Appendix A:
Aesthetics Supporting Information

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A-1: Visual Simulations

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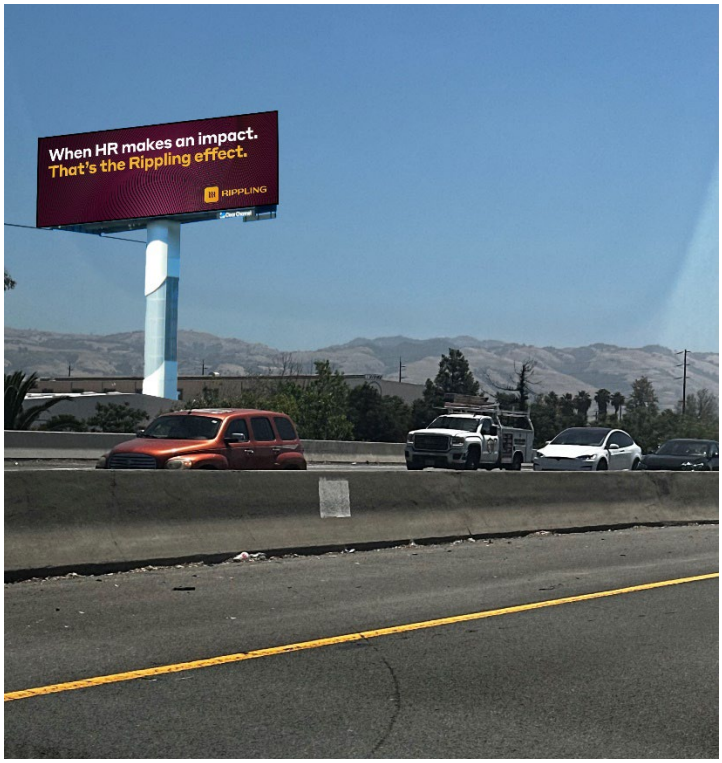
197 Asbury Street (West Mission Street Project Site), San Jose, CA

1440 Mabury Road, San Jose, CA

Photograph 1: West Mission Street proposed billboard, view north.

Photograph 2: West Mission Street proposed billboard, view north.

Photograph 3: Mabury Road proposed billboard, view east.



Photograph 4: Mabury Road proposed billboard, view west.

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A-2: Photometric Analysis West Mission Street Project Site

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CLEAR CHANNEL
84 W Mission St, San Jose, CA

Digital Billboards

Photometric Analysis

Prepared By:

Michael Schrupp

Date Submitted
8 October, 2024

TABLE OF CONTENTS

1.0 NARRATIVE 1

2.0 APPENDIX - FOOT-CANDLE LEVEL GRAPHIC SHEETS 3

1.0 NARRATIVE

We (exp engineering) have conducted a photometric review of the digital billboard being proposed near 84 West Mission St in San Jose.

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 sign is a standard (nominal) 20' H x 60' W size (17' H x 59' W actual) with the proposed bottom of the sign face being at +40'-0" A.F.G..

Per OAAA guidelines, the proposed signs, displaying a full white image (to approximate maximum brightness) should not exceed three tenths of a foot candle (.3 fc) over the surrounding ambient light levels at a distance of 350' perpendicular to the sign face in dark conditions.

The photometry used in this study is based on a standardized digital screen with a maximum viewing range of 160° horizontally and 70° vertically at an evening maximum output level of 330 Nits (Candela per Square Meter) per OAAA recommendations.

It is assumed that there will be some amount of natural or artificial ambient illumination in all existing areas, but as these conditions are variable and inconsistent, this study only demonstrates the additive illumination to be expected from the proposed billboards.

Additionally, EXP has conducted a survey of the area surrounding the proposed billboard site to determine the existing lighting conditions. Measurements were taken the evening of October 6, 2024 to quantify the luminance (brightness) of the light-emitting sources in the area (streetlights, traffic lights, illuminated signs) and the illuminance (amount of light) on the ground from those sources. Note that the SJPD parking lot on the corner of Mission St. and Guadalupe Pkwy is a secure lot that we were unable to access and therefore were unable to measure the brightness within.
Luminance readings were taken using a Konica Minolta LS-150 (last calibrated in September of 2023) and Illuminance readings were made using the Extech EasyView 33 Light Meter (calibrated in June of 2022).

Included are graphical illustrations of 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 and 4.
SHEET 2: Plan showing OAAA compliance measurements at 0°, 30°, & 45° from center of the sign outward to 350'.
SHEET 3: Shows a southern facing view of the surrounding area in psuedocolor (3.1), along with a close up of the Guadalupe Emergency Interim Housing facility at 702 Guadalupe Parkway (3.2).
SHEET 4: Displays a google maps street view facing south towards the residences from W Taylor St.
SHEET 5: Overall view of the surrounding area showing existing illuminance
SHEET 6: Map showing the locations measured for the existing-site illumination study.
SHEET 7: Measurements taken at point #1 of the area
SHEET 8: Measurements taken at point #2 of the area
SHEET 9: Measurements taken at point #3 of the area
SHEET 10: Measurements taken at point #4 of the area
SHEET 11: Measurements taken at point #5 of the area
SHEET 12: Measurements taken at point #6 of the area

Conclusions

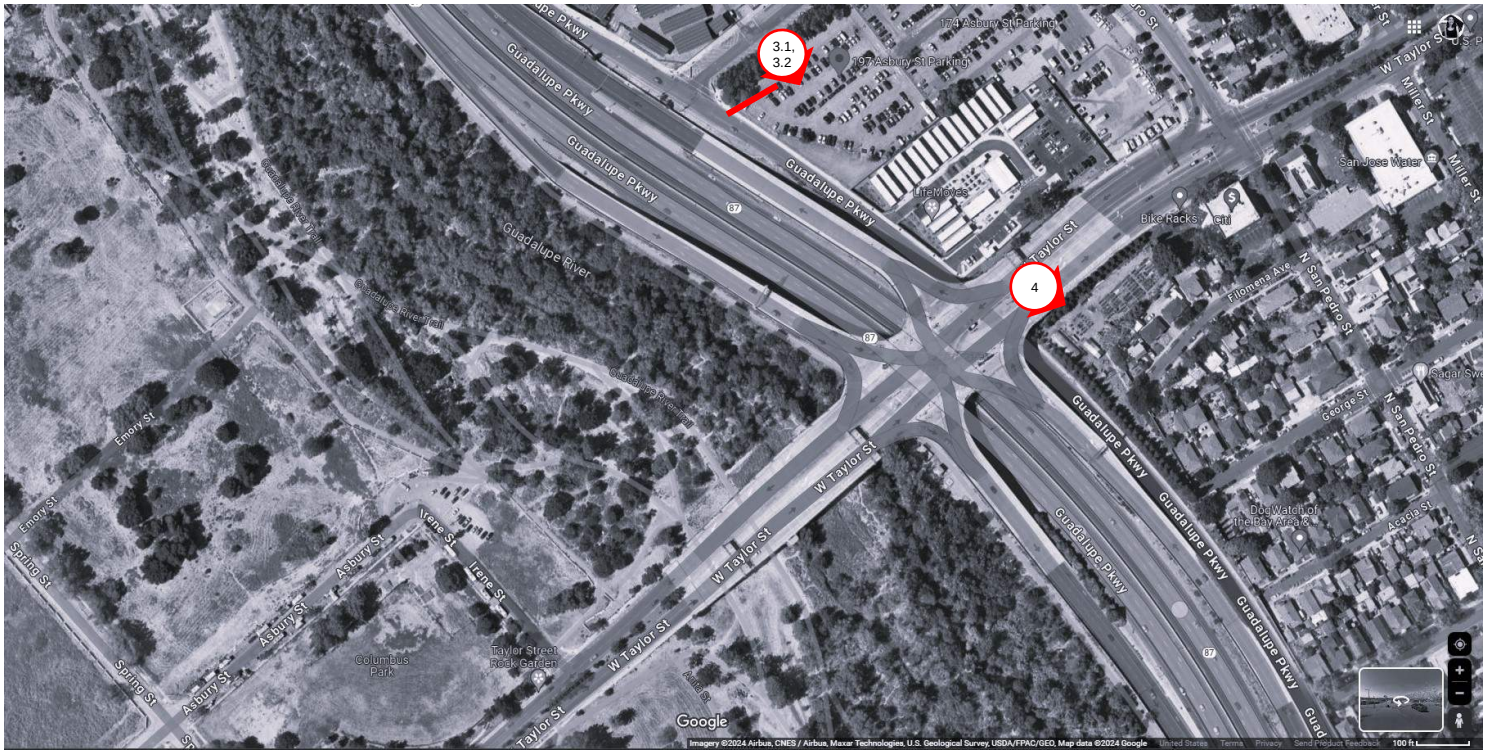
Based on the current high levels of light near the proposed location of this new digital billboard, and with the proposed billboard's output reduced after dark to a level at or below the 330 NIT level per OAAA recommendations, we find no light levels in excess of .3fc beyond the 350' radius in compliance with the OAAA Standards. However, the Guadelupe Emergency Interim Housing facility at 702 Guadelupe Parkway is located within that radius with some of the housing units in direct view of the sign face and would have a potential impact on those in residence.

