REGULAR MEETING OF THE CITY OF CONCORD PLANNING COMMISSION

Wednesday, June 1, 2016
6:30 p.m. – Council Chamber
1950 Parkside Drive, Concord

Planning Commission Members:
Carlyn Obringer, Chair
Jason Laub, Vice Chair
LaMar Anderson, Commissioner
Ray Barbour, Commissioner

REGULAR MEETING
6:30 p.m. – Council Chamber

I. ROLL CALL

II. PLEDGE TO THE FLAG

III. PUBLIC COMMENT PERIOD

IV. ADDITIONS / CONTINUANCES / WITHDRAWALS

V. CONSENT CALENDAR

1. 5/18/16 Meeting Minutes

VI. PUBLIC HEARINGS – None

VII. STUDY SESSION

1. Veranda Shopping Center (PL15466 – TA, UP, RT, DR) – Frank Abejo, Senior Planner @ (925) 671-3128

VIII. COMMISSION CONSIDERATIONS

IX. STAFF REPORTS / ANNOUNCEMENTS

X. COMMISSION REPORTS / ANNOUNCEMENTS

XI. FUTURE PUBLIC HEARING ITEMS

XII. ADJOURNMENT

NOTICE TO PUBLIC

ADA ACCOMMODATION

In accordance with the Americans With Disabilities Act and California Law, it is the policy of the City of Concord to offer its public programs, services and meetings in a manner that is readily accessible to everyone, including those with disabilities. If you are disabled and require a copy of a public hearing notice, or an agenda and/or agenda packet in an appropriate alternative format; or if you require other accommodation, please contact the ADA Coordinator at (925) 671-3021, at least five (5) days in advance of the hearing. Advance notification within this guideline will enable the City to make reasonable arrangements to ensure accessibility.

APPEALS

Decisions of the Planning Commission on use permits, variances, major subdivisions, appeals taken from decisions of the Zoning Administrator or staff interpretations of the Zoning Code may be appealed to the City Council. Appeals and the required filing fee must be filed with the City Clerk within ten (10) days of the decision.

If you challenge any of the foregoing described actions in court, an appeal first of said actions to the Zoning Administrator, Planning Commission, and/or City Council (as applicable) in the manner and within the time period established in Development Code Chapter 18.510 (Appeals and Calls for Review) is required, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the Zoning Administrator and/or Planning Commission (as applicable) at, or prior to, said public hearing.

APPLICANT'S SUBMITTAL OF INFORMATION

Submittal of information by a project applicant subsequent to the distribution of the agenda packet but prior to the public hearing may result in a continuance of the subject agenda item to the next regularly scheduled Planning Commission meeting, if the Commission determines that such late submittal compromises its ability to fully consider and evaluate the project at the time of the public hearing.

CONSENT CALENDAR

Adoption of the Consent Calendar may be made by one motion of the Planning Commission, provided that any Commissioner, individual, or organization may request removal of an item from the Consent Calendar for separate consideration. If a request for removal of an item from the Consent Calendar has been received, the Chair may defer action on the particular item and place the same on the regular agenda for consideration in any order s/he deems appropriate.

CORRESPONDENCE

Correspondence and writings received within 72 hours of the scheduled Planning Commission meeting that constitute a public record under the Public Records Act concerning any matter on the agenda is available for inspection during normal business hours at the Permit Center located at 1950 Parkside Drive, Concord. For additional information contact the Planning Division at (925) 671-3152.

HEARINGS

Persons who wish to speak on hearings listed on the agenda will be heard when the hearing is opened, except on hearing items previously heard and closed to public comment. Each public speaker should limit their comments to three (3) minutes or less. The Chair may grant additional time. The project applicant normally shall be the first person to make a presentation when a hearing is opened for public comment. The project applicant's presentation should not exceed ten (10) minutes unless the Chair grants permission for a longer presentation. After the public has commented, the item is closed to further public comment and brought to the Planning Commission level for discussion and action. Further comment from the audience will not be received unless requested by the Commission. No public hearing or hearing shall commence after 11:00 p.m. unless this rule is waived by majority vote of the Commission.

MEETING RECORDS

Planning Commission meetings are available for viewing on the City's website, www.cityofconcord.org and at the Concord Public Library. Copies of DVDs of the Planning Commission Meeting are available for purchase. Contact the Planning Division at (925) 671-3152 for further information.

NOTICE TO THE HEARING IMPAIRED

The Council Chamber is equipped with Easy Listener Sound Amplifier units for use by the hearing impaired. The units operate in conjunction with the Chamber's sound system. You may request the Easy Listener Phonic Ear Personal Sound Amplifier from the staff for personal use during Commission meetings.

ROUTINE AGENDA ITEMS AND CONTINUED ITEMS

All routine and continued items will be considered by the Planning Commission at the beginning of the meeting. There will not be separate discussions of these items unless a request is made prior to the time the Planning Commission considers the motions.

SPEAKER'S CARD

Members of the audience who wish to address the Planning Commission should complete a speaker's card available in the lobby or at the front bench. Submit the completed card to staff before the item is called, preferably before the meeting begins.

TELEVISED MEETINGS

All Planning Commission meetings are broadcast live on Astound Broadband channel 29 and Comcast channel 28. The meeting is replayed on the Thursday following the meeting at 8:00 a.m., 2:00 p.m. and 8:00 p.m. Replays are also broadcast on Fridays and Saturdays. Please check the City website, http://www.cityofconcord.org/about/citynews/tvlistings.pdf or check the channels for broadcast times.

NEXT PLANNING COMMISSION MEETINGS:

June 15, 2016: 6:30 pm – Council Chamber
July 6, 2016: 6:30 pm – Council Chamber

REGULAR MEETING OF THE
CITY OF CONCORD PLANNING COMMISSION
COUNCIL CHAMBER, 1950 PARKSIDE DRIVE
CONCORD, CALIFORNIA

Wednesday, May 18, 2016

A regular meeting of the Planning Commission, City of Concord, was called to order by Chair Obringer at 6:30 P.M., May 18, 2016, in the City Council Chamber.

I. ROLL CALL

COMMISSIONERS PRESENT: Chair Carlyn Obringer
Vice Chair Jason Laub
Commissioner LaMar Anderson
Commissioner Ray Barbour

STAFF PRESENT: Laura Simpson, Planning Manager
Margaret Kotzebue, Special Counsel
Joan Ryan, Senior Planner
Andrew Mogensen, Principal Planner
Mario Camorongan, CIP Manager

II. PLEDGE TO THE FLAG

Commissioner Anderson led the pledge.

III. PUBLIC COMMENT PERIOD

No public comment was heard.

IV. ADDITIONS / CONTINUANCES / WITHDRAWALS

None were announced.

V. CONSENT CALENDAR

No public comment was heard.

APPROVAL OF MINUTES

Motion was made by Vice-Chair Laub, and seconded by Commissioner Anderson to approve the meeting minutes of May 2, 2016. The motion was passed by the following vote:

AYES: Laub, Anderson, Barbour
NOES: None
ABSTAIN: Obringer
ABSENT: None

DRAFT

VI. PUBLIC HEARINGS

There were none.

VII. STUDY SESSIONS

Downtown Corridors Plan Update – Joan Ryan, Senior Planner @ (925) 671-3370

Senior Planner, Joan Ryan, presented the update.

Tim Bates, from ARUP, explained the purpose of the Design Guidelines and the Conceptual Streetscape Plans.

Public Comment

Kenji Yamada commented on the project with regards to bike corrals and scramble intersections.

Claire Linder commented on the Bicycle Master Plan and pedestrian safety.

Bicycle and Pedestrian Plan Update – Andrew Mogensen, Principal Planner @ (925) 671-3332

Principal Planner, Andrew Mogensen, presented the update.

Public Comment

Claire Linder asked that specific language be included in the Plan and thanked the Commissioners for their concern on safety.

Kenji Yamada commented on bike lanes and pedestrian safety.

Gabi Rivas commented on Monument Boulevard improvements and pedestrian safety.

Maria Dolores Ramos expressed her thanks for prioritizing Monument Boulevard as an area for improvement.

VIII. COMMISSION CONSIDERATIONS

CIP and TIP General Plan Consistency – Review of the proposed 2016-2017 Fiscal Year (FY) Capital Improvement Program (CIP) and Transportation Improvement Program (TIP) for consistency with the adopted General Plan pursuant to Government Code Section 65401. **Project Engineer: Robert Ovadia @ (925) 671-3470.**

Capital Improvement Program Manager Mario Camorongan presented the staff report.

After review, the Planning Commission determined the 2016-2017 Fiscal Year Capital Improvement Program and Transportation Improvement Program are consistent with the

General Plan. Motion was made by Vice Chair Laub and seconded by Commissioner Barbour. The motion passed by the following vote:

AYES: Laub, Barbour, Anderson, Obringer
NOES: None
ABSTAIN: None
ABSENT: None

IX. STAFF REPORTS / ANNOUNCEMENTS

There were none.

X. COMMISSION REPORTS/ANNOUNCEMENTS

Chair Obringer mentioned the upcoming Bicycle and Pedestrian Master Plan meeting on Monday, May 23rd at 5:30 p.m.

XI. FUTURE PUBLIC HEARING ITEMS

Planning Manager Laura Simpson announced the June 1st Planning Commission meeting will have a study session on the Veranda project and include the Draft Environmental Impact Report which is currently circulating for public comment. She also announced at the June 15th meeting, there will be an appeal of a Recycling Center which was continued from a previous Planning Commission meeting and that Andrew Mogensen will be sitting in for her at that meeting.

XII. ADJOURNMENT

Vice Chair Laub moved to adjourn at 8:40 P.M. Commissioner Barbour seconded the motion. Motion to adjourn was passed by unanimous vote of the Commissioners present.

APPROVED:

Laura Simpson
Planning Commission Secretary
Planning Manager

Transcribed by Grant Spilman,
Administrative Coordinator

DRAFT

Concord REPORT TO PLANNING COMMISSION

DATE: June 1, 2016

SUBJECT: STUDY SESSION REGARDING VERANDA SHOPPING CENTER

Recommendation: Staff recommends the Planning Commission consider the project documents and staff report, open the public hearing, and provide comments on concerns for staff to address at the July 20, 2016 Planning Commission hearing for the project. No formal action by the Planning Commission is required.

I. Introduction

The purpose of this study session is to familiarize the Planning Commission with key aspects of the Veranda Shopping Center project and to solicit feedback from the Planning Commission and public on concerns to address when the project returns to the Planning Commission for a hearing on July 20, 2016.

II. Background

On December 16, 2015, CenterCal Properties submitted a Use Permit, Tree Removal and Design Review application to develop a shopping center of up to 375,000 square feet on the 30-acre office campus formerly occupied by Chevron Corporation at 2001-2003 Diamond Boulevard. Staff determined that an environmental impact report (EIR) would need to be prepared, pursuant to the California Environmental Quality Act (CEQA), to evaluate the project's potential environmental impacts. On February 4, 2016, the City held a meeting to solicit written and oral comments regarding the scope and content of the project EIR. The meeting was attended by representatives from Carpenters 46 Union and Concord Hilton. Comments were provided regarding the project's traffic impacts on Diamond Boulevard and Willow Pass Road. Staff also received written comments from Brenden Theatres regarding the project's economic impacts on downtown businesses.

In mid-February, CenterCal submitted conceptual plans for freeway-oriented pylon signs with electronic variable message signs ("digital signs"). Freeway-oriented signs and digital signs are currently prohibited by the Development Code. Consequently, CenterCal amended its application to include a Development Code Text Amendment to allow for freeway-oriented signs and digital signs.

The Design Review Board (DRB) conducted three meetings for this project. Key design changes resulting from the DRB's review include the addition of a roundabout at the project's main driveway, pedestrian and bicycle path enhancements through the site, and four-sided architecture for all buildings. The DRB recommended approval of the project on April 14, 2016, with the recommendation to use natural turf for an outdoor plaza area instead of artificial turf.

On May 13, 2016, the Draft Environmental Impact Report ("DEIR") was circulated for public review. Responsible agencies, interested parties, and properties within 500 feet of the project site were notified

of the DEIR's availability, and the opportunity to provide comments at this study session and in writing through June 20, 2016.

III. Site and Project Description

Site Description

The 30-acre project site currently contains office buildings, parking, mature trees and landscaping, and other improvements developed between 1970 and 1984 as a regional office for Chevron Corporation. The site is generally level, with the exception of landscaped berms around the site perimeter and landscaped areas around the buildings. Four buildings with a total of approximately 619,000 square feet of floor area are located in the center of the project site. The buildings were completely vacated as of April 2016 but at full occupancy housed over 2,500 employees. The one- to four-story buildings have glass and concrete façades with a contemporary architectural style. Surface parking lots with a total of approximately 1,690 parking spaces surround the buildings.

The primary entrance driveway to the project site is a signalized intersection located at the center of the Diamond Boulevard frontage. A small gated driveway for emergency vehicles is also located on Diamond Boulevard near Willow Way. Two secondary driveways are located on Galaxy Way, one at mid-block and the other at the rear of the site.

Landscaping, primarily consisting of turf and trees, covers approximately 19 percent of the project site. Mature trees are planted in landscape strips around the perimeter of the project site and along the main entrance driveway. Trees and landscaping are also planted adjacent to the on-site buildings and within the parking lots.

Project Description

The project proposes to demolish existing buildings, landscaping (including 61 protected trees), and related improvements in order to develop a shopping center with up to 375,000 square feet of floor area. Proposed shopping center uses consist of a grocery store, a luxury theater with dining service, general retail, restaurants (including drive-through restaurant), health club, and banking/financial services. Floor area estimates for anticipated uses are provided in the following table.

Table 1: Conceptual Uses and Estimated Floor Area

Land Use	Approximate Floor Area (sq. ft.)
Grocery Store	35,000
Restaurant, Full Service	45,000
Restaurant, Limited Service	40,000
Restaurant with Drive Through	5,000
Retail Sales, General	165,000
Offices, Professional, Medical, and Dental	5,000
Fitness Facility, Health Club	30,000
Bank/Financial Services	5,000
Theater, Auditorium	45,000
Total Floor Area (Maximum)	**375,000**

The project proposes to locate most of the buildings (Building F-H) along the south and west property lines, adjacent to the Willows Shopping Center and I-680 freeway (see Exhibit A, pages 12-13 for site plan). The buildings are sited in an "L" configuration and converge on an outdoor plaza that serves as the project's focal point and gathering place. Four vendor kiosk buildings are also proposed in the plaza area. Six additional buildings are proposed along the Diamond Boulevard frontage and main driveway entrance. Wholefoods 365, a new grocery store concept and the only confirmed tenant at this time, will occupy Building A at the corner of Diamond Boulevard and Galaxy Way. The buildings will be designed with contemporary Spanish/Santa Barbara architecture.

The project will continue to utilize the existing signalized driveway located mid-block on Diamond Boulevard as the primary entrance. The driveway will be redesigned to include a roundabout facilitating ingress and egress traffic in three directions through the site. Bicycle circulation will be facilitated by striped bike lanes, share-o lanes, and a dedicated bike path through the main parking lot. Pedestrian circulation from Diamond Boulevard will be facilitated by two sidewalks going through the site, including one dedicated sidewalk through the main parking lot.

The project will provide approximately 1,400 standard sized parking spaces including carpool and electric vehicle parking with necessary conduits for charging stations. The number of parking spaces proposed meets the parking requirements for a 350,000 square foot shopping center, the approximate floor area shown by the current floor plan. CenterCal requests approval for up to 375,000 square feet of floor area to allow for potential tenant expansions. CenterCal's Use Permit application includes a request to reduce the number of parking spaces that would be required for the maximum 375,000 square feet (approximately 100 additional parking spaces would be required). Additionally the project will provide motorcycle parking spaces, short-term bicycle parking racks, and an enclosed area for long-term bicycle parking with shower facilities.

The project would remove all existing trees in order to construct the necessary improvements for the project. The landscape plan proposes to plant over 600 trees with a minimum 24-inch box tree size. The number and size of new trees meet the tree replacement criteria for the 61 protected trees that will be removed as a result of the project.

The project includes a master sign program to establish design standards and allowances for all sign types for the shopping center. The sign program includes freeway-oriented pylon, digital, and billboard signs that are not permitted by the Development Code. CenterCal has applied for a Development Code Text Amendment to allow freeway-oriented signs and digital signs for retail centers over 300,000 square feet with direct frontage along I-680 freeway. Sunvalley Mall and the Willows Shopping Center (if it expands to 300,000 square feet) may be eligible for freeway-oriented signs under the proposed Text Amendment. The DRB will consider the master sign program on May 26, 2016. Staff will update the Planning Commission on the outcome of the DRB review.

The project requires the following approvals:

- Certification of the Veranda Shopping Center Final Environmental Impact Report (FEIR) with Statement of Overriding Considerations;
- Development Code Text Amendment to allow freeway-oriented signs and digital signs.
- Use Permit for (1) theater and drive-through restaurant uses that are conditionally permitted by WMX (West Concord Mixed Use) zoning, (2) master sign program, and (3) reduction in required parking.
- Tree Removal for the removal and replacement of 61 protected trees; and
- Design Review for the project's architectural, landscape and site design.

Because the Text Amendment requires a City Council decision, the project's FEIR and entitlements will also be referred to the City Council for a decision following the Planning Commission's recommendation on the requested approvals.

IV. Discussion

1) Environmental Impact Report

A Draft Environmental Impact Report (DEIR) has been prepared for the project pursuant to the California Environmental Quality Act (CEQA) and circulated for public review through June 20, 2016. The purpose of the DEIR is to inform decision-makers, responsible agencies, and the public of the project's potentially significant environmental impacts, and to identify feasible mitigations that either avoid or reduce the impacts to less than significant levels. When there is no feasible mitigation to reduce significant impacts, the decision-making body may approve the project after finding that there are "overriding considerations" for approving the project despite the impact.

