



TO: ANTIOCH PLANNING COMMISSION
FROM: Zoe Merideth, Senior Planner
SUBJECT: Sunset Billboard (UP-22-05, AR-22-09)
DATE: Regular Meeting of May 17, 2023

Property Owner: Charles Lee California Concrete 1202 Sunset Drive Antioch, CA 94509	Applicant/Representative: Mike McCoy Mesa Outdoor 696 San Ramon Valley Blvd #192 Danville, CA 94526
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Project: Sunset Billboard File #: UP-22-05 Address/ APN: 1202 Sunset Drive/068-253-011 General Plan: Neighborhood Community Commercial Zoning: C-2 – Neighborhood/Community Commercial District Planner: Zoe Merideth
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REQUEST

The applicant, Mesa Outdoor, is requesting Use Permit and Design Review approval to install a new double sided digital billboard supported on a single steel tube. Each face will be 16 feet by 48 feet with an overall height of 35 feet. The subject site is a largely undeveloped .42-acre parcel used for storage at 1202 Sunset Drive.

STAFF RECOMMENDATION

Staff recommends that the Planning Commission adopt the resolution approving the use permit and design review application allowing construction of a new digital billboard.

PROJECT OVERVIEW

The proposed project includes the construction of a 35-foot-tall digital billboard at the southern end of the property at 1202 Sunset Drive adjacent to State Route 4. The property is currently largely undeveloped and used for storage. The property contains a 100-foot-wide PG&E easement over the eastern half of the property. A PG&E transmission tower and overhead lines are present. The billboard is proposed to be located entirely outside of the easement and will not interfere with any of the PG&E equipment.

The billboard will be a double-sided digital billboard supported on a single steel tube. Each face will be 16 feet by 48 feet and will be oriented in a V-configuration to allow both west- and east-bound drivers to view the sign. The overall height of the billboard will be 35 feet.

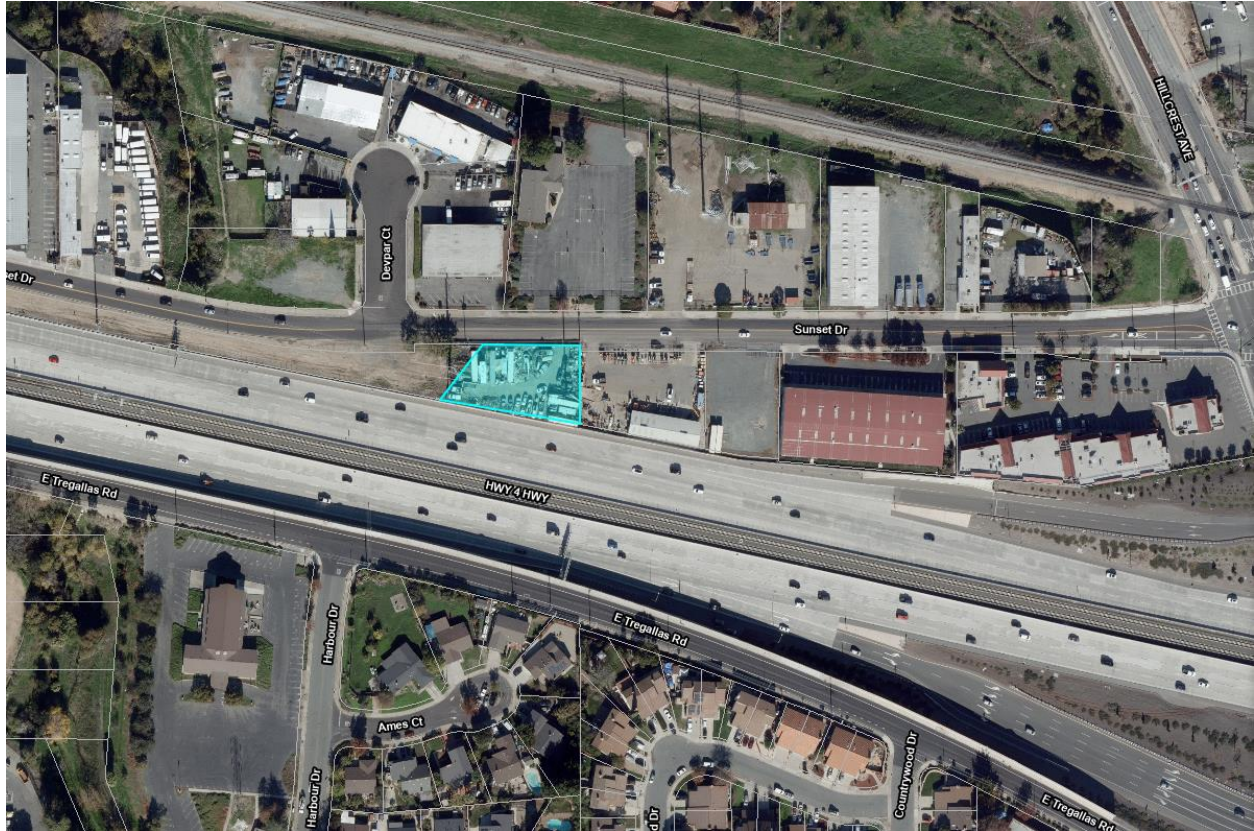


Figure 1: Project Location

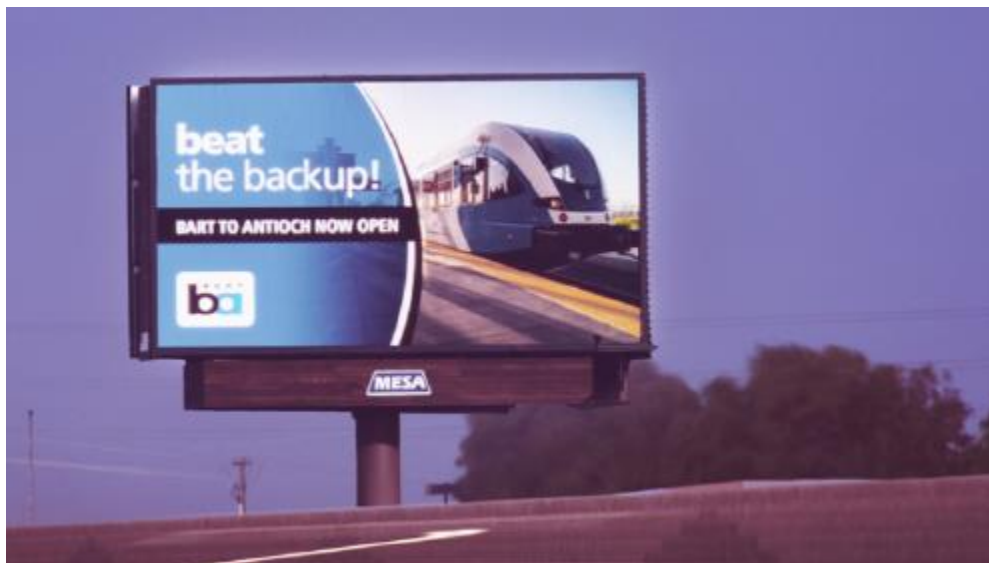


Figure 2: Rendering of Billboard

GENERAL PLAN, ZONING, AND LAND USE

The General Plan designation of the site is Neighborhood Community Commercial. The zoning designation of the site is C-2, Neighborhood/Community Commercial District. The proposed use is allowed subject to Use Permit and Design Review approval.

