



TOWN OF COLMA  
PLANNING DEPARTMENT

1190 El Camino Real • Colma, California 94014  
Phone: (650) 757-8888 • FAX: (650) 757-8890

**NOTICE OF INTENT TO ADOPT A MITIGATED NEGATIVE DECLARATION  
FOR A 120' DIGITAL POLE SIGN LOCATED AT 280 METRO CENTER**

October 6, 2017

To: State Clearinghouse, Responsible Agencies, Interested Parties and Organizations  
Subject: Notice of Intent to Adopt a Mitigated Negative Declaration for a proposed Digital Pole Sign  
Project Sponsor: Terry Long, Ad Art, for 280 Metro Center  
Lead Agency: Town of Colma  
Project Location: 280 Metro Center, Colma Boulevard and Junipero Serra Boulevard

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**Overview**

The proposed project is to remove an existing 80' static pole sign located at the northwest corner of 280 Metro Center and replace it with a digital pole sign. The proposed pole sign consists of 20' x 20', double-faced LED sign with a maximum height of 120'. 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, changing every 8 seconds between the tenant names. Two trees are proposed to be removed to construct the sign, but would be replaced with a minimum of two new trees. Additionally, the project proposes to amend the existing 280 Metro Center sign program to amend pole sign specifications for the shopping center.

The Town has determined that aspects of the project could result in environmental impacts, but that those impacts can be mitigated through the adoption of mitigation measures.

**Public Comment on the Environmental Review Document**

A copy of the draft Negative Declaration is available for review on the Town's website ([www.colma.ca.gov](http://www.colma.ca.gov)) on the Planning Department's Forms and Document Page (Current Projects and Draft Plans) or at the Planning Department counter at 1190 El Camino Real, Colma.

CEQA Guidelines Section 15073(a) directs each Lead Agency to provide a public review period of at least (30) days. The public review period will extend from Thursday, October 12, 2017 to Monday, November 13, 2017. Your views and comments on the Mitigated Negative Declaration are welcomed. If you wish to comment on the Initial Study/Mitigated Negative Declaration, please send any written comments with your name and/or the name of your agency contact person (if applicable), to the following address or email address:

Jonathan Kwan  
Town of Colma Planning Department  
1190 El Camino Real  
Colma, CA 94014 – 3212  
Email: [jonathan.kwan@colma.ca.gov](mailto:jonathan.kwan@colma.ca.gov)

**Notice of City Council Hearing**

On December 13, 2017 at 7:00 p.m., the Town of Colma City Council will hold a public hearing at the Town of Colma Community Center, 1520 Hillside Boulevard, Colma, California, to review the project, conduct a public hearing, and vote on the proposed sign program amendment and sign. Please contact Jonathan Kwan at (650) 757-8898 if you have any questions regarding this notice.

Sincerely,

Michael P. Laughlin, AICP  
City Planner