
INITIAL STUDY & ENVIRONMENTAL CHECKLIST

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|------------------------------------|---|
| Project Title/File Number: | Automall Electronic Reader Board – File #PL-16-0050 |
| Project Location: | 200 North Sunrise Avenue (APN: 013-213-028); Roseville; Placer County |
| Project Description: | The Roseville Automall Association is seeking approval to replace the existing electronic reader board sign located adjacent to Interstate 80 with a new 480 square foot light emitting diode (LED) reader board. The existing electronic reader board is 1,082 square feet overall, with a 586 square foot reader board. The existing reader board is 29.5 feet in height and the new reader board proposed height is 43 feet. |
| Project Applicant: | Damon Eberhart, Roseville Automall Association; 3400 Douglas Boulevard, Suite 290; Roseville, CA 95661; (916) 783-9900 |
| Property Owner: | Andrew Pfeiffer, R&A Roseville, LLC; 6200 NW 167 th Street; Miami, FL 33014; (305) 801-2865 |
| Lead Agency Contact Person: | Ron Miller, Associate Planner; Phone (916) 774-5276 |

This initial study has been prepared to identify and assess the anticipated environmental impacts of the above described project application. The document relies on Northeast Roseville Specific Plan (NERSP) EIR (SCH #86042805), the Amoruso Ranch Specific Plan Final Environmental Impact Report (SCH # 20131020570) and project-specific studies prepared to address in detail the effects or impacts associated with the project. Where documents were submitted by consultants working for the applicant, City staff reviewed such documents in order to determine whether, based on their own professional judgment and expertise, staff found such documents to be credible and persuasive. Staff has only relied on documents that reflect their independent judgment, and has not accepted at face value representations made by consultants for the applicant.

This document has been prepared to satisfy the California Environmental Quality Act (CEQA), (Public Resources Code, Section 21000 et seq.) and the State CEQA Guidelines (14 CCR 15000 et seq.). CEQA requires that all state and local government agencies consider the environmental consequences of projects over which they have discretionary authority before acting on those projects.

The initial study is a public document used by the decision-making lead agency to determine whether a project may have a significant effect on the environment. If the lead agency finds substantial evidence that any aspect of the project, either individually or cumulatively, may have a significant effect on the environment, regardless of whether the overall effect of the project is adverse or beneficial, the lead agency is required to prepare an EIR. If the agency finds no substantial evidence that the project or any of its aspects may cause a significant effect on the environment, a negative declaration shall be prepared. If in the course of analysis, the agency recognizes that the project may have a significant impact on the environment, but that by incorporating specific mitigation measures to which the applicant agrees, the impact will be reduced to a less than significant effect, a mitigated negative declaration shall be prepared.

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PROJECT DESCRIPTION

Project Location

The project site is located at 200 North Sunrise Avenue within the City's Northeast Roseville Specific Plan (NERSP) area. The proposed electronic reader board will be constructed in the same location as the existing sign, within a 420 square foot sign easement at the southwest corner of the subject parcel, approximately 500 feet south of Lead Hill Boulevard, three feet (3') north of the southern property boundary, 40 feet east of the Interstate 80 (I-80) freeway and ±560 feet west of N. Sunrise Avenue (see Attachment 1).

The I-80 corridor bisects the city from southwest to northeast and traverses various land use types, including residential, business, commercial, industrial and open space. The visual landscape of the I-80 corridor through Roseville is defined by various legal conforming and non-conforming on-premise signs, structures of varying age and states of repair, masonry sound walls, high-voltage power line towers, native, non-native, and landscaped vegetation, a closed landfill, and a Union Pacific Railroad mainline.

Background

| Location | Zoning | General Plan Land Use | Actual Use Of Property |
|----------|--|----------------------------|--|
| Site | PD 161 (Planned Development for Commercial Auto Sales & Service) | Community Commercial (CC) | Automobile Dealership – Roseville Hyundai |
| North | PD 16 (Planned Development for Commercial, Office, & Light Industrial) | CC | Retail Appliance Store – Pacific Sales |
| South | Community Commercial (CC) | CC | Retail Electronics Store - Fry's Electronics |
| East | PD 16 | Business Professional (BP) | Offices |
| West | N/A | -- | Interstate 80 |

Environmental Setting

The property on which the sign is located is approximately six acres in size. On June 19, 2003, the City's Design Committee approved a Design Review Permit on the property for the construction of a 21,891 square foot automobile dealership with associated lighting, customer parking, inventory parking for 213 vehicles, and landscaping. The site is now fully developed with the automobile dealership which was completed in November 2005.

Proposed Project

The applicant proposes to replace the existing electronic reader board ("sign") located within a 420 square foot sign easement adjacent to the Interstate 80 freeway. The existing sign has been in place since 2005 and its

technology is now outdated. The existing sign is 29.5 feet in height, 1,082 square feet overall, with a 586 square foot electronic reader board.

The proposed digital billboard consists of a display surface of 480 square feet (sf) in area that supports an image generated by light emitting diodes (LED). The image on the sign is static for a period of time, usually ranging from four to eight seconds. The digital billboard would be installed on a columnar structure to elevate the billboard approximately 43 feet above grade.

The LED lighting will be designed to make the message displays visible to passing motorists. Light sensors will be installed to measure ambient light levels and to adjust light intensity to respond to a change in ambient light conditions. Lighting levels on the digital billboard would not exceed 0.09 foot candles over ambient levels, as measured using a foot candle meter at a pre-set distance (200 feet for 12'x 40' face size). The brightness of the LED display is subject to adjustment based on ambient conditions. The display, for example, is adjustable, so it may be brighter in the daytime than at night.

Site-Specific Lighting Levels

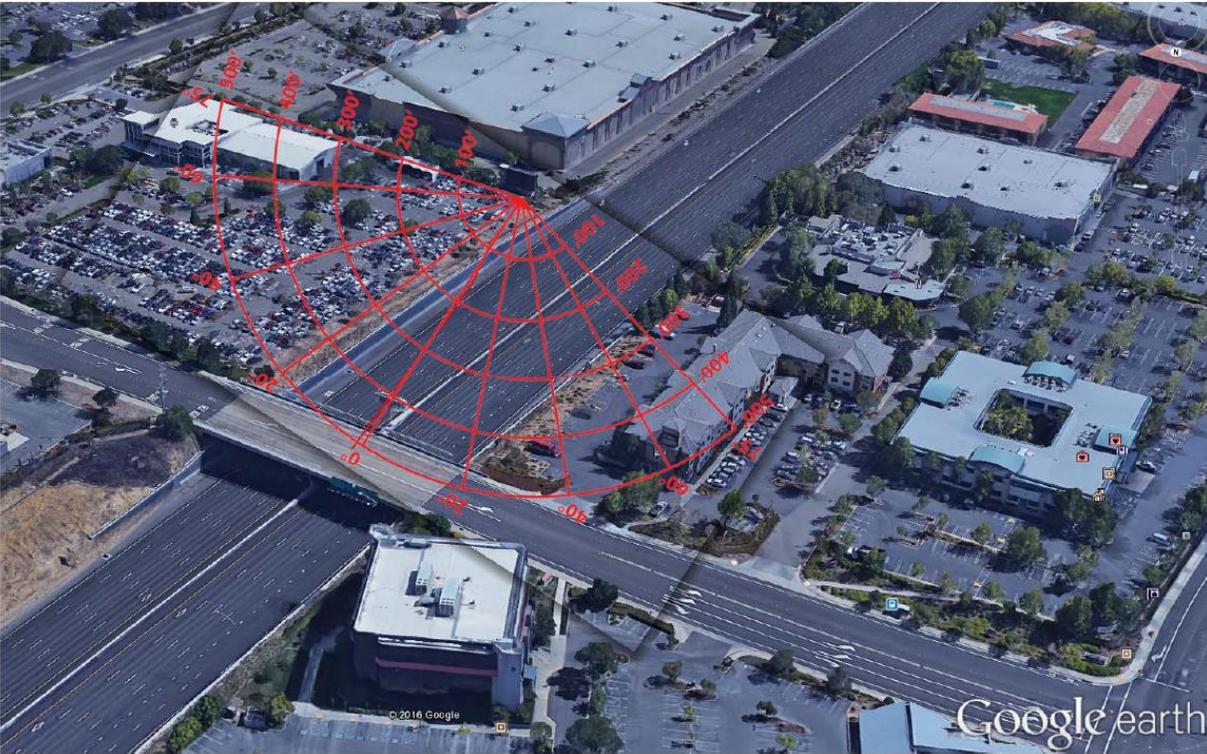
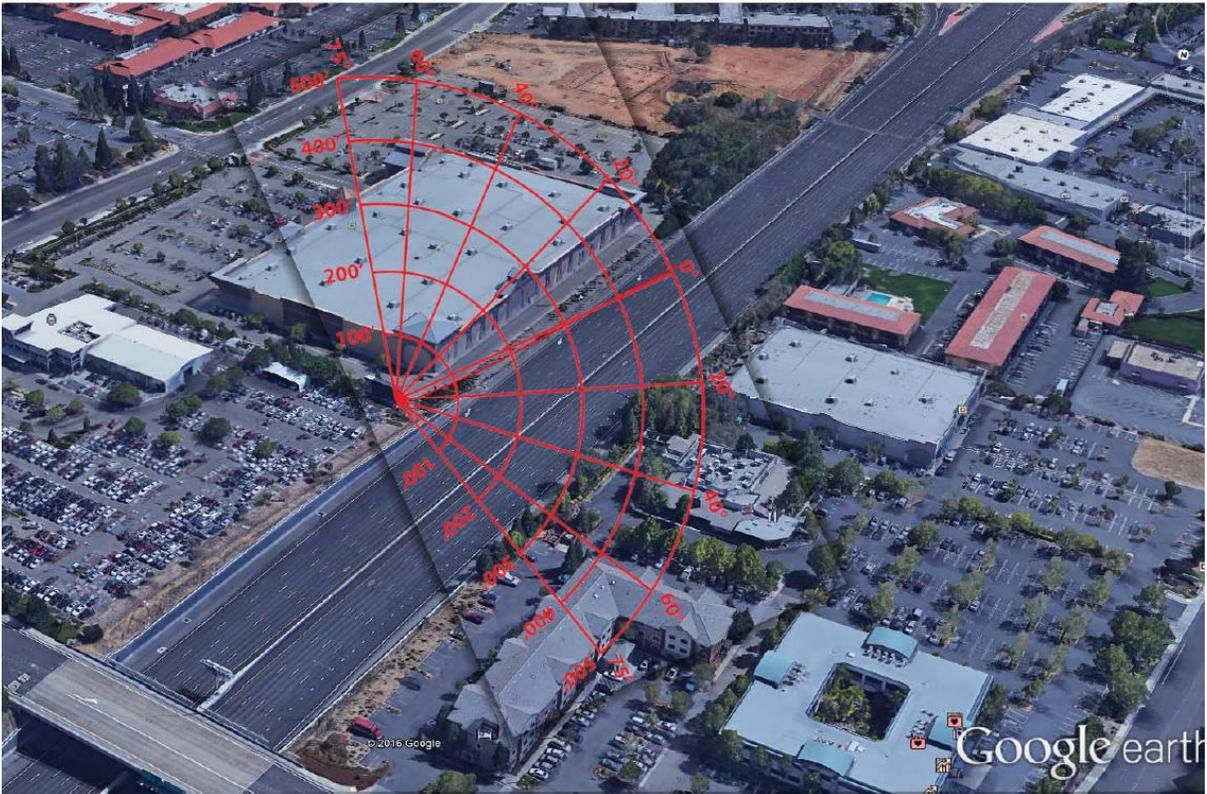
LED signs are highly directional, which is an advantage in an urban setting, since the light can be directed more precisely to the intended audience. Luminance measurements have been used to specify LED signs by the industry. Foot-candle measurements are made at a defined distance from the sign and the magnitude depends on the physical size of the sign.

