



Placentia Planning Commission
Agenda

Regular Meeting
June 11, 2013
6:30 p.m.

Michael Ebenhoch
Chairman

Christine Schaefer
Vice Chair

Dana Hill
Commissioner

Frank Perez
Commissioner

Thomas Solomonson
Commissioner

Vic Tomazic
Commissioner

City of Placentia
401 E Chapman Avenue
Placentia, CA 92870

Phone: (714) 993-8124
Fax: (714) 961-0283
Website: www.placentia.org

Procedures for Addressing the Commission

Any person who wishes to speak regarding an item on the agenda or on a subject within the Planning Commission's jurisdiction during the "Oral Communications" portion of the agenda should fill out a "Speaker Request Form" and give it to the Commission Secretary BEFORE that portion of the agenda is called. Testimony for Public Hearings will only be taken at the time of the hearing. Any person who wishes to speak on a Public Hearing item should fill out a "Speaker Request Form" and give it to the Commission Secretary BEFORE the item is called.

The Commission encourages free expression of all points of view. To allow all persons the opportunity to speak, please keep your remarks brief. If others have already expressed your position, you may simply indicate that you agree with a previous speaker. If appropriate, a spokesperson may present the views of an entire group. To encourage all views, the Commission discourages clapping, booing or shouts of approval or disagreement from the audience.

PLEASE SILENCE CELL PHONES AND OTHER ELECTRONIC EQUIPMENT WHILE THE COMMISSION IS IN SESSION.

Special Accommodations

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk's Office at (714) 993-8231. Notification 48 hours prior to the meeting will generally enable City staff to make reasonable arrangements to ensure accessibility.
(28 CFR 35.102.35.104 ADA Title II)

Copies of all agenda materials are available for public review in the Office of the City Clerk, City Planning Division Counter, Placentia Library Reference Desk and the internet at www.placentia.org under the Planning Commission page. Persons who have questions concerning any agenda item may call the City Planning Division at (714) 993-8124 to make inquiry concerning the nature of the item described on the agenda.

In compliance California Government Code Section 54957.5, any writings or documents provided to a majority of the Planning Commission regarding any item on this agenda that are not exempt from disclosure under the Public Records Act will be made available for public inspection at the City Clerk's Office at City Hall, 401 East Chapman Avenue, Placentia, during normal business hours.

Study Sessions are open to the public and held in the City Council Chambers or City Hall Community Room.

**City of Placentia
City Council Chambers
401 E. Chapman Avenue
June 11, 2013**

REGULAR MEETING
6:30 p.m. – City Council Chambers

MEETING CALLED TO ORDER

ROLL CALL: Chairman Ebenhoch
Vice Chairman Schaefer
Commissioner Hill
Commissioner Perez
Commissioner Solomonson
Commissioner Tomazic

PLEDGE OF ALLEGIANCE:

ORAL COMMUNICATIONS:

At this time, the public is invited to address the Planning Commission concerning any items on the agenda, which are not public hearings, or other items under the jurisdiction of the Placentia Planning Commission

CONSENT CALENDAR:

1. Minutes

Recommended Action: It is recommended that the Planning Commission:

- a. Approve the minutes of the May 14, 2013 Planning Commission Meeting

PUBLIC HEARING

2. Applicant: City of Placentia

Amendment 2013-02:

An Ordinance of the City Council of the City of Placentia adding Section 23.90.197 to Chapter 23.90 of Title 23 of the Placentia Municipal Code allowing digital and static advertising displays on City-owned property.

Recommended Action:

Adopt Resolution No. PC-2013-12 making required findings; and recommend approval of Zoning Code Amendment 2013-02 to the City Council, and direct staff to prepare and transmit a report of the findings and recommendations of the Planning Commission to the City Council.

NEW BUSINESS

DEVELOPMENT REPORT

Development Project List

PLANNING COMMISSION REQUESTS

Commission members may make requests or ask questions of staff. If a Commission member would like to have formal action taken on a requested matter, it will be placed on a future Commission Agenda.

ADJOURNMENT

The Planning Commissioners ADJOURN to a Regular meeting on Tuesday, July 9, 2013 at 6:30 p.m. in the City Council Chambers at 401 East Chapman Avenue, Placentia.

CERTIFICATION OF POSTING

I, Kenneth A. Domer, Secretary to the Planning Commission of the City of Placentia, hereby certify that the Agenda for the June 11, 2013 Regular meeting of the Planning Commission of the City of Placentia was posted on June 6, 2013.

Kenneth A. Domer

**PLACENTIA PLANNING COMMISSION
MINUTES OF THE REGULAR MEETING**

May 14, 2013

The regular meeting of the Placentia Planning Commission of May 14, 2013 was called to order at 6:30 p.m. in the City Council Chambers, 401 East Chapman Avenue, Placentia, by Chairman Ebenhoch.

ROLL CALL: Present: Michael Ebenhoch, Chairman
Christine Schaefer, Vice Chair
Dana Hill, Commissioner
Frank Perez, Commissioner
Absent: Vic Tomazic, Commissioner
Tom Solomonson, Commissioner
Commissioner (Vacant)

PLEDGE OF ALLEGIANCE: Led by Commissioner Hill

Others Present: Ken Domer, Assistant City Administrator
Andrew V. Arczynski, City Attorney
Monique Schwartz, Associate Planner
Cathy Carranza, Clerical Aide

ORAL COMMUNICATIONS: The Chair invited the public to make oral comments on matters not on the agenda.

Ed Perez, consultant for HQT Homes introduced himself. Mr. Perez stated that a community meeting was held on May 6, 2013 and the eight items of concern were discussed. Mr. Perez indicated that HQT Homes are available for questions and will continue to work with residents.

Jim Gardner of 1131 Cypress Pointe introduced himself. Mr. Gardner expressed concern with public safety, a narrow alley way and one exit and one entrance relating to the proposed HQT development.

Motion by Vice Chair Schaefer, seconded by Chairman Ebenhoch to APPROVE THE MINUTES of April 09, 2013. Passed by a 3-0-1-2 vote. Hill, Solomonson abstained.

Public Hearings:

1. Applicant: City of Placentia

Amendment 2013-02:

An Ordinance of the City Council of the City of Placentia adding Section 23.90.197 to Chapter 23.90 of Title 23 of the Placentia Municipal Code allowing digital and static

advertising displays on City-owned property.
Chairman Ebenhoch opened the public hearing.

No comments were received.

Motion by Chairman Ebenhoch to continue the open public hearing to June 11, 2013 Planning Commission meeting. Motion passed by a 5-0-1-0 vote. Tomazic Absent.

2. **Applicant: City of Placentia**
Location: City-wide

General Plan Conformance Finding for Fiscal Year 2013 to 2020 Seven Year Capital Improvement Program

It is requested that the Planning Commission make findings of conformity with the adopted General Plan for the Fiscal Year 2013-14 to 2019-20 Capital Improvement Program and submit those findings to the City Council for consideration and approval.

Ken Domer presented the staff report.

Vice Chair Schaefer asked for clarification on anticipated full funding for the 53 projects in the 2013-2014 fiscal year. Mr. Domer stated that full funding will not be known until the final budget is approved. Mr. Domer stated that the majority of projects will commence this fiscal year.

Vice Chair Schaefer asked what the City's top priorities are of the 53 projects mentioned. Mr. Domer stated that the City Council will make recommendations for funding.

Vice Chair Schaefer asked if any projects have been community driven. Mr. Domer stated that some projects are community driven and completed according to the funds that are available.

Vice Chair Schaefer asked if any of the 53 projects are required for compliance. Mr. Domer stated yes.

Vice Chair Schaefer asked if equipment replacement funds are used for computer upgrades and IT equipment. Mr. Domer stated that the City no longer has this type of funds and is looking at the Fiscal Sustainability Program for future funding.

Chairman Ebenhoch asked what the risk would be if projects were done as scheduled and having new regulation come in to increase the cost or would there be a savings by expediting before regulations come in. Mr. Domer stated that if there are funds available for next year, they must be used or we lose them.

Chairman Ebenhoch opened the public hearing.

Glen Casterline of 330 Pinehurst introduced himself. Mr. Casterline expressed concern with two CIP projects, the proposed skate park located at the old Boys and Girls Club on

Crowther and the proposed Metrolink parking structure.

Chairman Ebenhoch closed the public hearing.

Motion by Vice Chair Schaefer, seconded by Commissioner Hill TO ADOPT RESOLUTION NO. PC-2013-11, finding that the Fiscal Year 2013-2014 to 2019-2020 Capital Improvement Program (CIP) is in conformance with the City's existing General Plan and that we recommend the CIP for consideration and approval by the City Council. SUBJECT TO THE SPECIAL CONDITIONS OF APPROVAL AND STANDARD DEVELOPMENT REQUIREMENTS SET FORTH THEREIN. Passed by a 5-0-1-0 vote. Tomazic Absent.

NEW BUSINESS

DEVELOPMENT REPORT

Development Project List

Mr. Domer stated that Shapell Homes has contacted the City regarding the proposed residential lot located on the South East corner of Alta Vista and Rose. Mr. Domer stated that a submitted formal application has not been received from the Schaner group. The Olson development was approved for a first reading by the City Council.

Ms. Schwartz stated that McDonalds is moving forward and expects to be operating in four months.

Mr. Domer advised the Commission that Sue Ann's has opened.

