

280 Metro Center Pole Sign Initial Study/ Mitigated Negative Declaration Table of Contents

INITIAL STUDY CHECKLIST.....	2
ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED	3
A. OVERVIEW AND BACKGROUND	4
B. PROJECT DESCRIPTION.....	6
C. CONSTRUCTION DETAILS	6
D. REQUIRED PERMITS AND APPROVALS.....	7
1. AESTHETICS.....	8
2. AGRICULTURE AND FORESTRY RESOURCES.....	10
3. AIR QUALITY	10
4. BIOLOGICAL RESOURCES.....	12
5. CULTURAL RESOURCES	14
6. GEOLOGY AND SOILS	16
7. GREENHOUSE GAS EMISSIONS.....	18
8. HAZARDS AND HAZARDOUS MATERIALS.....	19
9. HYDROLOGY AND WATER QUALITY	20
10. LAND USE AND PLANNING	22
11. MINERAL RESOURCES	23
12. NOISE.....	24
13. POPULATION AND HOUSING	25
14. PUBLIC SERVICES.....	26
15. RECREATION.....	26
16. TRANSPORTATION AND TRAFFIC.....	27
17. TRIBAL CULTURAL RESOURCES.....	29
18. UTILITIES AND SERVICE SYSTEMS.....	30
19. MANDATORY FINDINGS OF SIGNIFICANCE.....	31

List of Figures

Figure 1	Project Location.....	4
Figure 2	Vicinity Map	5
Figure 3	North/South Elevation.....	7

INITIAL STUDY CHECKLIST

The proposed 280 Metro Center Pole Sign is a project under the California Environmental Quality Act (CEQA). This Initial Study was prepared by the Town of Colma. This Initial Study/Mitigated Negative Declaration was prepared pursuant to the CEQA (Public Resources Code Sections 21000 et seq.), CEQA Guidelines (Title 14, Section 15000 et seq. of the California Code of Regulations).

1. **Project Title:** 280 Metro Center Pole Sign
2. **Lead Agency Name and Address:** Town of Colma
Planning Department
1190 El Camino Real
Colma, CA 94014
3. **Contact Person and Phone Number:** Michael P. Laughlin, City Planner
(650) 757-8896
4. **Project Location:** 280 Metro Center
Colma Boulevard and Junipero Serra Boulevard
Colma, CA 94014
5. **Project Applicant's Name and Address:** Terry Long
Ad Art Inc.
150 Executive Park Blvd Ste#2100
San Francisco, CA 94134
6. **General Plan Land Use Designation:** Commercial
7. **Zoning:** C (Commercial)
8. **Description of Project:** See Project Description section below.
9. **Surrounding Land Uses and Setting:** See Project Description section below.
10. **Required Permits and Approvals:** Master Sign Program Amendment,
Sign Permit Approval and
Tree Removal Permit Approval

ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED

The environmental factors checked below would be potentially affected by the project, involving at least one impact that is a Potentially Significant Impact, as indicated by the checklist on the following pages.

- | | |
|---|---|
| <input checked="" type="checkbox"/> Aesthetics | <input type="checkbox"/> Mineral Resources |
| <input type="checkbox"/> Agriculture and Forestry Resources | <input type="checkbox"/> Noise |
| <input type="checkbox"/> Air Quality | <input type="checkbox"/> Population & Housing |
| <input checked="" type="checkbox"/> Biological Resources | <input type="checkbox"/> Public Services |
| <input checked="" type="checkbox"/> Cultural Resources | <input type="checkbox"/> Recreation |
| <input type="checkbox"/> Geology & Soils | <input type="checkbox"/> Transportation & Traffic |
| <input type="checkbox"/> Greenhouse Gas Emissions | <input type="checkbox"/> Tribal Cultural Resources |
| <input type="checkbox"/> Hazards & Hazardous Materials | <input type="checkbox"/> Utilities & Service Systems |
| <input type="checkbox"/> Hydrology & Water Quality | <input type="checkbox"/> Mandatory Findings of Significance |
| <input type="checkbox"/> Land Use & Planning | |

Determination:

On the basis of this initial evaluation:

- I find that the proposed project COULD NOT have a significant effect on the environment and a NEGATIVE DECLARATION will be prepared.
- 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.
- I find that the proposed project MAY have a significant effect on the environment, and an ENVIRONMENTAL IMPACT REPORT is required.
- I find that the proposed project MAY have a “potentially significant impact” or “potentially significant unless mitigated” impact on the environment, but at least one effect 1) has been adequately analyzed in an earlier document pursuant to applicable legal standards, and 2) has been addressed by mitigation measures based on the earlier analysis as described on attached sheets. An ENVIRONMENTAL IMPACT REPORT is required, but it must analyze only the effects that remain to be addressed.
- I find that although the proposed project could have a significant effect on the environment, because all potentially significant effects (a) have been analyzed adequately in an earlier EIR or NEGATIVE DECLARATION pursuant to applicable standards, and (b) have been avoided or mitigated pursuant to that earlier EIR or NEGATIVE DECLARATION, including revisions or mitigation measures that are imposed upon the proposed project, nothing further is required.



Michael P. Laughlin, AICP, City Planner
Town of Colma Planning Department

October 5, 2017
Date

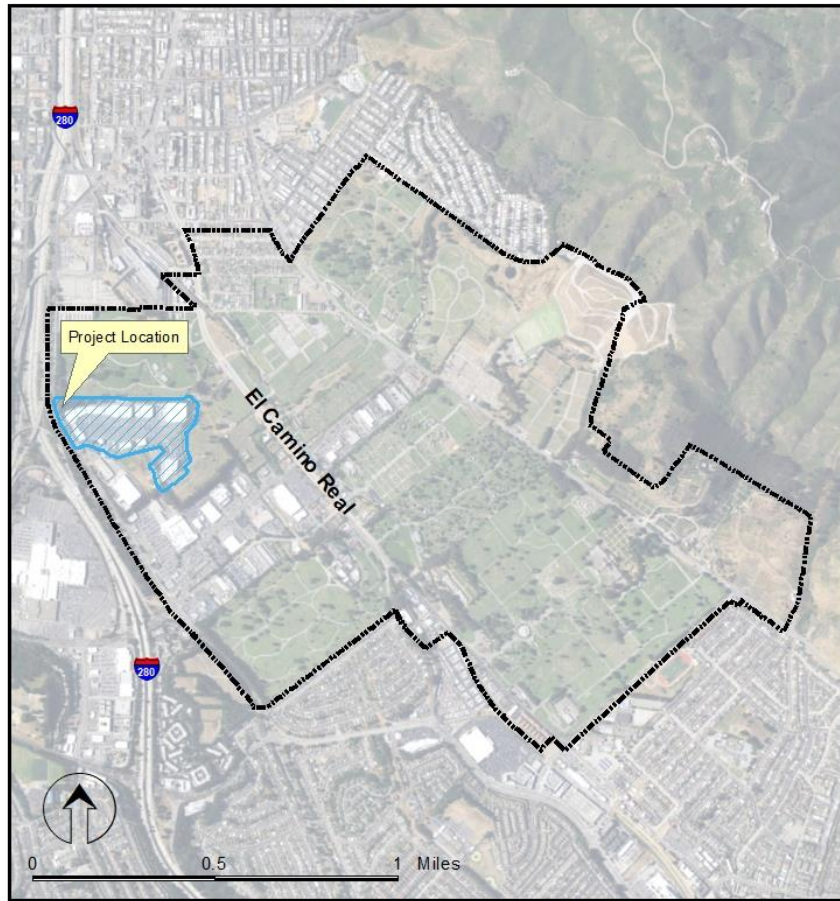
A. Overview and Background



This Initial Study checklist was prepared to assess the environmental effects of the 280 Metro Center Pole Sign, herein referred to as the “Project.” This Initial Study consists of a Project description followed by a description of potential environmental effects that may result from the Project.

