

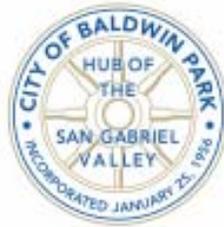
**EXECUTIVE SUMMARY**  
**INITIAL STUDY**  
**AND**  
**MITIGATED NEGATIVE DECLARATION**

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**DIGITAL SIGN ORDINANCE AMENDMENT,  
DEVELOPMENT AGREEMENT, & INSTALLATION  
PROJECT**

**(AN ORDINANCE OF THE CITY OF BALDWIN PARK, CALIFORNIA  
AMENDING CHAPTER 153, SECTION 153.170 [SIGN REGULATIONS] OF  
THE CITY OF BALDWIN PARK MUNICIPAL CODE)**



**LEAD AGENCY:**

**CITY OF BALDWIN PARK CITY HALL  
14403 EAST PACIFIC AVENUE  
BALDWIN PARK, CALIFORNIA 91706**

**REPORT PREPARED BY:**

**BLODGETT BAYLOSIS ENVIRONMENTAL PLANNING  
16388 E. COLIMA ROAD, SUITE 206J  
HACIENDA HEIGHTS, CALIFORNIA 91745**

**SEPTEMBER 12, 2016**

BLPK 003

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## 1. INTRODUCTION

This Initial Study analyzes the environmental impacts associated with the adoption and subsequent implementation of an amendment to the existing sign ordinance and Development Agreement within the Interstate Freeway Corridor. The proposed project is an amendment to Chapter 153, Section 153.170 [Sign Regulations] of the City of Baldwin Park Municipal Code. The proposed ordinance through the Development Agreement will permit the installation of six new advertising structures located at six sites and provide a time extension to an existing static sign that has three sign faces. Five of the new advertising structures will be located to the north of the San Bernardino (I-10) Freeway and one new advertising structure will be located to the south of the I-10 Freeway. The six new advertising structures will contain two sign faces each for a total of 12 sign faces. Of the total number of new sign faces, a maximum of six faces will be digital and six will be static. The extension of the existing three-faced sign and the six new signs are collectively “the project.”

## 2. PROJECT LOCATION

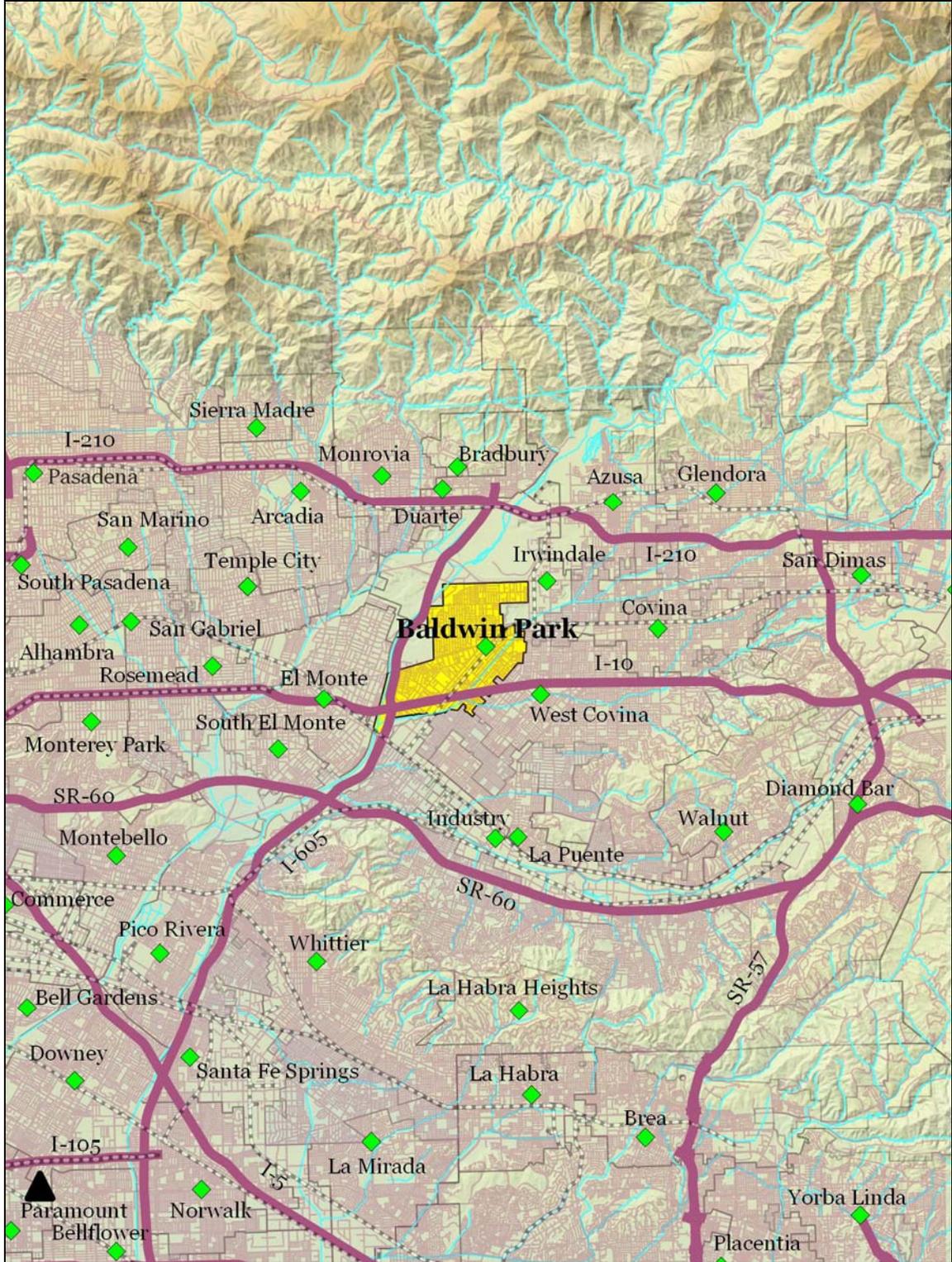
The location of the proposed advertising structures installation sites are all located within the Interstate Freeway Corridor in the corporate boundaries of the City of Baldwin Park. Baldwin Park is bounded by Irwindale on the north; West Covina on the east; El Monte on the west; and Industry, West Covina, and unincorporated County areas on the south.<sup>1</sup> Baldwin Park is served by three freeways including the I-10 (San Bernardino Freeway), the I-605 (the San Gabriel River Freeway), and the I-210 (the Foothill Freeway). The I-10 Freeway extends through the southerly portion of the City, the I-605 Freeway extends along the City’s westerly boundary, and the I-210 freeway is located to the north of the City.<sup>2</sup> The proposed ordinance and Development Agreement will allow for a time extension to an existing three-sided static sign and the installation of six new advertising structures. Five of the new advertising structures will be located to the north of the San Bernardino (I-10) Freeway and the remaining advertising structure will be located to the south of the I-10 Freeway. The proposed Ordinance and Development Agreement also provides a time extension to an existing static billboard located next to the northbound I-605 Freeway ramp at Ramona Boulevard. The location of the City of Baldwin Park in a regional context is shown in Exhibit 1. The locations of the six new advertising structures and the existing billboard are summarized below and are shown in Exhibits 2 through 9.

- *(Existing Static Billboard)*. 12670 Ramona Boulevard (APN 8550-002-033);
- *Location No. 1 (New Advertising structure)*. 13234 Fairgrove Avenue (Director’s Deed 79163-01-01);
- *Location No. 2 (New Advertising structure)*. 13400 Garvey Avenue (APN 8556-018-046);
- *Location No. 3 (New Advertising structure)*. 14145 Garvey Avenue (APN 8460-005-026);
- *Location No. 4 (New Advertising structure)*. 14237 Garvey Avenue (APN 8460-006-036);
- *Location No. 5 (New Advertising structure)*. 14230 Dalewood Street (APN 8558-002-025); and,
- *Location No. 6 (New Advertising structure)*. 13075 Garvey Avenue (APN 8556-022-905).

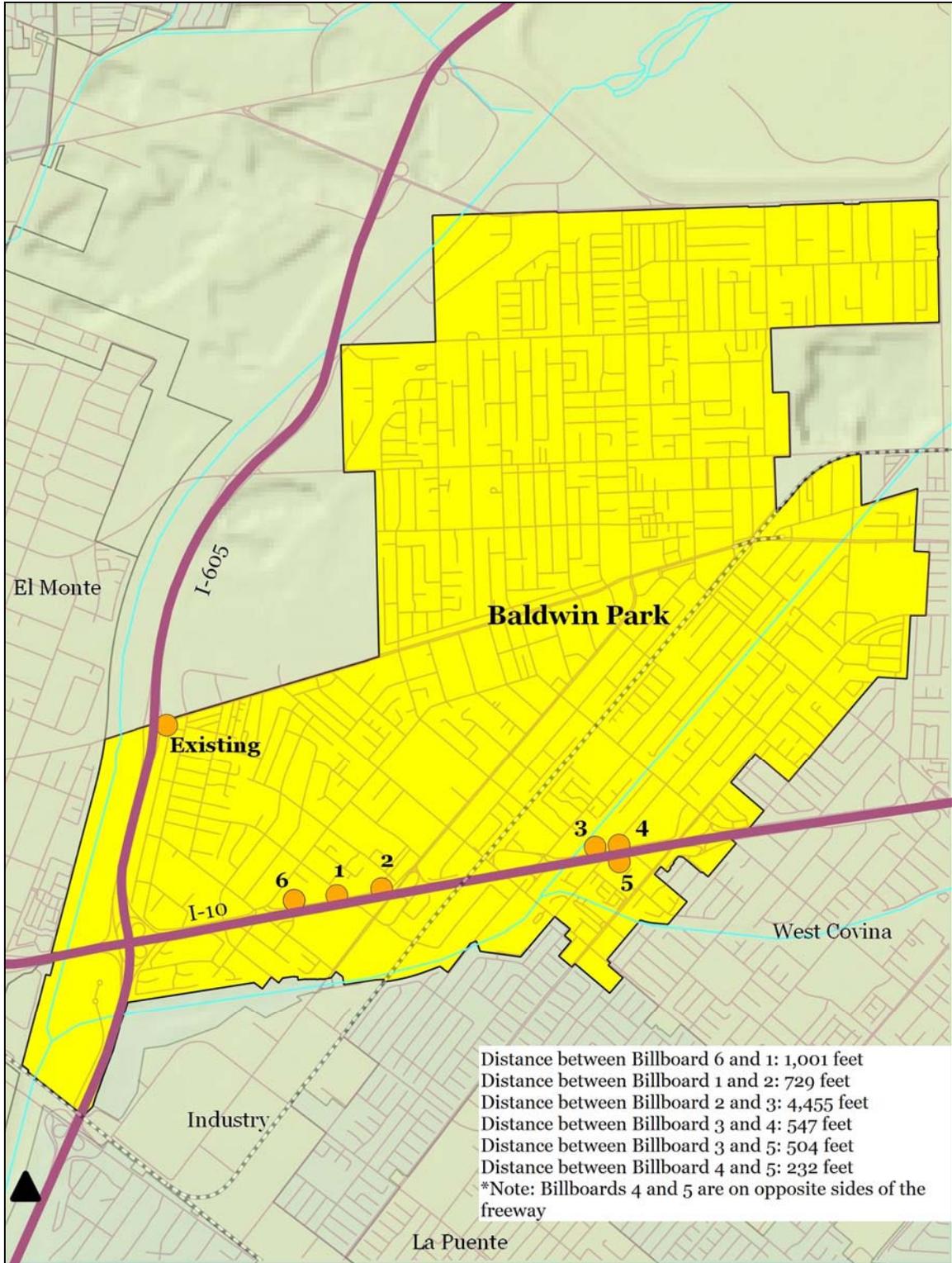
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<sup>1</sup> United States Geological Survey. Baldwin Park 7 ½ Minute USGS Quadrangle.

