



*City of Millbrae*  
621 Magnolia Avenue, Millbrae, CA 94030

ROBERT G. GOTTSACHAL  
Mayor

ANNE OLIVIA  
Vice Mayor

REUBEN D. HOLOBER  
Councilman

MARGE COLAPIETRO  
Councilwoman

WAYNE J. LEE  
Councilman

June 17, 2015

**Subject: Outdoor Advertising Display Sign**

To Whom It May Concern:

**NOTICE OF PUBLIC HEARING**

**NOTICE IS HEREBY GIVEN** that on Monday, July 20, 2015, at 7p.m. (or later), in the City Council Chamber, Millbrae City Hall, 621 Magnolia Avenue, Millbrae, CA, the City of Millbrae Planning Commission will conduct a public hearing on the following matters:

- 1) **401 E. MILLBRAE AVE. (OUTFRONT Media):** SIGN PERMIT, DESIGN REVIEW APPROVAL, CONDITIONAL USE PERMIT and consideration of appropriate environmental review of the aforementioned in accordance with the California Environmental Quality Act to allow an Outdoor Advertising Display Sign.
- 2) **CITY WIDE:** Certain amendments to Title 10, Chapter 10.10, Sign Regulations, of the Millbrae Municipal Code regarding "Exempt signs"; and consideration of appropriate environmental review of the aforementioned amendments in accordance with the California Environmental Quality Act.

At the time of the hearing, all interested persons are invited to appear and be heard.

Any action taken by the Millbrae Planning Commission on these matters will be forwarded in the form of a recommendation to the Millbrae City Council for final action at a future date and is therefore not subject to appeal.

**NOTICE OF INTENT TO ADOPT NEGATIVE DECLARATION**

**NOTICE IS HEREBY GIVEN** that the City of Millbrae, as Lead Agency, has prepared an Initial Study for an amendment to Title 10, Chapter 10.10, Sign Regulations, of the Millbrae Municipal Code regarding "Exempt signs, a Sign Permit, Design Review Approval, and a Conditional Use Permit for an Outdoor Advertising Display Sign located at 401 E. Millbrae Avenue, Millbrae, CA. The Outdoor Advertising Display Sign consists of a fifty-eight foot (58') pole structure, with a two sided fourteen foot (14') high by forty-

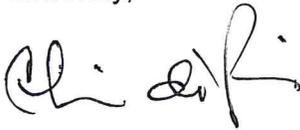
eight feet (48') wide LED digital display. The pole will be covered by a two sided twelve foot (12') wide aluminum cladding which will house the City Logo and Hotel signage. An existing Hotel Sign structure will be removed from the site. Based upon the conclusion of the Initial Study that no significant environmental impacts will result from the project, a proposed Negative Declaration has been prepared in compliance with the California Environmental Quality Act.

A Public Hearing on the proposed Negative Declaration for the project will be held by the Millbrae Planning Commission on Monday, July 20, 2015 at 7:00 p.m. in the City Council Chambers, 621 Magnolia Avenue, Millbrae, CA 94030. The public comment period for the proposed Negative Declaration will begin on June 18, 2015 and end on July 17, 2015. Any written comments must be received in no event later than 5:00 PM July 17, 2015. Please send your written response to Christine di Iorio, Community Development Director, City of Millbrae, 621 Magnolia Avenue, Millbrae, CA 94030.

The proposed Negative Declaration and Initial Study are available for review at the City of Millbrae Planning Division, 621 Magnolia Avenue, Millbrae, CA 94030 and the Millbrae City Library, 1 Library Avenue, Millbrae, CA 94030 and on-line at the following site: <http://www.ci.millbrae.ca.us/index.aspx?page=423> To review the documents please contact the City of Millbrae Community Development Department at (650) 259-2341.

Materials for the meeting will be available 72 hours prior to the meeting on the City website at: <http://www.ci.millbrae.ca.us/index.aspx?page=23>. Click on the July 20, 2015 Planning Commission meeting date to view materials.

Sincerely,



Christine di Iorio  
[cdiorio@ci.millbrae.ca.us](mailto:cdiorio@ci.millbrae.ca.us)

650.259.2416