The sign lighting study for the proposed sign is based on a 12' x 40' digital billboard. Light measurements are completed in foot-candles. A foot-candle is the amount of light produced by a single candle when measured one (1) foot away. For reference, a 100 watt light bulb produces 137 foot-candles at 1 foot away; 0.0548 foot-candles at 50 feet, and 0.0137 foot-candles at 100 feet.

The following table and figures represent the total increase in ambient light produced by the proposed sign under normal or typical operation at night. The ambient light increases will actually be less than shown in the chart, as the figures do not consider any objects that may block the line of sight to the sign. In addition to obstructions, any existing light source within the viewing cone will further diminish any light increase.

Light Values in Foot-Candles at Night Under Typical Operation

| | <i>0 degrees</i> | <i>20 degrees</i> | <i>40 degrees</i> | <i>60 degrees</i> | <i>90 degrees</i> |
|-------------|------------------|-------------------|-------------------|-------------------|-------------------|
| <i>100'</i> | 0.3588 | 0.2960 | 0.1999 | 0.0904 | 0.0179 |
| <i>200'</i> | 0.0897 | 0.0740 | 0.0500 | 0.0226 | 0.0045 |
| <i>300'</i> | 0.0399 | 0.0329 | 0.0222 | 0.0100 | 0.0020 |
| <i>400'</i> | 0.0224 | 0.0185 | 0.0125 | 0.0057 | 0.0011 |
| <i>500'</i> | 0.0144 | 0.0118 | 0.0080 | 0.0036 | 0.0007 |



Given the above comparisons and measurements, the adjacent commercial area and freeway will see an almost undetectable difference in ambient light after installation of the new electronic reader board. Ambient light levels in the vicinity are more currently impacted by existing urban lighting, such as street lights, commercial parking lot lighting, building wall lighting, and illuminated commercial signage.

Regulatory Setting

Federal

The federal Highway Beautification Act of 1965 (23 U.S.C. 131) provides for control of outdoor advertising, including removal of certain types of signs, along the interstate highway system. It requires certain junkyards along Interstate or primary highways to be removed or screened and encourages scenic enhancement and roadside development. The Act is enforced by the Federal Highway Administration (FHWA). As part of its enforcement effort, the FHWA has entered into agreements regarding the Act with state departments of transportation. The agreements with California are described under the State provisions, below.

State

The California Department of Transportation (Caltrans) is involved in the control of “off-premise” displays along state highways. Such displays advertise products or services of businesses located on property other than the display. Caltrans does not regulate on-premise displays.

The FHWA has entered into written agreements with various states as part of the implementation of the Highway Beautification Act. California has entered into two agreements with FHWA in May 29, 1965, and a subsequent agreement dated February 15, 1968. The agreements generally provide that the State will control the construction of all outdoor advertising signs, displays and devices within 660 feet of the interstate highway right-of-way. The agreements provide that such signs shall be erected only in commercial or industrial zones, and are subject to the following restrictions:

- No signs shall imitate or resemble any official traffic sign, signal or device, nor shall signs obstruct or interfere with official signs;
- No signs shall be erected on rocks or other natural features;
- Signs shall be no larger than 25 X 60 feet, excluding border, trim and supports;
- Signs on the same side of the freeway must be separated by at least 500 feet; and
- Signs shall not include flashing, intermittent or moving lights, and shall not emit light that could obstruct or impair the vision of any driver.

California regulates outdoor advertising in the Outdoor Advertising Act (Business and Professions Code, §5200 et seq.) and the California Code of Regulations, Title 4, Division 6 (§2240 et seq.) Caltrans enforces the law and regulations. Caltrans requires applicants for new outdoor lighting to demonstrate that the owner of the parcel consents to the placement sign, that the parcel on which the sign would be located is zoned commercial or industrial, and that local building permits are obtained and complied with. A digital billboard is identified as a “message center” in the statute, which is an advertising display where the message is changed more than once every two minutes, but no more than once every four seconds. (Business and Professions Code, §5216.4)

Some freeways are classified as “landscaped freeways.” A landscaped freeway is defined as one that is now, or may in the future be, improved by the planting of lawns, trees, shrubs, flowers or other ornamental vegetation requiring reasonable maintenance on one or both sides of the freeway (§5216). Off-premise displays are not allowed along landscaped freeways except when approved as part of relocation agreements. Caltrans has interpreted these provisions as allowing new billboards along such freeway segments if a relocation agreement has been approved pursuant to §5412 of the Outdoor Advertising Act. The segment of I-80 adjacent to the proposed project site is not classified as a landscaped freeway.

The Outdoor Advertising Act contains a number of provisions relating to the construction and operation of billboards:

- The sign must be constructed to withstand a wind pressure of 20 pounds per square feet of exposed surface (§5401);
- No sign shall display any statements or words of an obscene, indecent or immoral character (§5402);
- No sign shall display flashing, intermittent or moving light or lights (§5403(h));
- Signs are restricted from areas within 300 feet of an intersection of highways or of highway and railroad right-of-ways, but a sign may be located at the point of interception, as long as a clear view is allowed for 300 feet, and no sign shall be installed that would prevent a traveler from obtaining a clear view of approaching vehicles for a distance of 500 feet along the highway (§5404); and
- Message center signs may not include any illumination or message change that is in motion or appears to be in motion or that change or expose a message for less than four seconds. No message center sign may be located within 500 feet of an existing billboard, or 1,000 feet of another message center display, on the same side of the highway (§5405).

Additional restrictions on outdoor signage are found in the California Vehicle Code. Vehicle Code §21466.5 prohibits the placing of any light source "...of any color of such brilliance as to impair the vision of drivers upon the highway." Specific standards for measuring light sources are provided. The restrictions may be enforced by Caltrans, the California Highway Patrol, or local authorities.

City of Roseville

The City of Roseville's Sign Ordinance (Roseville Municipal Code Title 17.06.510) allows the Roseville Automall to erect and maintain one off-site (freeway visible) programmable electronic sign.

CITY OF ROSEVILLE MITIGATION ORDINANCES, GUIDELINES, AND STANDARDS

For projects that are consistent with the development density established by existing zoning, community plan, or general plan policies for which an EIR was certified, CEQA Guidelines section 15183(f) allows a lead agency to rely on previously adopted development policies or standards as mitigation for the environmental effects, when the standards have been adopted by the City, with findings based on substantial evidence, that the policies or standards will substantially mitigate environmental effects, unless substantial new information shows otherwise (CEQA Guidelines §15183(f)). The City of Roseville adopted CEQA Implementing Procedures (Implementing Procedures) which are consistent with this CEQA Guidelines section. The current version of the Implementing Procedures were adopted in April 2008, along with Findings of Fact, as Resolution 08-172. The below regulations and ordinances were found to provide uniform mitigating policies and standards, and are applicable to development projects. The City's Mitigating Policies and Standards are referenced, where applicable, in the Initial Study Checklist.:

- City of Roseville 2035 General Plan
- City of Roseville Zoning Ordinance (RMC Title 19)
- City of Roseville Improvement Standards (Resolution 02-37)
- City of Roseville Construction Standards (Resolution 01-208)
- Noise Regulation (RMC Ch.9.24)
- Flood Damage Prevention Ordinance (RMC Ch.9.80)
- Drainage Fees (Dry Creek [RMC Ch.4.49] and Pleasant Grove Creek [RMC Ch.4.48])
- West Placer Stormwater Quality Design Manual (Resolution 16-152)
- Urban Stormwater Quality Management and Discharge Control Ordinance (RMC Ch. 14.20)
- Traffic Mitigation Fee (RMC Ch.4.44)

- Highway 65 Joint Powers Authority Improvement Fee (Resolution 2008-02)
- South Placer Regional Transportation Authority Transportation and Air Quality Mitigation Fee (Resolution 09-05)
- Community Design Guidelines (Resolution 95-347)
- Specific Plan Design Guidelines:
 - Northeast Roseville Specific Plan (Olympus Pointe) Signage Guidelines (Resolution 89-42)
 - Northeast Roseville Specific Plan Landscape Design Guidelines (Resolution 87-31)

OTHER ENVIRONMENTAL DOCUMENTS RELIED UPON

- Amoruso Ranch Specific Plan Final Environmental Impact Report (SCH # 20131020570)
- Northeast Roseville Specific Plan Final Environmental Impact Report (SCH #86042805)

Pursuant to CEQA Guidelines Section 15183, any project which is consistent with the development densities established by zoning, a Community Plan, or a General Plan for which an EIR was certified shall not require additional environmental review, except as may be necessary to examine whether there are project-specific significant effects which are peculiar to the project or its site. The proposed project is consistent with the adopted land use designations examined within the environmental documents listed above, and thus this Initial Study focuses on effects particular to the specific project site, impacts which were not analyzed within the EIR, and impacts which may require revisiting due to substantial new information. When applicable, the topical sections within the Initial Study summarize the findings within the environmental documents listed above. The analysis, supporting technical materials, and findings of the environmental document are incorporated by reference, and are available for review at the Civic Center, 311 Vernon Street, Roseville, CA.

EXPLANATION OF INITIAL STUDY CHECKLIST

The California Environmental Quality Act (CEQA) Guidelines recommend that lead agencies use an Initial Study Checklist to determine potential impacts of the proposed project on the physical environment. The Initial Study Checklist provides a list of questions concerning a comprehensive array of environmental issue areas potentially affected by this project. This section of the Initial Study incorporates a portion of Appendix G Environmental Checklist Form, contained in the CEQA Guidelines. Within each topical section (e.g. Air Quality) a description of the setting is provided, followed by the checklist responses, thresholds used, and finally a discussion of each checklist answer.

There are four (4) possible answers to the Environmental Impacts Checklist on the following pages. Each possible answer is explained below:

- 1) A “Potentially Significant Impact” is appropriate if there is enough relevant information and reasonable inferences from the information that a fair argument based on substantial evidence can be made to support a conclusion that a substantial, or potentially substantial, adverse change may occur to any of the physical conditions within the area affected by the project. When one or more “Potentially significant Impact” entries are made, an EIR is required.
- 2) A “Less Than Significant With Mitigation” answer is appropriate when the lead agency incorporates mitigation measures to reduce an impact from “Potentially Significant” to “Less than Significant.” For example, floodwater impacts could be reduced from a potentially-significant level to a less-than-significant level by relocating a building to an area outside of the floodway. The lead agency must describe the mitigation measures, and briefly explain how they reduce the effect to a less-than-significant level. Mitigation measures are identified as MM followed by a number.

