



File #: 17-554

Version: 1

Agenda Date: 6/14/2017

Item #: 4.

Report regarding a resolution approving a relocation agreement, sign permit and design review to allow an existing double-faced, static billboard located at 190 Airport Boulevard to be relocated on site and increased in height by 20 feet. *(Billy Gross, Senior Planner)*

RECOMMENDATION

It is recommended that the City Council adopt a resolution approving a relocation agreement with Action Signs, Inc. as well as a sign permit and design review, to allow the existing billboard located at 190 Airport Boulevard to be relocated on site and increased in height by 20 feet.

BACKGROUND/DISCUSSION

On January 11, 2017, the City Council adopted Resolution 04-2017 approving a Purchase and Sale Agreement (PSA) with 150 Airport SSF LLC for the acquisition and development of city-owned parcels at 178-190 Airport Blvd for residential development. Subsequently, on January 19, 2017, the Planning Commission adopted Resolution 2798-2017 approving an application to construct a new seven-story building with a total of 157 multi-family residential units at 150, 178 and 190 Airport Boulevard.

Action Signs Billboard

One of the key provisions of the PSA was the relocation of Action Signs, Inc. (Action Signs) existing billboard sign that is located on the property. As part of the 2004 Purchase and Sale Agreement, where the City originally purchased the property, Action Signs owns an easement that allows them to continue operating a static billboard sign on the site, unless the City provides written notice to relocate the sign to a comparable alternative site in order to facilitate redevelopment of the property. As part of the request to relocate the sign, the developer and Action Signs have identified a suitable location in the northeast corner of the lot, approximately 75 feet from the existing location. The proposed location would allow for the construction of the approved residential development, and continued visibility of the static billboard sign.

The proposed sign relocation project would consist of a new, double-faced V-shaped outdoor advertising sign with static message displays of 14 feet in height and 48 feet in width with an overall elevation of 114 feet above grade. The relocated static billboard sign square footage would remain the same as the existing static billboard sign. The height of the existing billboard is approximately 94 feet; the increase in height of 20 feet is necessary to maintain visibility to traffic on U.S. Highway 101.

Billboard Regulations

The California Department of Transportation (Caltrans) is involved in the control of off-premise signage displays along state highways through enforcement of the California Outdoor Advertising Act. Caltrans is also responsible, through an agreement with the Federal Highway Administration, for controlling off-premise signage along interstate highways.

Some freeways are classified as "landscaped freeways", and off-premise signage is not allowed along landscaped freeways except when approved as part of relocation agreements (Government Code §5412). All of US 101 within the City's boundaries is classified as landscaped freeway and therefore a relocation agreement is

Relocation Agreement

General Plan Conformity and Zoning Consistency

Environmental Review

The proposed project site is within the area covered by this previous IS/MND, but with a maximum sign height of 114 feet. Based on this change, Lamphier-Gregory assessed whether the project has been covered under the IS/MND or whether subsequent analysis is required. They determined that the only environmental topic area with the potential to be impacted was aesthetics, due to the change in height. While the change in height (either from the 90 feet height of the existing sign or the 70 feet height analyzed in the IS/MND) would change the exact locations from which views of Sign Hill could be blocked as vehicles travel along U.S. 101, the currently proposed 114 feet height would not substantially change the assessment or conclusions.

CONCLUSION

It is recommended that the City Council adopt a resolution approving a Relocation Agreement, Sign Permit and Design Review to allow the existing double-faced, static billboard sign at 190 Airport Boulevard to be relocated on site and increased in height by 20 feet.

