



DIGITAL BILLBOARD

SIGN CONSOLIDATION PROPOSAL

12/05/19



SIGN SIMULATION

Approximate location
of Sign.

112 foot tower.

72 foot tower.

Google

Ground level view of the Property.



WHY THIS SITE

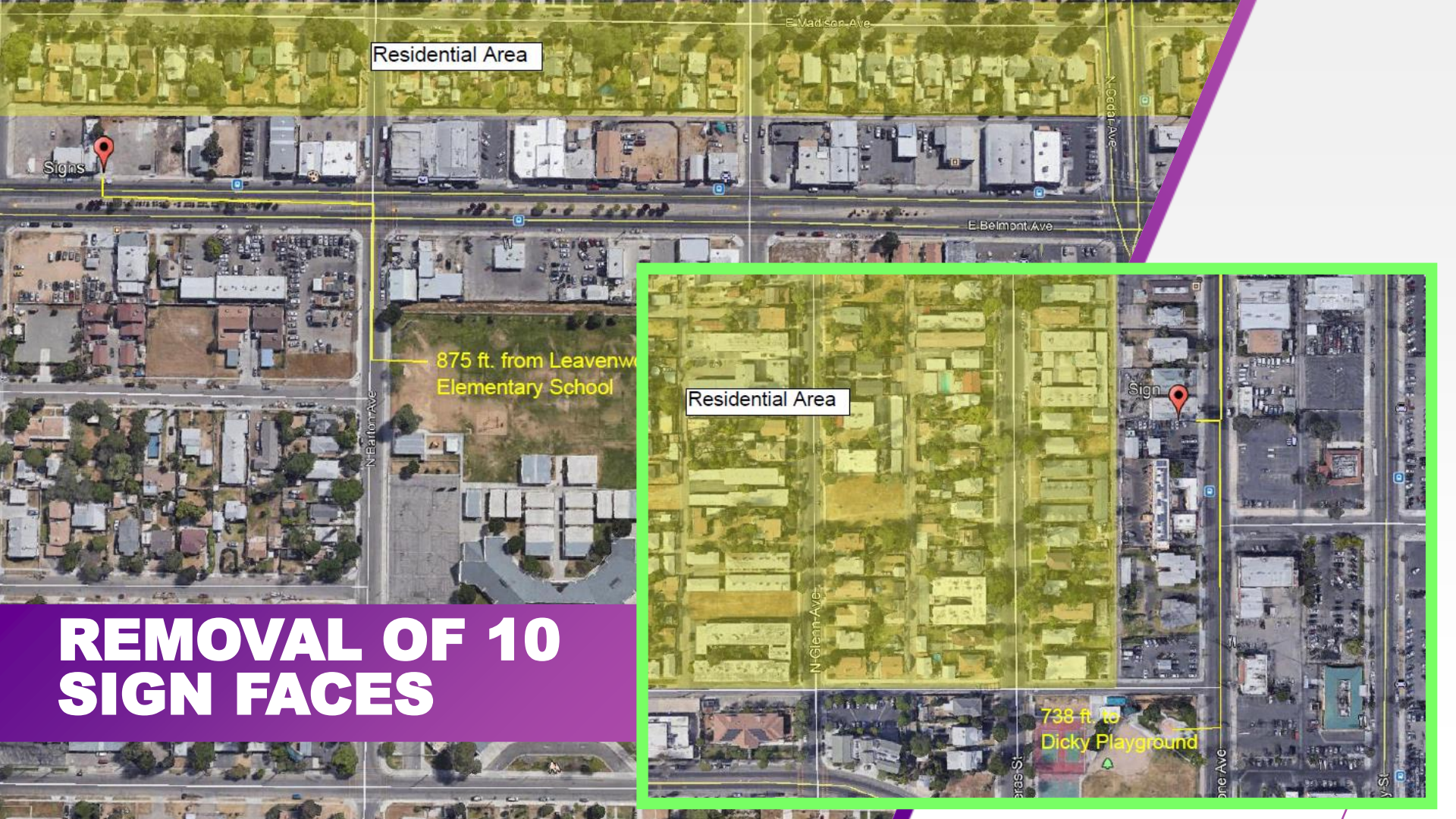
- City's RFP proposed four other sites, but none worked out
- City proposed the DPU site as an alternative
- We had concerns about topography
- However, the site was ideal for other reasons:
 - 1 mile from City's northern boundary (gateway)
 - Directly across highway from major redevelopment
 - No homes nearby, or other sensitive uses
- Council District 6 Project Review Committee unanimously recommended approval on May 20**
- Planning Commission approved project on October 4**