- 3) A “Less Than significant Impact” answer is appropriate if there is evidence that one or more environmental impacts may occur, but the impacts are determined to be less than significant, or the application of development policies and standards to the project will reduce the impact(s) to a less-than-significant level. For instance, the application of the City’s Improvement Standards reduces potential erosion impacts to a less-than-significant level.

- 4) A “No Impact” answer is appropriate where it can be demonstrated that the impact does not have the potential to adversely affect the environment. For instance, a project in the center of an urbanized area with no agricultural lands on or adjacent to the project area clearly would not have an adverse effect on agricultural resources or operations. A brief explanation is required for all answers except “No Impact” answers that are adequately supported by the information sources cited in the Initial Study. Where a “No Impact” answer is adequately supported by the information sources cited in the Initial Study, further narrative explanation is not required. A “No Impact” answer is explained when it is based on project-specific factors as well as generous standards.

All answers must take account of the whole action involved, including off- and on-site, indirect, direct, construction, and operation impacts, except as provided for under State CEQA Guidelines.

INITIAL STUDY CHECKLIST

I. Aesthetics

The proposed electronic reader board sign will replace an existing reader board that is located alongside the eastbound lanes of the Interstate 80 (I-80) freeway. The existing sign and the proposed replacement sign’s location is within a 420 square foot sign easement located on the extreme southwest portion of a six acre parcel that is fully developed with an automobile dealership, and associated parking, lighting and landscaping. The location of the sign easement is approximately 500 feet south of Lead Hill Boulevard and 560 feet west of N. Sunrise Avenue. The parcel directly south of the sign easement is an 11.85 acre commercially-zoned parcel that is fully developed with an electronics retail store (Fry’s), including associated parking, lighting and landscaping. The retail store is approximately 95 feet south of the sign easement site and is the closest structure to the proposed reader board.

The existing sign has been in place since 2005. It is 29.5 feet in height, is 1,082 square feet overall, with a 586 square foot electronic reader board. The proposed reader board is 43 feet in height, with a 480 square foot light emitting diode (LED) reader board.

Would the project:

| Environmental Issue | Potentially Significant Impact | Less Than Significant With Mitigation | Less Than Significant Impact | No Impact |
|--|---------------------------------------|--|-------------------------------------|------------------|
| a) Have a substantial adverse effect on a scenic vista? | | | | X |
| b) Substantially damage scenic resources, including, but not limited to, trees, rock outcroppings, and historic buildings within a state scenic highway? | | | | X |

| Environmental Issue | Potentially Significant Impact | Less Than Significant With Mitigation | Less Than Significant Impact | No Impact |
|--|--------------------------------|---------------------------------------|------------------------------|-----------|
| c) Substantially degrade the existing visual character or quality of the site and its surroundings? | | | X | |
| d) Create a new source of substantial light or glare, which would adversely affect day or nighttime views in the area? | | | X | |

Thresholds of Significance and Regulatory Setting:

The significance of an environmental impact cannot always be determined through the use of a specific, quantifiable threshold. CEQA Guidelines Section 15064(b) affirms this by the statement “an ironclad definition of significant effect is not always possible because the significance of an activity may vary with the setting.” This is particularly true of aesthetic impacts. As an example, a proposed parking lot in a dense urban center would have markedly different visual effects than a parking lot in an open space area. For the purpose of this study, the significance thresholds are as stated in CEQA Guidelines Appendix G, as shown in a–d of the checklist below. The Findings of the Implementing Procedures indicate that compliance with the Zoning Ordinance (e.g. building height, setbacks, etc.), Subdivision Ordinance (RMC Ch. 18), Community Design Guidelines (Resolution 95-347), and applicable Specific Plan Policies and/or Specific Plan Design Guidelines will prevent significant impacts in urban settings as it relates to items a, b, and c, below.

Discussion of Checklist Answers:

- a–b) There are no designated or eligible scenic vistas or scenic highways within or adjacent to the City of Roseville.
- c) The project site is adjacent to a 10-lane interstate highway (Interstate 80) in an urban setting; and therefore, lacks any prominent or high-quality natural features which could be negatively impacted by development. The overall size of the proposed electronic reader board will be approximately 56% smaller than the existing sign/reader board (480 sq. ft. vs. 1082 sq. ft. overall size). The proposed reader board is approximately 18% smaller than the reader board portion of the existing sign (480 sq. ft. vs. 586 sq. ft.).

The proposed location on I-80 adjacent to the Roseville Hyundai dealership would be consistent with the existing visual character of the area, which is lit by overhead parking lot lights. The new digital billboard would be elevated to a height of approximately 43 feet, which is 14 feet taller than the existing sign. As referenced above, the Fry’s retail store building is the nearest structure to the sign. The building’s northwest corner tower element (closest structure to the proposed reader board) is 50 feet in height. In addition, an electronic reader board sign, 45 feet in height, is located adjacent to the I-80 freeway approximately eight tenths (0.8) of a mile northeast of the proposed sign. Therefore; from a visual perspective, the height of the reader board is similar in height to nearby structures.

The digital display would be oriented towards freeway traffic, and would unobtrusive to adjacent properties. The placement of a digital billboard in this location would not substantially degrade the existing visual character or quality of the site and its surroundings; therefore, the impact is considered less than significant.

- d) The construction and operation of the digital billboard may contribute to an increase in light and glare to passing motorists on I-80 and adjacent properties. However, the amount of additional light and glare

would contribute to the already affected urban view sheds along the I-80 corridor. The proposed digital billboard's LED lighting would be designed to make the message displays visible to passing motorists. Light sensors would be installed to measure ambient light levels and to adjust light intensity to respond to a change in ambient light conditions. Lighting levels on the digital billboard would not exceed 0.09 foot candles over ambient levels, as measured using a foot candle meter at a pre-set distance (200 feet for 12' x 40' face size). The display lighting and intensity is adjustable, so it may be brighter in the daytime than at night.

The project will be conditioned to obtain a Department of Transportation Outdoor Advertising Permit from the California Department of Transportation. As a condition of that permit, the sign will be required to comply with the brightness requirements outlined in the Outdoor Advertising Act in that the illumination thereon shall not be of such brilliance or so positioned as too blind or dazzle the vision of travelers on adjacent highways (Business and Professions Code Section 5403).

The standard used by CalTrans for enforcing sign brightness is as follows:

"The brightness reading of an objectionable light source shall be measured with an 11/2-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." (CVC 21466.5).

The existing sign has been determined by CalTrans to meet the standard contained in Vehicle Code Section 21466.5. CalTrans will evaluate the proposed LED sign against these standard when reviewing the Outdoor Advertising Permit.

Based on the information presented above, the impacts resulting from light and glare are considered less than significant.

II. Agricultural & Forestry Resources

The State Department of Conservation oversees the Farmland Mapping and Monitoring Program, which was established to document the location, quality, and quantity of agricultural lands, and the conversion of those lands over time. The primary land use classifications on the maps generated through this program are: Urban and Built Up Land, Grazing Land, Farmland of Local Importance, Unique Farmland, Farmland of Statewide Importance, and Prime Farmland. According to the current California Department of Conservation Placer County Important Farmland Map (2012), the majority of the City of Roseville is designated as Urban and Built Up Land and most of the open space areas of the City are designated as Grazing Land. There are a few areas designated as Farmland of Local Importance and two small areas designated as Unique Farmland located on the western side of the City along Baseline Road. The current Williamson Act Contract map (2013/2014) produced by the Department of Conservation shows that there are no Williamson Act contracts within the City, and only one (on PFE Road) that is adjacent to the City. None of the land within the City is considered forest land by the Board of Forestry and Fire Protection.

Would the project:

| Environmental Issue | Potentially Significant Impact | Less Than Significant With Mitigation | Less Than Significant Impact | No Impact |
|--|--------------------------------|---------------------------------------|------------------------------|-----------|
| a) Convert Prime Farmland, Unique Farmland, or Farmland of Statewide Importance (Farmland), as shown on the maps prepared pursuant to the Farmland Mapping and Monitoring Program of the California Resources Agency, to non-agricultural use? | | | | X |
| b) Conflict with existing zoning for agricultural use, or a Williamson Act contract? | | | | X |
| c) 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))? | | | | X |
| d) Result in the loss of forest land or conversion of forest land to non-forest use? | | | | X |
| 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? | | | | X |

Thresholds of Significance and Regulatory Setting:

Unique Farmland, Farmland of Statewide Importance, and Prime Farmland are called out as protected farmland categories within CEQA Guidelines Appendix G. Neither the City nor the State has adopted quantified significance thresholds related to impacts to protected farmland categories or to agricultural and forestry resources. For the purpose of this study, the significance thresholds are as stated in CEQA Guidelines Appendix G, as shown in a–e of the checklist above.

Discussion of Checklist Answers:

a–e) The project site is fully developed with an automobile dealership and associated parking and lighting. The site is not used for agricultural purposes, does not include agricultural zoning, is not within or adjacent to one of the areas of the City designated as a protected farmland category on the Placer County Important Farmland map, is not within or adjacent to land within a Williamson Act Contract, and is not considered forest land. Given the foregoing, the proposed project will have no impact on agricultural resources.

III. Air Quality

The City of Roseville, along with the south Placer County area, is located in the Sacramento Valley Air Basin (SVAB). The SVAB is within the Sacramento Federal Ozone Non-Attainment Area. Under the Clean Air Act, Placer County has been designated a "serious non-attainment" area for the federal 8-hour ozone standard, "non-attainment" for the state ozone standard, and a "non-attainment" area for the federal and state PM₁₀ standard (particulate matter less than 10 microns in diameter). Within Placer County, the Placer County Air Pollution Control District (PCAPCD) is responsible for ensuring that emission standards are not violated. Would the project:

| Environmental Issue | Potentially Significant Impact | Less Than Significant With Mitigation | Less Than Significant Impact | No Impact |
|--|---------------------------------------|--|-------------------------------------|------------------|
| a) Conflict with or obstruct implementation of the applicable air quality plan? | | | | X |
| b) Violate any air quality standard or contribute substantially to an existing or projected air quality violation? | | | | X |
| c) Result in a cumulatively considerable net increase of any criteria 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)? | | | | X |
| d) Expose sensitive receptors to substantial pollutant concentrations? | | | | X |
| e) Create objectionable odors affecting a substantial number of people? | | | | X |

Thresholds of Significance and Regulatory Setting:

In responding to checklist items a, b, and d, project-related air emissions would have a significant effect if they would result in concentrations that either violate an ambient air quality standard or contribute to an existing air quality violation. To assist in making this determination, the PCAPCD adopted thresholds of significance, which were developed by considering both the health-based ambient air quality standards and the attainment strategies outlined in the State Implementation Plan. The PCAPCD-recommended significance threshold is 82 pounds daily of reactive organic gases (ROG), nitrogen oxides (NO_x), and particulate matter (PM), which are the thresholds applied for both construction-related emissions and operational emissions. For all other constituents, significance is determined based on the concentration-based limits in the Federal and State Ambient Air Quality Standards. Toxic Air Contaminants (TAC) are also of public health concern, but no thresholds or standards are provided because they are considered to have no safe level of exposure. Analysis of TAC is based on the *Air Quality and Land Use Handbook – A Community Health Perspective* (April 2005, California Air Resources Board), which lists TAC sources and recommended buffer distances from sensitive uses.

