

140 Beacon Street Billboard Project



**City Council Hearing
March 13, 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)

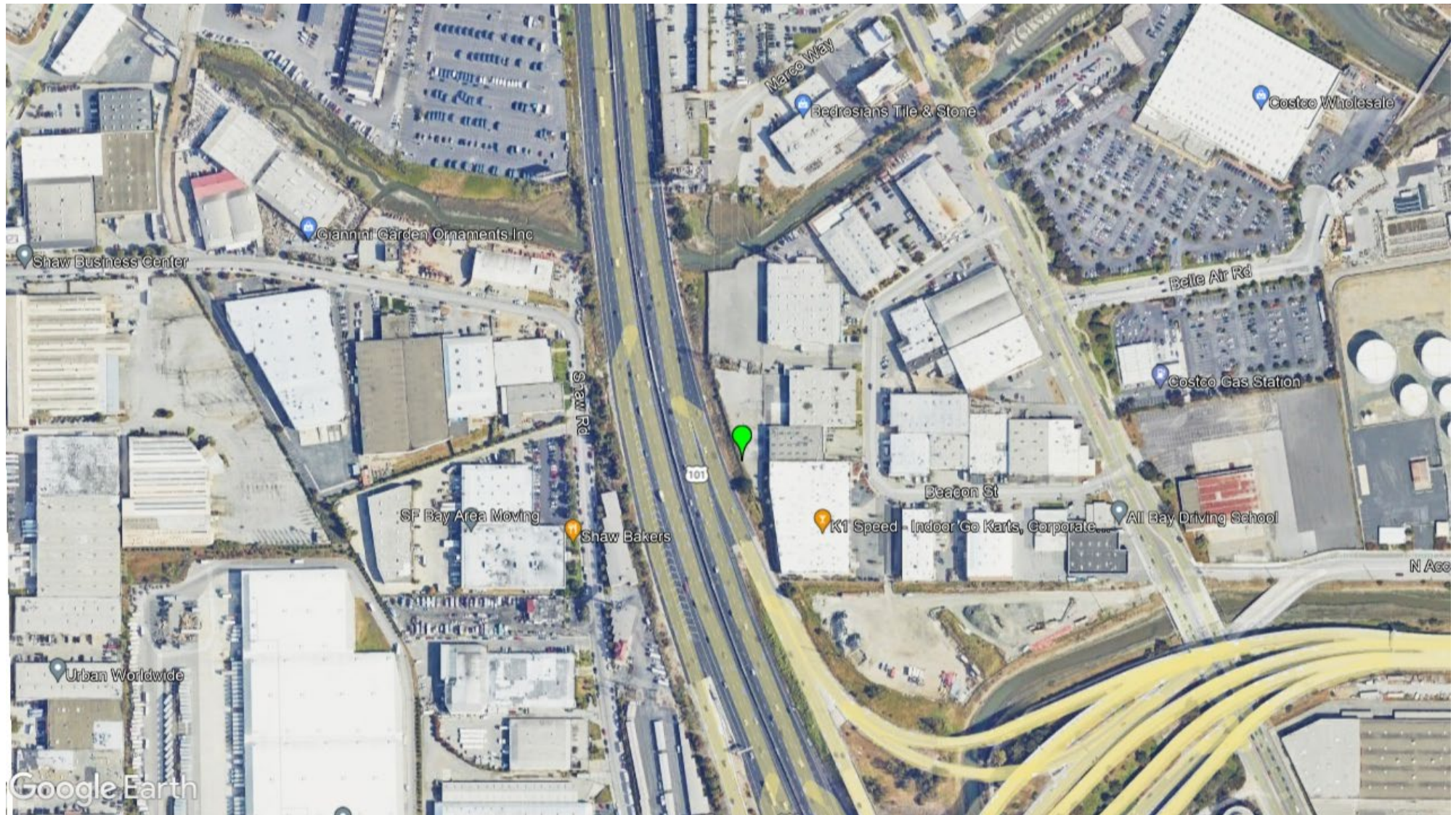
Location is Appropriate for a Billboard:

- 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 – Simulation heading South



OUTFRONT/ FOSTER INTERSTATE 14'h x 48'w, 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



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Proposed Sign – Simulation looking south from Marco Way



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

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Proposed Sign – Simulation looking south on Beacon Street



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

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Proposed Sign – Simulation looking west on Beacon Street



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

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 – 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.

