

**MITIGATED NEGATIVE DECLARATION AND
INITIAL STUDY**

**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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MITIGATED NEGATIVE DECLARATION

PROJECT NAME: City of Baldwin Park Advertising Structure Ordinance Amendment, Development Agreement, and Installation Project within the Interstate Freeway Corridor.

PROJECT ADDRESS: The addresses for the existing and new advertising structure installation sites include 12770 Ramona Boulevard (the existing billboard site), 13234 Fairgrove Avenue (Site No. 1), 13400 Garvey Avenue (Site No. 2), 14145 Garvey Avenue (Site No. 3), 14237 Garvey Avenue (Site No. 4), and 14230 Dalewood Street (Site No. 5), and 13075 Garvey Avenue (Site No. 6).

CITY AND COUNTY: Baldwin Park, Los Angeles County.

PROJECT: 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 permit the installation of six new advertising structures located within the Interstate Freeway Corridor at six sites and provide a time extension to an existing static billboard 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.

FINDINGS: The environmental analysis provided in the attached Initial Study indicates that the proposed project will not result in any significant adverse unmitigable impacts. For this reason, the City of Baldwin Park determined that a *Negative Declaration* is the appropriate CEQA document for the proposed project. The following findings may be made based on the analysis contained in the attached 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 City.
- The proposed project *will not* have environmental effects that will adversely affect humans, either directly or indirectly.

The environmental analysis is provided in the attached Initial Study prepared for the proposed project. The project is also described in greater detail in the attached Initial Study.

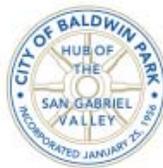
Signature
City of Baldwin Park Planning and Development Department

Date

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SECTION 1 INTRODUCTION

1.1 PURPOSE OF THIS INITIAL STUDY

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.”

The project Applicant is Mr. Mark Kudler, Bulletin Displays, 3127 South Street, Suite B, Long Beach, California, 90805. The City of Baldwin Park is the designated *Lead Agency* and project Applicant for the proposed project, and the City will be responsible for the project’s environmental review. Section 21067 of California Environmental Quality Act (CEQA) defines a Lead Agency as the public agency that has the principal responsibility for carrying out or approving a project that may have a significant effect on the environment.¹ As part of the proposed project’s environmental review, the City of Baldwin Park has authorized the preparation of this Initial Study.² The primary purpose of CEQA is to ensure that decision-makers and the public understand the environmental implications of a specific action or project. An additional purpose of this Initial Study is to ascertain whether the proposed project will have the potential for significant adverse impacts on the environment once it is implemented. Pursuant to the CEQA Guidelines, additional purposes of this Initial Study include the following:

- To provide the City of Baldwin Park with information to use as the basis for deciding whether to prepare an environmental impact report (EIR), mitigated negative declaration, or negative declaration for a project;
- To facilitate the project’s environmental assessment early in the design and development of the proposed project;
- To eliminate unnecessary EIRs; and,
- To determine the nature and extent of any impacts associated the proposed project.

Although this Initial Study was prepared with consultant support, the analysis, conclusions, and findings made as part of its preparation, fully represent the independent judgment and position of the City of Baldwin Park, in its capacity as the Lead Agency. The City determined, as part of this Initial Study’s preparation, that a Mitigated Negative Declaration is the appropriate environmental document for the

¹ California, State of. *California Public Resources Code. Division 13, Chapter 2.5. Definitions.* as Amended 2001. §21067.

² Ibid. (CEQA Guidelines) §15050.

proposed project's CEQA review. Certain projects or actions may also require oversight approvals or permits from other public agencies. These other agencies are referred to as *Responsible Agencies* and *Trustee Agencies*, pursuant to Sections 15381 and 15386 of the State CEQA Guidelines.³ The key Responsible Agency for this project is the California Department of Transportation (CALTRANS). This Initial Study and the *Notice of Intent to Adopt a Negative Declaration* will be forwarded to responsible agencies, trustee agencies, and the public for review and comment. A 30-day public review period will be provided to allow these entities and other interested parties to comment on the proposed project and the findings of this Initial Study.⁴ Questions and/or comments should be submitted to the following contact person:

Amy L. Harbin, AICP, City Planner
City of Baldwin Park, Planning Division
14403 East Pacific Avenue
Baldwin Park, California 91706

1.2 INITIAL STUDY'S ORGANIZATION

The following annotated outline summarizes the contents of this Initial Study:

- *Section 1 Introduction*, provides the procedural context surrounding this Initial Study's preparation and insight into its composition.
- *Section 2 Project Description*, provides an overview of the existing environment as it relates to the project area and describes the proposed project's physical and operational characteristics.
- *Section 3 Environmental Analysis*, includes an analysis of potential impacts associated with the construction and the subsequent operation of the proposed project.
- *Section 4 References*, identifies the sources used in the preparation of this Initial Study.

³ California, State of. Public Resources Code Division 13. *The California Environmental Quality Act. Chapter 2.5, Section 21067 and Section 21069.* 2000.

⁴ Ibid. *Chapter 2.6, Section 2109(b).* 2000.

SECTION 2 PROJECT DESCRIPTION

2.1 PROJECT OVERVIEW

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 ordinance amendment and Development Agreement as currently proposed will permit 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 to 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, a maximum of six faces will be digital and six will be static. The existing advertising structure contains three sign faces. The proposed “project” analyzed in this Initial Study also includes the implementing ordinance and the development agreement between the City and the Applicant.

2.2 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.⁵ 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.⁶ Exhibit 2-1 indicates the location of the City of Baldwin Park in a regional context. A location map of the City, in relationship to surrounding communities and freeways, is provided in Exhibit 2-2. 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 locations of the six new advertising structures and the existing billboard are summarized below and are shown in Exhibits 2-2 through 2-11.

- *(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).

⁵ United States Geological Survey. Baldwin Park 7 1/2 Minute USGS Quadrangle.

⁶ Ibid.

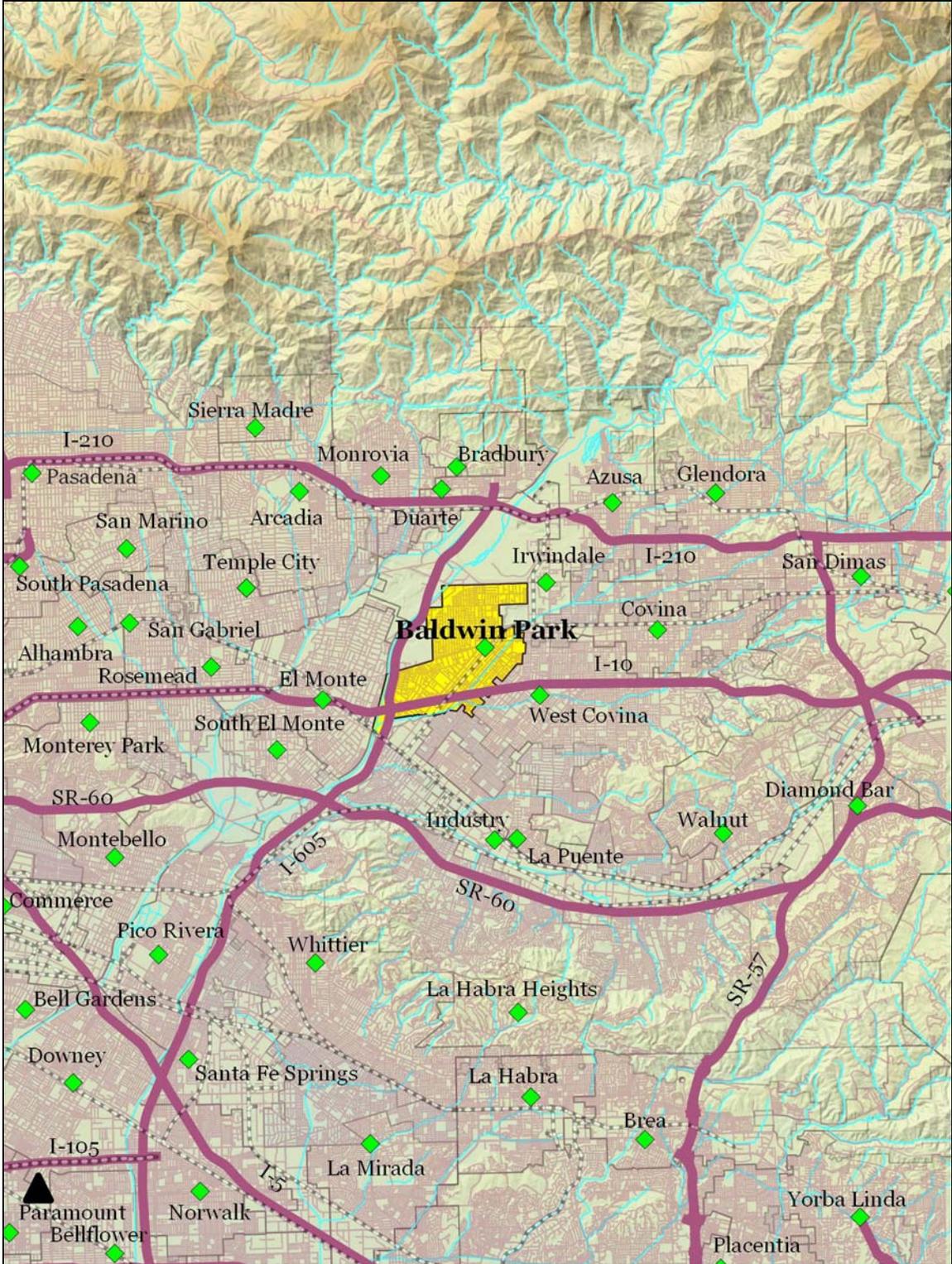


EXHIBIT 2-1
LOCATION OF BALDWIN PARK
SOURCE: QUANTUM GIS

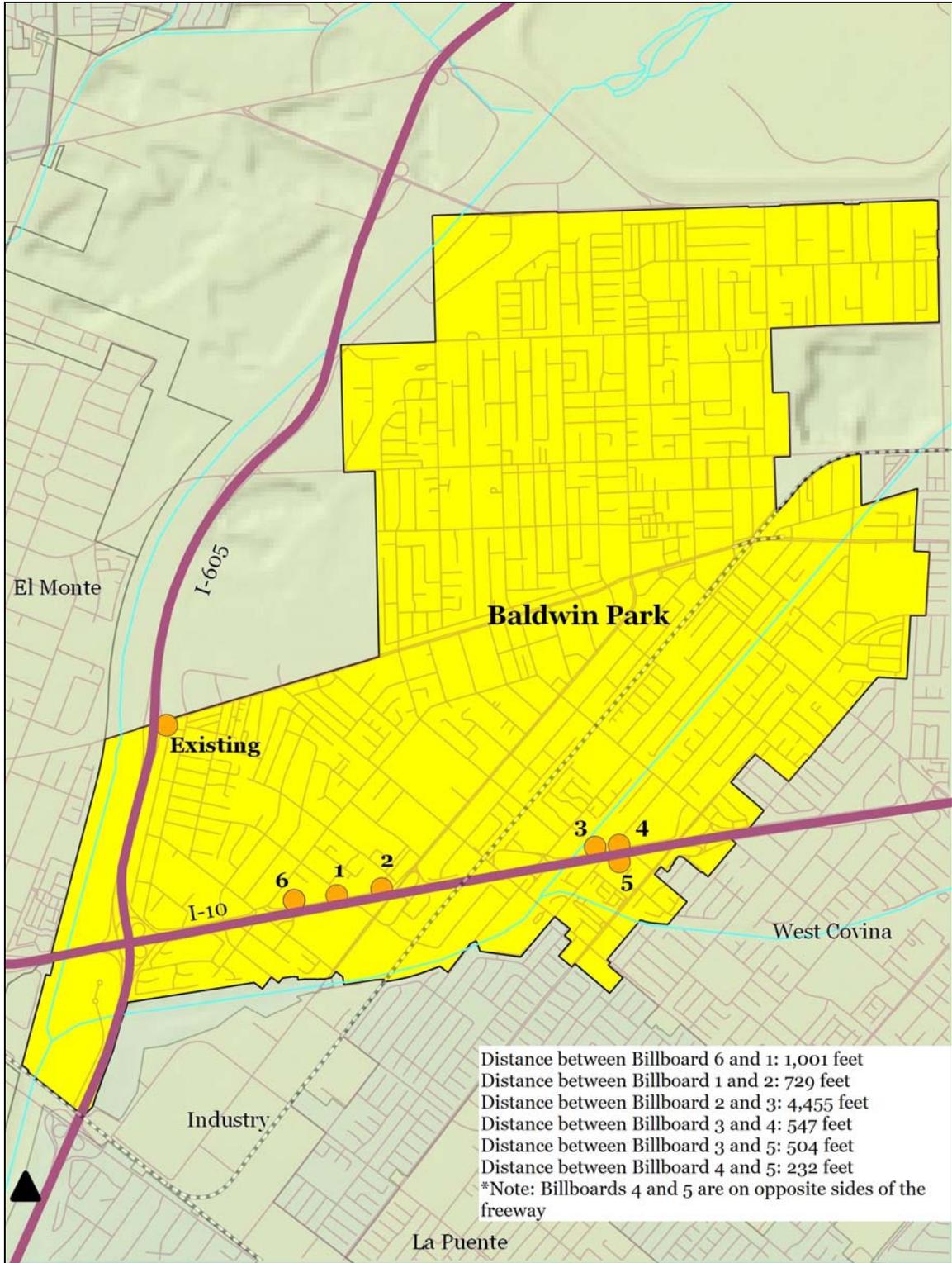


EXHIBIT 2-2
CITYWIDE MAP & SITE LOCATIONS
SOURCE: QUANTUM GIS

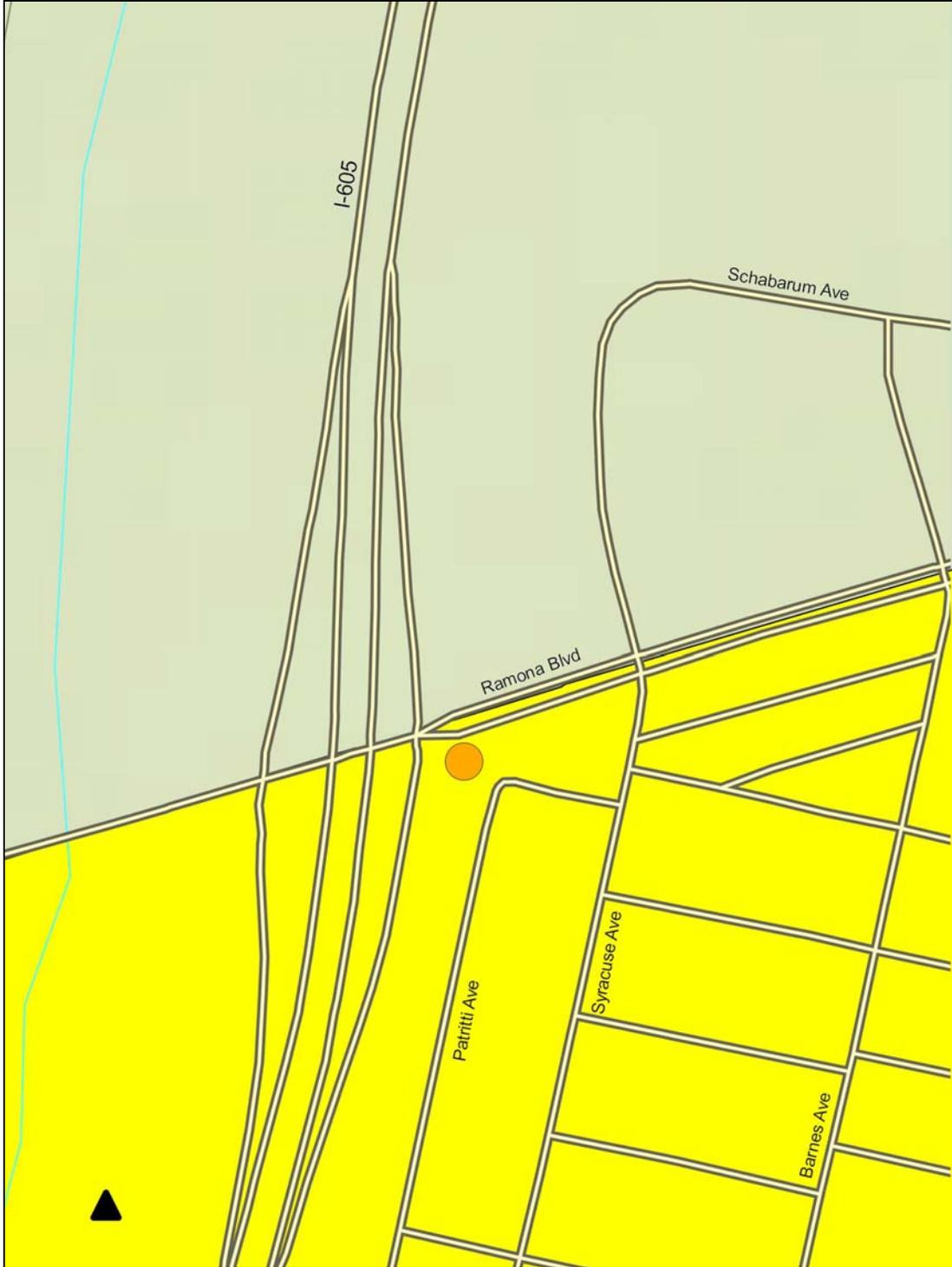


EXHIBIT 2-3
EXISTING STATIC BILLBOARD (12670 RAMONA BLVD.)
SOURCE: QUANTUM GIS AND CITY OF BALDWIN PARK

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.