Chairman Ebenhoch asked for an update on the Alta Vista and Rose location. Mr. Domer stated that a few developers have contacted us with interest in converting to residential. He stated it is the City's intention to maintain this as a Commercial Zone.

Commissioner Hill asked for an update on the Fresh and Easy Market. Mr. Domer stated that Fresh and Easy is not longer an option and there is a potential business owner interested in this location and hopes to have an update at the next Planning Commission meeting.

PLANNING COMMISSION REQUESTS:

Commissioner Solomonson made a motion, all Commissioners agreed to adjourn the Planning Commission meeting at 7:15 p.m. to the next regularly scheduled meeting on June 11, 2013 in the City Council Chambers at 401 East Chapman Avenue, Placentia.

Submitted by,

Kenneth A. Domer
Assistant City Administrator



Placentia Planning Commission

Agenda Staff Report

AGENDA ITEM NO.: 2	DATE: June 11, 2013	PUBLIC HEARING: Yes
APPLICATION: Zoning Code Amendment 2013-02		
DESCRIPTION: To consider a recommendation to the City Council of an Ordinance amending Title 23 (Zoning Ordinance) of the Placentia Municipal Code adding ¶ 23.90.197 to Chapter 23.90 of Title 23 of the Placentia Municipal Code allowing digital and static advertising displays on City-owned property.		
RELATED APPLICATIONS: None		
APPLICANT: City of Placentia		
PROPERTY OWNER: N/A		
LOCATION: City-wide		
CEQA DETERMINATION: Mitigated Negative Declaration (MND) 2013-01		
ZONING: City-wide	APN(S): N/A	
GENERAL PLAN: All land uses	CITY COUNCIL ACTION REQUIRED: Yes	
PREPARED BY: Kenneth A. Domer, Assistant City Administrator		
REVIEWED BY: Monique B. Schwartz, Associate Planner		

REQUEST:

To consider a recommendation to the City Council of an Ordinance amending Title 23 (Zoning Ordinance) of the Placentia Municipal Code adding § 23.90.197 to Chapter 23.90 of Title 23 of the Placentia Municipal Code allowing digital and static advertising displays on City-owned property.

INTRODUCTION:

The City Council desires to establish effective mechanisms for the potential placement of digital and static outdoor advertising signs on City-owned property. In order to ensure that such signs are appropriately placed within the City, it was determined by Staff that such signs should only be placed in proximity to State Route 57 Freeway. The specific placement of any sign should be carefully considered and the development thereof, including placement, height and other limitations thereon, should be determined by means of a development agreement pursuant to the procedures described in California Government Code § 65867.

This item is a Zoning Amendment to provide provisions within the Placentia Municipal Code, specifically the City’s Zoning Code (Title 23) to allow such outdoor advertising signs only on City-owned property and only within designated areas along the State Route 57 Freeway corridor.

DISCUSSION:

All signs, to include advertising signs, are regulated through Chapter 23.90 of the Placentia Municipal Code (PMC). Chapter 23.90, or the Sign Code, sets forth restrictions and standards for all types of signs to include billboards and off-premise freeway signs. For purposes of this Staff Report and proposed ordinance, the following terminology all refer to billboards: outdoor advertising display; digital advertising display; static advertising display; and digital billboard. In general, the City prohibits billboards, which are defined in the Sign Code as “any sign usually designed for use with changing advertising copy, and which is normally used for the advertisement of goods produced or services rendered at location other than the premises on which the sign is located.” Under § 23.90.100 (10) all off-site advertising, including billboards are prohibited except “as otherwise provided for in this chapter.” The proposed ordinance will amend the Sign Code by adding a new § 23.90.197 which, under strict guidelines, allows billboards to be erected and maintained on City-owned property that are placed in proximity to the 57 Freeway. City-owned property includes public right-of-way, City parks, and other property owned by the City and not within the public right-of-way.

The City is currently reviewing the potential to provide for outdoor advertising along the 57 Freeway and has conducted preliminary investigations and consultations with various firms specializing in outdoor advertising. Prior to the actual placement of an outdoor advertising structure, the City needs to amend the Sign Code to allow for billboards.

It is proposed, through this amendment, to add specific regulations regarding billboards in order to strictly control and regulate the structures. Accordingly, the proposed amendment defines “digital billboard sign” as well as “City-owned property” and refers to State law (Business & Professions Code and Government Code) as a means to reflect the most current State law effecting such structures.

The proposed Ordinance adds § 23.90.197 to read:

“Digital Billboard Signs on City-owned Property”

“For purposes of this section, (1) a ‘digital billboard sign’ means and refers to an advertising structure (as that term is defined in the California Outdoor Advertising Act – California Business & Professions Code, § 5200, *et seq.*) that uses digital-display technology; and (2) ‘City-owned property’ means and refers to any property in which the City is the owner of the majority of the fee title interest, as well as property in which the City has a leasehold, easement, license or other possessory interest.

“A. Notwithstanding any provision of the Placentia Municipal Code to the contrary, the City, pursuant to the provisions of California Government Code § 65850, *et seq.*, may: Authorize the construction, repair, replacement and maintain digital billboard signs within or upon City-owned property and visible from State Route 57, subject to subsections A.I. through A.5, below. Such terms may include utilizing a relocation agreement, which would allow the removal of a display and construction of a new display to substitute for the display that is removed. A digital billboard sign may be electronic,

programmable and/or illuminated and provide for 'off-premises' advertising (as that term is defined in § 23.90.010).

"1. The City-owned property must be located in a commercial or industrial zone or immediately adjacent to City controlled right of way.

"2. All digital-display faces must be oriented primarily for viewing from the freeway or highway to which it is adjacent.

"3. Notwithstanding any provision to the contrary in the Placentia Municipal Code, the maximum height of a digital billboard sign, measured from grade to the top of the digital-display face, is 80 feet; and the overall maximum height, measured from grade to the top of the billboard structure, is 90 feet, subject to modification pursuant to a development agreement.

"4. Notwithstanding any provision to the contrary in the Placentia Municipal Code, a digital billboard sign may have either one (1) or two (2) display faces. If digital billboard signs shall have a maximum area of a display face is twelve hundred (1,200) square feet the maximum height of the display face is twenty-five (25) feet and the maximum length of the display face is sixty (60) feet.

"5. A digital billboard sign may display only a still image in each of its display messages. This means that the still image being displayed may not move or present the appearance of motion and may not use flashing, blinking, or traveling lights or any other means not providing constant illumination (except that part necessary to give public service information such as time, date, temperature, weather, or similar information). The digital billboard sign must expose each message display for not less than four (4) seconds, unless a greater amount of time is set forth as a recommendation in the most recent guidance document issued by the Federal Highway Administration on the subject of changeable electronic variable message signs; in such case, the minimum FHWA standard shall apply. The transition or blank screen time between one display message and the next may not exceed one (1) second, nor shall this transition time be construed as a failure to comply with the constant illumination requirement set forth above.

"B. Notwithstanding any provision of the Placentia Municipal Code to the contrary, an existing sign that is removed and/or relocated in the implementation or exercise of subsection A., above, may include either a legal conforming sign or a legal nonconforming sign; such status shall be determined by the City Administrator. Any sign approved for relocation must be removed prior to construction or installation of the digital billboard sign that will replace it.

"C. In addition to complying with the other requirements of this section, a digital billboard sign must also comply with the requirements of the California Outdoor Advertising Act, Chapter 2 in Division 3 of the California Business and Professions Code, commencing at § 5200 ('Act'), including but not limited to, the restrictions on size, height, intermittent flashing lights, proximity to interstate and primary highways and landscaped freeways, and other regulations set forth in Articles 7 and 8 of the Act. To the extent a conflict arises between this section and the Act, the Act will prevail, except for the FHWA recommendation referenced in subsection A.5., above.

“D. Findings for Approval of a Digital Billboard Sign or Relocation Agreement. In addition to the findings required pursuant to California Government Code § 65850, *et seq.*, a digital billboard sign or relocation agreement may be approved if the City Council makes the following findings:

“1. The digital billboard sign or relocation agreement substantially complies with the purpose and requirements of this section; and

“2. The digital billboard sign or relocation agreement will not interfere with on site access or circulation or significantly interfere with visibility.”

Requirement for Development Agreement

While the proposed Ordinance allows billboards, it requires that specific development standards be set through a Development Agreement as approved by the City Council. California Government Code, §§ 65864 – 65869.5, Article 2-5 Development Agreements, authorizes any City to enter into a development agreement with any person having a legal or equitable interest in real property for the development of the property. The process of a third party leasing ground space from the City creates the required legal interest. Therefore, the process proposed requires a multi-step review by the City Council as both a lease and a Development Agreement are required. A development agreement specifies the duration of the agreement, the permitted uses of the property, maximum height and size of proposed structures, and provisions for reservation or dedication of land. A development agreement is a legislative act and must be approved by ordinance (that is, go through a First Reading followed no less than ten days later by a Second Reading and Adoption), after a public hearing and must be consistent with the general plan.

The Development Agreement process ensures that the City Council is fully informed and involved in the discretionary review of any proposed outdoor advertising.

