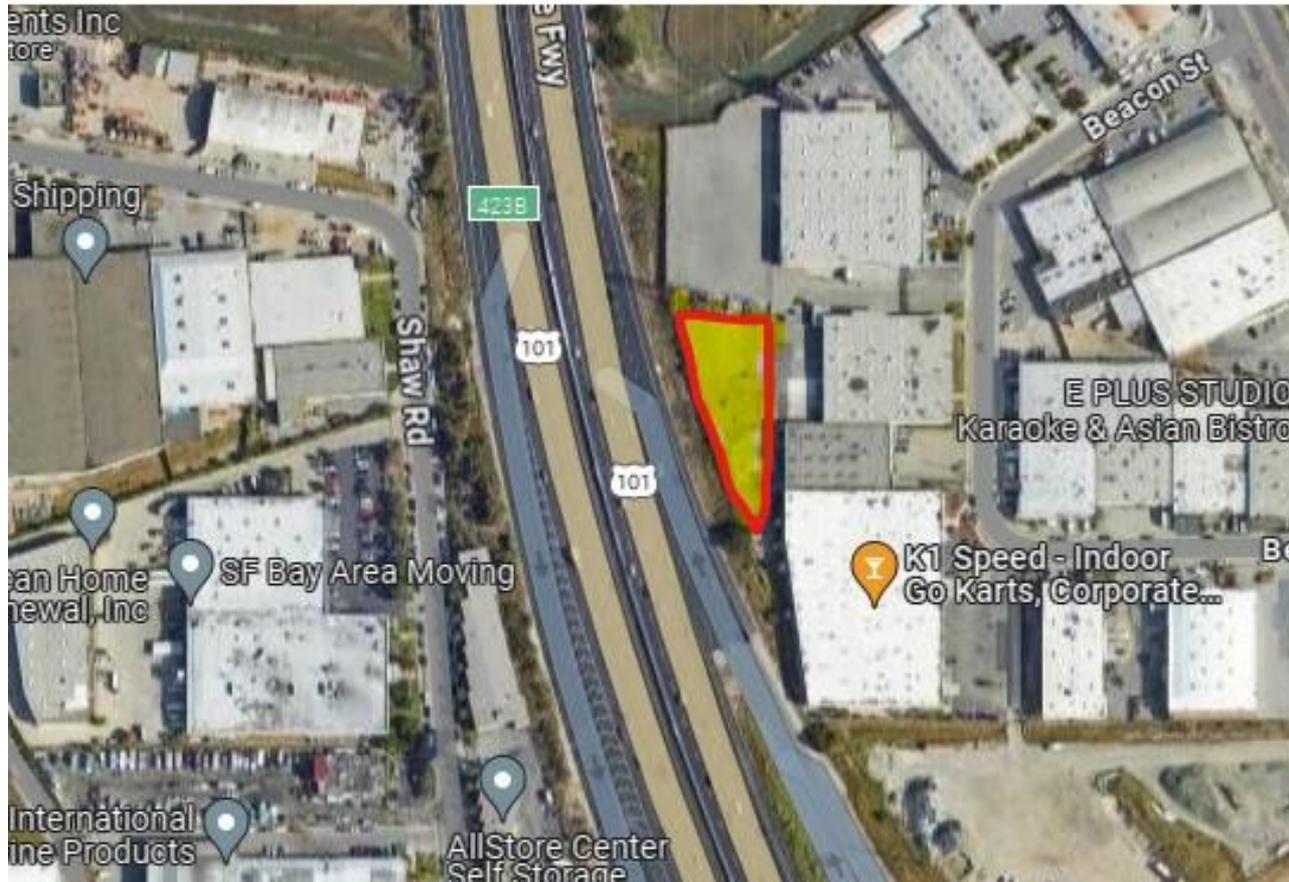


# Proposed Digital Billboard



City Council Meeting  
February 28, 2024

# Project location



- PG&E easement
- Along the 101 freeway near 280 off ramp
- Adjacent to 140 Beacon Avenue
- Zoned Business Tech Park High

# Project Description

- One north and one south freeway facing LED display
- 14' x 48' each in size
- 65 ft in overall height



# Background

## Existing and Proposed Digital and Static Billboards



Three Existing and One Proposed Digital Billboards show in Green above:

- 180 S. Airport – Existing
- 345 Shaw – Existing
- 101 Terminal – Existing
- 140 Beacon Ave – Proposed Project