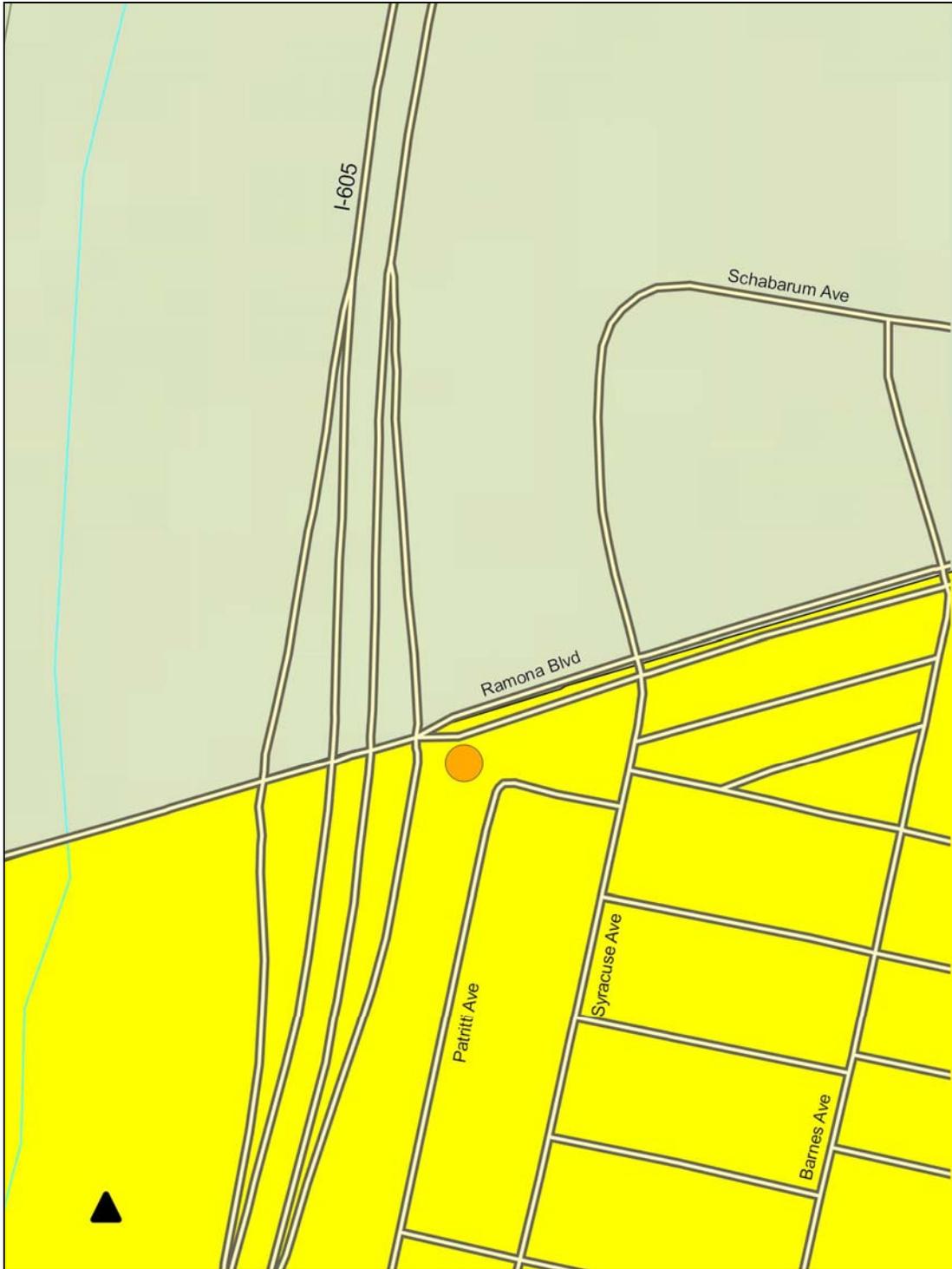
<sup>2</sup> Ibid.



**EXHIBIT 1**  
**LOCATION OF BALDWIN PARK**  
SOURCE: QUANTUM GIS



**EXHIBIT 2**  
**CITYWIDE MAP & SITE LOCATIONS**  
SOURCE: QUANTUM GIS



**EXHIBIT 3**  
**EXISTING STATIC BILLBOARD (12670 RAMONA BLVD.)**  
SOURCE: QUANTUM GIS AND CITY OF BALDWIN PARK

CITY OF BALDWIN PARK • EXECUTIVE SUMMARY  
 DIGITAL SIGN ORDINANCE ADMENDMENT & INSTALLATION PROJECT

**Sign location is noted by a red box.**

**NOTES:**

BILLBOARD OVERHANGS PROPERTY LINE - PROPERTY OWNER WILL COVENANT, LOT TIE OR VARIANCE.

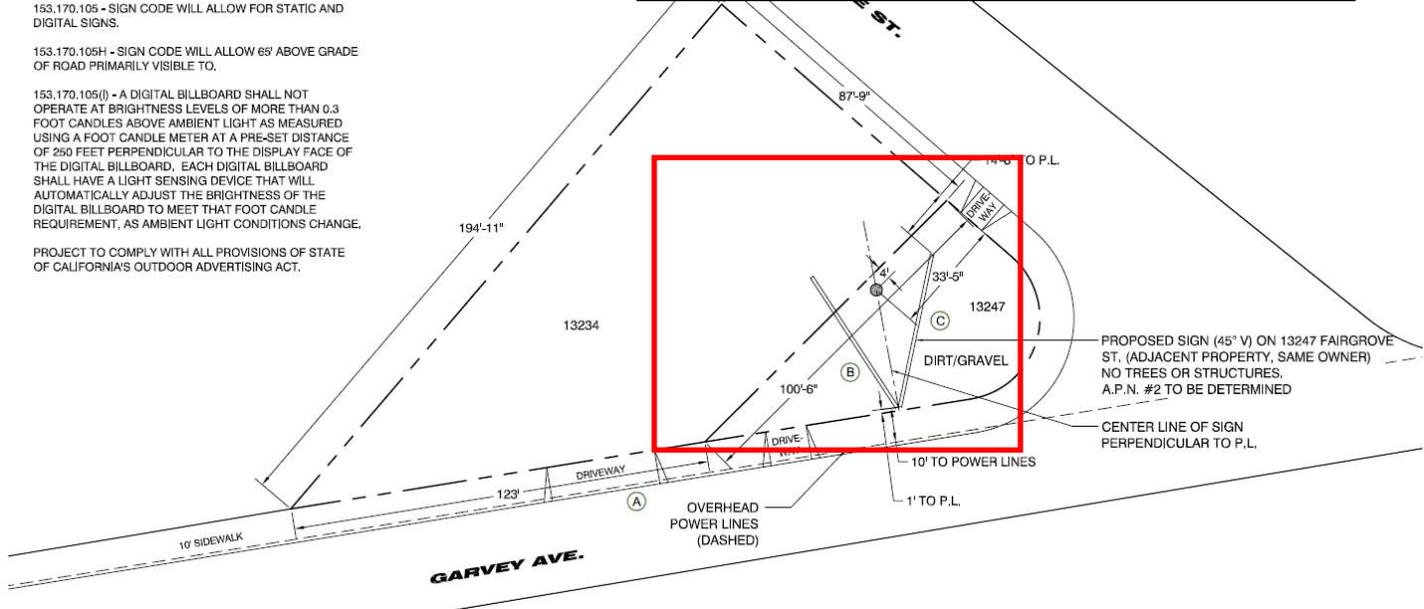
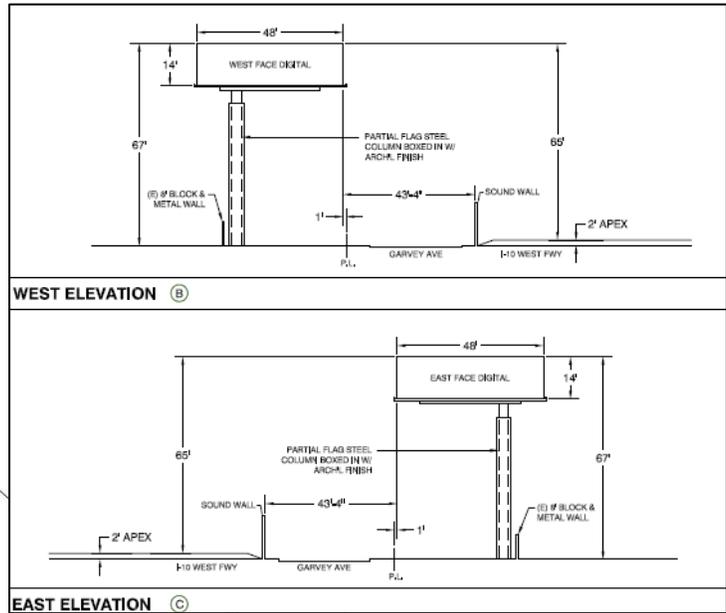
153.050.030 - SET BACK FROM PROPERTY LINE IS 10', SIGN CODE WILL EXEMPT BILLBOARDS.

153.170.105 - SIGN CODE WILL ALLOW FOR STATIC AND DIGITAL SIGNS.

153.170.105H - SIGN CODE WILL ALLOW 65' ABOVE GRADE OF ROAD PRIMARILY VISIBLE TO.

153.170.105(I) - A DIGITAL BILLBOARD SHALL NOT OPERATE AT BRIGHTNESS LEVELS OF MORE THAN 0.3 FOOT CANDLES ABOVE AMBIENT LIGHT AS MEASURED USING A FOOT CANDLE METER AT A PRE-SET DISTANCE OF 250 FEET PERPENDICULAR TO THE DISPLAY FACE OF THE DIGITAL BILLBOARD. EACH DIGITAL BILLBOARD SHALL HAVE A LIGHT SENSING DEVICE THAT WILL AUTOMATICALLY ADJUST THE BRIGHTNESS OF THE DIGITAL BILLBOARD TO MEET THAT FOOT CANDLE REQUIREMENT, AS AMBIENT LIGHT CONDITIONS CHANGE.

PROJECT TO COMPLY WITH ALL PROVISIONS OF STATE OF CALIFORNIA'S OUTDOOR ADVERTISING ACT.



PROPOSED SIGN (45' V) ON 13247 FAIRGROVE ST. (ADJACENT PROPERTY, SAME OWNER) NO TREES OR STRUCTURES. A.P.N. #2 TO BE DETERMINED  
 CENTER LINE OF SIGN PERPENDICULAR TO P.L.

**EXHIBIT 4**  
**SITE No. 1 NEW ADVERTISING STRUCTURE (13234 FAIRGROVE AVE.)**  
 SOURCE: BULLETIN DISPLAYS, LLC

CITY OF BALDWIN PARK • EXECUTIVE SUMMARY  
 DIGITAL SIGN ORDINANCE ADMENDMENT & INSTALLATION PROJECT

**NOTES:**

153.050.030 - SET BACK FROM PROPERTY LINE IS 10', SIGN CODE WILL EXEMPT BILLBOARDS.

153.050.030-1 - SEPARATION OF STRUCTURES IS 6', SIGN CODE WILL EXEMPT BILLBOARDS.