1. Regional and Local Location

The Town of Colma is a small town located in the northern portion of San Mateo County, approximately 5 miles south of San Francisco. Colma is 1.98 square miles in size, and is bordered by Daly City to the north and west; San Bruno Mountain to the east; and South San Francisco to the south. Highway 280 is the western boundary for the town and provides primary north/south access to and from the town. Highway 82, the El Camino Real, another north/south route, extends through the center of the town. The Town of Colma serves a regional need for cemeteries along the San Francisco Peninsula, with 16 active cemeteries and 2 closed cemeteries that occupy 76 percent of the land area. Much of the remaining land in Colma not in cemetery use is commercial (including two shopping centers, an auto row and cardroom). The small amount of remaining land is zoned for residential use.

Figure 1 – Project Location



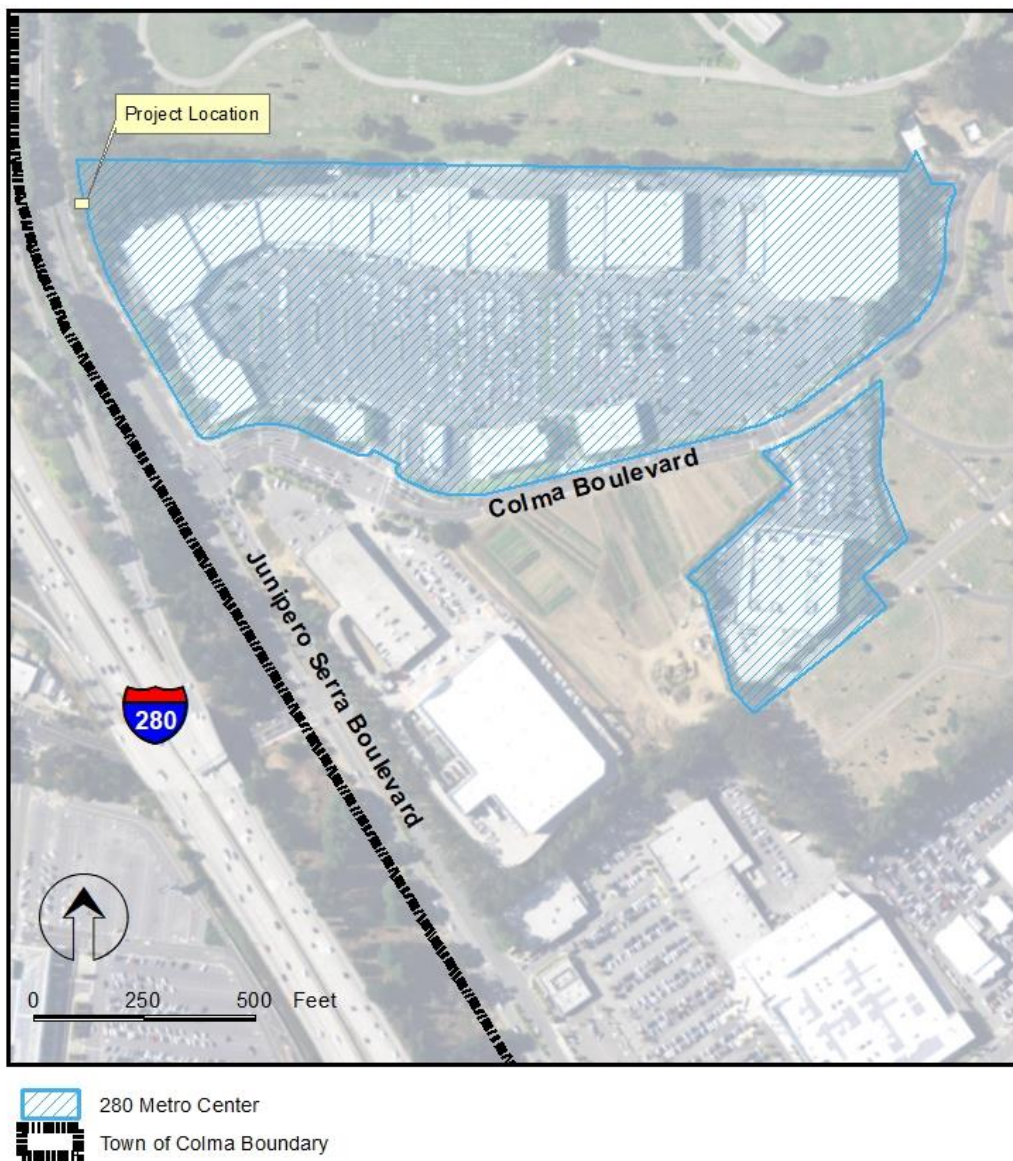
 280 Metro Center Buffer
 Town of Colma Boundary

Data Source: San Mateo County Information Services
Mapped By: CSG Consultants Inc.

2. 280 Metro Center

The 280 Metro Center is an approximately 31 acre site located along the western border of the Town of Colma, where Junipero Serra Boulevard and Colma Boulevard intersect. The site extends across both sides of Colma Boulevard and is bounded by cemetery uses to the north and east, Home Depot and cemetery uses to the south, and Highway 280 to the east. The site is a shopping center and consists primarily of retail commercial uses, with some restaurant commercial uses. The majority of the site is developed as uncovered parking to support the parking demand for 227,941 square feet of leasable commercial space. The site can be accessed from multiple points on Colma Boulevard.

Figure 2 – Vicinity Map



Data Source: San Mateo County Information Services
Mapped By: CSG Consultants Inc.

B. Project Description

The project proposes to remove an existing 80 foot static pole sign located at the northwest corner of the shopping center and replace it with a digital pole sign. The proposed pole sign consists of a four hundred square foot (20' x 20'), double-faced sign with a maximum height of one hundred twenty feet (120') and utilizes light emitting diodes (LED) with 10MM pixel spacing. Light levels are proposed to be responsive to changes in ambient light that naturally occur in a 24 hour period. Nighttime brightness levels are proposed to be 15% of daytime levels so as not to create a distraction to drivers on Highway 280. The sign will be designed to be visible to passing motorists and will only display static images of on-premise tenants at 280 Metro Center, rotating every 8 seconds between the tenant names. Since Highway 280 is a landscaped freeway, digital reader boards with off-site advertising is not permitted by Caltrans.

The Town of Colma Municipal Code (Section 4.07.140) allows pole signs up to one hundred three feet (103') tall for shopping centers, with an allowance to exceed this height limit to overcome obstructions to visibility from primary viewing angles with comprehensive visual analysis such as visual simulations and environmental review and City Council consideration. In this case, a sign at a lower height would be largely obscured by trees, as is the present sign. The proposed sign exceeds the 103' height threshold and is subject to the aforesaid requirements. Additionally, the existing 280 Metro Center sign program does not address this pole sign and is proposed to be amended as a part of this project.

Two trees greater than twelve inches (12") in diameter located next to the existing pole sign are proposed to be removed for access to set the foundation for the new pole sign. Per Colma Municipal Code Section 5.06.030 a Tree Removal Permit is required to remove the two trees and two trees shall be planted to replace the trees proposed for removal.

C. Construction Details

The construction of the proposed sign is subject to the uniform building code, and a building permit is required for the construction activities. The Town's Public Works Department and Building Department would review the plans and specifications to ensure compliance with all applicable building code requirements. Once the Building Department verifies that the project complies with all applicable requirements and the proper fees have been paid, the Town would issue a building permit.

The project applicant, Ad Art, will oversee the removal of the existing sign and the manufacturing and installation of the proposed sign. Construction of the sign would be subject to the uniform building code, and a building permit would be required for construction activities. The Town's Public Works Department and Building Department would review the plans to ensure compliance with all applicable building code requirements.

To construct the foundation, a drilling rig would drill a hole, six feet (6') in diameter and twenty-six and a half (26'-6") deep. The base of the pole sign is proposed to be constructed with a series of pipes sleeved for support. The first to be installed is a forty-eight inch (48") pipe, followed by a forty-two inch (42"), thirty inch (30"), and finally an eighteen inch (18") pipe. The 20' x 20' LED display would be installed at the top of the base. The sign would be designed to exceed anticipated wind loads. Sign weight and wind load will be taken into account by the structural engineer in the design and confirmed by the Town as a part of the building permit plan check process.

Once the sign is installed, the project applicant will connect the electrical, install an access ladder for servicing the LED display, and paint the pole white. Ad Art will train the property owner on the LED programming of messages and will maintain the display.