Comparison of Adjacent Properties			
Vicinity	GP Land Use	Zoning	Current Use
North	Neighborhood Community Commercial	Neighborhood/Community Commercial	Church and Commercial Buildings
South	N/A	N/A	State Route 4
East	Neighborhood Community Commercial	Neighborhood/Community Commercial	Storage Uses
West	Neighborhood Community Commercial	Neighborhood/Community Commercial	Vacant

USE PERMIT

A Use Permit is required for the establishment of any billboard pursuant to Antioch Municipal Code (AMC) section 9-5.515(C)(3), which states, “Billboards shall be permitted in the C-2, C-3, M-1, and M-2 zones.”

AMC section 9-5.2701(D) states that use permits are required of “use classifications that have unusual site development features or operating characteristics requiring special consideration so that they may be designed, located, and operated compatibly with uses on adjoining properties and in the surrounding area.”

DESIGN REVIEW

Pursuant to AMC Section 9-5.2607, all new development within the City is subject to Design Review approval. The purpose of the Design Review process is to promote the orderly development of the City, encourage high quality site design and planning, protect the stability of land values and investments, and ensure consistency with the Citywide Design Guidelines.

SIGNAGE AND BILLBOARD REGULATIONS

The AMC’s Sign Regulations regulate signage citywide and provide standards for different types of signage, such as wall signage and monument signage, as well as allowable signage in different zoning districts. The Sign Regulations include provisions related to Advertising Signs in section 9-5.515. Section 9-5.505(A)(2) defines advertising signs as:

Advertising Sign. A sign which directs attention to a business, profession, commodity, service, or entertainment which is conducted, sold, or offered at a location other than on the same lot or parcel upon which the sign is located.

One type of advertising sign is a billboard, which is an advertising sign containing more than 50 square feet. A billboard is considered an advertising sign because the sign directs attention to services offered at a location other than the parcel upon which the sign is located. The proposed billboard will measure 16 feet by 48 feet and have a square footage of 768 square feet on each side, which exceeds the minimum square footage requirements for a sign to be considered a billboard.

On November 16, 2022 the Planning Commission recommended approval of an AMC amendment to the City's billboard regulations. The City Council adopted the amendment on February 28, 2023, and it went into effect on March 28, 2023. The new ordinance includes several distance and spacing requirements for billboards.

The ordinance requires that a billboard be placed within 500 feet of freeway right of way line. The proposed billboard support pole is located approximately 19 feet from State Route 4, which meets the distance requirement. The ordinance requires that a billboard be located at least 4,000 feet from another billboard on the same side of the freeway. The closest billboard, located at 2402 Mahogany Way, is 12,760 feet from the proposed billboard. Finally, a billboard's support column must be located at least 500 feet away from a residential zoning district on the same side of the freeway as the billboard. The closest residential zoning district, which encompasses the Union Pacific Railroad tracks is located 503 feet away from the billboard support. The closest residential uses are 630 feet from the billboard support. Based on the updated ordinance, the proposed billboard meets all distance requirements.

BILLBOARD DESIGN AND SITE PLAN

The billboard will be a double-sided digital billboard supported on a single steel tube. Each face will be 16 feet by 48 feet and will be oriented in a V-configuration to allow both west- and east-bound drivers to view the sign. The overall height of the billboard will be 35 feet. The billboard would rotate messages every eight seconds and operate 24 hours a day, 7 days a week. The billboard will feature specific LED technology to minimize the light spillage from the billboard and will meet the standards in California law. The light levels are brightest during the day, when the sun contrasts with the image, and lowest at night. A recommended Condition of Approval requires 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, which the application also states will be the maximum light output level.

The billboard is proposed to be placed next to State Route 4 and will have an overall height of 35 feet. The advertising faces will have a ground clearance of 19 feet to allow trucks and heavy equipment to drive under the sign and allow clearance of the soundwall next to State Route 4 and the BART tracks located in the middle of State Route 4.

CONTRA COSTA COUNTY FIRE PROTECTION DISTRICT REVIEW

The Contra Costa County Fire Protection District (CCCFPD) reviewed the proposed plans for compliance with Code and local requirements. CCCFPD submitted a letter detailing the requirements for Fire District approval. The letter is included as Attachment E to the staff report. Draft Condition # 10 requires that all requirements of the CCCFPD shall be satisfied.

ENVIRONMENTAL REVIEW

This proposed project is Categorically Exempt from the California Environmental Quality Act (CEQA) under Article 19, Section 15332 Infill Development. Class 32 consists of projects characterized as in-fill development meeting the following conditions:

- (a) The project is consistent with the applicable general plan designation and all applicable general plan policies as well as with applicable zoning designation and regulations.
- (b) The proposed development occurs within city limits on a project site of no more than five acres substantially surrounded by urban uses.
- (c) The project site has no value, as habitat for endangered, rare or threatened species.
- (d) Approval of the project would not result in any significant effects relating to traffic, noise, air quality, or water quality.
- (e) The site can be adequately served by all required utilities and public services.

The subject site .42 acres, used for storage and is surrounded by urban uses.

ATTACHMENTS

- A: Resolution approving Use Permit and Design Review with Exhibit A Conditions of Approval
- B: Project Description
- C: Project Plans
- D: Lighting Study
- E. CCCFPD Letter

**PLANNING COMMISSION
RESOLUTION # 2023-XX**

**RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF ANTIOCH
APPROVING A USE PERMIT AND DESIGN REVIEW FOR THE SUNSET BILLBOARD AT
1202 SUNSET DRIVE
(UP-22-05, AR-22-09) (APN: 068-253-011)**

WHEREAS, the City of Antioch received an application from Mesa Outdoor on March 31, 2022 for a Use Permit and Design Review for the development of a billboard and associated site improvements at 1202 Sunset Drive (UP-22-05, AR-22-09) (APN: 068-253-011);

WHEREAS, the proposed project is Categorically Exempt from the California Environmental Quality Act (CEQA) under Article 19, Section 15332 Infill Development. Class 32 consists of projects characterized as in-fill development;

WHEREAS, a public hearing notice was published in the East County Times and posted in three public places pursuant to California Government Code Section 65090 on May 5, 2023 for the Planning Commission public hearing held on May 17, 2023;

WHEREAS, on May 17, 2023, the Planning Commission duly held a public hearing on the matter, and received and considered evidence, both oral and documentary and documentary; and

WHEREAS, the Planning Commission considered all public comments received, the presentation by City staff, the staff report, and all other pertinent documents regarding the proposed request.

NOW, THEREFORE, BE IT RESOLVED AND DETERMINED that the Planning Commission hereby makes the following findings for approval of the requested Use Permit pursuant to Section 9-5.2703 "Required Findings" (B) (1) (a-e) of the Antioch Municipal Code:

- a. That the granting of such use permit will not be detrimental to the public health or welfare or injurious to the property or improvements in such zone or vicinity.

Finding: The project has been designed to conditioned to comply with the City of Antioch Municipal Code requirements. The project has been conditioned with operational conditions, such as conditioning the maximum level of light the billboard may emit, in order to reduce impacts to surrounding properties. Based upon the conditions imposed, the billboard will not be detrimental to the public health or welfare or injurious to the property.

- b. That the use applied at the location indicated is properly one for which a use permit is authorized.

Finding: The property is Zoned C-2 "Neighborhood/Community Commercial District" The zoning district allows billboards with a use permit.

- c. That the site for the proposed use is adequate in size and shape to accommodate such use, and all yards, fences, parking, loading, landscaping, and other features required.

