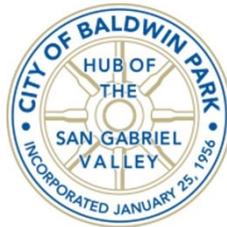


Outfront Media Baldwin Park LED Billboard Conversion Project Initial Study/ Negative Declaration

Lead Agency:

City of Baldwin Park
Community Development Department
14403 Pacific Avenue
Baldwin Park, CA 91706



Prepared For:

Outfront Media
1731 Workman Street
Los Angeles, CA 90031



Prepared By:

MIG, Inc.
1650 Spruce Street, Suite 102
Riverside, CA 92507



January 6, 2021

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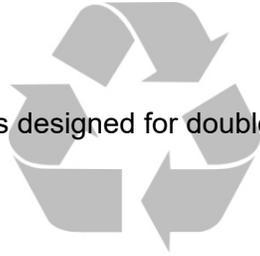


Table of Contents

1 Introduction	1
1.1 – Purpose of CEQA	1
1.2 – Public Comments	3
1.3 – Availability of Materials.....	3
2 Project Description.....	5
2.1 – Project Title	5
2.2 – Lead Agency Name and Address	5
2.3 – Contact Person and Phone Number	5
2.4 – Project Location	5
2.5 – Project Sponsor’s Name and Address	5
2.6 – General Plan Land Use Designation.....	5
2.7 – Zoning District(s).....	5
2.8 – Project Description.....	5
2.9 – Surrounding Land Uses	6
2.10 – Environmental Setting	6
2.11 – Required Approvals.....	7
2.12 – Other Public Agency Whose Approval Is Required.....	7
2.13 – Regulatory Provisions	7
3 Determination.....	21
3.1 – Environmental Factors Potentially Affected	21
3.2 – Determination.....	21
4 Evaluation of Environmental Impacts.....	23
4.1 – Aesthetics	23
4.2 – Agriculture and Forest Resources.....	26
4.3 – Air Quality	28
4.4 – Biological Resources.....	31
4.5 – Cultural Resources.....	34
4.6 – Energy.....	35
4.7 – Geology and Soils.....	37
4.8 – Greenhouse Gas Emissions	40
4.9 – Hazards and Hazardous Materials.....	42
4.10 – Hydrology and Water Quality	45
4.11 – Land Use and Planning.....	48
4.12 – Mineral Resources	49
4.13 – Noise.....	50
4.14 – Population and Housing	52
4.15 – Public Services.....	53
4.16 – Recreation.....	54
4.17 – Transportation.....	55
4.18 – Tribal Cultural Resources.....	61
4.19 – Utilities and Service Systems.....	63
4.20 – Wildfire	65
4.21 – Mandatory Findings of Significance	67
5 References	69
5.1 – List of Preparers.....	69
5.2 – Bibliography	69

Table of Contents

List of Tables

Table 2.9-1 Surrounding Land Uses.....6

List of Exhibits

Exhibit 1 Regional Context Map11
Exhibit 2 Project Vicinity Map13
Exhibit 3 Site Plan.....15
Exhibit 4 Sign Elevations17

Appendices

Appendix A Tribal Consultation Letters

1 Introduction

The City of Baldwin Park (“Lead Agency” or “City”) has received an application from Outfront Media (“Applicant”) for the conversion of an existing static billboard into a digital LED billboard (“Project”) located adjacent to Interstate 10 (I-10 Freeway) in the City of Baldwin Park, California (Assessor’s Parcel Number 8550-003-042). The digital LED billboard would be located on the north side of I-10 at 12921 East Garvey Avenue, within an existing commercial/industrial development just west of Amar Road. The Project would involve the removal of the existing two-sided static billboard faces and installation and operation of new two-sided digital LED billboard faces atop the existing sign pole. The approval of the digital LED billboard conversion constitutes a *project* that is subject to review under the California Environmental Quality Act (CEQA) 1970 (Public Resources Code, Section 21000 et seq.) and the State CEQA Guidelines (California Code of Regulations, Section 15000 et seq.).

This Initial Study has been prepared to assess the short-term, long-term, and cumulative environmental impacts that could result from approval of the proposed project. This report has been prepared to comply with Section 15063 of the State CEQA Guidelines, which sets forth the required contents of an Initial Study as follow:

- A description of the project, including the location of the project (see Section 2)
- Identification of the environmental setting (see Section 2.10)
- Identification of environmental effects by use of a checklist, matrix, or other methods, provided that entries on the checklist or other form are briefly explained to indicate that there is some evidence to support the entries (see Section 4)
- Discussion of ways to mitigate significant effects identified, if any (see Section 4)
- Examination of whether the project is compatible with existing zoning, plans, and other applicable land use controls (see Section 4.10)
- The name(s) of the person(s) who prepared or participated in the preparation of the Initial Study (see Section 5)

1.1 – Purpose of CEQA

The body of State law known as CEQA was enacted by the California legislature in 1970. The legislative intent of these regulations is established in Section 21000 of the California Public Resources Code, as follows:

“The Legislature finds and declares as follows:

- a) The maintenance of a quality environment for the people of this state now and in the future is a matter of statewide concern.
- b) It is necessary to provide a high-quality environment that at all times is healthful and pleasing to the senses and intellect of man.
- c) There is a need to understand the relationship between the maintenance of high-quality ecological systems and the general welfare of the people of the state, including their enjoyment of the natural resources of the state.
- d) The capacity of the environment is limited, and it is the intent of the Legislature that the government of the state takes immediate steps to identify any critical thresholds for the health and safety of the people of the state and take all coordinated actions necessary to prevent such thresholds being reached.
- e) Every citizen has a responsibility to contribute to the preservation and enhancement of the environment.

Introduction

- f) The interrelationship of policies and practices in the management of natural resources and waste disposal requires systematic and concerted efforts by public and private interests to enhance environmental quality and to control environmental pollution.
- g) It is the intent of the Legislature that all agencies of the state government which regulate activities of private individuals, corporations, and public agencies which are found to affect the quality of the environment, shall regulate such activities so that major consideration is given to preventing environmental damage, while providing a decent home and satisfying living environment for every Californian.

The Legislature further finds and declares that it is the policy of the State to:

- h) Develop and maintain a high-quality environment now and in the future, and take all action necessary to protect, rehabilitate, and enhance the environmental quality of the state.
- i) Take all action necessary to provide the people of this state with clean air and water, enjoyment of aesthetic, natural, scenic, and historic environmental qualities, and freedom from excessive noise.
- j) Prevent the elimination of fish or wildlife species due to man's activities, insure that fish and wildlife populations do not drop below self-perpetuating levels, and preserve for future generations representations of all plant and animal communities and examples of the major periods of California history.
- k) Ensure that the long-term protection of the environment, consistent with the provision of a decent home and suitable living environment for every Californian, shall be the guiding criterion in public decisions.
- l) Create and maintain conditions under which man and nature can exist in productive harmony to fulfill the social and economic requirements of present and future generations.
- m) Require governmental agencies at all levels to develop standards and procedures necessary to protect environmental quality.
- n) Require governmental agencies at all levels to consider qualitative factors as well as economic and technical factors and long-term benefits and costs, in addition to short-term benefits and costs and to consider alternatives to proposed actions affecting the environment.”

A concise statement of legislative policy, with respect to public agency consideration of projects for some form of approval, is found in Section 21002 of the Public Resources Code, quoted below:

The Legislature finds and declares that it is the policy of the state that public agencies should not approve projects as proposed if there are feasible alternatives or feasible mitigation measures available which would substantially lessen the significant environmental effects of such projects, and that the procedures required by this division are intended to assist public agencies in systematically identifying both the significant effects of proposed projects and the feasible alternatives or feasible mitigation measures which would avoid or substantially lessen such significant effects. The Legislature further finds and declares that in the event specific economic, social, or other conditions make infeasible such project alternatives or such mitigation measures, individual projects may be approved in spite of one or more significant effects thereof.

1.2 – Public Comments

The City invites comments from all agencies and individuals regarding the information contained in this Initial Study. Such comments should explain any perceived deficiencies in the assessment of impacts, identify the information that is purportedly lacking in the Initial Study or indicate where the information may be found. All comments on the Initial Study shall be submitted to:

Melissa Chipres, Associate Planner
City of Baldwin Park
Planning Division
14403 Pacific Avenue
Baldwin Park, CA 91706
Phone: (626) 960-4011 Ext. 452
Email: melissac@baldwinpark.com

Following a 30-day period of circulation and review of the Initial Study, all comments would be considered by the City of Baldwin Park prior to adoption.

1.3 – Availability of Materials

All materials related to the preparation of this Initial Study are available for public review. To request an appointment to review these materials, please contact:

Melissa Chipres, Associate Planner
City of Baldwin Park
Planning Division
14403 Pacific Avenue
Baldwin Park, CA 91706
Phone: (626) 960-4011 Ext. 452
Email: melissac@baldwinpark.com

The Initial Study and Negative Declaration will be made available online at the City of Baldwin Park Website.

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2 Project Description

2.1 – Project Title

Outfront Media Baldwin Park LED Billboard Conversion Project

2.2 – Lead Agency Name and Address

City of Baldwin Park
Planning Division
14403 East Pacific Avenue
Baldwin Park, CA 91706

2.3 – Contact Person and Phone Number

Melissa Chipres, Associate Planner
Phone: (626) 960-4011 Ext. 452
Email: melissac@baldwinpark.com

2.4 – Project Location

The Project site is located in the San Gabriel Valley immediately adjacent and north of Interstate 10 (I-10) and approximately 0.35 miles east of Interstate 605 (I-605) (see Exhibit 1 Regional Context Map). The Project site is located within the parking lot of an existing commercial/industrial development at 12921 East Garvey Avenue (Assessor's Parcel Number 8550-003-042), just west of Amar Road in the City of Baldwin Park (See Exhibit 2, Project Vicinity Map). The existing static billboard and sign pole is located at the south end of the site, nearest to East Garvey Avenue and I-10.

2.5 – Project Sponsor's Name and Address

Outfront Media
1731 Workman Street
Los Angeles, CA 90031

2.6 – General Plan Land Use Designation

Commercial/Industrial (CI)

2.7 – Zoning District(s)

Industrial Commercial (I-C)

2.8 – Project Description

The City of Baldwin Park has received an application for approval of a site plan for conversion of the existing two-sided static billboard signs at 12921 East Garvey Avenue into a two-sided digital LED billboard (see Exhibit 3, Site Plan). The Applicant proposes to remove the existing two-sided static billboard signs and install and operate a new two-sided digital display on top of the existing sign pole. The proposed new digital LED billboard will include a two-sided digital display with each LED face

measuring 14-feet by 48-feet (see Exhibit 4, Sign Elevations). The existing sign pole has a circumference of 36 inches and a height of 49-feet. Once the digital LED displays are mounted atop the sign pole, the proposed new digital LED billboard will have a finished height of 60 feet from grade to the top of the sign faces. The existing sign pole will also be wrapped with a 64-inch square decorative trim. Finally, a 2-foot 6-inch sheet metal skirt will be mounted to the bottom of the proposed digital displays.

Underground utility connections (electrical) for the digital LED billboard already exist within the existing pole sign. Therefore, the Project will not include trenching for lateral utility connections, and would not include any ground disturbing activities. No new structures are proposed as part of the Project and no other utility connections besides electrical would be required.

No residential uses are located immediately adjacent to the proposed digital billboard. However, there are single-family homes located approximately 680 feet west of the billboard location on Wescott Avenue, multi-family residences located approximately 420 feet northeast of the billboard location on Bess Avenue, and both single-family homes and multi-family residences located approximately 348 and 300 feet to the south of the billboard location, respectively, on the opposite side of I-10 (See Exhibit 2). No changes to the existing parcel—other than removal of the existing static sign faces and installation of the two-sided digital LED billboard display—are proposed.

2.9 – Surrounding Land Uses

The proposed LED digital billboard location is within a fully developed area of the City, surrounded on all sides by existing development and/or public rights-of-way. Immediately to the south of the billboard location is the I-10. To the west and north of the Project site are commercial/industrial uses similar to what exists on the Project site. To the east, on the opposite side of Amar Road, are commercial uses. On the south side of the freeway, opposite the Project site, are single-family homes and multi-family residences. The nearest residential use to the Project site is an apartment located approximately 300 feet to the south at 12911 Dalewood Street. This apartment is located on the opposite side of I-10 from the Project site. Table 1 (Surrounding Land Uses) lists the existing land use, General Plan designations, and zoning districts surrounding the project site.

**Table 2.9-1
Surrounding Land Uses**

Direction	General Plan Designation	Zoning District	Existing Land Use
Project Site	Commercial/Industrial (CI)	Industrial Commercial (I-C)	Industrial Park; Crane Rental
North	Commercial/Industrial (CI)	Industrial Commercial (I-C)	Industrial Park; Scrap Yard
South	Single-Family Residential (SFR)	Single-Family Residential (R-1)	Interstate 10; Multi- and Single-Family Residences
East	General Commercial (GC)	General Commercial (C-2)	Commercial Business; Vehicle Rental
West	Commercial/Industrial (CI)	Industrial Commercial (I-C)	Industrial Park; Computer Service

2.10 – Environmental Setting

The proposed digital LED billboard sign would be located adjacent to the I-10 within the City of Baldwin Park. Baldwin Park is located in the central San Gabriel Valley and is bounded by the cities of Irwindale to the north, West Covina to the south and east, and El Monte to the south and west. I-10 traverses

Baldwin Park, and provides access to the regional freeway network, which includes I-605 to the west, State Route 60 (SR-60) to the south, State Route 57 (SR-57) to the east, and Interstate 210 (I-210) to the north. Land uses surrounding the City of Baldwin Park are a mix of suburban residential, commercial, and industrial. The City of Baldwin Park is a fully urbanized area, with limited vacant land available for development. The project vicinity is completely urbanized and built out.

2.11 – Required Approvals

The City of Baldwin Park, as Lead Agency for the Project, has discretionary authority over the Project. In order to implement this Project, the Applicant would be required to obtain the following entitlements:

- Design Review for the proposed site design and billboard architecture.
- Development Agreement highlighting Project rules, regulations over an agreed upon time between the City and the Applicant.

2.12 – Other Public Agency Whose Approval Is Required

The applicant will be required to obtain a Department of Transportation Outdoor Advertising Act Permit from the California Department of Transportation (Caltrans).

2.13 – Regulatory Provisions

Federal: The Federal Highway Beautification Act of 1965 (23 U.S.C. § 131) provides for the control of outdoor advertising, including removal of certain types of signs, along the interstate highway system. The Act is enforced by the Federal Highway Administration (FHWA). As part of its enforcement effort, the FHWA has entered into agreements regarding the Act with state departments of transportation. The agreements with California are described under State provisions, below.

In addition, the FHWA has responded to the development of signs that present changing messages, either mechanically or digitally, with an interpretation of its agreements with the states pursuant to the Highway Beautification Act. The FHWA discussed changeable message signs in a Memorandum dated July 17, 1996, concluding that a state could reasonably interpret the provisions of its agreement with the FHWA "...to allow changeable message signs."

The FHWA issued a subsequent memorandum on September 25, 2007 on the subject of off-premises changeable electronic variable message signs (CEVMS). The memorandum stated that proposed laws, regulations, and procedures that allowed changeable message signs subject to acceptable criteria would not violate the prohibition on "intermittent, flashing, or moving" signs as used in the state agreements. The 2007 memorandum identified ranges of acceptability relating to key location and operational characteristics, which have resulted in consistent basic guidelines throughout the country:

- Brightness: The sign brightness should be adjusted to respond to changes in light levels.
- Duration of Message: Duration of display is generally between 4 and 10 seconds; 8 seconds is recommended.
- Transition Time: Transition between messages is generally between 1 and 4 seconds; 1 to 2 seconds is recommended.
- Spacing: Spacing between signs should not be less than the minimum specified for other billboards, or greater if deemed required for safety.
- Locations: Location criteria are the same as for other signs unless it is determined that specific locations are inappropriate.

