority of digital billboard advertising is from large national consumer products and service companies not mom and pop retailers.²² And digital billboards will certainly not generate "urban vibrancy" which is an ill-defined and basically meaningless billboard industry talking point based on no data or evidence of any kind.²³

Potential revenue from digital billboards to the city is minimal compared to the administrative cost of turning the Planning Department into a billboard permit-processing bureaucracy, lower property values for residents near a digital billboard reducing the tax base, as well as the cost of billboard-induced traffic accidents, and a range of environmental concerns including extensive energy consumption and greenhouse gas emissions.²⁴

Most notably the billboard industry has already [gone on record](#) that if San Jose allows billboards on public property but not on private property, it will sue the city for restraint of trade and denial of due process.²⁵ The ugly truth is that the billboard industry engages in litigation as a cost of doing business. San Jose is currently in a legal confrontation with property owners affiliated with a Utah-based outdoor advertising company, who the city alleges have blatantly erected and refused to take down three illegal digital billboards.²⁶ Coincidence this is happening after a concerted effort by the billboard lobby to bring digital billboards to San Jose?

And in an era when equity is paramount, we remind you that unlike the trucking industry, billboard companies pay no user tax to maintain the public right of way, without exposure to which their billboards have no value.²⁷ And if that were not enough, consider that commercial billboards (unlike TV, radio and the Internet) have no off switch. By facilitating the arrival of digital billboards, you will be forcing fellow citizens to be a captive audience within their own city.

One thing we know for sure. The residents of San Jose are not calling city officials demanding that digital billboards be put on landmark buildings and freeway-facing properties. The only interests making such demands upon our public officials are billboard companies and a few property owners. Billboard companies whose corporate headquarters are in other states, whose Bay Area offices are in other cities and, as far as we can tell, who employ no residents of San Jose.²⁸

As for the airport - we presume you are well aware of the role of the San Jose International Airport as our City's most prominent gateway. Upon arrival, will visitors see an unobstructed view of the downtown skyline and the hills beyond or be greeted by two 1,000 square foot power hungry billboards hawking fast food and national brands? Is this the image our purportedly progressive city with a Climate Smart Green Vision should be projecting? Is this the welcome to the Capital of Silicon Valley and the Valley of the Heart's Delight that will

overwhelm and spoil our unique and distinctive character and turn us into Anyplace USA that you are willing to endorse?

In Conclusion

We believe that the issues we have identified and the questions we have raised should give you pause before “rubber stamping” this perversion of good governance that has come before the Commission for approval. **We assert that under the circumstances you as a body have every right, and an obligation to the public, to ask for a pause regarding the implementation of large format billboards on Airport property,** pending a thorough investigation of how this entire matter has been handled.

We would be happy to meet with you and discuss this issue in greater detail.

Respectfully,

Jason Hemp, Les Levitt, & John Miller
No Digital Billboards In San Jose - Steering Committee

Sign our petition [here](#)
Visit us on FaceBook [here](#)
Email us: NoSJBillboards@gmail.com
Follow us on Twitter [@BillboardsNo](#)
Instagram: [@nobillboardssj](#)

No Digital Billboards in SJ is working to inspire people who care about [#SanJose](#) to send the City Council the explicit message - No Digital Billboards!

Endnotes

- ¹“Intent on Ignoring the Public, San Jose Intends to Add More Digital Billboards,” Maggie Angst, *Mercury News*, July 29, 2021, <https://www.mercurynews.com/2021/07/29/new-digital-billboards-are-coming-to-san-jose-freeways-whether-residents-like-it-or-not>
- ²“Billboard industry vs. public will: Who will win the battle over digital signs in San Jose?” Maggie Angst, *Mercury News*, Feb. 15, 2021, <https://www.mercurynews.com/2021/02/15/billboard-industry-vs-public-will-who-will-win-the-battle-over-digital-signs-in-san-jose/>
- ³ORDINANCE NO. 30162, Office of the City Clerk, City of San Jose, Sept. 25, 2018, <https://records.sanjoseca.gov/Ordinances/ORD30162.pdf>