Pursuant to Placentia Municipal Code § 23.96.040, the Planning Commission, after examination of a proposed Zoning Code Amendment, must make recommendations of its findings to the City Council. The Planning Commission may recommend approval of Zoning Code Amendment 2013-02 to the City Council, only if it makes the following findings:

Findings

- (1) The proposed amendment will not be: (A) detrimental to the health, safety, or general welfare of the persons residing or working within the neighborhood of the proposed amendment or within the City, or (B) injurious to property or improvements within the neighborhood or within the city; and,

Facts:

Based on the Initial Study/Mitigated Negative Declaration, the proposed Zoning Code Amendment will not be: (A) detrimental to the health, safety or general welfare of the persons residing or working within the neighborhood of the proposed amendment or within the City, or (B) injurious to property or improvements within the neighborhood or within the City. The basis for these facts is the that the amendment sets forth a process for which such signage can be proposed and properly placed in a manner that is the least impactful to adjacent properties. Further, the requirement for a Development Agreement ensures that the City Council has ample opportunity to obtain dedications, exactions, or revisions from the developer to ensure that any item considered to potentially detrimental may be remedied through the discretionary action.

Findings

- (2) The proposed Zoning Code Amendment will be consistent with the latest adopted general plan.

Fact:

The proposed Zoning Code Amendment is consistent with the latest adopted general plan. The amendment is also consistent with the General Plan update currently being processed by the City.

Accordingly, it is Staff's recommendation that the Planning Commission can make the requisite findings and should recommend to the City Council the adoption of Zoning Code Amendment 2013-02.

CEQA:

The amendments set forth in the proposed ordinance were prepared pursuant to an Initial Study and Mitigated Negative Declaration prepared in accordance with the requirements of the California Environmental Quality Act ("CEQA"), California Public Resources Code §§ 21000, *et seq.*, the State CEQA Guidelines, California Code of Regulations, Title 14, Chapter 3, §§ 15000, *et seq.*, and the Environmental Impact Report Guidelines of the City of Placentia. The Planning Commission has exercised its independent judgment when considering said Initial Study and Mitigated Negative Declaration and public comments received in connection with the noticed Public Hearing before the Planning Commission. It is understood that the review period for the Initial Study and Mitigated Negative Declaration will continued until prior to the First Reading of the Ordinance by the City Council, and that the City Council will exercise its ultimate authority to approve or deny the Initial Study and Mitigated Negative Declaration. Furthermore, said Initial Study and Mitigated Negative Declaration and all related environmental documents forming the basis for the Mitigated Negative Declaration and the proposed Ordinance are located in, and in the custody of, the Office of the City Clerk, City of Placentia. This Planning Commission hereby recommends the City Council

approve the Mitigated Negative Declaration and Ordinance. If adopted, a Notice of Exemption will be filed with the Orange County Clerk/Recorder, as required by law.

RECOMMENDATION:

1. Adopt Resolution PC-2013-XX making the required findings; and
2. Recommend approval of Zoning Code Amendment 2013-02 to the City Council, and direct staff to prepare and transmit a report of the findings and recommendations of the Planning Commission to the City Council.

Reviewed by:

Prepared and approved by:

Monique B. Schwartz
Associate Planner

Kenneth A. Domer
Assistant City Administrator

Attachments:

Attachment A: Zoning Code Amendment 2013-02
Attachment B: Resolution PC-2013-XX

**RESOLUTION NO. PC-2013-XX
AMENDMENT NO. 2013-02**

**A RESOLUTION OF THE PLANNING COMMISSION
OF THE CITY OF PLACENTIA RECOMMENDING
THE CITY COUNCIL ADOPT AN ORDINANCE
ADDING § 23.90.197 TO CHAPTER 23.90 OF
TITLE 23 OF THE PLACENTIA MUNICIPAL
CODE ALLOWING DIGITAL AND STATIC
ADVERTISING DISPLAYS ON CITY-OWNED
PROPERTY.**

A. Recitals.

(i). On April 9, 2013, this Planning Commission conducted a duly noticed public hearing, as required by law, to consider Amendment No. 2013-02 with said public hearing having been continued prior to adoption of this Resolution.

(ii). On June 11, 2013, this Planning Commission conducted the continued public hearing to consider Amendment No. 2013-02 with said public hearing having been concluded prior to the adoption of this Resolution.

(iii). This Planning Commission has reviewed and considered all elements of proposed Amendment No. 2013-02, including written staff reports and verbal testimony presented during the above-referenced public hearing.

(iv). All legal prerequisites to the adoption of this Resolution have occurred.

B. Resolution.

NOW, THEREFORE, the Planning Commission of the City of Placentia does hereby find, determine, and resolve as follows:

1. This Commission hereby specifically finds that all the facts as set forth in the Recitals, Part A., of this Resolution are true and correct.

2. This Commission finds, and recommends the City Council find, that Amendment No. 2013-02 is in conformance with the Placentia General Plan.

3. This Commission finds, and recommends the City Council find, that Amendment No. 2013-02 specified within the proposed Ordinance attached hereto as "Exhibit A" and made a part hereof, will promote the orderly development of the City and the public health, safety and welfare.

4. This Commission finds, and recommends the City Council find, that Amendment No. 2013-02 will not have a detrimental effect upon land available for housing within the City.

5. Amendment No. 2013-02 provides a process which allows outdoor advertising, including Digital Billboard Signs, as defined, and that Digital Billboard Signs are appropriately placed within the City, specifically in proximity to State Route 57 Freeway.

6. Amendment No. 2013-02 will not be (a) detrimental to the health, safety or general welfare of the persons residing or working within the neighborhood of the proposed amendment or within the City, or (b) injurious to property or improvements within the neighborhood of the proposed amendment or within the City. Amendment No. 2013-02 sets forth a process for which such signage can be proposed and properly placed in a manner that is the least impactful to adjacent properties. Further, the requirement for a Development Agreement ensures that the City Council has ample opportunity to obtain dedications, exactions, or revisions from the developer to ensure that any item found to potentially create injury can be remedied through the discretionary action.

7. The Planning Commission hereby makes, and recommends the City Council make, the following findings: The amendments set forth in the proposed ordinance were prepared pursuant to an Initial Study and Mitigated Negative Declaration prepared in accordance with the requirements of the California Environmental Quality Act ("CEQA"), California Public Resources Code §§ 21000, *et seq.*, the State CEQA Guidelines, California Code of Regulations, Title 14, Chapter 3, §§ 15000, *et seq.*, and the Environmental Impact Report Guidelines of the City of Placentia.

8. The Planning Commission hereby recommends that, upon adoption of Amendment No. 2013-02, a Notice of

Exemption be filed with the Orange County Clerk/Recorder, as required by law.

9. This Commission finds, and recommends the City Council find, that the facts supporting the above specified findings are contained in the staff report and exhibits, and information provided to this Planning Commission during the public hearing conducted with respect to Amendment No. 2013-02.

10. This Commission hereby recommends that the City Council of the City of Placentia approve Amendment No. 2013-02 as set forth in "Exhibit A" attached hereto.

11. The Secretary of this Commission shall:

a. Certify to the adoption of this Resolution; and

b. Forthwith transmit a certified copy of this Resolution to the City Council of the City of Placentia together with all documents prepared with respect to these considerations and transcripts of any and all hearings conducted with respect to the Ordinance recommended for approval herein.

PASSED AND ADOPTED this 11th day of June, 2013, by the following vote:

AYES:	
NOES:	COMMISSION MEMBERS:
ABSENT:	COMMISSION MEMBERS:
ABSTAINED:	COMMISSION MEMBERS:

Chairman

ATTEST:

Secretary

APPROVED AS TO FORM

ANDREW V. ARCZYNSKI,
CITY ATTORNEY



PLANNING COMMISSION
 City of Placentia
 401 East Chapman Avenue
 Placentia, CA 92870
 (714) 993-8124

POSTED

JUN 03 2013

ORANGE COUNTY CLERK-RECORDER DEPARTMENT

BY: _____ DEPUTY

NOTICE OF INTENT TO ADOPT A MITIGATED NEGATIVE DECLARATION

NOTICE IS HEREBY GIVEN that the City of Placentia has completed an Initial Study in accordance with the City's Guidelines implementing the California Environmental Quality Act. This Initial Study was undertaken for the purpose of deciding whether the project may have a significant effect on the environment.

BASED ON THE INITIAL STUDY, the City's staff has concluded that the project listed below will not have a significant effect on the environment and has therefore prepared a Draft Mitigated Negative Declaration.

PROJECT DESCRIPTION:

Applicant: City of Placentia

Zoning Code Amendment 2013-02:

Amendment to the Zoning Code to establish Citywide regulations for digital billboard displays.

THE PLANNING COMMISSION will consider the Draft Mitigated Negative Declaration at its meeting on **June 11, 2013 at 6:30 P.M.** in the City Council Chambers.

ALL INTERESTED PERSONS are invited to attend this meeting and express their opinions regarding the Draft Mitigated Negative Declaration.

ANY WRITTEN MATERIALS to be submitted to the Planning Commission must be submitted to the Planning Division at least twenty-four (24) hours prior to the hearing. Ten (10) copies are required.

IF YOU CHALLENGE this environmental document in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice or written correspondence delivered to the Planning Commission.

A COPY OF THE INITIAL STUDY and related materials may be reviewed at the Development Services Department, Planning Division, 401 E. Chapman Ave., Placentia CA.

Public comments on the Mitigated Negative Declaration will be accepted from June 5, 2013 through July 8, 2013.

