

February 10, 2023

Marie Blankley, Mayor of the City of Gilroy
Members of the Gilroy City Council
City of Gilroy
7351 Rosanna Street
Gilroy, CA 95020

Re: Appeal Planning Commission's Denial of Ordinance
Assessor Parcel Number: 841-15-069; Located at 6460 Automall Parkway
Appeal Hearing Scheduled before Gilroy City Council

Dear Mayor Blankley and Honorable Members of the City Council:

I am writing to memorialize and confirm that I will join, as a co-appellant, Outfront Media's appeal of the City Planning Commission's February 2, 2023 decision to deny my request for an ordinance change that would allow limited electronic billboards in the City.

The denial of my request for a zoning amendment has a significant impact on my property and the local business community, and jeopardizes job growth and millions of dollars in revenue for all local businesses. A lot of misinformation was presented in advance of, and during, the Planning Commission's hearing, and I ask that the City Council continue its practice of considering only established facts, supported by evidence.

I also ask that the City Council consider that any future sign, per the terms of the proposed ordinance, will be limited to two sign locations that are (1) situated only along highways; (2) located on properties that are urbanized, support industrial and commercial uses, and are already saturated with light; and (3) located more than 500 feet away from residential zones and residential uses. These details matter, as light from any approved billboards will be carefully controlled such that it will generally not register on light meters after a distance of 250 feet. The applicable standard, based on scientific metrics, will be a legal requirement under the proposed ordinance.

If you require any additional information or have any questions, please do not hesitate to contact me.

Thank you for your time and consideration.

Sincerely,


Mike Conrotto