

## INITIAL STUDY

### PROJECT FILE NO.: PP11-099

**BACKGROUND:** The City Council adopted the latest amendments to the Sign Ordinance in June 2010. An Initial Study and Negative Declaration (File No: PP10-111) that was adopted covered the amendments that were adopted in June 2010 by the City Council and several other amendment proposals to the Sign Ordinance.

**PROJECT DESCRIPTION:** The proposed project is a revision of the City's Sign Ordinance. The Sign Ordinance regulates all signs on private property that are erected, constructed or applied or painted on buildings within the City. The sign requirements are contained in Title 23 of the San Jose Municipal Code.

This Initial Study covers all of the proposed amendments listed below except 3.a, 4a, and 4.c which were covered by Negative Declaration, File Number PP10-111:

#### 1. **Oakridge/ Blossom Hill Urban Village Programmable Electronic Sign Pilot Program**

Create an Oakridge/ Blossom Hill Urban Village Signage Area encompassing those real property parcels adjacent to and fronting along Blossom Hill Road within the City and located within an Urban Village Boundary Area as indicated on the General Plan Land Use/Transportation Diagram and between Blossom River Drive and Thornwood Drive/Briar Ridge Drive (refer to figure 2).

#### 2. **Programmable Electronic Sign Pilot Program**

Establish a Programmable Electronic Sign Pilot Program for the Oakridge / Blossom Hill Urban Village (Oakridge) and Stevens Creek Boulevard (Stevens Creek) Signage Areas allowing Programmable Electronic Signs as components of freestanding signs within the Oakridge area and a Subarea (the proposed boundaries of which are shown in Figure 1) of the Stevens Creek Signage Area; subject to specific regulations for a period of three years as follows:

- Allow programmable electronic signs for properties with frontage on Blossom Hill Road or Stevens Creek Boulevard that are oriented toward those roadways.
- Allow programmable electronic signs only for properties with at least 300 feet of street frontage or which are at least 5 acres in size for the Stevens Creek Subarea and 4 acres in size for the Oakridge area;
- Allow the programmable electronic sign component to comprise up to 60% of the total area of a sign;
- Allow on-site or non-commercial messages only; and
- Regulate programmable electronic signs per other provisions already established elsewhere within Title 23.

#### 3. **Skyline Signs or Roof Signs**

- a) Allow skyline signs or roof signs on buildings 80 feet or more in height.
- b) Eliminate restrictions on skyline or roof signs visible from a public park.

#### 4. **Fin Signs**

- a) Increase the allowed area of fin signs from 10 ft. to 20 ft.
- b) Increase the maximum display height for the bottom of the sign from 12 ft. to 20 ft.
- c) Eliminate requirement that fin signs be located near an entrance.

<i>Issues</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant With Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>	<i>Information Sources</i>
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**5. Freeway Signs**

- a) Allow freeway signs up to 500 square ft.
- b) Modify the Height Exception provided to address grade differential to: increase the allowed height up to 100 feet with an added restriction of 80 feet in height for signs within 400 feet of residential; and expand the area in which the Exception may be applied to within 500 ft. of freeway.

**PROJECT LOCATION AND ASSESSOR’S PARCEL NUMBER(s):** Citywide Sign Ordinance

**EXISTING GENERAL PLAN DESIGNATION:** Citywide, all General Plan Designations

**EXISTING ZONING:** Citywide, all Zoning Districts

**EXISTING LAND USE:** Citywide, Numerous Land Uses

**SURROUNDING LAND USES / GENERAL PLAN / ZONING:**

The proposed Sign Ordinance is applicable Citywide.

**LEAD AGENCY:** City of San Jose

**PROJECT PROPONENT’S NAME AND ADDRESS:**

Department of Planning, Building and Code Enforcement  
 City of San Jose  
 Contact: Dipa Chundur, Planner

