Appendix A:
Aesthetics Supporting Information

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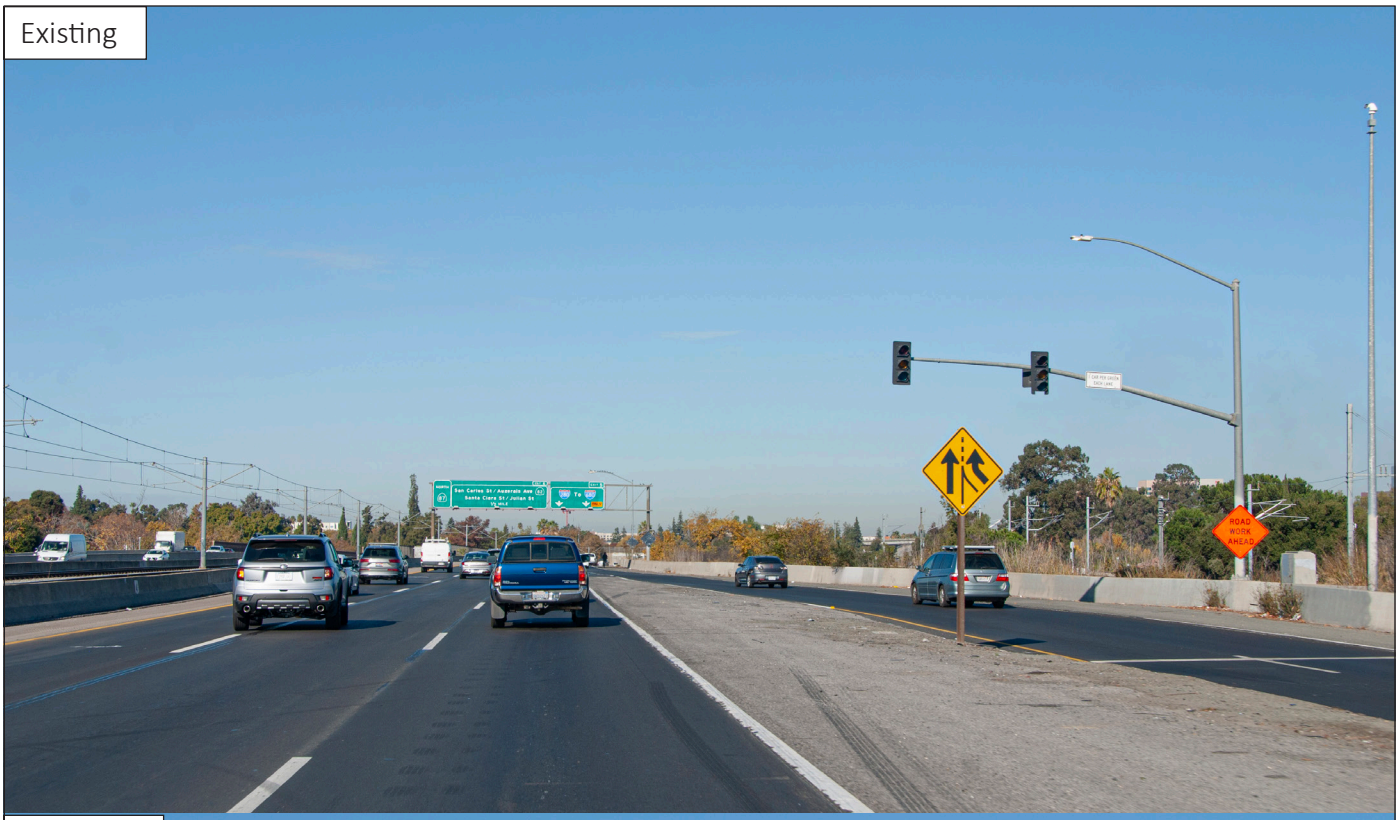
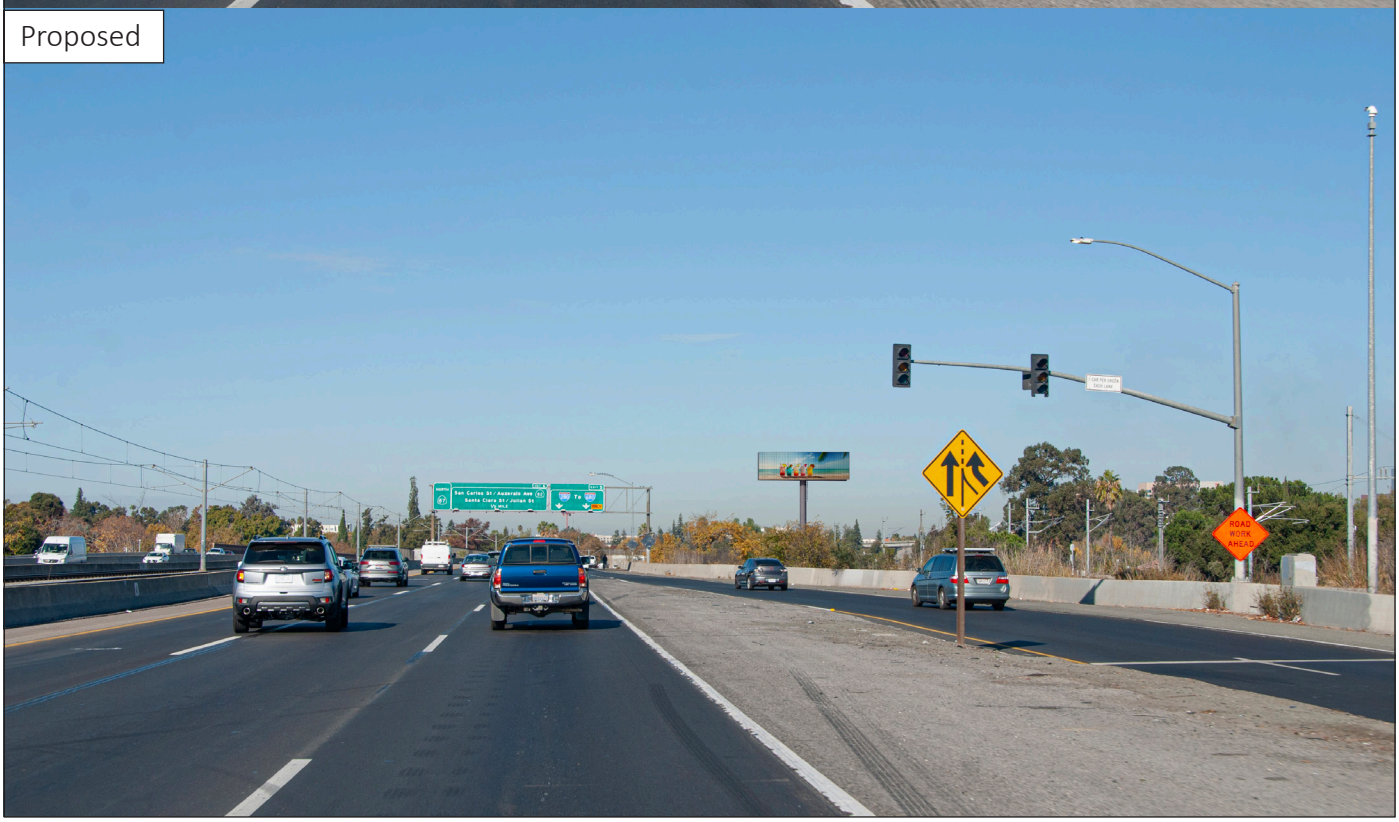
Visual Simulation Viewpoints