A preliminary analysis or "Initial Study" was prepared for the project to focus the scope of the DEIR on topics where significant environmental impacts could potentially occur as a result of the project. The scope of the DEIR was narrowed to the following topics: aesthetics; air quality; biological resources; cultural and paleontological resources; economic impacts (including an evaluation of the CEQA topic of "urban decay"); geology, soils and seismicity; greenhouse gas

emissions; hazards and hazardous materials; hydrology and water quality; land use and planning policy; noise; public services and utilities; and transportation and circulation.

The DEIR finds the project will not result in significant impacts related to the following: cultural and paleontological resources; economic impacts; hazards and hazardous materials; hydrology and water quality; land use and planning policy; noise; and public services and utilities.

Potentially significant impacts were identified for the following topics that will be reduced to less than significant levels with mitigation measures recommended in the DEIR: air quality; biological resources; geology, soils and seismicity; and greenhouse gas emissions.

The DEIR finds the project will result in significant and unavoidable traffic impacts. Mitigations identified to reduce traffic impacts include geometric and signal timing improvements at impacted roadways and intersections, and a Transportation Demand Management (TDM) Plan to reduce trips. Significant impacts were identified at intersections controlled by Caltrans, Contra Costa County, and Pleasant Hill. Although feasible mitigations were identified for the intersections controlled by these agencies, the impact is considered significant and unavoidable because the City has no control on the implementation and timing of the recommended mitigations. Additionally, impacts relying on TDMs for mitigation are also considered significant and unavoidable due to the varying effectiveness of TDMs.

Comments on the DEIR received during the public review period will be responded to in a separate Response to Comments (RTC) document. The RTC and DEIR will be combined to constitute the project's Final Environmental Impact Report (FEIR) for the Planning Commission's review at the July 20th hearing.

2) *Development Code Text Amendment allowing freeway-oriented signs and digital signs.*

The Development Code provides sign standards by zoning district and for certain uses. Deviations from standard sign requirements may be allowed with approval of a master sign program. A master sign program cannot include signage that is expressly prohibited by the Development Code, such as freeway-oriented signs and digital signs. An amendment to the Development Code is required to allow for signs that are currently prohibited.

CenterCal proposes a master sign program that includes freeway-oriented pylon, digital and billboard signs that are not permitted by the Development Code. A total of three pylon signs, 50 feet in height and spaced 400 feet apart, are proposed along the site's I-680 frontage (see Exhibit A, pages 19-22 for sign details). An approximately 25'-6"w x 12'h digital sign board is proposed on one of the pylon signs. The sign program also proposes attaching graphic posters to the rear of the buildings facing I-680. The posters are intended to be used for seasonal images, lifestyle graphics, and to advertise local community events.

Caltrans designates the portion of I-680 abutting the project site as a "Landscaped Freeway." The location and content of signs proposed along a Landscaped Freeway are regulated under the California Outdoor Advertising Act. The sign program will be referred to Caltrans for their review and determination of applicable regulations and to whether the proposed signage is allowable.

Staff commissioned a study to evaluate the proposed Development Code Text Amendment and to identify policy alternatives for freeway-oriented signage and/or digital signs that are more restrictive than the proposed Text Amendment. The draft study, attached as Exhibit B, proposes the following two options:

Option 1

- Limit pylon signs to one per site at a maximum height of 45 feet;
- Require a minimum separation of 1,000 feet between freeway pylon signs;
- Prohibit graphic posters from being located on the same wall as a tenant sign.
- Limit graphic posters to two (2) per multi-tenant building; and
- Prohibit use of graphic posters as digital reader-board signs.

Option 2 (Includes Option 1 in addition to the following)

- Duration of digital message shall be a minimum of 8 seconds;
- Transition between digital messages shall be a 2 seconds or more;
- Digital sign brightness levels shall not exceed 0.3 foot candle above ambient light, as measured using a foot candle meter at a distance of 250 feet for digital signs with a display area of 672 square feet or larger; and
- Limit hours of operation for digital signs between 6:00 a.m. and 10:30 p.m.

V. Public Contact

A Notice of Availability with information on this study session was mailed to responsible agencies, interested parties, and property owners within 500 feet of the project site.

VI. Summary and Recommendations

Staff recommends the Planning Commission consider the project documents and staff report, open the public hearing, and provide comments on concerns for staff to address at the July 20, 2016 Planning Commission hearing for the project. No formal action by the Planning Commission is required.

Prepared by: Frank Abejo
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Senior Planner
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Reviewed by: Laura Simpson
Laura Simpson
Planning Manager
laura.simpson@cityofconcord.org

Exhibits:

A - Informational Booklet on Veranda Shopping Center and CenterCal (May 2016)
B - Draft City of Concord Digital Sign Code Text Amendment Study (May 2016)
C - Veranda Shopping Center Draft Environmental Impact Report
(provided to Planning Commissioners and staff only; the DEIR can be accessed online at http://www.cityofconcord.org/page.asp?pid=6090)

THE VERANDA

CONCORD, CA

May 2016

CENTERCAL
PROPERTIES, LLC

EXHIBIT A

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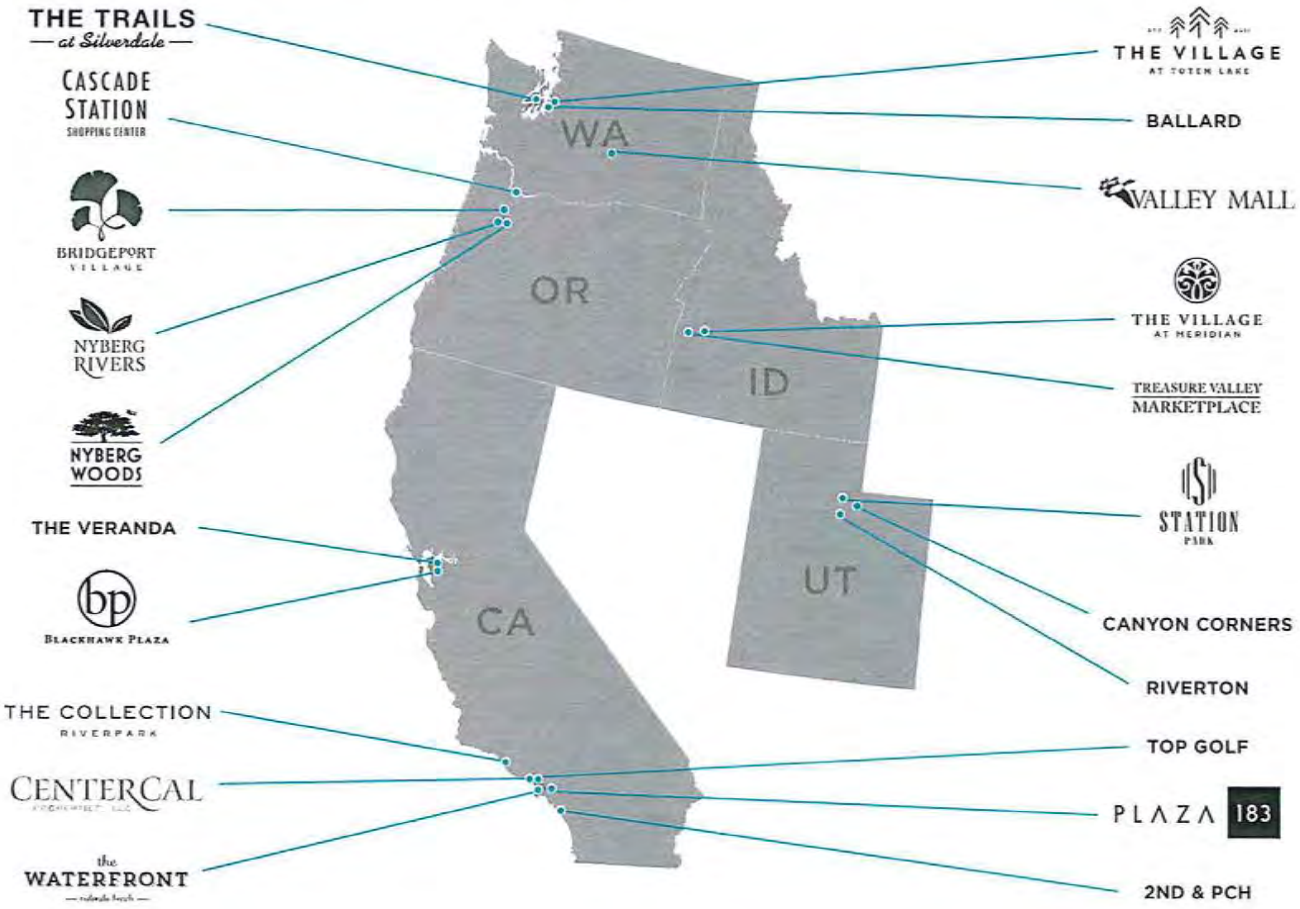
CENTERCAL WHO WE ARE

CenterCal Properties LLC is a team of over 100 diverse people who have come together to build and operate exciting commercial projects that reflect our collective core values. Our diverse team is committed to creating projects that have a meaningful place in their respective communities, that create solid returns for our investor partner while maintaining a strong commitment to the community.

We are committed to the principles of fairness in all our relationships, including fair labor practices, diversity in hiring, creating projects that become a meaningful and welcome part of the communities we serve, and to being leaders in our industry in creating sustainable retail technology and place-making that will withstand the challenges of a changing and evolving marketplace.

CENTERCAL OUR PORTFOLIO



THE VERANDA

MAY 2016

CENTERCAL MISSION

CREATING *happiness*
AND PROSPERITY
by developing
BEST OF CLASS,
COMMUNITY, RETAIL-DRIVEN
PROJECTS
WHERE PEOPLE LIKE TO
SHOP, STAY, LIVE, WORK & *play*.

& THE CREATION OF VALUE FOR OUR INVESTORS

WEALTH FOR COMMUNITIES, CITIES AND RETAILERS.

FUN WORK ENVIRONMENT WITH LONG-TERM CAREER ADVANCEMENT FOR OUR TEAM MEMBERS.

CENTERCAL CORE VALUES

INTEGRITY

We do what we say we are going to do and consistently do the right thing, regardless of whose interest is served.

TEAMWORK

We work together effectively to achieve overall success, sacrificing our personal agendas when necessary so that both CenterCal and its clients can achieve goals.

PASSION

We have passion for the work and strive for continuous improvement. We value enthusiasm for equality and innovation in exceeding our customers' expectations.

ACCOUNTABILITY

Committed to performance and results. We set clear, measurable goals and consistently monitor progress to ensure that they are achieved.

CREATIVE PERSISTENCE

We value the business as our own and constantly look for ways to deliver on our promises, regardless of the obstacles we face outside our control.

DIVERSITY

CenterCal prides itself on building a strong team by hiring multicultural talent and military veterans who are the best in the business. With a team comprising of 58% females and 36% minorities, diversity is interwoven throughout the organization and is the origin of our success.

CENTERCAL HIGH-QUALITY PORTFOLIO

BEST IN CLASS USES & TENANT MIX

- Wide array of retail, entertainment, dining and daily needs uses customized to each center and the markets we serve.
- Strong relationships with the industry's strongest Tenant across a portfolio with over 5.9 million square feet of GLA.
- Reputation of execution, follow-through and problem solving. Over 10 years of personal interaction.

BEST IN CLASS ASSETS/ CENTERS

- Meticulous attention to detail throughout the planning and architectural design stages.
- Focus on common area spaces, exciting amenities and gathering spaces as part of the company's placemaking strategy.
- Strong ties and interaction with the communities we serve through events, promotions, etc.

HIGH-QUALITY CENTERS WITH SUSTAINABLE COMPETITIVE ADVANTAGES

- Achieves the highest quality uses, Tenants, placemaking and destination shopping centers.
- Quality creates a dominant position in the markets we serve.

CENTERCAL HIGH-QUALITY RETAILERS IN OUR PORTFOLIO

CENTERCAL PLACEMAKING

THE VERANDA

MAY 2016

CENTERCAL MERCHANDISING

THE VERANDA

MAY 2016

CENTERCAL EVENTS

THE VERANDA

MAY 2016

CENTERCAL PROPERTIES PROJECT EXPERIENCE

THE VERANDA - SITE PLAN

PROJECT SUMMARY:	
SITE GROSS AREA:	30 AC
BUILDING AREA:	
BUILDING A:	34,280 SF
BUILDING B:	15,841 SF
BUILDING C:	8,475 SF
BUILDING D:	10,100 SF
BUILDING E:	11,854 SF
BUILDING F:	36,903 SF
BUILDING G:	46,759 SF
BUILDING H:	172,787 SF
BUILDING H - LEVEL 2:	9,609 SF
BUILDING PD-A1:	4,134 SF
BUILDING PV-10:	1,500 SF
BUILDING PV-20:	650 SF
BUILDING PV-30:	650 SF
BUILDING PV-40:	650 SF
BUILDING PV-50:	650 SF
TOTAL:	355,022 SF
TOTAL PROVIDED STALLS:	1,429
PROJECT PARKING RATIO:	4.02/1000

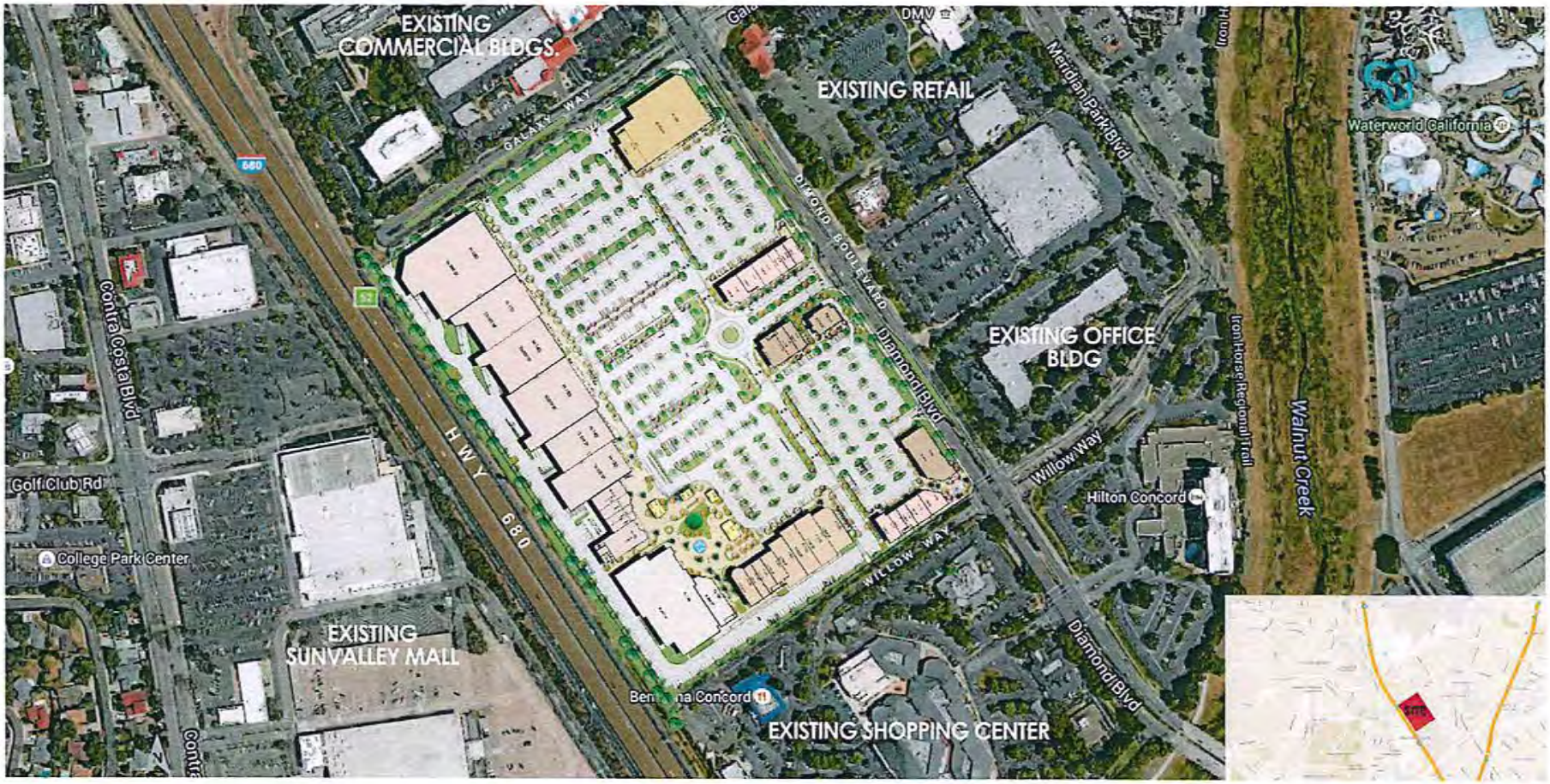
BUILDING H - LEVEL 2

THE VERANDA

MAY 2016

CENTERCAL PROPERTIES PROJECT EXPERIENCE

THE VERANDA - SITE PLAN, AERIAL VIEW



THE VERANDA

MAY 2016

CENTERCAL PROPERTIES PROJECT EXPERIENCE

THE VERANDA - AERIAL RENDERING, BIRD'S EYE VIEW

THE VERANDA

MAY 2016

CENTERCAL PROPERTIES PROJECT EXPERIENCE

THE VERANDA - AERIAL RENDERING, PLAZA VIEW

THE VERANDA

MAY 2016

CENTERCAL PROPERTIES PROJECT EXPERIENCE
THE VERANDA - RENDERING, MAIN ENTRY VIEW

THE VERANDA
MAY 2016

CENTERCAL PROPERTIES PROJECT EXPERIENCE

THE VERANDA - RENDERING, PLAZA VIEW 2

THE VERANDA

MAY 2016

CENTERCAL PROPERTIES PROJECT EXPERIENCE

THE VERANDA - RENDERING, CORNER VIEW @ WILLOW ST. & DIAMOND BLVD.

