

140 Beacon Street Billboard Project



**City Council Hearing
February 28, 2024**

OUTFRONT/ FOSTER INTERSTATE

Proposed Sign – Project Overview

City Initially Approved 3 Digital Billboards:

- Clear Channel has built 2 digital billboards, Outfront has built 1 digital billboard
- Outfront Foster Interstate (“OFI”) is requesting approval for a 4th sign

OFI is Joint Venture Between Outfront and Foster Interstate:

- Initial OFI meeting with City in 2020, prior to approval of the 3rd sign in June 2021
- Follow-up meeting with City Manager in March 2022 affirmed City interest in 4th sign
- Unanimous Approval at Planning Commission December 21, 2023

This sign will provide balance in the market and generate substantial revenue for the City:

- Clear Channel and Outfront will each operate two digital billboards in South San Francisco
- City will receive \$6.1 Million over length of 30-year agreement:
 - \$140,000 Upfront Fee
 - \$1.1 Million In-Lieu Fee
 - \$4.9 Million in Annual Payments (\$102,000 per year with a 3% annual increase)
 - City Advertising Time (1 ad spot for 8 weeks annually)

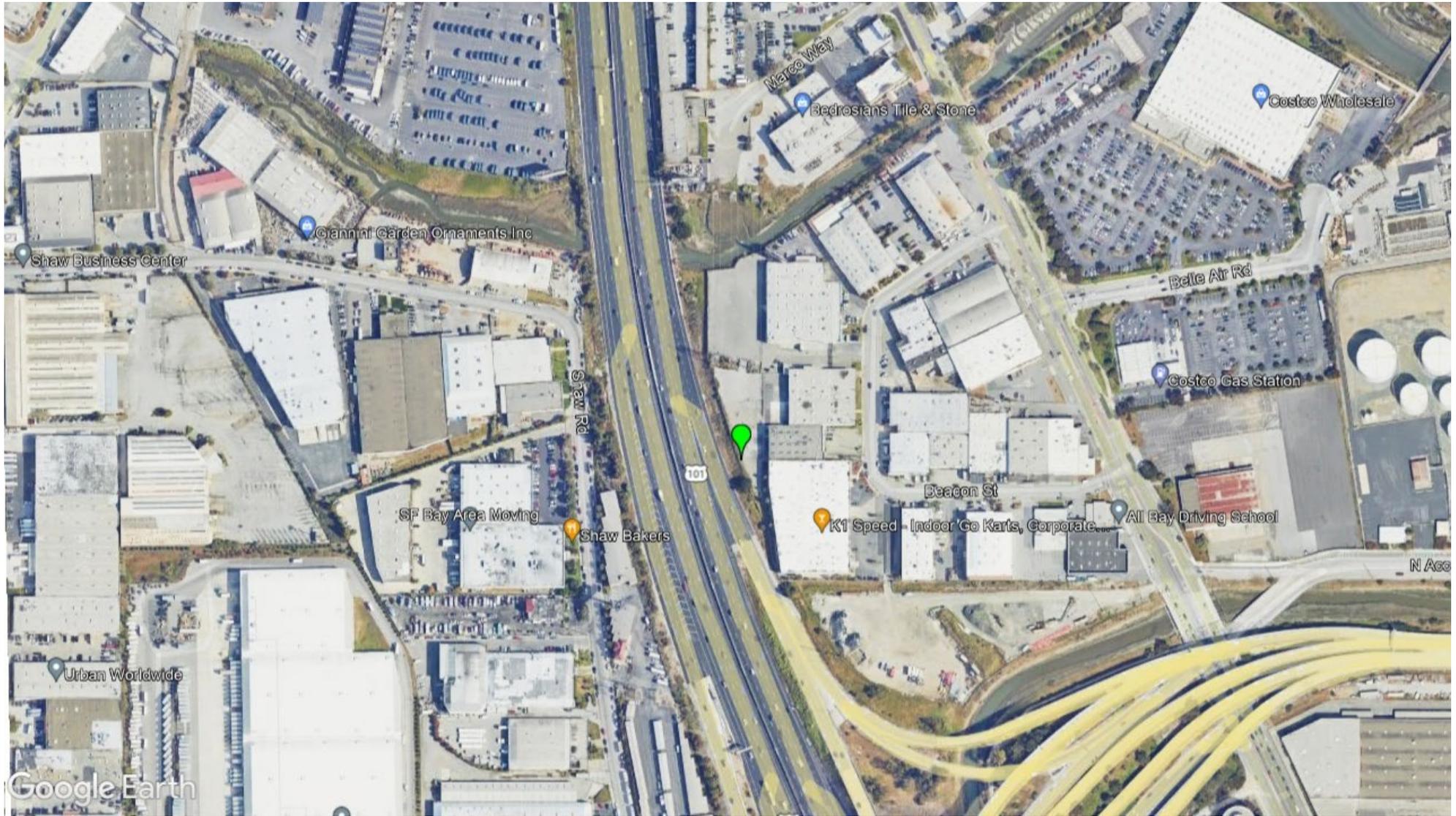
Location is Appropriate for a Billboard:

- Industrial/commercial neighborhood with no sensitive adjacent activities
- Located on vacant PG&E parcel next to US-101 freeway and overhead transmission lines
- “No impact/less than significant or reduced to that level through mitigation” per CEQA report

Proposed Sign – Location Overview



Proposed Sign – Location Area



Proposed Sign – Site Plan

TOPOGRAPHIC SURVEY NOTES

1. ALL DISTANCES SHOWN HEREON ARE IN FEET AND DECIMALS THEREOF.
2. POINTS FROM WHICH THIS SURVEY WAS MADE ARE LIMITED TO THOSE SURFACE POINTS SHOWN AS OF THE DATE OF THIS SURVEY. SUBSEQUENT MOVEMENTS OF SUCH POINTS ARE NOT TO BE CONSIDERED. POINTS SHOWN AS BEING RECOVERED BY A SURVEYOR ARE NOT TO BE CONSIDERED UNLESS THEY ARE RECOVERED BY A SURVEYOR. POINTS NOT RECOVERED BY A SURVEYOR ARE NOT TO BE CONSIDERED UNLESS THEY ARE RECOVERED BY A SURVEYOR.
3. DIMENSIONAL TIES TO IMPROVEMENTS ARE 90° TO THE PROPERTY LINES UNLESS NOTED OTHERWISE.
4. THE FIELD DATA FOR THIS SURVEY WAS COLLECTED USING A LEICA TOTAL STATION LASER SCANNER AND A "ROBOT" TOTAL STATION.
5. THE UNADJUSTED POINTS AND LINE NOTES SHOWN HEREON WERE DERIVED FROM THE LASER SCAN POINTS.
6. POINT PLACEMENTS ARE TO BE MADE BY THE SURVEYOR AND NOT CONSIDERED PRECEDENT TO THE ADJACENT HORIZONTAL LOCATION. PROPERTY LINES WERE DERIVED FROM THE LASER SCAN POINTS.

BASIS OF BEARINGS

THE BEARINGS SHOWN ON THIS SURVEY ARE BASED ON THE "TRUE" NORTH OF THE "CALIFORNIA COAST AND GEODETIC SURVEY OF 1911" AS SHOWN ON THE CALIFORNIA STATE PLAT MAP H-10564-02.

TITLE NOTE

NO INTEREST IN THIS TITLE, TITLE COMMITMENT, NOR RESULTS OF A TITLE SEARCH WERE FURNISHED TO CHAPPELL GEOMATICS, INC. THERE MAY BE EXISTING DOCUMENTS OF RECORD THAT MAY AFFECT THIS SURVEY.

UTILITY NOTES

1. NO UNDERGROUND UTILITIES WERE DETECTED.
2. EXISTING AND PROPOSED UTILITIES WERE SHOWN BY THE "EXIST" LOCATION AND "PROP" LOCATION. ALL UTILITIES WERE SHOWN AS SHOWN ON THE PLAT MAP H-10564-02.
3. FURNISHING RECORDS AND INFORMATION LATER THAN THE DATE OF THIS SURVEY.
4. ADDITIONAL UNDETECTED UTILITIES MAY EXIST WITHIN THE LIMITS OF THIS SURVEY.
5. CALL UNDERGROUND SERVICE AGENCY (USA) BEFORE ANY WORK IS DONE ON ANY UNDERGROUND WORK.

