



ITEM IV-A: SPECIAL PRESENTATION – DIGITAL BILLBOARD PROJECT

REQUEST

Staff requests that the Design Committee review and comment on the design of a proposed digital billboard to be erected on City-controlled property adjacent to Interstate 80.

SUMMARY RECOMMENDATION

Staff recommends that the Design Committee review and provide comment regarding the design of the proposed digital billboard. Comments provided by the Design Committee will be forwarded to the City Council for consideration of a ground lease/sublease and billboard relocation agreement at its May 15th meeting.

SUMMARY OF OUTSTANDING ISSUES

There are no outstanding issues associated with this proposal.

BACKGROUND

In September 2011, the City Council approved an amendment to the sign ordinance to allow digital billboards on City property as a potential long term revenue opportunity. As described in the September 7, 2011 staff report to the Council, the sign ordinance prohibits construction of new billboards. However, the ordinance does allow the City to execute agreements to relocate presently existing, legal nonconforming billboards, consistent with state and federal law. Three outdoor advertising companies (Clear Channel, CBS, ADCO) own five static (i.e., not electronic) billboards along the Interstate 80 corridor. The Roseville Automall owns and operates one digital billboard along I-80.

Following City Council direction, staff issued a Request for Proposals (RFP) in October 2011 seeking proposals from outdoor media companies to develop and operate two-sided digital billboards on one or more city-controlled sites along Interstate 80 and/or State Route 65. Since the sign ordinance does not allow "new" billboards and relies instead on relocation of existing billboards, the RFP was sent directly to the four entities with existing billboard assets (Clear Channel, CBS, ADCO, & Roseville Automall). One proposal was received in response to the RFP from Clear Channel Outdoor.

On September 19, 2012, the City Council authorized the City Manager to negotiate exclusively with Clear Channel Outdoor for a potential ground lease and relocation agreement. The City Manager's Office and Clear Channel Outdoor have since arrived at mutually agreeable terms and intend to seek City Council approval of necessary contracts in May.

This development project is unique, as no land use entitlement is required to erect the billboard. Rather, a contract in the form of a ground lease and relocation agreement is required to allow the project to proceed. In this particular case, the City Council is the approving authority. However, as the typical approving authority for all signage-related matters, the Design Committee is being requested to evaluate and provide comments relative to the sign's design (overall height, frame design, and other accoutrements). Comments received from the Design Committee will be forwarded to the City Council for its consideration.

PROJECT DESCRIPTION & EXISTING CONDITIONS

The proposed digital billboard would be constructed in the parking lot of the Golfland/Sunsplash entertainment complex (1893 Taylor Road – APN #015-450-079-000), located directly adjacent to the eastbound lanes of I-80 and approximately midway between the Eureka Road and Roseville Parkway overcrossings. The billboard would be located in a commercially-zoned and developed area of the City, away from residences and other sensitive land uses. The billboard would be placed in a landscape island, which is currently comprised of small ornamental shrubs and two small crepe myrtle and purple leaf plum trees (see Figure 1). The trees would be replaced in another area of the parking lot to maintain current parking lot shade coverage.

The subject property hosts an existing traditional billboard (Figures 1 & 2), which would be removed prior to construction of the new digital billboard. The existing static billboard is 30 feet tall (measured from grade) with a 14-foot x 48-foot billboard face (Figures 2a & 2b). The new digital billboard would be located approximately 70 feet to the west, and by comparison, would be 15 feet taller (overall), but with the same 14-foot x 48-foot face dimensions.

The property on which the sign would be placed is owned by Roseville Golfand Ltd., which will be leased to the City¹ and subsequently subleased to Clear Channel Outdoor for purposes of erecting the digital billboard. The site is characterized by existing parking lot improvements, lighting, Golfland facilities, and two 240 kV electrical towers with associated high tension power lines.



Figure 1 - Site Layout



Figure 2a - Existing Billboard (from Parking Lot)

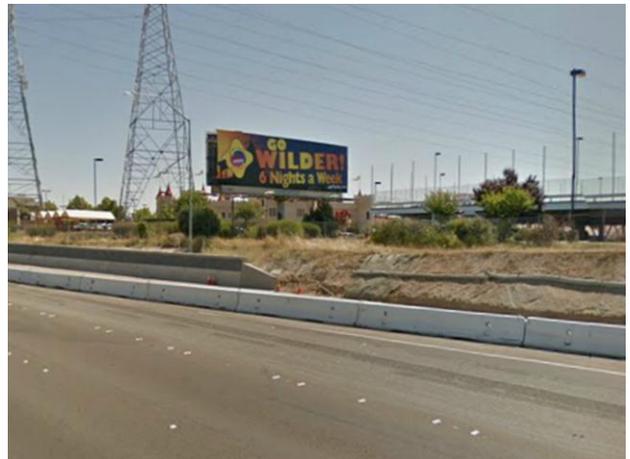


Figure 2b - Existing Billboard (from Freeway)

¹ In addition to fee title ownership, City-owned property may additionally include easements or leasehold interests. (RMC §17.17.035).

