



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Kim Walesh

SUBJECT: RFP FOR LARGE FORMAT/
BILLBOARD SIGNAGE ON
CITY-OWNED PROPERTY

DATE: June 14, 2019

Approved

A handwritten signature in black ink that appears to read "D. Walesh".

Date

6/14/19

INFORMATION

The purpose of this information memorandum is to update the City Council on the status of the request for proposals for large format/billboard signage on City-owned property.

BACKGROUND

On September 25, 2018, the City Council considered proposed amendments to the General Plan Land Use Policy CD-10.4, City Council Policy 6-4, and Title 23 of the San José Municipal Code to allow signs on City-owned property, including billboards, programmable electronic signs, and signs displaying off-site commercial speech, as Phase 1 of a two-phase work plan.

Since September, staff has completed multiple rounds of outreach and discussion with stakeholder tenants and operators in the City-owned facilities (e.g. Convention Center, Museum of Art) cleared through the project's environmental process. These discussions allowed staff to identify aesthetic and programming standards desired by each stakeholder tenant and operator, and to address operational questions for each City-owned facility. Additionally, it became apparent that the process would be less complicated if two request for proposals were issued simultaneously. Therefore, one Request for Proposal will focus on identified City-owned properties located in the Downtown Sign Zone that have cleared environmental review. The other Request for Proposal will seek proposals from companies that have identified other City-owned property for consideration.

The information collected from stakeholder tenant discussions will be incorporated into general parameters of the site-specific Request for Proposal. Staff needed to consider site-specific selection criteria and aesthetic quality standards around architectural and urban design, technology and cultural enhancement formulated out of stakeholder tenant meetings, and

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evaluation criteria. Since the Request For Proposal for unidentified City-owned locations will require substantially more due diligence, including but not limited to environmental review, the requirements to evaluate these proposals will differ. The City's interests as a property owner will need to be reviewed against the City's objectives regarding signs City-wide.

Staff was unable to return to the City Council with the parameters of the Large Format/Billboard Signage program in February because of the work required to prepare the two proposals, and other major workload initiatives such as the Downtown Airspace and Development Capacity Study (also known as the One-Engine Inoperative study) and the Downtown Retail Strategy. Both the Downtown Airspace and Development Capacity Study and the Downtown Retail Strategy ultimately demanded more staff time than originally anticipated.

ANALYSIS

Staff anticipates returning to the City Council on August 6, 2019 with a memo to describe Large Format Signage/Billboard on City-owned Property Request for Proposals on August 6, 2019. Pending no major changes to the proposed parameters of each request for proposal, and City Council approval, the Request for Proposals will be released to the public in mid-August.

During the City Council discussion, there was a request to review the parameters of the Large Format Signage/Billboard Request for Proposal before issuing the document. Staff initially agreed to return with a copy of the draft Request for Proposal. However, upon further consideration, we propose to return to Council with the general parameters because Request for Proposals are generally not provided to the public prior to their release. When staff returns to the City Council for approval of the proposal parameters, the Council memo will provide information regarding the material elements of the Request for Proposals. Pursuant to the City's Procurement and Contract Integrity and Conflict of Interest Policy (Resolution 77135, Section 7), potential proposers should not participate in the development of the specifications for the Request for Proposal. Once the Request for Proposal is issued, potential proposers must limit their inquiries to the designated representative for the Request for Proposal until the protest process is complete. Potential proposers that do not comply with these requirements could be precluded from participating in the procurement or disqualified. These precautions are intended to increase competition; and ensure a fair and transparent procurement process. The City Council and staff will need to be mindful of the above admonitions to ensure maximum participation of potential proposers in the procurement process.

/s/

KIM WALES

Deputy City Manager

Director of Economic Development

For questions please contact Blage Zelalich, Downtown Manager at (408) 535-8172.