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TREE NOTE

THIS SURVEY AND SITE ARE FOR INFORMATIONAL PURPOSES ONLY. ACTUAL TYPE OF THE TREE, SIZE, AND GROWTH CHARACTERISTICS MAY VARY FROM ACTUAL FIELD CONDITIONS. NO WARRANTIES ARE MADE WITH REGARD TO TREE INFORMATION.

ELEVATION DATUM

NA83 108

SURVEYOR'S STATEMENT

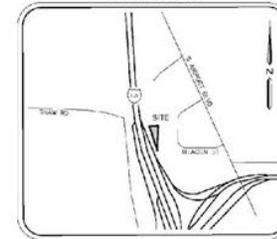
THIS MAP WAS PREPARED BY ME OR UNDER MY SUPERVISION.

Robert J. Chappell

ROBERT J. CHAPPELL, PROFESSIONAL LAND SURVEYOR
LICENSE NUMBER 5047
EXPIRES 01/31/2023
10/10/2022



VICINITY MAP



APPLICANT

D. TRACY MEDIA
1605 EASTWIND DRIVE
REDFORD, CA 94510
CONTACT: JEFF WADLEY
PHONE: 925-945-1133

PLAN PREPARATION:

CHAPPELL GEOMATICS, INC.
144 N. FIRST STREET
ORANGE, CA 92667

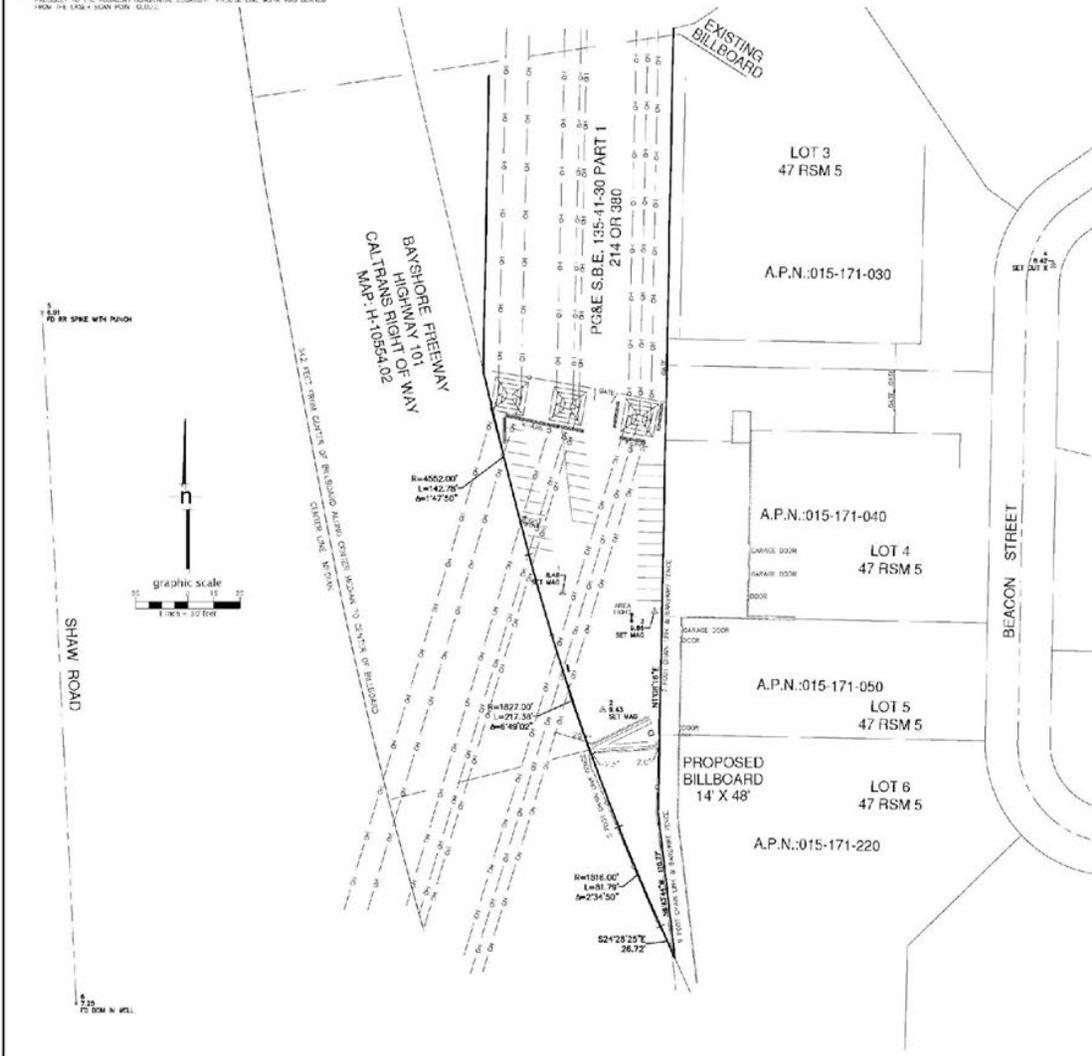
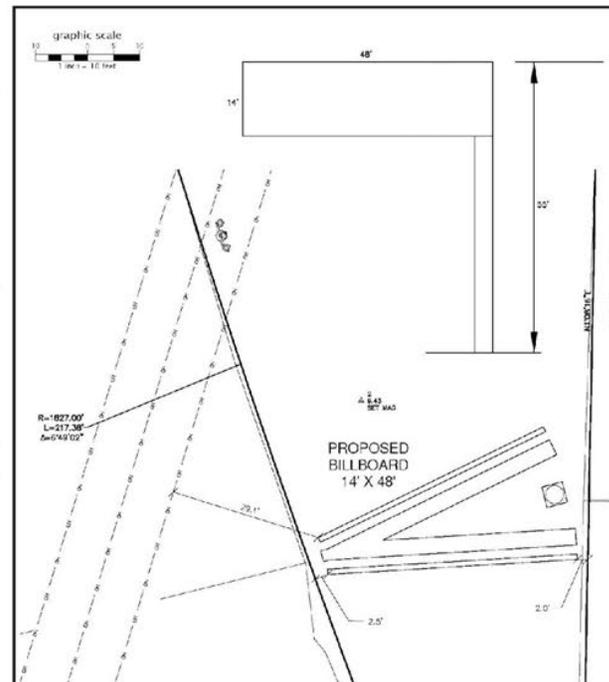
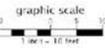
CONTACT: BOB T. CHAPPELL, PLS
PHONE: 925-945-1133