⁴"Should a 'Vibrant Downtown' San Jose Include Gawdy Digital Billboards?" Jason Hemp, Les Levitt, John Miller, *San Jose Inside*, July 26, 2021, <https://www.sanjoseinside.com/opinion/should-a-vibrant-downtown-san-jose-include-gawdy-digital-billboards/>

⁵"Initial Study/Negative Declaration, Signs on City-owned Sites, including Billboards, Programmable Electronic Signs and Signs Displaying Off-site Commercial Speech," General Plan Text, Municipal Code and Council Policy Amendments File No.: PP18-058, City of San Jose, June 20, 2018, Revised Aug. 30, 2018, <https://www.sanjoseca.gov/home/showpublisheddocument/33402/636779752785270000>

And "Notice Of Preparation Of A Draft Environmental Impact Report For The Amendments To Title 23 Of The San Jose Municipal Code For Signs, Including Billboards, Programmable Electronic Signs, And Signs Displaying Off-Site Commercial Speech, On Non City Owned Sites File No: Pp20-004," Planning, Building & Code Enforcement, City of San Jose, March 4, 2020, <https://www.sanjoseca.gov/Home/ShowDocument?id=55058>

⁶"Piecemealing or Segmenting," CEQA Portal Topic Paper, *CEQA Portal*, Feb. 10, 2020, <https://ceqaportal.org/tp/CEQA%20Project%20Description%202020%20Update.pdf>

⁷"Council Policy Priority #4: Electronic Billboards - Approval Of Scope And Timeline For Request For Proposals For Large Format Signage/Billboards On City-Owned Property," Kim Walesh, July 15, 2019, p. 3, <https://sanjose.legistar.com/LegislationDetail.aspx?ID=4069004&GUID=5D65FA6C-C368-47D3-AD65-623B431C0E54&Options=&Search=>

⁸"Intent on Ignoring the Public, San Jose Intends to Add More Digital Billboards," Maggie Angst, *Mercury News*, July 29, 2021, <https://www.mercurynews.com/2021/07/29/new-digital-billboards-are-coming-to-san-jose-freeways-whether-residents-like-it-or-not>

⁹ibid.

¹⁰"City Policy Priority #3: Electronic Billboards Phase 2 Update On New Programmable Electronic Signs And Signs Displaying Off-Site Commercial Speech On Non-City-Owned Sites," Community Engagement, p. 4, from Rosalynn Hughey, Planning Dept., Approved by Kim Walsh, Nov. 13, 2020, <https://sanjose.legistar.com/LegislationDetail.aspx?ID=4697596&GUID=55C9462C-9F25-460F-A544-E083E2972498&Options=&Search=>

¹¹Notice of CEQA Posting: Addendum to the SJC Airport Master Plan EIR for the US 101 Airport Electronic Signs Project," email from Adam Petersen, City of San Jose Planning, Building and Code Enforcement Department, July 26, 2021 also posted online, <https://www.sanjoseca.gov/your-government/departments-offices/planning-building-code-enforcement/planning-division/environmental-planning/environmental-review/active-eirs/us-101-airport-electronic-signs> (Note, in the online posting the public comment period is identified as "Circulation, July 26, 2021 to August 25, 2021." At no place in the online notice is the public invited to review and comment on the Draft Addendum.

¹²Ibid and

Petersen, Adam

Automatic reply: Notice of CEQA Posting: Addendum to the SJC Airport Master Plan EIR for the US 101 Airport Electronic Signs Project

To: John Miller

I am out of the office without access to email or a phone the week of August 2 through August 6, 2021. I will respond to your email when I return the week of August 9 through August 13, 2021.

If your email concerns the proposed San Jose Airport electronic billboards project, please contact David Keyon and Cassandra Van Der Zweep at the following:

david.keyon@sanjoseca.gov

cassandra.vanderzweep@sanjoseca.gov

¹³Source: Cal Recycle, CEQA, Addendum,

<https://www.calrecycle.ca.gov/swfacilities/permitting/ceqa/documentation/addendum>

¹⁴Ibid.

¹⁵Ibid.