Figure 3 – North/South Elevation



D. Required Permits and Approvals

The project applicant is requesting the following approvals from the Town of Colma:

- Adoption of Resolution to amend 280 Metro Center Sign Program
- Sign Permit approval
- Tree Removal Permit approval

The project applicant would obtain all permits as required by law. In addition to the Town of Colma, the California Department of Transportation (Caltrans) may have authority over this project.

ENVIRONMENTAL CHECKLIST

Items identified in each section of the environmental checklist below are discussed following that section. Required mitigation measures are identified, where necessary, to reduce a projected impact to a level that is determined to be less than significant.

All documents cited in this report and used in its preparation are hereby incorporated by reference into this Initial Study. Copies of documents referenced herein are available for review at the Town of Colma Planning Department, 1190 El Camino Real, Colma, CA 94014.

1. AESTHETICS

Would the project:	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant	No Impact
a) Have a substantial adverse effect on a scenic vista?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Substantially damage scenic resources, including, but not limited to, trees, rock outcroppings, and historic buildings within a State scenic highway?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Substantially degrade the existing visual character or quality of the site and its surroundings?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Create a new source of substantial light or glare that would adversely affect day or nighttime views in the area?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Discussion

Aesthetic resources are generally defined as both the natural and built features of the landscape that contribute to the public's experience and appreciation of the environment. Depending on the extent to which a project's presence would negatively alter the perceived visual character and quality of the environment, aesthetic impacts may occur.

a) *Would the project have a substantial adverse effect on a scenic vista?*

Colma has two locally recognized scenic corridors: Hillside Boulevard and the El Camino Real. The proposed project is located on the west side of the Town, along Highway 280, approximately a half mile and 1 mile from the Town's scenic corridors. The proposed sign will likely be visible from the scenic corridors, however, at 400 square feet, the sign will not create a significant visual change. There are no other scenic vistas, scenic resources, or State designated scenic highways within the Town boundaries or near the proposed project site. Therefore, the Project would result in *a less than significant impact to scenic vistas*.

b) *Would the project substantially damage scenic resources, including, but not limited to, trees, rock outcroppings, and historic buildings within a State scenic highway?*

The project site is a heavily vegetated area with tall eucalyptus trees, located at the northwest corner of the 280 Metro Center property. The proposed location of the sign is in close proximity to and visible from Highway 280, which is eligible to be designated as a Scenic Highway by the Caltrans Scenic Highway Program¹.

¹ California Department of Transportation, http://www.dot.ca.gov/hq/LandArch/16_livability/

However, the project is to remove an existing pole sign and replace it with a taller sign to clear the tree line and be visible to motorists. The 40 foot (40') increase in height allows for the pole sign to be visible without removing many mature trees in the sight line from primary viewing angles such as Highway 280. The two trees proposed for removal to construct the foundation will be replanted on site as a part of the Tree Removal Permit process. Highway 280 is a landscaped freeway, which prohibits billboards and off-site advertising but permits commercial signs for businesses on the property where the sign is located. Therefore, the Project would not substantially damage scenic resources from a State scenic highway and the project will have a *less than significant impact* to scenic resources.

c) *Would the project substantially degrade the existing visual character or quality of the site and its surroundings?*

The proposed sign would introduce illumination, changing messages, and a 120 foot tall structure to the project site, which currently contains an 80 foot tall, nonilluminated sign. However, no more than two trees are proposed for removal to accommodate the sign, allowing the existing vegetation to screen the base of the proposed pole sign. Furthermore, the majority of the surrounding uses on both sides of Highway 280 consist of commercial uses that utilize and benefit from freeway signage, and are compatible with the visual character of the proposed sign. The Town's standards for Sign Permits require that the proposed sign does not impact the safety or constitute a nuisance to neighboring persons or properties. As a result, the light levels are proposed to be responsive to changes in ambient light that naturally occur in a 24 hour period, nighttime brightness levels are proposed to be 15% of daytime levels. Adherence to these standards would be ensured through the Sign Permit and building permit processes. Therefore, the anticipated visual changes would result in a *less than significant impact* with respect to substantially degrading the existing visual character or quality of the site and its surroundings.

d) *Would the project create a new source of substantial light or glare that would adversely affect day or nighttime views in the area?*

Caltrans regulates and enforces specific Federal Highway Administration (FHWA) provisions related to digital signs. Digital signs directed at motorists are regulated so that they do not blind or confuse drivers, or make it difficult to read roadway signage. Messages are required to be static with no flashing or movement, and can change no more than once every four seconds. The proposed messages are static and will change once every eight seconds.

The operation of the digital sign would create a new source of light and would increase light and glare to passing motorists on Highway 280 and adjacent properties. However, the amount of additional light is not expected to be substantial. Light sensors would be installed to measure ambient light levels so that brightness of the digital sign can adjust to be brighter during the day and dimmer at night. Lighting levels on the digital sign would not exceed 0.3 foot candles over ambient light levels, as measured with a photometer. Implementation of Mitigation Measure ASTC-1 would ensure that any impacts relating to light and glare are *less than significant*.

Mitigation Measure ASTC-1: The Town shall consider citizen complaints consisting of lighting impacts as a cause for requesting field testing. In the case that a citizen complaint is received directly or through Caltrans, the Applicant shall demonstrate through field testing compliance with a 0.3 footcandle increase

over ambient light at 250 feet during nighttime conditions. The Applicant shall fund field testing by an independent contractor trained in the use of a handheld photometer to demonstrate compliance. If increases in ambient light are found to be above the 0.3 footcandle level, the dimming level shall be adjusted until this level can be demonstrated. This must be completed and demonstrated through follow-up field testing within 48 hours or the sign shall not be operated until the lighting levels can be brought into compliance.

2. AGRICULTURE AND FORESTRY RESOURCES

Would the project:	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant	No Impact
a) Convert Prime Farmland, Unique Farmland, or Farmland of State Importance, as shown on the maps prepared pursuant to the Farmland Mapping and Monitoring Program of the California Resources Agency, to non-agricultural use?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Conflict with existing zoning for agricultural use, or a Williamson Act contract?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Conflict with existing zoning for, or cause rezoning of, forest land, timberland, or timberland zoned Timberland Production?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Result in the loss of forest land or conversion of forest land to non-forest use?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e) Involve other changes in the existing environment which, due to their location or nature, could result in conversion of Farmland to non-agricultural use or conversion of forest land to non-forest use?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Discussion

a-e)

The proposed project is to replace an existing 80 foot pole sign with a 120 foot pole sign on a lot zoned for commercial use. The proposed project will not modify existing uses, rezone any properties, or impact any farmlands and forestlands. Therefore, there would be *no impact* to agricultural and forestry resources as a result of this project.

3. AIR QUALITY

Would the project:	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant	No Impact
a) Conflict with or obstruct implementation of the applicable air quality plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Violate any air quality standard or contribute substantially to an existing or projected air quality violation?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant	No Impact
Would the project:				
c) Result in a cumulatively considerable net increase of any criteria pollutant for which the project area is in non-attainment under applicable federal or State ambient air quality standards (including releasing emissions which exceed quantitative Standards for ozone precursors or other pollutants)?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Expose sensitive receptors to substantial pollutant concentrations?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Create objectionable odors affecting a substantial number of people?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Discussion

a) Would the project conflict with or obstruct implementation of the applicable air quality plan?

Large projects that exceed regional employment, population, and housing planning projections have the potential to be inconsistent with the regional inventory compiled as part of BAAQMD’s 2017 Bay Area Clean Air Plan. The proposed Project replaces an existing pole sign with a taller pole sign and would not affect the level of population or housing foreseen in city or regional planning efforts. The project does not have the potential to substantially affect housing, employment, and population projections within the region, which is the basis of the 2017 Bay Area Clean Air Plan projections. Consequently, the proposed Master Sign Program amendment and proposed pole sign would have *no impact* on the implementation of the air quality plan.

b) Would the project violate any air quality standard or contribute substantially to an existing or projected air quality violation?