General Plan, Ch. 3, p. 3-15:

Blackstone Avenue Corridor

Blackstone Avenue is currently the most prominent major street corridor connecting the Downtown area to the northern areas of Fresno, including the major commercial centers concentrated between Herndon and Nees Avenues. This major street is part of the first phase planned BRT route for transit supportive corridor related land use development and contains many "opportunity sites" that may be developed into Activity Centers in the future. Naturally, this development will occur over time as properties become available or landowners choose to re-develop. Initially, the BRT stops will occur every half-mile. Eventually, Blackstone Avenue is planned to have major BRT stations and surrounding mixed-use centers at one-mile intervals, located at the intersections of major east-west avenues such as Bullard, Shaw, Ashlan, Shields, and McKinley. Ultimately, the BRT stations will be the focus of mixed-use development that is pedestrian-oriented and closely ties the stations with the surrounding neighborhood.



Residential Area

Signs

875 ft. from Leavenworth
Elementary School

Residential Area

Sign

**REMOVAL OF 10
SIGN FACES**

738 ft. to
Dicky Playground

—From the *Fresno Bee*, June 3, 2019: *Senior center, restrooms, and Camp Fresno. How does city's park budget address them?*

Councilmember Esmeralda Soria said she's frustrated with the turnover in the top position for the PARCS department. She also asked how the city planned to tackle \$122 million in deferred maintenance at parks.

Councilmember Miguel Arias said, in short, he's disgusted by the condition of the city's parks. He called attention to the condition of restrooms in city parks and how often they're cleaned – and to what degree.

"Our parks are in disarray," he said. "...It doesn't seem to me like we have a viable plan to make any improvements. I hope you're not solely relying on taxpayers approving more cash."

— while not creating any new General Fund debt. The City also needs to explore creation of new, long-term funding streams (e.g. asset sales) to fund General Fund services. By following this strategy over an extended period of 10 to 15 years, we will close the gap between rising costs and rising revenues.

**REVENUE TO CITY:
APPROX. \$260,000/YEAR**

/year)

efighters





Fully marketable



Fully marketable

Outfront is asking to
make up this 26'