For checklist item c, the PCAPCD's *CEQA Air Quality Handbook (Handbook)* recommends the use of a cumulative threshold of significance for land use projects of 10 pounds per day for ROG and NO_x. Although described as a significance threshold, the *Handbook* specifically states that the threshold should not be used to determine whether to prepare an EIR; in other words, that it is not intended to be used as a threshold for significance. The *Handbook* recommends that the "threshold" be used to determine when to apply mitigation for cumulative impacts. Given that it is not recommended for use as a threshold for determining the significance of a cumulative impact, the City (acting as CEQA lead agency), has chosen to rely on a two-tier cumulative analysis methodology similar to that adopted by the Sacramento Metropolitan Air Quality Management District (SMAQMD), as outlined in the *SMAQMD Guide to Air Quality Assessment in Sacramento County*. The City is located within the SVAB, which is the same air basin where the SMAQMD methodology is used by numerous CEQA lead agencies; on these grounds, the City finds use of this methodology to be appropriate.

The first analysis tier involves determining whether a project would result in significant project-level criteria air pollutant emissions for which the region is designated non-attainment (i.e., exceed the PCAPCD recommended project threshold of 82 lbs/day for ROG or NO_x). If it does not, then project emissions would not be considered cumulatively considerable. Should a project exceed the thresholds, a Tier 2 evaluation is conducted to determine whether project emissions would jeopardize implementation of the State Implementation Plan (SIP), which is a methodology consistent with CEQA Guidelines Section 15064 (h)(3). Under the Tier 2 analysis, projects found to be consistent with the SIP and which would not conflict with the SIP emissions budget are considered less than cumulatively considerable.

With regard to checklist item e, there are no quantified significance thresholds for exposure to objectionable odors. Significance is determined after taking into account multiple factors, including screening distances from odor sources (as found in the PCAPCD CEQA Handbook), the direction and frequency of prevailing winds, the time of day when odors are present, and the nature and intensity of the odor source.

Discussion of Checklist Answers:

Thresholds of Significance discussed above are generally applicable to larger projects such as residential subdivisions, multi-family housing projects, and/or commercial/industrial facilities. In comparison, construction of the proposed electronic reader board sign will take place within an existing 420 square-foot sign easement area. The proposed sign will be supplied electrical power via an existing connection to the City's power grid. The Planning Division does not anticipate significant air quality impacts as a result of construction or ongoing operation of the electronic reader board.

a–b) Analyses are not included for sulfur dioxide, lead, and other constituents because there are no mass emission thresholds; these are concentration-based limits in the Federal and State Ambient Air Quality

Standards which require substantial, point-source emissions (e.g. refineries, concrete plants, etc.) before exceedance will occur, and the SVAB is in attainment for these constituents. Likewise, carbon monoxide is not analyzed because the SVAB is in attainment for this constituent, and it requires high localized concentrations (called carbon monoxide “hot spots”) before the ambient air quality standard would be exceeded. “Hot spots” are typically associated with heavy traffic congestion occurring at high-volume roadway intersections. The proposed reader board sign will not generate additional vehicle trips or affect existing traffic levels or patterns within the City. The discussions below focus on emissions of ROG, NO_x, or PM. A project-level analysis has been prepared to determine whether the project will, on a singular level, exceed the established thresholds.

The proposed project would not exceed the applicable thresholds of significance for air pollutant emissions during construction or operation. As such, the project would not conflict with or obstruct implementation of the *Sacramento Regional 8-Hour Ozone Attainment and Reasonable Further Progress Plan* (which is the SIP) or contribute substantially to the PCAPCD’s nonattainment status for ozone. In addition, because the proposed project would not produce substantial emissions of criteria air pollutants, CO, or TACs, adjacent properties would not be exposed to significant levels of pollutant concentrations during construction or operation.

- c) As described in section a–b, the project will not contribute significant project-level criteria air pollutant emissions.
- d-e) As described in section a–b, the project will not result in any new significant impacts related to criteria pollutants. With regard to TAC, there are hundreds of constituents which are considered toxic, but they are typically generated by stationary sources like gas stations, facilities using solvents, and heavy industrial operations. The proposed project is not a TAC-generating use, nor is it within the specified buffer area of a TAC-generating use, as established in the *Air Quality and Land Use Handbook – A Community Health Perspective*.

Construction activities at the site would be temporary and of short duration. Exposure of sensitive receptors to substantial pollutant concentrations are not anticipated to occur since the proposed project would not be generating substantial pollutant concentrations itself, and there are no known substantial pollutant concentrations in the project area that would result in an exposure to sensitive receptors. In addition, there are no sensitive receptors located within close proximity of the project site.

Construction activities at the project site would be limited to approximately 5 to 7 days to remove the existing billboard and to install the new digital billboard. No substantial emissions or odors would be associated with construction or operation, and no significant impacts would occur.

IV. Biological Resources

Would the project:

| Environmental Issue | Potentially Significant Impact | Less Than Significant With Mitigation | Less Than Significant Impact | No Impact |
|---|--------------------------------|---------------------------------------|------------------------------|-----------|
| a) Have a substantial adverse effect, either directly or through habitat modifications, on any species identified as a candidate, sensitive, or special status species in local or regional plans, policies or regulations, or by the California Department of Fish and Game or U.S. Fish and Wildlife Service? | | | | X |
| b) Have a substantial adverse effect on any riparian habitat or other sensitive natural community identified in local or regional plans, policies or regulations or by the California Department of Fish and Wildlife or U.S. Fish and Wildlife Service? | | | | X |
| 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? | | | | X |
| 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? | | | | X |

| Environmental Issue | Potentially Significant Impact | Less Than Significant With Mitigation | 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? | | | | X |
| 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? | | | | X |

Thresholds of Significance and Regulatory Setting:

There is no ironclad definition of significance as it relates to biological resources. Thus, the significance of impacts to biological resources is defined by the use of expert judgment supported by facts, and relies on the policies, codes, and regulations adopted by the City and by regulatory agencies which relate to biological resources (as cited and described in the Discussion of Checklist Answers section). Thresholds for assessing the significance of environmental impacts are based on the CEQA Guidelines checklist items a–f, above. Consistent with CEQA Guidelines Section 15065, a project may have a significant effect on the environment if:

The project has the potential to substantially degrade the quality of the environment; substantially reduce the habitat of a fish or wildlife species; cause a fish or wildlife population to drop below self-sustaining levels; threaten to eliminate a plant or animal community; [or] substantially reduce the number or restrict the range of an endangered, rare or threatened species . . .

Various agencies regulate impacts to the habitats and animals addressed by the CEQA Guidelines checklist. These include the United States Fish and Wildlife Service, National Oceanic and Atmospheric Administration–Fisheries, United States Army Corps of Engineers, Central Valley Regional Water Quality Control Board, and California Department of Fish and Wildlife. The primary regulations affecting biological resources are described in the sections below.

Discussion of Checklist Answers:

The proposed sign is replacing an existing sign within a 420 square foot sign easement on a commercial parcel that is fully-developed with an automobile dealership and associated parking and lighting. There are no biological resources on the property.

V. Cultural Resources

As described within the Open Space and Conservation Element of the City of Roseville General Plan, the Roseville region was within the territory of the Nisenan (also Southern Maidu or Valley Maidu). Two large permanent Nisenan habitation sites have been identified and protected within the City’s open space (in Maidu Park). Numerous smaller cultural resources, such as midden deposits and bedrock mortars, have also been recorded in the City. The gold rush which began in 1848 marked another settlement period, and evidence of Roseville’s ranching and mining past are still found today. Historic features include rock walls, ditches, low

terraces, and other remnants of settlement and activity. A majority of documented sites within the City are located in areas designated for open space uses.

Would the project:

| Environmental Issue | Potentially Significant Impact | Less Than Significant With Mitigation | Less Than Significant Impact | No Impact |
|--|---------------------------------------|--|-------------------------------------|------------------|
| a) Cause a substantial adverse change in the significance of an historic resource as defined in Section 15064.5? | | | | X |
| b) Cause a substantial adverse change in the significance of an archaeological resource pursuant to Section 15064.5? | | | | X |
| c) Directly or indirectly destroy a unique paleontological resource or site or unique geologic feature? | | | | X |
| d) Disturb any human remains, including those interred outside of formal cemeteries? | | | | X |
| e) Cause a substantial adverse change in the significance of a Tribal Cultural Resource as defined in Public Resources Code Section 21074? | | | | X |

Thresholds of Significance and Regulatory Setting:

The significance of impacts to cultural resources is based directly on the CEQA Guidelines checklist items a–e listed above. The Archaeological, Historic, and Cultural Resources section of the City of Roseville General Plan also directs the proper evaluation of and, when feasible, protection of significant resources (Policies 1 and 2). There are also various federal and State regulations regarding the treatment and protection of cultural resources, including the National Historic Preservation Act and the Antiquities Act (which regulate items of significance in history), Section 7050.5 of the California Health and Safety Code, Section 5097.9 of the California Public Resources Code (which regulates the treatment of human remains) and Section 21073 et seq. of the California Public Resources Code (regarding Tribal Cultural Resources). The CEQA Guidelines also contains specific sections, other than the checklist items, related to the treatment of effects on historic resources.

The CEQA Guidelines contains specific sections, other than the checklist items, related to the treatment of effects on historic and archeological resources. Pursuant to the CEQA Guidelines, if it can be demonstrated that a project will cause damage to a unique archaeological resource, the lead agency may require reasonable efforts

to be made to permit any or all of these resources to be preserved in place or left in an undisturbed state. To the extent that they cannot be left undisturbed, mitigation measures are required (Section 21083.2 (a), (b), and (c)). A *historical resource* is a resource listed, or determined to be eligible for listing, in the California Register of Historical Resources (CRHR) (Section 21084.1); a resource included in a local register of historical resources (Section 15064.5(a)(2)); or any object, building, structure, site, area, place, record, or manuscript which a lead agency determines to be historically significant (Section 15064.5 (a)(3)). Public Resources Code Section 5024.1 requires evaluation of historical resources to determine their eligibility for listing on the CRHR.

In addition to archeological resources, tribal cultural resources are also given particular treatment. Tribal cultural resources are defined in Public Resources Code Section 21074, as either 1) a site, feature, place, geographically-defined cultural landscape, sacred place, or object with cultural value to a California Native American Tribe, that is listed or eligible for listing on the California Register or Historical Resources, or on a local register of historical resources or as 2) a resource determined by the lead agency, supported by substantial evidence, to be significant according to the historical register criteria in Public Resources Code section 5024.1(c), and considering the significant of the resource to a California Native American Tribe.

Discussion of Checklist Answers:

- a, b, d) No cultural resources are known to exist on the project site per the Northeast Roseville Specific Plan (NERSP) EIR; however, standard mitigation measures apply which are designed to reduce impacts to cultural resources, should any be found on-site. The measure requires an immediate cessation of work, and contact with the appropriate agencies to address the resource before work can resume. The project will not result in any new impacts.
- c) No paleontological resources are known to exist on the project site per the NERSP EIR; however, standard mitigation measures apply which are designed to reduce impacts to such resources, should any be found on-site. The measure requires an immediate cessation of work, and contact with the appropriate agencies to address the resource before work can resume. The project will not result in any new impacts.
- e) Consistent with items a–b and d above, no resources are known to exist on the project site. In addition, as is standard with all projects within the City of Roseville, project notification was sent to the United Auburn Indian Community (UAIC) for consideration. To date, no comments have been received. However, standard mitigation measures apply which are designed to reduce impacts to cultural resources, should any be found on-site. The measure requires an immediate cessation of work, and contact with the appropriate agencies to address the resource before work can resume. The project will not result in any new impacts.