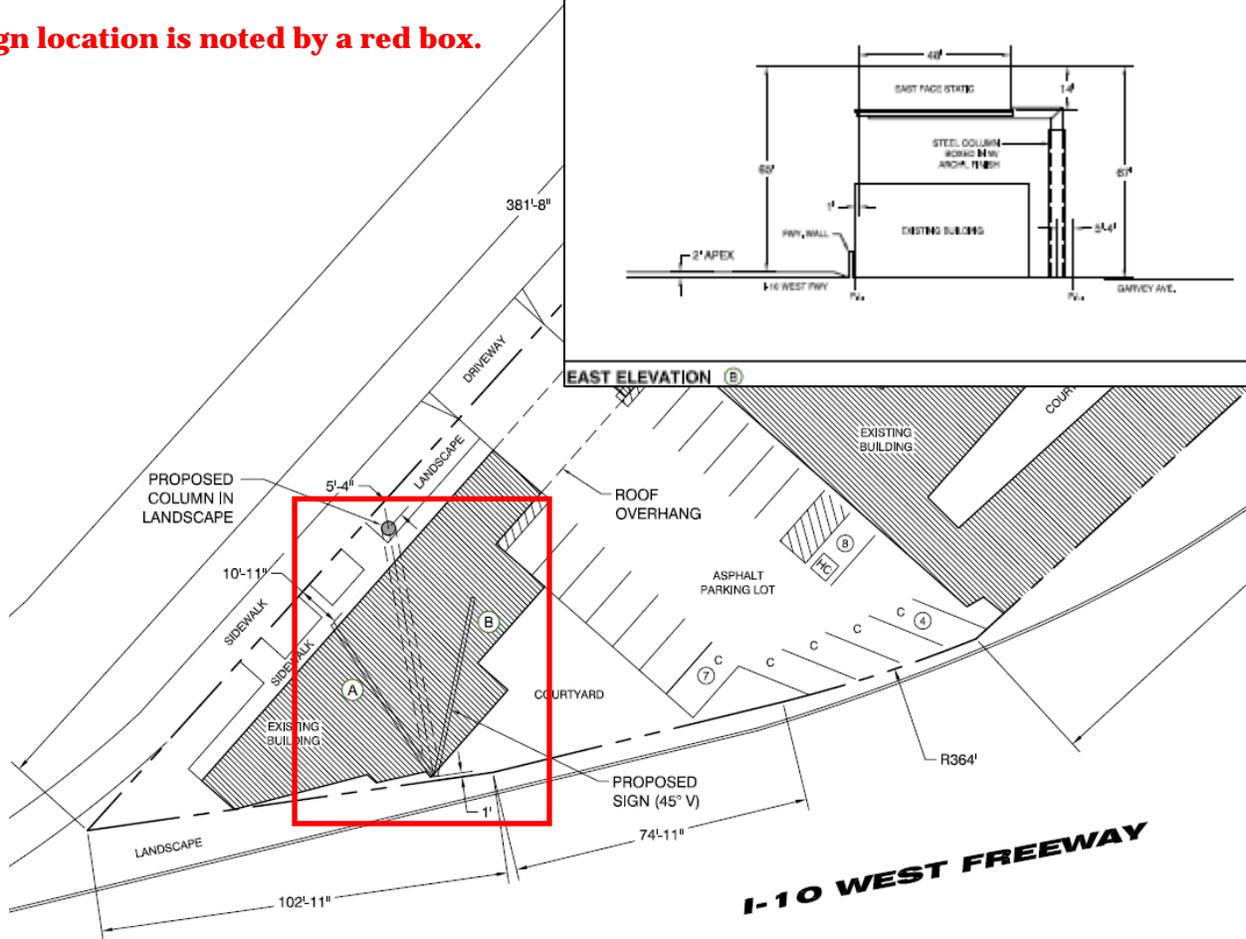
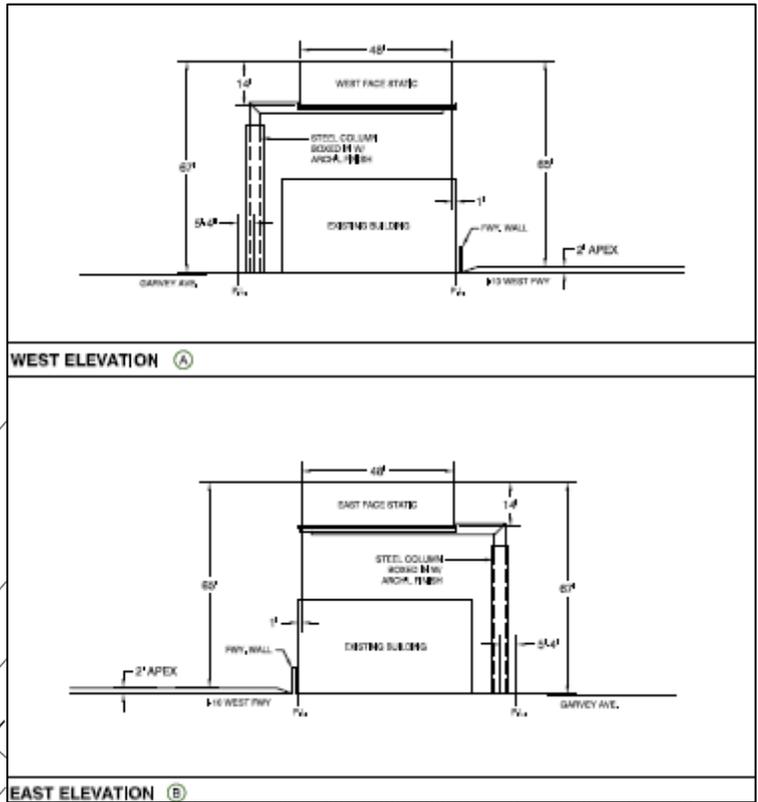
153.120.310 PART B - HOTEL 30 ROOMS - NONCONFORMING - SIGN CODE WILL EXEMPT BILLBOARDS.

153.170.105H - SIGN CODE WILL ALLOW 65' ABOVE GRADE OF ROAD PRIMARILY VISIBLE TO,

153.165 - PRESERVATION OF TREES - SIGN CODE WILL EXEMPT BILLBOARDS.

PROJECT TO COMPLY WITH ALL PROVISIONS OF STATE OF CALIFORNIA'S OUTDOOR ADVERTISING ACT.

**Sign location is noted by a red box.**



**EXHIBIT 5**  
**SITE No. 2 NEW ADVERTISING STRUCTURE (13400 GARVEY AVE.)**  
 SOURCE: BULLEITIN DISPLAYS, LLC

**Sign location is noted by a red box.**

**NOTES:**

153.050.030-1 - SEPARATION OF STRUCTURES IS 6', SIGN CODE WILL EXEMPT BILLBOARDS.

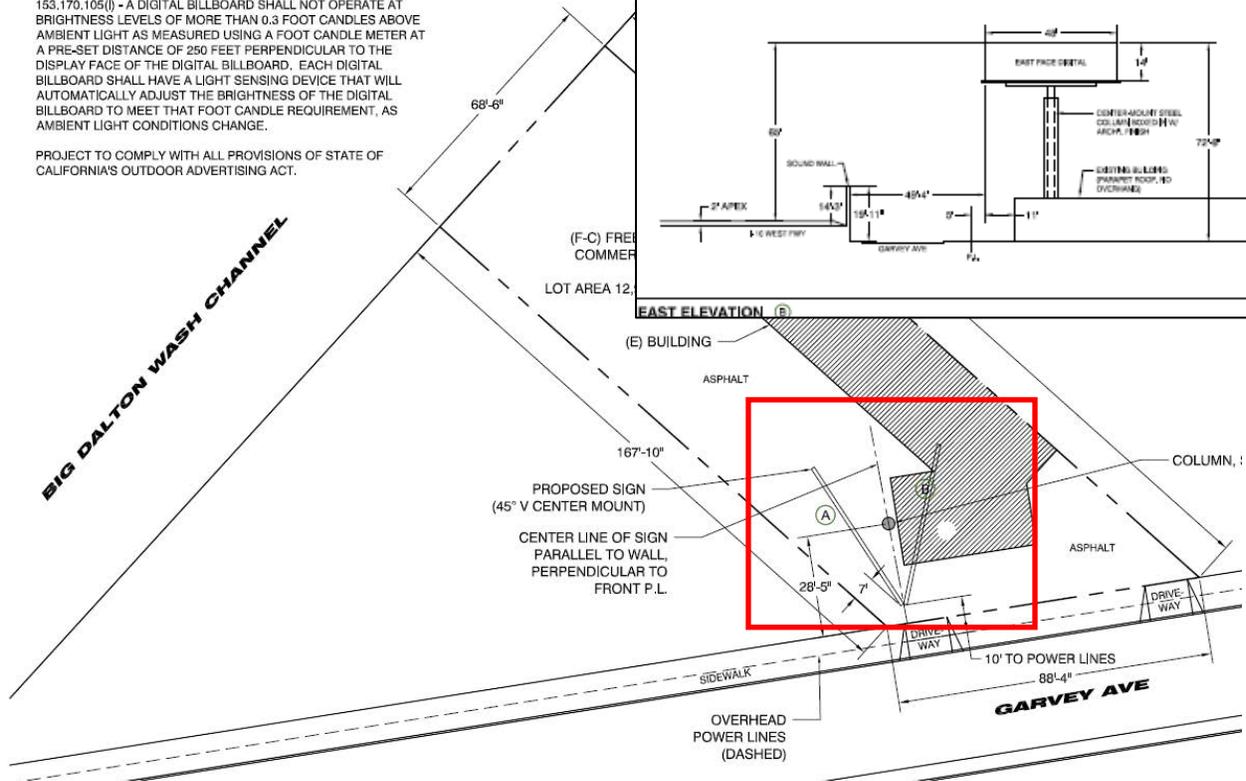
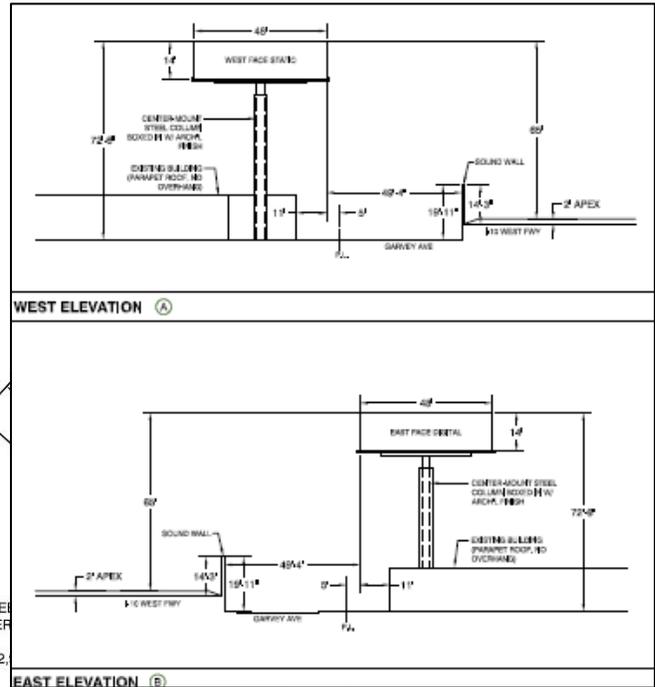
153.170.105H - SIGN CODE WILL ALLOW 65' ABOVE GRADE OF ROAD PRIMARILY VISIBLE TO.

153.050.030 - SET BACK FROM PROPERTY LINE IS 10', SIGN CODE WILL EXEMPT BILLBOARDS.

153.165 - PRESERVATION OF TREES - SIGN CODE WILL EXEMPT BILLBOARDS

153.170.105(i) - A DIGITAL BILLBOARD SHALL NOT OPERATE AT BRIGHTNESS LEVELS OF MORE THAN 0.3 FOOT CANDLES ABOVE AMBIENT LIGHT AS MEASURED USING A FOOT CANDLE METER AT A PRE-SET DISTANCE OF 250 FEET PERPENDICULAR TO THE DISPLAY FACE OF THE DIGITAL BILLBOARD. EACH DIGITAL BILLBOARD SHALL HAVE A LIGHT SENSING DEVICE THAT WILL AUTOMATICALLY ADJUST THE BRIGHTNESS OF THE DIGITAL BILLBOARD TO MEET THAT FOOT CANDLE REQUIREMENT, AS AMBIENT LIGHT CONDITIONS CHANGE.

PROJECT TO COMPLY WITH ALL PROVISIONS OF STATE OF CALIFORNIA'S OUTDOOR ADVERTISING ACT.