¹⁶15162. Subsequent EIRs and Negative Declarations, 14 CA ADC § 15162 BARCLAYS OFFICIAL CALIFORNIA CODE OF REGULATIONS,

[https://web.archive.org/web/20171220204529/https://govt.westlaw.com/calregs/Document/IC1DC88F0D48811DEBC02831C6D6C108E?viewType=FullText&originationContext=documenttoc&transitionType=CategoryPageItem&contextData=\(sc.Default\)](https://web.archive.org/web/20171220204529/https://govt.westlaw.com/calregs/Document/IC1DC88F0D48811DEBC02831C6D6C108E?viewType=FullText&originationContext=documenttoc&transitionType=CategoryPageItem&contextData=(sc.Default))

¹⁷See footnote 11.

¹⁸"Intent on Ignoring the Public, San Jose Intends to Add More Digital Billboards," Maggie Angst,

Mercury News, July 29, 2021, <https://www.mercurynews.com/2021/07/29/new-digital-billboards-are-coming-to-san-jose-freeways-whether-residents-like-it-or-not>

¹⁹ "...we actually have the opportunity to get rid of a lot of blight and old signage and make room for something that will really benefit the community." Raul Peralez quoted in "Electronic Billboards May Soon Line Freeways," Maggie Angst, *Mercury News*, July 13, 2020, Section B and online July 10, 2020

<https://www.mercurynews.com/2020/07/10/it-looks-like-a-free-for-all-dozens-of-electronic-billboards-could-soon-line-san-jose-freeways/>

And "We have an opportunity to reduce existing blighted billboards by incentivizing a take-down or replacement element for stand-alone billboards," the councilors wrote in a memo." Reference to memo by Vice

Mayor Chappie Jones and council members Raul Peralez and Sylvia Arenas quoted in "San Jose Looks to Add Digital Billboards to Cityscape," *San Jose Inside*, Grace Hase, Aug. 5, 2019,

<https://www.sanjoseinside.com/news/san-jose-looks-to-add-digitalbillboards-to-cityscape/>

²⁰"Levitt: Electronic billboards may work for Denver but they should not define San Jose," Les Levitt,

San Jose Spotlight, Feb. 16, 2021, <https://sanjosespotlight.com/levitt-electronic-billboards-may-work-for-denver-but-they-should-not-define-san-jose/>

²¹"List of U.S. metropolitan areas by GDP per capita," Wikipedia,
https://en.wikipedia.org/wiki/List_of_U.S._metropolitan_areas_by_GDP_per_capita

²²"Leading out-of-home (OOH) advertisers in the United States in 2019, by ad spend," *Statista*,
<https://www.statista.com/statistics/191799/top-10-us-outdoor-advertisers/>

²³"Should a 'Vibrant Downtown' San Jose Include Gawdy Digital Billboards?" Jason Hemp, Les Levitt, John Miller,
San Jose Inside, July 26, 2021, <https://www.sanjoseinside.com/opinion/should-a-vibrant-downtown-san-jose-include-gawdy-digital-billboards/>

²⁴ "we're going to have planning staff tied up in knots...means all the critical priorities of our city will lag behind as we are doing something purely for private benefit, purely for commercial benefit, not for a private company in San Jose that is hiring...residents, just companies who are making money off of advertising. And that's it...that is my concern with this approach. Mayor Sam Liccardo, Transcript of discussions of Phase 1 and Phase 2 Amendments to the Sign Ordinance, City of San José City Council, September 25, 2018, p. 56,
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Heather LaVarnway and Emily Dozier, "Shedding Light on Digital Signs," *Plan On It*, March/April 2019, Dutchess County Planning Federation, <https://www.dutchessny.gov/Departments/Planning/Docs/MarchApril2019-DCPFeNews-DigitalSignsprinterfriendly.pdf> and