THE VERANDA

MAY 2016

CENTERCAL PROPERTIES PROJECT EXPERIENCE
THE VERANDA - SIGN LOCATIONS

THE VERANDA

MAY 2016

CENTERCAL PROPERTIES PROJECT EXPERIENCE
THE VERANDA - HIGHWAY PYLON

A4 - Highway Pylon

ILLUMINATION: Internal illumination

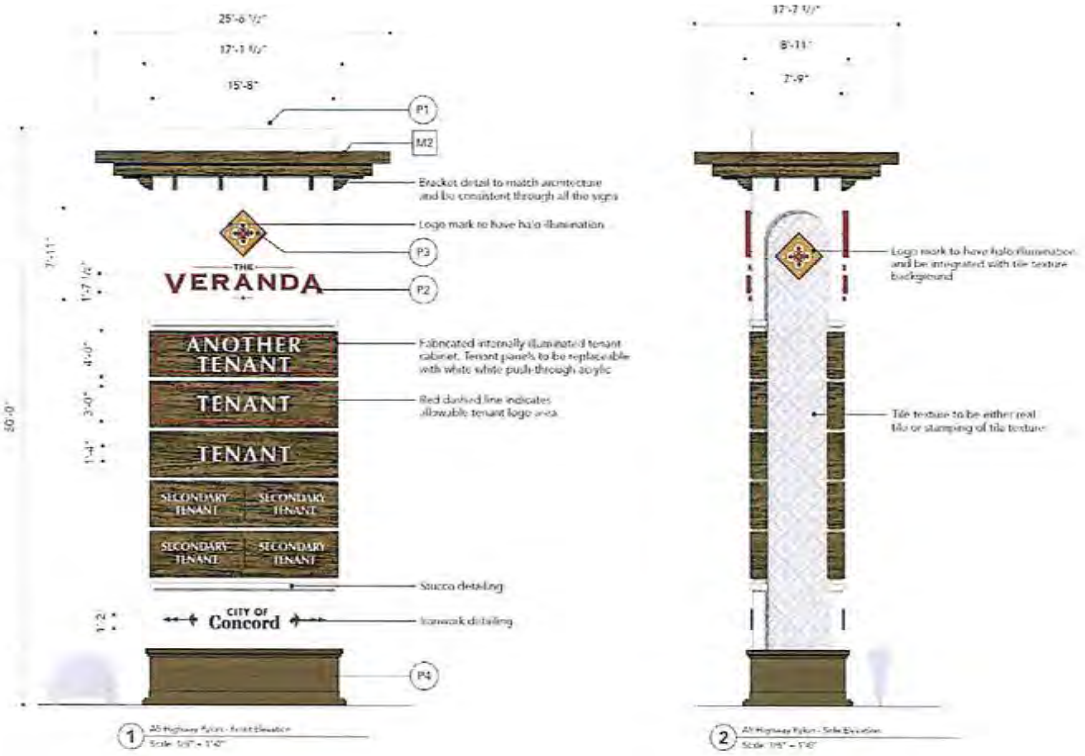
MATERIALS: Stucco, faux wood, metal, iron

SIZE AND AREA:
Height: 50'-0"
Width: 15'-8"
Area: 783 sq.ft.

TENANT SIZE AND AREA:
Max Letter Height: 16"
Allowable Tenant Area: 46 sq.ft.

CODE:
Code States: Freeway signs are prohibited per code.

Purpose: The scale and orientation of these signs are necessary to draw in customers passing along the freeway. Because the site is hidden off the freeway, these pylons are needed for identification and visibility.



CENTERCAL PROPERTIES PROJECT EXPERIENCE
THE VERANDA - HIGHWAY PYLON - ALTERNATE

A4 - Highway Pylon

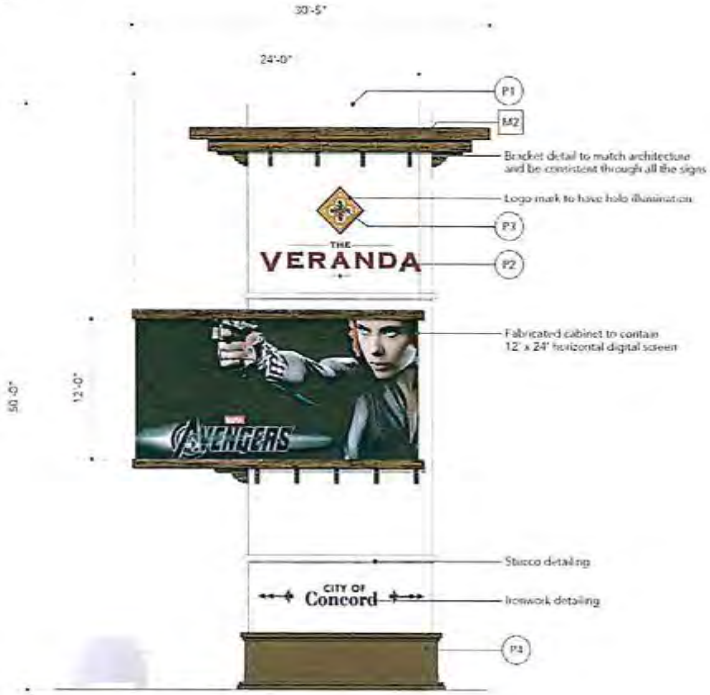
ILLUMINATION: Internal illumination

MATERIALS: Stucco, faux wood, metal, iron

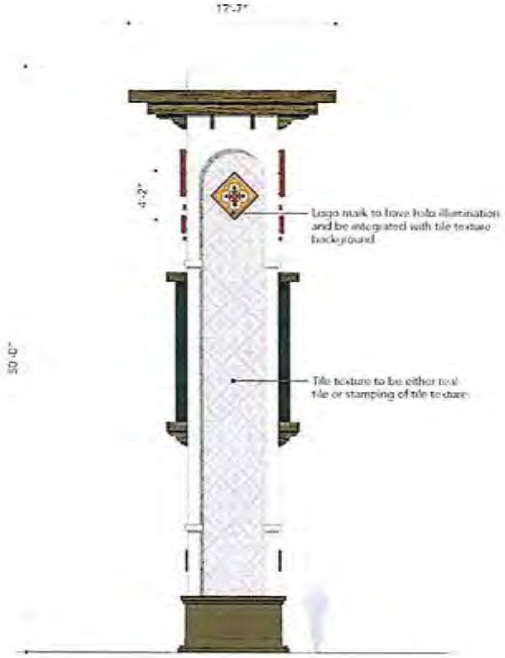
SIZE AND AREA:
Height: 50'-0"
Width: 30'-5"
Area: 783 sq.ft.

DIGITAL SIZE AND AREA:
Height: 12'-0"
Width: 24'0"
Area: 288 sq.ft.

Option 1



1 A5 Highway Pylon - Front Elevation
Scale: 1/8" = 1'-0"



2 A5 Highway Pylon - Side Elevation
Scale: 1/8" = 1'-0"

THE VERANDA
MAY 2016

CENTERCAL PROPERTIES PROJECT EXPERIENCE
THE VERANDA - HIGHWAY PYLON - ALTERNATE

A4 - Highway Pylon

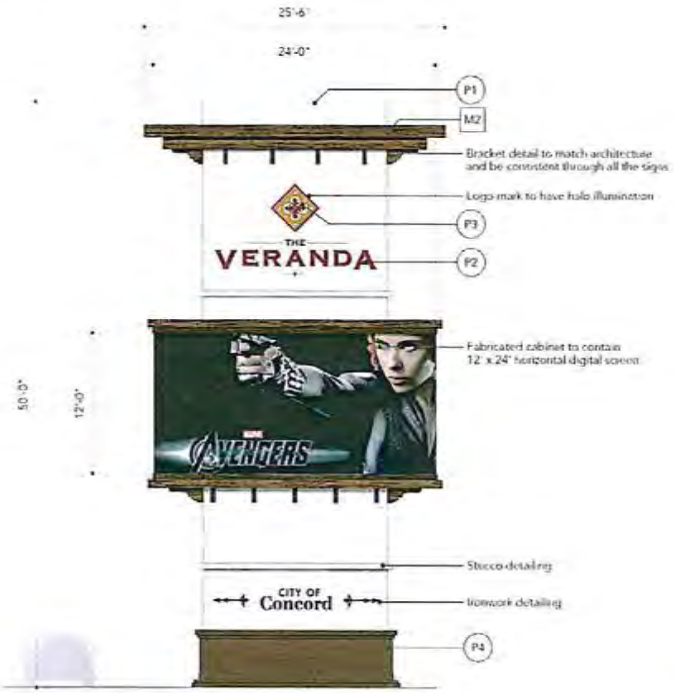
ILLUMINATION: Internal illumination

MATERIALS: Stucco, faux wood, metal, iron

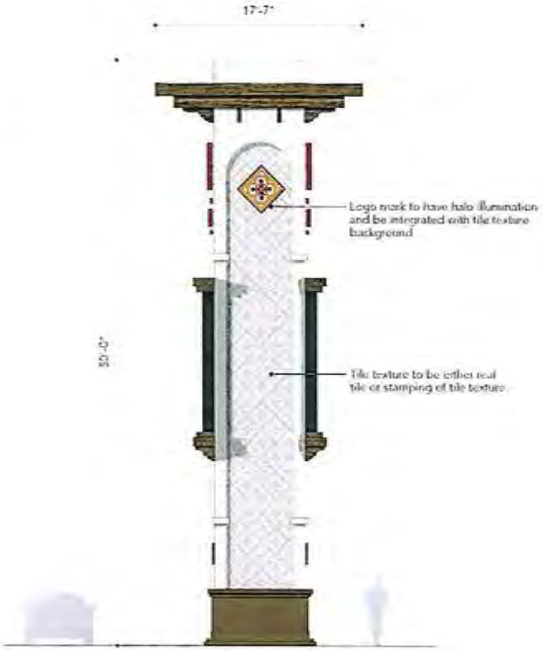
SIZE AND AREA:
Height: 50'-0"
Width: 30'-5"
Area: 783 sq.ft.

DIGITAL SIZE AND AREA:
Height: 12'-0"
Width: 24'0"
Area: 288 sq.ft

Option 2



1 A5 Highway Pylon - Front Elevation
Scale: 1/8" = 1'-0"



2 A5 Highway Pylon - Side Elevation
Scale: 1/8" = 1'-0"

THE VERANDA
MAY 2016

CENTERCAL OUR TEAM

FRED BRUNING
CEO

Fred Bruning began his real estate career as legal counsel for Sears, Roebuck and Company in 1977. After only three years, he was promoted to Territorial Real Estate Director and was given the responsibility of formulating and implementing the strategic real estate growth plan for the western United States. Mr. Bruning was also responsible for Sears' real estate portfolio in the west, which consisted of over 500 assets. After leaving Sears in 1983, Mr. Bruning served as Vice-President of Development for the Torrance Company in Torrance, California, and as Vice-President of Development for the John Price Development Company in Salt Lake City, Utah.

In 1985, Mr. Bruning joined the Alexander Haagen Company as a development partner. In his 13 years at the Haagen Company, Mr. Bruning was the key executive in charge of the acquisition and development of over 40 retail projects. Mr. Bruning was also instrumental in taking the company public in 1993, serving as the Wall Street spokesperson. In 1988, Mr. Bruning formed his own development company, CenterOak Properties, LLC., and in 2005 formed CenterCal Properties, LLC. In his career, he has been actively involved in over 150 major retail developments in the western United States.

Mr. Bruning's close personal contacts with major retail tenants throughout the United States, combined with his unique perspective of the development industry from both the public and private development sectors, give CenterCal Properties a strategic advantage in the competitive retail development industry.

JEAN PAUL WARDY
PRESIDENT

Jean Paul Wardy is regarded as one of the most experienced acquisitions specialists for retail properties in the western United States. During his eight years at the Alexander Haagen Company, Mr. Wardy served in several senior property management and construction roles. He was promoted to Director of Acquisitions in 1993. Mr. Wardy was directly responsible for the acquisition of over 20 shopping centers, comprising over $250 million dollars in value.

Mr. Wardy has established a reputation of integrity and productivity throughout the retail and brokerage communities in the western United States and was a major factor in the growth of the Haagen Company until his departure in June of 1998. Mr. Wardy has been involved in the retail industry for over fifteen years as his family is known nationwide as the owners of the Amen Wardy Home Stores, located in some of the finest retail developments throughout the country. Mr. Wardy is a member of the International Council of Shopping Centers and the Urban Land Institute.

DIVERSE BACKGROUNDS

The executives of CENTERCAL PROPERTIES have held key positions in many different aspects of the retail development industry, including the creation and implementation of growth strategies for one of California's largest, Real Estate Investment Trusts.

JEAN PAUL WARDY
PRESIDENT

JEFF HILL
VICE PRESIDENT DEVELOPMENT

CENTERCAL PROPERTIES
1600 East Franklin Avenue
El Segundo, CA 90245
PHONE: 310.563.6900

THANK YOU.

MAY 2016

CENTERCAL
PROPERTIES, LLC

EXHIBIT B

Draft
City of Concord Digital Sign Zone Text Amendment Study

Prepared by:

City of Concord
1950 Parkside Drive
Concord, CA 94519

Prepared with the assistance of:

Rincon Consultants, Inc.
449 15th Street, Suite 303
Oakland, **California 94612**

May 2016

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INTRODUCTION AND BACKGROUND

Purpose of the Digital Sign Study

The applicant for the Veranda Shopping Center in the City of Concord has proposed an amendment to the Chapter 18.180 Signs, of the City's Zoning Ordinance to allow the proposed project and other shopping centers of 300,000 square feet or greater on commercially zoned property along the I-680 corridor in the City to construct freeway-oriented pylon signs, including digital reader-board signage, and graphic wall posters. The purpose of this study is to analyze the adequacy of the proposed zoning ordinance amendment under federal, state, and local sign regulations as well as the suitability of the proposed regulations in comparison to freeway-oriented digital sign regulations in other California cities. The study also evaluates the potential for the placement of additional digital and freeway-oriented pylon and wall signs on other commercially zoned properties along the I-680 corridor in the City of Concord and potential revenues that may be generated to the City from such signage. Two options for additional or modified regulations for digital freeway-oriented signs and graphic wall posters are also included in the Study.

History of Freeway Oriented Signage Regulation in the United States and California

Outdoor advertising signs are regulated by federal, state, and local codes, acts, and ordinances. In the early 1900s, signs along major roadways in the United States and California were installed without regulation. Concerns over safety and driver distraction and visual blight caused the public and regulators to demand regulations. The first State of California Outdoor Advertising Act was enacted in 1933 and in 1965; the Federal Highway Beautification Act was passed. The Federal Act states that "outdoor advertising displays in areas adjacent to the freeway should be controlled in order to protect the public investment, to promote safety and recreational value of public travel, and to preserve natural beauty." It also included a provision that Federal Aid Funds shall be reduced by 10% for any state that has not made provisions for effective control of outdoor advertising.

In addition to local controls through the Zoning Ordinance, the Federal Highways Administration (FHWA) and Caltrans controls outdoor advertising outdoor advertising displays that are visible from highways pursuant to the following regulations:

- 1965: Federal Highway Beautification Act – Administered by the FHWA

- 1967: California Outdoor Advertising Act – included landscape restriction not required by the Highway Beautification Act. California is the only state with landscaped freeway signage restrictions - Administered by Caltrans
- 1978: California Outdoor Advertising Regulations – Business and Professions Code, Division 3, Chapter 2, Sections 5200-5499 apply to freeways and "landscaped freeways" in California – Administered by Caltrans

Chapter 18.180 of the City of Concord Zoning Ordinance (Signs) regulates "the placement, type, size, number, design, and maintenance of signs allowed in the city in order to promote and enhance the aesthetic qualities of the city and to provide minimum standards to safeguard life, health, property and public welfare." Further, the Ordinance prohibits the construction of freeway oriented digital signs as well as well as signs with any offsite advertising for private businesses. Digital signs are also known as Commercial Electronic Variable Message Signs (CEVMS), which produce static images that are changed by computer (typically every six or eight seconds), providing a non-manual way to change the sign "copy." These signs are classified as "billboards" or "digital billboards" if they are used to advertise off-premise businesses or businesses that are not located at the same location as the sign.

CURRENT FEDERAL, STATE, AND CITY OF CONCORD SIGN CODES AND REGULATIONS

Federal Highway Administration Freeway-Oriented Sign (FHWA) Guidelines

FHWA has the following guidelines for Off-Premise Changeable Message Signs that are typically applied to any digital signs along an interstate freeway:

- Duration of message: Between 4 and 10 seconds; 8 seconds is recommended.
- Transition time between messages: 1 to 4 seconds.
- Brightness: Adjust brightness in response to changes in light levels so that signs are not unreasonably bright for safety of the motoring public.
- Spacing: Not less than minimum spacing requirements for signs under the federal/state agreement (FSA) of 1968 between the FHWA and the State of California, or greater if determined appropriate to ensure the safety of the motoring public. For California, the spacing is a minimum 500 feet between signs.

- Locations: As where allowed by the FSA, except where such locations are determined to be unsafe. Signs must be within 1,000 feet of the nearest edge of a commercial building.

- Signs shall not be erected that exceed a maximum of 1,200 square feet in area with a maximum height of 25 feet, and a maximum length of 60 feet.

Federal Constitutional Constraints

With some exceptions, a City cannot regulate the content of speech on authorized sign types. The City can regulate the time, place, and manner (size, height etc.) in which signs are constructed. Regulation of sign copy can is summarized in a quote from Supreme Court Justice John Paul Stevens in a 1981 Court Case (Metromedia, Inc. v. San Diego):

> *"Billboards are a long established medium of communication, used to convey a broad range of different kinds of messages. But whatever its communicative function, the billboard remains a large, immobile, and permanent structure which like other structures is subject to regulation."*

Caltrans Outdoor Advertising Regulations

A permit is required from Caltrans for any outdoor advertising display that is visible from an Interstate or primary highway, such as the I-680 corridor in the City of Concord. The following criteria must be met for an outdoor advertising display to be considered for a permit by Caltrans:

<u>Display Location</u>

- Must be outside the right-of-way of any highway.

