

ACTION SIGNS DIGITAL BILLBOARD 150 AIRPORT BLVD

City Council
September 25, 2019

Project Area

Existing Static Billboard



Action Signs – Existing Billboard



Screen Added to Rear

Light Platform Removed

Pole Ladder Removed

Relation to 150 Airport Project



Relation to 150 Airport Project



Relation to 200 Airport Project



Relation to 200 Airport Project



Zoning and General Plan Consistency

- Downtown Transit Core Zoning Designation
- GP Designation “Downtown Transit Core”
 - Intended for development to support the Caltrain Station

Subject to approval of the Development Agreement and Relocation Agreement, the project will remain consistent with the intent and purpose of the General Plan and comply with Zoning Ordinance standards related to signage.

Development Agreement

- Term
 - 30 years
- Fees
 - Annual Payment of \$80,000 for digital billboard
 - One-time in-lieu fee payment of \$1,000,000 for two billboard faces needed to satisfy the 2:1 removal ratio
- City Gateway Signs
 - Reimburse up to \$140,000 for City gateway signs
- Community Service Messages
 - One two-week advertising spot for each calendar quarter

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

Planning Commission

- ▶ Reviewed the project on August 1, 2019
- ▶ No members of the public spoke on the project
- ▶ Commission had questions related to light impacts, who controls advertising, and process to allow additional digital billboards in the future
- ▶ Recommended by a vote of 6–0 that the City Council approve the entitlements and find the project exempt from CEQA

Recommendation

That the City Council follow the recommendation of the Planning Commission and take the following actions:

- ▶ Adopt a Resolution making findings and approving the Planning Project, including the Relocation Agreement and Sign Permit subject to the attached conditions of approval, and determine that the 2015 Initial Study/Mitigated Negative Declaration continues to serve as the applicable environmental review document pursuant to CEQA.
- ▶ Waive Reading and Introduce an Ordinance approving a Development Agreement.