OWNER

FRANCIS STEIN ELECTRIC

LEGEND

- BOUNDARY LINES
- GENERAL LINE
- CONCRETE
- PROPERTY LINE
- STREET RIGHT OF WAY
- SUBJECT PROPERTY BOUNDARY
- EXISTING UTILITY LINES
- PROPOSED UTILITY LINES
- EXISTING UTILITY LINES
- PROPOSED UTILITY LINES
- FORCE LINE - HEIGHT & TYPE NOTED
- OVER AND OUTER
- SHEDDING
- PLUMBING FOOTPRINT



CHAPPELL GEOMATICS, INC.
144 N. FIRST STREET
ORANGE, CA 92667
PHONE: 925-945-1133
WWW.CHAPPELLGEOMATICS.COM

SITE PLAN FOR DIGITAL BILLBOARD FOR OUTFRONT MEDIA FOR OUTFRONT MEDIA 140 BEACON STREET

No.	Description	Date	By
1	Issue	1/20/2022	Robert J. Chappell
2	Check	1/20/2022	Robert J. Chappell
3	Final	1/20/2022	Robert J. Chappell
4	As-built	1/20/2022	Robert J. Chappell

DATE PLOTTED: 2/22/2023
SCALE: 1" = 30'

Proposed Sign – Simulation heading South



OUTFRONT/ FOSTER INTERSTATE 14h x 48w, Double-Sided Digital "V" Display
PG&E Site: US 101 North of SR 380, East Line, North Face

Working Draft - For Discussion Purposes Only. *Please note, design, placement of structures and elevation details are preliminary and subject to change. The positioning of each sign in this rendering and the perspective of each sign versus the overall view is for illustration purposes only and is not exact.