- Must be outside of any stream or drainage channel.

- There must be an existing business activity within 1000 feet of the proposed display location on either side of the freeway.

- Location of the property where the display is to be placed must be zoned commercial or industrial.

- Must have the current property owner's consent, in writing, to place the display at the desired location.

- Must have written permission (building permit) from the local government having jurisdiction where the display is to be located.

- Location may not be adjacent to a landscaped section of the freeway. A "Landscaped Freeway" is a section of a freeway which is now, or hereafter, may be, improved by the planting at least on one side of the freeway right-of-way of lawns, trees, shrubs, flowers, or other ornamental vegetation which shall require reasonable maintenance.

- Location may not be adjacent to a scenic highway pursuant to the State Streets and Highway Code.

- If adjacent to a Bonus segment of an Interstate freeway, copy, size, and spacing is more restrictive. Bonus segment is any portion of an Interstate freeway which is constructed jupon any part of right-of-way, the entire width of which was acquired for right-of-way subsequent to July 1, 1956, except those segments of the Interstate system that traverse commercial or industrial zones within the boundaries of incorporated municipalities, as such boundaries existed on September 21, 1959.

Display

- Display must be 500 feet from any other permitted display on the same side of any highway that is a freeway.

- Display must be 300 feet away from any other permitted display on the same side of any primary highway that is not a freeway in an unincorporated area.

- Display must be 100 feet away from any other permitted display on the same side of any primary highway that is not a freeway and is within the limits of an incorporated city.

- Display must be 500 feet away from an interchange; intersection at grade or safety roadside rest if the highway is a freeway and the location is outside the limits of an incorporated city and outside the limits of an urban area.

- An electronic changeable message center display must meet the above spacing requirements and be 1000 feet from another electronic message center display.

- Maximum height for the advertising display area is 25 feet in height and 60 feet in length, not to exceed a maximum of 1200 square feet (for sign copy).

Caltrans "Landscaped Freeway" Regulations (ODA Sections 5440 - 5442)

The portion of I-680 adjacent to the Veranda Shopping Center site is designated as a "Landscaped Freeway" subject to the following regulations:

Advertising displays adjacent to landscaped freeways (Section 5440) - Except as provided in this article, no advertising display may be placed or maintained on property adjacent to a section of a freeway that has been landscaped if the advertising display is designed to be viewed primarily by persons traveling on the main-traveled way of the landscaped freeway.

Exceptions as to displays adjacent to landscaped freeways (Section 5442) - Section 5440 does not apply to any advertising structure or sign if the advertising display is used exclusively for any of the following purposes:

- To advertise the sale or lease of the property upon which the advertising is placed.
- To designate the name of the owner or occupant of the premises upon which the advertising display is placed, or to identify the premises.
- To advertise goods manufactured or produced, or services rendered, on the property upon which the advertising display is placed.

City of Concord Zoning Ordinance Sign Regulations

The City of Concord currently prohibits digital freeway-oriented signs or digital signs in any other location. In addition Caltrans regulates these types of signs within 660 feet of the edge of highways. The following is a summary of the Chapter 18.180 (Signs) of the City's Zoning Ordinance that regulates freeway-oriented and digital signs:

Prohibited Signs (Chapter 18.180.080):

- Animated and moving signs, including human-powered signs, electronic message board signs, and variable intensity, blinking, or flashing signs that emit a varying intensity of light or color, except for public service signs, such as temperature displays.
- The construction, relocation, or maintenance of off-premise signs within 660 feet of any freeway is prohibited, unless otherwise provided by the

provisions of the Outdoor Advertising Act (CA Business and Professions Code Sections 5200 through 5486).

- The provisions of this subsection shall not apply to signs for any business or building that is located within 660 feet of any freeway; provided that such signs conform to the requirements of Business and Professions Code Section 5405(a) of the Outdoor Advertising Act, and are oriented to the local street system and not to be viewed primarily from the freeway, and further provided, that the sign is limited to the name, type of business, or a product manufactured on the premises by such person, firm, or corporation occupying the building.

- Off-site signs such as billboards.

Sign Regulations By Zoning District (Chapter 18.180.100)

- Setback requirement for Freestanding Signs. All freestanding signs shall be setback a minimum of 5-feet from a dedicated public right-of-way, except where a different setback is specified for a specific sign type.

- West Concord Mixed-Use:

  - Wall, Awning, and Projecting Signs – 1 square foot per 1 square foot of building frontage plus 1 square foot per 100 square foot of floor area; or a maximum of 15 percent of any wall surface area; no sign shall be required to be less than 20 square feet.
  - Suspended signs – maximum 5 square feet.
  - Freestanding signs – maximum 30 square feet and 6 foot height.
  - Skyline signs – to be approved by Master Sign Plan

- Theaters – Wall and Freestanding signs are allowed. Changeable Copy signs are allowed. Sign area and height are regulated by the Master Sign Plan.

Standards for Specific Sign Types (Chapter 18.180.130.C and K)

- Changeable Copy Signs shall conform to the following requirements:

  - The maximum area for changeable copy signs, except for theaters, shall be 20 square feet.
  - Only manual changeable copy signs shall be permitted in the city. Electronic changeable copy signs (e.g. electronic reader-boards) shall be prohibited except for community service signs

- Freestanding Signs shall conform with the following requirements:
    - Materials and design for freestanding signs shall be complimentary to the materials and design of the buildings for the related development.
    - Landscaping shall be provided at the base of the sign.
    - Freestanding signs shall be separated by a minimum of 75 feet to ensure adequate visibility for all signs.
    - All freestanding signs shall be setback a minimum of 5 feet from a public right-of-way.

WHAT OTHER CITIES ARE DOING TO REGULATE FREEWAY ORIENTED SIGNS

This section of the report includes an analysis of freeway-oriented digital reader-board signs and wall signs or graphic posters (City of Huntington Beach) in the following cities in Northern and Southern California:

- City of Huntington Beach (Orange County – Southern California)
- City of Commerce (Los Angeles County – Southern California)
- City of Pittsburg (Contra Costa County - Northern California)
- City of Fairfield (Solano County – Northern California)
- City of Vacaville (Solano County – Northern California)

The relevant portions of each city's sign ordinance and figures showing examples of digital reader-board signs and wall or graphic poster style freeway-oriented signs in Huntington Beach are provided below.

Huntington Beach, CA

Table 1. City of Huntington Beach Zoning Code

Title 23 Chapter 233 SIGNS

Freestanding Signs on Adams Avenue, *Beach Boulevard*, Brookhurst Street, *Edinger Avenue*, Goldenwest Street, and Warner Avenue			
Eligible Uses	Regional Mall identification sign		
Number Allowed	1 per street frontage		
	1 Freeway Sign		
Sign Area	Street frontage – 100 sq. ft. Freeway sign – 200 sq. ft.		
Height – street frontage	Street frontage – max. 25 ft. Freeway sign – max. 25 ft. above freeway		
Freestanding Signs on All Other Arterials not Listed in Subsection (A)(1) of the Section			
Lot Frontage	Interior lots with less than 400 ft. of street frontage	Corner lots with the greatest street frontage less than 400 ft.	Interior lots with min. 400 ft. of frontage; and Corner lots with min. 400 ft. on one street frontage
Max. No. of Signs	One	One per street	One primary (P) and two secondary (S) signs per street
Max. Sign Height	7 ft. + 1 ft. for bonus[1]	7 ft. + 1 ft. for bonus[1]	15 ft. (P)[3] + 0.5 ft. for bonus 7 ft. (S)[3]
Max. Sign Area[2]	50 sq. ft. + 10 sq. ft. for bonus[1]	30 sq. ft. + 10 sq. ft. for bonus[1]	70 sq. ft. (P)[3] + 10 sq. ft. for bonus [1] 30 sq. ft. (S)[3]
[1] Bonus signs (B) shall have an opaque background, internal illumination for items of information only [2] Multitenant panels are permitted provided the panels are minimum 10 inches in height, with a minimum six inch letter height. They shall be restricted to one uniform background color and two colors for the sign copy, with the exception that the Center Identification may have a separate background color. Sign copies shall be limited to the company name or one generic item of information. Major tenant identification shall be encouraged by being placed on the largest panel [3] Secondary signs (S) are in addition to the Primary (P) sign. Secondary sign copy shall be limited to business identification only			
Other Criteria for Freestanding Commercial Signs			
Number Allowed	No business shall have more than one freestanding sign facing each frontage.		
Distance	Freestanding signs on the same site shall be located a min. of 150 ft. apart unless approved by a Planned Sign Program		
Location	A freestanding sign shall not be permitted in an area between the building and right of way when that portion of the building is located at the minimum setback		
	No freestanding sign shall be located along a local street		
Landscape	Signs shall be located in a landscape planter a min. of two ft. wider than the sign itself		
Architecture	Square poles or other architectural treatment shall be required, except if the sign is 8 ft. or less in height, it shall be of monument type, with a min. two foot base		

SINGLE USER ELECTRONIC READERBOARDS	
Electronic reader-boards are permitted subject to review by the Design Review Board, and approval of a conditional use permit by the Zoning Administrator	
Sign Types	Freestanding or wall type

Number Allowed	One (1) per site						
Location Criteria	Only allowed on parcels abutting a freeway and on parcels abutting Beach Boulevard, excluding the portion along Beach Boulevard designated as a landscape corridor south of Adams to Pacific Coast Highway						
	Min. lot frontage: 200 ft.						
	Min. distance to any residence: 150 ft.						
	Min. distance between reader-boards: 150 ft.						
	No off-site electronic reader-board will be permitted except for multiple users (see below)						
Area	Max. 115 sq. ft. (90 sq. ft. for message center and 25 ft. for other info)						
Height	Max. 25 ft.						
Design Criteria	Electronic reader-boards shall have cylinders, a shade screen and a photocell for reducing the intensity of lighting at night						
	Max. measurable light output shall not exceed 50 foot-candles at any property line						
Additional Standards or Limitations							
Hours of Operation	6:30 a.m. to 10:30 p.m.						
Public Use	At least 10% of the message time, or any percentage deemed necessary by the City for emergency conditions, shall be used for public service announcements						
Screen/Image	Messages in an electronic reader-board shall be no faster than one message every four seconds, and the minimum interval between messages shall be at least one second. Continuous motion of messages is not permitted						
	Light intensity changes (other than between day and night uses) are not permitted						
MUTIPLE USER ELECTRONIC READER-BOARDS							
Sign Type	Freestanding						
Number Allowed	One (1) per site						
Location Criteria	Multiple user electronic reader-board signs may be located at a site which is not the location of any of the parties using the sign for advertising						
	Max. distance from freeway: 200 ft.						
	Min. distance between reader-boards: 1,000 ft.						
	Min. distance to any residence: 600 ft.						
Area	Max. 1,200 sq. ft.						
Height	Max. 85 ft.						
Design Criteria	Electronic reader-boards shall have cylinders, a shade screen and a photocell for reducing the intensity of lighting at night						
Lighting Standards:							
Max. Night Time Intensity							
Height from Ground (in ft.)	5	10	20	30	50	70	85
Max. Intensity (x1,000 lumens)	125	130	145	170	250	370	490
Max. Night Time Illuminance							
Land Use at Receptor Site	Residential		Commercial		Other		

Max. Illuminance (foot-candles)	0.3	2.0	1.0
Additional Standards or Limitations for Multiple Use Electronic Reader-boards			
Hours of Operation	6:30 a.m. to 10:30 p.m.		
Public Use	At least 20% of the message time, or any percentage deemed necessary by the City for emergency conditions, shall be used for public service announcements		
Screen/Image	Messages in a multiple user sign shall be no faster than one message every four seconds, and the minimum interval between messages shall be at least one second		
	Light intensity changes (other than between day and night uses) are not permitted		

Additional Information

- Figures 1 and 1a show the location and photographs of a freeway-oriented digital reader-board pylon sign and graphic wall signs on the parking structure for the Bella Terra Shopping Center in the City of Huntington Beach. These signs are located along the Interstate 405 freeway.

- Defines Changeable copy sign, Electronic reader-board, Freestanding sign, Offsite sign, and Onsite sign

- A "changeable copy sign" is a sign or portion thereof with characters, letters or illustrations that can be changed manually *or electrically* without altering the face or surface of the sign. "Electronic Reader-board" is defined as a changeable message sign consisting of a matrix of lamps which are *computer controlled.*

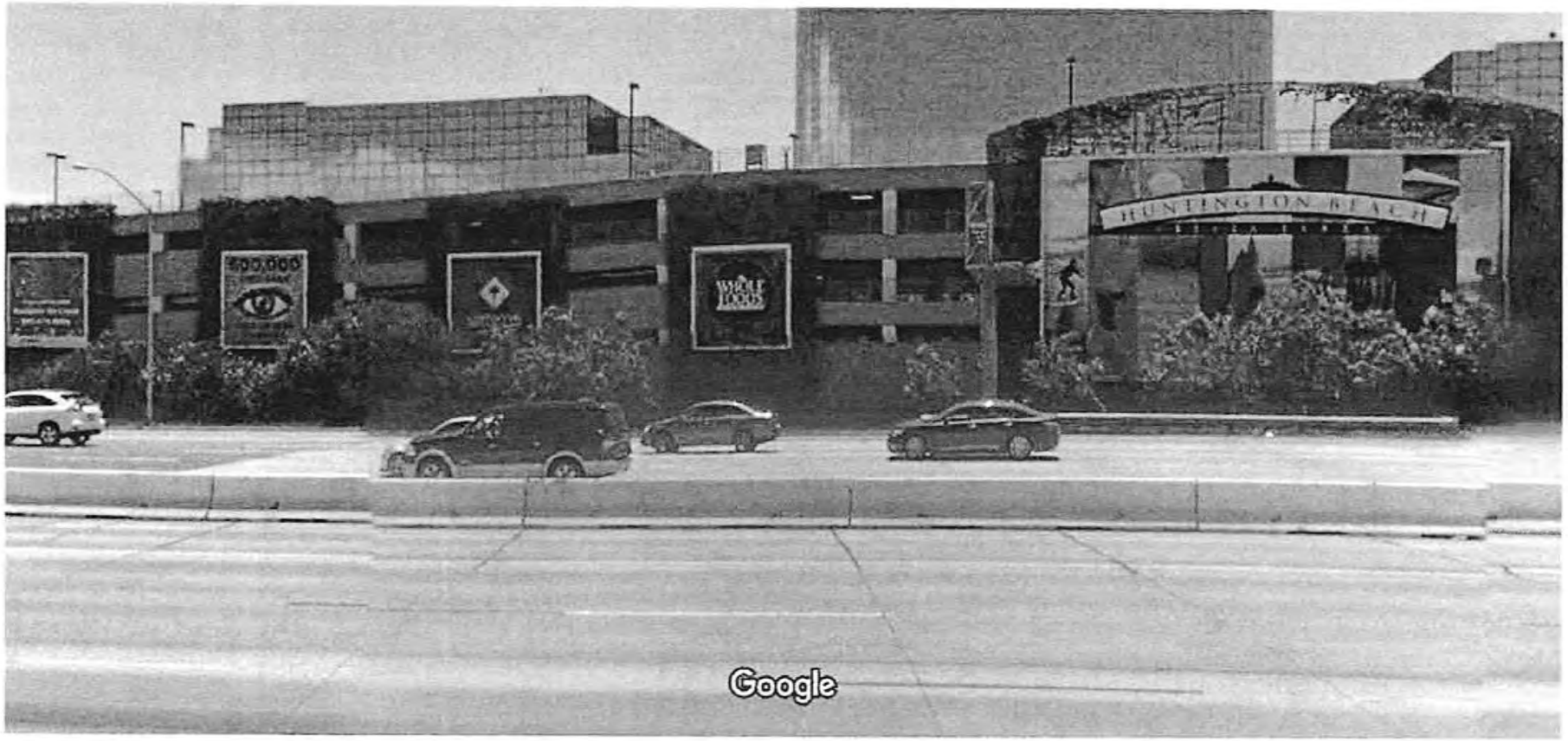
- Requires a *planned sign program* for commercial sites with 5 or more businesses or uses, sites where there is a request for a new freestanding sign where 2 or more already exist, and/or commercial properties with 1,300 feet or more on one street frontage AND requesting more freestanding signage than allowed per Section 233.06

- The Design Review Board (DRB) shall review and render a recommendation to the appropriate decision maker (Zoning Administrator, Director, Planning Commission, etc.) on electronic reader-board signs

- 233.30 Message Substitution. The owner of any sign which is otherwise allowed by this Chapter may substitute noncommercial copy in lieu of any other commercial or noncommercial copy. The purpose of this provision is to prevent any inadvertent favoring of commercial speech over noncommercial speech, or favoring any particular noncommercial message over any other noncommercial message.