**DETERMINATION**

**On the basis of this initial study:**

<input checked="" type="checkbox"/>	I find the proposed project could not have a significant effect on the environment, and a <b>NEGATIVE DECLARATION</b> will be prepared.
<input type="checkbox"/>	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 the project proponent has agreed to revise the project to avoid any significant effect. A <b>MITIGATED NEGATIVE DECLARATION</b> will be prepared.
<input type="checkbox"/>	I find the proposed project could have a significant effect on the environment, and an <b>ENVIRONMENTAL IMPACT REPORT(EIR)</b> is required.
<input type="checkbox"/>	I find the proposed project could have a significant effect on the environment, but at least one effect has been (1) adequately analyzed in a previous document pursuant to applicable legal standards, and (2) addressed by mitigation measures based on the previous analysis as described in the attached initial study. An EIR is required that analyzes only the effects that were not adequately addressed in a previous document.
<input type="checkbox"/>	I find that although the proposed project could have a significant effect on the environment, no further environmental analysis is required because all potentially significant effects have been (1) adequately analyzed in an earlier EIR or <b>NEGATIVE DECLARATION</b> pursuant to applicable standards, and (2) avoided or mitigated pursuant to that earlier EIR or <b>NEGATIVE DECLARATION</b> , including revisions or mitigation measures that are included in the project, and further analysis is not required.

November 23, 2010 \_\_\_\_\_

Date  
 Name of Preparer: Dipa Chundur

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 Signature

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**I. AESTHETICS - Would the project:**

a) Have a substantial adverse effect on a scenic vista?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2
b) Substantially damage scenic resources, including, but not limited to, trees, rock out-croppings, and historic buildings within a state scenic highway?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2
c) Substantially degrade the existing visual character or quality of the site and its surroundings?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2
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 type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	1,2
e) Increase the amount of shading on public open space (e.g. parks, plazas, and/or school yards) ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2

**FINDINGS:** Less Than Significant Impact

The proposed project includes sign regulations that will affect the visual character of the city. These regulations have been structured to control the size, placement and type of signage in a manner that prevents sign clutter and visual blight, with provision for more intense signage in the urban core and less intense signage in the areas of the city that are suburban or rural in character.

The proposed increase in sign area and allowance for additional Programmable Electronic Signs (PES) could result in a minor increase in nighttime lighting in specific locations, however the proposed sign regulations provide separate regulations based on zoning district that are tailored to the land use characteristics and intensity of various areas of the City. The regulations provide setbacks from residential uses, specific requirements for residential and open space zoning districts and limitations on the operation and lighting of signs to ensure that sign illumination does not result in significant light and glare impacts in scenic areas or on sensitive uses.

The proposed operational regulations for Programmable Electronic Signs prohibit animation and flashing lights, limit sign illumination to 0.3 foot candles above ambient light, and require automatic dimming technology to consistently maintain the required light levels. Based on measures incorporated into the sign regulations to protect sensitive uses and avoid visual blight and clutter, less than significant impacts would occur as a result of the proposed ordinance revisions.

Proposed ordinance amendments would result in a less than significant aesthetic impact.

**MITIGATION MEASURES:** None required.

**II. AGRICULTURE RESOURCES - Would the project:**

a) Convert Prime Farmland, Unique Farmland, or Farmland of Statewide Importance (Farmland), 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"/>	1,3,4
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"/>	1,3,4
c) Involve other changes in the existing environment which, due to their location or nature, could result in conversion of Farmland, to non-agricultural use?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,3,4

**FINDINGS:** No Impact.

The proposed Sign Ordinance amendments would affect only the size, type, number and placement of signs within the City limits of San Jose and would not otherwise change the City’s regulations regarding the development of vacant land. The size and type of signage allow by the Sign Ordinance is based on Zoning Districts to ensure that appropriate signage is provided for the full range of land uses, including urban and rural land uses within San Jose. The proposed

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changes in sign regulations will not result in the conversion of prime farmland or in any environmental impact on agricultural land.

MITIGATION MEASURES: None Required.

**III. AIR QUALITY - Would the project:**

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"/>	1,14
b) Violate any air quality standard or contribute substantially to an existing or projected air quality violation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,14
c) Result in a cumulatively considerable net increase of any criteria pollutant for which the project region is classified as non-attainment under an applicable federal or state ambient air quality standard (including releasing emissions that exceed quantitative thresholds for ozone precursors)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,14
d) Expose sensitive receptors to substantial pollutant concentrations?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,14
e) Create objectionable odors affecting a substantial number of people?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,14

FINDINGS: No Impact

The City of San Jose uses the threshold of significance established by the Bay Area Air Quality Management District (BAAQMD) to assess air quality impacts. Based on the BAAQMD threshold of significance, projects that generate fewer than 2,000 vehicle trips per day are not considered major air pollutant contributors and do not require a technical air quality study. The proposed ordinance amendment is a revision to the sign code that only affects signs, including their height, size and location, and will not result in new vehicle trips or other pollutant emissions.