Ken Domer, Assistant City Administrator

SECRETARY TO THE PLACENTIA PLANNING COMMISSION

FILED

JUN 05 2013

ORANGE COUNTY CLERK-RECORDER DEPARTMENT

BY: _____ DEPUTY

POSTED

JUN 05 2013

ORANGE COUNTY CLERK-RECORDER DEPARTMENT

BY: _____ DEPUTY

a minimum of 1,000 feet from another digital billboard.

Existing Conditions of the Project Site:

The City of Placentia is located in the northern portion of Orange County (Exhibit 1-Vicinity Map). To the north is the City of Brea; to the east are the cities of Yorba Linda and Anaheim; to the south is the City of Anaheim; and to the west is the City of Fullerton.

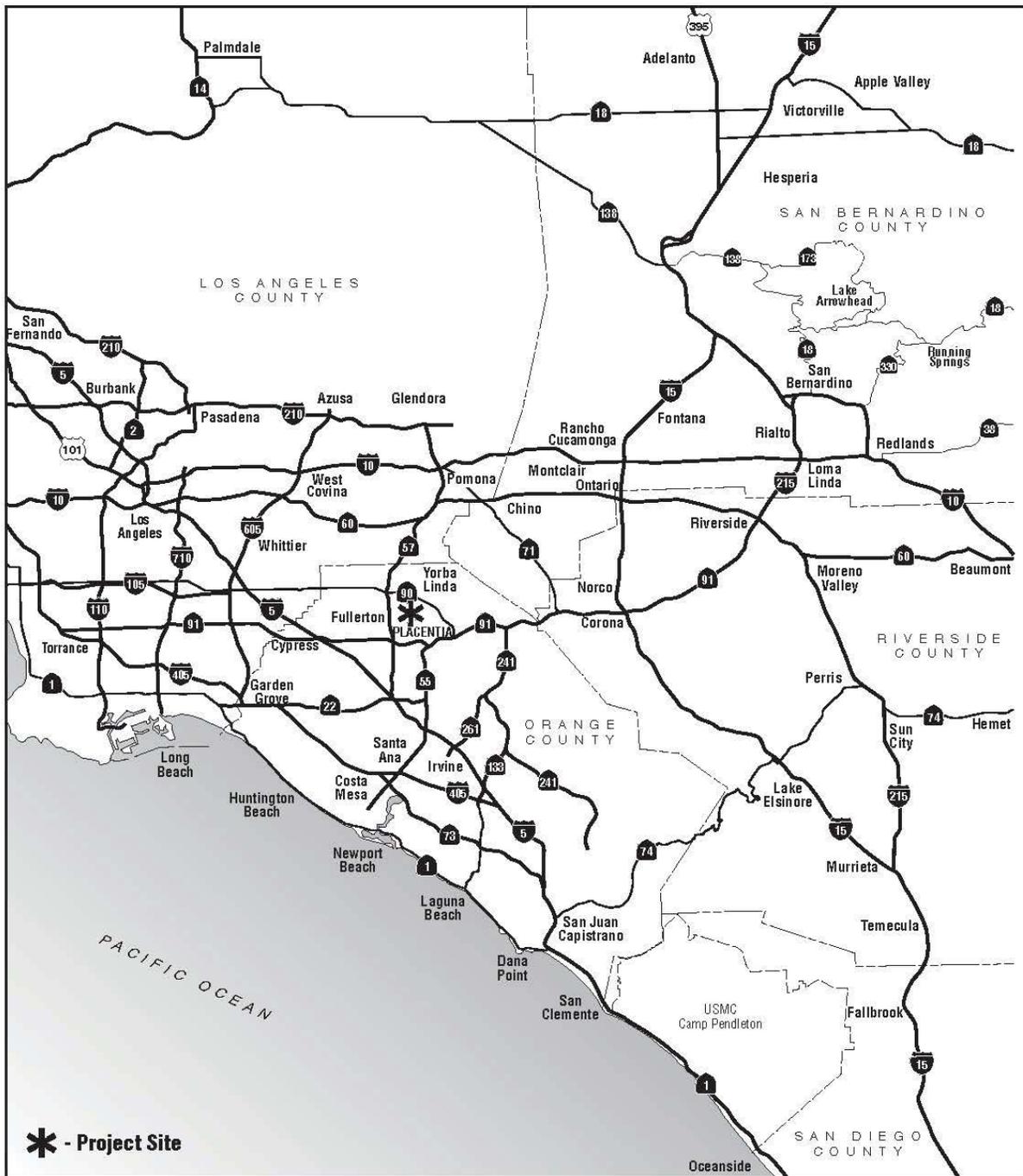
Surrounding Land Uses and Setting: *(Briefly describe the project's surrounding)*

N.A. (citywide)

Other public agencies whose approval is required: *(e.g., permits, financing approval, or participation agreement)*

Recommendation for approval to the City Council by the Placentia Planning Commission and approval by the City Council is required for the proposed Zoning Code amendment and any subsequent Development Agreement. Issuance of building permits by the City's Development Services Department will be required prior to installation of the proposed signs. An applicant must also obtain a sign permit from CalTrans.

Exhibit 1: Vicinity Map



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

ENVIRONMENTAL DETERMINATION:

On the basis of this initial evaluation:

- I find that the proposed project **COULD NOT** have a significant effect on the environment, and a **NEGATIVE DECLARATION** will be prepared.
- 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** will be prepared.
- I find that the proposed project **MAY** have a significant effect on the environment, and an **ENVIRONMENTAL IMPACT REPORT** is required.
- 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.
- 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.

Ken Domer
Name

Asst. City Administrator
Title

Signature

Date

EVALUATION OF ENVIRONMENTAL IMPACTS:	Potentially Significant Impact	Potentially Significant Impact Unless Mitigation Incorporated	Less Than Significant Impact	No Impact
I. AESTHETICS -- Would the project:				
a) Have a substantial adverse effect on a scenic vista?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Substantially damage scenic resources, including, but not limited to, trees, rock outcroppings, and historic buildings within a state scenic highway?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Substantially degrade the existing visual character or quality of the site and its surroundings?	<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"/>
<u>Responses:</u>				
a) Have a substantial adverse effect on a scenic vista?				
<p>There are no scenic vistas along the SR-57 corridor within the project area, therefore the construction of digital billboards would not have a significant effect on a scenic vista. No mitigation measures are required.</p>				
b) Substantially damage scenic resources, including, but not limited to, trees, rock outcroppings, and historic buildings within a state scenic highway?				
<p>SR-57 is not a state scenic highway and there are no scenic resources within the SR-57 corridor in area that would be affected by the proposed Ordinance. The Circulation Element of the General Plan notes that there are no routes in the city that are proposed for scenic highway designation. No significant impacts would occur and no mitigation measures are required.</p>				
c) Substantially degrade the existing visual character or quality of the site and its surroundings?				
<p>The SR-57 corridor in the City of Placentia is fully urbanized and the effect of construction of digital billboards as permitted by the proposed Ordinance would be less than significant. The proposed Ordinance would require all signs to be oriented to the freeway, thereby reducing their visibility from adjacent areas and mitigating aesthetic effects of the signs on any nearby residential areas from which they may be visible. No mitigation measures are required.</p>				
d) Create a new source of substantial light or glare which would adversely affect day or nighttime views in the area?				
<p>The SR-57 corridor in the City of Placentia is fully urbanized with a significant amount of existing light and glare. The effect of new digital billboards as permitted by the proposed Ordinance would incrementally add to the existing level of light and glare in the area. As required by the Ordinance, signs must be oriented to the freeway, thereby reducing their visibility and the impact of the signs on nearby residential areas. In addition, California Vehicle Code § 21466.5 requires the lighting intensity level of billboard copy to be adjusted based on ambient light levels, as follows:</p>				
<p><i>21466.5. No person shall place or maintain or display, upon or in view of any highway, any light of any color of such brilliance as to impair the vision of drivers upon the highway. A light source shall be considered vision impairing when its brilliance exceeds the values listed below. The brightness reading of an objectionable light source shall be measured with a 1-1/2-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-lambert shall not exceed 500 plus 100 times the angle, in degrees, between the driver's line of sight and the light source.</i></p>				