City of Huntington Beach – Bella Terra

Figure 1



City of Huntington Beach - Bella Terra - Wall Signs

Figure 1a

City of Commerce, CA

Table 2. City of Commerce Zoning Code
Chapter 19.25 SIGNS

Freestanding Signs in nonresidential zones	
Number	Less than 800 ft. of street frontage: One (1) onsite sign
	More than 800 ft. of street frontage: One (1) additional onsite sign
Sign Area	1 sq. ft. per 1 linear foot of street frontage
	Max. 800 sq. ft.
Sign Height	Max. 20 ft. at front property line
	Additional one (1) foot for each foot setback from front property line
	Total Max. 42 ft.
Other Criteria for Freestanding Signs	
Lot Frontage	Min. 100 linear ft. required
Area	No onsite sign shall exceed in area the equivalent of its distance in linear feet from any residential zone, school, park, the Civic Center, or other recreational facility
Location	No onsite sign shall be located with 200 ft. of any residential zone, school, park, City Council-designated beautification area or City identification area, or Civic Center
Reader-board Signs in nonresidential zones	
Number	One (1) sign per property with CUP, in place of a permitted freestanding sign
Area	Max. 1 sq. ft. per 5 ft. of street frontage
	Max. 500 sq. ft.
Height	Max. 20 ft. at front property line
	Additional one (1) foot for each foot setback from front property line
	Total Max. 30 ft.
Additional Regulations	Not permitted in any circumstances within 750 linear feet of The Citadel property

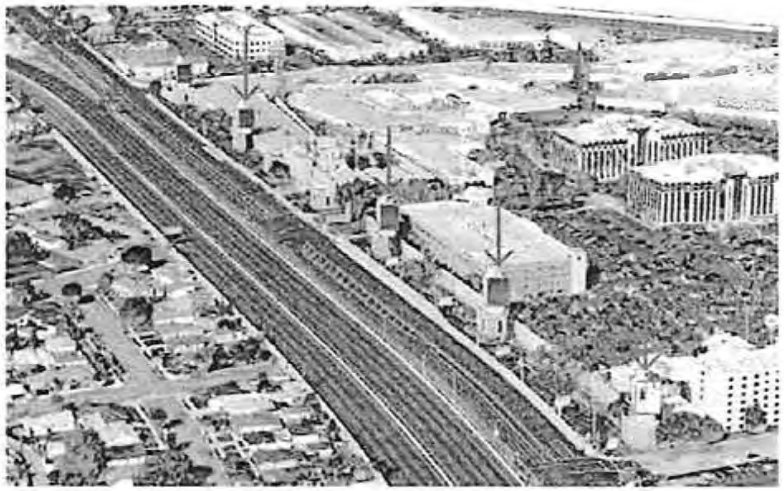
Additional Information

- Figure 2 shows the location and photographs of the freeway oriented digital reader-board signs on Interstate 5 for the Citadel Outlets Mall in the City of Commerce, California.
- Defines Billboard, Freestanding sign, Ground Sign, Offsite sign, Onsite sign, and Reader-board or Electronic Sign

- "Ground signs" include post signs, pole signs, freestanding signs, pylon signs, detached signs, and sign painted or attached to fence, walls or similar structures.

- A Reader-board sign requires a CUP.

- A Master Sign Plan shall be required for all new nonresidential development project with 3 or more tenant space



City of Commerce – The Citadel

Figure 2

City of Pittsburg, CA

Table 3. City of Pittsburg Municipal Code
Title 19 4.4 SIGN REGULATIONS

Freestanding Signs general criteria	
Eligibility	When a business, use or building is set back from the street or obscured from view by adjacent structures or vegetation in such a manner that adequate identification cannot be obtained from a sign placed on the building
	A freestanding sign is necessary to provide the business or use with a comparable degree of identity from the street as that available to businesses or uses on neighboring premises but that does not provide an unfair advantage over similar businesses or uses
	The size or width of the property upon which the business or use is located is such that a sign or signs placed on the building do not adequately identify the premises occupied by that use
	The architectural style, materials, or elements of construction are such that signs attached to the building would be in conflict with the provisions of Chapter 18.36 PMC
	The sign is a master identification sign for a shopping center of four or more individual businesses
Height	A freestanding sign may not exceed the height specified for the particular land use. The height is measured from the finished grade to the highest elevation of the sign structure
Landscaping	The area around the base of a freestanding sign must be attractively landscaped unless its location restricts or prohibits such landscaping
Design	The sign structure supporting a freestanding sign must be attractively designed and adequately engineered to support the sign without the use of unsightly braces, poles or wires
Freestanding Signs for Retail and service businesses - general	
Number	Parcel containing Single Business: One (1) sign per street frontage
	Parcel containing 2 or 3 Businesses: One (1) sign per street frontage, with identification for each business
Area	Min. 20 sq. ft. and Max. 50 sq. ft. or 50% of the sign area permitted for building signs on the principal street frontage of each business identified on the sign, whichever is less.
Height	Min. 5 ft. and Max. 1 foot for each 10 feet of lot frontage or 15 feet, whichever is less
	No portion of the sign may be higher than the closest distance between the sign and a building
Freestanding Signs for Shopping Center - 4 or more businesses	
Number	Less than 50,000 square feet of building floor area: One (1) sign per street frontage
	If the shopping center has 50,000 square feet or more of building floor area, it may have one freestanding master identification sign for each driveway entry
	If the shopping center has a major store and meets the site area criteria below, it may have one master identification sign per major store in addition to the preceding provisions
Area	Min. 25 sq. ft. and Max. 1 sq. foot per 1,000 sq. ft. of total building floor area or 50 sq. ft., whichever is less
Area: Major Store	An individual business containing at least 100,000 sq. ft. of floor area may have identification not to exceed 150 sq. ft. as part of the total sign area of a freestanding master identification sign, only under the following criteria: i. The business must be one of at least four businesses within a shopping center;

	ii. The shopping center site must be at least 25 acres in size; and iii. The master identification sign must include the name of the shopping center which may not exceed 60 square feet, notwithstanding the provisions of subsection (D)(1)(b) of this section
Height	Max. 15 ft., except that such a sign meeting the site area criteria may not exceed 40 feet in height.

BILLBOARDS	
****A new traditional or digital billboard sign may be installed only upon approval of a sign permit and a license or other agreement between the sign operator and the city**	
Sign Types	Freestanding or wall type
Number Allowed	One (1) per site
Location Criteria	Billboard signs shall only be located adjacent to and oriented so as to be visible to drivers on a freeway as designated in the general plan, and shall not be located along any other arterial, collector or other street in the city. Prior to constructing a billboard sign approved in accordance with this section, an applicant for a billboard sign shall provide evidence of approval of an outdoor advertising permit from the California Department of Transportation, which evidence shall be satisfactory to the city planner
	No portion of a billboard sign may be placed in or project over or into a public right-of-way
	Min. distance to a freeway monument sign: 500 ft.
	No billboard sign approved after January 1, 2015, shall be closer than 1 ½ miles to any other billboard sign along the freeway corridor
Height	Max. 55 ft.
Area	Max. 675 sq. ft.
DIGITAL BILLBOARDS: Additional Standards or Limitations	
Hours of Operation	6:00 a.m. to midnight, if any part of the billboard sign structure would be within a residential zoning district or within 300 feet of the boundary of residential zoning
Public Use	The sign operator shall provide for display of information about emergencies, such as abductions and evacuations, as may be required by official law enforcement agencies to ensure public safety
Screen/Image	Such displays shall contain static messages only, and shall not have movement, or the appearance or optical illusion of movement during the static display period, of any part of the sign structure, design, or pictorial segment of the sign. Each static message shall not include flashing lighting or the varying of light intensity
	Each message on the sign must be displayed for a minimum of 8 seconds. Transition time between messages shall be no more than 2 seconds. Removal of a display or advertisement from the display surface shall be instantaneous, and blinking, fading, rolling, dissolving and similar effects shall not be used to transition between images
	Digital billboards shall not operate at brightness levels of more than 0.3 foot candles above ambient light, as measured using a foot candle meter at a preset distance of 250 feet for a sign with a sign face display area of 672 square feet
	The sign shall include a default mechanism that shall freeze the sign in a dark screen in the event of a malfunction in the sign's operation
	The sign shall include a photocell or other light detection mechanism that would automatically adjust the brightness of the display according to ambient light, with reduced brightness on overcast days and in the hours between sunset and sunrise
****After January 1, 2015, the city shall give approval for the installation of no more than two new billboard signs in accordance with this section**	

Additional Information

- Figure 3 includes photographs and the location of freeway-oriented signs that incorporate digital reader-boards along State Route 4 in the City of Pittsburg.

- Defines Billboard, Digital Billboard, Freeway monument sign, Offsite sign or non-accessory sign, and Reader-board

- A "digital billboard" means an *off-site sign* utilizing digital message technology, capable of changing the static message or copy on the sign electronically. A digital billboard may be internally or externally illuminated. Digital billboards shall contain static messages only, and shall not have animation, movement, or the appearance or optical illusion of movement of any part of the sign face or structure. Each static message shall not include flashing or the varying of light intensity. A "reader-board" means a permanent, onsite sign structure or portion thereof, upon which is displayed advertising material or copy of a temporary or changeable nature, such as a bulletin board or theater marquee.

- The Planning Commission reviews applications for: freestanding signs, master sign programs, exceptions to the sign regulations, and anything referred by the City Planner

- 19.08.040 Master sign program. In Lieu of Individual Permit. Notwithstanding the provisions of PMC 19.08.010(A), any sign which conforms to an approved master sign program does not require a separate sign review.

- Specifically separates Billboards from other types of freestanding signs.

City of Pittsburg

Figure 3

City of Fairfield

Table 4. City of Fairfield Zoning Code
Article IX. Section 25.1300 SIGNS

Freestanding Signs - General	
Eligible Uses	Commercial Retail and Office
	Commercial Fast Food Restaurant
	Commercial Automobile and Open Lot Vehicle Dealership
	Commercial Gas Station/ Convenience Retail
Number	One (1) sign per eligible project or site
Location	On properties abutting a freeway (excludes Hwy. 12) or on a road parallel to and abutting a freeway; sign only onsite where sign is located within 200' of the freeway right-of-way
Area	1 s.f. of sign area per linear foot of freeway frontage, up to 300 s.f.
Height	Identifying 1 business: Max. 45 feet or 15 feet above grade of nearest freeway lane, whichever is greater
	Identifying 2 businesses: Max. 50 ft.
	Identifying 3 businesses: Max. 55 ft.
Where three or more freestanding signs exist along a street frontage of 600 feet, or a freeway frontage of 1,200 feet, new freestanding signs shall be placed or designed to:	
Location	Distance from existing freestanding signs: Min. 75 ft.
Height	Vary sign height to ensure reasonable visibility to the motorist
Freestanding Signs - Freeway-oriented Specific	
Content	The content of any freestanding freeway-oriented sign shall be limited to the name of the project, business and/or major product or use. With the exception of electronic message boards, changeable copy shall not be permitted
Freestanding Signs adjacent to Residential Use/Districts	
Criteria	The Director shall have the authority to limit the sign height, size, location, and illumination of a sign proposed on property adjacent to or across the street from any residential use to minimize impact to the use

Additional Information

- Figure 4 shows the location of two freeway-oriented signs along Interstate 80 in the City of Fairfield, one of which has a digital reader-board at its apex.

- 25.1308 Special Sign Districts. The Planning Commission or City Council may initiate the formation of special sign districts, approved by ordinance of the City Council, where it is found that special architectural and sign program considerations exist on a large number of parcels under separate ownership which may be reasonably grouped into a district for modification to the regulations and limitations of this Section. In addition, a Special Sign District

may be approved for automobile and vehicle dealerships which offer more than two vehicle brands for sale, to assure adequate and equitable identification of all vehicle franchises offered for sale at the business.

- Defines Freestanding Sign, Freeway, and Pylon

- "Electronic Message Board" and "Freeway Freestanding Sign" are listed as needing Sign Permits.

- The Planning Commission reviews applications for: freeway-oriented freestanding signs and sign programs asking for Major Exceptions

- Sign Program approval is required for all new nonresidential projects comprised of more than 3 tenant spaces. However, a Sign Program can be approved on any commercial project containing more than 1 tenant space.

- Signs are considered an architectural and site plan feature of the proposed development, and shall be coordinated in size, height, color, illumination, location, graphic design, and finish detailing with the building landscaping, area lighting, and vehicular and pedestrian circulation.

City of Fairfield

Figure 4

City of Vacaville, CA

Table 5. City of Vacaville Zoning Code

Chapter 14.09.132 SUPPLEMENTAL STANDARDS, SIGNS (not on city property or in a public right-of-way)

FREEWAY SIGNS	
Eligible uses	Restaurants and eating establishments
	Service Stations
	Automobiles and other vehicles, sales and service, new
	Hotels and Motels
	Bars and Lounges
	Recreation Centers and Outdoor commercial recreation
	Retail shopping centers that contain a min. 80,000 sq. ft. of floor area and at least 1 tenant with a min. floor area of 20,000 sq. ft.
Number Allowed	One (1)
Site Criteria	At least 5 acres
	Within 300 feet of freeway right-of-way
	Contiguous lots ok if: total area is min. 5 acres; recorded doc limiting total site to 1 sign; all developed uses are eligible pursuant to 14.09.132.090.C.2.
Area Limitations	For a single establishment: max. 175 sq. ft.
	For more than 1 establishment: max. 325 sq. ft.
Height	For a single establishment: max. 25 ft. above the freeway elevation or 35 ft. above grade of sign structure location, whichever is greater
	For each additional establishment: an additional 5 ft., up to a max. 60 ft.*
Design Criteria - When more than one sign panel is placed on a single freeway sign structure, the following standards shall apply:	Each panel shall consist of a solid opaque surface with raised individual letters, symbols, pictures or logotypes placed on that surface.
	All panels shall consist of the same materials and colors. Up to 75 percent of the panel underneath the letters, symbols, pictures, or logos can be a different color.
	The individual letters, symbols, pictures, or logotypes placed on the surface of the panels shall consist of the same materials
	The overall shape of the multiple sign panels shall be a rectangle, triangle, trapezoid, circle, oval, parallelogram, or regular polygon.
*The Director shall approve a sign that exceeds the height limitations prescribed in this section up to a maximum sign height of 60 feet if the applicant demonstrates that an approaching freeway motorist's view of the proposed sign would be obscured by a freeway overcrossing or other obstruction from a viewing distance of one quarter mile.	
SPECIAL SIGN REGULATIONS - Freeway Signs with Electronic Message Center Sign	
One (1) additional freeway sign with an electronic message center may be allowed within a Specific Plan or Policy Plan Area if the plan area meets the following criteria:	
Eligible Uses	A commercial center with a min. 100,000 sq. ft. of floor area, including at least one tenant with a min. floor area of 35,000 sq. ft.
	An automobile center that contains a minimum of eight new automobiles and other vehicles, sales and service establishments

	A recreation center, library, museum, theater, or meeting hall having not less than 75,000 square feet of floor area
Site Criteria	At least 5 acres
	Within 300 ft. of freeway right-of-way
Sign Face Area	Max. 14 ft. high by 48 ft. wide
Distance between sign structures	Min. 1,000 ft.
Height	Max. 40 ft. above centerline of the freeway or 50 ft. above grade of sign structure location, whichever is greater
Illumination (14.09.132.180 Construction Standards)	The amount of illumination allowed shall be sufficient to allow visibility of the sign but shall not produce excessive glare on adjacent properties or create a traffic hazard
	Illuminated signs facing a residential zone district shall not cast light that exceeds one-half foot candle at the residential property line, nor shall they cast any intermittent light
	The illumination of a message center sign shall not include the use of a flashing, intermittent, or moving light or any illumination that is in motion or appears to be in motion or changes in light intensity. Any message shall be displayed for a minimum of four seconds and the interval between messages shall be not more than one second

Additional Information

- Figure 5 shows the location and photographs of three freeway-oriented signs along Interstate 80 in the City of Vacaville. One of the signs contains a digital reader-board and the others are typical freeway-oriented pylon signs.

- Requires a planned sign program to provide a coordinated plan for the layout of signs on nonresidential sites that include multiple buildings, multiple tenant spaces, or multiple lots and where it is anticipated that signage on the site may change over time due to change in occupancies.

- Specifically separates Billboards (electronic and traditional) from other types of freestanding signs.

- Defines Changeable Copy Sign, Freestanding Sign, Freeway, Freeway Sign, and Message Center Sign

- Message Center is more detailed than Changeable Copy Sign. "Message center sign" means a sign that has a changeable message that can be changed by electronic processes or remote control. Message center signs includes any sign that uses LED (light emitting diode), LCD (liquid crystal display), plasma, projected images, or any functionally equivalent technology, and which is capable of automated, remote or computer control to change the image, either in a "slide show" manner (series of still images), or full motion

animation, or any combination thereof. A "changeable copy sign" changes letters or graphic displays through mechanical means.

- 14.09.132.170 Prohibited Signs. Signs that by color, wording, design, location or illumination resemble or conflict with any traffic control device or with the safe and efficient flow of pedestrian or vehicular traffic are prohibited.

City of Vacaville

Figure 5

PROPOSED CITY OF CONCORD ZONING ORDINANCE (SIGNS) REVISIONS AND THE VERANDA MASTER SIGN PLAN

Proposed City of Concord Zoning Ordinance (Signs) Amendment

The Veranda Shopping Center project applicant has proposed an amendment to the Concord Municipal Code Chapter 18.20 (General Terms or Definitions) and Chapter 18.180 (Signs) to allow for the inclusion of pylon signs in multi-tenant projects on the I-680 corridor of a certain size subject to a Master Sign Program (MSP). The exact ordinance language is attached to this report and is summarized below with new added language underlined.

The proposed definition of pylon signs proposed to be added to the Concord Municipal Code, Chapter 18.20.030, Definitions, is as follows:

> "Pylon sign" means a freestanding sign not shorter than six (6) feet and not exceeding sixty (60) feet in height that is detached from a building and is supported by one or more structural elements which are architecturally similar to the design of the sign. If there is more than one pylon sign proposed then there may be a hierarchy to the pylon signs such that there is a variation in height among the proposed pylon signs.

Proposed amendments to various sections within Chapter 18.180 (Signs) are as follows:

Section 18.180.040, Review Authority:

- B. The Planning Division shall be the review authority for all signs, sign plans and master sign programs, except to the extent a conditional use permit is required pursuant to section 18.180.060 (E) in which case the review authority shall be either the planning commission or the city council…F. The planning division shall refer any master sign program to the planning commission when it is associated with another planning permit that requires review and approval by the planning commission and to the City Council when it is associated with another planning permit that requires review and approval by the City Council.

