

City of Antioch

Delta Bowl Digital Billboard

Project Description

PROJECT OVERVIEW

Outfront Foster Interstate proposes to construct a double-sided digital billboard at Delta Bowl, 3300 Delta Fair Blvd, on the south side of Hwy 4 west of Somersville Rd. The new billboard will be a back-to-back structure with east and west facing 14' x 48' LED displays visible to vehicles traveling in both directions on Hwy 4.

The proposed signs will display a rotation of eight 8-second static images and will operate 24 hours per day, seven days per week. The displayed messages will be a mix of national, regional, and local advertising, public service, and community messages. The displays will be included in the Amber Alert network and will be made available to broadcast emergency messages. The billboard will not show video or motion.

Proposed LED Billboard

Physical Characteristics

The proposed billboard structure will be 70 feet overall height. The displays on the billboard will be a full flag mounted display on the supporting column. The above-ground column supporting the billboard would be approximately 56 feet tall. The column will have a diameter of three (3) feet. The billboard displays will be 14 feet high by 48 feet wide and will be equipped with upper and lower rear catwalks measuring approximately 2.5 feet wide and extending along the length of the back of the displays. Access to the catwalks will be by a ladder. The advertising surface area of each billboard face will be 672 square feet (sf), or 1,344 sf total for both.

The foundation will be a drilled shaft with a poured concrete footing. The column foundation will be five feet (5) in diameter and extend to an estimated depth of 41 feet below the ground surface.

The proposed billboard will be connected to existing power in the project area. Construction will take two to four weeks to complete.

LED Light Specifications

Outfront Foster Interstate is proposing to install Opto-Tech LED signs configured to minimize light spillage and constrain brightness in accordance with industry guidelines and consistent with standards established by California law. The diode pattern of LED bulbs is based on a Nichia series 336 LED, which outputs light horizontally at 90 degrees and vertically at 45 degrees.

LED Billboard Operation

The illuminated double-sided billboard is proposed to operate under specific criteria to limit the potential for distracting vehicle drivers' viewing of the displays. These criteria include:

- 1) Still images will change every eight seconds
- 2) Light levels will be controlled by a daily clock and adjusted to ambient light conditions. The maximum light output level of the digital displays will be 0.3 foot-candles above ambient lighting conditions, measured at a distance of 250 feet.

Site Photos

North Side of Property View – Facing West Towards Site



North Side of Property View – Facing East Away From Site



Site Photos

West Side of Property – Facing South Away From Site



West Side of Property – Facing North Towards Site



Site Photos

Adjacent Property View – Facing West Away From Site



Adjacent Property View – Facing East Towards Site



Site Photos

West Side – Side Entrance to Kaiser – looking North towards site



Looking North from across Delta Fair Blvd



Additional Adjacent Area Photos

West Side – Front Entrance – Delta Bowl – from edge of Hwy 4



South Side – Delta Fair Blvd Frontage – Delta Bowl – from southwest corner of property

