



# City of South San Francisco

P.O. Box 711 (City Hall, 400  
Grand Avenue)  
South San Francisco, CA

## Resolution 2936-2023

**File #:** 23-1061

**Version:** 1

**Agenda Date:** 12/21/2023

**Item #:** 3b.

Resolution making findings and recommending the City Council approve a Development Agreement, Design Review and Sign Permit to allow for the installation of a 65-foot tall, double-faced, digital billboard on property located adjacent to 140 Beacon Avenue.

WHEREAS, Outfront (“Applicant”) has a legal equitable interest in a property owned by PG&E located adjacent to 140 Beacon Avenue (APN 015-171-999) (“Property”); and

WHEREAS, Applicant has submitted a development proposal to construct, operate and maintain an off-premise digital message center display (“Digital Billboard”) at the Property (“Project”); and

WHEREAS, in order to construct and operate the Project, Applicant seeks approval of a Development Agreement, Design Review, and Sign Permit; and

WHEREAS, approval of the Applicant’s proposal is considered a “project” for purposes of the California Environmental Quality Act, Pub. Resources Code § 21000, et seq. (“CEQA”); and

WHEREAS, the City Council adopted an Initial Study / Mitigated Negative Declaration (“IS/MND”) on August 26, 2015 (State Clearinghouse number 2013062062) in accordance with the provision of CEQA and CEQA Guidelines, which analyzed the potential environmental impacts of billboards along the west side of U.S. Highway 101; and

WHEREAS, on June 14, 2017, the City Council determined that modifications to sign height, increasing the height up to a total of 114 feet above grade, were minor in nature, the approval of which would not result in any new significant environmental effects or a substantial increase in the severity of any previously identified effects beyond those disclosed and analyzed in the IS/MND adopted by the City Council, nor would it require additional environmental review; and

WHEREAS, pursuant to CEQA Guidelines Section 15164, an addendum to the IS/MND was prepared for the Project (“2023 Addendum”) which analyzed the potential environmental impacts of billboards along the east side of U.S. Highway 101 and along with the 2015 IS/MND; and

WHEREAS, on December 21, 2023, the Planning Commission considered and approved, by separate resolution, a Resolution making findings and recommending that the City Council make a determination that the Outfront Media Digital Billboard Project at 140 Beacon Avenue is fully within the scope of environmental analysis as described in the 2015 Initial Study/ Mitigated Negative Declaration (IS/MND) and that the 2023 Addendum to the IS/MND is the appropriate environmental document for the project and no further environmental review is required; and

WHEREAS, on December 21, 2023, the Planning Commission considered and approved, by separate resolution, a Resolution making findings and recommending that City Council adopt a South San Francisco Zoning Ordinance amendment to amend Section 20.360.004 to allow four (instead of three) digital billboards

along the US 101 corridor; and

WHEREAS, on December 21, 2023 the Planning Commission for the City of South San Francisco held a properly noticed public hearing, at which time interested parties had the opportunity to be heard, to review the Project, as well as supporting documents, prior to the Planning Commission making its decision on the Project; and

WHEREAS, the Planning Commission exercised its independent judgment and analysis, and considered all reports, recommendations and testimony before making a determination on the Project.

NOW, THEREFORE, BE IT RESOLVED that based on the entirety of the record before it, which includes without limitation, the California Environmental Quality Act, Public Resources Code §21000, et seq. (“CEQA”) and the CEQA Guidelines, 14 California Code of Regulations §15000, et seq.; the South San Francisco General Plan and General Plan EIR; the South San Francisco Municipal Code; the Project applications; the Project Plans, as prepared by Chappell Geomatics, Inc, dated May 21, 2022; the Outfront Billboard Project and Related Zoning Amendment Initial Study/Mitigated Negative Declaration, including all appendices thereto; the 2023 Addendum to Initial Study/Mitigated Negative Declaration; all site plans, and all reports, minutes, and public testimony submitted as part of the Planning Commission’s duly noticed December 21, 2023 meeting, and Planning Commission deliberations; and any other evidence (within the meaning of Public Resources Code §21080(e) and §21082.2), the Planning Commission of the City of South San Francisco hereby finds as follows:

**A. General Findings**

1. The foregoing recitals are true and correct and incorporated herein by reference.
2. The Exhibits attached to this Resolution, including the Conditions of Project Approval (Exhibit A), Project Plans (Exhibit B), Design Review Board Letter (Exhibit C), the Development Agreement (Exhibit D) are each incorporated by reference and made a part of this Resolution, as if set forth fully herein.
3. The documents and other material constituting the record for these proceedings are located at the Planning Division for the City of South San Francisco, 315 Maple Avenue, South San Francisco, CA 94080, and in the custody of the Chief Planner.

