



 Clear Channel Outdoor

 Clear Channel Outdoor GET SEEN. BE LOVED.

SAN JOSE BILLBOARD EIR

Study Session

** Share with that CCO has followed every council ordinance, policy, memorandum as well as the contract provisions in the airport advertising concession agreement, established to govern the installation of digital bulletin:*

The Process & Policies

- *November 9, 2018 – City Council approves Replacement Policy 6-4-*
- *April 3, 2019 – City signed Amendment to Concession Agreement between the Airport and Clear Channel*
- *July 23, 2019 – City Council approves Billboard Memorandum defining the procurement process for Policy*
- *February 2020 – City Approval of Project Plan for Outdoor Digital bulletins at airport*

Project Plan for Billboards- Environmental Report Status

City Development Process	
CCO Letter of Intent for Project Plan submitted to Airport Director in November 2019 per contract requirements	Completed
Airport approves Project Plan February 2020 (establishes contractual agreement for these sites)	Approved
Prepared & conducted Surveys, Site Plans and Soil Studies	Completed
Project Plan was Submitted to and Reviewed by City Planning	Approved
Work on the EIR amendment began David J Powers & Associates. The same who group who performed the Airport CEQA document	Completed & Approved
EIR Amendment Circulated for Public Comment/ received questions/consultant responded to all questions/staff deems complete/ City Planning supports Project EIR. FAA approves project	Approved
Airport Commission review/ City Council for Final Approval of EIR amendment	Pending

EIR & POLICY 6-4 MITIGATIONS

Take downs

Remove 8 billboards (4:1 ratio) in the City per policy 6-4 guidelines

Illumination

Billboards turned off from midnight to 6am

Automatic dimming adjusts to ambient light day or night

Custom shielding technology

Incorporate International Dark-Sky Association's guidelines

Still content only, no moving images, video, flashing or animation

EIR verifies - Project meets all of these requirements

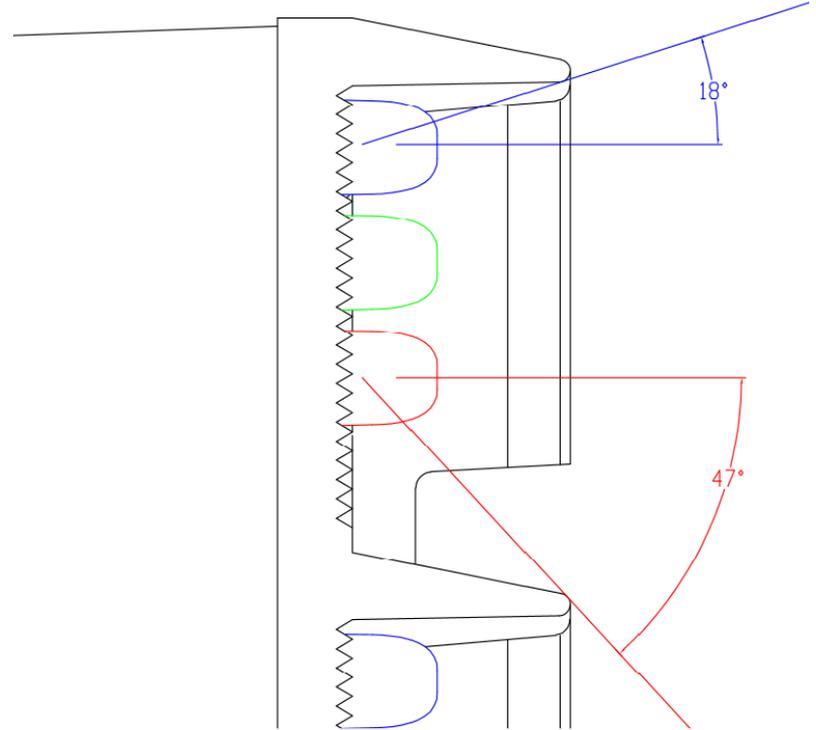
Media Resources – Custom Design Light Shields



SITELINE® Baffle System
(front view)



SITELINE® Baffle System
(side view)



ENVIRONMENTAL CASE

Clean Energy & Energy Efficiency

- *Clear Channel will be using electricity from the San Jose Clean Energy program which is 90% carbon free.*
- *8 removed billboards currently using PG&E energy sources. Their energy will be permanently removed and will result in net lowered energy consumption*

Guadalupe River riparian environment

- *Complies with Dept of Fish and Wildlife requirements*
- *Relocate sign 55 feet further from Guadalupe River*
- *Convert a digital face to backlight billboard = 300% Lower illumination level*
 - *Automatic dimming technology*

Trees Replacement Program

- *Native tree replacement 5:1 & Non-native tree replacement 4:1*
- *CCO will work with City to identify location for replanting*

SAN JOSE AIRPORT ELECTRONIC BILLBOARDS

FAA Review & Findings

Clear Channel submitted the projected locations, as well as the project plans to the FAA for review.

The FAA has access to all of the data that has been collected on the project.

This includes a review of the safety of navigable airspace and for people or places on the ground at the Airport.

The FAA has approved the project to move forward.

Billboards are not created equally