We find no other businesses or residences to be in view of the sign.

We also find no reason to believe that the billboard will provide any issues to flights landing at San Jose International Airport. The face of the billboard faces away from the air traffic control tower and will not create any visibility issues for the controllers. Additionally, the sign is to be mounted 1,100' from the edge of the flight path, with a flight elevation around 200' above ground at that point, making the sign and the light emanating from the sign far enough off away from the path as to not be a distraction or visual impediment at its dimmed evening luminance.

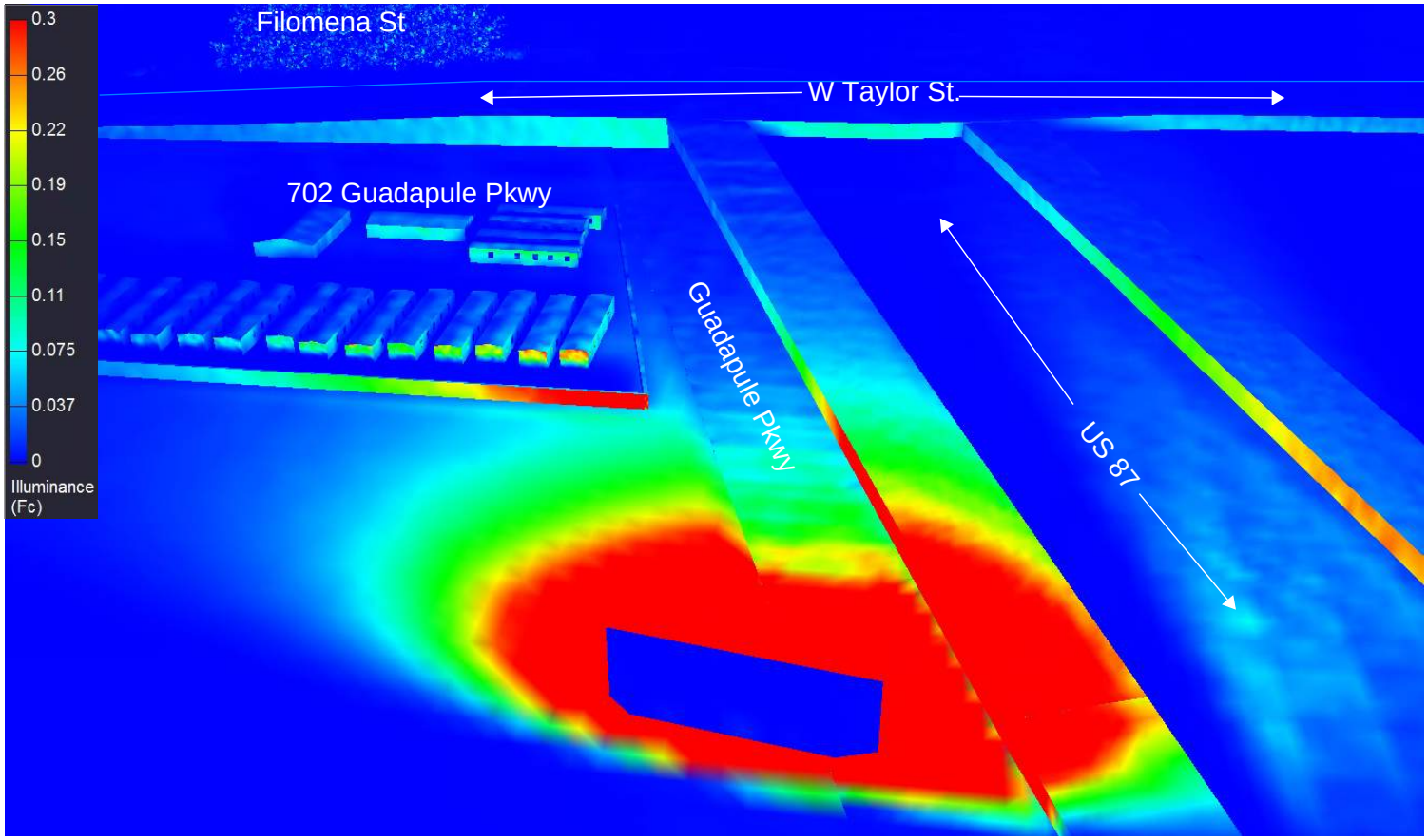
Appendix

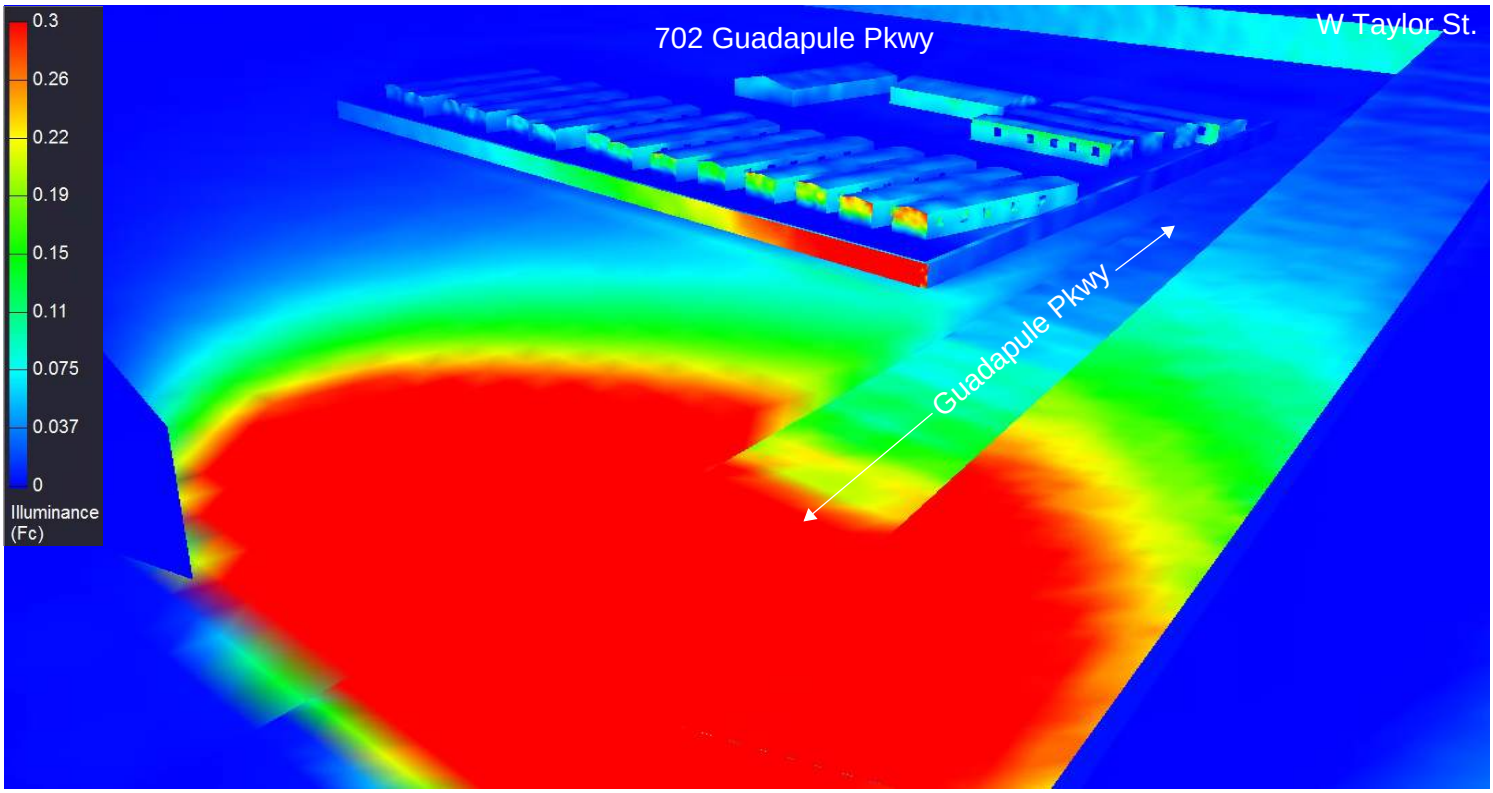
Foot-candle Level Graphic Sheets



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 and 4.