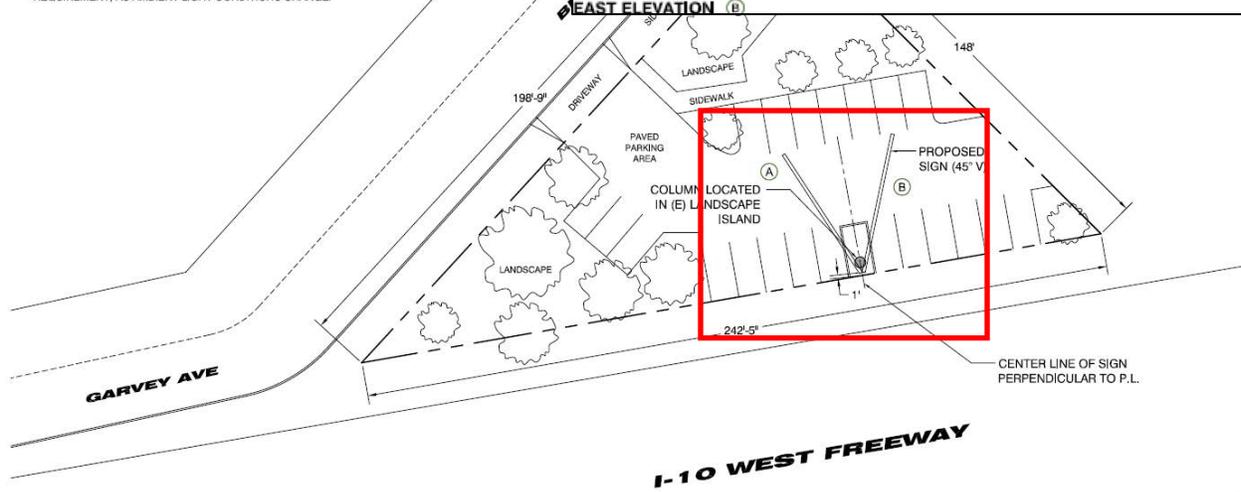
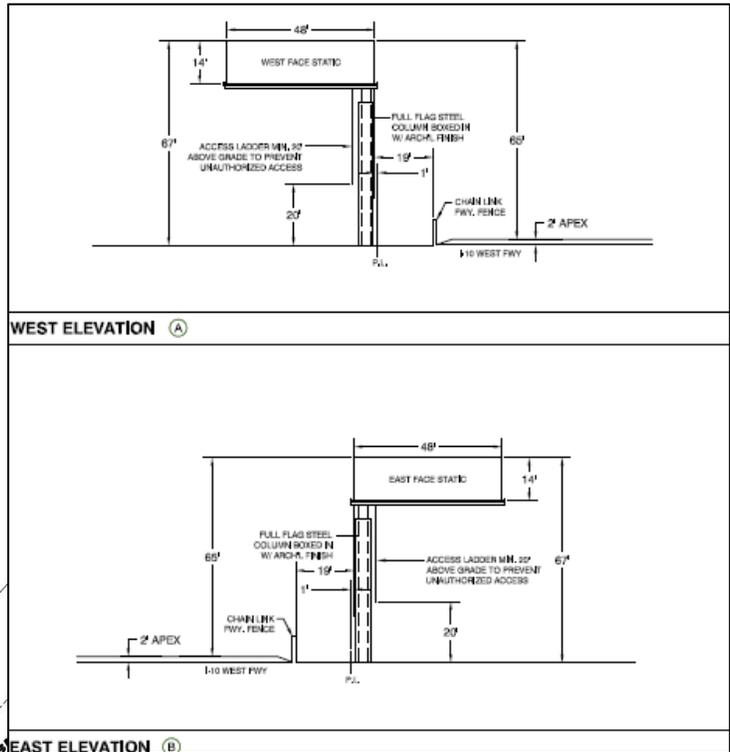
**EXHIBIT 6**  
**NEW ADVERTISING STRUCTURE SITE No. 3 (14145 GARVEY AVE.)**  
 SOURCE: BULLETIN DISPLAYS, LLC

CITY OF BALDWIN PARK • EXECUTIVE SUMMARY  
 DIGITAL SIGN ORDINANCE ADMENDMENT & INSTALLATION PROJECT

**Sign location is noted by a red box.**

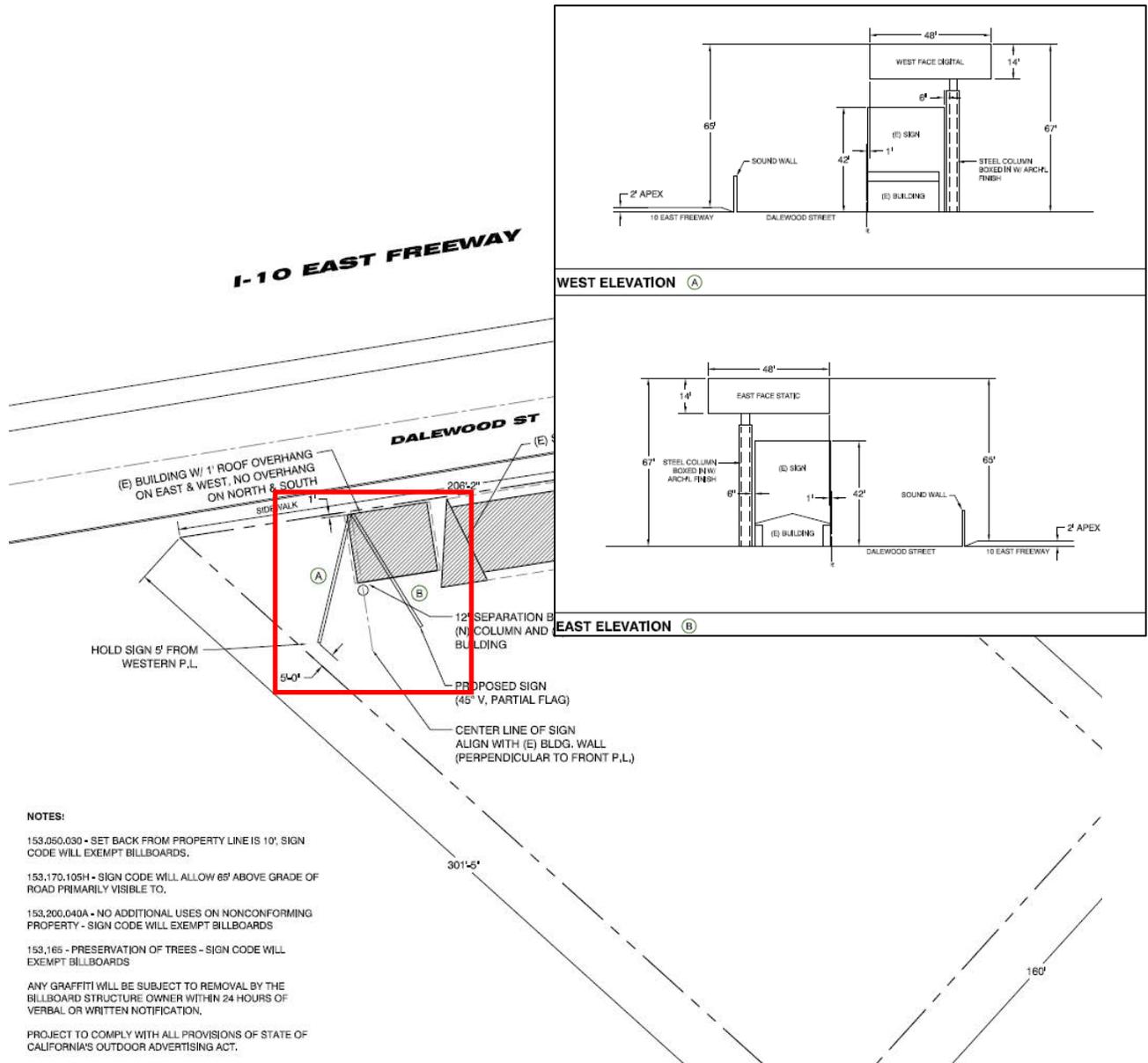
**NOTES:**

- 153.050.030 - SET BACK FROM PROPERTY LINE IS 10', SIGN CODE WILL EXEMPT BILLBOARDS.
- 153.170.105H - SIGN CODE WILL ALLOW 65' ABOVE GRADE OF ROAD PRIMARILY VISIBLE TO.
- 153.165 - PRESERVATION OF TREES - SIGN CODE WILL EXEMPT BILLBOARDS
- 153.170.105(i) - A DIGITAL BILLBOARD SHALL NOT OPERATE AT BRIGHTNESS LEVELS OF MORE THAN 0.3 FOOT CANDLES ABOVE AMBIENT LIGHT AS MEASURED USING A FOOT CANDLE METER AT A PRE-SET DISTANCE OF 250 FEET PERPENDICULAR TO THE DISPLAY FACE OF THE DIGITAL BILLBOARD. EACH DIGITAL BILLBOARD SHALL HAVE A LIGHT SENSING DEVICE THAT WILL AUTOMATICALLY ADJUST THE BRIGHTNESS OF THE DIGITAL BILLBOARD TO MEET THAT FOOT CANDLE REQUIREMENT, AS AMBIENT LIGHT CONDITIONS CHANGE.



**EXHIBIT 7**  
**NEW ADVERTISING STRUCTURE SITE No. 4 (14237 GARVEY AVE.)**  
 SOURCE: BULLETTIN DISPLAYS, LLC

CITY OF BALDWIN PARK • EXECUTIVE SUMMARY  
 DIGITAL SIGN ORDINANCE ADMENDMENT & INSTALLATION PROJECT



**NOTES:**

- 153.050.030 - SET BACK FROM PROPERTY LINE IS 10', SIGN CODE WILL EXEMPT BILLBOARDS.
- 153.170.105H - SIGN CODE WILL ALLOW 85' ABOVE GRADE OF ROAD PRIMARILY VISIBLE TO.
- 153.200.040A - NO ADDITIONAL USES ON NONCONFORMING PROPERTY - SIGN CODE WILL EXEMPT BILLBOARDS
- 153.165 - PRESERVATION OF TREES - SIGN CODE WILL EXEMPT BILLBOARDS
- ANY GRAFFITI WILL BE SUBJECT TO REMOVAL BY THE BILLBOARD STRUCTURE OWNER WITHIN 24 HOURS OF VERBAL OR WRITTEN NOTIFICATION.
- PROJECT TO COMPLY WITH ALL PROVISIONS OF STATE OF CALIFORNIA'S OUTDOOR ADVERTISING ACT.

