



CITY OF MARTINEZ

**CITY COUNCIL AGENDA
September 7, 2011**

TO: Mayor and City Council
FROM: Michael Chandler, Senior Management Analyst
Corey Simon, Senior Planner
SUBJECT: CBS Billboard Relocation Project
DATE: September 1, 2011

RECOMMENDATION:

Conduct a public hearing to consider:

- A. Adoption of a Mitigated Negative Declaration
- B. Adoption of Zoning Code Text Amendments; and
- C. Resolution authorizing the City Manager to execute a Relocation Agreement with CBS Outdoor, Inc.

BACKGROUND

The City has had a longstanding arrangement with CBS Outdoor, Inc. and its predecessors that allows the City to advertise a community message on the north facing side of the static (non-digital) billboard located at 35 Bridgehead Road in Martinez on the west side of Interstate 680. This benefit to the City was negotiated as a condition of the billboard's operation, and was included with the Use Permit approved by the Martinez Planning Commission on January 25, 1979. The current arrangement allows the City to change out the community message on a quarterly basis. In practice, however, the City has only modified its advertisement every 18-24 months or longer.

City staff began coordinating with Main Street Martinez in July 2010 to consider options for changing out the existing community message, which had been posted on the billboard for over two years. Staff contacted CBS representatives to discuss the parameters for the City's use of the billboard, and subsequently, on July 21, 2010, the Regional Real Estate Manager for CBS subsequently met with City staff. At that meeting, CBS provided specific details on the current advertising options for the City as well as a number of options for the City to consider regarding its rights to the billboard. These options included the following:

1. City move off the static billboard in exchange for advertising on several smaller "poster" billboards throughout the Bay Area;
2. City move off the static billboard and into a rotation with other static billboards throughout the Bay Area;
3. City move off static billboard in exchange for compensation; or
4. City permit relocation of billboard by removing existing billboard and constructing a new LED digital billboard at a new site along I-680 in exchange for compensation and rights to advertise (as one of 6-8 advertisements) on north-facing side

The City scheduled a follow-up meeting with CBS on August 18, 2010, that included the Executive Director of Main Street Martinez and Chief Executive Officer of the Martinez Chamber of Commerce. At the meeting, CBS provided an overview of the various options to the parties. Once informed of the various options, the respective boards of Main Street Martinez and the Martinez Chamber of Commerce expressed overwhelming support for the LED option, which would allow significantly greater opportunities for promotion of City-sponsored events.

The City coordinated with CBS and Main Street Martinez on changing out the static display, which was finalized in December 2010. The City continued informal discussions with CBS representatives for the next several months and on May 11, 2011, received a formal request from CBS to initiate the billboard relocation project. Relocation of the existing billboard is a key component of this project, primarily because the existing site is on a Union Pacific Railroad Easement, which places numerous restrictions on CBS and essentially results in a month-to-month arrangement due to federal guidelines. Moving the sign to private property enables CBS to secure the kind of long-term leasehold necessary to complete this project.

The project, if approved, would provide a number of significant benefits to the City. As conditions of the Relocation Agreement (a final draft of which is included as Exhibit A), the City would receive a quarterly revenue share equaling 11% of net receipts (estimated to be \$120,000 to \$160,000 per year); have the ability to change the community message up to 24 times per year (as opposed to 4 times per year on the static display); and have the capacity to provide the public with various time-sensitive “emergency alert” messages, including Amber Alert information, public safety notifications (including those from the City’s Police Department), and other emergency or disaster notifications.

Before the Relocation Agreement can go into effect, and the new billboard can be constructed, a new Zoning Code Text Amendment must be adopted via Ordinance and become effective 30 days after the second reading. The Planning Commission approved a Use Permit as required by the proposed Amendment (which itself is conditioned upon City Council approval of the Code Amendment and Relocation Agreement) at its August 21, 2011 meeting. The Planning Commission also recommended approval of the Initial Study, Mitigated Negative Declaration and Mitigation Monitoring and Reporting Program. An overview of the various key planning actions for City Council consideration is provided as follows:

1) ZONING CODE AMENDMENTS TO ALLOW FOR RELOCATION OF EXISTING NONCONFORMING BILLBOARD

In 1985, the City Council amended Title 16 (Signs) of the Martinez Municipal Code, deleting provisions which had allowed for the construction of new non-accessory signs (also referred to in the MMC as “off-site signs” “outdoor advertizing structures” and “billboards”). Such billboards were only allowed in the City’s Industrial Zoning Districts, and required Use Permit approval. Prior to 1985, at least two billboards were approved along Highway 680, near the Marina Vista exit. But since that time, these billboards have been nonconforming uses. As typical for all such nonconforming structures (which are structures that were legally established at a time when they were permitted) those existing billboards may legally remain. But unlike most other nonconforming structures, which cannot be replaced and retain their legal nonconforming status in a new location, State law provides a mechanism in which billboards may be relocated and retain their nonconforming status.

Pursuant to State law, a City may enter into a Relocation Agreement with an outdoor advertising company to permit the replacement of an existing billboard. Often, those relocated billboards permit a new changeable copy through the use of LED technology. The addition of the following Subsection C into MMC (Section 16.68.080; NONCONFORMING SIGNS - Off-Site Signs) prescribes standards for when the City could consider such a Relocation Agreement:

C. Off-site signs may be relocated in accordance with the provision of this subsection.

- 1. Must be in the Heavy Industrial (HI) district;*
- 2. Must have a minimum distance of two (2) miles between electronic non-accessory signs and 1,000 feet between non-electronic, non-accessory signs;*
- 3. Must not significantly impact any biological resources;*
- 4. Must provide a geotechnical study and incorporate the recommended measures; and*
- 5. Subject to a relocation agreement.*

To further clarify that a new billboard would only be possible with the approval of a Relocation Agreement, staff also recommends that Subsection C of MMC Section 22.18.060.; INDUSTRIAL DISTRICTS – Conditional Uses be amended to read:

C. “Outdoor advertising structures; in accordance with Section 16.68.080.C”

It should be recalled that since the provision for billboards were deleted from the Sign Regulations (Title 16), this particular provision in the Industrial Zoning District Regulations (Tile 22) has been moot. As per the proposed amendment, the only circumstance in which the findings for a Use Permit could be made would be pursuant to a Relocation Agreement.

The full text of the proposal, showing the new regulations within the context of existing regulations (with new text in highlighted format) is provided as Attachment 3. The text of the proposal, as a draft enacting ordinance for Council action, is provided as Attachment 4.

2) VISUAL IMPACTS and ENVIRONMENTAL EVALUATION

The Initial Study (provided as Attachment 2) evaluated the aesthetic impacts of the proposed replacement billboard. As a contextual setting, the subject industrial frontage at Highway 680 is not identified in the General Plan as a scenic roadway, nor or any other scenic vistas identified. Existing industrial uses dominate the visual field. As illustrated by the simulations provided in the Initial Study, the new billboard will have the same 14’ X48’ sign face as the existing billboard, and thus will not significantly alter the visual setting from what exists. It should be noted that the new billboard will be located approximately 550’ north of the existing billboard, to visually clear the recently constructed Waters Moving and Storage Building and improve visibility. The replacement billboard will also be slightly taller than the existing when measured from column pipes’ foundation grade – 40 feet as opposed to 48 feet – but it will generally appear to be at the same height when viewed from Highway 680. Also, the level of the LED’s panel’s luminescence will automatically adjust with the ambient light, as not to contribute additional light and glare.

FISCAL IMPACT:

Revenue will be paid quarterly by CBS upon operation of the new billboard. The City is expected to receive approximately \$120,000 to \$160,000 each year from its 11% revenue share per the attached Relocation Agreement.

ACTION:

Take the following actions, in the order listed below:

- A. Motion to adopt a resolution approving a Mitigated Negative Declaration; and
- B. Introduce enacting ordinance, amending Sections 16.68.080 and 22.18.060 of the Martinez Municipal Code, relating to Relocation Agreements for Nonconforming Off-Site Signs (“Billboards”); and
- C. Motion to adopt Resolution, authorizing the City Manager to execute a Relocation Agreement with CBS Outdoor, Inc.

Attachments:

- 1. Site Vicinity Map
- 2. Draft Resolution approving a Mitigated Negative Declaration, with “Exhibit A – Initial Study, Proposed Mitigated Negative Declaration and Mitigation Monitoring Program”
- 3. Text of existing and proposed regulations, in strikeout/highlighted format
- 4. Draft Enacting Ordinance for City Council action
- 5. Draft Resolution approving Relocation Agreement with “Exhibit A – Draft Relocation Agreement”
- 6. Planning Commission Resolution, August 23, 2011
- 7. Planning Commission Hearing Minutes (DRAFT) , August 23, 2011
- 8. I-680 Northbound Depiction of LED Billboard
- 9. I-680 Southbound Depiction of LED Billboard
- 10. Exhibit B – “Billboard Relocation Agreement” Plans, CBS Outdoor



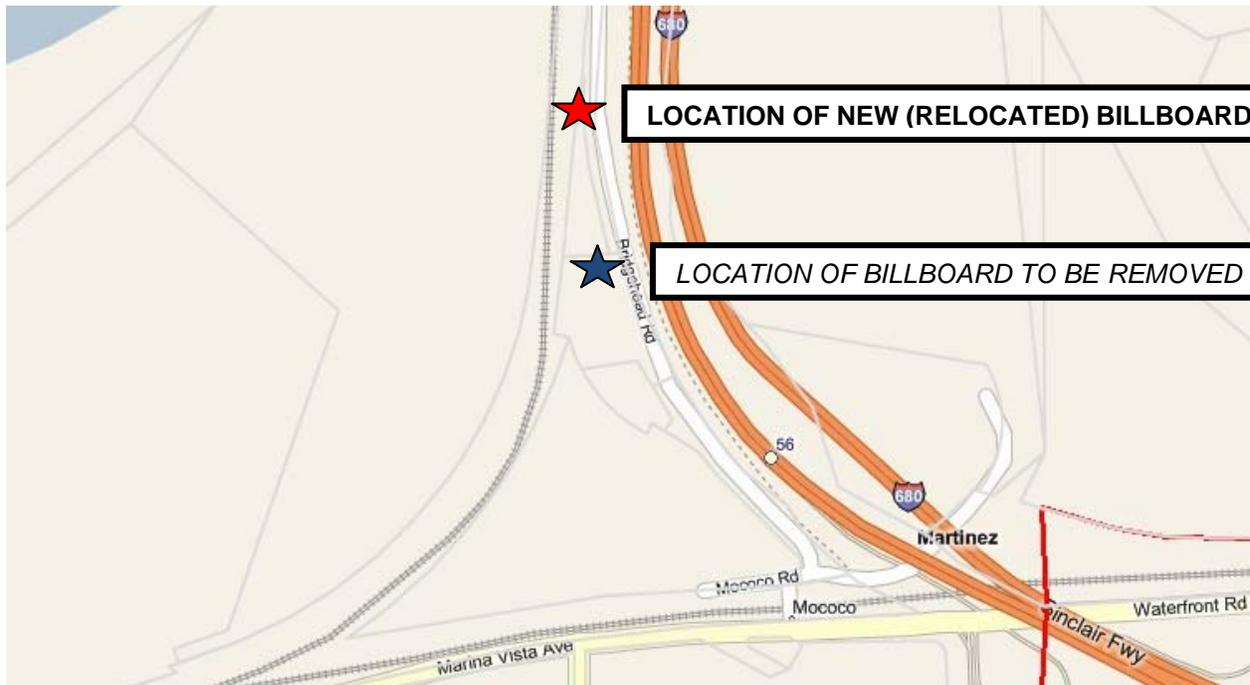
APPROVED BY: City Manager

SITE CONTEXT MAP

TEXT AMENDMENT/USE PERMIT FOR
CBS OUTDOOR – BILLBOARD RELOCATION

37 BRIDGEHEAD ROAD

PLANNING APPLICATION # 11PLN-0034



RESOLUTION NO. -11

ADOPTING A MITIGATED NEGATIVE DECLARATION AND A MITIGATION AND MONITORING REPORTING PROGRAM FOR A MUNICIPAL CODE AMENDMENT AND RELOCATION AGREEMENT, ALLOWING FOR THE REPLACEMENT OF A STATIC BILLBOARD (35 BRIDGEHEAD ROAD) WITH A DIGITAL BILLBOARD, TO BE LOCATED BE LOCATED AT 37 BRIDGEHEAD ROAD (WATERS PROPERTY)

WHEREAS, on CBS OUTDOOR ("the applicant") has requested following approvals regarding its proposal to remove a nonconforming billboard at 35 Bridgehead Road, and replace it with a new relocated digital LED billboard, with two 14' x 48' display panels and a maximum height of 48', to be located approximately 550' north of the existing billboard's location, at 37 Bridgehead Road:

- A. Municipal Code Text Amendments, allowing the possible relocation of existing nonconforming Non-Accessory Signs (billboards), subject to the City Council's approval of a Relocation Agreement; and
- B. Approval of a Use Permit, which also would allow an exception to the H-I Districts' 30' height limit; and
- C. Approval of a Relocation Agreement; and

WHEREAS, the City of Martinez has prepared an Initial Study and Mitigated Negative Declaration for the Project, which analyses the environmental impact of the proposed Municipal Code Amendment, Use Permit and Relocation Agreement which will permit the proposed 48' high digital billboard; and

WHEREAS, the Initial Study, Mitigated Negative Declaration and accompanying Mitigation Monitoring and Reporting Program (*Exhibit A* attached) have been completed in compliance with the California Environmental Quality Act (CEQA) and the guidelines as promulgated by the State Secretary of Resources and notice has been provided to the public and to neighboring property owners in compliance with CEQA, the guidelines and the Martinez Municipal Code; and

WHEREAS, on September 23, 2011, the Planning Commission held a public hearing and considered all oral and written comments on the Mitigated Negative Declaration, accompanying Mitigation Monitoring and Reporting Program and requested Use Permit; and

WHEREAS, the Planning Commission considered the Initial Study, Mitigated Negative Declaration, accompanying Mitigation Monitoring and Reporting Program and adopted Resolution No. PC 11-08, stating that the Planning Commission recommends to the

ATTACHMENT 2

City Council that that the proposed Initial Study, Mitigated Negative Declaration and Mitigation Measures, and Municipal Code Amendment, be approved, and that the Planning Commission approves the requested Use Permit, subject to the City Council's approval of the Municipal Code Amendment and Relocation Agreement; and

WHEREAS, on September 7, 2011, the City Council of the City of Martinez held a duly noticed public hearing on the project and considered oral and written comments on the Mitigated Negative Declaration and accompanying Mitigation Monitoring and Reporting Program and requested Municipal Code and Relocation Agreement; and

WHEREAS, the Custodian of Records in the City Clerk of the City of Martinez; and

NOW, THEREFORE, BE IT RESOLVED by the Martinez City Council that:

1. The Mitigated Negative Declaration for the project is hereby approved.
2. The above recitals are found to be true and constitute part of the findings upon which this resolution is based.
3. The City Council further finds that on the basis of the whole record before it, including, but not limited to, the Initial Study and Mitigated Negative Declaration and the staff analysis contained in the staff report, that there is no substantial evidence that the proposed project will have a significant effect on the environment, and the proposed mitigated negative declaration reflects the City's independent analysis and judgment. Furthermore, the Mitigation Measures set forth in the Initial Study have been agreed to by the applicant and incorporated into the plans, and the Mitigated Negative Declaration, proposed mitigation measures and Mitigation and Monitoring Reporting Program for said project is found to be complete and in compliance with CEQA, the CEQA Guidelines, and City CEQA requirements.

NOW, BE IT FURTHER RESOLVED that the Clerk of the City of Martinez is hereby directed to file a Notice of Determination ("NOD") in accordance with CEQA Guidelines section 15094 with the County of Contra Costa.

* * * * *

ATTACHMENT 2

I **HEREBY CERTIFY** that the foregoing is a true and correct copy of a resolution duly adopted by the City Council of the City of Martinez at a Regular Meeting of said Council held on the 7th day of September, 2011 by the following vote:

AYES:

NOES:

ABSENT:

RICHARD G. HERNANDEZ, CITY CLERK
CITY OF MARTINEZ

**BILLBOARD REPLACEMENT AND RELOCATION PROJECT
INITIAL STUDY**

City of Martinez

August 2, 2011

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PROJECT DESCRIPTION

Project Title and Number: Billboard Replacement and Relocation Project

1. Lead Agency Name and Address: City of Martinez, Planning Division
525 Henrietta Street
Martinez, CA 94553

2. Contact Person and Phone Number: Collin Smith
Real Estate
CBS Outdoor
1695 Eastshore Highway
Berkeley, CA 94710
T 510.527.3350
F 510.524.7041

3. Project Location and APN: Sign Removal
35 Bridgehead Road
Martinez, CA
APN# 378-010-028-9

Replacement Sign
37 Bridgehead Road
Martinez, CA
APN# 378-010-024-8

4. Project Sponsor's Name & Address: Collin Smith
Real Estate
CBS Outdoor
1695 Eastshore Highway
Berkeley, CA 94710
T 510.527.3350
F 510.524.7041

5. General Plan Designation: **Industrial**

6. Zoning: Heavy Industrial (HI)

Description of Project:

The Billboard Replacement and Relocation project (the "project") includes three components:

- 1) A zoning text amendment regulating relocation of existing non-accessory signs;
- 2) A relocation agreement by which CBS Outdoor would agree to remove a specified outdoor advertising structure for each light emitting diode (LED) billboard installed; and
- 3) The removal of an existing static billboard structure and construction of a new two-panel 14' x 48' LED digital display billboard.

Project components 2 and 3 are collectively referred to as the removal and relocation component throughout this document, while the zoning text amendment is simply referred to as the zoning text amendment.

Zoning Text Amendment. The City of Martinez Municipal Code would be amended to allow LED digital display billboards in certain cases. Chapter 16.68 – Nonconforming Signs, is proposed to be amended to add a section that provides special rules for zoning requirements, relationships between non-accessory signs, and other agreements these actions would be subject to. The text for the new section is provided below:

16.68.080 – Off-Site Signs.

- C. Off-site signs existing pursuant to the provisions of (B) above on or after the removal date set forth in subsection (A) above, may be relocated in accordance with the provision of this subsection.
1. Must be in the Heavy Industrial (HI) district;
 2. Must have a minimum distance of two (2) miles between electronic non-accessory signs and 1,000 feet between non-electronic, non-accessory signs;
 3. Must not significantly impact any biological resources;
 4. Must provide a geotechnical study and incorporate the recommended measures; and
 5. Subject to a relocation agreement.

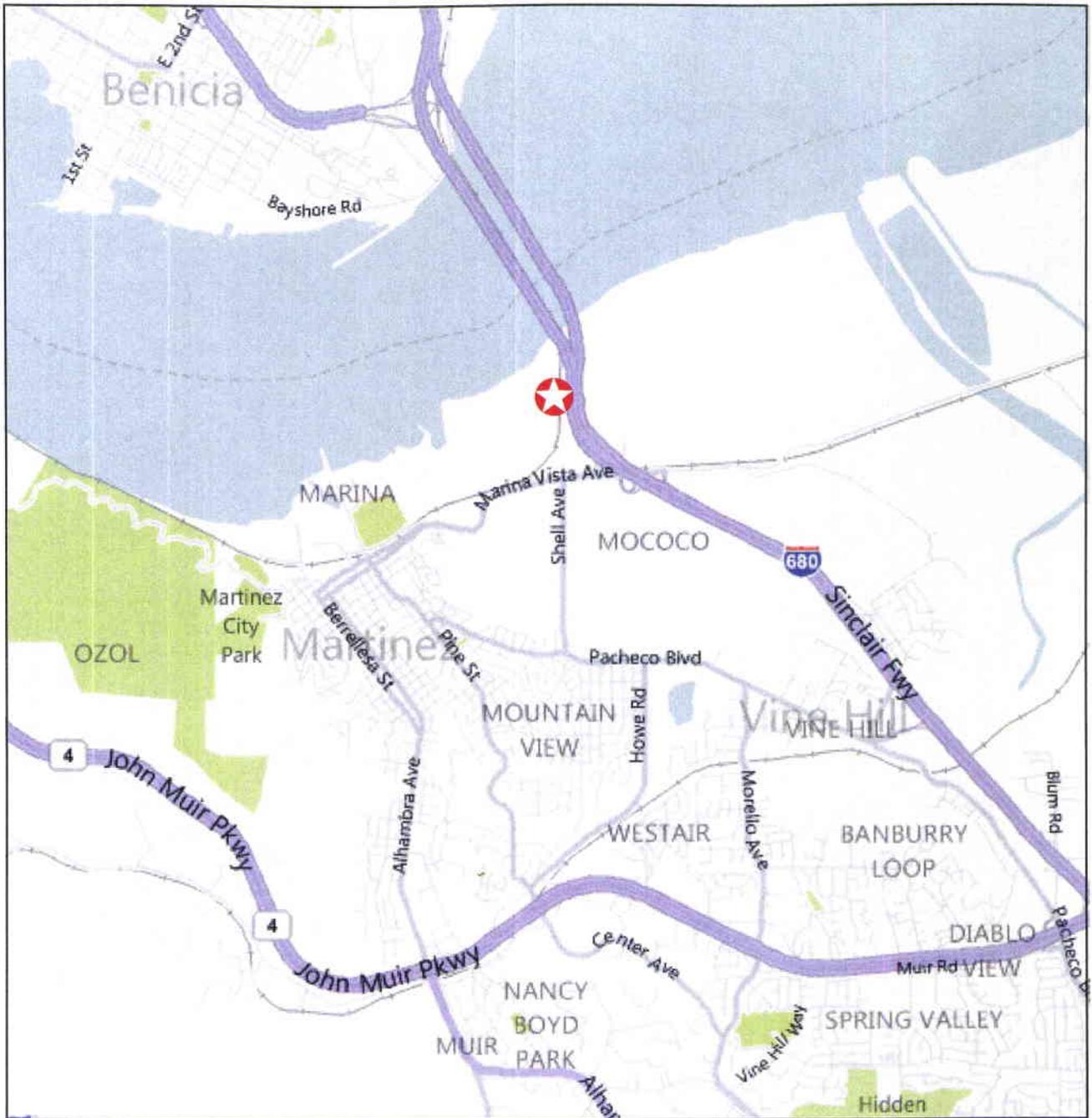
22.18.060 Conditional Uses.

- C. Outdoor Advertising Structure, in accordance with Section 16.68.080.C

Relocation Agreement. A relocation agreement would be entered into for each approved LED digital display billboard constructed. The agreement would include details of each static billboard to be removed and of each new LED digital display billboard to be constructed.

Removal and Relocation. The existing and proposed locations (collectively referred to as ‘project site’) are shown in Figures 1 and 2. The existing structure is located on the west side of Bridgehead Road in front of Waters Moving (35 Bridgehead Road). The two static panels are 14’ x 48’ each and mounted on a single pole back-to-back and parallel to each other with approximately 7 feet in between the two panels. The maximum height of the billboard structure is 40 feet tall, with 23 feet between the bottom of the 14’ x 48’ panels and the ground. The existing billboard structure is sited at approximately 90 degrees to the alignment of Bridgehead Road and Interstate 680 and extends approximately 29 feet into the Bridgehead Road right-of-way. It is directly visible from Interstate 680 as shown in the Photos 1 and 2 on page 5 following the location figures.

The proposed billboard structure would be constructed approximately 550 feet north of the existing sign, also on the west side of the road and adjacent to, and visible from Interstate 680, at 37 Bridgehead Road. The parcel is an unpaved, dirt lot that is not developed with any structures and is currently utilized for overflow parking and storage. The two LED panels are 14’ x 48’ each and would be mounted on a single pole back-to-

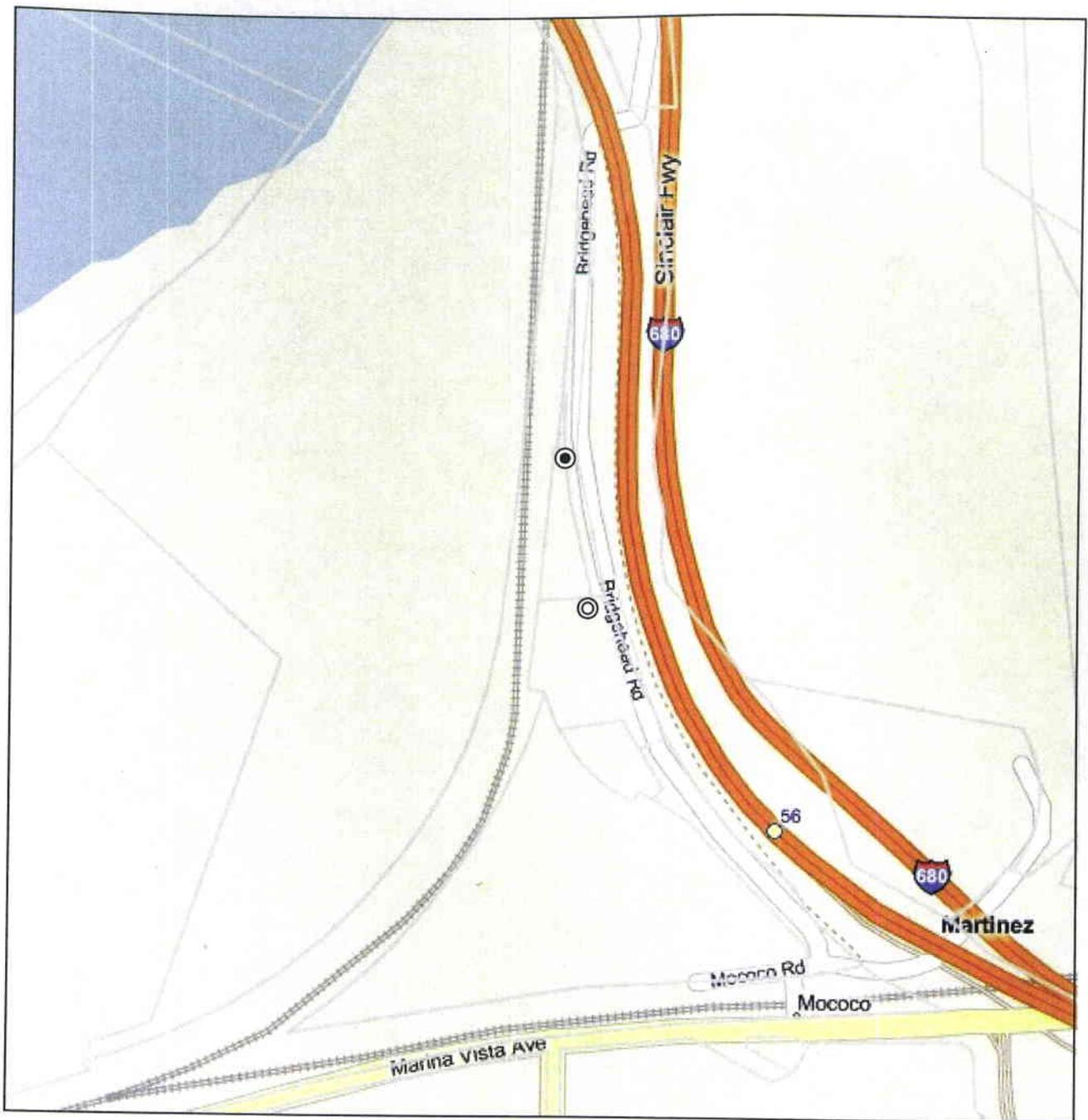


Source: Bing Maps, 2011



 Project Location

Figure 1
Martinez Billboard Replacement and Relocation Project
Project Vicinity Map



Source: City of Martinez CommunityView Maps, 2011

Legend

- ⊙ Demolished Structure
- Relocated Structure

Figure 2
Martinez Billboard Replacement and Relocation Project
Project Location Map

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Photo 1. View of existing billboard from northbound Interstate 680



Photo 2. View of existing billboard from southbound Interstate 680

back at an angle to improve the visibility from both travel directions on Interstate 680. The apex of the angle would be on the edge of the structure closest to Interstate 680 and at the widest point; the back of the panels would be approximately 18 feet from each other. The maximum height of the structure is 48 feet tall, with the bottom of the 14' x 48' panels being approximately 34 feet above finish grade. The proposed structure would extend approximately 28 feet into the Bridgehead Road right-of-way which, is a private road, and be directly visible from the north and south directions of Interstate 680 as shown in Photos 1 and 2 on page 5. The application materials available at the Planning Division include a site plan diagram.

Construction. The project applicant has provided the following information related to the process of installing a digital outdoor advertising structure.

The project applicant would conduct a soil study for the project site and would provide that information to its structural engineer. The structural engineer would then take soil conditions into consideration in designing the digital sign and supporting structure. Unusual soil conditions could affect the design, and the description below is for the usual conditions encountered. The construction would be subject to the building code, and a building permit would be required for construction activities. The Building and Planning Divisions would review the plans and specifications to ensure that they comply with all building code requirements. Once the Building Division determines the proposed project complies with all related building codes, and the proper fees have been paid, a building permit could be issued.

Construction of a digital outdoor advertising structure typically proceeds as described below.

Day 1: On the first day at the site, a crew arrives with a drilling rig and drill a hole 5 feet in diameter and 32 feet deep. A trench plate is placed over the hole before the crew leaves the site.

Day 2: The column for the sign would be delivered to the site. The column is typically 42 inches in diameter. The column is lifted into place in the foundation hole by a crane, and is maintained in place by I-beams that are welded to the column. A building inspection is required at this point, and the project applicant would arrange for the inspection early enough in the day to allow pouring of concrete on Day 2. Concrete poured is 3,000-pound mix (i.e., concrete that would withstand 3,000 pounds of pressure for 28 days without breaking).

Day 5: After the concrete cures for three days, the crew returns to the site. The I-beam welds are ground off and the I-beams removed. The upper structure components are delivered to the site and assembled on the ground by the crew (usually 4-5 persons). The crane returns to the site and lifts the upper structure into place atop the column.

Demolition of existing static billboard. Applicant would arrange with Pacific Gas & Electric (PG&E) to have the electrical service to the existing static billboard disconnected. Once the electrical service has been disconnected, work would begin at the top of the

existing structure and move down. The steps to dismantle the billboard would include the removal of the billboard faces, removal of upright I-beams, removal of platforms; removal of the horizontal torsion tube; removal of the column; and the back fill of the remaining hole with gravel.

Electrical service. Arrangements to extend electrical service to the site are made in advance of the construction activities; a sleeve to accommodate the underground electrical service would be placed in the concrete foundation. The typical electrical service is 200 amps for single phase, and 100 amps for 3-phase. 3-phase service is typically available only in areas in close proximity to commercial development.

Sign characteristics. The wind load for a digital billboard is the same as for other signage of similar size. Digital billboards carry a higher dead load (approximately 10,000 pounds as opposed to 2,000 pounds) than typical lighted signage and this is taken into account by the structural engineer in the design and confirmed as part of the building permit process. According to the project applicant, the two-paneled LED sign would run at approximately 50 percent of full power, which would use 7,000–8,000 KWh per month as compared to the existing sign usage of 2,000–3,000 KWh per month.

Required Approvals:

The following City of Martinez approvals are required to implement the proposed project to allow billboards only with a relocation agreement and subject to certain restrictions/requirements:

- **Zoning Ordinance Text Amendment** proposed as part of the proposed project to allow billboards only with a relocation agreement and subject to certain restrictions/requirements.
- **Relocation Agreement** between CBS Outdoor and the City of Martinez that includes removal of an existing static billboard and an installation of an LED billboard to the proposed project site.
- A **Conditional Use Permit** is required for the proposed project under the following sections of the Zoning Ordinance:
 - Use Permit for outdoor advertising structure in an industrial area (22.18.060);
 - Use Permit for construction of a structure that exceeds 30 feet of height (22.18.140).

