



**MINUTES  
AUGUST 1, 2019  
CITY OF SOUTH SAN FRANCISCO  
REGULAR PLANNING COMMISSION**

**CALL TO ORDER / PLEDGE OF ALLEGIANCE**

**TIME: 7:00 P.M.**

**ROLL CALL / CHAIR COMMENTS**

**PRESENT:** Vice Chair Wong, Commissioners Faria, Bernardo, Evans, Tzang and Shihadeh

**ABSENT:** Chair Murphy

**STAFF PRESENT:** Billy Gross, Senior Planner, Michele Clary, Clerk to the Planning Commission, Claire Lai, Assistant City Attorney

**AGENDA REVIEW**

No changes.

**ORAL COMMUNICATIONS**

None.

**PUBLIC HEARING**

1. Report recommending approval of a Development Agreement, a Relocation Agreement, and Sign Permit to allow an existing double-faced, static billboard to be converted to a double-faced, digital billboard located at 150 Airport Boulevard, and determining that the 2015 IS/MND continues to serve as the applicable environmental review document pursuant to CEQA. (Billy Gross, Senior Planner)
- 1a. Resolution recommending approval of a Development Agreement, Relocation Agreement, and Sign Permit to allow for the conversion of an existing 114-foot-tall, double faced, static billboard to a double faced, digital billboard on property located at 150 Airport, and determining that the 2015 IS/MND continues to serve as the applicable environmental review document pursuant to CEQA.

Vice Chair Wong opened the hearing at 7:00 p.m.

Senior Planner Gross presented a staff report regarding the development agreement, relocation agreement, and sign permit to allow an existing double-faced, static billboard to be converted to a double-faced digital billboard. He provided a brief background on the project; discussed the existing billboard; relation to surrounding projects; Zoning and General Plan consistency; development agreement; CEQA consistency analysis; and staff's recommendation.

Commissioner Evans voiced concern with the proximity of the billboard to the new residential development and the impact of changing digital images on nearby residents. Senior Planner Gross stated that an environmental consultant and the applicant analyzed the lighting levels of the existing static billboard and the new digital billboard and found that the digital billboard would not have higher lighting levels than the existing static billboard. He noted the ability of the digital billboard to adjust its light level based on ambient lighting and explained that the billboard could only change images every 8 seconds. He confirmed that staff found no change in the lighting levels of the digital billboard versus the static billboard.

Commissioner Tzang inquired about the frequency that the billboard would change and echoed Commissioner Evans' concern over impact on nearby residents. In response to Commissioner Tzang, Jim Morocco, Action Signs, stated that the sign was above the top of the building and the advertisement would change every eight seconds. Commissioner Tzang inquired about the height of the building and billboard. Senior Planner Gross displayed the images of the

billboard in relation to the adjacent properties. He stated that the top of the building was 85 feet and the bottom of the billboard was 94 feet and confirmed that no complaints had been filed on the application.

Vice Chair Wong inquired about the disagreements Action Signs had with the developer of 200 Airport Road. In response to Vice Chair Wong, Steven Burkee, legal representative of Action Signs, stated they were working with the developer, Fairfield, to mitigate concerns. Vice Chair Wong inquired about future digital billboards in the City. Senior Planner Gross stated that the proposed Action Signs digital billboard would be the third of the maximum three digital billboards currently allowed by the Zoning Ordinance. He added that the City had received an application for another digital billboard, which includes a proposed Zoning Amendment to allow additional digital billboards; this application will have to be reviewed by the Planning Commission and approved by the City Council.

Commissioner Faria concurred with Vice Chair Wong's comments and discussed the light emittance from other digital billboards.

Commissioner Shihadeh inquired about the adequateness of the insurance requirement and voiced his concern regarding liability. Senior Planner Gross stated \$5 million was the same insurance requirement implemented on the other two digital billboards in the City.

Commissioner Bernardo asked who approved the content that was displayed on the billboard. Andy Morocco, Action Signs, stated they have full control over what type of content was displayed on the billboard.

Commissioner Evans reiterated concern regarding the digital billboard and distraction on roadways and inquired about the distance between billboards. Senior Planner Gross stated the billboard company would need to remedy complaints about brightness levels. He noted that digital billboards were required to be 1,000 feet from other digital billboards and 500 feet from static billboards.

Commissioner Tzang expressed concern regarding digital billboards causing distractions and commended City staff for its work regarding digital billboards.

Vice Chair Wong echoed Commissioner Evans' concerns and inquired about the billboard change interval. Senior Planner Gross stated all digital billboards had the same interval requirements. Vice Chair Wong stated he preferred the look of digital billboards over static billboards.

Commissioner Faria asked if the agreement still stood for City ads to be displayed on the digital billboards. Senior Planner Gross stated the City was able to display an ad for two weeks per calendar quarter.

Vice Chair Wong closed the hearing at 7:23 p.m.

#### **MOTION**

Commissioner Faria moved and Commissioner Tzang seconded a motion to adopt a resolution recommending approval of a Development Agreement, Relocation Agreement, and Sign Permit to allow for the conversion of an existing 114-foot-tall, double faced, static billboard to a double faced, digital billboard on property located at 150 Airport, and determining that the 2015 IS/MND continues to serve as the applicable environmental review document pursuant to CEQA. The question was called and the motion carried 6-0-1, Chair Murphy absent.

#### **ITEMS FROM STAFF**

Senior Planner Gross stated the Planning Commission meeting of August 15, 2019 would be cancelled.

#### **ITEMS FROM THE PUBLIC**

None.

## ADJOURNMENT

Vice Chair Wong adjourned the Planning Commission meeting at 7:30 p.m.

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Sailesh Mehra  
Secretary to the Planning Commission  
City of South San Francisco

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JulieAnn Murphy, Chairperson  
Planning Commission  
City of South San Francisco