Short term air quality impacts are anticipated from construction activities. Construction activities at the project site would be limited to approximately 7 to 10 days to remove the existing sign and install the new digital pole sign. No substantial emissions would be associated with the construction or operation of the project. Therefore, the project would not substantially contribute to a projected air quality violation and there will be a *less than significant* impact.

c) Would the project result in a cumulatively considerable net increase of any criteria pollutant for which the project area is in non-attainment under applicable federal or State ambient air quality standards (including releasing emissions which exceed quantitative Standards for ozone precursors or other pollutants)?

The San Francisco Bay Area Air Basin (SFBAAB) is currently designated as a nonattainment area for California and National ambient air quality standards (AAQS) for ozone (O₃) and for PM_{2.5}, and a nonattainment area under the California AAQS for PM₁₀.² Net increases of air pollutants are limited to the emissions generated from the operations of the proposed pole sign. Emissions from the operations of the pole sign are minor as it is limited to electricity generation and infrequent vehicle trips for sign maintenance. Therefore, the proposed project would have a *less than significant impact* with regard to its contribution to cumulative air quality impacts.

² California Air Resources Board (CARB), 2014, Area Designations: Activities and Maps, <http://www.arb.ca.gov/desig/adm/adm.htm>, April 17.

d) Would the project expose sensitive receptors to substantial pollutant concentrations?

Sensitive receptors generally include children, the elderly, the acutely ill, and the chronically ill, especially those with cardiorespiratory diseases. Additionally, residential areas are also considered sensitive receptors to air pollution because residents (including children and the elderly) tend to be at home for extended periods of time. Other sensitive receptors include retirement facilities, hospitals, and schools. Recreational land uses are considered moderately sensitive to air pollution. Although exposure periods are generally short, exercise places a high demand on respiratory functions, which can be impaired by air pollution. In addition, noticeable air pollution can detract from the enjoyment of recreation. Industrial, commercial, retail, and office areas are considered the least sensitive to air pollution. Exposure periods are relatively short and intermittent, since the majority of the workers tend to stay indoors most of the time. In addition, the working population is generally the healthiest segment of the population.

The proposed project site is located on a commercial lot near an existing highway. Construction of the proposed project will not impact sensitive receptors as the project is located near major thoroughfares such as Highway 280, Junipero Serra Boulevard and Colma Boulevard. The proposed project may increase pollutant concentrations as the digital pole sign is intended to increase the amount of vehicular traffic at the shopping center. However, no sensitive receptors are located near the project site with the nearest being residential properties in Daly City approximately 1,500 feet away to the west. Therefore, the proposed project would have a *less than significant impact* with regard to exposing sensitive receptors to substantial pollutant concentrations.

e) Would the project create objectionable odors affecting a substantial number of people?

During the construction and installation of the pole sign and periodic maintenance, there would be minimal emissions as described in responses b and c above. However, digital signs are not known to create objectionable odors. Therefore, the proposed project would result in a *less than significant impact* with respect to odors.

4. BIOLOGICAL RESOURCES

Would the project:	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant	No Impact
a) Have a substantial adverse effect, either directly or through habitat modifications, on any species identified as a candidate, sensitive, or special status species in local or regional plans, policies, or regulations, or by the California Department of Fish and Wildlife or U.S. Fish and Wildlife Service?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Have a substantial adverse effect on any riparian habitat or other sensitive natural community identified in local or regional plans, policies, regulations, or by the California Department of Fish and Wildlife or U.S. Fish and Wildlife Service?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Have a substantial adverse effect on federally protected wetlands as defined by Section 404 of the Clean Water Act (including, but not limited to, marsh, vernal pool, coastal, etc.), through direct removal, filling, hydrological interruption, or other means?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Would the project:	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significa nt	No Impact
d) Interfere substantially with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory wildlife corridors, or impede the use of native wildlife sites?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e) Conflict with any local ordinances or policies protecting biological resources, such as tree preservation policy or ordinance?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
f) Conflict with the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or State habitat conservation plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Discussion

a) *Would the project have a substantial adverse effect, either directly or through habitat modifications, on any species identified as a candidate, sensitive, or special status species in local or regional plans, policies, or regulations, or by the California Department of Fish and Wildlife or U.S. Fish and Wildlife Service?*

Special-status species are plants and animals that are legally protected under the State and/or federal Endangered Species Acts or other regulations, as well as other species that are considered rare enough by the scientific community and trustee agencies to warrant special consideration, particularly with regard to protection of isolated populations, nesting or denning locations, communal roosts, and other essential habitat.

The Project involves the removal and replacement of a pole sign located in a vegetated area within a developed commercial property. It includes the removal of two trees to construct the new pole sign, and the applicant is required to obtain a tree removal permit from the Town, as required by the Town’s Tree Cutting and Removal Ordinance (Municipal Code Section 5.06).

According to the Colma General Plan, no special-status species and no sensitive habitats or wetlands occur within the Town boundaries. However, there remains a potential for nesting by one or more species of birds, which could be affected by the proposed tree removal. Nests of birds in active use are protected under the Migratory Bird Treaty Act and California Department of Fish and Game Code. Further, General Plan Policy 5.04.382 states that tree removal should be subject to an investigation of the presence of active raptor nests. In addition to the protection of migratory birds under existing federal and State regulation, as well as General Plan Policy 5.04.382, implementation of Mitigation Measure BIO-1 would further ensure that the proposed Project result in a less-than-significant impact with regards to having a substantial adverse effect on habitat modifications on a plant or animal population.

Mitigation Measure BIO-1: Construction activities, such as tree removal, shall be performed between September 1 and January 31 to avoid the general nesting period for birds. If construction cannot be performed during this period, pre-construction surveys shall be prepared by a qualified biologist no more than 14 days prior to construction activities to determine the presence of any bird nests. In the event that active bird nesting is identified on the Project site or its immediate vicinity, appropriate protections to the

nest shall be taken, including but not limited to, establishing a minimum 100-foot buffer for passerine birds and 250-foot buffer for raptors, and ensuring that construction activities shall avoid buffered zones. Any tree containing active nesting shall not be removed until the nest is no longer active.

b-d)

As described above under section 4.a no special-status species and no sensitive habitats or wetlands occur within the Town boundaries. Therefore, the project would not impact special-status species, sensitive habitats, or wetlands. The project would not impact wildlife movement corridors or nursery sites because there are no known migration corridors or native wildlife nursery sites within project area since it is limited to a small vegetated area on a developed lot. Therefore, there is *no impact* to riparian or sensitive habitats, federally protected wetlands and migratory animals or migratory wildlife corridors.

e) Would the project conflict with any local ordinances or policies protecting biological resources, such as tree preservation policy or ordinance?

The proposed Project would involve removal of an existing pole sign and construction of a new digital pole sign. Although the Project site does not contain biological resources for protection, the Project would include removal of two existing trees, which could provide habitat for nesting birds or other animals. Since the trees proposed for removal are greater than 12 inches in diameter, a tree removal permit is required pursuant to Colma Municipal Code Subsection 5.06.030. A factor in the decision to approve or deny a tree permit includes proximity of trees to proposed structures or improvements. In this case, the proposed foundation of the sign necessitates tree removal. If trees are approved for removal, the Town requires a revegetation plan that includes that planting of a comparable number of trees. Compliance with Colma Municipal Code Subsection 5.06.030 would ensure that the Project result in a *less-than-significant impact* with regard to conflicting with a local ordinance or policy protection biological resources.

f) Would the project conflict with the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or State habitat conservation plan?

The Project would not conflict with any adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved conservation plan, as no such plans encompassing the vicinity of the Project site have been adopted. Consequently, no impacts would occur with regard to conflicting with an adopted Habitat Conservation Plan.

5. CULTURAL RESOURCES

Would the project:	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant	No Impact
a) Cause a substantial adverse change in the significance of a historical resource as defined in §15064.5?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Cause a substantial adverse change in the significance of an archaeological resource pursuant to §15064.5?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Directly or indirectly destroy a unique paleontological resource or site or unique geologic feature?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant	No Impact
Would the project: d) Disturb any human remains, including those interred outside of formal cemeteries?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Discussion

a-d)

The proposed project would involve the removal of an existing pole sign and construction of a digital sign at the 280 Metro Center, a lot zoned for and already developed for commercial uses. There are no known historical, archaeological or paleontological resources at the project site. However, there is a possibility that the proposed drilling and excavation for the sign foundation could disturb unknown archeologic or paleontological resources below. Additionally, the proposed groundwork could potentially disturb human remains interred outside of a formal cemetery. Implementation of Mitigation Measure CULT-1, CULT-2 and CULT-3 would ensure that accidental discovery or disturbance of any cultural resource would be *less than significant*.