Additionally, the removal and relocation component is subject to the approval of the California Department of Transportation (Caltrans) following all local approvals.

ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED

The environmental factors checked below would be potentially affected by this project, involving at least one impact that is a "Potentially Significant Impact Unless Mitigation Incorporated" as indicated by the checklist on the following pages.

- | | | |
|--|---|---|
| <input type="checkbox"/> Aesthetics | <input type="checkbox"/> Agricultural Resources | <input type="checkbox"/> Air Quality |
| <input type="checkbox"/> Biological Resources | <input type="checkbox"/> Cultural Resources | <input checked="" type="checkbox"/> Geology/Soils |
| <input type="checkbox"/> Greenhouse Gas Emissions | <input type="checkbox"/> Hazards & Hazardous Materials | <input type="checkbox"/> Hydrology/Water Quality |
| <input type="checkbox"/> Land Use/Planning | <input type="checkbox"/> Mineral Resources | <input type="checkbox"/> Noise |
| <input type="checkbox"/> Population/Housing | <input type="checkbox"/> Public Services | <input type="checkbox"/> Recreation |
| <input type="checkbox"/> Utilities/Service Systems | <input type="checkbox"/> Mandatory Findings of Significance | |
| <input type="checkbox"/> Transportation/Traffic | | |

Determination.

On the basis of this initial evaluation:

- I find that the proposed project COULD NOT have a significant effect on the environment, and a NEGATIVE DECLARATION will be prepared.
- I find that although the proposed project could have a significant effect on the environment, there will not be a significant effect in this case because revisions in the project have been made by or agreed to by the project proponent. A MITIGATED NEGATIVE DECLARATION will be prepared.
- I find that the proposed project MAY have a significant effect on the environment, and an ENVIRONMENTAL IMPACT REPORT is required.
- I find that the proposed project MAY have a "potentially significant impact" or "potentially significant unless mitigated" impact on the environment, but at least one effect 1) has been adequately analyzed in an earlier document pursuant to applicable legal standards, and 2) has been addressed by mitigation measures based on the earlier analysis as described on attached sheets. An ENVIRONMENTAL IMPACT REPORT is required, but it must analyze only the effects that remain to be addressed.
- I find that although the proposed project could have a significant effect on the environment, because all potentially significant effects (a) have been analyzed adequately in an earlier EIR or NEGATIVE DECLARATION pursuant to applicable standards, and (b) have been avoided or mitigated pursuant to that earlier EIR or NEGATIVE DECLARATION, including revisions or mitigation measures that are imposed upon the proposed project, nothing further is required.

Terry Blount
Planning Manager

Date

INITIAL STUDY CHECKLIST

This chapter contains an analysis of each environmental issue identified in the City of Martinez's Initial Study for the proposed project.

Issues Addressed in the Initial Study

The following environmental topics are addressed:

- A. Aesthetics
- B. Agricultural and Forest Resources
- C. Air Quality
- D. Biological Resources
- E. Cultural Resources
- F. Geology and Soils
- G. Greenhouse Gas Emissions
- H. Hazards and Hazardous Materials
- I. Hydrology and Water Quality
- J. Land Use and Planning
- K. Mineral Resources
- L. Noise
- M. Population and Housing
- N. Public Services
- O. Recreation
- P. Transportation and Traffic
- Q. Utilities

A. AESTHETICS

Environmental Checklist

<i>AESTHETIC ISSUES:</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporation</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
Would the project:				
a) Have a substantial adverse effect on a scenic vista?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Substantially damage scenic resources, including, but not limited to, trees, rock outcroppings, and historic buildings within a State scenic highway?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Substantially degrade the existing visual character or quality of the site and its surroundings?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Create a new source of substantial light or glare which would adversely affect day or nighttime views in the area?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Increase the amount of shade in public and private open space on adjacent sites?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Environmental Checklist Findings

The proposed zoning text amendment would only allow for new signs to be installed if an existing sign is being removed subject to the City's approval of a relocation agreement. As part of the review of the zoning text amendment it is too speculative to evaluate project specific impacts to aesthetic issues that could occur from future proposals to relocate billboards. Additionally the zoning text amendment requires a minimum distance of 2 miles between electronic non-accessory signs and 1,000 feet between non-electronic non-accessory and only allows relocations to occur in the Heavy Industrial district, which would help ensure that any impacts associated with scenic vistas, scenic resources, visual character, light or glare, and/or shade would be less-than-significant. Additionally any future projects would be subject to environmental review at the time that they are proposed.

A specific discussion of the potential impacts associated with the currently proposed removal and relocation component is provided below for each checklist question.

- a) Both the existing and proposed locations for the billboard structures are immediately adjacent to Interstate 680 and Bridgehead Road. The Martinez General Plan does not identify any scenic vistas in this vicinity. However,

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travelers along Interstate 680 in vicinity of the existing and proposed billboard locations do have some scenic views of the East Bay hills; although many of the views are interrupted with foreground views of industrial development and uses including the Martinez Refinery.

Individuals travelling south along Interstate 680 looking towards the existing and proposed billboard structure locations have foreground views of industrial land uses including the refinery and Waters Moving and more distant views of the hillsides of Briones Regional Park including Mt. Wanda, as shown in Photos 3 and 4. Given the foreground views from this segment of Interstate 680 are obscured by industrial development, no significant views or scenic vistas that would be impacted by the proposed project exist in this immediate area. As a result, the replacement and relocation of the billboard structure would not adversely impact any scenic vistas from southbound Interstate 680.

Individuals traveling north on Interstate 680 would have views of the existing or the relocated billboard structure with foreground views of industrial land uses as shown in Photos 5 and 6.

As described above, the new LED billboard structure would be located approximately 550 feet north of the existing structure. Views from northbound Interstate 680 beyond the new location are not obscured by an existing building, as is the case for the existing billboard structure, which is located in front of the Waters Moving warehouse. As a result, the new LED billboard structure may impact scenic views of the hillsides beyond from a short segment of northbound Interstate 680 depending on what lane a car is in and where it is on the grade that approaches the Bridge toll plaza. Any view interruption that would occur from the new LED billboard structure would not be considered significant as it would only block views for a moment and once passed the sign, views of the hillside would remain as shown in Photos 3 and 4. As a result, the impact of the proposed LED billboard structure on scenic vistas would not be considered significant and no mitigation measures are required.

- b) This segment of Interstate 680 is not designated as a State scenic highway; nor are there any scenic resources, including, but not limited to, trees, rock outcroppings, and historic buildings within the immediate vicinity. As a result, the proposed removal and relocation component would not substantially damage scenic resources, including, but not limited to, trees, rock outcroppings, and historic buildings within a State scenic highway.
- c) Consistent with the zoning of the area surrounding the proposed location of the LED billboard, the visual character of the area has a mix of large warehouse buildings and storage yards and structures associated with the refinery. The existing static billboard structure spans over Bridgehead Road is lit in order to be visible in the evening and is currently in fair and operable condition. The new LED billboard structure panels would be the same size as the existing static



Photo 3. View of existing billboard from southbound Interstate 680



Photo 4 (Simulated). View of proposed billboard from southbound Interstate 680

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Photo 5. View of existing billboard structure from northbound Interstate 680



Photo 6 (Simulated). View of proposed billboard location from northbound Interstate 680

panels and placed in a location approximately 550 feet north of the existing sign. As discussed above, both the existing and proposed structures are similar in size; the most significant difference that could affect the visual character of the area is the illuminated LED display. Additionally, the new structure would not be located in front of a building which minimizes its visibility and impact on surrounding views. Given the mix of uses and their industrial nature and appearance, which define the area's visual character, the introduction of the LED billboard structure would not significantly impact the existing visual character or quality of the site and its surroundings.

- d) Luminance is often used to characterize emission or reflection from flat surfaces. The luminance indicates how much luminous power will be perceived by an eye looking at the surface from a particular angle of view. Luminance is thus an indicator of how bright the surface will appear. Luminance is used in the video industry to characterize the brightness of displays and in the video industry one candela per square metre is commonly called a "nit". The proposed outdoor advertising structure would emit no more than 300 nits in the evening and a maximum of 6,500 nits under direct sunlight. The luminance of the structure is managed by a light sensing device that automatically adjusts the brightness based on ambient (surrounding) light conditions so as not to burn out the structure. Additionally, a backup software program adjusts the luminance in the event that the light sensing device fails. Lastly, the applicant has indicated that the existing structures are lit at night at a rate of approximately 300 nits, which is comparable to the light emitted by a typical television screen or less per structure. Therefore, the proposed LED billboard structure would not create a significant new source of light or glare in the area.
- e) The project includes removal of a static billboard structure and construction of a new LED billboard structure along Interstate 680. There are no public or private open spaces adjacent to the proposed location. As a result, the proposed removal and relocation component would not increase the amount of shade in public and private open space; there is a less than significant impact.

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B. AGRICULTURE AND FOREST RESOURCES

Environmental Checklist

<i>AGRICULTURE AND FOREST RESOURCES ISSUES:</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporation</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
Would the project:				
a) Convert Prime Farmland, Unique Farmland, or Farmland of Statewide Importance (Farmland), as shown on the maps prepared pursuant to the Farmland Mapping and Monitoring Program of the California Resources Agency, to a non-agricultural use?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Conflict with existing zoning for agricultural use, or a Williamson Act contract?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Conflict with existing zoning for, or cause rezoning of, forest land (as defined in Public Resources Code section 12220(g)), timberland (as defined by Public Resources Code section 4526), or timberland zoned Timberland Production (as defined by Government Code section 51104(g))?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Involve other changes in the existing environment which, due to their location or nature, could result in conversion of Farmland to non-agricultural use or conversion of forest land to non-forest use?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Environmental Checklist Findings

The proposed zoning text amendment would only allow for new signs to be installed if an existing sign is being removed subject to the City’s approval of a relocation agreement. The zoning text amendment would only allow relocations to occur in the Heavy Industrial district, where no agricultural or timber resources exist. As a result, the zoning text amendment would not result in any impacts to or conflict with any policies associated with farmland, lands zoned for agricultural use or under Williamson Act contract, forest, and/or timberland. Additionally, any future projects would be subject to environmental review at the time that they are proposed.

A specific discussion of the potential impacts associated with the currently proposed removal and relocation component is provided below for each checklist question.

OUTDOOR ADVERTISING STRUCTURE REMOVAL AND RELOCATION

INITIAL STUDY CHECKLIST

B. AGRICULTURE AND FOREST RESOURCES

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- a) The project site is in the urbanized portion of Martinez, and the State Department of Conservation classifies the entire City as Urban and Built-Up Land. Therefore, implementation of the proposed removal and relocation component would not convert Prime Farmland, Unique Farmland, or Farmland of Statewide Importance (Farmland), as shown on the maps prepared pursuant to the Farmland Mapping and Monitoring Program of the California Resources Agency, to a non-agricultural use.
- b) The City has no properties under Williamson Act contract and no land zoned for agriculture in the vicinity of the proposed project site. Therefore, implementation of the proposed removal and relocation component would not conflict with existing zoning for agricultural use or a Williamson Act contract.
- c) The site is currently zoned Heavy Industrial (HI) and has no association with forestland or timberland. No rezoning is proposed. As a result, the proposed removal and relocation component would not conflict with existing zoning for, or cause rezoning of, forest land (as defined in Public Resources Code section 12220(g)), timberland (as defined by Public Resources Code section 4526), or timberland zoned Timberland Production (as defined by Government Code section 51104(g)).
- d) There is no farmland in the project vicinity. As a result, the proposed removal and relocation component would not result in any changes to the existing environment that would result in conversion of farmland to non-agricultural use or conversion of forest land to non-forest use.

C. AIR QUALITY

Environmental Checklist

<i>AIR QUALITY ISSUES:</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporation</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
Would the project:				
a) Conflict with or obstruct implementation of the applicable air quality plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Violate any air quality standard or contribute substantially to an existing or projected air quality violation?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Result in a cumulatively considerable net increase of any criteria pollutant for which the project region is non-attainment under an applicable federal or State ambient air quality standard (including releasing emissions which exceed quantitative thresholds for ozone precursors)?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Expose sensitive receptors to substantial pollutant concentrations?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e) Create objectionable odors affecting a substantial number of people?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Environmental Checklist Findings

a) The Bay Area 2010 Clean Area Plan¹ is the current applicable air quality plan.

A project would be judged to conflict with or obstruct implementation of the regional air quality plan if it would be inconsistent with the growth assumptions, in terms of population, employment, or regional growth in vehicle miles travelled (VMT). This could occur if a project requires a general plan or zoning amendment and the proposed change would result in greater vehicle traffic than would occur under current zoning. The proposed removal and relocation component is consistent, and any future relocation projects that may occur as a result of the proposed zoning text amendment would be required to be consistent, with the project site's zoning and General Plan designations and would not result in

¹ Bay Area Air Quality Management District (BAAQMD). Bay Area Management 2010 Clean Area Plan, September 2010.

greater population, employment or regional growth in VMT than anticipated in the General Plan and the Clean Air Plan. For these reasons, the proposed project would not conflict with or obstruct the applicable air quality plan, and no impact would occur.

- b) The San Francisco Bay Area Air Basin is currently in non-attainment for ozone (State and federal ambient standards) and particulate matter (PM_{2.5} and PM₁₀) (State ambient standard). The BAAQMD developed screening criteria to provide lead agencies and project applicants with a conservative indication of whether the proposed project could result in potentially significant air quality impacts. If all of the screening criteria are met by a proposed project, then the lead agency or applicant does not need to perform a detailed air quality assessment of their project's air pollutant emissions.² Screening thresholds are provided for operational-and construction-period criteria pollutants. (See section G of this Initial Study for a discussion of greenhouse gas emissions, which are also address in the BAAQMD Guidelines.) The screening thresholds do not address billboard or LCD structures specifically, but based on the other types and sizes of projects that are listed it can be determined that no significant impacts would occur. Some examples of the project screening levels (i.e., maximum size of projects that would not result in a significant air quality impact) include:

Operational Criteria Pollutant Screening Size

- 325 single-family or 451 low-rise apartment dwelling units;
- 42,000 square-foot super market
- 5,000 square-foot 24-hour convenience store
- 346,000 square feet of office
- 541,000 square feet of general industry

Construction Criteria Pollutant Screening Size

- 114 single-family or 240 low-rise apartment dwelling units;
- 277,000 square-foot super market
- 277,000 square-foot 24-hour convenience store
- 277,000 square feet of office
- 259,000 square feet of general industry

Based on the size and types of projects listed above, it can be concluded that the billboard relocation and removal project which is a substantially smaller project with less significant operation and construction impacts, would not result in the generation of operational-related criteria air pollutants and/or precursors that exceed the BAAQMD thresholds of significance detailed in Table 2-2 of the BAAQMD Guidelines. As a result, construction and operation of the proposed removal and relocation component and any future relocation projects that may occur as a result of the proposed zoning text amendment would not violate any air quality standard or contribute substantially to an existing or projected air

² Bay Area Air Quality Management District (BAAQMD). Bay Area Management District CEQA Guidelines, updated May 2011.

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quality violation and the proposed project's impact would be less than significant.

- c) The BAAQMD CEQA Guidelines state if a project is below the screening criteria that it would not result in a cumulatively significant impact. As discussed in b) above, the proposed project including the removal and relocation and the zoning text amendment would not result in a cumulatively considerable net increase of any criteria pollutant for which the project region is non-attainment under an applicable federal or State ambient air quality standard (including releasing emissions which exceed quantitative thresholds for ozone precursors) and its impact would be less than significant.
- d) The proposed removal and relocation component is located in an industrial area and there are no sensitive receptors located within a mile of the project site. It is also not likely that any would be located near any future relocation projects since they can only occur in the Heavy Industrial district. Additionally, neither construction nor operation of the billboard structures would generate any substantial pollution concentrations. As a result, the proposed project would not expose sensitive receptors to substantial pollutant concentrations.
- e) Land uses that pose potential odor problems include agriculture, wastewater treatment plants, food processing and rendering facilities, chemical plants, composting facilities, landfills, transfer stations, and dairies. The proposed project does not involve the construction or operation of any of these land uses, nor would it generate any significant odors. It would not expose sensitive receptors to objectionable odors; therefore no odor impacts would be associated with the proposed removal or relocation component or the proposed zoning text amendment.

D. BIOLOGICAL RESOURCES

Environmental Checklist

<i>BIOLOGY ISSUES:</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporation</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
Would the project:				
a) Have a substantial adverse effect, either directly or through habitat modifications, on any species identified as a candidate, sensitive, or special status species in local or regional plans, policies, or regulations, or by the California Department of Fish and Game or U.S. Fish and Wildlife Service?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Have a substantial adverse effect on any riparian habitat or other sensitive natural community identified in local or regional plans, policies, regulations, or by the California Department of Fish and Game or U.S. Fish and Wildlife Service?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Have a substantial adverse effect on federally protected wetlands as defined by Section 404 of the Clean Water Act (including, but not limited to, marsh, vernal pool, coastal, etc.) through direct removal, filling, hydrological interruption, or other means?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Interfere substantially with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory wildlife corridors, or impede the use of native wildlife nursery sites?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e) Conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f) Conflict with the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan or other approved local, regional, or State habitat conservation plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Environmental Checklist Findings

The proposed zoning text amendment would only allow for new signs to be installed if an existing sign is being removed subject to the City's approval of a relocation agreement. As part of the review of the zoning text amendment it is too speculative to evaluate project specific impacts to biological issues that could occur from future proposals to relocate billboards as future sites are not known. Additionally the zoning

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text amendment only allows relocations to occur in the Heavy Industrial district and it would not impact biological resources, which would help ensure that any impacts associated with habitat, sensitive or special status species, riparian habitats, wetlands, migratory corridors, trees, and/or habitat conservation plan would be less-than-significant. Additionally any future projects would be subject to environmental review at the time that they are proposed.

A specific discussion of the potential impacts associated with the currently proposed removal and relocation component is provided below for each checklist question.

- a) The project site, including structure removal site and replacement site, which is urbanized and developed, has low habitat value for wildlife. No sensitive biological habitat is located within the project site. Both locations are compacted dirt; they do not include any vegetation or bodies of water. As a result, no biological resource surveys were conducted. No protected plant or animal species are known to occur within the project site. Therefore, the proposed removal and relocation component would not have a substantial adverse effect, either directly or through habitat modifications, on any species identified as a candidate, sensitive, or special status species in local or regional plans, policies, or regulations, or by the California Department of Fish and Game or U.S. Fish and Wildlife Service.
- b) The project site is disturbed and is compacted dirt; it does not include any vegetation or bodies of water. No riparian areas or sensitive natural communities are located within the project site. Therefore, the proposed removal and relocation component would not have a substantial adverse effect on any riparian habitat or other sensitive natural community identified in local or regional plans, policies, regulations, or by the California Department of Fish and Game or U.S. Fish and Wildlife Service.
- c) As noted previously, the project site is disturbed and is compacted dirt; it does not include any vegetation or bodies of water. No wetlands are located within the removal and relocation component site. Therefore, implementation of the proposed removal and relocation component would not have a substantial adverse effect on federally protected wetlands as defined by Section 404 of the Clean Water Act (including, but not limited to, marsh, vernal pool, coastal, etc.) through direct removal, filling, hydrological interruption, or other means.
- d) The proposed structure site has been developed and subject to human disturbance for several years. Wildlife visiting the project site would be species associated with disturbed, urbanized areas. The project site is near the bay and within Pacific fly zone for birds; however, the proposed LED structure would be highly visible and it is not likely that much wildlife is present this close to the freeway. The implementation of the proposed removal and relocation component would not substantially increase the possibility of bird strikes as the total surface area of sign would remain the same. Therefore, the proposed project would not

interfere substantially with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory wildlife corridors, or impede the use of native wildlife nursery sites.

- e) No protected biological resources are located within the project site. No trees would be removed as a result of this project. Therefore, implementation of the proposed removal and relocation component would not conflict with any local policies or ordinances protecting biological resources.
- f) No adopted Habitat Conservation Plans, Natural Community Conservation Plans, or any other approved local, regional, or State habitat conservation plans apply to the project or project site.

E. CULTURAL RESOURCES

Environmental Checklist

<i>CULTURAL RESOURCE ISSUES:</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporation</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
Would the project:				
a) Cause a substantial adverse change in the significance of a historical resource as defined in Section 15064.5?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Cause a substantial adverse change in the significance of an archaeological resource pursuant to Section 15064.5?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Directly or indirectly destroy a unique paleontological resource or site or unique geologic feature?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Disturb any human remains, including those interred outside of formal cemeteries?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Environmental Checklist Findings

The proposed zoning text amendment would only allow for new signs to be installed if an existing sign is being removed subject to the City's approval of a relocation agreement. As part of the review of the zoning text amendment it is too speculative to evaluate project specific impacts to cultural resource issues that could occur from future proposals to relocate billboards as future sites are not known. However, given future sites have to be within the Heavy Industrial district, it is likely that future sites will be disturbed and without a high potential for cultural resources. Also, the area of disturbance below grade would likely be limited to a diameter of 5 feet. As a result, any impacts associated with historic, archaeological, paleontological, and/or human remains are likely to be less-than-significant and similar to those described below for the removal and relocation project component. Additionally any future projects would be subject to environmental review at the time that they are proposed.

A specific discussion of the potential impacts associated with the currently proposed removal and relocation component is provided below for each checklist question.

- a) The proposed project includes removal of a static billboard structure and construction of a new LED billboard structure along Interstate 680. Neither of the sites or structures associated with this project have historical significance pursuant to §15064.5 of the California CEQA Guidelines. According to the

National Register of Historic Places³ there are no listed historic sites or structures in the vicinity of the project site. As a result, the project would not cause a substantial adverse change in the significance of a historical resource as defined in Section 15064.5.

- b) The subject properties for structure removal and relocation have been previously disturbed and developed and are not located in an area known to have archaeological resources pursuant to §15064.5 of the California CEQA Guidelines. The only subsurface site disturbance that would occur is drilling a hole 5 feet in diameter and 32 feet deep at the relocation location. Therefore, the project is not anticipated to cause a substantial adverse change in the significance of an archaeological resource pursuant to Section 15064.5.
- c) The subject properties for structure removal and construction have been previously disturbed and urbanized and are not located in an area that is known to have paleontological resource or unique geological features. The only subsurface site disturbance that would occur is drilling a hole 5 feet in diameter and 32 feet deep at the relocation location. As a result, the proposed project would not directly or indirectly destroy a unique paleontological resource or site or unique geologic feature.
- d) The subject property is not located in an area known to have any human remains and no grading is proposed. The proposed project is not anticipated to disturb any human remains, including those interred outside of formal cemeteries.

³ National Registry of Historic Places, Database and Research.
<http://www.nps.gov/nr/research/> accessed July 27, 2011.

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F. GEOLOGY AND SOILS

Environmental Checklist

<i>GEOLOGY AND SOILS ISSUES:</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporation</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
Would the project:				
a) Expose people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving:				
i) Rupture of a known earthquake fault, as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known fault? Refer to Division of Mines and Geology Special Publication 42.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
ii) Strong seismic ground shaking?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
iii) Seismic-related ground failure, including liquefaction?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
iv) Landslides?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Result in substantial soil erosion or the loss of topsoil?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Be located on a geologic unit or soil that is unstable, or that would become unstable as a result of the project, and potentially result in on- or off-site landslide, lateral spreading, subsidence, liquefaction or collapse?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Be located on expansive soil, as defined in Table 18-1-B of the Uniform Building Code (1994), creating substantial risks to life or property?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Have soils incapable of adequately supporting the use of septic tanks or alternative wastewater disposal systems where sewers are not available for the disposal of wastewater?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Environmental Checklist Findings

- a) i) Surface rupture or ground faulting tends to occur along lines of previous faulting. The removal and relocation site or the properties located within the Heavy Industrial district are not within a State Earthquake Fault Hazard Zone for active faults. As a result, the proposed project would not expose people or

structures to potential substantial adverse effects, including the risk of loss, injury, or death involving rupture of a known earthquake fault, as delineated on the most recent Alquist–Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known fault.

ii) Ground shaking is a general term referring to all aspects of motion of the earth's surface resulting from an earthquake, and is normally the major cause of damage in seismic events. The extent of ground shaking is controlled by the magnitude and intensity of the earthquake, distance from the epicenter, and local geologic conditions. The amount of ground shaking depends on the magnitude of the earthquake, the distance from the epicenter, and the type of earth materials between the receptor and the epicenter.

Implementation of this project could result in the exposure of people or structures to potential substantial adverse impacts due to strong seismic ground shaking because the project is located in California, which is prone to ground shaking (earthquake) activity. The potential ground shaking impacts would be reduced to a less-than-significant level with quality construction. Ground shaking on the project site for construction of the replacement LED billboard structure could pose a substantial threat to buildings and people should ground shaking cause the proposed outdoor advertising structure to fall.

The new outdoor advertising structure approved as part of this project, and any future relocating that may occur, would be constructed in accordance with design requirements and construction standards of the current Uniform Building Code. Compliance with the code requirements would reduce the potential effects associated with strong seismic ground shaking to a less-than-significant level and ensure that the proposed project would not expose people or structures to potential substantial adverse effects, including the risk of loss, injury, or death.

iii) The removal and relocation site is not mapped within a liquefaction zone on the Seismic Hazard Maps prepared by the California Geological Survey. Similar to the proposed removal and relocation component, future projects would be required to prepare a geotechnical study and incorporate its recommendations. As a result, the proposed project would not expose people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving seismic-related ground failure, including liquefaction.

iv) The project removal and relocation site consists of predominantly flat terrain and are not susceptible to landslides. As a result, the proposed removal and relocation component would not expose people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving landslides.

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- b) The project site is predominantly flat and no grading is proposed as part of the project. As a result, the proposed project would not result in substantial soil erosion or the loss of topsoil.
- c) The project site is not mapped within the liquefaction hazard zone on the Seismic Hazard Maps prepared by the California Geological Survey. Additionally as part of the building permit process the City will require a geotechnical study to be prepared to ensure the project is engineered to the specific soil type.

Mitigation Measure GEO-1: Plans submitted for a building permit for new construction shall incorporate the recommendations of a geotechnical investigation prepared for the site, and a qualified geotechnical engineer shall inspect and test all geotechnical aspects of the project's construction. The geotechnical report shall be accompanied by a signed statement from the author of the report or other licensed geologist or engineer with relevant expertise, certifying that the plans comply with the report's recommendations.

Implementation of Mitigation Measure GEO-1 and the requirements of zoning text amendment would ensure that the removal and relocation component and future projects would not be located on a geologic unit or soil that is unstable, or that would become unstable as a result of the project, and potentially result in on- or off-site landslide, lateral spreading, subsidence, liquefaction, or collapse.

- d) As part of the City's standard building permit process, the applicant and any future applicants would be required to complete a soil report before construction of the new LED billboard. The results of the soils report shall be used to determine the appropriate methods for removal, construction, and operation of the structures, particularly if the project is found to be located on expansive soil, as defined in Table 18-1-B of the Uniform Building Code (1994).
- e) No septic tanks or alternative waste systems would be utilized on the project site for structure removal and relocation. Nor are any anticipated to be impacted by potential future projects given the Heavy Industrial district is served by sanitary sewer. As a result the proposed project would not have soils incapable of adequately supporting the use of septic tanks or alternative wastewater disposal systems where sewers are not available for the disposal of wastewater

G. GREENHOUSE GAS EMISSIONS

Environmental Checklist

<i>GREENHOUSE GAS EMISSIONS ISSUES:</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporation</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
Would the project:				
a) Generate greenhouse gas emissions, either directly or indirectly, that may have a significant impact on the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Conflict with an applicable plan, policy or regulation adopted for the purpose of reducing the emissions of greenhouse gases?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Environmental Checklist Findings

- a-b) Digital outdoor advertising structures are powered by electricity, which in production generates carbon dioxide (CO₂) emissions. Carbon dioxide is a greenhouse gas. An estimate of the CO₂ emissions associated with digital advertising structures may be calculated using a formula that multiplies expected electricity usage by an emissions factor. Electricity usage in a digital outdoor advertising structure is primarily used to power light emitting diodes (LEDs) to produce images. The light emitted by the proposed LED structure and any likely future relocations that may occur as a result of zoning text amendment would be adjusted according to ambient light conditions which will vary the amount of electricity being used by the structure. This removal and relocation component proposes to operate the display at approximately 50 percent of full power, which would use 7,000 to 8,000 kWh per month for a back-to-back LED structure. Based on an average emission factor of 0.524 lbs. of CO₂ per kWh⁴, the estimated CO₂ emission would be 50,304 pounds or 22.8 metric tons per year (MT/yr). The BAAQMD CEQA Guidelines⁵ threshold for greenhouse gas emissions is 1,100 MT/yr of carbon dioxide equivalent. The proposed removal and relocation project together with any future relocation projects that may occur under the zoning text amendment would not exceed this threshold.

⁴ Pacific Gas and Electric (PG&E), Carbon Footprint Calculator Assumptions.

<http://www.pge.com/about/environment/calculator/assumptions.shtml>, accessed June 27, 2011

⁵ Bay Area Air Quality Management District (BAAQMD). Bay Area Management District CEQA Guidelines, updated May 2011.

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The City of Martinez adopted a Climate Action Plan (CAP) in June 2009 to set goals, principles, and strategies in order to reduce the City's greenhouse gas emissions, prepare the community for the expected effects of global warming, and conserve energy and natural resources.

H. HAZARDS AND HAZARDOUS MATERIALS

Environmental Checklist

<i>HAZARDS AND HAZARDOUS MATERIALS ISSUES:</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporation</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
Would the project:				
a) Create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Be located on a site which is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5 and, as a result, would it create a significant hazard to the public or the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e) For a project located within an airport land use plan or, where such a plan has not been adopted, within 2 miles of a public airport or public use airport, would the project result in a safety hazard for people residing or working in the project area?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f) For a project located within the vicinity of a private airstrip, would the project result in a safety hazard for people residing or working in the project area?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
g) Impair implementation of or physically interfere with an adopted emergency response plan or emergency evacuation plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
h) Expose people or structures to a significant risk of loss, injury or death involving wildland fires, including where wildlands are adjacent to urbanized areas or where residences are intermixed with wildlands?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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Environmental Impact Findings

The proposed zoning text amendment would only allow for new signs to be installed if an existing sign is being removed subject to the City's approval of a relocation agreement. As part of the review of the zoning text amendment it is too speculative to evaluate project specific impacts to hazards and hazardous materials issues that could occur from future proposals to relocate billboards as future sites are not known. Future projects would be subject to environmental review at the time that they are proposed to ensure no impacts relative to hazards or hazardous materials occur.

A specific discussion of the potential impacts associated with the currently proposed removal and relocation component is provided below for each checklist question.

- a) Potentially hazardous materials that are commercially available, such as adhesives and paint could be used during construction and maintenance of the proposed project. The construction contractor would be required to adhere to all local, State, and federal regulations regarding the use and handling of these materials. No hazardous substances are expected to be on-site during project operation. As a result, the proposed project would not create a significant hazard to the public or environment through the routine transport, use, or disposal of hazardous materials.
- b) No known hazardous substances are known to exist on the project site. As a result, the proposed removal and relocation component would not create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment. Also see response a) above.
- c) The proposed construction is not located within one-quarter mile of an existing school and as such would not emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school.
- d) The project site is not included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5.
- e) The billboard site is not located within an airport land use plan or 2 miles of a public airport⁶. The closest airport is Buchanan Field which is located approximately 4 miles southeast of the project site.
- f) The billboard site is not in the vicinity of a private airstrip.
- g) The proposed removal and relocation component includes removal of a static billboard structure and construction of a new LED billboard structure along

⁶ Contra Costa County, Contra Costa County Airport Land Use Compatibility Plan (December 2000).

