



**PUBLIC DRAFT  
INITIAL STUDY AND MITIGATED NEGATIVE  
DECLARATION**

FOR THE

**DIGITAL FREEWAY SIGN AT 2140 FREEWAY DRIVE  
PROJECT**

**AUGUST 31, 2015**

*Prepared for:*

City of Woodland  
Community Development Department  
300 First Street  
Woodland, CA 95695

*Prepared by:*

De Novo Planning Group  
1020 Suncastr Lane, Suite 106  
El Dorado Hills, CA  
(916) 949-3231

**D e N o v o P l a n n i n g G r o u p**

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A Land Use Planning, Design, and Environmental Firm





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# INITIAL STUDY

**PROJECT TITLE**

Digital Freeway Sign at 2140 Freeway Drive

**LEAD AGENCY NAME AND ADDRESS**

City of Woodland Community Development Department  
300 First St.  
Woodland, CA 95695

**CONTACT PERSON AND PHONE NUMBER**

Erika Bumgardner, Senior Planner  
City of Woodland  
Community Development Department  
(530) 661-5820

**PROJECT SPONSOR'S NAME AND ADDRESS**

Ronald S. Caceres  
1207 Cleveland St.  
Woodland, CA 95695  
(916) 417-7774

**PURPOSE OF THE INITIAL STUDY**

An Initial Study (IS) is a preliminary analysis that is prepared to determine the relative environmental impacts associated with a proposed project. It is designed as a measuring mechanism to determine if a project will have a significant adverse effect on the environment, thereby triggering the need to prepare an Environmental Impact Report (EIR). It also functions as an evidentiary document containing information that supports conclusions that the project will not have a significant environmental impact or that the impacts can be mitigated to a "Less Than Significant" or "No Impact" level. If there is no substantial evidence, in light of the whole record before the agency, that the project may have a significant effect on the environment, the lead agency shall prepare a Negative Declaration (ND). If the IS identifies potentially significant effects, but: (1) revisions in the project plans or proposals would avoid the effects or mitigate the effects to a point where clearly no significant effects would occur, and (2) there is no substantial evidence, in light of the whole record before the agency, that the project as revised may have a significant effect on the environment, then a Mitigated Negative Declaration (MND) shall be prepared.

This Initial Study has been prepared consistent with CEQA (California Environmental Quality Act) Guidelines Section 15063, to determine if the proposed digital freeway sign located at 2140 Freeway Drive in the City of Woodland (Project) may have a significant effect upon the environment. Based upon the findings and mitigation measures contained within this report, a Mitigated Negative Declaration (MND) will be prepared.

## **BACKGROUND**

The City of Woodland is in the process of considering certain amendments to Article 24 of Chapter 25 of the City's Municipal Code (the Zoning Code) that would allow for a limited number of digital freeway signs within the City. The amendments would provide an allowance for a small number of digital freeway signs along select segments along the I-5 freeway corridor, as long as they comply with all requirements that are specified by the Code amendment. A list of development standards have been included in the amendment that provide for specific limitations, including limits to the size, type, number, and placement of signs. There are also strict limits to the level of light, glare, and messaging technologies that are allowed. Additionally, the Code amendment would require the removal of two (2) square feet of existing freeway billboard signage for every one (1) square foot of new digital freeway signage constructed.

## **PROJECT LOCATION AND SETTING**

### *PROJECT LOCATION*

The Project site is located in the eastern portion of the City of Woodland, along the Interstate 5 (I-5) freeway corridor. The site exists in a grassy area in the southwest corner of the 1.99-acre commercial lot located at 2140 Freeway Drive. The 2140 Freeway Drive address includes a 2-story commercial building and a parking lot that wraps around the building. The Project site has Yolo County Assessor's Parcel Number 027-851-011. Its geographic position would be approximately latitude 38.6741 and longitude -121.7227.

The proposed Project's location within the City is shown in Figure 1 (Location Map). Figure 2 (Vicinity Map) shows an aerial view of the proposed Project's location and surrounding land uses. Additionally, Figure 3 (Proposed Site Improvements) provides a close-up view of the Project site and the proposed improvements.

### *EXISTING SITE USES*

The Project site is currently a grassy area adjacent to the commercial building at 2140 Freeway Drive.

### *SURROUNDING LAND USES*

The site is surrounded by commercial uses to the north and south. A large shopping center, which includes a Costco Wholesale Store, a Starbucks outlet, other varied commercial uses, and a large parking lot, exists just beyond the I-5 freeway to the south. Vacant lots containing ruderal grasses exist to the northwest and northeast of the Project site, with additional vacant land to the southeast of the site, on the opposite side of I-5. Further north and east, industrial land uses predominate beyond the adjacent commercial uses.

## **GENERAL PLAN AND ZONING DESIGNATIONS**

The Project site is designated as Highway Commercial by the City of Woodland General Plan Land Use Map and is zoned Highway Commercial Zone (C-H).

## **PROJECT DESCRIPTION**

The proposed Project is an application for a Conditional Use Permit (CUP) for the installation and operation of a double-sided digital freeway sign at 2140 Freeway Drive (#PLNG14-00062). The digital freeway sign would utilize digital message technology and may include one or more dynamic digital display areas.

The sign would include a standard 14' x 48' message center. The sign would be located alongside the I-5 freeway westbound traffic lane, which allows for a long sight-line for westbound travelers coming from Sacramento. The sign's owner would donate a minimum of 5% of the time, and up to 10% on a space available basis, for non-profit and public service messages.

## **REQUESTED ENTITLEMENTS AND OTHER APPROVALS**

The City of Woodland is the Lead Agency for the proposed Project, pursuant to the State Guidelines for Implementation of the California Environmental Quality Act (CEQA), Section 15050.

This document will be used by the City of Woodland to take the following actions:

- Adoption of the Mitigated Negative Declaration (MND)
- Approval, with certain conditions, of the digital freeway sign proposed by the Project applicant

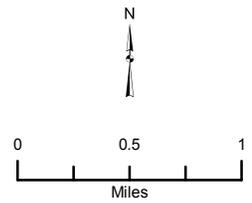
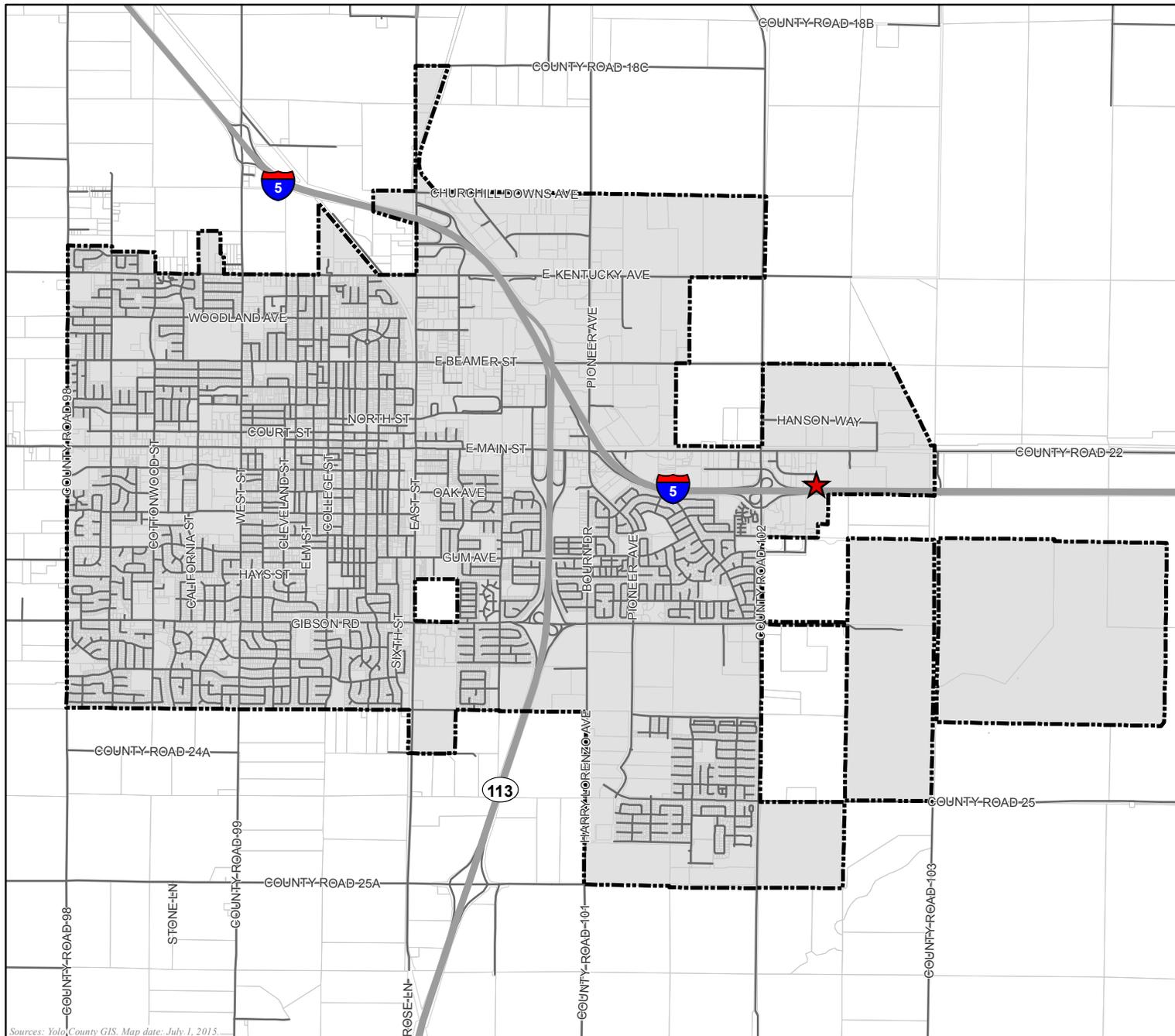
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**CITY OF WOODLAND  
SIGN APPLICATION  
2140 FREEWAY DRIVE**