Willow St. Billboard Visual Simulations

Existing



Proposed



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View 1

Existing

Proposed

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View 2

Existing

Proposed

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View 3

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OUTFRONT MEDIA

Willow St, San Jose, CA

Digital Billboards

Photometric Analysis

Prepared By:

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Date Submitted
5 October, 2023

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1.0 NARRATIVE

We (exp engineering) have conducted a photometric review of the digital billboard being proposed at Parcel 264-48-128 at Willow St and CA 87.

Using the photometric software AGI32, we studied the screen's output brightness to determine if any modifications to the sign would be needed to comply with the OAAA (Outdoor Advertising Association of America) lighting level standards, and the impact the sign will have at night on the surrounding community.

The proposed billboards are in a 9° V formation . The signs are 14' H x 48' W with the proposed bottom of the sign being at +66'-0" A.F.G..

Per OAAA guidelines, the proposed signs, displaying a full white image (for maximum brightness) should not exceed three tenths (.3) of a foot candle over the surrounding ambient light levels at a distance of 250' perpendicular to the sign face in the evenings.

The photometry used in this study is based on the specified Nichia NSPX336 FOV LED modules which output light horizontally at 90° and 45° vertically at an evening output level of 300 Nits (Candela per Square Meter).

As we are unable to determine what the ambient light levels will be at the location, the studies were done assuming the worst-case scenario of no ambient light.

We have included graphical illustrations demonstrating the light levels in foot-candles (fc) we expect from the screen.

SHEET 1 Presents an area satellite view of the site including the location of the proposed billboard with elevation markers for views on sheets 3-5.