Interstate 680; it would not affect emergency access routes or impair emergency response or evacuation. On the contrary, the construction of the proposed structure may promote the distribution of emergency information. The draft Relocation Agreement between the City of Martinez and CBS Outdoor allows the City to require the structure operator to reprogram the structure to convey a declared local emergency (i.e., unauthorized release of hazardous materials and Amber Alert).

- h) The proposed removal and relocation component includes removal of a static billboard structure and construction of a new LED billboard structure along Interstate 680 on developed commercial and industrial property that are not adjacent to wildlands; therefore, the removal and relocation component would not expose people or structures to a significant risk of loss, injury or death involving wildland fires, including where wildlands are adjacent to urbanized areas or where residences are intermixed with wildlands.

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I. HYDROLOGY AND WATER QUALITY

Environmental Checklist

<i>HYDROLOGY AND WATER QUALITY ISSUES:</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporation</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
Would the project:				
a) Violate any water quality standards or waste discharge requirements?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Substantially deplete groundwater supplies or interfere substantially with groundwater recharge such that there would be a net deficit in aquifer volume or a lowering of the local groundwater table level (e.g., the production rate of pre-existing nearby wells would drop to a level which would not support existing land uses or planned uses for which permits have been granted)?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, in a manner which would result in substantial erosion or siltation on- or off-site?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, or substantially increase the rate or amount of surface runoff in a manner which would result in flooding on- or off-site?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
f) Otherwise substantially degrade water quality?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
g) Place housing within a 100-year flood hazard area as mapped on a federal Flood Hazard Boundary or Flood Insurance Rate Map or other flood hazard delineation map?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
h) Place within a 100-year flood hazard area structures which would impede or redirect flood flows?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
i) Expose people or structures to a significant risk of loss, injury or death involving flooding, including flooding of as a result of the failure of a levee or dam?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

<i>HYDROLOGY AND WATER QUALITY ISSUES:</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporation</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
j) Inundation by seiche, tsunami, or mudflow?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Environmental Checklist Findings

The proposed zoning text amendment would only allow for new signs to be installed if an existing sign is being removed subject to the City’s approval of a relocation agreement. As part of the review of the zoning text amendment it is too speculative to evaluate project specific impacts to hydrology and water quality issues that could occur from future proposals to relocate billboards as the sites are not known. Future projects would be subject to environmental review at the time that they are proposed to ensure no significant impacts related to hydrology and water quality issues occur.

A specific discussion of the potential impacts associated with the currently proposed removal and relocation component is provided below for each checklist question.

- a) The proposed removal and relocation component includes removal of a static billboard structure and construction of a new LED billboard structure along Interstate 680. Demolition, construction would result in a small opportunity during the estimated five-day construction period for water discharge to become contaminated as the construction activities will be limited in scope (i.e., drilling 5 feet diameter hole) and subject to best management practices (BMPs). Operation of the structure would not result in any waste discharge or significantly alter drainage. Because the period of time when the soil would be disturbed would be short, and there would be very little net change to the disturbed ground area as a result of the removal and relocation component, the proposed removal and relocation component would not violate any water quality standards or waste discharge requirements.

- b) The amount of impervious coverage would be increased due to the removal and replacement aspect part of this project; therefore, the project would not affect groundwater supplies or recharge. As a result, the project would not substantially deplete groundwater supplies or interfere substantially with groundwater recharge such that there would be a net deficit in aquifer volume or a lowering of the local groundwater table level (e.g., the production rate of pre-existing nearby wells would drop to a level which would not support existing land uses or planned uses for which permits have been granted)

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- c) The proposed removal and relocation component includes removal of a static billboard structure and construction of a new LED billboard structure along Interstate 680. Demolition, construction and operation of the structures would not significantly alter drainage based on the small area required for the support footing (5-foot diameter) and because the net impervious surface will remain relatively the same as a result of the removal and replacement aspect of the project. As a result, the proposed project would not substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, in a manner that would result in substantial erosion or siltation on- or off-site.
- d) The proposed removal and relocation component includes removal of a static billboard structure and construction of a new LED billboard structure along Interstate 680. Demolition, construction and operation of the structures would not significantly alter drainage based on the small area required for the support footing (5-foot diameter) and because the net impervious surface will remain relatively the same as a result of the removal and replacement aspect of the project. As a result, the proposed project would not substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, or substantially increase the rate or amount of surface runoff in a manner that would result in flooding on- or off-site.
- e) The proposed removal and relocation component includes removal of a static billboard structure and construction of a new LED billboard structure along Interstate 680. Demolition, construction and operation of the structures would not alter the amount of water run-off from the subject sites as there would be no change in grades and a very minimal, if any increase in impervious surfaces based on the removal and replacement aspect of the project. As a result, the proposed removal and relocation component would not create or contribute runoff water, which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff.
- f) As discussed above, the proposed removal and relocation component would not alter grades or drainage in the area or increase impervious area. As a result, it would not otherwise substantially degrade water quality.
- g) The project does not propose any housing.
- h) The project site for the outdoor advertising structure construction is not located within a 100-year flood hazard area as mapped on a federal Flood Hazard Boundary or Flood Insurance Rate Map, or other flood hazard delineation map.
- i) The project site for structure construction and removal is not within the inundation area of any levee or dam.

OUTDOOR ADVERTISING STRUCTURE REMOVAL AND RELOCATION

INITIAL STUDY CHECKLIST

I. HYDROLOGY AND WATER QUALITY

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- j) The project site is not located within a zone expected to experience inundation by seiche, tsunami, or mudflow that would significantly damage the proposed project.

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J. LAND USE AND PLANNING

Environmental Checklist

<i>LAND USE AND PLANNING ISSUES:</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporation</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
Would the project:				
a) Physically divide an established community?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to the general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Conflict with any applicable habitat conservation plan or natural community conservation plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Environmental Checklist Findings

- a) The proposed project, both the zoning text amendment and removal and relocation components, would only allow relocated billboards in the Heavy Industrial district which is comprised of industrial developed areas. The introduction of an LED billboard on any sites within the Heavy Industrial district is not the type of use that would physically divide an established community. No impact would occur.
- b) As part of the implementation of the Federal Highway Beautification Act, California has entered into two agreements with the Federal Highway Administration (FHWA): one dated May 29, 1965, and a subsequent agreement dated February 15, 1968. The agreements generally provide that the State will control the construction of all outdoor advertising signs, displays and devices within 660 feet of the interstate highway right-of-way.

The agreements provide that such signs shall be erected only in commercial or industrial zones, and are subject to the following restrictions:

- No signs shall imitate or resemble any official traffic sign, signal or device, nor shall signs obstruct or interfere with official signs;

- No signs shall be erected on rocks or other natural features;
- Signs shall be no larger than 25 feet in height and 60 feet in width, excluding border, trim and supports;
- Signs on the same side of the freeway must be separated by at least 500 feet; and
- Signs shall not include flashing, intermittent or moving lights, and shall not emit light that could obstruct or impair the vision of any driver.

California regulates outdoor advertising in the Outdoor Advertising Act (Business and Professions Code, Sections 5200 et seq.) and the California Code of Regulations, Title 4; Division 6 (Sections 2240 et seq.) Caltrans enforces the law and regulations. The Act prohibits signage along landscaped freeways (§5440). Segments of Interstate 680 in vicinity of the project site are designated as landscaped freeways. Caltrans has interpreted these provisions as allowing new billboards along such freeway segments if a relocation agreement has been approved pursuant to §5412 of the Outdoor Advertising Act.

The proposed zoning text amendment would ensure the project is consistent with the State's requirements for a relocation agreement as it will allow outdoor advertising structures only with a relocation agreement and subject to certain restrictions and/or requirements

The proposed removal and relocation component would comply with State regulations and would not conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to the general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect.

- c) There are no habitat conservation plans, or natural community conservation plans applicable to the project site or any properties located within the Heavy Industrial district.

K. MINERAL RESOURCES

Environmental Checklist

<i>MINERAL RESOURCES ISSUES:</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporation</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
Would the project:				
a) Result in the loss of availability of a known mineral resource that would be of value to the region and the residents of the State?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Result in the loss of availability of a locally important mineral resource recovery site delineated on a local general plan, specific plan or other land use plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Environmental Checklist Findings

- a) The proposed project includes removal of a static billboard structure and construction of a new LED billboard structure along Interstate 680. No mineral resources of regional value are known to exist on the project site or on any properties within the Heavy Industrial district. As a result, the project would not result in the loss of availability of a known mineral resource that would be of value to the region and the residents of the State.
- b) Since there are no known mineral resources on the project site or within the Heavy Industrial district, the proposed project would not result in the loss of availability of a locally important mineral resource recovery site delineated on a local general plan, specific plan or other land use plan.

L. NOISE

Environmental Checklist

<i>NOISE ISSUES:</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporation</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
Would the project:				
a) Exposure of persons to or generation of noise levels in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Exposure of persons to or generation of excessive ground borne vibration or ground borne noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) A substantial permanent increase in ambient noise levels in the project vicinity above levels existing without the project?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) A substantial temporary or periodic increase in ambient noise levels in the project vicinity above levels existing without the project?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) For a project located within an airport land use plan or, where such a plan has not been adopted, within 2 miles of a public airport or public use airport, would the project expose people residing or working in the project area to excessive noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
f) For a project within the vicinity of a private airstrip, would the project expose people residing or working in the project area to excessive noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Environmental Checklist Findings

The proposed zoning text amendment would only allow for new signs to be installed if an existing sign is being removed subject to the City’s approval of a relocation agreement. As part of the review of the zoning text amendment it is too speculative to evaluate project specific impacts to noise issues that could occur from future proposals to relocate billboards as the sites are not known. However, the operation of LED billboards would not generate significant noise and as a result, similar to the removal and relocation component discussed below, implementation of the zoning text amendment would not be result in any significant impacts associated with excessive noise or vibration. See c) and d) below regarding airports and/or private airstrips.

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Additionally, any future projects would be subject to environmental review at the time that they are proposed.

A specific discussion of the potential impacts associated with the currently proposed removal and relocation component is provided below for each checklist question.

- a) The proposed removal and relocation component includes removal of a static billboard structure and construction of a new LED billboard structure along Interstate 680 in an area that is subject to a relatively high level of ambient noise due to its location adjacent to Interstate 680 and the adjacent industrial uses. There are no noise sensitive receptors such as schools or residences located in the vicinity. The closest residential neighborhood is located more than 1 mile from the project site and the closest school is located more than 2 miles from the project site. Construction of the proposed project would result in temporary increases in noise levels. Given that the increase in noise would be for a short period (less than two weeks), would be regulated by the City's noise ordinance and there are not sensitive noise receptors in the project vicinity, the impact associated with construction noise would not be considered significant.

Operation of a digital billboard does not produce substantial levels of noise. The long-term noise impact from the proposed project on adjacent uses would be less than significant. As a result, the proposed project would not result in exposure of persons to or generation of noise levels in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies. Any measurable noise effects would not have an impact.

- b) The proposed removal and relocation component includes removal of a static billboard structure and construction of a new LED billboard structure along Interstate 680 in area that is subject to a relatively high level of ambient noise due to its location adjacent to Interstate 680 and the adjacent industrial uses. The closest residential neighborhood is located more than 1 mile from the project site and the closest school is located more than 2 miles from the project site. There are no ground-borne vibration or noise sensitive receptors in the vicinity. Construction of the proposed project would result in temporary increases in vibration-related effects. However, given the increase would be for a short period (less than two weeks) and there are not sensitive receptors in the project vicinity, there would be no impact associated with construction-related vibration.

Operation of a digital billboard would not result in any vibration related effects. Therefore, the proposed project would not result in to or generation of excessive ground borne vibration or ground borne noise levels. Any measurable vibration effects would be short-term and would not have an impact.

- c) See response to item a) above.

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L. NOISE

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- d) Demolition of the structure to be removed and the construction of a new display structure would generate temporary construction noise in the immediate project vicinity that may be higher than current ambient noise levels. Construction activity related to the proposed project would be required to comply with the City's Noise Ordinance, which restricts the hours of operation for certain noise-producing equipment. As the closest residential neighborhood is located over 1 mile from the project site and the closest school is located more than 2 miles from the project site, the construction contractor would already be operating in a location far away from existing noise sensitive uses. The implementation of the proposed removal and relocation component would result in a less-than-significant temporary or periodic increase in ambient noise levels in the project vicinity above levels existing without the project.
- e) The project site or lands within the Heavy Industrial district are not located with an airport land use plan or within 2 miles of an airport.⁷ The closest airport is Buchanan Field which is located approximately 4 miles southeast of the project site. As a result there is no impact.
- f) The project site or lands within the Heavy Industrial district are not within the vicinity of a private airstrip; as a result there is no impact.

⁷ Contra Costa County, Contra Costa County Airport Land Use Compatibility Plan (December 2000).

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M. POPULATION AND HOUSING

Environmental Checklist

<i>POPULATION AND HOUSING ISSUES:</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporation</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
Would the project:				
a) Induce substantial population growth in an area, either directly (for example, by proposing new homes and businesses) or indirectly (for example, through extension of roads or other infrastructure)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Displace substantial numbers of existing housing, necessitating the construction of replacement housing elsewhere?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Displace substantial numbers of people, necessitating the construction of replacement housing elsewhere?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Environmental Checklist Findings

- a) There are no growth-inducing elements to the project. The removal of an existing outdoor advertising structure and construction of one new outdoor advertising structure and any additional relocation structures that may be permitted as a result of zoning text amendment would not generate any additional population. No extension of facilities or services would be needed to implement the project. There is no impact
- b) The proposed project would not displace any existing houses or apartments. There is no impact.
- c) The proposed project would not displace people as there are no existing houses or apartments on the project site or within the Heavy Industrial district. There is no impact.

N. PUBLIC SERVICES

Environmental Checklist

<i>PUBLIC SERVICES ISSUES:</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporation</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
Would the project:				
a) Would the project result in substantial adverse physical impacts associated with the provision of new or physically altered governmental facilities, need for new or physically altered governmental facilities, the construction of which could cause significant environmental impacts, in order to maintain acceptable service ratios, response times or other performance objectives for any of the public services:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Fire protection?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Police protection?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Schools?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Parks?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Other public facilities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Environmental Checklist Findings

- a) The construction and operation of a digital outdoor advertising structure would not require public services except for cases of emergency on or around the structures itself. Advertising structures are constructed subject to State law and building codes, and would not present a substantial source of hazard. As a result, neither the zoning text amendment or removal and relocation component would significantly impact public services.

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O. RECREATION

Environmental Checklist

<i>RECREATION ISSUES:</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporation</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
Would the project:				
a) Would the project increase the use of existing neighborhood and regional parks or other recreational facilities such that substantial physical deterioration of the facility would occur or be accelerated?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Does the project include recreational facilities or require the construction or expansion of recreational facilities which might have an adverse physical effect on the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Environmental Checklist Findings

- a-b) The project would not result in any increase in demand for recreational services or facilities as billboards do not generate population. As a result, there is no impact.

P. TRANSPORTATION AND TRAFFIC

Environmental Checklist

<i>TRANSPORTATION AND TRAFFIC ISSUES:</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporation</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
Would the project:				
a) Conflict with an applicable plan, ordinance or policy establishing measures of effectiveness for the performance of the circulation system, taking into account all modes of transportation including mass transit and non-motorized travel and relevant components of the circulation system, including but not limited to intersections, streets, highways and freeways, pedestrian and bicycle paths, and mass transit?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Conflict with an applicable congestion management program, including, but not limited to level of service standards and travel demand measures, or other standards established by the county congestion management agency or designated roads or highways?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Result in a change in air traffic patterns, including either an increase in traffic levels or a change in location that result in substantial safety risks?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Substantially increase hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment)?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Result in inadequate emergency access?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f) Conflict with adopted polices, plans, or programs regarding public transit, bicycle, or pedestrian facilities, or otherwise decrease the performance or safety of such facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Environmental Checklist Findings

- a) The project includes demolition of an existing outdoor advertising structure and construction of one new outdoor advertising structure along the Sinclair Highway/Interstate 680 and a zoning text amendment. No new land uses are proposed and increased vehicle trips would not be associated with this project or future relocation projects. Operation of these types of signs is subject to

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regulations regarding timing of displays and other features that might otherwise result in driver distraction. Therefore the project would not conflict with an applicable plan, ordinance or policy establishing measures of effectiveness for the performance of the circulation system.

- b) The project includes demolition of an existing outdoor advertising structure and construction of one new outdoor advertising structure along the Sinclair Highway/Interstate 680 and a zoning text amendment, which may allow additional relocating. No new land uses are proposed and increased vehicle trips would not be associated with this project.
- c) The project site is not located near an airport⁸ and would not result in any change to air traffic patterns.
- d) The proposed structure is proximate to Interstate 680 and would be viewed by drivers, raising the issue of potential distraction. Future relocations, if any, which may occur under the zoning text amendment, would also likely be near a freeway.

The Federal Highway Administration, Office of Safety and Research, summarized the results of surveys on billboards and safety as “mixed and inconclusive.” Potential for distraction while driving is dependent upon several factors including how familiar the driver is with the route of travel, age of the driver, legibility of the advertisement, and specific roadway characteristics.⁹ California State Business and Professions Code regulates outdoor displays adjacent to any interstate highway so as to promote public health, safety, welfare, convenience and enjoyment of public travel, and to insure that information in the specific interest of the traveling public is presented safely and effectively while recognizing a reasonable freedom to advertise.

California’s Outdoor Advertising Act (Business and Professions Code Section 5200) established minimum standards with respect to advertisements within 660 feet of the interstate right-of-way. This project includes construction of a new LED off-site advertising structure within 660 feet of Interstate 80 and is permitted per State Code because the proposed structure meets the definition of a “message center display.” The State Code defines a message center as an “advertising display where the message is changed more than once every two minutes, but no more than once every four seconds.”

Existing State regulations on message center displays visible from a State regulated highway include, but are not limited to a) flashing, intermittent or

⁸ Contra Costa County, Contra Costa County Airport Land Use Compatibility Plan (December 2000).

⁹ Federal Highway Administration, Office of Safety Research and Development, Human Centered Systems Team, *Research Review of Potential Safety Effects of Electronic Billboards on Driver Attention and Distraction*. September 11, 2001.

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P. TRANSPORTATION AND TRAFFIC

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moving lights are prohibited; b) no display may include illumination or message change that is in motion, appears to be in motion, changes intensity or exposes the message for less than four seconds; c) no message center shall be located within 1,000 feet of another message center on the same side of the interstate; and d) shall not be illuminated so as to impair vision as set forth in the California Vehicle Code (Section 21466.5). The proposed removal and relocation component and any future relocation projects would be required to comply with the State Code related to advertising along Interstate 680, which would ensure any potential impacts are less than significant.

- e) The relocation of billboards pursuant to City and State regulations would not affect local emergency access.
- f) The removal and relocation of billboards would not result in any new land uses or increase vehicle trips. No impact would result.

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Q. UTILITIES

Environmental Checklist

<i>UTILITIES ISSUES:</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporation</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
Would the project:				
a) Exceed wastewater treatment requirements of the applicable Regional Water Quality Control Board?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Require or result in the construction of new water or wastewater treatment facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Require or result in the construction of new stormwater drainage facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Have sufficient water supplies available to serve the project from existing entitlements and resources, or are new or expanded entitlements needed?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e) Result in a determination by the wastewater treatment provider which serves or may serve the project that it has adequate capacity to serve the projects projected demand in addition to the provider's existing commitments?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f) Be served by a landfill with sufficient permitted capacity to accommodate the project's solid waste disposal needs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
g) Comply with federal, State, and local statutes and regulations related to solid waste?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Environmental Checklist Findings

a-g) The removal and relocation of billboards would not generate any wastewater or require a supply of potable water. The project would not generate any solid waste.

Construction and operation of the digital outdoor advertising structures would not require water, wastewater treatment, or solid waste treatment, and would not

affect drainage based on the small area required for the support footing (5-foot diameter) and because the net impervious surface will remain relatively the same as a result of the removal and replacement aspect of the project. Installation of the proposed advertising structure would require coordination with various utility companies via the Underground Service Alert (USA) to prevent conflicts with subterranean pipelines. There would be no impact to utility.

R. MANDATORY FINDINGS OF SIGNIFICANCE

Environmental Checklist

<i>MANDATORY FINDINGS OF SIGNIFICANCE ISSUES:</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporation</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
Would the project:				
a) Does the project have the potential to degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, reduce the number or restrict the range of a rare or endangered plant or animal, or eliminate important examples of the major periods of California history or prehistory?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Does the project have impacts that are individually limited, but cumulatively considerable? ("Cumulatively considerable" means that the incremental effects of a project are considerable when viewed in connection with the effects of past projects, the effects of other current projects, and the effects of probable future projects.)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Does the project have environmental effects which will cause substantial adverse effects on human beings, either directly or indirectly?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Environmental Checklist Findings

The proposed zoning text amendment would only allow for new signs to be installed if an existing sign is being removed subject to the City's approval of a relocation agreement. As part of the review of the zoning text amendment, it is too speculative to evaluate project specific impacts to mandatory findings of significance issues that could occur from future proposals to relocate billboards as future sites are not known. Future projects would be subject to environmental review at the time that they are proposed.

A specific discussion of the potential impacts associated with the currently proposed removal and relocation component is provided below for each checklist question.

- a) No sensitive biological or historical resources have been identified on the project site, and therefore there is no substantial evidence that the project will degrade these aspects of the environment.

OUTDOOR ADVERTISING STRUCTURE REMOVAL AND RELOCATION

INITIAL STUDY CHECKLIST

R. MANDATORY FINDINGS OF SIGNIFICANCE

AUGUST 2011

- b) As described in the sections A–Q above the proposed project would not have impacts that are individually limited, but cumulatively considerable.

- c) The construction activities and permitting of the demolition and construction of outdoor advertising structures would neither have individually limited nor cumulatively considerable adverse impacts and would not involve substantial adverse effects on human beings either directly or indirectly, including those for which project-level mitigation has been identified to reduce impacts to less than significant levels. These impacts include impacts related to the presence of unknown cultural resources, hazards or hazardous materials, or traffic hazards related to driver distraction. Any potential effect would be less than significant with the implementation of any mitigation measures identified in this analysis.

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MITIGATION MONITORING PLAN

Mitigation Measure	Monitoring Responsibility	Monitoring Schedule	Monitoring Procedure	Date Completed	Initials
F. GEOLOGY AND SOILS					
<p><u>GEO-1</u>: Plans submitted for a building permit for new construction shall incorporate the recommendations of a geotechnical investigation prepared for the site, and a qualified geotechnical engineer shall inspect and test all geotechnical aspects of the project's construction. The geotechnical report shall be accompanied by a signed statement from the author of the report or other licensed geologist or engineer with relevant expertise, certifying that the plans comply with the report's recommendations.</p>	<p>City of Martinez Building Department</p>	<p>Prior to approval of building permit.</p>	<p>Review plans for compliance with the geotechnical report's recommendations.</p>		

DRAFT ZONING TEXT CHANGES
RELOCATION OF NONCONFORMING OFF-SITE SIGNS (“BILLBOARDS”)
(IN ~~STRIKEOUT~~/HIGHLIGHTED FORMAT)

AS PROPOSED TO CITY COUNCIL
SEPTEMBER 7, 2011

CHAPTER 16.68

NONCONFORMING SIGNS

16.68.080 Off-Site Signs

- A. Each non-conforming off-site sign shall be removed or altered to conform to the provisions of this chapter and Chapters 16.20 through 16.64 not later than August 16, 1978 or three years after such sign becomes non-conforming, whichever date is later. (Ord. 1059 C.S. § 4, 1986; prior Ord. 822 C.S. § 2 (part), 1975; prior code § 10,202.5(c).
- B. The provisions of A above shall not apply to any sign made non-conforming that is not permitted to be removed under local regulations or laws without the payment of just compensation as required under the provisions of the California Outdoor Advertising Act which validly preempt the City's police power and other authority which has been granted to it by the State Constitution and/or general law; provided, however, that any off-site sign not permitted to be removed without the payment of compensation under such provisions of the Act shall be removed in the manner required by law, upon the adoption of a Resolution by the City Council authorizing the payment of such compensation, as may be required by law, for its removal. (Ord. 1059 C.S. § 4, 1986).
- C Off-site signs existing pursuant to the provisions of (B) above on or after the removal date set forth in subsection (A) above, may be approved by the City to be relocated in accordance with the provisions of this subsection. An application to relocate an existing sign may only be approved if all of the following criteria are met:*
- 1. Signs may only be relocated to be within the Heavy Industrial (HI) district;*
 - 2. There must be a minimum distance of two (2) miles between electronic non-accessory signs and 1,000 feet between non-electronic, non-accessory signs;*
 - 3. The relocated sign may not significantly impact any biological resources;*

4. *The applicant for a relocated sign must provide a geotechnical study and incorporate the recommended measures; and*
5. *All relocated signs shall be subject to a relocation agreement.*

CHAPTER 22.18

INDUSTRIAL DISTRICTS

22.18.060 Conditional Uses

The following conditional uses shall be permitted upon the granting of a conditional use permit, in accord with the provisions of Chapter 22.40 of this Title:

- A. Pumping stations, power stations, drainage ways and structures, storage tanks and transmission lines found by the City Planning Commission to be necessary for the public health, safety or welfare;
- B. Accessory structures and uses located on the same site with and necessary for or incidental to the operation of a conditional use;
- C. Outdoor advertising structures; *in accordance with Section 16.68.080.C.*
- D. In the LI Light Industrial District, the following conditional uses shall be permitted:

Any of the uses listed in Section 22.18.040 and Subsection E of this section, provided that, on the basis of the use permit application and the evidence submitted, the City Planning Commission makes the following findings, in addition to the findings prescribed in Section 22.40.070 of this Title that:

1. Consideration of all of the determinable characteristics of the particular use which is the subject of the application indicates that the use has the same basic characteristics on the permitted uses prescribed in Section 22.18.030 of this Chapter,
2. The use will not create more vehicular or rail traffic than the volumes normally created by the permitted uses prescribed in Section 22.18.030 of this Chapter.
3. The separation between HI uses allowed in the LI district by a use permit and property in an R or PA district shall not be less than the required front, side and rear yard setbacks in an HI district (Sections 22.18.110B, 22.18.120E through G, and 22.18.130C through F respectively). LI uses shall be permitted within these areas, subject to the setback requirements of the LI district;

E. In the HI Heavy Industrial District, the following conditional uses shall be permitted:

Airports and heliports.

Cement, lime, gypsum and plaster of paris manufacture

Charcoal, lampblack and fuel briquettes manufacture

Chemical products manufacture including acetylene, aniline, dyes, ammonia, carbide, caustic soda, cellulose, chlorine, cleaning and polishing preparation, creosote, exterminating agents, hydrogen and oxygen, nitrating of cotton or other materials, nitrates of an explosive nature, potash, pyroxylin, rayon yard and carboric, hydrochloric, picric and sulphuric acids

Coal, coke and tar products manufacture

Drop forges

Dumps and slag piles

Explosives manufacture and storage

Fertilizer manufacture and storage, other than chemical

Film manufacture

Fireworks manufacture and storage

Fish products processing and packaging

Garbage dumps

Gas manufacture

Gas and oil wells

Gelatin, glue and size manufacture from animal or fish refuse

Incineration or reduction of garbage, offal and dead animals

Junkyards

Lard manufacture

Linoleum and oil cloth manufacture

Magnesium foundries

Manure, peat and topsoil processing and storage

Metal and metal ores refining, smelting, and alloying

Motor vehicle wrecking yards

Paint manufacture including enamel, lacquer, shellac, turpentine and varnish

Paper mills

Rifle ranges

Rolling mills

Rubber manufacture or processing including natural or synthetic rubber and gutta-percha

Soap manufacturing including fat rendering

Stockyards and slaughterhouses

Stone quarries, gravel pits, mines and stone mills

Storage of used building materials

Tallow manufacture

Tanneries and curing and storage of rawhides

Wood and bone distillation

Wood pulp and fiber reduction and processing;

F. In the CI Controlled Industrial District, the following conditional uses shall be permitted:

- Administrative offices
- Bookbinding, printing and lithography
- Cartography
- Editorial and designing activities
- Electrical products and instrument manufacturing
- Employees' cafeterias and auditoriums
- Finished paper products manufacturing
- Furniture manufacture and repair, or cabinet or millwork shops
- Garment manufacturing
- Household pottery manufacturing
- Laundry and dry cleaning plants
- Manufacture of clothing, novelties, toys and small appliances
- Parking lots improved in conformity with the standards prescribed for required off-street parking facilities in Chapter 22.36 of this Title
- Photographic printing, finishing and processing
- Plastic fabrication
- Processing, packaging and distribution operations, including pharmaceuticals, drugs and cosmetics
- Research laboratories and institutes
- Residences for watchmen or custodians
- Storage warehouses, excluding flammable fluids and explosives

G. Dog fanciers' permit, on sites of 20,000 square feet or larger.

H. Private non-commercial clubs. (Ord. 1118 C.S. § II, 1988: Ord. 822 C.S. § 2 (part), 1975: prior code § 10,104.2.)

I. Lunch wagons, provided that on the basis of the use permit application and the evidence submitted, the Planning Commission makes the following findings:

1. The use will not be detrimental to other businesses in the area.
2. The use will not create a safety hazard.
3. The use will meet the Design Review Criteria and Standards, Chapter 22.34.045.
4. The use will not be a nuisance to neighboring properties especially residences. (Ord. 1245 C.S. § 1, 1997.)

ORDINANCE NO. _____ C.S.

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF MARTINEZ AMENDING CHAPTER 16.68.080 (NONCONFORMING SIGNS; OFF-SITE SIGNS) AND SECTION 22.18.060 (I-INDUSTRIAL DISTRICTS; CONDITIONAL USES) OF THE MARTINEZ MUNICIPAL CODE RELATING TO RELOCATION AGREEMENTS FOR NONCONFORMING OFF-SITE SIGNS ("BILLBOARDS")

THE CITY COUNCIL OF THE CITY OF MARTINEZ DOES ORDAIN AS FOLLOWS:

SECTION 1. Section 16.68.080.C of the Martinez Municipal Code is hereby added to read as follows:

- C. Off-site signs existing pursuant to the provisions of (B) above on or after the removal date set forth in subsection (A) above, may be approved by the City to be relocated in accordance with the provisions of this subsection. An application to relocate an existing sign may only be approved if all of the following criteria are met:
1. Signs may only be relocated to be within the Heavy Industrial (HI) district;
 2. There must be a minimum distance of two (2) miles between electronic non-accessory signs and 1,000 feet between non-electronic, non-accessory signs;
 3. The relocated sign may not significantly impact any biological resources;
 4. The applicant for a relocated sign must provide a geotechnical study and incorporate the recommended measures; and
 5. All relocated signs shall be subject to a relocation agreement.

SECTION 2. Section 22.18.060 of the Martinez Municipal Code is hereby amended to read as follows:

- C. Outdoor advertising structures; in accordance with Section 16.68.080.C.

SECTION 3. **Severability.** If any section, subsection, sentence, clause, phrase or portion of this ordinance is for any reason held invalid or unconstitutional, such decision shall not affect the validity of the remaining portions of this ordinance.

The City Council hereby declares that it would have passed this and each section, subsection, phrase or clause thereof irrespective of the fact that any one or more sections, subsections, phrase or clauses be declared unconstitutional on their face or as applied.

SECTION 4. Effective date. This ordinance shall become effective 30 days after the date of adoption.

SECTION 5. Posting. At least five (5) days prior to its final adoption, a certified copy of the full text of this ordinance shall be posted in the office of the City Clerk.

Within 15 days after adoption the City Clerk shall publish a summary of this ordinance with the names of those City Council members voting for and against the ordinance in a newspaper of general circulation published and circulated in the City of Martinez.

