

# INITIAL STUDY & MITIGATED NEGATIVE DECLARATION

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## DIGITAL BILLBOARD DEVELOPMENT AGREEMENT NO. 20-1 DEVELOPMENT REVIEW APPLICATION NO. 20:007



LEAD AGENCY:  
**CITY OF PARAMOUNT**  
**16400 COLORADO AVENUE**  
**PARAMOUNT, CALIFORNIA 90723**

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**MAY 19, 2020**

PARA 096

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# MITIGATED NEGATIVE DECLARATION

**PROJECT NAME:** Digital Billboard. Development Agreement No. 20-1 & Development Review Application No. 20:007

**APPLICANT:** Dwayne DeRose, DeRose Displays, 170 E. Yorba Linda Boulevard # 500, Placentia, California, 92870.

**PROJECT LOCATION:** The proposed digital billboard will be located within the northwestern portion of the City of Paramount. The location of the proposed billboard will be approximately 200 feet east of the I-710 Freeway and 600 feet north of Rosecrans Avenue. The Assessor's Parcel No. (APN) is 6236-035-013

**CITY AND COUNTY:** Paramount, Los Angeles County.

**DESCRIPTION:** The proposed project involves the installation and operation of a single digital billboard within the northwestern portion of the City of Paramount. The billboard will be a V-shaped billboard structure that will feature two opposing billboard faces which will be oriented towards the northeast and southwest. The entire billboard structure will have a height of 45 feet and the billboard faces will have a length of 48 feet and a height of 14 feet.

**FINDINGS:** The environmental analysis provided in the attached Initial Study indicates that the proposed project will not result in any significant adverse immitigable environmental impacts. For this reason, the City of Paramount ("City") determined that a *Mitigated Negative Declaration* is the appropriate document required pursuant to the California Environmental Quality Act ("CEQA"). The following findings may also be made based on the analysis contained in the attached Initial Study:<sup>1</sup>

- The proposed project *will not* have the potential to substantially degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, substantially reduce the number or restrict the range of a rare or endangered plant or animal or eliminate important examples of the major periods of California history or prehistory.
- The proposed project *will not* have impacts that are individually limited, but cumulatively considerable.
- The proposed project *will not* have environmental effects which will cause substantial adverse effects on human beings, either directly or indirectly.

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

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John King, AICP. Assistant Planning Director City of Paramount

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Date

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<sup>1</sup> California, State of. *Title 14. California Code of Regulations. Chapter 3. Guidelines for the Implementation of the California Environmental Quality Act.* as Amended 1998 (CEQA Guidelines). §15065.

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## SECTION 1 INTRODUCTION

### 1.1 PURPOSE OF THE INITIAL STUDY

The proposed project involves the installation and operation of a single digital billboard within the northwestern portion of the City of Paramount. The project Applicant is Dwayne DeRose, DeRose Displays, 170 E. Yorba Linda Boulevard # 500, Placentia, California, 92870. As part of the proposed project's environmental review, the City authorized the preparation of this Initial Study.<sup>2</sup> Although this Initial Study was prepared with consultant support, the analysis, conclusions, and findings made as part of its preparation fully represent the independent judgment and analysis of the City, in its capacity as the Lead Agency. The primary purpose of CEQA is to ensure that decision-makers and the public understand the environmental impacts of the proposed project and that decision-makers have considered such impacts before considering approval of the project. Pursuant to Section 15063(c) of the CEQA Guidelines, the purposes of this Initial Study include the following:

- To provide the City information to use as the basis for deciding whether to prepare an environmental impact report (EIR), mitigated negative declaration, or negative declaration;
- To facilitate the project's environmental assessment early in the design and development of the project;
- To eliminate unnecessary EIRs;
- Assist in the preparation of an EIR if one is required;
- Provide documentation of the factual basis for the finding in a negative declaration that a project will not have a significant effect on the environment;
- To enable modification of the project to mitigate adverse impacts of the project; and,
- Determine whether a previously prepared EIR could be used with the project.

The City also determined, as part of this Initial Study's preparation, that a Mitigated Negative Declaration is the appropriate environmental document for the project's environmental review pursuant to CEQA. This Initial Study and the *Notice of Intent to Adopt a Mitigated Negative Declaration* will be forwarded to responsible agencies, trustee agencies, and the public for review and comment. A 250-day public review period will be provided to allow these agencies and other interested parties to comment on the proposed project and the findings of this Initial Study.<sup>3</sup> Questions and/or comments should be submitted to the following City staff person:

John King, AICP, Assistant Planning Director  
City of Paramount, Planning Department  
16400 Colorado Avenue  
Paramount, California 90723

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<sup>2</sup> California, State of. *Title 14. California Code of Regulations. Chapter 3. Guidelines for the Implementation of the California Environmental Quality Act.* as Amended 1998 (CEQA Guidelines). §15050.

<sup>3</sup> Ibid. §15060 (b).

## 1.2 INITIAL STUDY'S ORGANIZATION

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

- *Section 1 Introduction*, provides the procedural context surrounding this Initial Study's preparation and insight into its composition. This section also includes a checklist that summarizes the findings of this Initial Study.
- *Section 2 Project Description*, provides an overview of the existing environment as it relates to the project site and describes the proposed project's physical and operational characteristics.
- *Section 3 Environmental Analysis*, includes an analysis of potential impacts associated with the proposed project's installation and the subsequent operation.
- *Section 4 Conclusions*, indicates the conclusions of the environmental analysis and the Mandatory Findings of Significance.
- *Section 5 References*, identifies the sources used in the preparation of this Initial Study.





## SECTION 2 PROJECT DESCRIPTIONS

### 2.1 PROJECT OVERVIEW

The proposed project involves the installation and operation of a single digital billboard within the northwestern portion of the City of Paramount. The billboard will be a V-shaped billboard structure that will feature two opposing billboard faces which will be oriented towards the northeast and southwest. The entire billboard structure will have a height of 45 feet. The billboard faces will have a length of 48 feet and a height of 14 feet. The project is described in greater detail in Section 2.4.

### 2.2 PROJECT LOCATION

The proposed digital billboard will be located in the northwestern portion of the City of Paramount. The City of Paramount is located in the southwestern portion of Los Angeles County, approximately 12 miles southeast of downtown Los Angeles. Paramount is generally bounded by South Gate and Downey on the north; the Los Angeles River, Lynwood, Compton, and unincorporated areas of Rancho Dominguez on the west; Long Beach and Bellflower to the south; and Bellflower and Downey on the east. Regional access to the project site is provided by the Long Beach Freeway (I-710), located approximately 200 feet west of the project site, the Glenn Anderson Freeway (I-105), located approximately one-half mile north of the project site, and the Artesia Freeway (SR-91), located two miles south of the project site.<sup>4</sup>

The location of the proposed billboard will be approximately 200 feet east of the I-710 Freeway and 600 feet north of Rosecrans Avenue. The proposed digital billboard will be located within a parcel that has corresponding Assessor's Parcel Number (APN) 6236-035-013.<sup>5</sup> This parcel is located on a strip of land that is located in between the I-710 Freeway and the Los Angeles River. The location of Paramount in a regional context is shown in Exhibit 2-1. The project site's location within the City is shown in Exhibit 2-2. Finally, an aerial local map is provided in Exhibit 2-3.

### 2.3 ENVIRONMENTAL SETTING

The project site is located within a strip of land that is located between the I-710 Freeway and the Los Angeles River. The project site and the strip of land on which it is located is currently undeveloped and covered over in dirt, grass, debris and ruderal vegetation. Existing uses found in the vicinity of the project site are summarized below.<sup>6</sup>