PROPOSED DIGITAL BILLBOARD – DESIGN & HEIGHT

As proposed, the sign would be 45 feet tall measured from grade to top of the sign cabinet. The sign would be elevated approximately 55 feet relative to the centerline of I-80 (see Figure 4). The sign would consist of two 672 square-foot faces mounted in a “V” configuration oriented toward the eastbound and westbound lanes of I-80. The design proposes minimal frame treatment to each face in an effort to reduce visual bulk and create a more streamlined appearance. The sign would be nearly identical to the one recently erected in the city of Rocklin on Five Star Boulevard near Stanford Ranch Road. However, as opposed to the (approximately) 60-degree slant of the Rocklin sign’s supporting structure, the Roseville sign’s support structure would be perpendicular to the ground and horizontally centered. Staff prefers this design, as it provides a cleaner appearance and draws less attention to the sign structure itself.

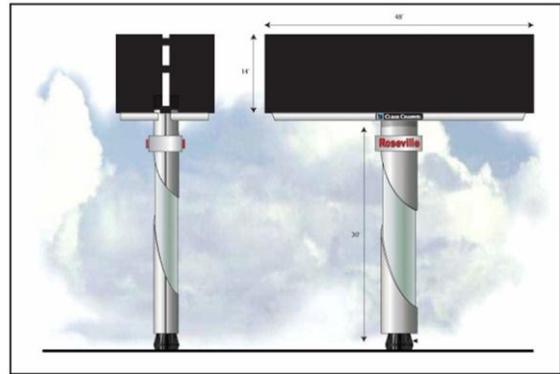


Figure 3 – Proposed Digital Billboard

The sign’s LED lighting would be designed to make the message displays visible to passing motorists. Light sensors would be installed to measure ambient light levels and to adjust light intensity to respond to any change in ambient light conditions. Lighting levels on the digital billboard would not exceed 0.3 foot candles over ambient levels, as measured using a foot candle meter at a pre-set distance (250 feet for 14’x 48’ face size). The brightness of the LED display is subject to adjustment based on ambient conditions. The display, for example, is adjustable, so it may be brighter in the daytime than at night. Should the sign malfunction at any point in time, it would be programmed to default to a full-black screen.



Figure 4 - Photo Simulation

Ground disturbance would generally be limited to a five-foot diameter hole drilled 32 feet deep for the sign footing. Landscaping displaced during construction would be replaced accordingly.

Pursuant to terms of the ground lease, messaging and content displayed on the sign will be managed by Clear Channel Outdoor. However, the ground lease specifies that Clear Channel may not display any message that, in the judgment of the City Manager or City Manager’s designee, meets any of the following criteria:

- Is false, misleading, or deceptive;
- Depicts violence or anti-social behavior or relates to illegal activity;
- Contains “obscene” matter (as defined by the California Penal Code) or promotes adult entertainment;
- Holds a person or group of persons up to public ridicule, derision, or embarrassment, or defames a person or group of persons; or
- Contains language that is obscene, vulgar, profane, or that presents a clear and present danger of causing a riot, disorder, or other imminent threat to public safety, peace or order.

In addition, the sign will be made available to Caltrans for the purpose of displaying “Amber Alert” messages. The sign will also be made available to Caltrans, the City, and to other government agencies without cost, on a time-available basis (determined by Clear Channel Outdoor), for the purpose of displaying public-service messages (including advertisement of City-sponsored events), reports of serious accidents, and emergency/disaster communications.

CONCLUSION

LED billboard technology has evolved significantly over the past five years with significant gains in image quality, color rendition, brightness control, and reduced power consumption versus previous generations of electronic displays. The image quality of newer LED billboards arguably rivals that of a printed static billboard graphic. The proposed digital billboard would replace an existing static billboard in a commercially-developed area adjacent to a major interstate highway visually characterized by high tension power lines and towers. As such, the proposed digital billboard would not be out of visual character with the surrounding area. Lastly, staff is not aware of significant complaints generated following activation of the Rocklin sign in late January.

ENVIRONMENTAL DETERMINATION

The City Manager’s Office – Development & Operations has concluded that the proposed project will not have a significant effect on the environment. As such, an Initial Study and Negative Declaration have been prepared in accordance with the provisions of the CEQA Guidelines as the environmental document for this project. The Initial Study and Negative Declaration were posted for a 30-day public review and comment period on April 4, 2013, which may be downloaded from http://www.roseville.ca.us/gov/community_development/edpn.asp. The comment period closes on May 3, 2013. As the approving authority, the City Council will consider the proposed Initial Study/Negative Declaration at its May 15th meeting.

