



CITY OF MILPITAS

455 EAST CALAVERAS BOULEVARD, MILPITAS, CALIFORNIA 95035-5479 • www.ci.milpitas.ca.gov

NOTICE OF PREPARATION

To: Responsible Agencies, Trustee Agencies, and Other Interested Parties

Subject: **Notice of Preparation of a Draft Environmental Impact Report for the Proposed Milpitas Signs Project¹**

From: City of Milpitas

Street Address: 455 East Calaveras Boulevard

City/State/Zip: Milpitas, California 95035

Contact: Sheldon S. Ah Sing, Senior Planner, at (408) 586-3279

The City of Milpitas (City) will be the Lead Agency and will prepare a Draft Environmental Impact Report (DEIR) for the proposed project identified below.

To Agencies: We are interested in the views of your agency as to the appropriate scope and content of the DEIR's environmental information pertaining to your agency's statutory responsibilities in connection with the proposed project. Your agency will need to use the EIR prepared by the City when considering your permit or other approval for the project. The proposed project, its location, and its potential environmental effects are described below.

Due to the time limits mandated by state law, your response must be sent at the earliest possible date but **not later than 30 days** after receipt of this notice.

Please send your response to the City of Milpitas Planning Department, Attention: Sheldon S. Ah Sing, Senior Planner, 455 East Calaveras Boulevard, Milpitas, California 95035. Please provide a contract name for your agency with your comments.

Project Title: Milpitas Signs

Project Applicant: SignCo East, LLC

Project Location: See Exhibit 1. The project site is located along the east side of Interstate I-880, between the Dixon Landing Road and SR 237 (Calaveras Boulevard) interchanges, in the City. Three new digital signs (one replacing an existing non-digital freeway sign) are proposed along this freeway segment.

Project Description: In coordination with the City of Milpitas Economic Development Department, the applicant is proposing to install up to three new or replacement signs along the I-880 freeway corridor in Milpitas. Exhibit 1 herein shows the three proposed sign locations.

The three new signs, which will constitute the EIR "project," are proposed to include electronic digital reader board components. The signs are proposed to be similar in size to existing digital reader board signs located along other stretches of I-880 in the subregion. Top-of-sign heights of up to 70 feet, and maximum sign areas of 20 by 60 feet, are proposed.

¹References: California Code of Regulations, Title 14, (CEQA Guidelines) Sections 15082(a) and (b), 15103 and 15375.

Required Jurisdictional Approvals. The proposed project will require City architectural design review and various ministerial City approvals (building permit, sign permit, etc.). The project may also be subject to various applicable California Outdoor Advertising Act (ODAA) provisions and California Department of Transportation (Caltrans) review requirements. At the outset of the EIR preparation program, a determination will be made in consultation with City staff whether each of the proposed sign locations is within the "landscaped" or "non-landscaped" sections of the freeway corridor and accordingly to what extent ODAA and Caltrans review requirements apply.

DEIR Scope:

The City has determined that the proposed project will require preparation of an Environmental Impact Report (EIR) pursuant to the California Environmental Quality Act (CEQA). The probable impacts of the proposed project (both significant and less than significant) that will be evaluated in the EIR fall into the following categories:

- ***Aesthetics.*** The potential individual and aggregate visual impacts of the proposed signs, and the consistency of these potential impacts with adopted City and, if applicable, Caltrans policies, will be addressed.
- ***Land Use and Planning.*** The consistency of the proposed new signs with currently adopted City and, if applicable, Caltrans policies and regulations, will be addressed.
- ***Noise.*** The potential short-term construction period noise impacts and long-term operational electronic message board noise impacts of the signs will be addressed.

The City has determined that the following environmental factors would not be potentially affected by this project: Agricultural Resources, Air Quality, Biological Resources, Cultural Resources, Geology/Soils, Hazards and Hazardous Materials, Hydrology and Water Quality, Mineral Resources, Population and Housing, Public Services, Recreation, Transportation and Traffic, and Utilities and Service Systems.

If you wish to be placed on a mailing list to receive further information as the project continues, or have questions about the NOP or proposed project, please contact Sheldon Ah Sing, Senior Planner, at (408) 586-3279; fax: (408) 586-3305; e-mail: sahsing@ci.milpitas.ca.gov.



SOURCE: Wagstaff/MIG

Exhibit1

PROJECT LOCATIONS