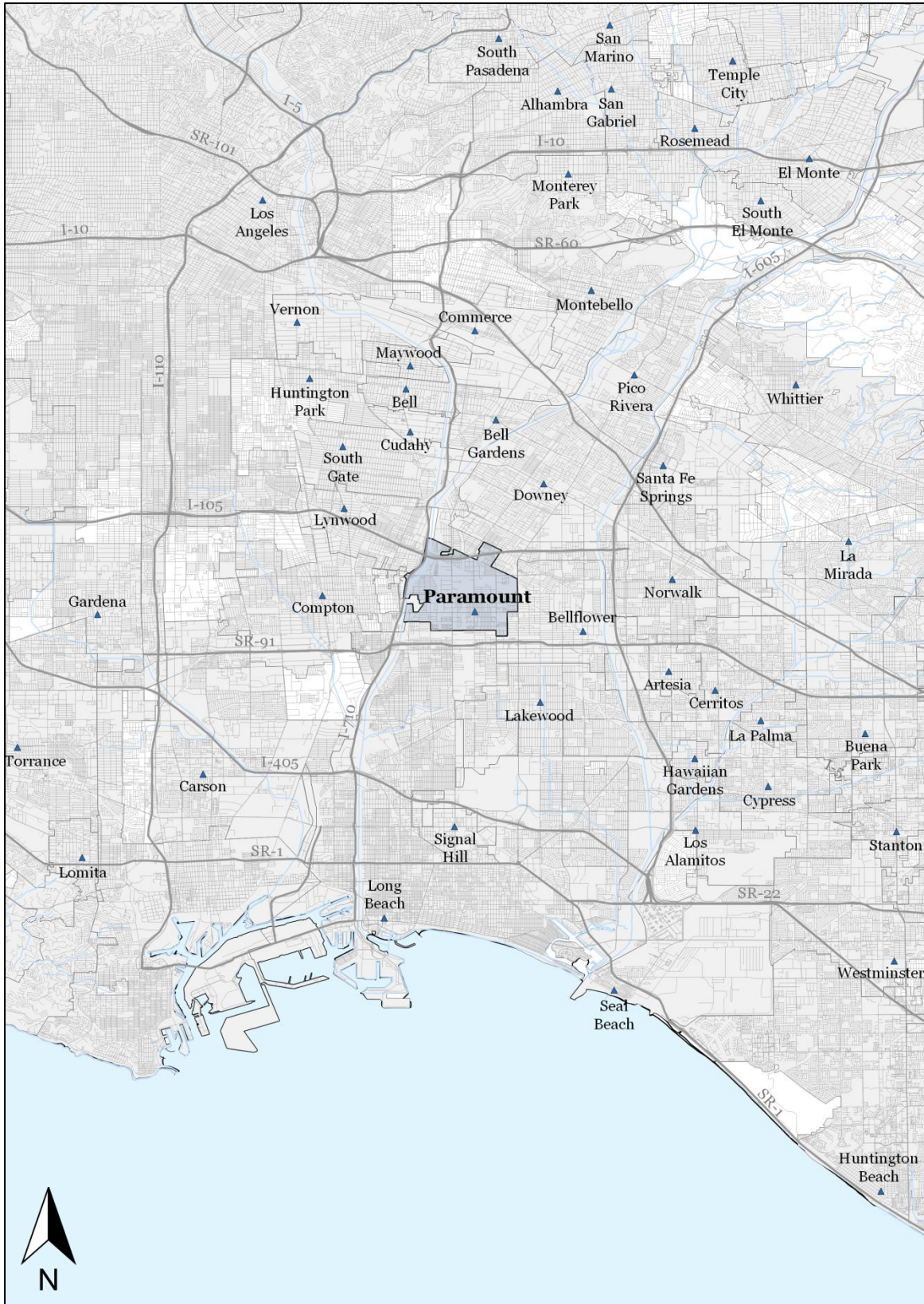
- *North of the Project Site.* As displayed in Exhibit 2-3, the I-710 Freeway extends in a northeast-southwest orientation north of the project site. Residential uses are located north of the aforementioned segment of the I-710 Freeway. The I-105 Freeway is located approximately one-half mile north of the project site.

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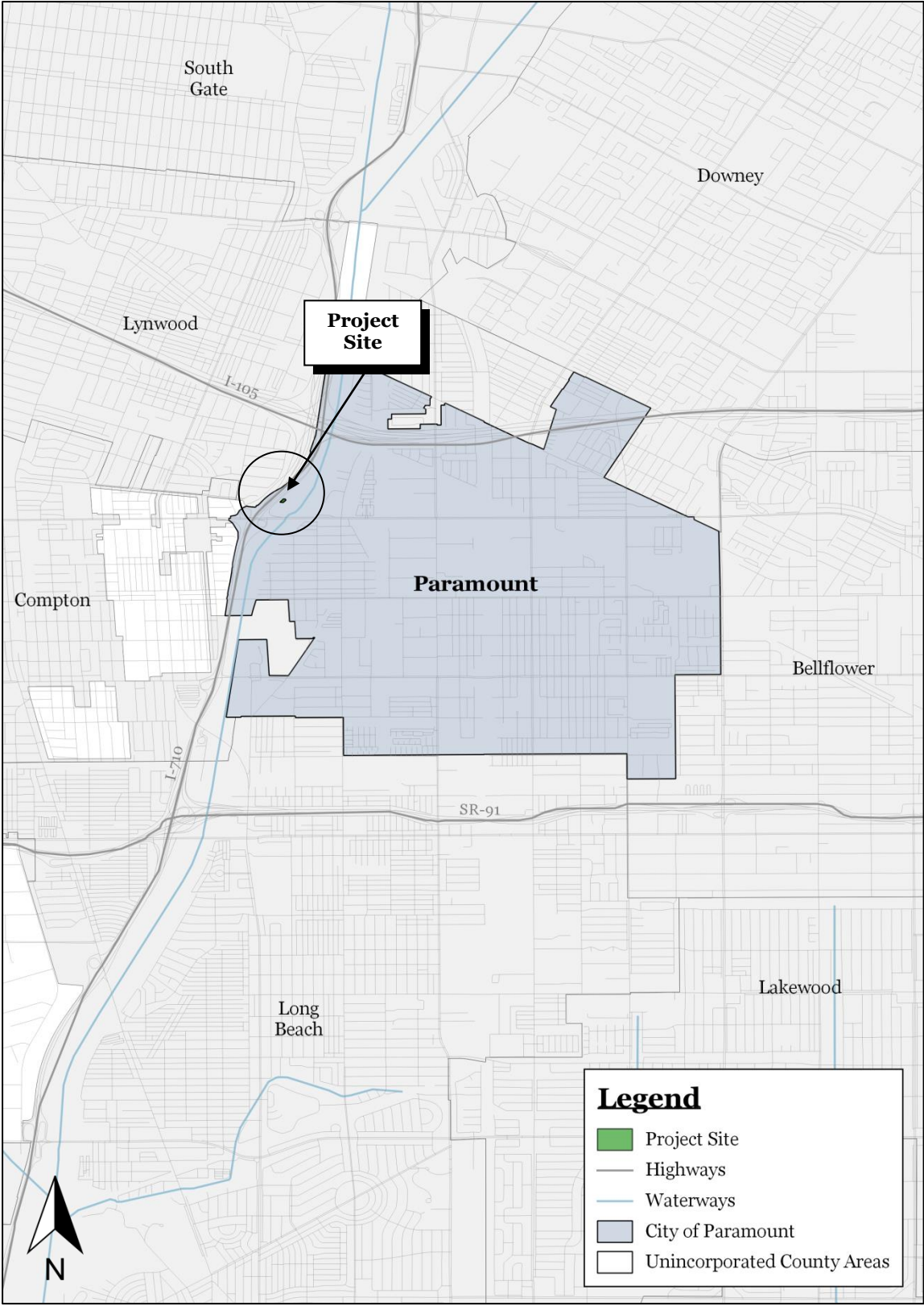
<sup>4</sup> Google Maps. Website accessed on March 9, 2020.

<sup>5</sup> Los Angeles County Assessor. *Parcel Viewer*. Website Accessed on March 6, 2020.

<sup>6</sup> Blodgett Baylosis Environmental Planning. *Site Survey*. Survey conducted on March 16, 2020.