Project Description

The memorandum also refers to other standards that have been found helpful to ensure driver safety, including a default designed to freeze the display in one still position if a malfunction occurs; a process for modifying displays and lighting levels where directed by the state departments of transportation to assure safety of the motoring public; and requirements that a display contain static messages without movement such as animation, flashing, scrolling, or intermittent or full-motion video.

State: The California Department of Transportation (Caltrans) is involved in the control of offsite displays along state highways. Such displays advertise products or services of businesses located on properties other than that which the display is located. Caltrans does not regulate on-site displays. The California Outdoor Advertising act contains a number of provisions relating to the construction and operation of billboards:

- 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]).
- Signs are restricted from areas within 300 feet of an intersection of highways or of highway and railroad rights-of-way, but a sign may be located at the point of interception, as long as a clear view is allowed for 300 feet, and no sign shall be installed that would prevent a traveler from obtaining a clear view of approaching vehicles for a distance of 500 feet along the highway (§5404).
- Message center signs may not include any illumination or message change that is in motion or appears to be in motion or that changes or exposes 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).
- No advertising display may be placed or maintained on property adjacent to a section of a freeway that has been landscaped if the advertising display is designed to be viewed primarily by persons traveling on the main-traveled way of the landscaped freeway (§ 5440).

Some freeways are classified as “landscaped freeways.” A landscaped freeway is defined as one that is now, or may in the future be, improved by the planting of lawns, trees, shrubs, flowers, or other ornamental vegetation requiring reasonable maintenance on one or both sides of the freeway (§5216). Off-premise displays are not allowed along landscaped freeways except when approved as part of relocation agreements. However, Caltrans has interpreted these provisions as allowing new billboards along such freeway segments if a relocation agreement has been approved pursuant to §5412 of the Outdoor Advertising Act.

Additional restrictions on outdoor signage are found in the California Vehicle Code. Vehicle Code §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 provided. The restrictions may be enforced by Caltrans, the California Highway Patrol, or local authorities.

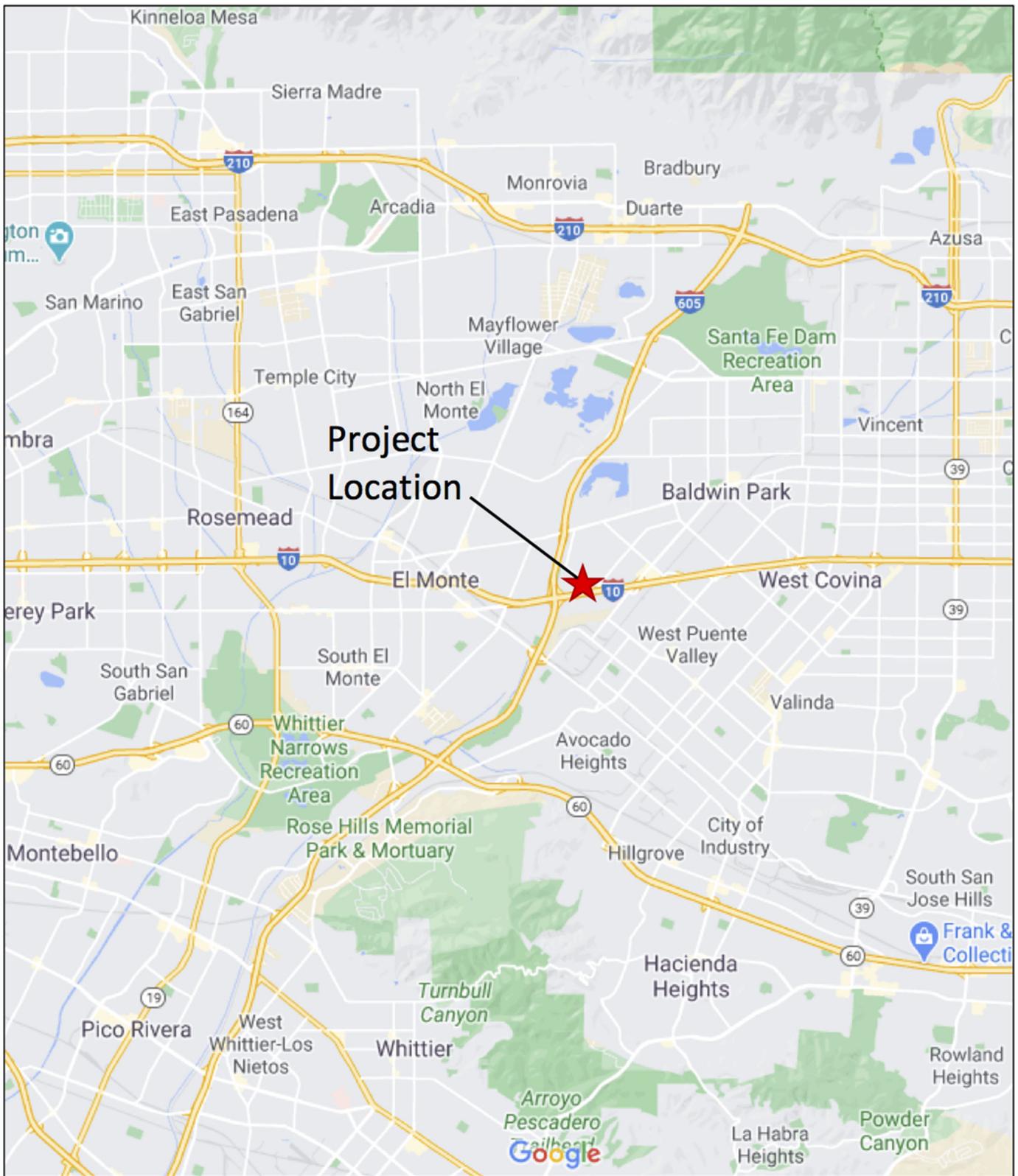
The FHWA has entered into written agreements with various states as part of implementation of the Highway Beautification Act, including written agreements dated May 1965 and February 1968. The agreements generally provide that the State would control the construction of all outdoor advertising signs, displays, and devices within 660 feet of the interstate highway right-of-way. The agreements provide that such signs shall be erected only in commercial or industrial zones, and 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 shall be no larger than 25 feet in height and 60 feet in width, excluding border, trim, and supports.
- Signs on the same side of the freeway must be separated by at least 500 feet.
- Signs shall not include any flashing, intermittent or moving lights, and shall not emit light that could obstruct or impair the vision of any driver.

California regulates outdoor advertising in the Outdoor Advertising Act (Business and Professions Code §5240 et seq.). Caltrans enforces the law and regulations. Caltrans requires applicants for new outdoor lighting 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. A digital LED billboard is identified as a “message center” in the statute, which is an advertising display where the message is changed more than once every two minutes, but no more than once every four seconds (Business and Professions Code §5216.4).

Local: While the City does not have zoning ordinance regulations specifically regulating light from advertising signs, Section 153.140.040(F) (Light and Glare) of the Baldwin Park Municipal Code states that lighting “shall be directed, oriented and shielded to prevent light from shining onto adjacent properties, onto public rights-of-way, and into driveway areas in a manner that would obstruct motorists’ vision.” Furthermore, Municipal Code Section 153.140.040(G) states that “lighting for advertising signs shall not cause light or glare on surrounding properties.”

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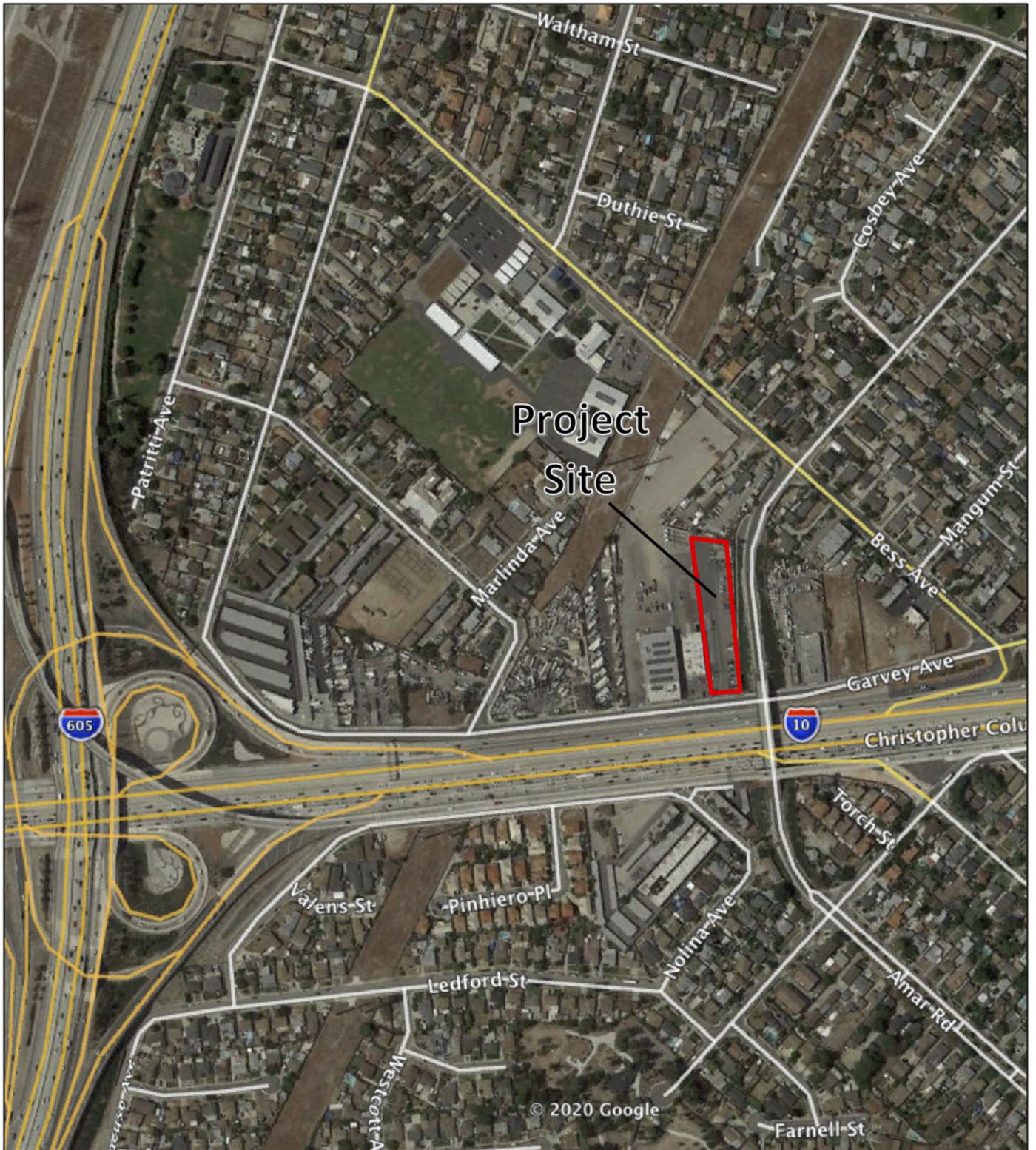


Exhibit 1 Regional Context Map

Outfront Media Digital LED Billboard Conversion Project

Baldwin Park, California

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Exhibit 2 Project Vicinity Map

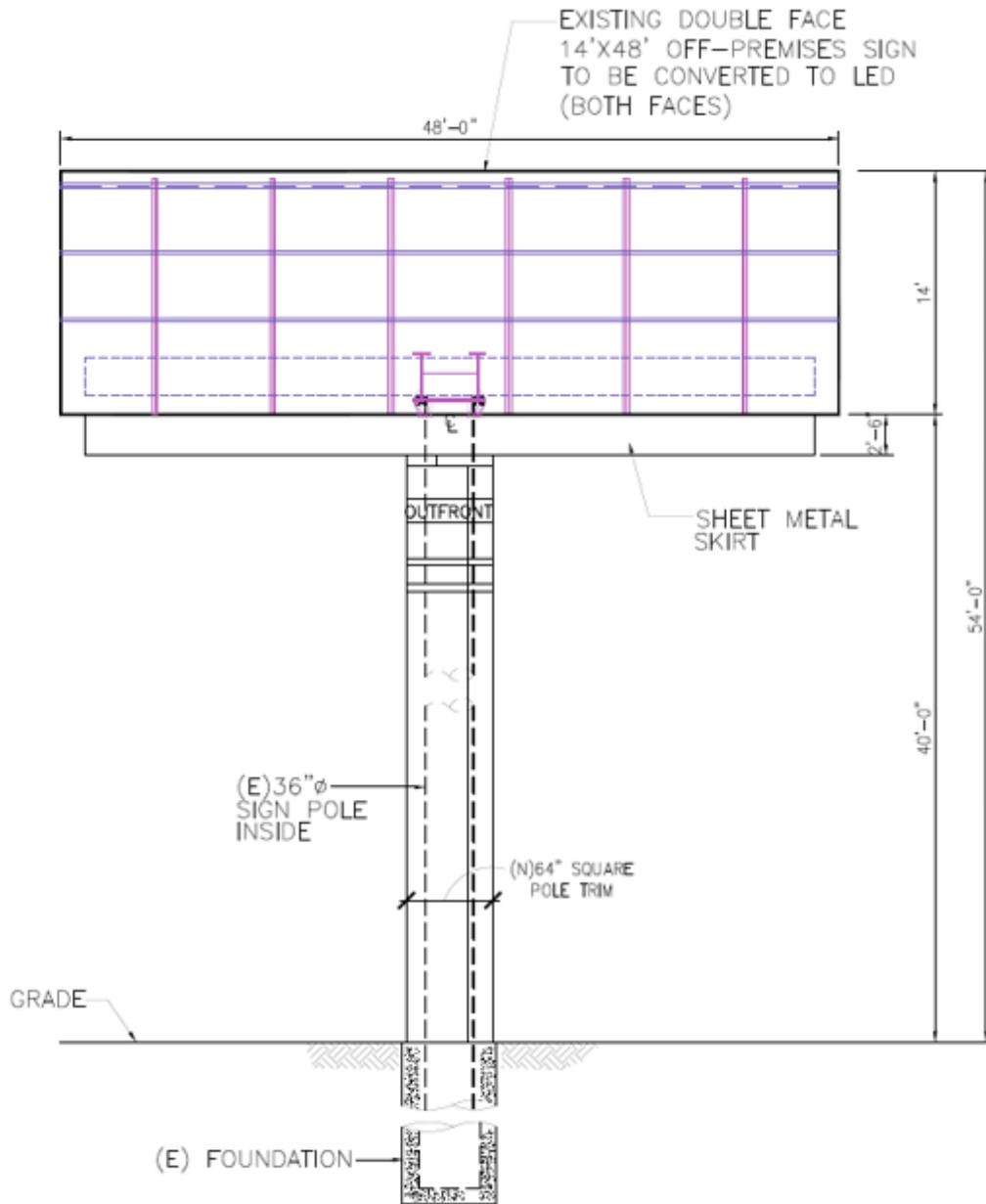
Outfront Media Digital LED Billboard Conversion
Baldwin Park, California