The City Clerk shall post in the office of the City Clerk a certified copy of the full text of the adopted ordinance.

APPROVED: _____
Rob Schroder, Mayor

ATTEST: _____
Deputy City Clerk

* * * * *

I HEREBY CERTIFY that the foregoing ordinance was duly and regularly introduced at a Regular Meeting of the City Council of the City of Martinez, held on the ___ day of September, 2011, and duly passed and adopted at a Regular Meeting of said City Council held on the __ day of September, 2011, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

RICHARD G. HERNANDEZ, CITY CLERK
CITY OF MARTINEZ

RESOLUTION NO. -11

**ADOPT RESOLUTION AUTHORIZING THE CITY MANAGER TO EXECUTE A
RELOCATION AGREEMENT WITH CBS OUTDOOR, INC.**

WHEREAS, the City of Martinez ("City") has had a longstanding arrangement with CBS Outdoor, Inc. and its predecessors ("CBS") that allows the City to advertise a community message on the north facing side of the outdoor advertising structure ("Existing Billboard") located at 35 Bridgehead Road in Martinez on the west side of Interstate 680; and

WHEREAS, said arrangement was included as a condition of the Use Permit granted to CBS by the City Planning Commission on January 25, 1979; and

WHEREAS, CBS met with City staff in July 2010 and presented numerous options for the City to consider in exchange for the City's exclusive rights to advertise on the Existing Billboard; and

WHEREAS, one of the options presented by CBS was to enter into an agreement with the City to relocate the Existing Billboard ("Relocation Agreement") by constructing a digital LED billboard ("New Billboard") at a location approximately 550 feet to the north; and

WHEREAS, CBS proposed to include the City in a percentage of revenue share from advertising revenues generated on the New Billboard, and to allow the City to participate in advertising its community message on the north facing side of the New Billboard; and

WHEREAS, after several months of informal discussions between the parties, CBS provided the City with its formal request to initiate the billboard relocation project on May 11, 2011; and

WHEREAS, the parties have reached agreement on the terms of the Relocation Agreement, a copy of which is included as Exhibit A to this resolution; and

WHEREAS, the terms include the provision for the City to participate in a revenue share of 11% of the CBS Quarterly Net Receipts as defined in the Relocation Agreement, and to change out the community message advertisement up to 24 times per year on the north facing side of the New Billboard; and

WHEREAS, the terms of the Relocation Agreement also include public safety provisions to use New Billboard for various time-sensitive emergency alert messages, including Amber Alerts and other public safety notifications, including those of the City's Police Department; and

WHEREAS, an Initial Study was conducted to evaluate any potential adverse impacts of the relocation; and

WHEREAS, the City Planning Commission on August 21, 2011, approved a Conditional Use Permit for the relocation, and recommended approval of the Initial Study, Mitigated Negative Declaration and Mitigation Monitoring and Reporting Program, and Municipal Code Text Amendments, allowing the possible relocation of existing nonconforming Non-Accessory Signs (billboards), subject to the City Council's approval of a Relocation Agreement; and

WHEREAS, the City Council approved the Initial Study and adopted a Mitigated Negative Declaration by the adoption of separate resolution on even date herewith; and

WHEREAS, on September 7, 2011, the City Council introduced an Ordinance amending the Martinez Municipal Code, allowing the possible relocation of existing nonconforming Non-Accessory Signs (billboards), subject to the City Council's approval of a Relocation Agreement.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Martinez hereby authorizes the City Manager to execute the Relocation Agreement with CBS Outdoor, Inc., substantially in the form attached hereto, with any non-substantive modifications subject to the review and approval of the City Manager and City Attorney.

BE IT FURTHER RESOLVED that the Relocation Agreement shall not go into effect until the effective date of the enacting Ordinance amending the Martinez Municipal Code, allowing the billboard relocation to occur; and

BE IT FURTHER RESOLVED that the Use Permit granted by the City Planning Commission to CBS on January 25, 1979, for the Existing Billboard located at 35 Bridgehead Road in Martinez is hereby repealed, contingent upon the construction and operation of the New Billboard.

* * * * *

I HEREBY CERTIFY that the foregoing is a true and correct copy of a resolution duly adopted by the City Council of the City of Martinez at a Regular Meeting of said Council held on the 7th day of September, 2011, by the following vote:

AYES:

NOES:

ABSENT:

RICHARD G. HERNANDEZ, City Clerk
CITY OF MARTINEZ

EXHIBIT A

RELOCATION AGREEMENT

As of this _____ day of October, 2011 (“Effective Date”), CBS Outdoor Inc., a Delaware corporation (“CBS”), and the City of Martinez, a municipal corporation in the State of California (“City”), hereby agree to enter into this Relocation Agreement (“Agreement”) on the terms and condition set forth herein. CBS and the City may collectively be referred to herein as the “Parties” or individually as a “Party.”

RECITALS

A. WHEREAS, Kenneth A. and Paulette M. Waters (collectively, “Waters”) own real property lying within the City where such real property is commonly known as Assessor’s Parcel Number 378-010-028-9 and by a mailing address of 35 Bridgehead Road, and is more particularly described in Exhibit “A” attached hereto (referred to herein as the “Waters Property”); and

B. WHEREAS, Union Pacific Railroad holds, and Clear Channel Outdoor, Inc. manages on behalf of Union Pacific Railroad, a perpetual easement burdening a portion of the Waters Property (and where the real property subject to the easement shall be referred to herein as the “Railroad Easement”); and

C. WHEREAS, CBS constructed and operates a general advertising sign on the Railroad Easement identified as Display No. _____ and consisting of back-to-back display facings each measuring 14 feet by 48 feet (hereinafter referred to as “Existing Billboard”). The general location of the Existing Billboard is shown on Exhibit “B” attached hereto and labeled “Existing Billboard”; and

D. WHEREAS, CBS seeks to relocate the Existing Billboard from the Railroad Easement by removing the Existing Billboard and constructing a new sign on that certain parcel of real property within the City commonly known as Assessor’s Parcel Number 378-010-024-8 and by a street address of 37 Bridgehead Road, and more particularly described in Exhibit “C” attached hereto (referred to herein as “Bridgehead Road Property”); and

E. WHEREAS, the Bridgehead Road Property is owned by Waters Warehouse Properties, LLC (the “Bridgehead Road Property Owner”); and

F. WHEREAS, relocation of the Existing Billboard to the Bridgehead Road Property will result in certain benefits to the City, including the ability to efficiently and effectively display information of public interest, including information on City-sponsored events and programs; and

G. WHEREAS, further benefits to the City and the surrounding region include the timely ability to display information regarding matters of public safety, such as Amber Alerts and updates on emergency and disaster response situations; and

H. WHEREAS, the City further seeks to increase municipal revenues in order to promote the public safety, health, and welfare of the citizens of the City insofar as such sources of revenue are not detrimental to the public safety, health, and welfare of the citizens of the City and do not foster inharmonious or unworkable relationships among land uses; and

I. WHEREAS, in exchange for the City’s diligent processing and consideration of all entitlements, approvals, and permits (collectively, “City Entitlements”) under its control and jurisdiction that are necessary to effect the relocation of the Existing Billboard and to construct the

New Billboard (as that term is defined in Paragraph 1 below), as set forth in greater detail below, the Parties have agreed to the consideration described and the terms stated below.

AGREEMENT

1. CBS intends to apply for, pursue, and seek to obtain, in accordance with applicable law, the City Entitlements from the City as well as any additional entitlements, approvals, and permits from the California Department of Transportation and other applicable City, State, or Federal public agencies (collectively, "Other Agency Entitlements") that are necessary: (1) to remove the Existing Billboard from the Railroad Easement; and (2) to construct a new, 48-foot tall, double-sided light-emitting diode ("LED") billboard unit capable of holding two displays measuring 14 feet by 48 feet and any supporting structures, illumination facilities and connections, service ladders, and other appurtenances and ancillary equipment (collectively, the "New Billboard") at the Bridgehead Road Property in the location labeled "New Billboard" in Exhibit "D", attached hereto, effecting a relocation of CBS's Existing Billboard approximately five hundred fifty (550) feet north of its current location. Collectively, these activities shall be referred to herein as the "Relocation." CBS agrees to pay all applicable fees, processing costs, and other charges associated with the processing of the City Entitlements and any Other Agency Entitlements (collectively, "Entitlements") that are necessary for the Relocation.

2. CBS shall be solely responsible for obtaining any authorizations ("Authorizations") from the Union Pacific Railroad, Clear Channel Outdoor, Inc., the Waters, and the Bridgehead Road Property Owner necessary to obtain the Entitlements. CBS also shall be solely responsible for obtaining the necessary property rights from the Bridgehead Road Property Owner for the Relocation of the New Billboard on the Bridgehead Road Property.

3. CBS agrees to perform all construction work necessary to effect the Relocation, including the removal of the Existing Billboard and the construction of the New Billboard, so long as this Agreement has not been terminated pursuant to Paragraph 9 below.

4. CBS shall remove the Existing Billboard within fifteen (15) days of, but not before, the date on which the New Billboard is constructed, completed, and passes any and all necessary inspections by the City and/or other public agency, and CBS lawfully is able to operate the New Billboard and all Entitlements are otherwise obtained and conditions of approval related to such Entitlements are otherwise fulfilled. The date identified in this Paragraph 4 shall be referred to herein as the "Operation Date."

5. The New Billboard may display multiple alternating advertisements on each display facing, with each advertisement displayed for a duration in accordance with applicable state law and regulations. CBS shall have sole discretion in determining the order of the alternating advertisements and other terms of operation in accordance with applicable law.

6. CBS agrees to permit the City to display one (1) advertisement on the north facing display of the New Billboard that promotes the City ("City Promotion") subject to the operational terms and durations set forth in Paragraph 5 above and all other applicable Federal, State and City laws and regulations, for no charge to the City. The City may change the copy of the City Promotion, also at no charge to the City, upon five (5) business days' written notice and receipt of the digital image to be displayed to CBS, but no more than twenty-four (24) times per Calendar Year. In addition to the 24 times per Calendar Year that the City may advertise on the New Billboard as detailed in this Paragraph 6, CBS also shall display, at the City's request, emergency alert messages, including but not limited to, Amber Alerts, public safety alerts (including those of the City's Police Department), and emergency/disaster alerts ("Emergency Alerts"). CBS shall display such

Emergency Alerts as quickly as practicable upon receipt of the City's request and the digital image to be displayed, taking into consideration the urgency of the Emergency Alert at issue.

7. The City shall have the right to display the City Promotion as set forth in Paragraph 6 above so long as CBS, its successors or assigns (collectively, "CBS") maintains a property right to and does operate the New Billboard on the Bridgehead Road Property, or until any such earlier time that CBS, in its sole discretion and for any reason, ceases operation of the New Billboard; provided, however, if the cessation is temporary and CBS begins operation of the New Billboard again at any time, the City shall again have the right to display the City Promotion as set forth in Paragraph 6 above. The City shall lose the right to display the City Promotion if, under the power of eminent domain, the City or another public agency acquires any portion of the Bridgehead Road Property that interferes in any manner with CBS' operation of the New Billboard. The Parties agree that in the event and to the extent CBS does not obtain all necessary Entitlements and/or otherwise determines, in its sole discretion, not to construct or operate the New Billboard, CBS shall have no obligation to display the City Promotion.

CBS shall quarterly pay to the City eleven (11) percent of CBS's Quarterly Net Receipts from the New Billboard ("Quarterly Net Receipts"), being defined as revenue actually received by CBS solely from advertising on the New Billboard within the applicable quarter of the Calendar Year, less any agency commissions actually paid by CBS, with such agency commission not to exceed sixteen and two-thirds percent of the gross sales amount (16.66 %). The percentage of Quarterly Net Receipts, as set forth above in this Paragraph 7, shall be due and payable within thirty (30) days following the end of each quarter, beginning with the quarterly anniversary date of the Operation Date. An annual sales audit shall be provided to the City for verification of income. The sales audit shall consist of, at a minimum, a list of the month-by-month sales figures with an accompanying summary for the location and, upon request by the City, CBS shall provide the City with a copy of each advertising agreement between CBS and its advertising client(s) referenced in the sales audit. The City agrees the contents of the sales audits and copies of advertising agreements constitute the confidential, proprietary information of CBS, and that except as may be required by applicable law, including but not limited to, the California Public Records Act, the City shall not disclose, publish, or circulate any sales audit(s) or the contents thereof or copies of the advertising agreements to any person, entity, or association other than employees of the City who must review the contents of the sales audits or the advertising agreements to ensure compliance with this Agreement. Under this Agreement, no monies shall be due to the City until after the Operation Date has occurred and CBS is operating the New Billboard. Further, the Parties agree that in the event and to the extent CBS does not obtain all necessary Entitlements and/or otherwise determines, in its sole discretion, not to construct or operate the New Billboard, CBS shall have no obligation to pay to the City eleven (11) percent of CBS's Quarterly Net Receipts nor make any other payments in lieu thereof.

In the event that CBS ceases to operate the New Billboard for a continuous period in excess of one (1) year, CBS shall remove the New Billboard and restore the Bridgehead Road Property to its original condition, at the sole cost and expense of CBS, in compliance with all applicable Federal, State and City laws and regulations including, but not limited to, Title 4, section 2272 of the California Code of Regulations; provided, however, that if CBS is engaged in active good faith negotiations to continue to maintain the New Billboard on the Bridgehead Property, then the removal and restoration obligations set forth in this Paragraph 7 shall not be triggered so long as those negotiations continue.

8. The City shall have the right to receive the agreed-upon percentage of Quarterly Net Receipts, as set forth in Paragraph 7 above, so long as CBS or any successor thereof, maintains a property right to and does operate the New Billboard on the Bridgehead Road Property, or until any such earlier time that CBS or its successor, in its sole discretion and for any reason, ceases operation of the New Billboard, though if the cessation is temporary and CBS begins

operation of the New Billboard again at any time, the City shall again have the right to receive the agreed-upon percentage of Quarterly Net Receipts, as set forth in Paragraph 7 above. The City shall lose the right to receive the agreed-upon percentage of Quarterly Net Receipts, as set forth in Paragraph 7 above, if under the power of eminent domain, the City or another public agency acquires any portion of the Bridgehead Road Property that interferes in any manner with operation of the New Billboard.

9. If CBS is prevented by law, government order, or other causes from constructing the New Billboard to include LED technology and/or CBS is otherwise prevented from effecting the Relocation or operating the New Billboard, including but not limited to, not obtaining all Entitlements, then this Agreement shall terminate upon ten (10) days' notice from CBS to the City. Further, the Parties agree that if CBS determines, in its sole discretion, not to pursue the Entitlements (or defend the Entitlements in the event of litigation) and/or not to construct or operate the New Billboard, CBS shall have the right to terminate this Agreement upon ten (10) days' notice to the City.

10. To the extent that ministerial City Entitlements are necessary to effect the Relocation, the City agrees to act promptly and diligently in its processing and consideration of the Relocation in accordance with applicable law and upon satisfaction by CBS of all applicable City ordinances and requirements, as set forth in the City's Municipal Code and other City documents, including any conditions of approval the City lawfully may impose in connection with the City Entitlements. To the extent that discretionary City Entitlements are necessary to effect the Relocation, the City agrees to act promptly and diligently in its processing and consideration of the Relocation applications. Nothing in this Paragraph 10 is intended to restrict the City's discretion in considering the City's application for discretionary City Entitlements, and the City shall comply with all applicable City, State, and Federal laws in approving, conditionally approving, or disapproving the Relocation. In acting diligently, the City shall use its best efforts to take action prior to deadlines set forth in the Permit Streamlining Act (Government Code section 65920 *et seq.*), the California Environmental Quality Act (Public Resources Code section 21000 *et seq.*) and any other applicable City, State, or Federal law, except to the extent that accelerated action would result in the violation of any applicable law. The City further agrees to act cooperatively with CBS in CBS' processing of any Other Agency Entitlements (e.g., the provision of requested documents), although the City shall have no obligation to pay for or otherwise contribute funding towards obtaining such Other Agency Entitlements.

11. Except as otherwise provided for in this Agreement, the terms, covenants and conditions herein shall apply to and bind the heirs, successors, executors, administrators, and assigns of all the parties hereto. The Parties agree that CBS shall, in its sole discretion, have the right to assign its rights and obligations under this Agreement to any individual or entity ("Assignee") so long as the Assignee expressly assumes all obligations in this Agreement and stands in the same position of CBS with respect thereto. To effect such assignment, CBS and the Assignee shall enter into an agreement whereby CBS agrees to assign its obligations and rights under this Agreement to the Assignee and Assignee agrees to assume said obligations and rights ("Assignment and Assumption Agreement"). CBS shall notify the City within ten (10) days of such assignment, and shall provide the City with contact information regarding the Assignee. Upon such assignment made in accordance with this Paragraph 11, CBS shall no longer have any rights or obligations under this Agreement, and the City shall look solely to the Assignee for performance hereunder.

12. CBS shall defend, indemnify and hold harmless the City and its agents, officers, attorneys and employees from any claim, action, or proceeding (collectively, "Action") against the City or its agents, officers, attorneys or employees, which is brought within the applicable statute of limitations to attack, set aside, void or annul approval of the City Entitlements, including but not limited to, any Action brought under the California Environmental Quality Act (Pub. Res.

Code § 21000 *et seq.*). This indemnification shall include damages awarded against the City, if any, cost of suit, attorneys' fees, and other costs and expenses incurred in connection with such Action whether incurred by CBS, the City, and/or the parties initiating or bringing such Action.

CBS shall defend, indemnify and hold harmless the City, its agents, officers, employees and attorneys for all costs incurred in additional investigation of, or study of, or for supplementing, preparing, redrafting, revising, or amending the environmental document relied upon to approve the City Entitlements, if made necessary by said Action and if CBS desires to pursue securing the City Entitlements, after initiation of such litigation, which are conditioned on the approval of such document.

In the event that an Action is brought, the City shall promptly notify CBS of any such Action and shall cooperate fully in the defense and settlement thereof. If City fails to so promptly notify CBS, then CBS' indemnification obligations as set forth in this Paragraph 12 shall immediately terminate. City may defend any such Action if City (i) bears its own outside attorneys' fees and costs in the event and to the extent the City decides to retain counsel other than the City Attorney; (ii) City defends the action in good faith; and (iii) CBS is not required to enter into, pay for, or perform any settlement unless CBS approves of such settlement; provided, however, CBS agrees to pay for the fees and expenses of the City Attorney incurred in connection with the City's defense of any such Action. The City shall have the right not to defend said Action, except that the City agrees to cooperate with CBS in the defense of the Action. If CBS enters into a settlement agreement to resolve said Action, the City shall have the right to consent to such settlement in the event and to the extent it obligates the City to take certain actions; such consent shall not be unreasonably withheld. CBS further agrees that it has no right to enter into a settlement to the extent it seeks to unilaterally bind the City.

Notwithstanding the foregoing, if CBS elects, in its sole discretion, not to defend the City Entitlements or otherwise participate in such Action, then CBS' indemnification obligations as set forth in this Paragraph 12 shall immediately terminate upon notice of such election to the City ("Election Notice"), except to the extent any such obligations were incurred prior to CBS providing the Election Notice. The Parties further agree that CBS' indemnification obligations shall terminate as provided herein even if the City decides to defend or otherwise participate in such Action after CBS provides the Election Notice; provided, however, that CBS shall be obligated to pay any attorneys' fees awarded by the court to the petitioner(s) in said Action that were incurred prior to CBS' provision of the Election Notice.

CBS shall indemnify the City for all the City's costs, fees, and damages (if any), which the City incurs in enforcing the above indemnification provisions.

13. Each Party represents and warrants that it has the sole right and exclusive authority to execute this Agreement and, subject to the assignment provisions set forth in Paragraph 11 above, is the only Party or entity entitled to receive the consideration specified in this Agreement.

14. Each Party agrees to perform such other acts, and to execute, acknowledge, and/or deliver such other instruments, documents and other materials as the City or CBS may reasonably request in order to effectuate consummation of this Agreement or the transactions contemplated herein.

15. In the event of any alleged breach of a provision in this Agreement, the prevailing Party in any action filed to enforce this Agreement shall be entitled to recover costs, reasonable attorneys' fees, and all other expenses incurred or arising out of any effort to enforce this Agreement.

16. This Agreement and its terms inure to the benefit of the Parties and their respective successors, assigns, heirs, executors and administrators.

17. No breach of the provisions of this Agreement can be waived except expressly and in writing. An express waiver of any one breach of this Agreement shall not be deemed a waiver of any other breach of the same or any other provision of this Agreement.

18. Time is of the essence of this Agreement and the performance by each Party hereto of the obligations on that Party's part to be performed.

19. The Parties represent that this Agreement is a fully integrated agreement. This Agreement may be modified only by a writing executed by the Parties to this Agreement. This Agreement sets forth the entire understanding between the Parties with respect to the matters stated in this Agreement and supersedes any and all prior agreements or understanding between the Parties, whether oral or written.

20. Notwithstanding anything to the contrary contained in this Agreement, the Parties agree that any notice required herein shall be delivered by facsimile to the numbers listed below. Any notice delivered by facsimile shall be deemed delivered upon electronic verification that the transmission to the recipient was completed; provided, however, that if such facsimile was sent after 5:00 p.m. Pacific Time on a business day or anytime on a non-business day, then such facsimile shall be deemed received on the next business day.

- (a) Fax to CBS: CBS Outdoor Inc.
1695 Eastshore Highway
Berkeley, CA 94710
Attention: Collin Smith
Fax: (510) 527-7041
- With a copy to: Miller Starr Regalia
1331 N. California Blvd.
Fifth Floor
Walnut Creek, CA 94596
Attention: Anthony M. Leones
Fax: (925) 933-4126
- (b) Fax to City: Michael Chandler
Senior Management Analyst
City of Martinez
525 Henrietta Street
Martinez, CA 94553
Fax (925) 229-5012

21. The Parties represent and declare that, in executing this Agreement, they relied solely upon their own judgment, belief and knowledge, and that they have obtained the advice and recommendations of their own independently selected counsel concerning the nature, extent or duration of their rights and claims; and that they have not been influenced to any extent whatsoever in executing this Agreement by any representations or statements not expressly contained or referred to in this Agreement.

22. It is the intention of the Parties that laws of the State of California govern the validity of this Agreement and construction of the terms and the interpretation of the rights and duties of the Parties hereto.

23. No waiver of any breach of this Agreement, or any provision contained herein, shall be deemed a waiver of any preceding or succeeding breach thereto or of any other agreement or provision herein contained. No extension of time for performance of any obligation or act shall be deemed an extension of the time for performance of any other obligations or act.

24. The preparation of this Agreement has been a joint effort of the Parties, and thus any term or provision contained herein may not be construed more strictly or liberally for or against any of the Parties.

25. If, for whatever reason, any part of this Agreement is deemed invalid by a court of competent jurisdiction, that determination shall in no way effect the validity of the remaining portions of this Agreement.

26. This Agreement may be executed in counterparts, each of which will be deemed an original and will be deemed duly executed upon the signing of this Agreement.

CBS OUTDOOR, INC.:

**CITY OF MARTINEZ,
a Municipal Corporation;**

Date: _____

Date: _____

By: _____

By: _____

Its: _____

Its: _____

RECOMMENDED FOR APPROVAL:

Date: _____

By: _____

Its: _____

APPROVED AS TO FORM:

By: _____

_____, City Attorney

EXHIBIT A

LEGAL DESCRIPTION OF THE WATERS PROPERTY

(to be inserted)

EXHIBIT B

RAILROAD EASEMENT –
GENERAL LOCATION OF EXISTING BILLBOARD

(to be inserted)

EXHIBIT C

LEGAL DESCRIPTION OF THE BRIDGEHEAD ROAD PROPERTY

(to be inserted)

EXHIBIT D

BRIDGEHEAD ROAD PROPERTY –
GENERAL LOCATION OF NEW BILLBOARD (SITE MAP)

(to be inserted)

RESOLUTION NO. PC 11-08

**A RESOLUTION OF THE PLANNING COMMISSION
OF THE CITY OF MARTINEZ,
RECOMMENDING TO THE CITY COUNCIL THE ADOPTION OF A MITIGATED
NEGATIVE DECLARATION AND ZONING TEXT AMENDMENTS, AND APPROVAL OF A
USE PERMIT, TO ALLOW, SUBJECT TO THE CITY'S COUNCIL'S APPROVAL OF A
RELOCATION AGREEMENT, THE REPLACEMENT OF A NONCONFORMING 40' HIGH
STATIC BILLBOARD AT 35 BRIDGEHEAD ROAD WITH A NEW 48' HIGH LED DISPLAY
BILLBOARD AT 37 BRIDGEHEAD ROAD, (APN: 376-010-011)
11PLN-0034**

WHEREAS, the City of Martinez has received a request to allow for the relocation of a nonconforming static billboard and 35 Bridgehead Road with a new LED display billboard, at 37 Bridgehead Road; and

WHEREAS, the City's Sign regulations (Title 16) currently prohibit the construction of new Billboards; and

WHEREAS, State law allows for relocation of nonconforming billboards, with the City's approval of a Relocation Agreement; and

WHEREAS, the proposed text amendments to Title 16 (Signs) and Title 22 (Zoning) would make the City's Municipal Code consistent with State requirements for local agencies to allow for Relocation Agreements, which can permit the replacement of nonconforming billboards; and

WHEREAS, the relocated billboard's 48' maximum height requires use permit approval to exceed the normally maximum permit height of 30' in the H-I (Heavy Industrial) Zoning District; and

WHEREAS, pursuant to the California Environmental Quality Act (CEQA) the City has conducted an Initial Study (Exhibit A), to address the project's potential impacts on the environment; and

WHEREAS, on the basis of said Initial Study, a Mitigated Negative Declaration has been prepared that states the proposal will not have a significant effect on the environment; and

WHEREAS, the Planning Commission of the City of Martinez held a duly noticed public hearing on August 23, 2011, and listened to testimony from the public; and .

NOW, THEREFORE, BE IT RESOLVED that the Planning Commission of the City of Martinez finds as follows:

1. That the above recitals are found to be true and constitute part of the findings upon

which this resolution is based.

2. That the Planning Commission hereby finds that on the basis of the whole record before it, including the Initial Study and any comments received, that there is no substantial evidence that the proposed project will have a significant effect on the environment, and that the proposed Mitigated Negative Declaration reflects the City's independent analysis and judgment. Furthermore, the Mitigated Negative Declaration and proposed mitigation measures for said project are found to be complete and in compliance with CEQA and applicable CEQA guidelines and is hereby recommended to the City Council for approval.
3. That the Planning Commission hereby finds that the proposed ordinance amending Title 16 (Signs) and Title 22 (Zoning) of the Martinez Municipal Code as set forth in Exhibit B, attached hereto and incorporated herein by this reference, is necessary for the City's Municipal Code to be consistent with State requirements for Relocation Agreements and is consistent with the Martinez General Plan.
4. In order to approve the Use Permit application, the Commission must make the following findings, which it hereby does:
 - (a) **The proposed location of the conditional use is in accord with the objectives of this title, and the purposes of the district in which the site is located.** The proposed location of the relocated billboard is in an industrial zoning district and on property that has already been developed as a storage facility where commercial and industrial imagery already dominates. The proposed LED billboard is similar in form, function, height and visibility as the static billboard it replaces.
 - (b) **The proposed location of the conditional use and the proposed conditions under which it would be operated or maintained will not be detrimental to the public health, safety or welfare, or materially injurious to properties or improvements in the vicinity.** The location of the billboard is far from any residential district. The billboard will operate in compliance with applicable regulations from the California Outdoor Advertising Act (Business and Professions Code) to mitigate what could be otherwise hazardous distractions to motorists. Such restrictions include, but are not limited to the rate in which electronic messages can change and prohibitions against messages in motion. Thus the billboard will not be detrimental to public health, safety and welfare.
 - (c) **The proposed conditional use will comply with each of the applicable provisions of this title.** The conditional use complies with all other provisions of this title, with the exception of the H-I District's maximum 30 foot height limit, for which this use permit is sought. The proposed 48' foot tank will appear as a similar height, when viewed from Highway 680, as the 40' height for the old static billboard to be removed. The billboard structure, at the proposed height, is necessary for the structure's function as a billboard and visually compatible with the surrounding uses and structures, such as those at the nearby Shell Refinery.

NOW, BE IT FURTHER RESOLVED that the Planning Commission recommends to the City Council the Adoption of the proposed Mitigated Negative Declaration and the approval of the requested ordinance the Martinez Municipal Code: and to Approve Use Permit # 11PLN-0034, subject to City Council's approval of the requested Code Amendments and the attached conditions of, incorporated herein by this reference

I HEREBY CERTIFY that the foregoing is a true and correct copy of a resolution duly adopted by the Planning Commission of the City of Martinez at a regular meeting of said Commission held on the 23rd day of August, 2011:

AYES: Allen, Burt, Ford, Glover, Keller & Waggener

NOES:

ABSENT:

ABSTAINED:

BY: 

Rachel Ford
Planning Commission Chair



Corey M. Simon
Senior Planner

Planning Commission
Regular Meeting
August 23, 2011
Martinez, CA

CALL TO ORDER

The meeting was called to order by Chair Rachael Ford at 7:02 p.m. with all members present except Commissioner Kelly, who was excused.

Staff present: Planning Manager Terry Blount, Senior Planner Corey Simon.

ROLL CALL

PRESENT: Donna Allen, Commissioner, Harriett Burt, Commissioner, Rachael Ford, Commissioner, Jeffrey Keller, Commissioner, Sigrid Waggener, Commissioner, and Kimberley Glover, Commissioner.

EXCUSED: None.

ABSENT: None.

AGENDA CHANGES

Items to be continued or withdrawn, corrections, etc.

None.

PUBLIC COMMENT

On items not on the agenda.

None.

CONSENT ITEMS

1. *Minutes of July 26, 2011, meeting.*

On motion by Donna Allen, Commissioner, seconded by Harriett Burt, Commissioner, to approve the Minutes of July 26, 2011, meeting. Motion unanimously passed 6 - 0. Yes: Donna Allen, Commissioner Harriett Burt, Commissioner Rachael Ford, Commissioner Jeffrey Keller, Commissioner Sigrid Waggener, Commissioner, Kimberley Glover, Commissioner.

REGULAR ITEMS

2. *Billboard Relocation 11PLN-0034 Public Hearing to consider: a) adoption of a Mitigated Negative Declaration; b) Zoning Code Text Amendments, allowing the possible relocation of existing nonconforming Non-Accessory Signs (billboards), subject to the City Council's approval of a Relocation Agreement; and c) approval of a Use Permit to allow construction of a 40' high, two-sided, 14' x 48' light emitting diode (LED) digital display*

billboard at 37 Bridgehead Road (replacing a static billboard of similar size to be removed from 35 Bridgehead Road) and to allow an exception to the H-I District's 30' height limit. The Planning Commission will make its recommendation to the City Council, which is tentatively scheduled to consider the possible Zoning Text Amendments and Relocation Agreement at its meeting of September 7, 2011. Applicant: CBS Outdoor, Bob Harbin (CS/MC)

Senior Planner Corey Simon gave an overview of the project, explaining the requirements for Text Change Amendments to allow relocation of the existing, nonconforming billboard. He noted that an Initial Study was done, as well as visual simulations. He referenced the revised conditions of approval provided on the dais modifying the standard indemnification, language, requested by the applicant and approved by the City Attorney.

Senior Management Analyst Mike Chandler continued the presentation with a discussion of the City's use of the billboard and options for the future, including an LED billboard that can rotate messages, including public safety messages.

Lynette Dias, Urban Planning Partners, reviewed the Initial Study, noting no comments were received during the public comment period that ended today, and the conclusion that there will be no significant impacts.

