

Cort Hitchens, Environmental Project Manager
via email to Cort.Hitchens@sanjoseca.gov, sent March 6, 2025

re: Electronic signs on City-Owned Property - Willow Street Site, Project File No: ER23-130

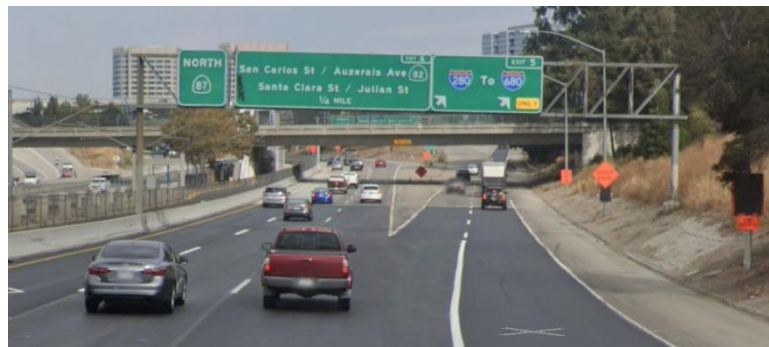
Dear Project Manager,

I am writing to express my personal opposition to the proposal for electronic billboards along Freeway 87 near Willow Street. In addition to them just being ugly in general, this is an especially inappropriate location for a number of reasons:

- It's less than three miles from the end of the runway at San José (SJC) Airport and directly in line with the takeoff/landing flight path: is there a danger from the flashing electronic display distracting the low-flying pilots at a critical point in the flight?
- The displays are only a couple hundred feet from the sensitive riparian habitat of the Guadalupe River. Light from the signs easily could disrupt the ecological balance by disrupting animals' sleep patterns and/or depriving them of the safety of the sheltering darkness of night.



- And this location is at a challenging location for drivers as well, on State Highway 87, midway between the Alma and I-280 interchanges. Even without the distraction of flashing signs that are *designed* to attract attention, this is a quite challenging section of highway. Northbound, a lot of drivers are trying to prepare to exit on I-280, but have to deal with an added lane from the Alma/Willow on-ramp, and traffic often backs up as the exiting and entering traffic tries to weave. And southbound is just as bad: there's a three-way merging of the southbound I-280 to 87, northbound I-280 to 87, and southbound 87 to Alma traffic all merging at a shoulderless choke point at Virginia Avenue, then squeezing to two lanes, and then merging onto southbound 87 or weaving to exit at Alma. Drivers in neither of these directions need the added distraction of a flashing electronic display that is *designed* to attract their attention!



Please, do NOT approve the placement of electronic displays at this site.

Thank you,

~Larry Ames.