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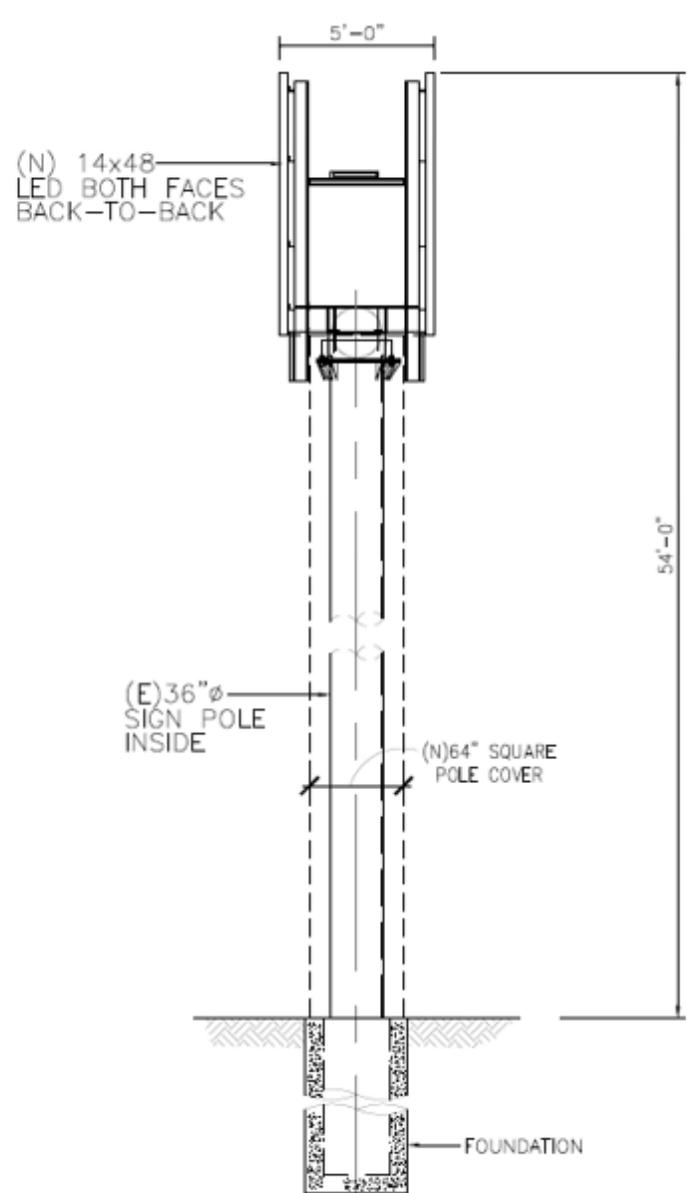


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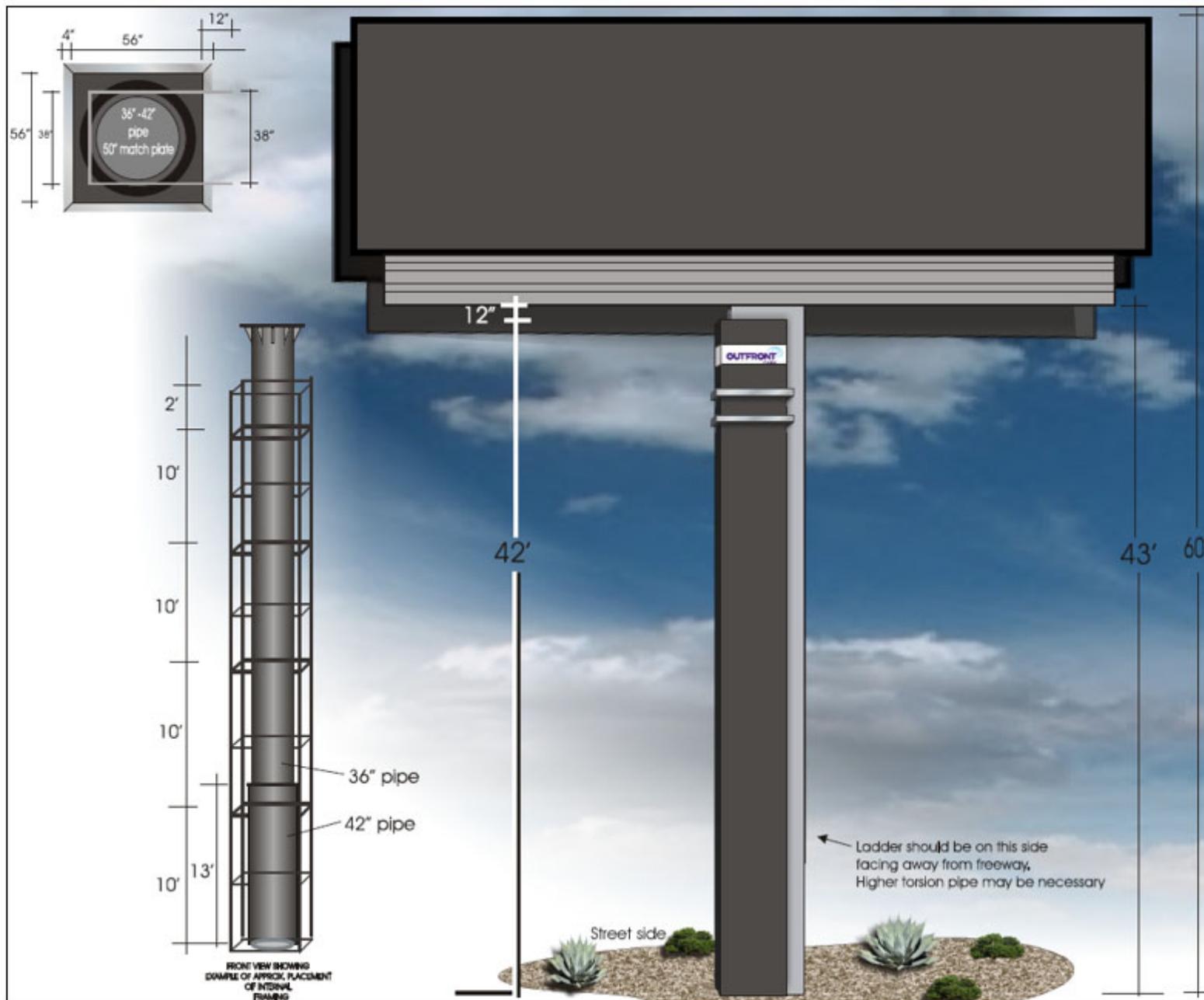


EAST & WEST ELEVATION



NORTH-SOUTH ELEVATION

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3 Determination

3.1 – Environmental Factors Potentially Affected

The environmental factors checked below would be potentially affected by this project, involving at least one impact that is a 'Potentially Significant Impact' as indicated by the checklist on the following pages.

<input type="checkbox"/>	Aesthetics	<input type="checkbox"/>	Agriculture Resources	<input type="checkbox"/>	Air Quality
<input type="checkbox"/>	Biological Resources	<input type="checkbox"/>	Cultural Resources	<input type="checkbox"/>	Energy
<input type="checkbox"/>	Geology /Soils	<input type="checkbox"/>	Greenhouse Gas Emissions	<input type="checkbox"/>	Hazards & Hazardous Materials
<input type="checkbox"/>	Hydrology / Water Quality	<input type="checkbox"/>	Land Use / Planning	<input type="checkbox"/>	Mineral Resources
<input type="checkbox"/>	Noise	<input type="checkbox"/>	Population/Housing	<input type="checkbox"/>	Public Services
<input type="checkbox"/>	Recreation	<input type="checkbox"/>	Transportation Utilities / Service Systems	<input type="checkbox"/>	Tribal Cultural Resources
<input type="checkbox"/>	Utilities/Service Systems	<input type="checkbox"/>	Wildfire	<input type="checkbox"/>	Mandatory Findings of Significance

3.2 – Determination

<input checked="" type="checkbox"/>	I find that the proposed project COULD NOT have a significant effect on the environment, and a NEGATIVE DECLARATION will be prepared.
<input type="checkbox"/>	I find that although the proposed project could have a significant effect on the environment, there will not be a significant effect in this case because revisions in the project have been made by or agreed to by the project proponent. A MITIGATED NEGATIVE DECLARATION would be prepared.
<input type="checkbox"/>	I find that the proposed project MAY have a significant effect on the environment, and an ENVIRONMENTAL IMPACT REPORT is required.
<input type="checkbox"/>	I find that the proposed project MAY have a 'potentially significant impact' or 'potentially significant unless mitigated' impact on the environment, but at least one effect 1) has been adequately analyzed in an earlier document pursuant to applicable legal standards, and 2) has been addressed by mitigation measures based on the earlier analysis as described on attached sheets. An ENVIRONMENTAL IMPACT REPORT is required, but it must analyze only the effects that remain to be addressed.
<input type="checkbox"/>	I find that although the proposed project could have a significant effect on the environment because all potentially significant effects (a) have been analyzed adequately in an earlier EIR or NEGATIVE DECLARATION pursuant to applicable standards, and (b) have been avoided or mitigated pursuant to that earlier EIR or NEGATIVE DECLARATION, including revisions or mitigation measures that are imposed upon the proposed project, nothing further is required.

Name: Paul Guerrero, Senior Program Specialist

Date

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4 Evaluation of Environmental Impacts

4.1 – Aesthetics

Except as provided in Public Resources Code Section 21099, would the project:

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporation	Less Than Significant Impact	No Impact
a) Have a substantial adverse effect on a scenic vista?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Substantially damage scenic resources, including, but not limited to, trees, rock outcroppings, and historic buildings within view from a state scenic highway?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) In non-urbanized areas, substantially degrade the existing visual character or quality of public views of the site and its surroundings? (Public views are those that are experienced from publicly accessible vantage point.) If the project is in an urbanized area, would the project conflict with applicable zoning and other regulations governing scenic quality?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Create a new source of substantial light or glare which would adversely affect day or nighttime views in the area?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

a) **No Impact.** Scenic vistas can be impacted by development in two ways. First, a structure may be constructed that blocks the view of a vista. Second, the vista itself may be altered (i.e., development on a scenic hillside). The City of Baldwin Park 2020 General Plan does not identify any scenic vistas or other scenic resources in the City.¹ The Angeles National Forest and San Gabriel Mountains are scenic assets located approximately eight miles north of the project site and can be viewed along Garvey Avenue and I-10. However, views of these scenic assets are limited due to intervening buildings and existing landscaping. Nonetheless, the proposed Project would not obstruct any scenic vistas as there is already a sign at this location. The proposed digital LED billboard will be the same height and have the same sizes display faces as the existing static billboard. Therefore, no impact would occur to scenic vistas.

b) **No Impact.** The proposed digital LED billboard would not be located adjacent to a designated state scenic highway or eligible state scenic highway, as identified on the California Scenic Highway

Mapping System.² Moreover, the Baldwin Park 2020 General Plan does not identify any scenic resources within the City.³ The proposed digital LED billboard would be located in a fully developed, urbanized area that contains no scenic resources. Therefore, no impact to scenic resources visible from a state scenic highway would occur.

c) **Less Than Significant Impact.** Degradation of visual character or quality is defined by substantial changes to the existing site appearance through construction of structures such that they are poorly designed or conflict with the site's existing surroundings. Operation of the proposed digital LED billboard would not substantially alter the existing visual character of the site or area. These types of signs are common in urban areas adjacent to freeways and other high-traffic volume roadways, and there is currently a static billboard at this location. The site is currently occupied by a commercial industrial use. All existing building features on the site would be retained with development of the proposed digital LED billboard. The proposed digital display would be reviewed by city staff as part of the approval process, and design parameters would be imposed by the City based on Section 153.170 of the Municipal Code (Sign Regulations).⁴ As indicated in Table 153.170.080, freestanding signs shall be permitted only in the FC, C-2 and I-C zones that have freeway frontage and shall have a maximum height of 80-feet above grade. The proposed digital LED billboard would not exceed 60 feet in height, as measured from finished grade to the top of the digital LED billboard display faces. As the Project vicinity is characterized by highway-oriented commercial and industrial uses, it is not anticipated to substantially degrade the existing visual character or quality of the site and its surroundings. Additionally, as discussed above, the sign would not conflict with any protected views and is consistent with surrounding uses. Impacts would be less than significant.

d) **Less Than Significant Impact.** Excessive or inappropriately directed lighting can adversely impact night-time views by reducing the ability to see the night sky and stars. Glare can be caused from unshielded or misdirected lighting sources. Reflective surfaces (i.e., polished metal) can also cause glare. Impacts associated with glare range from simple nuisance to potentially dangerous situations (i.e., if glare is directed into the eyes of motorists). Digital billboards rely on LED (light-emitting diode) technology to display messages on a display screen. The lighting of any proposed digital LED billboard sign would be designed to make the message display visible to passing motorists. Digital LED billboard technology allows sign brightness to be adjusted automatically depending on ambient lighting and weather conditions. The display, for example, is brighter in the daytime than at night-time and responds to changes in the ambient light conditions.

The proposed digital LED billboard would require a Department of Transportation Outdoor Advertising Act Permit from Caltrans. As a condition of that permit, digital LED billboard signs are required to comply with the brightness requirements outlined in the Outdoor Advertising Act in that the illumination shall not be of such brilliance or so positioned as to cause a hazardous condition on adjacent highways. The standard used by Caltrans for enforcing sign brightness is as follows:

“The brightness reading of an objectionable light source shall be measured with a 1½ degree photoelectric brightness meter placed at the driver's point of view. The maximum measured brightness of the light source within 10 degrees from the driver's normal line of sight shall not be more than 1,000 times the minimum measured brightness in the driver's field of view, except that when the minimum measured brightness in the field of view is 10 foot-lamberts or less, the measured brightness of the light source in foot-lamberts shall not exceed 500 plus 100 times the angle, in degrees, between the driver's line of sight and the light source.”⁵

Although these restrictions have been imposed for traffic safety reasons, the resulting controls effectively regulate the operation of digital LED billboard signs to ensure that individual signs do not create a substantial new source of light or glare.

Development of the proposed digital LED billboard would comply with guidelines of the Outdoor Advertising Association of America (OAAA). These guidelines specify that lighting levels from a digital billboard would not exceed 0.3 foot-candles over ambient levels, as measured using a foot-candle meter at a pre-set distance based on the size of the sign. The OAAA guidelines draw from recommendations in the OAAA-commissioned report, *Digital Billboard Recommendations and Comparisons to Conventional Billboards*.⁶ This report developed a method for specification of brightness limits for LED signs based on accepted practice by the Illuminating Engineering Society of North America (IESNA). The report established criteria for brightness limits based on billboard-to-viewer measurements for standardized billboard categories. The recommended brightness level is 0.3 foot-candles above ambient light conditions. Illuminance can be measured simply by using a foot-candle meter held at a height of approximately five feet and aimed towards a sign consistent with the sign-to-viewer distance. A reading of no more than 0.3 foot-candles above ambient light conditions would indicate compliance.

While the City does not have zoning ordinance regulations specifically regulating light from advertising signs, Section 153.140.040(F) (Light and Glare) of the Baldwin Park Municipal Code states that lighting “shall be directed, oriented and shielded to prevent light from shining onto adjacent properties, onto public rights-of-way, and into driveway areas in a manner that would obstruct motorists’ vision.” Furthermore, Municipal Code Section 153.140.040(G) states that “lighting for advertising signs shall not cause light or glare on surrounding properties.” Therefore, with compliance with these regulations, light and glare impacts would be less than significant.

4.2 – Agriculture and Forest Resources

In determining whether impacts to agricultural resources are significant environmental effects, lead agencies may refer to the California Agricultural Land Evaluation and Site Assessment Model (1997) prepared by the California Department of Conservation as an optional model to use in assessing impacts on agriculture and farmland. In determining whether impacts to forest resources, including timberland, are significant environmental effects, lead agencies may refer to information compiled by the California Department of Forestry and Fire Protection regarding the state’s inventory of forest land, including the Forest and Range Assessment Project and the Forest Legacy Assessment project, and forest carbon measurement methodology provided in Forest Protocols adopted by the California Air Resources Board.