SHEET 2 Glow Plan showing OAAA compliance measurements at 0°, 30°, & 45° from center of the sign, perpendicular to the ground outward to 250'.

SHEET 3. Photometry plan view showing point-by-point calculations at ground/surface level

SHEET 4 Shows north and south view of proposed area and surrounding area in psuedocolor

SHEET 5 Displays close ups of both northeast and southeast residential clusters in psuedocolor.

SHEET 6 A close-up view of the northwest residential clusters in psuedocolor.

SHEET 7 Psuedocolor rendering with calculation points of the Guadalupe River basin NE of the sign

Conclusions

We see no light levels in excess of .3fc beyond the 250' radius of the signs. The light that does impact the surrounding residential buildings, East and West of the highway, is less than .1 f.c. The residences to the East are blocked significantly by the train tracks infrastructure and trees that surround the properties thus the houses should receive .02 f.c. of light from the sign or less. The residential complexes to the northwest of the highway in our model should expect to receive .07 foot candles or less scattered on their east-facing facades.

The light form the billboard would have little to no affect on the Guadalupe River as the portion directly to the NE of the proposed billboard location is shielded by a dense grove of trees blocking the light, and the portion of the river to the North and South West are shielded by the railroad lines and freeway, respectively.

It is our conclusion that the impact to the surrounding areas to be negligible provided the sign brightness is reduced after dark to the 300 NIT level per OAAA standards.

Appendix

Foot-candle Level Graphic Sheets

An area satellite view of the site including the location of the proposed billboard with elevation markers for views on sheets 3-6 and houses included in the study outlined in blue.

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SHEET 1

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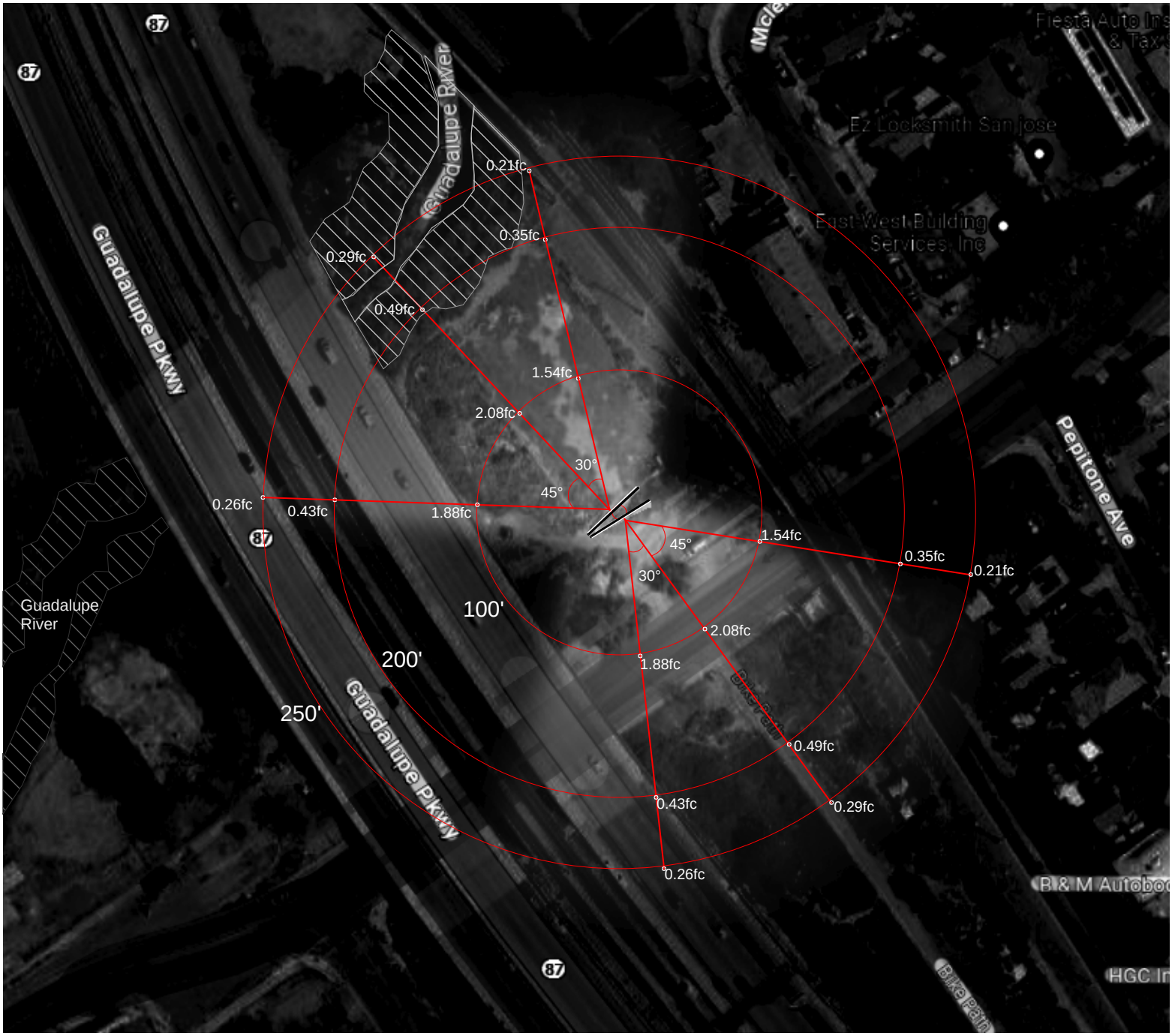