VI. Geology and Soils

As described in the Safety Element of the City of Roseville General Plan, there are three inactive faults (Volcano Hill, Linda Creek, and an unnamed fault) in the vicinity, but there are no known active seismic faults within Placer County. The last seismic event recorded in the South Placer area occurred in 1908, and is estimated to have been at least a 4.0 on the Richter Scale. Due to the geographic location and soil characteristics within the City, the General Plan indicates that soil liquefaction, landslides, and subsidence are not a significant risk in the area.

Would the project:

| Environmental Issue | Potentially Significant Impact | Less Than Significant With Mitigation | Less Than Significant Impact | No Impact |
|---|--------------------------------|---------------------------------------|------------------------------|-----------|
| a) Expose people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving: | | | | X |
| i) Ruptures 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.) | | | | X |
| ii) Strong seismic ground shaking? | | | | X |
| iii) Seismic-related ground failure, including liquefaction? | | | | X |
| iv) Landslides? | | | | X |
| b) Result in substantial soil erosion or the loss of topsoil? | | | | X |
| c) Be located in a geological 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? | | | | X |
| 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? | | | | X |

| Environmental Issue | Potentially Significant Impact | Less Than Significant With Mitigation | Less Than Significant Impact | No Impact |
|--|--------------------------------|---------------------------------------|------------------------------|-----------|
| e) Have soils incapable of adequately supporting the use of septic tanks or alternative wastewater disposal systems where sewers are not available for the disposal of wastewater? | | | | X |

Thresholds of Significance and Regulatory Setting:

The significance of impacts related to geology and soils is based directly on the CEQA Guidelines checklist items a–e listed above. Regulations applicable to this topic include the Alquist-Priolo Act, which addresses earthquake safety in building permits, and the Seismic Hazards Mapping Act, which requires the state to gather and publish data on the location and risk of seismic faults.

The Findings of the Implementing Procedures indicate that compliance with the Flood Damage Prevention Ordinance (RMC Ch.9.80) and Design/Construction Standards (Resolution 07-107) will prevent significant impacts related to checklist item b. The Ordinance and standards include permit requirements for construction and development in erosion-prone areas and ensure that grading activities will not result in significant soil erosion or loss of topsoil. The use of septic tanks or alternative waste systems is not permitted in the City of Roseville. There are no wastewater facilities associated with the project, and therefore no analysis of criterion “e” is necessary.

Discussion:

The sign will be constructed to current building code standards, which include seismic standards. The sign is located in an area covered by volcanic mud cap; therefore, liquefaction and landslides are unlikely.

VII. Hazards and Hazardous Materials

Would the project:

| Environmental Issue | Potentially Significant Impact | Less Than Significant With Mitigation | Less Than Significant Impact | No Impact |
|--|--------------------------------|---------------------------------------|------------------------------|-----------|
| a) Create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials? | | | | X |
| b) Create a significant hazard to the public or the environment though reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment? | | | | X |

| Environmental Issue | Potentially Significant Impact | Less Than Significant With Mitigation | Less Than Significant Impact | No Impact |
|--|--------------------------------|---------------------------------------|------------------------------|-----------|
| c) Emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within on-quarter mile of an existing or proposed school? | | | | X |
| d) Be located on a site which is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5 and, as a result, would it create a significant hazard to the public or the environment? | | | | X |
| 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? | | | | X |
| f) For a project within the vicinity of a private airstrip, would the project result in a safety hazard for people residing in the project area? | | | | X |
| g) Impair implementation of or physically interfere with an adopted emergency response plan or emergency evacuation plan? | | | | X |
| 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? | | | | X |

The project will not be occupied and does not propose to store and/or use toxic and/or flammable materials at the project site. This project is located within an area currently receiving City emergency services. Furthermore,

the project will be required to comply with all local, State, and Federal requirements for the handling of hazardous materials.

Thresholds of Significance and Regulatory Setting:

The significance of impacts related to hazardous materials is based directly on the CEQA Guidelines checklist items a–h listed above. A material is defined as hazardous if it appears on a list of hazardous materials prepared by a federal, state or local regulatory agency, or if it has characteristics defined as hazardous by such an agency. The determination of significance based on the above criteria depends on the probable frequency and severity of consequences to people who might be exposed to the health hazard, and the degree to which Project design or existing regulations would reduce the frequency of or severity of exposure.

Many federal and State agencies regulate hazards and hazardous substances, including the United States Environmental Protection Agency (US EPA), California Department of Toxic Substances Control (DTSC), Central Valley Regional Water Quality Control Board (Regional Water Board), and the California Occupational Safety and Health Administration (CalOSHA). The state has been granted primacy (primary responsibility for oversight) by the US EPA to administer and enforce hazardous waste management programs. State regulations also have detailed planning and management requirements to ensure that hazardous materials are handled, stored, and disposed of properly to reduce human health risks. California regulations pertaining to hazardous waste management are published in the California Code of Regulations (see 8 CCR, 22 CCR, and 23 CCR).

The project is not within an airport land use plan, within two miles of a public or public use airport and there are also no private airstrips in the vicinity of the project areas.

Discussion of Checklist Answers:

- a-b) Standard construction activities would require the use of hazardous materials such as fuels, oils, lubricants, glues, paints and paint thinners, soaps, bleach, and solvents. These are common household and commercial materials routinely used by both businesses and average members of the public. The materials only pose a hazard if they are improperly used, stored, or transported either through upset conditions (e.g. a vehicle accident) or mishandling. Regulations pertaining to the transport of materials are codified in 49 Code of Federal Regulations 171–180, and transport regulations are enforced and monitored by the California Department of Transportation and by the California Highway Patrol. Specifications for storage on a construction site are contained in various regulations and codes, including the California Code of Regulations, the Uniform Fire Code, and the California Health and Safety Code. These same codes require that all hazardous materials be used and stored in the manner specified on the material packaging. Existing regulations and programs are sufficient to ensure that potential impacts as a result of the use or storage of hazardous materials are reduced to less than significant levels. Because of the size, scope and type of the proposed project (replacing an existing sign), no impact will occur.
- c) See response to Items (a) and (b) above. While development of the site will result in the use, handling, and transport of materials deemed to be hazardous, the materials in question are commonly used in commercial applications. The project will not result in the use of any acutely hazardous materials, substances, or waste.
- d) The project is not located on a site that is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5¹; therefore, no impact will occur.

¹ <http://www.calepa.ca.gov/SiteCleanup/CorteseList/SectionA.htm>

- e-f) The project site is not located near or within an airport land use plan or private airstrip.
- g) This project is located within an area currently receiving City emergency services and development of the site has been anticipated and incorporated into emergency response plans. The project involves replacement of an existing electronic reader board sign with a new sign. Therefore, there will be no impact to the City's Emergency Response or Management Plans. Furthermore, the project will be required to comply with all local, State and federal requirements for the handling of hazardous materials. These will require the following programs:
 - A Risk Management and Prevention Program (RMPP) is required of uses that handle toxic and/or hazardous materials in quantities regulated by the California Health and Safety Code and/or the City.
 - Businesses that handle toxic or hazardous materials are required to complete a Hazardous Materials Management Program (HMMP) pursuant to local, State, or federal requirements.
- h) The California Department of Forestry and Fire Protection (CAL FIRE) is the state agency responsible for wildland fire protection and management. As part of that task, CAL FIRE maintains maps designating Wildland Fire Hazard Severity zones. The City is not located within a Very High Fire Hazard Severity Zone, and is not in a CAL FIRE responsibility area; fire suppression is entirely within local responsibility. The project site is in an urban area, on a fully-developed commercial property, and therefore would not expose people to any risk from wildland fire. There would be no impact with regard to this criterion.

VIII. Greenhouse Gases

Greenhouse gases trap heat in the earth's atmosphere. The principal greenhouse gases (GHGs) that enter the atmosphere because of human activities are carbon dioxide (CO₂), methane (CH₄), nitrous oxide (N₂O), and fluorinated gases. As explained by the United States Environmental Protection Agency², global average temperature has increased by more than 1.5 degrees Fahrenheit since the late 1800s, and most of the warming of the past half century has been caused by human emissions. The City has taken proactive steps to reduce greenhouse gas emissions, which include the introduction of General Plan policies to reduce emissions, changes to City operations, and climate action initiatives.

Would the project:

| Environmental Issue | Potentially Significant Impact | Less Than Significant With Mitigation | Less Than Significant Impact | No Impact |
|---|--------------------------------|---------------------------------------|------------------------------|-----------|
| a) Generate greenhouse gas emissions, either directly or indirectly, that may have a significant impact on the environment? | | | X | |
| b) Conflict with an applicable plan, policy, or regulation adopted for the purpose of reducing the emissions of greenhouse gases? | | | X | |

² <http://www3.epa.gov/climatechange/science/overview.html>, Accessed January 2016

Thresholds of Significance and Regulatory Setting:

In Assembly Bill 32 (the California Global Warming Solutions Act), signed by Governor Schwarzenegger of California in September 2006, the legislature found that climate change resulting from global warming was a threat to California, and directed that “the State Air Resources Board design emissions reduction measures to meet the statewide emissions limits for greenhouse gases . . .”. The target established in AB 32 was to reduce emissions to 1990 levels by the year 2020. CARB subsequently prepared the *Climate Change Scoping Plan* (Scoping Plan) for California, which was approved in 2008. The Scoping Plan provides the outline for actions to reduce California’s GHG emissions. CARB’s updated August 2011 Scoping Plan calculated a reduction needed of 21.7% from future “Business As Usual” (BAU) conditions in the year 2020. The current Scoping Plan (adopted May 2014) indicates that statewide emissions of GHG in 1990 amounted to 431 million metric tons, and that the 2020 “Business As Usual” (BAU) scenario is estimated as 509³ million metric tons, which would require a reduction of 15.3% from 2020 BAU.

The Placer County Air Pollution Control District (PCAPCD) recommends that thresholds of significance for GHG be related to AB 32 reduction goals, but has not adopted a threshold. However, the neighboring Air District, the Sacramento Metropolitan Air Quality Management District, has established thresholds which relate significance to AB 32. The City is located within the Sacramento Valley Air Basin, which is the same air basin where the SMAQMD methodology is used by numerous CEQA lead agencies; on these grounds, the City finds use of these thresholds to be appropriate. The thresholds were developed to ensure that 90 percent of new GHG emissions would be reviewed and assessed for mitigation. In accordance with these thresholds, if the project emits 1,100 or more metric tons of carbon dioxide equivalents (CO₂e) per year in either the construction phase or the operational phase, mitigation is required. Thus, a GHG impact is significant if a project generates 1,100 metric tons of CO₂e per year or more (during either construction or operation).

