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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: Electronic Billboard Ordinance and Sign Permit

Lead Agency: City of Gilroy

Contact Name: Cynthia McCormick

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Project Location: Gilroy CA (Santa Clara County)
City *County*

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

The proposed project requests approval to construct and operate a 75-foot tall electronic billboard with a 672 square foot display area, within the Gilroy city limits. The project requires amendment of Section 30.37.30 (Prohibited Signs), Section 30.37.50 (Commercial and Industrial Districts), and Section 30.37.51 (Freeway Oriented Signs) of the Gilroy Municipal Code to allow such signage which is currently prohibited. The project also includes a new Zoning Code Ordinance (Article LV, Electronic Billboards) which would permit a maximum of two electronic billboards within the City on property with a General Plan designation of General Services Commercial or City Gateway District, located within 660 feet of U.S. Highway 101 (US-101).

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

Aesthetics; Air Quality; Biological Resources; Cultural Resources; Tribal Cultural Resources.

I find that although the proposed project could have a significant effect on the environment, there will not be a significant effect in this case because revisions in the project have been made by or agreed to by the project proponent. A MITIGATED NEGATIVE DECLARATION will be prepared.

not enough space. see attached IS/MND describing mitigation measures for Aesthetics; Air Quality; Biological Resources; Cultural Resources; and Tribal Cultural Resources.

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

Valley Water Comment: Valley Water staff reviewed the proposed project and has the following comments: 1. The CEQA review should consider the potential impacts to the riparian corridor along Princevalle Drain due to the lighting from the proposed billboard. 2. The entire sign, including the post, should be entirely outside of Valley Water's right of way.

Response: Analysis of the project determined that the billboard lighting would not cause a significant impact to the Channel/corridor. The Channel/corridor is situated in a highly urbanized area where it currently receives lighting from US 101 and the numerous lights that are located on the northern side of the Channel/corridor (auto dealership). The reach of the Channel/corridor that borders the site does not a provide a robust habitat either- its manmade/excavated in upland habitat for storm drainage and doesn't contain any dense woody riparian vegetation. The urbanized nature of the project area is detailed in the ISMND. Nonetheless, mitigation measures in the ISMND protect the aquatic habitat of the Channel/corridor. The IS/MND also discusses potential impacts to migratory birds from lighting and provide a justification of why it wouldn't be a significant impact (pages 41 and 42).

Caltrans comment: Caltrans staff reviewed the provided materials for the project. Caltrans does not have any concerns about the project but did provided contact information for the project applicant in order to obtain a permit from the Outdoor Advertising Program (ODA) prior to placement of the billboard.

Response: The draft Ordinance and development agreement requires the applicant to obtain an ODA permit from Caltrans prior to issuance of building permits.

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

Valley Water, Caltrans. see comment above.