

Summary Form for Electronic Document Submittal

Form F

Lead agencies may include 15 hardcopies of this document when submitting electronic copies of Environmental Impact Reports, Negative Declarations, Mitigated Negative Declarations, or Notices of Preparation to the State Clearinghouse (SCH). The SCH also accepts other summaries, such as EIR Executive Summaries prepared pursuant to CEQA Guidelines Section 15123. Please include one copy of the Notice of Completion Form (NOC) with your submission and attach the summary to each electronic copy of the document.

SCH #: _____

Project Title: 580 Marketplace Castro Valley Digital Billboard Project

Lead Agency: Alameda County

Contact Name: Damien Curry

Email: damien.curry@acgov.org Phone Number: 510.670.6684

Project Location: Castro Valley, Alameda County

City

County

Project Description (Proposed actions, location, and/or consequences).

The Project involves construction and operation of one new single-sided outdoor advertising digital billboard in Castro Valley, California. Construction of the column for the billboard would involve drilling a hole approximately 78 inches in diameter through the existing concrete and soil below to a depth of approximately 40 feet below grade. The billboard is proposed to reach a maximum height of approximately 42 feet and 10 inches.

The applicant also proposes removal of 15 static billboard faces under the terms of a relocation agreement with Alameda County.

Approval of the project would require a Site Development Review and Building Permits from Alameda County. Additionally, appropriate clearance through Caltrans is also required for highway-oriented signs.

Identify the project's significant or potentially significant effects and briefly describe any proposed mitigation measures that would reduce or avoid that effect.

Aesthetics: The digital billboard technology has the potential to operate at levels brighter than the operational limits. Impacts would remain less than significant under specified operating conditions, and brightness field testing is required.

Air Quality: Project air quality emissions would be below applicable threshold levels. BAAQMD recommends implementing construction mitigation measures to reduce construction-related emissions and fugitive dust for all projects. These measures would reduce less than significant construction-period criteria pollutant impacts.

Biological Resources: Birds nesting in the nearby area may be disturbed by construction activities if they occur during breeding season. Pre-construction surveys would ensure nesting birds will not be disturbed and that the impact would be less than significant.

Cultural Resources: The potential for discovery of unrecorded resources during construction is considered moderate to high. Standard construction measures to halt construction activity pending evaluation will reduce the impacts associated with possible disturbance of unidentified cultural resources or unidentified human remains to a level of less than significant.

Transportation: Significant effects could occur if the proposed digital billboard did not comply with restrictions regarding location, intensity of light, light trespass, or other restrictions or includes driver interaction that could cause driver distraction. The billboard operator will submit annual reports to the County containing information regarding compliance to ensure that impacts on transportation and traffic safety would be less than significant.

Tribal Cultural Resources: Although not anticipated, the possibility exists for tribal cultural resources discovered during construction activities. Implementation of Native American consultation procedures and a mitigation plan, if necessary, will reduce the impact to a level of less than significant.

If applicable, describe any of the project's areas of controversy known to the Lead Agency, including issues raised by agencies and the public.

Not applicable

Provide a list of the responsible or trustee agencies for the project.