Discussion of Checklist Answers:

- a) The project application proposes to replace an existing electronic reader board sign with a new electronic reader board within a 420 square foot sign easement area.

The City of Roseville or the PCAPCD has not adopted any thresholds for GHG against which to measure the impacts of the project. Therefore, in the absence of a numerical threshold of significance, the project was evaluated quantitatively relative to its incremental contribution to the overall issue of global warming. The magnitude of global warming is such that the contribution of the project itself is negligible. The project would include sources of greenhouse gas emissions; however, the project also includes mitigating features (e.g., use of LED technology, use of light sensors to adjust light intensity, and the removal of an existing electronic billboard with outdated technology, which also would result in a reduction of emissions) that are beneficial in terms of minimizing greenhouse gas emissions. In addition, the City has implemented a substantial list of programs, policies and actions on a City-wide basis to reduce GHG emissions. These City-wide programs, policies and actions provide a large scale plan to reduce GHG emissions and serve to offset GHG emissions from smaller projects such as this one, which do emit GHGs, but not on a scale that would be cumulatively considerable. These programs, as well as the project features described above, will also help the State of California to reach its goal under AB 32 of reducing statewide GHG emissions to 1990 levels by the year 2020. The project’s contribution to cumulative GHG emissions is considered to be less than cumulatively considerable or less than significant.

- b) The State has adopted several policies and regulations for the purpose of reducing GHG emissions. The most stringent of these is Assembly Bill 32 (AB 32), which is designated to reduce statewide GHG emissions to 1990 levels by 2020. As discussed above, project operations would not generate substantial GHG emissions and City programs and policies would ensure that GHG emissions throughout the City

³ Includes Paveley and Renewables Portfolio Standard reduction

are reduced in compliance with applicable regulations. Thus, project-generated GHG emissions would not conflict with the State goals listed in AB32 or in any preceding state policies adopted to reduce GHG emissions. This impact is considered less than significant.

IX. Hydrology and Water Quality

As described in the Open Space and Conservation Element of the City of Roseville General Plan, the City is located within the Pleasant Grove Creek Basin and the Dry Creek Basin. Pleasant Grove Creek and its tributaries drain most of the western and central areas of the City and Dry Creek and its tributaries drain the remainder of the City. Most major stream areas in the City are located within designated open space.

Would the project:

| Environmental Issue | Potentially Significant Impact | Less Than Significant With Mitigation | Less Than Significant Impact | No Impact |
|---|--------------------------------|---------------------------------------|------------------------------|-----------|
| a) Violate any water quality standards or waste discharge requirements? | | | | X |
| b) Substantially deplete groundwater supplies or interfere substantially with groundwater recharge 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)? | | | | X |
| 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? | | | | X |

| Environmental Issue | Potentially Significant Impact | Less Than Significant With Mitigation | Less Than Significant Impact | No Impact |
|--|--------------------------------|---------------------------------------|------------------------------|-----------|
| 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? | | | | X |
| 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 water? | | | | X |
| f) Otherwise substantially degrade water quality? | | | | X |
| g) Place housing within a 100-year flood hazard area as mapped on a federal Flood Hazard Boundary or Flood Insurance Rate Map or other flood hazard delineation map? | | | | X |
| h) Place within a 100-year flood hazard area structures, which would impede or redirect flood flows? | | | | X |
| 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? | | | | X |
| j) Inundation by seiches, tsunami, or mudflow? | | | | X |

Thresholds of Significance and Regulatory Setting:

The significance of impacts related to hydrology and water quality is based directly on the CEQA Guidelines checklist items a–j listed above. Findings of the Implementing Procedures indicate that compliance with the City of Roseville Design/Construction Standards (Resolution 07-107), Urban Stormwater Quality Management and Discharge Control Ordinance (RMC Ch. 14.20), and Stormwater Quality Design Manual (Resolutions 16-152) will prevent significant impacts. Impacts from tsunamis and seiches were screened out of the analysis (item j)

given the fact that the project is not located near a water body or other feature that would pose a risk of such an event.

Discussion:

The existing electronic reader board sign will be removed and replaced with a new sign within the existing sign footprint. As discussed above, the project site is a fully-developed automobile dealership. No impacts to water are anticipated with this project.

According to the City’s floodplain data, the project is not located within the City’s Regulatory Floodplain. As a result, implementation of the proposed project would not place any structures within an area at risk of flood flows. There would be no impact with regard to these criteria.

X. Land Use and Planning

The project site has a zoning designation of Planned Development 161 (PD 161) – Commercial Automobile Sales and Service, with a General Plan Land Use designation of Community Commercial (CC). Adjacent properties to the north, south and east also have Commercial zoning and land use designations. The Interstate 90 (I-80) freeway is adjacent to the west.

Would the project:

| Environmental Issue | Potentially Significant Impact | Less Than Significant With Mitigation | Less Than Significant Impact | No Impact |
|---|--------------------------------|---------------------------------------|------------------------------|-----------|
| a) Physically divide an established community? | | | | X |
| 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? | | | | X |
| c) Conflict with any applicable habitat conservation plan or natural community conservation plan? | | | | X |

Thresholds of Significance and Regulatory Setting:

The significance of impacts related to land use is based directly on the CEQA Guidelines checklist items a–c listed above. Consistency with applicable City General Plan policies, Design and Construction Standards is now already required and part of the City’s processing of permits and plans, so these requirements do not appear as mitigation measures.

Discussion of Checklist Answers:

There will not be any land use impacts associated with the proposed sign. The City’s Sign Ordinance and the Roseville Automall Master Use Permit (MUP) allow for the placement of off-site sign

XI. Mineral Resources

The Surface Mining and Reclamation Act (SMARA) of 1975 requires the State Geologist to classify land into Mineral Resource Zones (MRZ’s) based on the known or inferred mineral resource potential of that land. The California Division of Mines and Geology (CDMG) was historically responsible for the classification and designation of areas containing—or potentially containing—significant mineral resources, though that responsibility now lies with the California Geological Survey (CGS). CDMG published Open File Report 95-10, which provides the mineral classification map for Placer County. A detailed evaluation of mineral resources has not been conducted within the City limits, but MRZ’s have been identified. There are four broad MRZ categories (MRZ-1 through MRZ-4), and only MRZ-2 represents an area of known significant mineral resources. The City of Roseville General Plan EIR included Exhibit 4.1-3, depicting the location of MRZ’s in the City limits. There is only one small MRZ-2 designation area, located at the far eastern edge of the City.

Would the project:

| Environmental Issue | Potentially Significant Impact | Less Than Significant With Mitigation | Less Than Significant Impact | No Impact |
|---|--------------------------------|---------------------------------------|------------------------------|-----------|
| a) Result in the loss of availability of a known mineral resource that would be of value to the region and the residents of the state? | | | | X |
| b) Result in the loss of availability of a locally-important mineral resource recovery site delineated on a local general plan, specific plan or other land use plan? | | | | X |

Thresholds of Significance:

The significance of impacts related to mineral resources is based directly on the CEQA Guidelines checklist items a and b listed above.

Discussion of Checklist Answers:

a–b) The project site is not in the area of the City known to include any mineral resources that would be of local, regional, or statewide importance; therefore, the project has no impacts on mineral resources.

XII. Noise

The project site is located immediately adjacent to the Interstate 80 freeway, a 10-lane interstate highway. Adjacent and nearby properties all have commercial land use designations and therefore, have ongoing delivery activity and noise associated with vehicle traffic.

Would the project result in:

| Environmental Issue | Potentially Significant Impact | Less Than Significant With Mitigation | Less Than Significant Impact | No Impact |
|---|--------------------------------|---------------------------------------|------------------------------|-----------|
| a) Exposure of persons to or generation of noise levels in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies? | | | X | |
| b) Exposure of persons to or generation of excessive ground borne vibration of ground borne noise levels? | | | X | |
| c) A substantial permanent increase in ambient noise levels in the project vicinity above levels existing without the project? | | | | X |
| d) A substantial temporary or periodic increase in ambient noise levels in the project vicinity above levels existing without the project? | | | X | |
| 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? | | | | X |
| f) For a project within the vicinity of a private airstrip, would the project expose people residing or working in the project area to excessive noise levels? | | | | X |

Thresholds of Significance and Regulatory Setting:

Standards for transportation noise and non-transportation noise affecting existing or proposed land uses are established within the City of Roseville General Plan Noise Element Table IX-1 and IX-3, and these standards are used as the thresholds to determine the significance of impacts related to items a and c. The significance of other noise impacts is based directly on the CEQA Guidelines checklist items b, and d–f listed above. The Findings of the Implementing Procedures indicate that compliance with the City Noise Regulation (RMC Ch. 9.24) will prevent significant non-transportation noise as it relates to items a, b, and c. The Ordinance establishes noise exposure standards that protect noise-sensitive receptors from a variety of noise sources, including non-transportation/fixed noise, amplified sound, industrial noise, and events on public property. The project is not within an airport land use plan, within two miles of a public or public use airport and there are also no private airstrips in the vicinity of the project area. Therefore, items e and f have been ruled out from further analysis.

Discussion:

- a, b, d) Construction activities could expose the nearby Roseville Hyundai and Fry's Electronics to increased noise levels and/or vibration. However, this use would not be considered a sensitive receptor. A sensitive receptor would be a residence, school, or retirement home. There are no other potential receptors in the vicinity of the project site. Temporary increases in noise levels would occur during construction of the digital billboard. Construction activities would require drilling a hole for the foundation, hauling dirt from the site, pouring the concrete foundation, and activities associated with assembly and construction of the sign. These impacts would be temporary and are regulated by the City's Municipal Code, Chapter 9.24 Noise Regulation that permits construction activities to occur between 7:00 a.m. and 7:00 p.m. Monday through Friday and on weekends between 8:00 a.m. and 8:00 p.m. Operation of the sign would not generate any noise. Therefore, the impact associated with noise would be considered less than significant.
- c) The proposed digital billboard would not emit any noise or sounds. Due to the project's location adjacent to I-80 the existing ambient noise levels are already very elevated due to the volume of traffic. The project would not result in a substantial permanent increase in noise levels; therefore, there would be no impact.
- e-f) The proposed project site is not located within an airport land use plan area nor is it located within two miles of an airport or within the vicinity of a private airstrip. The closest airport is the Lincoln Regional Airport in the city of Lincoln, over 8 miles north of the northern city limits. In addition, the project does not include a new population or employees that could be exposed to noise associated with proximity to an airstrip. Therefore, there would be no impact.

XIII. Population and Housing

The project site is located within the Northeast Roseville Specific Plan (NERSP) and has a land use designation of Community Commercial. Would the project:

| Environmental Issue | Potentially Significant Impact | Less Than Significant With Mitigation | Less Than Significant Impact | No Impact |
|---|--------------------------------|---------------------------------------|------------------------------|-----------|
| 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)? | | | | X |
| b) Displace substantial numbers of existing housing, necessitating the construction of replacement housing elsewhere? | | | | X |
| c) Displace substantial numbers of people, necessitating the construction of replacement housing elsewhere? | | | | X |

Thresholds of Significance and Regulatory Setting:

The significance of impacts related to population and housing is based directly on the CEQA Guidelines checklist items a–c listed above.

