



Hillcrest Avenue Digital Display





Contact Information

Applicant:

Mike McCoy

Mesa Outdoor
696 San Ramon Valley Blvd #192
Danville, CA 94526
mmccoy@mesaoutdoor.com
925-386-6372

City of Antioch:

Kevin Scudero

City of Antioch
Planning Department
200 H Street
Antioch, CA 94531
kscudero@ci.antioch.ca.us
925-779-6133

Caltrans Coordinator:

George Anzo

Department of Transportation
CalTrans Dept. of Outdoor Advertising
P.O. Box 942874, MS-36
Sacramento, CA 94274-0001
916-651-9327

Property Owner:

Charles Lee

1202 Sunset Drive
Antioch, CA 94509

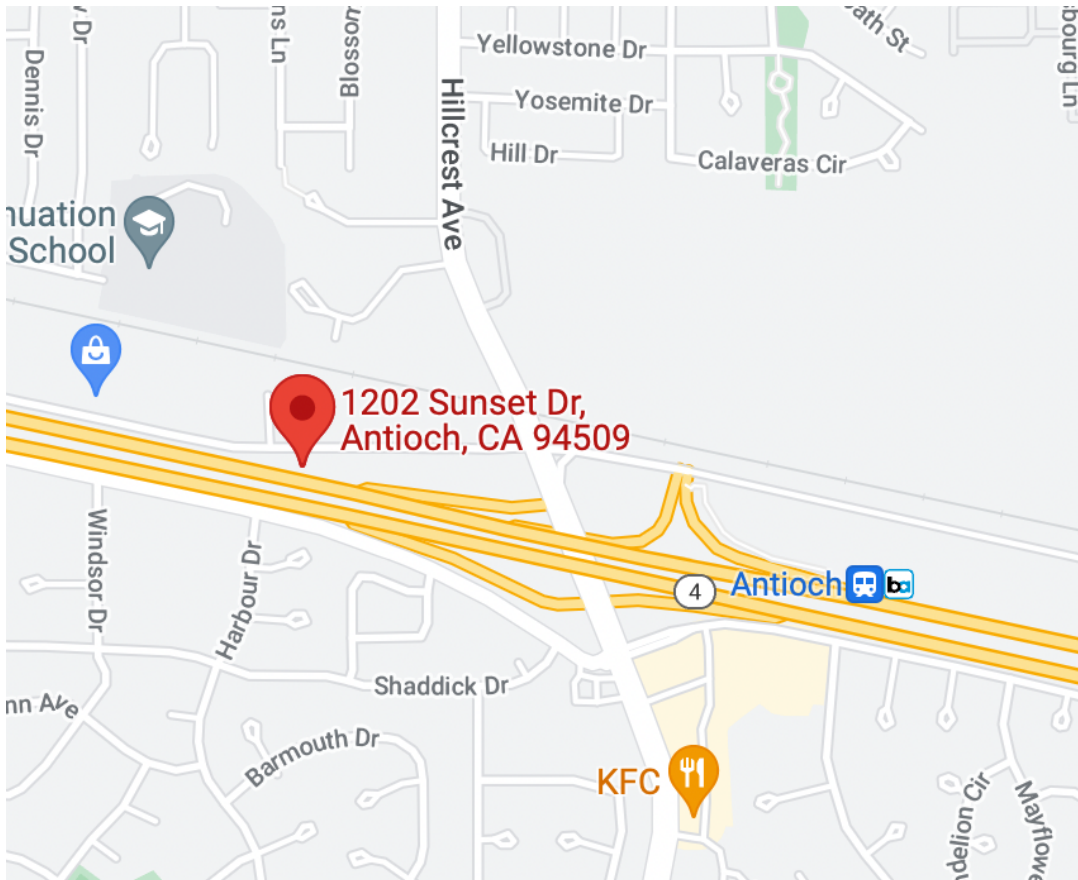


1.0 Project Description

Mesa Outdoor proposes to develop a new digital display on private property located at 1202 Sunset Drive west of the Hillcrest Avenue exit. The new sign will be more than 2.5 miles away from the next closest advertising display and will serve East Antioch and the emerging Hillcrest Station area. The site is already impacted aesthetically by two PG&E transmission towers. Mesa Outdoor is a regional operator of billboards founded in Contra Costa County in 2009 with an emphasis on serving local businesses.

We propose to construct the most aesthetically pleasing and environmentally efficient off-site advertising digital display in the City of Antioch. The proposed structure will support double-sided 16' x 48' LED faces in a "V" configuration, supported by a single steel tube. The overall height of the sign will be 35 feet. The sign will be equipped with class-leading LED technology from Watchfire Signs. The advertising faces will be connected to the grid using existing electrical wires, adjacent to the sign. The sign will also include photovoltaic panels placed discreetly on top of the sign to generate electricity to help power the digital displays. This project does not interfere with any existing signs, or require the elimination, modification, or reclassification of any buildings or structures. This project will not have a significant impact on the environment or the residents of the city. The project will require a sign ordinance update to allow billboards in C-2 zoned properties with a conditional use permit.