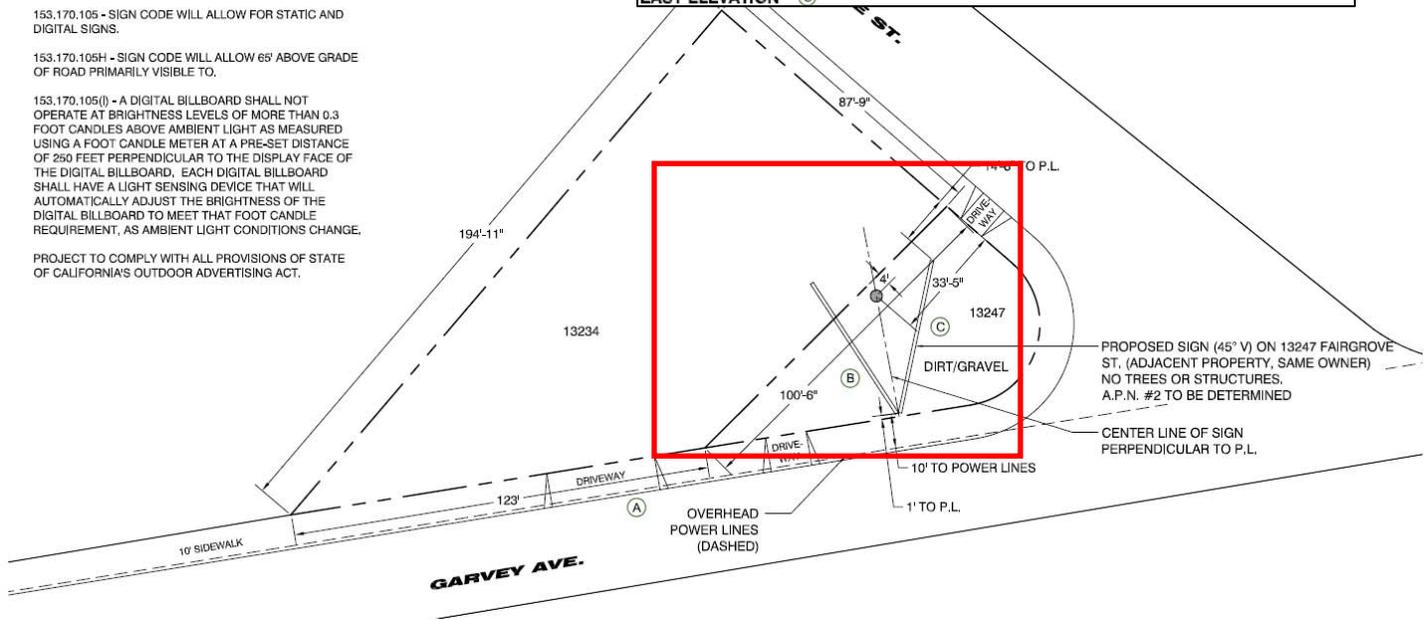
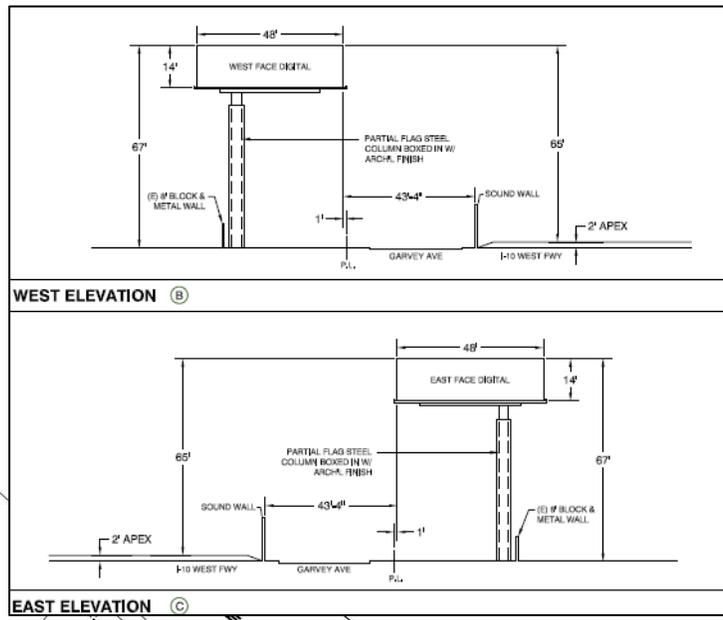


EXHIBIT 2-4
SITE No. 1 NEW ADVERTISING STRUCTURE (13234 FAIRGROVE AVE.)
 SOURCE: BULLETIN DISPLAYS, LLC

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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.

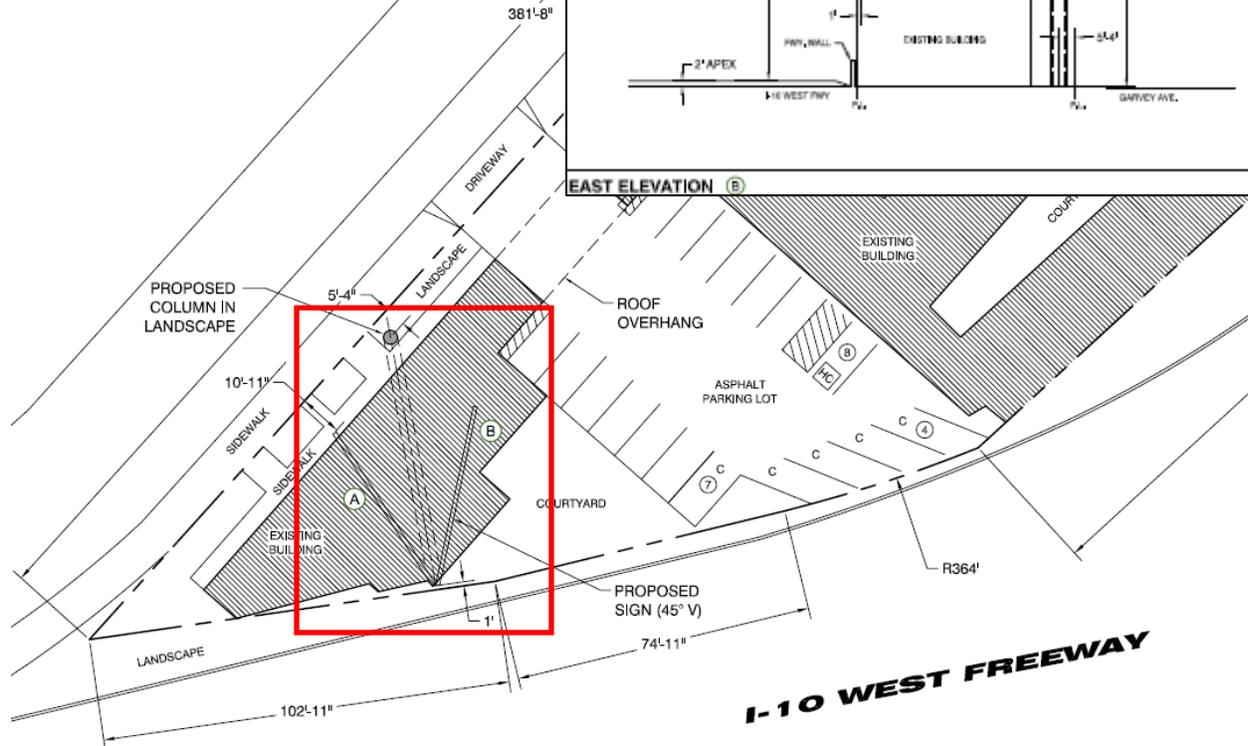
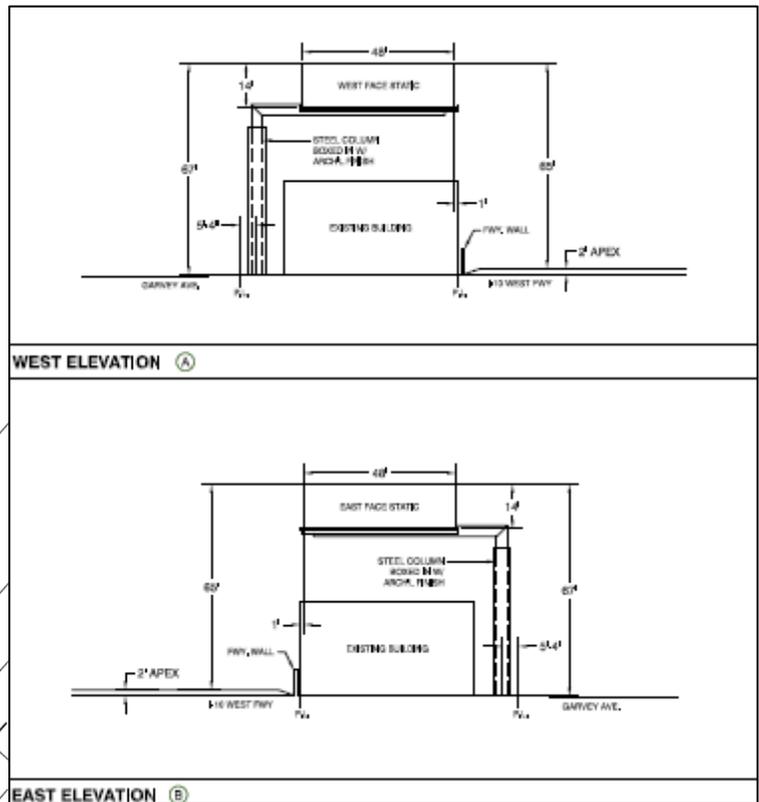


EXHIBIT 2-5
SITE No. 2 NEW ADVERTISING STRUCTURE (13400 GARVEY AVE.)
 SOURCE: BULLETIN DISPLAYS, LLC

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.

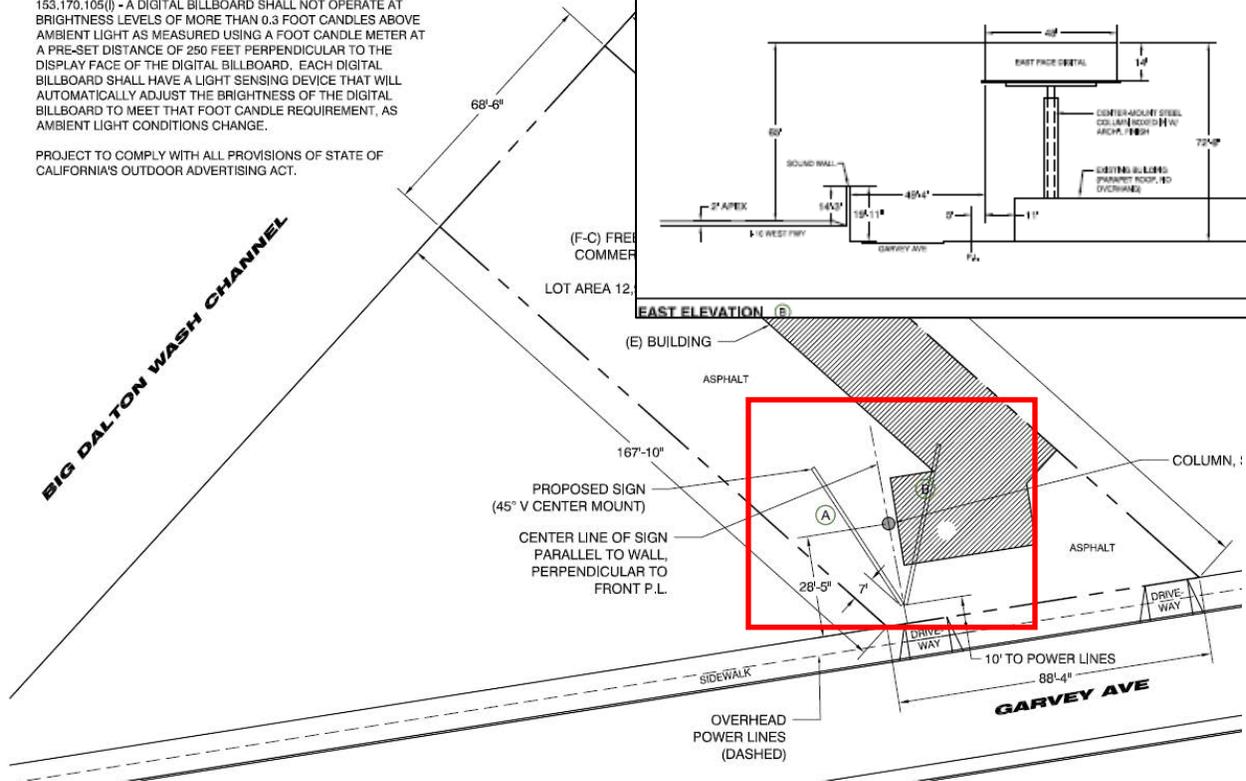
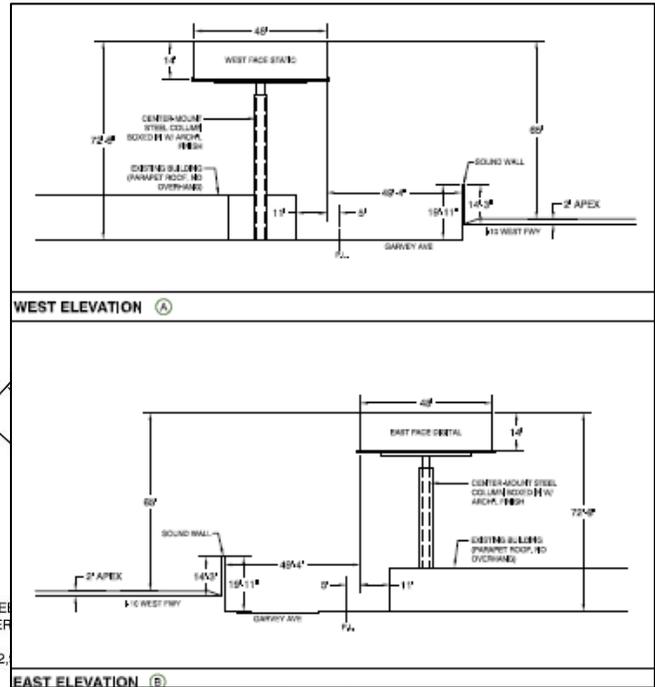