EVALUATION OF ENVIRONMENTAL IMPACTS:	Potentially Significant Impact	Potentially Significant Impact Unless Mitigation Incorporated	Less Than Significant Impact	No Impact
<p>The design parameters required by the proposed Ordinance and the restrictions on lighting intensity established in state law would ensure that impacts to light and glare would be less than significant. No mitigation measures are required.(see also Section XVI.d for a discussion of impacts on highway safety)</p>				
II. AGRICULTURE RESOURCES AND FOREST RESOURCES:				
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 the 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"/>
<p><u>Responses:</u></p> <p>There are no farmland or forest resources in the area affected by the proposed Ordinance, and no impacts would occur.No mitigation measures are necessary.</p>				
III. AIR QUALITY -- 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:				
a) Conflict with or obstruct implementation of the applicable air quality plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Violate any air quality standard or contribute substantially to an existing or projected air quality violation?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) 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 (including releasing emissions which exceed quantitative thresholds for ozone precursors)?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Expose sensitive receptors to substantial pollutant concentrations?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS:	Potentially Significant Impact	Potentially Significant Impact Unless Mitigation Incorporated	Less Than Significant Impact	No Impact
<p>e) Create objectionable odors affecting a substantial number of people?</p> <p>Responses:</p> <p>a) Conflict with or obstruct implementation of the applicable air quality plan?</p> <p>b) Violate any air quality standard or contribute substantially to an existing or projected air quality violation?</p> <p>c) 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 (including releasing emissions which exceed quantitative thresholds for ozone precursors)?</p> <p>The proposed Ordinance would not have a significant effect on air quality or create any inconsistencies with the South Coast Air Quality Management Plan (AQMP). The signs would be illuminated by hard-wired electrical power and no emissions would be generated on site. During operation, occasional maintenance would involve light-duty truck traffic to each site. Maintenance vehicles are required to be licensed and must comply with state emissions regulations, therefore no significant impacts to air quality would be anticipated. No mitigation measures are required.</p> <p>d) Expose sensitive receptors to substantial pollutant concentrations?</p> <p>e) Create objectionable odors affecting a substantial number of people?</p> <p>During any construction, dust and other air pollutants and odors could be generated by gasoline- or diesel-powered equipment. Required compliance with AQMD regulations (e.g., watering to suppress dust, regular maintenance and tune-ups of construction equipment and vehicle engines, location of staging areas as far as practical from sensitive land uses) would reduce potential impacts during construction to a level that is less than significant. No additional mitigation is required.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
IV. BIOLOGICAL RESOURCES -- Would the project:				
<p>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?</p> <p>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?</p> <p>c) Have a substantial adverse effect on federally protected wetlands as defined by Section 404 of the Clean Water Act (including, but not limited to, marsh, vernal pool, coastal, etc.) through direct removal, filling, hydrological interruption, or other means?</p> <p>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?</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS:	Potentially Significant Impact	Potentially Significant Impact Unless Mitigation Incorporated	Less Than Significant Impact	No Impact
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"/>
<p><u>Responses:</u></p> <p>The project vicinity is fully urbanized and there are no known sensitive biological resource present within the area. No impacts would occur and no mitigation measures are necessary.</p>				

V. CULTURAL RESOURCES -- Would the project:

a) Cause a substantial adverse change in the significance of a historical resource as defined in 15064.5?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Cause a substantial adverse change in the significance of an archaeological resource pursuant to 15064.5?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Directly or indirectly destroy a unique paleontological resource or site or unique geologic feature?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Disturb any human remains, including those interred outside of formal cemeteries?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p><u>Responses:</u></p> <p>a) Cause a substantial adverse change in the significance of a historical resource as defined in 15064.5?</p> <p>Various historical or potentially historical resources are present throughout the City. According to the Placentia Historical Resource Survey (2002 Update), there are 357 documented buildings and sites that were over 40 years of age. Of these, there are 39 buildings/properties that are potential nominees for the National Register of Historic Places. Future development could cause an adverse change in the significance of these historical resources. No site within the corridor contains any identified historical resources, therefore no impacts would occur in connection with its approval and the construction of billboards. Mitigation Measure CUL-1 would require that any future site proposed for installation of a digital billboard shall be surveyed to determine whether any potential impacts to historic resources could occur, as defined by CEQA Guidelines §15064.5. If any historical resources are found to be present, additional mitigation may be required to reduce potential impacts to a less than significant level.</p> <p><u>Mitigation Measures</u></p> <p>CUL-1 Prior to approval of a Development Agreement for any future digital billboard, a site survey shall be conducted to determine whether the site contains any historic resources pursuant to CEQA Guidelines §15064.5. If any historic resources would be impacted, appropriate mitigation measures shall be required in a manner meeting the approval of the Assistant City Administrator.</p> <p>b) Cause a substantial adverse change in the significance of an archaeological resource pursuant to 15064.5?</p> <p>There are no known significant archaeological resources within the area affected by the proposed Ordinance. However, Mitigation Measure CUL-2 would require appropriate steps should such resources be discovered during construction, and would reduce potential impacts to a less than significant level.</p>				

EVALUATION OF ENVIRONMENTAL IMPACTS:	Potentially Significant Impact	Potentially Significant Impact Unless Mitigation Incorporated	Less Than Significant Impact	No Impact
<p>CUL-2 <i>If evidence of subsurface archaeological or paleontological resources or artifacts are uncovered during excavation, work shall be halted immediately and the City Building Official shall be notified. A cultural resources investigation shall be conducted by a qualified investigator and if the find is determined to be significant, a mitigation plan shall be implemented pursuant to CEQA Guidelines §15064.5 in a manner meeting the approval of the Assistant City Administrator. The Building Official shall ensure that a note describing this requirement is placed on all grading and building plans.</i></p> <p>c) Directly or indirectly destroy a unique paleontological resource or site or unique geologic feature?</p> <p>There are no known significant paleontological resources or geologic features within the area affected by the proposed Ordinance. However, Mitigation Measure CUL-2 above would require appropriate steps should such resources be discovered during construction, and would reduce potential impacts to a less than significant level.</p> <p>d) Disturb any human remains, including those interred outside of formal cemeteries?</p> <p>It is considered unlikely that human remains in a previously unknown burial site could be encountered during construction activities within the area affected by the proposed Ordinance. However, should any human remains be uncovered during construction, Mitigation Measure CUL-3 would reduce impacts in this regard to a less than significant level.</p> <p><u>Mitigation Measure</u></p> <p>CUL-3 <i>Should any human bone be encountered during excavation, all activity shall cease immediately and the contractor shall notify the City Building Official. The Building Official shall contact the Coroner pursuant to §§5097.98 and 5097.99 of the Public Resources Code relative to Native American remains. Should the Coroner determine the human remains to be Native American, the Native American Heritage Commission shall be contacted pursuant to Public Resources Code §5097.98, and a mitigation plan shall be developed and implemented pursuant to state law.</i></p>				

VI. GEOLOGY AND SOILS -- Would the project:

a) Expose people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving:				
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 checked="" type="checkbox"/>	<input type="checkbox"/>
b) Result in substantial soil erosion or the loss of topsoil?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input 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 (1994), creating substantial risks to life or property?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS:	Potentially Significant Impact	Potentially Significant Impact Unless Mitigation Incorporated	Less Than Significant Impact	No Impact
<p>e) Have soils incapable of adequately supporting the use of septic tanks or alternative waste water disposal systems where sewers are not available for the disposal of waste water?</p> <p><u>Responses:</u></p> <p>a) Expose people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving:</p> <p>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.</p> <p>ii) Strong seismic ground shaking?</p> <p>iii) Seismic-related ground failure, including liquefaction?</p> <p>iv) Landslides?</p> <p>The Alquist-Priolo Earthquake Fault Zoning Act was passed in 1972 to mitigate the hazard of surface faulting to structures for human occupancy. The Act’s main purpose is to prevent the construction of buildings used for human occupancy on the surface trace of active faults. The law requires the State Geologist to establish regulatory zones (known as Earthquake Fault Zones) around the surface traces of active faults and to issue appropriate maps. [“Earthquake Fault Zones” were called “Special Studies Zones” prior to January 1, 1994.] According to California Department of Conservation maps, the City of Placentia is not affected by a State-established Earthquake Fault Zone. According to the General Plan, the Whittier Fault forms the northerly extension of the Elsinore Fault (a major active zone). The Whittier Fault is considered potentially active requiring appropriate construction setbacks from its surface trace. Whittier Fault is, however, at least 1,000 feet north of the City. Therefore, it is not expected to have any direct impact on land use or construction within the City. No impacts would occur related to Alquist-Priolo zones.</p> <p>The City is located within a seismically active region of Southern California. The region’s major active faults include the San Andreas Fault, Norwalk Fault, Whittier/Elsinore Fault, Newport/Inglewood Fault, and the Sierra Madre/San Fernando, among others, are potential sources of ground shaking within the City. Due to Placentia’s location with respect to the known active and potentially active faults present in Southern California, the potential for ground shaking in the City is considered generally moderate. The intensity of ground shaking would depend upon the magnitude of the earthquake, distance to the epicenter, and the geology of the area between the epicenter and the site. The General Plan concluded “the potential hazard of strong ground motion, due to seismic events along the adjacent potentially active fault zones, may be considered in the acceptable category given the mitigating construction techniques available and the numerous advantages offered by the area as a unique living environment.” (Placentia <i>General Plan</i>, Seismic Safety Element)</p> <p>Any billboard signs that would be permitted under the proposed Ordinance would not be occupied, and therefore the only risk due to seismic activity would occur if the structure were to fall onto an occupied building or on a person outside a building.</p> <p>The City regulates all development under the requirements of the California Building Code (see PMC Chapter 20.04, <i>California Building Code</i>). The effects of ground shaking, landslides and soil conditions (such as liquefaction) would be sufficiently mitigated through design and construction in conformance with current building codes and engineering standards. Therefore, the sign structures anticipated by the proposed Ordinance would not expose people or structures to potential substantial adverse effects involving strong seismic ground shaking. No mitigation measures are required.</p> <p>b) Result in substantial soil erosion or the loss of topsoil?</p> <p>Clearing, grading and excavation for construction associated with future digital billboards could expose soils to</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS:	Potentially Significant Impact	Potentially Significant Impact Unless Mitigation Incorporated	Less Than Significant Impact	No Impact
<p>minimal short-term erosion by wind and water, and loss of topsoil. Grading and building plans for proposed structures would be required to include drainage and erosion control measures to minimize the impacts from erosion and sedimentation during excavation. Additionally, any project site encompassing an area of one acre or more would require compliance with a National Pollutant Discharge Elimination System (NPDES) permit and consequently the development and implementation of a Storm Water Pollution Prevention Plan (SWPPP). Required compliance with PMC Chapter 16.20, <i>Stormwater Runoff and Urban Pollutant Control</i>, as well as NPDES requirements for erosion control, grading, and soil remediation, would reduce potential impacts to a level that is less than significant. No mitigation measures are necessary.</p> <p>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?</p> <p>The standard requirements listed under items a) and b) above would reduce potential impacts to a less than significant level. No mitigation measures are required.</p> <p>d) Be located on expansive soil, as defined in Table 18-1-B of the Uniform Building Code (1994), creating substantial risks to life or property?</p> <p>The standard requirements listed under items a) and b) above would reduce potential impacts to a less than significant level. No mitigation measures are required.</p> <p>e) Have soils incapable of adequately supporting the use of septic tanks or alternative waste water disposal systems where sewers are not available for the disposal of waste water?</p> <p>No septic tanks or wastewater systems would be installed in connection with any proposed billboard structures. No mitigation measures are necessary and no impacts would occur.</p>				
<p>VII. GREENHOUSE GAS EMISSIONS --Would the project:</p>				
<p>a) Generate greenhouse gas emissions, either directly or indirectly, that may have a significant impact on the environment?</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p>b) Conflict with an applicable plan, policy or regulation adopted for the purpose of reducing the emissions of greenhouse gases?</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p><u>Responses:</u></p> <p>a) Generate greenhouse gas emissions, either directly or indirectly, that may have a significant impact on the environment?</p> <p>The CEQA Guidelines require a lead agency to make a good-faith effort based, to the extent possible, on scientific and factual data in order to describe, calculate, or estimate the amount of GHG emissions resulting from a project. They give discretion to the lead agency in whether to:</p> <ol style="list-style-type: none"> 1) Use a model or methodology to quantify GHG emissions resulting from a project, and which model or methodology to use; and/or 2) Rely on a qualitative analysis or performance-based standards. <p>In addition, a lead agency should consider the following factors, among others, when assessing the significance of impacts from GHG emissions on the environment:</p>				