**Figure 1:  
Location Map**

**Legend**

-  City of Woodland
-  Sign Location



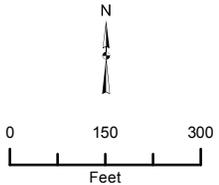
Sources: Yolo County GIS. Map date: July 1, 2015.

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CITY OF WOODLAND  
SIGN APPLICATION  
2140 FREEWAY DRIVE

Figure 2:  
Vicinity Map

**Legend**  
[Yellow Box] Proposed Sign Location



Sources: ArcGIS Online, DVG Map Aerials, Map date: July 1, 2015

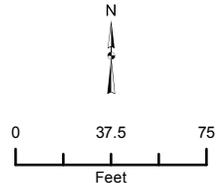
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CITY OF WOODLAND  
SIGN APPLICATION  
2140 FREEWAY DRIVE

Figure 3:  
Proposed Site  
Improvements

Legend

-  Parcel Boundaries
-  Easement Area -  
Base of Sign
-  Electrical Transformer



Sources: ArcGIS Online, BING Map Aerials. Map date: July 1, 2015.

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**ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED:**

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

|  |                        |  |                                  |  |                                    |
|--|------------------------|--|----------------------------------|--|------------------------------------|
|  | Aesthetics             |  | Agriculture and Forest Resources |  | Air Quality                        |
|  | Biological Resources   |  | Cultural Resources               |  | Geology/Soils                      |
|  | Greenhouse Gasses      |  | Hazards and Hazardous Materials  |  | Hydrology/Water Quality            |
|  | Land Use/Planning      |  | Mineral Resources                |  | Noise                              |
|  | Population/Housing     |  | Public Services                  |  | Recreation                         |
|  | Transportation/Traffic |  | Utilities/Service Systems        |  | Mandatory Findings of Significance |

**DETERMINATION:**

On the basis of this initial evaluation:

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

\_\_\_\_\_  
Signature \_\_\_\_\_ Date

## EVALUATION INSTRUCTIONS:

- 1) A brief explanation is required for all answers except "No Impact" answers that are adequately supported by the information sources a lead agency cites in the parentheses following each question. A "No Impact" answer is adequately supported if the referenced information sources show that the impact simply does not apply to projects like the one involved (e.g., the project falls outside a fault rupture zone). A "No Impact" answer should be explained where it is based on project-specific factors as well as general standards (e.g., the project will not expose sensitive receptors to pollutants, based on a project-specific screening analysis).
- 2) All answers must take account of the whole action involved, including off-site as well as on-site, cumulative as well as project-level, indirect as well as direct, and construction as well as operational impacts.
- 3) Once the lead agency has determined that a particular physical impact may occur, then the checklist answers must indicate whether the impact is potentially significant, less than significant with mitigation, or less than significant. "Potentially Significant Impact" is appropriate if there is substantial evidence that an effect may be significant. If there are one or more "Potentially Significant Impacts" when the determination is made, an EIR is required.
- 4) "Negative Declaration: Less Than Significant With Mitigation Incorporated" applies where the incorporation of mitigation measures has reduced an effect from "Potentially Significant Impact" to "Less Than Significant Impact." The lead agency must describe the mitigation measures and briefly explain how they reduce the effect to a less than significant level (mitigation measures from Section XVII, "Earlier Analyses," may be cross-referenced).
- 5) Earlier analyses may be used where, pursuant to tiering, a program EIR, or other CEQA process, an effect has been adequately analyzed in an earlier EIR or negative declaration. CEQA Guideline Section 15063(c)(3)(D). In this case, a brief discussion should identify the following:
  - a) Earlier Analysis Used. Identify and state where it is available for review.
  - b) Impacts Adequately Addressed. Identify which effects from the above checklist were within the scope of, and adequately analyzed in, an earlier document pursuant to applicable legal standards, and state whether such effects were addressed by mitigation measures based on the earlier analysis.
  - c) Mitigation Measures. For effects that are "Less than Significant with Mitigation Measures Incorporated," describe the mitigation measures that were incorporated or refined from the earlier document and the extent to which they address site-specific conditions for the project.
- 6) Lead agencies are encouraged to incorporate into the checklist references to information sources for potential impacts (e.g., general plans, zoning ordinances).

- Reference to a previously prepared or outside document should, where appropriate, include a reference to the page or pages where the statement is substantiated.
- 7) Supporting Information Sources: A source list should be attached, and other sources used or individuals contacted should be cited in the discussion.
  - 8) This is only a suggested form, and lead agencies are free to use different formats; however, lead agencies should normally address the questions from this checklist that are relevant to a project's environmental effects in whatever format is selected.
  - 9) The explanation of each issue should identify:
    - a) The significance criteria or threshold, if any, used to evaluate each question; and
    - b) The mitigation measure identified, if any, to reduce the impact to less than significance

## EVALUATION OF ENVIRONMENTAL IMPACTS:

In each area of potential impact listed in this section, there are one or more questions that assess the degree of potential environmental effect. A response is provided to each question using one of the four impact evaluation criteria described below. A discussion of the response is also included.

- Potentially Significant Impact. This response is appropriate when there is substantial evidence that an effect is significant. If there are one or more "Potentially Significant Impacts", upon completion of the Initial Study, an EIR is required.
- Less than Significant With Mitigation Incorporated. This response applies when the incorporation of mitigation measures has reduced an effect from "Potentially Significant Impact" to "Less Than Significant Impact." The Lead Agency must describe the mitigation measures and briefly explain how they reduce the effect to a less than significant level.
- Less than Significant Impact. A less than significant impact is one that is deemed to have little or no adverse effect on the environment. Mitigation measures are, therefore, not necessary, although they may be recommended to further reduce a minor impact.
- No Impact. These issues were either identified as having no impact on the environment, or they are not relevant to the Project.

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## ENVIRONMENTAL CHECKLIST

This section of the Initial Study incorporates the most current Appendix "G" Environmental Checklist Form, contained in the CEQA Guidelines. Impact questions and responses are included in both tabular and narrative formats for each of the 18 environmental topic areas.