# Background Comparison of Terms

## Existing and Proposed Billboard

	101 Terminal (Built)	180 S Airport (Built)	345 Shaw (Built)	PGE Property (Proposed)
	Clear Channel	Outfront Media	Clear Channel	Outfront Media
Signage Installed	2 faces, 17' x 59' (2,006sf)	2 faces, 14' x 48' (1,344sf)	2 faces, 17' x 59' (2,006sf)	2 faces, 14' x 48' (1,344sf)
Signage Removed	4 faces, 14' x 48' (2,688sf)	3 faces, 12' x 25' (900sf)	2 faces, 12' x 25' (900sf)	No signs removed
Ratio of Removed to Installed	2-to-1 signs, More sf removed than added	1.5-to-1 signs, Less sf removed than added	1-to-1 signs, Less sf removed than added	0-to-1 signs, no signs removed
DA Term	30 years	same	same	same
Annual Payment per Digital Billboard Face	\$40,000/year/face	\$40,000/year/face	\$51,000/year/face	\$51,000/year/face
Annual Payment Increase	15% every 5 years	15% every 5 years	15% every 5 years	3% annual increase*
In-Lieu Payment for not Removing Existing Signs		\$400,000	\$550,000	\$1,100,000
One-Time Payment		\$140,000	\$140,000	\$140,000
City Messaging Allowance	1 guaranteed spot of no greater than 8 seconds in the standard rotation of 8 spots on 1 digital display continuing for 2-weeks in duration, with 1 spot scheduled for each calendar quarter	same	same	same

\* results in more income to the City than 15% increase every 5 years

# Renderings



- Proposed Digital Billboard on the right
- Northbound 101 freeway and 380 on ramp

# Renderings



Additional non freeway facing perspectives  
as seen from the adjacent existing  
commercial buildings and area

# Requested Entitlements

- ▶ Design Review
- ▶ Sign Permit
- ▶ Development Agreement
- ▶ Zoning Text Amendment
  - to allow a 4<sup>th</sup> Digital Billboard in the City

# Zoning Compliance

## Zoned Business Technology Park High

- ▶ Non residential zone district

Project consistent with BTP–H Development Standards and Sign regulations with the exception of the number of signs allowed in the City:

- ▶ *Maximum Number of Signs and Faces.* Not more than ~~three~~ four digital billboards, with two faces each, may be allowed within the City, and must be pursuant to the approval of a relocation agreement under Section [20.360.003](#)(A) (“Permits Required; Review Process”).

# General Plan Consistency

General Plan Designation – “Business Technology Park – High”

- Non residential

**GOAL PE-2:** A resilient and diverse South San Francisco economy supports existing industries while accommodating emerging growth opportunities.

# Design Review

- City's Design Review Board (DRB) reviewed the proposed Digital Billboard on October 18, 2022
- DRB is not in support of digital billboards in finding they do not enhance the city skyline
- However; if they are to be allowed DRB recommends:
  - Minimize overall height and brightness; and
  - Locate them freeway adjacent with primary visibility to freeway traffic

# City Benefits

## ▶ Project Public Benefits

- \$1.1 million In lieu fee
- \$4.9 million in annual payments (\$102k per year with 3% annual increase)
- \$140k upfront fee
- Additional Impact fees, as required by code
- PSA/Advertising opportunities (1 ad spot for 8 weeks annually)

# Environmental Review (CEQA)

- Initial Study Checklist and Mitigated Negative Declaration (IS/MND)
- 2015 IS/MND Evaluated entitlements and impacts for previous billboard applications
- 2023 Addendum Checklist for Proposed Project
  - Provides substantial evidence that the Project is within the scope of the 2015 IS/MND and MMRP
  - Project continues to be subject to all relevant 2015 IS/MND mitigation measures

# Planning Commission

- ▶ PC meeting held December 21, 2023.
- ▶ Recommended City Council approve requested entitlements.
- ▶ Determining a fourth sign was appropriate for the City.
- ▶ Expressed concern over too many billboards in the future.
- ▶ Case by case approach.

# Staff Recommendation

1) Determine the 2023 project CEQA checklist addendum is consistent with the 2015 IS/MND under the provisions of CEQA

2) Approve the requested entitlements:

- Design Review
- Sign Permit
- Development Agreement
- Zoning Text Amendment

# The end