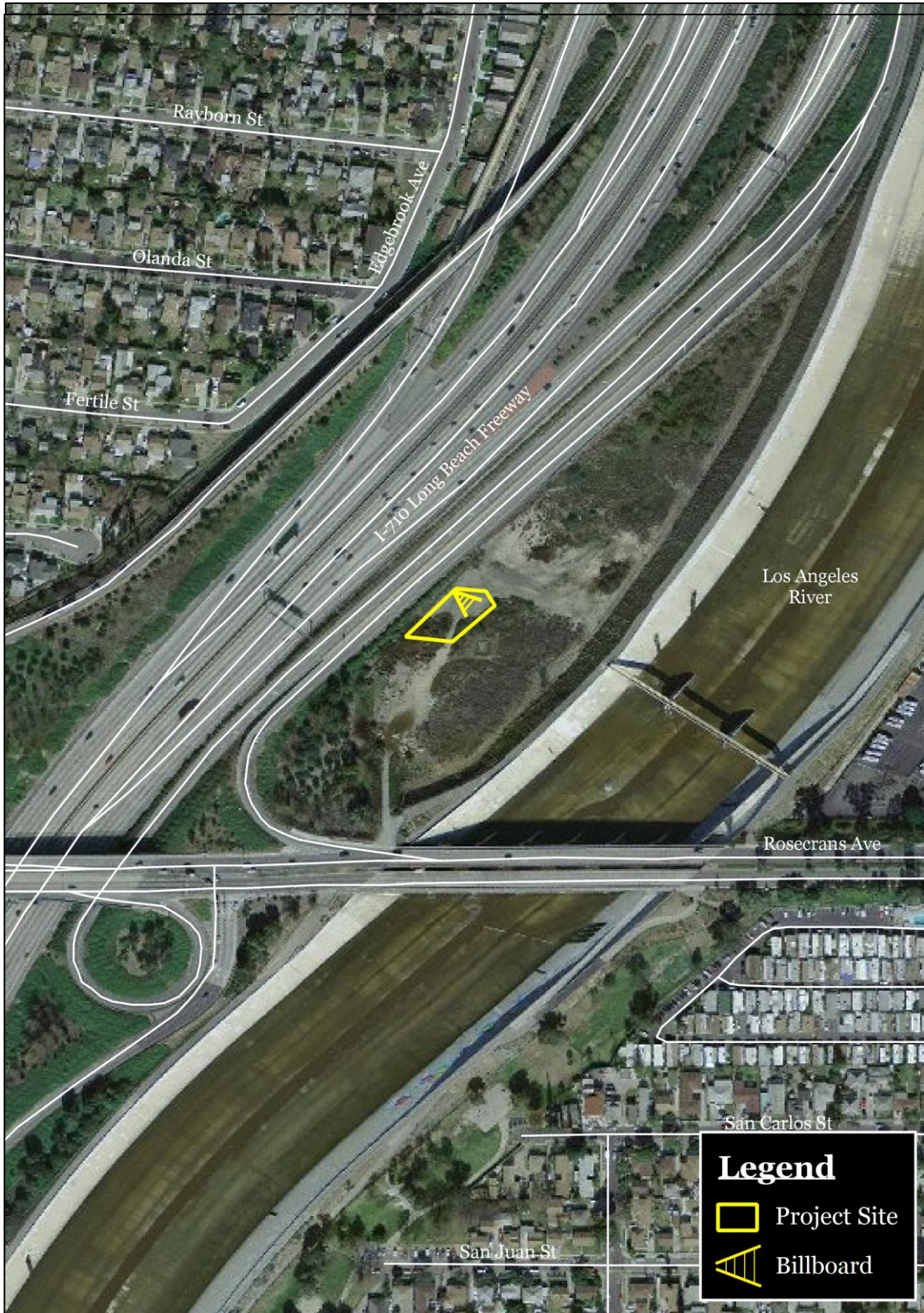


**EXHIBIT 2-1**  
**REGIONAL MAP**  
SOURCE: QUANTUM GIS



**EXHIBIT 2-2**  
**CITYWIDE MAP**  
SOURCE: QUANTUM GIS





**EXHIBIT 2-3**  
**LOCAL MAP**  
SOURCE: QUANTUM GIS

- *South of the Project Site.* As previously mentioned, the project site is located within a strip of land that is located between the I-710 Freeway and the Los Angeles River. The land that is located south of the project site is currently undeveloped and covered over in dirt, grass, debris and ruderal vegetation. Rosecrans Avenue is located approximately 600 feet south of the project site. As displayed in Exhibit 2-3, the Los Angeles River Freeway extends in a northeast-southwest orientation south of Rosecrans Avenue. Ralph C. Dills Park and residential uses are located south of the aforementioned segment of the Los Angeles River.
- *East of the Project Site.* As previously mentioned, the project site is located within a strip of land that is located in between the I-710 Freeway and the Los Angeles River. The land that is located east of the project site is currently undeveloped and covered over in dirt, grass, debris and ruderal vegetation. The Los Angeles River is located approximately 500 feet east of the project site. Industrial uses are located east of the Los Angeles River and mobile home uses are located approximately 0.35 miles east of the project site.
- *West of the Project Site.* The I-710 Freeway is located west of the project site. Residential uses are located west of the I-710 Freeway.

## **2.4 PROJECT DESCRIPTION**

### **2.4.1 PHYSICAL CHARACTERISTICS OF THE PROPOSED PROJECT**

The proposed project involves the installation and operation of a single digital billboard within the northwestern portion of the City of Paramount. The billboard will be placed near the northern portion of the parcel and will have a height of 45 feet. The billboard will be a V-shaped billboard structure that will feature two opposing billboard faces which will be oriented towards the northeast and southwest. The billboard faces will have a length of 48 feet and a height of 14 feet. The rendering for the proposed digital billboard is shown in Exhibits 2-4. The proposed project will involve the following elements:<sup>7</sup>

- The aluminum pole cover with textured gray finish is proposed to be six feet wide by 6 feet deep by 10 feet tall (6' wide x 6' deep x 10' tall). The internal aluminum angle frame is proposed to be 1.5 inches by 1.5 inches by 3/16 inches (1.5" x 1.5" x 3/16").
- The background structural is proposed to be five feet wide by five feet deep by 13 feet tall (5' wide x 5' deep x 13' tall) and is to be aluminum with smooth navy blue finish on all sides. The artist's laser cut aluminum design is proposed to be attached to the front and back faces only.
- The aluminum pole cover with textured medium gray finish is proposed to be five feet wide by five feet deep by eight feet tall (5' wide x 5' deep x 8' tall) and the top 2 feet would extend up the past the blue accent blade. The internal aluminum angle frame is proposed to be 1.5 inches by 1.5 inches by 3/16 inches (1.5" x 1.5" x 3/16") with a four-inch square accent pop-out at the bottom of the section. The top section is proposed to be 68 inches long and textured and painted to match the dark gray base.

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<sup>7</sup> Equity Sign Group. *DeRose Displays*. January 15, 2020.





**EXHIBIT 2-4**  
**DIGITAL BILLBOARD RENDERING**  
SOURCE: DEROSE DISPLAYS

- The 48-inch tall x 84-inch wide illuminated city logo sign cabinet is proposed to be a full color graphic face panel with 5-inch deep black returns and internal white LED illumination.
- The internal steel angle iron brackets are proposed to be bolted to the aluminum frame of the pole cover so that the framing can be welded to pipe in field.
- Light blue aluminum accents are proposed to be mounted to I-beams below the LED boards and will be approximately one foot setback from the face of the LED boards.
- Two sets of "City of Paramount" to be individual illuminated pan channel letters mounted to accent band. The white faces will have black 5-inch deep returns and a one-inch white trimcap perimeter around letters with white LED illumination.
- A 2-foot by 73-inch "DeRose Displays" sign is proposed to be mounted to blue fin accents on both sides and internally LED illuminated.

#### **2.4.2 BILLBOARD INSTALLATION CHARACTERISTICS**

The materials used in the construction of billboards are manufactured off-site. The billboard components would be transported to the project site where they would be assembled and installed. The installation would be subject to the City's Municipal Code requirements including all necessary permits and inspections as required by the City. The installation for the billboard will occur over a three-to five-day period and would include the following activities:

- *Task One:* The footings for the billboard structure are completed. The estimated column depth for the billboard's support will be 25 feet and the diameter will be 5.5 feet. This results in an export of 22 cubic yards of dirt for the billboard. In addition to the drilling rig, the construction team uses a skip loader (bucket truck), dump truck for soil export, and water truck as needed to water down dust. Any excavated areas are required to be fully covered. The construction crew installs the billboard column and then pours the concrete. The crew utilizes a crane truck, a flatbed truck (to carry in the pre-fabricated columns), and a concrete truck. A fast-setting concrete is utilized, allowing the concrete to cure overnight. This task will take one to two days to complete.
- *Task Two:* The crew erects the billboard supports and the billboard. For this construction activity, a crane truck is utilized and a flatbed truck is required to transport the structure and billboard faces. The electrical connections are then installed. This task will take one to two days to complete.
- *Task Three:* The crew completes any other necessary tasks to complete the structure and clean up the project site. Any necessary landscaping repairs and improvements are also made. This task will be completed in one day.

#### **2.5 DISCRETIONARY ACTIONS**

The following approvals are required:

- The approval of Development Agreement No. 20-1 for the billboard installation;

- The approval of Development Review Application No. 20:007 for the billboard project; and
- The approval of the Mitigated Negative Declaration (MND) and Mitigation Monitoring and Reporting Program (MMRP).

Other permits required for billboard installation will include, but may not be limited to, building permits and permits for new utility connections.





## SECTION 3 ENVIRONMENTAL ANALYSIS

This section of the Initial Study analyzes the potential environmental impacts that may result from the proposed project's implementation. The issue areas evaluated in this Initial Study include the following:

- Aesthetics (§ 3.1);
- Agriculture & Forestry Resources (§ 3.2);
- Air Quality (§ 3.3);
- Biological Resources (§ 3.4);
- Cultural Resources (§ 3.5);
- Energy (§ 3.6);
- Geology & Soils (§ 3.7);
- Greenhouse Gas Emissions (§ 3.8);
- Hazards & Hazardous Materials (§ 3.9);
- Hydrology & Water Quality (§ 3.10);
- Land Use & Planning (§ 3.11);
- Mineral Resources (§ 3.12);
- Noise (§ 3.13);
- Population & Housing (§ 3.14);
- Public Services (§ 3.15);
- Recreation (§ 3.16);
- Transportation (§ 3.17);
- Tribal Cultural Resources (§ 3.18);
- Utilities & Service Systems (§ 3.19);
- Wildfire (§ 3.20); and,
- Mandatory Findings of Significance (§ 3.21).

