



Complete Management Solutions INC.

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March 29, 2022

Mr. John M. Gioia
Ms. Candice Andersen
Ms. Diane Burgis
Ms. Karen Mitchoff
Mr. Federal D. Glover
Contra Costa County Board of Supervisors
1025 Escobar Street
Martinez, CA 94553

Re: Contra Costa County Ordinance No. 2022-03 / 4587 Pacheco Blvd, Martinez, CA

Dear Supervisors:

I can only assume you are unaware that Complete Management Solutions, Inc. in partnership with another local company, Foster Interstate Media Inc., have a pending application (#CDLP22-02001) for signage at 4587 Pacheco Blvd, Martinez. We are asking to be heard this morning on Item D pertaining to Ordinance No. 2022-03.

4587 Pacheco Blvd. (the "Property") is in unincorporated Martinez. The roughly 6.5-acre parcel is heavily encumbered including easements in favor of PG&E and Mt. View Sanitary District all of which dramatically reduce the building envelop of the property while significantly increasing development costs. The revenue from the lease on the sign will go a long way to mitigating several of the issues required to make the development of this parcel successful. The objective is to develop self, boat and RV storage along with a marine dealership (boat & trailer sales). The plan also includes a marine and RV service center. Adding these amenities to an area currently underserved by boat sales and storage would provide many market rate jobs and increase sales tax revenue.

The project will also provide an opportunity upgrade the existing low-quality site into higher-quality use.

The sign as currently proposed complies with all County guidelines and is like other signs on both north and south bound in the area along I-680 and the Hwy-4 interchange.

I would appreciate your consideration to extend the discussion on this ordinance before a decision is made and look forward addressing this with all of you this morning.

Best regards,

A handwritten signature in blue ink, appearing to read "D. Ciapponi", is written over a horizontal line.

David L. Ciapponi
Complete Management Solutions

Cc: Contra Costa County Clerk, Monica Nino
Contra Costs County Planner, Everett Louie

NEWMARK

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SENT VIA EMAIL

Re: Contra Costa County Ordinance No. 2022-03 / 4587 Pacheco Blvd, Martinez, CA

Dear Supervisors:

I am the real estate agent representing Complete Management Solutions ("CMS") with the purchase 4587 Pacheco Blvd, Martinez, CA, APN# 380-260-004. I'm aware, later this morning, you will be hearing and voting on a new sign ordinance that may prohibit new freeway facing signs in unincorporated Contra Costa County. I'm writing you because CMS along their local partner Outfront Foster Interstate, have an active application (#CDLP22-02001) to construct a sign at 4587 Pacheco Blvd, and I know this application must be given a chance if the property is to be improved.

The property is a vacant parcel on the west side of Interstate I-680 just south of the Pacheco Blvd overpass. The location is well suited for a RV, boat and self-storage facility. All three storage types are needed in the area. Although, the property is heavily encumbered by many easements which significantly reduce its usability. These easements also significantly increase development costs. They're cost prohibitive and, without signage revenue, are the reasons this freeway sided, weed field has never been improved. Dozens of developers have studied how to improve this parcel over the past few decades but none have been able to.

Improving this property would add these needed storage amenities, add jobs and increase county tax revenue. Application #CDLP22-02001 needs a chance to complete the process, not suddenly be killed by these changes. CMS has put substantial time and resources into this over the last two years and I ask at least, if changes are approved, an amendment is created to allow active permit applications to complete the process under the current ordinance. Thank you.

Best regards,


Curtis Berrien

Newmark
CA RE License # 01210499

Cc: Contra Costa County Clerk, Monica Nino
Contra Costa County Planner, Everett Louie

March 29, 2022

Contra Costa County Board of Supervisors

- Ms. Karen Mitchoff, Chair
- Mr. Federal D. Glover, Vice Chair
- Mr. John M. Gioia
- Ms. Candace Andersen
- Ms. Diane Burgis

Via email

Re: Contra Costa County Ordinance No. 2022-03

Dear Board of Supervisors,

Outfront Foster Interstate (OFI) has been working with Complete Management Solutions (CMS) since 2020 researching and developing project concepts for the property located at 4587 Pacheco Boulevard in unincorporated Contra Costa County as part of a planned acquisition.

OFI is a joint venture between Outfront Media, a full-service billboard operator and Foster Interstate, a specialized outdoor advertising company known for its commitment to innovation and design in the out-of-home advertising industry. CMS turned to OFI because of our expertise in finding creative solutions developing, entitling, and operating revenue generating billboard projects in complex environments. We have invested significant resources and countless hours to identify and develop a digital billboard opportunity for CMS that accommodates the many easements and encumbrances on the property, that qualifies for entitlement at the County and State levels, and aligns with CMS' plans to convert a long vacant dirt lot into a viable business.

The proposed sign is similar to other signs the County has approved nearby in the I-680 corridor and complies with the current sign ordinance requirements.

After confirming project details with CMS in late 2021, we initiated work on the County entitlement process. We submitted our application (CDLP22-02001) on January 31, 2022 and have been working with the planning team in the Department of Conservation and Development to answer questions and provide additional requested information to advance our application through the County approval process.

OUTFRONT FOSTER INTERSTATE

The proposed digital billboard, once operational, will provide local businesses with a much-needed platform to reach people with timely messages as they drive the I-680 corridor and will allow the proposed CMS business to establish a presence and promote itself to prospective customers. The County will receive the benefit of emergency messaging capabilities, including Amber Alerts, public safety and emergency alerts, and promotion of community events. As part of the entitlement package, we are prepared to pay the County a development fee of \$50,000, in addition to paying the full cost of permit fees.

In order to facilitate the development of this long vacant property and provide the County with an important mix of financial, promotional, and public safety benefits, we are writing to respectfully request that if you choose to move forward with the proposed sign ordinance changes before you today, you consider that many parties have invested significant time and substantial resources into this project in an effort to bring it to fruition. Further, if you decide to move forward with the proposed restrictions in the new ordinance, we request that you please make a small amendment to allow our active permit application to complete its journey through the planning process under the terms of the current ordinance, so that it may be considered for approval on its merits under the regulations in place when our application was submitted, and that you allow our development project to become a reality.

Very truly yours,



John Foster
Manager



Jeff McCuen
Outfront - Real Estate Manager

Cc: Monica Nino, Contra Costa County Clerk of the Board and County Administrator
Everett Louie, Contra Costa County Planner