Section 18.180.060 – Master Sign Programs is proposed to be amended as follows:

- E. Pylon Signs. An applicant that seeks approval of a master sign program (MSP) that includes any pylon signs shall obtain approval of a conditional use permit for the master sign program by the planning commission or city council. Pylon signs may only be permitted if all of the following findings are made:

- The pylon sign must be part of an MSP.
- The pylon sign must serve a multi-tenant regional retail center development (with three or more separate tenant spaces) that consists of a minimum of three hundred thousand (300,000) square feet of retail and similar commercial uses directly abutting Interstate 680.
- The pylon sign(s) satisfy the definition of "pylon sign."
- The pylon sign(s) are of appropriate size, scale, and design for the area in which it will be located.
- The pylon sign(s) are of high quality in appearance, design, and construction, and will be subject to conditions, as appropriate, governing its design and operation.
- The pylon sign(s) will not contribute to significant visual blight or clutter, and will not significantly degrade the visual quality of the area in which it will be located.
- There shall be no more than one (1) pylon sign per each four hundred (400) feet of freeway frontage, taking into account the total freeway frontage of all parcels within the multi-tenant regional retail center development where the pylon sign(s) will be located. If this calculation results in less than a whole number, then numbers shall be rounded down.
- No pylon sign(s) shall significantly impair public safety.
- Any pylon sign may only be used to:
  - Advertise the name and/or logo of the business, type of business, or product manufactured, presented, or sold on the premises by such person, firm, or corporation legally occupying the multi-tenant regional retail center development where the pylon sign(s) are located, and
  - Upon advance written demand of the City, to publicize City-run or City-sponsored events and/or disseminate City of Concord news, traffic/safety/security announcements, and similar civic information and public service announcements.

- Each pylon sign shall satisfy applicable requirements of the Outdoor Advertising Act (Business and Professions Code Sections 5200 through 5486).

- Each pylon sign shall satisfy applicable Caltrans standards for freeway-oriented signs.

- No pylon signs shall violate the provisions of section 18.180.080 - Prohibited Signs.

- The pylon sign(s) approved as part of the MSP shall be oriented (to the extent feasible based on constraints) in order to best maximize sign visibility from the freeway, and shall not be required to face public streets.

- The parties (City and sign applicant) shall have executed a license agreement addressing the terms and conditions of any approved electronic message display signs, including but not limited to message cycling, light intensity, and license fees to be paid to the City. The terms and conditions of such license agreement are subject to the approval of the City Manager and the City Attorney, with the final agreement to be submitted to the City Council for consideration.

Section 18.180.080 Prohibited Signs is proposed to be amended as follows:

- C. Animated and moving signs, including human-powered signs, electric message display signs (except to the extent permitted in connection with pylon sign(s) as part of a master sign program), and variable intensity blinking...

- G. Freeway oriented signs, as follows: 2. The provisions of this subsection shall not apply to signs for any business or building that is located within 660 feet of any freeway; provided that such signs: (a) conform to the requirements of Business and Professions Code Section 5405(a)(Outdoor Advertising Act), and are oriented to the local street system and not to be viewed primarily from the freeway, or (b) conform to the requirements of the Outdoor Advertising Act and are located at a multi-tenant regional retail center development (with three or more separate tenant spaces) that consist of a minimum of three hundred thousand (300,000) square feet directly abutting Interstate 680 and approved as part of a master sign program, in which case both pylon sign(s) and wall sign(s) on the exterior façade of buildings may be freeway oriented. All freeway oriented signs shall be limited to the name and/or logo of the business, type of business, or product manufactured, presented or sold on the premises by such person, firm, or corporation legally

occupying the building or site where the sign(s) are located; or a sign not exceeding six square feet pertaining only to lease, hire, or display of the building or premises where the sign is located…

Section 18.180.110 – Sign Regulations for Specific Uses, is proposed to be amended by adding the following language:

- E. Exceptions. A master sign program may allow deviations from the requirements of this section in compliance with Section 18.180.130.

Section 18.180.130, Standards for Specific Sign Types, is proposed to be amended by adding:

- 6. Pylon signs and Onsite Freeway Oriented Signage are prohibited unless approved as part of a master sign program.
- 7. For those businesses occupying a multi-tenant regional retail center development that is at least three hundred thousand (300,000) square feet, which are located in a corner building of said center, may be allowed to have three (3) building top fascia signs, one (1) on each of the building elevations. Buildings larger than twenty thousand (20,000) square feet in said center and located in a corner building, may be allowed to have secondary signage (lower than the building top fascia signage) on each elevation of the building and such signage may display the name or type of the business or product being offered or housed in the building.; Such signage shall be approved as part of a master sign program.

Summary of the Proposed Veranda Master Sign Plan

The purpose of The Veranda Master Sign Plan (Plan) is to provide guidance to the Landlord and Tenants of the regional retail center development as they choose their signage. The Plan states that signage shall be limited to the registered logo and/or name of the Tenant only. Tenants shall retain the services of a professionally trained graphic designer to create their individual store identity and sign program. The design of signs shall be harmonious with the materials, color, texture, size, scale, shape, height, placement and design of Tenant premises and the Landlord buildings.

The Tenant signage for The Veranda is divided into 5 distinct "zones" to assist the Tenant in choosing the appropriate signage type, location, and quantity for their identity. The primary viewing of the Tenant signage will be from both the

pedestrian areas and streets and as such, Tenant signage should be in appropriate scale to both the vehicular and pedestrian views. Primary Signage is required for all zones, Secondary Signage is required for zones C, D, and E, and the Plan also provides guidelines for optional signage.

A summary of the proposed signage, their size, type of illumination and materials used is presented in Table 6 below.

Table 6. Summary of the Proposed Veranda Shopping Center Master Sign Plan

Sign Type	Number	Illumination	Materials	Height	Width	Area
Primary Entry Monument	3	Internal and External Illumination	Stucco, faux wood, metal	13 ft.	27 ft. 11 in.	363 sq. ft.
Entry Column with Tenants	2	Internal illumination	Stucco, faux wood, metal, iron	15 ft. 6 in. Tenant letter height: 6.5 in.	6 ft.	93 sq. ft. Max. tenant area: 5.75 sq. ft.
Tenant Pylon	3	Internal Illumination	Stucco, faux wood, metal, iron	22 ft. Tenant letter height: 8 in.	8 ft.	176 sq. ft. Max. tenant area: 11 sq. ft.
Highway Pylon	3*	Internal Illumination	Stucco, faux wood, metal, iron	50 ft.	30 ft. 5 in.	783 sq. ft.
	* digital alternate option	Digital display		12 ft.	24 ft.	288 sq. ft.
Wall Mounted Identity	2	Internal Illumination	Stucco, faux wood, metal, iron			
Vehicular Directional	5	Internal Illumination	Stucco, faux wood, metal, iron	8 ft. 8 in. Tenant letter height: 3.5 in.	4 ft. 7 in.	40 sq. ft. Max. tenant area: 35 sq. ft.
Graphic Wall Posters on Back of Buildings G & H facing the Highway	Building H – 13; Building G - 11	External Illumination	Not Specified	Not Specified - 16' maximum shown	Not Specified - 35' 6" maximum shown	Not Specified

Additional details are provided for site and Tenant address signage, applied window graphics, awning graphics, backdoor signs, blade signs, inlaid entry vestibule floor signs, operational signs, canopy mounted signage, storefront signs, wall mounted plaques, and vertical marquee signs. The Plan also includes a list of prohibited sign types.

Design guidelines in the Plan include regulations on typestyles, lighting, colors, and materials. All signs are to be designed, installed, illuminated, located, and maintained in accordance with the provisions set forth in the Plan regulations and all other applicable codes and ordinances. To ensure this happens, the Plan includes fabrication requirements and installation guidelines and procedures.

Prior to sign installation, the Tenants will need to obtain approval from the Landlord and the City of Concord. Sign concepts are required to be prepared by a professional graphic designer. Then the Tenant shall submit the preliminary drawings reflecting the design of all sign types, and then shop drawings, for Landlord approval. After securing Landlord approval, the tenant can submit sign plans to the City for permit approval. The Tenant shall furnish the Landlord with a copy of said approved permits prior to installation of Tenant's sign.

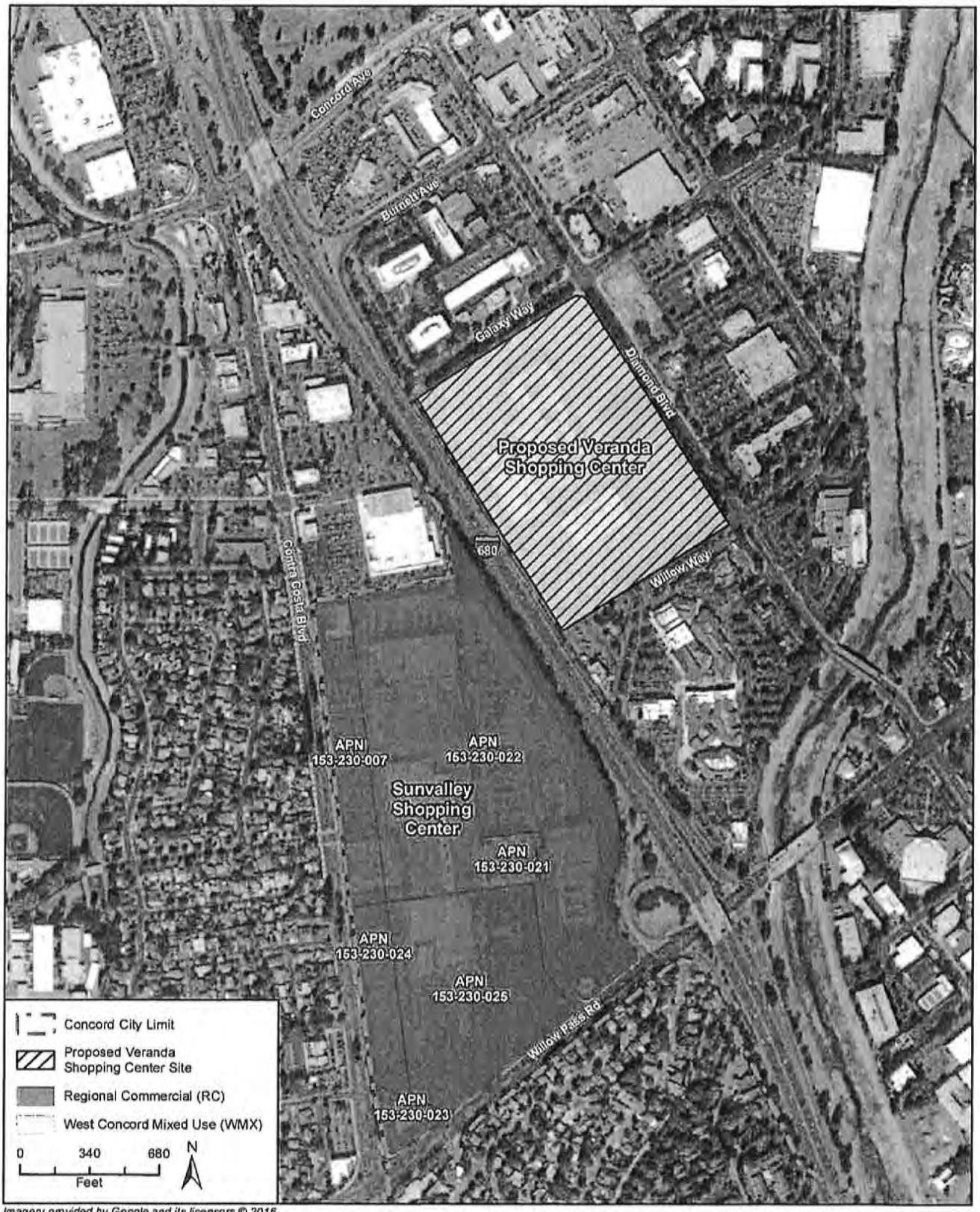
POTENTIAL FOR NEW FREEWAY-ORIENTED SIGNS ON THE I-680 CORRIDOR IN THE CITY OF CONCORD

This section summarizes the results of a GIS analysis of other sites within the city that are currently eligible for new freeway-oriented signage, or may become eligible in the future, assuming approval of the proposed amendment to the Chapter 18.180 (Signs), of the City's Zoning Ordinance.

Currently Eligible Sites

As shown in Figure 6, the only currently eligible site aside from the proposed Veranda Shopping Center is the Sunvalley Shopping Center located across I-680 to the southwest. The Sunvalley Shopping Center would be eligible for these reasons:

- The site is zoned Regional Commercial (RC)
- The existing shopping center has a gross leasable area of 1,334,000 square feet, according to property owner The Taubman Company LLC, which would exceed the minimum required building area of 300,000 square feet
- The site has more than 400 feet of direct freeway frontage in APN 153-230-022



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Additional data provided by the City of Concord

Shopping Centers Eligible for Digital Freeway Signs

Figure 6

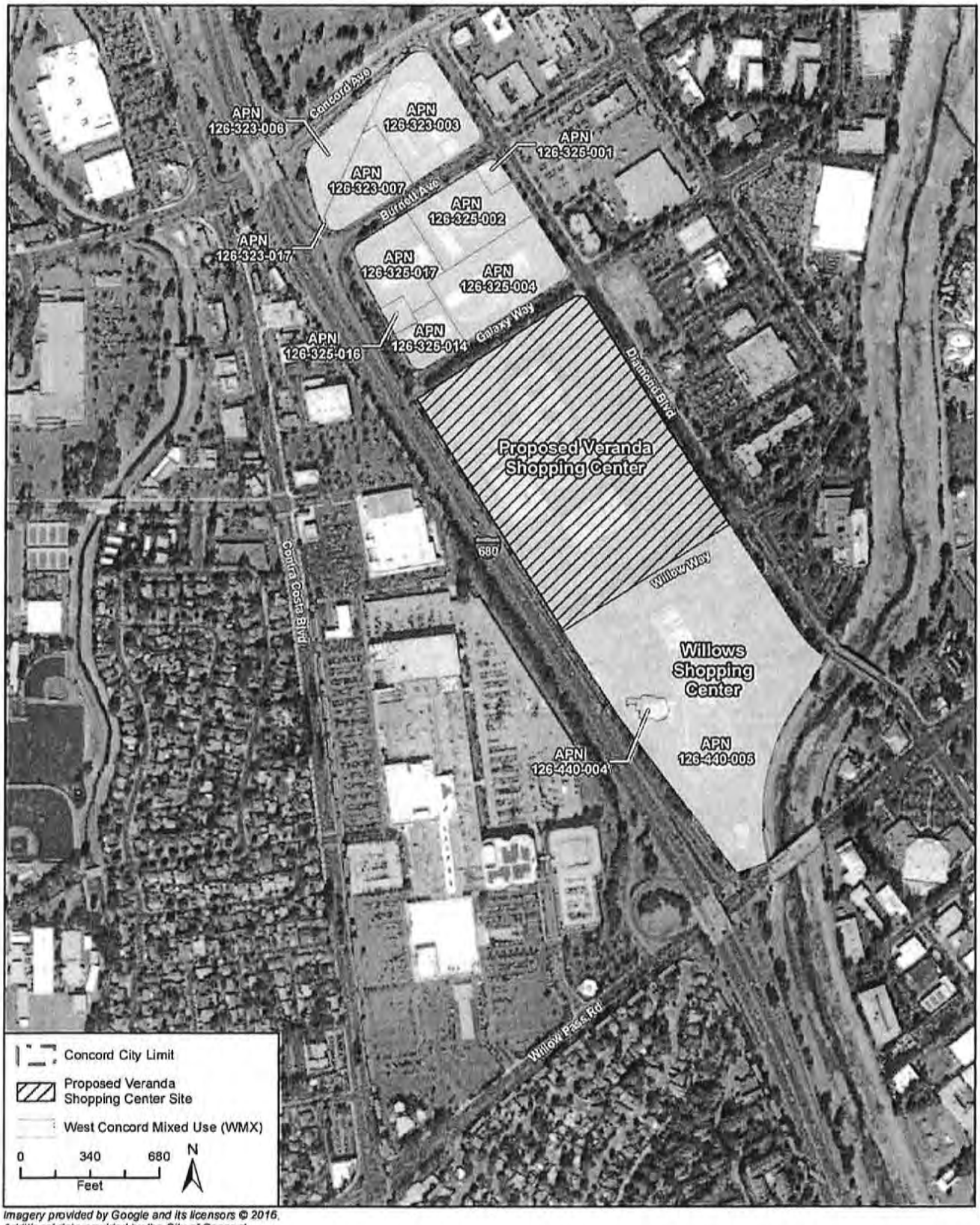
The Willows Shopping Center would not be eligible without a future expansion. Although this shopping center is zoned West Concord Mixed-Use (WMX) and has more than 400 feet of direct freeway frontage, it only has 253,192 square feet of floor area according to property owner Equity One. Therefore, the existing Willows Shopping Center would be too small to qualify for freeway-oriented signs unless the size of the center was increased to greater than 300,000 square feet and required parking was provided.

It is important to note that Sunvalley Shopping Center or other future eligible sites would not necessarily be allowed to place new freeway-oriented signs throughout their freeway frontage. Federal and state spacing and display requirements and guidelines would restrict the placement of signs. Under the FSA of 1968 between the FHWA and the State of California, signs must be a minimum of 500 feet apart and located within 1,000 feet of the nearest edge of a commercial building. In addition, Caltrans' general guidelines for outdoor advertising permits would apply. For example, electronic changeable message center displays should be 1000 feet from other such displays, and displays should be 500 feet away from an interchange.

Potential Future Sites

Figure 7 shows sites within city limits that may become eligible for new freeway-oriented signs in the future. These sites include existing shopping centers that could be expanded to at least 300,000 square feet in floor area, as well as assemblages of parcels that could be combined to host new shopping centers with at least 400 feet of direct freeway frontage.

The Willows Shopping Center would become eligible for freeway-oriented signs under the proposed zone text amendment if its existing 253,192 square-foot floor area were expanded to at least 300,000 square feet. With this existing floor area, the overall shopping center has a floor area ratio (FAR) of 0.23 including APNs 126-440-004 and -005. However, the site's West Concord Mixed-Use zoning allows a maximum 4.0 FAR. A potential future expansion of the shopping center to 300,000 square feet would result in a 0.28 FAR, which is well within the allowed development intensity on-site. The shopping center could expand horizontally by converting surface parking lot areas into new commercial development or vertically by adding stories to existing buildings (up to a maximum height of 140 feet).