MITIGATION MEASURES: None Required.

**IV. BIOLOGICAL RESOURCES - Would the project:**

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 Game or U.S. Fish and Wildlife Service?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	1,10
b) Have a substantial adverse effect on any aquatic, wetland, or riparian habitat or other sensitive natural community identified in local or regional plans, policies, regulations, or by the California Department of Fish and Game or U.S. Fish and Wildlife Service?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,6,10
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"/>	1,6
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 nursery sites?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,10
e) Conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,11
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"/>	1,2

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FINDINGS: Less than Significant.

The proposed Ordinance amendment is a revision to the City’s sign regulations and only affects the development standards for signs including their height, size, location and materials. The proposed ordinance eliminates the restriction currently disallowing illuminated Skyline or Roof Signs within 1,000 feet of a public park. As the City continues to urbanize, ambient light levels (including those typically generated by buildings that could support a Skyline or Roof Sign) are such that light emitted or reflected by such a sign will not have a significant effect upon a public park area. Current regulations disallowing illuminated Skyline or Roof signs within 1,000 feet of a river or creek that directly face that river or creek would remain.

MITIGATION MEASURES: None Required.

**V. CULTURAL RESOURCES - Would the project:**

a) Cause a substantial adverse change in the significance of an historical resource as defined in CEQA Guidelines §15064.5?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,7
b) Cause a substantial adverse change in the significance of an archaeological resource pursuant to CEQA Guidelines §15064.5?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,8
c) Directly or indirectly destroy a unique paleontological resource or site, or unique geologic feature?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,8
d) Disturb any human remains, including those interred outside of formal cemeteries?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,8

FINDINGS: No Impact

The proposed Sign Ordinance amendments affect only the size, type, number and placement of signs within the City limits of San Jose and will not impact paleontological or archaeological resources. The sign regulations include provisions to encourage the preservation of historic signs. The City’s development review process includes discretionary review of signs associated with a historic landmark to ensure that signage conforms to the *Secretary of the Interior’s Standards and Guidelines for Archeology and Historic Preservation* and does not diminish the significance of an historic resource.

MITIGATION MEASURES: None Required.

**VI. GEOLOGY AND SOILS - Would the project:**

a) Expose people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving:					
1) Rupture of a known earthquake fault, as described 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? (Refer to Division of Mines and Geology Special Publication 42.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,5,24
2) Strong seismic ground shaking?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,5,24
3) Seismic-related ground failure, including liquefaction?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,5,24
4) Landslides?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,5,24
b) Result in substantial soil erosion or the loss of topsoil?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,5,24
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 type="checkbox"/>	<input checked="" type="checkbox"/>	1,5,24

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d) Be located on expansive soil, as defined in Table 18-1-B of the Uniform Building Code (1994), creating substantial risks to life or property?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,5,24
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"/>	1,5,24

FINDINGS: No Impact

This proposed Sign Ordinance amendment applies only to signs, including their height, size, number and location, and will not alter building regulations. Signs implemented pursuant to this Ordinance will be erected in conformance with Uniform Building Code Guidelines for Seismic Zone 4 to avoid or minimize potential damage from seismic shaking and liquefaction on the site. All development located in a Geologic Hazard Zone will be required to conform to the Geologic Hazards Ordinance.

MITIGATION MEASURES: None Required.

**VII. HAZARDS AND HAZARDOUS MATERIALS - Would the project:**

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"/>	1
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"/>	1
c) Emit hazardous emissions or handle hazardous or acutely 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"/>	1
d) Be located on a site which is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5 and, as a result, would it create a significant hazard to the public or the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,12
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, would the project result in a safety hazard for people residing or working in the project area?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2
f) For a project within the vicinity of a private airstrip, would the project result in a safety hazard for people residing or working in the project area?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1
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"/>	1,2
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"/>	1

FINDINGS: No Impact

The proposed project is a revision to the Sign Ordinance and affects only the development standards for signs, including their height, size, number and placement. The proposed Ordinance will not interfere with any emergency response plan or emergency evacuation plan, will not create any potential health hazard or expose people to existing sources of health hazard.

