



CITY OF MILLBRAE

NOTICE OF AVAILABILITY AND INTENT TO ADOPT A MITIGATED NEGATIVE DECLARATION FOR THE 400 EAST MILLBRAE OUTDOOR ADVERTISING DISPLAY SIGN PROJECT

Friday, June 24, 2022

Notice is hereby given that the City of Millbrae (City), as the lead agency under the California Environmental Quality Act (CEQA), has prepared an Initial Study/Mitigated Negative Declaration (“IS/MND”) for the 400 East Millbrae Outdoor Advertising Display Sign Project (“Project”). The project applicant is Outfront Media Incorporated. The IS/MND is now available for public review and comment.

The IS/MND may be accessed on the City’s website at:

<https://www.ci.millbrae.ca.us/departments-services/community-development/planning-division/environmental-review>, and at City Hall located at 621 Magnolia Avenue, Millbrae, California 94030 and the Millbrae Library located at 1 Library Avenue, Millbrae, California 94030. Physical copies of all documents incorporated by reference in the MND are available for review at the Planning Division office located at 621 Magnolia Avenue, Millbrae.

Environmental Review: To ensure the proposed project is fully analyzed under CEQA, a Draft IS/MND was prepared in compliance with CEQA and the CEQA Guidelines to determine the appropriate scope and level of detail required in completing the environmental analysis for the proposed project. The initial study identified potentially significant effects, but revisions agreed to by the applicant determined that the project would avoid or mitigate the effects to a point where clearly no significant effects would occur, and there is not substantial evidence, in light of the whole record before the agency, that the project as revised may have a significant effect on the environment (CEQA, Article 6. Negative Declaration Process, Section 15070 (a) and (b)). The City has reviewed and considered the proposed project and has determined that the project will not have a significant effect on the environment, with substantial supporting evidence provided in the Initial Study. The City hereby prepares and proposed to adopt a Mitigated Negative Declaration for this project.

Project Location: The project is located at 400 East Millbrae Avenue, bounded by US-101 to the west, Millbrae Avenue to the south, US-101 northbound on-ramp and South McDonnell Road to the north, and a surface level parking lot to the east. The 2.39-acre parcel is located at 400 East Millbrae Avenue (APN #024-371-010) within the City General Plan’s Millbrae Station Area Specific Plan designation and Public Facility zone. The project site is located on a city owned parcel that is developed with the City’s Water Pollution Control Plant (WPCP). Surrounding land uses include SFO located approximately 0.1 mile north of the projects site. San Francisco Bay is located approximately 0.1 mile east of the site and the Millbrae Bay Area Rapid Transit (BART) and Caltrain Station (Millbrae BART/Caltrain Station) is located approximately 0.3 mile west of the project site.

Project Description: The applicant proposes to construct a double-sided Outdoor Advertising Display Sign (OADS) at 400 East Millbrae Avenue. The OADS will consist of two back-to back light-emitting diode (LED) digital displays and the sign structure. These displays would be north- and south-facing that would be visible to vehicles traveling in both direction on U.S. Highway 101 (US-101) (northbound and southbound). Both billboard panels would be LED digital display panels used for general commercial advertising.

IS/MND Environmental Impact Areas: All potentially significant environmental effects of the project would be reduced to less than significant levels through implementation of either existing regulatory requirements or mitigation measures as required by the IS/MND.

30-day IS/MND Public Review Period: Friday, June 24, 2022 to Monday, July 25, 2022 at 5:00 P.M.

The City requests your review and consideration of this notice and invites input and comments from interested agencies, persons, and organizations regarding the 400 East Millbrae MND. Comments in response to this notice must be in writing and submitted to the Lead Agency Contact below by **5:00 P.M. on Monday, July 25, 2022**. If applicable, please indicate a primary contact person for your agency or organization.

Written Comments: Comments must be submitted via mail or email with “NOA Comments” in the subject line and the name and physical address of the commenter in the body of the comment to the Lead Agency Contact at the following address or e-mail by **5:00 P.M. on Monday, July 25, 2022**:

Sam Fielding, Senior Planner
City of Millbrae - Planning Division
621 Magnolia Avenue
Millbrae, CA 94030
sfielding@ci.millbrae.ca.us

If you have questions regarding this NOA or IS/MND, please contact the Lead Agency primary contact Sam Fielding, Senior Planner, at (650) 259-2336 or via email at sfielding@ci.millbrae.ca.us.



Signature: Darcy Smith, City of Millbrae Community Development Director

Date of Distribution: June 24, 2022

Attachment: Figure 1: Project Location

Figure 1: Project Location



Source: Bing Aerial Imagery, San Mateo County GIS Data.

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Exhibit 3
Project Location