An area satellite view of the site including the location of the proposed billboard with light levels at +90' AFG (following OAAA standards).

Photometry plan showing the lighting levels (in footcandles) on the ground and roadway surfaces. Points are spaced 30' apart for visibility.

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SHEET 3

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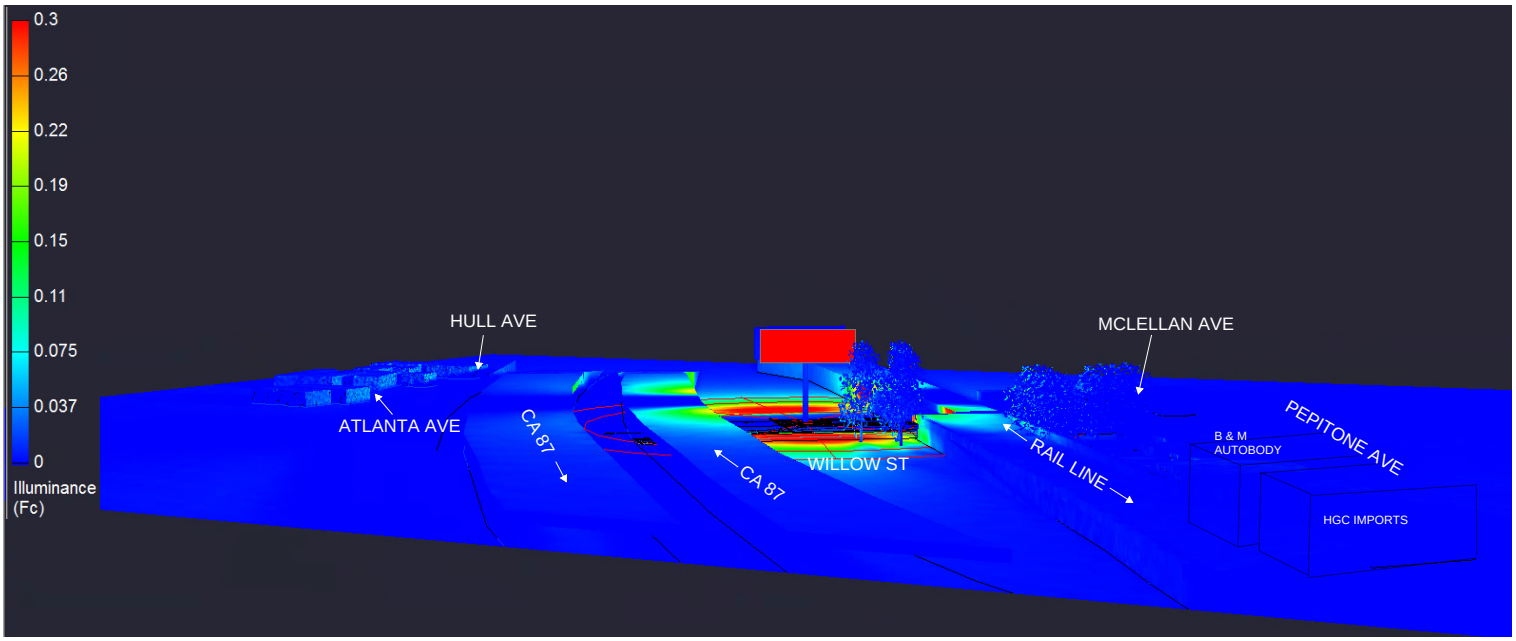
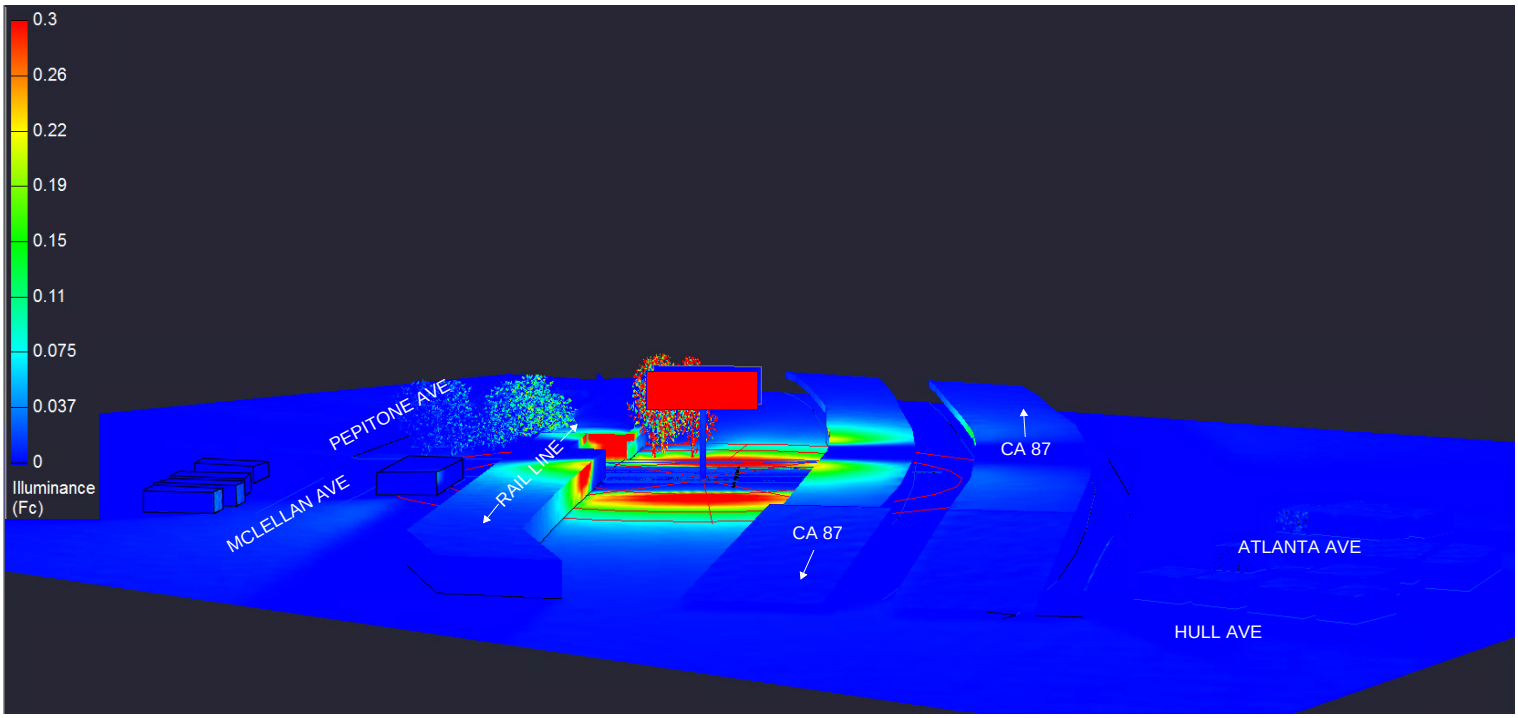
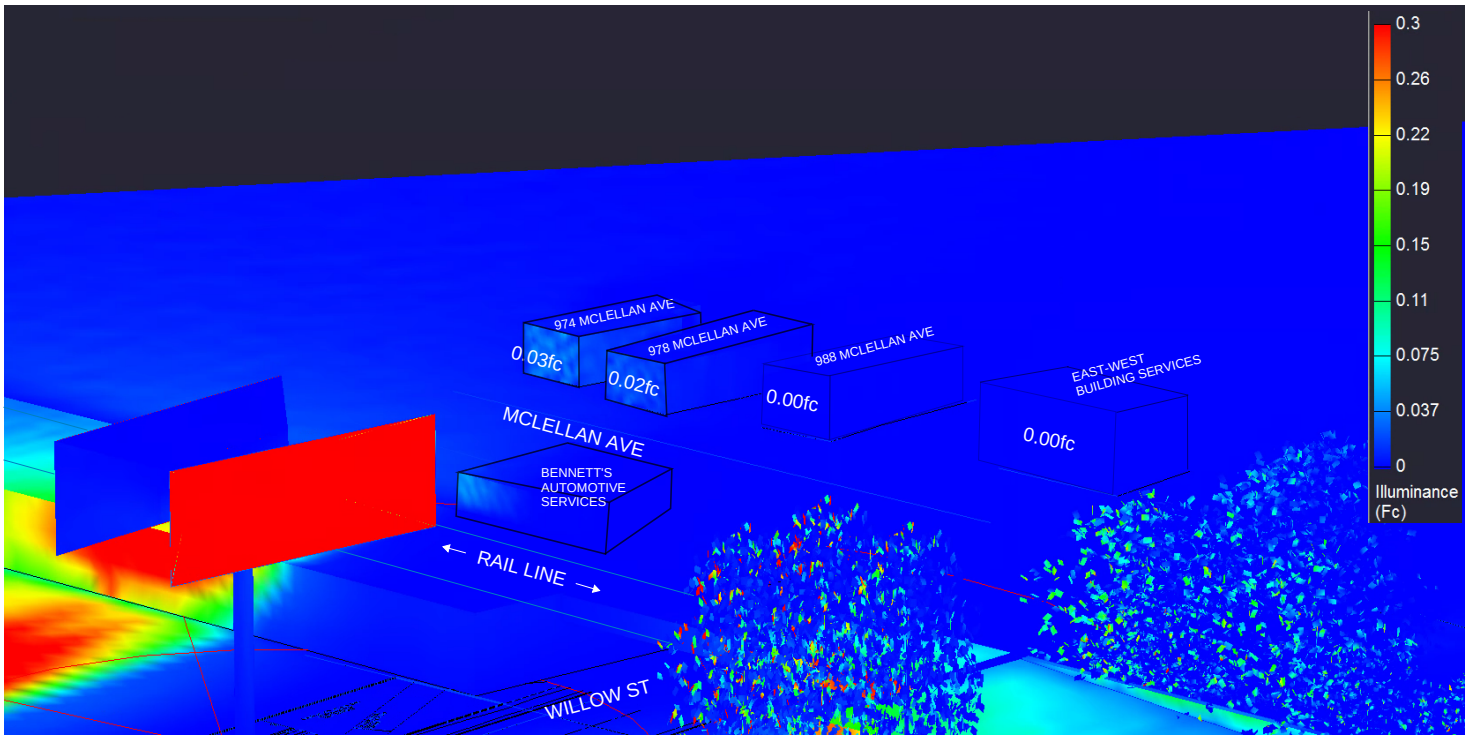