MITIGATION MEASURES: None Required.

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**VIII. HYDROLOGY AND WATER QUALITY - Would the project:**

a) Violate any water quality standards or waste discharge requirements?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,15
b) Substantially deplete groundwater supplies or interfere substantially with groundwater recharge such that there would be a net deficit in aquifer volume or a lowering of the local groundwater table level (e.g., the production rate of pre-existing nearby wells would drop to a level which would not support existing land uses or planned uses for which permits have been granted)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1
c) Substantially alter the existing drainage pattern of the site or area, including the alteration of the course of a stream or river, in a manner which would result in substantial erosion or siltation on-or off-site?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1
d) 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 surface runoff in a manner that would result in flooding on-or off-site?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1
e) Create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,17
f) Otherwise substantially degrade water quality?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1
g) 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"/>	1,9
h) Place within a 100-year flood hazard area structures that would impede or redirect flood flows?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,9
i) 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"/>	1
j) Be subject to inundation by seiche, tsunami, or mudflow?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1

FINDINGS: No Impact

The proposed Ordinance is an amendment to the city’s sign regulations and affects only the development standards for signs, including the size, number, type and placement of signs. This ordinance will not expose people to flooding hazards, seiches, tsunamis or mudflows and will not impede flood flows. Erection of signs pursuant to this ordinance would not affect groundwater or change drainage patterns and would result in only very minor soil disturbance or displacement.

MITIGATION MEASURES: None Required.

**IX. LAND USE AND PLANNING - Would the project:**

a) Physically divide an established community?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2
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"/>	1,2
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"/>	1,2

FINDINGS: No Impact

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The proposed modifications to the Sign Ordinance are applicable citywide and are not site specific. The proposed revisions are consistent with the purpose of the Sign Ordinance, which is to prevent blight and visual clutter. They have been designed to achieve General Plan goals for vibrant urban develop and attractive streetscapes free of excessive clutter. Each sign permit will be required to conform to the regulations of the revised sign ordinance as identified for specific zoning categories. In conforming to these regulations, each sign will further the objectives of the Zoning Ordinance and the General Plan. Generally, signs do not disrupt or divide the physical arrangement of established communities given their scale and size; therefore the proposed amendment will not disrupt or divide the physical arrangement of an established community. Generally, permanent signs allowed pursuant to the proposed Sign Ordinance are located on developed sites and are not expected to conflict any applicable habitat conservation plan.

MITIGATION MEASURES: None Required.

**X. MINERAL RESOURCES - 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"/>	1,2,23
b) Result in the loss of availability of a locally-important mineral resource 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"/>	1,2,23

FINDINGS: No Impact

The proposed Ordinance is an amendment to the City’s sign regulations and affects only the development standards for signs, including the size, number, type and placement of signs and would not affect mineral resources.

MITIGATION MEASURES: None Required.

**XI. NOISE - Would the project result in:**

a) Exposure of persons to, or generation of, noise levels in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2,13,18
b) Exposure of persons to, or generation of, excessive groundborne vibration or groundborne noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1
c) 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 type="checkbox"/>	<input checked="" type="checkbox"/>	1
d) 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 type="checkbox"/>	<input checked="" type="checkbox"/>	1
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, 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"/>	1
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"/>	1

FINDINGS: No Impact

The proposed Ordinance is an amendment to the city’s sign regulations and affects only the development standards for signs, including the size, number, type and placement of signs and would not generate noise or otherwise increase ambient noise levels.

MITIGATION MEASURES: None Required.

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**XII. POPULATION AND HOUSING - Would the project:**

a) Induce substantial population 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"/>	1,2
b) Displace substantial numbers of existing housing, necessitating the construction of replacement housing elsewhere?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1
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"/>	1

FINDINGS: No Impact

The proposed Ordinance is an amendment to the City’s sign regulations and affects only the development standards for signs, including the size, number, type and placement of signs and would not induce population growth or displace housing or residents.

MITIGATION MEASURES: None Required.