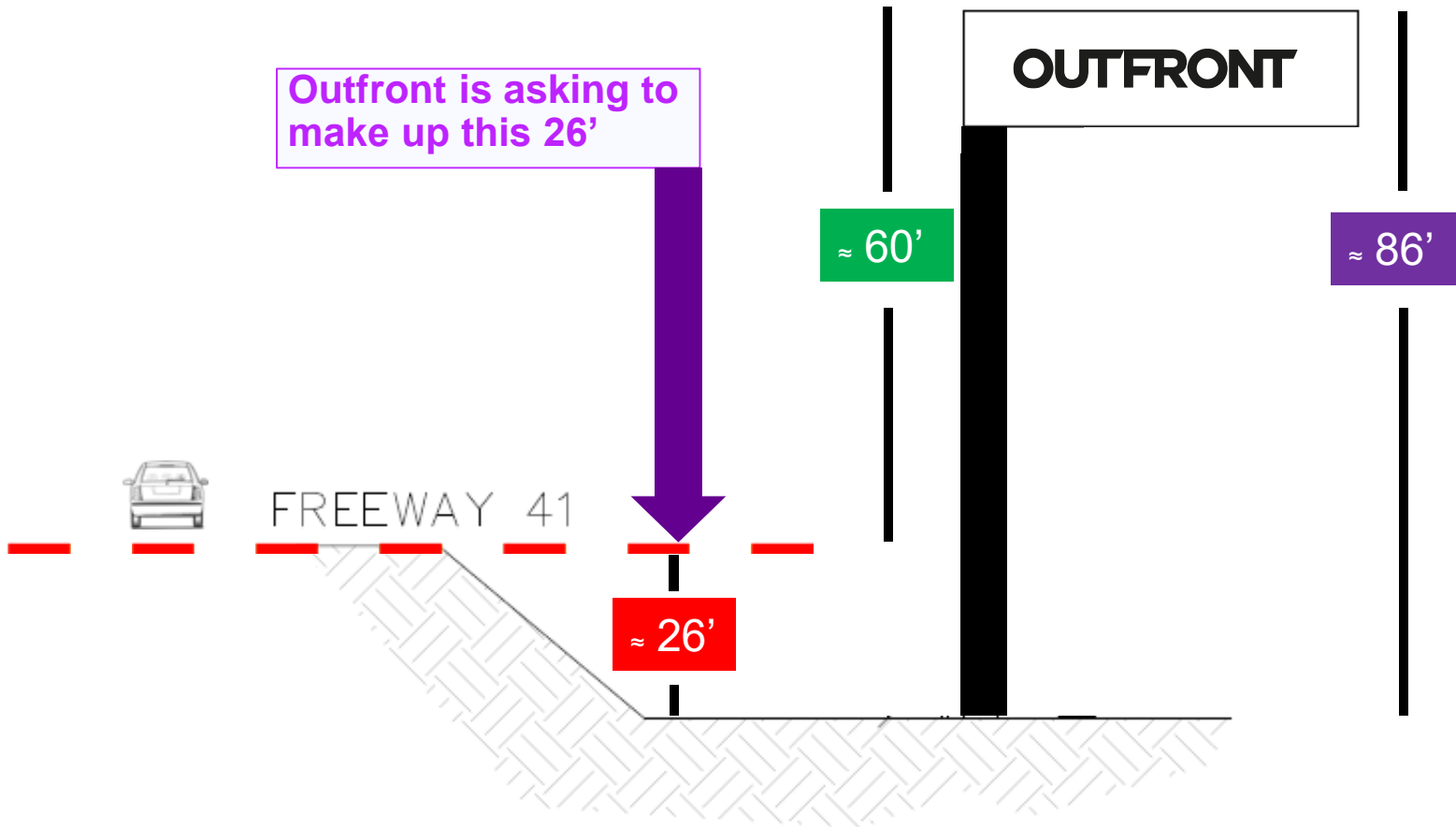
OUTFRONT

≈ 60'

≈ 86'

FREEWAY 41

≈ 26'





TREE TOPPING PROHIBITED

STATE OF CALIFORNIA - DEPARTMENT OF TRANSPORTATION

TREE PRUNING (TRIMMING) AND CHEMICAL APPLICATION SPECIAL PROVISIONS

TR - 0159 (Rev. 07/2018)

11. Remove debris, cuttings, and tree limbs from the State right-of-way at the end of each workday, leaving the work area in a safe and presentable condition. In regions where pruned limbs and bark might harbor pests or disease (such as pine pitch canker, eucalyptus psyllid, eucalyptus borer beetles, Dutch elm disease, or sudden oak death) dispose pruned materials in accordance with Federal, State, and local agency requirements.
12. Topping of trees is not allowed.
13. Prune trees to allow 8' over sidewalks and 17' over vehicular pavement.
14. Pruning must not change the character of the tree.

II. ADDITIONAL TREE PRUNING REQUIREMENTS FOR UTILITIES ONLY:

Comply with the requirements under "I. General" above, and the following:

1. Severity of utility tree pruning work may be restricted by the District Landscaping appearance of trees that possess high value due to local community significance, historical value, or documented horticultural value.
2. Limit pruning severity such that required minimum clearances are maintained for non-utility trees.
3. Comply with minimum utility clearances as established by the CPUC General Order 96, California Public Resources Code and Federal and State laws. Clearances that exceed the established minimums upon by Caltrans and the Utility Company. For most locations, pruning should not be performed more than once per year. Pruning clearances and pruning frequencies must reflect the species, size, and health of each tree.



