

**PUBLIC NOTICE**  
**INTENT TO ADOPT A MITIGATED NEGATIVE DECLARATION**  
**CITY OF SAN JOSE, CALIFORNIA**

**Project Name:** Electronic Signs on City-Owned Property Project – Downtown sites

**File No.:** ER23-034

**Description:** The project consists of the installation and operation of six programmable electronic signs on five City-owned parcels in the downtown San José area in accordance with Title 23 of the San José Municipal Code and Council Policy 6-4. The proposed electronic signs are as follows:

1. Market & San Pedro Garage: One 1,176 sq. ft. attached, corner wrap sign at the northeast corner of the garage at the intersection of W. Saint John St. and Market St.
2. Tech Interactive Museum: One 800 sq. ft. attached, corner wrap sign at the northeast corner of the museum at the intersection of Park Avenue and S. Market Street.
3. Center for the Performing Arts: Two free-standing signs, consisting of one 900 sq. ft. sign at the southwest corner of Almaden Boulevard and Park Avenue and one 900 sq. ft. sign at the northwest corner of Almaden Boulevard and West San Carlos Street.
4. McEnergy Convention Center: One 1,028 sq. ft. attached, dual-sided sign at the southwest portion of the building facing Almaden Boulevard.
5. Second & San Carlos Garage: One 1,120 sq. ft. attached sign at the southwest portion of the garage facing Second Street.

**Location and Assessor’s Parcel No.:** The location, address, and assessor’s parcel number (APN) for each of the six proposed signs are summarized in the table below.

Sign ID.	Name of City-Owned Property/Structure	Location	Address	APN
1	Market & San Pedro Garage	Northeast corner of the Market & San Pedro Garage (intersection of W. St. John Street and Market Street)	45 N San Pedro Street	259-34-039
2	The Tech Interactive Museum	Northeast corner of The Tech Interactive building (intersection off Park Avenue and S. Market Street)	201 S Market Street	259-42-087
3A 3B	Center for the Performing Arts	Southwest corner of Almaden Boulevard and Park Avenue  Northwest corner of Almaden Boulevard and West San Carlos Street	255 S Almaden Boulevard	259-43-064
4	McEnergy Convention Center	Southwest portion of the McEnergy Convention Center building facing Almaden Boulevard	150 W San Carlos Street	264-29-113

Sign ID.	Name of City-Owned Property/Structure	Location	Address	APN
5	Second & San Carlos Garage	Southwest corner of the Second & San Carlos Garage	280 S Second Street	467-46-097

**Council District:** 3

**Applicant Contact Information:** Orange Barrel | Media (Attention: Jessica Burton); 9165 Sunset Blvd. West Hollywood, CA 90069; (214) 662-4633; [jbarton@obm.com](mailto:jbarton@obm.com)

The City has performed an environmental review of the project. The environmental review examines the nature and extent of any adverse effects on the environment that could occur if the project is approved and implemented. Based on the review, the City has prepared a Draft Mitigated Negative Declaration (MND) for this project. An MND is a statement by the City that the project will not have a significant effect on the environment because the project will include mitigation measures that will reduce identified project impacts to a less than significant level.

The California Environmental Quality Act (CEQA) requires the Notice of Intent to disclose whether the site on which a proposed project is located is included on any of the lists enumerated under Section 65962.5 of the Government Code, regarding hazardous waste facilities, land designated as hazardous waste property, or hazardous waste disposal sites. APN 264-29-113 (150 W San Carlos Street) is on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5 due to the closed leaking underground storage tank (LUST) case at the intersection of South Market Street and Viola Avenue.

The public is welcome to review and comment on the Draft MND. The public comment period for this Draft MND begins on **October 25, 2024 and ends on November 18, 2024 at 5:00 p.m.** The Draft MND, Initial Study, and reference documents are available online at: [www.sanjoseca.gov/negativedeclarations](http://www.sanjoseca.gov/negativedeclarations). Please send all comments to the Environmental Project Manager, Cort Hitchens using the contact information below:

**Mail:** Cort Hitchens, Environmental Project Manager  
200 E. Santa Clara St. – 3<sup>rd</sup> Floor  
San Jose, CA 95113

**E-mail:** [cort.hitchens@sanjoseca.gov](mailto:cort.hitchens@sanjoseca.gov)

The documents are also available for review with an appointment during normal business hours at the City of San José Department of Planning, Building and Code Enforcement, located at City Hall, 200 East Santa Clara Street; or during normal business hours at the following San Jose Public Libraries:

- Dr. Martin Luther King, Jr. Main Library, located at 150 E. San Fernando Street;
- Bascom Branch Library located at 1000 South Bascom Avenue.

Please contact Cort Hitchens at (408) 794-7386, or by e-mail at [Cort.Hitchens@sanjoseca.gov](mailto:Cort.Hitchens@sanjoseca.gov) for appointment request or additional questions, comments, or concerns.

CHRISTOPHER BURTON, Director  
Planning, Building and Code Enforcement



Deputy

10/11/24

Date

**Circulation period: October 25, 2024, to November 15, 2024 at 5:00 p.m.**