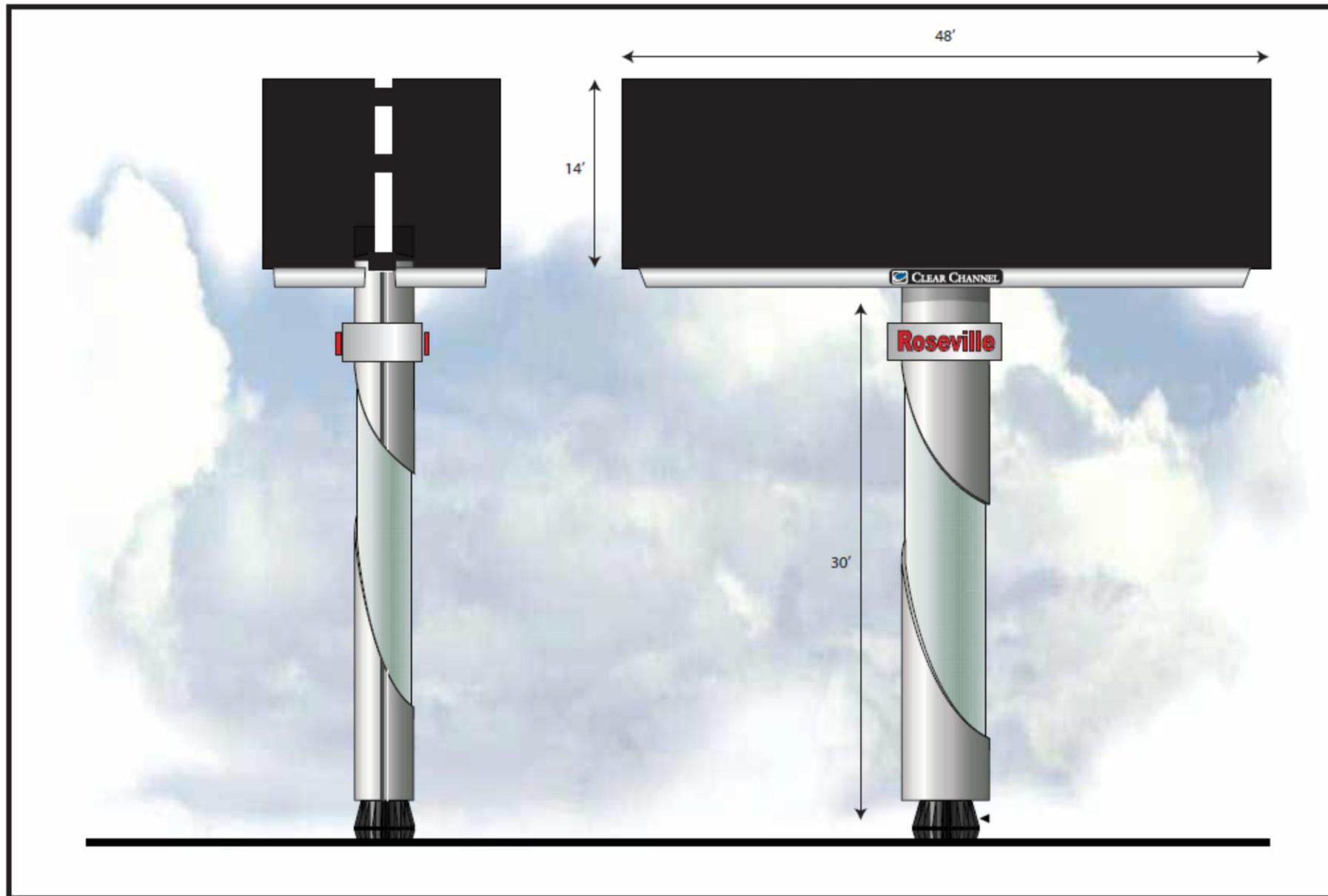
ATTACHMENTS

1. Sign Renderings
2. Photo simulation
3. Site Plan



ROSEVILLE RFP

Golfand Sunsplash

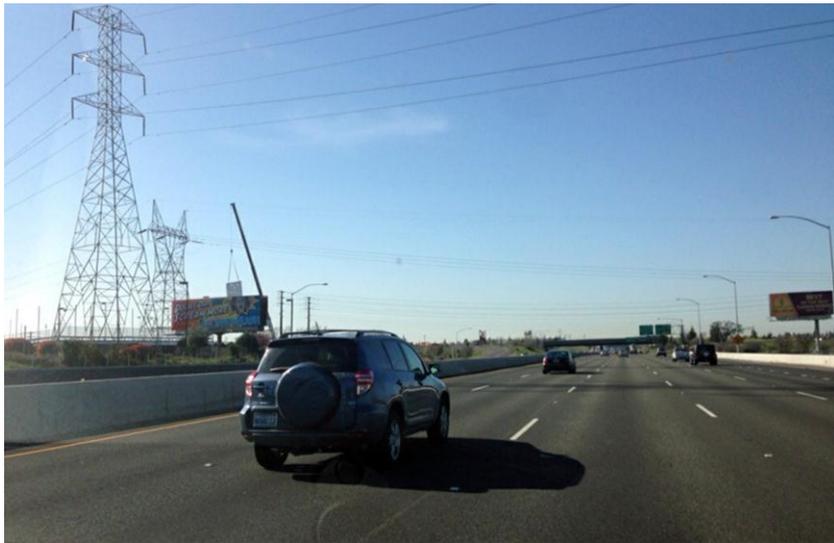




Eastbound I-80 – “Before”