EXHIBIT 2-6
NEW ADVERTISING STRUCTURE SITE No. 3 (14145 GARVEY AVE.)
 SOURCE: BULLETIN DISPLAYS, LLC

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 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

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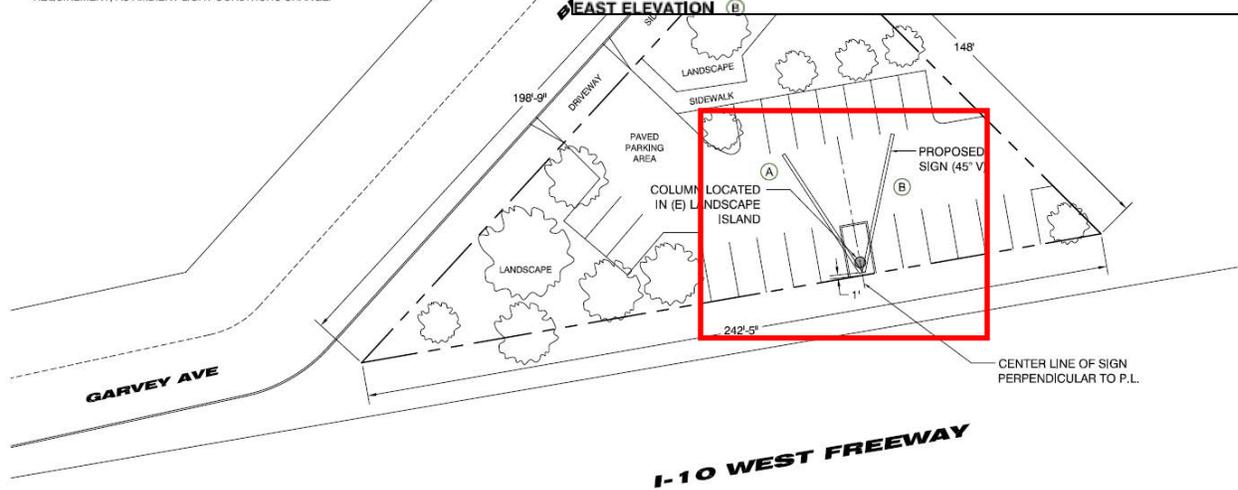
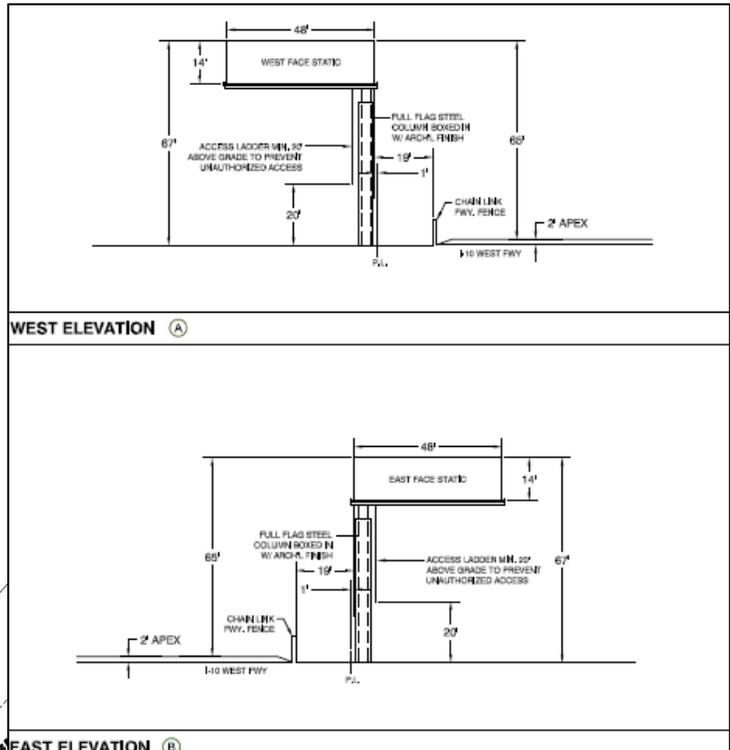
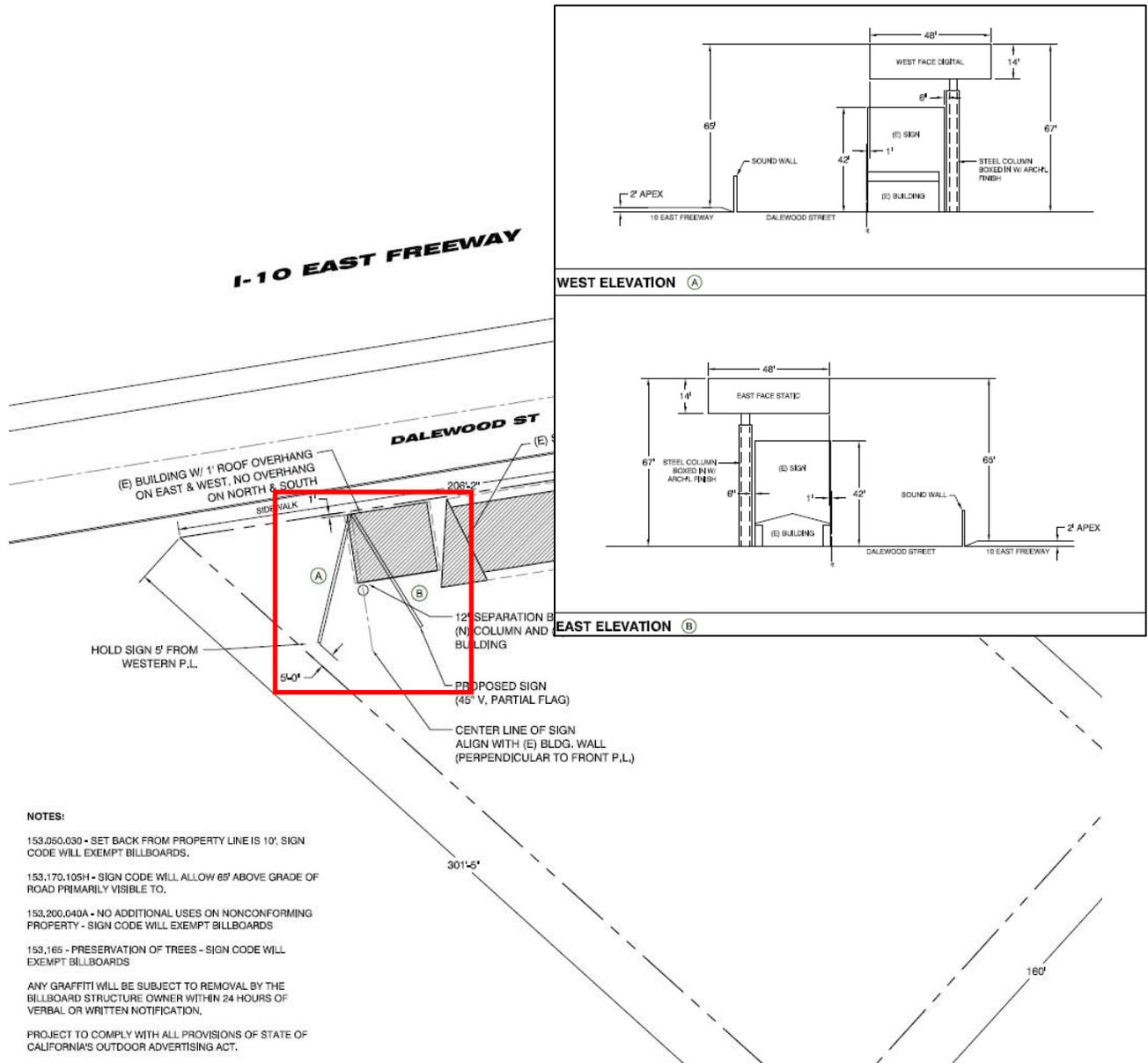


EXHIBIT 2-7
NEW ADVERTISING STRUCTURE SITE No. 4 (14237 GARVEY AVE.)
 SOURCE: BULLETIN DISPLAYS, LLC



Sign location is noted by a red box.

EXHIBIT 2-8
NEW ADVERTISING STRUCTURE SITE No. 5 (14230 DALEWOOD ST.)
 SOURCE: BULLETIN DISPLAYS, LLC

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 DIGITAL SIGN ORDINANCE ADMENDMENT & INSTALLATION PROJECT

Sign location is noted by a red box.

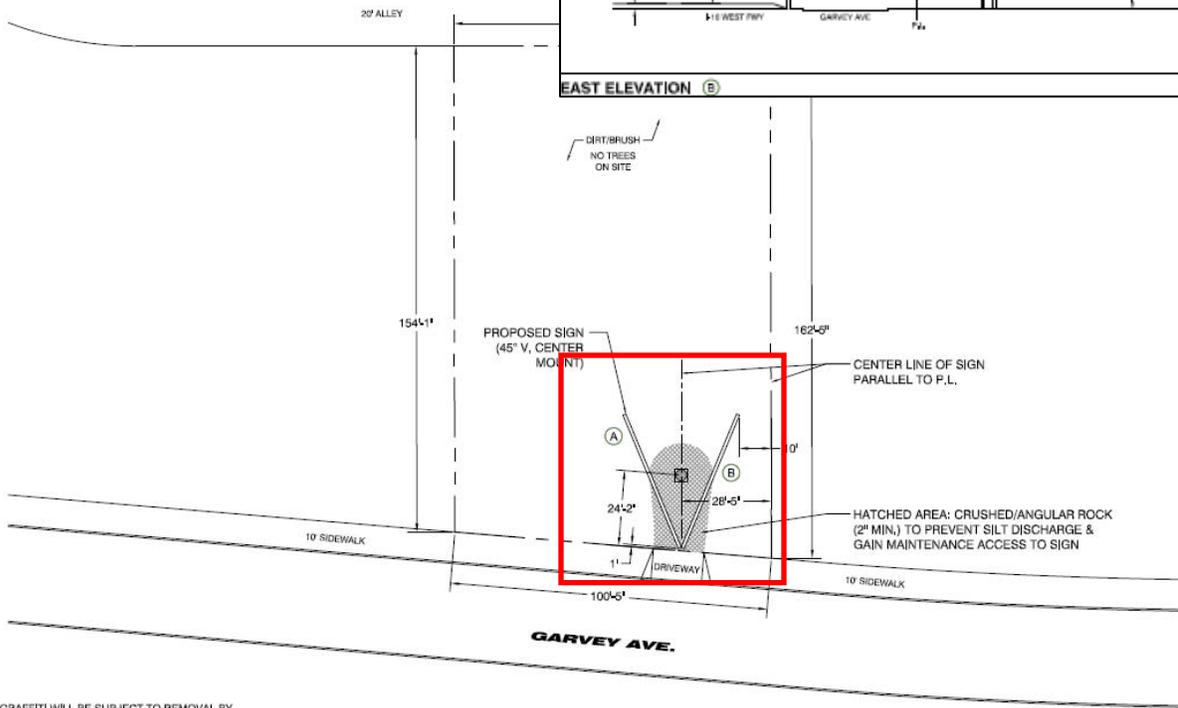
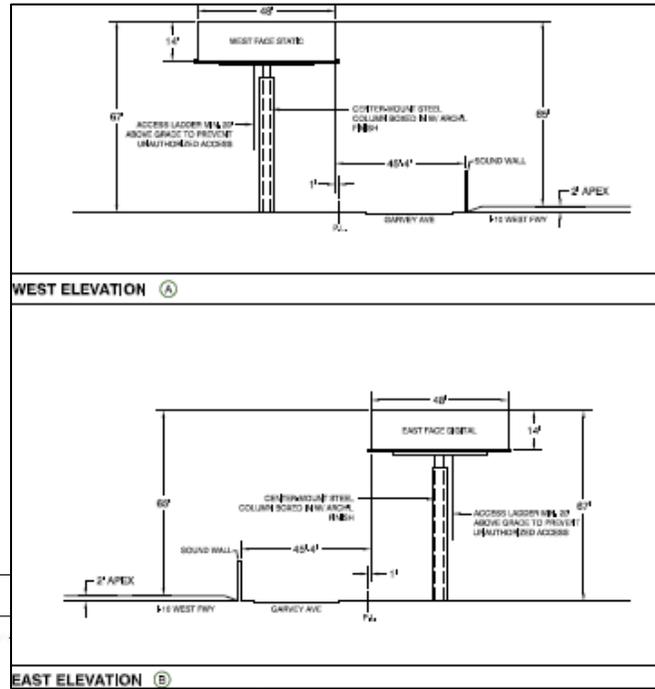
NOTES:

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 2-9
SITE No. 6 NEW ADVERTISING STRUCTURE (13075 GARVEY AVE.)
 SOURCE: BULLETIN DISPLAYS, LLC

2.3 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 2-10.
- *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. 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 2-11.
- *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 2-11.
- *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 2-12.
- *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 sound wall 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 2-12.
- *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 2-13.



EXHIBIT 2-10
AERIAL PHOTOGRAPH OF EXISTING BILLBOARD
SOURCE: GOOGLE EARTH



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



EXHIBIT 2-12
AERIAL PHOTOGRAPH OF SITE NO. 3 & SITE NO. 4
SOURCE: GOOGLE EARTH



EXHIBIT 2-13
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 2-13.⁷

2.4 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 location of the digital and static sign faces are provided in the previous section (Section 3). The proposed “project” analyzed in this Initial Study also includes the implementing ordinance and the development agreement between the City and the Applicant.

2.4.1 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.⁸ 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);

⁷ Blodgett Baylosis Environmental Planning. Site Survey was completed on October 22, 2015.

⁸ 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 located on the same side of the freeway must be separated by at least 500 feet; and,
- 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);⁹
- 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.

2.4.2 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.¹⁰ 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~~.

⁹ 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.”

¹⁰ Los Angeles Times. *Baldwin Park Council approves contract to convert four billboards to digital*. July 23, 2013.

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 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

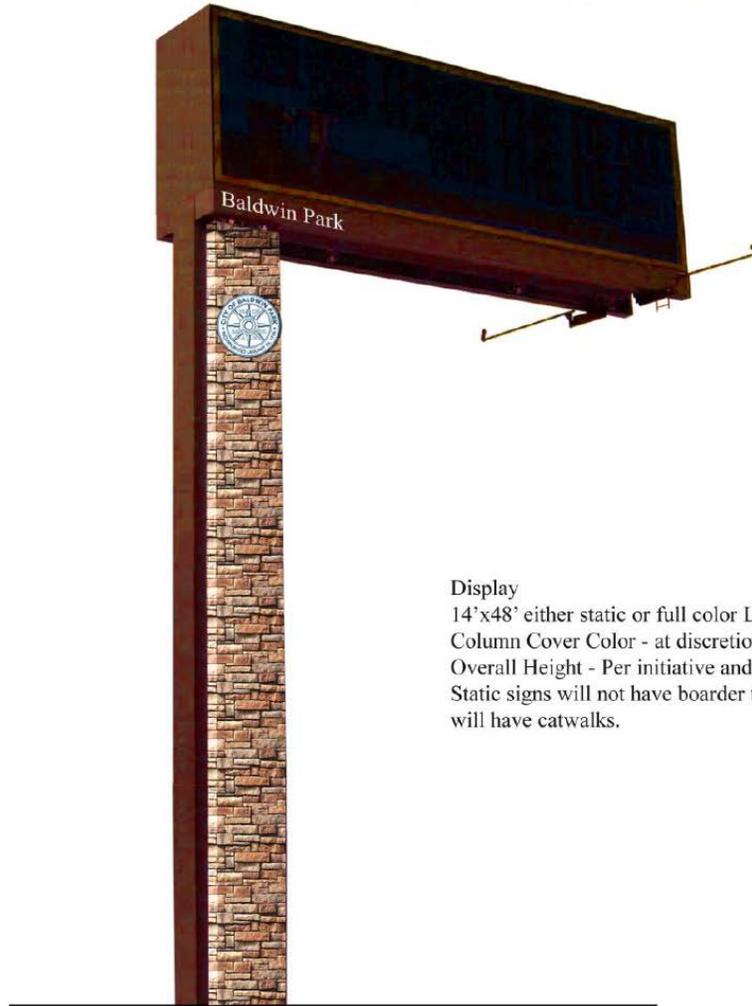
the terms of that agreement and (ii) comply with any and all required mitigation measures, conditions of approval and all applicable provisions of this section and this code;

- 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 2-14);
- 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 2-14 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. The six sites are identified in Section 2.2. 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 2-1.