Finding: The project has been designed to be located at the rear of the lot with enough clearance under the sign to allow truck and equipment under the sign. The lot is used for storage and the project will not disrupt this use.

- d. That the site abuts streets and highways adequate in width and pavement type to carry the kind of traffic generated by the proposed use.

Finding: The project site is located on Sunset Drive. The road is adequate to support the traffic generated from the use.

- e. That the granting of such use permit will not adversely affect the comprehensive General Plan because the proposed uses and design are consistent with the General Plan.

Finding: The General Plan designation for project site is because the project is consistent with the General Plan land use designation of Neighborhood Community Commercial.

BE IT FURTHER RESOLVED that the Planning Commission of the City of Antioch does hereby APPROVE a Use Permit and Design Review for the development of a billboard and associated site improvements at 1202 Sunset Drive (UP-22-05, AR-22-09) (APN: 068-253-011), subject to the following conditions in Exhibit A.

* * * * *

I HEREBY CERTIFY that the foregoing recommendation was passed and adopted by the Planning Commission of the City of Antioch, at a regular meeting thereof, held on the 17th day of May 2023 by following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

FORREST EBBS
Secretary to the Planning Commission

EXHIBIT A: CONDITIONS OF APPROVAL - UP-22-05, AR-22-09 Sunset Billboard

General Conditions		Regulation Source	Timing/ Implementation	Enforcement/ Monitoring	Verification (date and Signature)
1.	Project Approval. This Use Permit and Design Review approval for a new digital billboard is for 1202 Sunset Drive, as substantially shown and described on the project plans, except as required to be modified by conditions herein. Plans date received on May 19, 2022, as presented to the Planning Commission on May 17, 2023 ("Approval Date."). For any condition herein that requires preparation of a Final Plan where the project applicant has submitted a conceptual plan, the project applicant shall submit final plan(s) in substantial conformance with the conceptual plan, but incorporate the modifications required by the conditions herein for approval by the City.	City of Antioch	On-Going	Planning Department	
2.	Project Approval Expiration. This Use Permit and Design Review approval expires on May 24, 2025 (two years from the date on which this approval becomes effective) or at an alternate time specified as a condition of approval, unless a building permit has been issued and construction diligently pursued. The approval may be renewed by the Community Development Director for a period up to an additional two (2) years, provided that, at least ten (10) days before expiration of one (1) year from the date when the approval becomes effective, an application for renewal of the approval is filed with the Community Development Department. The Community Development Director may grant a renewal of an approval where there is no change in the original application, or there is no request to change any condition of approval for up to two additional years from the expiration date.	City of Antioch	On-Going	Planning Department	

EXHIBIT A: CONDITIONS OF APPROVAL - UP-22-05, AR-22-09 Sunset Billboard

3.	<p>City Fees. The applicant shall pay any and all City and other related fees applicable to the property, as may be modified by conditions herein. Fees shall be based on the current fee structure in effect at the time the relevant permits are secured and shall be paid before issuance of said permit or before any City Council final action approval. Notice shall be taken specifically of Plan Check, Engineering, Fire and Inspection Fees. The project applicant shall also reimburse the City for direct costs of planning; building and engineering plan check and inspection, as mutually agreed between the City and applicant.</p> <p><i>Discretionary or ministerial permits/approvals will not be considered if the developer is not current on fees, balances, and reimbursement that are outstanding and owed to the City.</i></p>	City of Antioch	On-Going	Community Development Department	
4.	<p>Pass-Through Fees. The developer shall pay all pass-through fees. Fees include but are not limited to:</p> <p>East Contra Costa Regional Fee and Financing Authority (ECCRFFA) Fee in effect at the time of building permit issuance.</p> <p>Contra Costa County Fire Protection District Fire Development Fee in place at the time of building permit issuance.</p> <p>Contra Costa County Map Maintenance Fee in affect at the time of recordation of the final map(s).</p> <p>Contra Costa County Flood Control District Drainage Area fee.</p> <p>School Impact Fees.</p> <p>Delta Diablo Sanitation Sewer Fees.</p> <p>Contra Costa Water District Fees.</p>	City of Antioch	On-Going	Community Development Department	
5.	<p>Appeals. Pursuant to Section 9-5.2509 of the Antioch Municipal Code, any decision made by the Planning Commission which would otherwise constitute final approval or denial may be appealed to the City Council. Such appeal shall be in writing and shall be filed with the City Clerk within five (5) working days after the decision. All appeals to the City Council from the Planning Commission shall be accompanied by a filing fee established by a resolution of the City Clerk.</p>	City of Antioch	Within 5 Days of Planning Commission Action	Planning Department	

EXHIBIT A: CONDITIONS OF APPROVAL - UP-22-05, AR-22-09 Sunset Billboard

6.	Requirement for Building Permit. Approval granted by the Planning Commission does not constitute a building permit or authorization to begin any construction or demolish an existing structure. An appropriate permit issued by the Community Development Department must be obtained before constructing, enlarging, moving, converting, or demolishing any building or structure within the city.	City of Antioch	On-Going	Building Department	
7.	Modifications to Approved Plans. The project shall be constructed as approved and with any additional changes required pursuant to the Zoning Administrator or Planning Commission Conditions of Approval. Planning staff may approve minor modifications in the project design, but not the permitted land uses. A change requiring discretionary approval and any other changes deemed appropriate by the Planning staff shall require further Planning Commission approval through the discretionary review process.	City of Antioch	On-Going	Planning Department	
8.	Hold Harmless Agreement/Indemnification. The applicant (including any agent thereof) shall defend, indemnify, and hold harmless, the City of Antioch and its agents, officers and employees, from any claim, action, or proceeding against the City or its agents, officers or employees to attack, set aside, void, or annul the City's approval concerning this application. The city will promptly notify the applicant of any such claim action or proceeding and cooperate fully in the defense.	City of Antioch	On-Going	Planning Department	
	Public Works Standard Conditions	<u>Regulation Source</u>	<u>Timing/ Implementation</u>	<u>Enforcement/ Monitoring</u>	<u>Verification (date and Signature)</u>
9.	City Standards. All proposed improvements shall be constructed to City standards or as otherwise approved by the City Engineer in writing.	City of Antioch	On-Going	Public Works Department	

EXHIBIT A: CONDITIONS OF APPROVAL - UP-22-05, AR-22-09 Sunset Billboard

	Fire Standards	Regulation Source	Timing/ Implementation	Enforcement/ Monitoring	Verification (date and Signature)
10.	The applicant shall comply with all Contra Costa County Fire Protection District requirements.	Contra Costa Fire Protection District	On-Going	Contra Costa Fire Protection District	
	Building Permit Submittal	Regulation Source	Timing/ Implementation	Enforcement/ Monitoring	Verification (date and Signature)
11.	Existing Improvements. All existing improvements that are disturbed shall be relocated within the site and replaced as approved by the City Engineer and property owner and utility owner.	City of Antioch	At the Time of Building Permit Submittal	Public Works Department	
	Grading Improvements	Regulation Source	Timing/ Implementation	Enforcement/ Monitoring	Verification (date and Signature)
12.	Demolition Permit. Site demolition shall not occur until construction permits are issued for the development project. All demolition shall be in accordance with permits issued by the City and Bay Area Air Quality Management District (BAAQMD).	City of Antioch	At the time of Building Permit Issuance	Community Development Department	
13.	Encroachment Permit. The applicant shall obtain an encroachment permit from the Engineering Division before commencing any construction activities within any public right-of-way or easement.	City of Antioch	At the time of Building Permit Issuance	Community Development Department	
	At the Time of Construction	Regulation Source	Timing/ Implementation	Enforcement/ Monitoring	Verification (date and Signature)