Under each issue area, a description of the thresholds of significance is provided. These thresholds will assist in making a determination as to whether there is a potential for significant impacts on the environment. The analysis considers both the short-term (construction-related) and long-term (operational) impacts associated with the proposed project's implementation, and where appropriate, the cumulative impacts. To each question, there are four possible responses:

- *No Impact.* The proposed project will not result in any adverse environmental impacts.
- *Less than Significant Impact.* The proposed project may have the potential for affecting the environment, although these impacts will be below levels or thresholds that the City or other responsible agencies consider to be significant.
- *Less than Significant Impact with Mitigation.* The proposed project may have the potential to generate a significant impact on the environment. However, the level of impact may be reduced to levels that are less than significant with the implementation of the recommended mitigation measures.
- *Potentially Significant Impact.* The proposed project may result in environmental impacts that are significant. This finding will require the preparation of an environmental impact report (EIR).

### 3.1 AESTHETICS

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact With Mitigation	Less Than Significant Impact	No Impact
A. Would the project have a substantial adverse effect on a scenic vista?				✗
B. Would the project substantially damage scenic resources including, but not limited to, trees, rock outcroppings, and historic buildings within a state scenic highway?				✗
C. In non-urbanized areas, would the project substantially degrade the existing visual character or quality of public views of the site and its surroundings (public views are those that are experienced from a publicly accessible vantage point)? If the project is in an urbanized area, would the project conflict with applicable zoning and other regulations governing scenic quality?				✗
D. Would the project create a new source of substantial light or glare which would adversely affect day or nighttime views in the area?			✗	

#### ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project have a substantial adverse effect on a scenic vista?* • No Impact.

The proposed project involves the installation and operation of a single digital billboard. The billboard will be a V-shaped billboard structure that will feature two opposing billboard faces which will be oriented towards the northeast and southwest. Views of the San Gabriel Mountains (located 21 miles north of the project site) and of the Puente Hills (located ten miles northeast of the project site) are currently obstructed from view by the existing streetscape and development.<sup>8</sup> Existing uses found in the vicinity of the project site are summarized below.<sup>9</sup>

- *North of the Project Site.* As displayed in Exhibit 2-3, the I-710 Freeway extends in a northeast-southwest orientation north of the project site. The I-105 Freeway is located approximately one-half mile north of the project site.
- *South of the Project Site.* As previously mentioned, the project site is located within a strip of land that is located in between the I-710 Freeway and the Los Angeles River. The land that is located south of the project site is currently undeveloped and covered over in dirt, grass, debris and ruderal vegetation. Rosecrans Avenue is located approximately 600 feet south of the project site. As displayed in Exhibit 2-3, the Los Angeles River Freeway extends in a northeast-southwest orientation south of Rosecrans Avenue. Ralph C. Dills Park and a residential neighborhood are located southeast of the proposed installation site approximately 350 feet.

<sup>8</sup> Google Earth. Website accessed March 18, 2019.

<sup>9</sup> Blodgett Baylosis Environmental Planning. *Site Survey*. Survey conducted on March 16, 2020.

- *East of the Project Site.* The land that is located east of the project site is currently undeveloped and covered over in dirt, grass, debris and ruderal vegetation. The Los Angeles River is located approximately 500 feet east of the project site. Industrial uses are located east of the Los Angeles River and mobile home uses are located approximately 0.35 miles (1,850 feet) east of the project site.
- *West of the Project Site.* The I-710 Freeway is located west of the project site approximately 250 feet.

The proposed billboard will not be in the line-of-sight in between the occupants of any nearby buildings and any potentially visible viewsheds (refer to Exhibit 3-1). The proposed project site is not located near any residential uses that could potentially be affected by an obstruction of views. Once complete, the entire billboard structure will have a height of 45 feet and the billboard faces will have a length of 48 feet and a height of 14 feet. The height of the proposed digital billboard will not be great enough to obstruct those aforementioned viewsheds. In addition, the billboard structure pole will not present a large enough surface area to cause an obstruction of views. As a result, the proposed project will not have an impact on a scenic vista.

**B.** *Would the project substantially damage scenic resources including, but not limited to, trees, rock outcroppings, and historic buildings within a state scenic highway?* ● *No Impact.*

There are neither rock outcroppings nor historic buildings located on-site of the proposed project site.<sup>10</sup> According to the California Department of Transportation, none of the roadways located near the project site are designated scenic highways and there are no state or county designated scenic highways in the vicinity of the project site.<sup>11</sup> As previously mentioned, the project site is currently undeveloped and covered over in dirt, grass, debris and ruderal vegetation. The project site is located within a strip of land that is located in between the I-710 Freeway and the Los Angeles River. Although several trees are located within the project site and the surrounding land, the proposed project will not result in any impact on protected trees or Heritage trees. The billboard will be placed near the northern portion of the parcel, which does not contain any trees (refer to Exhibit 3-3 in Section 3-4). The installation of the proposed digital billboard will not involve the removal of any trees and as a result, no impacts will occur.

**C.** *In non-urbanized areas, would the project substantially degrade the existing visual character or quality of public views of the site and its surroundings (public views are those that are experienced from a publicly accessible vantage point)? If the project is in an urbanized area, would the project conflict with applicable zoning and other regulations governing scenic quality?*  
● *No Impact.*

The proposed project involves the installation and operation of a single digital billboard. The billboard will be a V-shaped billboard structure that will feature two opposing billboard faces which will be oriented towards the northeast and southwest. The entire billboard structure will have a height of 45 feet and the billboard faces will have a length of 48 feet and a height of 14 feet. The project site is currently undeveloped and covered over in dirt, grass, debris and ruderal vegetation. The proposed

<sup>10</sup> Blodgett Baylosis Environmental Planning. *Site Survey*. Survey conducted on March 16, 2020.

<sup>11</sup> California Department of Transportation. *Official Designated Scenic Highways*. <https://dot.ca.gov/programs/design/lap-landscape-architecture-and-community-livability/lap-liv-i-scenic-highways>.

project site does not have any surrounding residential uses that could potentially be impacted by the proposed project. As previously mentioned in Subsection A, there are no protected views in the vicinity of the City and the City does not contain any scenic vistas. In addition, the City does not have any zoning regulations or other regulations governing scenic quality. As a result, no impacts will occur.

**D. *Would the project create a new source of substantial light or glare which would adversely affect day or nighttime views in the area?*** • *Less than Significant Impact.*

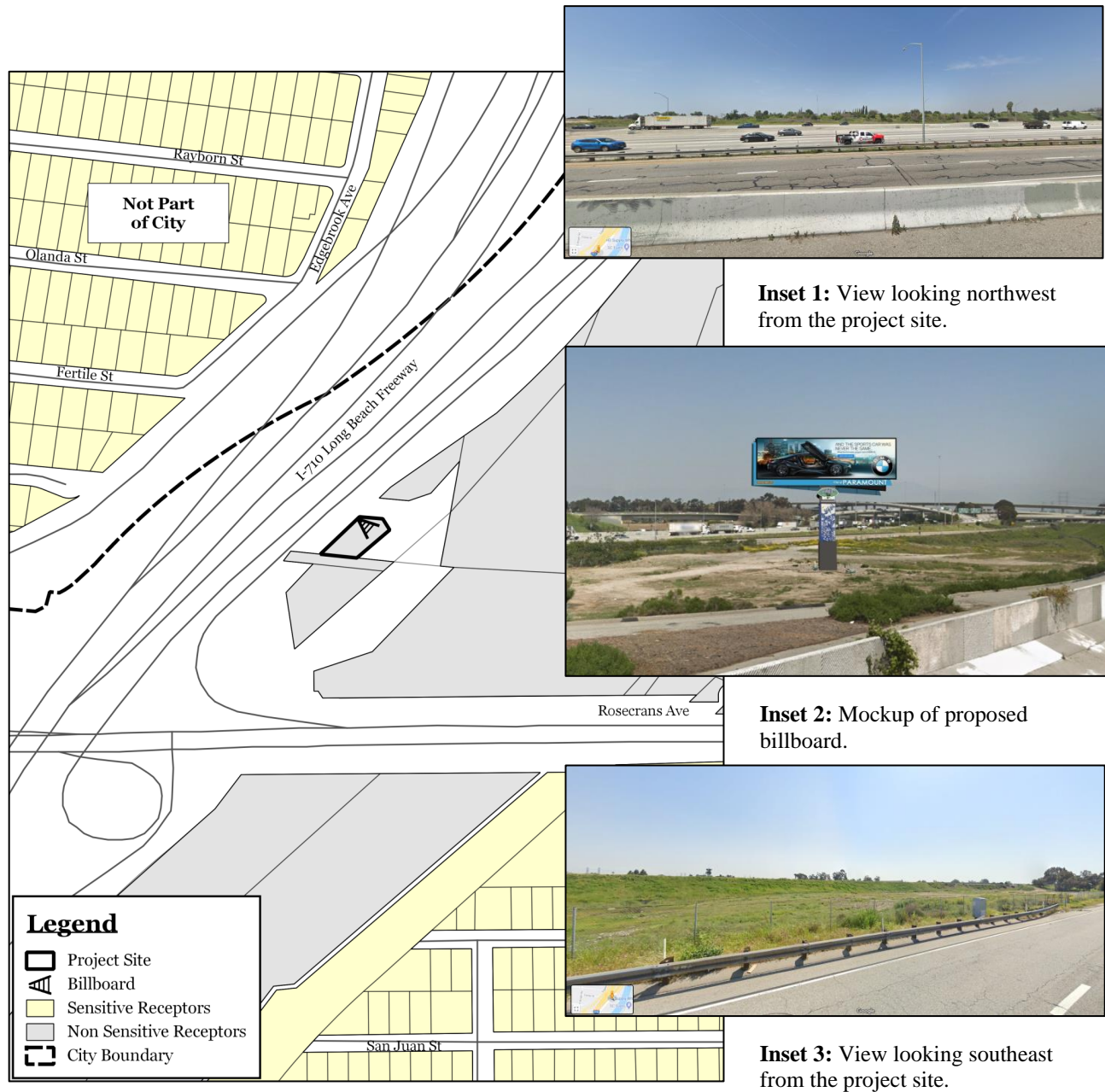
Research undertaken by the Illuminating Engineering Society of North America (IESNA) indicated that drivers should not be exposed to ambient lighting levels (brightness) of no greater than 40 times the average brightness level of their general surroundings. This is referred to as the *contrast ratio*. Ambient lighting is typically characterized in specific units referred to as *nits* which is a term used to describe a metric unit of luminance.<sup>12</sup> We also include a number of studies on human factors for the design of signs in general (including guide signs). A 2010 study by Arizona State University (Digital LED Billboard Luminance Recommendations) recommended that, "...as roadway lighting and automobile headlights provide ambient nighttime lighting levels of about one nit, this implies signage should appear no brighter than about 40 nits". The Outdoor Advertising Association of America (OAAA), has deemed 300-350 nits an acceptable level of night brightness. Light intensity is typically modulated to eliminate extreme brightness so as not to interfere with driver's vision during the nighttime, very high energy consumption during the daytime periods, light pollution in the evening, and potential driver distraction at all times. The actual light intensity of the digital sign will be controlled by Caltrans. The project site does not have any surrounding residential uses or light sensitive land uses that could potentially be impacted by new sources of light or glare. In addition, the proposed digital billboard is required to include a photometric sensor that will adjust the intensity of the billboard for daytime and nighttime viewing. The photometric sensor will be part of the billboard plans. As a result, potential light and glare impacts will be less than significant.