**Table 2-1
Summary of Proposed Baldwin Park Sign Ordinance Amendment**

Section	Description
Section A. General Requirements	1. 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.
	2. 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.
	3. 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.
	4. 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.
	5. 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.
Section B. Locational Requirements	1. Existing Billboard. 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.
	2. New Advertising Structure Location No. 1. 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.
	3. New Advertising Structure Location No. 2. 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.
	4. New Advertising Structure Location No. 3. 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.
	5. New Advertising Structure Location No. 4. 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.
	6. New Advertising Structure Location No. 5. 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.
	7. New Advertising Structure Location No. 6. 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.

**Table 2-1
Summary of Proposed Baldwin Park Sign Ordinance Amendment (continued)**

Section	Description
Section C. Physical Requirements	1. Number of Sign Faces. The new advertising structure cannot be used to support more than two advertising structures with each one facing in different directions.
	2. Advertising structure Dimensions. 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.
	3. Maximum Height. 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.
	4. Utilities. All utilities for each billboard shall be underground.
	5. Face orientation. No billboard shall have more than one face (display surface) oriented in the same vertical plane.
	6. Name of owner. 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.
	7. Driveways. 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.
	8. Pedestrian walkway. 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.
	9. Other minimum clearance. 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.
	10. Screening. 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.
Section D. Operational Requirements	1. Brightness Levels. 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.
	2. Image Displays. 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.

Source: City of Baldwin Park

2.4.3 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.

2.4.4 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.

2.5 PROJECT OBJECTIVES

The objectives that the City of Baldwin Park seeks to accomplish as part of the proposed project's implementation include the following:

- To ensure that the proposed new advertising structures are in conformance with the Digital Sign Ordinance Amendment;
- To ensure that the proposed project is in conformance with the City of Baldwin Park General Plan and Zoning Ordinance; and,
- To effectively mitigate any potentially significant adverse environmental impacts associated with the proposed project's construction and subsequent operation.

2.6 DISCRETIONARY APPROVALS

A Discretionary Decision 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,

CITY OF BALDWIN PARK • MITIGATED NEGATIVE DECLARATION AND INITIAL STUDY
DIGITAL SIGN ORDINANCE ADMENDMENT & INSTALLATION PROJECT

- 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.

SECTION 3 ENVIRONMENTAL ANALYSIS

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);
Agricultural & Forestry Resources (Section 3.2);
Air Quality (Section 3.3);
Biological Resources (Section 3.4);
Cultural Resources (Section 3.5);
Geology & Soils (Section 3.6);
Greenhouse Gas Emissions; (Section 3.7);
Hazards & Hazardous Materials (Section 3.8);
Hydrology & Water Quality (Section 3.9);

Land Use & Planning (Section 3.10);
Mineral Resources (Section 3.11);
Noise (Section 3.12);
Population & Housing (Section 3.13);
Public Services (Section 3.14);
Recreation (Section 3.15);
Transportation (Section 3.16);
Utilities (Section 3.17); and,
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.

3.1 AESTHETIC IMPACTS

Aesthetic Impacts: *Will the proposed project:*

Environmental Issues Area Examined	Potentially Significant Impact	Less Than Significant Impact With Mitigation	Less Than Significant Impact	No Impact
a) Have a substantial adverse affect on a scenic vista?				X
b) Substantially damage scenic resources, including but not limited to, trees, rock outcroppings, and historic buildings within a State scenic highway?				X
c) Create a new source of substantial light or glare that would adversely affect day or night-time views in the area?			X	
d) Would the project create a new source of substantial light or glare that would adversely affect day or night-time views in the area?			X	

3.2.1 ANALYSIS OF ENVIRONMENTAL IMPACTS

3.1.A. *Have a substantial adverse affect on a scenic vista?* • *No Impact.*

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 permit the installation of six new advertising structures located at six sites and a time extension to an existing static billboard sign. Five of the new advertising structures will be located to the north of the San Bernardino (I-10) Freeway and one new advertising will be located to the south of the I-10 Freeway.¹¹ 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 installation sites for the advertising structures are located adjacent to the I-10 Freeway within the Interstate Freeway Corridor that extends through the southerly portion of the City. The dominant pysiographic features in the City that are considered to be viewsheds include the Puente Hills located 6.51 miles to the south of the corridor and the San Gabriel Mountains located 5.62 miles to the north.¹² There are no protected views in the vicinity of each potential installation site. The Digital Billboard Replacement Ordinance standards, as they related to advertising structures, are outlined below in Table 3-1.

¹¹ Blodgett Baylosis Environmental Planning. Site Survey was completed on October 22, 2015.

¹² Ibid.

**Table 3-1
 Summary of the Existing Development Standards Related to Advertising
 Structure's Appearance and Design.**

Standard	Description of Standard
Number of Sign Faces.	The new advertising structure cannot be used to support more than two advertising structures with each one facing in different directions.
Advertising Structure Dimensions.	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.
Maximum Height.	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.
Utilities.	All utilities for each billboard shall be underground.
Face Orientation.	No billboard shall have more than one face (display surface) oriented in the same vertical plane.
Other Minimum Clearance.	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.
Screening.	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.
Brightness Levels.	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.
Image Displays.	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.

Source: City of Baldwin Park.

All of the proposed advertising structure installation sites are located in the midst of urban development. All of the candidate sites for new signage are located next to the 1-10 Freeway. Views of the San Gabriel Mountains are already partially and intermittently obscured by existing development along both sides of the freeway. The new advertising structures would not substantially obscure views of the San Gabriel Mountains. As a result, the proposed project would result in no impacts with respect to view of a scenic vista.

B. Would the project substantially damage scenic resources, including, but not limited to, trees, rock outcroppings, and historic buildings within a State scenic highway? • No Impacts.

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 Highway). Caltrans is involved in the control of “off-premise” displays along the I-10 Freeway and other interstate highways.¹³ The agreements provide that such signs shall be erected only in commercial or industrial zones and these signs are subject to the following Caltrans and FHWA requirements:

- No signs are permitted to 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;
- Signs located on the same side of the freeway must be separated by at least 500 feet; and,
- 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 has designated that segment of the I-10 Freeway that extends through the City of Baldwin Park as a Landscaped Freeway. Landscaped freeway is defined as follows:

(a) Landscaped Freeway means a section or sections of a freeway that is now, or hereafter may be, improved by the planting at least on one side or on the median of the freeway right-of-way of lawns, trees, shrubs, flowers, or other ornamental vegetation requiring reasonable maintenance. (b) Planting for the purpose of soil erosion control, traffic safety requirements, including light screening, reduction of fire hazards, or traffic noise abatement, shall not change the character of a freeway to a landscaped freeway. c) Notwithstanding subdivision (a), if an agreement to relocate advertising displays from within one area of a city or county to an area adjacent to a freeway right-of-way has been entered into between a city or county and the owner of an advertising display, then a “landscaped freeway” shall not include the median of a freeway right-of-way.¹⁴

The Applicant is in the process of requesting a “declassification.” Any person can request declassification (or classification of an unclassified section). Caltrans will then inspect the location within two months and make a determination. The proposed installation sites and the surrounding area are developed with no

¹³ 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). 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.

¹⁴ California Department of Transportation. Outdoor Advertising Act, Business and Professions Code. Section 5216 Landscaped Freeway.

natural landforms or features remaining.¹⁵ Furthermore, there are no historic buildings located within or adjacent to any of the advertising structure installation sites.¹⁶ As a result, no impacts on scenic resources will result from the adoption and subsequent implementation of the ordinance.

C. *Would the project substantially degrade the existing visual character or quality of the site and its surroundings?* • *Less than Significant Impact.*

The aesthetic character of each advertising structure site is summarized below in Table 3-2.

Table 3-2
Overview of Aesthetic Impacts

SiteNo & Location	Impact Discussion
Existing Static Billboard Location 12670 Ramona Boulevard	The project site is currently occupied by a Mobil Gasoline service station and carwash. Commercial and office uses extend along the north and south sides of Ramona Boulevard. The project will not introduce any new signage at this location. Residential uses are located to the south along Blenheim Street. There is an existing three-face billboard at this location.
Location No. 1 13234 Fairgrove Avenue.	The site is currently unoccupied. 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. The sign will impact the views of the residential uses located nearby as well as potential light and glare in the absence of the regulations. This new advertising structure will consist of two digital sign faces.
Location No. 2 13400 Garvey Avenue	This site is located south of Garvey Avenue and north of the westbound on-ramps to the I-10 Freeway. The larger property is occupied by the existing (nonconforming) Royal Knight Motel. Commercial and industrial uses extend along the north side of Garvey Avenue. No sensitive receptors are located in the vicinity. This new advertising structure will consist of two static sign faces.
Location No. 3 14145 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. No sensitive receptors are located in the vicinity. This new advertising structure will consist of two static sign faces.
Location No. 4 14237 Garvey Avenue	This site is located within a larger property occupied by the existing Fitness 19 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. This new advertising structure will consist of two digital sign faces.
Location No. 5 14230 Dalewood Street	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 (nonconforming) RGE Transportation Services, Inc. facility. The majority of the site is paved and used for truck and trailer parking. 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. Adherence to the lighting requirements will eliminate potential adverse impacts on these residences. This new advertising structure will consist of two static sign faces.
Location No. 6. 13075 Garvey Avenue	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 is vacant. Residential development is located to the north of the site along Frazier Street. Commercial uses abut the property on the east side and the west side. This new advertising structure will consist of two digital sign faces.

Source: Blodgett Baylosis Environmental Planning, 2015.

¹⁵ California Department of Transportation. *Officially Designated State Scenic Highways*. <http://www.dot.ca.gov/hq/LandArch/scenic/schwy.htm>

¹⁶ National Parks Service. *National Historic Landmarks Program*. <http://www.nps.gov/nhl/find/statelists/ca/CA.pdf>

All existing buildings and landscaping features would be retained with the proposed project. City staff will review the proposed design as part of the approval process, and design parameters would be imposed by the City based on Section 153.170 of the Zoning Code (Sign Regulations). Introduced mature trees used for landscaping will require either trimming or removal within Site No. 4. These trees are non-native specimens though a tree removal permit will be required for any trees that will be removed. For the remaining sites, only small shrubs would potentially be affected. New landscaping will be required to replace loss of any existing landscaping. Adherence to the required standard conditions will reduce potential impacts to levels that are less than significant.

D. Would the project create a new source of substantial light or glare that would adversely affect day or night-time views in the area? • Less than Significant Impact.

The Advertising Structure Ordinance contains the following requirements related to illumination:

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;

The primary area of concern is the potential for light and glare impacts affecting drivers traveling along the I-10 and I-605 Freeways. To ensure that new lighting does not interfere with adjacent traffic, the proposed billboards will be required to comply with the following requirements included in the City of Baldwin Park Digital Sign Ordinance Amendment:¹⁷

- The images on the digital off-site sign faces shall not change more often than every four seconds, and transitions between images shall not exceed one second. The images shall change instantaneously to the human eye, with no special effects or video. No blank or black transition slides shall be allowed. Any form of moving, animated, oscillating, or rotating sign, or any other design intended to attract attention through movement or the semblance of movement or the whole or any part of the sign or any other method or device that suggests movement is prohibited.
- Each digital off-site sign subject to the Digital Sign Ordinance Amendment shall include a photometric sensor that will adjust the intensity of the sign for daytime and nighttime viewing. The nighttime intensity shall be limited to 0.3 foot candles (over ambient levels) as measured at a preset distance as established by the Lewin Report as prepared for the Outdoor Advertising Association of America (OAAA).
- New or replacement digital off-site signs shall not be located within one thousand feet of another digital off-site sign that is located on the same side of the street or freeway, or within five hundred feet of a traditional vinyl off-site sign that is located on the same side of the street or freeway. For purposes of this subparagraph, measurements shall be made from the centerline of the support structure if a single pole and from the angle of intersection if a perpendicular (V-shaped) sign. The measurements will indicate the illumination levels at specified locations and time periods.

¹⁷ City of Baldwin Park. *Ordinance No. 1036 (An Ordinance of the City of Baldwin Park Relating to the Standards for the Standards for the Installation of Bill boards on Certain Properties in the City)*. 2013.

- All digital off-site signs shall be maintained in good condition and working order at all times, and free of graffiti, peeling paint, faded colors, and/or broken and damaged materials. The sign shall be turned off if the sign is inoperable. All damaged and/or non-working portions of the digital face or module must be replaced within seven calendar days following the operator's notification of the malfunction.

In addition, each advertising structure is required to comply with all applicable Federal, State, and local laws and regulations, including, but not limited to, the Highway Beautification Act of 1965 (23 U.S.C. 131), the California Outdoor Advertising Act, and the California Vehicle Code. Conformance to the above regulations will reduce the potential light and glare impacts to levels that are less than significant.

3.1.2 CUMULATIVE IMPACTS

The potential aesthetic impacts related to views, aesthetics, and light and glare is site specific. As a result, no cumulative aesthetic impacts are anticipated.

3.1.3 MITIGATION MEASURES

The analysis determined that no significant adverse impacts related to aesthetics and views are anticipated with adherence to existing regulations and requirements. As a result, no mitigation measures are required.

3.2 AGRICULTURE & FORESTRY RESOURCES IMPACTS

Agriculture and Forestry Resources Impacts. *Would the project:*

Environmental Issues Area Examined	Potentially Significant Impact	Less Than Significant Impact With Mitigation	Less Than Significant Impact	No Impact
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?				X
b) Conflict with existing zoning for agricultural use, or a Williamson Act Contract?				X
c) 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])?				X
d) Would the project result in the loss of forest land or the conversion of forest land to a non-forest use?				X
e) Involve other changes in the existing environment that, due to their location or nature, may result in conversion of farmland to non-agricultural use?				X

3.2.1 ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project convert Prime Farmland, Unique Farmland, or Farmland of Statewide Importance, as shown on the maps prepared pursuant to the Farmland Mapping and Monitoring Program of the California Resources Agency, to non-agricultural use? • No Impact.*

No agricultural activities are located within the proposed advertising structure installation sites nor does the City of Baldwin Park General Plan provide for any agricultural land uses.¹⁸ All of the installation sites are located within properties that are zoned for urban development. The environmental setting of the proposed advertising structure installation sites are summarized in Table 3-3. As a result, no conversion of farmland soils will result from the proposed project’s implementation

¹⁸City of Baldwin Park. *Baldwin Park General Plan Land Use Element.*

Table 3-3
Overview of Agricultural Impacts

SiteNo & Location	Impact Discussion
Existing Static Billboard Location 12670 Ramona Boulevard	The project site is currently occupied by a Mobil Gasoline service station and carwash. No agricultural activities are located within the site or on adjacent properties. There is an existing three-face static billboard at this location.
Location No. 1 13234 Fairgrove Avenue.	The property that abuts the site to the north is occupied by residential. The use located to the east, on the east side of Fairgrove Avenue is a Public Storage® business. No agricultural activities are located within the site or on adjacent properties.
Location No. 2 13400 Garvey Avenue	The larger property is occupied by the existing (nonconforming) Royal Knight Motel. Commercial and industrial uses extend along the north side of Garvey Avenue. No agricultural activities are located within the site or on adjacent properties.
Location No. 3 14145 Garvey Avenue.	The site 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. No agricultural activities are located within the site or on adjacent properties.
Location No. 4 14237 Garvey Avenue	This site is located within a larger property occupied by the existing Fitness 19 center. No agricultural activities are located within the site or on adjacent properties.
Location No. 5 14230 Dalewood Street	The installation site is located within the existing (nonconforming) RGE Transportation Services, Inc. facility. The majority of the site is paved and used for truck and trailer parking. No agricultural activities are located within the site or on adjacent properties.
Location No. 6. 13075 Garvey Avenue	This site is vacant though no agricultural activities are present. Residential development is located to the north of the site along Frazier Street. No agricultural activities are located within the site or on adjacent properties.