Would the project:

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporation	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?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Conflict with existing zoning for agricultural use, or a Williamson Act contract?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Conflict with existing zoning for, or cause rezoning of, forest land (as defined in Public Resources Code Section 12220(g)), timberland (as defined by Public Resources Code Section 4526), or timberland zoned Timberland Production (as defined by Government Code Section 51104 (g))?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Result in loss of forest land or conversion of forest land to non-forest use?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e) Involve other changes in the existing environment which, due to their location or nature, could result in conversion of Farmland to non-agricultural use or conversion of forest land to non-forest use?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

a) **No Impact.** According to the Baldwin Park 2020 General Plan, the City contains no areas that are currently zoned, designated, or used for agricultural or forestry activities, nor does it contain any Prime

Farmland, Unique Farmland, or Farmland of Statewide Significance.⁷ Due to its urban setting, the Project site and its surroundings are not included in the Farmland Mapping and Monitoring Program of the California Department of Conservation. The Project site is not zoned for agricultural use and is not under a Williamson Act Contract.⁸ In addition, there are no areas of forestland as defined in Public Resources Code Section 12220(g) or timberland as defined in Public Resources Code Section 4526 within the City. The proposed Project is located in a developed, urbanized area, and surrounded primarily by commercial and industrial uses. The proposed Project would not change the existing environment in a manner that would result in the conversion of farmland or forestland to other kinds of land uses. Therefore, no impact would occur.

b) **No Impact.** Williamson Act contracts are formed between a county or city and a landowner for the purposes of restricting specific parcels of land to agricultural preserve areas. The Project site does not contain any agricultural uses nor is it zoned for agricultural use. No active Williamson Act contracts pertain to the Project site. Therefore, no impact would occur.

c) **No Impact.** The Project site is developed and located in an urbanized area of the City of Baldwin Park with no timberland resources onsite. The Project site has a zoning designation of Industrial Commercial (I-C), and a General Plan land use designation of International Commercial/Industrial (CI). Both land uses do not allow for forest land or timberland production. Therefore, the proposed Project would not conflict with existing zoning or cause rezoning of forest land. Therefore, no impact would occur.

d) **No Impact.** According to the City of Baldwin Park 2020 General Plan no forest lands occur within the City. Therefore, the proposed Project would not result in the loss of forest land or conversion of forest land to non-forest use.

e) **No Impact.** No agricultural or farmland occurs on the site. The Project site is zoned Commercial (I-C), and no forest lands, farmland or agricultural uses are allowed. Therefore, the proposed Project would not involve changes in the existing environment which would result in conversion of farmland to non-agricultural use or the conversion of forest lands to non-forest use. Therefore, no impact would occur.

4.3 – Air Quality

Where available, the significance criteria established by the applicable air quality management district or air pollution control district may be relied upon to make the following determinations. Where available, the significance criteria established by the applicable air quality management or air pollution control district may be relied upon to make the following determinations.

Would the project:

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporation	Less Than Significant Impact	No Impact
a) Conflict with or obstruct implementation of the applicable air quality plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Result in a cumulatively considerable net increase of any criteria pollutant for which the project region is non-attainment under an applicable federal or state ambient air quality standard?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Expose sensitive receptors to substantial pollutant concentrations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Result in other emissions (such as those leading to odors adversely affecting a substantial number of people?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

a) **No Impact.** The City of Baldwin Park is located within the South Coast Air Basin (Basin) under the jurisdiction of the South Coast Air Quality Management District (SCAQMD). SCAQMD and the Southern California Association of Governments (SCAG) are responsible for formulating and implementing the Air Quality Management Plan (AQMP) for the Basin. The AQMP is a series of plans for the purpose of reaching short-and long-term goals for those pollutants for which the Basin is designated as a “nonattainment” area because it does not meet Federal and/or State Ambient Air Quality Standards (AAQS). To determine consistency between a project and the AQMP, the project must comply with all applicable SCAQMD rules and regulations, comply with all proposed or adopted control measures, and be consistent with the growth forecasts utilized in preparation of the Plan.

A significant impact could occur if the proposed Project conflicts with or obstructs implementation of the South Coast Air Basin 2016 AQMP. Conflicts and obstructions that hinder implementation of the AQMP can delay efforts to meet attainment deadlines for criteria pollutants and maintaining existing compliance with applicable air quality standards. Pursuant to the methodology provided in Chapter 12 of the 1993 SCAQMD CEQA Air Quality Handbook, consistency with the South Coast Air Basin 2016 AQMP is affirmed when a project meets the following:

1. does not increase the frequency or severity of an air quality standards violation or cause a new violation and

2. is consistent with the growth assumptions in the AQMP.

The proposed Project would not increase the frequency or severity of an air quality standards violation as discussed in Section 4.3 (b) below. The proposed Project does not include any housing or demolition of housing and would not generate any population or employment. Based on the Criteria 1 and 2 the proposed Project is consistent with the AQMP; therefore, no impact would occur.

b) **Less Than Significant Impact.** A project may have a significant impact if project-related emissions will exceed Federal, State, or regional standards or thresholds, or if project-related emissions will substantially contribute to existing or project air quality violations. The proposed Project is located within the South Coast Air Basin. Efforts to attain State or Federal air quality standards are governed by the SCAQMD. Both the State and Federal governments have established health based ambient air quality standards (AAQS). The SCAQMD has prepared the AQMP to set forth a comprehensive and integrated program that would lead the Basin into compliance with the Federal 24-hour PM_{2.5} air quality standard and to provide an update to the SCAQMD's commitments toward meeting the Federal 8-hour ozone standards.

Construction Emissions

Short-term criteria pollutant emissions would occur during removal of the existing static billboard sign faces, installation of the new digital LED display faces, and installation of trim around the existing sign pole. The proposed digital LED billboard would connect to electric utility lines within the existing sign pole and would not require ground-disturbing activities. Conversion of the billboard would not require the use of heavy construction equipment, would not require demolition of any existing buildings or structures, and would not require any site grading or other earth moving activities. Removal of the existing static billboards and installation of the new digital LED displays would require use of a crane or cherry-picker. Architectural coatings would also not be required, as the prefabricated signs, pole trim, and sheet metal skirt would come factory coated. As such, maximum daily emissions from the conversion of the static billboard into a digital LED billboard would be negligible and would not exceed daily thresholds established by SCAQMD. Impacts from construction would be less than significant.

Operational Emissions

Due to its small-scale nature, the proposed Project would not have any direct operational impacts that would affect air quality. It is assumed the proposed digital LED billboard would use a nominal amount of electricity for illumination purposes. It is also assumed that due to the multitude of LED lights inherent to digital billboard signs, the electricity consumption from digital LED billboards would be greater than the electricity consumption of static signs. However, these impacts are expected to be minimal.

According to a 2014 San Diego Gas & Electric study on digital billboard energy use in California, previous reports studying the energy use of digital LED billboards present up to a six-fold difference in annual energy use, ranging from around 50,000- to over 300,000- kilowatt-hours per year, among equipment from different manufacturers installed around the country.¹¹ In addition, digital LED billboard efficiency has improved as LED technology has matured, and today, annual energy use of new products is likely to be on the lower end of that range. Incorporating some key assumptions about brightness levels, operating conditions, size, and display content, the study calculated a typical, current generation digital billboard (14 feet by 48 feet) to use between 29,000- and 94,000-kilowatt-hours per year. By focusing on the two energy saving measures that offer the greatest potential, high quality LEDs and tighter brightness control settings, the study estimates potential annual energy savings of around 85% per sign.

It is assumed that the proposed digital LED display faces would employ the current generation of high quality, energy efficient LEDs. Moreover, Project compliance with Section 153.140.040(F) (Light and Glare) of the Baldwin Park Municipal Code would control for brightness during both the day and night. Therefore, given the annual reduction in energy that can be expected from high quality LEDs and brightness control, it can be estimated that the proposed sign would use between 29,000- and 94,000-kilowatt hours per year. Furthermore, operation of the proposed digital LED billboard would not generate customer trips and would only require periodic maintenance visits. The proposed Project would not impact traffic levels on I-10, and as such no other mobile-source emissions impacts would occur, including carbon monoxide impacts. As there are no mobile sources or direct emissions associated with operation of the proposed digital LED billboard, the proposed Project's operational emissions are anticipated to be nominal and less than significant.

The Basin is currently in non-attainment standards for State, Federal criteria pollutants ozone, nitrogen dioxide, and fine particulate matter (PM_{2.5} and PM₁₀).⁹ Short-term, construction-related emissions and long-term, operational emissions from the proposed digital LED billboard conversion would not contribute considerably to any potential cumulative air quality impact. The Project would contribute a minimal amount of criteria pollutants to the area during the short-term project construction and operation. Therefore, impacts would be less than significant.

c) **No Impact.** Sensitive receptors would include uses occupied by children or the elderly such as hospitals, parks, and residential homes. The nearest sensitive receptors are located approximately 300 feet south of the proposed sign location. Because short-term project and operational emissions would not exceed any SCAQMD daily threshold, and because conversion and operation of the proposed LED billboard would not result in the emission of any pollutants, no impact would occur.

d) **No Impact.** According to the CEQA Air Quality Handbook, land uses associated with odor complaints include agricultural operations, wastewater treatment plants, landfills, and certain industrial operations such as manufacturing uses that produce chemicals, and paper. Odors are associated with industrial projects including the use of chemicals, solvents, petroleum products, and other strong-smelling elements used in manufacturing process, as well as sewage treatment facilities and landfills. The proposed digital LED billboard conversion would not include any of the above noted uses or processes; therefore, no impact would occur.

4.4 – Biological Resources

Would the project:

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporation	Less Than Significant Impact	No Impact
a) Have a substantial adverse effect, either directly or through habitat modifications, on any species identified as a candidate, sensitive, or special status species in local or regional plans, policies, or regulations, or by the California Department of Fish and Game or U.S. Fish and Wildlife Service?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) 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 Game or US Fish and Wildlife Service?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Have a substantial adverse effect on state or federally protected wetlands (including, but not limited to, marsh, vernal pool, coastal, etc.) through direct removal, filling, hydrological interruption, or other means?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Interfere substantially with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory wildlife corridors, or impede the use of native wildlife nursery sites?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e) Conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f) Conflict with the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or state habitat conservation plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

a) **No Impact.** The City of Baldwin Park is a built out urbanized area with limited to no natural habitat for special status species. The project site is a developed commercial/industrial site within an urbanized area of the City. Plant life on the project site is limited to two lemon trees (*Citrus limon*) and grasses. A search of the California Department of Fish and Wildlife (CDFW), California Natural Diversity Database indicates the project site is located in an area where sightings of Brand's Star Phacelia (*Phacelia stellaris*), a rare plant native to the area, and the Western Yellow-Billed Cuckoo (*Coccyzus americanus occidentalis*), identified as Endangered by CDFW and Threatened by the US Fish and Wildlife Service, have been recorded.¹⁰ However, the Western Yellow-Billed Cuckoo's requires large blocks of riparian habitat, preferably dense riparian thickets near slow-moving water sources. Given that the Project site has been previously developed and does not contain any natural habitat, the proposed Project not would have an effect on these species. Therefore, no impact would occur.

b) **No Impact.** A significant impact would occur if the proposed Project would have a substantial adverse effect on any riparian habitat or other sensitive natural community. As discussed above, the Project site is currently developed and is in an urbanized area. According to the United States National Wetlands Inventory (NWI), no riparian habitat or other sensitive natural community identified in the Baldwin Park 2020 General Plan or by the California Department of Fish and Wildlife or US Fish and Wildlife Service occurs on the Project site.¹¹ Therefore, the proposed Project would not have a substantial adverse effect on any riparian habitat or other sensitive natural community identified in any local or regional plans, policies regulations or by the CDFW or by the U.S. Fish and Wildlife Service, and no impact would occur.

c) **No Impact.** A significant impact would occur if state or federally protected wetlands would be modified or removed as a result of the proposed Project. The proposed Project would not have any 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. The Project site is currently developed and is located in a fully urbanized area. There are no wetlands located in Baldwin Park as identified in the City's 2020 General Plan and the NWI. Therefore, no impact would occur.

d) **No Impact.** The proposed digital LED billboard will be installed within an existing developed parcel of land adjacent to the I-10. The proposed Project would not restrict or close any wildlife habitat corridors or disturb any native habitat. The Project site is a fully developed site with very little ornamental landscaping and no trees. The proposed Project would not occupy any sensitive habitat areas or interfere with the movement of any native resident or migratory wildlife species. No riparian habitat occurs on the Project site; therefore, the Project would not interfere with any fish populations. Furthermore, no native wildlife nurseries occur on the Project site. Native avian species may occupy urban sites; however, the proposed Project would not remove or disturb any trees or landscaping. Therefore, the proposed Project would not interfere with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory wildlife corridors or impede the use of native wildlife nursery sites. No impact will occur.

e) **No Impact.** Section 153.165 (Tree Preservation and Protection) of the Baldwin Park Municipal Code establishes regulations and standards to promote the benefits of a healthy urban forest in the City. There are no trees on the Project site and the proposed digital LED billboard conversion would not remove or disturb any trees. As such, the proposed Project would have no impact.

f) **No Impact.** No native habitat exists on the fully developed Project site. The Project site is not located in an area that would be subject to any Habitat Conservation Plans or Natural Community Conservation Plan. Therefore, the proposed project would not conflict with the provisions of any

adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or state habitat conservation plan. No impact will occur.

4.5 – Cultural Resources

Would the project:

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporation	Less Than Significant Impact	No Impact
a) Cause a substantial adverse change in the significance of a historical resource as defined in 15064.5?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Cause a substantial adverse change in the significance of an archaeological resource pursuant to 15064.5?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Disturb any human remains, including those interred outside of formal cemeteries?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

a) **No Impact.** A significant impact would occur if the proposed project would cause a substantial adverse change in the significance of a historical resource. There are no historic resources listed in the California Register of Historical Resources pursuant to in Section 15064.5 on, adjacent to, or in proximity to the Project site. The proposed Project site is currently fully developed with a commercial industrial use, and the proposed Project does not propose to change the local historic designations of any recognized historical sites or structures. Therefore, no impact would occur.

b) **No Impact.** A significant impact would occur if a known or unknown archaeological resource would be removed, altered, or destroyed as a result of the proposed Project. According to the City’s 2020 General Plan, Baldwin Park does not contain any known archaeological resources as defined by Section 15064.5 of the CEQA Guidelines. The Project site has been previously disturbed during development of the existing commercial industrial use that currently operates on the site. The proposed digital LED displays would connect to existing electric utilities within the existing sign pole and no ground-disturbing activities would be required of the Project. Therefore, there would be no potential for uncovering such resources. Because the Project would not involve ground-disturbing activities, impacts to archaeological resources would not occur.

c) **No Impact.** A significant impact would occur if previously interred human remains would be disturbed during excavation of the Project site. The proposed digital LED displays would connect to existing electric utilities within the existing sign pole and no ground-disturbing activities would be required of the Project. Because the Project would not involve ground-disturbing activities, impacts to buried human remains would not occur.

4.6 – Energy

Would the project:

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporation	Less Than Significant Impact	No Impact
a) Result in potentially significant environmental impact due to wasteful, inefficient, or unnecessary consumption of energy resources, during project construction?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Conflict with or obstruct a state of local plan for renewable energy or energy efficiency?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

a) **Less than Significant Impact.** The main forms of available energy supply are electricity, natural gas, and oil. The proposed Project, conversion of a two-sided static billboard into a two-sided digital LED billboard, would be subject to all applicable Federal, State, and local building regulations, including the California Building Code (CBC) as approved by the Baldwin Park Building & Safety Division.

Energy usage for construction stems from materials, waste, and transportation. Conversion of the existing static billboard into a digital LED billboard would not generate any unnecessary waste. The digital LED billboard conversion Project would require the use of minimal nonrenewable construction material, such as concrete, metals, and plastics. Nonrenewable resources and energy would also be consumed during the manufacturing and transportation of the digital LED displays. The scope of construction activities, however, is minimal with conversion of the sign occurring over a 2-week period. Large amounts of energy would not be expended, and all construction vehicles would comply with federal and state standards for on- and off-road vehicles (e.g., emission standards set by the California Air Resources Board), meaning wasteful usage of energy would not occur. Construction-related impacts would therefore be less than significant.