Mitigation Measure CULT-1: The Project shall comply with the following measures during construction of the Project:

- If archaeological remains are found, work at the place of discovery shall be halted immediately until a qualified archaeologist can evaluate the finds [CEQA Guidelines Section 15064.5(f)].
 - Prehistoric site indicators generally include: obsidian and chert flakes and chipped stone tools; grinding and mashing implements (e.g., slabs and handstones, and mortars and pestles); and bedrock outcrops and boulders with mortar cups.
 - Historic period site indicators generally include: fragments of glass, ceramic, and metal objects; milled and split lumber; and structure and feature remains such as building foundations and discrete trash deposits (e.g., wells, privy pits, dumps).
- If archaeological remains are found and judged potentially significant, a treatment plan shall be developed and executed prior to recommencing work.
- All cultural materials recovered as part of the Project shall be subject to scientific analysis and a report prepared according to current professional standards.

Mitigation Measure CULT-2: If fossils are discovered during construction, ground-disturbing activities shall halt immediately until a qualified paleontologist can assess the significant of the discovery. Depending on determinations made by the paleontologist, work may either be allowed to continue once the discovery has been recorded, or if recommended by the paleontologist, recovery of the resource may be required, in which ground-disturbing activity within the area of the find would be temporarily halted until the resource has been recovered. In the event that treatment and salvage is required, recommendations shall be consistent with Society of Vertebrate Paleontology guidelines and current professional standards. The Town of Colma will ensure that information on the nature, location, and depth of all finds is readily available to the scientific community through university curation or other appropriate means.

Mitigation Measure CULT-3: In the event of discovery or recognition of any human remains during construction activities, ground-disturbing activities shall halt immediately within 100 feet of the discovery until the San Mateo County Coroner has been notified to determine that no investigation of the cause of death is required. The Native American Heritage Commission (NAHC) shall be contacted within 24 hours

if the remains are determined to be Native American. The NAHC shall then identify the most likely descendant in order to determine and make recommendations to the Town of Colma for the appropriate means of treating the human remains.

6. GEOLOGY AND SOILS

Would the project:	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant	No Impact
a) Expose people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving:				
i) Rupture of a known earthquake fault, as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known fault?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
ii) Strong seismic ground shaking?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
iii) Seismic-related ground failure, including liquefaction?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
iv) Landslides?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Result in substantial soil erosion or the loss of topsoil?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Be located on a geologic unit or soil that is unstable, or that would become unstable as a result of the project, and potentially result in on- or off-site landslide, lateral spreading, subsidence, liquefaction, or collapse?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Be located on expansive soil, creating substantial risks to life or property?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Have soils incapable of adequately supporting the use of septic tanks or alternative wastewater disposal systems where sewers are not available for the disposal of wastewater?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Discussion

a) Would the project expose people or structures to potential substantial adverse effects, including the risk of loss, injury or death involving: i) rupture of a known earthquake fault, as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known fault; ii) strong seismic ground shaking; iii) seismic-related ground failure, including liquefaction; iv) landslides?

The Project site is not located within or adjacent to a State-designated Alquist-Priolo Earthquake Fault Zone.³ Similarly, no active or potentially active faults have been mapped at the Project site. In light of this information, the probability of earthquake fault rupture at the Project site appears low.

³ State of California Department of Conservation, 1982, Special Studies Zones map, San Francisco South,

According to seismic forecasts by the USGS, the Project site could be subjected to strong or even violent seismic ground shaking during an earthquake on a nearby fault, such as the San Andreas Fault roughly 2 miles to the southwest, or another active fault in the San Francisco Bay Area. To mitigate seismic shaking effects, new construction at the Project site should be designed using sound engineering judgment and the current California Building Code (CBC) requirements, as required under Section 5.04.050 of the Town of Colma Municipal Code. Current seismic design provisions of the CBC prescribe minimum lateral forces, applied statically to the structure, combined with the gravity forces of dead-and-live loads (refer to Chapter 16 Section 1613 of the 2013 CBC).

Regional mapping conducted by the USGS shows that the Project site and vicinity are situated in an area with a low to very low liquefaction potential.

The prevailing gentle topography and lack of steep slopes at the Project site in vicinity of the proposed pole sign suggest that the potential for landslides is low. Landslide maps published by the USGS in 1972 are consistent with this interpretation.

As a standard requirement for a building permit, the applicant will be required to submit a geotechnical report and structural calculations for the sign. These requirements and their review by the Town will assure that the sign meets structural requirements that address potential strong seismic ground shaking.

Considering the preceding information, and with the review and approval of a geotechnical report and structural calculations for the sign pole, the potential impacts of Project development associated with rupture of a known earthquake fault, strong seismic ground shaking, seismic-related ground failure (including liquefaction), and landslides would be *less than significant*.

b) *Would the project result in substantial soil erosion or the loss of topsoil?*

The Project site is situated in an area of gentle topography, with typical slopes of less than 5 percent. Project construction is limited to the boring of two 72" diameter foundation holes. This process could result in some erosion or loss of topsoil. Compliance with regulatory requirements during construction, including the grading provisions of the California Building Code (adopted under Section 5.04.050 of the Town of Colma Municipal Code), as well as the erosion control and grading provisions of Subchapter 5.07 of the Town of Colma Municipal Code and associated permits, would help reduce development-related erosion to the extent practicable. Prior to the issuance of a grading permit, the City Engineer is empowered with the discretionary authority to require the completion of a detailed site-specific soils and/or geotechnical investigation prior to permit issuance. These safeguards, when taken as a whole, would ensure that development-related impacts associated with soil erosion or the loss of topsoil is reduced to a *less-than-significant* level.

c) *Would the project be located on a geologic unit or soil that is unstable, or that would become unstable as a result of the project, and potentially result in on- or off-site landslide, lateral spreading, subsidence, liquefaction or collapse?*

Existing developments in the immediate vicinity of the Project site, constructed on sites typified by similar topography and underlying geology, have not experienced landslides, lateral spreading, subsidence, liquefaction, or collapse. Assuming faithful implementation of geotechnical-based foundation design recommendations, the

http://gmw.conservation.ca.gov/SHP/EZRIM/Maps/SAN_FRANCISCO_SOUTH_EZRIM.pdf, accessed on September 13, 2017.

impact of Project development with respect to land sliding, lateral spreading, subsidence, liquefaction, or collapse would be *less than significant*.

d) Would the project be located on expansive soil, creating substantial risks to life or property?

The proposed project is to remove an existing 80' pole sign and replace it with a new 120' pole sign. The proposed foundation requires excavation of two holes approximately 26'-6" deep and 6' wide for a larger foundation. At this time, there are no known conditions that could create substantial risks related to expansive or unstable soils. The proposed project requires a building permit and grading permit and is required to comply with all applicable code requirements. A geotechnical study is required through the grading permit and will be reviewed as a part of the plan check process. The impact related to expansive and unstable soils is *less than significant*.

e) Would the project have soils incapable of adequately supporting the use of septic tanks or alternative wastewater disposal systems where sewers are not available for the disposal of wastewater?

The Project is a new digital pole sign and does not require a septic tank or wastewater disposal system. For this reason, the Project would result in *no impact* with respect to soils that might be incapable of adequately supporting the use of septic tanks or alternative wastewater disposal systems.

7. GREENHOUSE GAS EMISSIONS

Would the project:	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant	No Impact
a) Generate greenhouse gas emissions, either directly or indirectly, that may have a significant impact on the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Conflict with an applicable plan, policy, or regulation of an agency adopted for the purpose of reducing the emissions of greenhouse gases?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Discussion

a) Would the project generate greenhouse gas emissions, either directly or indirectly, that may have a significant impact on the environment?