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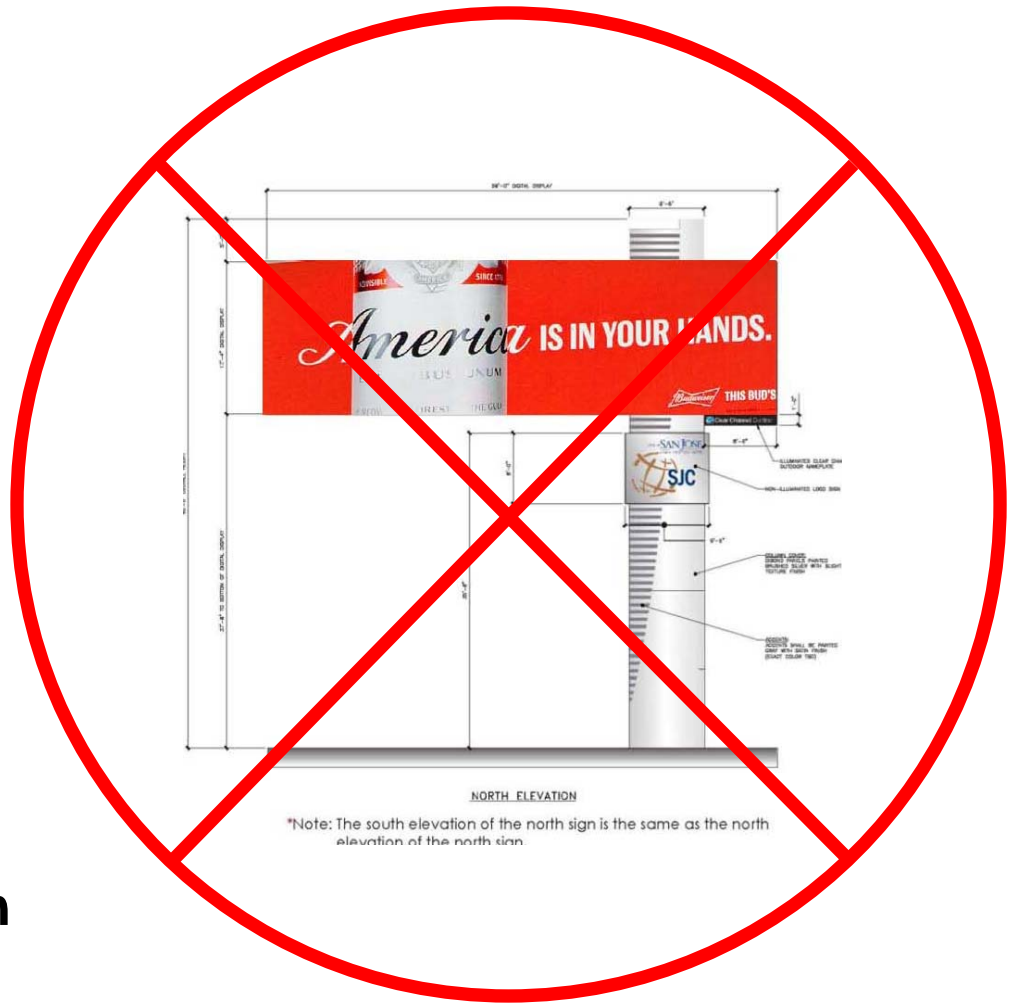
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²⁶Citizens for Free Speech and Equal Justice, LLC, et al. v. City of San Jose [5:18-cv-01919-BLF] (U.S. District Court, Northern District of California)
Citizens for Free Speech and Equal Justice, LLC v. City of San Jose - [5:20-cv-03905-BLF] (U.S. District Court, Northern District of California)
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²⁷"Billboards: The Case for Control," Edward T. McMahon, *Planning Commissioners Journal*, No. 81, Winter, 2011, p. 2, <https://plannersweb.com/wp-content/uploads/2012/07/402.pdf> and

Matrix of illustrative Surface Transportation Revenue Options, January 2019, American Association of State Highway & Transportation Officials. Note billboards are not mentioned among all of the various taxing options considered within this document.