Digital billboards are comprised of LEDs, power supplies, cooling systems, lighting controls, and a computer, with LEDs being the largest portion of the energy consumption, particularly during peak demand times when ambient lighting from sunlight is the brightest.¹² The annual energy use of a digital billboard can range from 50 to 320 MWh.¹³ Energy consumption for the proposed Project is estimated at approximately 66 MWh per year and consistent with the lower end of that range. Digital billboards produced in recent years require significantly less energy (between 50 to 70 percent less, in some cases) than those produced several years ago.¹⁴ In addition, energy savings can come from the use of high-quality LEDs and tighter brightness control settings, resulting in up to 85% reduction in power usage. The operational parameters of the proposed digital LED billboard (i.e., 0.3-foot candle at 250 feet), meaning that the digital displays would always operate at one-sixth of the maximum brightness level for LED billboards, as set forth by California state law, resulting in efficient energy consumption. Moreover, the LED lighting used in the proposed digital LED billboard would meet Title 24 requirements for energy efficiency.

Electricity would be provided by Southern California Edison (SCE), which obtains its energy supplies from power plants and natural gas fields in southern California, as well as from energy purchased outside its service area and delivered through high voltage transmission lines and pipelines. Power is

generated from various sources, including fossil fuel, hydroelectric, nuclear, wind, and geothermal plants; and is fed into the electrical grid system serving Southern California. SCE is subject to California's Renewables Portfolio Standard, which was established in 2002 under Senate Bill 1078, accelerated in 2006 under Senate Bill 107, and expanded in 2011 under Senate Bill 2. This program requires investor-owned utilities, electric service providers, and community choice aggregators to increase procurement from eligible renewable energy resources to 33 percent of total procurement by 2020. According to the CPUC, as of 2017, SCE already provided 32% of its retail electricity from renewable energy resources.¹⁵ As such, the proposed digital LED billboard's electricity source is expected to be produced and utilized in an efficient manner.

Energy, in the form of fossil fuels, would also be used to fuel vehicles traveling to and from the site to repair or maintain the signs. However, as described in Section 2.17, Transportation, vehicle maintenance trips would be irregular (less than one per month), and the operation of the sign would not generate daily trips.

In accordance with all of the above, the proposed Project would not encourage activities that result in the use of large amounts of energy or use of energy in a wasteful manner. Therefore, operational impacts with regard to use of energy would have a less than significant impact.

b) **Less Than Significant Impact.** Baldwin Park updated its General Plan in 2002 and included a variety of measures that will increase energy conservation opportunities.¹⁶ For example, the Open Space and Conservation Element include policies to:

- Encourage innovative building designs that conserve and minimize energy consumption; and
- Encourage the residential and business community to install energy-saving features and appliances in existing structures.

The proposed digital LED billboard would use electrical power service that is currently provided by Southern California Edison. The proposed digital LED billboard would be constructed pursuant to current electrical codes, including Title 24 of the State Building Code satisfying the policies listed above. The proposed digital LED billboard conversion Project would be subject to site plan review by the City of Baldwin Park. The Baldwin Park 2020 General Plan Open Space and Conservation Element would ensure that electrical energy would be used efficiently. Incorporating some key assumptions about brightness levels, operating conditions, size, and display content, the calculated, current generation digital billboard (14 feet by 48 feet) would use between 29,000- and 94,000-kilowatt-hours per year. By focusing on the two energy saving measures that offer the greatest potential, high quality LEDs and tighter brightness control settings, potential annual energy savings would be around 85% per sign face. It is assumed that the proposed digital LED billboard would employ the current generation of high quality, energy efficient LEDs. Moreover, the local and state regulations discussed in Section 4.1 (Aesthetics) of this IS/ND would control for brightness during both the day and night. Therefore, given the annual reduction in energy that can be expected from high quality LEDs and brightness control, it can be estimated that the proposed digital LED billboard conversion project would use between 29,000- and 94,000-kilowatt hours per year. As such, the proposed Project would have a less than significant impact with adherence to existing regulations.

4.7 – Geology and Soils

Would the project:

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Directly or indirectly cause potential substantial adverse effects, including the risk of loss, injury, or death involving:				
i) 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? Refer to Division of Mines and Geology Special Publication 42.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
ii) Strong seismic ground shaking?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
iii) Seismic-related ground failure, including liquefaction?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
iv) Landslides?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Result in substantial soil erosion or the loss of topsoil?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Be located on a geologic unit or soil that is unstable, or that would become unstable as a result of the project, and potentially result in on- or off-site landslide, lateral spreading, subsidence, liquefaction or collapse?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Be located on expansive soil, as defined in Table 18-1-B of the Uniform Building Code (1997), creating substantial direct or indirect risks to life or property?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e) Have soils incapable of adequately supporting the use of septic tanks or alternative wastewater disposal systems where sewers are not available for the disposal of waste water?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

f) Directly or indirectly destroy a unique paleontological resource or site or unique geologic feature?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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a.i) **Less Than Significant Impact.** The City of Baldwin Park is located in a seismically active region of Southern California. No Alquist-Priolo Earthquake Fault Zones have been identified in the City.¹⁷ The City of Baldwin Park lies between the Sierra Madre-Cucamonga Fault to the north and the Walnut Creek Fault to the south. The San Andreas Fault has the highest probability of generating a maximum credible earthquake in California. The project site is not located on an existing fault line.¹⁸ Furthermore, conversion of the existing static billboard to a digital LED billboard will be subject to all applicable Federal, State, and local building code regulations, including the California Building Code (CBC) seismic standards as approved by the Baldwin Park Building and Safety Division and City approved construction permit. With adherence to all applicable City, State, and local building regulations impacts will be less than significant.

a.ii) **Less Than Significant Impact.** A significant impact would occur if the proposed digital LED billboard conversion Project would cause personal injury or death or result in property damage as a result of seismic ground shaking. Although there are no active faults, the City is located in a region subject to violent ground shaking and heavy damage to property in potential earthquake scenarios; therefore, all construction is required to occur in compliance with the most current California Building Code (CBC) requirements. Additionally, compliance with existing local City building standards and other applicable seismic related design requirements would further reduce the potential for damage to occur as the result of rupture of known earthquake faults in the region. Potential for this type of activity is similar throughout Southern California and no unique or unusual risk is posed by the proposed Project. Therefore, impacts would be less than significant.

a.iii) **Less than Significant Impact.** Liquefaction is a phenomenon that occurs when soil undergoes transformation from a solid state to a liquefied condition due to the effects of increased pore-water pressure. This typically occurs where susceptible soils (particularly soils in the medium sand to silt range) are located over a high groundwater table. A high groundwater table is described as one within 50 feet of the surface. The depth to groundwater on the site is approximately 200 feet. According to the City of Baldwin Park 2020 General Plan (Exhibit PS-5: Areas Subject to Liquefaction), the Project area has been subject to historic occurrence of liquefaction, or local geological, geotechnical, and groundwater conditions indicate a potential for permanent ground displacement such that mitigation as defined in Public Resources Code Section 2693(c) would be required. The Seismic Hazards Mapping Act specifies that the lead agency of a project may withhold development permits until geologic or soils investigations are conducted for specific sites and mitigation measures are incorporated into plans to reduce hazards associated with seismicity and unstable soils. If a geologic report concludes liquefaction impacts cannot be reduced to less than significant, with mitigation as necessary, development will not be permitted. Because the Project would include mounting new digital LED displays atop an existing sign pole, the proposed digital LED billboard conversion would not be result in direct or indirect seismic-related ground failure, including liquefaction with compliance with existing CBC regulations (Chapter 18), which would limit liquefaction impacts to less than significant. Therefore, the proposed Project would not expose people or structures to potential ground failure due to liquefaction.

a.iv) **No Impact.** The Project site is not mapped in an area of potential earthquake-induced landslide movement on the State of California Seismic Hazards Zones Map. Structures built below or on slopes subject to failure or landslides may expose people and structures to harm. The Project site and surrounding area is in a flat, urbanized setting devoid of steep slopes. In addition, the proposed Project

does not include any residential use. Therefore, the Project would not expose people or structures to injury or loss due to landslides; no impact would occur.

b) **No Impact.** There is a low likelihood of native topsoil occurring on the Project site because the site has been developed and covered with paving and structures. The proposed Project would not have the potential to expose superficial soils to wind and water erosion during construction activities because the digital LED billboard conversion will not require any ground-disturbing activities. Wind erosion and water erosion would also not occur for this reason. Therefore, impacts due to erosion of topsoil would not occur as a result of the proposed digital LED billboard conversion.

c) **Less Than Significant Impact.** Lateral spreading of the ground surface during a seismic activity usually occurs along the weak shear zones within a liquefiable soil layer and has been observed to generally take place toward a free face (i.e. retaining wall, slope, or channel) and to lesser extent on ground surfaces with a very gentle slope. Liquefaction occurs when seismic waves pass through saturated granular soil, distorting its granular structure, and causing some of the empty spaces between granules to collapse. Due to the developed nature of the site and the urbanized character of the area, the potential for lateral spread occurring on or off the Project site is considered negligible.

According to the Seismic Hazard Evaluation of the Baldwin Park 7.5-minute quadrangle, approximately half of the City is located in Zone of Required Investigation for liquefaction. This indicates that the area has been subject to historic occurrence of liquefaction, or local geological, geotechnical, and groundwater conditions indicate a potential for permanent ground displacement such that mitigation as defined in Public Resources Code Section 2693(c) would be required. Because the Project would include mounting new digital LED displays atop an existing sign pole, the proposed digital LED billboard conversion would not result in direct or indirect seismic-related ground failure, including liquefaction. Therefore, the proposed Project would not expose people or structures to potential ground failure due to liquefaction. In addition, given the developed nature of the site and the surrounding area, the Project would not be located on a geologic unit or soil that is unstable, or that would become unstable as a result of the Project, and potentially result in on- or off-site landslide, lateral spreading, subsidence, liquefaction or collapse. Therefore, impacts will be less than significant.

d) **No Impact.** The proposed project would not be located on expansive soil, as defined in Table 18-1-B of the Uniform Building Code (1997). Moreover, because the Project site is currently developed, subsurface soils would have been excavated, and compacted in accordance with standard building code practices, including removal of any expansive or other non-engineered soils, no impacts related to expansive soils would occur. Therefore, no impact would occur.

e) **No Impact.** The Project will not involve discharge into the municipal sewer system. Therefore, no impact would occur.

f) **No Impact.** The proposed digital LED billboard conversion would not require any ground disturbing activities. Following conversion of the digital LED billboard, the Project site would remain completely covered by paving, structures, the proposed sign, and landscaping. Given the nature of the proposed Project, conversion of an existing static billboard to a digital LED billboard; there is a low likelihood of impacts to paleontological resources. The largely urbanized areas of the City of Baldwin Park and the small project footprint would not likely lead to the direct or indirect destruction of a unique paleontological resource or unique geologic feature. No impact will occur.

4.8 – Greenhouse Gas Emissions

Would the project:

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Generate greenhouse gas emissions, either directly or indirectly, that may have a significant impact on the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Conflict with an applicable plan, policy or regulation adopted for the purpose of reducing the emissions of greenhouse gases?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

a) **Less than Significant Impact.** Greenhouse gases differ from other emissions in that they contribute to the “greenhouse effect.” Conversion of the static billboard into a digital LED billboard and operation of the digital LED billboard would create short-term construction-related greenhouse gas emissions. The CEQA Guidelines require lead agencies to adopt GHG thresholds of significance. When adopting these thresholds, the amended Guidelines allows lead agencies to consider thresholds of significance adopted or recommended by other public agencies, or recommended by experts, provided that the thresholds are supported by substantial evidence, and/or to develop their own significance threshold. Neither the City nor SCAQMD has officially adopted a quantitative threshold value for determining the significance of GHG emissions that will be generated by projects under CEQA.

SCAQMD published the Draft Guidance Document – Interim CEQA Greenhouse Gas (GHG) Significance Threshold in October 2008.¹⁹ SCAQMD convened a GHG CEQA Significance Threshold Stakeholder Working Group beginning in April of 2008 to examine alternatives for establishing quantitative GHG thresholds within the district’s jurisdiction. The Working Group proposed a tiered screening methodology for assessing the potential significance of GHG emissions generated by CEQA projects. The tiered screening methodology was outlined in the minutes of the final Working Group meeting on September 28, 2010.²⁰ For the purposes of this environmental assessment, the interim Tier III screening threshold value of 3,000 MTCO₂e per year is the most appropriate comparison value for impacts determination based on the commercial elements comprising the proposed Project.

The CEQA Guidelines require a lead agency to make a good-faith effort based, to the extent possible, on scientific and factual data to describe, calculate, or estimate the amount of GHG emissions resulting from a project. Operational emissions associated with conversion of the existing static billboard into a digital LED billboard would not include GHG emissions from mobile sources (transportation), water use and treatment, or waste disposal. Electricity use of each of the proposed digital LED billboard display faces is considered to be nominal (less than 1.0 MTCO₂E annually). It is therefore assumed that, given the limited scope of construction and minimal operational electricity demand of the proposed digital LED billboard, greenhouse gas emissions associated with the Project would not exceed SCAQMD’s proposed 3,000 MTCO₂E threshold; therefore, impacts would be less than significant.

b) **Less than Significant Impact.** The City has adopted the 2016 edition of the CBC, including the California Green Building Standards Code. Conversion of the existing static billboard into a digital LED billboard would be subject to the California Green Building Standards Code. The City of Baldwin Park does not have any additional adopted plans, policies, standards, or regulations related to climate change and GHG emissions. The project's consistency with AB 32 and SB 32 are discussed below.

AB 32 Consistency. Assembly Bill 32 (AB 32) was adopted in 2006 and requires California to reduce its GHG emissions to 1990 levels by 2020. The California Air Resources Board (CARB) identified reduction measures to achieve this goal as set forth in the CARB Scoping Plan. Thus, projects that are consistent with the CARB Scoping Plan are also consistent with AB 32 goal.

The Project would generate GHG emissions, directly and indirectly, from a variety of sources which would all emit GHG emissions. The CARB Scoping Plan includes strategies for implementation at the statewide level to meet the goals of AB 32. These strategies serve as statewide measures to reduce GHG emissions levels. The Project would not be subject to the applicable measures established in the Scoping Plan because these measures are implemented at the state level. Therefore, the Project would not conflict or otherwise interfere with implementation of AB 32.

SB 32 Consistency. Senate Bill 32 (SB 32) was adopted in 2016 and requires the state to reduce statewide GHG emissions 40 percent below 1990 levels by 2030. SB 32 codifies the reduction target issued in Executive Order B-30-15. SB 32 builds upon the AB 32 goal of 1990 levels by 2020 and provides an interim goal to achieving Executive Order S-3-05's 2050 reduction goal of 80 percent below 1990 levels.

The CARB 2017 Scoping Plan identified reduction measures to achieve the SB 32 GHG reduction goal. Like the previously adopted Scoping Plans, the 2017 Scoping Plan includes statewide reduction measures that are implemented at the state level. The proposed Project would be subject to the applicable measures established in the 2017 Scoping Plan because these measures are implemented at the state level.

Additionally, the 2014 Scoping Plan Update indicates "California is on track to meet the near-term 2020 greenhouse gas limit and is well positioned to maintain and continue reductions beyond 2020 as required by AB 32"; and it recognizes the potential for California to "reduce emissions by 2030 to levels squarely in line with those needed in the developed world and to stay on track to reduce emissions to 80 percent below 1990 levels by 2050."

Moreover, the Project does not propose facilities or operations that would substantively interfere with any future County-mandated, state-mandated, or federally-mandated regulations enacted or promulgated to legally require development to assist in meeting state-adopted GHG emissions reduction targets, including those established under Executive Order S-3-05, Executive Order B-30-15, SB 32, or the 2017 Scoping Plan. Therefore, the Project would not conflict with implementation of SB 32 or otherwise interfere with implementation of this or future goals. Impacts will be less than significant.