Proposed Sign – Simulation heading North



OUTFRONT/ FOSTER INTERSTATE 14h x 48w, Double-Sided Digital "V" Display
PG&E Site: US 101 North of SR 380, East Line, South Face

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Proposed Sign – Simulation heading North



EXISTING SIGN
Clear Channel
Outdoor 80 feet tall
1,003 square feet display area

PROPOSED SIGN
OUTFRONT Foster
Interstate 65 feet tall
672 square feet display area

Proposed Sign – Simulation heading North



OUTFRONT/ FOSTER INTERSTATE 14h x 48w, Double-Sided Digital "V" Display
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Proposed Sign – Simulation looking south from Marco Way



OUTFRONT/ FOSTER INTERSTATE 14h x 48w, Double-Sided Digital "V" Display
PG&E Site: US 101 North of SR 380, East Line, View from Marco Way

Working Draft - For Discussion Purposes Only. *Please note, design, placement of structures and elevation details are preliminary and subject to change. The positioning of each sign in this rendering and the perspective of each sign versus the overall view is for illustration purposes only and is not exact.

Proposed Sign – Simulation looking south on Beacon Street



Proposed Sign – Simulation looking west on Beacon Street



Proposed Sign – Driver Safety

Digital signs do not present an unsafe risk of distraction and they are no less safe than traditional vinyl signs according to a peer reviewed Federal Highway Administration investigation study that used state of the art eye glance movement technology

(FHWA, U.S. Department of Transportation. Driver Visual Behavior in the Presence of Commercial Electronic Variable Message Signs (CEVMS) – Phase 2, (September 2012 and released in January 2014))

An exhaustive review by the U.S. government of the literature regarding distraction caused by digital advertising signs concluded that there was no demonstrable relationship between driver safety and digital signs

(Federal Highway Administration, U.S. Department of Transportation, The Possible Effects of Commercial Electronic Variable Message Signs (CEVMS) on Driving Safety-Phase 1 (2009))

In-vehicle distractions present the significant safety hazard (e.g. cell phone and texting)

(National Highway Traffic Safety Administration, U.S. Department of Transportation, The Impact of Driver Inattention on Near-Crash /Crash Risk: an Analysis using the 100 Car Naturalistic Driving Study Data (2006))

Proposed Sign – Lighting Specifications

Lighting levels on the digital sign shall not exceed 0.3 foot candles above ambient light from a distance of 250 feet, as measured according to standards of the Outdoor Advertising Association of America.

Brightness shall not exceed 300 nits (candela per square meter) from sunset to sunrise. At all other times, brightness will not exceed 7500 nits.

Illumination shall be directed such that minimal light spill will occur on either side or the top or bottom of the sign face.