Discussion:

a-c) The project involves the removal of an existing electronic billboard and construction, operation and maintenance of a new electronic billboard. There are no residences that would be removed to accommodate the project and the project does not include the construction of new residences that could induce additional, unplanned growth in the City. The project would not displace existing housing or people. Therefore, no impact to population or housing would occur.

XIV. Public Services

Fire protection, police protection, park services, and library services are provided by the City. The project is located within the Roseville City Unified School District. 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 government 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 following public services:

| Environmental Issue | Potentially Significant Impact | Less Than Significant With Mitigation | Less Than Significant Impact | No Impact |
|-----------------------------|--------------------------------|---------------------------------------|------------------------------|-----------|
| a) Fire protection? | | | | X |
| b) Police protection? | | | | X |
| c) Schools? | | | | X |
| d) Parks? | | | | X |
| e) Other public facilities? | | | | X |

Thresholds of Significance and Regulatory Setting:

a-e) The project involves removal of an existing electronic billboard and the construction, operation and maintenance of a new electronic billboard. The project does not include the addition of a new residential population that could increase the demand for public services. Therefore, no impact would occur.

Discussion:

The General Plan and NERSP EIRs identify and adopt mitigation for impacts to public services, including police and fire protection, wastewater services, and solid waste disposal. The proposed project will not increase the need for public services and utilities beyond that identified in the General Plan and NERSP EIRs. As a result, no further environmental review is necessary.

XV. Recreation

Would the project:

| Environmental Issue | Potentially Significant Impact | Less Than Significant With Mitigation | Less Than Significant Impact | No Impact |
|--|--------------------------------|---------------------------------------|------------------------------|-----------|
| a) Would the project increase the use of existing neighborhood and regional parks or other recreational facilities such that physical deterioration of the facility would occur or be accelerated? | | | | X |
| 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? | | | | X |

Thresholds of Significance:

The significance of impacts related to recreation services is based directly on the CEQA Guidelines checklist items a–b listed above.

Discussion:

a-b) The project involves the removal of an existing electronic billboard and construction, operation and maintenance of a new electronic billboard and does not include the addition of a new residential population that could increase the use of recreation facilities in the area. Therefore, there would be no impact.

XVI. Transportation/Traffic

Would the project:

| Environmental Issue | Potentially Significant Impact | Less Than Significant With Mitigation | Less Than Significant Impact | No Impact |
|---|--------------------------------|---------------------------------------|------------------------------|-----------|
| a) Conflict with an applicable plan, ordinance or policy establishing measures of effectiveness for the performance of the circulation system, taking into account all modes of transportation including mass transit and non-motorized travel and relevant components of the circulation system, including but not limited to intersections, streets, highways and freeways, pedestrian and bicycle paths, and mass transit? | | | X | |
| b) 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? | | | X | |
| 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? | | | | X |

| Environmental Issue | Potentially Significant Impact | Less Than Significant With Mitigation | Less Than Significant Impact | No Impact |
|---|--------------------------------|---------------------------------------|------------------------------|-----------|
| d) Substantially increase hazards due to a design feature(s) (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment)? | | | X | |
| e) Result in inadequate emergency access? | | | | X |
| f) Conflict with adopted policies, plans, or programs supporting public transit, bicycle, or pedestrian facilities, or otherwise decrease the performance or safety of such facilities? | | | X | |

Discussion of Checklist Answers

a, b, f) Construction of the digital billboard would require a few truck trips to deliver supplies and materials and vehicle trips for construction workers. It is anticipated to take 5 to 7 days to complete the project. For this short duration and due to the limited number of vehicle trips the project would generate there would not be a conflict with the City’s level of service standards for traffic, nor would these activities conflict with an applicable plan, ordinance or policy establishing measures of effectiveness for the performance of the circulation system. Operation of the digital billboard would not require any daily vehicle trips. It is anticipated there would be ongoing maintenance of the billboard, but that would require less than 10 trips on an annual basis. Therefore, construction and operation would not result in an increase in vehicle trips, a conflict with the City’s General Plan or any ordinances, or conflict with any public transit policies or changes in air traffic patterns that could contribute to a safety risk. Traffic generated for construction would be minimal in both level and duration. The impact would be less than significant.

c) The project would involve construction of a digital billboard along I-80 in the City of Roseville. The billboard would be visible from the freeway and is designed to allow for periodic changes in display.

The capability of digital billboards to present changing images has raised concerns regarding the effect of such signage on traffic safety. The primary concern has been effects on driver attention, but concerns have also been raised regarding the potential for such signage to produce light of such intensity or direction that it could interfere with the drivers’ vision.

The FHWA has addressed signage issues in general, and digital signs in particular. As part of its agreement with various states pursuant to the Highway Beautification Act (23 U.S.C. §131), for example, it has confirmed that no sign is allowed that imitates or resembles any official traffic sign, and that signs may not be installed in such a manner as to obstruct, or otherwise physically interfere with an official traffic sign, signal, or device, or to obstruct or physically interfere with the vision of drivers in approaching, merging or intersecting traffic. These provisions may be enforced by the FHWA, but the agreement with the State of California also requires Caltrans to enforce these provisions.

The FHWA agreement with California includes specific provisions regarding the brightness of signage:

Signs shall not be placed with illumination that interferes with the effectiveness of, or obscures any official traffic sign, device or signal; shall not include or be illuminated by flashing, intermittent or moving lights (except that part necessary to give public service information such as time, date, temperature, weather or similar information); shall not cause beams or rays of light to be directed at the traveled way if such light is of such intensity or brilliance as to cause glare or impair the vision of any driver, or to interfere with any driver's operation of a motor vehicle. (Agreement dated February 15, 1968)

The FHWA has responded to the development of signs that present changing messages, either mechanically or digitally, with an interpretation of its agreements with the states pursuant to the Highway Beautification Act. The FHWA discussed “changeable message signs” in a Memorandum dated July 17, 1996, concluding that a state could reasonably interpret the provisions of its agreement with the FHWA “...to allow changeable message signs...The frequency of message change and limitation in spacing for these signs should be determined by the State.”

On September 25, 2007, the FHWA again issued a Memorandum on the subject of off-premises changeable electronic variable message signs, or CEVMS. The Memorandum stated that proposed laws, regulations and procedures that allowed CEVMS subject to acceptable criteria would not violate the prohibition on “intermittent” or “flashing” or “moving” signs as used in the state agreements. The Memorandum identified “ranges acceptability” relating to such signage, as follows:

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

The Memorandum also referred to other standards that have been found helpful to ensure driver safety. These include a default designed to freeze the display in one still position if a malfunction occurs; a process for modifying displays and lighting levels where directed by the State DOT (Caltrans) to assure safety of the motoring public; and requirements that a display contain static messages without movement such as animation, flashing, scrolling, intermittent or full-motion video. Manufacturers and operators of digital billboards currently use a full-black screen in the event of a malfunction.

In addition to the provisions of the Highway Beautification Act and the FHWA memoranda discussed above, the state of California has adopted the Outdoor Advertising Act (Business and Professions Code §§5200 et seq.) and regulations implementing its provisions (California Code of Regulations, Title 4, Division 6, §§2240 et seq.). These include provisions that deal specifically with “message centers,” which are defined as “...an advertising display where the message is changed more than once every two minutes, but no more than once every four seconds.” (§5216.4)

Consistent with the memoranda executed pursuant to the Highway Beautification Act, the Outdoor Advertising Act provides that message center displays that comply with its requirements are not

considered flashing, intermittent or moving light. (§5405(d)(1)) The requirements provide that such signs must not display messages that change more than once every four seconds, and that no message center may be placed within 1,000 feet of another message center display on the same side of the highway.

The California Vehicle Code regulates the brightness of billboard lighting. Vehicle Code §21466.5, which identifies the applicable standard, may be enforced by Caltrans, the California Highway Patrol, or local authorities. Vehicle Code §21467 provides that each prohibited sign, signal, device or light is a public nuisance and may be removed without notice by Caltrans, the California Highway Patrol or local authorities.

Caltrans requires that any person engaged in the outdoor advertising business must obtain a license from Caltrans and pay the required fee. (§5300) No person may place any advertising display in areas subject to Caltrans authority without having a written permit from Caltrans. (§5350)

These provisions of law and regulation effectively regulate sign location and brightness to ensure that digital billboards will not be located in such a manner as to create hazards due to lighting conditions themselves. Digital billboards are equipped with sensors that modify the brightness of the sign in response to ambient lighting conditions, thus ensuring that the brightness of the display in evening, nighttime or dawn conditions does not present a traffic hazard.

As digital billboard technology has evolved, the issue has been raised as to whether digital billboards themselves, regardless of compliance with such operating restrictions, present a distraction to drivers and thereby create conditions that could lead to accidents. The Federal Highway Administration has monitored the issue closely, and recently released its report updating the agency's view of the issues and research. The report is entitled: "*The Effects of Commercial Electronic Variable Message Signs (CEVMS) on Driver Attention and Distraction: An Update.*" (FHWA Report, February 2009).

The FHWA Report addressed the basic research question of whether operation of a CEVMS along the roadway is associated with a reduction of driving safety for the public. The report identified three fundamental methods for answering this question: (1) whether there is an increase in crash rates in the vicinity of CEVMS, (2) whether there is an increase in near-crashes, sudden braking, sharp swerving and other such behaviors in the vicinity of CEVMS, and (3) whether there are excessive eye glances away from the roadway in the vicinity of CEVMS.

The report discusses existing literature and reports of studies, key factors and measures relating to CEVMS and effects on traffic, and recommends a study approach. The report does not provide guidance to states on the control of CEVMS. The report confirmed that there have been no definitive conclusions about the presence or strength of adverse safety impacts from CEVMS. Similarly, a study performed under the National Cooperative Highway Research Program (NCHRP), Project 20-7 (256) entitled "*Safety Impacts of the Emerging Digital Display Technology for Outdoor Advertising Signs*" (NCHRP Report) reviewed existing literature. Both reports agreed that digital billboards should be regulated as a means of protecting the public interest.

Conducting a study to isolate attention to a digital billboard, and to measure and analyze the effects of such attention, is difficult. Not only are roadway conditions unique for each sign location, but there are also a variety of other factors that may contribute to driver inattention, including other roadway signage (including official signage), and other driver activities (such as tuning the radio, talking on the phone, smoking, talking to other passengers, etc.).

Various restrictions have been identified in reports that relate to the location and operation of digital billboards that seek to reduce safety concerns. These relate to brightness, message duration and message change interval, billboard location with regard to official traffic control devices, roadway geometry, vehicle maneuver requirements at interchanges (i.e., lane drops, merges and diverges), and with regard to the specific constraints that should be placed on the placement and operation of such signs. Regulation of operations could include, for example, the time any single message may be displayed, the time of message transition, brightness of the sign and controls that adjust brightness based on the ambient light environment, and design and placement that ensures that the sign does not confuse drivers, or create dangerous glare.

Restrictions on digital billboards contained within the Outdoor Advertising Act and enforced by Caltrans regulate many of the conditions that have been identified as relevant to traffic safety and driver distractions. Caltrans regulates the location of proposed digital billboards through its application process, and the distance between such signs is also regulated. California statutory provisions regulate brightness of displays. Lease and operating agreements between the City and the project applicant would regulate the message display time, message interval, and sign dimensions. Through local and state law, such signage would be prohibited from displaying flashing lights, flashing images, or moving images.