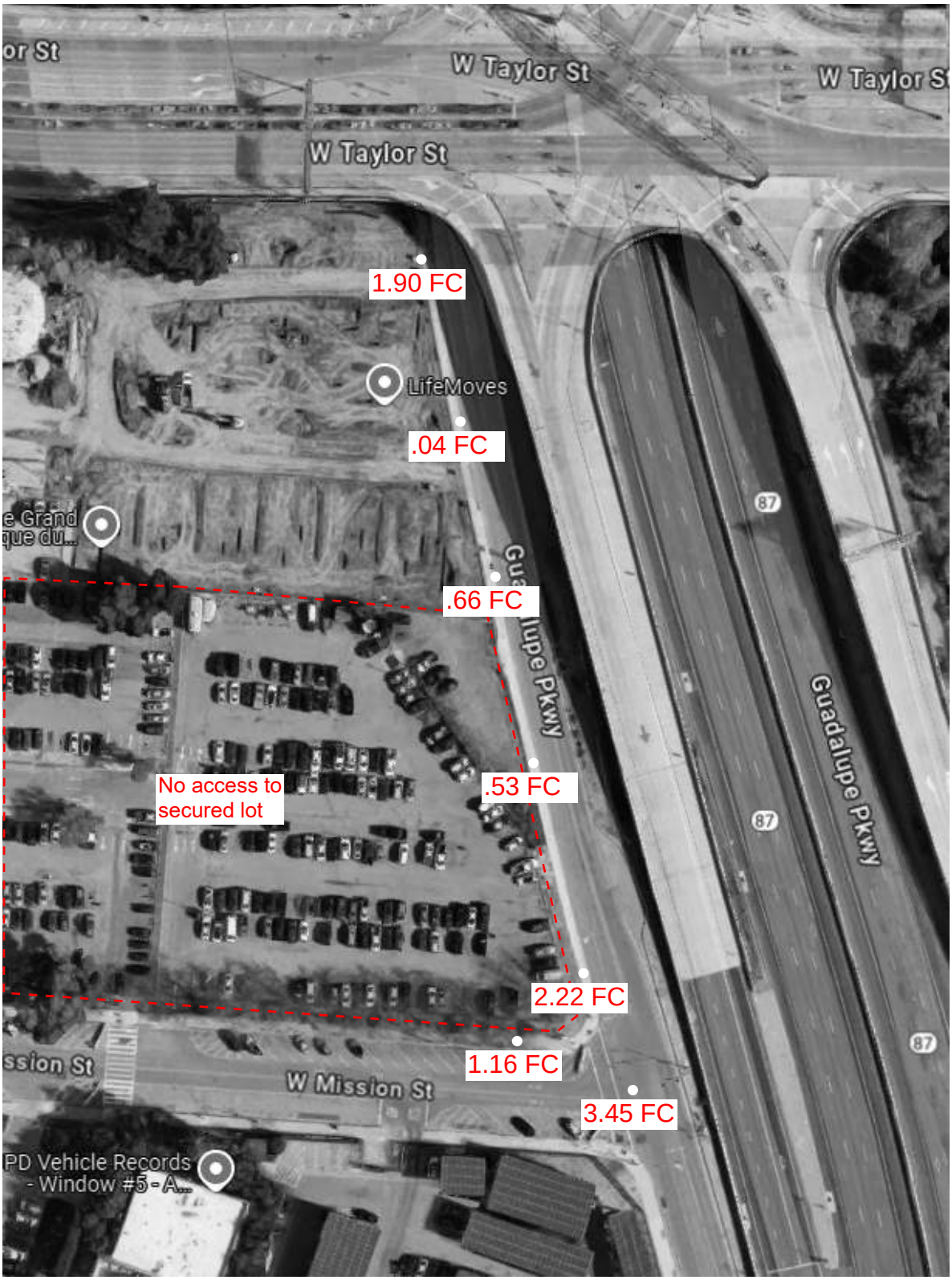
SHEET 2: Plan showing OAAA compliance measurements in Footcandles at 0°, 30°, & 45° emanating directly outward from the center of the sign (at +48'), parallel to the ground, out to 350' from the face.



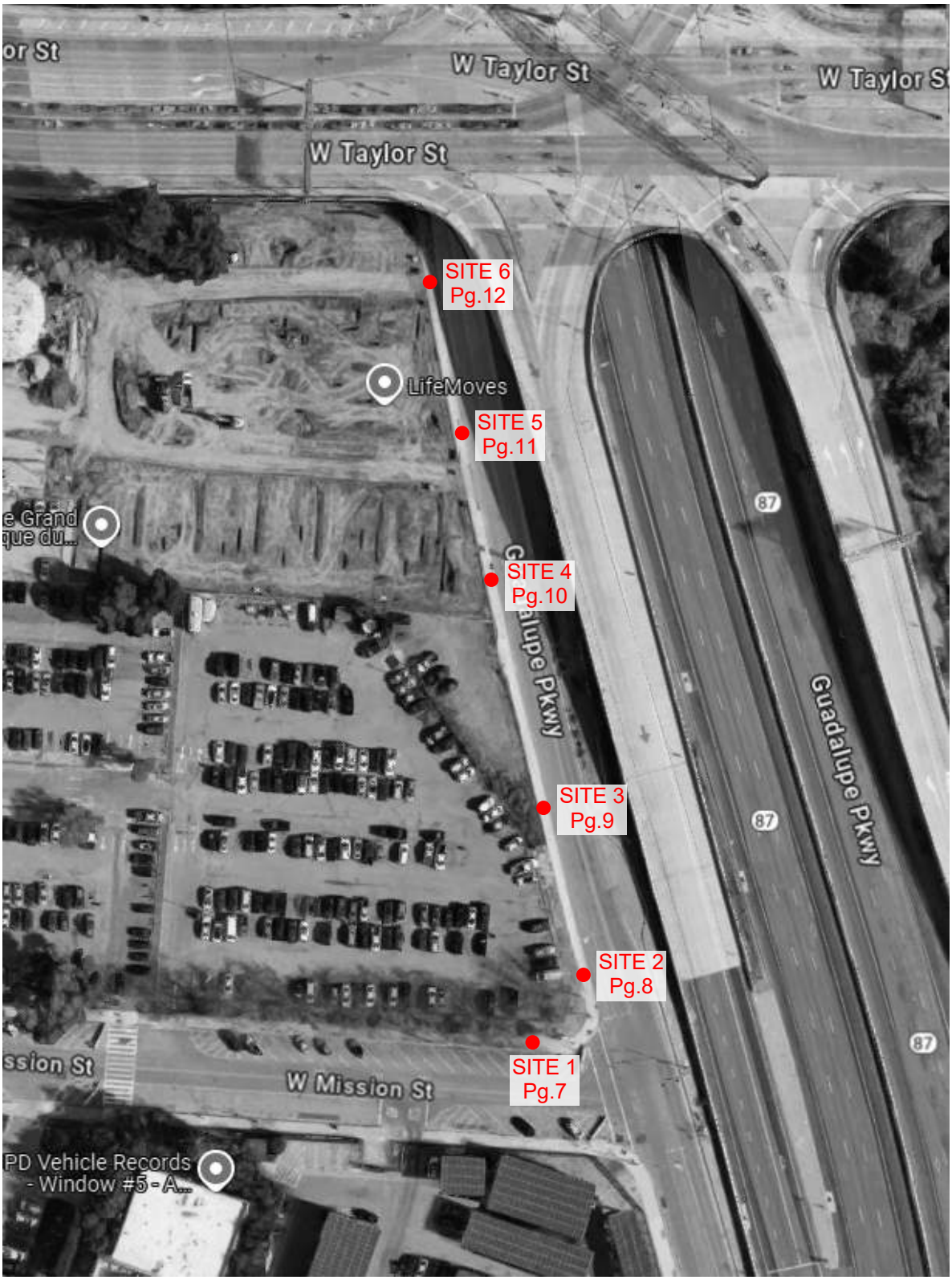


SHEET 3: Shows a southern facing view of the surrounding area in psuedocolor (3.1, top), along with a close up of the Guadalupe Emergency Interim Housing facility at 702 Guadalupe Parkway (3.2, bottom).