Colin Smith, Real Estate Manager for CBS Outdoors gave a PowerPoint presentation, including an aerial view, the existing billboard, photo simulations of the proposed new board.

Vice Chair Keller asked whether the installation of the new board would be done at the applicant's cost or the City's. Mr. Chandler confirmed there would be no cost to the City to install or maintain the board.

Chair Ford asked about the 24 messages per year and how long each would be on the board. Mr. Smith said there would be no minimum or maximum length of time - it would be up to the City.

Chair Ford confirmed there will always be some message from the City rolling.

Commissioner Burt asked about the mix of ads, confirming there will be no ads by other jurisdictions. Commissioner Burt asked about any traffic safety impacts. Mr. Smith explained there have been many studies done confirming the LED boards are accident-neutral.

Chair Ford opened and closed the public hearing no speakers coming forward.

Commissioner Allen agreed the proposal was a win-win for the City.

On motion by Donna Allen, Commissioner, seconded by Kimberley Glover, Commissioner, to approve staff's recommendation of a) recommending to the City Council adoption of a Mitigated Negative Declaration and Zoning Code Text Amendments, allowing the possible relocation of existing nonconforming Non-Accessory Signs (billboards), and b) approval of a Use Permit to allow construction of a 40' high, two-sided, 14' x 48' light emitting diode (LED)

digital display billboard at 37 Bridgehead Road (replacing a static billboard of similar size to be removed from 35 Bridgehead Road) and to allow an exception to the H-I District's 30' height limit, subject to the City Council's approval of a Relocation Agreement; with revised conditions of approval presented by staff. Motion unanimously passed 6 - 0. Yes: Donna Allen, Commissioner Harriett Burt, Commissioner Rachael Ford, Commissioner Jeffrey Keller, Commissioner Sigrid Waggener, Commissioner, Kimberley Glover, Commissioner.

3. *Hetzler Residence 11PLN-0035 Public hearing to consider a proposal to add a third story with approximately 504 square feet (to replace existing attic) to an existing two-story single-family residence. A Use Permit is required to allow: a) a maximum building height of approximately 28' where a maximum of 25' and two stories is normally permitted, and b) a total floor area of 1,857 square feet, where a maximum of 1,208 square feet is normally permitted (which is the normally permitted maximum floor area ratio of .30 of size of the subject 4,026 square foot hillside lot). A Variance is required to allow the addition to match the structure's existing 2½ foot and 3½ foot side yard setbacks, where a minimum of 10 feet is normally required. This project is located at 1146 Arlington Way. Applicant: Marcia & John Hetzler (CS)*

Vice Chair Keller recused himself from the item since he lives within 500' of the project.

Senior Planner Corey Simon presented the staff report, discussing current conditions and the proposal to extend the walls upwards with existing setbacks, and the floor area ratio (FAR) requirements.

Commissioner Burt commented on hydrology issues with the lot. She asked whether the earthquake damage had been repaired. The applicant said yes.

Chair Ford opened the public hearing.

Applicant John Hetzler discussed their ownership history with the property, confirming that the foundation has been completely replaced. He explained the reason for the requested addition, to provide more living and storage space for the home and improve the property. He also discussed other improvements they have made.

Commissioner Burt commented on letters of support from neighbors. She asked whether all the neighbors had been contacted, and Ms. Hetzler said, yes, she had walked the neighborhood sharing information about their project.

David Clavin, designer of the project, offered to answer any technical questions.

Jack Vosney, neighbor, expressed support for the changes as an improvement for the neighborhood.

Seeing no further speakers, Chair Ford closed the public hearing.

Commissioner Burt expressed appreciation for the project being so well-done, with neighbors

already being contacted and expressing support.

Commissioner Allen agreed, noting she had visited the area today and a neighbor across the street indicated their support also.

Chair Ford was also appreciative of the applicants' good relationship with their neighbors - projects like these make the Commission's job much easier.

On motion by Donna Allen, Commissioner, seconded by Harriett Burt, Commissioner, to approve a proposal to add a third story with approximately 504 square feet (to replace existing attic) to an existing two-story single-family residence. A Use Permit is required to allow: a) a maximum building height of approximately 28' where a maximum of 25' and two stories is normally permitted, and b) a total floor area of 1,857 square feet, where a maximum of 1,208 square feet is normally permitted (which is the normally permitted maximum floor area ratio of .30 of size of the subject 4,026 square foot hillside lot). A Variance is required to allow the addition to match the structure's existing 2½ foot and 3½ foot side yard setbacks, where a minimum of 10 feet is normally required. Motion passed 5 - 0. Yes: Donna Allen, Commissioner Harriett Burt, Commissioner Rachael Ford, Commissioner Sigrid Waggener, Commissioner, Kimberley Glover, Commissioner, Recuse: Jeffrey Keller, Commissioner.

COMMISSION ITEMS

Allen Burt re Downtown Matters.

STAFF ITEMS

4. [*Downtown Matters! Update on the Downtown Matters! Making it Happen, Making it Real! tours and workshops.*](#)

Leanne Peterson, Main Street Martinez, made brief remarks about the process thus far. She invited all to attend the last session, September 20th.

Mr. Blount indicated the final meeting would be especially important because it would include a discussion of potential strategic action items that could assist with making downtown the great place that it can be.

Commissioner Burt asked what day of the week September 20th was. Mr. Blount said it would be a Tuesday. He noted that videos have been made of each of the workshops and will be aired on the community channel.

Commissioner Burt asked the number for the new community channel, and Mr. Blount said channel 28.

Commissioner Burt asked about the next steps in the process, which Mr. Blount reviewed.

Commissioner Allen agreed it was a very informative process. She was glad she was able to

participate.

Chair Ford asked about using social media to share the information. Mr. Blount said it could be done.

Mr. Blount noted there were currently no Planning Commission items pending. He discussed the General Plan update that is in its intermediate phase. He added that the September General Plan Task Force meeting will be on the 3rd Wednesday rather than the 4th.

Commissioner Burt asked about a target completion date. Mr. Blount said late spring of next year, well within the anticipated 2 year process, which he said was an ambitious undertaking for a General Plan update.

Commissioner Allen said she thought Mr. Blount was optimistic about the timeline. She and Commissioner Burt agreed the Task Force should take any time needed as long as the funding continues.

Commissioner Burt commented on her impression that there is a new vibrancy in the downtown now, and a feeling of hope.

Commissioner Allen agreed, adding she was downtown for dinner on a recent Sunday, and the restaurant was packed. She thought the new pool was a great asset for the City.

Commissioner Burt said she thought the library improvements were the best.

Chair Ford observed that the farmer's market is growing, and Commissioner Waggener noted that the Peddlers' Fair was a success as well.

Commissioner Burt asked Leanne Peterson her impressions, and she agreed things seem to be improving.

COMMUNICATIONS

On motion by Donna Allen, Commissioner, seconded by Rachael Ford, Commissioner, adjourn at 7:55 p.m. Motion unanimously passed 5 - 0. Yes: Donna Allen, Commissioner Harriett Burt, Commissioner Rachael Ford, Commissioner Sigrid Waggener, Commissioner, Kimberley Glover, Commissioner, Abstain: Jeffrey Keller, Commissioner.

Respectfully Submitted,

Approved by the Planning Commission
Chairperson

Transcribed by Mary Hougey

Rachael Ford

ATTACHMENT 8



ATTACHMENT 9



Billboard Relocation Agreement

37 Bridgehead Rd., Martinez, CA

Life is LOCAL.

From your neighborhood's busiest highways, roadways, city streets and shopping malls, CBS Outdoor allows you to directly target prospective customers where they work, shop and play - where they live their lives. Our media moves with your audience - 24 hours a day, 7 days a week.

Life is local. So are we.

**CBS
OUTDOOR**



TABLE OF CONTENTS

- **Introduction**
- **Site Plan, Technology, Display Examples**
 - mock ups and pictures
 - Digital Display Cliff Notes
- **Benefits to City**
 - Outdoor Advertising Industry Best Practices for AMBER Alerts
- **Understanding Light Output**
- **CBS Outdoor Digital**



August 31, 2011

MARTINEZ CITY COUNCILMEMBERS
City of Martinez
525 Henrietta Street
Martinez, CA 94553

**REGARDING: MUNICIPAL CODE TEXT AMENDMENTS TO ALLOW POSSIBLE
RELOCATION OF EXISTING STATIC BILLBOARD AND REPLACEMENT
WITH NEW LED BILLBOARD**

Dear Council Members:

Thank you for taking the time to consider our project, which would remove our existing static display billboard located at 35 Bridgehead Road (APN 378-010-028-9) and relocate it by constructing a new Light Emitting Diode (LED) billboard at 37 Bridgehead Road (APN 378-010-024-8). Relocation of the existing billboard is a key component of this project, primarily because the existing site is on a railroad easement. Our lease with the railroad places numerous restrictions on CBS, not the least of which is the lease's duration, which essentially is a month-to-month arrangement due to federal guidelines. Moving the sign to private property enables us to secure the kind of long-term leasehold that makes this project feasible.

We believe the City of Martinez has a unique opportunity to partner with CBS outdoor, Inc., on this project. Some of the benefits to the City would include:

- Revenue share equaling 11% of Quarterly Net Receipts from billboard advertising.
- Opportunity to advertise City-sponsored special events up to 24 times per year (as opposed to 4 times per year on static display).
- Capability for Amber Alert and other emergency messages within hours of notification.

We look forward to discussing this opportunity with you further.

Respectfully,

A handwritten signature in black ink, appearing to read "Collin D. Smith".

Collin Smith
Northern California Real Estate Manager
CBS OUTDOOR, INC.



SITE PLAN, TECHNOLOGY & DISPLAY EXAMPLES

The sign relocation represents an important and unique opportunity for the City of Martinez.

Our team welcomes the opportunity to serve as creative participants in the process of conceiving and developing innovative displays that attract attention and reflect the sophistication and excitement that is emblematic of this project.

We propose removing the existing back-to-back 14' x 48' static billboard structure located on the railroad easement and relocating and replacing it with a back-to-back, 14' x 48' LED digital display structure. Subject structure shall be located on the private property located at 37 Bridgehead Road, Martinez, CA. Please refer to the Relocation Agreement for specific details.

The electronic display will feature "Mega Vision" technology. Mega Vision is exclusive CBS technology and can be seen in professional sports complexes throughout the country. Additionally, the displays would include the computer equipment and software to operate the signs. The proposed brightness level is of the purest form 10,000 NITs @ 6500 Kelvin – far exceeding all other LED display technology currently available. The narrow viewing angle (70 degree horizontal by 30 degree vertical) is designed to best target interstate traffic and impressively enhances the brightness and clarity. These displays offer the finest color capability available – utilizing a 16 bit processing system, which produces more than 281 trillion colors.

Mega vision was developed and is manufactured by Opto Tech Corporation of Hsinchu Taiwan. CBS Outdoor, through an exclusive arrangement with Opto Tech, is the sole provider in the United States of this -- the worlds most advance LED technology. Opto Tech has over 15 years of research and development invested in Mega Vision and is recognized as a pioneer in the industry.

Bridgehead W/L 2112' N/O

MARINA VISTA

APN 378-010-024-8

48

34'

48'

118'

546'

411'

Bridgehead Rd

535-43

172-55'

26'

sign to be removed

Garage
MARINA VISTA

435.68'

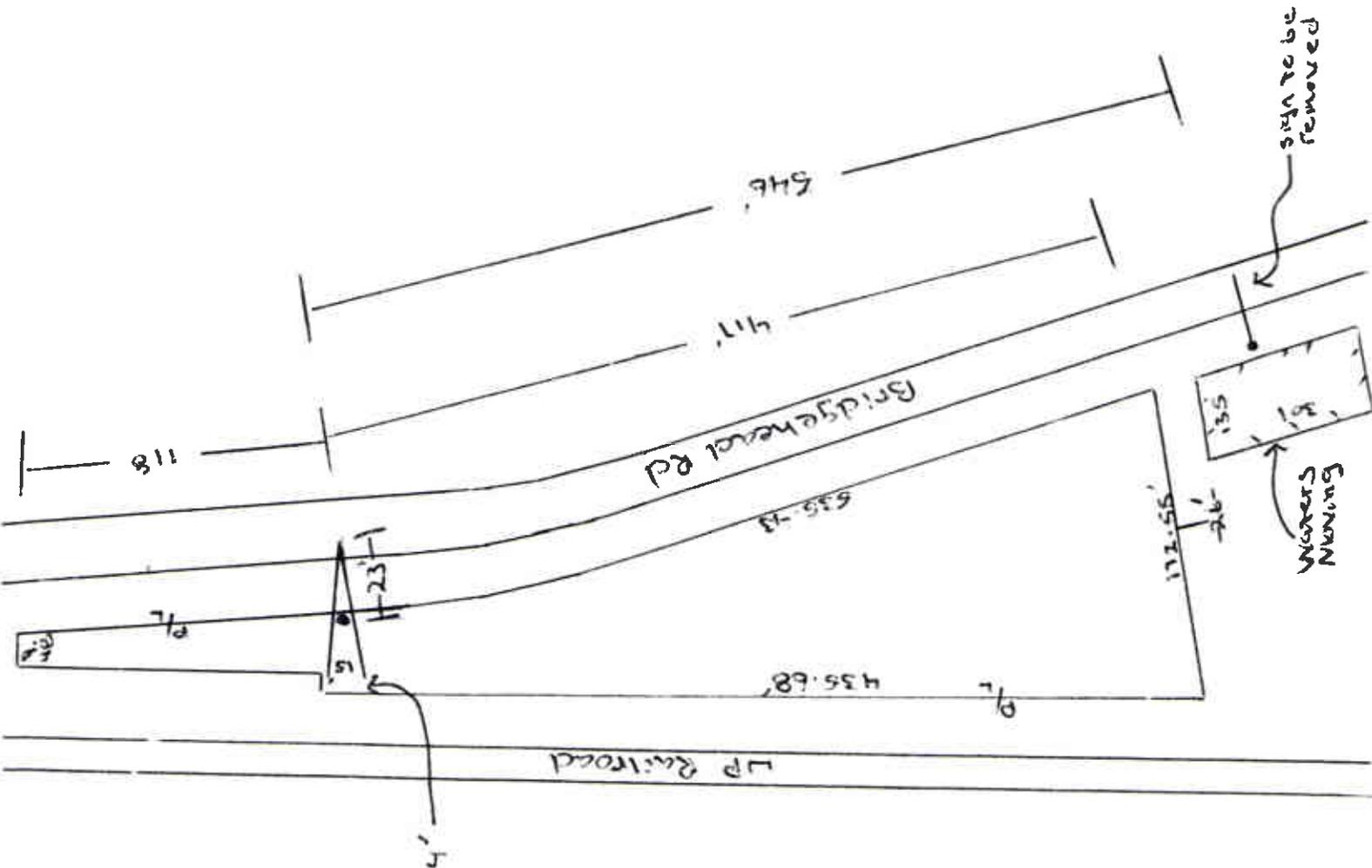
LP Railroad

23'-1"

7'

7'

4'



23' From center of Road to center of Pole

27' From center of Pole to Far Fence

34' NAGI

48' Overall

40' From Caltrans ROW to Edge of sign

20' From Power lines to Edge of sign

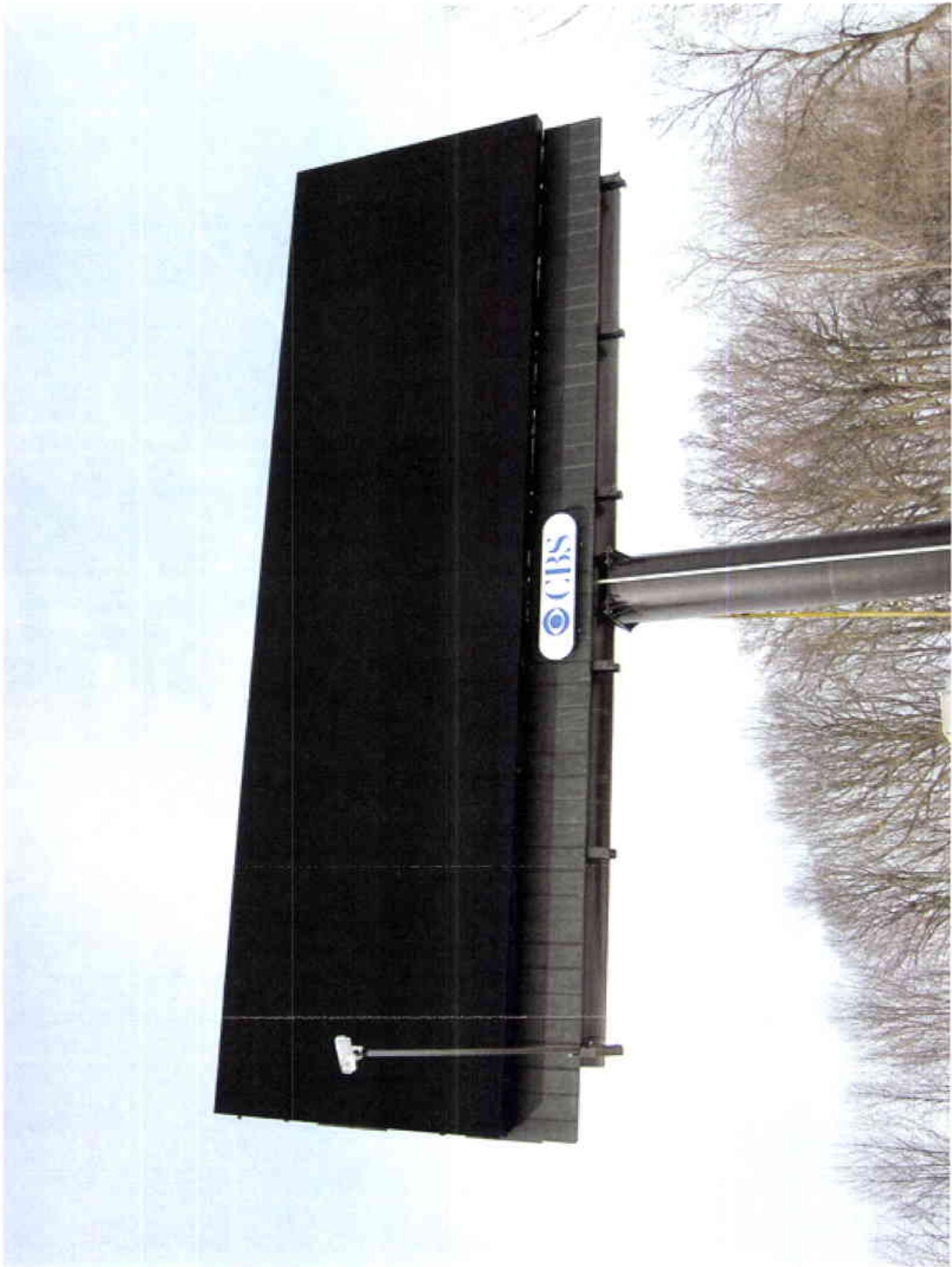


CBS
OUTDOOR

Nonstop low fares to Orlando
JetBlue

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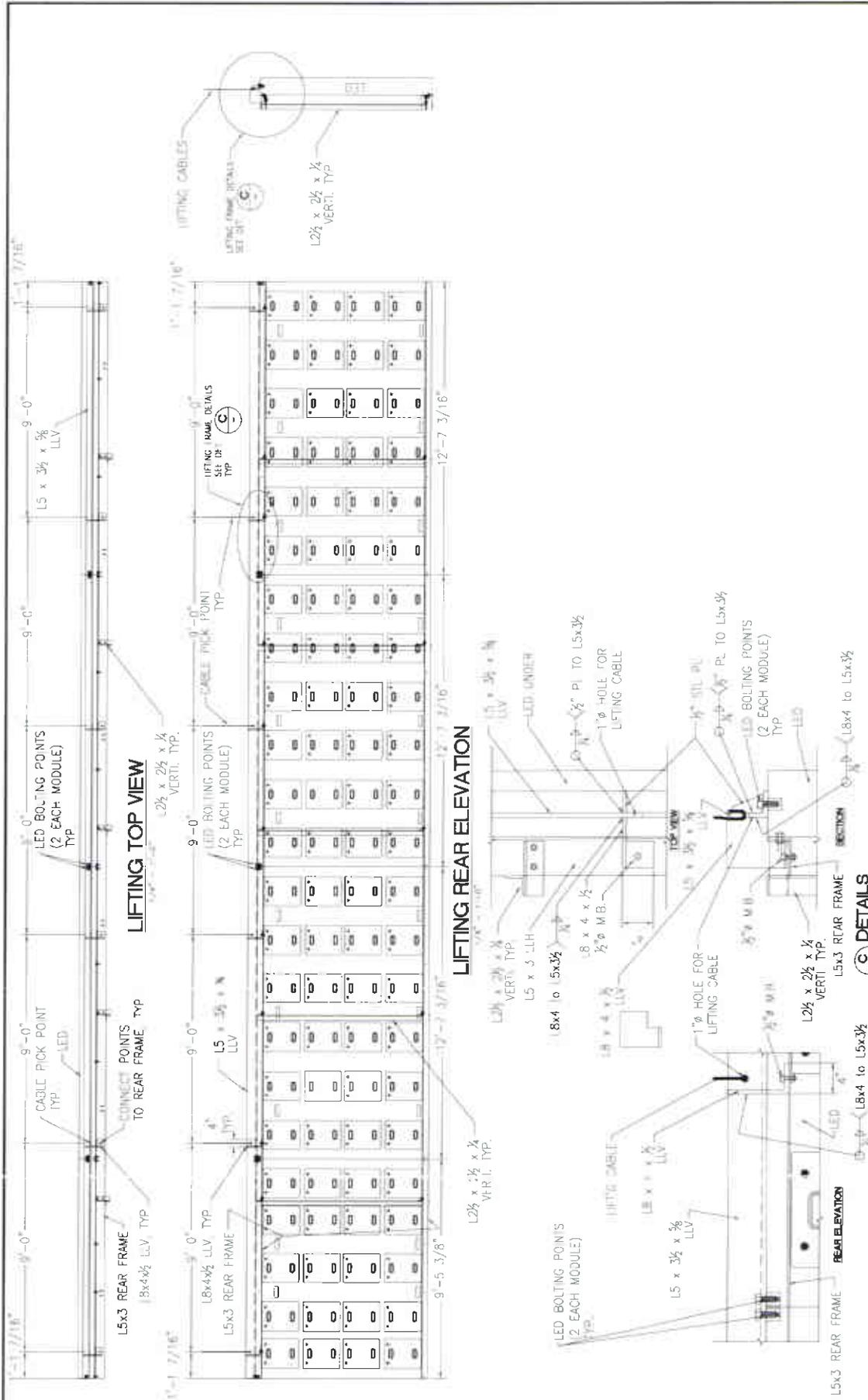








HIEC



THESE DRAWINGS AS INSTRUMENT OF SERVICE ARE THE PROPERTY OF LEEDCO ENGINEERS, AND SHALL NOT BE REPRODUCED WITHOUT THE CONSENT OF DR. C. D. LEE	LEEDCO ENGINEERS INC 1111 S. W. 11th St. Fort Lauderdale, FL 33304-3800 TEL: (954) 575-1111 FAX: (954) 575-1112	TITLE: LIFTING FRAME OWNER: LEEDCO ENGINEERS JOB ADDRESS:	DRAWN BY: C. D. LEE CHECKED BY: C. D. LEE DATE: 9-16-2010	SHEET: 3 OF: 3
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RENAISSANCE MEDIA GROUP
4425 N. 24TH ST. STE 200
PHOENIX, AZ 85016
602-230-8634 /800-525-8509
FAX 602-230-9071

CUSTOMER: CBS OUTDOOR
LOCATION: MARTINEZ, CA
ENG. REQUEST NO. G-9446
JOB # 0401-11

COVER SHEET

SIZE OF SIGN 14 X 48

H.A.G.L. 34'-0"

WIND LOAD 22.8 PSF (AVERAGE)
34.3 PSF (MAXIMUM)

SOIL: 300 PSF/FT

STRUCTURE DESIGN:

- CENTER MOUNT
 PARTIAL FLAG (col. loc. 20'-28')
 FULL FLAG (col. loc. _____)
 EXTENDED FLAG (col.loc. _____)
 OFFSET
 V-BUILD _____ ANGLE OR 18' FT (max.opening)
 BACK TO BACK
 SINGLE FACE
 TRUSS

FOOTING DESIGN:

- ROUND
 SQUARE
 SPREAD

SPECIAL CONDITIONS:

SIGN DESIGNED FOR
9600 lbs L.E.D. PANELS
AT BOTH FACES.



VALID ONLY WHEN
NET SEALED

MAR 28 2011

RENAISSANCE MEDIA GROUP
4425 N. 24TH ST. STE 200
PHOENIX, AZ 85016
602-230-8634 / 800-525-8509
FAX 602-230-9071

TITLE:

SPECIFICATIONS

CALC'S #:
DATE: 3/24/2011
BY: SL
SET #: 10F20

CRITERIA SPECIFICATION

CODE: CBC 2010

STEEL: ASTM A-36 FY = 36 KSI

PIPE SECTIONS: ASTM A-53B, A 252 GR, OR API-5LX

WELDING ROD - ASTM E-70 SERIES LOW HYDROGEN

BOLTS - A 307 OR 325 TYPE "N"

CONCRETE - MIN. COMPRESSIVE STRENGTH OF FC = 3000 PSI (150 PCF) AT 28 DAYS
(DESIGN BASED ON 2500 PSI, SPECIAL STRUCTURAL INSPECTION NOT REQUIRED)

REBAR - ASTM A 615 GRADE 40 OR GRADE 60

WOOD - DOUGLAS FIR LARCH #2 WITH Fb (REP.) = 1310 PSI

FOUNDATIONS - SPREAD FTG. ALLOWABLE BEARING PRESSURE N/A PSI

SEE SOIL REPORT OF IBC TABLE NO. 1804.2

ROUND OR SQUARE CAISSON FTG.

ALLOWING LATERAL BEARING PRESSURE 300 PSF/FT

SEE SOIL REPORT OR CBC TABLE NO. 1804.2

(150 psf/ft
WITH A FACTOR
OF 2)

DESIGN LOADING

AVERAGE MAX.

WIND = 22.8 PSF 34.3 PSF

LIVE = ~~FRONT CATWALK - 20 PSF OR (4) 200# MEN. AT ANY POINT~~

~~REAR CATWALK - 20 PSF OR (2) 200# MEN. AT ANY POINT~~

DEAD = SIGN FACE WT. 5/16 DURAPLY - .9375 PSF

2X4 (6 TOTAL HORIZ.) - .5691 PSF

2X6 (1 TOTAL VERT.) - .575 PSF

7 LAYERS-PAPER AND GLUE - .416 PSF

2.49 PSF - 2.5 PSF

SIGN CAPABLE FOR 9600 LBS
L.E.D. PANELS AT BOTH FACES

WIND LOAD CALCULATIONS

WIND PRESSURE ON THE SIGN DETERMINED PER
ASCE/SEI 7-05 USING FORMULA:

$$PW = qz G Cf$$

$$qz = .00256 k_z k_{zt} k_d V^2 I$$

$$k_z = 1.08$$

$$k_{zt} = 1.00$$

$$k_d = .85$$

$$V = 85 \text{ MPH}$$

$$I = .87$$

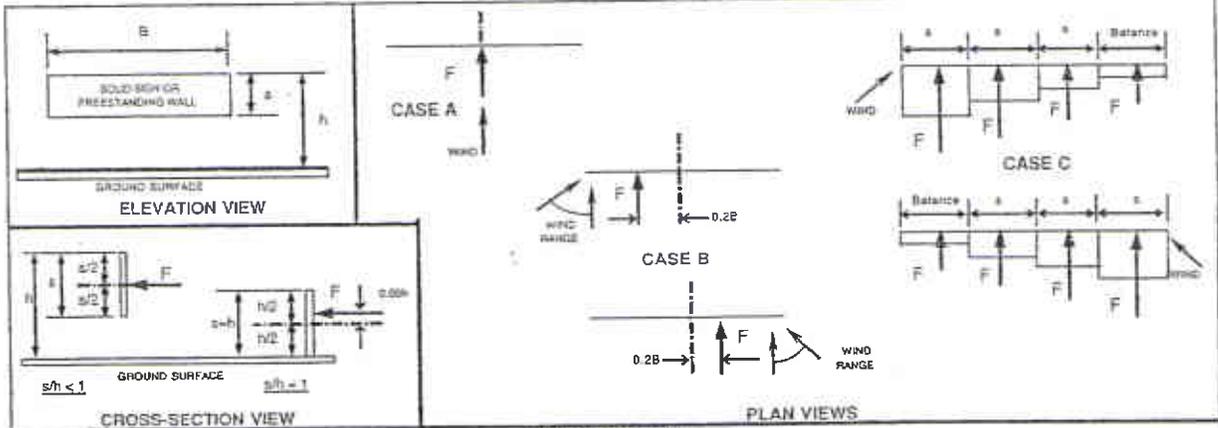
$$G = .85$$

$$PW = .00256 \times k_z \times 1.0 \times .85 \times V^2 \times .87 \times .85 \times Cf$$
$$= .001609 k_z V^2$$

$$PW = .001609 \times 1.08 \times 85^2 \times Cf$$

$$PW = 12.56 Cf$$

FACTOR Cf CALCULATED PER METHOD SHOWN
IN ASCE/SEI TABLE 6-20 (SEE Pg 2)



C_f , CASE A & CASE B

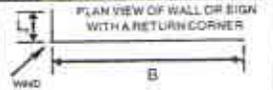
Clearance Ratio, s/h	Aspect Ratio, B/s											
	≤ 0.05	0.1	0.2	0.5	1	2	4	5	10	20	30	≥ 45
1	1.80	1.70	1.65	1.55	1.45	1.40	1.35	1.35	1.30	1.30	1.30	1.30
0.9	1.85	1.75	1.70	1.60	1.55	1.50	1.45	1.45	1.40	1.40	1.40	1.40
0.7	1.90	1.85	1.75	1.70	1.65	1.60	1.60	1.55	1.55	1.55	1.55	1.55
0.5	1.95	1.85	1.80	1.75	1.75	1.70	1.70	1.70	1.70	1.70	1.70	1.75
0.3	1.95	1.90	1.85	1.80	1.80	1.80	1.80	1.80	1.80	1.80	1.85	1.85
0.2	1.95	1.90	1.85	1.80	1.80	1.80	1.80	1.80	1.85	1.90	1.90	1.95
≤ 0.16	1.95	1.90	1.85	1.85	1.80	1.80	1.85	1.85	1.85	1.90	1.90	1.95

C_f , CASE C

Region (horizontal distance from windward edge)	Aspect Ratio, B/s									Region (horizontal distance from windward edge)	Aspect Ratio, B/s	
	2	3	4	5	6	7	8	9	10		13	≥ 45
0 to s	2.25	2.60	2.90	3.10*	3.30*	3.40*	3.55*	3.65*	3.75*	0 to s	4.00*	4.30*
s to $2s$	1.50	1.70	1.90	2.00	2.15	2.25	2.30	2.35	2.45	s to $2s$	2.60	2.55
$2s$ to $3s$	1.15	1.15	1.30	1.45	1.55	1.65	1.70	1.75	1.85	$2s$ to $3s$	2.00	1.95
$3s$ to $10s$	1.10	1.10	1.10	1.05	1.05	1.05	1.05	1.00	0.95	$3s$ to $4s$	1.50	1.85
										$4s$ to $5s$	1.35	1.65
										$5s$ to $10s$	0.90	1.10
										$>10s$	0.55	0.55

*Values shall be multiplied by the following reduction factor when a return corner is present:

L_r/s	Reduction Factor
0.3	0.90
1.0	0.75
≥ 2	0.60



Notes:

- The term "signs" in notes below also applies to "freestanding walls".
- Signs with openings comprising less than 30% of the gross area are classified as solid signs. Force coefficients for solid signs with openings shall be permitted to be multiplied by the reduction factor $(1 - (1 - \epsilon)^{1.5})$.
- To allow for both normal and oblique wind directions, the following cases shall be considered:
 - For $s/h < 1$:
 - CASE A: resultant force acts normal to the face of the sign through the geometric center.
 - CASE B: resultant force acts normal to the face of the sign at a distance from the geometric center toward the windward edge equal to 0.2 times the average width of the sign.
 - For $B/s \geq 2$, CASE C must also be considered:
 - CASE C: resultant forces act normal to the face of the sign through the geometric centers of each region.
 - For $s/h = 1$:
 - The same cases as above except that the vertical locations of the resultant forces occur at a distance above the geometric center equal to 0.05 times the average height of the sign.
- For CASE C where $s/h > 0.8$, force coefficients shall be multiplied by the reduction factor $(1.8 - s/h)$.
- Linear interpolation is permitted for values of s/h , B/s and L_r/s other than shown.