EVALUATION OF ENVIRONMENTAL IMPACTS:	Potentially Significant Impact	Potentially Significant Impact Unless Mitigation Incorporated	Less Than Significant Impact	No Impact
<ul style="list-style-type: none"> The extent to which the project may increase or reduce GHG emissions as compared to the existing environmental setting; Whether the project emissions exceed a threshold of significance that the lead agency determines applies to the project; and The extent to which the project complies with regulations or requirements adopted to implement a statewide, regional, or local plan for the reduction or mitigation of GHG emissions. <p>Currently, neither the City of Placentia, the South Coast Air Quality Management District nor the State of California has adopted significance thresholds for GHG emissions. Operation of the proposed digital billboards would not generate greenhouse gas emissions. During construction, greenhouse gas emissions would be generated by construction equipment; however, the anticipated duration of construction is expected to be approximately 120 days at any such sign location, and therefore the amount of such emissions would be less than significant. No mitigation measures are required.</p> <p>b) Conflict with an applicable plan, policy or regulation adopted for the purpose of reducing the emissions of greenhouse gases?</p> <p>The billboard signs would not generate greenhouse gas emissions, and would have a de minimus effect in this regard. Compliance with existing regulations such as the California Building Code would reduce potential impacts during construction to a level that is less than significant and no mitigation measures are necessary.</p>				

VIII. HAZARDS AND HAZARDOUS MATERIALS --Would the project:				
a) Create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials?	<input type="checkbox"/>	<input type="checkbox"/>	<input 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 §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 for people residing or working in the project area?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
f) For a project within the vicinity of a private airstrip, would the project result in a safety hazard for people residing or working in the project area?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
g) Impair implementation of or physically interfere with an adopted emergency response plan or emergency evacuation plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS:	Potentially Significant Impact	Potentially Significant Impact Unless Mitigation Incorporated	Less Than Significant Impact	No Impact
<p>h) Expose people or structures to a significant risk of loss, injury or death involving wildland fires, including where wildlands are adjacent to urbanized areas or where residences are intermixed with wildlands?</p> <p>Responses:</p> <p>a) Create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials?</p> <p>During construction, flammable fuel would be used or stored on site. Existing City regulations requiring proper safety precautions would reduce this potential impact to a level that is less than significant. No hazardous materials would be expected to be used or stored on-site after completion of construction. Therefore, impacts regarding transport, use or disposal of hazardous materials would be less than significant. No mitigation measures are required.</p> <p>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?</p> <p>As noted in a) above, flammable or hazardous materials would be used during construction, however standard safety protocols required under City regulations would reduce this potential impact to a level that is less than significant and no mitigation measures are required.</p> <p>c) Emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school?</p> <p>There are no schools located within one quarter mile of potential billboard locations subject to the Ordinance. As noted in a) above, the types of materials typically used during construction do not pose a substantial risk, and therefore, potential impacts would be less than significant and no additional mitigation measures are required.</p> <p>d) Be located on a site which is included on a list of hazardous materials sites compiled pursuant to Government Code §65962.5 and, as a result, would it create a significant hazard to the public or the environment?</p> <p>There are no sites in Placentia on the Cortese list of hazardous material sites. No impacts would occur and no mitigation measures are necessary.</p> <p>e) For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project result in a safety hazard for people residing or working in the project area?</p> <p>There are no airports located within the City or in its vicinity. The nearest airport (Fullerton Municipal Airport) is located approximately 5 miles west of the City. The area affected by the proposed Ordinance is outside the Height Restriction Zone area for Fullerton Airport. Therefore, the proposed Ordinance would not result in a safety hazard related to aircraft operations. No mitigation measures are required.</p> <p>f) For a project within the vicinity of a private airstrip, would the project result in a safety hazard for people residing or working in the project area?</p> <p>As noted above, the nearest airport is located approximately 5 miles west of the City. The proposed Ordinance would not result in a safety hazard related to aircraft operations. No mitigation measures are required.</p> <p>g) Impair implementation of or physically interfere with an adopted emergency response plan or emergency evacuation plan?</p> <p>The Placentia Emergency Operations Plan (EOP) provides guidance during emergency situations associated with natural disasters, technological incidents and nuclear defense operations. Additionally, the EOP establishes the emergency organization, assigns tasks, specifies policies and general procedures, and provides for coordination of</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS:	Potentially Significant Impact	Potentially Significant Impact Unless Mitigation Incorporated	Less Than Significant Impact	No Impact
<p>planning efforts of the various emergency staff and service elements utilizing the Standardized Emergency Management System (SEMS). The construction of digital billboards would not physically interfere with the EOP and no mitigation measures are required.</p> <p><i>h) Expose people or structures to a significant risk of loss, injury or death involving wildland fires, including where wildlands are adjacent to urbanized areas or where residences are intermixed with wildlands?</i></p> <p>There are no wildland fire hazard areas in the area subject to the proposed Ordinance. No impacts would occur and no mitigation measures are required.</p>				
IX. HYDROLOGY AND WATER QUALITY -- Would the project:				
a) Violate any water quality standards or waste discharge requirements?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Substantially deplete groundwater supplies or interfere substantially with groundwater recharge such that there would be a net deficit in aquifer volume or a lowering of the local groundwater table level (e.g., the production rate of pre-existing nearby wells would drop to a level which would not support existing land uses or planned uses for which permits have been granted)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, in a manner which would result in substantial erosion or siltation on- or off-site?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, or substantially increase the rate or amount of surface runoff in a manner which would result in flooding on- or off-site?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
f) Otherwise substantially degrade water quality?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
g) Place housing within a 100-year flood hazard area as mapped on a federal Flood Hazard Boundary or Flood Insurance Rate Map or other flood hazard delineation map?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
h) Place within a 100-year flood hazard area structures which would impede or redirect flood flows?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
i) Expose people or structures to a significant risk of loss, injury or death involving flooding, including flooding as a result of the failure of a levee or dam?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
j) Inundation by seiche, tsunami, or mudflow?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p><u>Responses:</u></p>				
<p>a) Violate any water quality standards or waste discharge requirements?</p>				