²⁸Mayor Sam Liccardo, Transcript of discussions of Phase 1 and Phase 2 Amendments to the Sign Ordinance, City of San José City Council, September 25, 2018, p. 56, https://sanjose.granicus.com/DocumentViewer.php?file=sanjose_2a48d484f160ef8836d450e1e6e6de41.pdf&view=1



Presentation to the San José Airport Commission August 9th 2021

Contact: nosanjosebillboards@gmail.com
Twitter: [@billboardsno](https://twitter.com/billboardsno)
Instagram: [nobillboardssj](https://www.instagram.com/nobillboardssj)
Facebook: <https://www.facebook.com/NoBillboardsSJ>
Video: <https://www.youtube.com/watch?v=dhWYWzj2bjc>
Petition: <https://scenic.salsalabs.org/sanjosebillboardsaugust2020/index.html>

No Digital Billboards in San José

INTRODUCTION

Definition: Off-premise digital billboards advertise products and services not available at that location, and are not to be confused with signs (digital or not) identifying retailers, offices or event venues.

- NDBSJ is a coalition of over 800 individuals plus neighborhood associations and environmental and historic preservation organizations, all of whom oppose allowing digital billboards to change the historic character, architectural integrity & natural environment of San José.
- 1972 – San Jose banned new billboards on public property
- 1985 – Billboard ban expanded to private property citing economic and beautification benefits.

INTRODUCTION

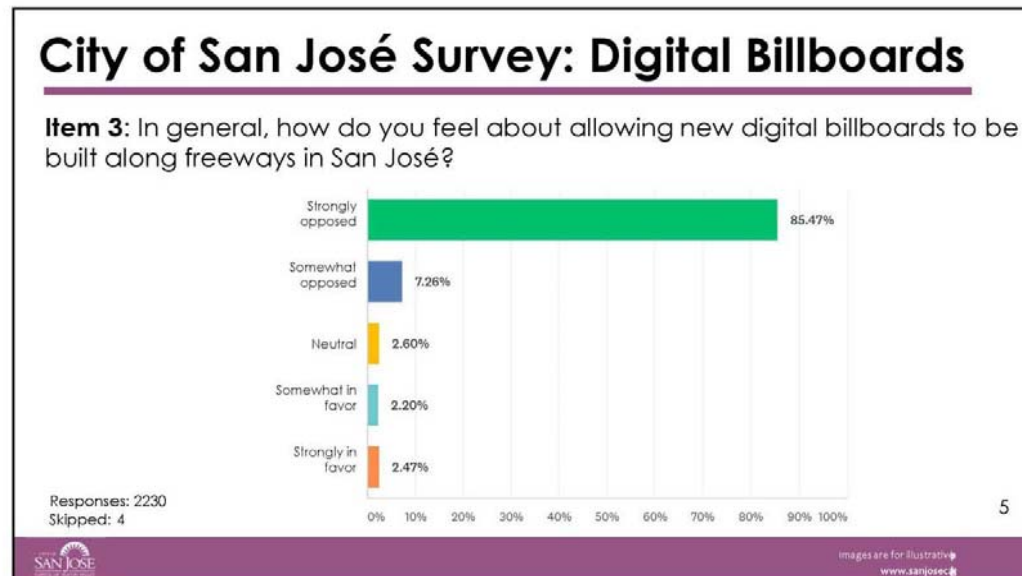
(1985) "At that time the planning commission did a three year study and determined that an abundance of billboards is "visual blight." City officials said, reducing this kind of conspicuous advertising will improve the overall appearance of the city, and this in turn will encourage economic development." – Mercury News article 1985

(1985) "Planning department officials say the ordinance is designed to encourage the revitalization of downtown and major thoroughfares." – Mercury News article 1985

(1985) "The ban is an expression of a very strong commitment on the part of the city council to beautify the city" – Gary Schoennauer Director of Planning History

INTRODUCTION

- In past 5 years billboard industry has convinced the city that digital billboards means money for the city & will improve the local economy. Not much money when measuring the cost & no improvement in the local economy. We can provide details. In 2018 – City of San Jose repealed the billboard sign ban.
- Over 2,000 respondents to a Planning Department survey oppose digital billboards. Almost 93% oppose them on freeway facing property like the two being proposed on airport property.