E. Notation:

- B: horizontal dimension of sign, in feet (meters);
- h: height of the sign, in feet (meters);
- s: vertical dimension of the sign, in feet (meters);
- ϵ : ratio of solid area to gross area;
- L_r : horizontal dimension of return corner, in feet (meters)

RENAISSANCE MEDIA GROUP
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PHOENIX, AZ 85016
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TITLE:

CHECKING WIND LOAD
PER 2010 CBC

CALC'S #:

DATE:

BY: SL

SHT.#: 3 OF 20

$$B = 48.0 \text{ ft}$$
$$h = 48.0 \text{ ft}$$
$$s = 14.0 \text{ ft}$$

$$\frac{B}{s} = 3.43 \quad \frac{s}{h} = .292$$

WIND LOAD CASE A & B

$$C_{f1} = 1.80$$

$$P_{W1} = 12.56 \times 1.8 = 22.61 \text{ psf}$$

$$P_{W1} = 14.0 \times 48 \times .02261 = 15.19^k$$

WIND LOAD CASE C

$$C_{f2} = 2.73 \quad (0-s)$$

$$C_{f3} = 1.79 \quad (s-2s)$$

$$C_{f4} = 1.22 \quad (2s-3s)$$

$$C_{f5} = 1.10 \quad (73s)$$

$$P_{W2} = 12.56 \times 2.73 = 34.29 \text{ psf}$$

$$P_{W3} = 12.56 \times 1.79 = 22.48 \text{ psf}$$

$$P_{W4} = 12.56 \times 1.22 = 15.32 \text{ psf}$$

$$P_{W5} = 12.56 \times 1.10 = 13.82 \text{ psf}$$

AVERAGE WIND PRESSURE AT SIGN FROM WIND

$$P_{WA} = \frac{14.0(34.29 + 22.48 + 15.32) + 6 \times 13.82}{48} = 22.75 \text{ psf}$$

$$P_{W2} = 14.0 \times 48 \times .02275 = 15.29^k$$

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TITLE:
**CHECKING FOR SEISMIC
 LOAD**

DATE: **3/24/2011**
 BY: **SL**
 SHT.#: **4 OF 20**

CALIFORNIA Building Code - 2010

Soil Site Class = D
 Occupancy Category = II O.K.
 S_s = 137.4 %
 S₁ = 56.6 %

Site Class	Table 1615.1.2 (1) (F _a) Mapped spectral response acceleration at short periods (S _s)				
	0.25	0.50	0.75	1.00	1.25
A	0.80	0.80	0.80	0.80	0.80
B	1.00	1.00	1.00	1.00	1.00
C	1.20	1.20	1.10	1.00	1.00
D	1.60	1.40	1.20	1.10	1.00
E	2.50	1.70	1.20	0.90	0.90
F	-	-	-	-	-

F_a = 1.000 (interpolated) S_{ms} = F_a * S_s = 1.374

Site Class	Table 1615.1.2 (2) (F _v) Mapped spectral response acceleration at 1 sec. periods (S ₁)				
	0.10	0.20	0.30	0.40	0.50
A	0.80	0.80	0.80	0.80	0.80
B	1.00	1.00	1.00	1.00	1.00
C	1.70	1.60	1.50	1.40	1.30
D	2.40	2.00	1.80	1.60	1.50
E	3.50	3.20	2.80	2.40	2.40
F	-	-	-	-	-

F_v = 1.5 (interpolated) S_{m1} = F_v * S₁ = 0.849

S_{ds} = 2/3 * S_{ms} = 0.916 S_{d1} = 2/3 * S_{m1} = 0.566

S _{ds} >	Occupancy Category		
	I	II	III
0.000	A	A	A
0.167	B	B	C
0.330	C	C	D
0.500	D	D	D

S _{d1} >	Occupancy Category		
	I	II	III
0.000	A	A	A
0.067	B	B	C
0.133	C	C	D
0.200	D	D	D

Seismic Design Category = D

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TITLE:
 CHECKING FOR SEISMIC
 LOAD

DATE: 3/24/2011
 BY: SL
 SHT.#: 5 OF 20

Earthquake Lateral/Longitudinal Load to Column - 2010 CBS

Occupancy Category	=	II
Seismic Design Category	=	D
I	=	1.00
Ss	=	137.40 %
S1	=	56.60 %
Sms	=	1.374
Sm1	=	0.849
R	=	2.50
Height	=	48 ft
$T = 0.035 * (hn)^{0.75}$	=	0.638
r Reliability/redundancy Factor	=	1.00
Sps	=	0.916
Spl	=	0.566

(16-35) $V = Sps / [R/I] = 0.366 W$

(16-36) $V = Spl / [(R/I)T] = 0.355 W$

(16-37) $V = 0.044 * S1 / [R/I] = 0.010 W$

(16-38) $V = 0.5 * S1 / [R/I] = 0.113 W$

V (Controls) = 0.355 W kips

STRUCTURE WEIGHT = 40^k (SEE COLUMN DESIGN)

$V = 0.355 * 40 = 14.2^k$

DESIGN WIND LOAD AT THE HEAD ONLY

$Pw = 15.29^k > V$

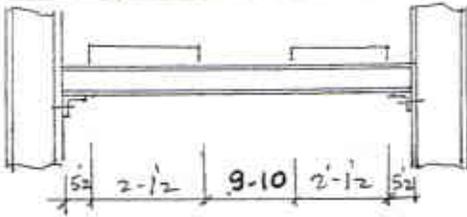
WIND LOAD CONTROLS OVER SEISMIC DESIGN.

RENAISSANCE MEDIA GROUP
 4425 N. 24TH ST. STE 200
 PHOENIX, AZ 85016
 602-23008634 / 800-525-8509
 FAX 602-230-9071

TITLE:

REAR MAINTENANCE
 PLATFORM

CALC'S #:
 DATE: 3/24/2011
 BY: SL
 SHT #: 6 OF 20



DESIGN LOAD

L.L. $20 \text{ psf} \times 2 \times 8 = 320 \#$
 (2) MEN + EQUIP. = 400 #

D.L. STRINGERS $4.9 \times 2 = 9.8 \text{ plf}$
 GRATINGS $2 \times 2 = 4.0 \text{ plf}$
 MISC W/P. = 1.4 plf
15.2 plf

GRATINGS

USE 2.0 psf AMICO EXPANDED METAL
 GRATINGS - CAP @ CONC. LOAD AT CENTER
 OF SPAN 150 # / FT OF WIDTH.

STRINGER

$M = \frac{15.2 \times 8^2}{8} + 400 \times \frac{8}{4} = 922 \text{ ft-lb} / (2) \text{ STRINGERS}$
 $M = 922 / 2 = 461 \text{ ft-lb} / \text{STRINGER}$

USE $L 3 \times 3 \times 1/4$

$f_b = 461 \times 12 / 5.77 = 9.57 \text{ ksi} < 21.6 \text{ ksi}$

WEDGER

$P = 15.2 \times 8 + 400 = 522 \#$

$R = 522 + 7.5 \times 9 = 590 \#$

$M = 590 \times 7.5 - 522 \times 5.98 - 9 \times 7.5^2 / 2 = 1050 \text{ ft-lb}$

$f_b = 1.05 \times 12 / 5.56 = 2.27 \text{ ksi} < 21.6 \text{ ksi}$

WIND PRESSURE

$P = 14.0 \times 8 - 1/2 \times 0.234 = 1.90 \text{ k}$

$\frac{KL}{r} = \frac{15 \times 12 \times 0.5}{0.905} = 99.4 \rightarrow F_c = 12.98 \text{ ksi}$

$f_c = 1.90 / 2.68 = 0.71 \text{ ksi} < 12.98 \text{ ksi}$

USE $W 6 \times 9$

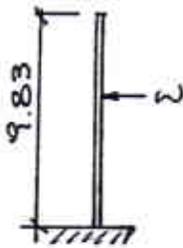
CONNECTION

$R = 590 \# / (2) \text{ BOLTS}$

$R = 59 / 2 = 29 \text{ k} / \text{BOLT}$

USE (2) $1/2 \phi$ A-307 BOLTS $V_{cap} = .19 \times 20 = 3.8 \text{ k}$
 $> 2.9 \text{ k}$

BEAM



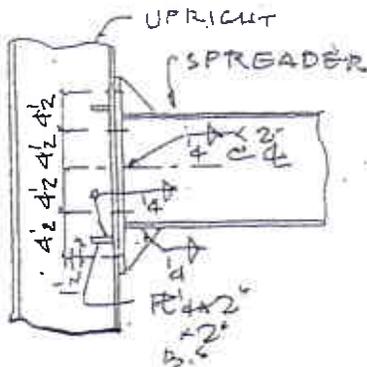
$$w = .0343 \times 8 = 0.274 \text{ klf}$$

$$M_w = 0.274 \times 9.83^2 / 2 = 13.24 \text{ k} \cdot \text{ft} / (12) \text{ UPRIGHTS}$$

$$M_w = 13.24 / 2 = 6.62 \text{ k} \cdot \text{ft} / \text{UPRIGHT}$$

USE W 12 x 16 UCL 10'-0"

CONNECTION



DEAD LOAD

UPRIGHT 14 x 16	= 224#
RR LEDGER 7.5 x 9	= 68#
RR W-WALL 4 x 8 x 4.9	= 221#
2 x 2 x 2 x 8	1600#
PANEL 9600 / 6	217#
MISC 10%	
	<u>2330#</u>

$$M_{DL} = 1.1 (.224 \times .5 + 1.6 \times 1.5) = 2.76 \text{ k} \cdot \text{ft}$$

$$M_{TOT} = 6.62 + 2.76 = 9.38 \text{ k} \cdot \text{ft}$$

$$J_x = 2 \times 2 (4.5^2 + 9.0^2) = 405 \text{ in}^4$$

$$c = 9"$$

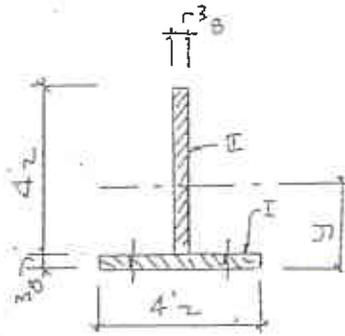
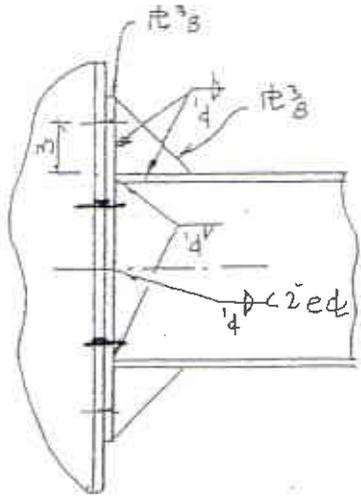
$$T = \frac{9.38}{405} \times 12 \times 9 = 2.50 \text{ k} / \text{BOLT}$$

$$V = 2.33 / 8 = .29 \text{ k} / \text{BOLT} - \text{NEGLECTIBLE}$$

USE (8) 5/8" A-325 BOLTS

$$f_t = 2.50 / .31 = 8.06 \text{ ksi} < 44 \text{ ksi}$$

USE #17 x 2" x 2" GUSSET PL'S BETWEEN BOLTS AS SHOWN ON THE SKETCH ABOVE.



$T = 2.50^k$

$A_I = A_{II} = 4.5 \times .375 = 1.69 \text{ in}^2$

$A = A_I + A_{II} = 1.69 \times 2 = 3.38 \text{ in}^2$

$y = \frac{1.69 (.1875 + 2.625)}{3.38} = 1.41''$

$J = \frac{4.5 \times .375^3}{12} + \frac{.375 \times 4.5^3}{12} + 1.69 [(1.41 - .1875)^2 + (2.625 - 1.41)^2]$

$J = 7.87 \text{ in}^4$

$M = 2.50 \times 2 \times 3 = 15.0 \text{ in}^k$

$f_b = \frac{15.0}{7.87} (4.875 - 1.41) = 6.60 \text{ ksi} < 21.6 \text{ ksi}$

USE CONNECTION AS SHOWN ABOVE

MAXIMUM CANTILEVER LENGTH 7'-6"

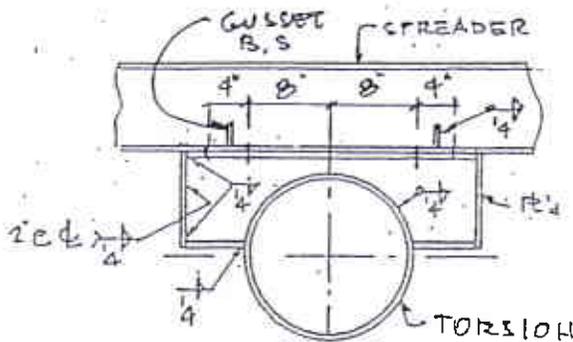
$$M_{DL} = 1.1(.224 \times 8 + .068 \times 7.5 + .221 \times 7.5 + 1.6 \times 9 + .026 \times 7.5^2 / 2) = 21.0 \text{ k-ft}$$

$$M_W = 6.62 \text{ k-ft}$$

$$M_{TOT} = 21.00 + 6.62 = 27.62 \text{ k-ft}$$

USE W 12x26 UBL 18'-0"

CONNECTION



$$P_W = .0343 \times 14 \times 8 = 3.84 \text{ k}$$

$$M_W = .274 \times 10.33^2 / 2 = 14.62 \text{ k-ft}$$

$$M_{DL} = 21.0 \text{ k-ft}$$

$$M_{TOT} = 14.62 + 21.0 = 35.62 \text{ k-ft}$$

$$J_{xx} = 2 \times 2 (8^2 + 12^2) = 832 \text{ in}^4$$

$$C = 12 \text{ in}$$

$$T = \frac{35.62}{832} \times 12 \times 12 = 6.14 \text{ k/BOLT}$$

$$V = 3.84 / 8 = .48 \text{ k/BOLT} \leftarrow \text{NEGLECTABLE}$$

USE (8) 5/8" A-325 BOLTS

$$f_t = 6.14 / .31 = 19.81 \text{ ksi} < 44 \text{ ksi}$$

USE 3" x 3" GUSSET PLATES BETWEEN BOLTS AS SHOWN ON THE SKETCH ABOVE

WELDING - TORSION PIPE 24" DIA. MIN

$$V = 35.62 / 12 = 3.71 \text{ k/INCH @ PIPE PERIMETER}$$

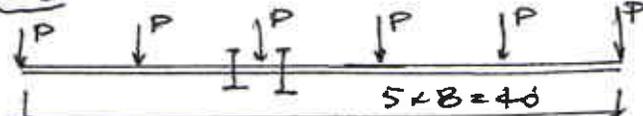
USE 1/4" FILLET WELD ALL AROUND THE PIPE

$$V_{CAP} = 3.71 \text{ k/INCH}$$

$$L = 35.62 / 3.71 = 9.60 \text{ OF WELD MIN.}$$

OK

PIPE



$w = 95 \text{ plf (MAX)}$

$P_{DL} = 2.33 \times 2 + .026 \times 15 = 5.05 \text{ k}$

$M_{DL} = 5.05(24 + 16 + 8) + .095 \times 24^2 / 2 = 269.76 \text{ k-ft}$

WIND LOAD CASE A & B

$P_w = 15.19 \text{ k}$

$M_w = (4 + .2 \times 48) 15.19 = 206.58 \text{ k-ft}$

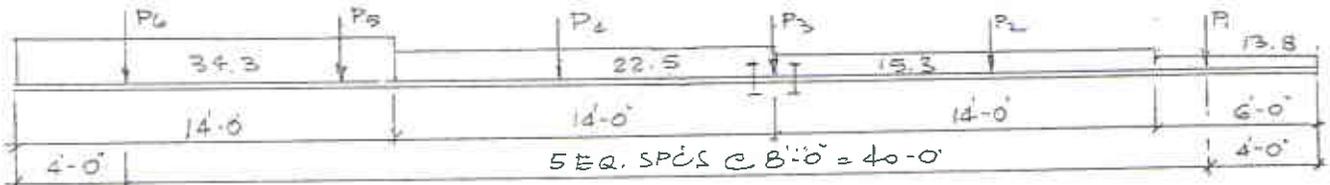
$M_b = (206.58^2 + 269.76^2)^{1/2} = 339.8 \text{ k-ft}$

$M_T = 15.19 \left(\frac{14}{2} - 2.5 \right) = 68.4 \text{ k-ft}$

USE PIPE 24" x .375 (F_y = 42 ksi)

$\frac{339.8}{373.7} + \left(\frac{68.4}{453.2} \right)^2 = .93 < 1.0$

WIND LOAD CASE C



$P_1 = (.0138 \times 6 + .0153 \times 2) 14 = 1.59 \text{ k}$
 $P_2 = .0153 \times 8 \times 14 = 1.71 \text{ k}$
 $P_3 = (.0153 + .0225) \times .5 \times 14 \times 8 = 2.12 \text{ k}$
 $P_4 = .0225 \times 8 \times 14 = 2.52 \text{ k}$
 $P_5 = (.0225 \times 2 + .0343 \times 6) 14 = 3.51 \text{ k}$
 $P_6 = .0343 \times 8 \times 14 = 3.84 \text{ k}$
15.29 k

$M_{w1} = 3.84 \times 24 + 3.51 \times 16 + 2.52 \times 8 = 168.5 \text{ k-ft}$

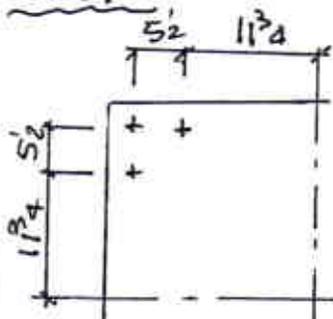
$M_{w2} = 168.5 - 1.71 \times 8 - 1.59 \times 12 = 135.72 \text{ k-ft}$

$M_b = (168.5^2 + 135.72^2)^{1/2} = 318.1 \text{ k-ft} < 339.8 \text{ k-ft}$

$M_T = (3.84 + 3.51 + 2.52) \left(\frac{14}{2} - 2.5 \right) = 44.4 \text{ k-ft} < 68.4 \text{ k-ft}$

WIND LOAD CASE B CONTROLS THIS DESIGN

BOLTS



$$J_{xx} = J_{yy} = 4 \times 2 \times 17.25^2 + 2 \times 2 \times 11.75^2 = 2933 \text{ in}^4$$

$$J = 2933 \times 2 = 5866 \text{ in}^4$$

$$c = 17.25 \text{ in}$$

$$r^2 = (17.25^2 \times 2)^2 = 24.4 \text{ in}^2$$

$$M_{DL1} = 269.76 - 5.05(8+16) - .095 \times 16^2 / 2 = 136.4 \text{ ft-k}$$

$$M_{DL2} = 9.6 \times 6 = 57.6 \text{ ft-k}$$

WIND LOAD CASE B

$$P_W = 15.19 \text{ k}$$

$$M_W = 15.19 / \left(\frac{14}{2} - 1.5 \right) = 83.54 \text{ ft-k}$$

$$M_T = 206.6 \text{ ft-k}$$

$$T_1 = \frac{136.4 + 57.6 + 83.5}{2933} \times 17.25 \times 12 = 19.59 \text{ k/bolt}$$

$$V_1 = \frac{206.6}{5866} \times 12 \times 24.4 + \frac{15.19}{12} = 11.58 \text{ k/bolt}$$

USE (12) 1" ϕ A-325 BOLTS

$$f_{t1} = 19.59 / 1.227 = 15.96 \text{ kni}$$

$$f_{v1} = 11.58 / 1.227 = 9.44 \text{ kni}$$

$$F_{t1} = \sqrt{44^2 - 4.39 \times 9.44^2} = 39.30 \text{ kni} > f_{t1}$$

WIND LOAD CASE C

$$P_W^F = 15.29 \text{ k}$$

$$M_W = 15.29 \left(\frac{14}{2} - 1.5 \right) = 84.09 \text{ ft-k}$$

$$M_T = 135.7 \text{ ft-k}$$

$$T_2 = \frac{84.1 + 57.6 + 136.4}{2933} \times 12 \times 17.25 = 19.63 \text{ k/bolt}$$

$$f_{t2} = 19.63 / 1.227 = 16.00 \text{ kni}$$

$$V_2 = \frac{135.7}{5866} \times 12 \times 24.4 + 15.29 / 12 = 8.05 \text{ k/bolt}$$

$$f_{v2} = 8.05 / 1.227 = 6.56 \text{ kni}$$

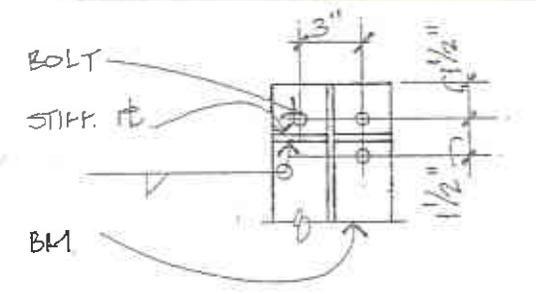
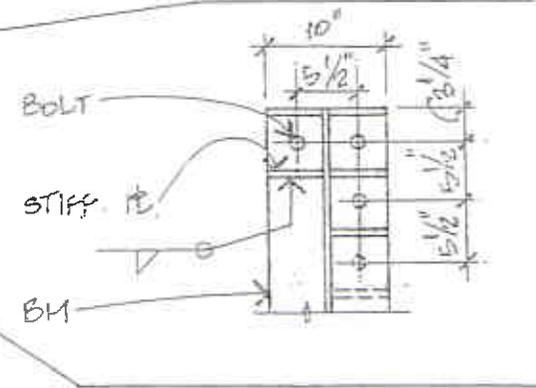
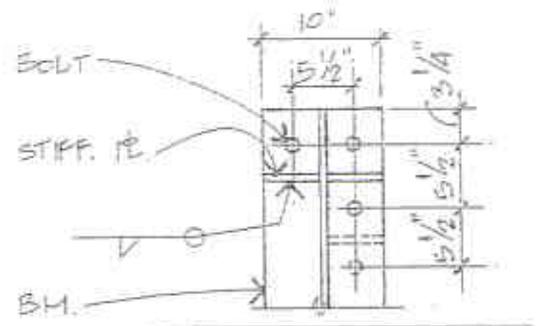
$$F_{t2} = \sqrt{44^2 - 4.39 \times 6.56^2} = 41.80 \text{ kni} > f_{t2}$$

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 FAX 602-230-9071

TITLE:
 SADDLE BEAM SELECTION
 TABLE

DATE: 3/25/2011
 BY: SL
 SHT.#: 12 OF 20

MAX. BOLT TENSION	MIN. FLANGE THICK	STIFF.	WELD
26	5/8	10 X 1/2	1/4"
31.5	11/16		
37	3/4		
43.5	13/16		5/16
50	7/8		5/16
58	15/16		3/8
66	1		
30	5/8	10 X 1/2	1/4"
40	11/16		
50	3/4		
60	13/16		5/16
70	7/8	12 X 1/2	5/16
80	15/16		3/8
90	1		
14	1/2	8 X 1/4	1/4"
18	9/16		
22	5/8		
26	3/4		
30	7/8		



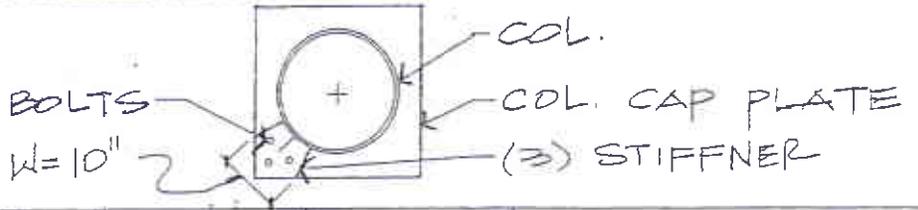
RENAISSANCE MEDIA GROUP
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 PHOENIX, AZ 85016
 602-23008634 / 800-525-8509
 FAX 602-230-9071

TITLE:
 CAP PLATE SELECTION
 TABLE

CALC'S #:
 DATE: 3/25/2011
 BY: SL
 SHT.#: 13 OF 20

$$M_b \text{ (PLATE)} = T \times 2''/W =$$

$$\text{REQ} = \sqrt{\frac{M \times 6}{27 \times 1.33}}$$



CENTER MOUNT

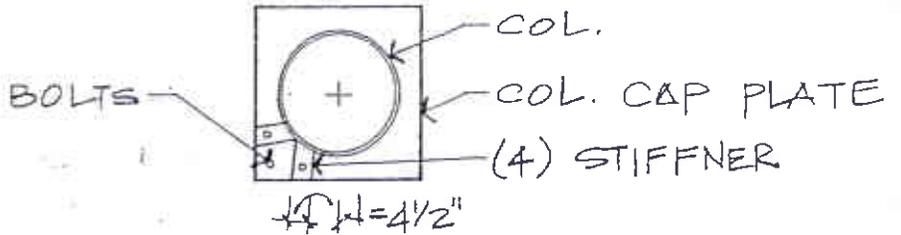
WIND	BOLT	TEN.	CAP PLATE		STIFFNER	
	38 1/2 SQ	44 SQ	THK	WELD	THK	WELD
20	10 ^K	9 ^K	1/2	3/8	1/2X8	1/4"
30	14	13	5/8	3/8	1/2X8	1/4"
40	17	15	3/4	3/8	1/2X8	1/4"
50	20	19	7/8	3/8	1/2X8	1/4"
60	24	22	7/8	3/8	1/2X8	1/4"

MIN 45° SLOPE

$$M_b \text{ (PLATE)} = T \times 4.5/6$$

$$1/W = 11-K/INCH$$

$$\text{REQ} = \sqrt{\frac{M \times 6}{27 \times 1.33}}$$



FULL FLAG

WIND	BOLT	TEN.	CAP PLATE		STIFFNER	
	38 1/2 SQ	44 SQ	THK	WELD	THK	WELD
20	40 ^K	36 ^K	1	45° V	1/2X8	5/16
30	43	40	1	45° V	1/2X8	5/16
40	46	43	1 1/8	45° V	1/2X8	5/16
50	50	46	1 1/4	45° V	1/2X8	3/8
60	53	50	1 1/4	45° V	1/2X8	3/8

MIN 45° SLOPE

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602-23008634 / 800-525-8509
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TITLE:
COLUMN DESIGN

DATE: 3/24/2011
BY: SL
SHT.#: 14 of 20

$$M_{DL1} = 269.76 - 5.05(8+16) - .095 \times 16^2/2 = 136.4 \text{ k-ft}$$
$$M_{DL2} = 9.6 \times 6 = 57.6 \text{ k-ft}$$

WIND LOAD CASE B

$$P_w^F = 15.19 \text{ k}$$
$$P_w^C = 3 \times .8 \times 34 \times .0226 = 1.84 \text{ k}$$
$$P_w = 17.03 \text{ k}$$

$$M_w = 15.19 \left(\frac{14}{2} + 34 \right) + 1.84 \times 34/2 = 654.1 \text{ k-ft}$$
$$M_b = \left[(654.1 + 57.6)^2 + 136.4^2 \right]^{1/2} = 724.7 \text{ k-ft}$$
$$M_T = 206.6 \text{ k-ft}$$

USE PIPE 36" ϕ X .438 (F_y = 40 ksi)

$$\frac{724.7}{945.1} + \left(\frac{206.6}{1146.2} \right)^2 = .80 < 1.0$$

WIND LOAD CASE C

$$P_w^F = 15.29 \text{ k}$$
$$P_w^C = 3 \times .8 \times 34 \times .0228 = 1.86 \text{ k}$$
$$P_w = 17.15 \text{ k}$$

$$M_w = 15.29 \left(\frac{14}{2} + 34 \right) + 1.86 \times 34/2 = 658.5 \text{ k-ft}$$
$$M_b = \left[(658.5 + 57.6)^2 + 136.4^2 \right]^{1/2} = 729.0 \text{ k-ft}$$
$$M_T = 135.7 \text{ k-ft}$$

$$\frac{729.0}{945.1} + \left(\frac{135.7}{1146.2} \right)^2 = .79 < 1.0$$

STRUCTURE WEIGHT

HEAD W/O TORSION	$5.05 \times 6 = 30.30 \text{ k}$
TORSION	$40 \times .095 = 3.80 \text{ k}$
COLUMN	$.167 \times 36.5 = 6.10 \text{ k}$
	$W = 40.20 \text{ k}$

$$h = 729 / 17.15 = 42.51 \text{ ft}$$

↳ FOR FOOTING
DESIGN

RENAISSANCE MEDIA GROUP
 4425 N. 24TH ST. STE 200
 PHOENIX, AZ 85016
 602-23008634 / 800-525-8509
 FAX 602-230-9071

TITLE:
 ALTERNATE COLUMN
 SPLICE

DATE: 3/25/2011
 BY: SL
 SHT#: 15 OF 20

SPLICE LOCATED 8'-0" ABOVE GRADE LEVEL

$$M_{DL1} = 136.4 \text{ k}'$$

$$M_{DL2} = 56.6 \text{ k}'$$

WIND LOAD CASE B

$$P_w^F = 15.19 \text{ k}$$

$$P_w^C = 3 \times 8 \times 26 \times .0226 = 1.41 \text{ k}$$

$$P_w = 16.60 \text{ k}$$

$$M_w = 15.19 \left(\frac{14}{2} + 26 \right) + 1.41 \times 26 / 2 = 519.6 \text{ k}'$$

$$M_b = \left[(519.6 + 56.6)^2 + 136.4^2 \right]^{1/2} = 592.1 \text{ k}'$$

$$M_T = 206.6 \text{ k}'$$

WIND LOAD CASE C

$$P_w^F = 15.29 \text{ k}$$

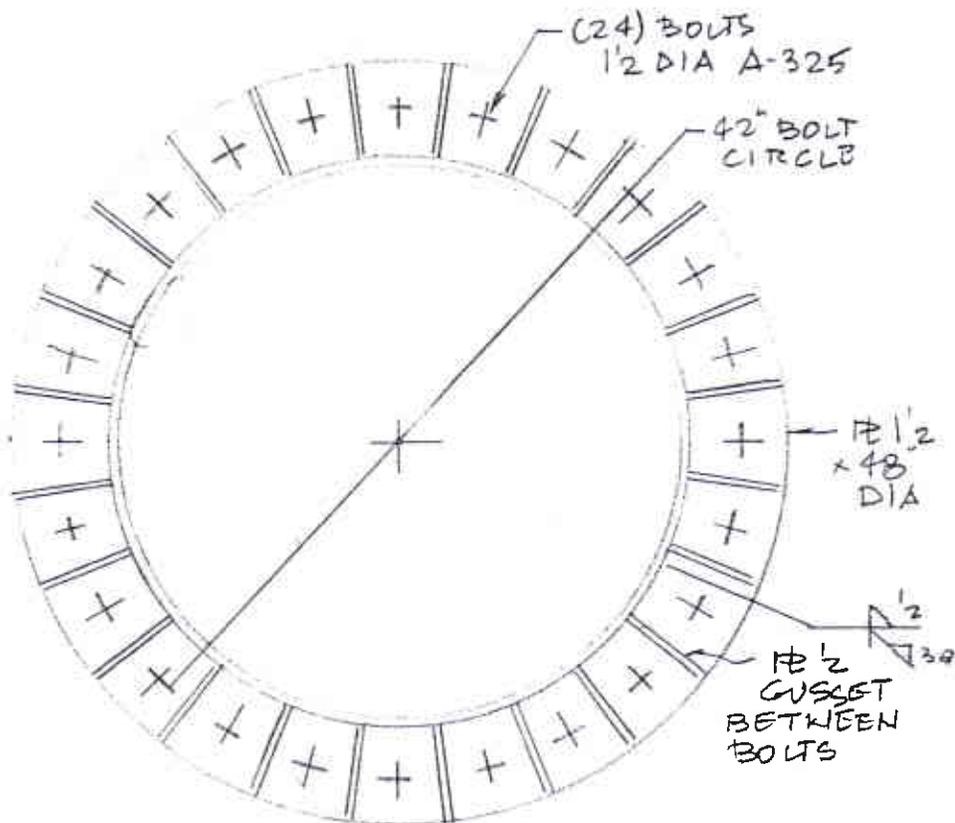
$$P_w^C = 3 \times 8 \times 26 \times .0228 = 1.42 \text{ k}$$

$$P_w = 16.71 \text{ k}$$

$$M_w = 15.29 \left(\frac{14}{2} + 26 \right) + 1.42 \times 26 / 2 = 523.1 \text{ k}'$$

$$M_T = 135.7 \text{ k}'$$

$$M_b = \left[(523.1 + 56.6)^2 + 136.4^2 \right]^{1/2} = 595.5 \text{ k}'$$



TRY (24) $1\frac{1}{2}$ ϕ A-325 BOLTS @ $5\frac{1}{2}$ " O.C (15°)

$$J_{xx} = 2 \times 21^2 + 2 \times 2 \times 21^2 (\cos^2 15^\circ + \cos^2 30^\circ + \cos^2 45^\circ + \cos^2 60^\circ + \cos^2 75^\circ) = 5292 \text{ in}^4$$

$$J = 5292 \times 2 = 10584 \text{ in}^4$$

$$C = r = 21"$$

$$T = \frac{595.5}{5292} \times 12 \times 21 = 28.36 \text{ k/BOLT}$$

$$V = \frac{206.6}{10584} \times 12 \times 21 + \frac{16.71}{24} = 5.61 \text{ k/BOLT}$$

USE (24) $1\frac{1}{4}$ ϕ A-325 BOLTS

$$f_t = 28.36 / 1.227 = 23.11 \text{ ksi}$$

$$f_v = 5.61 / 1.227 = 4.58 \text{ ksi}$$

$$f_e = \sqrt{44^2 - 4.39 \times 4.58^2} = 42.94 \text{ ksi} > f_c$$

CHECKING PLATE FOR BENDING

$$M = 28.36 \times 5.5 / 6 = 26.0 \text{ in-k}$$

$$\frac{M}{W} = 26 / 4.5 = 5.78 \text{ in-k/inch}$$

$$t_{req'd} = \sqrt{\frac{5.78 \times 6}{27}} = 1.13"$$

USE CONNECTION PLATE $1\frac{1}{2}$ " THK

WELDING: PLATE TO PIPE - USE FULL PEN WELD ALL AROUND THE PIPE.