The construction activities related to the proposed project would generate short-term emissions of greenhouse gasses such as CO₂, CH₄ and N₂O from the use of heavy-duty equipment and vehicle trips. GHG emissions from construction activities are one-time, short-term emissions and therefore would not significantly contribute to long-term cumulative GHG emissions impacts of the proposed Project. BAAQMD does not have thresholds of significance for construction-related GHG emissions. However, with a construction period of only a few days, construction-period GHG emissions would be minimal.

The operation of the sign would generate ongoing emissions through the use of electricity to display messages and vehicle trips for maintenance. BAAQMD's GHG Emissions Model includes a GHG emission factor of 804.54 pounds of CO₂ per megawatt-hour of electricity usage. According to the manufacturer, the proposed sign is estimated to consume approximately 197 megawatt hours annually, an equivalent of approximately 72

metrictons of CO₂ emissions per year (MTCO_{2e}/year). This is well below the 1,100 metric ton MTCO_{2e}/year threshold for a significant impact. The proposed Project would not exceed the BAAQMD bright line threshold of 1,100 MTCO_{2e}/year. Therefore, Project-related GHG emissions impacts would be *less than significant*.

b) Would the project conflict with an applicable plan, policy, or regulation of an agency adopted for the purpose of reducing the emissions of greenhouse gases?

The Project would allow the construction and operations of a double faced, digital pole sign. Greenhouse gas emissions are a byproduct of most developments. However, the project supports the Town’s Climate Action Plan (CAP) goals related to energy efficiency and green building in that the project utilizes an energy efficient LED display. Therefore, there would be *less than significant impact* in relation to consistency with GHG reduction plans.

8. HAZARDS AND HAZARDOUS MATERIALS

Would the project:	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant	No Impact
a) Create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Emit hazardous emissions or handle hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Be located on a site which is included on a list of hazardous material sites compiled pursuant to Government Code Section 65962.5 and, as a result, create a significant hazard to the public or the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e) For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, result in a safety hazard for people living or working in the project area?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f) For a project within the vicinity of a private airstrip, result in a safety hazard for people living or working in the project area?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
g) Impair implementation of or physically interfere with an adopted emergency response plan or emergency evacuation plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
h) Expose people or structures to a significant risk of loss, injury, or death involving wildland fires, including where wildlands are adjacent to urbanized areas or where residences are intermixed with wildlands?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Discussion

a-h)

The project does not create a significant hazard to the public or environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment. The proposed project will not cause hazardous emissions or hazardous materials, substances, or waste to be handled within one-quarter mile of an existing or proposed school. There are no hazardous materials sites in the Town of Colma as compiled by the State of California pursuant to Government Code Section 65962.5.⁴ Additionally, there is no land designated for airports or airstrips in the Town of Colma. The Project will not impact any emergency response plan or emergency evacuation plan. The proposed project will not expose people or structures to any risk involving wildland fires. Therefore, *no impacts* would occur with regard to hazards and hazardous materials.

9. HYDROLOGY AND WATER QUALITY

Would the project:	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant	No Impact
a) Violate any water quality standards or waste discharge requirements?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Substantially deplete groundwater supplies or interfere substantially with groundwater recharge such that there would be a net deficit in aquifer volume or a significant lowering of the local groundwater table level?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, or substantially increase the rate or amount of runoff in a manner which would result in substantial erosion, siltation or flooding on- or off-site?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Provide substantial additional sources of polluted runoff, or otherwise substantially degrade water quality?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f) Place housing within a 100-year flood hazard area as mapped on a federal Flood Hazard Boundary or Flood Insurance Rate Map or other flood hazard delineation map?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

⁴ EnviroStor Website: http://www.envirostor.dtsc.ca.gov/public/mapfull.asp?global_id=&cx=-119&y=37&z=18&ms=640,480&mt=m&findaddress=True&city=colma,%20ca&zip=&county=&federal_superfund=true&state_response=true&voluntary_cleanup=true&school_cleanup=true&ca_site=true&tiered_permit=true&evaluation=true&military_evaluation=true&school_investigation=true&operating=true&post_closure=true&non_operating=true;
 Viewed June 5, 2017

Would the project:	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant	No Impact
g) Place within a 100-year flood hazard area structures which would impede or redirect flood flows?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
h) Expose people or structures to a significant risk of loss, injury, or death involving flooding, including flooding as a result of the failure of a levee or dam?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
i) Be inundated by seiche, tsunami, or mudflow?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Background

Impervious surfaces, such as roads, parking lots, and buildings, prevent the natural infiltration of stormwater into the soil and create higher runoff volumes. In addition, more rapid transport of runoff over impermeable surfaces, combined with higher runoff volumes, causes elevated peak flows. This increase in flows may adversely impact stormwater drainage systems.

The National Pollutant Discharge Elimination System (NPDES) permit program was established by the federal Clean Water Act (CWA) to regulate municipal and industrial discharges to surface waters of the United States from their municipal separate storm sewer systems (MS4s). In California, the State Water Resources Control Board (SWRCB) has broad authority over water quality control issues for the State. The SWRCB is responsible for developing statewide water quality policy and exercises the powers delegated to the State by the federal government under the CWA. The Town of Colma is within the jurisdiction of the San Francisco Bay Regional Water Quality Control Board (RWQCB) Region 2. The San Francisco Bay RWQCB adopted a Water Quality Control Plan for the San Francisco Bay Basin (the Basin Plan) that designates beneficial uses, establishes water quality objectives, and contains implementation programs and policies to achieve those objectives for all waters addressed through the Basin Plan.⁵

Construction activities that disturb one or more acres of land must comply with the requirements of the SWRCB Construction General Permit (99-08-DWQ) and submit Permit Registration Documents (PRDs) to the SWRCB along with a Stormwater Pollution Prevention Plan (SWPPP). In addition, an interim erosion and sediment control plan for construction is required for submittal to the City Engineer prior to the issuance of grading permits. A final erosion and sediment control plan also must be designed and submitted for the completed project. A new Municipal Regional Stormwater NPDES Permit (MRP) has been issued by the San Francisco Bay RWQCB (Order No. R2-2015.0049) and includes the Town of Colma under its coverage. Under Provision C.3 of the MRP, new development and redevelopment projects are required to implement appropriate source control, site design, and stormwater treatment measures. The San Mateo Countywide Water Pollution Prevention Program (SMCWPPP) is a partnership of each incorporated city and town within San Mateo County, San Mateo County, and the City/County Association of Governments, which all share the MRP. The SMCWPPP requires submittal of the C.3 and C.6 Development Review Checklist for new development and redevelopment projects to ensure that the appropriate construction best management practices (BMPs), source control measures, low impact development (LID) site design measures, and stormwater treatment measures will be implemented.

⁵ San Francisco Bay RWQCB, 2015, *Water Quality Control Plan (Basin Plan) for the San Francisco Bay Basin*, http://www.swrcb.ca.gov/rwqcb2/basin_planning.shtml, accessed on December 18, 2015.

Discussion

a-i)

The proposed project involves the removal of an existing pole sign and the construction of a new digital pole sign. The project includes the excavation of two holes approximately 26'-6" deep and 6' wide for a larger foundation. The increase in impervious surface is minor (only about 72 square feet) and is not anticipated to impact groundwater supplies or significantly increase runoff. The proposed project requires building permits and grading permits and is required to comply with NPDES and SMCWPPP programs to ensure that water quality standards and waste discharge requirements are met, as well as ensure that drainage issues, stormwater runoff, and groundwater recharge are addressed accordingly. The Town of Colma is not within the 100-year and 500-year floodplain, as mapped by Flood Insurance Rate Map (FIRM) No. 06081C0037E6, a dam inundation area as mapped by the California Office of Emergency Services (OES)⁷, or a mapped tsunami inundation zone.⁸ Therefore, this project will have a less than significant impact on hydrology and water quality in the Town of Colma.

10. LAND USE AND PLANNING

	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant	No Impact
Would the project:				
a) Physically divide an established community?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to, the general plan, specific plan, local coastal program or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Conflict with any applicable habitat conservation plan or natural community conservation plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Discussion

a) Would the project physically divide an established community?

The proposed project is located at the northwest corner of the 280 Metro Center property where an existing pole sign is located. The construction of a new sign would not physically divide the existing shopping center or any established community. Therefore, *no impact* would occur with regards to physically dividing an established community.