EXHIBIT A: CONDITIONS OF APPROVAL - UP-22-05, AR-22-09 Sunset Billboard

14.	Collection of Construction Debris. Gather all construction debris on a regular basis and place them in a Waste Management dumpster or other container that is emptied or removed on a weekly basis consistent with the Construction and Demolition Debris Ordinance. When appropriate, use tarps on the ground to collect fallen debris or splatters that could contribute to stormwater pollution.	City of Antioch	On-Going	Building Department	
15.	Construction Hours. Construction activity shall be as outlined in the Antioch Municipal Code. Construction activity is limited to 8:00 AM to 5:00 PM Monday-Friday or as approved in writing by the City Manager. Requests for alternative construction hours shall be submitted in writing to the City Engineer for approval. Days/times are restricted to the hours of 8:00 a.m. to 6:00 p.m.	City of Antioch	On-Going	Building Department/ Public Works Department	
16.	Demolition, Debris, Recycling. The project shall be in compliance with and supply all the necessary documentation for Antioch Municipal Code § 6-3.2: Construction and Demolition Debris Recycling.	City of Antioch	On-Going	Building Department/ Public Works Department	
17.	Filter Materials at Storm Drain Inlet. Install filter materials (such as sandbags, filter fabric, etc.) at the storm drain inlet nearest the downstream side of the project site prior to: a) start of the rainy season (October 1). b) site dewatering activities. c) street washing activities. d) saw cutting asphalt or concrete; and e) in order to retain any debris or dirt flowing into the city stormdrain system. Filter materials shall be maintained and/or replaced as necessary to ensure effectiveness and prevent street flooding and erosion of soil on City streets and storm drain system. Dispose of used filter particles in the trash or at local approved landfill facility.	City of Antioch	On-Going	Building Department	
18.	Archeological Remains. In the event subsurface archeological remains are discovered during any construction or preconstruction activities on the site, all land alteration work	City of Antioch	On-Going	Community Development Department	

EXHIBIT A: CONDITIONS OF APPROVAL - UP-22-05, AR-22-09 Sunset Billboard

	within 100 feet of the find shall be halted, the Community Development Department notified, and a professional archeologist, certified by the Society of California Archeology and/or the Society of Professional Archeology, shall be notified. Site work in this area shall not occur until the archeologist has had an opportunity to evaluate the significance of the find and to outline appropriate mitigation measures, if deemed necessary. If prehistoric archeological deposits are discovered during development of the site, local Native American organizations shall be consulted and involved in making resource management decisions.				
19.	Erosion Control Measures. The grading operation shall take place at a time, and in a manner, so as not to allow erosion and sedimentation. The slopes shall be landscaped and reseeded as soon as possible after the grading operation ceases. Erosion measures shall be implemented during all construction phases in accordance with an approved erosion and sedimentation control plan.	City of Antioch	On-Going	Community Development Department	
20.	Dust Control. Standard dust control methods and designs shall be used to stabilize the dust generated by construction activities. The developer shall post dust control signage with a contact number of the developer, City staff, and the air quality control board.	City of Antioch	On-Going	Community Development Department	
21.	Debris Removal. The site shall be kept clean of all debris (boxes, junk, garbage, etc.) at all times.	City of Antioch	On-Going	Community Development Department	
	Prior to Issuance of Occupancy Permit	<u>Regulation Source</u>	<u>Timing/ Implementation</u>	<u>Enforcement/ Monitoring</u>	<u>Verification</u> (date and Signature)

EXHIBIT A: CONDITIONS OF APPROVAL - UP-22-05, AR-22-09 Sunset Billboard

22.	<p>Planning Inspection. Planning staff shall conduct a site visit to review exterior building elevations for architectural consistency with the approved plans and landscape installation (if required). All exterior finishing details including window trim, paint, gutters, downspouts, decking, guardrails, and driveway installation shall be in place prior to scheduling the final inspection.</p>	City of Antioch	Prior to Occupancy Permit	Planning Department	
23.	<p>Debris Removal. All mud, dirt or construction debris shall be carried off the construction site and shall be removed prior to scheduling the final Planning inspection. No materials shall be discharged onto a sidewalk, street, gutter, storm drain or creek.</p>	City of Antioch	Prior to Occupancy Permit	Building Department	
24.	<p>Damage to Site Improvements. Any damage to the existing site improvements during construction on or adjacent to the subject property, shall be repaired to the satisfaction of the City Engineer at the full expense of the applicant. This shall include sidewalk repair, slurry seal, street reconstruction or others, as may be required by the City Engineer.</p>	City of Antioch	Prior to Occupancy Permit	Building Department	
	<p>Special Conditions of Approval</p>	<p><u>Regulation Source</u></p>	<p><u>Timing/ Implementation</u></p>	<p><u>Enforcement/ Monitoring</u></p>	<p><u>Verification (date and Signature)</u></p>
26.	<p>Signage Lighting. The proposed Lighting levels of the billboard sign of 0.3 foot candles at 250 feet shall be maintained and not be exceeded.</p>	City of Antioch	On-Going	Community Development Department	
27.	<p>Signage Restrictions. No other signage may be affixed to the billboard column or onto the billboard at a later time.</p>	City of Antioch	On-Going	Community Development Department	

EXHIBIT A: CONDITIONS OF APPROVAL - UP-22-05, AR-22-09 Sunset Billboard

28.	Ad Spot for Antioch. At the applicant's request, the applicant shall grant the City of Antioch one free spot (out of 16) on the sign in order to promote City of Antioch events and initiatives. Any changes shall be reviewed and approved by the Zoning Administrator.	City of Antioch	On-Going	Community Development Department	
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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