**Sign location is noted by a red box.**

**EXHIBIT 8**  
**NEW ADVERTISING STRUCTURE SITE No. 5 (14230 DALEWOOD ST.)**  
 SOURCE: BULLETTIN DISPLAYS, LLC

CITY OF BALDWIN PARK • EXECUTIVE SUMMARY  
 DIGITAL SIGN ORDINANCE ADMENDMENT & INSTALLATION PROJECT

**Sign location is noted by a red box.**

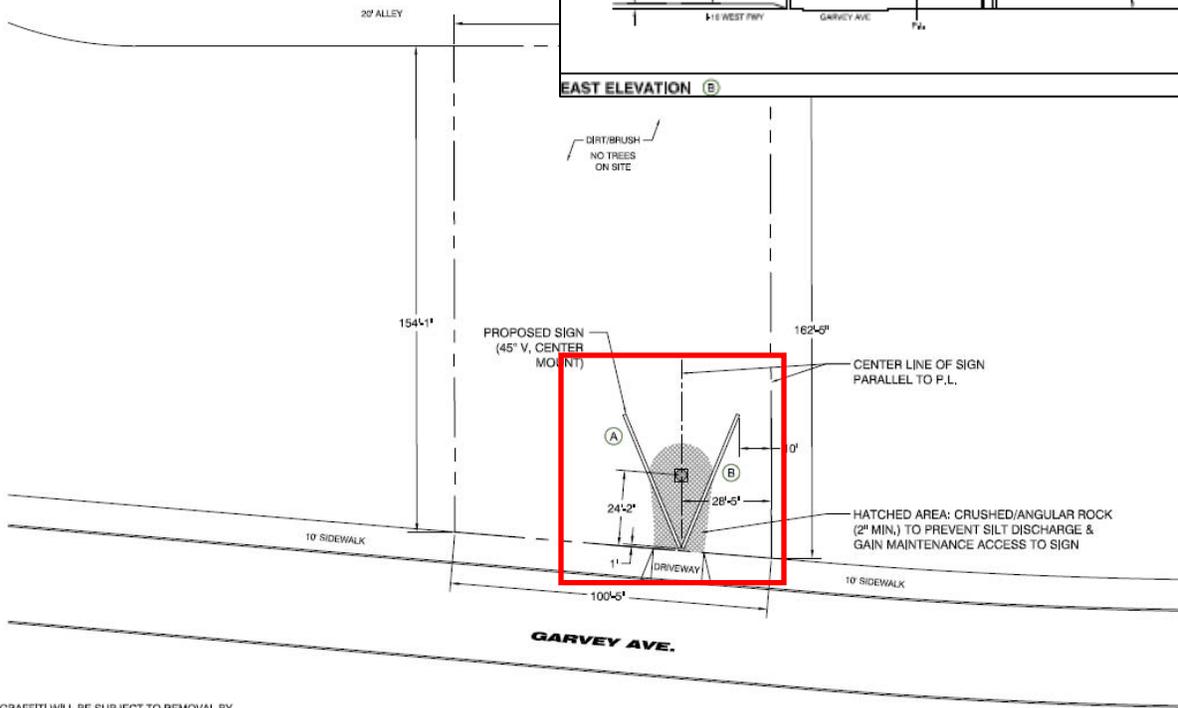
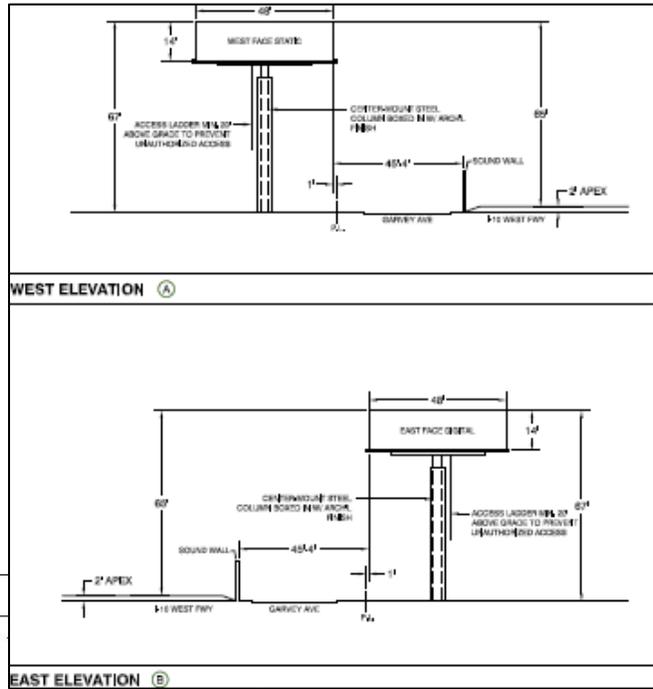
**NOTES:**

153.170.105 - SIGN CODE WILL ALLOW FOR STATIC AND DIGITAL SIGNS

153.165 - PRESERVATION OF TREES - SIGN CODE WILL EXEMPT BILLBOARDS

153.170.105H - SIGN CODE WILL ALLOW 65' ABOVE GRADE OF ROAD PRIMARILY VISIBLE TO,

153.050.030 - SET BACK FROM PROPERTY LINE IS 10', SIGN CODE WILL EXEMPT BILLBOARDS.



NOTE: ANY GRAFFITI WILL BE SUBJECT TO REMOVAL BY THE BILLBOARD STRUCTURE OWNER WITHIN 24 HOURS OF VERBAL OR WRITTEN NOTIFICATION.

OWNER SHALL REMOVE ANY TRASH AND DEBRIS AS WELL AS OVERGROWN VEGETATION ON A REGULAR BASIS.

EXISTING DRIVEWAY APRON ON GARVEY IS SHOWN. APPLICANT SHALL REPLACE/RELOCATE DRIVEWAY WHEN FUTURE DEVELOPMENT IS PROPOSED.

PROJECT TO COMPLY WITH ALL PROVISIONS OF STATE OF CALIFORNIA'S OUTDOOR ADVERTISING ACT.

**I-10 WEST FREEWAY**

**EXHIBIT 9**  
**SITE No. 6 NEW ADVERTISING STRUCTURE (13075 GARVEY AVE.)**  
 SOURCE: BULLETTIN DISPLAYS, LLC

### 3. ENVIRONMENTAL SETTING

All of the proposed advertising structure installation sites are located within the Interstate Freeway Corridor. The land use and environmental setting of the installation sites are summarized below.

- *Existing Static Billboard Location. 12670 Ramona Boulevard (APN 8550-002-033).* This site is located southeast of the northbound I-605 Freeway ramp at Ramona Boulevard. The project site is currently occupied by a Mobil service station and carwash. Commercial and office uses extend along the north and south sides of Ramona Boulevard. Residential uses are located to the south along Blenheim Street and further east along Syracuse Avenue. There is an existing three-face billboard at this location which will remain as is. The site is shown in Exhibit 10.
- *Location No. 1. 13234 Fairgrove Avenue (Director's Deed 79163-01-01).* This site is located on the northwest corner of Garvey Avenue and Fairgrove Avenue. The eastern portion of the site is zoned industrial and is unoccupied. The western portion of the site is occupied by industrial uses. The property that abuts the site to the north is occupied by residential uses. The use located to the east, on the east side of Fairgrove Avenue is a Public Storage® business. This new sign will consist of two digital sign faces. The site is shown in Exhibit 11.
- *Location No. 2. 13400 Garvey Avenue (APN 8556-018-046).* This site is located south of Garvey Avenue and north of the westbound on-ramps to the I-10 Freeway. The property is occupied by the existing Royal Knight Motel. Commercial and industrial uses extend along the north side of Garvey Avenue. This sign will consist of two static sign faces. The site is shown in Exhibit 11.
- *Location No. 3. 14145 Garvey Avenue (APN 8460-005-026).* This site is located on the north side of Garvey Avenue (a soundwall for the I-10 freeway extends along the south side of Garvey Avenue). The site itself is occupied by a small, vacant commercial building. Dewey Pest Control® abuts the site to the west while Vinyl Smart Fencing, Inc. is located adjacent to the site on the east. The new sign structure will be higher than the existing on-site pole signs and the existing signs will not be obstructed. This sign will consist of two digital sign faces. The site is shown in Exhibit 12.
- *Location No. 4. 14237 Garvey Avenue (APN 8460-006-036).* This site is located within a larger development occupied by the existing Fitness 19 center (the existing Wal-Mart is located on the opposite side of the fitness center). The site is situated south of Big Dalton Avenue at the terminus of Garvey Avenue in the vicinity. The I-10 Freeway soundwall extends along the site's south side. The proposed installation site will be located within the planter area located in the center portion of the property. This sign will consist of two static sign faces. The site is shown in Exhibit 12.
- *Location No. 5. 14230 Dalewood Street (APN 8558-002-025).* This site is located to the south of the I-10 Freeway on the south side of Dalewood Street. The installation site is located within the existing RGE Transportation Services, Inc. facility. The proposed sign installation will be located near Dalewood Street. Industrial uses are located south of the site along the west side of Dalewood Street. Residential uses are also located to the south along Calino Avenue. An adult residential care facility, Golden State Care, is located to the west of the site. This new sign will consist of two static sign faces. The site is shown in Exhibit 13.



**EXHIBIT 10**  
**AERIAL PHOTOGRAPH OF EXISTING BILLBOARD**  
SOURCE: GOOGLE EARTH



**EXHIBIT 11**  
**AERIAL PHOTOGRAPH OF SITE No. 1 & SITE No. 2**  
SOURCE: GOOGLE EARTH



**EXHIBIT 12**  
**AERIAL PHOTOGRAPH OF SITE NO. 3 & SITE NO. 4**  
SOURCE: GOOGLE EARTH



**EXHIBIT 13**  
**AERIAL PHOTOGRAPH OF SITE NO. 5 & SITE NO. 6**  
SOURCE: GOOGLE EARTH

- *Location No. 6. 13075 Garvey Avenue (APN 8556-022-905).* This site is located on the north side of Garvey Avenue. This site is currently undeveloped and vacant. Residential development is located to the north of the site though the existing alley separates the site from the homes. This new sign will consist of two digital sign faces. Commercial uses about the property on the east side and the west side. The site is shown in Exhibit 13.<sup>3</sup>

## **4. PROJECT DESCRIPTION**

The proposed project is an amendment to Chapter 153, Section 153.170 [Sign Regulations] of the City of Baldwin Park Municipal Code and Development Agreement. The proposed ordinance and Development Agreement will limit the installation of up to six new advertising structures located at six sites (one new advertising structure on each site) and provide a time extension for an existing static sign. Five of the new advertising structures will be located to the north of the San Bernardino (I-10) Freeway and one new advertising structure will be located to the south of the I-10 Freeway. The six new advertising structures will contain two sign faces each for a total of 12 sign faces. Of the total number of sign faces, six faces will be digital and six will be static. The proposed “project” analyzed in the Initial Study also includes the implementing ordinance and the development agreement between the City and the Applicant.

### **4.1. REGULATORY BACKGROUND (CALTRANS AND THE CITY OF BALDWIN PARK)**

The Federal Highway Beautification Act of 1965 (23 U.S.C. 131) governs advertising signage located along the interstate highway system (the San Bernardino Freeway [I-10] and the San Gabriel River Freeway [I-605] are Interstate Highways). A total of 12 new sign faces will be possible within the six new advertising structures. Of the 12 new sign faces, eight will be digital and four will be static. The location of the digital and static sign faces are provided in the previous section (Section 3). The Act is enforced by the Federal Highway Administration (FHWA), and as part of its enforcement effort the FHWA has entered into agreements regarding the Act with State departments of transportation. The California Department of Transportation (Caltrans) is involved in the control of “off-premise” displays along Interstate Highways.<sup>4</sup> The FHWA has entered into written agreements with Caltrans: one dated May 29, 1965, and a subsequent agreement dated February 15, 1968. The agreements generally provide that the State will control the construction of all outdoor advertising signs, displays, and devices within 660 feet of the interstate highway right-of-way (ROW). The agreements provide that such signs shall be erected only in commercial or industrial zones and these signs are subject to the following restrictions:

- No signs shall imitate or resemble any official traffic sign, signal or device, nor shall signs obstruct or interfere with official signs;
- No signs shall be erected on rocks or other natural features;
- Signs [faces] shall be no larger than 25 feet in height and 60 feet in width, excluding border, trim, and supports (the dimensions of the proposed new sign faces will be 14 feet in height and 48 feet in width);
- Signs located on the same side of the freeway must be separated by at least 500 feet; and,

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<sup>3</sup> Blodgett Baylosis Environmental Planning. Site Survey was completed on October 22, 2015.

<sup>4</sup> California regulates outdoor advertising in the Outdoor Advertising Act (Business and Professions Code, Sections 5200 et. seq.) and the California Code of Regulations, Title 4, Division 6 (Sections 2240 et seq.) Caltrans enforces the law and regulations.

- Signs shall not include flashing, intermittent or moving lights, and shall not emit light that may obstruct or impair the vision of any driver.

Caltrans requires applicants for new outdoor digital and static signs to demonstrate that the owner of the parcel consents to the placement sign, that the parcel on which the sign would be located is zoned commercial or industrial, and that local building permits are obtained and complied with. The Outdoor Advertising Act contains a number of provisions relating to the construction and operation of digital and static signs:

- The sign must be constructed to withstand a wind pressure of 20 pounds per square feet of exposed surface (§5401);
- No sign shall display any statements or words of an obscene, indecent, or immoral character (§5402);<sup>5</sup>
- No digital sign shall display flashing, intermittent, or moving light or lights (§5403[h]);
- Signs are restricted from areas within 300 feet of an intersection of highways or of highway and railroad ROWs; and,
- Message center signs may not include any illumination or message change that is in motion or appears to be in motion or that change or expose a message for less than four seconds. No message center sign may be located within 500 feet of an existing billboard or 1,000 feet of another message center display, on the same side of the highway (§5405).

Section 21466.5 prohibits the placing of any light source “...of any color of such brilliance as to impair the vision of drivers upon the highway.” Specific standards for measuring light sources are indicated in this section. The restrictions may be enforced by Caltrans, the California Highway Patrol, or local authorities.