**XIII. PUBLIC SERVICES**

a) Result in substantial adverse physical impacts associated with the provision of new or physically altered governmental facilities, the 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:					
Fire Protection?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2
Police Protection?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2
Schools?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2
Parks?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2
Other Public Facilities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2

FINDINGS: No Impact

The proposed Ordinance is an amendment to the city’s sign regulations and affects only the development standards for signs, including the size, number, type and placement of signs and would not increase the demand of urban services. Signage implemented pursuant to the Sign Ordinance is generally focused in commercial and industrial areas in urbanized areas of San Jose where services are available.

MITIGATION MEASURES: None Required.

**XIV. RECREATION**

a) Would the project 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"/>	1,2
b) Does the project include recreational facilities or require the construction or expansion of recreational facilities that might have an adverse physical effect on the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2

FINDINGS: No Impact

<i>Issues</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant With Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>	<i>Information Sources</i>
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The proposed Ordinance is an amendment to the City’s sign regulations and affects only the development standards for signs, including the size, number, type and placement of signs. This ordinance does not propose new recreational facilities or increase the demand for park facilities.

MITIGATION MEASURES: None Required.

**TRANSPORTATION / TRAFFIC - Would the project:**

a) Cause an increase in traffic which is substantial in relation to the existing traffic load and capacity of the street system (i.e., result in a substantial increase in either the number of vehicle trips, the volume to capacity ratio of roads, or congestion at intersections)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2,19
b) Exceed, either individually or cumulatively, a level of service standard established by the county congestion management agency for designated roads or highways?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2,19
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"/>	1,19
d) Substantially increase hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible land uses (e.g., farm equipment)?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	25,26
e) Result in inadequate emergency access?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,20
f) Result in inadequate parking capacity?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,18
g) Conflict with adopted policies, plans, or programs supporting alternative transportation (e.g., bus turnouts, bicycle racks)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2,18

FINDINGS: Less than Significant.

The proposed Ordinance is an amendment to the city’s sign regulations and affects only the development standards for signs, including their size, number, type and placement and will not result in new vehicle trips. Operational requirements have been included in the proposed regulations for Programmable Electronic Signs to ensure that these signs do not result in unsafe levels of driver distraction.

MITIGATION MEASURES: None Required.

**XV. UTILITIES AND SERVICE SYSTEMS - Would the project:**

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"/>	1,15
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"/>	1,2,21
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"/>	1,17
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"/>	1,22
e) Result in a determination by the wastewater treatment provider which serves or may serve the project that it has adequate 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"/>	1,21

<i>Issues</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant With Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>	<i>Information Sources</i>
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f) 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"/>	1,21
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"/>	1,21

FINDINGS: No impact.

The proposed Ordinance is an amendment to the city’s sign regulations and affects only the development standards for signs, including their size, number, type and placement and will not. This ordinance would not result in increases in wastewater treatment, storm water runoff, or in the demand for water resources or waste disposal.

MITIGATION MEASURES: None Required.

**XVI. MANDATORY FINDINGS OF SIGNIFICANCE**

a) Does the project have the potential to (1) degrade the quality of the environment, (2) substantially reduce the habitat of a fish or wildlife species, (3) cause a fish or wildlife population to drop below self-sustaining levels, (4) threaten to eliminate a plant or animal community, (5) reduce the number or restrict the range of a rare or endangered plant or animal, or (6) 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"/>	1,10
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"/>	1,16
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 type="checkbox"/>	<input checked="" type="checkbox"/>	1