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Additional data provided by the City of Concord

Potential Future Eligible Sites for Digital Freeway Signs

Figure 7

As shown in Figure 7, two other parcel groupings to the north of the proposed Veranda Shopping Center could potentially become eligible for new freeway-oriented signs. The first grouping is located directly north of the Veranda site, between Galaxy Way, Burnett Avenue, and Diamond Boulevard. It includes these six parcels: APNs 126-325-001, -002, -004, -014, -016, and -017. Commercial office space and hotel uses occur in this area. If the site were redeveloped into a shopping center with at least 300,000 square feet, it would become eligible for new freeway-oriented signage because of its West Concord Mixed-Use zoning and at least 400 feet of direct freeway frontage.

The second parcel grouping is located adjacent to the east side of I-680 between Burnett Avenue, Concord Avenue, and Diamond Boulevard. This site is zoned West Concord Mixed-Use and has auto dealerships. It includes four APNs: 126-323-003, -006, -007, and -017. Collectively, parcels 126-323-006, -007, and -017 have approximately 400 feet of freeway frontage next to the Burnett Avenue on-ramp to I-680.

The eligibility of sites north of the proposed Veranda Shopping Center for new freeway-oriented signs would depend upon the application of Caltrans guidelines for issuing outdoor advertising permits. As stated above, Caltrans has a general guideline that displays be located at least 500 feet from an interchange. The sites north of Galaxy Way are located adjacent to on/off ramps associated with the extended Concord Avenue/Burnett Avenue interchange on I-680.

In addition, the Concord Toyota site at 1090 Concord Avenue would not be eligible for freeway-oriented signs because it is part of a block of parcels that lack direct freeway frontage. Diamond Boulevard and auto dealerships to the west separate this area from I-680.

SIGN REGULATION OPTIONS

The following analysis of options or suggested alternative sign regulations for the proposed zoning text amendment to the City of Concord Municipal Code is based on a review of the various sign codes and regulations at the federal, state, and local levels as presented in the sections above compared to the proposed sign text amendment language and Veranda Master Sign Plan.

Option 1: Reduced Allowable Onsite Signage Criteria

The revised sign code amendment for the City of Concord would allow up to 3 freeway oriented signs or 1 sign per each 400 feet of freeway frontage, a maximum height of 60 feet, and a minimum separation of 75 feet between

freestanding signs. The review of the freeway oriented sign regulations in other jurisdictions above, including digital reader-board signs indicated the following:

- Total Number of Freeway-oriented Pylon Signs per Parcel or Shopping Center - The Veranda Shopping Center Master Sign Plan (MSP) shows a total of three freeway-oriented pylon signs for the center. The following Cities analyzed in this study allow only one freeway-oriented pylon or pole sign per use or shopping center:

  - City of Huntington Beach – 1 freeway-oriented pylon sign
  - City of Pittsburg – 1 freeway-oriented pylon sign
  - City of Fairfield – 1 freeway-oriented pylon sign
  - City of Vacaville – 1 freeway-oriented pylon sign
  - **Veranda Master Sign Plan – 3 freeway-oriented signs**

- Pylon Sign Height Limit - The minimum height limits for freeway-oriented pylon signs in the jurisdictions analyzed in this report are equal to or lower than the proposed City of Concord sign code revision:

  - City of Pittsburg – 40 feet maximum
  - City of Fairfield – 55 feet maximum
  - City of Vacaville – 60 feet maximum
  - City of Commerce – 30 feet maximum
  - **Veranda Master Sign Plan – 60 feet maximum**

- Minimum Distance Between Highway-Oriented Pylon Signs - An increased minimum distance between freeway-oriented signs (whether on the same parcel or adjoining parcels) is required in the following jurisdictions:

  - City of Huntington Beach – 600 feet between reader-board signs (multiple user signs)
  - City of Pittsburg – 1.5 miles between digital billboards and 500 feet distance from a freeway monument sign.
  - City of Vacaville – 1,000 feet separation between freeway oriented sign structures
  - **Veranda Master Sign Plan and City Concord Sign Code Text Amendment – One pylon sign per each 400 feet of frontage or a 400 foot separation between signs.**

- Graphic Posters and Lifestyle Signs on Buildings G and H – It is not specified in the proposed sign code text amendment or the Veranda Master Sign Plan how graphic posters and/or lifestyle signs proposed in the Veranda Master

Sign Plan will be allowed or regulated. Both tenant signs along the top of the building fascia and graphic posters are proposed on various walls facing the I-680 freeway on the rear or west elevations of Buildings G and H. Although billboards or graphic posters could be placed on the rear of buildings facing the freeway in some jurisdictions included in this study (Cities of Huntington Beach and Pittsburg) they are regulated by both Caltrans (landscaped freeway designation) and their sign ordinances. Therefore, the sign copy on these signs in the City of Concord would be limited to tenant and products sold on premises.

Option 1 - Recommendations

Based on the analysis above, Option 1 includes the following recommended components:

- Number of Freeway-Oriented Pylon Signs - Most of the jurisdictions studied allow one (1) freeway-oriented pylon sign per parcel or shopping center. This option recommends allowing only one (1) freeway-oriented pylon sign for shopping centers with over 300,000 square feet of tenant space.

- Height of Freeway-Oriented Pylon Signs - The average height allowance for freeway-oriented pylon signs in the various jurisdictions studied is approximately 45 feet. A maximum freeway-oriented pylon sign height of 45 feet is recommended under this option.

- Distance between Freeway-Oriented Signs - The analysis above shows a required distance of 600 to 1,000 feet between freeway oriented pylon signs in the jurisdictions studied (City of Pittsburg 1.5 mile separation is for billboards only). Caltrans requires a distance of 1,000 feet between freeway pylon signs. Based on this analysis, this option recommends a minimum distance of 1,000 feet between freeway-oriented pylon signs on adjoining properties along the I-680 corridor in the City of Concord.

- Graphic and/or Lifestyle Wall Signs - In order to comply with Caltrans "landscaped freeway" regulations, eliminate conflict with tenant signage, reduce sign clutter, and assure driver safety, this option includes regulations that would limit the amount of graphic or lifestyle wall signs (Graphic Posters) facing the I-680 freeway per shopping center:

    - Graphic Posters shall not be permitted on the same wall or building fascia as tenant signs.
    - Graphic Posters shall be limited to two (2) per multi-tenant building.
    - Graphic Posters shall not be digital reader-board signs.

- Graphic Posters shall be limited to 250 square feet per sign.
- Graphic Posters shall not exceed the height of the structure upon which it is attached.
- Graphic posters shall be a minimum of 25 feet apart.

Option 2: Additional Sign Regulation

The review of the various sign ordinances for the jurisdictions studied indicates that additional sign criteria such as maximum freeway sign area, locational criteria, landscape requirements, time of day restrictions, duration of time for sign copy on digital reader-boards, time lapse between sign copy on digital signs, and maximum lumens for daytime and nighttime hours have been included in their sign codes. A comparison of the proposed City of Concord sign code amendments versus the scope of the sign codes in other jurisdictions is presented in the table below.

Table 7. Sign Criteria in other Cities vs. City of Concord Zone Amendment:

Jurisdiction	Sign Type(s)	Standard(s) addressed	Process/Require Permits
PROPOSED for CONCORD	Pylon Sign	Number, Height, Location	CUP in conjunction with Master Sign Program; reviewed by PC or CC as necessary; **Veranda Sign Program allows Property Owner to make compliance determination for individual tenants**
Commerce	Freestanding Sign	Number, Area, Height Lot frontage, Location	Master Sign Plan for 3 or more tenants
	Reader-board Sign	Number, Area, Height, Location restrictions	Requires a CUP
Huntington Beach	Freestanding Signs: Along major arterials and all others	Eligible Uses, Number, Area, Height, Distance, Location, Landscape Architecture	Planned Sign Program for 5 or more businesses
	Electronic Reader-boards: Single User Multiple User	Sign Type, Number, Location, Area, Height, Design, Hours of Operation, Public Use Screen/Image Lighting Standards (multi user) – intensity and illuminance	Design Review Board reviews and renders a recommendation to the appropriate decision maker
Pittsburg	Freestanding Signs:	Eligible Uses, Height, Landscaping, Design, Number,	PC reviews: freestanding signs, master sign

Jurisdiction	Sign Type(s)	Standard(s) addressed	Process/Require Permits
	Retail and Service Businesses, general Shopping Center with 4 or more Businesses	Area Area: Major Store	programs, exceptions to the sign regulations, and anything referred by the City Planner
	Billboards Digital Billboards - additional standards	Sign Type, Number, Location, Height, Area, Hours of operation, Public Use Screen/Image	
Fairfield	Freestanding Signs: Freeway-oriented Specific Adjacent to Residential Use/District 3 or More	Eligible Uses, Number, Location, Area, Height Content	CC can establish Special Sign Districts Sign Program required for 3 or more tenant spaces
Vacaville	Freeway Signs	Eligible Uses, Number, Site Criteria, Area limitations, Height, Design Criteria	Planned Sign Program for multiple buildings, tenants, or lots
	W/Electronic Message Center Sign	Eligible Uses, Site Criteria Sign Face Area, Distance Between Structures, Height, Illumination	Allowed within a Specific Plan or Policy Plan Area

Freeway-oriented digital signs and billboards have the capability to provide a significant amount of information to the traveling public. This need for relevant advertising and public service announcements needs to be balanced with the overall need for safety and a minimization of driver distraction while travelling on the highways throughout our country. Based on the review of the Federal Highways (FHWA), Caltrans Outdoor Advertising Display regulations, and sign ordinances for other jurisdictions (see Table 7 above) that allow digital signs and billboards, Option 2, includes safety measures that could be added to the City of Concord Sign Text Amendment to control the timing, light intensity, and hours of operation for digital signs or reader-boards:

- Duration of Digital Message – The duration time for messages is important to reduce driver distraction due to watching a continuous flow of different messages. FHWA Guidelines state that the duration of the digital message should be between 4 and 10 seconds, with a recommendation of 8 seconds. Most of the jurisdictions studied included duration of digital requirements in their zoning ordinance, with the City of Huntington Beach using a minimum duration of 4 seconds and City of Pittsburg requiring 8 seconds.

- Transition Time Between Messages - The transition time between digital messages is regulated to ensure that drivers are not distracted by viewing a continuous flow of digital messages. FHWA Guidelines state that the

duration of time between digital messages be limited to 1 and 4 seconds. The City of Huntington Beach requires 1 second between messages and the City of Pittsburg requires 2 seconds.

- Light Intensity – Light intensity changes (other than between day and night uses) for digital signs is important to regulate for driver safety and to limit light overflow or light pollution and maintain a dark sky. Basically, according to the FHWA regulations, brightness is regulated so that digital "signs are not unreasonably bright for the safety of the motoring public." Stronger light intensity is often needed during daytime hours in order to adequately view digital signs, and the intensity can be turned down during nighttime hours when signs are more visible. The City of Huntington Beach also regulates sign light intensity based on the height of the sign from the ground or distance from drivers to improve the readability of the sign at a greater distance. Huntington Beach also regulates the maximum illuminance or foot-candles for commercial properties, which is 2.0. The City of Pittsburg has the most detailed light intensity regulation as follows:

  - Digital billboards shall not operate at brightness levels of more than 0.3 foot candles above ambient light, as measured using a foot candle meter at a preset distance of 250 feet for a sign with a sign face display area of 672 square feet.

- Digital Signs Hours of Operation – Hours of operation for digital signs are regulated by most of the jurisdictions studied for energy saving reasons and to limit light pollution during the hours of midnight and 6:00 a.m. The hours of operation vary but are basically anywhere from 6:00 a.m. to 10:30 p.m. (Huntington Beach) and midnight (Pittsburg).

Option 2 - Recommendations

Based on the above information and analysis of various digital sign regulations above, Option 2 includes the addition of the following recommended requirements to the proposed Zoning Ordinance Amendment to Chapter 18.180 signs:

- Duration of Digital Message – the duration of any digital message shall be a minimum of 8 seconds.

- Transition Time Between Messages - The transition time between digital messages shall be 2 seconds.

- Light Intensity – Light intensity shall be regulated in the following manner:

- Digital signs shall not operate at brightness levels of more than 0.3 foot candles above ambient light, as measured using a foot candle meter at a preset distance of 250 feet for a sign with a sign face display area of 672 square feet.

- Digital Signs Hours of Operation - Hours of operation for digital signs shall be between 6:00 a.m. and 10:30 p.m.

POTENTIAL SIGN REVENUE

Digital signs have the potential to generate benefits to the City of Concord in the form of annual development fees and free use of the sign for community announcements. However, these types of benefits are generally derived by signs that allow for broad advertising, and are not restricted to site-specific advertisements. Some cities in California have updated their municipal codes to permit digital signs in order to allow for financial benefits, as described below.

Generating Revenue from Digital Signs

Digital signs generate revenue through the sale of advertisements, thereby creating value for constructing and operating these signs. This value is generally captured by the owner and operator of the sign, the owner of the land on which the sign is located, and, in some cases, by the permitting jurisdiction of the sign. Some cities in California generate revenue from the construction and operation of digital signs through revenue-sharing agreements with sign operators, while others generate revenue from annual development fees levied on the owners of digital signs as the owner and operator are generally the same entity. The revenue potential to a city for allowing construction of a digital sign and the mechanism for capturing this revenue depends on who owns the land on which sign would be located and cities sign ordinance is structured. The revenue potential to the city is also dependent on the total revenue potential of the sign to the owner and operator of the sign (Bryan 2016).

California cities have approached digital sign ordinances in different ways, as discussed in the following examples. One approach for generating revenue from digital signs is to allow for the construction of digital signs on city-owned land, and enter into profit-sharing contracts with advertising agencies that own and operate the signs; this approach is used by the City of Sacramento. Another approach is to allow for construction of digital signs on private land, and require annual development fees for construction and operation of these signs. This approach requires consideration by the city of what would be an appropriate

development fee and the nexus for levying the fee. The City of Long Beach successfully uses this approach. The city of Richmond, however, determined that this approach was not appropriate and opted not pursue digital signs as a source of revenue for the city. This discussion examines the digital sign programs in the three cities mentioned above to gain an understanding of the potential for the City of Concord to generate revenue through development of their own digital sign ordinance.

City of Sacramento

The city of Sacramento currently owns digital billboards on city-owned land, and generates revenue from profit sharing agreements with Clear Channel Outdoor, an outdoor advertising company that owns and operates over 1,110 digital displays (Clear Channel Outdoor 2016). According to the City Council (Sacramento City Council 2014 and 2016):

> *Limiting the construction of digital billboards to specific City-owned properties selected by the City Council in consultation with City staff will avoid the uncontrolled and incoherent proliferation of digital billboards throughout the City. Because the City will own the property on which digital billboards are constructed and operated, and because the digital billboards will be subject to leases and other agreements between the City and the billboard owners, the City will be able to control the number, location, design, and operation of digital billboards as well as the content and appearance of the messages displayed.*
>
> *This control will enable the City to (1) minimize or avoid potentially dangerous distractions to motorists and pedestrians that could result from the unsupervised proliferation of digital billboards; (2) ensure that the design and operation of each digital billboard is harmonious with the surrounding area; (3) avoid the visual clutter that would result from an excessive number of digital billboards (as well as to reduce the total number of billboards in the City, if relocation of existing billboards is required); and (4) maintain or improve the overall appearance of the City. In addition, by authorizing the siting of digital billboards on City-owned property, the City will be able to generate additional revenue for municipal purposes.*

The City started allowing digital billboards in 2010; however, these billboards are only allowed on city-owned land. The city's policies regarding billboards changed between 2007, when they were prohibited, to 2014, when provisions were added allowing for additional digital city-owned signs.

The City of Sacramento's policies regarding digital billboards are now found in Sections 15.148.815, Relocation of off-site signs pursuant to relocation agreements, and 15.148.965, Digital billboards on city land. These policies currently allow the city to generate revenue from digital signs as the direct owner of the land on which these signs are located.

City of Long Beach

The City of Long Beach allows for construction and operation of digital billboards, subject to the constraints and limitations outlined in Chapter 21.54, Billboards, of the City's municipal code. This ordinance allows for the construction and operation of digital billboards under the specific guidelines provided for obtaining a Conditional Use Permit, which require the removal of a certain amount of existing billboard display surface area, depending on the size of the new display. Alternatively, the developer of a digital sign can pay an annual development fee to the City for the privilege of constructing and operating a digital billboard in the city. In the case of development fees, the City generates annual revenue for allowing construction and operation of these signs.

City of Richmond

The City of Richmond staff proposed a sign ordinance zoning text amendment in March 2015, but the City Council voted against the amendment (Richmond Confidential 2015). In the discussions preceding this decision, the Richmond Progressive Alliance posted an opinion article by Cezar Zepeda claiming that the city would generate up to $200,000 per year in revenue per digital sign (Richmond Progressive Alliance 2016a). These claims, however, were denied by Marilyn Langlois, Richmond Planning Commissioner, who explained (Richmond Progressive Alliance 2016b):

> *At both the Planning Commission and in the staff report for the City Council, Planning staff made it clear that "revenue sharing opportunities for the City are limited". If a digital billboard is located on private property, such as Hilltop Mall, there is no way for the City to receive any revenue beyond the nominal initial permit fees. Mr. Zepeda claims that the City would receive about $200,000 in revenue annually for each digital sign, but does not provide evidence for this. The staff report states: "Generally, cities may only collect rent and/or a share of the advertising revenue if the sign is located on city-owned property."*

Digital signs and digital advertising billboard signs are still prohibited under Section 15.06.140, Prohibited signs, of the Richmond municipal code. The City of Richmond, therefore, does not generate revenue form digital signs at this time.