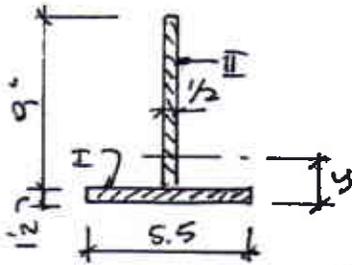
$$\text{GUSSETS } M = 28.36 \times 3 = 85.08 \text{ in-k}$$

$$V = 85.08 / 8 = 10.63 \text{ k @ END OF GUSSETS}$$

USE $5/16$ FILLET WELD ALL AROUND THE GUSSET - $V_{CAP} = 4.62 \text{ /INCH}$

$$L = 10.63 / 4.62 = 2.30" \text{ OF WELD } \underline{OK}$$

BENDING OF \bar{C} WITH GUSSETS



$$A_I = 5.5 \times 1.5 = 8.25 \text{ in}^2$$

$$A_{II} = 9.0 \times 0.5 = 4.50 \text{ in}^2$$

$$A = 12.75 \text{ in}^2$$

$$\bar{y} = \frac{8.25 \times 0.75 + 4.50 \times 6}{12.75} = 2.60''$$

$$J_{xx} = \frac{5.5 \times 1.5^3}{12} + \frac{0.5 \times 9^3}{12} + 8.25 (2.60 - 0.75)^2 + 4.50 (6.0 - 2.60)^2$$

$$J_{xx} = 112.2 \text{ in}^4$$

$$S_{xx} = 112.2 / (6.0 - 2.60) = 14.2 \text{ in}^3$$

$$f_b = 85.08 / 14.2 = 5.99 \text{ ksi} < 21.6 \text{ ksi}$$

GUSSET \bar{C} 'S 9" LONG

RENAISSANCE MEDIA GROUP
4425 N. 24TH ST. STE 200
PHOENIX, AZ 85016
602-23008634 /800-525-8509
FAX 602-230-9071

TITLE:

FOOTING DESIGN

DATE: 3/24/2011
BY: SL
SHT#: 18 OF 20

DESIGN DATA

Allow Passive	: 300.0 psf
Max Passive	: 1500.0 psf
Load Duration Factor	: 1.000
Point Load	: 17150.0 #
Load Height	: 42.51 ft
Dist. Load	: 0.0 plf
Start Height	: 0.00 ft
End Height	: 0.00 ft
Pole Type	: Circular
Width/Diameter	: 60.0 in
Surface Restraint	: ? Free

SUMMARY

Moments @ Surface...	: 729046.5 ft-#
Point Load	: 0.0 ft-#
Uniform Load	: 729046.5 ft-#
... Total Moment	: 17150.0 #
Total Lateral Load	: 17150.0 #

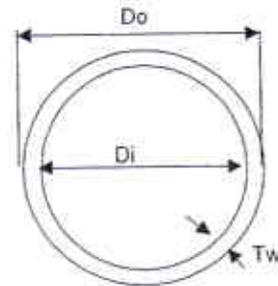
NON-RESTRAINED RESULTS

Min. Req'd Embedment	: 21.26 ft
$A(1+(1+4.36h/A)^{.5})/2$	
$A=2.34P/(S 1 b)$	
Press @ 1/3 Embed	
Actual	: 1200.0 psf
Allowable	: 1500.0 psf

FOOTING 5'-0" DIA. x 21'-6"

Specifications

Outside Diameter (Do)	=	24.00 in.
Wall Thickness (Tw)	=	0.375 in.
Inside Diameter (Di)	=	23.25 in.
Column Height (L)	=	25.00 ft.
Material Weight	=	490.00 lb/ft ³
Wt / ft	=	94.71 lb/ft
Section Modulus (Sx)	=	161.78 in ³
Moment of Inertia (Ix)	=	1942.30 in ⁴
Do/Tw	=	64.00



Allowable Stresses

Fy = 42.00 ksi

If $\frac{Do}{Tw} < \frac{3300}{Fy}$ Fb = 0.66 Fy

If $\frac{13000}{Fy} > \frac{Do}{Tw} > \frac{3300}{Fy}$ $Fb = \frac{662 \cdot Tw}{Do} + 4 Fy$ Fb = 27.72 ksi

If $\frac{Do}{Tw} < \frac{6575}{Fy^{3/5} \left(\frac{L}{Do}\right)^{2/5}}$ or $\frac{Do}{Wt} < \frac{994}{Fy^{3/2}}$ then Fv = 4 Fy

If $\frac{Do}{Tw} > \frac{6575}{Fy^{3/5} \left(\frac{L}{Do}\right)^{2/5}}$ and $\frac{Do}{Wt} > \frac{994}{Fy^{3/2}}$ then $Fv = \frac{23800}{\sqrt{\frac{L}{Do} \left(\frac{Do}{Tw}\right)^{4/5}}}$ or $Fv = \frac{11600}{\left(\frac{Do}{Tw}\right)^{3/2}}$

Fv = 16.80 ksi

Allowable Loads

Allowable Stress Increase?	= Y	1.00
Bending Moment Capacity (Mb)	=	373.70 Ft-kips
Mb (Allowable)	=	373.70 Ft-kips

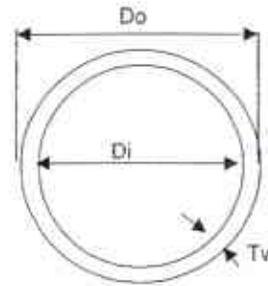
$Mb = \frac{Sx \cdot Fb \cdot A}{12}$

Torsional Moment Capacity (Mt)	=	453.20 Ft-kips
Mt (Allowable)	=	453.20 Ft-kips

$Mt = \frac{Fy \cdot 2 \cdot Ix}{\frac{Do}{2} \cdot 12}$

Column Specifications

Outside Diameter (Do)	=	36.00 in.
Wall Thickness (Tw)	=	0.438 in.
Inside Diameter (Di)	=	35.124 in.
Column Height (L)	=	40.00 ft.
Material Weight	=	490.00 lb/ft ³
Wt / ft	=	166.51 lb/ft
Section Modulus (Sx)	=	429.60 in ³
Moment of Inertia (Ix)	=	7736.74 in ⁴
Do/Tw	=	82.19



Allowable Stresses

Fy = 40.00 ksi

If $\frac{D_o}{T_w} < \frac{3300}{F_y}$ Fb = 0.66 Fy

If $\frac{13000}{F_y} > \frac{D_o}{T_w} > \frac{3300}{F_y}$ Fb = $\frac{662 \cdot T_w}{D_o} + .4 F_y$
 Fb = 26.40 ksi

If $\frac{D_o}{T_w} < \frac{6575}{F_y^{3/4} \left(\frac{L}{D_o}\right)^{2/5}}$ or $\frac{D_o}{T_w} < \frac{994}{F_y^{2/3}}$ then Fv = .4 Fy

If $\frac{D_o}{T_w} > \frac{6575}{F_y^{3/4} \left(\frac{L}{D_o}\right)^{2/5}}$ and $\frac{D_o}{T_w} > \frac{994}{F_y^{2/3}}$ then Fv = $\frac{23800}{\sqrt{\frac{L}{D_o} \left(\frac{D_o}{T_w}\right)^4}}$ or Fv = $\frac{11600}{\left(\frac{D_o}{T_w}\right)^2}$
 Fv = 16.00 ksi

Allowable Loads

Allowable Stress Increase?	= Y	1.00
Bending Moment Capacity (Mb)	=	945.12 Ft-kips
Mb (Allowable)	=	945.12 Ft-kips

$M_b = \frac{S_x \cdot F_b \cdot A}{12}$

Torsional Moment Capacity (Mt)	=	1146.18 Ft-kips
Mt (Allowable)	=	1146.18 Ft-kips

$M_t = \frac{F_y \cdot 2 \cdot I_x}{\frac{D_o}{2} \cdot 12}$



DIGITAL DISPLAY

↓ Definition - Electronic Sign

- **CBS Electronic Signs display static Images that change advertisements every 4-8 seconds.**
- **The Images change without dissolve or flashing, simply a static image in place for 4-8 seconds changing to another static image.**
- **Digital Display Copy is changed remotely via a computer interface connected to a Network Operating Center that manages content and monitors performance of all displays.**
- **CBS Digital Displays have the ability to post Amber Alerts within hours of notification in conjunction with the National Center of Missing and Exploited Children, (NCMEC) and the FBI.**

↓ Display dimming settings

- **When installed, each display has a light sensing device that automatically adjusts the brightness based on ambient (surrounding) light conditions. Our units have back-up software in the event the sensor fails.**



- **This feature is important at dusk and dawn, cloudy and raining days, north vs. south facing displays, etc.**

↓ **Safety Studies - Traffic Safety - Tantala Study**

- **Tantala is a traffic consulting engineering company based in Philadelphia.**
- **Study findings- Studied accident records for 18 months before and after Digital Displays were installed**
- **Study concluded that Digital Displays have no statistical relationship with the occurrence of accidents**

↓ **Digital Benefits**

- **Advertisers can change their messages electronically**
- **No need to send sign hangers to install copy, no pollution from crane trucks**
- **Ability to post National Disasters (similar to the bridge collapse in Minneapolis)**
- **Advanced technology consistent with our changing times**



Addendum to OAAA-NCMEC Memorandum of Understanding (MOU)

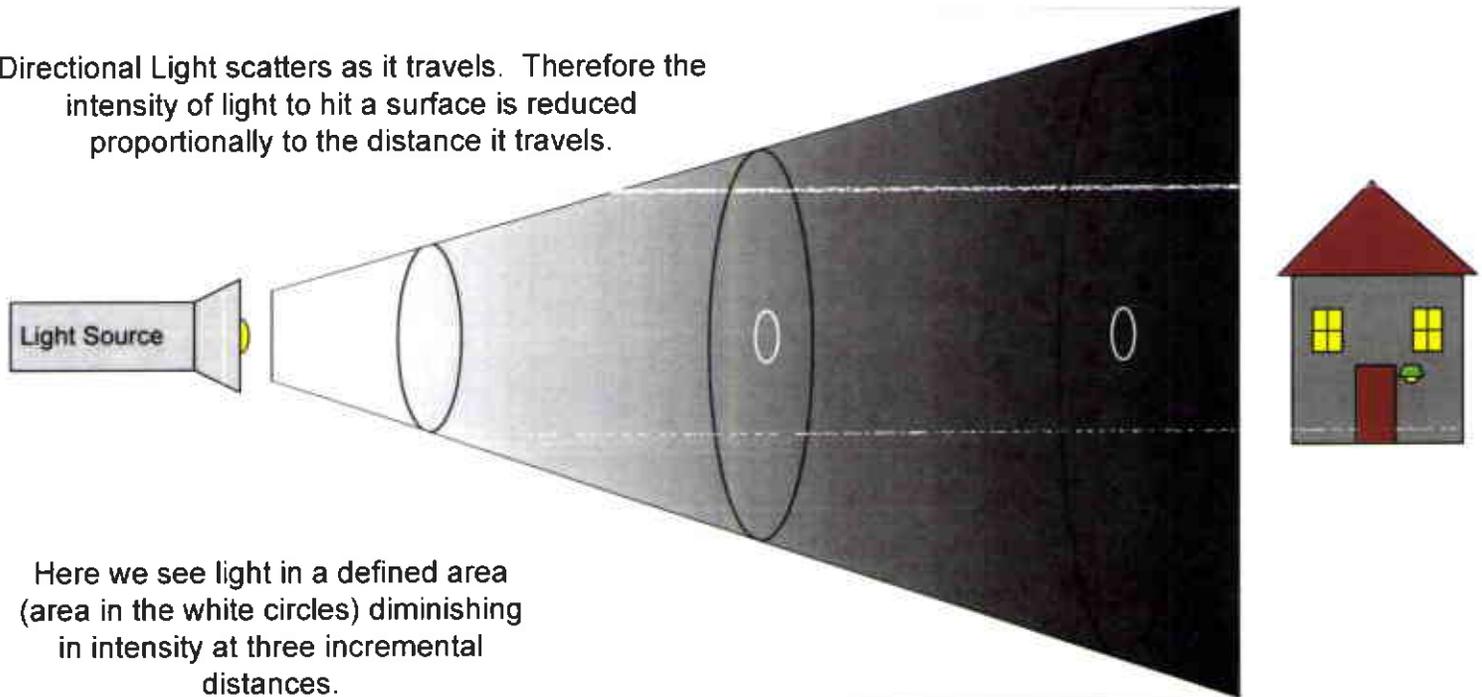
Outdoor Advertising Industry Best Practices for AMBER Alerts

- Digital billboard advertising will be completely interrupted upon receipt of an AMBER Alert within the affected geographical boundary
- The appropriate AMBER Alert will run uninterrupted for a minimum of one hour preempting all other advertising
- During the next two hours, the same alert will be displayed in rotation along with other paid advertisers unless cancelled earlier; and, as necessary, continue for a period of up to 48 hours
- Outdoor advertising digital responders will implement the AMBER Alerts as quickly as possible (using a 24/7 response service)
- Outdoor advertising creative is designed to disseminate all relevant information so as to be quickly and easily absorbed by the traveling public – a text message and photo will be included in the AMBER Alert (standard creative design templates are attached to be used at the discretion of the local coordinator)
- Upon notification by appropriate authorities that the Alert has been cancelled or terminated, the AMBER Alert message will be promptly removed
- A server belonging to OAAA will be established to facilitate Alerts; a computer program along with maintenance criteria will be established

Understanding Light Output and Measurement in Simple Terms

Illuminance, aka “Light Trespass”

Directional Light scatters as it travels. Therefore the intensity of light to hit a surface is reduced proportionally to the distance it travels.



Here we see light in a defined area (area in the white circles) diminishing in intensity at three incremental distances.

WHAT IS ILLUMINANCE?

The simple perspective of Illuminance measurements is how much light is trespassing onto personal property.

It is commonly used in “Light Annoyance” Codes adopted by various municipalities and is defined by the maximum amount of light to be measured at a minimum distance.

In multiple studies on digital billboards, a 14 x 48 digital display shall not transmit more than 0.3 foot-candles at a minimum distance of 250 feet (this methodology has been adopted by the OAAA).

ADVANTAGES OF MEASUREING ILLUMINANCE

- The Light Meter to measure foot-candles is inexpensive and easily sourced.
- A clear answer regarding light trespassing to private property can be determined.
- This method has been adopted or indorsed by several lighting authorities and OAAA.

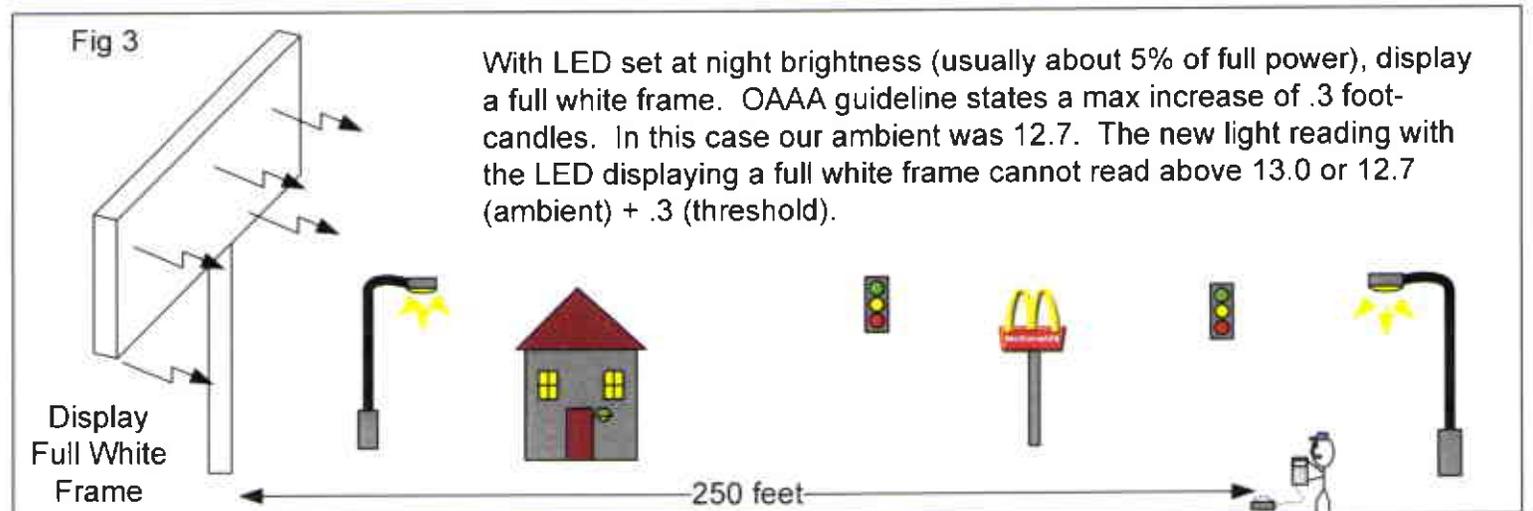
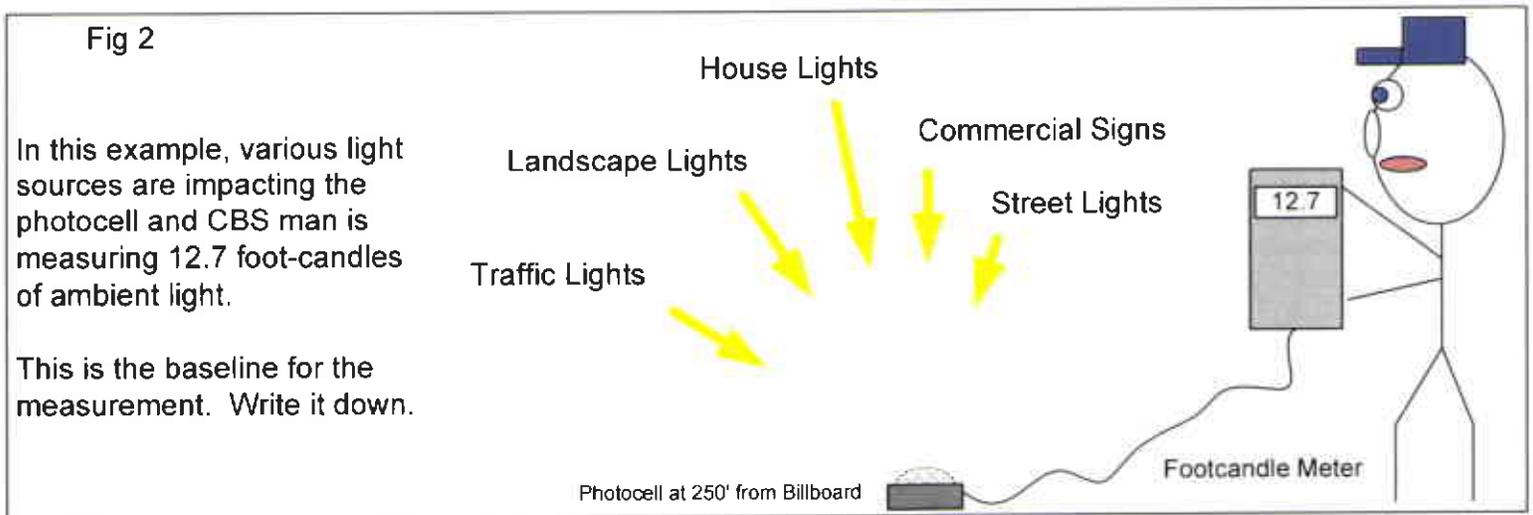
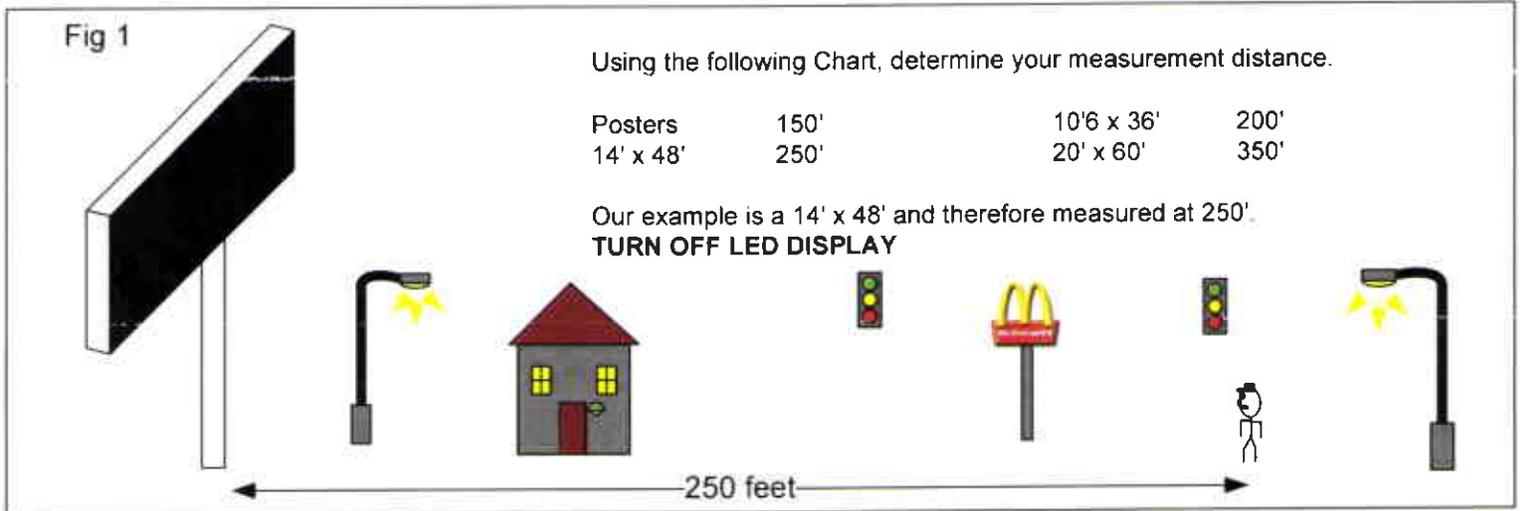
DISADVANTAGES OF MEASUREING ILLUMINANCE

- The measurement location is directly in front of display at an *exact* distance based upon size of display.
- Ad copy must stop in order to display full black and full white frames during testing.
- Ambient lighting at measurement location must be determined as part of test.

For more information regarding test prodedure see “How to Measure Brightness Using a Standard Light Meter”.

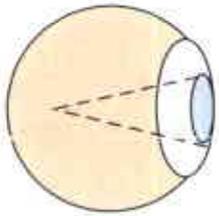
How to Measure Sign Brightness Using a Standard Light Meter

In order to measure using a standard light meter you will need access to the display area at night. You will also need to have the ability to stop advertising rotation and turn the sign to full black and white frames at different points in the testing.



Understanding Light Output and Measurement in Simple Terms

Luminance, aka “How Bright Is That?”



Human Eye Perception



Dim



Medium



Bright



Variable

WHAT IS LUMINANCE?

Different light sources are perceived by the human eye as brighter or dimmer regardless of size or distance away. This is quite simply because they are.

Limiting the output of brightness of light sources as seen in the viewing cone of vehicle operators is typical in Transportation Regulations. These limits are usually described in foot-lamberts and are associated with angle of view.

A more common unit of measure today is candela/sq m. These are also referred to as “NITs”. They are measured with a Spot Photometer. Lighting authorities agree that 300 – 350 NIT max output from digital billboards at night is safe. This is in agreement with the OAAA guideline for measuring foot-candles at set distances.

ADVANTAGES OF MEASURING LUMINANCE

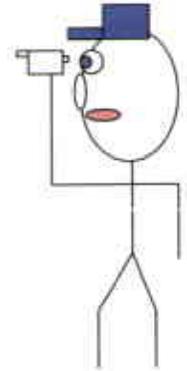
- Easy to measure. A spot photometer can be used at varying distances. Only a small portion of the display must be white to give max output readings of the display (a piece of ad copy with white background works).
- There is no need to measure ambient light at measurement location.
- Measurement process is not susceptible to operator error, no additional mathematics involved.
- Simple “point and shoot” measuring allows for quick readings of other light sources in area for reference.

DISADVANTAGE OF MEASURING LUMINANCE

- A spot photometer or other photometric device to measure candelas/sq m or NITs is costly and not easily sourced.

For more information regarding test procedure see “How to Measure Brightness Using a Spot Photometer”

How to Measure Sign Brightness Using a Spot Photometer



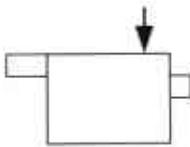
1. Stand anywhere from 50 - 200 feet from the display.



2. Wait for a piece of copy containing pure white. Aim the spot photometer at the display.

NOTE THE LITTLE BLACK DOT in the middle of your field of view while looking through the meter.

The surface area of the LED display hidden by the black dot is the only area that will be measured. In this case, a small portion of white background copy.



3. Press and hold the button to capture the measurement.



4. Read the display. **NOTE** if a small letter "k" appears next to the reading, you need to multiply the current reading x 1000.

In this case $7.128 \times 1000 = 7128$ Nit or cd/sq meter.

At night our displays should measure 300 Nit or less.



CBS
OUTDOOR
DIGITAL

OPTO TECH CORPORATION





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- PIXEL COMPARISONS
- PROCESSING COMPARISONS
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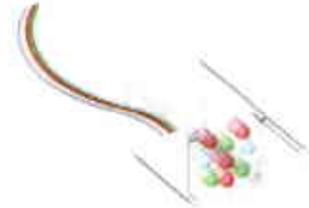
GLOSSARY OF TERMS



Introduction:

Opto Tech Corporation

Opto Tech Corporation is the world leader in the development and manufacturing of LED video display technology. Opto Tech has nearly 20 years invested in the development of large format LED video technology. They manufacture an LED video product that utilizes the highest quality LED components as well as their proprietary 16 bit color processing, resulting in superior image quality and true color representation. Opto Tech has hundreds of LED video displays installed throughout the world.



CBS Outdoor

CBS Outdoor is among the world's largest out-of-home media companies providing unparalleled media opportunities in the United States, Canada and Mexico and across Western Europe. Recently CBS Outdoor expanded into China where it sells advertising on 5700 buses in Beijing.



CBS Outdoor sells and services more out-of-home advertising than any other company in North America. With more than 1,600 U.S. employees located in more than 50 offices nationwide, we are the premier provider of out-of-home media in the United States. During the company's nearly seven decades its sole focus has been providing the very best out-of-home media opportunities to marketers across the country with more than 100,000 traditional bulletins, Street Furniture in 17 markets and transit advertising in nearly every major U.S. city.

CBS Outdoor is a division of the CBS Corporation, the number one platform in the world for advertisers. CBS Corporation has preeminent positions in television, radio, outdoor and on-line advertising and is an industry leader in the creation, promotion and distribution of entertainment, news and sports with such well known brands as CBS Television, UPN, CBS Radio, Showtime, King World, Paramount Television, Paramount Theme Parks and Simon & Schuster.





Introduction: (continued)

CBS Collegiate Sports Properties

CBS Collegiate Sports Properties (formerly Viacom Sports) is the nation's premier sports marketing organization. Since its creation in 1986 CBS Collegiate Sports Properties has been instrumental in maximizing revenues for college and professional sports facilities throughout the country through design, development, and installation of on-premise advertising systems.



CBS Outdoor Digital

CBS Outdoor Digital is the design and project management group for CBS Collegiate Sports Properties. Since its inception in 1995 CBS Outdoor Digital has established itself as a leader in the installation and support of the true color LED video display system developed and manufactured by Opto Tech Corporation. CBS Outdoor Digital has the proven track record and qualified personnel to meet the demands of any of a variety of LED projects.



LED Technology

LED (light emitting diode) is a low-power, semiconductor device that will not burn out like other video technologies. The light emitted from an LED is entirely determined by the charge applied and its chemical composition.



There are numerous companies manufacturing LEDs, but the world leader is Nichia Corporation. Nichia is a Japan-based company founded in 1956. Nichia has a plant in Hsinchu, Taiwan, where they have developed a close working relationship with Opto Tech in the co-development of LEDs and LED video displays.