Eastbound I-80 – “After”



Westbound I-80 – “Before”

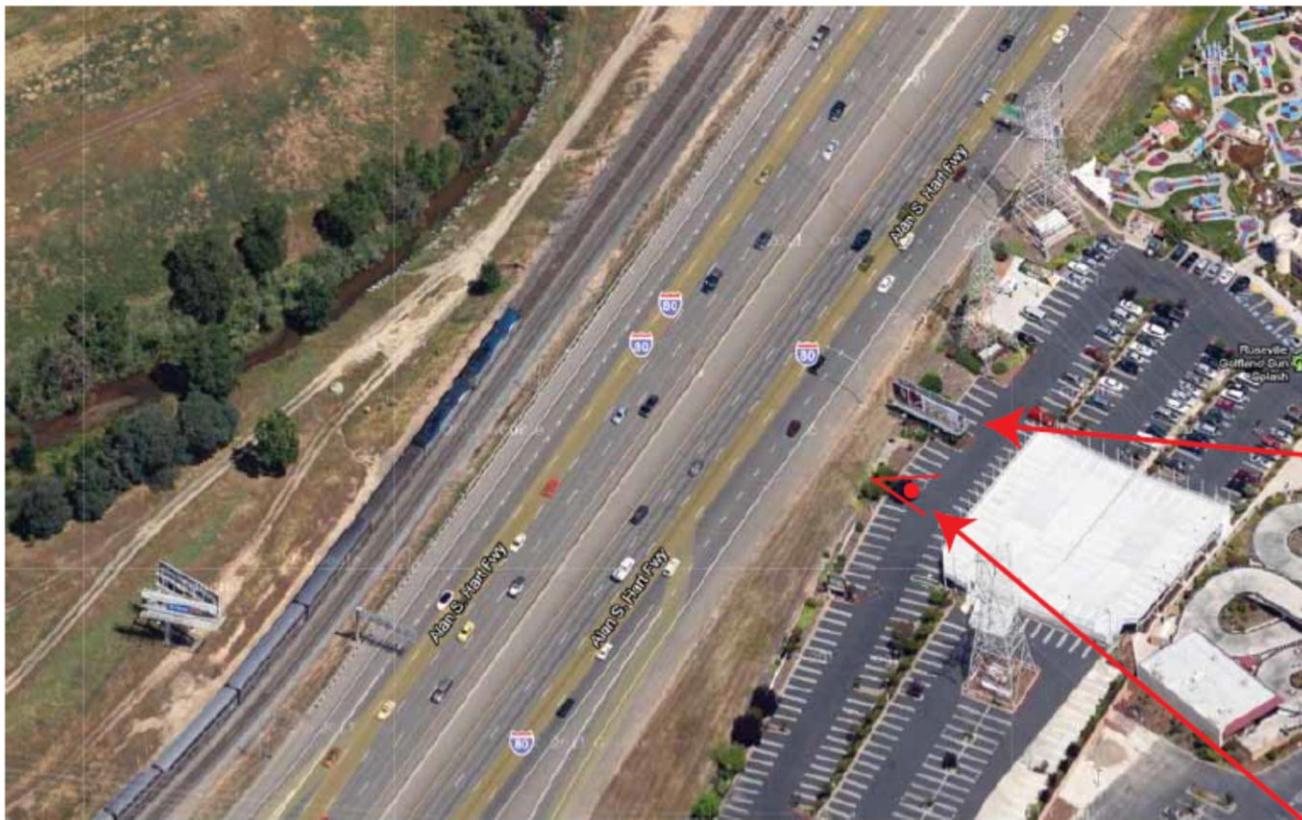


Westbound I-80 – “After”



ROSEVILLE RFP

Golfand Sunsplash



Existing:
Existing BTB
Traditional Bulletin

New:
Proposed "V"
Digital Billboard