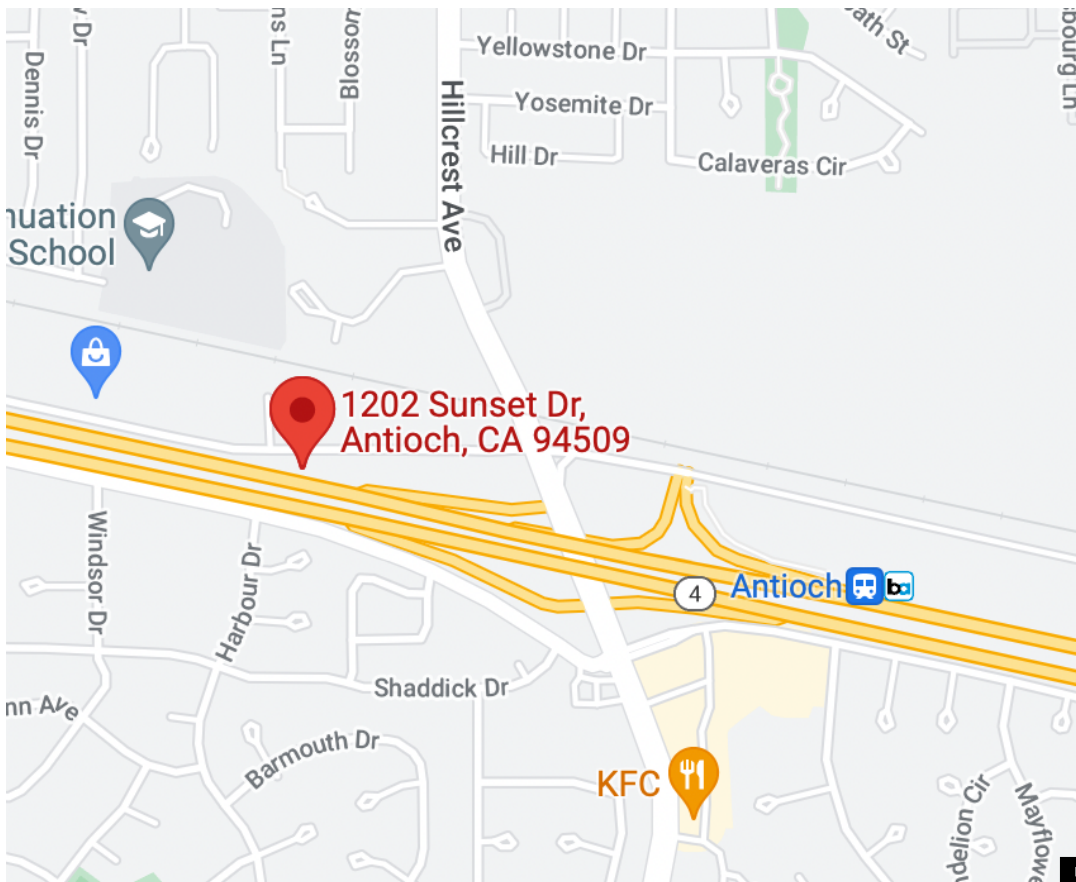


1.0 Project Description

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.

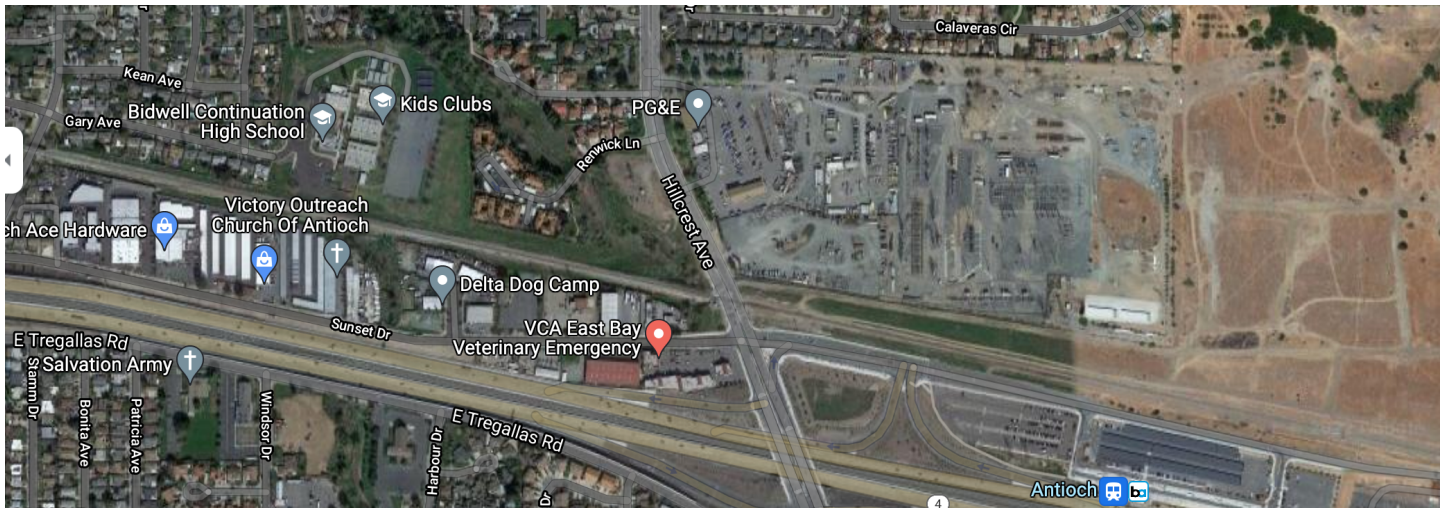
2.0 Property Location Map - 1202 Sunset Drive



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.