4.9 – Hazards and Hazardous Materials

Would the project:

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	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?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Be located on a site which is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5 and, as a result, would it create a significant hazard to the public or the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e) For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project result in a safety hazard or excessive noise for people residing or working in the project area?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f) Impair implementation of or physically interfere with an adopted emergency response plan or emergency evacuation plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
g) Expose people or structures, either directly or indirectly, to a significant risk of loss, injury or death involving wildland fires?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

a) **Less Than Significant Impact.** Conversion and operation of the proposed digital LED billboard will not involve transport, use of disposal of significant amounts of hazardous materials requiring special control measures. The small amount of paints and other substances used for maintenance of equipment

will be used in accordance with their labeling. Thus, the Project will have a less than significant impact on the public or the environment through the routine transport, use, or disposal of hazardous materials. Conversion of the static billboard into the digital LED billboard will not require excavation activities and will not result in the need for soil removal from the site. Prior to construction activities, the site will be assessed for the presence of hazardous materials, which, if present, will be handled according to existing federal, state, and City regulations regarding hazardous materials handling and disposal. Therefore, the Project will not create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials.

b) **Less Than Significant Impact.** The proposed new digital LED billboard will not utilize hazardous materials and will not produce hazardous wastes. The Project includes the conversion of an existing two-sided static billboard into a two-sided digital LED billboard. The billboards proposed to be removed do not contain asbestos or other hazardous materials; existing structures will be removed via crane and transported to a recycling facility. The Project applicant will also be required to comply with the City's ordinances for construction materials, which requires diversion of at least 50 percent of the Project's demolition waste, as well as completion of a Construction Waste Management Plan, to be reviewed and approved by the City. Prior to construction activities, the site will be assessed for the presence of hazardous materials, which, if present, will be handled according to existing federal, state, and City regulations regarding hazardous materials handling and disposal. Therefore, the Project will not create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment. Impacts will be less than significant.

c) **Less Than Significant Impact.** De Anza Elementary is located approximately 0.15 miles northwest of the billboard location. This school would not be subject to any hazardous waste as a result of implementation of the proposed Project. Conversion and operation of the proposed digital LED billboard atop the existing sign pole will not generate any hazardous emissions, or storage, handling, production or disposal of acutely hazardous waste. The proposed digital LED billboard would not utilize hazardous materials or produce hazardous wastes. No demolition of existing structures would be necessary that would expose persons to asbestos or other hazardous materials. Therefore, the proposed Project would not emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school.

d) **No Impact.** The Project site is not located on a site which is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5.²¹ Therefore, the proposed Project would not create a significant hazard to the public or the environment.

e) **No Impact.** There are no public airports or private airstrips within two miles of the City of Baldwin Park or the Project site. The closest airport is the San Gabriel Valley Airport located 2.5 miles northwest of the Project site in the City of El Monte. The Project site is not located within an airport land use plan. As such, no impact would occur.

f) **No Impact.** The project site is located in an existing commercial industrial development, and no changes to the transportation circulation or an existing emergency response plan or evacuation plan would occur as a result of conversion of the static billboard into a digital LED billboard. Therefore, no impact would occur.

g) **No Impact.** As noted by CALFIRE Fire Hazard Severity Zone Maps, the proposed Project is not located in an area of high fire threat.²² Furthermore, as determined by the City of Baldwin Park 2020 General Plan Safety Element, because Baldwin Park is an urbanized community, structural fires rather than wildland fires represent the greatest fire risk. Development posing the greatest fire threat include:

multi-story, wood-frame, higher-density apartments; multi-story office buildings; large continuous developed areas with combustible roofing materials; and structures where hazardous materials are handled, used, or stored. The Project does not include any of these types of developments. Therefore, the Project would not expose people or structures, either directly or indirectly, to a significant risk of loss, injury or death involving wildland fires.

4.10 – Hydrology and Water Quality

Would the project:

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Violate any water quality standards or waste discharge requirements or otherwise substantially degrade surface or ground water quality?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Substantially decrease groundwater supplies or interfere substantially with groundwater recharge such that the project may impede sustainable groundwater management of the basin?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, or through the addition of impervious surfaces, in a manner which would:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
i) result in substantial erosion or siltation on-or off-site;	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
ii) substantially increase the rate or amount of surface runoff in a manner which would result in flooding on-or-offsite;	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
iii) create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff; or	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
iv) Impede or redirect flood flows?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) In flood hazard, tsunami, or seiche zones, risk release of pollutants due to project inundation?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Conflict with or obstruct implementation of a water quality control plan or sustainable groundwater management plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

a) **No Impact.** Operation of the proposed digital LED billboard would not involve the use of water or generation of wastewater. Short-term surface water quality impacts would not occur during conversion of the sign because the site is completely paved and there will not be any ground disturbing activities associated with the project. Therefore, runoff of loose soils and/or construction wastes and fuel during a rainstorm would not occur as a result of Project construction. Due to the lack of significant grading, earth-moving activities, or drilling as part of the proposed digital LED conversion, the Project would not violate any water quality standard or waste discharge requirement or otherwise substantially degrade surface or ground water quality. No impact would occur.

b) **No Impact.** The proposed digital LED billboard would not require water to operate. The Project site is paved and provides little to no infiltration of water into groundwater aquifers. The Project site does not support any groundwater production systems, and conversion and operation of the proposed digital LED billboard would not interfere with the operation of any production system. Development of the proposed digital LED billboard would not substantially change the amount of existing impervious surface area and would not have a substantial impact on groundwater recharge. The Project would not include any ground-disturbing activities and would not substantially decrease groundwater supplies or interfere substantially with groundwater recharge. Therefore, no impact would occur.

c) **No Impact.** The Project site is fully developed and surrounded by areas that are developed. No streams or water resource features occur on the Project site. In addition, the proposed Project would not substantially alter the existing drainage pattern of the site or area, including through the alteration of a course, stream or river, or through the addition of impervious surfaces as the conversion of the proposed digital LED billboard would occur in a developed paved area. As such, no impact would occur.

i) **No Impact.** The proposed Project would install a digital LED billboard sign in a previously developed area. No native soil would be disturbed, and no ground-disturbing activities would occur. Therefore, the proposed Project would have no impact on erosion or siltation.

ii) **No Impact.** The Project would not contribute to an increase in surface runoff as the Project site is currently paved. The Project site is located in Zone X, as mapped by the Federal Emergency Management Agency (FEMA) Flood Insurance Rate Maps (FIRMs) and is therefore in an area determined to be outside the 0.2% annual chance floodplain. As such, the Project site is not subject to flooding. Conversion of the existing static billboard into a digital LED billboard would not impede or redirect flood flows. Therefore, as no native soil is being replaced with an impermeable surface the project would not substantially increase the rate or amount of surface runoff in a manner which would result in flooding on-or-offsite. No impact would occur.

iii) **No Impact.** The Project site is located in a developed area with existing storm sewer drains. Conversion of the existing static billboard into a digital LED billboard would not require ground disturbing activities. The Project would not increase the amount of impervious surface. The Project site would not exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff. Therefore, the Project would result in no impact.

iv) **No Impact.** The proposed Project, a digital billboard, would not redirect flood flows. Therefore, no impact would occur.

d) **Less than Significant Impact.** The proposed Project would not be located in a tsunami or seiche zone. The Project site is located in Zone X, as mapped by the Federal Emergency Management Agency (FEMA) Flood Insurance Rate Maps (FIRMs) and is therefore in an area determined to be outside the 0.2% annual chance floodplain. As such, the Project site is not subject to flooding. According to the

Baldwin Park 2020 General Plan Safety Element, much of the City is at risk of inundation due to failure of the Santa Fe Flood Control Basin located approximately 4 miles north of the Project site in the City of Irwindale. However, the proposed digital LED billboard would not risk release of pollutants due to Project inundation because it would not include use of any pollutants. Therefore, the Project would have a less than significant impact as a result of inundation.

e) **No Impact.** The Project site is located in Zone X, as mapped by the Federal Emergency Management Agency (FEMA) Flood Insurance Rate Maps (FIRMs) and is therefore in an area determined to be outside the 0.2% annual chance floodplain. As such, the Project site is not subject to flooding. The installation of the digital LED billboard would be built in accordance with FEMA guidelines and applicable City of Baldwin Park Municipal Code. The Project would not require any water during operation. The Project would not conflict with or obstruct implementation of a water quality control plan or sustainable groundwater management plan. The Project will be subject to all applicable water quality controls, and neither requires water to operate nor increases impervious surface that could interfere with groundwater recharge. Therefore, the Project would not result in a significant impact.

4.11 – Land Use and Planning

Would the project:

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Physically divide an established community?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Cause a significant environmental impact due to a conflict with any land use plan, policy, or regulation adopted for the purpose of avoiding or mitigating an environmental effect?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

a) **No Impact.** Conversion of the existing static billboard into a digital LED billboard would not physically divide the surrounding community since the proposed sign would not obstruct or in any way change access to the existing community. The Project site is an existing developed commercial industrial use and would not impact any roadways or traffic circulation patterns within the existing community. The proposed digital LED billboard conversion Project would not create any barriers to access to a community or require removal of any housing. As such, the proposed Project would have no impact.

b) **Less than Significant Impact.** According to Baldwin Park Municipal Code Section 153.170.080 (Sign Regulations By Zone), freestanding signs are permitted only in the FC, C-2, and I-C zones that have freeway frontage. The proposed Project site is located along Interstate 10 in a completely urbanized area and has a zoning designation of Industrial Commercial (I-C) and a land use designation of Commercial/Industrial (CI). The proposed Project does not require a General Plan Amendment and would not conflict with any General Plan policies designed to protect the environment. The proposed digital LED billboard is required to comply with all City of Baldwin Park Municipal Code requirements for signs. Therefore, the proposed Project would have a less than significant impact.

4.12 – Mineral Resources

Would the project:

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	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?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Result in the loss of availability of a locally important mineral resource recovery site delineated on a local general plan, Specific Plan or other land use plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

a) **No Impact.** A significant impact would occur if the proposed Project resulted in the loss of a known mineral resource that would be of value to the region and the residents of the State. There are no known mineral resources located within the City of Baldwin Park according to the City’s General Plan. The City is largely built out with urban uses that are incompatible with mineral extraction and/or surface mining activities. In a regional context, potential resources in Baldwin Park are limited in extent and inaccessible due to urbanization; therefore, the proposed project would have no impacts associated with the loss of a mineral resource.

b) **No Impact.** A significant impact would occur if the proposed Project resulted in the loss of a locally important mineral resource recovery site. The City’s General Plan indicates no known mineral resources locate within the City. The proposed Project would not result in the loss of availability of a locally important mineral resource recovery site. Therefore, the proposed project would have no impacts associated with a locally important mineral resource recover site.

4.13 – Noise

Would the project result in:

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Generation of a substantial temporary or permanent increase in ambient noise levels in the vicinity of the project in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Generation of excessive groundborne vibration or groundborne noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) For a project located within the vicinity of a private airstrip or an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project expose people residing or working in the project area to excessive noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Background

Noise can be defined as unwanted sound which consists of energy waves that people receive and interpret. Sound pressure levels are described in logarithmic units or ratios of sound pressures to a reference pressure, squared. These units are called *bels*. To account for the range of sound that human hearing perceives, a modified scale is utilized known as the A-weighted decibel (dBA). Since the decibels are logarithmic units, sound pressure levels cannot be added or subtracted by ordinary arithmetic means. Typically doubling the traffic volume on a street or the speed of the traffic will increase the traffic noise level by 3-dBA. A 3-dBA change in sound is the beginning at which humans generally notice a barely perceptible change in sound, and a 5-dBA change is generally readily perceptible.²³

The project site is located in an urbanized area of the City of Baldwin Park along Interstate 10 (I-10). The existing ambient noise levels near the Project site are primarily generated by traffic noise from I-10. There are no discernible stationary noise sources within the Project site. In addition, there are no sensitive receptors in close proximity to the Project site; the nearest being an apartment approximately 300 feet to the south of the Project site on the opposite side of the freeway. The proposed digital LED billboard will not include any noise generating components. Long-term operations of the digital LED billboard would not result in exposure of noise levels that exceed the standards of the Municipal Code nor would the long-term operations of the proposed Project exceed ambient noise level conditions. Therefore, impacts would be less than significant.

a) **Less than Significant Impact.** The Noise Ordinance for the City of Baldwin Park establishes noise standards to control unnecessary, excessive, and annoying noise and vibration in the City. Section 130.37 of the Municipal Code (Special Noise Sources) prohibits the operation of any tools or equipment

for construction or repair work used between weekday hours of 7:00 p.m. and 7:00 a.m., or at any time on Sundays or holidays, in such a manner that a reasonable person noise disturbance within or within 500 feet from a residential zone. Conversion of the proposed digital LED billboard would result in minimal, short-term construction-related noise, involving mostly vehicle noise, which is anticipated to last for two to three weeks. Other sources of construction-related noise will be on-site construction equipment such as generators and cranes. Project-related construction would result in short-term increases in noise levels and groundborne vibration on and immediately surrounding the site. As the proposed project size is small, and the duration is short, the proposed digital LED billboard would not increase short-term noise over the State recommended noise compatibility standards or local noise ordinances.²⁴ In addition, construction noise is exempt during the hours of 7:00 a.m. to 7:00 p.m. Furthermore, the proposed digital LED billboard will not produce operational noise (other than periodic, routine site maintenance) and is not located near any sensitive receptors. As such, impacts would be less than significant.

b) **Less than Significant Impact.** Vibration is the movement of mass over time. It is described in terms of frequency and amplitude and unlike sound there is no standard way of measuring and reporting amplitude. Vibration can be described in units of velocity (inches per second) or discussed in decibel (dB) units in order to compress the range of numbers required to describe vibration. Vibration impacts to buildings are generally discussed in terms of peak particle velocity (PPV) which describes particle movement over time (in terms of physical displacement of mass). For purposes of this analysis, PPV is used to describe all vibration for ease of reading and comparison. Vibration can impact people, structures, and sensitive equipment.²⁵ The primary concern related to vibration and people is the potential to annoy those working and residing in the area. Vibration with high enough amplitude can damage structures (such as crack plaster or destroy windows). Groundborne vibration can also disrupt the use of sensitive medical and scientific instruments such as electron microscopes. Common sources of vibration within communities include construction activities and railroads. Operation of the proposed digital LED billboard would not include uses that cause vibration.

Groundborne vibration generated by construction is usually highest during pile driving, rock blasting, soil compacting, jack hammering, and demolition-related activities. Next to pile driving, grading activities have the greatest potential for vibration impacts if large bulldozers, large trucks, or other heavy equipment are used. Conversion of the existing static billboard into a digital LED billboard would not include demolition, site clearing, grading, or other earth-moving activities that require any of the previously listed equipment. In other words, none of the aforementioned equipment/vehicles will be used to perform construction activities. Therefore, the proposed Project is not anticipated to result in vibration impacts. Activities associated with the digital LED billboard conversion Project would not result in any vibration-related impacts to adjacent properties. Therefore, impacts would be less than significant.

c) **No Impact.** No airport land use plans apply to the area, and the proposed Project site is not located within two miles of an airport. The nearest airport to the site is the San Gabriel Valley Airport located approximately 2.5 miles southwest of the site in the City of El Monte. No impacts to airport land use plans or airports could occur. There are also no private airstrips in the Project vicinity; there would be no impacts related to excessive noise near a private airstrip. Therefore, no impact would occur.

4.14 – Population and Housing

Would the project:

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Induce substantial unplanned population growth in an area, either directly (for example, by proposing new homes and businesses) or indirectly (for example, through extension of roads or other infrastructure)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Displace substantial numbers of existing people or housing, necessitating the construction of replacement housing elsewhere?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

a) **No Impact.** The conversion of the existing static billboard into a digital LED billboard does not call for the establishment of any new housing. In addition, the proposed Project would not extend roads or other infrastructure or include any job-creating uses. Operation and maintenance of the proposed digital LED billboard would only require periodic site visits by a small crew. Therefore, the proposed Project would not induce substantial population growth in the City of Baldwin Park. As such, no impacts would occur.

b) **No Impact.** The Project does not propose removal of any housing; thus, no impact will occur from the conversion of the existing static billboard into a digital LED billboard. No persons will be displaced as a result of the proposed Project. Therefore, no impact would occur related to displacement of people or housing.