SHEET 4: Displays a Google Maps street view facing south towards the residences from of Filomena St from W Taylor St.. The homes are shielded from the light of the sign from the overpass and the adjacent trees.



Existing illuminance levels, measured at the ground (+0 AFG)



Site study locations

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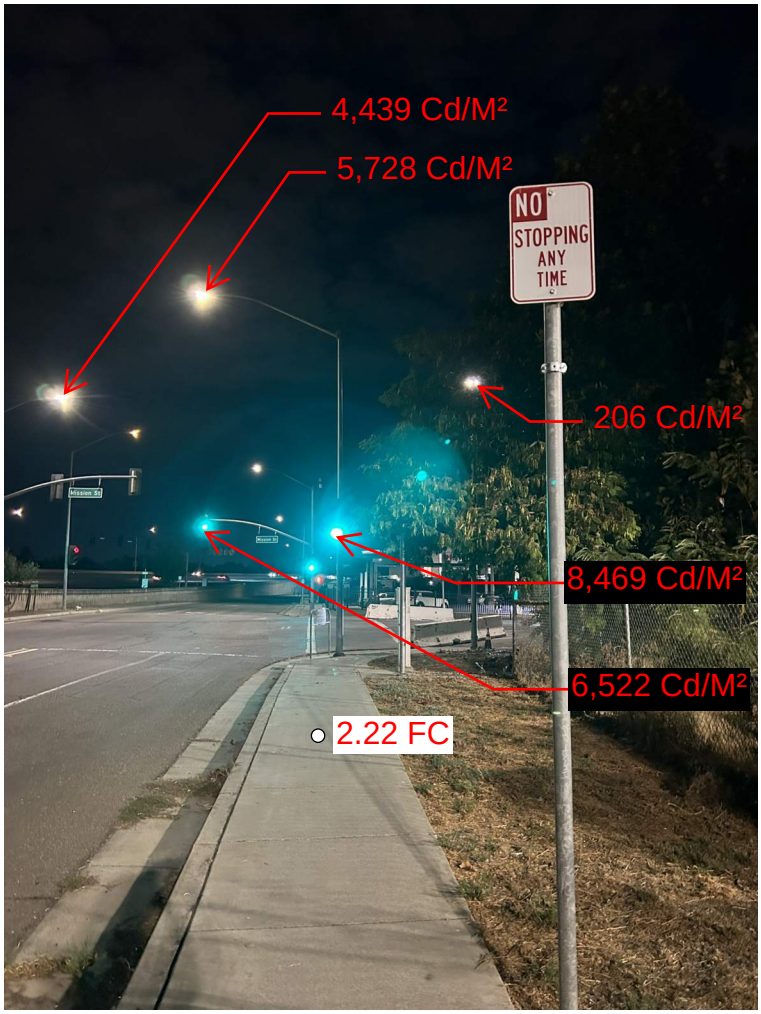
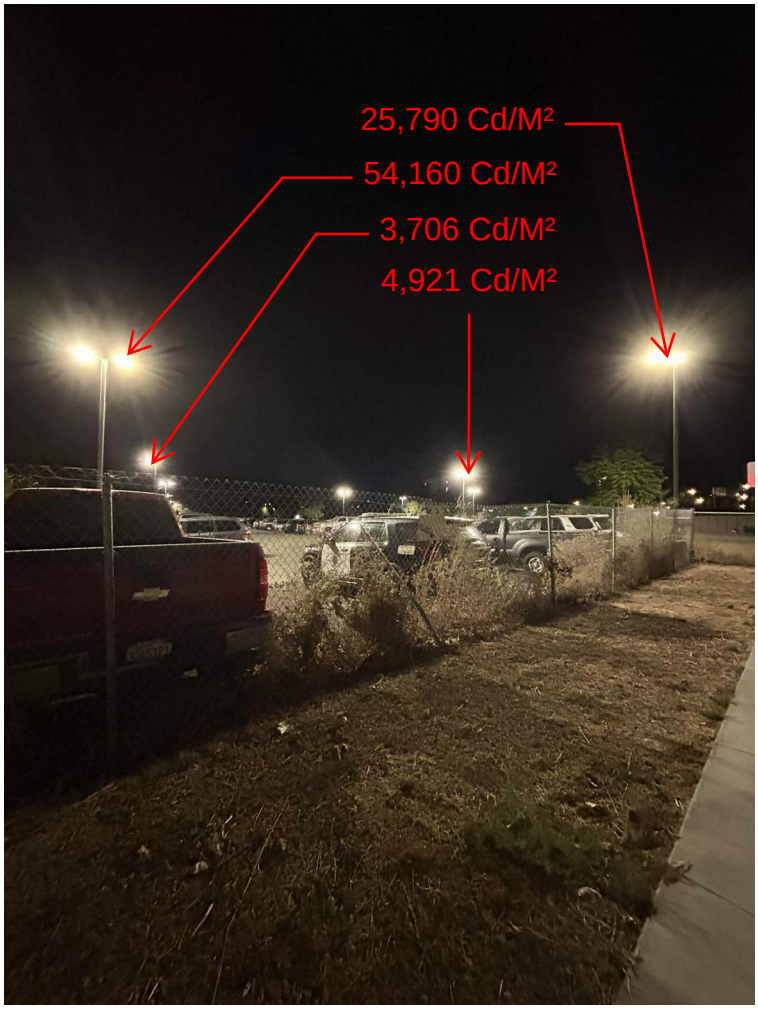
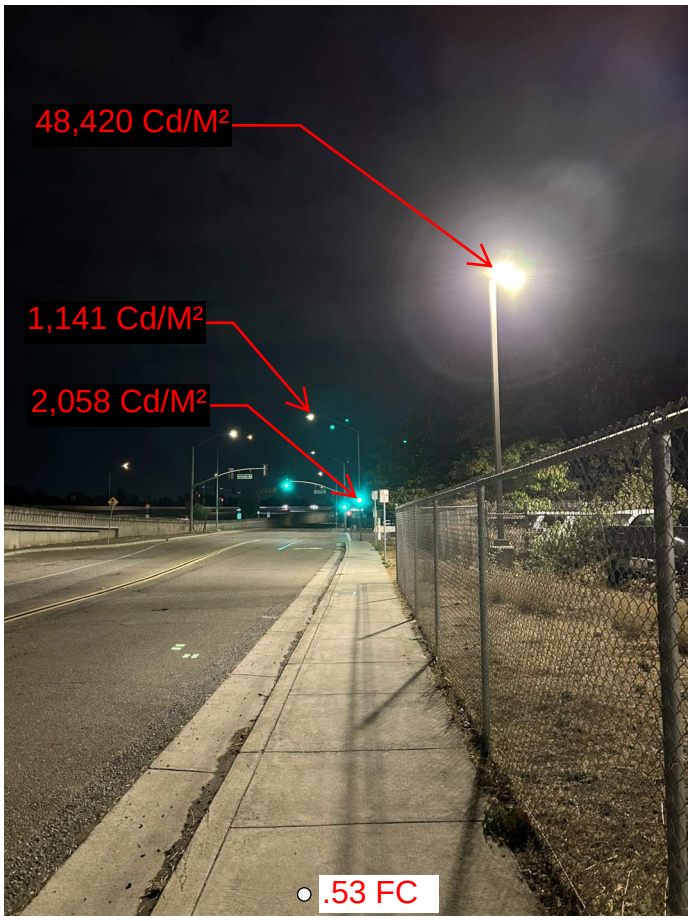
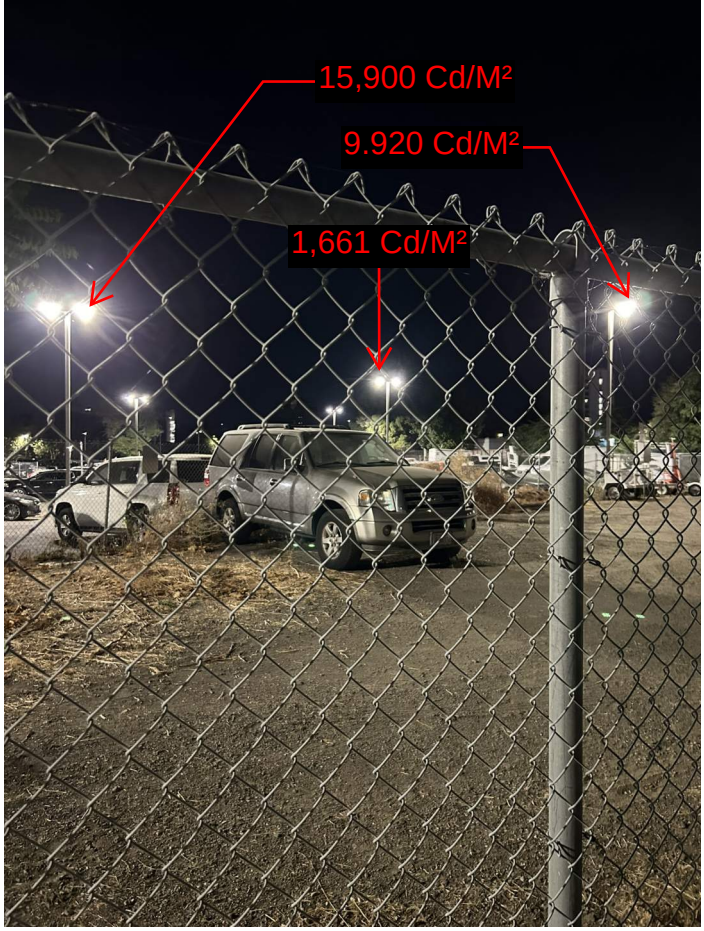
Site Location 1
16,490 Cd/M²
91.5 Cd/M²
1,454 Cd/M²
2,863 Cd/M²
Mission St
Mission St
3.45 FC
1.16 FC