**B. Development Agreement**

1. The Owner and City have negotiated a Development Agreement pursuant to Government Code section 65864 et seq. The Development Agreement, attached hereto as Exhibit C, sets forth the duration, property, project criteria, and other required information identified in Government Code section 65865.2. Based on the findings in support of the Project, the Planning Commission finds that the Development Agreement, vesting a project for a new digital billboard, is consistent with the objectives, policies, general land uses and programs specified in the South San Francisco General Plan and any applicable zoning regulations, as proposed for amendment by separate resolution.
2. The Development Agreement is compatible with the uses authorized in, and the regulations prescribed for the land use district in which the real property is located. The subject site is suitable for the type and intensity of the land use being proposed. The General Plan specifically contemplates the proposed type of

project and the suitability of the site for development was analyzed in the 2015 IS/MND and 2023 Addendum.

3. The Development Agreement is in conformity with public convenience, general welfare and good land use practice in that the project will implement guidelines set forth in the General Plan, which encourage the City to consider opportunities for enhancement of financing tools in order to fund various economic development initiatives and to actively market South San Francisco.
4. The Development Agreement will not be detrimental to the health, safety and general welfare because the project will proceed in compliance with all of the policies and programs specified in the General Plan and in compliance with all applicable zoning, subdivision, and building regulations of the City of South San Francisco.
5. The Development Agreement will not adversely affect the orderly development of property or the preservation of property values in that the project will be consistent with the General Plan.

**C. Sign Permit Findings**

1. The proposed digital billboard is comparable to existing digital billboards in appearance, function and technology;
2. The digital billboard will provide unique broadcasting opportunities for the City to provide information and facilitate communication with its residents; and
3. The proposed digital billboard will increase revenue to the City to assist the City in providing services to residents.

**D. Design Review Findings**

1. The digital billboard complies with the applicable standards and requirements of the South San Francisco Zoning Ordinance, as proposed for amendment by separate resolution to allow a total of four digital billboards in the City instead of three;
2. The digital billboard complies with the General Plan the City Council has adopted because it will provide economic opportunities to the City to in turn provide services for residents consistent with the policies and design direction provided in the South San Francisco General Plan for the employment of non-residential land use designation;
3. The digital billboard is appropriately located adjacent to the 101 highway and away from existing residential areas therefore its impacts are minimized. It complies with any applicable design guidelines

adopted by the City Council in that the proposed sign program is consistent with the Design Principles in Section 20.360.003; and

4. The digital billboard complies with the applicable design review criteria in Section 20.480.006 (“Design Review Criteria”) because the project has been evaluated against, and found to be consistent with, each of the eight design review criteria included in Section 20.480.006.

NOW, THEREFORE, BE IT FURTHER RESOLVED that subject to the Conditions of Approval, attached as Exhibit A to this Resolution, the Planning Commission of the City of South San Francisco hereby makes the findings contained in this Resolution, and recommends that the City Council adopt a resolution approving the Design Review, Sign Permit, and Development Agreement.

BE IT FURTHER RESOLVED that the recommended approvals stated herein are conditioned upon the City Council’s approval of a resolution determining, under CEQA, project consistency with the 2015 IS/MND and that the 2023 Addendum to the IS/MND is the appropriate environmental document for the project, and no further environmental review is required; adoption of the proposed South San Francisco Zoning Ordinance text amendment to amend Section 20.360.004 to allow four (instead of three) digital billboards along the US 101 corridor; and the approval of the Development Agreement between the City of South San Francisco and Outfront Media LLC.

BE IT FURTHER RESOLVED that this Resolution shall become effective immediately upon its passage and adoption.

\* \* \* \* \*

I hereby certify that the foregoing resolution was adopted by the Planning Commission of the City of South San Francisco at a regular meeting held on then 21st day of December, 2023 by the following:

vote:  
**AYES:** Chair Tzang, Vice Chair Faria, Baker, Funes-Ozturk, , Shihadeh

**NOES:** \_\_\_\_\_

**ABSTENTIONS:** \_\_\_\_\_

**ABSENT:** Evans, Pamukcu \_\_\_\_\_



Attest: \_\_\_\_\_

Adena Friedman  
Secretary to the Planning Commission