4.15 – Public Services

Would the project result in substantial adverse physical impacts associated with the provision of new or physically altered governmental facilities, need for new or physically altered governmental facilities, the construction of which could cause significant environmental impacts, in order to maintain acceptable service ratios, response times or other performance objectives for any of the public services:

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Fire protection?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Police protection?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Schools?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Parks?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e) Other public facilities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

a) **No Impact.** No new fire stations or other capital improvements would be needed to accommodate the proposed Project. In addition, no new fire personnel will need to be hired in order to maintain existing service ratios and response times, as the Project would not increase population or the need to service an increased population. Therefore, the proposed Project would have no impact to fire protection services.

b) **No Impact.** The proposed Project would not include any uses that would require police protection services. Conversion of the existing static billboard into a digital LED billboard would not result in any need for additional police protection services. The proposed Project would not create new households that could increase usage of local and regional police facilities. Therefore, the Project would have no impact on police protection services.

c) **No Impact.** The proposed Project would not result in the construction of new housing or create a demand for new housing resulting in an increase in the school age student population. Therefore, the proposed Project would not have an impact on schools.

d) **No Impact.** The proposed Project would not generate new permanent employment or housing for residences that may increase the demand for new or existing park and or recreational facilities. Therefore, no impact would occur as a result of conversion of the existing static billboard into a digital LED billboard.

e) **No Impact.** The Project will not generate any new households or residences that might increase demand for other public facilities. The proposed Project would not include construction of any library facilities and would not require construction or improvement of any such facilities. In addition, the proposed Project would not create new households that could increase usage of local and regional library facilities. Therefore, no impact would occur.

4.16 – Recreation

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporation	Less Than Significant Impact	No Impact
a) Would the project increase the use of existing neighborhood and regional parks or other recreational facilities such that substantial physical deterioration of the facility would occur or be accelerated?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Does the project include recreational facilities or require the construction or expansion of recreational facilities which might have an adverse physical effect on the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

a) **No Impact.** The Project will not result in the creation of new households and will not increase use of local and regional parks and recreational facilities. No parks or open space would be impacted as a result of conversion of the existing static billboard into a digital LED billboard. Therefore, the Project would have no impact.

b) **No Impact.** The Project does not include and will not result in the construction of any households nor would the Project remove or reduce recreational areas within the City of Baldwin Park. The Project would not require construction or improvement of any offsite recreation facilities or the expansion of recreational facilities. Therefore, the Project would have no impact.

4.17 – Transportation

Would the project:

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Conflict with a program plan, ordinance or policy addressing the circulation system, including transit, roadway, bicycle and pedestrian facilities?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Would the project conflict or be inconsistent with CEQA Guidelines Section 15064.3, subdivision (b)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Substantially increase hazards due to a geometric design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment)?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Result in inadequate emergency access?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Background Information

Senate Bill 743 (SB 743), signed by the Governor in 2013, has changed the way transportation impacts are identified. Specifically, the legislation directed the Office of Planning and Research (OPR) to look at different metrics for identifying transportation as a California Environmental Quality Act (CEQA) impact. The Final OPR guidelines were released in December 2018 and identified Vehicle Miles Traveled (VMT) as the preferred metric moving forward. The Natural Resources Agency completed the rule making process to modify the CEQA guidelines in December of 2018. The CEQA Guidelines identify that, by July of 2020 all lead agencies must use VMT as the new transportation metric for identifying impacts for land use project.

In anticipation of the change to VMT, the San Gabriel Valley Council of Governments (SGVCOG) undertook the SGVCOG SB 743 Implementation Study to assist with answering important implementation questions about the methodology, thresholds, and mitigation approaches for VMT impact analysis in its member agencies. The study includes the following main components.

- Analysis Methodologies Memorandum – Identification of potential thresholds that can be considered when establishing thresholds of significance for VMT assessment and recommendations of analysis methodologies for VMT impact screening and analysis
- Mitigation Memorandum – Types of mitigation that can be considered for VMT mitigation
- VMT Evaluation Tool – A web-based tool that can be used for VMT screening and mitigation recommendation

The City of Baldwin Park utilized the information produced through the Implementation Study to adopt a methodology and significance thresholds for use in CEQA compliance.²⁶ As noted in CEQA

Guidelines Section 15064.7(b) below, lead agencies are encouraged to formally adopt their significance thresholds and this is key part of the SB 743 implementation process.

(b) Each public agency is encouraged to develop and publish thresholds of significance that the agency uses in the determination of the significance of environmental effects. Thresholds of significance to be adopted for general use as part of the lead agency's environmental review process must be adopted by ordinance, resolution, rule, or regulation, and developed through a public review process and be supported by substantial evidence. Lead agencies may also use thresholds on a case-by-case basis as provided in Section 15064(b)(2).

The City has updated its Transportation Impact Analysis (TIA) Guidelines to outline the specific steps for complying with the new CEQA expectations for VMT analysis and the applicable general plan consistency requirements related to Level of Service (LOS).

It should be noted that CEQA requirements change as the CEQA Guidelines are periodically updated and/or legal opinions are rendered that change how analysis is completed. As such, the City may continually review the guidelines for applicability and consultants should contact the City to ensure that they are applying the City's most recent guidelines for project impact assessment.

CEQA Changes

A key element of the changes brought about by SB 743 is the elimination of auto delay, LOS, and other similar measures of vehicular capacity or traffic congestion as a basis for determining significant environmental impacts. This change is intended to assist in balancing the needs of congestion management with statewide goals related to infill development, promotion of public health through active transportation, and reduction of greenhouse gas emissions. SB 743 includes amendments to current congestion management law that allows cities and counties to effectively opt-out of the LOS standards that would otherwise apply in areas where Congestion Management Plans (CMPs) are still used. Further, SB 743 required OPR to update the CEQA Guidelines and establish criteria for determining the significance of transportation impacts. In December 2018, OPR released their final recommended guidelines based on feedback from the public, public agencies, and various organizations and individuals. OPR recommended VMT as the most appropriate measure of project transportation impacts for land use projects and land use plans. For transportation projects, lead agencies may select their own preferred metric but must be prepared to support their decision with substantial evidence that complies with CEQA expectations. SB 743 does not prevent a city or county from continuing to analyze delay or LOS outside of CEQA review for other transportation planning or analysis purposes (i.e., general plans, impact fee programs, corridor studies, congestion mitigation, or ongoing network monitoring).

Level of Service Policy

The Circulation Element of the City's General Plan has established Policy 1.4 which includes maintaining intersection levels of service based on LOS standards outlined in the General Plan Circulation Element. The LOS standards apply to discretionary approvals of new land use and transportation projects. Therefore, the updated TIA guidelines also include instructions for vehicle LOS analysis consistent with City requirements.

Analysis of Impacts

a) **Less than Significant Impact.** As discussed above, the Circulation Element of the City's General Plan maintains intersection LOS based on LOS standards outlined in the General Plan Circulation Element. The LOS standards apply to discretionary approvals of new land use and transportation

projects. Therefore, the City of Baldwin Park's TIA guidelines also include requirements for vehicle LOS analysis consistent with City requirements.

The City of Baldwin Park strives to maintain intersection operations based on LOS standards outlined in the General Plan Circulation Element and other planning documents.²⁷ Intersections that perform unacceptably based on standards in the current General Plan Circulation Element or other applicable planning documents would be considered deficient.

Signalized intersections will typically require improvements if one of the following conditions is met:

- The addition of project traffic to an intersection results in the degradation of intersection operations from acceptable to unacceptable.
- The Project contributes 2% or more of the total traffic at an intersection that is expected to be deficient

Unsignalized intersections will require improvements if both of the following conditions is met:

- The addition of project traffic to an intersection results in the degradation of any individual movement at the intersection from acceptable to unacceptable, or the project contributes 2% or more of the traffic at a movement that is expected to be deficient; and
- The intersection meets peak hour signal warrants either caused by project volumes, or project volumes are added at an intersection that meets peak hour signal warrants in the baseline scenario(s). Peak hour signal warrants should be determined based on one or more of the latest California Manual on Uniform Traffic Control Devices (CA MUTCD).

Conversion and operation of the proposed digital LED billboard would generate only minimal vehicle trips on existing public streets, attributable to construction vehicles and operational maintenance vehicles. However, these vehicle trips will be temporary and sporadic. The Project will not result in the addition of traffic to a signalized or unsignalized intersection that would result in the degradation of intersection operations from acceptable to unacceptable and will not contribute 2% or more of the traffic at a signalized or unsignalized intersection that is expected to be deficient. During construction activity, per standard City practices the applicant would be required to prepare and implement a temporary traffic control plan, as warranted. The Project site is located within a paved parking lot and not directly located on any mass transit routes or within a bicycle or pedestrian trail. No modifications to any mass transit routes, bicycle or pedestrian trails would occur as a result of implementation of the proposed project. Therefore, the Project will not conflict with a program plan, ordinance or policy addressing the circulation system, including transit, roadway, bicycle, and pedestrian facilities. Impacts will be less than significant.

b) **Less than Significant Impact.** An applicant seeking project approval from the City of Baldwin Park is required to submit the proposed project to the City with a planning and land used approval application. After a preliminary review of the project by City Staff, the applicant is then notified by the project planner as to whether or not a TIA is required. The TIA is required to consider changes in both LOS and VMT. A TIA that includes LOS analysis is required for a proposed project when either the AM or PM peak hour trip generation from the proposed development is expected to exceed 50 vehicle trips. Furthermore, a TIA that includes a VMT assessment is required for a proposed project that does NOT satisfy the identified project screening criteria:

- Transit Priority Areas Screening
- Low VMT-generating Areas Screening
- Project Type Screening

Projects may be screened from VMT analysis and require level-of-service analysis, or vice-versa. In cases where insufficient information is available to make a preliminary assessment of a proposal's effect on traffic, the City determines, at its discretion, whether a TIA will be required.

For the proposed Project, the conversion of an existing two-sided static billboard into a two-side digital LED billboard would not result in the generation of any daily peak hour vehicle trips. Thus, it was determined by the City that an LOS analysis is not required for the proposed Project. For purposes of SB 743 compliance, a VMT analysis is required for land development projects subject to CEQA and applies to projects that have the potential to increase the baseline VMT per service population (e.g. population plus employment) for the City. Normalizing VMT per service population (e.g. creating a rate by dividing VMT by service population) provides a transportation efficiency metric that the analysis is based on. The project screening criteria adopted by the City of Baldwin Park are discussed below.

Project Screening

There are three types of screening that may be applied to effectively screen projects from project-level assessment. These screening steps are summarized below:

Step 1: Transit Priority Area (TPA) Screening

Projects located within a TPA¹ may be presumed to have a less than significant impact absent substantial evidence to the contrary. This presumption may NOT be appropriate if the project:

1. Has a Floor Area Ratio (FAR) of less than 0.75;
2. Includes more parking for use by residents, customers, or employees of the project than required by the City;
3. Is inconsistent with the applicable Sustainable Communities Strategy (as determined by the lead agency, with input from the Southern California Association of Governments [SCAG]); or
4. Replaces affordable residential units with a smaller number of moderate- or high-income residential units.

To identify if the project is in a TPA, the analyst may review TPA map included in the SGVCOG VMT Evaluation Tool. Additionally, the analyst should confirm with all local transit providers that no recent changes in transit service have occurred in the project area (e.g. addition or removal of transit lines, addition or removal of transit stops, or changes to service frequency).

Step 2: Low VMT Area Screening

Residential and office projects located within a low VMT-generating area may be presumed to have a less than significant impact absent substantial evidence to the contrary. In addition, other employment-related and mixed-use land use projects may qualify for the use of screening if the project can reasonably be expected to generate VMT per resident, per worker, or per service population that is

¹ A TPA is defined as a half mile area around an existing major transit stop or an existing stop along a high-quality transit corridor per the definitions below. Public Resources Code § 21099(a)(7). Pub. Resources Code, § 21064.3 - 'Major transit stop' means a site containing an existing rail transit station, a ferry terminal served by either a bus or rail transit service, or the intersection of two or more major bus routes with a frequency of service interval of 15 minutes or less during the morning and afternoon peak commute periods. Pub. Resources Code, § 21155 - For purposes of this section, a 'high-quality transit corridor' means a corridor with fixed route bus service with service intervals no longer than 15 minutes during peak commute hours.

similar to the existing land uses in the low VMT area. For this screening, the SCAG travel forecasting model was used to measure VMT performance for individual traffic analysis zones (TAZs). TAZs are geographic polygons similar to Census block groups used to represent areas of homogenous travel behavior. Total daily VMT per service population was estimated for each TAZ. This presumption may not be appropriate if the project land uses would alter the existing built environment in such a way as to increase the rate or length of vehicle trips. A project applicant is required document whether or not any increase to the trip generation rate or length of vehicle trips is expected.

Step 3: Project Type Screening

Some project types have been identified as having the presumption of a less than significant impact. The following uses can be presumed to have a less than significant impact absent substantial evidence to the contrary as their uses are local serving in nature:

- Local-serving retail uses less than 50,000 square feet, including:
 - Gas stations
 - Banks
 - Restaurants
 - Shopping Center
- Affordable residential development
- Other local-serving uses as approved by the City Staff
- Projects generating less than 110 daily vehicle trips
 - This generally corresponds to the following “typical” development potentials:
 - 11 single family housing units
 - 16 multi-family, condominiums, or townhouse housing units
 - 10,000 sq. ft. of office
 - 15,000 sq. ft. of light industrial
 - 63,000 sq. ft. of warehousing
 - 79,000 sq. ft. of high cube transload and short-term storage warehouse

Local serving retail projects with a total square footage less than 50,000 square feet may be presumed to have a less than significant impact absent substantial evidence to the contrary. Local serving retail generally improves the convenience of shopping close to home and has the effect of reducing vehicle travel. Any project that uses the designation of “local-serving” should be able to demonstrate that its users (employees, customers, visitors) would be existing within the community.

The proposed Project would not require daily vehicle trips to the site for operations and would only require infrequent trips related to maintenance. Therefore, the proposed Project would generate less than 110 daily vehicle trips and is exempt from the City’s VMT Analysis Guidelines. In addition, the proposed Project would not include any changes to the circulation of existing roadways to which Vehicle Miles Traveled would increase for surrounding uses. Therefore, the proposed Project would have a less than significant impact.

c) **Less than Significant Impact.** The proposed Project would not create a hazard as the constructed billboard would be required to adhere to all Caltrans regulations for placement, reflection, and visibility. The proposed digital LED billboard would be visible primarily from Interstate 10, to which it would be oriented, but would also be visible from surrounding public streets. State and Federal law also establish a minimum spacing distance between digital billboards of 1,000 feet, which the proposed billboard would comply with. No changes in roadway configuration are proposed with conversion and operation of the new digital LED billboard. Furthermore, the City of Baldwin Park would review all site plan designs

and the developer architect will submit the approved site plan configuration to Caltrans for review and approval. With adherence to existing Federal, State, and local regulations regarding billboard signs, impacts will be less than significant.

d) **No Impact.** The Project will have no impact with regard to emergency access. The Project would involve the construction of a digital LED billboard adjacent to Interstate 10, but it will not be located such that it will in any way block or impeded vehicle accessibility. During construction activity, per standard City practices the applicant would be required to prepare and implement a temporary traffic control plan, as warranted. Therefore, no impact would occur.