EVALUATION OF ENVIRONMENTAL IMPACTS:	Potentially Significant Impact	Potentially Significant Impact Unless Mitigation Incorporated	Less Than Significant Impact	No Impact
<p>Short-term water quality impacts could occur during the construction of digital billboards. Grading and excavation could expose loose soil to wind and water erosion. If not controlled, the transport of these materials to local waterways would temporarily increase suspended sediment concentrations and release pollutants attached to sediment particles into local waterways. Required compliance with standard grading and building permit erosion control and water quality requirements (e.g., berms, sediment basins and traps, silt fences, straw dikes) would reduce these potential impacts to a level that is less than significant. No mitigation measures are necessary.</p> <p><i>b) Substantially deplete groundwater supplies or interfere substantially with groundwater recharge such that there would be a net deficit in aquifer volume or a lowering of the local groundwater table level (e.g., the production rate of pre-existing nearby wells would drop to a level which would not support existing land uses or planned uses for which permits have been granted)?</i></p> <p>Construction of digital billboards anticipated under the proposed Ordinance would not use water, or interfere with groundwater recharge. No mitigation measures are necessary.</p> <p><i>c) Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of stream or river, in a manner which would result in substantial erosion or siltation on- or off-site?</i></p> <p><i>d) Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, or substantially-increase the rate or amount of surface runoff in a manner which would result in flooding on- or off-site?</i></p> <p><i>e) Create or contribute runoff which would exceed the capacity of existing or planned storm water drainage systems or provide substantial additional sources of polluted runoff?</i></p> <p><i>f) Otherwise substantially degrade water quality?</i></p> <p>Digital billboards foundations would be approximately 5 feet in diameter (approximately 20 sq. ft.) and would not have a significant effect on drainage patterns or surface runoff. As noted in Section a) above, standard requirements would reduce impacts to water quality to a level that is less than significant. The proposed actions would not have any other adverse effects on water quality and no mitigation measures are necessary.</p> <p><i>g) Place housing within a 100-year flood hazard area as mapped on a federal Flood Hazard Boundary or Flood Insurance Rate Map or other flood hazard delineation map?</i></p> <p><i>h) Place within a 100-year flood hazard area structures which would impede or redirect flood flows?</i></p> <p><i>i) Expose people or structures to a significant risk of loss, injury or death involving flooding, including flooding as a result of the failure of a levee or dam?</i></p> <p>The proposed digital billboard sites are not located within a 100-year flood hazard area or in an area affected by a levee or dam. No impacts would occur and no mitigation measures are necessary.</p> <p><i>j) Inundation by seiche, tsunami, or mudflow?</i></p> <p>The proposed digital billboard sites are not located in an area that could be affected by seiche, tsunami or mudflow. No impacts would occur and no mitigation measures are necessary.</p>				
<p>X. LAND USE AND PLANNING - Would the project:</p>				
<p>a) Physically divide an established community?</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS:	Potentially Significant Impact	Potentially Significant Impact Unless Mitigation Incorporated	Less Than Significant Impact	No Impact
b) Conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to the general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Conflict with any applicable habitat conservation plan or natural community conservation plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<u>Responses:</u>				
a) Physically divide an established community?				
The proposed digital billboards would be located on non-residential City-controlled property. No impacts would occur and no mitigation measures are necessary.				
b) Conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to the general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect?				
The proposed digital billboard sites would be located on non-residential City-controlled property in conformance with the General Plan and zoning regulations. The ordinance would be consistent with Circulation Element Policy 7 to “minimize the use of signs and billboards along arterial highways” because all future signs would be required to be oriented primarily to freeways. Although the proposed signs would exceed the normal height limits for buildings in the respective zoning districts, the required Development Agreement would establish site-specific development standards that supersede general zoning requirements and therefore would not conflict with the Zoning Ordinance. Impacts would be less than significant and no mitigation measures are necessary.				
c) Conflict with any applicable habitat conservation plan or natural community conservation plan?				
The area affected by the proposed Ordinance is fully urbanized and contains no habitat conservation plan or NCCP areas. No impacts would occur and no mitigation measures are necessary.				
XI. MINERAL RESOURCES -- Would the project:				
a) Result in the loss of availability of a known mineral resource that would be of value to the region and the residents of the state?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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"/>
<u>Responses:</u>				
There are no mineral resources or recovery areas designated within the area affected by the proposed Ordinance. No impacts would occur and no mitigation measures are necessary.				
XII. NOISE --Would the project result in:				
a) Exposure of persons to or generation of noise levels in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS:	Potentially Significant Impact	Potentially Significant Impact Unless Mitigation Incorporated	Less Than Significant Impact	No Impact
b) Exposure of persons to or generation of excessive groundborne vibration or groundborne noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) A substantial permanent increase in ambient noise levels in the project vicinity above levels existing without the project?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) A substantial temporary or periodic increase in ambient noise levels in the project vicinity above levels existing without the project?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input 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 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"/>
f) For a project within the vicinity of a private airstrip, would the project expose people residing or working in the project area to excessive noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<u>Responses:</u>				
a) Exposure of persons to or generation of noise levels in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies?				
Potential noise impacts include impacts caused during construction and long-term impacts during operation.				
<i>Short-Term Construction Impacts</i>				
Pursuant to Placentia Zoning Code § 23.81.170, grading and construction is only permitted between the hours of 7 a.m. and 7 p.m. Monday through Friday, and between the hours of 9 a.m. and 6 p.m. on Saturday, and is prohibited at any time on Sunday and on all federal holidays, unless other hours are approved by the chief building official or city engineer upon receipt of evidence that an emergency exists which would constitute a hazard to persons or property. Although construction noise can be disturbing, it is a temporary impact that would be anticipated to occur for approximately 120 days at each sign location. No pile driving is proposed in connection with sign construction. Compliance with the limits on construction hours would reduce this impact to a level that is less than significant. No mitigation measures are required.				
<i>Long-Term Operational Impacts</i>				
Digital billboards do not generate any noise. No long-term impacts would occur and no mitigation measures are required.				
b) Exposure of persons to or generation of excessive groundborne vibration or groundborne noise levels?				
Excessive groundborne vibration is typically caused by activities such as blasting in mining operations or pile driving during construction. No blasting or pile driving would occur during construction of digital signs that would be allowed under the proposed Ordinance, therefore no significant impacts would occur and no mitigation measures are necessary.				
c) A substantial permanent increase in ambient noise levels in the project vicinity above levels existing without the project?				
As noted under item a). above, new digital billboards would not result in a permanent increase in noise levels. No impacts would occur and no mitigation measures are necessary.				
d) A substantial temporary or periodic increase in ambient noise levels in the project vicinity above levels				

EVALUATION OF ENVIRONMENTAL IMPACTS:	Potentially Significant Impact	Potentially Significant Impact Unless Mitigation Incorporated	Less Than Significant Impact	No Impact
<p><i>existing without the project?</i></p> <p>Temporary noise impacts would be expected to occur during construction of digital billboards allowed under the proposed Ordinance. Required compliance with the City regulations described above regarding allowable hours of construction would reduce impacts to a level that is less than significant. No mitigation measures are necessary.</p> <p><i>e) For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project expose people residing or working in the project area to excessive noise levels?</i></p> <p>As noted in the previous discussion in <i>Section VIII. Hazards and Hazardous Materials</i>, the area affected by the proposed Ordinance is not located near an airport, and therefore no impacts would occur. No mitigation measures are necessary.</p> <p><i>f) For a project within the vicinity of a private airstrip, would the project expose people residing or working in the project area to excessive noise levels?</i></p> <p>As noted in the previous discussion in <i>Section VIII. Hazards and Hazardous Materials</i>, the area affected by the proposed Ordinance is not located near an airport, and therefore no impacts would occur. No mitigation measures are necessary.</p>				

XIII. POPULATION AND HOUSING -- Would the project:

- | | | | | |
|---|--------------------------|--------------------------|--------------------------|-------------------------------------|
| a) Induce substantial population growth in an area, either directly (for example, by proposing new homes and businesses) or indirectly (for example, through extension of roads or other infrastructure)? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| b) Displace substantial numbers of existing housing, necessitating the construction of replacement housing elsewhere? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| c) Displace substantial numbers of people, necessitating the construction of replacement housing elsewhere? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

Responses:

a) Induce substantial population growth in an area, either directly (for example, by proposing new homes and businesses) or indirectly (for example, through extension of roads or other infrastructure)?

The construction of digital signs that would be permitted under the proposed Ordinance would have no effect on population growth. No impacts would occur and no mitigation measures are necessary.

b) Displace substantial numbers of existing housing, necessitating the construction of replacement housing elsewhere?

c) Displace substantial numbers of people, necessitating the construction of replacement housing elsewhere?

The proposed Ordinance would not result in the displacement of housing or people since new signs would only be permitted on City property where no housing exists. No impacts would occur and no mitigation measures are necessary.

XIV. PUBLIC SERVICES

EVALUATION OF ENVIRONMENTAL IMPACTS:	Potentially Significant Impact	Potentially Significant Impact Unless Mitigation Incorporated	Less Than Significant Impact	No Impact
<p>a) 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:</p> <p>Fire protection? <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/></p> <p>Police protection? <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/></p> <p>Schools? <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/></p> <p>Parks? <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/></p> <p>Other public facilities? <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/></p> <p><u>Responses:</u></p> <p>Fire protection? Police protection? Schools? Other public facilities?</p> <p>New digital signs that would be permitted under the proposed Ordinance would not generate additional demand for fire protection, police protection, schools or other public facilities. No impacts would occur and no mitigation measures are required.</p> <p>Parks?</p> <p>Other than 2 possible locations, no park sites are currently proposed for new digital signs. In the event that a sign location is proposed within a park, the following mitigation measure would reduce potential impacts to a level that is less than significant.</p> <p><i>Mitigation Measures:</i></p> <p><i>PS-1 Any digital sign within a park shall be located so as to minimize adverse impacts on recreational uses to the greatest extent feasible.</i></p> <p>Since the sign support posts occupy only about 20 square feet of ground area and would likely be located on the periphery of a park site, such signs would not have a significant adverse effect on the operation or recreational function of the parks. No mitigation measures are necessary.</p>				

XV. RECREATION

<p>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?</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>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?</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p><u>Response:</u></p> <p>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?</p> <p>New digital signs would not increase the use of parks and recreational facilities, and no mitigation measures are necessary.</p>				

EVALUATION OF ENVIRONMENTAL IMPACTS:	Potentially Significant Impact	Potentially Significant Impact Unless Mitigation Incorporated	Less Than Significant Impact	No Impact
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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?