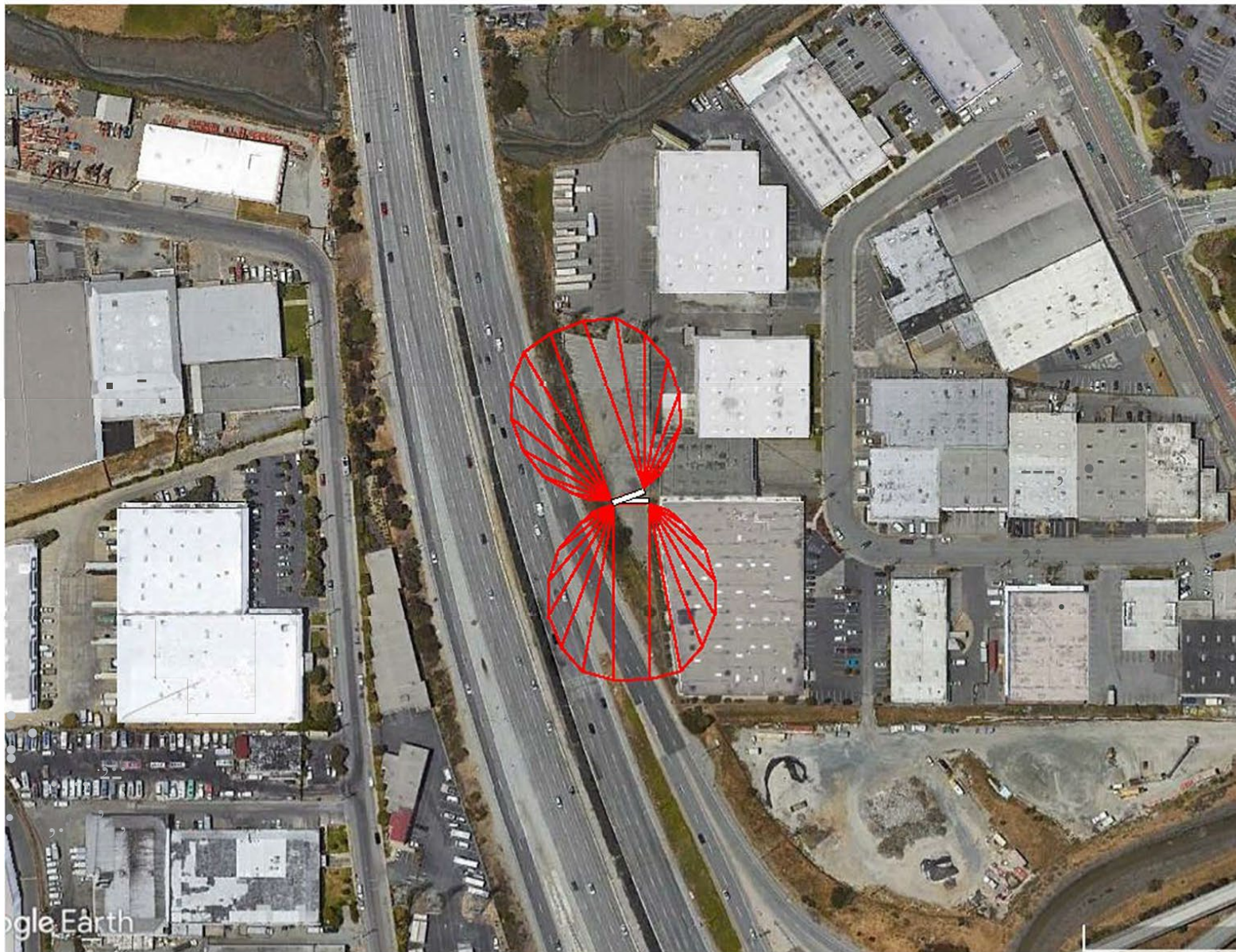
A light sensor shall be installed with the sign to measure ambient light levels and to adjust light intensity to respond to such conditions. The light sensor adjusts the sign's brightness in order to compete with ambient light. The darker the surrounding ambient light, the less bright the sign is.

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 $+14.9^{\circ}$ to -34.6° vertically and $\pm 45^{\circ}$ 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