### *I. AESTHETICS -- WOULD THE PROJECT:*

|  | <i>Potentially Significant Impact</i> | <i>Less Than Significant with Mitigation Incorporation</i> | <i>Less Than Significant Impact</i> | <i>No Impact</i> |
|--|---------------------------------------|--|-------------------------------------|------------------|
| 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                |
| 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                                   |                  |

### *RESPONSES TO CHECKLIST QUESTIONS*

**Responses a), b): No Impact.** The proposed Project is located in the eastern portion of the City of Woodland, along the I-5 freeway corridor. The City of Woodland, which is located in eastern Yolo County, is an urban environment, particularly along the freeway corridor in the vicinity of the Project site. There are no scenic vistas, scenic resources, or State designated scenic highways within the City boundaries or near to the proposed Project site. Therefore, there is not expected to be a substantial adverse effect on a scenic vista or substantial damage to scenic resources. There is **no impact**.

**Response c): Less than Significant.** The Project site is in a highly disturbed area zoned for commercial uses adjacent to the I-5 freeway. The proposed location of the sign is near the southeast corner of the existing building that is located at the 2140 Freeway Drive property. The area of the sign would not impact the operations of the existing building. Furthermore, the proposed sign would be located along a freeway within the City limits in an area zoned for highway commercial uses, away from sensitive receptors. In addition, in order to satisfy the anticipated City Municipal Code requirements, the proposed Project would require the removal of two square feet of existing billboard sign area for every one square foot of Project digital sign area installed. Therefore, the proposed Project is not expected to cause a significant impact to the existing visual character of quality of the site and its surroundings, and there would be a net decrease in the square footage of freeway signs within the City as a result of Project approval.

Compliance with the development standards, as proposed to be established by Article 24 of Chapter 25 of the City of Woodland Municipal Code,, including the 65-foot maximum height limitation, a limit of two display areas per sign, a limit of 672 square feet per sign face, a minimum distance of 2,500 feet between digital freeway signs, and a pole cladding requirement would ensure that the new proposed digital freeway sign installed and operated at the Project site would not substantially degrade the existing visual character of the Project site. Therefore, this is a **less than significant** impact, and no mitigation is required.

**Response d): Less than Significant.** The Project site is located within a heavily lit urban area with many existing sources of light and glare, including building lighting, parking lot lighting, street lighting, and traffic lights. The proposed sign would contribute to a slight increase in light and glare to passing motorists on the I-5 Freeway and adjacent properties. However, the amount of additional light and glare would contribute to already-affected view sheds in this urban environment. An advantage of LED sign technology is that the sign brightness can be adjusted automatically depending on ambient lighting and weather conditions.

Existing nighttime lighting in the Project area includes building lighting, parking lot lighting, freeway lighting, traffic lights, and significant volumes of vehicle headlights generated from the I-5 corridor in the Project area vicinity.

Existing sources of glare in the Project area include vehicle windshields from vehicles travelling along the I-5 corridor and local surface streets in the Project area vicinity and building windows, roofs, and exterior treatments throughout the Project area.

The City of Woodland has taken into account these issues by proposing to incorporate strict development standards that affect the level of light and glare allowed from digital freeway signs. These Development Standards, which reduce the impact of light and glare, are found in the Municipal Code, as it is proposed to be amended, in Section 25-24-20,(i)(2)(B) and read as follows:

*x. Illumination. Digital freeway signs shall not operate at brightness levels of more than 0.3 foot-candles above ambient light, as measured using a foot-candle meter at a distance of 250 feet from the sign face. Each digital display area shall have a light sensing device that will adjust the brightness of the sign as ambient light conditions change throughout the day. Digital freeway signs shall create minimal glare, maintain contrast between the sign face and the surrounding area, have minimal impact on driver distraction, and create minimal light trespass into residential areas.*

*The applicant shall demonstrate through field testing compliance with a 0.3 footcandle increase, or less, over ambient light at a distance of 250 feet during nighttime conditions upon initial start-up, again at 6 months of operation and at the request of the City for the life of the sign. The Applicant shall fund field testing by a qualified independent contractor or City staff trained in the use of a handheld photometer to demonstrate continued compliance.*

*If increases in ambient light are found to be above the 0.3 footcandle level, the dimming level shall be adjusted until this level can be demonstrated. This must be completed and*

*demonstrated through follow-up field testing within 24 hours or the billboard shall not be operated until the lighting levels can be brought into compliance.*

The Development Standards described above provide for a limit to the allowed increase in illumination that is equivalent to approximately one third of the light that would be generated from a lit candle that is one foot away (0.3 footcandle). This allowed increase would not adversely affect day or nighttime views in the area.

In addition, any digital sign constructed or operated that is visible from a California highway is required to obtain a Department of Transportation Outdoor Advertising Permit from Caltrans. As a condition of that permit, Caltrans typically requires the sign 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 to blind or dazzle the vision of travelers on adjacent highways. The standard used by the California Department of Transportation (Caltrans) for enforcing sign brightness is as follows:

*The brightness reading of an objectionable light source shall be measured with a 1/2-degree photoelectric brightness meter placed at the driver's point of view. The maximum measured brightness of the light source within 10 degrees from the driver's normal line of sight shall not be more than 1,000 times the minimum measured brightness in the driver's field of view, except that when the minimum measured brightness in the field of view is 10 foot-lamberts or less, the measured brightness of the light source in foot-lambert shall not exceed 500 plus 100 times the angle, in degrees, between the driver's line of sight and the light source (California Vehicle Code Section 21466.5).*

The Caltrans standard ensures that no digital freeway sign causes an increase in apparent brightness greater than 1,000 times the minimum level of brightness in the driver's field of view. This standard is also sufficient to reduce any impact to area views, as it has been established to ensure limited driver distraction, imposed for traffic safety reasons. The resulting controls effectively regulate light and glare to ensure that the operation of any digital sign does not create a substantial new source of light or glare. The effect of the applicable City of Woodland Development Standards and Caltrans regulations reduce this impact to **less than significant**.

*II. AGRICULTURE AND FOREST RESOURCES: WOULD THE PROJECT:*

|  | <i>Potentially Significant Impact</i> | <i>Less Than Significant with Mitigation Incorporation</i> | <i>Less Than Significant Impact</i> | <i>No Impact</i> |
|--|---------------------------------------|--|-------------------------------------|------------------|
| 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 1222(g)) or timberland (as defined in Public Resources Code section 4526)?  |                                       |  |                                     | 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                |

*RESPONSES TO CHECKLIST QUESTIONS*

**Responses a), b), e): No impact.** The proposed Project is located in an urbanized area of the City, adjacent to the I-5 corridor, as shown in Figure 1. There are no existing agricultural operations on the Project site or in the immediate Project vicinity. The Project site does not include any designated farmlands and is zoned for highway commercial uses. As such, the Project would have no impact on converting Prime Farmland, Unique Farmland, or Farmland of Statewide Importance, as shown on the maps prepared pursuant to the Farmland Mapping and Monitoring Program of the California Resources Agency, to non-agricultural use. Furthermore, the City's General Plan does not include provisions for agricultural uses on the Project site or the Project vicinity in the future. Therefore, no impacts to agricultural resources would occur with implementation of the proposed Project. There is **no impact**.

**Responses c) and d): No impact.** There are no forest or timberland lands within the City's boundaries or near to the proposed Project site. Therefore the proposed Project would not conflict with existing zoning for, or cause rezoning of, forest land, timberland, or timberland zoned Timberland Production. There is **no impact**.