The proposed Ordinance does not include recreational facilities and would not require expansion of any recreational facilities. No mitigation measures are necessary.

XVI. TRANSPORTATION/TRAFFIC -- Would the project:

a) Conflict with an applicable plan, ordinance or policy establishing measures of effectiveness for the performance of the circulation system, taking into account all modes of transportation including mass transit and non-motorized travel and relevant components of the circulation system, including but not limited to intersections, streets, highways and freeways, pedestrian and bicycle paths, and mass transit?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Conflict with an applicable congestion management program, including but not limited to level of service standards and travel demand measures, or other standards established by the county congestion management agency for designated roads or highways?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Result in a change in air traffic patterns, including either an increase in traffic levels or a change in location that results in substantial safety risks?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Substantially increase hazards due to a 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"/>
e) Result in inadequate emergency access?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f) Conflict with adopted policies, plans, or programs regarding public transit, bicycle, or pedestrian facilities, or otherwise decrease the performance or safety of such facilities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Responses:

a) Conflict with an applicable plan, ordinance or policy establishing measures of effectiveness for the performance of the circulating system, taking into account all modes of transportation including mass transit and non-motorized travel and relevant components of the circulation system, including but not limited to intersections, streets, highways and freeways, pedestrian and bicycle paths, and mass transit?

New digital signs that would be permitted under the proposed Ordinance would not generate any traffic, other than short-term traffic during construction, or result in any changes to streets, highways or other transportation facilities, and therefore would have no impact on the performance of the circulation system. No mitigation measures are necessary.

b) Conflict with an applicable congestion management program, including but not limited to level of service standards and travel demand measures, or other standards established by the county congestion management agency for designated roads or highways?

New digital signs that would be permitted under the proposed Ordinance would not generate any traffic, other than short-term traffic during construction, and would have no impact on circulation system level of service or other standards for roads or highways. No mitigation measures are necessary.

EVALUATION OF ENVIRONMENTAL IMPACTS:	Potentially Significant Impact	Potentially Significant Impact Unless Mitigation Incorporated	Less Than Significant Impact	No Impact
<p>c) Result in a change in air traffic patterns, including either an increase in traffic levels or a change in location that results in substantial safety risks?</p> <p>New digital signs that would be permitted under the proposed Ordinance would have no effect on demand for air travel or air traffic patterns. No mitigation measures are necessary.</p> <p>d) Substantially increase hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment)?</p> <p>Digital signs visible from roadways have the potential to distract drivers and result in safety hazards; however, existing state and federal regulations and guidelines for digital billboards would ensure that the proposed signs would not cause a substantial safety hazard.</p> <p>The Federal Highway Administration (FHWA) has issued recommendations regarding outdoor advertising signs adjacent to highways (FHWA, 2007) and the California Department of Transportation (CalTrans) implements the permit requirements of the state Outdoor Advertising Act (<i>Business and Professions Code</i>, §§2240, et seq.) affecting the operation of digital billboards. In addition to approvals and permits from the City, a permit from CalTrans is required to place an outdoor advertising sign adjacent to a state highway. State standards relating to highway safety in the area affected by the proposed Ordinance include the following:</p> <ul style="list-style-type: none"> • Must be outside the right of way of any highway. • Display must be 500 feet from any other permitted display on same side of any highway that is a freeway. • An electronic changeable message center display must meet the above spacing requirements and be 1,000 feet from another electronic message center display. • Maximum height for the advertising display area is 25 feet in height and 60 feet in length, not to exceed an overall maximum of 1,200 square feet. • The lighting intensity of digital displays is regulated by California Vehicle Code Sec. 21466.5 <p>In addition to these state standards, the FHWA has issued recommendations regarding digital billboards, including the following:</p> <ul style="list-style-type: none"> • Duration of message display of between 4 and 10 seconds, with 8 seconds recommended • Transition between messages between 1 and 4 seconds, with 1-2 seconds recommended • Brightness should be adjusted in response to changes in light levels so that the signs are not unreasonably bright for the safety of the motoring public. <p>The proposed Ordinance would require that all digital signs comply with CalTrans standards and FHWA recommendations. These requirements would reduce potential impacts to traffic safety to a level that is less than significant. No mitigation measures are necessary.</p> <p>e) Result in inadequate emergency access?</p> <p>During construction temporary lane closures may be necessary, which could interfere with emergency access. Mitigation Measure T-1 would reduce this impact to a level that is less than significant.</p> <p><i>Mitigation Measures:</i></p> <p>T-1 <i>Prior to issuance of a building permit, the contractor shall identify any necessary temporary lane closures and appropriate methods that will be taken to ensure public safety and emergency access during construction, in a manner meeting the approval of the Building Official.</i></p> <p>f) Conflict with adopted policies, plans, or programs regarding public transit, bicycle, or pedestrian facilities, or otherwise decrease the performance or safety of such facilities?</p> <p>New digital signs that would be permitted under the proposed Ordinance would have no effect on the use or safety of</p>				

EVALUATION OF ENVIRONMENTAL IMPACTS:	Potentially Significant Impact	Potentially Significant Impact Unless Mitigation Incorporated	Less Than Significant Impact	No Impact
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public transit, bicycles or pedestrian facilities. During construction, Mitigation Measure T-1 would reduce potential impacts to the safety of pedestrians, bicyclists and busses to a level that is less than significant.

XVII. UTILITIES AND SERVICE SYSTEMS --Would the project:

- | | | | | |
|---|--------------------------|--------------------------|--------------------------|-------------------------------------|
| a) Exceed wastewater treatment requirements of the applicable Regional Water Quality Control Board? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| b) Require or result in the construction of new water or wastewater treatment facilities or expansion of existing facilities, the construction of which could cause significant environmental effects? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| c) Require or result in the construction of new storm water drainage facilities or expansion of existing facilities, the construction of which could cause significant environmental effects? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| d) Have sufficient water supplies available to serve the project from existing entitlements and resources, or are new or expanded entitlements needed? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| e) Result in a determination by the wastewater treatment provider which serves or may serve the project that it has adequate capacity to serve the project's projected demand in addition to the provider's existing commitments? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| f) Be served by a landfill with sufficient permitted capacity to accommodate the project's solid waste disposal needs? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| g) Comply with federal, state, and local statutes and regulations related to solid waste? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

Responses:

a) Exceed wastewater treatment requirements of the applicable Regional Water Quality Control Board?

b) Require or result in the construction of new water or wastewater treatment facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?

New digital signs that would be permitted under the proposed Ordinance would have no effect on the use of water or on wastewater facilities. No mitigation measures are necessary.

c) Require or result in the construction of new storm water drainage facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?

New digital signs that would be permitted under the proposed Ordinance would have no effect on stormwater drainage facilities. No mitigation measures are necessary.

d) Have sufficient water supplies available to serve the project from existing entitlements and resources, or are new or expanded entitlements needed?

New digital signs that would be permitted under the proposed Ordinance would not require the use of water. No mitigation measures are necessary.

e) Result in a determination by the wastewater treatment provider which serves or may serve the project that it has adequate capacity to serve the project's projected demand in addition to the provider's existing commitments?

EVALUATION OF ENVIRONMENTAL IMPACTS:	Potentially Significant Impact	Potentially Significant Impact Unless Mitigation Incorporated	Less Than Significant Impact	No Impact
<p>New digital signs that would be permitted under the proposed Ordinance would not generate wastewater. No mitigation measures are necessary.</p> <p>f) Be served by a landfill with sufficient permitted capacity to accommodate the project's solid waste disposal needs?</p> <p>g) Comply with federal, state, and local statutes and regulations related to solid waste?</p> <p>New digital signs that would be permitted under the proposed Ordinance would not generate any solid waste. No mitigation measures are necessary.</p>				
VIII. MANDATORY FINDINGS OF SIGNIFICANCE				
<p>a) Does the project have the potential to 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, 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 checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p>The proposed Ordinance would allow the construction of digital billboard signs along the SR-57 freeway corridor. There are no significant biological resources within this area, and mitigation measures are included to ensure that no significant impacts to historical resources would occur.</p> <p>b) Does the project have impacts that are individually limited, but cumulatively considerable? ('Cumulatively considerable' means that the incremental effects of a project are considerable when viewed in connection with the effects of past projects, the effects of other current projects, and the effects of probable future projects)? <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p>The proposed Ordinance would permit the construction of digital billboard signs along the SR-57 freeway corridor. The existing standards established by state and federal regulations and policies, the standards contained in the proposed Ordinance, and the mitigation measures described in this Initial Study would ensure that cumulative impacts would be less than significant.</p> <p>c) Does the project have environmental effects which will cause substantial adverse effects on human beings, either directly or indirectly? <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p>The existing standards for digital billboards established by state and federal regulations and policies, the standards contained in the proposed Ordinance, and the mitigation measures described in this Initial Study would ensure that potential impacts on human beings would be less than significant.</p>				

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Orange County Airport Land Use Commission, *AELUP Height Restriction Zone for Fullerton Municipal Airport*, 2004

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