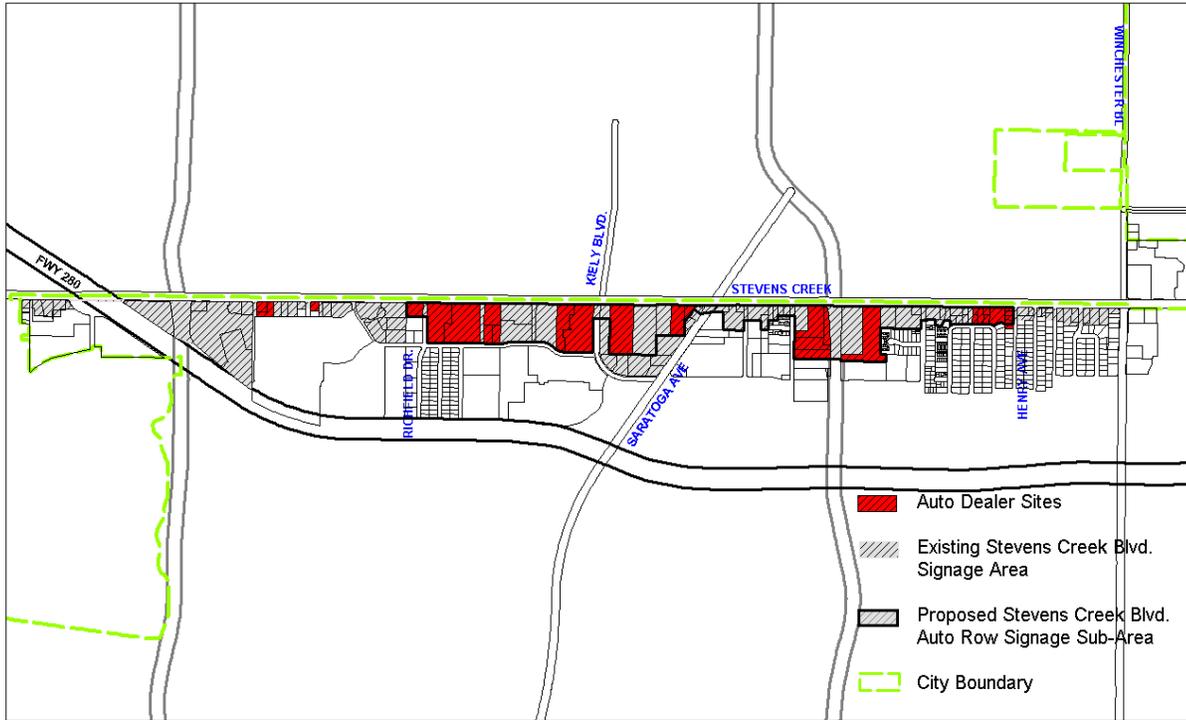
FINDINGS: No Impact.

As discussed in the previous sections, the proposed project would not result in any potentially significant environmental impact.

MITIGATION MEASURES: None Required.

<i>Issues</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant With Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>	<i>Information Sources</i>
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**Figure 1. Stevens Creek Boulevard Signage Area and Proposed Subarea**



**Figure 2. Proposed Blossom Hill Urban Village Signage Area**



<i>Issues</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant With Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>	<i>Information Sources</i>
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### CHECKLIST REFERENCES

1. Environmental Clearance Application – File No. PP10-111
2. San Jose 2020 General Plan
3. USDA, Soil Conservation Service, Soil Survey of SC County, August 1968
4. USDA, Soil Conservation Service, Important Farmlands of SC County map, June 1979
5. State of California’s Geo-Hazard maps / Alquist Priolo Fault maps
6. Riparian Corridor Policy Study 1994
7. San Jose Historic Resources Inventory
8. City of San Jose Archeological Sensitivity Maps
9. FEMA Flood Insurance Rate Map, Santa Clara County, 1986
10. California Department of Fish & Game, California Natural Diversity Database, 2001
11. City of San Jose Heritage Tree Survey Report
12. California Environmental Protection Agency Hazardous Waste and Substances Sites List, 1998
13. City of San Jose Noise Exposure Map for the 2020 General Plan
14. BAAQMD CEQA Guidelines, Bay Area Air Quality Management District. April 1996, revised 1999.
15. San Francisco Bay Regional Water Quality Control Board 1995 Basin Plan
16. Final Environmental Impact Report, City of San Jose, SJ 2020 General Plan
17. Santa Clara Valley Water District
18. City of San Jose Title 20 Zoning Ordinance
19. San Jose Department of Public Works
20. San Jose Fire Department
21. San Jose Environmental Services Department
22. San Jose Water Company, Great Oaks Water Company
23. California Division of Mines and Geology
24. Cooper Clark, San Jose Geotechnical Information Maps, July 1974
25. “Safety Impacts of Emerging Digital Display Technology for Outdoor Advertising Signs”, a report commissioned and administered by the American Association of State Highway and Transportation Officials.
26. ”The Possible Effect of Commercial Electronic Variable Message Signs (CEVMS) on Driving Safety – Phase I a study conducted by the Federal Highway Administration in 2009

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