*III. AIR QUALITY -- WOULD THE PROJECT:*

|   | <i>Potentially Significant Impact</i> | <i>Less Than Significant with Mitigation Incorporation</i> | <i>Less Than Significant Impact</i> | <i>No Impact</i> |
|---|---------------------------------------|--|-------------------------------------|------------------|
| a) Conflict with or obstruct implementation of the applicable air quality plan?   |                                       |  |                                     | X                |
| b) Violate any air quality standard or contribute substantially to an existing or projected air quality violation?  |                                       |  | X                                   |                  |
| c) Result in a cumulatively considerable net increase of any criteria pollutant for which the project region is 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                                   |                  |

*RESPONSES TO CHECKLIST QUESTIONS*

**Response a): No impact.** The proposed Project is not anticipated to conflict with or obstruct implementation of the applicable air quality plan. The proposed Project is located in the Sacramento Valley Air Basin (SVAB), under the jurisdiction of the Yolo-Solano Air Quality Management District (YSAQMD). The YSAQMD is the regional agency responsible for air quality regulations within the Yolo and Solano Counties, and is responsible for enforcing the California Ambient Air Quality Standards (CAAQS) and implementing strategies to improve air quality and to mitigate effects from new growth. The YSAQMD, in association with the California Air Resources Board (CARB) and the Sacramento Area Council of Governments (SACOG), is responsible for preparing the Air Quality Attainment Plan (AQAP) that details how the region intends to attain or maintain the state and federal ambient air quality standards.

The California Clean Air Act (CCAA) requires areas to attain state ambient air quality standards for ozone, carbon monoxide, sulfur dioxide, nitrogen dioxide, and particulate matter (PM). Areas that do not meet these standards must prepare plans to demonstrate how they will reach attainment for these standards by the earliest practicable date. The YSAQMD has attained each of these standards with the exceptions of ozone and PM. The District's Governing Board adopted its AQAP in February 1992 pursuant to CCAA requirements and identified feasible emission control measures to provide expeditious progress towards attaining the state ozone standard. This plan was submitted to the California Air Resources Board and was approved in May 1992. The proposed Project would not directly generate any operational air quality emissions, and would not increase vehicle traffic in such a manner as to increase mobile source

emissions. As such, the Project would not conflict with the implementation of the YSAQMD AQAP, and there is **no impact**.

**Responses b), c): Less than Significant.** Short-term air quality impacts can be anticipated from construction activities, although the proposed Project does not anticipate violating any air quality standard or contribute substantially to an existing or projected air quality violation. All construction equipment is required to comply with CARB regulations, and construction activity is subject to the YSAQMD regulations. The California Clean Air Act, signed into law in 1988, established the CAAQS; and all areas of the state are required to achieve and maintain the CAAQS by the earliest practicable date. Regions of the state that have not met one or more of the CAAQS are known as nonattainment areas, while regions that meet the CAAQS are known as attainment areas. The YSAQMD area is designated as a state nonattainment area for ozone and PM; and in attainment or unclassified for carbon monoxide, sulfur dioxide, and nitrogen dioxide. The YSAQMD publishes thresholds of significance for these pollutants. Since the proposed Project is a digital freeway sign and would have a minimal footprint, the proposed Project would require a minimal amount of construction activity that would not be expected to exceed any applicable air quality standards or result in a cumulatively considerable net increase in any criteria air pollutant.

Significant air quality impacts are not anticipated from the associated operational characteristics of the proposed Project. Project operations are limited to periodic maintenance two to six times per year and would not involve grading, trenching, or other activities that would cause fugitive dust emissions. The digital sign copy would be changed remotely and not require any on-site work other than maintenance. Maintenance of the proposed sign would occur as needed and would likely consist of a boom lift, one pickup/utility truck, and a three-person work crew. Equipment would be brought to the site the day of installation and removed the following day. Additional less than significant impacts can be assumed over a period of time from repainting the sign, resulting in emissions from the evaporation of solvents contained in paints, varnishes, primers, and other surface coatings as part of maintenance, and from the vehicular trips associated with maintenance vehicles. Based on the minimal operational emissions of the proposed sign, the proposed Project's operational emissions are not anticipated to exceed the YSAQMD's thresholds of significance. This is a **less than significant** impact.

**Response d): No impact.** Sensitive receptors include day care centers (adult & child), schools, hospitals, churches, rehabilitation centers, and long-term care facilities (i.e. assisted living facilities). A review of the area indicates that there are no sensitive receptors within ¼ mile of the Project site. As such, **no impact** is anticipated.

**Response e): Less than Significant.** During installation of the sign and periodic maintenance, there would be minimal emissions as described in responses b) and c) above. In addition, digital signs are not known to create objectionable odors, and as such, this is a **less than significant** impact.

*IV. BIOLOGICAL RESOURCES -- WOULD THE PROJECT:*

|  | <i>Potentially Significant Impact</i> | <i>Less Than Significant with Mitigation Incorporation</i> | <i>Less Than Significant Impact</i> | <i>No Impact</i> |
|--|---------------------------------------|--|-------------------------------------|------------------|
| 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, regulations or by the California Department of Fish and Game or US 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                                   |                  |
| 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                |

*RESPONSES TO CHECKLIST QUESTIONS*

**Response a): Less than Significant.** Full buildout of the proposed Project would allow for the installation of a digital freeway sign. Given that the proposed Project has a minimal physical footprint, there would not be any substantial adverse effect on any candidate, sensitive, or special status species. In addition, the digital freeway would be installed in an area adjacent to I-5 that has a low likelihood of containing sensitive biological resources. This is a **less than significant** impact.

**Response b): No impact.** The proposed Project site does not consist of riparian habitat or other sensitive natural community identified in local or regional plans, policies, and regulations or by the California Department of Fish and Wildlife or U.S. Fish and Wildlife Service. There is **no impact**.

**Response c): No impact.** There are no federally protected wetlands as defined by Section 404 of the Clean Water Act identified on or near to the proposed Project site. **No impact** would occur.

**Response d): Less than Significant.** The footprint of the proposed Project would be minimal, and therefore the proposed Project would not be expected to interfere substantially with the movement of species, or impede the use of native nursery sites. This is a **less than significant** impact.

**Response e): No impact.** The footprint of the proposed Project would be minimal, and the proposed Project would not conflict with any local policies or ordinances protecting biological resources. **No impact** would occur.

**Response f): No impact.** The proposed Project allows for the installation of a digital freeway sign with a minimal footprint, and therefore would not conflict with the any adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or state habitat conservation plan, including the adopted Yolo Habitat Conservation Plan/Natural Community Conservation Plan (HCP/NCCP). **No impact** would occur.

*V. CULTURAL RESOURCES -- WOULD THE PROJECT:*

|   | <i>Potentially Significant Impact</i> | <i>Less Than Significant with Mitigation Incorporation</i> | <i>Less Than Significant Impact</i> | <i>No Impact</i> |
|---|---------------------------------------|--|-------------------------------------|------------------|
| a) Cause a substantial adverse change in the significance of a historical resource as defined in '15064.5?    |                                       |  |                                     | X                |
| b) Cause a substantial adverse change in the significance of an archaeological resource pursuant to '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                |

*RESPONSES TO CHECKLIST QUESTIONS*

**Response a): No Impact.** There are no known historical resources on the site. Any resources that may have existed on the site at one time are likely to have been displaced or damaged and, as a result, the overall sensitivity of the site with respect to buried resources is low. Additionally, limited excavation into soils is expected to occur, which would further limit the potential for resources to be encountered with implementation of the proposed Project. Notwithstanding this, there is no known event in history that occurred at the site that would qualify it for historical preservation. Therefore, the Project would have no impact on historical resources as defined in CEQA Guidelines Section 15064.5. There is **no impact**.

**Response b): No Impact.** The Project site is previously disturbed, and there are no known archeological resources on the site. The Project would have no impact on the significance of an archaeological resource pursuant to CEQA Guidelines Section 15064.5. Notwithstanding this, should any be discovered on the site, the applicant is required to comply with the provisions set forth in CEQA Guidelines Section 15064.5 regarding archaeological sites. There would be **no impact**.

**Response c): No Impact.** The Project site is previously disturbed, and there are no known paleontological resources on the site. The proposed sign would not directly or indirectly destroy a unique paleontological resource or site or unique geologic feature. Notwithstanding this, should any be discovered on the site, the applicant is required to comply with the provisions set forth in CEQA Guidelines Section 15064.5 regarding paleontological sites.