No Digital Billboards in San José

Airport Commission Put on the Spot

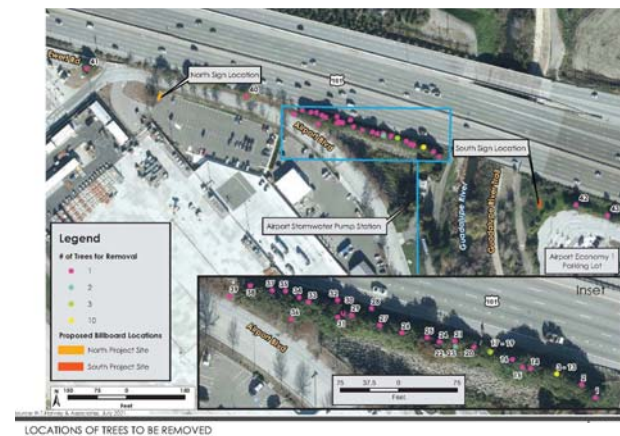
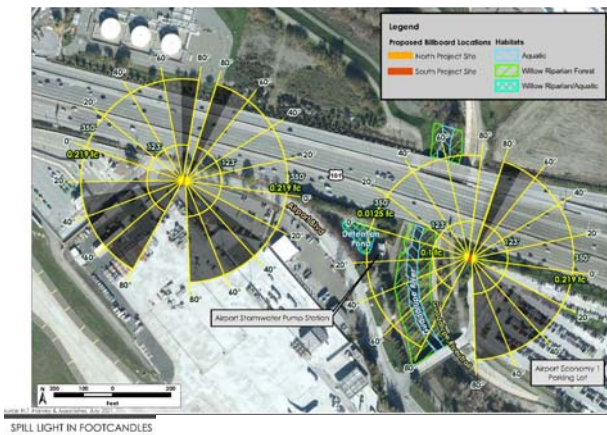
- The Airport Commission is faced with evaluating approval of two digital billboards on airport property about which we assume you have not been provided enough information to reach an informed decision. You have been deliberately kept in the dark by city officials who knew there would be airport properties eligible for digital billboards in 2019 but their suitability & impact were not reviewed in the 300 plus page EIR which paved the way for the Airport Master Plan and was released in 2020.
- Why? Because billboard proponents didn't want an EIR that included these two billboards for fear it may have raised questions they did not want to answer. Note there was no EIR on all 22 digital billboards allowed under Phase 1. So why instead an Initial Study Addendum to the existing Master Plan EIR? Because it was a white wash by definition. Initial Studies as an Addendum to an existing EIR never find any negative impacts greater than in the existing EIR. But you didn't even know it was being conducted until it was completed and announced last week. How is your Commission kept in the dark for months about the development of an Addendum to the EIR?

Airport Commission Put on the Spot

- This lack of transparency covered up the fact there was no competitive bidding process for proposals to erect digitals on these sites. No RFP was issued. Instead apparently an existing Airport vendor (Clear Channel) was simply selected to be awarded the contract for these two digitals. Does the public know the terms of the deal? No. Does the public know why competitive bidding was by-passed? No. Does the Airport Commission?
- What authority decided not to include these billboards in the original EIR? Who spent an unidentified amount of money to conduct an Initial Study Addendum whitewash? Who suspended competitive bidding & also reduced (or interfered with) the requirement to take down 4 existing billboards?"
- The public does not know these answers and we would guess neither do you.

What's Happening Here?

- City staff are expecting the Airport Commission to rubber stamp the approval of the first new billboards on public property since 1972 and take the heat for doing so without being fully informed before endorsing this scheme.
- Approval of these two billboards would put the City of San José into the billboard business and unleash a path for many more digital billboards that will remain standing for the better part of this century due to state cash compensation law for the removal of existing billboards



No Digital Billboards in San José

What Should the Airport Commission Do ?

- We advise that you refuse to provide the city with another justification for bad public policy and refuse to approve these billboards.

- Specifically we ask that you refuse to approve the construction of 2 digital billboards on airport property without a thorough and comprehensive review of this entire process. The Commission should not make any decision until you know –
 - why were these billboards not in the Master Plan EIR?
 - why was an addendum completed instead?
 - why was an RFP not issued as part of competitive bidding?
 - why were the take down requirements changed?
 - which agencies and individuals were responsible for those decisions?
 - why the city should take the risk of opening the door to never ending litigation over billboards – like in Los Angeles?

Thank you for the opportunity to present our view