## MITIGATION MEASURES

The analysis of aesthetics indicated that less than significant impacts on these resources would occur as part of the proposed project's implementation. As a result, no mitigation is required.

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<sup>12</sup> A nit is defined as candela per square meter (cd/m<sup>2</sup>). The unit is based on the candela, the modern metric unit of luminous intensity; and the square meter.



## EXHIBIT 3-1 LIGHT SENSITIVE RECEPTORS MAP

SOURCE: QUANTUM GIS

### 3.2 AGRICULTURE & FORESTRY RESOURCES

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact With Mitigation	Less Than Significant Impact	No Impact
A. Would the project 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 uses?				×
B. Would the project conflict with existing zoning for agricultural uses, or a Williamson Act Contract?				×
C. Would the project conflict with existing zoning for, or cause rezoning of, forest land (as defined in Public Resources Code Section 12220(g)), timberland (as defined by Public Resources Code Section 4526), or timberland zoned Timberland Production (as defined by Government Code Section 51104(g))?				×
D. Would the project result in the loss of forest land or conversion of forest land to a non-forest use?				×
E. Would the project 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 a non-forest use?				×

#### ANALYSIS OF ENVIRONMENTAL IMPACTS

**A.** *Would the project 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 uses? • No Impact.*

According to the California Department of Conservation, the City of Paramount does not contain any areas of Prime Farmland, Unique Farmland, or Farmland of Statewide Importance.<sup>13</sup> Paramount in its entirety is urban and there are no areas within the City that are classified as “Prime Farmland.” The project site is currently undeveloped and covered over in dirt, grass, debris and ruderal vegetation and there are no agricultural activities being conducted on-site. As a result, no impacts will occur.

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

According to the California Department of Conservation Division of Land Resource Protection, the project site is not subject to a Williamson Act Contract.<sup>14</sup> Additionally, the project site is currently

<sup>13</sup> California Department of Conservation, Division of Land Resource Protection, Farmland Mapping, and Monitoring Program. *Important Farmland in California 2010*.

<sup>14</sup> California Department of Conservation. *State of California Williamson Act Contract Land*. [ftp://ftp.consrv.ca.gov/pub/dlrp/WA/2012%20Statewide%20Map/WA\\_2012\\_8x11.pdf](ftp://ftp.consrv.ca.gov/pub/dlrp/WA/2012%20Statewide%20Map/WA_2012_8x11.pdf)

zoned as *M-2 Heavy Manufacturing*.<sup>15</sup> The applicable zoning designation does not contemplate agricultural land uses within the project site or on the adjacent parcels (refer to Section 3.11). Therefore, the implementation of the proposed project will not result in a loss of land zoned for agriculture. As a result, no impacts will occur from the proposed project's implementation.

- C.** *Would the project conflict with existing zoning for, or cause rezoning of, forest land (as defined in Public Resources Code Section 12220(g)), timberland (as defined by Public Resources Code Section 4526), or timberland zoned Timberland Production (as defined by Government Code Section 51104(g))?* • *No Impact.*

According to the California Public Resources Code, "forest land" is land that can support ten percent native tree cover of any species, including hardwoods, under natural conditions, and that allows for management of one or more forest resources, including timber, aesthetics, fish and wildlife, biodiversity, water quality, recreation, and other public benefits. The City of Paramount and the project site are located in the midst of an urban area and no forest lands are located within the City. The General Plan and zoning designations applicable to the project site and the surrounding area do not provide for any forest land preservation.<sup>16</sup> Therefore, no impacts on forest land or timber resources will result from the proposed project's implementation.

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

As indicated in the previous subsection, no forest lands are located in the vicinity of the project site or the City of Paramount. As a result, no loss or conversion of forest lands will result from the proposed project's implementation.

- E.** *Would the project 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 a non-forest use?* • *No Impact.*

The project site is currently undeveloped and covered over in dirt, grass, debris and ruderal vegetation and there are no agricultural activities being conducted on-site. No agricultural activities are conducted on-site and the site is located within an urban area. Therefore, the proposed project's implementation will not result in the conversion of any existing farmlands or forest lands to urban uses. As a result, no impacts will result from the implementation of the proposed project.

## MITIGATION MEASURES

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

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<sup>15</sup> City of Paramount Zoning Map. August 14, 2018.

<sup>16</sup> City of Paramount. *Paramount General Plan. Land Use Element.* August 2007.

### 3.3 AIR QUALITY

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact With Mitigation	Less Than Significant Impact	No Impact
A. Would the project conflict with or obstruct implementation of the applicable air quality plan?				✗
B. Result in a cumulatively considerable net increase of any criteria pollutant for which the project region is non-attainment under an applicable federal or state ambient air quality standard?			✗	
C. Would the project expose sensitive receptors to substantial pollutant concentrations?				✗
D. Would the project result in other emissions (such as those leading to odors) adversely affecting a substantial number of people?				✗

#### ANALYSIS OF ENVIRONMENTAL IMPACTS

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

Air quality impacts may occur during the installation or operation phase of a project, and may come from stationary (e.g., industrial processes, generators), mobile (e.g., automobiles, trucks), or area (e.g., residential water heaters) sources. The South Coast Air Quality Management District (SCAQMD) is the main regulatory authority in the region (the South Coast Air Basin, which includes the City of Paramount) with regard to air quality issues. In April 1993, the SCAQMD adopted a CEQA Air Quality Handbook that provides guidance for the CEQA analysis of potential air quality impacts of new projects. The SCAQMD has established quantitative thresholds for short-term (construction) emissions and long-term (operational) emissions for the following criteria pollutants:

- *Ozone (O<sub>3</sub>)* is a nearly colorless gas that irritates the lungs, damages materials, and vegetation. Ozone is formed by photochemical reaction (when nitrogen dioxide is broken down by sunlight).
- *Carbon monoxide (CO)* is a colorless, odorless toxic gas that interferes with the transfer of oxygen to the brain and is produced by the incomplete combustion of carbon-containing fuels emitted as vehicle exhaust.
- *Nitrogen dioxide (NO<sub>2</sub>)* is a yellowish-brown gas, which at high levels can cause breathing difficulties. NO<sub>2</sub> is formed when nitric oxide (a pollutant from burning processes) combines with oxygen.
- *Sulfur dioxide (SO<sub>2</sub>)* is a colorless, pungent gas formed primarily by the combustion of sulfur-containing fossil fuels. Health effects include acute respiratory symptoms and difficulty in breathing for children.



- *PM<sub>10</sub> and PM<sub>2.5</sub>* refers to particulate matter less than ten microns and two and one-half microns in diameter, respectively. Particulates of this size cause a greater health risk than larger-sized particles since fine particles can more easily cause irritation.