**Response c): No Impact.** The Project is not expected to disturb any human remains. Notwithstanding this, should any be discovered on the site, the applicant is required to comply with the provisions set forth in CEQA Guidelines Section 15064.5 regarding human remains sites. There is **no impact**.

*VI. GEOLOGY AND SOILS -- WOULD THE PROJECT:*

|  | <i>Potentially Significant Impact</i> | <i>Less Than Significant with Mitigation</i> | <i>Less Than Significant Impact</i> | <i>No Impact</i> |
|--|---------------------------------------|--|-------------------------------------|------------------|
| a) Expose people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving:   |                                       |  |                                     |                  |
| i) Rupture of a known earthquake fault, as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known fault? Refer to Division of Mines and Geology Special Publication 42. |                                       |  | 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 on a geologic unit or soil that is unstable, or that would become unstable as a result of the project, and potentially result in on- or off-site landslide, lateral spreading, subsidence, liquefaction or collapse?   |                                       |  |                                     | 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  |                                     |                  |
| e) Have soils incapable of adequately supporting the use of septic tanks or alternative waste water disposal systems where sewers are not available for the disposal of waste water?   |                                       |  |                                     | X                |

*RESPONSES TO CHECKLIST QUESTIONS*

**Responses a.i), a.ii), a.iii): Less than Significant.** The City of Woodland is not located within an Alquist-Priolo Earthquake Fault Zone, nor is it expected to be exposed to strong seismic ground shaking or seismic-related ground failure, including liquefaction. Construction of a sign would not involve significant changes in topography, and minimal earthwork would be involved at the Project site as described in the project description. This is a **less than significant** impact.

**Response a.iv): No Impact.** Topographically, the property is essentially planar. Elevation of the Project site is at approximately sea level. The City of Woodland has a relatively flat topography, and the possibility of landslides is unlikely. The proposed Project site is not within a potential earthquake-induced landslide hazard zone, and due to the low gradient of the site, seismically

induced landsliding is nil. Implementation of the proposed Project would not result in the exposure of people or structures to the risk of landslides during a seismic event. There is **no impact**.

**Response b): No Impact.** The proposed Project would not result in substantial soil erosion or the loss of topsoil. The potential for soil erosion on the Project site is low due to the existing topography of the Project site and the limited construction activities that would disturb the existing surface conditions. Construction activities are subject to the best management practices established by the YSAQMD, which would reduce the potential for windborne soil erosion during construction activities. Therefore, there would be **no impact** related to soil erosion or the loss of topsoil.

**Response c): No Impact.** The proposed Project is geologically and geotechnically feasible. The Project site is not located on a geologic unit or soil that is unstable, or that would become unstable as a result of the Project and is unlikely to result in on-or off-site landslide, lateral spreading, subsidence, liquefaction or collapse. The site is underlain by Pescadero silty clay. The Pescadero series consists of very deep, poorly drained soils that formed in alluvium from sedimentary rocks. This clay is not considered unstable. Therefore, there is **no impact** related to unstable soils.

**Response d): Less than Significant with Mitigation.** The Project could potentially be located on expansive soil, as defined in the California Building Code, creating substantial risks to life or property. Expansive soils are typically composed of certain types of silts and clays that have the capacity to shrink or swell in response to changes in soil moisture content. Pescadero silty clay is a poorly drained soil that has a high linear extensibility percent (lep), which is a measure of the soil's expected shrink-swell capacity. Shrinking or swelling of foundation soils can lead to damage to foundations and engineered structures including tilting and cracking. Mitigation Measure 1 below would ensure that the proposed Project would comply with current City Code and California Building Code (CBC) requirements, to ensure that the Project would not affect foundations or result in other structural or engineering modifications that could increase exposure of people or structures to risk associated with expansive soils. There is a **less than significant impact with mitigation**.

#### *Mitigation Measures*

**Mitigation Measure 1:** *Prior to the development of the Project site, a subsurface geotechnical investigation must be performed to identify onsite soil conditions and identify any site-specific engineering measures to be implemented during the construction of structure foundations and subsurface utilities.*

**Responses e): No Impact.** The proposed Project would not generate any wastewater and would not involve the installation of a septic system. There is **no impact**.

*XII. GREENHOUSE GAS EMISSIONS – WOULD THE PROJECT:*

|   | <i>Potentially Significant Impact</i> | <i>Less Than Significant with Mitigation Incorporation</i> | <i>Less Than Significant Impact</i> | <i>No Impact</i> |
|---|---------------------------------------|--|-------------------------------------|------------------|
| 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 gasses? |                                       |  | X                                   |                  |

*RESPONSES TO CHECKLIST QUESTIONS*

**Responses a), b): Less than Significant.** Greenhouse gas (GHG) emissions contribute, on a cumulative basis, to the significant adverse environmental impacts of global climate change. The combination of GHG emissions from past, present, and future projects contributes substantially to the phenomenon of global climate change and its associated environmental impacts and as such is addressed only as a cumulative impact. Implementation of the proposed Project would not substantially contribute to increases of GHG emissions that are associated with global climate change. Estimated GHG emissions attributable to the proposed Project are minimal and would be primarily associated with increases of carbon dioxide (CO<sub>2</sub>) from mobile sources associated with Project construction and minimal, periodic maintenance. There are no permanent sources of GHG emissions involved with the proposed Project.

Emissions of CO<sub>2</sub> typically constitute a majority of total mobile-source GHG emissions commonly associated with development projects. To a lesser extent, other GHG pollutants, such as methane (CH<sub>4</sub>), largely generated by natural-gas combustion, and nitrous oxide (N<sub>2</sub>O), would typically have a minor contribution to overall GHG emissions. These pollutants are not associated with this type of development. The YSAQMD does not have an adopted threshold of significance for construction-related or operational-related GHG emissions for nonindustrial facilities. However, as described in the Air Quality section above, the proposed Project is well below the YSAQMD's screening thresholds for projects that would emit significant emissions, including CO<sub>2</sub>. The proposed Project could generate GHG emissions from vehicle exhaust (i.e., trucks, cherry picker/lift(s), and construction worker commuting) associated with the installation of the proposed sign, and periodic maintenance activities. Additionally, purchased electricity necessary to operate the sign would cause indirect GHG emissions. Digital signs are powered by electricity, the production of which may generate emissions of CO<sub>2</sub>. For purposes of this analysis, the operation of the proposed sign is conservatively assumed to consume approximately 10,000 kilowatts at full power per month. Assuming that it operated at full power 24 hours per day, approximately 120,000 kilowatt-hours per year (kWh/year) would be consumed. According to the U.S. EPA's Greenhouse Gas Equivalencies Calculator, this would result in the generation of approximately 82 metric tons of CO<sub>2</sub> equivalents (MTCO<sub>2</sub>e) per year. For comparative purposes, the City's Climate Action Plan (2014) includes the 2005 city-wide

baseline emissions of GHGs, which was 544,000 MTCO<sub>2</sub>e. The GHG emissions from electricity consumption from future digital freeway signs would be negligible. As technology is refined, the sign could be updated with more efficient technology, and a reduction in overall electricity usage would be likely to occur.

While Project approval may alter the electrical usage and result in additional carbon emissions temporarily from construction vehicles and the generation of power needed for the sign, the installation of the proposed sign would not have a significant environmental effect related to greenhouse gas emissions or climate change. Given the small size of this Project, GHG emissions associated with the Project would be minimal and would not exceed any threshold were one adopted. Since there are no established thresholds of significance against which to measure the impacts, the quantitative assumption is that the proposed Project's contribution to global warming is very minimal and considered not significant. The Project also includes light sensor controls and the ability to immediately respond to technology improvements, which are beneficial.

Additionally, the proposed Project does not conflict with the City of Woodland Climate Action Plan. The Climate Action Plan contains goals and policies that will help the City reduce its 2005 baseline greenhouse gas emissions by the year 2020. The proposed Project would not conflict with any applicable plan, policy, or regulation adopted for the purpose of reducing the emissions of greenhouse gases. Implementation of the proposed Project would not impair the City's efforts to reduce GHG emissions levels through implementation of the Climate Action Plan. For these reasons, impacts related to greenhouse gas emissions would be **less than significant**.