4.18 – Tribal Cultural Resources

Would the project cause a substantial adverse change in the significance of a tribal cultural resource, defined in Public Resources Code Section 21074 as either a site, feature, place, cultural landscape that is geographically defined in terms of the size and scope of the landscape, sacred place, or object with cultural value to a Cultural Native American tribe, and that is:

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Listed or eligible for listing in the California Register of Historical resources, or in a local register of historical resources as defined in Public Resources Code Section 5020.1(k), or	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) A resource determined by the lead agency, in its discretion and supported by substantial evidence, to be significant pursuant to criteria set forth in subdivision (c) of Public Resources Code Section 5024.1. In applying the criteria set forth in subdivision (c) of Public Resource Code Section 5024.1, the lead agency shall consider the significance of the resource to a California Native American tribe.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

a) **No Impact.** A significant impact would occur if the proposed Project would cause a substantial adverse change in the significance of a tribal cultural resource listed or eligible for listing in the California Resources of Historical Resources, or in a local register of historical resources as defined in Public Resources Code Section 5020.1(k). The Project site is currently developed, and there are no historic resources on, adjacent to, or in proximity to the project site listed in the California Register of Historical Resources pursuant to in Section 15064.5. The City does not have any landmarks listed under its historic preservation program as defined in Public Resources Code Section 5020.1(k). However, in compliance with Assembly Bill 52, Native American tribes traditionally and culturally affiliated with the geographic area of the Project site were notified of the proposed Project on November 10, 2020 (See Appendix A). The tribes notified included the Gabrieleno Band of Mission Indians – Kizh Nation, the Gabrieleno Tongva Tribe, and the Soboba Band of Luiseno Indians. No responses were received, and no consultation was requested by any of the tribes. Therefore, because the proposed Project would not include any ground disturbing activities and no tribes requested consultation the proposed Project will have no impact.

b) **No Impact.** A resource is determined by the lead agency, in its discretion and supported by substantial evidence, to be significant pursuant to criteria set forth in subdivision (c) of Public Resources Code Section 5024.1. In applying the criteria set forth in subdivision (c) of Public Resource Code Section 5024.1, the lead agency shall consider the significance of the resource to a California Native American tribe.

Assembly Bill (AB) 52

Assembly Bill (AB) 52 specifies that a project that may cause a substantial adverse change to a defined Tribal Cultural Resource (TCR) may result in a significant effect on the environment. AB 52 requires tribes interested in development projects within a traditionally and culturally affiliated geographic area to notify a lead agency of such interest and to request notification of future projects subject to CEQA prior to determining if a negative declaration, mitigated negative declaration, or environmental impact report is required for a project. The lead agency is then required within 14 days of deeming a development application subject to CEQA complete to notify the requesting tribe, and invite the tribe consult on the project. AB 52 identifies examples of mitigation measures that will avoid or minimize impacts to TCR.

Pursuant to California AB 52, Native American Tribes that previously requested the City to notify them about projects of interest were given a 30-day notice to request consultation regarding the Project on November 10, 2020. A total of three tribes were notified of the proposed Project. A notification list is maintained by the City of Baldwin Park and tribes requesting notification were sent notification via certified mail by the City of Baldwin Park. The 30-day period concluded on Month XX, 2020 and no requests for consultation were received.

A significant impact would occur if the proposed Project would cause a substantial adverse change in the significance of a tribal cultural resource determined by the lead agency, in its discretion and supported by substantial evidence, to be significant pursuant to criteria set forth in Public Resources Code Section 5024.1(c). As discussed above, Native American tribes affiliated with the geographic area of the Project site were notified of the proposed Project. Because the proposed Project would not include any ground disturbing activities and no tribes requested consultation the proposed Project will have no impact.

4.19 – Utilities and Service Systems

Would the project:

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporation	Less Than Significant Impact	No Impact
a) Require or result in the relocation or construction of new or expanded water, wastewater treatment or storm water drainage, electric power, natural gas, or telecommunications facilities, the construction or relocation of which could cause significant environmental effects?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Have sufficient water supplies available to serve the project and reasonably foreseeable future development during normal, dry, and multiple dry years?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Result in a determination by the wastewater treatment provider which serves or may serve the project that it has adequate capacity to serve the project's projected demand in addition to the provider's existing commitments?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Generate solid waste in excess of State or local standards, or in excess of the capacity of local infrastructure, or otherwise impair the attainment of solid waste reduction goals?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Comply with federal, state, and local management and reduction statutes and regulations related to solid waste?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

a) **Less Than Significant.** The proposed digital LED billboard would use electrical power service that is currently provided by Southern California Edison and installed within the existing pole sign. The proposed digital LED billboard would be installed pursuant to current electrical codes, including Title 24 of the State Building Code. These standards would ensure that electrical energy would be used efficiently. Operation of the proposed billboard would not generate any solid waste or wastewater, nor would the project require a supply of potable water. All waste materials associated with the conversion of the billboard would be recycled or deposited in landfills in compliance with State and local laws. Conversion of the proposed digital LED billboard would not require any ground disturbing activities. No new or expanded electrical, natural gas, or telecommunications facilities would be required as a result of the proposed Project. Therefore, a less than significant impact would occur.

b) **No Impact.** The proposed Project is the conversion of an existing static billboard into a digital LED billboard that does not require a water supply for operation. Therefore, the Project would have no impact.

c) **No Impact.** The proposed Project does not include any proposed use that would result in a need for wastewater treatment. Therefore, the Project would not impact the capacity of the existing wastewater treatment facilities servicing the City of Baldwin Park.

d) **Less than Significant Impact.** The proposed Project does not include any residential or commercial space and would not generate solid waste. Temporary construction waste would be hauled offsite in accordance with all Federal, State, and local regulations. Therefore, the proposed Project would not exceed State or local standards. As such, the proposed Project would have a less than significant impact.

e) **Less than Significant Impact.** The digital LED billboard would not generate any solid waste during operation. Temporary construction waste would be hauled offsite in accordance with all Federal, State, and local regulations. As such, the proposed Project would have a less than significant impact.

4.20 – Wildfire

If located in or near state responsibility areas or lands classified as very high fire hazard severity zones, would the project:

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporation	Less Than Significant Impact	No Impact
a) Substantially impair an adopted emergency response plan or emergency evacuation plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Due to slope, prevailing winds, and other factors, exacerbate wildlife risks, and thereby expose project occupants to, pollutant concentrations from a wildfire or the uncontrolled spread of a wildfire?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Require the installation or maintenance of associated infrastructure (such as roads, fuel breaks, emergency water sources, power lines or other utilities) that may exacerbate fire risk of that may result in temporary or ongoing impacts to the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Expose people or structures to significant risks, including downslope or downstream flooding or landslides, as a result of runoff, post-fire slope instability, or drainage changes?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

a) **No Impact.** As noted by CALFIRE Fire Hazard Severity Zone Maps, the proposed Project is not located in an area of high fire threat.²⁸ Furthermore, as determined by the City of Baldwin Park 2020 General Plan Safety Element, because Baldwin Park is an urbanized community, structural fires rather than wildland fires represent the greatest fire risk. Development posing the greatest fire threat include: multi-story, wood-frame, higher-density apartments; multi-story office buildings; large continuous developed areas with combustible roofing materials; and structures where hazardous materials are handled, used, or stored. The Project does not include any of these types of developments. Therefore, the proposed Project would not substantially impair an adopted emergency response plan or emergency evacuation plan. No impact will occur.

b) **No Impact.** The Project site is located in a flat surface area with no steep hills or slopes. No native vegetation occurs on the Project site and though the project site would experience prevailing winds such as the Santa Ana winds, the proposed Project would not exacerbate wildfire risks. Therefore, no impact would occur.

c) **No Impact.** In accordance with Senate Bill No. 1241, the Director of Forestry and Fire Protection must identify areas in the State of California that are considered Very High Fire Hazard Severity Zones.

Fire threats occur as a result of a combination of climate, topography, vegetation and developmental site characteristics. High fire hazard risks areas are found in areas adjoining the Santa Ana Mountains and foothills. Development that encroaches upon wildland area can expose occupants to a higher fire risk. The Project is not located in or near state responsibility areas or lands classified as very high fire hazard severity zones. The proposed Project would not result in wildfire impacts as the Project is located in an urbanized area with commercial and industrial uses located on and adjacent to the Project site. Finally, the site is not located in an area adjacent to wildlands. The Project would not require the installation or maintenance of associated infrastructure that may exacerbate fire risk or that may result in temporary or ongoing impacts to the environment. Therefore, no impact would occur.

d) **No Impact.** Wildland fires are defined as any non-structure fire, other than prescribed burns, that occur in an undeveloped or natural environment. Operation of the proposed digital LED billboard would not generate any known risk of wildfire furthermore no residential uses are proposed. The proposed Project would not expose people or structures to significant risks, including downslope or downstream flooding or landslides, as a result of runoff, post-fire instability or drainage changes. Therefore, no impact would occur.

4.21 – Mandatory Findings of Significance

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Does the project have the potential to substantially degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, substantially reduce the number or restrict the range of a rare or endangered plant or animal or eliminate important examples of the major periods of California history or prehistory?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Does the project have impacts that are individually limited, but cumulatively considerable?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Does the project have environmental effects which will cause substantial adverse effects on human beings, either directly or indirectly?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

a) **Less Than Significant Impact.** The proposed digital LED billboard would not impact any agricultural or forest resources, as discussed in Section 4.2. The Project site is located within an urbanized area with no natural habitat. The Project would not significantly impact any sensitive plants, plant communities, fish, wildlife, or habitat for any sensitive species as discussed in Section 4.4. The Project would not significantly impact any mineral resources, as discussed in section 4.12. Adverse impacts to population and housing would not occur, as shown in Section 4.14. The project would not significantly impact the administration of public resources, as discussed in Section 4.15. The project would not significantly impact recreation facilities and/or resources, as discussed in Section 4.16. Adverse impacts to utilities and service systems would not occur, as discussed in Section 4.19. The environmental analysis provided in Section 4.3 concludes that impacts related to emissions of criteria pollutants and other air quality impacts would be less than significant. Section 4.5 concludes that impacts related to cultural resources would be less than significant. Section 4.7 concludes that impacts related to geology and soils would be less than significant. The project would not significantly impact the environment with concern to the routine transport of hazardous materials, as concluded in Section 4.9. Impacts to hydrology and water quality were shown to be less than significant in Section 4.10. Impacts to land use and planning would occur because of the project, as discussed in Section 4.11 would be less than significant. Aesthetics as noted in Section 4.1 would be less than significant. The environmental analysis provided in Section 4.13 concludes that impacts related to noise would be less than significant. Based on the

preceding analysis of potential impacts in the responses to items 4.1 thru 4.20, no evidence is presented that this Project would degrade the quality of the environment. The City hereby finds that impacts related to aesthetics, cultural resources, and traffic would be less than significant as discussed in Section 4.1, 4.5, 4.17, and 4.18 respectively.

b) **No Impact.** Cumulative impacts can result from the interactions of environmental changes resulting from one proposed project with other past, present, and future projects that affect the same resources. As an example, impacts to utilities and infrastructure systems, public services, transportation network elements, air basin, watershed, or other physical conditions. Such impacts could be short-term and temporary, usually consisting of overlapping construction impacts, as well as long term, due to the permanent land use changes involved. Such impacts are expected to be less than significant for this Project due to the fact that there are no other similar projects taking place in the area. The conversion of the existing static billboard into a new digital LED billboard will not substantially impact the environment. Therefore, no cumulative impacts would occur.

c) **Less Than Significant Impact.** Based on the analysis of the Project's impacts in the responses to Sections 4.1 thru 4.20 of the Initial Study, there are no indications that this Project could result in substantial adverse effects on the environment, including human beings. While there will be limited temporary effects during construction related to noise and criteria pollutant emissions, these were determined to be reduced to less than significant. Long-term effects will include minor changes to the visual character of the site and surrounding roadways due to the addition of the digital billboard to the area, and associated changes to lighting conditions. However, these changes are anticipated to be consistent with the existing aesthetic character and land uses of the urbanized area adjacent to Interstate 10. Moreover, with adherence to existing regulations impacts related to light and glare and traffic safety will be less than significant. The analysis herein concludes that direct and indirect environmental effects will be less than significant.

Generally, environmental effects will result in less than significant impacts. Based on the analysis in this Initial Study, the City finds that direct and indirect impacts to human beings will be less than significant and mitigation is not required. As discussed throughout this Initial Study, the conversion and operation of the proposed new digital LED billboard will result in less than significant environmental impacts.

5.1 – List of Preparers

City of Baldwin Park (Lead Agency)

Planning Division
14403 Pacific Avenue
Baldwin Park, CA 91706

- Ron Garcia, City Planner

MIG, Inc. (Environmental Analysis)

1650 Spruce Street, Suite 102
Riverside, California 92507
951-787-9222

- Bob Prasse, Director of Environmental Services
- Cameron Hile, Associate Analyst

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Appendix A Tribal Consultation Letters

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November 9, 2020

Linda Candelaria
Co-Chairwoman
C/O Sam Dunlap, Cultural Resource Representative
Gabrielino Tongva Tribe
tongvaTCR@gmail.com

RE: Tribal Consultation Notification Pursuant to Assembly Bill 52; 12921 Garvey Avenue Project, Baldwin Park, California

Chairwoman Candelaria:

This letter is to notify you of the existing static billboard at 12921 Garvey Avenue (APNs: 8550-003-042) will be converted into a LED double sided billboard, (Proposed Project) described below in the City of Baldwin Park (City), Los Angeles County, California. Pursuant to the California Environmental Quality Act (CEQA) and CEQA Guidelines, the City, as Lead Agency, has initiated preparation of an Initial Study for the Proposed Project.

The subject property is located in an "Industrial Commercial" (I-C) Zone. The surrounding land uses and zoning consists of Industrial Commercial (I-C) to the north and west, Single Family Residential (R-1) to the south, and Freeway Commercial (F-C) on the east of subject property.



The proposed project has been tentatively approved by the City's Design Review Committee and requires approval by the Planning Commission of the following entitlements:

1. Design Review for the billboard architecture and site design.
2. Development Agreement review for the

Your tribal group is invited to contact the City and participate in AB 52 consultation with the City pertaining to the Proposed Project. Please consider this letter and preliminary project information as the formal notification of the Proposed Project. The point of contact for the City is as follows.

Name/Title: Melissa Chipres, Associate Planner
Address: 14403 E. Pacific Ave
City and Zip Code: Baldwin Park, CA 91706
Telephone: 626.960.4011, ext. 452
Email: melissac@baldwinpark.com

The City would appreciate receiving any comments, information or questions you may have regarding cultural places within the Proposed Project site. All information provided will be kept confidential.

Pursuant to Government Code Section 65352.3, **please respond with 30 thirty days** of the date of this letter if you would like to consult on the Proposed Project. Apart from consultation, please contact Melissa Chipres, Associate Planner, at 626.960.4011, ext. 452 if you would like to be notified of public hearings for the proposed project or if you have any questions or concerns with the proposed project.

Thank you for your involvement in this process and your attention to this matter.

Sincerely,

Melissa Chipres
Associate Planner

November 9, 2020

Mr. Andrew Salas, Chairperson
Gabrieleño Band of Mission Indians-Kizh Nation
P. O. Box 393
Covina, CA 91723

RE: Tribal Consultation Notification Pursuant to Assembly Bill 52; 12921 Garvey Avenue Project, Baldwin Park, California

Chairwoman Candelaria:

This letter is to notify you of the existing static billboard at 12921 Garvey Avenue (APNs: 8550-003-042) will be converted into a LED double sided billboard, (Proposed Project) described below in the City of Baldwin Park (City), Los Angeles County, California. Pursuant to the California Environmental Quality Act (CEQA) and CEQA Guidelines, the City, as Lead Agency, has initiated preparation of an Initial Study for the Proposed Project.

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Thank you for your involvement in this process and your attention to this matter.

Sincerely,

Melissa Chipres
Associate Planner

October 20, 2020

Mr. Joseph Ontiveros
Cultural Resource Director
Soboba Band of Luiseno Indians
P. O. Box 487
San Jacinto, CA 92581

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Melissa Chipres
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