Site Location 2

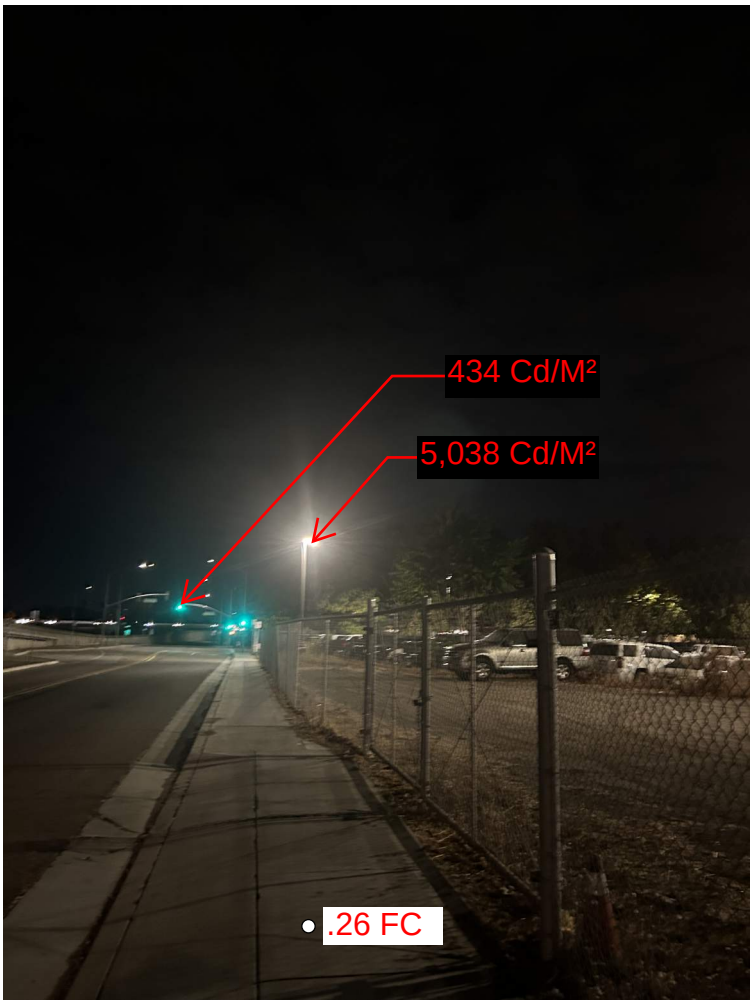




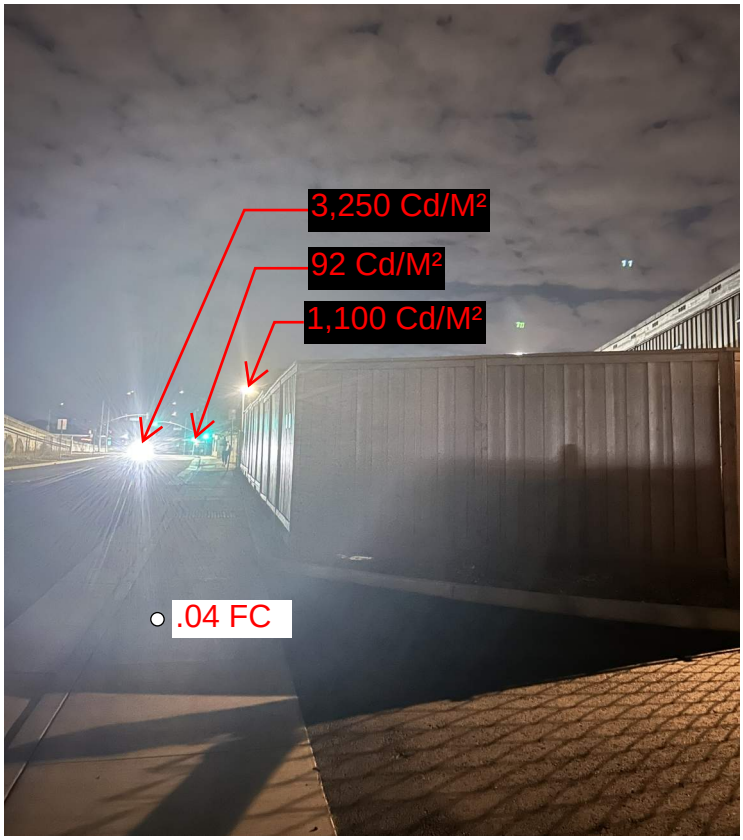


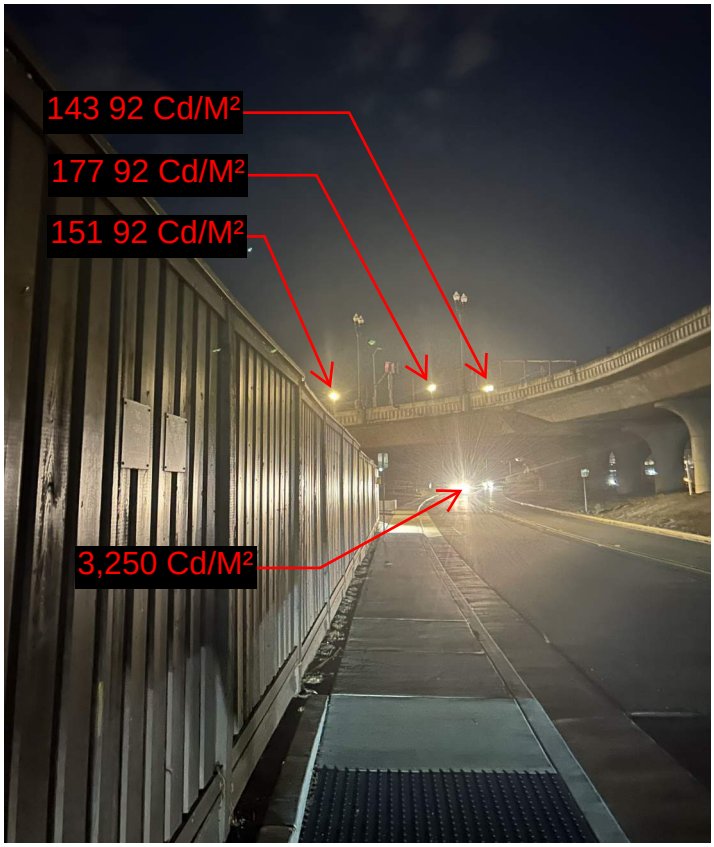


Site Location 3



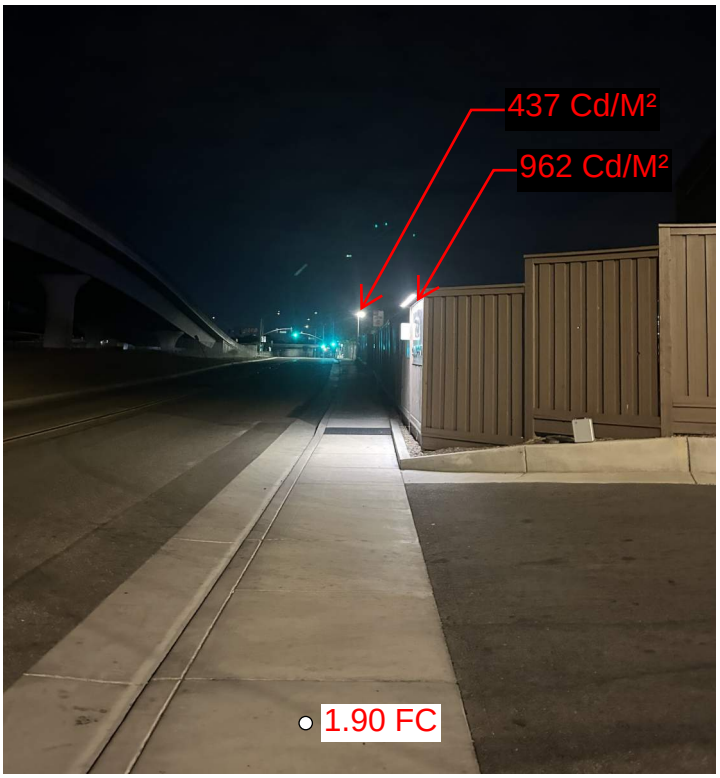
Site Location 4