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

- 75 pounds per day or 2.50 tons per quarter of reactive organic compounds;
- 100 pounds per day or 2.50 tons per quarter of nitrogen oxides;
- 550 pounds per day or 24.75 tons per quarter of carbon monoxide;
- 150 pounds per day or 6.75 tons per quarter of PM<sub>10</sub>;
- 55 pounds per day or 2.43 tons per quarter of PM<sub>2.5</sub>; or,
- 150 pounds per day or 6.75 tons per quarter of sulfur oxides.

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

- 55 pounds per day of reactive organic compounds;
- 55 pounds per day of nitrogen oxides;
- 550 pounds per day of carbon monoxide;
- 150 pounds per day of PM<sub>10</sub>;
- 55 pounds per day of PM<sub>2.5</sub>; or,
- 150 pounds per day of sulfur oxides.

The City is located within the South Coast Air Basin (Basin), which covers a 6,600 square-mile area within all of Orange County, the non-desert portions of Los Angeles County, Riverside County, and San Bernardino County. Measures to improve regional air quality are outlined in the SCAQMD's Air Quality Management Plan (AQMP). The most recent 2016 AQMP was adopted in March 2017 and was jointly prepared with the California Air Resources Board (CARB) and the Southern California Association of Governments (SCAG).<sup>17</sup>

The AQMP will help the SCAQMD maintain focus on the air quality impacts of major projects associated with goods movement, land use, energy efficiency, and other key areas of growth. Key elements of the 2016 AQMP include enhancements to existing programs to meet the 24-hour PM<sub>2.5</sub> federal health standard and a proposed plan of action to reduce ground-level ozone. The primary criteria pollutants that remain non-attainment in the local area include PM<sub>2.5</sub> and ozone. Specific criteria for determining a project's conformity with the AQMP is defined in Section 12.3 of the SCAQMD's CEQA Air Quality Handbook. The Air Quality Handbook refers to the following criteria as a means to determine a project's conformity with the AQMP:<sup>18</sup>

- *Consistency Criteria 1* refers to a proposed project's potential for resulting in an increase in the frequency or severity of an existing air quality violation or its potential for contributing to the continuation of an existing air quality violation.

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<sup>17</sup> South Coast Air Quality Management District. *Final 2016 Air Quality Plan*. Adopted March 2017.

<sup>18</sup> South Coast Air Quality Management District. *CEQA Air Quality Handbook*. April 1993.

- *Consistency Criteria 2* refers to a proposed project's potential for exceeding the assumptions included in the AQMP or other regional growth projections relevant to the AQMP's implementation.

In terms of Criteria 1, the long-term (operational) airborne emissions associated with the operation of the proposed digital billboard will be below levels that the SCAQMD considers to be a significant impact (refer to the analysis included in the next section where the long-term stationary and mobile emissions for the installation of the billboard are summarized in Table 3-3). Operational emissions will be limited to off-site stationary emissions associated with electrical power generation and routine maintenance. The proposed project will also conform to Consistency Criteria 2 since it will not affect any regional population, housing, and employment projections prepared for the City because the billboard will not result in an increase in population and employment, or a need for housing. As a result, no violation of an air quality plan will occur.

- B.** *Would the project 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? • Less than Significant Impact.*

The potential construction-related emissions from the installation of the digital billboard were estimated using the computer model CalEEMod (V.2016.3.2) developed for the SCAQMD. The digital billboard installation will occur over a three- to five-day period. As shown in Table 3-2, daily construction emissions will not exceed the SCAQMD thresholds of significance.

**Table 3-1  
Estimated Daily Construction Emissions**

<b>Construction Phase</b>	<b>ROG</b>	<b>NO<sub>x</sub></b>	<b>CO</b>	<b>SO<sub>2</sub></b>	<b>PM<sub>10</sub></b>	<b>PM<sub>2.5</sub></b>
Site Preparation (on-site)	0.69	8.43	4.09	9.74e-3	0.60	0.34
Site Preparation (off-site)	0.02	0.02	0.20	5.70e-4	0.06	0.02
<b>Total Site Preparation</b>	<b>0.71</b>	<b>8.45</b>	<b>4.29</b>	<b>0.01</b>	<b>0.66</b>	<b>0.36</b>
Building Construction (on-site)	0.86	8.85	7.39	0.01	0.52	0.48
Building Construction (off-site)	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Building Construction</b>	<b>0.86</b>	<b>8.85</b>	<b>7.39</b>	<b>0.01</b>	<b>0.52</b>	<b>0.48</b>
Paving (on-site)	0.77	7.23	7.11	0.01	0.40	0.37
Paving (off-site)	0.08	0.05	0.74	2.07e-3	0.20	0.05
<b>Total Paving</b>	<b>0.85</b>	<b>7.28</b>	<b>7.85</b>	<b>0.01</b>	<b>0.60</b>	<b>0.42</b>
<b>Maximum Daily Emissions</b>	<b>0.86</b>	<b>8.85</b>	<b>7.85</b>	<b>0.01</b>	<b>0.66</b>	<b>0.48</b>
<b>Daily Thresholds</b>	<b>75</b>	<b>100</b>	<b>550</b>	<b>150</b>	<b>150</b>	<b>55</b>
<b>Significant Impact?</b>	<b>No</b>	<b>No</b>	<b>No</b>	<b>No</b>	<b>No</b>	<b>No</b>

Source: CalEEMod V.2016.3.2.

As indicated previously, the project site is located in a non-attainment area for ozone and particulates; therefore, the installation of the digital billboard will be required to comply with the requirements of SCAQMD Rule 403, Fugitive Dust, which requires the implementation of Best Available Control Measures (BACM) for all fugitive dust sources, and the 2016 AQMP, which identifies BACMs and Best Available Control Technologies (BACT) for area sources and point sources, respectively.

The short-term construction emissions will be limited to those emissions generated during the billboard installation. The support structure, sign faces, and the ancillary equipment are manufactured off-site and will be assembled at the project site. Therefore, the construction-related impacts associated with the installation of the digital billboard would be less than significant.

Long-term emissions refer to those air quality impacts that will occur once the proposed project has been constructed and is operational. These impacts will continue over the operational life of the project. The project will not result in any significant long-term operational emissions since minimal mobile emissions will be generated and the off-site stationary emissions associated with power consumption will be minimal. Operational emissions will be limited to vehicle trips associated with routine maintenance and off-site stationary emissions associated with electrical power generation. Table 3-3 depicts the estimated operational emissions that will be generated by the proposed digital billboard.

**Table 3-2**  
**Estimated Operational Emissions in lbs/day**

<b>Emission Source</b>	<b>ROG</b>	<b>NO<sub>x</sub></b>	<b>CO</b>	<b>SO<sub>2</sub></b>	<b>PM<sub>10</sub></b>	<b>PM<sub>2.5</sub></b>
Area-wide (lbs/day)	0.02	0.00	1.00e-4	0.00	0.00	0.00
Energy (lbs/day)	0.00	0.00	0.00	0.00	0.00	0.00
Mobile (lbs/day)	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total (lbs/day)</b>	<b>0.02</b>	<b>0.00</b>	<b>1.00e-4</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Daily Thresholds</b>	<b>55</b>	<b>55</b>	<b>550</b>	<b>150</b>	<b>150</b>	<b>55</b>
<b>Significant Impact?</b>	<b>No</b>	<b>No</b>	<b>No</b>	<b>No</b>	<b>No</b>	<b>No</b>

Source: CalEEMod V.2016.3.2.

As indicated in Table 3-3, the projected long-term emissions are below thresholds considered to represent a significant adverse impact. Therefore, the operation of the proposed project will not contribute to an existing air quality violation. With the implementation of the standard construction-related SCAQMD rules and regulations, the impacts will be less than significant.

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

Sensitive receptors refer to land uses and/or activities that are especially sensitive to poor air quality and typically include residences, board and care facilities, schools, playgrounds, hospitals, parks, childcare centers, outdoor athletic facilities, and other facilities where children or the elderly may congregate.<sup>19</sup> These population groups are generally more sensitive to poor air quality. The proposed project site is located in an industrial zone. The nearest sensitive receptors are shown in Exhibit 3-1. The short-term impacts related to the installation of the proposed digital billboard will not result in significant emissions (refer to Tables 3-2 and 3-3 in the previous subsection and the CalEEMod worksheets provided in the appendix). In addition, fugitive dust emission, which is responsible for PM<sub>10</sub> and PM<sub>2.5</sub> emissions, will further be reduced through the implementation of SCAQMD regulations related to fugitive dust generation and other construction-related emissions.<sup>20</sup> These SCAQMD

<sup>19</sup> South Coast Air Quality Management District. *CEQA Air Quality Handbook, Appendix 9*. As amended 2017.

<sup>20</sup> South Coast Air Quality Management District. *Rule 403, Fugitive Dust*. As Amended June 3, 2005.

regulations are standard conditions required for every construction project undertaken in the City as well as in the cities and counties governed by the SCAQMD. As a result, no impacts will occur.