#### **4.2. EXISTING DIGITAL SIGN ORDINANCE AND THE PROPOSED AMENDMENTS**

On July 23, 2013, the Baldwin Park City Council approved a 30-year development agreement with Clear Channel Outdoor, Inc. to remove four billboards on Ramona Boulevard and Arrow Highway and to replace them with two new advertising structures that contains a total of four digital sign faces along the freeway corridor. Because the City has an ordinance prohibiting the addition of new billboards within the City, the Council amended the municipal code to allow the conversion of existing static billboards to the new digital advertising structures.<sup>6</sup> The existing digital sign ordinance and the proposed changes are provided below and on the following pages. The new text is shown using underlining while the deleted text is shown using ~~strikeout~~.

*Section 1.* The foregoing recitations are hereby adopted by the City Council as findings. Based on those findings, the City Council determines the public health, safety, and general welfare of the City of

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<sup>5</sup> This Section (5402) states the following: “Obscenity, indecency, or immorality No person shall display or cause or permit to be displayed upon any advertising structure or sign, any statements or words of an obscene, indecent or immoral character, or any picture or illustration of any human figure in such detail as to offend public morals or decency, or any other matter or thing of an obscene, indecent or immoral character.”

<sup>6</sup> Los Angeles Times. *Baldwin Park Council approves contract to convert four billboards to digital.* July 23, 2013.

Baldwin park, its residents, property owners, businesses, and visitors can be enhanced by amending the Baldwin Park Municipal Code (BPMC) to allow new Static Billboards or Digital Billboard Advertising Displays in return for aesthetic elements of the community including but not limited to various benefits such as new park signs, landscaping, sign removals, or development fees ~~a regulated removal and replacement of older billboards~~; and it is in the best interest of the community to amend the BPMC accordingly.

*Section 2.* Based on the foregoing findings and determinations, the BPMC is amended to add the following changes to Sections 153.170.050(G) and Section 153.170.105, to read as follows:

*Section 153.170.050 Prohibited Signs*

*(G) Off-site Signs (Billboards)*, except those billboards or digital billboards permitted per Section 153.170.105.

Section 153.170.105 New Static or Digital Billboard Construction ~~Replacement~~

Notwithstanding any other provision of this code, a Static Billboard or Digital Billboard (as defined below) may be installed with copy visible from within any Interstate Freeway Corridor (as defined below), subject to all the following:

- A. A Digital and Static Billboard shall mean any off-site Advertising Display, as defined in California Business and Professions Code (BPC) § 5202, that uses state-of-the-art digital technology;
- B. Interstate Freeway Corridor means the area comprised of an Interstate Highway (as defined in BPC § 5215) ~~or~~ and within 660 feet from the edge of the right-of-way (as defined in BPC § 5222) and within commercial or industrial zones;
- C. Each Advertising Structure (as defined in BPC § 5203), that is used to support a Digital or Static Display shall be placed ~~replace an Existing Advertising Structure located within an Interstate Freeway Corridor~~;
- D. The Static Billboard or the Digital Billboard owner:
  1. Receives Caltrans' approval, as necessary; and,
  2. Executes an agreement with the City by which each billboard owner agrees to (i) indemnify, defend and hold harmless the City from any and all claims, lawsuits, awards and judgments, including any reasonable attorney's fees and court costs, that may arise from the approval of a Static Billboard or a Digital Billboard and associated Advertising Structure and removal of an applicable Advertising Structure, that may or may not be required to be removed in consideration for any one or more negotiated benefits, including but not limited to such items as new park signs, landscaping, sign removals, or development fees, pursuant to this section or any other provision of this code, subject to the terms of that agreement and (ii) comply with any and all required mitigation

measures, conditions of approval and all applicable provisions of this section and this code;

- E. The property owner upon which a Static Billboard or a Digital Billboard is to be erected executes an agreement with the City by which that owner consents to City's entry onto his/hers/its property to remove that *Static Billboard or a Digital Billboard* and associated Advertising Structure, as permitted in the agreement between the billboard owner and the City, and by which that property owner releases and indemnifies the City from liability for that permitted removal through a Development Agreement (between the City and Bulletin Displays, LLC);
- F. The new Advertising Structure cannot be used to support more than two Digital Billboards with each one facing in different directions;
- G. The entire portion of an Advertising Structure that comprises the active display face of a Static Billboard or Digital Billboard shall not be more than 48 feet in width, 14 feet in height nor 672 square feet in area; provided, that, in addition, an apron for a Static Billboard or Digital Billboard can extend up to a maximum of approximately 36 inches below that Digital Billboard face or 5.5-foot top extensions or two (2) foot side extension (refer to Exhibit 14);
- H. The overall height of the Advertising Structure that is a Static Billboard or that includes a Digital Billboard, and excluding extensions, shall not be more than 45 feet or 65 feet if the Advertising Structure is within 150 feet of a sound wall, as measured from the highest point of the main closest road or Interstate Highway from which the advertising is to be viewed;
- ~~H.~~ I. The distance between two Static Billboards or between a Static Billboard and Digital Billboard shall be at least 500 feet (as defined BPC § 5222). The distance between two Digital Billboards shall be at least 1,000 feet;
- ~~I.~~ J. A Digital Billboard shall not operate at brightness levels of more than 0.3-foot candles above ambient light, as measured using a foot candle meter at a pre-set distance of 250 feet perpendicular to the display face of the Digital Billboard. Each Digital Billboard shall have a light sensing device that will automatically adjust the brightness of the Digital Billboard to meet that foot candle requirement, as ambient light conditions change;
- ~~J.~~ K. If the Development Agreement requires the removal of existing advertising structures, then if four or less Advertising Structures are being replaced with Digital Billboards, then at least eight (8) additional display faces and the Advertising Structures supporting the eight (8) additional display faces must be permanently removed from the City by the Digital Billboard Owner receiving the approval and the removal of all the display faces and their respective Advertising Structures to be removed shall be completed prior to construction by that owner of any Advertising Structure, including a Digital Billboard;



## City of Baldwin Park New Billboards Design

**Artist Rendering. Design may differ with City Administrator approval.**



Display  
14'x48' either static or full color LED (20 mm)  
Column Cover Color - at discretion of City.  
Overall Height - Per initiative and City code.  
Static signs will not have boarder trim &  
will have catwalks.

**BULLETIN DISPLAYS, LLC**

*"CREATIVE OUTDOOR ADVERTISING"*

3127 E. South St., Ste. B  
Long Beach, CA 90805  
(310) BULLETIN [285-5384]  
(562) 470-6680 \* Fax (562) 470-6686  
BulletinDisplays.com

## EXHIBIT 14 EXAMPLE OF ADVERTISING STRUCTURE

SOURCE: BULLETIN DISPLAYS, LLC

- ~~K. L.~~ L. If the Development Agreement requires the removal of existing advertising structures, then if five or more Advertising Structures are being replaced by new Advertising Structures with Digital Billboards, then for each new Advertising Structure, above four (4) new Advertising Structures, at least two (2) additional display faces and the Advertising Structures supporting the additional display faces must be permanently removed from the City by the Digital Billboard owner receiving the approval and the removal of all the display faces and their respective Advertising Structures to be removed shall be completed prior to construction by that owner of any Advertising Structure including a Digital Billboard;
- ~~L. M.~~ M. A Digital Billboard shall only display a series of still images and each still image must be displayed for a minimum of four consecutive seconds. No still image shall have animation, movement, or the appearance of optical illusion of movement of any part of the Advertising Structure and each still image shall not include flashing, scintillating lighting or the varying of light intensity or any other means not providing constant illumination. Transition time between one still image and the immediate next still image shall not exceed one second; and,
- ~~M. N.~~ N. If (i) a Digital Billboard installed pursuant to this section must be removed due to a final court order or judicially approved settlement resulting from a legal action brought by a third party, who is not related to the owner or operator of that Digital Billboard (the “Owner/Operator”); (ii) that Digital Billboard replaced a non-Digital Billboard (the “Replaced Non-Digital Billboard”); and (iii) the Replaced Non-Digital Billboard was the subject of a previous formal written agreement with the City, then the Owner/Operator shall be permitted to reinstall a new state-of-the-art non-Digital Billboard (the “Replacement Non-Digital Billboard”) on the same Advertising Structure used to support that Digital Billboard; provided, that the reinstallation of the Replacement Non-Digital Billboard must occur before the date the previous formal agreement would have terminated (the “Previous Termination Date”), the Replacement Non-Digital Billboard and supporting Advertising Structure must be removed on or before the Previous Termination Date and the Replacement Non-Digital Billboard must comply with all the applicable criteria for Digital Billboards, as set forth in this section and the agreement referred to in (D) (2), above.

*Section 3.* This ordinance shall go into affect and be in full force and operation from and after 30 days after its final reading and adoption.

As indicated previously, the proposed project is an amendment to Chapter 153, Section 153.170 [Sign Regulations] of the City of Baldwin Park Municipal Code. The proposed ordinance will permit the installation of six new advertising structures located at the six sites in the City. In addition, the Ordinance Amendment will provide for a time extension for an existing static billboard. The proposed Ordinance Amendment is summarized herein in Table 1.

**Table 1  
Summary of Proposed Baldwin Park Sign Ordinance Amendment**

Section	Description
<b>Section A. General Requirements</b>	<p><b>1.</b> New advertising structures shall be allowed in the six designated sites only after a development agreement has been approved. A development agreement shall be entered into prior to approval of any advertising structure installation. The development agreement may include compensation to be paid to the City as a result of the installation and operation of the billboard.</p>
	<p><b>2.</b> The new advertising structures shall be allowed only in the six locations identified in this Ordinance and shall not be permitted in any location that would violate any applicable Federal, State, or local law.</p>
	<p><b>3.</b> In the event of any conflict between any provision contained in this section and any other provisions contained elsewhere in this code, the provisions of this section shall govern.</p>
	<p><b>4.</b> No advertising structure will be approved without the Applicant first providing proof of lease, easement, or other entitlement demonstrating the right to install the advertising structure on the subject property, including the written consent of the property owner.</p>
	<p><b>5.</b> No advertising structure will be approved unless a designated maintenance service is available 24 hours a day, seven days a week, by telephone, to be contacted and to respond in the event a billboard becomes damaged or dilapidated.</p>
<b>Section B. Locational Requirements</b>	<p><b>1. Existing Billboard.</b> The site address is 12670 Ramona Boulevard and the corresponding APN is 8550-002-033. This site is located southeast of the northbound I-605 Freeway ramp at Ramona Boulevard. This existing advertising structure will consist of a three faced billboard.</p>
	<p><b>2. New Advertising Structure Location No. 1.</b> The site address is 13234 Fairgrove Avenue and the corresponding Director’s Deed 79163-01-01. The site is located on the northwest corner of Garvey Avenue and Fairgrove Avenue. This new advertising structure will consist of two digital sign faces.</p>
	<p><b>3. New Advertising Structure Location No. 2.</b> The site address is 13400 Garvey Avenue and the corresponding APN is 8556-018-046. This site is located south of Garvey Avenue and north of the westbound on-ramps to the I-10 Freeway. This new advertising structure will consist of two static sign faces.</p>
	<p><b>4. New Advertising Structure Location No. 3.</b> The site address is 14145 Garvey Avenue and the corresponding APN is 8460-005-026. This site is located on the north side of Garvey Avenue (a soundwall for the I-10 freeway extends along the south side of Garvey Avenue.) This new advertising structure will consist of two digital sign faces.</p>
	<p><b>5. New Advertising Structure Location No. 4.</b> The site address is 14237 Garvey Avenue and the corresponding APN is 8460-006-036. The site is situated south of Big Dalton Avenue at the terminus of Garvey Avenue in the vicinity. The I-10 Freeway soundwall extends along the site’s south side. This new advertising structure will consist of two static sign faces.</p>
	<p><b>6. New Advertising Structure Location No. 5.</b> The site address is 14230 Dalewood Street and the corresponding APN is 8558-002-025. This site is located to the south of the I-10 Freeway on the south side of Dalewood Street. This new advertising structure will consist of two static sign faces.</p>
	<p><b>7. New Advertising Structure Location No. 6.</b> The site address is 13075 Garvey Avenue and the corresponding APN is 8556-022-905. This site is located on the north side of Garvey Avenue (a soundwall for the I-10 freeway extends along the south side of Garvey Avenue.) This new advertising structure will consist of two digital sign faces.</p>