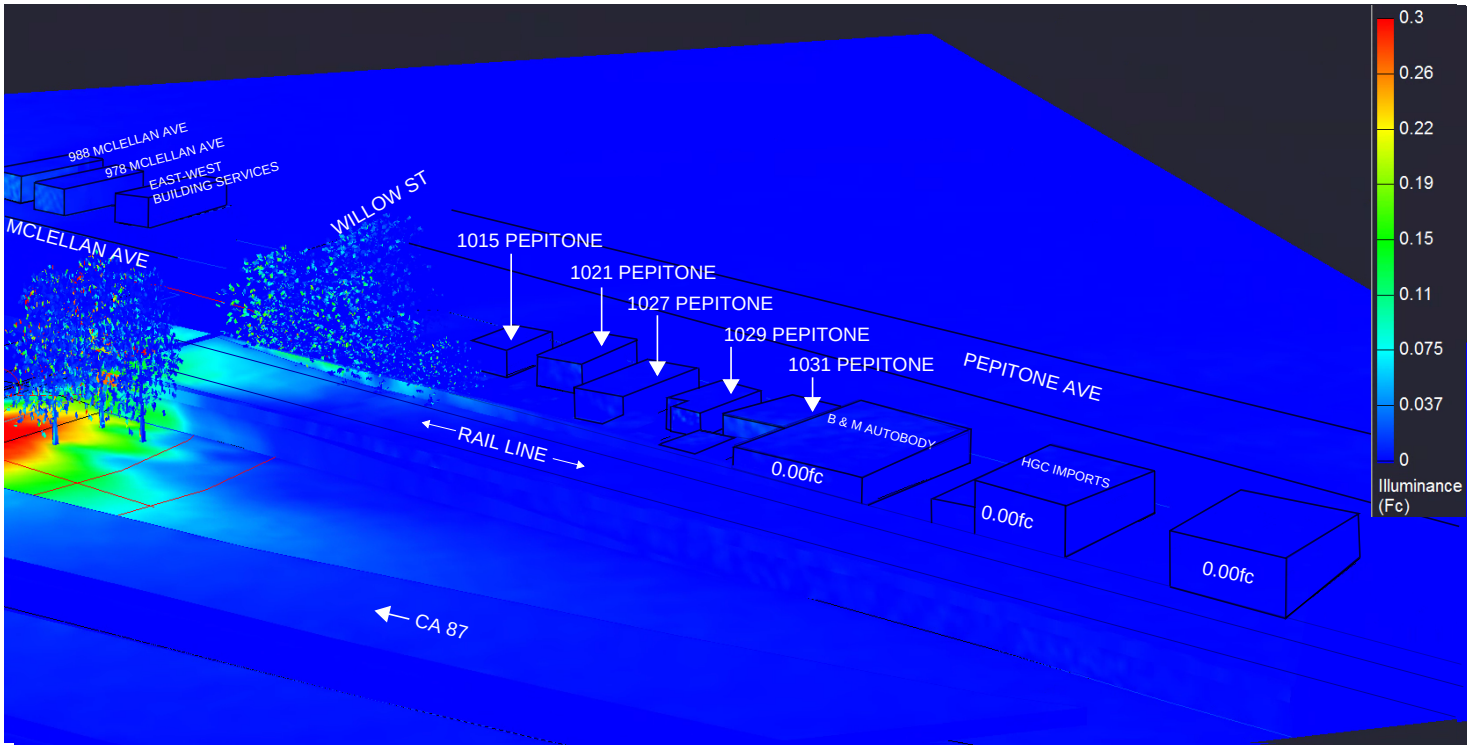
North view of proposed area and surrounding area in psuedocolor.