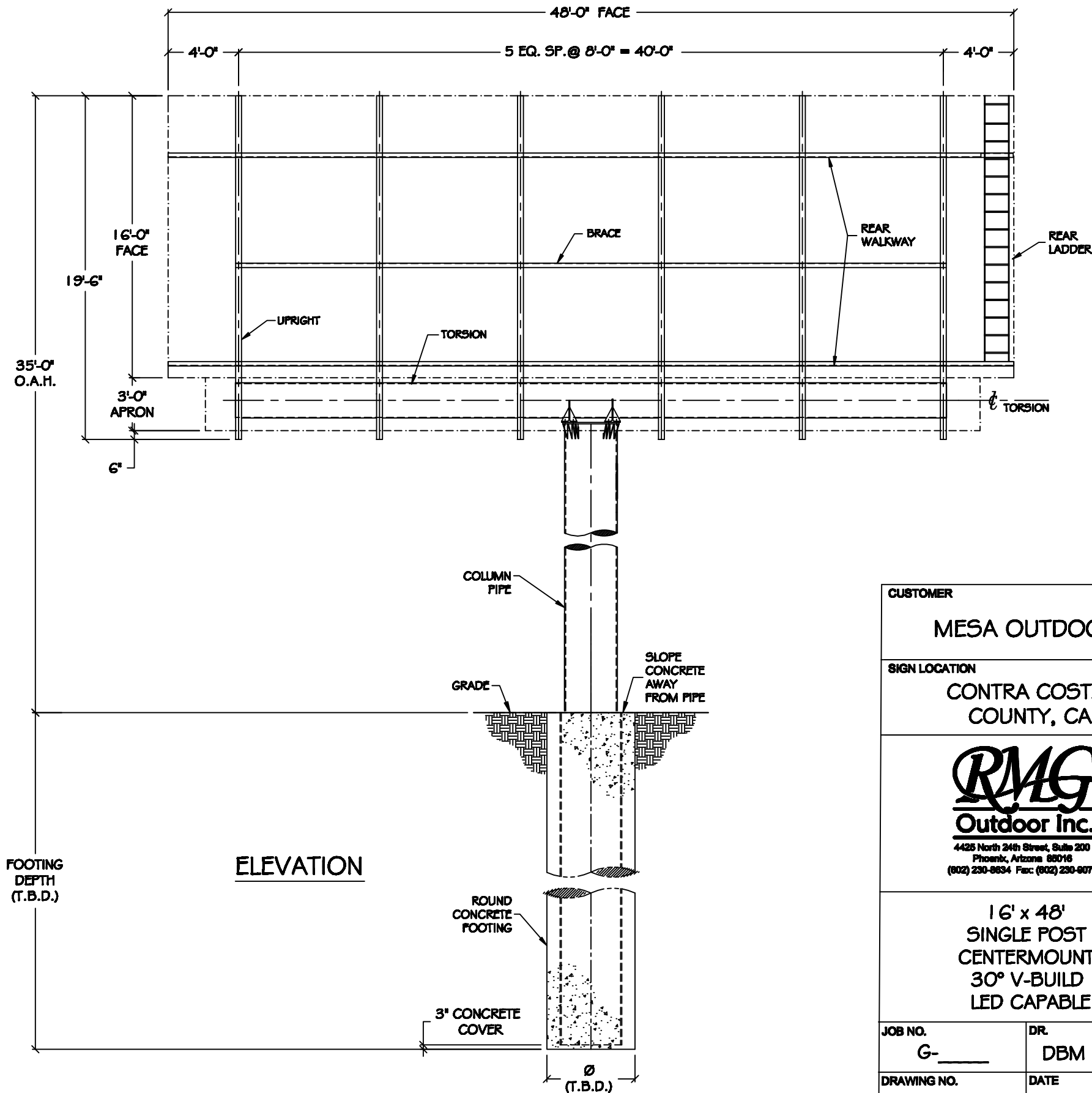
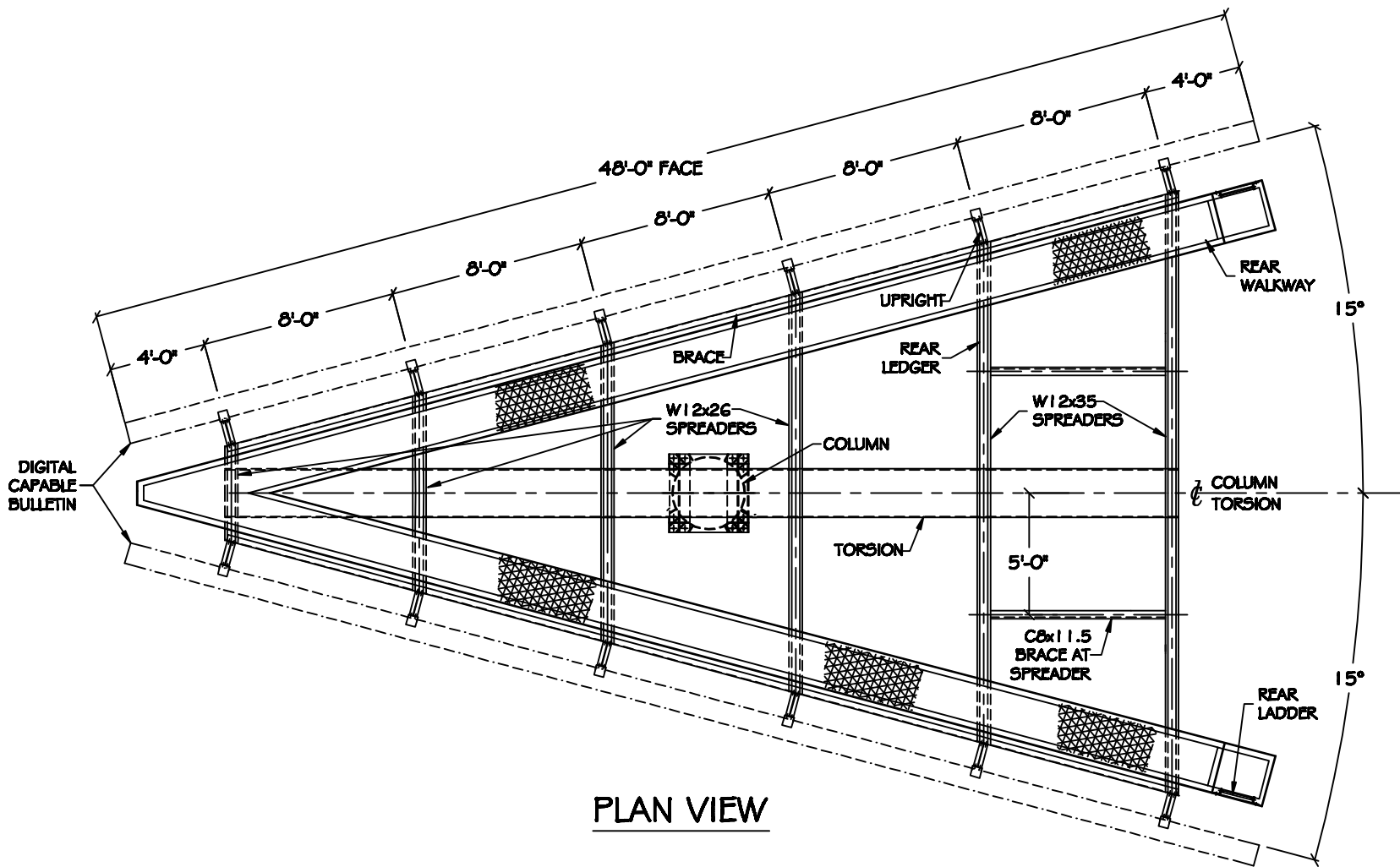
4.3 Building Materials Plan

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.

ATTACHMENT C



CUSTOMER		
MESA OUTDOOR		
SIGN LOCATION		
CONTRA COSTA COUNTY, CA		
 4425 North 24th Street, Suite 200 Phoenix, Arizona 85016 (602) 230-8634 Fax: (602) 230-9071		
16' x 48' SINGLE POST CENTERMOUNT 30° V-BUILD LED CAPABLE		
JOB NO. G-_____	DR. DBM	CH. BM
DRAWING NO. PLAN VIEW &	DATE 05/03/2022	
ELEVATION	SHEET NO. 1 of 1	

03/03/22

LIGHTING STUDY

Watchfire Signs has been manufacturing outdoor electric signs since 1932 and LED signs since 1996. Currently, we have more than 60,000 LED signs in operation worldwide.

History of Optical Measurements and Calculations

Outdoor signs using incandescent light bulbs commonly measured illuminance using meters that report brightness in foot-candles. This unit is the standard measurement partly because a light bulb is a source of light that illuminates equally in all directions. LED signs are measured with the same meter even though its light does not illuminate equally in all directions. LED signs are designed to be highly directional, which is an advantage. LEDs allow light to be directed toward an intended audience, rather than dispersed in a wider arc out from the face of the sign.

In the LED industry, luminance, or the intensity of visible light, is measured by nits, where one candela per square meter is equal to one nit. However, luminance meters are expensive, difficult to use in the field, and are not ideal for lighting studies commonly used for meeting local permitting requirements. As a result, LED signs are often evaluated using foot-candle measurements.

A foot-candle is the amount of light produced by a single candle when measured from one foot away. For reference, a 100-watt light bulb produces 137 foot-candles from 1 foot away, .0548 foot-candles from 50 feet away, and .0137 foot-candles from 100 feet away.

Watchfire Signs is Compliant with National Lighting Requirements

Watchfire Signs has adopted brightness standards endorsed by both the International Sign Association (ISA) and Outdoor Advertising Association of America (OAAA). These standards were the result of detailed analysis and recommendations for lighting control completed by Dr. Ian Lewin of Lighting Sciences Inc. The studies are based on accepted practices by the Illuminating Engineering Society of North America (IESNA) for evaluating and controlling "light trespass". Watchfire Signs' products meet the requirements set forth by both associations, based on these studies and recommendations, which results in lighting impact of no more than 0.3 foot-candles above existing ambient light levels. Total foot-candles are dependent on size and distance and can be adjusted as needed. Please see below for the site-specific lighting study and Exhibit A for details surrounding the OAAA lighting standards and practices.

Automatic Brightness Adjustment:

Watchfire's billboard displays are set to have a maximum daytime brightness level of 7,500 nits and a maximum nighttime brightness level of 300 nits. All Watchfire signs automatically adjust brightness levels using a primary 100-step hardware photocell, with a software photocell backup. The hardware photocell will automatically adjust the sign's brightness relative to changes in ambient light levels. If the software photocell is used, the sign will automatically adjust brightness based on the longitude and latitude location of the sign. The sign is appropriately dimmed or brightened based around daily sunrise and sunset. For both options, a sign operator can manually decrease the brightness from standard

settings, but for safety reasons and in conformance to industry codes, Watchfire cannot allow signs to operate brighter than standard settings.