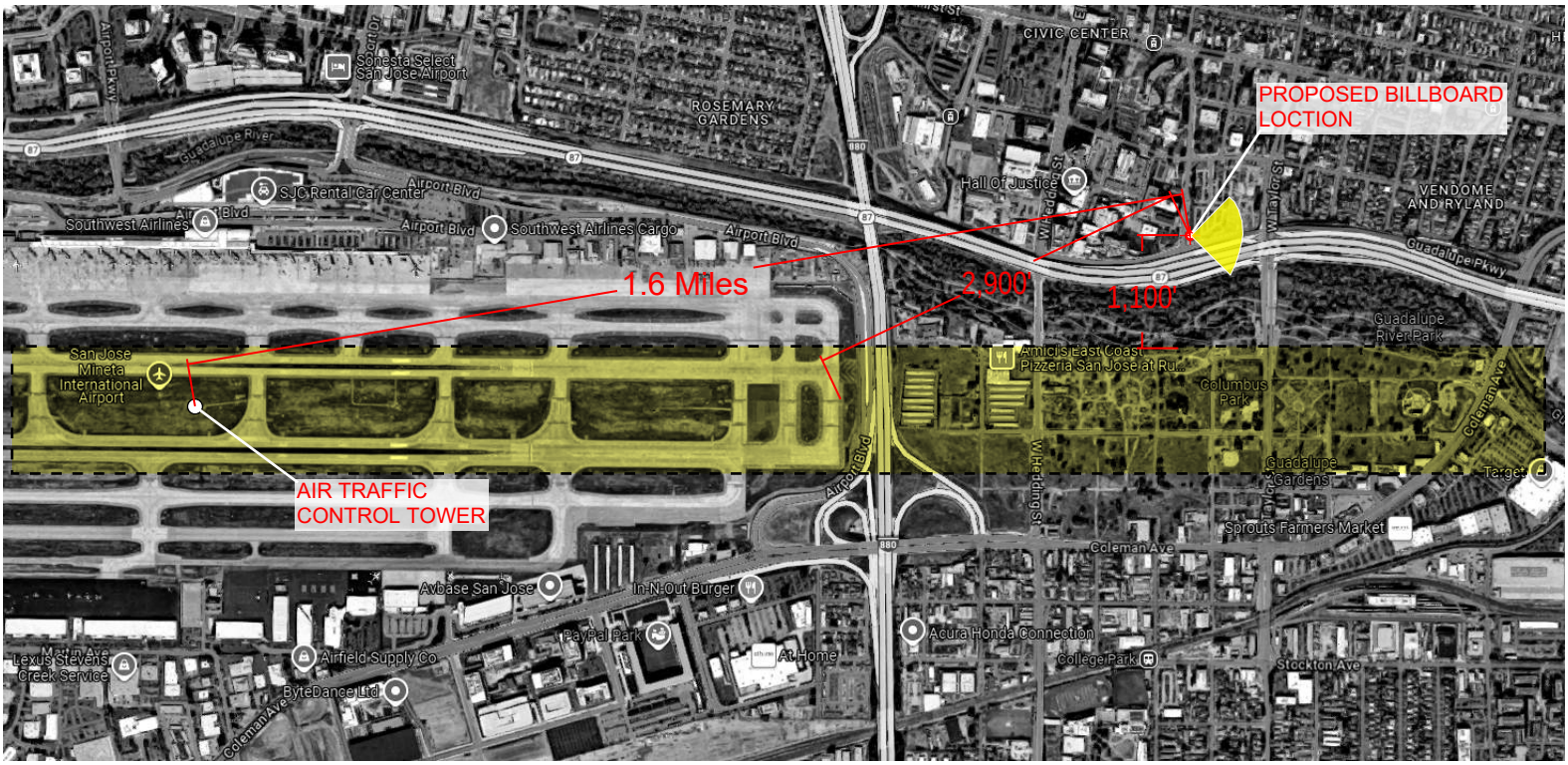




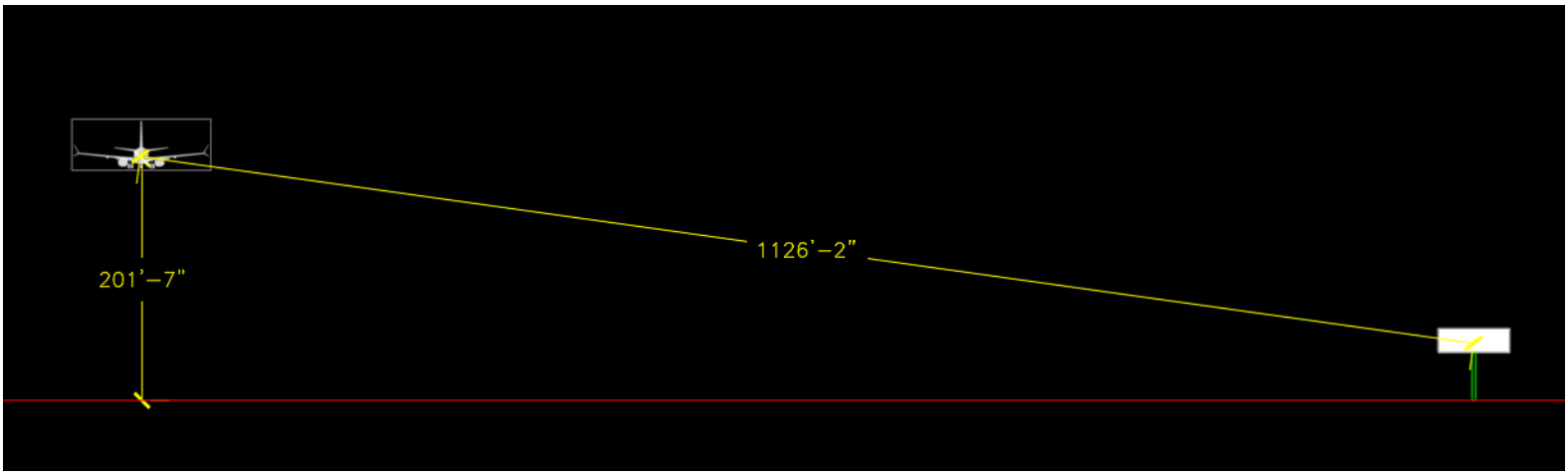
Site Location 5


Site Location 6
803 Cd/M²
517 Cd/M²
286 Cd/M²
66,520 Cd/M²
25,580 Cd/M²
523 Cd/M²
577 Cd/M²
GUADALUPE
INTERIM
HOUSING