**Table 1**  
**Summary of Proposed Baldwin Park Sign Ordinance Amendment (continued)**

Section	Description
Section C. Physical Requirements	<p><b>1. Number of Sign Faces.</b> The new advertising structure cannot be used to support more than two advertising structures with each one facing in different directions.</p>
	<p><b>2. Advertising structure Dimensions.</b> The entire portion of an advertising structure that comprises the active display face (digital or static) of an advertising structure shall not be more than 48 feet in width, 14 feet in height nor 672 square feet in area; provided, that, in addition, an apron for an advertising structure can extend up to a maximum of approximately 36 inches below that advertising structure face.</p>
	<p><b>3. Maximum Height.</b> The overall height of the advertising structure that includes an advertising structure (digital or static) shall not be more than 65 feet, as measured from the highest point of closest interstate highway.</p>
	<p><b>4. Utilities.</b> All utilities for each billboard shall be underground.</p>
	<p><b>5. Face orientation.</b> No billboard shall have more than one face (display surface) oriented in the same vertical plane.</p>
	<p><b>6. Name of owner.</b> All billboards shall plainly display (to be visible from no less than 100 feet, day or night) the name of the person or company owning or maintaining it and the billboard identification number.</p>
	<p><b>7. Driveways.</b> Billboards projecting over a driveway or driving aisle shall have a minimum clearance of sixteen feet (16') between the lowest point of the sign and the driveway grade.</p>
	<p><b>8. Pedestrian walkway.</b> Billboards projecting over a pedestrian walkway shall have a minimum clearance of eight feet (8') between the lowest point of the sign and the walkway grade.</p>
	<p><b>9. Other minimum clearance.</b> All billboards not projecting over drive areas or pedestrian walkways shall have a minimum clearance of eight feet (8') between the lowest point of the billboard and ground level.</p>
	<p><b>10. Screening.</b> All new billboard structures shall be free of any visible bracing, angle iron, guy wires, cable, and/or similar supporting elements. All exposed portions of billboards, including backs, sides, structural support members, and support poles, shall be screened to the satisfaction of the Director of Community Development.</p>
Section D. Operational Requirements	<p><b>1. Brightness Levels.</b> An advertising structure shall not operate at brightness levels of more than 0.3-foot candles above ambient light, as measured using a foot candle meter at a pre-set distance of 250 feet perpendicular to the display face of the advertising structure. Each advertising structure shall have a light sensing device that will automatically adjust the brightness of the advertising structure to meet that foot candle requirement, as ambient light conditions change.</p>
	<p><b>2. Image Displays.</b> An advertising structure shall only display a series of still images and each still image must be displayed for a minimum of four consecutive seconds. No still image shall have animation, movement, or the appearance or optical illusion of movement of any part of the advertising structure and each still image shall not include flashing, scintillating lighting, or the varying of light intensity or any other means not providing constant illumination. Transition time between one still image and the immediate next still image shall not exceed one second.</p>

Source: City of Baldwin Park

### **4.3. PHYSICAL CHARACTERISTICS OF THE PROPOSED NEW ADVERTISING STRUCTURES**

This Initial Study evaluates the environmental impacts associated with the implementation of the Digital Sign Ordinance Amendment. The key physical characteristics of a potential advertising structure are outlined below.

- The new advertising structure cannot be used to support more than two advertising sign faces with each sign face oriented in different directions.
- The entire portion of an advertising structure that comprises the active display face of an advertising structure shall not be more than 48 feet in width, 14 feet in height, nor 672 square feet in area.
- An apron for an advertising structure can extend up to a maximum of approximately 36 inches below that advertising structure face.
- The overall height of the advertising structure shall not be more than 65 feet, as measured from the highest point of closest interstate highway.
- No advertising structure shall have more than one face (display surface) oriented in the same vertical plane.
- With the exception of potential security cameras, all new advertising structures shall be free of any visible bracing, angle iron, guy wires, cable, and/or similar supporting elements.
- All exposed portions of billboards, including backs, sides, structural support members, and support poles, and other appurtances shall be screened to the satisfaction of the Director of Community Development.

### **4.4. CONSTRUCTION (INSTALLATION) CHARACTERISTICS**

The materials used in the construction of the advertising structures are manufactured off-site. The advertising structure components will be transported to the individual sites where they will be assembled. The construction would be subject to the City of Baldwin Park building code requirements that limits the hours of construction to 7:00 AM to 7:00 PM. The typical duration of the digital sign installation would occur over a six-day period. The typical construction activities for each advertising structure will include the following:

- *Day One:* The footings for the proposed new structure will be completed. The estimated column depth for the billboard support will be approximately 33 feet deep, with five-foot wide diameter caissons. The Applicant estimates that this would result in an export of approximately 30.6 cubic yards of dirt. In addition to the drilling rig, the construction team will likely use a skip loader (bucket truck), dump truck for soil export, and water truck as needed to water down dust. Any excavated areas must be fully covered.

- *Day Two:* The construction crew will first install the sign column and then pour the concrete. The crew will likely utilize a crane truck, a flatbed truck (to carry in the pre-fabricated columns), and a concrete truck. They will use fast-setting concrete, allowing the concrete to cure overnight.
- *Day Three:* The crew will erect the sign supports and the signs. For this construction activity, a crane truck will be utilized, and a flatbed truck will be required to transport the superstructure and digital sign faces.
- *Day Four:* On this day, the electrical connections will be installed.
- *Day Five:* On day five, the crew would complete any other necessary tasks to complete the structures and clean up the project site.
- *Day Six:* Any necessary landscaping repairs/improvements would occur on day six.

## **5. DISCRETIONARY APPROVALS**

A Discretionary Approval is an action taken by a government agency (for this project, the government agency is the City of Baldwin Park) that calls for an exercise of judgment in deciding whether to approve a project. The following discretionary approvals are required:

- The adoption of an Ordinance of the City Council of the City of Baldwin Park, California, amending Division 2 [“Off-site Signs”] of Chapter 19.25 [“Signs”] of the Baldwin Park Municipal Code, Section 155.170 “Signs”, 155.170.105 “Digital Billboard Replacement”; and,
- The approval of the Mitigated Negative Declaration.

Individual requests for advertising structures will be further evaluated on a case by case basis. The following discretionary approvals are required for the installation of any future advertising structure:

- The approval of a *Development Agreement* for the proposed advertising structure installation;
- The approval of a *Sign Permit* for the proposed advertising structure installation; and,
- The approval of a *Building Permit* for the proposed advertising structure installation.

Other permits required for the project will include, but may not be limited to, building permits and permits for new utility connections.

## 6. SUMMARY OF ENVIRONMENTAL IMPACTS

This section of the Initial Study analyzes the potential environmental impacts that may result from the proposed project's implementation. The issue areas evaluated in this Initial Study include the following:

Aesthetics (Section 3.1);	Land Use & Planning (Section 3.10);
Agricultural & Forestry Resources (Section 3.2);	Mineral Resources (Section 3.11);
Air Quality (Section 3.3);	Noise (Section 3.12);
Biological Resources (Section 3.4);	Population & Housing (Section 3.13);
Cultural Resources (Section 3.5);	Public Services (Section 3.14);
Geology & Soils (Section 3.6);	Recreation (Section 3.15);
Greenhouse Gas Emissions; (Section 3.7);	Transportation & Circulation (Section 3.16);
Hazards & Hazardous Materials (Section 3.8);	Utilities (Section 3.17); and,
Hydrology & Water Quality (Section 3.9);	Mandatory Findings of Significance (Section 3.18).

The environmental analysis included in this section reflects the Initial Study Checklist format used by the City of Baldwin Park in its environmental review process (refer to Section 1.3 herein). Under each issue area, an analysis of impacts is provided in the form of questions and answers. The analysis then provides a response to the individual questions. For the evaluation of potential impacts, questions are stated and an answer is provided according to the analysis undertaken as part of this Initial Study's preparation. To each question, there are four possible responses:

- *No Impact.* The proposed project *will not* have any measurable environmental impact on the environment.
- *Less Than Significant Impact.* The proposed project *may have* the potential for affecting the environment, although these impacts will be below levels or thresholds that the City of Baldwin Park or other responsible agencies consider to be significant.
- *Less Than Significant Impact With Mitigation.* The proposed project *may have* the potential to generate impacts that will have a significant impact on the environment. However, the level of impact may be reduced to levels that are less than significant with the implementation of mitigation measures.
- *Potentially Significant Impact.* The proposed project may result in environmental impacts that are significant.

This Initial Study will assist the City of Baldwin Park in making a determination as to whether there is a potential for significant adverse impacts on the environment associated with the implementation of the proposed project.

**Table 2**  
**Summary (Initial Study Checklist)**

<b>Environmental Issues Area Examined</b>	<b>Potentially Significant Impact</b>	<b>Less Than Significant With Mitigation</b>	<b>Less Than Significant Impact</b>	<b>No Impact</b>
<b>Section 3.1 Aesthetic Impacts. <i>Would the project:</i></b>				
<b>a)</b> Have a substantial adverse effect on a scenic vista?				<b>X</b>
<b>b)</b> Substantially damage scenic resources, including but not limited to, trees, rock outcroppings, and historic buildings within a State scenic highway?				<b>X</b>
<b>c)</b> Create a new source of substantial light or glare that would adversely affect day or night-time views in the area?			<b>X</b>	
<b>d)</b> Would the project create a new source of substantial light or glare that would adversely affect day or night-time views in the area?			<b>X</b>	
<b>Section 3.2 Agriculture &amp; Forestry Resources Impacts. <i>Would the project:</i></b>				
<b>a)</b> 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?				<b>X</b>
<b>b)</b> Conflict with existing zoning for agricultural use, or a Williamson Act Contract?				<b>X</b>
<b>c)</b> Would the project conflict with existing zoning for or cause rezoning of, forest land (as defined in Public Resources Code §4526), or zoned timberland production (as defined by Government Code §51104[g])?				<b>X</b>
<b>d)</b> Would the project result in the loss of forest land or the conversion of forest land to a non-forest use?				<b>X</b>
<b>e)</b> Involve other changes in the existing environment that, due to their location or nature, may result in conversion of farmland to non-agricultural use or forest land to non-forest use?				<b>X</b>
<b>Section 3.3 Air Quality Impacts. <i>Would the project:</i></b>				
<b>a)</b> Conflict with or obstruct implementation of the applicable air quality plan?				<b>X</b>
<b>b)</b> Violate any air quality standard or contribute substantially to an existing or projected air quality violation?			<b>X</b>	
<b>c)</b> Result in a cumulatively considerable net increase of any criteria pollutant for which the project region is in non-attainment under an applicable Federal or State ambient air quality standard (including releasing emissions, which exceed quantitative thresholds for ozone precursors)?			<b>X</b>	

**Table 2**  
**Summary (Initial Study Checklist)**

Environmental Issues Area Examined	Potentially Significant Impact	Less Than Significant With Mitigation	Less Than Significant Impact	No Impact
<b>d)</b> Expose sensitive receptors to substantial pollutant concentrations?				<b>X</b>
<b>e)</b> Create objectionable odors affecting a substantial number of people?				<b>X</b>
<b>Section 3.4 Biological Resources Impacts.</b> <i>Would the project have a substantial adverse effect:</i>				
<b>a)</b> 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 Wildlife or U.S. Fish and Wildlife Service?				<b>X</b>
<b>b)</b> On any riparian habitat or other sensitive natural community identified in local or regional plans, policies, regulations, or by the California Department of Fish and Wildlife or U.S. Fish and Wildlife Service?				<b>X</b>
<b>c)</b> 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?				<b>X</b>
<b>d)</b> In interfering substantially with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory life corridors, or impede the use of native wildlife nursery sites?				<b>X</b>
<b>e)</b> In conflicting with any local policies or ordinances, protecting biological resources, such as a tree preservation policy or ordinance?			<b>X</b>	
<b>f)</b> By conflicting with the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or State habitat conservation plan?				<b>X</b>
<b>Section 3.5 Cultural Resources Impacts.</b> <i>Would the project:</i>				
<b>a)</b> Cause a substantial adverse change in the significance of a historical resource as defined in §15064.5 of the CEQA Guidelines?				<b>X</b>
<b>b)</b> Cause a substantial adverse change in the significance of an archaeological resource pursuant to §15064.5 of the CEQA Guidelines?				<b>X</b>
<b>c)</b> Directly or indirectly destroy a unique paleontological resource, site, or unique geologic feature?				<b>X</b>
<b>d)</b> Disturb any human remains, including those interred outside of formal cemeteries?				<b>X</b>