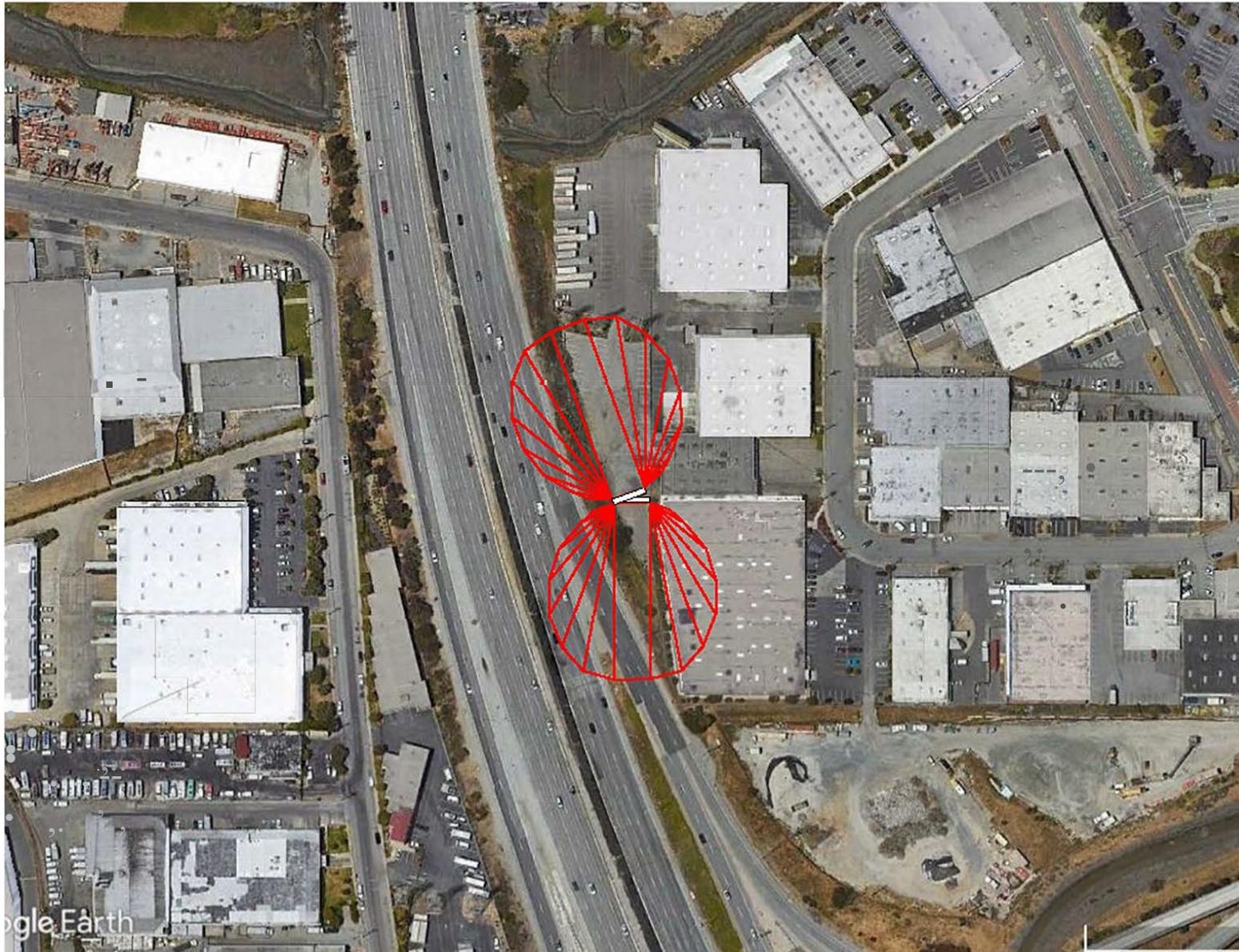
A light sensor shall be installed with the sign to measure ambient light levels and to adjust light intensity to respond to such conditions. The light sensor adjusts the sign's brightness in order to compete with ambient light. The darker the surrounding ambient light, the less bright the sign is.

The sign shall not display any moving, flashing, scrolling, fading, brightening or animated text or video.

Signage shall be controlled remotely and include remote maintenance software.

LED lighting has a directional nature, and the projected viewing angle values for this sign shall be +14.9°/-34.6° vertically and ±45° horizontally. Louvers shall be located above each row of lights to prevent light from projecting upward into the sky.

Proposed Sign – Lighting Dispersion



Proposed Sign – Lighting CEQA Findings

Light and Glare

“Impact remains Less than Significant with Mitigation”

“The currently proposed billboard has sign faces of the same size as those previously analyzed, and the closest residential uses are over 2,000 feet away (the increase in illuminance is barely perceptible at 250 feet and negligible at 500 feet), and would comply with applicable regulation and guidelines.”

“As all billboards must be at least 500 feet apart, there would be no cumulative impact from light and glare from more than one digital billboard. There would be no substantial change in the impact related to light and glare under the currently proposed billboard.”

Overall Aesthetics

“Therefore, given the substantial evidence above, the currently proposed billboard would result in no substantial changes to the Prior IS/MND Aesthetics analysis or conclusions, and impacts would remain unchanged (no impact/less than significant or reduced to that level through mitigation).”

Source: IS/MND prepared by Lamphier Gregory

Thank You!

OUTFRONT/ FOSTER INTERSTATE