⁶ National Flood Insurance Program, 2012. FIRM Flood Insurance Rate Map, San Mateo County, California. Map No. 06081C0037E. Dated October 16, 2012.

⁷ California Office of Emergency Services (OES), 2009. *Dam Inundation Registered Images and Boundary Files in Shape File Format, Version DVD3*. Dated April 2009.

⁸ California Office of Emergency Services (OES), 2009. *Tsunami Inundation Map for Emergency Planning, San Francisco South Quadrangle (Pacific Coast)*.

b) Would the project conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to, the general plan, specific plan, local coastal program or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect?

The Town’s Sign Ordinance allows pole signs up to 103’ with an allowance to exceed this height to overcome obstructions to visibility from primary viewing angles with comprehensive visual analysis such as visual simulations, environmental review and City Council considerations. Additionally, the existing 280 Metro Center sign program does not mention this sign and is proposed to be amended as a part of this project. Compliance with the Town’s Sign Ordinance and amendment of the Sign Program will result in *no impact* with regard to land use plan conflicts.

c) Would the project conflict with any applicable habitat conservation plan or natural community conservation plan?

The proposed pole sign would be located in an area zoned for commercial uses. The Project site is not within the boundary of any local Habitat Conservation Plan. Therefore, there would be *no impact*.

11. MINERAL RESOURCES

	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant	No Impact
Would the project:				
a) Result in the loss of availability of a known mineral resource that would be of value to the region and the residents of the State?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Result in the loss of availability of a locally-important mineral resources recovery site delineated on a local general plan, specific plan, or other land use plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Discussion

a-b)

According to the Colma General Plan, no mineral resources of value to the region or state are known to be located within the Town. Additionally, the Town contains no known mineral resources, delineated as a locally important mineral resource site in the Town General Plan, nor are there Mineral Resource Zones as delineated on the California Department of Conservation within the Town.⁹ Therefore, there would be *no impact* with regard to the mineral resources.

⁹ California Department of Conservation, 2006 Update of Mineral Land Classification: Aggregate Materials in the South San Francisco Bay Production/Consumption Region, page 8.

12. NOISE

Would the project:	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant	No Impact
a) Expose people to or generate noise levels in excess of standards established in the local general plan or noise ordinance, or other applicable standards?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Expose people to or generate excessive groundborne vibration or groundborne noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Create a substantial permanent increase in ambient noise levels in the project vicinity above levels existing without the project?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Create a substantial temporary or periodic increase in ambient noise levels in the project vicinity above levels existing without the project?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) For a project located within an airport land use plan or, where such a plan has not been adopted, within 2 miles of a public airport or public use airport, would the project expose people residing or working in the project area to excessive noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f) For a project within the vicinity of a private airstrip, would the project expose people residing or working in the project area to excessive noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Discussion

a-d)

Construction activities and maintenance activities related to the proposed project have the potential to expose the 280 Metro Center and nearby cemetery, Woodlawn Memorial Park, to increased noise levels and vibration. However, these uses are not sensitive receptors. There are no other receptors in the vicinity of the project site. Temporary increases in noise levels would occur during the removal of the existing pole sign and installation of the new pole sign, and are regulated by the Town’s Municipal Code (Section 5.04.220). Construction activities are allowed between 8:00 am and 7:00 pm Monday through Friday, 9:00 am to 5:00 pm Saturday and 12:00 and 5:00 Sundays. The operation of the sign would not generate any noise. Therefore, the impact associated with noise is considered *less than significant impact*.

e) For a project located within an airport land use plan, or where such as plan has not been adopted, within 2 miles of an airport or public use airport, would the project expose people residing or working in the project area to excessive noise levels?

No area within the Town is located within two miles of a public or a private use airport. Additionally, the Town of Colma is somewhat near, but completely outside of SFO’s Fly Quiet departure ‘gap’ that guides departing aircraft northwestward from SFO. Therefore, people would not be exposed to excessive noise from aircraft using a public-use airport, and there would be *no impact*.

f) For a project within the vicinity of a private airstrip, would the project expose people residing or working in the project area to excessive noise levels?

The nearest private airstrips are heliports that are operated by various private or city/county agencies. However, there are no such private heliports or private use airports within 2 miles of the Town. The nearest heliport is the San Francisco Police Pistol Range heliport (identifier code 16CA), which is approximately 3 miles to the northwest of the Town. Therefore, people would not be exposed to excessive noise from aircraft using a private airstrip, and there would be *no impact*.

13. POPULATION AND HOUSING

Would the project:	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant	No Impact
a) Induce substantial unexpected population growth or growth in an area, either directly (for example, by proposing new homes and businesses) or indirectly (for example, through extension of roads or other infrastructure)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Displace substantial numbers of existing housing units, necessitating the construction of replacement housing elsewhere?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Displace substantial numbers of people, necessitating the construction of replacement housing elsewhere?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Discussion

a-c)

The proposed project includes the construction, operation and maintenance of a digital pole sign located on a commercial property, as well as the removal of an existing pole sign. The project does not create new homes, businesses, or new infrastructure and no residences would be removed to accommodate the project. Therefore, no housing units or people will be displaced as a part of this project and there are *no impacts* to population and housing as a result of this project.

14. PUBLIC SERVICES

	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant	No Impact
Would the project: Result in substantial adverse physical impacts associated with the provision of new or physically altered governmental facilities, or need for new or physically altered governmental facilities, the construction of which could cause significant environmental impacts, in order to maintain acceptable service ratios, response times, or other performance objectives for any of the public services:				
a) Fire protection?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Police protection?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Schools?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e) Other public facilities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Discussion

a-e)

The proposed project includes the construction, operation and maintenance of a digital pole sign located on a lot zoned for commercial uses. The project does not include the addition of a new residential population that could increase the demand for public services. The project will not result in the need for additional public services and therefore the project will have *no impact*.

15. RECREATION

	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant	No Impact
Would the project:				
a) Increase the use of existing neighborhood and regional parks or other recreational facilities, such that substantial physical deterioration of the facility would occur or be accelerated?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Include recreational facilities or require the construction or expansion of recreational facilities, which might have an adverse physical effect on the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Discussion

a-b)

The proposed project includes the construction, operation and maintenance of a digital pole sign located on a lot zoned for commercial uses, as well as the removal of an existing pole sign. The project does not include the

addition of a new residential population that could increase the demand for recreational facilities. The project will not result in an increase of the use of recreation facilities and therefore the project will have *no impact*.

16. TRANSPORTATION AND TRAFFIC

Would the project:	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant	No Impact
a) Conflict with an applicable plan, ordinance, or policy establishing measures of effectiveness for the performance of the circulation system, taking into account all modes of transportation including mass transit and non-motorized travel and relevant components of the circulation system, including but not limited to intersections, streets, highways and freeways, pedestrian and bicycle paths, and mass transit?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Conflict with an applicable congestion management program, including, but not limited to, level of service standards and travel demand measures, or other standards established by the county congestion management agency for designated roads or highways?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Result in a change in air traffic patterns, including either an increase in traffic levels or a change in location that results in substantial safety risks?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Substantially increase hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment)?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Result in inadequate emergency access?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f) Conflict with adopted policies, plans, or programs regarding public transit, bicycle, or pedestrian facilities, or otherwise decrease the performance or safety of such facilities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Discussion

a) Would the project conflict with an applicable plan, ordinance or policy establishing measures of effectiveness for the performance of the circulation system, taking into account all modes of transportation including mass transit and non-motorized travel and relevant components of the circulation system, including, but not limited to, intersections, streets, highways and freeways, pedestrian and bicycle paths, and mass transit?

The proposed project is to remove an existing 80' tall pole sign and replace it with a new 120' digital pole sign. The construction of the digital sign would require approximately 25 vehicle trips to deliver supplies and materials as well as construction workers. This traffic impact is temporary and does not conflict with any applicable plan, ordinance or policy establishing measures of effectiveness for the circulation system. Operation of the sign would not require any daily vehicle trips. It is anticipated there would be ongoing maintenance of

the sign, but that would require less than 10 trips on an annual basis. Therefore, the project would not cause a substantial increase in vehicle trips and a *less-than-significant* impact would occur as it relates to a conflict with an applicable plan, ordinance or policy establishing measures of effectiveness for the performance of the circulation system.

b) Would the project conflict with an applicable congestion management program, including, but not limited to level of service standards and travel demand measures, or other standards established by the county congestion management agency for designated roads or highways?