Source: Blodgett Baylosis Environmental Planning

B. Would the project conflict with existing zoning for agricultural use or a Williamson Act Contract? • No Impact.

No agricultural activities or farmland uses are found within the installation sites (refer to the aerials provided in Section 2 and the summary provided in Table 3-3). In addition, there are no areas within the City are subject to a Williamson Act Contract.¹⁹ As a result, no impacts on existing Williamson Act Contracts will result from the proposed project’s implementation.

C. Would the project conflict with existing zoning for or cause rezoning of, forest land (as defined in Public Resources Code Section 4526), or zoned timberland production (as defined by Government Code § 51104[g])? • No Impact.

The installation sites are surrounded by urban uses. In addition, no forest lands are located within Baldwin Park nor does the City’s General Plan provide for any forest land protection. As a result, no impacts on forest land or timber resources will result from the proposed project’s implementation.

¹⁹State of California. *The California Land Conservation [Williamson] Act, 2010 Status Report*. November 2010.

- D. Would the project result in the loss of forest land or the conversion of forest land to a non-forest use?*
• *No Impact.*

No forest lands are found within the City of Baldwin Park nor does the City of Baldwin Park General Plan provide for any forest land protection. As indicated previously, the proposed advertising structure installation sites and the surrounding properties are currently developed in urban uses.²⁰ In addition, the existing sign where the time extension is being granted with the approval of the Digital Sign Ordinance Amendment is located within a property that is currently occupied by a commercial development. As a result, no impacts are anticipated with the proposed project's implementation.

- E. Would the project involve other changes in the existing environment that, due to their location or nature, may result in conversion of farmland to non-agricultural use?* • *No Impact.*

No agricultural activities or farmland uses are located in the City or within the project sites that are being considered for the new digital or static signs.²¹ In addition, the existing sign where the time extension is being granted with the approval of the Digital Sign Ordinance Amendment is located within a property that is currently occupied by a commercial development. As a result, the proposed project will not involve the conversion of any existing farmland area to urban uses and, as a result, no impacts are anticipated.

3.2.2 CUMULATIVE IMPACTS

The analysis determined that there are no agricultural or forestry resources in the project area and that the implementation of the proposed project would not result in any significant adverse impacts on these resources. As a result, no cumulative impacts on agricultural or farmland resources will occur.

3.2.3 MITIGATION MEASURES

The analysis of agricultural and forestry resources indicated that no significant adverse impacts on these resources would occur as part of the proposed project's implementation and no mitigation is required.

²⁰ Blodgett Baylosis Environmental Planning. Site Survey was completed on October 22, 2015.

²¹ United States Geological Survey. *Baldwin Park 7½ Minute Quadrangle*. Release Date March 25, 1999.

3.3 AIR QUALITY IMPACTS

Air Quality Impacts. *Would the project:*

Environmental Issues Area Examined	Potentially Significant Impact	Less Than Significant Impact With Mitigation	Less Than Significant Impact	No Impact
a) Conflict with or obstruct implementation of the applicable air quality plan?				X
b) Violate any air quality standard or contribute substantially to an existing or projected air quality violation?			X	
c) 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)?			X	
d) Expose sensitive receptors to substantial pollutant concentrations?				X
e) Create objectionable odors affecting a substantial number of people?				X

3.3.1 ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project conflict with or obstruct implementation of the applicable air quality plan? • No Impact.*

The project area is located within the South Coast Air Basin, which covers a 6,600 square-mile area within Orange County, the non-desert portions of Los Angeles County, Riverside County, and San Bernardino County.²² Measures to improve regional air quality are outlined in the South Coast Air Quality Management District’s (SCAQMD) Air Quality Management Plan (AQMP).²³ The Final 2012 AQMP was jointly prepared with the California Air Resources Board (CARB) and the Southern California Association of Governments (SCAG).²⁴ Two consistency criteria that should be referred to in determining a project’s conformity with the AQMP are identified in Chapter 12 of the AQMP and Section 12.3 of the SCAQMD’s CEQA Air Quality Handbook. *Consistency Criteria 1* refers to a project’s potential for resulting in an increase in the frequency or severity of an existing air quality violation or a contribution to the continuation of an existing air quality violation. *Consistency Criteria 2* refers to the project’s potential for exceeding the assumptions included in the AQMP or other regional growth projections relevant to the AQMP’s implementation.²⁵ The proposed Digital Sign Ordinance Amendment will not affect any regional

²² South Coast Air Quality Management District, *Final 2007 Air Quality Plan*, Adopted June 2007.

²³ Ibid.

²⁴ Ibid.

²⁵ South Coast Air Quality Management District. *CEQA Air Quality Handbook*. April 1993 [as amended 2009]. Table 11-4.

population, housing, and employment projections prepared for the City by the SCAG.²⁶ As a result, the proposed project would not be in conflict with, or result in an obstruction of, the applicable 2012 AQMP, and no impacts are anticipated.

B. Would the project violate any air quality standard or contribute substantially to an existing or projected air quality violation? • Less than Significant Impact.

The SCAQMD has established quantitative thresholds for short-term (construction) emissions and long-term (operational) emissions for the following criteria pollutants:

- *Ozone (O₃)* is a nearly colorless gas that irritates the lungs, damages materials, and vegetation. O₃ is formed by photochemical reaction (when nitrogen dioxide is broken down by sunlight).
- *Carbon monoxide (CO)*, a colorless, odorless toxic gas that interferes with the transfer of oxygen to the brain, is produced by the incomplete combustion of carbon-containing fuels emitted as vehicle exhaust.
- *Nitrogen dioxide (NO₂)* is a yellowish-brown gas, which at high levels can cause breathing difficulties. NO₂ is formed when nitric oxide (a pollutant from burning processes) combines with oxygen.
- *Sulfur dioxide (SO₂)* is a colorless, pungent gas formed primarily by the combustion of sulfur-containing fossil fuels. Health effects include acute respiratory symptoms and difficulty in breathing for children.
- *PM₁₀ and PM_{2.5}* refers to particulate matter less than ten microns and two and one-half microns in diameter, respectively. Particulates of this size cause a greater health risk than larger-sized particles since fine particles can more easily cause irritation.

Projects in the South Coast Air Basin (SCAB) generating construction-related emissions that exceed any of the following emissions thresholds are considered to be significant under CEQA:

- 75 pounds per day or 2.50 tons per quarter of reactive organic compounds;
- 100 pounds per day or 2.50 tons per quarter of nitrogen dioxide;
- 550 pounds per day or 24.75 tons per quarter of carbon monoxide;
- 150 pounds per day or 6.75 tons per quarter of PM₁₀; or,
- 150 pounds per day or 6.75 tons per quarter of sulfur oxides.

A project would have a significant effect on air quality if any of the following operational emissions thresholds for criteria pollutants are exceeded:

- 55 pounds or 0.0275 tons per day of reactive organic compounds;
- 55 pounds or 0.0275 tons per day of nitrogen dioxide;
- 550 pounds or 0.275 tons per day of carbon monoxide;

²⁶ These projections are critical in the development of policies for the Growth Management Plan, the Regional Transportation Plan, and ultimately, the Air Quality Management Plan.

- 150 pounds or 0.075 tons per day of PM₁₀; or,
- 150 pounds or 0.075 tons per day of sulfur oxides.

The operation of the advertising structure signs will not contribute to an existing air quality violation. The short-term construction emissions will be limited to those emissions generated during the advertising structure installation. The support structure, sign face, and the ancillary equipment are manufactured off-site and will be assembled at the installation sites. In addition, the construction activities will be required to comply with the following SCAQMD rules and regulations:

- Excessive fugitive dust emissions shall be controlled by regular watering or other dust preventive measures using the applicable procedures outlined in the SCAQMD's Rules and Regulations.
- Ozone precursor emissions from construction equipment vehicles shall be controlled by maintaining equipment engines in good condition and in proper tune.
- All trucks associated with the advertising structure installation activities shall comply with State Vehicle Code Section 23114, with special attention to Sections 23114(b)(F), (e)(2) and (e)(4) as amended, regarding the prevention of such material spilling onto public streets and roads.
- The project shall comply with SCAQMD Rule 402 that limits the generation of airborne pollutants that would cause injury, detriment, or result in a nuisance.

The potential short-term emissions will be well under the daily SCAQMD thresholds. Long-term emissions refer to those air quality impacts that will occur once the development is operational and occupied and these impacts will continue over the operational life of the project. The proposed advertising structure installation project will not result in any significant long-term operational emissions since no traffic resulting in mobile emissions will be generated by proposed billboards and the off-site stationary emissions associated with power consumption will be minimal. As a result, the potential operational impacts will be less than significant.

C. Would the project 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)? • Less than Significant Impact.

As indicated previously, the SCAB is non-attainment for ozone and particulates. The proposed project's implementation will result in minimal construction-related emissions (refer to the discussion provided in the previous section). Operational emissions will be limited to off-site stationary emissions associated with electrical power generation and routine maintenance. The projected long-term emissions are below thresholds considered to represent a significant adverse impact. As a result, the potential cumulative air quality impacts will be less than significant.

D. Would the project expose sensitive receptors to substantial pollutant concentrations? • No Impact.

Sensitive receptors refer to land uses and/or activities that are especially sensitive to poor air quality and typically include homes, schools, playgrounds, hospitals, convalescent homes, and other facilities where

children or the elderly may congregate.²⁷ These population groups are generally more sensitive to poor air quality. The short-term impacts related to the installation of the six new advertising structures will not result in significant emissions (refer to the computer worksheets provided in Appendix A). In addition, the proposed project's trip generation will not be significant enough to result in a carbon monoxide "hot-spot" that could lead to an exceedance of the State's one-hour or eight-hour carbon monoxide standards. An intersection's level of service (LOS) would need to degrade to a LOS F for the congestion to be great enough to result in the creation of a CO hot-spot.²⁸ Since the proposed project will not result in any net increase in traffic generation, no change in the existing LOS for any area intersections will occur. As a result, no impacts related to an impact on sensitive receptors are anticipated.

E. Would the project create objectionable odors affecting a substantial number of people? • No Impact.

The SCAQMD has identified those land uses that are typically associated with odor complaints. These uses include activities involving livestock, rendering facilities, food processing plants, chemical plants, composting activities, refineries, landfills, and businesses involved in fiberglass molding.²⁹ The proposed digital signs will not result in the generation of any odors. As a result, no odor-related impacts are anticipated.

3.3.2 CUMULATIVE IMPACTS

The proposed project's short-term construction emissions will be well below thresholds that are considered to represent a significant adverse impact. The operational emissions will not significantly change from the existing levels since the proposed advertising structures will not lead to the generation of any airborne emissions.

3.3.3 MITIGATION MEASURES

The proposed project's construction and operational emissions are not considered to represent a significant adverse impact. As a result, no mitigation is required at this time.

²⁷ South Coast Air Quality Management District. *CEQA Air Quality Handbook, Appendix 9*. 2004 (as amended).

²⁸ Ibid.

²⁹ Ibid.

3.4 BIOLOGICAL RESOURCES IMPACTS

Biological Resources Impacts. *Would the project have a substantial adverse effect:*

Environmental Issues Area Examined	Potentially Significant Impact	Less Than Significant Impact With Mitigation	Less Than Significant Impact	No Impact
a) 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?				X
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?				X
c) 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?				X
d) 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?				X
e) In conflicting with any local policies or ordinances, protecting biological resources, such as a tree preservation policy or ordinance?			X	
f) 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?				X

3.4.1 ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project 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 Wildlife or U.S. Fish and Wildlife Service? • No Impact.*

The proposed advertising structure installation sites and the surrounding areas are fully developed. No native or natural habitats are located on-site or within the surrounding area.³⁰ Animal life within the area consists of species commonly found in an urban area. As a result, no impacts on any candidate, sensitive, or special status species will result from proposed project’s implementation.

³⁰ Blodgett Baylosis Environmental Planning. Site Survey was completed on October 22, 2015.

B. Would the project have a substantial adverse effect 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? • No Impact.

The proposed advertising structure installation sites are largely developed. Site #6 is a vacant lot though there is no native vegetation found on the property which is also surrounded by development. There are no riparian habitats or other sensitive ecological communities located within the boundaries of any of the new advertising structure installation sites. Thus, the proposed project will not affect any natural habitat and no impacts are anticipated.

C. Would the project 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? • No Impact.

The proposed advertising structure installation sites are located in the midst of an urbanized setting. No natural “blue line” streams are located within or adjacent to these installation sites.³¹ As a result, the proposed project will not impact any protected wetland area or designated blue-line stream.

D. Would the project interfere 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? • No Impact.

There are no areas of natural open space land or areas of significant biological resource value within or adjacent to the proposed advertising structure installation sites.³² In addition, there are no surface water bodies that could provide a habitat for migratory birds. The individual advertising structure installation sites do not function as a migratory corridor for the movement of native or migratory animals. As a result, the proposed project will not affect wildlife migration in the area or otherwise impede the use of native wildlife nursery sites. As a result, no impacts are anticipated.

E. Would the project conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance? • Less than Significant Impact.

With the exception of Site #4, there are no mature trees located on the advertising structure installation sites. The trees located on-site #4 will require trimming or removal to accommodate the advertising structure and to ensure that the trees do not obstruct the sign. The removal of any mature trees would require a tree removal permit. These trees are not native or heritage specimens. As a result, the proposed project is not in conflict with any local policies or ordinances protecting biological resources. For this reason, the potential impacts are less than significant.

³¹ United States Geological Survey Land Cover Map.

³² Blodgett Baylosis Environmental Planning. Field Survey (A site visit was conducted on March 27, 2013).

F. Would the project conflict with the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or State habitat conservation plan? • No Impact.

The proposed advertising structure installation sites are not located within an area governed by a habitat conservation or community conservation plan.³³ As a result, no impacts on local, regional or State habitat conservation plans will result from the proposed project's implementation.

3.4.2 CUMULATIVE IMPACTS

The impacts on biological resources are typically site specific. The proposed project will not involve any loss of protected habitat. Furthermore, the analysis determined that the proposed project will not result in any significant adverse impacts on protected plant and animal species. As result, the proposed project's implementation would not result in an incremental loss or degradation of those protected habitats found in the Southern California region.

3.4.3 MITIGATION MEASURES

The analysis indicated that the proposed project would not result in any significant adverse impacts on biological resources. As a result, no mitigation measures are required.

³³ United States Geological Survey. *Baldwin Park 7½ Minute Quadrangle*. Release Date March 25, 1999.

3.5 CULTURAL RESOURCES IMPACTS

Cultural Resources Impacts. *Would the project:*

Environmental Issues Area Examined	Potentially Significant Impact	Less Than Significant Impact With Mitigation	Less Than Significant Impact	No Impact
a) Cause a substantial adverse change in the significance of a historical resource as defined in §15064.5 of the CEQA Guidelines?				X
b) Cause a substantial adverse change in the significance of an archaeological resource pursuant to §15064.5 of the CEQA Guidelines?				X
c) Directly or indirectly destroy a unique paleontological resource, site, or unique geologic feature?				X
d) Disturb any human remains, including those interred outside of formal cemeteries?				X

3.5.1 ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project cause a substantial adverse change in the significance of a historical resource as defined in §15064.5 of the State CEQA Guidelines?* • **No Impact.**

Historic structures and sites are defined by local, State, and Federal criteria. A site or structure may be historically significant if it is locally protected through a general plan or historic preservation ordinance. In addition, a site or structure may be historically significant according to State or Federal criteria even if the locality does not recognize such significance. To be considered eligible for the National Register, a property’s significance may be determined if the property is associated with events, activities, or developments that were important in the past, with the lives of people who were important in the past, or represents significant architectural, landscape, or engineering elements. Specific criteria include the following:

- Districts, sites, buildings, structures, and objects that are associated with the lives of significant persons in or past;
- Districts, sites, buildings, structures, and objects that embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction; or,
- Districts, sites, buildings, structures, and objects that have yielded or may be likely to yield, information important in history or prehistory.