**D.** *Would the project result in other emissions (such as those leading to odors) adversely affecting a substantial number of people? • No Impact.*

The SCAQMD has identified those land uses that are typically associated with odor complaints. These uses include activities involving livestock, rendering facilities, food processing plants, chemical plants, composting activities, refineries, landfills, and businesses involved in fiberglass molding.<sup>21</sup> The proposed project will not result in the generation of any odors. In addition, construction truck drivers must adhere to Title 13 - §2485 of the California Code of Regulations, which limits the idling of diesel powered vehicles to less than five minutes.<sup>22</sup> Furthermore, the project's contractors must adhere to SCAQMD Rule 403 regulations, which significantly reduce the generation of fugitive dust. As a result, no impacts will occur.

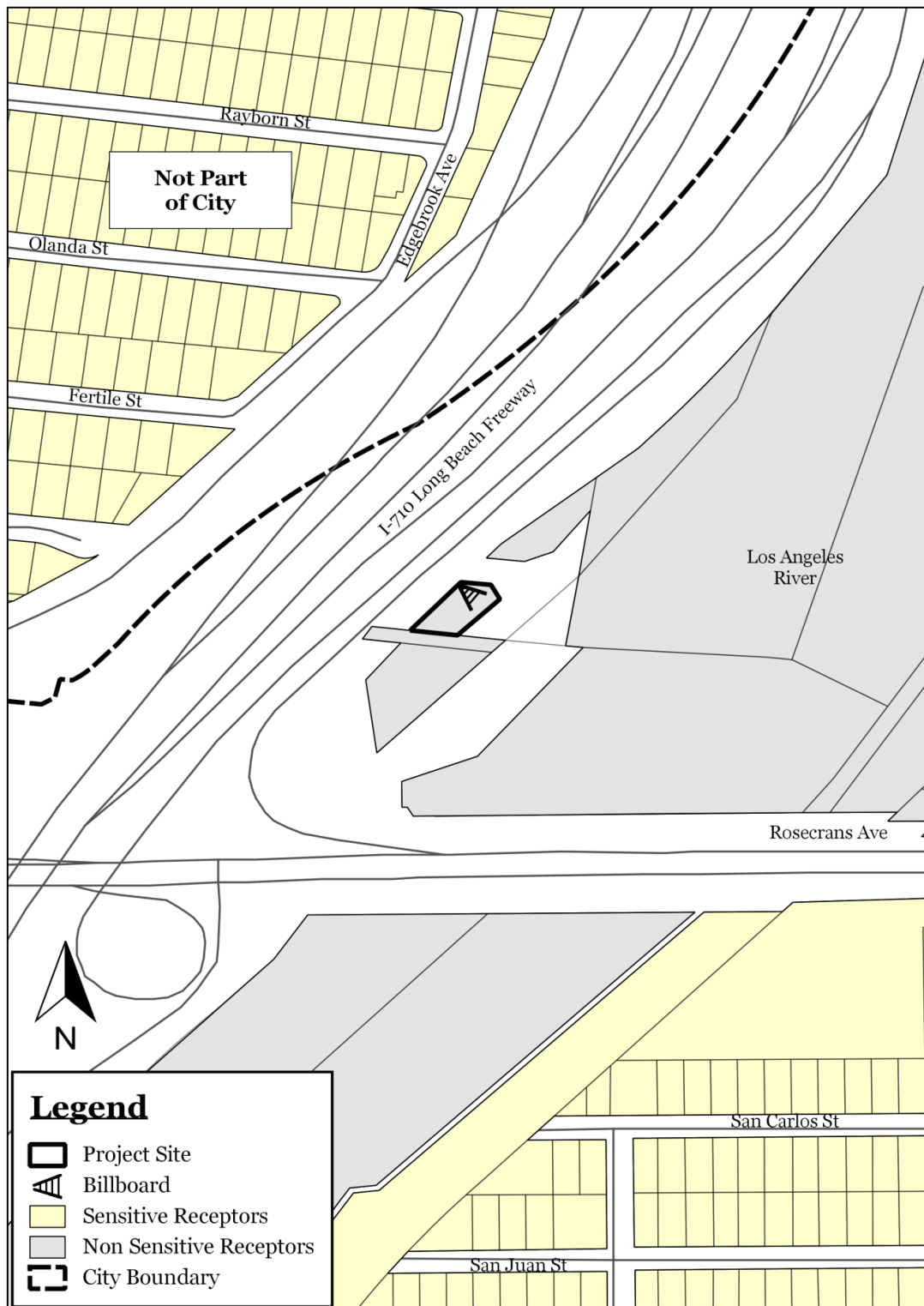
## **MITIGATION MEASURES**

The emissions related to the installation and operation of the proposed project are not considered to represent a significant adverse impact. As a result, no mitigation is required.

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<sup>21</sup> South Coast Air Quality Management District. *CEQA Air Quality Handbook, Appendix 9*. As amended 2017.

<sup>22</sup> California, State of. *California Code of Regulations, Title 13, Section 2485 Airborne Toxic Control Measure to Limit Diesel-Fueled Commercial Motor Vehicle Idling*.



**EXHIBIT 3-2**  
**AIR QUALITY SENSITIVE RECEPTORS MAP**  
SOURCE: QUANTUM GIS

### 3.4 BIOLOGICAL RESOURCES

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact With Mitigation	Less Than Significant Impact	No Impact
A. Would the project have a substantial adverse effect, either directly or through habitat modifications, on any species identified as a candidate, sensitive, or special status species in local or regional plans, policies, or regulations, or by the California Department of Fish and Wildlife or U.S. Fish and Wildlife Service?				×
B. Would the project have a substantial adverse effect on any riparian habitat or other sensitive natural community identified in local or regional plans, policies, regulations, or by the California Department of Fish and Wildlife or U.S. Fish and Wildlife Service?				×
C. Would the project have a substantial adverse effect on state or federally protected wetlands (including, but not limited to, marsh, vernal pool, coastal, etc.) through direct removal, filling, hydrological interruption, or other means?				×
D. Would the project interfere substantially with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory life corridors, or impede the use of native wildlife nursery sites?				×
E. Would the project conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance?				×
F. Would the project conflict with the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or state habitat conservation plan?				×

#### ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project have a substantial adverse effect, either directly or through habitat modifications, on any species identified as a candidate, sensitive, or special status species in local or regional plans, policies, or regulations, or by the California Department of Fish and Wildlife or U.S. Fish and Wildlife Service?* • No Impact.

The proposed project involves the installation and operation of a single digital billboard. The billboard will be a V-shaped billboard structure that will feature two opposing billboard faces which will be oriented towards the northeast and southwest. The entire billboard structure will have a height of 45 feet and the billboard faces will have a length of 48 feet and a height of 14 feet. A review of the California Department of Fish and Wildlife California Natural Biodiversity Database (CNDDB) Bios Viewer indicated that the following threatened or endangered species are located within the South Gate Quadrangle.<sup>23</sup> These species include:

<sup>23</sup> California Department of Fish and Wildlife. *Bios Viewer*. <https://map.dfg.ca.gov/bios/?tool=cnddbQuick>. Website accessed on March 16, 2020.

- The *coastal California gnatcatcher* is not likely to be found on-site due to the existing surrounding development and the lack of habitat suitable for the California gnatcatcher. The absence of coastal sage scrub, the coastal California gnatcatcher's primary habitat, further diminishes the likelihood of encountering such birds.<sup>24</sup>
- The *least Bell's vireo* lives in a riparian habitat, with a majority of the species living in San Diego County. As a result, it is not likely that any least Bell's vireos will be encountered near the installation sites due to the lack of riparian habitat in the surrounding area.<sup>25</sup>
- The *western yellow-billed cuckoo* is an insect-eating bird found in riparian woodland habitats. The likelihood of encountering this bird species is low due to the level of development present within the City of Paramount. Furthermore, the lack of riparian habitat further diminishes the likelihood of encountering populations of western yellow-billed cuckoos.<sup>26</sup>
- The *southwestern willow flycatcher* is not likely to be found on-site due to the surrounding urban development and the lack of suitable riparian habitat for this bird species. The adjacent Los Angeles River channel is concrete-lined and is used for flood control.<sup>27</sup>
- *California Orcutt grass* is found near vernal pools throughout Los Angeles, Riverside, and San Diego Counties.<sup>28</sup> As indicated previously, the project site is located in the midst of an urban area. There are no bodies of water located within the project site that would be capable of supporting populations of California Orcutt grass.

The proposed project is not likely to affect any animal species because the removal or trimming of trees will not be required. Although several trees are located within the project site and the surrounding land, the billboard will be placed near the northern portion of the parcel, which does not contain any trees (refer to Exhibit 3-3). As a result, no impacts are anticipated.

**B. Would the project have a substantial adverse effect on any riparian habitat or other sensitive natural community identified in local or regional plans, policies, regulations, or by the California Department of Fish and Wildlife or U.S. Fish and Wildlife Service? • No Impact.**

There are no local or regional plans, policies, or regulations that identify any riparian habitat or other sensitive natural community at or adjacent to the project site nor does the California Department of Fish and Wildlife identify any such habitat. The portion of the Los Angeles River that is near the project site is concrete-lined and does not offer suitable riparian vegetation for the aforementioned species. The project site does not include any trees. A review of the U.S. Fish and Wildlife Service

<sup>24</sup> Audubon. *California Gnatcatcher (Poliophtila californica)*. <https://www.audubon.org/field-guide/bird/california-gnatcatcher>.