The City/County Association of Governments of San Mateo County's (C/CAG) is the Congestion Management Agency for San Mateo County. C/CAG is required to prepare and adopt a Congestion Management Program (CMP) on a biennial basis. The 2013 CMP is the current version that has been adopted.

The CMP includes elements to evaluate the performance of the roadway system and adopts LOS standards for CMP facilities. For CMP facilities, the LOS standard is E, unless the facility was operating at LOS F at the time the standard was established. When an intersection within San Mateo County is determined to be below a LOS E, the intersection is added to a list of CMP study intersections. There are no study intersections in the Town of Colma. The nearest CMP study intersection is located approximately 2 miles from the site at El Camino Real and San Bruno Avenue. If vehicle trips are added to a study intersection, then the intersection must be studied as part of a project traffic analysis to determine if there is an impact and if so, the project must provide mitigation. Since no vehicle trips would be added to a CMP intersection by the Project, there would be a *less than significant impact* to CMP intersections.

c) Would the project result in a change in air traffic patterns, including either an increase in traffic levels or a change in location that results in substantial safety risks?

No area within the Town is located within two miles of a public or a private use airport. Given that the Project would not generate air traffic and would not be located in close proximity to any aircraft facilities, the Project would not result in changes to aircraft patterns in terms of location. Consequently, *no impact* would occur.

d) Would the project substantially increase hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment)?

Digital signs have the potential to affect drivers by distracting them with images and the brightness of the sign. The California Department of Transportation regulates digital signs that target highway motorists by restricting any movement, flashing or blinking and requiring that each message remain for a minimum of 4 seconds before rotating to another message. The proposed sign pole sign is a 120' digital pole sign that displays messages to passing motorists on Highway 280. The proposed posting of tenant identification signs will not move, flash or blink, and remain a minimum of 8 seconds before rotating to the next tenant name. Additionally, light sensors will be installed with the proposed sign to respond to ambient light. The proposed sign will dim down to approximately 15% of the daytime brightness during the night time so that drivers are not impacted. Therefore, the project would not create a hazardous condition on roadways and entryways and will have a *less than significant impact*.

e) Would the project result in inadequate emergency access?

The proposed pole sign is located at the west side of the shopping center and is not normally accessed by the public. The Colma Fire Protection District will review the plans to ensure that adequate emergency access is provided during the building permit plan check phase. Therefore, there is *no impact* regarding emergency access.

f) Would the project conflict with adopted policies, plans, or programs supporting alternative transportation?

The project replaces a pole sign and would not conflict with adopted policies, plans, or programs supporting alternative transportation, and *no impact* would occur.

17. TRIBAL AND CULTURAL RESOURCES

Would the project:	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant	No Impact
a) cause a substantial adverse change in the significance of a tribal cultural resource, defined in Public Resources Code section 21074 as either a site, feature, place, cultural landscape that is geographically defined in terms of the size and scope of the landscape, sacred place, or object with cultural value to a California Native American tribe, and that is:				
i) Listed or eligible for listing in the California Register of Historical Resources, or in a local register of historical resources as defined in Public Resources Code section 5020.1(k)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ii) A resource determined by the lead agency, in its discretion and supported by substantial evidence, to be significant pursuant to criteria set forth in subdivision (c) of Public Resources Code Section 5024.1. In applying the criteria set forth in subdivision (c) of Public Resource Code Section 5024.1, the lead agency shall consider the significance of the resource to a California Native American tribe?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Discussion

a)

A tribal cultural resource is defined as a site, feature, place, cultural landscape that is geographically defined in terms of size and scope, sacred place, and object with cultural value to a California Native American tribe that are either included or eligible for inclusion in the California Register of Historic Resources or included in a local register of historical resources, or included in a local register of historical resources, or if the Town of Colma, acting as the lead agency, supported by substantial evidence, chooses at its discretion to treat the resource as a tribal cultural resource.

The project site has been developed and there are no known tribal cultural resources located at the project site. The Town of Colma will notify tribes in the geographic area to identify tribal cultural resources and address potential impacts. However, given that the project includes ground disturbing work, there is potential for tribal cultural resources to be impacted. Implementation of mitigation measures to protect cultural resources listed in

section 5 would adequately protect tribal cultural resources and reduce impacts to a less than significant level. Mitigation Measure CULT-1 would reduce impacts to unknown archaeological deposits, including tribal cultural resources, to a less-than-significant level. Further, Mitigation Measure CULT-3 would reduce the likelihood of disturbing or discovering human remains, including those of Native Americans. Therefore, implementation of Mitigation Measures CULT-1 and CULT-3 would reduce impacts to tribal cultural resources to a *less-than-significant* level.

18. UTILITIES AND SERVICE SYSTEMS

Would the project:	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant	No Impact
a) Exceed wastewater treatment requirements of the applicable Regional Water Quality Control Board?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Require or result in the construction of new water or wastewater treatment facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Require or result in the construction of new stormwater drainage facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Have sufficient water supplies available to serve the project from existing entitlements and resources, or are new or expanded entitlements needed?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e) Result in a determination by the wastewater treatment provider which serves or may serve the project that it has inadequate capacity to serve the project's projected demand in addition to the provider's existing commitments?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f) Not be served by a landfill with sufficient permitted capacity to accommodate the project's solid waste disposal needs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
g) Comply with federal, State, and local statutes and regulations related to solid waste?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Discussion

a-g)

The proposed project includes the construction, operation and maintenance of a digital pole sign located on a lot zoned for commercial uses, as well as the removal of an existing pole sign. The project does not include any buildings, employees, or residents and would not generate any wastewater or require a supply of potable water. The project would not require any utility service other than an electrical connection and is not expected to have an impact on stormwater drainage facilities, water supplies and solid waste facilities. Therefore, the project would result in *no impact* to utility services.

19. MANDATORY FINDINGS OF SIGNIFICANCE

Would the project:	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant	No Impact
a) Does the project have the potential to degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, reduce the number or restrict the range of a rare or endangered plant or animal or eliminate important examples of the major periods of California history or prehistory?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Does the project have impacts that are individually limited, but cumulatively considerable? (“Cumulatively considerable” means that the incremental effects of a project are considerable when viewed in connection with the effects of past projects, the effects of other current projects, and the effects of probable future projects)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Does the project have environmental effects which will cause substantial adverse effects on human beings, either directly or indirectly?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Discussion

a) Does the project have the potential to degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, reduce the number or restrict the range of a rare or endangered plant or animal or eliminate important examples of the major periods of California history or prehistory?

Due to the type of the project and the location of the project, the proposed project has no potential to degrade the quality of the natural environment, substantially reduce habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, or reduce the number or restrict the range of a rare or endangered plant or animal. The Town is developed and the Colma General Plan notes that no area of undisturbed native habitat exists in the Town of Colma. The project site is a part of the existing shopping center and will not impact historic features or plant and animal habitat. Therefore, *no impact* would occur in regard to biological and cultural resources.

b) Does the project have impacts that are individually limited, but cumulatively considerable? (“Cumulatively considerable” means that the incremental effects of a project are considerable when viewed in connection with the effects of past projects, the effects of other current projects, and the effects of probable future projects)?

The proposed project includes the construction, operation and maintenance of a digital pole sign, as well as the removal of an existing pole sign. The project would temporarily impact air quality with construction activities and remove two trees as a result of the construction. However, the project does not have any impacts that would be considered cumulatively considerable adverse impacts. Therefore, the Project would have *no cumulative impact*.

c) Does the project have environmental effects which will cause substantial adverse effects on human beings, either directly or indirectly?

The proposed project includes the construction, operation and maintenance of a digital pole sign located at a shopping center, as well as the removal of an existing pole sign. The proposed project will not result in any new buildings or an increase in employees and residents.

The project would not result in a significant impact that would cause substantial adverse effects on human beings since the project only involves the replacement of an existing sign. Thus, the proposed Project's environmental effects would be *less than significant*.