**Table 2**  
**Summary (Initial Study Checklist)**

Environmental Issues Area Examined	Potentially Significant Impact	Less Than Significant With Mitigation	Less Than Significant Impact	No Impact
<b>Section 3.6 Geology &amp; Soils Impacts.</b> <i>Would the project result in or expose people to potential impacts involving:</i>				
a) The exposure of people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving rupture of a known earthquake fault (as delineated 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), ground-shaking, liquefaction, or landslides?			<b>X</b>	
b) Substantial soil erosion or the loss of topsoil?				<b>X</b>
c) Location on a geologic unit or a 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?				<b>X</b>
d) Location on expansive soil, as defined in California Building Code (2001), creating substantial risks to life or property?				<b>X</b>
e) 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?				<b>X</b>
<b>Section 3.7 Greenhouse Gas Emissions Impacts.</b> <i>Would the project:</i>				
a) Result in the generation of greenhouse gas emissions, either directly or indirectly, that may have a significant impact on the environment?			<b>X</b>	
b) Increase the potential for conflict with an applicable plan, policy, or regulation adopted for the purpose of reducing emissions of greenhouse gases?			<b>X</b>	
<b>Section 3.8 Hazards &amp; Hazardous Materials Impacts.</b> <i>Would the project:</i>				
a) Create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials?			<b>X</b>	
b) Create a significant hazard to the public or the environment or result in reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment?				<b>X</b>
c) Emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school?				<b>X</b>
d) Be located on a site, which is included on a list of hazardous material 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?			<b>X</b>	

**Table 2**  
**Summary (Initial Study Checklist)**

<b>Environmental Issues Area Examined</b>	<b>Potentially Significant Impact</b>	<b>Less Than Significant With Mitigation</b>	<b>Less Than Significant Impact</b>	<b>No Impact</b>
<b>e)</b> Be located within an airport land use plan, or where such a plan has not been adopted, within two miles of a public airport or a public use airport, would the project result in a safety hazard for people residing or working in the project area?				<b>X</b>
<b>f)</b> Within the vicinity of a private airstrip, result in a safety hazard for people residing or working in the project area?				<b>X</b>
<b>g)</b> Impair implementation of, or physically interfere with, an adopted emergency response plan or emergency response plan or emergency evacuation plan?				<b>X</b>
<b>h)</b> Expose people or structures to a significant risk of loss, injury, or death involving wild lands fire, including where wild lands are adjacent to urbanized areas or where residences are intermixed with wild lands?				<b>X</b>
<b>Section 3.9 Hydrology &amp; Water Quality Impacts. <i>Would the project:</i></b>				
<b>a)</b> Violate any water quality standards or waste discharge requirements?				<b>X</b>
<b>b)</b> Substantially deplete groundwater supplies or interfere substantially with groundwater recharge in such a way that would cause 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)?				<b>X</b>
<b>c)</b> 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?				<b>X</b>
<b>d)</b> 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 that would result in flooding on- or off-site?				<b>X</b>
<b>e)</b> Create or contribute runoff water, which would exceed the capacity of existing or planned storm water drainage systems or provide substantial additional sources of polluted runoff?				<b>X</b>
<b>f)</b> Substantially degrade water quality?				<b>X</b>
<b>g)</b> 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?				<b>X</b>
<b>h)</b> Place within a 100-year flood hazard area, structures that would impede or redirect flood flows?				<b>X</b>

**Table 2**  
**Summary (Initial Study Checklist)**

<b>Environmental Issues Area Examined</b>	<b>Potentially Significant Impact</b>	<b>Less Than Significant With Mitigation</b>	<b>Less Than Significant Impact</b>	<b>No Impact</b>
<b>i)</b> Expose people or structures to a significant risk of flooding because of dam or levee failure?			<b>X</b>	
<b>j)</b> Result in inundation by seiche, tsunami, or mudflow?				<b>X</b>
<b>Section 3.10 Land Use &amp; Planning Impacts. Would the project:</b>				
<b>a)</b> Physically divide an established community, or otherwise result in an incompatible land use?				<b>X</b>
<b>b)</b> Conflict with an applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to, a general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect?		<b>X</b>		
<b>c)</b> Conflict with any applicable habitat conservation or natural community conservation plan?				<b>X</b>
<b>Section 3.11 Mineral Resources Impacts. Would the project:</b>				
<b>a)</b> 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?				<b>X</b>
<b>b)</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?				<b>X</b>
<b>Section 3.12 Noise Impacts. Would the project result in:</b>				
<b>a)</b> 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?				<b>X</b>
<b>b)</b> Exposure of people to, or generation of, excessive ground-borne noise levels?				<b>X</b>
<b>c)</b> Substantial permanent increase in ambient noise levels in the project vicinity above noise levels existing without the project?				<b>X</b>
<b>d)</b> Substantial temporary or periodic increases in ambient noise levels in the project vicinity above levels existing without the project?			<b>X</b>	
<b>e)</b> For a project located with 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?				<b>X</b>

**Table 2**  
**Summary (Initial Study Checklist)**

<b>Environmental Issues Area Examined</b>	<b>Potentially Significant Impact</b>	<b>Less Than Significant With Mitigation</b>	<b>Less Than Significant Impact</b>	<b>No Impact</b>
<b>d)</b> 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?				<b>X</b>
<b>Section 3.13 Population &amp; Housing Impacts. Would the project:</b>				
<b>a)</b> Induce substantial growth in an area either directly or indirectly (e.g., through projects in an undeveloped area or extension of major infrastructure)?				<b>X</b>
<b>b)</b> Displace substantial numbers of existing housing, necessitating the construction of replacement housing elsewhere?				<b>X</b>
<b>c)</b> Displace substantial numbers of people, necessitating the construction of replacement housing elsewhere?				<b>X</b>
<b>Section 3.14 Public Services Impacts. Would the project result in substantial adverse physical impacts associated with the provision of new or physically altered governmental facilities, the construction of which would cause significant environmental impacts in order to maintain acceptable service ratios, response times, or other performance objectives in any of the following areas:</b>				
<b>a)</b> Fire protection services?				<b>X</b>
<b>b)</b> Police protection services?				<b>X</b>
<b>c)</b> School services?				<b>X</b>
<b>d)</b> Other governmental services?				<b>X</b>
<b>Section 3.15 Recreation Impacts. Would the project:</b>				
<b>a)</b> 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?				<b>X</b>
<b>b)</b> Affect existing recreational facilities or require the construction or expansion of recreational facilities that might have an adverse physical effect on the environment?				<b>X</b>
<b>Section 3.16 Transportation &amp; Circulation Impacts. Would the project:</b>				
<b>a)</b> Cause a conflict with an applicable plan, ordinance, or policy establishing measures of effectiveness for the performance of the circulation system, taking into account all modes of transportation including mass transit and non-motorized travel and relevant components of the circulation system, including but not limited to, intersections, streets, highways and freeways, pedestrian and bicycle paths, and mass transit?				<b>X</b>

**Table 2**  
**Summary (Initial Study Checklist)**

Environmental Issues Area Examined	Potentially Significant Impact	Less Than Significant With Mitigation	Less Than Significant Impact	No Impact
<b>b)</b> Exceed, either individually or cumulatively, a level of service standard established by the County Congestion Management Agency for designated roads or highways?				<b>X</b>
<b>c)</b> A change in air traffic patterns, including either an increase in traffic levels or a change in the location that results in substantial safety risks?				<b>X</b>
<b>d)</b> Substantially increase hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment)?			<b>X</b>	
<b>e)</b> Result in inadequate emergency access?				<b>X</b>
<b>f)</b> Conflict with adopted policies, plans, or programs regarding public transit, bicycle, or pedestrian facilities, or otherwise decrease the performance or safety of such facilities?				<b>X</b>
<b>Section 3.17 Utilities Impacts.</b> <i>Would the project:</i>				
<b>a)</b> Exceed wastewater treatment requirements of the applicable Regional Water Quality Control Board?				<b>X</b>
<b>b)</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 impacts?				<b>X</b>
<b>c)</b> Require or result in the construction of new storm water drainage facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?				<b>X</b>
<b>d)</b> Have sufficient water supplies available to serve the project from existing entitlements and resources, or are new or expanded entitlements needed?				<b>X</b>
<b>e)</b> Result in a determination by the wastewater provider that serves or may serve the project that it has inadequate capacity to serve the project's projected demand in addition to the provider's existing commitments?				<b>X</b>
<b>f)</b> Be served by a landfill with insufficient permitted capacity to accommodate the project's solid waste disposal needs?				<b>X</b>
<b>g)</b> Comply with Federal, State, and local statutes and regulations related to solid waste?				<b>X</b>
<b>h)</b> Result in a need for new systems, or substantial alterations in power or natural gas facilities?				<b>X</b>
<b>i)</b> Result in a need for new systems, or substantial alterations in communication systems?				<b>X</b>

**Table 2**  
**Summary (Initial Study Checklist)**

Environmental Issues Area Examined	Potentially Significant Impact	Less Than Significant With Mitigation	Less Than Significant Impact	No Impact
<b>Section 3.18 Mandatory Findings of Significance.</b> <i>Would the project:</i>				
a) Have the potential to degrade the quality of the environment?				<b>X</b>
b) Have the potential to achieve short-term goals to the disadvantage of long-term environmental goals?				<b>X</b>
c) Have impacts that are individually limited, but cumulatively considerable, when considering planned or proposed development in the immediate vicinity?				<b>X</b>
d) Have environmental effects that will adversely affect humans, either directly or indirectly?				<b>X</b>
e) Have an adverse effect on wildlife resources or the habitat upon which any wildlife depends?				<b>X</b>

## 7. MITIGATION MEASURES

The land use analysis indicated that the following mitigation measure will be required to address the impacts related to a potential conflict with an adopted land use plan or ordinance.

*Mitigation Measure 1 (Land Use Impacts).* The future siting, installation, and operation of the advertising structures and signs must adhere to all development standards and requirements outlined in the Digital Sign Ordinance Amendment.

## 8. DETERMINATION & FINDINGS

The following findings can be made regarding the Mandatory Findings of Significance set forth in Section 15065 of the CEQA Guidelines based on the results of this Initial Study:

- The proposed project *will not* have the potential to degrade the quality of the environment.
- The proposed project *will not* have the potential to achieve short-term goals to the disadvantage of long-term environmental goals.
- The proposed project *will not* have impacts that are individually limited, but cumulatively considerable, when considering planned or proposed development in the immediate vicinity.
- The proposed project *will not* have environmental effects that will adversely affect humans, either directly or indirectly.

In addition, pursuant to Section 21081(a) of the Public Resources Code, findings must be adopted by the decision-maker coincidental to the approval of a Mitigated Negative Declaration, which relates to the Mitigation Monitoring Program. These findings shall be incorporated as part of the decision-maker's findings of fact, in response to AB-3180 and in compliance with the requirements of the Public Resources Code. In accordance with the requirements of Section 21081(a) and 21081.6 of the Public Resources Code, the City of Baldwin Park can make the following additional findings:

- A Mitigation Reporting and Monitoring Program will be required; and,
- An accountable enforcement agency or monitoring agency shall be identified for the mitigation measures adopted as part of the decision-maker's final determination.