

**Sonoma 101 Widening & Soundwall Construction (Wilfred to Route 12)
Final Negative Declaration/Final Environmental Assessment**

COMMENT #33 - LETTER (page 1 of 2)

outdoor systems
ADVERTISING

Sunbelt Region
Phoenix (Headquarters)
Tucson
Atlanta
Columbus, GA
Houston
Dallas
San Antonio
Austin
El Paso
Beaumont, TX
Midland-Odessa, TX
Rio Grande Valley
Albuquerque
New Orleans
Louisville
Nashville
Memphis
Knoxville
Chattanooga
Birmingham

Central Region
Detroit (Actg. Center)
Grand Rapids
Flint
Chicago
Milwaukee
St. Louis
Kansas City
Indianapolis
Cleveland
Columbus, OH
Cincinnati
Dayton
Minneapolis
Buffalo
Fort Wayne

Eastern Region
New Jersey (Actg. Center)
New York
Philadelphia
Pittsburgh
New Haven
Miami
Ft. Lauderdale
Tampa-St. Petersburg
Orlando
Fort Myers
Sarasota
Jacksonville
Charleston
Charlotte
Raleigh-Durham
Winston-Salem

Western Region
Los Angeles (Actg. Center)
San Diego
San Francisco
Sacramento
Stockton-Modesto
Fresno
Bakersfield
Reno
Denver
Colorado Springs
Salt Lake City
Seattle, WA
Portland, OR
Eugene, OR

Canada/Mediacom
Toronto (Headquarters)
Montreal
Quebec City
Winnipeg
Vancouver
Saskatoon
Halifax
Calgary
Edmonton

November 24, 1998

Jim Smith
District Branch Chief
Department of Transportation
P.O. Box 23660
Oakland, CA. 94623-0660

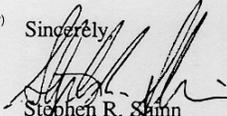
Re: Proposed Soundwall Construction
City of Santa Rosa

Dear Mr. Smith:

Outdoor Systems owns and maintains several outdoor advertising displays (enclosed is a list of the locations) within the Hwy. 101 corridor between Wilfred Avenue and Hwy. 12.

Please note, Outdoor Systems is opposed to any soundwall construction that would obstruct or diminish the visibility of any of our sign locations. Our company, the advertising clients and landowners would suffer severe economic hardship if the signs are not visible from Hwy. 101. If the soundwalls are constructed next to, or in front of, any of our sign locations, we would ask that Caltrans allow us to increase the overall height of each sign affected pursuant to revising only our State permit.

Thank you for your consideration. Please keep me advised of this project and any other issue that may relate to our outdoor advertising displays.

Sincerely,

Stephen R. Spinn
Public Affairs Manager

Cc: Bob Harbin
Patrick Roche
Sabrina Trammell

A

1695 Eastshore Highway · Berkeley, California 94710
(510) 527-3350 · Fax (510) 527-7041

**Sonoma 101 Widening & Soundwall Construction (Wilfred to Route 12)
Final Negative Declaration/Final Environmental Assessment**

COMMENT #33 - LETTER (page 2 of 2)

OUTDOOR SYSTEMS SIGN LOCATIONS
*Hwy. 101 between Wilfred Avenue and Hwy. 12
Santa Rosa, CA.*

<u>Sign No.</u>	<u>Location Description</u>	<u>State Permit No.</u>
000137	Hwy. 101 E/L @ Santa Rosa-turnoff	16314
019597	Hwy. 101 E/L 1300' S/o Todd-overpass	16335
019625 19625A	Hwy. 101 E/L 290' S/o Scenic Ave.	16336
019642	Hwy. 101 E/L 690' S/o Bellevue	16330
020329	Hwy. 101 E/L 200' S/o Scenic Ave.	16338
020975	Hwy. 101 W/L & Wilfred Ave.	16343
023133	Hwy. 101 E/L 100' S/o Baker	9658
000114	Hwy. 101 E/L 600' N/o Todd-overpass	16333
00137A	Hwy. 101 E/L @ Santa Rosa Ave.-off ramp	16338
20975C	Hwy. 101 W/L 100' N/o Santa Rosa Ave.	06339

**RESPONSE #33 - LETTER
Steve Shinn Outdoor Systems**

Comment Number	Response
33-A	<p>Section 5443(b) of the Outdoor Advertising Act, Business and Professions Code states the following: Nothing in this article prohibits (b) "Any governmental entity from entering into a relocation agreement pursuant to Section 5412 or the department from allowing any legally permitted display to be increased in height at its permitted location if a noise attenuation barrier has been erected in front of the display and that relocated display or that action of the department would not cause a reduction in federal aid highway funds as provided in Section 131 of Title 23 of the United States Code or an increase in the number of displays within the jurisdiction of a governmental entity which does not conform to this article. Any increase in height permitted under this subdivision shall not be more than that necessary to restore the visibility of the display to the main-traveled highway." Thus if the signboard is legally permitted by Caltrans and is a conforming display, in all regards, (zoning, spacing, etc.) the company can raise the height at their expense. Please note that complying with Caltrans standards does not relieve the affected parties from complying with local ordinances.</p> <p>Outdoor Systems indicates 10 displays are affected. Upon reviewing their permit numbers, 4 out of 10 displays were found to be nonconforming due to zoning or spacing and were "grandfathered" in. These four displays cannot be raised or reconfigured in any way. Specifically, the nonconforming displays are numbers 16343, 9658, 16333, and 16339.</p>