

County of Santa Clara

Roads and Airports Department

101 Skyport Drive
San Jose, California 95110-1302
1-408-573-2400



July 21, 2015

Anil Babbar, Government Relations for
Santa Clara County Association of Realtors
1651 North First Street
San Jose, CA 95112

SUBJECT: ADVERTISING SIGNS WITHIN COUNTY ROADS RIGHT-OF-WAY

Dear Mr. Babbar:

This letter is regarding the increase in real estate advertising signs along County roads, particularly the expressway system. In spite of our annual letter to your office expressing our concerns relative to the increase in the real estate advertising signs within the County Road right-of-way, we have been receiving more citizen concerns/requests to have the signs removed.

Again, thank you for taking the time to share your organization's philosophies pertinent to the placement of advertising signs along County roadways. The County does not condone the placement of any private advertising or directional signage along County roads, including the expressway system. In numerous instances, the private signs obstruct pedestrian facilities, detract from the effectiveness of roadway traffic signage, obstruct critical lines of sight, and generally detract from the roadway's appearance.

It is the County's responsibility to maintain a safe environment for the traveling public. Private signage placed within the County right-of-way is considered an illegal encroachment under County Ordinance Code Section B17-18 and is subject to immediate removal under the provisions of this section. We value your organization's concern for safety and the environment. The County shares these concerns. The County is also obligated to protect the traveling public. To this end, we will continue to remove signs illegally placed on County roads right-of-way, particularly where sight lines are blocked or other safety issues are present.

Please do not hesitate to call me should you wish to discuss the matter further. You may reach me at (408) 494-1365 or Sadegh Sadeghi at (408) 494-1335.

Sincerely,

Dan Collen, Deputy Director Infrastructure Development

cc: Michael Murdter, Director Roads and Airports
Sadegh Sadeghi, Senior Traffic/Civil Engineer
Ron Jackson, Deputy Director of Roads Maintenance
Masoud Akbarzadeh, County Traffic Engineer
David Parks, Manager Construction Operations
Jim Schramm, County Permit Supervisor
Kevin Maitski, Supervisor Wasserman's Transportation Aide
Road File

Board of Supervisors: Mike Wasserman, Cindy Chavez, Dave Cortese, Ken Yeager, S. Joseph Simitian
County Executive: Jeffrey V. Smith