Due to Opto Tech's unique relationship with Nichia, they receive the very best grade of LED components and utilize Nichia LEDs exclusively in the production of their true color video displays. While other companies can purchase the individual elements from Nichia, the final product and visual appearance are solely determined by the way the displays are engineered, assembled and controlled. Opto Tech has over 15 years of research, development and engineering invested in the MegaVision. Additionally, Opto Tech has been awarded the prestigious ISO 9001 Certification for meeting the stringent international standards for consistent high quality in design and manufacturing.

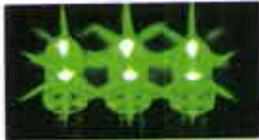


The Development of True Color LED



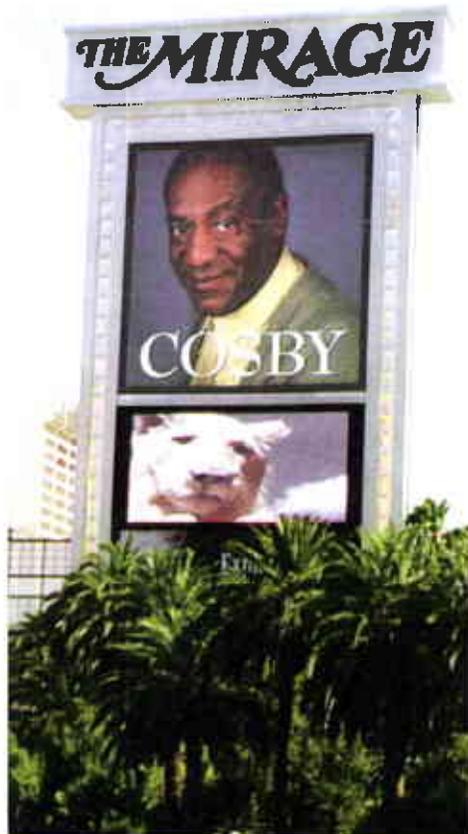
In the past, LED technology had been limited to applications not requiring full color capabilities (red, green and blue). The limiting factor was the industry's inability to develop a high brightness blue LED. In 1993, Nichia Corporation developed the first high brightness blue LED. This benchmark-setting development created, in theory, the opportunity for full color LED video systems. However, it was soon discovered that the green LED used so often in the past was not the correct green. Nichia accelerated their research and development and, in 1994, produced the world's first pure green LED, finally opening the door for true color LED video.

During this period of development, Opto Tech was designing the housing and processing unit to manufacture large screen, true color LED video. This co-development by Nichia and Opto Tech resulted in the MegaVision, the world's first true color, outdoor LED system, which was installed in Singapore in 1994. The outcome of this successful installation, as well as the associated market opportunity, created an "overnight" industry with numerous start-up companies.



One of the major benefits of the MegaVision display system is the fact that Opto Tech is no newcomer to the LED display industry. In fact, Opto Tech has been researching and developing LED technology for over 20 years. So while the start-ups companies are still in the true color LED learning curve, the MegaVision delivers a time-tested system taking the guesswork and gamble out of your LED video decision.





Applications

The MegaVision LED display system is ideal for multiple applications both indoors or out. Its modular design can easily be configured to accommodate sports facilities; billboards; amusement parks; auto, horse, and dog tracks; concert halls; shopping malls and more.

Further, by linking your display to corporate advertising you can turn it into an incredible revenue generator as well as a spectator pleaser.





Video Display System

Outdoor

The MegaVision outdoor LED video displays come in four (4) standard sizes:

Pixel Pitch

- 16mm
- 25mm
- 30mm
- 35mm

The MegaVision video display has extremely wide viewing angles and has virtually no color shift up to 160 degrees.

Indoor

The MegaVision indoor LED video displays come in four (4) standard sizes:

Pixel Pitch

- 10mm Surface mount
- 12mm Surface mount
- 12.5mm Lamp
- 16mm Lamp



Custom Designed Systems

In addition to the standard systems listed above, MegaVision manufactures custom-designed displays tailored to meet a customer's specific requirements. Whether you are dealing with direct sunlight, existing structural constraints, sight-lines, retrofit or any other variables, MegaVision can deliver the custom display that you need. MegaVision systems can be delivered as both turnkey and component-only systems. We are familiar with all the major manufacturers of scoring systems and work hand-in-hand with them to insure proper design and successful system integration.

Easy Decision

With superior resolution, color uniformity, image quality, and a life expectancy of 100,000 hours, the decision between an old CRT and a new LED display is as simple as maintaining one. The MegaVision's low power consumption, long life expectancy and modular design allows for quick and easy repair in the uncommon event that service is required.



Standard Configurations - Outdoor

Pixel Pitch:	16mm	25mm	35mm
Pixel Density:	3,906 pixels/sq. meter	1600 pixels/sq. meter	816 pixels/sq. meter
Pixel Size:	14mm	22mm	30mm
Brightness:	6000 Nits (+/- 10%)	5000 Nits (+/- 10%)	5000 Nits (+/- 10%)
Color Temperature:	Color-corrected to 6500 degrees Kelvin		
Brightness/Dimming:	256 levels, automatic or manual control		
Color Gradation:	16 Bit - 65,536 levels per color, (281 trillion colors)		
Horizontal Viewing Angle:	140 degrees		
Vertical Viewing Angle:	60 degrees		
Frame/Screen Rate:	Refresh rate: >100 times per second Frame speed: 60 frames per second		
Video Input:	2 ea. NTSC, 1 ea. S-Video, 1 ea. VGA 1 ea. Bitmap		
Uniformity:	Software-controlled compensation of modules. Less than 3% variation between modules and less than 10% variation across entire screen.		





Standard Configurations - Indoor

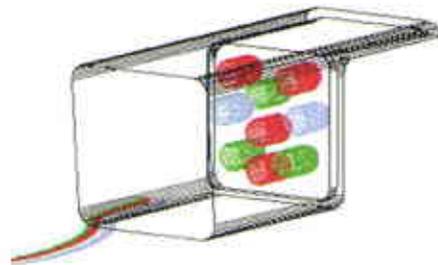
Pixel Pitch:	12.5mm Lamp	16mm Lamp	12mm SurfacMount
Pixel Density:	6,400 pixels/sq. meter	3,906 pixels/sq. meter	6,940 pixels/sq.meter
Brightness:	2500 Nits (+/- 10%)	3000 Nits (+/- 10%)	1500 Nits (+/-10%)
Horizontal Viewing Angle:	120 degrees		140 degrees
Vertical Viewing Angle:	50 degrees		140 degrees
Color Temperature:	Color-corrected to 6500 degrees Kelvin		
Brightness/Dimming:	256 levels, automatic or manual control		
Color Gradation:	16 Bit - 65,536 levels per color, (281 trillion colors)		
Frame/Screen Rate:	Refresh rate: >100 times per second Frame speed: 60 frames per second		
Video Input:	2 ea. NTSC, 1 ea. S-Video, 1 ea. VGA 1 ea. Bitmap		
Uniformity:	Software-controlled compensation of modules. Less than 3% variation between modules and less than 10% variation across entire screen.		





MegaVision Advantages

- 15 years research and development in LED video display technology
- First installation of large-format LED true color video display in the world (1994)
- Greatest number of true color LED video installations worldwide
- ISO 9001 Certified to guarantee consistent product quality and performance
- Systems manufactured exclusively with Nichia high-quality LEDs
- Opto Tech has first priority on top grade LED production by Nichia
- Auto-sensing system for automatic adjustment of brightness intensity
- Wide viewing angles
- Excellent visibility in high ambient light conditions (i.e., direct sun)
- Interface with any standardized video and/or graphic input source
- Self-contained modular construction for ease of installation and maintenance
- High resolution for great picture quality
- Long display life
- Virtually no color shift on wide-angle viewing (approximately 160 degrees)
- High contrast ratio





Recent Billboard Type Installations

Bay Bridge • East / West

San Francisco, CA

2 Displays, 25mm

Display Size: 19.68' high x 59.05' wide



Detroit Highway I75

Detroit, MI

1 Display, 20mm

Display Size: 13.64' high x 47.24' wide



State Street Display

Chicago, IL

1 Display, 12.5mm

Display Size: 9.18' high x 10.49' wide





Recent Billboard Type Installations

Clark Street Display

Chicago, IL

1 Display 12.5mm

Display Size: 9.18' high x 10.49' wide



The Cube

New York, NY

2 Displays, 16mm

Display Size: 13.43' high x 13.07' wide

500 plus LED Lighting Effects Tubes



Atlanta LED Display

Atlanta, GA

1 Display, 20mm

Display Size: 19.94' high x 59.84' wide





Installations

US Airways Center

formerly

America West Arena

Phoenix, AZ

4 Displays - September 1998 Install

Display Size: 10.5' high x 13.5' wide



Lobby Display

1 Display - May 2004 Install

Display Size: 11.5' high x 20.4' wide



Scoreboard Display

8 Displays - November 2004 Install

4 ea. Video Displays

Display Size: 8.93' high x 15.75' wide

1 ea. Ring Display

Display Size: 2.65' high x 96.6' wide

1 ea. Ring Display

Display Size: 1.6' high x 42.5' wide

1 ea. Fascia Display

Display Size: 2.6' high x 94.5' wide

1 ea. Marquee Display

Display Size: 3.1' high x 36.75' wide





Installations

University of Akron

Akron, OH

James A. Rhodes Arena

Indoor (4) Displays - Nov. 2002 Install

Display Size: 7.5' high x 10' wide



Arizona State University

Tempe, AZ

Wells Fargo Arena - September 2000 Install

Display Size: 7.83' high x 10.5' wide (4)

Sun Devil Stadium - August 1999 Install

Display Size: 21' high x 39.3' wide



University of Arizona

Tucson, AZ

The Arizona Stadium - August 1999 Install

Display Size: 28' high x 36' wide

McKale Center - August 2001 Install

Display Sizes: 8.17' high x 11.3' wide (4)

Frank Sancet Baseball Stadium - January 2006 Install

Display Size: 10.5' high x 19.67' wide

Ritta Hillenbrand Stadium - February 2006 Install

Display Size: 10.5' high x 19.67' wide





Installations

The Bellagio Resort & Casino

Las Vegas, NV

Outdoor Marquee - June 1998 Install

Display Size: 28' high x 36' wide



Beau Rivage Resort

Biloxi, MS

Outdoor Marquee (2) Display - April 2002 Install

Display Size: 24' high x 31.5' wide



Boise State University

Boise, ID

Bronco Stadium - July 2001 Install

Display Size: 17' high x 24' wide



The Dodge Theatre

Phoenix, AZ

Outdoor (1) Display - March 2002 Install

Display Size: 10' high x 14.5' wide



Florida State University

Tallahassee, FL

Doak S. Campbell Field - April 1999 Install

Display Size: 23.5' high x 31.42' wide





Installations

Georgia Dome

Atlanta, GA

Indoor (2) Display - Aug. 2002 Install
Display Size: 19.67' high x 34.17' wide



Indoor (2) Display - 2006 Install
Display Size: 2.5' high x 128' wide

University of Kansas

Lawrence, KS

Memorial Stadium - May 1999 Install
Display Size: 23.5' high x 31.42' wide



Kentucky Fair & Exposition - Freedom Hall

Louisville, KY

September 2001 Install

Display Size: 8.08' high x 10.67' wide (4)



Louisiana State University

Baton Rouge, LA

Tiger Stadium, 2 Fascia Displays August 2005 Install
Display Size: 2.67' high x 150.25' wide





installations

University of Maryland

College Park, Maryland

Comcast Center

Installed -June 2002 - 4-sided indoor

Display Size: 7.92' high x 10.5' wide

Installed -Sept 2002 - 2 ea.

Display Size: 3' high x 94' wide

Installed -2006 - 1 ea.

Display Size: 3' high x 89' wide



Byrd Stadium

Installed -August 2002 - outdoor

Display Size: 20.67' high x 27.5' wide

The Mirage

Las Vegas, NV

Outdoor Marquee, May 1998 Install

Display Size: 24' high x 41' wide



Mid-America Center

Council Bluffs, IA

Indoor (1) Display - Oct. 2002 Install

Display Size: 12' high x 16' wide

Outdoor (2) Displays (Amber)

Display Size: 6' high x 16' wide





Installations

Mobile Vision Production

Des Moines, IA

Portable Display

Outdoor (1) Display - Sept. 2003 Install

Display Size: 15.08' high x 18.5' wide



Norfolk State University

Norfolk, VA

William "Dick" Price Stadium

Outdoor (1) Display (July 2003 Install)

Display Size: 13.75' high x 18.33' wide



University of North Carolina

Chapel Hill, NC

Kenan Stadium - May 2003 Install

Outdoor (1) Display

Display Size: 23.58' high x 31.5' wide



Outdoor (2) Displays July 2007

Display Size: 2.5' high x 128' wide

Dean Smith Center - January 2005

Scorers Table (1) Display

Display Size: 2.83' high x 37.91' wide

Fascia (2) Displays

Display Size: 2.52' high x 48.71' wide

Dean Smith Center - October 2005

Corner LED (4) Displays

Display Size: 17.67' high x 23.5' wide

Carmichael Auditorium - October 2005

Fascia Display

Display Size: 2.5' high x 59.67' wide





Installations

Northwestern University

Evanston, IL

Ryan Field

North End Zone - Aug 2001

Display Size: 17.06' x 23.67'



University of Oregon

Eugene, OR

Autzen Stadium - September 1998 Install

Display Size: 23.5' high x 31.5' wide



Pershing Center

Lincoln, NE

Indoor (1) Display-Dec. 2003 Install

Display Size: 8.83' high x 11.75' wide



Penn State University

University Park, PA

Beaver Stadium

North End Zone - Aug 2000

South End Zone - April 2001

Display Size: 21.5' high x 42' wide



Portland Trailblazers

Portland, OR

Rose Garden Arena - June 2007

4 ea. Display Size: 1.5' high x 497' wide

1 ea. Display Size: 2.5' high x 75' wide

4 ea. Display Size: 2.5' high x 23.5' wide





Installations

SiliconView

San Francisco, CA

Video Billboard (V'd Display) - Oct. 2000

Display Size: 18.33' high x 34' wide



Spokane Arena

Spokane, WA

Indoor (1) Display -Installed Aug. 2002

Display Size: 15.08' high x 20.17' wide

Outdoor (1) Display -Installed Aug. 2006

Display Size: 9.17' high x 15.75' wide

Indoor (1) Fascia Display -Installed Aug. 2007

Display Size: 2.5' high x 796' wide



Spokane INB Center

Spokane, WA

Outdoor (2) Displays -Installed 2007

Display Size: 7.5' high x 11.5' wide

Tallahassee-Leon County Civic Center

Tallahassee, FL

September 1999 Install - 4-sided indoor

Display Size: 7.92' high x 10.5' wide



Tyson Center

Soiux City, IA

Indoor (1) Display - Dec. 2003 Install

Display Size: 12' high x 16' wide

Outdoor Marquee (2) LED Displays (Amber)

Display Size: 6' high x 20' wide





Installations

United States Air Force Academy
Colorado Springs, CO
Falcon Stadium
Outdoor (1) Display (Aug 2003)
Display Size: 20.66' high x 27.5' wide



University of Utah
Salt Lake City, Utah

Rice-Eccles Stadium
Outdoor (1) Display - July 2007 Install
Display Size: 4' high x 200' wide

Jon M. Huntsman Center
Center Hung (4) Displays July 2007
Display Size: 8.5' high x 13' wide



Center LED Ring (1) Display July 2007
Display Size: 3' high x 70' Circumference





installations

University of Virginia

Charlottesville, VA

Scott Stadium - Aug. 1998 Install

Display Size: 21' high x 27.5' wide

Scott Stadium - Fascia -Aug. 2003 Install

Display Size: 2.58' x 149.58' wide

JPJ Arena - May 2006 Installation

Display Sizes:

U Fascia - 2.5' x 557'

End Fascia - 2.5' x 100.78'

Ctr. Hung Matrix - 7.55' x 9.2' (8)

Stat Display - 3.36' x 39.5'

Vomitory - 2.94' x 7.56' (12)

Upper Ring - 2.94' x 90.7'

Lower Ring - 2.01' x 42.83'

Scorers Table- 4' x 72'



Klockner Stadium - Sept. 2006 Install

Display Size; 11.81' x 21'

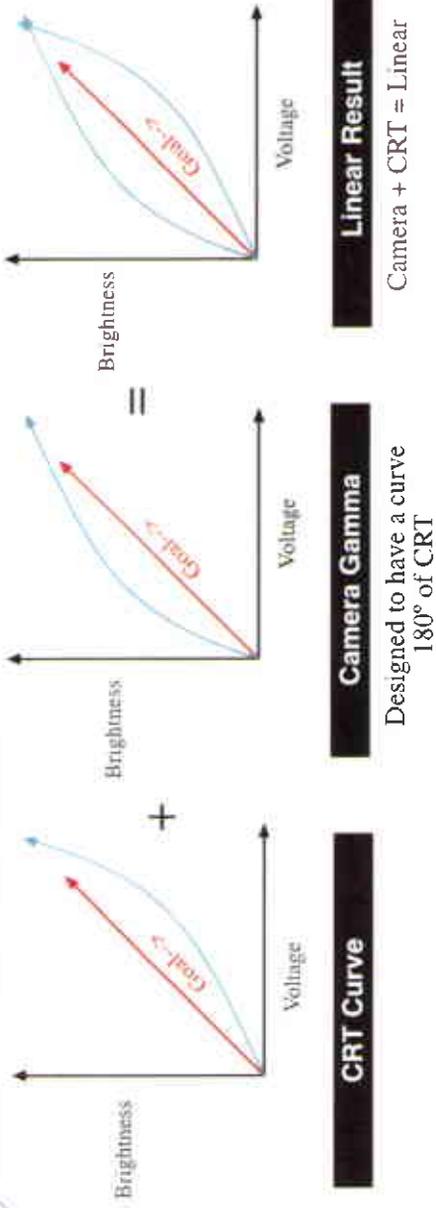
Davenport Field - December 2006 Install

Display Size: 13.12' x 23.62'

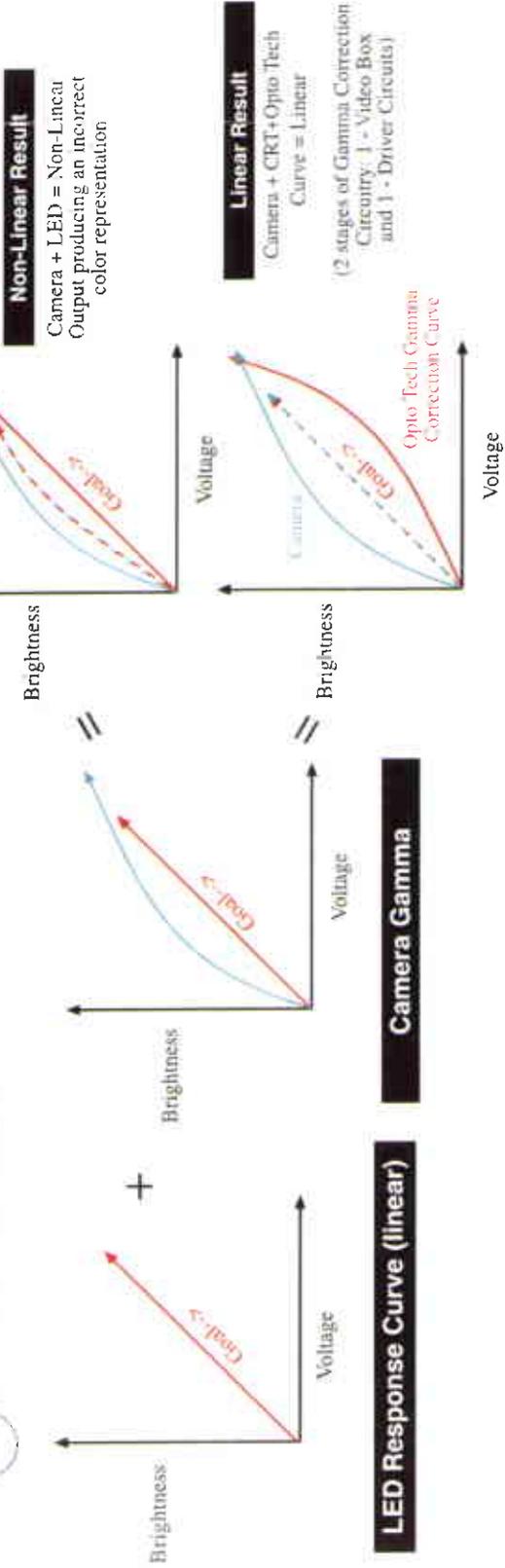




1 Standard TV/CRT Video Displays



2 New LED Video Display



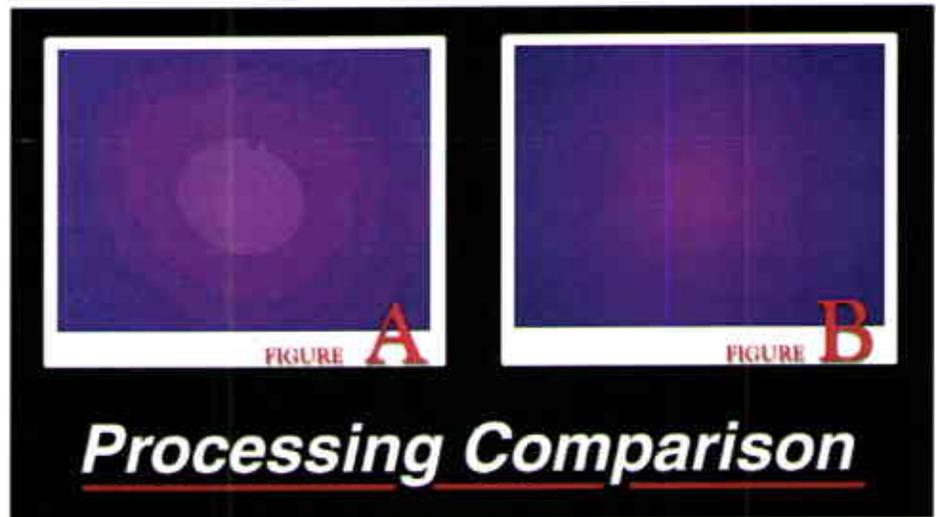


A Tale of Two Technologies

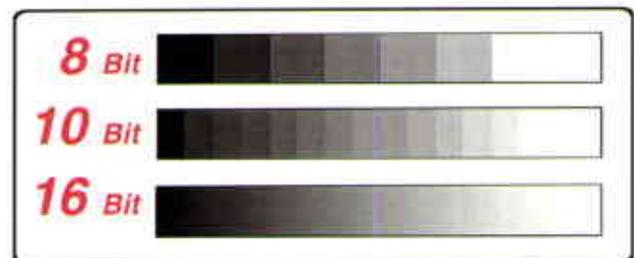
Color Processing Comparison

Opto Tech LED Video Screens use Non-Linear Bit Processing which gives superior control of the low light levels and precise control of the upper light levels. To date conventional systems have shown limited performance when it comes to the darker colors. The reproduction of low light levels such as deep purple and blue has been very difficult for large format video screens to

produce. The effect that this has, is that the steps between hues can easily be seen (Fig A). Opto Tech developed the Non-Linear approach to correct this, more control is required in the low light level region, resulting in smooth transitions between darker colors and hues (Fig. B).



Another advantage of Opto Tech LED Video Screens, is 16 Bit processing. Since color representation is controlled using digital technology, the more Bits used in a system, the more color control the system has, and the more true colors can be represented. The obvious advantage over conventional 8-Bit and 10-Bit systems, are smoother transitions between hues (Fig C), either light or dark, and better true-color representation.



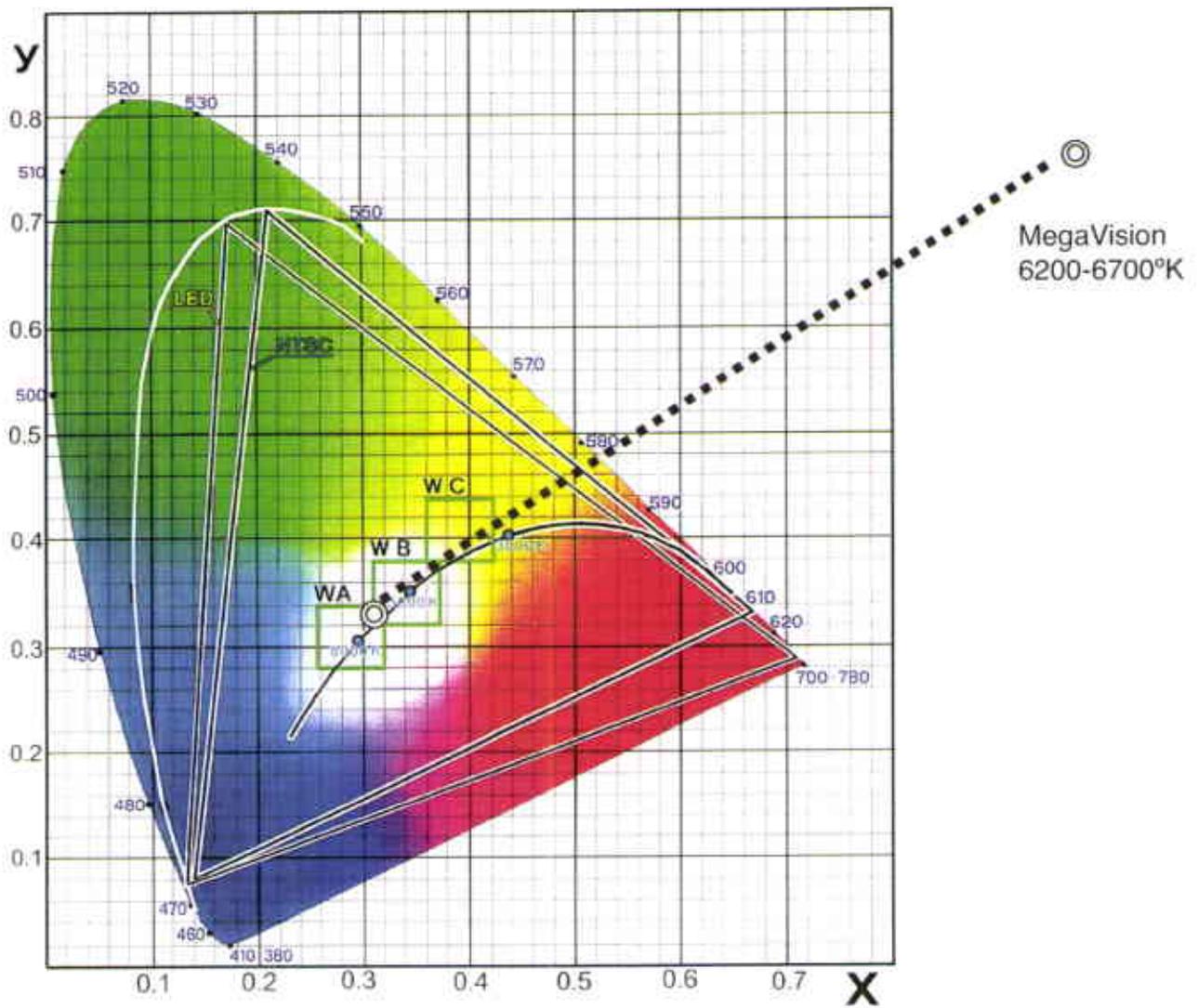
Simulation - Figure C

Opto Tech had been a world leader in the development and manufacturing of large format LED video technology for nearly 20 years. By combining the power of 16-Bit processing and the flexibility of Non-Linear Bit Processing they continue their leadership role, creating a new era of unparalleled video quality.



Chromaticity Comparison

CIE Standard Pure White: 6500°K





Video Processor Data

The video processing system is completely designed and built by Opto Tech Corporation. The video processor is a stand alone, full function video controller with no interface needed to any computer system. The entire display is driven as a unit by a single video processor. The video processor is capable of displaying any standard video input without external pre-processing or ancillary equipment. The video processor can be located at the display location or in a control room. The video sources are usually feed to it via fiber optic or coax cable from a video front-end system. The proprietary built in user programmable *gamma correction* feature produces the most accurate color imagery in the industry.

The video processor features include:

- Three analog video inputs; two composite and one S-Video, each of which will automatically switch between PAL and NTSC formats
- One digital input (24 bit, RGB 8,8,8)
- One VGA computer graphics input/output interface
- Built-in video screen to monitor video feed
- One RS-232/RS-422 interface for PC control of video processor functions.
- 16 Bit color 65,536 levels of each color (RGB) providing a palette of up to 281 trillion colors
- Full screen scaling
- Digital brightness control, 256 levels
- Automatic brightness control, based on ambient light levels
- Digital contrast control, 128 levels
- Digital color saturation and hue controls, 128 levels each
- Operator selectable gamma correction for optimum color correction.

Complete digital control of brightness, contrast, color hue and saturation, sign size and level of gamma correction is provided, both under local and remote control. Operators may use the diagnostics PC, either locally or remotely, to make all system adjustments and can store multiple setup files for immediate retrieval, allowing operators to custom tailor display characteristics to specific events or venue configurations, and recall those settings as needed.





Gamma Correction

LEDs produce their output color range in a linear fashion. Video cameras produce a non-linear signal to transmit a representation of the colors within an image. This requires that an equal and opposite non-linear curve, or gamma correction, be introduced into the LED drive circuitry to produce true and accurate colors as perceived by the human eye. Two stages of gamma correction are provided in the Opto Tech display system. The first, as mentioned, is the selectable gamma correction in the video processor. A second stage of gamma correction is built into the custom designed and built LED driver ICs to fine-tune and optimize the colors displayed. The colors produced by the display are as true and accurate as the camera that captures the image can produce.



Modular Design / Serviceability

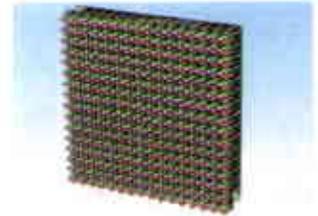
The Opto Tech LED display system is designed to produce the clearest, crispest, most accurate video picture possible on an LED display. The modular design starts with a welded steel cabinet complete with drip rails, weather stripped doors and complete gaskets around all pixel clusters. Printed circuit cards inside each module include self-diagnostics, are completely interchangeable between modules and are designed for long service life. Fans within each module help to maintain the proper operating conditions.

Modular design means a more efficient installation, optimum control of ambient operating conditions, and the ultimate in serviceability. A visual assessment of a situation is often all that is required to isolate the problem, meaning that needed repairs can be completed quickly without the need for cumbersome and often expensive test equipment. Service training of your personnel by factory trained engineers will allow them to isolate and repair most malfunctions with the spare parts inventory provided, and if needed, technical support is always just a phone call away.





Glossary of Terms



LED:	Light Emitting Diode
PIXEL:	Individual light element made up of a number of individual red, green and blue LEDs.
PIXEL PITCH:	Center-to-center spacing of pixels.
RGB:	A full color display utilizing the primary colors of red, green and blue combining to generate a total of 16.7 million colors.
RESOLUTION:	The number of pixels per square meter.
NITS:	Number of candelas per square meter (brightness).
VIEWING ANGLE:	Degree off axis that maintains acceptable picture image which is one half the brightness intensity.
COLOR SHIFT:	The angle of viewing off axis where the slightest change in pixel coloration occurs.
COLOR ACCURACY:	Conformity or exactness of color match, clarity and accuracy within the individual primary color groups of red, green and blue.
COLOR-CORRECTED VIDEO:	Balancing of red, green and blue to achieve pure white, as a measurement of total display brightness as measured in degrees Kelvin.
VIDEO FRAME RATE:	The speed at which video frames are transmitted on the display.
CONTRAST:	Difference between applied color to applied background (i.e., white on black has best contrast).
BRIGHTNESS LEVELS:	Number of brightness settings for overall display. Auto adjusting for ambient light fluctuations.