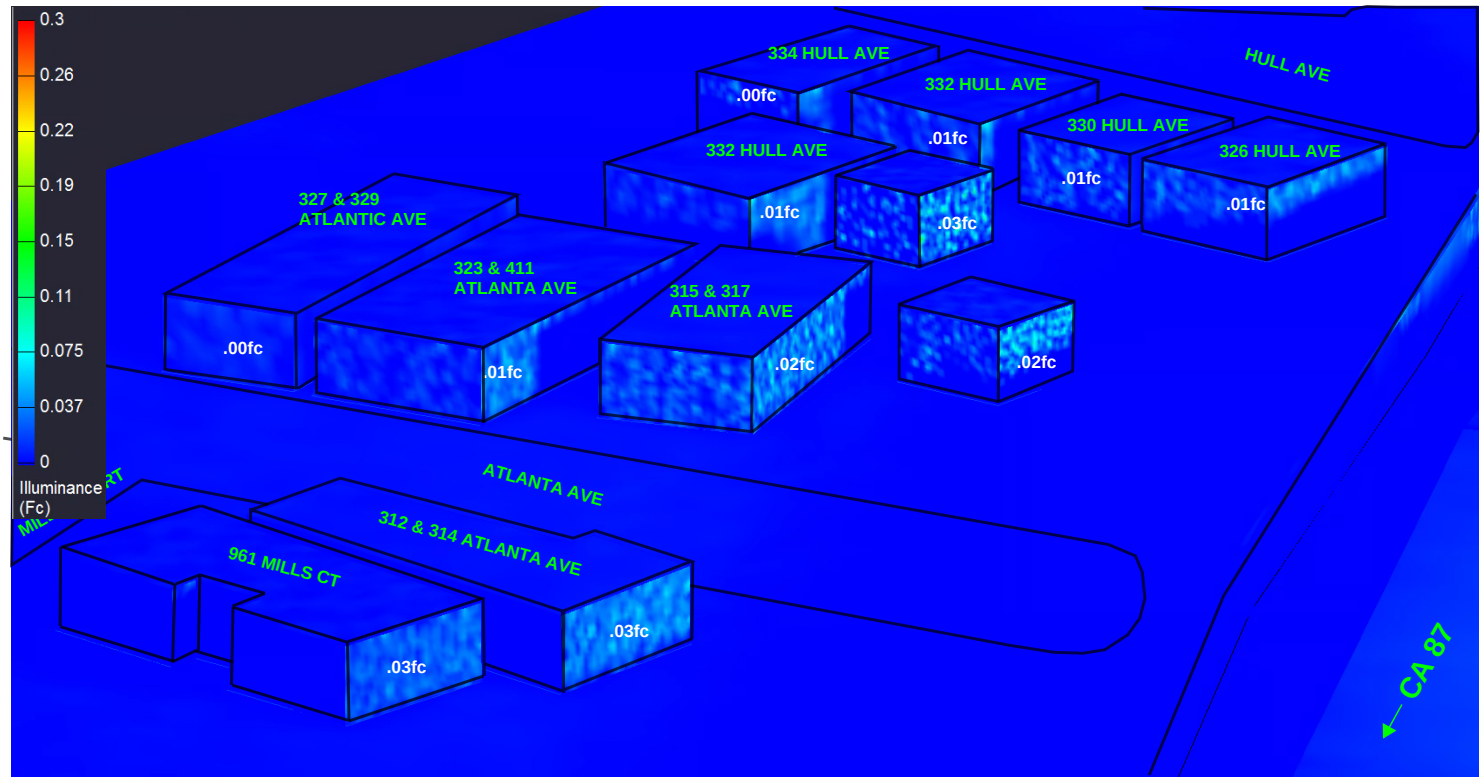
South view of proposed area and surrounding area in psuedocolor.