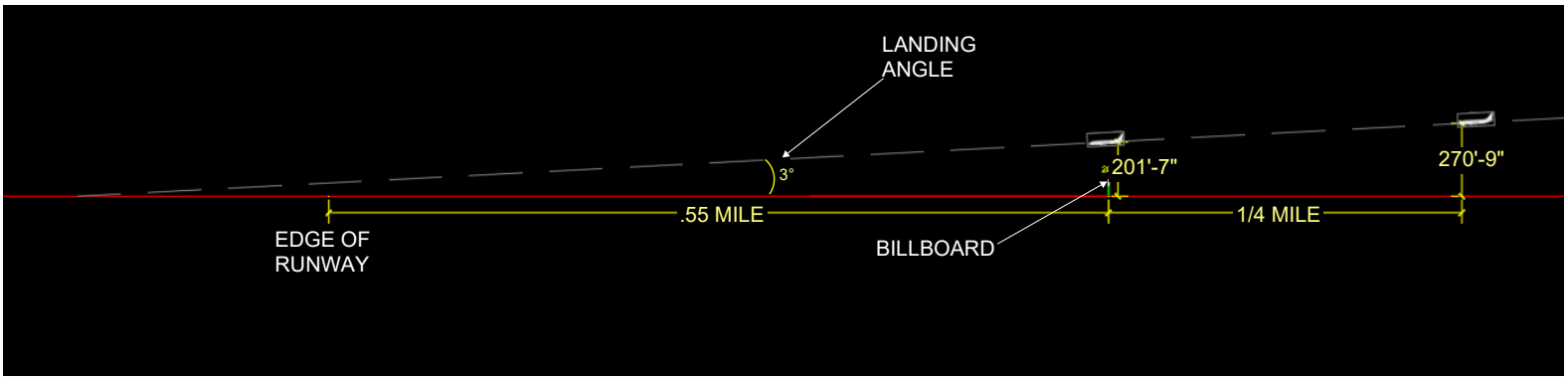

437 Cd/M²
962 Cd/M²
1.90 FC



OVERHEAD PLAN SHOWING RELATIONSHIP OF PROPOSED BILLBOARD AND LANDING APPROACH AT SAN JOSE INTERNATIONAL AIRPORT



REAR ELEVATION OF LANDING ZONE



SIDE ELEVATION OF LANDING ZONE

A-3: Photometric Analysis Mabury Road Project Site

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CLEAR CHANNEL
1404 Mabury Rd, San Jose, CA

Digital Billboards

Photometric Analysis

Prepared By:

Michael Schrupp

Date Submitted
18 March, 2024

TABLE OF CONTENTS

1.0 NARRATIVE 1

2.0 APPENDIX - FOOT-CANDLE LEVEL GRAPHIC SHEETS 3

1.0 NARRATIVE

We (exp engineering) have conducted a photometric review of the digital billboard being proposed near 1404 Mabury Rd, San Jose, CA.

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 15° V formation. The signs are a standard (nominal) 20' H x 60' W size (17' H x 59' W actual) with the proposed bottom of the sign face being at +40'-0" A.F.G..

Per OAAA guidelines, the proposed signs, displaying a full white image (to approximate maximum brightness) should not exceed three tenths of a foot candle (.3 fc) over the surrounding ambient light levels at a distance of 350' perpendicular to the sign face in dark conditions.

The photometry used in this study is based on a standardized digital screen with a maximum viewing range of 160° horizontally and 70° vertically at an evening maximum output level of 330 Nits (Candela per Square Meter) per OAAA recommendations.

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SHEET 2: Plan showing OAAA compliance measurements in Footcandles at 0°, 30°, & 45° from center of the sign outward to 350'.

SHEET 3: Shows an East facing view (3.1) and a west facing view (3.2) of the surrounding area in psuedocolor.

SHEET 4: A street view from E Taylor St standing next to the property at 710 N 23rd St facing the proposed digital billboard's location.

Conclusions

So long as the sign's brightness is reduced after dark to a level at or below the 330 NIT level per OAAA recommendations, there should be no light levels in excess of .3fc beyond the 350' radius of the signs. The light that does extend past the radius is less than .1 fc and has little to no impact on surrounding buildings since it is an industrial area of the city and most of these businesses do not have windows facing the billboard. As shown in SHEET 5, the nearest residential property should be completely obscured from the sign due to the surrounding roads' infrastructure, the elevation of E. Taylor St above the property, and the adjacent foliage. It is our conclusion that the impact to the surrounding areas to be negligible and we find that the proposed billboard location poses no interruption to the nearby residences.

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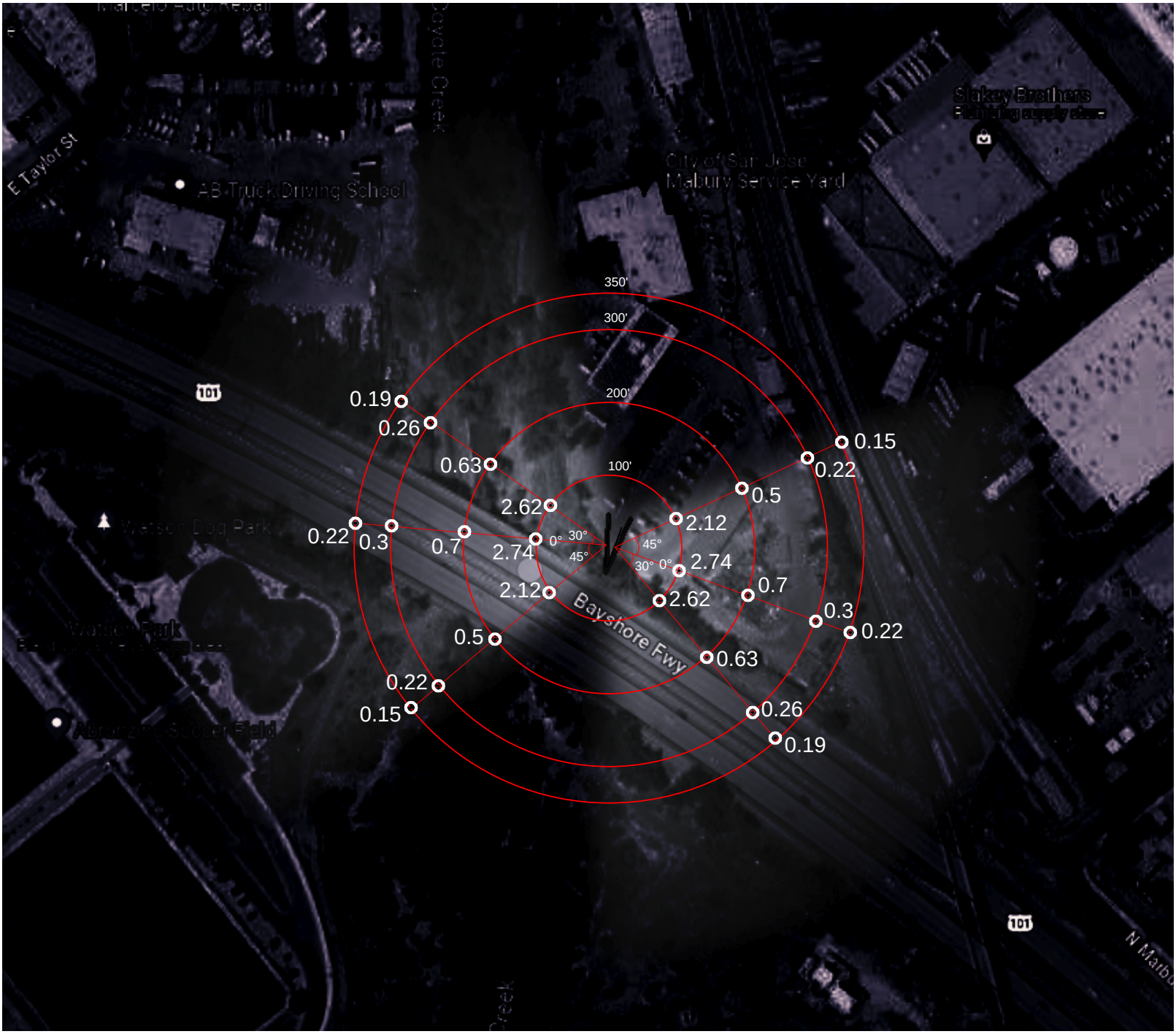
Appendix

Foot-candle Level Graphic Sheets

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.