Night Skies:

All Watchfire signs are designed with night skies in mind. To achieve the best image quality and power efficiency, we are interested in having light reach only the audience. We have implemented technology into our products that prevent them from being brightened in the field after installation and allow for downward adjustment when the impact is too great for a specific area or application. Watchfire has developed specially designed louver panels that not only protect the LEDs from damage but limit the vertical impact of the light output. This technology, coupled with the automated brightness adjustments, limits impact to vertical ambient lighting.

Title 24 Compliance:

Watchfire displays was the first in the industry to meet the requirements for UL Greenleaf certifications set forth by Title 24 of the California Code of Regulations. A copy of the Certificate of Conformance is available upon request.

Redundancy:

All Watchfire displays have intelligent control with Automated Diagnostics down to individual LED level. In the unlikely event that a lighting control fails, or a sign malfunction, the operator and Watchfire are immediately notified. If necessary, there are protocols in place to have the sign go dark along with hardware installed in each display to allow for remote power control.

Equipment used by Watchfire Signs to Measure Luminance

Foot-candles/Lux - Minolta Illuminance Meter T-10

Nits/candela/sq. m – Minolta Luminance Meter LS-100

Sign Calibration – Minolta CS-1000 Spectra radiometer

The proceeding study uses actual lab measurements made on modules using an illuminance meter. These measurements and extrapolations were then scaled up to the size of the sign and distance corrections were made using the inverse square law.

SIGN LIGHTING STUDY

Sign Details

Size: 16' x 48' Digital Billboard

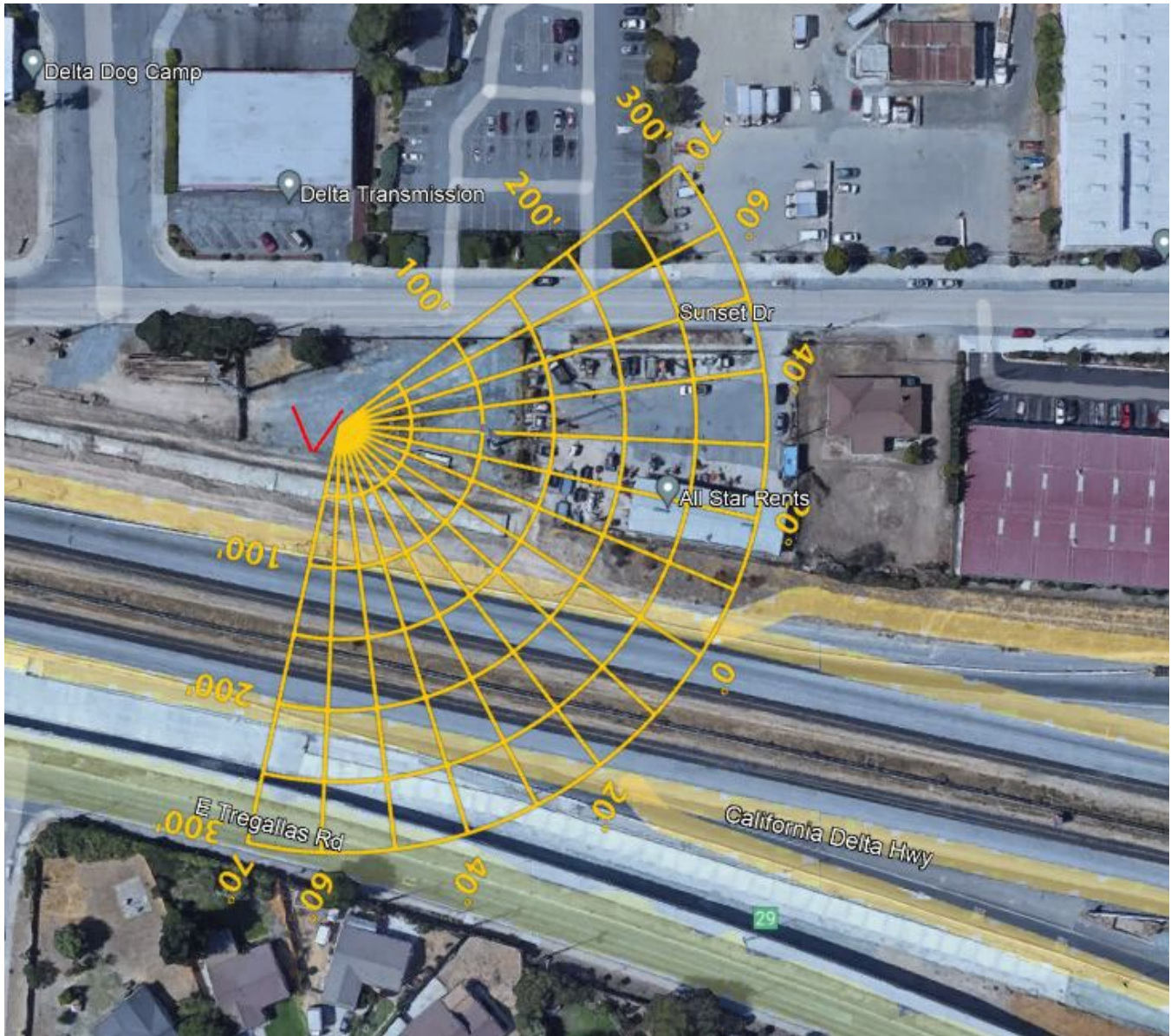
Location:

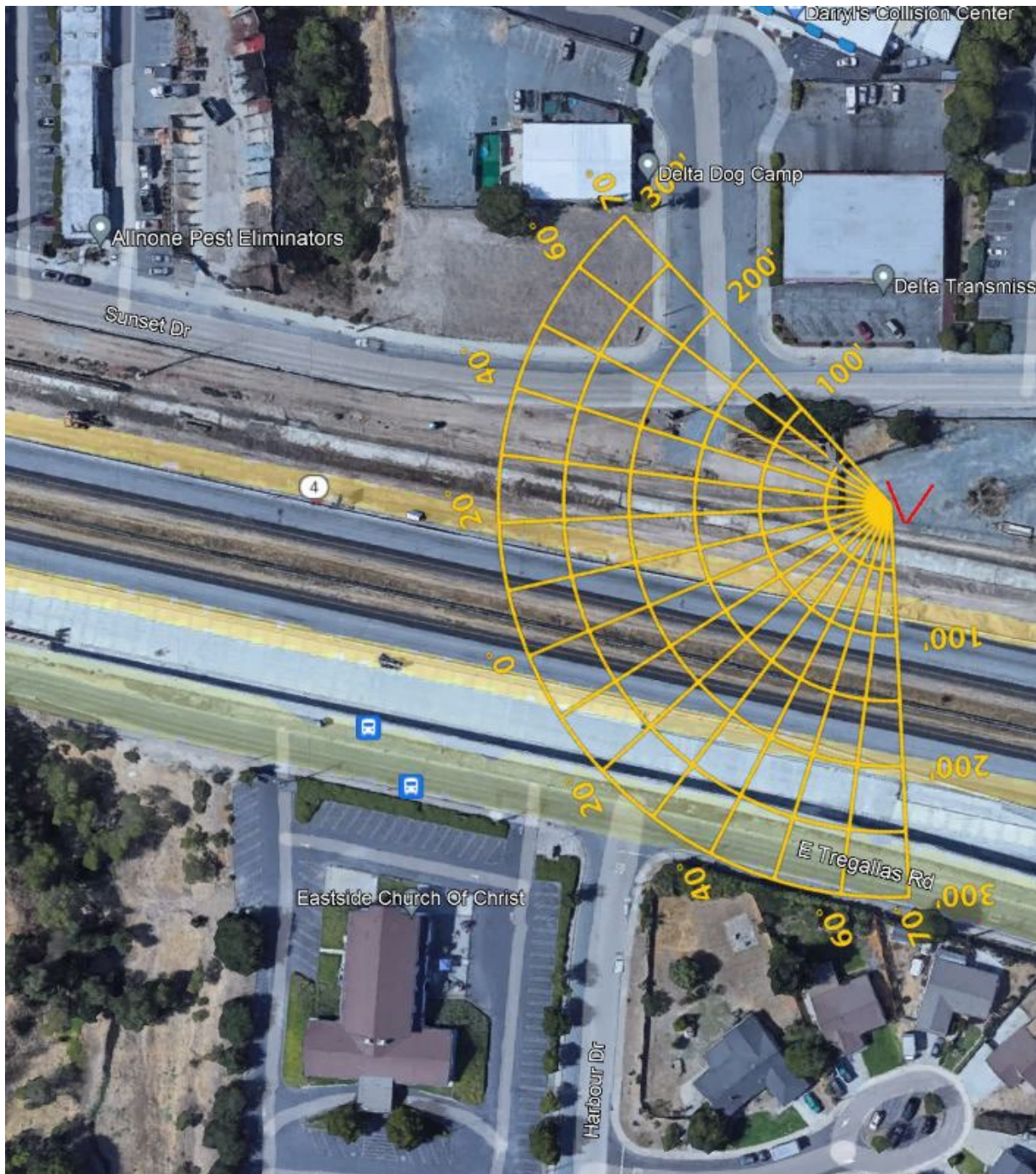
The table below represents a large LED sign, demonstrating the increase in illuminance from the sign during normal night operation. The values are within the standards of both the ISA and OAAA and indicate that the ambient light broadcast into the surrounding area has minimal effect.

Foot-candles at night under normal operation

Viewing Area (ft) (H x W)	16	x	48		
Foot-candles at night under normal operation					
	Horizontal Viewing Angle				
Viewing Distance (ft)	0°	20°	40°	60°	70°
100	0.79	0.73	0.63	0.44	0.27
200	0.20	0.18	0.16	0.11	0.07
300	0.09	0.08	0.07	0.05	0.03

Example Broadcast of Light at Distances and Angles





Conclusion

Given the above comparisons and measurements, the area will see an almost undetectable difference in ambient light after installation of the digital led billboards.

Exhibit A: OAAA Lighting Standards

Brightness Criteria

- A. OAAA Guidelines: The OAAA recommended brightness criteria for digital billboards is as follows:
- Light produced by a digital billboard should not exceed 0.3 Footcandles over ambient light levels.
 - Measurement should be taken utilizing a Footcandle meter from the following distances perpendicular to the face of the digital billboard):
 - Posters: 150 feet
 - 10'6x36 Bulletins: 200 feet
 - 14x48 Bulletins: 250 feet
 - 20x60 Bulletins: 350 feet
- The measurement distances are based on the average minimum viewing distances for each type of billboard.
- Digital billboards must have automatic dimming capability.
- B. Basis for the Guidelines. These guidelines are based on recommendations by lighting expert Dr. Ian Lewin, Lighting Sciences Inc. (Scottsdale, AZ), in a March, 2008 report to the OAAA. Dr. Lewin developed brightness criteria to meet the following general guidelines:
- Appropriately Legible Copy. Digital advertising copy is appropriately legible and not overly bright.
 - Simplicity. Provide a guideline that can be easily implemented and enforced. Measurement of the ambient light level of the sign on and off is conducted by a footcandle meter. If the difference in measurements is less than 0.3 footcandles, the digital billboard is in compliance.
 - Established Guidelines. The criteria are based on established scientific methodology and established industry standards from the Illuminating Engineering Society of North America (IESNA) publication TM- 11-00 "light trespass" theory which is an accepted standard in the lighting industry.
 - Flexibility. Ensure proper brightness levels in a variety of lighting environments.
- C. Additional Issues/Clarification
- Automatic Dimming Capability. A digital billboard must be able to automatically adjust as ambient light levels change. An automatic light sensing device (such as photocell or similar technology) should be utilized for adjusting the digital billboard's brightness. Sunset-sunrise tables and manual methods of controlling brightness are not acceptable as a primary means of controlling brightness.
 - Brightness Measurement Methodology. The brightness standard requires the use of a Footcandle meter (also known as a "Lux meter"; ~\$100-1000). A Footcandle meter measures the amount of light arriving at the meter (illuminance), as opposed to an absolute measurement of the amount of light emanating from a light source or light sources (luminance). A Footcandle is a measure of lumens (light rays) that fall on one square foot area; Lux is the metric equivalent of a Footcandle. In contrast, a Candela Meter / NIT Gun (~\$3,000) measures the amount of light emanating from a specific light source (luminance). A NIT gun measures candelas (a measure of luminance or brightness) per meter squared (also known as "NITS"), which is a measure of the brightness emanating from a specific light source. It excludes ambient light (which may include light from many sources) from the measurement. Standard NIT levels and/or utilization of a NIT gun are not a part of the OAAA recommended brightness guideline.

OAAA Washington, DC Headquarters | 1850 M Street, N.W., Suite 1040 | Washington, D.C. 20036

Phone: (202) 833-5566 | Fax: (202) 833-1523

www.oaaa.org

Contra Costa County



Fire Protection District

June 24, 2022

Mr. Kevin Scudero
City of Antioch - Planning
200 H Street
Antioch, CA 94509

Subject: Mesa Billboard
1202 Sunset Dr.
Planning #: UP-22-05
CCCFPD Project No.: P-2022-017683

Dear Mr. Scudero:

We have reviewed the use permit application to establish a new digital billboard display on Sunset Dr facing Hwy 4 at the subject location. The following is required for Fire District approval in accordance with the 2019 California Fire Code (CFC), the 2019 California Building Code (CBC), the 2019 California Residential Code (CRC), and Local and County Ordinances and adopted standards:

1. Access:
Provide emergency apparatus access roadways with all-weather (paved) driving surfaces of not less than 20-feet unobstructed width, and not less than 13 feet 6 inches of vertical clearance, to within 150 feet of travel distance to all portions of the exterior structure. Access shall have a minimum outside turning radius of 45 feet.
2. Access gate for Fire District apparatus shall be a minimum of 20-feet wide. Access gates shall slide horizontally or swing inward and shall be located a minimum of 30 feet from the street. Electrically operated gates shall be equipped with a Knox Company key-operated switch. Manually operated gates shall be equipped with a non-casehardened lock or approved Fire District lock. Contact the Fire District for information on ordering the key-operated switch. (D103.5) CFC.
3. The owner shall cut down and remove all weeds, grass, vines, or other growth that is capable of being ignited and endangering property. (304.1.2) CFC

Our preliminary review comments shall not be construed to encompass the complete project. Additional plans and specifications may be required after further review.

If you have any questions regarding this matter, please contact this office at (925) 941-3300.

Sincerely,

A handwritten signature in blue ink, appearing to read "Michael Cameron".

Michael Cameron
Fire Inspector

File: 1202 SUNSET DR-PLN-P-2022-017683