**VIII. HAZARDS AND HAZARDOUS MATERIALS -- WOULD THE PROJECT:**

|  | <i>Potentially Significant Impact</i> | <i>Less Than Significant with Mitigation Incorporation</i> | <i>Less Than Significant Impact</i> | <i>No Impact</i> |
|--|---------------------------------------|--|-------------------------------------|------------------|
| 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 through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment?  |                                       |  |                                     | X                |
| c) Emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school?  |                                       |  |                                     | X                |
| d) Be located on a site which is included on a list of hazardous 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 or working 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                |

**RESPONSES TO CHECKLIST QUESTIONS**

**Responses a), b), c), d), e), f), g), h): No impact.** The proposed Project would allow for the installation of a digital freeway sign. The proposed Project would not create any hazards to the public, emit hazardous emissions, be located on a site which is included in list of hazardous materials sites, be located near an airport, impair any emergency response plan or emergency evacuation plan, or expose people to risk of wildland fires. As provided in the California Department of Toxic Substances Control Envirostar database, the closest toxic cleanup site is a State Response site, located approximately 0.5 miles to the northwest of the proposed Project site, at 1962 Hays Lane. There is **no impact**.

**IX. HYDROLOGY AND WATER QUALITY -- WOULD THE PROJECT:**

|   | <i>Potentially Significant Impact</i> | <i>Less Than Significant with Mitigation Incorporation</i> | <i>Less Than Significant Impact</i> | <i>No Impact</i> |
|---|---------------------------------------|--|-------------------------------------|------------------|
| 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                |
| 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 runoff?   |                                       |  |                                     | 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 seiche, tsunami, or mudflow?   |                                       |  |                                     | X                |

**RESPONSES TO CHECKLIST QUESTIONS**

**Responses a), b), c), d), e), f): No Impact.** The agency with jurisdiction over water quality within the project area is the Central Valley Regional Water Quality Control Board (CVRWQCB). The Clean Water Act (CWA) prohibits the discharge of pollutants to waters of the United States

from any point source unless the discharge is in compliance with a National Pollutant Discharge Elimination System (NPDES) permit. In accordance with the CWA, the proposed sign, as with all construction within the City of Woodland, is required to comply with the NPDES, if applicable. The Project involves construction of a new digital freeway sign in compliance with all applicable NPDES requirements, and as such would not cause any violations associated with water quality standards or water discharge requirements.

Construction and operation of the proposed Project would not involve dewatering and, thus, would not deplete groundwater supplies. Implementation of the proposed Project would not substantially deplete groundwater supplies or interfere substantially with groundwater recharge, and, as such, no impacts would occur.

The proposed Project also would not materially change the amount of impervious surfaces at the Project site or otherwise alter existing drainage patterns or surface water runoff quality or quantities on the Project site. Operation of the proposed sign does not involve the use of water or generation of wastewater. As such, implementation of the proposed Project would not result in significant impacts on surface water quality. There is **no impact**.

**Responses g), h): No Impact.** Pursuant to Flood Insurance Rate Map, Flood Zone Map No. 06113C0465H, as revised on May 12, 2012, the Project site lies within the boundaries of 100- and 500-year flood zones. However, due to the nature of the proposed Project, which involves constructing and operating a sign structure over a small area of the property, it is not anticipated to impede or redirect flood flows within the area. The proposed Project also does not involve the construction of housing. Therefore, no impacts resulting from the placement of housing or other structures within a 100-year flood hazard area would occur. There is **no impact**.

**Responses i): No Impact.** The Project site lies within the boundaries of a 100-year flood zone. However, the proposed Project involves constructing and operating a sign structure, and removal and/or replacement of four existing billboards signs within the City. No impact is anticipated on flooding as a result of the failure of a levee or dam. Therefore, no impacts due to the exposure of people or structures to a risk of loss, injury, or death involving flooding as a result of the failure of a levee or dam would occur. There is **no impact**.

**Responses j): No Impact.** The City of Woodland is relatively flat and is not located near a dam, lake, or ocean, and therefore, inundation by seiche, tsunami, or mudflow is not anticipated. Moreover, tsunamis and seiches do not pose hazards due to the inland location of the site and lack of nearby bodies of standing water. There is **no impact**.

*X. LAND USE AND PLANNING - Would the project:*

|   | <i>Potentially Significant Impact</i> | <i>Less Than Significant with Mitigation Incorporation</i> | <i>Less Than Significant Impact</i> | <i>No Impact</i> |
|---|---------------------------------------|--|-------------------------------------|------------------|
| 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                |

*RESPONSES TO CHECKLIST QUESTIONS*

**Response a): No Impact.** The construction and operation of the proposed sign on the Project site would not physically divide an established community, as it is being placed on the southeast corner of the current site at 2140 Freeway Drive and would not block access to the surrounding sites. The Project would not disrupt or divide the physical arrangement of an established community. There is **no impact**.

**Response b): No Impact.** The Project would not conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the Project adopted for the purpose of avoiding or mitigating an environmental effect. The Project is consistent with the current General Plan and zoning designations. According to Woodland Municipal Code Section 25-24-20,(i)(2)(A), as proposed to be amended, digital freeway signs are permitted along specific sections of I-5, including the section that begins at County Road 102 and runs east along the I-5 corridor to the eastern boundary of the City. The proposed Project would be consistent with all applicable land use plans, policies, and regulations, including the City Municipal Code. There is **no impact**.

**Response c): No Impact.** There is no applicable habitat conservation plan or natural community conservation plan. Therefore, the Project would not conflict with any applicable habitat conservation plan or natural community conservation plan, as there are no applicable conservation plans.

*XI. MINERAL RESOURCES -- WOULD THE PROJECT:*

|   | <i>Potentially Significant Impact</i> | <i>Less Than Significant with Mitigation Incorporation</i> | <i>Less Than Significant Impact</i> | <i>No Impact</i> |
|---|---------------------------------------|--|-------------------------------------|------------------|
| 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                |

*RESPONSES TO CHECKLIST QUESTIONS*

**Responses a), b): No impact.** The Project would not 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 or of a locally important mineral resource recovery site delineated on a local general plan, specific plan or other land use plan. There are no known mineral resources on the site. Therefore, the proposed Project would not affect access to or the availability of valued mineral resources. There is **no impact**.

*XII. NOISE -- WOULD THE PROJECT RESULT IN:*

|   | <i>Potentially Significant Impact</i> | <i>Less Than Significant with Mitigation Incorporation</i> | <i>Less Than Significant Impact</i> | <i>No Impact</i> |
|---|---------------------------------------|--|-------------------------------------|------------------|
| 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 groundborne vibration or groundborne 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                |

*RESPONSES TO CHECKLIST QUESTIONS*

**Responses a), b), c), d): Less than Significant.** Digital signs are not known to emit noise or sound. During the short period of construction of the Project, however, there may be increased noise levels or vibration. Construction activities are regulated by the City of Woodland Municipal Code. These impacts would be temporary and are considered less than significant. Construction and implementation of the proposed Project would not result in a substantial temporary or permanent increase in ambient noise levels, nor would it expose persons to generation of noise levels in excess of standards or excessive groundborne vibration or noise. The proposed Project involves installation of one new sign. It is located at a property that is zoned for commercial uses and adjacent to a busy freeway (I-5) with many existing sources of noise and a high level of existing ambient noise. Installation of the proposed sign and periodic maintenance, which would involve the use of equipment such as trucks and cherry picker/lifts, would not generate noise in excess of the City's noise ordinance, nor would it result in a substantial temporary increase in ambient noise levels.

With regard to roadway noise associated with construction traffic on area roads, traffic volumes on roads with good operating conditions (i.e., Level of Service of B or better) would have to increase at more than a three-fold rate to reach the City's threshold of significance of a 5 dBA increase and would need to increase even more on roads with poor operating conditions (i.e., Level of Service C or worse). Given the limited scope of construction activities (installation and removal of signs), only a small amount of construction traffic would occur, and this would not result in a noise level increase that would exceed the threshold of significance.

