



You Are Invited to a Neighborhood Meeting on the City of Vista's Proposal for Digital Message Boards

DESCRIPTION OF PROPOSED MESSAGE BOARDS:

The proposed project involves construction and operation of two new outdoor light emitting diodes (LED) message boards located along SR-78. The LED displays would be 48 feet wide by 14 feet tall mounted on a sign column with the overall height approximately 40 to 70 feet above grade. Each message board would have two display panels oriented in a "V" shape such that the display panels face the two directions of highway traffic. The image on each display would be static for a period of time, usually eight seconds, before cycling to the next image. The purpose of the proposed project is to communicate public service messages for the benefit of the community, as well as paid commercial messages to generate additional revenue for the City. The proposed project is consistent with the City's General Plan and zoning.

PROPOSED LOCATIONS:

The two proposed digital message boards would be placed along the north side of State Route 78 (SR-78) in Vista, California. Three potential sites are being considered. The first site is located along West Vista Way near the intersection with Santa Clara Way and approximately 0.75 mile east of the Emerald Drive exit off SR-78. The second site, referred to as University Drive Alternative 1 Site, is located south of University Drive and north of SR-78 near the Babies "R" Us commercial property and approximately 0.5 mile west of the Sycamore Avenue exit off SR-78. The third site, referred to as University Drive Alternative 2 Site, is located south of University Drive and north of SR-78 near the Ross Dress for Less commercial property and approximately 350 feet west of the Sycamore Avenue exit off SR-78. One message board would be placed at the West Vista Way site and the other message board would be placed at one of the two proposed University Drive sites.

MEETING DATE:	Tuesday, July 9, 2013
TIME(s):	4 pm & 6 pm (Meeting presentations will be the same at each meeting)
MEETING LENGTH:	One hour
LOCATION:	Vista Civic Center in the Morris B Vance Community Room 200 Civic Center Drive, Vista, 92084
Please RSVP:	To one of the two meetings to the City of Vista's Economic Development Department Office. P: 760-639-6165 or E: edinfo@cityofvista.com