

Message

**From:** Christina Erwin [/o=ESA/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Christina Erwin70]  
**Sent:** 4/6/2018 11:36:23 AM  
**To:** Mark Johnson [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=dbfacd2616a5406c9a541caf830c687e-Mark Johnso]; Brian Boxer [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=a4f8c4ab743d4d5194aa8b3d8c519c29-Brian Boxer]  
**CC:** Jessica Conquest [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=a69643edfc21432586a58e06642ed97c-Jessica Con]  
**Subject:** RE: Exterior Video Displays at arenas

Mark,

For the Clippers, we are working with Lighting Design Alliance based in Los Angeles. They will be doing quantification of lighting impacts (brightness, intensity) similar to the report they prepared for the LAX project; see Appendix B (pdf page 449) of this EIR: <https://lawamediastorage.blob.core.windows.net/lawa-media-files/media-files/lawa-web/lawa-our-lax/lax-sign-district-draft-eir.pdf>

For Golden 1 Center, we did an analysis of proposed digital billboards at 10 locations around the City of Sacramento. The project description included information about billboard height, orientation, brightness, intensity, duration of messaging rotation, etc. Our impacts analysis in the Aesthetics, Light, and Glare section discusses the potential for digital billboards to create a distraction to drivers. We heavily cite vehicle code and City code about the regulation of digital messaging centers and rely on compliance with the law to limit impacts on drivers to a less-than-significant level. Take a look through particularly the Aesthetics chapter (found here: [\\sfo-file01\PROJECTS\SAC\13xxx\130423.00 - Sacramento ESC EIR\04 Deliverables\Certified EIR\PDFs](#)) and give me a call if you would like to talk further.

Christina

Christina Erwin  
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**From:** Mark Johnson  
**Sent:** Friday, April 6, 2018 11:22 AM  
**To:** Brian Boxer <BBoxer@esassoc.com>  
**Cc:** Jessica Conquest <JConquest@esassoc.com>; Christina Erwin <CErwin@esassoc.com>  
**Subject:** RE: Exterior Video Displays at arenas

Yes, we are talking about a 300 square foot sign that would be next to and facing the street. Our concerns are whether the distraction to drivers should be called a significant impact, what to base that call on, and what mitigation measures have been used elsewhere.

Thanks

Mark

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**From:** Brian Boxer  
**Sent:** Friday, April 6, 2018 10:54 AM  
**To:** Mark Johnson <MJohnson@esassoc.com>  
**Cc:** Jessica Conquest <JConquest@esassoc.com>; Christina Erwin <CErwin@esassoc.com>  
**Subject:** RE: Exterior Video Displays at arenas

Mark

If you are talking about digital billboards, then yes, we did fairly extensive analysis in the Golden 1 Center EIR. Copying Christina to see if she can point you in the right direction in that document. For the Clippers EIR, we are retaining a lighting consultant that is going to do even more detailed quantitative analysis, but don't have that yet.

B

Brian D. Boxer, AICP  
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**From:** Mark Johnson  
**Sent:** Friday, April 6, 2018 10:47 AM  
**To:** Brian Boxer <[BBoxer@esassoc.com](mailto:BBoxer@esassoc.com)>  
**Cc:** Jessica Conquest <[JConquest@esassoc.com](mailto:JConquest@esassoc.com)>  
**Subject:** Exterior Video Displays at arenas  
**Importance:** High

Brian

I just left a message for you but realize you may not get it right way, so I am doubling down.

Our question is how have we addressed exterior video displays at other arenas with regards to them distracting drivers? The research we are finding says they cause distractions and we have a proponent who wants to exceed Code restrictions on length of video messages, brightness and proximity to streets and sidewalks.

Did you have this issue on other arenas? If so, who worked on it?

Mark J