The project would be required to comply with restrictions regarding location, intensity of light, light trespass, or other restrictions, especially those enforced by the Caltrans pursuant to its authority under the agreements between the U.S. Department of Transportation under the Highway Beautification Act, and the Outdoor Advertising Act. This would ensure that any hazards associated with this use and the potential effects on traffic and driver safety would be less than significant.

The operation of the digital billboards shall comply with the following at all times:

- a) No special visual effects that include moving or flashing lights shall accompany the transition between two successive messages, and no special visual effects shall accompany any message display;*
- b) The operator shall report to the City its intention of installing, implementing or using any technology that would allow interaction with drivers, vehicles or any device located in vehicles, including, but not limited to a radio frequency identification device, geographic positions system, or other device, a minimum of 30 days in advance of such operation, and shall not proceed with such operation until approved by the City.*

- e) The proposed digital billboard would be located outside travelled portions of the roadway, and would present no obstacles to emergency access. No impact would occur.

In addition, the digital billboard would have the capacity to display official messages regarding emergencies, and could be used as part of the City or State's emergency response system.

XVII. Utilities and Service Systems

The project site and adjacent properties are full developed commercial sites, including all public utilities (water, wastewater, natural gas and electric service).

Would the project:

| Environmental Issue | Potentially Significant Impact | Less Than Significant With Mitigation | Less Than Significant Impact | No Impact |
|--|--------------------------------|---------------------------------------|------------------------------|-----------|
| a) Exceed wastewater treatment requirements of the applicable Regional Water Quality Control Board? | | | | X |
| b) Require or result in the construction of new water or wastewater treatment facilities or expansion of existing facilities, the construction of which could cause significant environmental effects? | | | | X |
| c) Require or result in the construction of new storm water drainage facilities or expansion of existing facilities, the construction of which could cause significant environmental effects? | | | | X |
| d) Have sufficient water supplies available to serve the project from existing entitlements and resources, or are new or expanded entitlements needed? | | | | X |
| e) Result in a determination by the wastewater treatment provider which serves the project that it has adequate capacity to serve the project's projected demand in addition of the provider's existing commitments? | | | | X |
| f) Be served by a landfill with sufficient permitted capacity to accommodate the project's solid waste disposal needs? | | | | X |

| Environmental Issue | Potentially Significant Impact | Less Than Significant With Mitigation | Less Than Significant Impact | No Impact |
|---|--------------------------------|---------------------------------------|------------------------------|-----------|
| g) Comply with federal, state, and local statutes and regulations related to solid waste? | | | | X |

Thresholds of Significance and Regulatory Setting:

The significance of impacts related to utilities and service systems is based directly on the CEQA Guidelines checklist items a–g listed above.

Discussion:

a-g) The project would involve the construction, operation and maintenance of a digital billboard, as well as the removal of an existing billboard. The digital billboard would require electrical service for both faces of the billboard. The electrical connections would be UL and IEC-approved. Providing such service through extension of existing electrical service in the vicinity is not expected to result in any significant effects.

The project does not include any buildings, employees or new residents and would not generate any wastewater or require a supply of potable water. Construction and operation of the digital billboard would not require other electrical service, as mentioned above. Installation of the proposed billboard would require coordination with various utility companies via the Underground Service Alert (USA) to prevent conflicts with subterranean pipelines. There would be no impact on utility services.

XVIII. Mandatory Findings of Significance

| Environmental Issue | Potentially Significant Impact | Less Than Significant With Mitigation | Less Than Significant Impact | No Impact |
|--|--------------------------------|---------------------------------------|------------------------------|-----------|
| 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, substantially reduce the number or restrict the range of an endangered, threatened or rare species, or eliminate important examples of the major periods of California history or prehistory? | | | | X |
| b) Does the project have impacts which are individually limited, but cumulatively considerable? (“Cumulatively | | | | X |

| Environmental Issue | Potentially Significant Impact | Less Than Significant With Mitigation | Less Than Significant Impact | No Impact |
|--|--------------------------------|---------------------------------------|------------------------------|-----------|
| 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.) | | | | |
| c) Does the project have environmental effects which will cause substantial adverse effects on human beings, either directly or indirectly? | | | | X |

Significance Criteria and Regulatory Setting:

The significance of impacts related to mandatory findings of significance is based directly on the CEQA Guidelines checklist items a–c listed above.

Discussion of Checklist Answers:

- a) As discussed above under Biological Resources and Cultural Resources, due to the type of project and the location of the project, the proposed project would not 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, or threaten to eliminate a plant or animal community. The project would not impact rare or endangered wildlife species, or eliminate important examples of the major periods of California history or prehistory. There would be no impact to these resources associated with construction and operation of the project.
- b) The project involves the construction, operation and maintenance of a digital billboard. There are no effects associated with the project, including greenhouse gas emissions that would be considered cumulatively considerable adverse impacts. There would be no cumulative impacts associated with this project.
- c) The project does not include the creation of new buildings, employees or residents. The project requires the construction, operation and maintenance of a digital billboard located adjacent to a busy freeway and a parking lot. The project would not result in any environmental effects which will cause substantial adverse effects on human beings, either directly or indirectly. Therefore, there would be no impact.

ENVIRONMENTAL DETERMINATION:

In reviewing the site specific information provided for this project and acting as Lead Agency, the City of Roseville, Development Services Department, Planning Division has analyzed the potential environmental impacts created by this project and determined that the impacts are less than significant. As demonstrated in the initial study checklist, there are no "project specific significant effects which are peculiar to the project or site" that cannot be reduced to less than significant effects through mitigation (CEQA Section 15183) and therefore an EIR is not required. Therefore, on the basis of the foregoing initial study:

I find that the proposed project WILL NOT have a significant effect on the environment and a **NEGATIVE DECLARATION** has been prepared.

Initial Study Prepared by:



Ron Miller, Associate Planner
City of Roseville, Development Services – Planning Division

Attachments:

1. Vicinity Map
2. Sign Details
3. Photo Simulations

Vicinity Map

Roseville Automall Electronic Reader Board Replacement

Planning File #PL16-0050



Fabricate pole cover for new billboard.

.100 aluminum skin with 1-1/2" x 1-1/2" x 3/16" angle iron frame.

Pole cover to be 76" wide and 54" deep.

Surface to have Matthews Brushed Aluminum painted finish. Vertical accent stripe runs up the center of the front and back sides with a break where the round logo is placed.

Two 66" diameter "Roseville Auto Mall" signs to be 1/8" thick aluminum with digital print graphics applied. Mounted flush to pole cover on both sides.

One 35" x 70" EXIT sign to be 1/8" thick aluminum plate. Background to be Dark Gray with white copy. Mounted flush to pole cover on West side only.

Dark gray "Fir" accents at top of pole cover to be 2" deep Aluminum square tube frame with aluminum cover surface as shown.

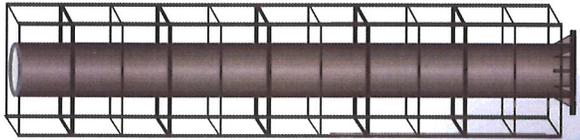
Pole cover to be welded to pipe at each section.

Updated 3-21-16

EQUITY SIGN GROUP
FULL SERVICE - DESIGN - MANUFACTURE - INSTALL

ADDRESS Roseville, CA
 DATE 3-21-16
 DRAWING NUMBER 3-21-16

FOR NEW SIGNING
 EXAMPLE OF APPROX. PLACEMENT
 OF SIGNAGE
 ON TRUSS



43'

31'

76" wide Pole cover

Freeway side

FILE COPY



40'

12'

PSPP-PHR

PL16-0050

RECEIVED

APR 05 2016

INFILL PCL 189 - ROSEVILLE AUTOMALL
 ELECTRONIC READER BOARD - REPLACEMENT
 200 N SUNRISE AV

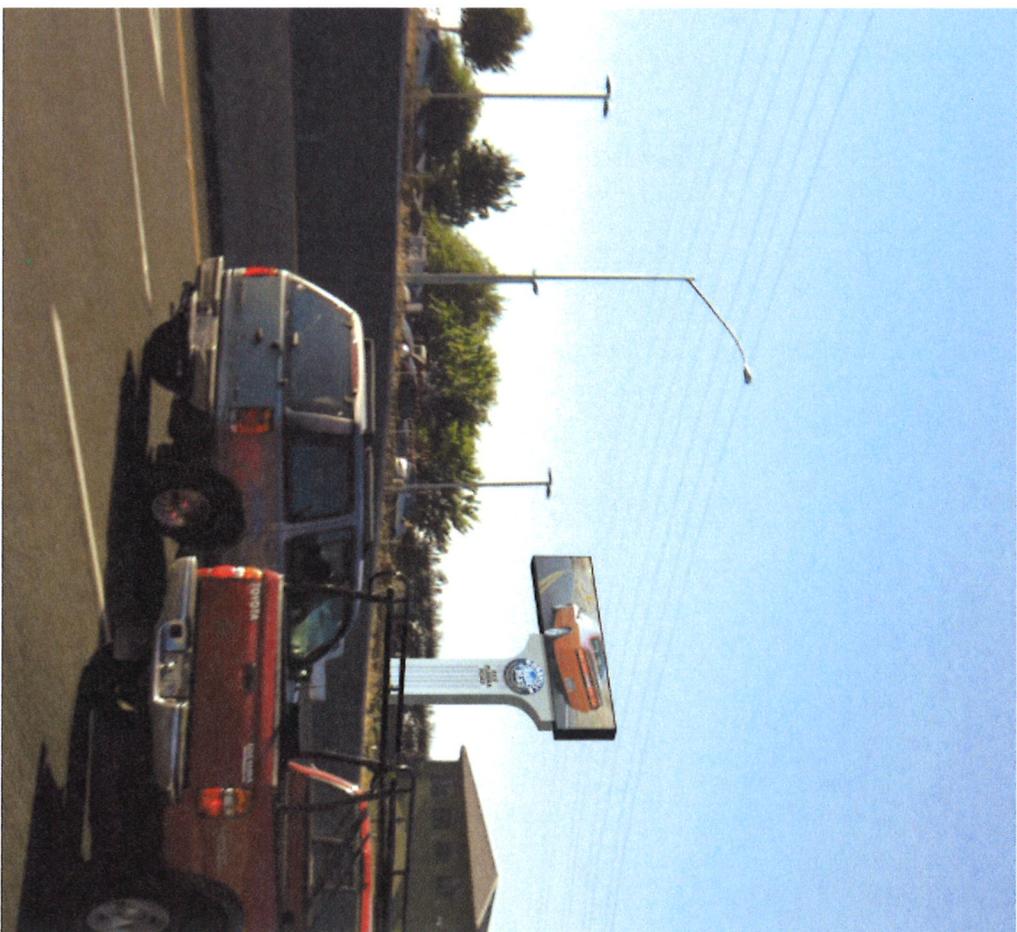
PERMIT CENTER

Roseville Automall Electronic Reader Board Replacement

Photo Simulations – Proposed Sign – 43' in Height



View Traveling Eastbound on Interstate 80



View Traveling Westbound on Interstate 80