

CEQA ANALYSIS

- Provide objective analysis of a specific project.
- Disclose impacts – no position in favor of or in opposition to a project.
- 200+ comments received. No studies undertaken based on the specifics of THIS project at THIS location.
- Studies referenced in the comments were generic and did not analyze this project.
- We retained recognized experts in the relevant subject areas of lighting and safety, effects on airport operations, effects on trees, energy usage, and effects on the riparian corridor of the Guadalupe River.
- Before the EIR Addendum was prepared, experts worked with the applicant in project redesigns for the purpose of reducing or avoiding impacts.
- Conclusion: The project will have environmental impacts that are consistent with those disclosed in the recent EIR prepared with the SJC Master Plan Update.

LICK OBSERVATORY

- Located 16 miles from proposed digital billboards
- Light from billboards reaching Lick Observatory would be approximately 0.0000000003 foot-candles. For context, light from a full moon ranges from approximately 0.005 – 0.01 foot-candles.
- Between 12 midnight and 6 AM, no light would be emitted from the new billboards.
- Light from the 8 billboards being removed would cease to occur at all hours.
- In 2010, with the approval of Lick Observatory, the City made the decision to convert all 62,000+ streetlights from low-pressure sodium to LED. The City's CEQA document for the streetlight conversion project concluded "while the LED lights may appear brighter to residents, the LED lights will emit the same foot candles of light as the existing Low-pressure sodium lights and the overall ambient light levels in residential neighborhoods will not increase."

EFFECT ON LIGHT-SENSITIVE POPULATION

- Light output would be limited to 3% of capacity, 0.3 foot-candles.
- Light output would comply with federal, state, and local standards, such standards designed to promote safety and avoid human health issues.
- U.S. Department of Energy – Debunked 5 common myths regarding LED streetlighting. LED streetlights are no more harmful to humans and animals than other kinds of streetlights.
- The International Telecommunications Union (ITU) has produced guidelines for broadcasters to reduce the risk of photosensitive seizures. The proposed billboards comply with the guidelines: The recommendations limit five features of broadcast: 1) Frequency of Flashes; 2) Changes in luminance; 3) Area of flashes; 4) Color; and 5) Striped patterns.

ELECTRICITY/ENERGY USAGE

- CEQA Issue: Will the project be a wasteful use of energy? No judgment as to whether a proposed project is appropriate.
- 140 mWh annually
- Equivalent to 24 homes
- 0.4% of annual usage at the Airport
- Project complies with City and State energy efficiency regulations