Operation of the proposed Project would not generate any noise with the exception of periodic maintenance activities as discussed above. Additionally, the proposed Project would not result in an increase in noise generating activities such as traffic. Therefore, this is a **less than significant impact**.

**Responses e), f): No impact.** The Project site is not located within an airport land use plan, within two miles of a public airport or public use airport, or within the vicinity of a private airstrip. Therefore, there is **no impact**.

*XIII. POPULATION AND HOUSING -- WOULD THE PROJECT:*

|   | <i>Potentially Significant Impact</i> | <i>Less Than Significant with Mitigation Incorporation</i> | <i>Less Than Significant Impact</i> | <i>No Impact</i> |
|---|---------------------------------------|--|-------------------------------------|------------------|
| 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                |

*RESPONSES TO CHECKLIST QUESTIONS*

**Response a): Less than Significant.** The proposed sign would not induce substantial population growth in an area. The proposed Project involves installation and operation of one new digital freeway sign and does not include residential development. The proposed improvement would not increase existing long-term employment. With no increase in long-term employment, and no new homes proposed, the proposed Project would not induce substantial population growth. Furthermore, the Project site is located within a developed area, and no new roads or extensions of existing roads or other growth-accommodating infrastructure are proposed. Therefore, the proposed Project would not be expected to directly or indirectly induce substantial population growth through extension of roads or other infrastructure. This is a **less than significant** impact.

**Response b): No impact.** The proposed sign would not displace substantial numbers of existing housing. There are no existing residential properties on the Project site. Implementation of the proposed Project would not displace housing. Therefore, no impacts on housing would occur. There is **no impact**.

**Response c): No impact.** The proposed sign would not displace substantial numbers of people, as it would be located on a currently unutilized portion of a commercial site at 2140 Freeway Drive. There is **no impact**.

*XIV. PUBLIC SERVICES*

|  | <i>Potentially Significant Impact</i> | <i>Less Than Significant with Mitigation Incorporation</i> | <i>Less Than Significant Impact</i> | <i>No Impact</i> |
|--|---------------------------------------|--|-------------------------------------|------------------|
| Would the project result in substantial adverse physical impacts associated with the provision of new or physically altered governmental facilities, need for new or physically altered governmental facilities, the construction of which could cause significant environmental impacts, in order to maintain acceptable service ratios, response times or other performance objectives for any of the public services: |                                       |  |                                     |                  |
| a) Fire protection?  |                                       |  |                                     | X                |
| b) Police protection?  |                                       |  |                                     | X                |
| c) Schools?  |                                       |  |                                     | X                |
| d) Parks?  |                                       |  |                                     | X                |

*RESPONSES TO CHECKLIST QUESTIONS*

**Responses a), b), c), d): No impact.** The proposed sign would not result in substantial adverse physical impacts associated with the provision of new or physically altered governmental facilities, need for new or physically altered governmental facilities, the construction of which could cause significant environmental impacts, in order to maintain acceptable service ratios, response times or other performance objectives for fire protection, police protection, schools, parks, or other public facilities. The proposed Project entails placement of one new digital freeway sign. The proposed Project would comply with all applicable City and State codes, ordinances and regulations. The proposed sign would be made of noncombustible materials approved by both the Fire Department and Building Department. It would not add new buildings or increase long-term employment. Therefore, no impacts on fire or police protection services are expected with implementation of the proposed Project. Further, no impacts to, or need for, new school facilities, parks or other public facilities would occur. There is **no impact**.

*XV. RECREATION*

|  | <i>Potentially Significant Impact</i> | <i>Less Than Significant with Mitigation Incorporation</i> | <i>Less Than Significant Impact</i> | <i>No Impact</i> |
|--|---------------------------------------|--|-------------------------------------|------------------|
| a) Would the project increase the use of existing neighborhood and regional parks or other recreational facilities such that substantial physical deterioration of the facility would occur or be accelerated? |                                       |  |                                     | 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                |

*RESPONSES TO CHECKLIST QUESTIONS*

**Response a): No impact.** The proposed Project would not create new households that could increase the use of existing neighborhood and regional parks or other recreational facilities such that substantial physical deterioration of the facility would occur or be accelerated. The proposed Project does not include development of recreational facilities nor does it include residential development that would increase demand for recreational facilities. The proposed Project would not increase long-term employment such that increased demand for neighborhood and regional parks or other recreational facilities would occur. Therefore, the proposed Project would not result in substantial physical deterioration of existing area recreational facilities or require the construction or expansion of recreational facilities. No impact would occur. There is **no impact**.

**Response b): No impact.** The Project does not include recreational facilities or require the construction or expansion of recreational facilities that might have an adverse physical effect on the environment. There is **no impact**.

**XVI. TRANSPORTATION/TRAFFIC -- WOULD THE PROJECT:**

|  | <i>Potentially Significant Impact</i> | <i>Less Than Significant with Mitigation Incorporation</i> | <i>Less Than Significant Impact</i> | <i>No Impact</i> |
|--|---------------------------------------|--|-------------------------------------|------------------|
| a) Cause an increase in traffic which is substantial in relation to the existing traffic load and capacity of the street system (i.e., result in a substantial increase in either the number of vehicle trips, the volume to capacity ratio on roads, or congestion at intersections)? |                                       |  | X                                   |                  |
| b) Exceed, either individually or cumulatively, a level of service standard established by the county congestion management agency for designated roads or highways?   |                                       |  | X                                   |                  |
| c) 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                |
| d) Substantially increase hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment)?   |                                       |  | X                                   |                  |
| e) Result in inadequate emergency access?  |                                       |  |                                     | X                |
| f) Result in inadequate parking capacity?  |                                       |  |                                     | X                |
| g) Conflict with adopted policies, plans, or programs supporting alternative transportation (e.g., bus turnouts, bicycle racks)?   |                                       |  |                                     | X                |

**RESPONSES TO CHECKLIST QUESTIONS**

**Responses a), b): Less than Significant.** The proposed Project would not conflict with applicable plans, ordinances or policies establishing measures of effectiveness for the performance of the circulation system, and traffic created during construction and operational activities is expected to be minimal. Construction of the proposed Project would generate a minimal amount of traffic associated with workers traveling to and from the site. Given the limited construction and operational activities (installation of one new digital freeway sign and maintenance of approximately two to six visits annually), these vehicle trips would not be sufficient to result in noticeable traffic impacts on the local roadway system or exceed any level of service standard established by the county congestion management agency for designated roads or highways. All roads would be kept clear and unobstructed at all times during sign installation and operation and thereby would not create a significant impact.

While it is possible that new digital freeway signs could redirect regular freeway traffic to specific locations within the City as a result of effective advertisements on future signs, this would not result in an overall increase in local or regional traffic, and would not result in impacts to levels of service on any local or regional roadways. Additionally, the City would

require that before any applicant could install a new digital freeway sign, the applicant would have to remove four existing billboard signs, reducing the total number of billboard signs within the City. This is a **less than significant** impact.

**Response c): No impact.** The proposed sign would not result in a change in air traffic patterns. There is **no impact**.

**Response d): Less than Significant.** As digital sign technology has evolved, the issue has been raised as to whether digital signs themselves, regardless of compliance with such operating restrictions, present a distraction to drivers and thereby create conditions that could lead to accidents. A digital sign allows for periodic changes in displayed advertising messages electronically, and primary concerns regarding their impacts center around driver safety and distraction. The proposed sign as described in the project description above includes a number of features that would ensure compliance with the State of California’s Outdoor Advertising Act (Business and Professions Code Section 5200 *et seq.*), and all current best practices for digital signs. During construction and operational activities, all necessary equipment and vehicles would be required to use local roadways; however, this is not anticipated to create a safety hazard. In addition, a number of technical studies demonstrate that the proposed digital sign is not anticipated to substantially increase hazards due to its design features<sup>1 2</sup>. These studies show that there are no differences in the overall glance patterns between digital billboards, conventional billboards, comparison events, and baseline events. Furthermore, one study found that digital billboards “have no statistically significant relationship with the occurrence of accidents.”<sup>3</sup>

In addition to these studies, the Federal Highway Administration (FHWA) has also addressed signage issues in general, and digital signs in particular. As part of its agreement with various states pursuant to the Highway Beautification Act, 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. While these provisions may be enforced by the FHWA, through agreement with the State of California, they are typically enforced by Caltrans.