Action Signs Relocation Agreement 190 Airport

City Council Hearing

June 14, 2017

178 - 190 Airport PSA



150 – 190 Airport Development



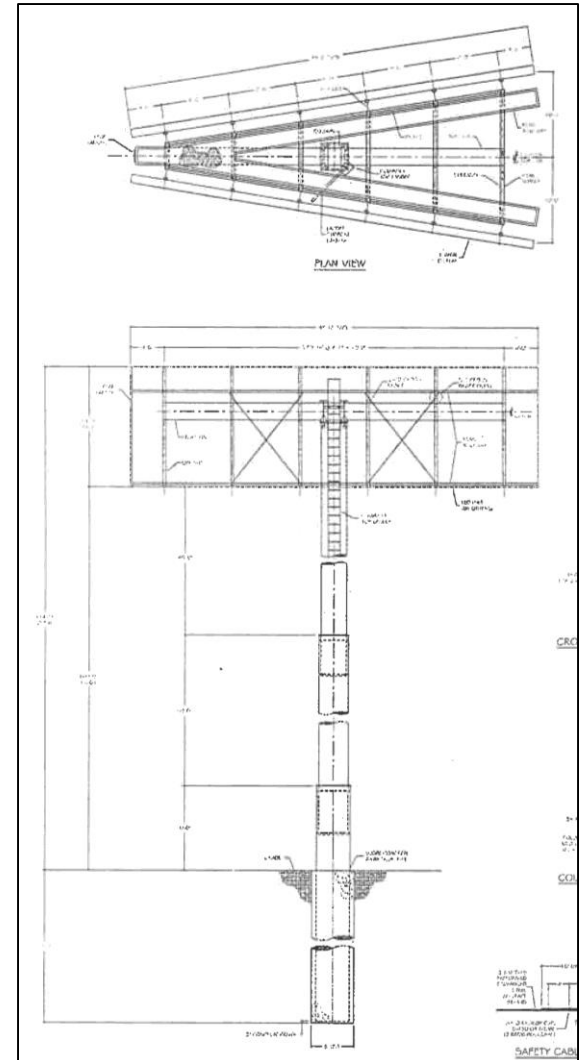
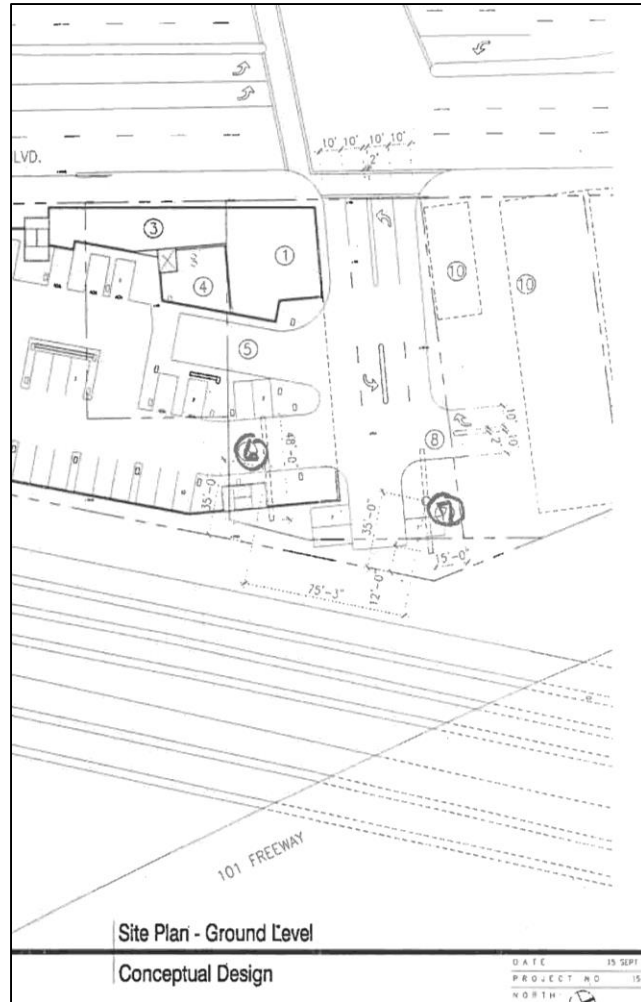
Action Signs – Existing Billboard



2004 Purchase and Sale Agreement – Sign Relocation Agreement

- ▶ Action Signs is required to relocate the billboard to facilitate development on the property, upon written request by City

Action Signs – Proposed Billboard











CEQA Consistency Analysis

- ▶ 101 Terminal Court Clear Channel Billboard Project IS/MND adopted in August, 2015
- ▶ Identified potential impacts and mitigation measures for future billboard projects (MMRP)
- ▶ Lamphier Gregory determined that the change in height to 114 feet would not substantially change the assessment or conclusions in the 2015 IS/MND
- ▶ No further analysis required

Recommendation

It is recommended that the City Council adopt a Resolution approving a Relocation Agreement, Sign Permit and Design Review to allow the existing double-faced, static billboard sign at 190 Airport Blvd to be relocated on site and increased in height by 20 feet.

