



DEPARTMENT OF ECONOMIC  
AND COMMUNITY DEVELOPMENT  
(650) 829-6620  
FAX (650) 829-6657  
E-MAIL WEB-ECD@SSF.NET

**CITY COUNCIL 2022**

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**DESIGN REVIEW BOARD RECOMMENDATIONS**

Date: October 26, 2022

Applicant: Foster Interstate – Alex Belenson

Site Address: 101 / 280 Highway

Project No.: P22-0076: ZA22-22-0004, DA22-0003, &  
DR22-0022

On Tuesday, October 18, 2022, the Design Review Board reviewed your plans for a Zoning Amendment, Development Agreement to add a new billboard in a PG&E Easement along HWY 101 & 280 in the Freeway Commercial (FC) Zoning District in accordance to Title 20 of the South San Francisco Municipal Code.

The Chief Planner and the Design Review Board have determined that this application requires the following revisions be made to the plans:

1. The Board was not in support of the proposed Digital Billboard sign.
2. The Board commented the Digital Billboard sign appears too tall and should incorporate landscaping to soften its appearance and to provide context for the sign when viewed so that it does not stand alone and blends more visually with the surroundings.

If you have any questions regarding this matter, please feel free to contact the Planning Division at (650) 877-8535.

Sincerely,

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Christy Usher  
Senior Planner

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Tony Rozzi  
Chief Planner