

DEPARTMENT OF TRANSPORTATION

DISTRICT 11, DIVISION OF PLANNING

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July 1, 2013

11-SD-78

PM 9.09

City of Vista Digital Message Board
SCH 2013061005Mr. Kevin Ham
City of Vista
200 Civic Center Drive
Vista, CA 92084

Dear Mr. Ham:

The California Department of Transportation (Caltrans) has reviewed the Mitigated Negative Declaration (MND) for the proposed City of Vista Digital Message Boards project near State Route 78 (SR-78). Caltrans has the following comments:

Based on the Visual Figures in the (MND), the proposed Digital Message board locations may be within the State's right of way. Therefore, please submit a Layout Plan showing the exact locations of the proposed Digital Message Board with reference to the State's right of way to verify that the proposed locations do not encroach into State's right of way. No advertising is permitted within the State's right of way.

Any sign advertising a business not "on premise" will require an Outdoor Advertising Display Permit. Information on outdoor advertising may be obtained by contacting Jerone Edwards of Caltrans at (213) 897-4208 or jerone_edwards@dot.ca.gov. Caltrans has confirmed the proposed sign will require an Outdoor Advertising Display Permit.

Caltrans does not define formal requirements regarding brightness or light intensity of advertising signs. However, the Outdoor Advertising Association of America (OAAA) recommends that a commonly sized LED billboard should commit to a maximum ambient light output level of 0.3 footcandles at a distance of 250 feet from the billboard. The light levels emitted from the billboard should be set to adjust, based upon ambient light conditions at any given time (i.e., nighttime versus daytime).

Illuminated signs could be considered a traffic safety hazard given the potential of light and glare to distract drivers. Section 21466.5 of the California Vehicle Code regulates illumination by placing limits on maximum light output. http://www.dmv.ca.gov/pubs/vctop/d11/vc21466_5.htm

Caltrans is currently in the early design phase process of developing a Project Study Report (PSR) for future improvements to SR-78 near the locations of the proposed Digital Message Boards. Early coordination with Caltrans is recommended to identify any potential conflicts and right of way constraints.

The following additional information is to be used as general guidelines pertaining to the placement of display message boards near State highways/freeways:

- 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 proposed display location on either side of the highway.
- Location of property where display is to be placed must be zoned industrial or commercial.
- Must have current property owner consent, in writing, to place the display at 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 a freeway.
- Location may not be adjacent to a scenic highway.
- If adjacent to a Bonus segment of an Interstate freeway, copy, size, and spacing is more restrictive.
- Display must be 500 feet from any other permitted display on same side of any highway that is a freeway.
- Display must be 300 feet from any other permitted display on same side of any primary highway that is not a freeway in an unincorporated area.
- Display must be 100 feet from any other permitted display on 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 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 an overall maximum of 1200 square feet.

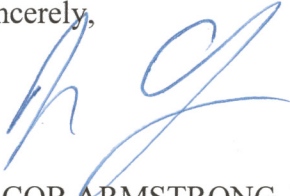
Mr. Kevin Ham

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If you have any questions, please contact Roger Sanchez-Rangel of the Development Review branch at (619) 688-6494.

Sincerely,

A handwritten signature in blue ink, appearing to read 'J. Armstrong', is written over the word 'Sincerely,'.

JACOB ARMSTRONG, Branch Chief
Development Review Branch