Ordinarily, properties that have achieved significance within the past 50 years are not considered eligible for the National Register. However, such properties *will qualify* if they are integral parts of districts that do meet the criteria or if they fall within the following categories:

- A religious property deriving primary significance from architectural or artistic distinction or historical importance;
- Districts, sites, buildings, structures, and objects that are associated with events that have made a significant contribution to the broad patterns of our history;
- A building or structure removed from its original location that is significant for architectural value, or which is the surviving structure is associated with a historic person or event;
- A birthplace or grave of a historical figure of outstanding importance if there is no appropriate site or building associated with his or her productive life;
- A cemetery that derives its primary importance from graves of persons of transcendent importance, from age, from distinctive design features, or from association with historic events;
- A reconstructed building when accurately executed in a suitable environment and presented in a dignified manner as part of a restoration master plan, and when no other building or structure with the same association has survived;
- A property primarily commemorative in intent if design, age, tradition, or symbolic value has invested it with its own exceptional significance; or,
- A property achieving significance within the past 50 years if it is of exceptional importance.³⁴

The proposed advertising structure installation sites are not located on or adjacent to sites that are considered to be historically significant. None of the installation sites are listed in the national and State registrar. As a result, there will be no impacts from the proposed amendments to the Digital Sign Ordinance Amendment on historic resources.

B. Would the project cause a substantial adverse change in the significance of an archaeological resource pursuant to §15064.5 of the State CEQA Guidelines? • No Impact.

The Gabrieleño Indians have been indigenous to Los Angeles County for 7,000 years.³⁵ Native American settlements are likely to be found near bodies of water, such as the channelized San Gabriel River.³⁶ No significant archaeological sites are likely to be discovered during excavation activities due to the previous disturbance and the limited degree of excavation that will be required to install the proposed pylon footings and infrastructure connections. As a result, no impacts on archaeological resources are anticipated from the proposed project.

³⁴ U. S. Department of the Interior, National Park Service. National Register of Historic Places. <http://nrhp.focus.nps.gov>. 2010

³⁵ Gabrielino-Tongva Tribe. http://www.gabrielinotribe.org/TribalHistory/tribal_history.cfm

³⁶ City of Baldwin Park General Plan 2010.

C. Would the project directly or indirectly destroy a unique paleontological resource, site, or unique geologic feature? • No Impact.

The likelihood of the discovery of such materials is considered to be low given the extensive ground disturbance that has occurred throughout the City. In addition, the excavation for the new pylon sign supports and the infrastructure connections are not likely to encounter any resources. Because of the relatively shallow excavation, the nature of the alluvial soils, and the disturbed character of the soils, no impacts on paleontological resources are anticipated.

D. Would the project disturb any human remains, including those interred outside of formal cemeteries? • No Impact.

There are no cemeteries located adjacent to any of the proposed advertising structure installation sites. The installation process is likely to not uncover human remains due to the shallow excavation performed in select sites. As a result, no impacts are anticipated.

3.5.2 CUMULATIVE IMPACTS

The potential environmental impacts related to cultural resources are site specific. Furthermore, the analysis herein also determined that the proposed project would not result in any impacts on cultural resources. As a result, no cumulative impacts will occur as part of the proposed project's implementation.

3.5.3 MITIGATION MEASURES

The analysis of potential cultural resources impacts indicated that no significant adverse impacts would result from the proposed project's implementation. As a result, no mitigation measures are required.

3.6 GEOLOGY & SOILS IMPACTS

Geology Impacts. *Would the project result in or expose people to potential impacts involving:*

Environmental Issues Area Examined	Potentially Significant Impact	Less Than Significant Impact With Mitigation	Less Than Significant Impact	No Impact
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?			X	
b) Substantial soil erosion or the loss of topsoil?				X
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?				X
d) Location on expansive soil, as defined in California Building Code (2001), creating substantial risks to life or property?				X
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?				X

3.6.1 ANALYSIS OF ENVIRONMENTAL IMPACTS

- A. *Would the project expose 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? • Less Than Significant Impact.*

Major earthquake faults in the area include the San Andreas Fault Zone, the Sierra Madre Fault Zone, the Newport-Inglewood Fault, the Norwalk Fault, and the Whittier Fault. The City is not located within an Alquist-Priolo Special Studies Zone.³⁷ The proposed advertising structures will continue to be exposed to potential ground-shaking in the event of an earthquake. The degree of ground-shaking is dependent on the location of the earthquake epicenter, the earthquake’s intensity, and a number of other variables. For the project area, the degree of impact will not be significantly different from that anticipated for the surrounding areas. In addition, the proposed advertising structures will be required to comply with the most current seismic safety code requirements. As a result, impacts are expected to be less than significant.

³⁷ California Department of Conservation. Cities and Counties Affected by Alquist-Priolo Earthquake Faults Zones as of January 2010. <http://www.conservation.ca.gov/cgs/rghm/ap/Pages/affected.aspx>

B. Would the project expose people or structures to potential substantial adverse effects, including substantial soil erosion or the loss of topsoil? • No Impact.

Limited excavation will be required for building footings and utility connections. Moreover, the City of Baldwin Park is underlain by the Hanford Soils Association.³⁸ Given the developed character of the advertising structure installation sites and the limited area of disturbance, no impacts related to expansive soil erosion or loss of topsoil are anticipated.

C. Would the project expose people or structures to potential substantial adverse effects, including 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? • No Impact.

The advertising structure installation sites are located within an area that may be subject to potential liquefaction risk. The advertising structures would be installed on lands that are currently developed. As a result, no impacts due to potential unstable soils are anticipated.

D. Would the project result in, or expose people to, potential impacts including location on expansive soil, as defined in Uniform Building Code (2012), creating substantial risks to life or property? • No Impact.

The advertising structure installation sites have all been previously developed. In addition, no new grading or significant excavation will be done as part of the proposed project's implementation. As a result, no impacts related to expansive soils are anticipated.

E. Would the project result in, or expose people to, potential impacts, including 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? • No Impact.

No septic tanks will be used in conjunction with the proposed billboards. As a result, no impacts associated with the use of septic tanks will occur as part of the proposed project's implementation.

3.6.2 CUMULATIVE IMPACTS

The potential for soil collapse, erosion, and expansion are very low given the amount of development present within the proposed advertising structure installation sites. Landslides will pose no problems to the future advertising structures given their level topography. Furthermore, the analysis herein determined that the proposed project would not result in significant adverse impacts related to landform modification, grading, or the destruction of a geologically significant landform or feature. As a result, no cumulative earth and geology impacts will occur.

³⁸ General Soils Map, Los Angeles County California. December 1969.

3.6.3 MITIGATION MEASURES

The analysis determined that the proposed project would not result in any significant adverse impacts related to earth and geology. As a result, no mitigation measures are required.

3.7 GREENHOUSE GAS IMPACTS

Greenhouse Gas Emissions Impacts. *Would the project*

Environmental Issues Area Examined	Potentially Significant Impact	Less Than Significant Impact With Mitigation	Less Than Significant Impact	No Impact
a) Result in the generation of greenhouse gas emissions, either directly or indirectly, that may have a significant impact on the environment?			X	
b) Increase the potential for conflict with an applicable plan, policy, or regulation adopted for the purpose of reducing emissions of greenhouse gases?			X	

3.7.1 ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project generate greenhouse gas emissions, either directly or indirectly, that may have a significant impact on the environment? • Less Than Significant Impact.*

The State of California requires CEQA documents include an evaluation of greenhouse gas (GHG) emissions or gases that trap heat in the atmosphere. GHG are emitted by both natural processes and human activities. Examples of GHG that are produced both by natural and industrial processes include carbon dioxide (CO₂), methane (CH₄), and nitrous oxide (N₂O). The accumulation of GHG in the atmosphere regulates the earth's temperature. Without these natural GHG, the Earth's surface would be about 61°F cooler.³⁹ The passage of Assembly Bill (AB) 32, the California Global Warming Solutions Act of 2006, established the California target to achieve reductions in GHG to 1990 GHG emission levels by the year 2020.⁴⁰ The proposed advertising structures will utilize minimal amounts of electricity and, as a result, off-site stationary emissions will be minimal. As a result, the impacts related to additional greenhouse gas emissions will be less than significant.

Table 3-4 summarizes annual greenhouse gas emissions from build-out of the proposed project. As indicated in Table 3-4, the CO₂E total for the project is 6,691 pounds per day or 3.03 MTCO₂E per day which is below the threshold. The SCAQMD has recommended several GHG thresholds of significance. These thresholds include 1,400 metric tons per year of CO₂E for commercial projects; 3,500 tons per year for residential projects; 3,000 tons per year for mixed-use projects; and 7,000 tons per year for industrial projects. The project will generate approximately 1,105 metric tons per year of CO₂E, which is below the thresholds for all four of the types of development listed previously. As a result, the impacts are under the recommended thresholds. Therefore, the project's GHG impacts are less than significant.

³⁹ California, State of. OPR Technical Advisory – CEQA and Climate Change: Addressing Climate Change through the California Environmental Quality Act (CEQA) Review. June 19, 2008.

⁴⁰ Ibid.

**Table 3-4
 Greenhouse Gas Emissions Inventory**

Source	GHG Emissions (Lbs/Day)			
	CO ₂	CH ₄	N ₂ O	CO ₂ E
Construction Phase - Grading	1,183.81	0.23	--	1,188.71
Construction Phase – Construction	1,159.53	0.35	--	1,166.99
Construction Phase - Paving	1,068.93	0.29	--	1,075.16
Construction Phase - Coatings	281.44	0.02	--	282.07
Long-term Area Emissions	--	--	--	--
Long-term Energy Emissions	6,650.68	0.12	0.12	6,691.16
Long-term Mobile Emissions	--	--	--	--
Total Long-term Emissions	6,650.68	0.12	0.12	6,691.16

Source: CalEEMod.

As indicated previously, the construction and subsequent operation of the advertising structures will result in the generation of a limited amount of emissions that will be below the SCAQMD’s thresholds. As a result, the impacts will be less than significant.

B. *Would the project conflict an applicable plan, policy, or regulation adopted for the purpose of reducing emissions of greenhouse gases? • Less Than Significant Impact.*

AB 32 requires the reduction of GHG emissions to 1990 levels, which would require a minimum 28 percent reduction in "business as usual" GHG emissions for the entire State. The proposed project will not involve or require any variance from an adopted plan, policy, or regulation governing GHG emissions. As a result, no significant adverse impacts related to a potential conflict with an applicable plan, policy, or regulation adopted for the purpose of reducing emissions of greenhouse gases are anticipated.

The proposed project would incorporate several design features that are consistent with the California Office of the Attorney General's recommended policies and measures to reduce GHG emissions. A list of the Attorney General's recommended measures and the project's conformance with each are listed in Table 3-5. The new on-site improvements will incorporate sustainable practices that include water, energy, and solid waste efficiency measures.

**Table 3-5
Project Consistency With the Attorney General's Recommendations**

Attorney General's Recommended Measures	Project Compliance	Percent Reduction
Smart growth, jobs/housing balance, transit-oriented development, and infill development through land use designations, incentives and fees, zoning, and public-private partnerships.	Compliant. The proposed project will involve the installation of six new advertising structures within urban infill sites.	10%-20%
Create transit, bicycle, and pedestrian connections through planning, funding, development requirements, incentives and regional cooperation; create disincentives for auto use; and implement TDM measures.	Compliant. The proposed project will not involve any traffic generation.	5%
Energy- and water-efficient buildings and landscaping through ordinances, development fees, incentives, project timing, prioritization, and other implementing tools.	Compliant. The new advertising structures will be required to comply with the City's low impact development (LID) guidelines where applicable.	10%
Waste diversion, recycling, water efficiency, energy efficiency, and energy recovery in cooperation with public services, districts, and private entities.	Compliant. The project's contractors will be required to adhere to the use of sustainability practices.	0.5%
Urban and rural forestry through tree planting requirements and programs; preservation of agricultural land and resources that sequester carbon; heat island reduction programs.	Compliant. The project will involve the installation of additional landscaping beyond that which presently exists.	0.5%
Regional cooperation to find cross-regional efficiencies in GHG reduction investments and to plan for regional transit, energy generation, and waste recovery facilities.	Compliant. Refer to responses above.	NA
Total Reduction Percentage:		36.0%

Source: California Office of the Attorney General, *Sustainability and General Plans: Examples of Policies to Address Climate Change*, updated January 22, 2010.

As indicated previously, the construction and subsequent operation of the advertising structures will result in the generation of a limited amount of emissions that will be below the SCAQMD's thresholds. As a result, the impacts will be less than significant.

3.7.2 CUMULATIVE IMPACTS

The analysis herein also determined that the proposed project would not result in any significant adverse impacts related to the emissions of greenhouse gases. As a result, no significant adverse cumulative impacts will result from the proposed project's implementation.

3.7.3 MITIGATION MEASURES

The analysis of potential impacts related to greenhouse gas emissions indicated that no significant adverse impacts would result from the proposed project's approval and subsequent implementation. As a result, no mitigation measures are required.

3.8 HAZARDS & HAZARDOUS MATERIALS IMPACTS

Hazards and Hazardous Materials Impacts. *Would the project:*

Environmental Issues Area Examined	Potentially Significant Impact	Less Than Significant Impact With Mitigation	Less Than Significant Impact	No Impact
a) Create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials?			X	
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?				X
c) Emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school?				X
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?			X	
e) 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?				X
f) Within the vicinity of a private airstrip, result in a safety hazard for people residing or working in the project area?				X
g) Impair implementation of, or physically interfere with, an adopted emergency response plan or emergency response plan or emergency evacuation plan?				X
h) 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?				X

3.8.1 ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials?* • *Less Than Significant Impact.*

The EPA’s Environfacts database was consulted to determine the nature and extent of any reported contamination (air, water, soils, waste, etc.) that is associated with the proposed advertising structure installation sites. The sites are not included on the list.⁴¹ However, the entire project area is listed on the California Department of Toxic Substances Control’s Envirostor database as a Cortese site.⁴² The project

⁴¹ United States Environmental Protection Agency. *Envirofacts*. <http://oaspub.epa.gov/enviro/enviroFACTS>.

⁴² California Department of Toxic Substances Control. *Envirostor*. <http://www.envirostor.dtsc.ca.gov/public/>.

are is located within the El Monte Operable Unit (OU) contamination area, one of eight OUs established in the 1990s in order to divide the San Gabriel Valley Superfund Site. The San Gabriel Valley Groundwater Basin has been subject to groundwater contamination for decades, though knowledge of the aquifer's contamination surfaced in 1979. This contamination of the local aquifer within the San Gabriel Valley originated with the dumping of synthetic organic compounds used primarily as solvents in industrial and commercial activities. Further investigation revealed that there was widespread VOC contamination of the groundwater throughout the Basin. This discovery led the EPA to place four portions of the Basin under the authority of Comprehensive Environmental Response, Compensation, and Liability Act of 1980 (CERCLA), also known as the Superfund program. The area of groundwater contamination underlies significant portions of Alhambra, Arcadia, Azusa, Baldwin Park, Industry, El Monte, La Puente, Monrovia, Rosemead, South El Monte, West Covina, and other areas of the San Gabriel Valley.⁴³

The EPA and a number of local agencies have been conducting the clean-up of this contaminated groundwater by pumping groundwater from a series of wells and treating the water. To augment the EPA's effort, cities and municipal water districts within the San Gabriel Valley Superfund area established the San Gabriel Water Quality Authority in 1993 to assist in this clean-up effort. Six active OUs have been established to facilitate clean-up efforts. Water from wells located within the OUs is treated and/or blended with higher quality water to meet drinking water standards before entering public water supply distribution systems.⁴⁴ The proposed project involves the installation of advertising structures within six specific areas. Once in operation, the signs will not require the transport, use, or disposal of hazardous materials beyond what is typically used for installation and routine maintenance. Therefore, the impacts are expected to be less than significant.