DPU 41		at 60 feet high		
Year	Projected Revenue	Projected Revenue Share Payment at 35%	Rent	Total

DPU 41		at 86 feet high		
Year	Projected Revenue	Projected Revenue Share Payment at 35%	Rent	Total

Rent was negotiated on assumption of two visible advertising faces, per lease

Exhibit C
Rent Schedule for each Premises

	Woodward Park / SR41	MSC / SR99	MSC / SR180	Al Radka / SR180	Hwy 99 & Veterans Blvd
One Time Payment Amount	\$100,000.00	\$50,000.00	\$100,000.00	\$50,000.00	\$25,000.00
Minimum Annual Rent Amount for Years 1-10 of the Term	\$130,000.00	\$56,500.00	\$105,000.00	\$56,500.00	\$30,000.00
Minimum Annual Rent Amount for Years 11-14 of the Term	\$135,850.00	\$59,042.50	\$109,725.00	\$59,042.50	\$50,000.00
Minimum Annual Rent Amount for Years 15-19 of the Term	\$142,642.50	\$61,994.63	\$115,211.25	\$61,994.63	\$65,000.00
Minimum Annual Rent Amount for Years 20+ of the Term	\$149,774.62	\$65,094.36	\$120,971.81	\$65,094.36	\$75,000.00
Annual Revenue Share %	35.0%	35.0%	35.0%	25.0%	30.0%

1	\$
2	\$
3	\$
4	\$
5	\$
6	\$
7	\$
8	\$
9	\$
10	\$
11	\$
12	\$
13	\$
14	\$
15	\$
16	\$
17	\$
18	\$
19	\$
20	\$
21	\$
22	\$
23	\$
24	\$
25	\$
Total	