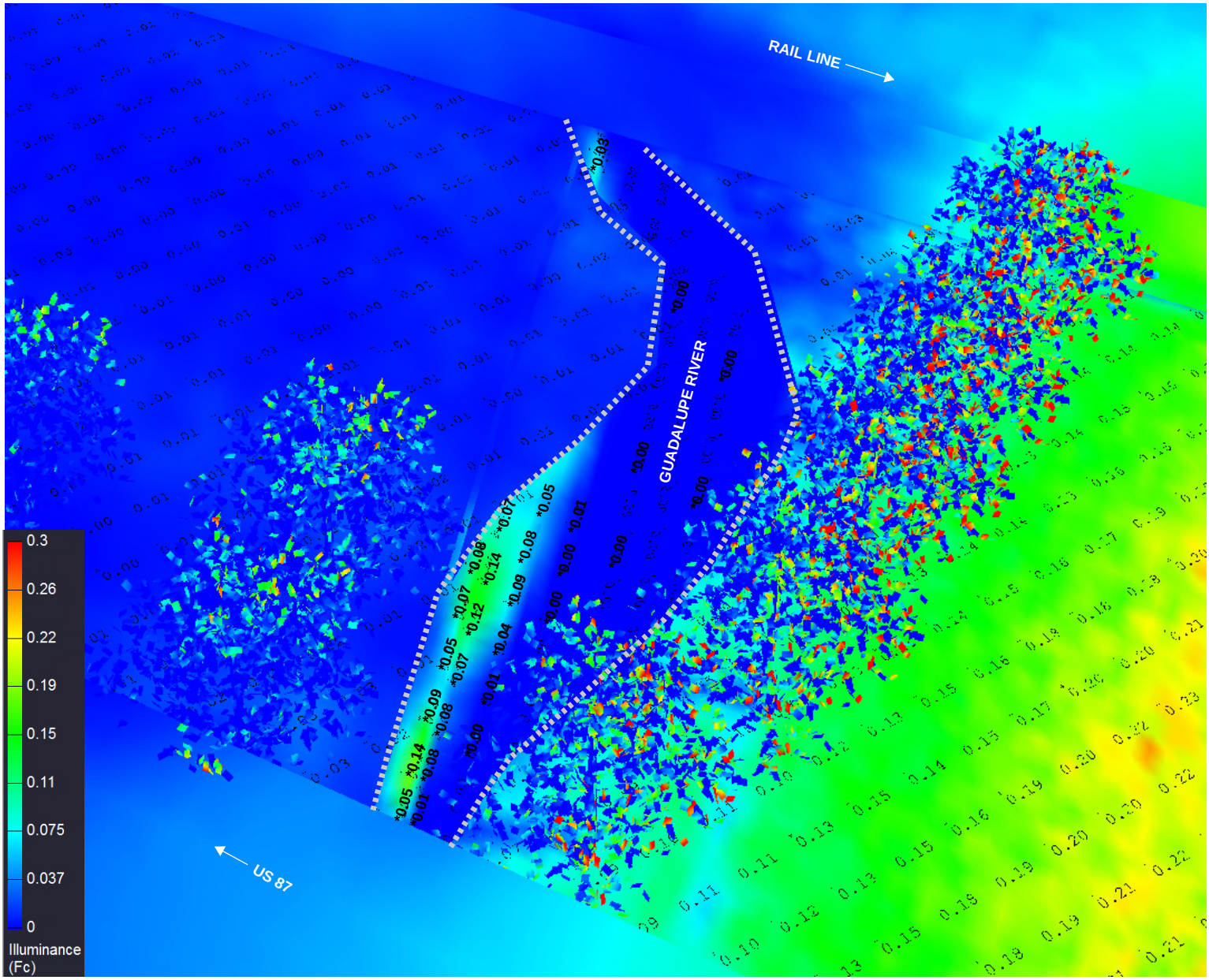
Displays close ups of northeast commercial and residential clusters in psuedocolor.



Displays close ups of southeast commercial and residential clusters in psuedocolor.



Displays close ups of northeast commercial and residential clusters in psuedocolor, in addition to average foot candles of light hitting each house (shown in white).



Displays psuedocolor and calculation points for the portion of the Guadelupe River basin, directly to the NE of the proposed billboard location.

Displays psuedocolor area beyond the tree line at the Guadalupe river bed. Points shown are at the same grade level as the sign base