There is potential for the City of Concord to develop a digital sign ordinance that allows the city to generate revenue from construction and operation of these signs. Given that available land along the proposed I-680 corridor where signs would be permitted is owned by private entities rather than the City of Concord, this revenue would need to be collected through annual development fees, which would need to be defined in the city's ordinance. The City would need to develop guidelines for development fees that account for the nexus for levying theses fees.

Revenue Potential of Digital Signs

The revenue potential to a city for permitting digital signs is dependent on the total advertising revenue potential of the sign as well as the mechanism for capturing a portion of that revenue. The total advertising revenue potential for digital signs depends on the number of viewers, the size and visibility of the sign, the location of the sign, hours of operation, terms from the city, advertising restrictions, and other attributes that affect the advertising potential of the sign; any amount of time dedicated to community use would reduce the advertising value of the sign. These factors are considered by sign owners and operators when they negotiate for the right to construct and operate a sign on a particular property. Contracts for digital signs are generally negotiated on a case-by-case basis, with revenue-sharing potential depending on the overall anticipated income by the sign company (Bryan 2016).

The amount of revenue that could be captured by a city is also dependent on the structure of the agreement. Revenue-sharing contracts can be structured as a rental payment for allowing the sign to be located on the property, a percentage of advertising revenue generated by the sign, or a combination of both. These contracts are generally set up with the land owner, so direct revenue-sharing profits are realized by the land owner. If the city owns the land on which the sign is located, the contract would be directly with the city, and any revenue generated as part of the revenue-sharing agreement would be captured by the city. However, in the case where a city does not own the land, the revenue-sharing contract would be set up with the land owner, and the city would need to generate income from the sign indirectly through annual development fees. In this case, the revenue is split between the land owner and the city, and therefore the total earning potential for the city is lower.

A city could expect to receive a minimum of $60,000 to $80,000 per digital sign per year for city-owned signs along major freeways, such as I-680 (Bryan 2016). This amount would increase for attributes such as additional screens, larger screen sizes, and optimal locations (Bryan 2016). Mr. Jackson, Manager of Veale Outdoor Advertising, provided an estimate of $60,000 to $120,000 per sign per

year, similar to the estimate provided by Mr. Bryan (Jackson 2016). The City of Sacramento currently receives $180,000 per digital sign per year or 30 percent of the total advertising revenue, whichever is higher (City of Sacramento 2010). Mr. Jackson noted that rates have declined as more cities have started allowing digital signs (Jackson 2016). As such, the City of Sacramento's high rate may be related to the agreement having been executed in 2010 when outdoor advertising space was more expensive.

These estimates provide a range of revenues a landowner may be able to receive for a digital sign on his property. For cities where signs would be located on city-owned land, the city would receive all of the financial benefit from revenue sharing. For cities that generate revenue through development fees, these fees would have to be below the earning potential of the landowner for having the sign on his property in order for the landowner to have enough incentive to allow for construction and operation of the sign on his property. The city would still be able to capture some amount of the value of the sign, up to the rental value for the landowner. The amount captured would depend on the city's ordinance and the specific development fees levied on a particular sign.

In the case of the sign ordinance for the City of Concord, as proposed, there is little potential for the city to generate revenue from the sign. The primary factor affecting the city's ability to generate revenue is the restriction that all advertisements pertain to the businesses and services that are on the site. Companies that own and operate digital signs would not be interested in executing a contract for a digital sign that is restricted to local advertising only (Jackson 2016). As such, there would be no rental value to these companies, and the City would not be able to benefit from associated development fees.

Financial Benefits of Community Use of Digital Signs

Although the City of Concord would likely be unable to generate substantial revenue from allowing digital signs, the City would realize the benefit of community use of the digital sign, based on requirements outlined in the revised ordinance. This may allow the city to advertise community events or use the advertising space for other community use as appropriate. This would reduce the cost of promoting these events or making community announcements using existing means, thereby reducing existing costs to the city and improving the city's budget. These saving would be related to the city's existing costs for these sorts of announcements.

SUMMARY AND CONCLUSION

Federal, State and Local Regulations

Freeway-oriented signs (pylon signs, digital reader-board signs and wall signs) along interstate freeways in California, such as the Interstate 680 corridor in the City of Concord are regulated at the federal level by the Federal Highways Administration, by Caltrans at the state level, and by Counties and Cities at the local level. The first State of California Outdoor Advertising Act was enacted in 1933. In 1965, the Federal Highway Beautification Act was passed. The Federal Act states that "outdoor advertising displays in areas adjacent to the freeway should be controlled in order to protect the public investment, to promote safety and recreational value of public travel, and to preserve natural beauty." Therefore, freeway-oriented signs, including digital signs are comprehensively regulated at the federal, state, and local levels through the adoption of various Acts and Ordinances, as described above.

Analysis of Other Jurisdictions Sign Regulations

The report includes an analysis of freeway-oriented digital reader-board signs and wall signs or graphic posters (City of Huntington Beach) in the following cities in Northern and Southern California:

- City of Huntington Beach (Orange County - Southern California)
- City of Commerce (Los Angeles County - Southern California)
- City of Pittsburg (Contra Costa County - Northern California)
- City of Fairfield (Solano County - Northern California)
- City of Vacaville (Solano County - Northern California)

The relevant portions of each city's sign ordinance and figures showing examples of digital reader-board signs and wall or graphic poster style freeway-oriented signs in the City of Huntington Beach are provided and show the varying degrees of freeway oriented digital sign regulations in these jurisdictions.

Proposed City of Concord Zoning Text Amendment (Signs) and Veranda Shopping Center Master Sign Plan

The Veranda Shopping Center applicant has proposed an amendment to the Concord Municipal Code Chapter 18.20 (General Terms or Definitions) and Chapter 18.180 (Signs) to allow for the inclusion of pylon signs in multi-tenant projects on the I-680 corridor of a certain size subject to a Master Sign Program (MSP) under limited circumstances. Basically, the proposed amendments would allow freeway-oriented pylon signs and graphic wall posters for shopping centers

greater than 300,000 square feet in size fronting the I-680 freeway within the City of Concord. One of the freeway-oriented pylon signs for shopping centers that meet these criteria may be a digital reader-board. The Veranda Shopping Center project Master Sign Plan includes the construction of three 50 foot pylon signs along I-680, one of which would be a digital reader-board sign. In addition, up to 24 graphic posters (in addition to tenant identification signage) is shown on the back of Buildings G and H facing the I-680 Freeway.

Potential for New Freeway-Oriented Signs on the I-680 Corridor

The only currently eligible site aside from the proposed Veranda Shopping Center is the Sunvalley Shopping Center located across I-680 to the southwest. The Willows Shopping Center would not be eligible without a future expansion. Although this shopping center is zoned West Concord Mixed-Use (WMX) and has more than 400 feet of direct freeway frontage, it only has 253,192 square feet of floor area according to property owner Equity One. Therefore, the existing Willows Shopping Center would be too small to qualify for freeway-oriented signs.

Federal and state spacing and display requirements and guidelines would restrict the placement of signs. Under the FSA of 1968 between the FHWA and the State of California, signs must be a minimum of 500 feet apart and located within 1,000 feet of the nearest edge of a commercial building. In addition, Caltrans' general guidelines for outdoor advertising permits would apply. For example, electronic changeable message center displays should be 1000 feet from other such displays, and displays should be 500 feet away from an interchange.

The Willows Shopping Center would become eligible for freeway-oriented signs under the proposed zone text amendment if its existing 253,192 square-foot floor area were expanded to at least 300,000 square feet. Two other parcel groupings to the north of the proposed Veranda Shopping Center could potentially become eligible for new freeway-oriented signs. The first grouping is located directly north of the Veranda site, between Galaxy Way, Burnett Avenue, and Diamond Boulevard. Commercial office space and hotel uses occur in this area. If the site were redeveloped into a shopping center with at least 300,000 square feet, it would become eligible for new freeway-oriented signage because of its West Concord Mixed-Use zoning and at least 400 feet of direct freeway frontage.

The second parcel grouping is located adjacent to the east side of I-680 between Burnett Avenue, Concord Avenue, and Diamond Boulevard. This site is zoned West Concord Mixed-Use and has auto dealerships. The eligibility of these sites for new freeway-oriented signs would depend upon the application of Caltrans guidelines for issuing outdoor advertising permits. In addition, the Concord

Toyota site at 1090 Concord Avenue would not be eligible for freeway-oriented signs because it is part of a block of parcels that lack direct freeway frontage. Diamond Boulevard and auto dealerships to the west separate this area from I-680.

Sign Regulation Options

The report analyzed options or suggested alternative sign regulations for the proposed zoning text amendment to the City of Concord Municipal Code based on a review of the various sign codes and regulations at the federal, state, and local levels as presented in the sections above compared to the proposed sign text amendment language and Veranda Master Sign Plan.

Option 1: Reduced Allowable Onsite Signage Criteria

The revised sign code amendment for the City of Concord would allow up to 3 freeway oriented signs or 1 sign per each 400 feet of freeway frontage, a maximum height of 60 feet, and a minimum separation of 75 feet between freestanding signs. The review of the freeway oriented sign regulations in other jurisdictions above, including digital reader-board signs indicated the following:

- Total Number of Freeway-oriented Pylon Signs per Parcel or Shopping Center - The Veranda Shopping Center Master Sign Plan (MSP) shows a total of three freeway-oriented pylon signs for the center. The following Cities analyzed in this study allow only one freeway-oriented pylon or pole sign per use or shopping center:

    - City of Huntington Beach – 1 freeway-oriented pylon sign
    - City of Pittsburg – 1 freeway-oriented pylon sign
    - City of Fairfield – 1 freeway-oriented pylon sign
    - City of Vacaville – 1 freeway-oriented pylon sign
    - **Veranda Master Sign Plan – 3 freeway-oriented signs**

- Pylon Sign Height Limit - The minimum height limits for freeway-oriented pylon signs in the jurisdictions analyzed in this report are equal to or lower than the proposed City of Concord sign code revision:

    - City of Pittsburg – 40 feet maximum
    - City of Fairfield – 55 feet maximum
    - City of Vacaville – 60 feet maximum
    - City of Commerce – 30 feet maximum
    - **Veranda Master Sign Plan – 60 feet maximum**

- Minimum Distance Between Highway-Oriented Pylon Signs - An increased minimum distance between freeway-oriented signs (whether on the same parcel or adjoining parcels) is required in the following jurisdictions:

  - City of Huntington Beach - 600 feet between reader-board signs (multiple user signs)
  - City of Pittsburg - 1.5 miles between digital billboards and 500 feet distance from a freeway monument sign.
  - City of Vacaville - 1,000 feet separation between freeway oriented sign structures
  - **Veranda Master Sign Plan and City Concord Sign Code Text Amendment - One pylon sign per each 400 feet of frontage or a 400 foot separation between signs.**

- Graphic Posters and Lifestyle Signs on Buildings G and H - It is not clear from the proposed sign code text amendment how graphic posters and/or lifestyle signs proposed in the Veranda Master Sign Plan will be allowed or regulated. Both tenant signs along the top of the building fascia and graphic posters are proposed on various walls facing the I-680 freeway on the rear or west elevations of Buildings G and H. Although billboards or graphic posters could be placed on the rear of buildings facing the freeway in some jurisdictions included in this study (Cities of Huntington Beach and Pittsburg) they are regulated by both Caltrans (landscaped freeway designation) and their sign ordinances. The sign copy on these signs in the City of Concord would be limited to tenant and products sold on premises.

Option 1 - Recommendations

- Number of Freeway-Oriented Pylon Signs -This option recommends allowing only one (1) freeway-oriented pylon sign for shopping centers with over 300,000 square feet of tenant space.

- Height of Freeway-Oriented Pylon Signs -A maximum freeway-oriented pylon sign height of 45 feet is recommended.

- Distance between Freeway-Oriented Signs - The analysis above shows a required distance of 600 to 1,000 feet between freeway oriented pylon signs in the jurisdictions studied and Caltrans requires a distance of 1,000 feet between such signs. Based on this analysis, this option recommends a minimum distance of 1,000 feet between freeway-oriented pylon signs on adjoining properties along the I-680 corridor in the City of Concord.

- Graphic and/or Lifestyle Wall Signs - In order to comply with Caltrans "landscaped freeway" regulations, eliminate conflict with tenant signage, reduce sign clutter, and assure driver safety, this option includes regulations that would limit the amount of graphic or lifestyle wall signs (Graphic Posters) facing the I-680 freeway per shopping center:

  - Graphic Posters shall not be permitted on the same wall or building fascia as tenant signs.
  - Graphic Posters shall be limited to two (2) per multi-tenant building.
  - Graphic Posters shall not be digital reader-board signs.
  - Graphic Posters shall be limited to 250 square feet per sign.
  - Graphic Posters shall not exceed the height of the structure upon which it is attached.
  - Graphic posters shall be a minimum of 25 feet apart.

Option 2: Additional Sign Regulation

The review of the various sign ordinances for the jurisdictions studied indicates that additional sign criteria such as maximum freeway sign area, locational criteria, landscape requirements, time of day restrictions, duration of time for sign copy on digital reader-boards, time lapse between sign copy on digital signs, and maximum lumens for daytime and nighttime hours have been included in their sign codes.

Based on the review of the Federal Highways (FHWA), Caltrans Outdoor Advertising Display regulations, and sign ordinances for other jurisdictions that allow digital signs and billboards, Option 2, includes safety measures that could be added to the City of Concord Sign Text Amendment to control the timing, light intensity, and hours of operation for digital signs or reader-boards.

Option 2 - Recommendations

Option 2 includes the addition of the following recommended requirements to the proposed Zoning Ordinance Amendment to Chapter 18.180 signs:

- Duration of Digital Message - the duration of any digital message shall be a minimum of 8 seconds.

- Transition Time Between Messages - The transition time between digital messages shall be 2 seconds.

- Light Intensity - Light intensity shall be regulated in the following manner:

- Digital signs shall not operate at brightness levels of more than 0.3 foot candles above ambient light, as measured using a foot candle meter at a preset distance of 250 feet for a sign with a sign face display area of 672 square feet.

- Digital Signs Hours of Operation – Hours of operation for digital signs shall be between 6:00 a.m. and 10:30 p.m.

Potential Sign Revenue

There is potential for the City of Concord to develop a digital sign ordinance that allows the city to generate revenue from construction and operation of these signs. Given that available land along the proposed I-680 corridor where signs would be permitted is owned by private entities rather than the City of Concord, this revenue would need to be collected through annual development fees, which would need to be defined in the city's ordinance. The City would need to develop guidelines for development fees that account for the nexus for levying theses fees.

The revenue potential to a city for permitting digital signs is dependent on the total advertising revenue potential of the sign as well as the mechanism for capturing a portion of that revenue. The total advertising revenue potential for digital signs depends on the number of viewers, the size and visibility of the sign, the location of the sign, hours of operation, terms from the city, advertising restrictions, and other attributes that affect the advertising potential of the sign; any amount of time dedicated to community use would reduce the advertising value of the sign. These factors are considered by sign owners and operators when they negotiate for the right to construct and operate a sign on a particular property. Contracts for digital signs are generally negotiated on a case-by-case basis, with revenue-sharing potential depending on the overall anticipated income by the sign company (Bryan 2016).

The amount of revenue that could be captured by a city is also dependent on the structure of the agreement. Revenue-sharing contracts can be structured as a rental payment for allowing the sign to be located on the property, a percentage of advertising revenue generated by the sign, or a combination of both. These contracts are generally set up with the land owner, so direct revenue-sharing profits are realized by the land owner. If the city owns the land on which the sign is located, the contract would be directly with the city, and any revenue generated as part of the revenue-sharing agreement would be captured by the city. However, in the case where a city does not own the land, the revenue-sharing contract would be set up with the land owner, and the city would need to generate income from the sign indirectly through annual development fees. In

this case, the revenue is split between the land owner and the city, and therefore the total earning potential for the city is lower.

A city could expect to receive a minimum of $60,000 to $80,000 per digital sign per year for city-owned signs along major freeways, such as I-680 (Bryan 2016). This amount would increase for attributes such as additional screens, larger screen sizes, and optimal locations (Bryan 2016). Mr. Jackson, Manager of Veale Outdoor Advertising, provided an estimate of $60,000 to $120,000 per sign per year, similar to the estimate provided by Mr. Bryan (Jackson 201). The City of Sacramento currently receives $180,000 per digital sign per year or 30 percent of the total advertising revenue, whichever is higher (City of Sacramento 2010). Mr. Jackson noted that rates have declined as more cities have started allowing digital signs (Jackson 2016). As such, the City of Sacramento's high rate may be related to the agreement having been executed in 2010 when outdoor advertising space was more expensive.

These estimates provide a range of revenues a landowner may be able to receive for a digital sign on his property. For cities where signs would be located on city-owned land, the city would receive all of the financial benefit from revenue sharing. For cities that generate revenue through development fees, these fees would have to be below the earning potential of the landowner for having the sign on his property in order for the landowner to have enough incentive to allow for construction and operation of the sign on his property. The city would still be able to capture some amount of the value of the sign, up to the rental value for the landowner. The amount captured would depend on the city's ordinance and the specific development fees levied on a particular sign.

The primary factor affecting the city's ability to generate revenue is the restriction that all advertisements pertain to the businesses and services that are on the site. Companies that own and operate digital signs would not be interested in executing a contract for a digital sign that is restricted to local advertising only (Jackson 2016). As such, there would be no rental value to these companies, and the City would not be able to benefit from associated development fees.

Although the City of Concord would likely be unable to generate substantial revenue from allowing digital signs, the City would realize the benefit of community use of the digital sign, based on requirements outlined in the new ordinance. This may allow the city to advertise community events or use the advertising space for other community use as appropriate. This would reduce the cost of promoting these events or making community announcements using existing means, thereby reducing existing costs to the city and improving the

city's budget. These saving would be related to the city's existing costs for these sorts of announcements.

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