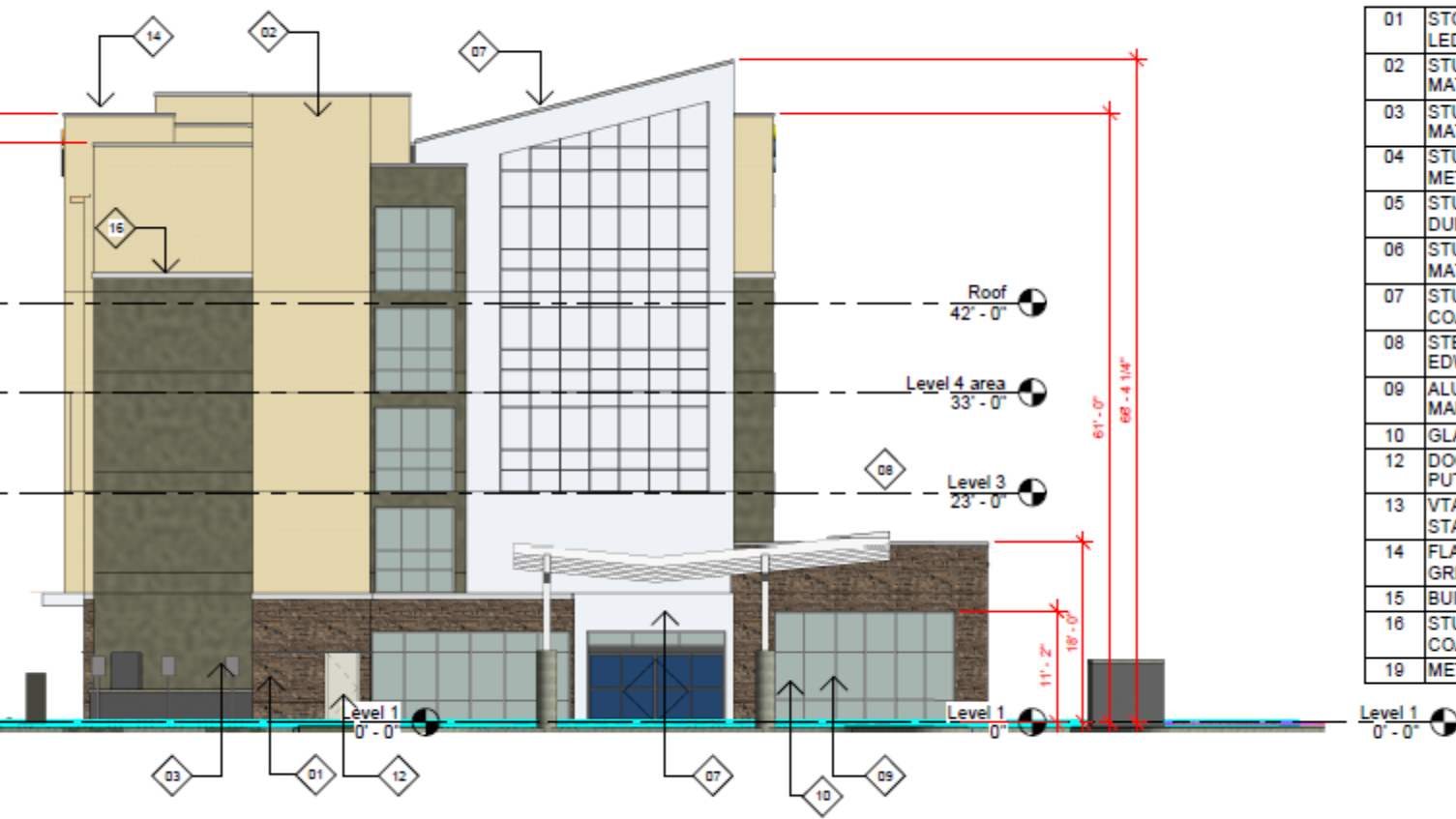
PRECEDENT NOT AN ISSUE

- / Digital billboards are only allowed on City property
- / The topography here is particularly challenging (-26 feet)
- / The topography is compounded by Caltrans trees, which cannot be topped
- / We are unaware of other City sites presenting these circumstances
- / This sign comes at a cost to the applicant: ten signs to be removed

CONCLUSION

- / This has been a 3-year partnership
- / To salvage this deal, we need a 26-foot height variance
- / There will be no proliferation of extra-tall billboards; billboards only allowed on City-owned properties, and no other City-owned sites are “sunken” and have the Caltrans tree obstructions that plague the DPU site
- / **Council District 6 Project Review Committee unanimously recommended approval of the variance on May 20, 2019**
- / **The Planning Commission approved the variance on October 2, 2019**

**THANK YOU FOR YOUR
CONSIDERATION**



Keynote Legend materials and colors

Mark	Keynote
01	STONE BASE: ELDORADO STONE, EUROPEAN LEDGE, IRON MILL
02	STUCCO YELLOW FIELD: 3 COAT STUCCO, MATCH DUNN EDWARDS
03	STUCCO GREEN BASE: 3 COAT STUCCO, MATCH DUNN EDWARDS
04	STUCCO METALLIC TRIM: 3 COAT STUCCO, METALLIC FINISH
05	STUCCO TAN BASE: 3 COAT STUCCO, MATCH DUNN EDWARDS
06	STUCCO WHITE HEADER: 3 COAT STUCCO, MATCH DUNN EDWARDS
07	STUCCO WHITE FIELD SMOOTH FINISH: 3 COAT STUCCO, MATCH DUNN EDWARDS
08	STEEL WHITE PAINTED KYNAR 500: DUNN EDWARDS
09	ALUMINUM WINDOWS: ANODIZED ALUMINUM, MANUFACTURER'S STANDARD MILL FINISH
10	GLAZING: LOW E DOUBLE GLAZING CLEAR
12	DOORS AND FRAMES: DUNN EDWARDS, PUTTY GREY
13	VTAC GRILL: ANODIZED ALUMINUM STANDARD MILL FINISH
14	FLASHING PAINTED STEEL: DUNN EDWARDS, GREY
15	BUILDING SIGNAGE: FRANCHISE STANDARD
16	STUCCO WHITE BAND: SMOOTH WHITE FINISH COAT OVER FOAM TRIM
19	METAL ROOF: STANDING SEAM METAL ROOF



MANCHESTER SIGN



**SIGNS SIMILARLY
SITUATED**