B. Would the project 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? • No Impact.

As stated in Section 3.8.A, the installation and operation of the new digital signs will require the use and transport of commonly used materials for construction and maintenance. As a result, no impacts are anticipated.

C. Would the project emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school? • No impact.

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 permit the installation of six new advertising structures located at six sites and a time extension to an existing static billboard sign. The proposed advertising structure installation will not involve any change to surrounding structures that could result in the release of hazardous materials. As a result, no impacts concerning a release of hazardous materials are anticipated. There is a single school, De Anza Elementary School located, within ¼ mile of a potential sign installation site. However, the future signs will not present a health hazard to the aforementioned school.

⁴³ California Department of Toxic Substances Control. *Envirostor, El Monte (San Gabriel Valley Superfund Site) (6001337)*. http://www.envirostor.dtsc.ca.gov/public/profile_report.asp?global_id=60001337

⁴⁴ Ibid.

D. Would the project 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? • Less than Significant Impact.

The entire City overlies a California Department of Toxic Substances Control (DTSC) Envirostor database as a Cortese site.⁴⁵ This Cortese site is located within the El Monte Operable Unit (OU) contamination area, one of eight OUs established in the 1990s in order to divide the San Gabriel Valley Superfund Site. This Cortese site is described herein under subsection A.⁴⁶ The excavation required for the sign supports will not extend into the contaminated aquifer. The estimated column depth for the billboard support will be approximately 33 feet deep, with five-foot wide diameter caissons. In addition, the new signs will not affect any equipment that is engaged in remediation activities. During grading and excavation for the sign footings and utility connections, the contractor(s) must be familiar with the identification, handing, removal, and disposal of contaminated soils. Should contaminated soils be encountered during the sign's installation, all pertinent protocols must be followed in the proper handling and disposal of any contaminated soils. Adherence to the aforementioned regulations will result in a less than significant impact.

E. Would the project 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? • No Impact.

The project site is not located within two miles of an operational *public* airport. The nearest airport is the El Monte Airport, located 3.24 miles to the west of the City. The proposed advertising structures will not introduce a structure that will interfere with the approach and take off of airplanes utilizing the aforementioned airport. The runway protection zones for approaches and takeoffs are 1,000 feet and these runway protection zones do not extend to the project site. As a result, the proposed project's implementation would not present a safety hazard to aircraft and/or airport operations at a public use airport, and no impacts are anticipated to occur.

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? • No Impact.

The project site is not located within two miles of a private airstrip. As a result, the proposed project will not present a safety hazard related to aircraft and/or airport operations at a private use airstrip, and no impacts are anticipated to occur.

G. Would the project impair implementation of, or physically interfere with, an adopted emergency response plan or emergency evacuation plan? • No Impact.

At no time will adjacent streets be completely closed to traffic during the installation of the proposed advertising structures. The construction plan must identify specific provisions for the regulation of construction vehicle ingress and egress to the site during construction as a means to provide continued through-access. As a result, no impacts are associated with the proposed project's implementation.

⁴⁵ California Department of Toxic Substances Control. *Envirostor*. <http://www.envirostor.dtsc.ca.gov/public/>.

⁴⁶ California Department of Toxic Substances Control. *Envirostor, El Monte (San Gabriel Valley Superfund Site) (6001337)*. http://www.envirostor.dtsc.ca.gov/public/profile_report.asp?global_id=60001337

H. Would the project 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? • No Impact.

The project areas are urbanized and the majority of the parcels are developed. There are no areas of native vegetation found within the advertising structure installation sites or in the surrounding properties that could provide a fuel source for a wildfire. As a result, there are no impacts associated with potential wildfires from off-site locations.

3.8.2 CUMULATIVE IMPACTS

The potential impacts related to hazardous materials are site specific. Furthermore, the analysis herein also determined that the implementation of the proposed project would not result in any significant adverse impacts related to hazards and/or hazardous materials. As a result, no significant adverse cumulative impacts related to hazards or hazardous materials will result from the proposed project's implementation.

3.8.3 MITIGATION MEASURES

The environmental analysis determined that the proposed digital sign would not result in any significant impacts that require mitigation.

3.9 HYDROLOGY & WATER QUALITY IMPACTS

Hydrology & Water Quality Impacts. *Would the project:*

Environmental Issues Area Examined	Potentially Significant Impact	Less Than Significant Impact With Mitigation	Less Than Significant Impact	No Impact
a) Violate any water quality standards or waste discharge requirements?				X
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)?				X
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?				X
d) 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?				X
e) 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?				X
f) Substantially degrade water quality?				X
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?				X
h) Place within a 100-year flood hazard area, structures that would impede or redirect flood flows?				X
i) Expose people or structures to a significant risk of flooding because of dam or levee failure?			X	
j) Result in inundation by seiche, tsunami, or mudflow?				X

3.9.1 ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project violate any water quality standards or waste discharge requirements?* • *No Impact.*

The closest naturally occurring body of water to any possible advertising structure installation site is the San Gabriel River, which is channelized. The advertising structure components will be transported to the individual sites where they will be assembled. The typical duration of the digital sign installation would occur over a six-day period. 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 for each site. Any excavated areas must be fully covered. The construction crew will first install the sign column and will then pour the concrete for the sign column. They will use fast-setting concrete, allowing the concrete to cure overnight. Overall, the installation and operation of replacement digital signs will not involve any physical features or activities that would lead to erosion or the contamination of storm water runoff. As a result, no impacts will occur.

B. Would the project 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 a pre-existing nearby well would drop to a level which would not support existing land uses or planned uses for which permits have been granted)? • No Impact.

The City of Baldwin Park is underlain by the Central groundwater basin. Groundwater resources in the Central Basin consists of a body of shallow, unconfined and semi-perched water on the upper part of the alluvial deposits; the principal body of fresh groundwater within the Recent and Pleistocene deposits; and salt water under the freshwater resources. Water-bearing deposits are unconsolidated and semi-consolidated alluvial sediments that hold water and allow water to pass through, and are referred to as aquifers. Non-water-bearing deposits are consolidated rocks and ground layers which provide limited water and form the boundaries between aquifers. The excavation required for utility connections and pylons that will support the signs will not be deep enough to interfere with any local aquifer. In addition, the installation of replacement advertising structures will not involve any water consumption and no net change in area wide water consumption will occur. As a result, no impacts are anticipated to result from the implementation of the proposed project.

C. Would the project 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? • No Impact.

The USGS 7.5-Minute Quadrangle Baldwin Park California Map (34II7A8) was reviewed for information concerning wetland resources. There are no signs of wetlands or surface waters within the project site. There are no defined wetlands within the installation sites or on adjacent properties. The nearest designated wetlands are located approximately 0.25-miles southeast of the project site at the Big Dalton Wash. The advertising structures will require shallow excavation for installation. Furthermore, no natural drainage or riparian areas remain within the installation sites due to the past development. As a result, no impacts are anticipated.

D. Would the project 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 flooding on- or off-site? • No Impact.

No natural drainage or riparian areas remain within the installation sites due to past development. The installation of the advertising structures will not alter the course of any stream channel. As a result, no impacts are anticipated.

- E. Would the project create or contribute runoff water that would exceed the capacity of existing or planned storm water drainage systems or provide substantial additional sources of polluted runoff?*
● *No Impact.*

No significant change in the amount of surface runoff volumes within the project site is anticipated due to the nature and extent of the existing impervious surfaces. As a result, no impacts are anticipated.

- F. Would the project otherwise substantially degrade water quality?* ● *No Impact.*

The proposed advertising structure installation project will result in minimal ground disturbance. The footprint of the pylon support structures will be minimal and will not lead to a substantial amount of impervious surface. Finally, the advertising structures will not utilize any materials or equipment that could lead to surface water pollution. As a result, no additional impacts beyond those previously identified are anticipated.

- G. Would the project 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?* ● *No Impact.*

The potential installation sites are not located within a flood zone designated by the Federal Emergency Management Agency (FEMA). The proposed sign installation sites are located within the Zone “X” FEMA Flood Insurance Rate Map (FIRM). The Zone X indicates a negligible flooding potential of 2 percent or less. In addition, the proposed advertising structure installation project does not involve any residential development that would involve the placement of housing within a flood-prone area. As a result, no impacts are anticipated to occur.

- H. Would the project place within a 100-year flood hazard area, structures that would impede or redirect flood flows?* ● *No Impact.*

As indicated previously, the potential installation sites are not located within a designated 100-year flood hazard area as defined by FEMA.⁴⁷ As a result, the proposed project will not involve the placement of any structures that would impede or redirect potential floodwater flows since the site is not located within a flood hazard area. Therefore, no flood-related impacts are anticipated with the proposed project’s implementation.

- I. Would the project expose people or structures to a significant risk of flooding as a result of dam or levee failure?* ● *Less than Significant Impact.*

According to the City’s Natural Hazards Mitigation Plan, a breach of the Santa Fe Dam, located in Irwindale approximately 5.5 miles to the northeast, would pose the greatest risk to a majority of the City.⁴⁸ In the event of an unlikely failure, the Santa Fe Dam’s inundation path would extend southwest, ultimately ending in the Whittier Narrows Flood Control Basin. The project area is located within the

⁴⁷ United States Geological Survey.

⁴⁸ City of Baldwin Park. *City of Baldwin Park, Natural Hazards Mitigation Plan*. Flooding-9. October 19, 2004.

potential dam inundation path, which extends as far west as Rosemead.⁴⁹ Emergency response and evacuation plans for the affected areas have been established by the County Sheriff's Department and the U.S. Corps of Engineers, to facilitate emergency operations in the event of dam failure or river overflow. Therefore, the impacts related to flood flows are anticipated to be less than significant.

J. Would the project result in inundation by seiche, tsunami, or mudflow? • No Impact.

The potential installation sites will not be exposed to a tsunami since the City is located approximately 30 miles inland from the Pacific Ocean. There are no hillsides located in the area that would result in mudslides. In addition, there is no surface water bodies located in the immediate area that would result in a seiche.⁵⁰ As a result, no impacts are expected.

3.9.2 CUMULATIVE IMPACTS

The potential impacts related to hydrology and storm water runoff are typically site specific. Furthermore, the analysis determined that the implementation of the proposed project would not result in any significant adverse impacts. As a result, no cumulative impacts are anticipated.

3.9.3 MITIGATION MEASURES

As indicated previously, the site's hydrological characteristics will not substantially change due to the extent of the existing hardscape surfaces within the project site. As a result, no mitigation is required.

⁴⁹ City of Baldwin Park. *City of Baldwin Park, Natural Hazards Mitigation Plan*. Flooding-9. October 19, 2004.

⁵⁰ A seiche refers to an occasional and sudden oscillation of the water within a lake, bay, estuary, or other surface water body that may be caused by an earthquake.

3.10 LAND USE IMPACTS

Land Use and Planning Impacts. *Would the project:*

Environmental Issues Area Examined	Potentially Significant Impact	Less Than Significant Impact With Mitigation	Less Than Significant Impact	No Impact
a) Physically divide an established community, or otherwise result in an incompatible land use?				X
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?		X		
c) Conflict with any applicable habitat conservation or natural community conservation plan?				X

3.10.1 ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project physically divide or disrupt an established community or otherwise result in an incompatible land use? • No Impact.*

The land use and environmental setting of the installation sites are summarized below.

- *Existing Static Billboard Location. 12670 Ramona Boulevard.* 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. There is an existing three-face billboard at this location.
- *Location No. 1. 13234 Fairgrove Avenue.* This site is located on the northwest corner of Garvey Avenue and Fairgrove Avenue. The site is currently unoccupied. The property that abuts the site to the north is occupied by residential. The use located to the east, on the east side of Fairgrove Avenue is a Public Storage® business. This new advertising structure will consist of two digital sign faces.
- *Location No. 2. 13400 Garvey Avenue.* This site is located south of Garvey Avenue and north of the westbound on-ramps to the I-10 Freeway. The larger property is occupied by the existing Royal Knight Motel. Commercial and industrial uses extend along the north side of Garvey Avenue. This new advertising structure will consist of two static sign faces.
- *Location No. 3. 14145 Garvey Avenue.* 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.

- *Location No. 4. 14237 Garvey Avenue.* This site is located within a larger property occupied by the existing Fitness 19 center and 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 digital sign faces.
- *Location No. 5. 14230 Dalewood Street.* 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 majority of the site is paved and used for truck and trailer parking. 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. This new advertising structure will consist of two static sign faces.
- *Location No. 6. 13075 Garvey Avenue.* This site is vacant and is located on the north side of Garvey Avenue (a soundwall for the I-10 freeway extends along the south side of Garvey Avenue. A portion of the site is developed. Residential development is located to the north of the site along Frazier Street. Commercial uses abut the property on the east side and the west side. This new advertising structure will consist of two digital sign faces.

The advertising structure installation will not involve the permanent closure of any existing roadways or otherwise result in the division of an established residential neighborhood. As a result, no impacts will result from the proposed project's implementation with respect to the division of an established community.

B. Would the project 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? • Less than Significant Impact with Mitigation.

Any advertising structure will require the following entitlements: a zoning permit, sign permit, and building permit. In addition, siting requirements of digital off-site signs include the following:

- No portion of any digital off-site sign shall be located on, project into, beneath, or above the public right-of-way.
- Digital off-site signs shall not be located within any freeway landscaped area pursuant to the requirements of the Highway Beautification Act.
- Digital off-site signs shall not be located within the setbacks that apply to the zone in which such sign is located.

A mitigation measure has been provided herein in Section 3.10.3 to mitigate the potential impacts related to a potential conflict with an adopted land use plan or ordinance.

- Digital off-site signs shall not be located within five feet of a building or other structure. Deviations from this requirement may be approved for good cause by the City through a Code Amendment.
- New or replacement digital off-site signs shall not be located within one thousand feet of another digital off-site sign that is located on the same side of the street or freeway, or within five hundred feet of a traditional vinyl off-site sign that is located on the same side of the street or freeway.
- Digital off-site signs shall not be constructed on buildings.

With adherence to the above requirements, the potential impacts will be less than significant.

C. Will the project conflict with any applicable habitat conservation plan or natural community conservation plan? • No Impact.

The entire City is urbanized and contains no natural or native habitats. In addition, there are no areas within the immediate vicinity that are subject to habitat conservation plans. As a result, no impacts are anticipated.

3.10.2 CUMULATIVE IMPACTS

The potential cumulative impacts with respect to land use are site specific. Furthermore, the analysis determined that the proposed project will not result in any significant adverse impacts. As a result, no significant adverse cumulative land use impacts will occur as part of the proposed project's implementation.

3.10.3 MITIGATION MEASURES

The land use analysis in Section 3.10.1.B 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.

3.11 MINERAL RESOURCES IMPACTS

Mineral Resources Impacts. *Would the project:*

Environmental Issues Area Examined	Potentially Significant Impact	Less Than Significant Impact With Mitigation	Less Than Significant Impact	No Impact
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?				X
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?				X

3.11.1 ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project 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? • No Impact.*

The advertising structure installation will not intrude on any oil drilling activities. No wells are located within the proposed advertising structure installation sites. As a result, no impacts on existing mineral resources will result from the proposed project’s implementation.

B. *Would the project 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? • No Impact.*

The resources and materials used in the advertising structure installation project will not include any materials that are considered rare or unique. Thus, the proposed project will not result in any impacts on mineral resources in the region.

3.11.2 CUMULATIVE IMPACTS

The potential impacts on mineral resources are site specific. Furthermore, the analysis determined that the proposed project would not result in any impacts on mineral resources. As a result, no cumulative impacts will occur.

3.11.3 MITIGATION MEASURES

The analysis of potential impacts related to mineral resources indicated that no significant adverse impacts would result from the proposed project’s approval and subsequent implementation. As a result, no mitigation measures are required.