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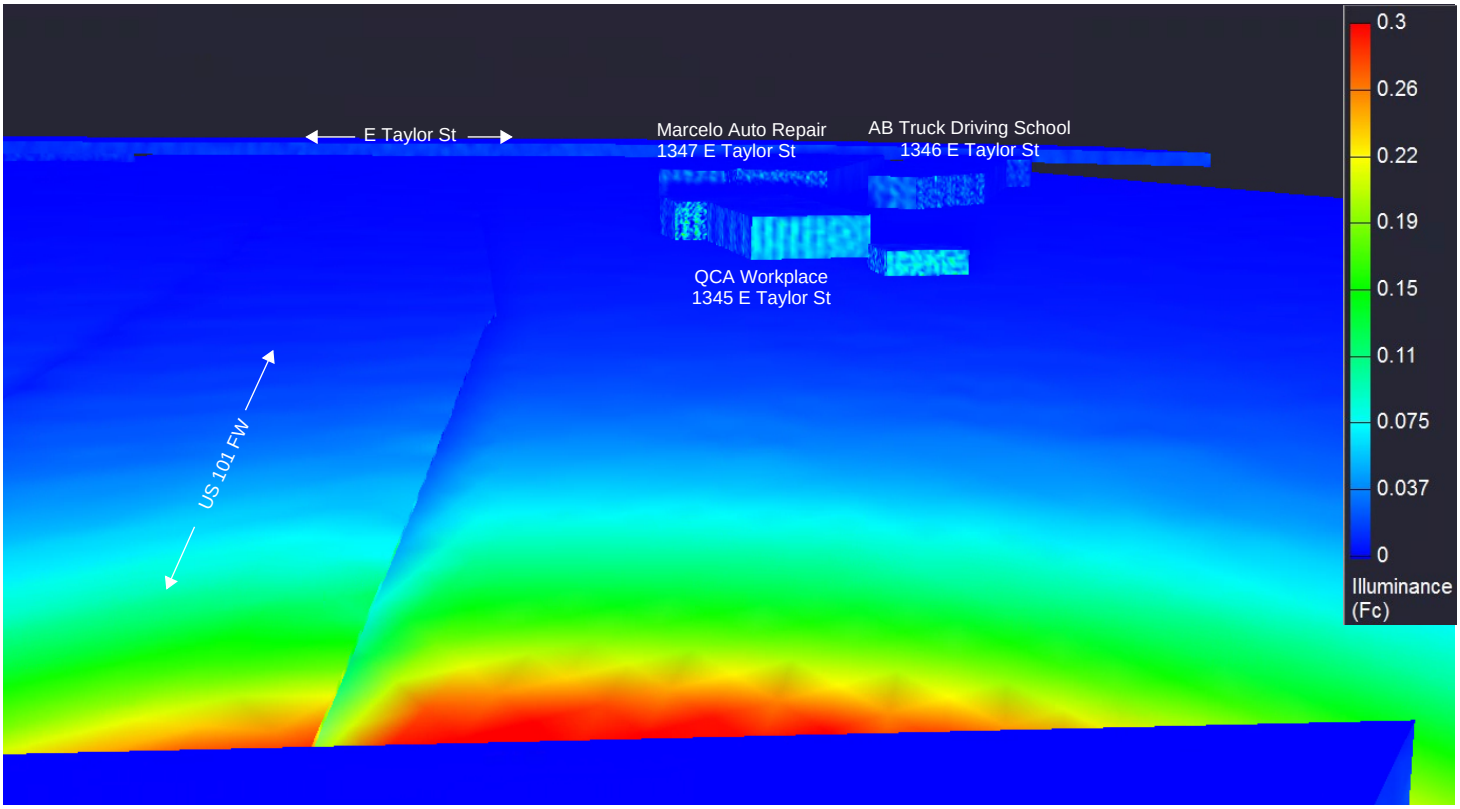

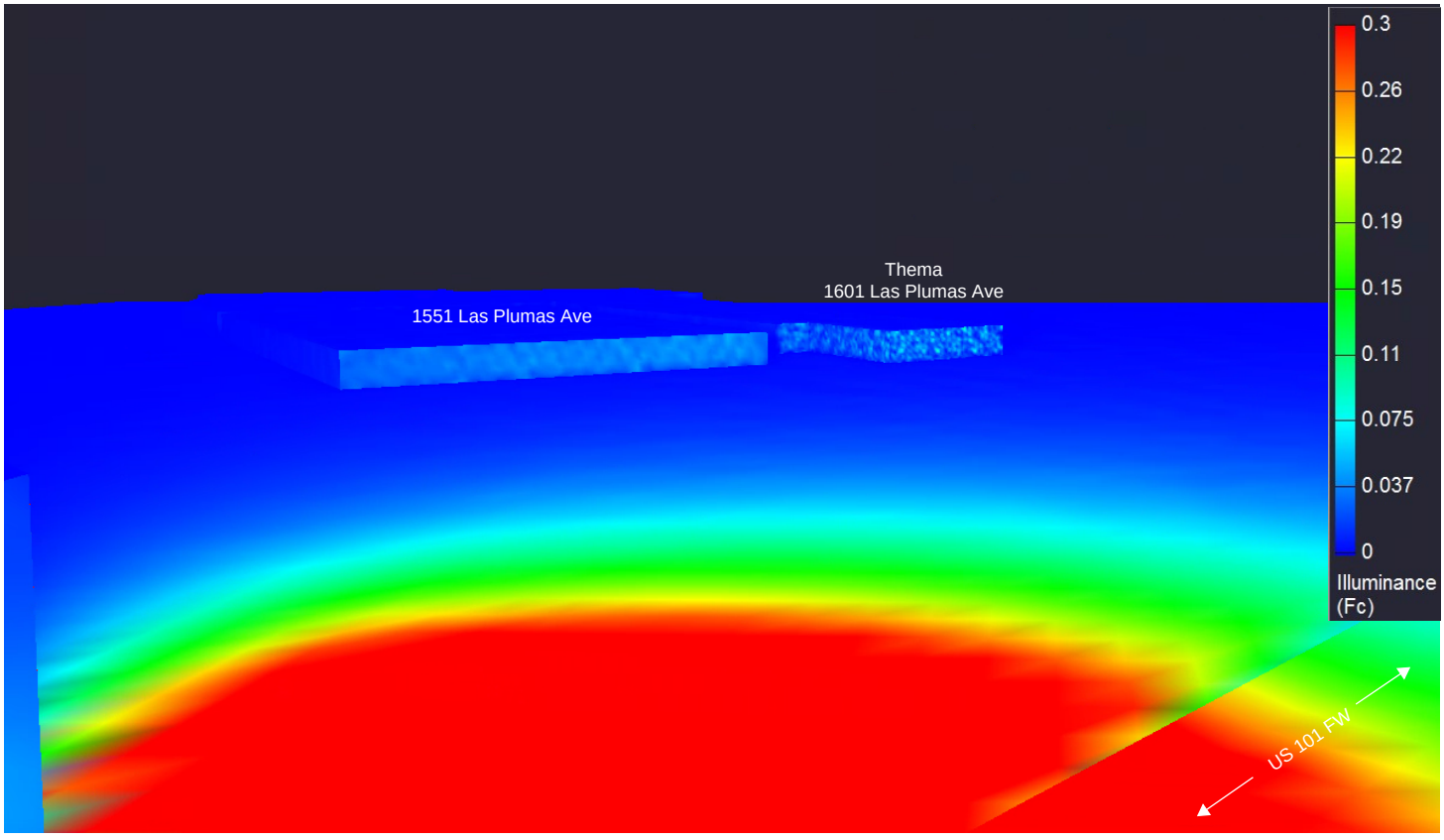

SHEET 3: Shows an East facing view (3.1, top) and a west facing view (3.2, bottom) of the surrounding area in psuedocolor.

SHEET 4: A street view from E Taylor St standing next to the property at 710 N 23rd St facing where the proposed digital billboard's location. The red dashed rectangle is an approximation of where the proposed billboard will sit behind the foliage.

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