Furthermore, the City is in the process of considering amendments to its Zoning Code to regulate digital freeway signs. The proposed modifications to the Code include specific development standards that limit the amount of light and glare that can be emitted from a digital freeway sign. These standards also require the message display to have static messages only, and limit the illumination of the digital freeway sign to safe levels, as written in Section 25-24-20,(i)(2)(B), as proposed to be amended:

*x. Illumination. Digital freeway signs shall not operate at brightness levels of more than 0.3 foot-candles above ambient light, as measured using a foot-candle meter at a distance*

<sup>1</sup> Driving Performance and Digital Billboards, Virginia Tech Transportation Institute. March 2007.

<sup>2</sup> A study of the relationship between Digital Billboards and Traffic Safety, Tantala Associates. August 2010.

<sup>3</sup> A study of the relationship between Digital Billboards and Traffic Safety, Tantala Associates. August 2010 p.3.

*of 250 feet from the sign face. Each digital display area shall have a light sensing device that will adjust the brightness of the sign as ambient light conditions change throughout the day. Digital freeway signs shall create minimal glare, maintain contrast between the sign face and the surrounding area, have minimal impact on driver distraction, and create minimal light trespass into residential areas.*

*The applicant shall demonstrate through field testing compliance with a 0.3 footcandle increase, or less, over ambient light at a distance of 250 feet during nighttime conditions upon initial start-up, again at 6 months of operation and at the request of the City for the life of the sign. The Applicant shall fund field testing by a qualified independent contractor or City staff trained in the use of a handheld photometer to demonstrate continued compliance.*

*If increases in ambient light are found to be above the 0.3 footcandle level, the dimming level shall be adjusted until this level can be demonstrated. This must be completed and demonstrated through follow-up field testing within 24 hours or the billboard shall not be operated until the lighting levels can be brought into compliance.*

*viii. Minimum Display Time. Each message or image on the sign must be displayed for a minimum of eight (8) consecutive seconds. Transition or blank screen time between one still message or image and the next may not exceed one (1) second.*

Given the aforementioned studies, Federal regulations, and local Development Standards, the proposed sign would not pose a significant risk of hazards due to design features. This is a **less than significant** impact.

**Response e): No impact.** The proposed Project would be located outside travelled portions of the roadway and would present no obstacle to emergency access. The proposed sign would also have the capacity to display official messages regarding emergencies and could perform as part of the emergency response system. The Project would not result in inadequate emergency access. There is **no impact**.

**Response f): No impact.** The proposed Project involves the installation and operation of one new sign. It would not conflict with, nor hinder performance of policies, plans, or programs regarding alternative forms of transportation. There is **no impact**.

*XVII. UTILITIES AND SERVICE SYSTEMS -- WOULD THE PROJECT:*

|   | <i>Potentially Significant Impact</i> | <i>Less Than Significant with Mitigation Incorporation</i> | <i>Less Than Significant Impact</i> | <i>No Impact</i> |
|---|---------------------------------------|--|-------------------------------------|------------------|
| 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 or may serve the project that it has adequate capacity to serve the projects projected demand in addition to the providers existing commitments? |                                       |  |                                     | X                |
| f) Be served by a landfill with sufficient permitted capacity to accommodate the projects solid waste disposal needs?   |                                       |  |                                     | X                |
| g) Comply with federal, state, and local statutes and regulations related to solid waste?   |                                       |  |                                     | X                |

*RESPONSES TO CHECKLIST QUESTIONS*

**Responses a), b), c), d), e), f), g): No impact.** The proposed Project would not generate any wastewater or require a supply of potable water. Construction and operation of the sign would not require other utility services (water, wastewater, storm water drainage, or landfill facilities), and no impact to these services would occur. The proposed Project would not increase existing employment or otherwise affect water use or wastewater generation. The Project also does not materially change the amount of permeable surface areas, drainage patterns, or affect storm water drainage systems. Periodic replacement of the LED lights on the digital display signs would also be required. Although LED lights cannot be recycled, their disposal requires no particular procedure unlike other fluorescent light bulbs. The solid waste generated from replacing signage and lighting would be minimal. In addition, no inert solid waste is anticipated to be generated as a result of the proposed Project. The digital freeway sign would require electrical service (conservatively assumed to be approximately 10,000 kilowatts

per month). Providing such service through extension of existing electrical services in the vicinity would not result in any significant impacts. There is **no impact**.

*XVIII. MANDATORY FINDINGS OF SIGNIFICANCE --*

|  | <i>Potentially Significant Impact</i> | <i>Less Than Significant with Mitigation Incorporation</i> | <i>Less Than Significant Impact</i> | <i>No Impact</i> |
|--|---------------------------------------|--|-------------------------------------|------------------|
| a) Does the project have the potential to degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, reduce the number or restrict the range of a rare or endangered plant or animal or eliminate important examples of the major periods of California history or prehistory? |                                       |  |                                     | X                |
| b) Does the project have the potential to achieve short-term, to the disadvantage of long-term, environmental goals?   |                                       |  |                                     | X                |
| c) Does the project have impacts that are individually limited, but cumulatively considerable? ("Cumulatively considerable" means that the incremental effects of a project are considerable when viewed in connection with the effects of past projects, the effects of other current projects, and the effects of probable future projects)?   |                                       |  |                                     | X                |
| d) Does the project have environmental effects which will cause substantial adverse effects on human beings, either directly or indirectly?  |                                       |  |                                     | X                |

*RESPONSES TO CHECKLIST QUESTIONS*

**Responses a): No impact.** As described throughout the preceding checklist sections, 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, threaten to eliminate a plant or animal community, reduce the number or restrict the range of a rare or endangered plant or animal or eliminate important examples of the major periods of California history or prehistory. There is **no impact**.

**Responses b): No impact.** Based on the analysis contained within this Initial Study, the proposed Project is not anticipated to create impacts that are individually limited, but cumulatively considerable. There is **no impact**.

**Responses c): No impact.** Based on the analysis contained within this Initial Study, the proposed Project would not have environmental effects that would cause substantial adverse effects on human beings, either directly or indirectly. There is **no impact**.

**REFERENCES**

- An Ordinance of the City Council of the City of Woodland Amending Article 24 of the Woodland Municipal Code Relating to Signs. July 2015.
- California Department of Transportation (Caltrans) California Scenic Highways Program. Available at: [http://www.dot.ca.gov/hq/LandArch/scenic\\_highways/scenic\\_hwy.htm](http://www.dot.ca.gov/hq/LandArch/scenic_highways/scenic_hwy.htm)
- CEQA Guidelines (BAAQMD, 2011). May 2011.
- City of Woodland Climate Action Plan. July 2014. Available online at: <http://www.cityofwoodland.org/gov/depts/pw/areas/enviro/climate/capdetails/default.asp>
- City of Woodland General Plan EIR. February 1996. Available online at: [http://www.cityofwoodland.org/gov/depts/cd/divisions/planning/online/general\\_plan.asp](http://www.cityofwoodland.org/gov/depts/cd/divisions/planning/online/general_plan.asp)
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- Department of Toxic Substances Control (DTSC) Envirostar. Accessed on July 7, 2015. Accessed on July 7, 2015. Available online at: <http://websoilsurvey.sc.egov.usda.gov/App/WebSoilSurvey.aspx>
- U.S. EPA Greenhouse Gas Equivalencies Calculator. Available online at: <http://www.epa.gov/cleanenergy/energy-resources/calculator.html>
- USDA Web Soil Survey. Accessed on July 7, 2015. Available at: <http://websoilsurvey.sc.egov.usda.gov/App/WebSoilSurvey.aspx>

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