3.12 NOISE IMPACTS

Noise Impacts. *Would the project result in:*

Environmental Issues Area Examined	Potentially Significant Impact	Less Than Significant Impact With Mitigation	Less Than Significant Impact	No Impact
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?				X
b) Exposure of people to, or generation of, excessive ground-borne noise levels?				X
c) Substantial permanent increase in ambient noise levels in the project vicinity above noise levels existing without the project?				X
d) Substantial temporary or periodic increases in ambient noise levels in the project vicinity above levels existing without the project?			X	
e) 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?				X
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?				X

3.12.1 ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project result in exposure of persons to, or the generation of, noise levels in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies?* • *No Impact.*

The proposed project’s implementation will result in short-term (construction-related) noise impacts during the installation, though these noise impacts will be minimal. Construction related noise impacts will not be a factor since the digital signs will be located in the vicinity of the I-10 Freeway, thus drowning out any construction related noise due to high ambient noise levels. Once constructed, potential replacement signs will not raise the ambient noise levels within the vicinity of the signs. As a result, no impacts are anticipated.

B. *Would the project result in exposure of people to, or the generation of, excessive ground-borne noise levels?* • *No Impact.*

Once in operation the advertising structures will not significantly raise ambient noise levels. However, slight increases in noise levels could occur during the construction phase. The increase in noise during the construction phase will be difficult to distinguish due to the high ambient noise levels present in the area (see Section 3.12.A). No mobile (traffic-related) noise or stationary noise will result from the

operation of the replacement advertising structures. As a result, the proposed project will not result in any ground-borne noise impacts.

C. Would the project result in a substantial permanent increase in ambient noise levels in the project vicinity above levels existing without the project? • No Impact.

The ambient noise environment within the project area is dominated by traffic noise emanating from the nearby I-10 Freeway. No mobile (traffic-related) noise or stationary noise will result from the operation of the advertising structures. As a result, the proposed project will not result in any impacts.

D. Would the project result in a substantial temporary or periodic increase in ambient noise levels in the project vicinity above levels existing without the project? • Less than Significant Impact.

The sign equipment is modular in nature and will be transported and assembled on-site. These construction noise impacts will be short-term and cease once the signs have been installed. Because of the limited duration of construction activities and the requirement that the construction activities adhere to the City's noise control requirements, the potential impacts will be less than significant.

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? • No Impact.

There are no potential project sites located within two miles of an operational airport. The nearest airport is the El Monte Airport, located 3.24 miles to the west of the City. As a result, no noise exposure impacts from a public airport are anticipated.

F. Within the vicinity of a private airstrip, would the project expose people residing or working in the project area to excessive noise levels? • No Impact.

The project site is not located within two miles of a private airstrip. As a result, no noise impacts related to the exposure of persons to aircraft noise from a private airstrip will result from the proposed project.

3.12.2 CUMULATIVE IMPACTS

The analysis indicated that the proposed project would not result in any significant adverse cumulative noise impacts. As a result, no significant adverse cumulative noise impacts will occur with the implementation of the proposed project.

3.12.3 MITIGATION MEASURES

The analysis of potential noise impacts indicated that no significant adverse impacts would result from the proposed project's construction and operation. As a result, no mitigation measures are required.

3.13 POPULATION & HOUSING IMPACTS

Population and Housing Impacts. *Would the project:*

Environmental Issues Area Examined	Potentially Significant Impact	Less Than Significant Impact With Mitigation	Less Than Significant Impact	No Impact
a) Induce substantial growth in an area either directly or indirectly (e.g., through projects in an undeveloped area or extension of major infrastructure)?				X
b) Displace substantial numbers of existing housing, necessitating the construction of replacement housing elsewhere?				X
c) Displace substantial numbers of people, necessitating the construction of replacement housing elsewhere?				X

3.13.1 ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project induce substantial population growth in an area, either directly or indirectly (e.g., through projects in an undeveloped area or extension of major infrastructure)? • No Impact.*

The proposed project will not result in any change in the population, housing, or employment projections developed for the City. As a result, no housing or population impacts will occur.

B. *Would the project displace substantial numbers of existing housing, necessitating the construction of replacement housing elsewhere? • No Impact.*

No housing units will be displaced by the proposed advertising structure’s installation. As a result, no impacts related to housing displacement will result from the proposed advertising structure’s implementation.

C. *Would the project displace substantial numbers of people, necessitating the construction of replacement housing elsewhere? • No Impact.*

As indicated previously, off-site advertising structures are prohibited from being installed on residential property. As a result, no impacts related to population displacement will result from the proposed project’s implementation.

3.13.2 CUMULATIVE IMPACTS

The analysis of potential population and housing impacts indicated that no significant adverse impacts would result from the proposed project’s implementation. As a result, no significant adverse cumulative impacts related to population and housing will occur.

3.13.3 MITIGATION MEASURES

The analysis of potential population and housing impacts indicated that no significant adverse impacts would result from the proposed project's approval and subsequent implementation.

3.14 PUBLIC SERVICES IMPACTS

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:*

Environmental Issues Area Examined	Potentially Significant Impact	Less Than Significant Impact With Mitigation	Less Than Significant Impact	No Impact
a) Fire protection services?				X
b) Police protection services?				X
c) School services?				X
d) Other governmental services?				X

3.14.1 ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *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 relative to fire protection services? • No Impact.*

The City of Baldwin Park contracts with the Los Angeles County Fire Department (LACFD) for fire protection and emergency services. Response time county-wide is under five minutes.⁵¹ The proposed advertising structures will not place additional demands on the LACFD services. As a result, no impacts on the LACFD will result from the proposed project’s implementation.

B. *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 relative to police protection? • No Impact.*

Law enforcement services are provided by the City of Baldwin Park Police Department. The advertising structures will not contribute to current or future crime levels and will neither sabotage police response times nor place a strain on existing or future police resources. As a result, no impacts on law enforcement services will result from the proposed project’s implementation.

⁵¹ www.fire.lacounty.gov/HometownFireStations/HometownFireStations.asp.

C. 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, or other performance objectives relative to school services? • No Impact.

The proposed project will not involve any development and/or uses that could potentially affect school enrollments. As a result, no impacts on schools will result from the proposed project's implementation.

D. 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 relative to other governmental services? • No Impact.

No new governmental services will be needed due to the nature of the project. Furthermore, the replacement advertising structures will not be expected to have any impact on existing governmental services. As a result, no impacts are anticipated.

3.14.2 CUMULATIVE IMPACTS

The future development contemplated as part of the proposed project's implementation will not result in an incremental increase in the demand for public services. As a result, no cumulative impacts are anticipated.

3.14.3 MITIGATION MEASURES

The analysis of public service impacts indicated that no significant adverse impacts are anticipated and no mitigation is required with the implementation of the proposed project.

3.15 RECREATION IMPACTS

Recreation Impacts. *Would the project:*

Environmental Issues Area Examined	Potentially Significant Impact	Less Than Significant Impact With Mitigation	Less Than Significant Impact	No Impact
a) 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?				X
b) Affect existing recreational facilities or require the construction or expansion of recreational facilities that might have an adverse physical effect on the environment?				X

3.15.1 ANALYSIS OF ENVIRONMENTAL IMPACTS

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? • No Impact.

No parks are located adjacent to the advertising structures installation sites. The proposed use will not result in a direct demand for park facilities. In addition, no changes in the demand for local parks and recreation facilities are anticipated. As a result, no impacts are anticipated.

B. Would the project affect existing recreational facilities or require the construction or expansion of recreational facilities that might have an adverse physical effect on the environment? • No Impact.

The proposed project would not result in any development that would potentially increase the demand for recreational facilities and services. As a result, no impacts are anticipated.

3.15.2 CUMULATIVE IMPACTS

The analysis determined that the proposed project would not result in any potential impact on recreational facilities and services. As a result, no cumulative impacts on recreational facilities would result from the proposed project’s implementation.

3.15.3 MITIGATION MEASURES

The analysis of potential impacts related to parks and recreation indicated that no significant adverse impacts would result from the proposed project’s approval and subsequent implementation. As a result, no mitigation measures are required.

3.16 TRANSPORTATION & CIRCULATION IMPACTS

Transportation Impacts. *Would the project:*

Environmental Issues Area Examined	Potentially Significant Impact	Less Than Significant Impact With Mitigation	Less Than Significant Impact	No Impact
a) 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?				X
b) Exceed, either individually or cumulatively, a level of service standard established by the County Congestion Management Agency for designated roads or highways?				X
c) 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?				X
d) Substantially increase hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment)?			X	
e) Result in inadequate emergency access?				X
f) Conflict with adopted policies, plans, or programs regarding public transit, bicycle, or pedestrian facilities, or otherwise decrease the performance or safety of such facilities?				X

3.16.1 ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project 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?* • No Impact.

The Digital Sign Ordinance Amendment involves the installation of advertising structures. Given the use, there will not be any change in the traffic distribution over that which presently exists. As a result, no change in the operating levels of service at the area intersections is anticipated to result as part of the proposed project’s implementation, and no impacts are anticipated.

B. Would the project result in a conflict with an applicable congestions management program, including but not limited to, level of service standards and travel demand measures, or other standards established by the County Congestion Management Agency for designated roads or highways? • No Impact.

The Los Angeles County Congestion Management Program (CMP) serves to consistently track trends during peak traffic hours at major intersections in the country and identify areas in great need of improvements where congestion is worsening. The CMP requires that intersections which are designated as being officially monitored by the Program be analyzed by CMP criteria should a project generate 50 or more peak hour trips to the subject intersection. The proposed project's implementation will not result in any additional traffic. As a result, no impacts related to regional transportation plans are anticipated.

C. Would the project result in 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? • No Impact.

The proposed advertising structures would not result in any changes in air traffic patterns. As a result, no impacts will occur with the implementation of the proposed project.

D. Would the project substantially increase hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment)? • Less than Significant Impact.

The new advertising structures will not require the construction of new roadways, thus eliminating the impacts related to sharp curves or dangerous intersections. The existing configuration of the existing roadways located adjacent to the signs will not change. 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 Highway). 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;
- Signs located on the same side of the freeway must be separated by at least 500 feet; and,
- Signs shall not include flashing, intermittent or moving lights, and shall not emit light that may obstruct or impair the vision of any driver.

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);

- No sign shall display flashing, intermittent, or moving light or lights (§5403[h]);
- 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. These requirements will reduce the potential impacts to levels that are less than significant.

E. Would the project result in inadequate emergency access? • No Impact.

The proposed project would not affect emergency access to any adjacent parcels. At no time will any local streets or parcels be closed to traffic. As a result, the proposed project’s implementation will not result in any impacts.

F. Would the project result in a conflict with adopted policies, plans, or programs regarding public transit, bicycle, or pedestrian facilities, or otherwise decrease the performance or safety of such facilities? • No Impact.

The implementation of the Digital Sign Ordinance Amendment will not affect the performance of existing public transportation or pedestrian facilities. As a result, the proposed project’s implementation will not result in any impacts.

3.16.2 CUMULATIVE IMPACTS

The future development contemplated as part of the proposed project’s implementation will not result in any increased traffic generation in the area. As a result, no cumulative impacts are anticipated.

3.16.3 MITIGATION MEASURES

The analysis of potential impacts related to traffic and circulation indicated that no significant adverse impacts would result from the proposed project’s approval and subsequent implementation. As a result, no mitigation measures are required.

3.17 UTILITIES IMPACTS

Utilities Impacts. *Would the project:*

Environmental Issues Area Examined	Potentially Significant Impact	Less Than Significant Impact With Mitigation	Less Than Significant Impact	No Impact
a) Exceed wastewater treatment requirements of the applicable Regional Water Quality Control Board?				X
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?				X
c) 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?				X
d) Have sufficient water supplies available to serve the project from existing entitlements and resources, or are new or expanded entitlements needed?				X
e) Result in a determination by the 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?				X
f) Be served by a landfill with insufficient permitted capacity to accommodate the project's solid waste disposal needs?				X
g) Comply with Federal, State, and local statutes and regulations related to solid waste?				X
h) Result in a need for new systems, or substantial alterations in power or natural gas facilities?				X
i) Result in a need for new systems, or substantial alterations in communication systems?				X

3.17.1 ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project exceed wastewater treatment requirements of the applicable Regional Water Quality Control Board? • No Impact.*

The replacement advertising structures will not result in the generation of wastewater. As a result, no sewage impacts are anticipated.

B. Would the project 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? • No Impact.

The implementation of the Digital Sign Ordinance Amendment will not involve any uses or activities that would result in the generation of any effluent or the consumption of any water. As a result, no sewage and/or water treatment facilities will be required to accommodate the proposed project and no impacts are anticipated.

C. Would the project 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? • No Impact.

The projected storm water runoff is not anticipated to significantly increase due to the amount of impervious surfaces currently found within the City. As a result, no impacts are anticipated.

D. Would the project have sufficient water supplies available to serve the project from existing entitlements and resources, or are new or expanded entitlements needed? • No Impact.

The installation of the advertising structures will not result in the consumption of any water. As a result, the project water consumption demand will not change and no impacts are anticipated.

E. Would the project result in a determination by the 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? • No Impact.

The replacement advertising structures will not involve any uses or activities that would result in the generation of any effluent or the consumption of water. As a result, no effluent treatment capacity and/or water supply commitments are required to accommodate the proposed project, and no impacts are anticipated.

F. Would the project be served by a landfill with sufficient permitted capacity to accommodate the project's solid waste disposal needs? • No Impact.

The implementation of the Digital Sign Ordinance Amendment will not involve any uses or activities that would result in the generation of any solid waste. Given the proposed use, there will not be significant change in the solid waste generation over that which presently exists. As a result, no impacts are anticipated.

G. Would the project comply with Federal, State, and local statutes and regulations related to solid waste? • No Impact.

The proposed advertising structures will not interfere with any ordinances with respect to waste reduction and recycling. As a result, no impacts are anticipated.

H. Would the project result in a need for new systems, or substantial alterations in power or natural gas facilities? • No Impact.

Southern California Edison and Southern California Gas Company provide service upon demand, and early coordination with these utility companies will ensure adequate and timely service to the project. Both utilities currently serve the planning area. Thus, no impacts on power and natural gas services will result from the implementation of the proposed project.

I. Would the project result in a need for new systems, or substantial alterations in communications systems? • No Impact.

The existing telephone lines in the surrounding area will be unaffected by the proposed project. Thus, no impacts on communication systems are anticipated.

3.17.2 CUMULATIVE IMPACTS

The analysis herein also determined that the proposed project would not result in any significant adverse impacts on local utilities. The ability of the existing sewer and water lines to accommodate the projected demand from future related projects will require evaluation on a case-by-case basis. As a result, no cumulative impacts on utilities will occur.

3.17.3 MITIGATION MEASURES

The analysis of utilities impacts indicated that no significant adverse impacts would result from the proposed project's approval and subsequent implementation. As a result, no mitigation is required.

3.18 MANDATORY FINDINGS OF SIGNIFICANCE

Mandatory Findings of Significance: *Will the proposed project:*

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

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 environmental assessment:

- The approval and subsequent implementation of the proposed project *will not* have the potential to degrade the quality of the environment.
- The approval and subsequent implementation of the proposed project *will not* have the potential to achieve short-term goals to the disadvantage of long-term environmental goals.
- The approval and subsequent implementation of 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 approval and subsequent implementation of the proposed project *will not* have environmental effects that will adversely affect humans, either directly or indirectly.
- The Initial Study indicated there is no evidence that the proposed project will have an adverse effect on wildlife resources or the habitant upon which any wildlife depends.

SECTION 4 REFERENCES

4.1 PREPARES

BLODGETT BAYLOSIS ENVIRONMENTAL PLANNING
16388 E. Colima Road Suite 206J
Hacienda Heights, California 91745
(626) 336-0033

Marc Blodgett, Project Manager
Bryan Hamilton, Project Planner
Liesl Sullano, Project Planner

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