2.0 Property Location Map - 1202 Sunset Drive

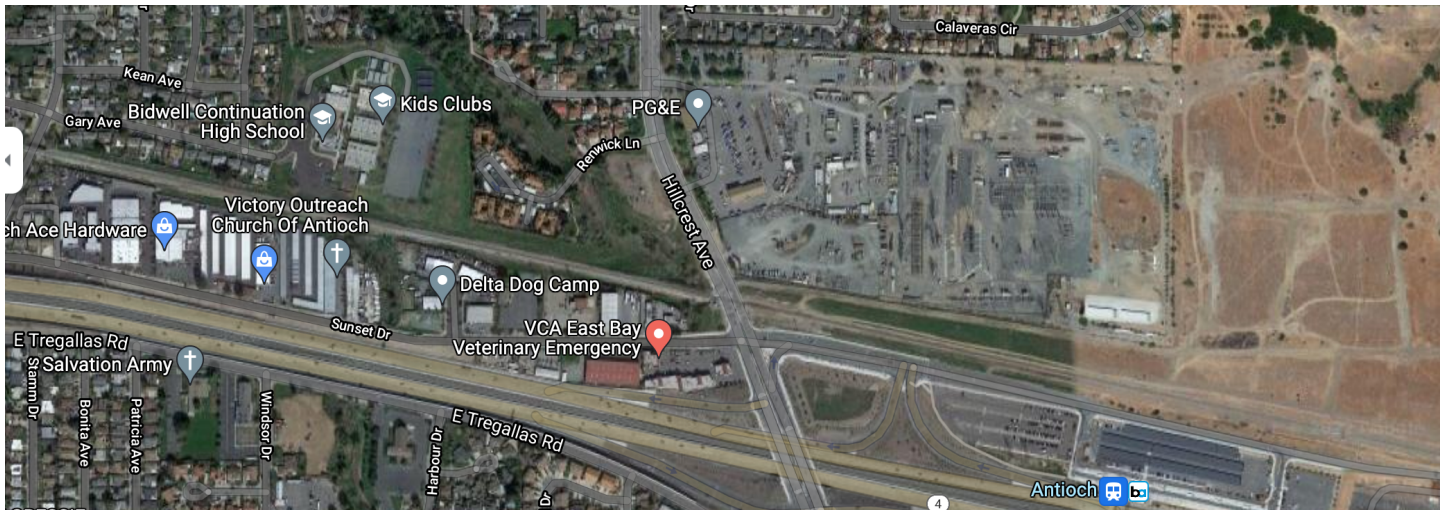




2.1 Property Description

The property is zoned C-2 and located in a commercial & industrial area on the north side of Highway 4. The site is already impacted aesthetically by two PGE transmission towers connecting into the Delta District Service Center to the north. Surrounding uses are predominantly industrial, with storage, manufacturing and auto uses nearby. The current use of the property is a for the temporary storage of outdoor items and vacant land. The existing property allows for ease of access to the build location which will allow for the sign to be installed within 3 days. The site is devoid of excess vegetation and is ideal for a digital sign, due to its close proximity to Highway 4.

2.2 Surrounding Area - Industrial Businesses



The proposed location is approximately .25 miles away from the strategically important Hillcrest Bart Station and strategic growth plan. Adjacent to the property is light and heavy industrial uses. Our sign location will provide a conduit for local businesses to promote their services on a daily basis to the traveling public commuting into and through Antioch from Oakley and Brentwood. Furthermore, the sign will act as an economic development tool to the Hillcrest strategic plan.



2.3 Site Photograph





2.4 Photosimulation



3.0 Visual Impacts & Mitigations

Great care was taken in the selection of the property the design of the sign to minimize impacts on the scenic view sheds of Antioch. The proposed property is located outside of Caltrans designated "Scenic Highway" and "Landscaped Freeway" sections of the County and City. The property is located in a primarily commercial area, amongst view sheds that have already been developed.



4.0 Structure Description

The proposed structure will consist of 16' x 48' illuminated digital advertising display faces, supported by a center-mounted length of steel tubing. The sign will be 35' tall overall, and its advertising faces will have 19' of ground clearance to allow trucks and heavy equipment to move freely underneath the sign. These design specifications are standard in the industry and similar to our sign in Pittsburg, CA (picture below). The structure will be composed of steel and will arrive at the site pre-fabricated, primed, and painted. The structure will be cemented underground to provide a secure foundation and minimize the structure's footprint. All structural calculations will be signed and sealed by a registered engineer. The structure and installation will comply with all applicable building and electrical codes and will bear a U.L label.



4.1 Scaled Elevations

See insert.

4.2 Illumination & Lighting Study

LED displays emit directional light that can be controlled with software. The digital components will come from the industry leading, Watchfire digital sign group. The components are waterproof, completely sealed and controlled with a photocell management system. This system controls the sign from being overly bright at night and dull during the day. The sign will be brightest during the day when the sun contrasts with the electrical image. In turn, the display will be less bright during the darkest of night. The management control system is state of the art. Mesa Outdoor and Watchfire will consistently monitor the screens with mounted web cameras. Mesa operates other



Watchfire displays in the County. The attached lighting study from Watchfire shows insignificant amounts of lighting spillover.

4.3 Building Materials Plan

The display will consist of 16'x48' high definition (16mm pixel spacing) digital displays from Watchfire. The displays will offer class leading clarity, uniformity, color accuracy, and reliability. Total sign height for the project will be 35 feet, which is as low as possible, but high enough to clear the soundwall and BART train tracks. The sign will include full nose enclosure with Trex sustainable wood-siding. V-shaped advertising faces and single pole configuration.

5.0 Proliferation Analysis

We believe this project is the last opportunity for a new digital sign within the City of Antioch based on available zoned land and Caltrans Landscaped Freeway regulations. New billboard development is limited by local zoning, local land use regulations, and Caltrans regulations. Highway 4 is designated as "Landscaped Freeway" throughout much of the entire length of Highway 4 in the City of Antioch.