<sup>25</sup> California Partners in Flight Riparian Bird Conservation Plan. *Least Bell's Vireo (Vireo bellii pusillus)*. [http://www.prbo.org/calpif/htmldocs/species/riparian/least\\_bell\\_vireo.htm](http://www.prbo.org/calpif/htmldocs/species/riparian/least_bell_vireo.htm).

<sup>26</sup> US Fish and Wildlife Service. *Sacramento Fish and Wildlife Office, Public Advisory*. [http://www.fws.gov/sacramento/outreach/Public-Advisories/WesternYellow-BilledCuckoo/outreach\\_PA\\_Western-Yellow-Billed-Cuckoo.htm](http://www.fws.gov/sacramento/outreach/Public-Advisories/WesternYellow-BilledCuckoo/outreach_PA_Western-Yellow-Billed-Cuckoo.htm).

<sup>27</sup> United State Geological Survey. *Southwestern Willow Flycatcher Habitat*. <http://sbcs.wr.usgs.gov/cprs/research/projects/swwf/wiflhab.asp>.

<sup>28</sup> County of Los Angeles Department of Public Works. *Listed Species in the County of Los Angeles*. [http://dpw.lacounty.gov/pdd/bikepath/bikeplan/docs/App\\_C\\_Bio.pdf](http://dpw.lacounty.gov/pdd/bikepath/bikeplan/docs/App_C_Bio.pdf).

National Wetlands Inventory, Wetlands Mapper classifies the Los Angeles River as a riverine but does not identify any wetlands in the vicinity of the project site (refer to Exhibit 3-2).<sup>29</sup> The portion of the Los Angeles River that is near the project site is fully channelized with concrete and does not offer suitable riparian vegetation for the aforementioned species. Furthermore, with the implementation of the above mentioned mitigation measure, the proposed billboard will not affect any sensitive natural communities. As a result, no impacts on riparian habitats or any other sensitive natural communities will result from the proposed project's implementation. As a result, no impacts will result from the proposed project's implementation.

**C.** *Would the project have a substantial adverse effect on state or federally protected wetlands (including, but not limited to, marsh, vernal pool, coastal, etc.) through direct removal, filling, hydrological interruption, or other means? • No Impact.*

As indicated in the previous subsection, the project site and adjacent parcels do not contain any natural wetland and/or riparian habitat.<sup>30</sup> The portion of the Los Angeles River that is near to the project site is fully channelized with concrete and does not offer suitable riparian vegetation for the aforementioned species. The proposed project will be limited to the project site and will not affect any designated wetlands. As a result, no impacts will occur.

**D.** *Would the project interfere substantially with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory life corridors, or impede the use of native wildlife nursery sites? • No Impact.*

There are no areas of natural open space or areas of significant biological value within or adjacent to the project site. Furthermore, the proposed project will not require the removal or trimming of trees. In addition, there are no bodies of water that could provide a habitat for migratory birds. As indicated previously, the portion of the Los Angeles River that is near to the project site is fully channelized with concrete and does not offer a suitable riparian habitat. Therefore, the proposed billboard will not infringe upon any bodies of water or habitats.

The project site does not function as a migratory corridor for the movement of native or migratory animals. Constant disturbance (noise and vibration) from vehicles traveling on the I-710 Freeway and nearby roadways further limit the project site's utility as a migration corridor. As a result, the proposed project will not affect wildlife migration in the area or otherwise impede the use of native wildlife nursery sites and no impacts will occur.

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<sup>29</sup> United States Fish and Wildlife Service. *National Wetlands Inventory*. <https://www.fws.gov/Wetlands/data/Mapper.html>. Website accessed March 16, 2020.

<sup>30</sup> Ibid.





## EXHIBIT 3-3

# BIOLOGICAL RESOURCES AND WETLANDS MAP

SOURCE: U.S. FISH AND WILDLIFE SERVICE, WETLANDS MAPPER

**E.** *Would the project conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance? • No Impact.*

The City has no local policy or ordinance protecting biological resources. As previously mentioned, the project site is currently undeveloped and covered over in dirt, grass, debris and ruderal vegetation.<sup>31</sup> The removal or trimming of trees to accommodate the proposed sign installation will not be required. Although several trees are located within the project site and the surrounding land, the billboard will be placed near the northern portion of the parcel, which does not contain any trees. Furthermore, no protected or Heritage trees are located within the project site. Therefore, no impacts will occur.

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

Major physiographic features located in the vicinity of the City include the San Gabriel Mountains (located 21 miles north of the project site) and the Puente Hills (located ten miles northeast of the project site). The proposed project will not impact an adopted or approved local, regional, or state habitat conservation plan because the project site is not located within any protected areas and the digital billboard will only occupy a small amount of land (approximately 100 square feet). In addition, the installation of the billboard will not affect any natural habitats because the removal or trimming of trees will not be required. Therefore, no impacts will occur.

## **MITIGATION MEASURES**

The installation and operation of the proposed project are not considered to represent a significant adverse impact. As a result, no mitigation is required.

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<sup>31</sup> Blodgett Baylosis Environmental Planning. *Site Survey*. Survey conducted on March 16, 2020.

### 3.5 CULTURAL RESOURCES

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact With Mitigation	Less Than Significant Impact	No Impact
A. Would the project cause a substantial adverse change in the significance of a historical resource pursuant to §15064.5 of the CEQA Guidelines?				✗
B. Would the project cause a substantial adverse change in the significance of an archaeological resource pursuant to §15064.5 of the CEQA Guidelines?			✗	
C. Would the project disturb any human remains, including those interred outside of dedicated cemeteries?			✗	

#### ANALYSIS OF ENVIRONMENTAL IMPACTS

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

Historic structures and sites are defined by local, state, and federal criteria. A site or structure may be historically significant if it is locally protected through a General Plan or historic preservation ordinance. In addition, a site or structure may be historically significant according to state or federal criteria even if the locality does not recognize such significance. To be considered eligible for the National Register, a property's significance may be determined if the property is associated with events, activities, or developments that were important in the past, with the lives of people who were important in the past, or represents significant architectural, landscape, or engineering elements. The state has established California Historical Landmarks that include sites, buildings, features, or events that are of statewide significance and have anthropological, cultural, military, political, architectural, economic, scientific or technical, religious, experimental, or other value. California Points of Historical Interest have a similar definition, except they are deemed of local significance.

A search of the National Register of Historic Places and the list of California Historical Resources was conducted and it was determined that one historic resource (Hay Tree) is listed within the City of Paramount.<sup>32</sup> The Hay Tree is located within downtown Paramount near City Hall and is not located near the project site. The proposed project will be limited to the project site and will not affect any structures or historical resources listed on the National or State Register or those identified as being eligible for listing on the National or State Register. Furthermore, the proposed project will not involve the demolition or removal of any structures. As a result, no impacts are associated with the proposed project's implementation.

<sup>32</sup> U. S. Department of the Interior, National Park Service. *National Register of Historic Places*. <http://focus.nps.gov/nrhp>. Secondary Source: California State Parks, Office of Historic Preservation. *Listed California Historical Resources*. Website accessed October 17, 2019.

**B. *Would the project cause a substantial adverse change in the significance of an archaeological resource pursuant to §15064.5 of the CEQA Guidelines? • Less than Significant Impact.***

The greater Los Angeles Basin was previously inhabited by the Gabrieleño-people, named after the San Gabriel Mission. The Gabrieleño tribe has lived in this region for around 7,000 years.<sup>33</sup> Prior to Spanish contact, approximately 5,000 Gabrieleño people lived in villages throughout the Los Angeles Basin.<sup>34</sup> The project site is currently undeveloped and covered over in dirt, grass, debris and ruderal vegetation.<sup>35</sup> Although the surrounding properties have been subject to disturbance to accommodate the existing surrounding development, the project site is situated in an area of high archaeological significance. As a result, a mitigation measure is provided in Section 3.18 (Tribal Cultural Resources) to ensure that a tribal representative is present during construction-related ground-disturbing activities.

In the event that the tribal representative identifies an archeological resource on-site during ground-disturbing activities, Title 14; Chapter 3; Article 5; Section 15064.5 of CEQA will apply in terms of the identification of significant archaeological resources and their salvage.<sup>36</sup> The California Office of Historic Preservation states that avoidance and preservation in place are the preferable forms of mitigation for archeological sites. When avoidance is infeasible, a data recovery plan, which makes provision for adequately recovering the scientifically consequential information from and about the historical resource, shall be prepared and adopted prior to any excavation being undertaken. Such studies shall be deposited with the California Historical Resources Regional Information Center.<sup>37</sup> If an artifact must be removed during project excavation or testing, curation may be an appropriate mitigation.<sup>38</sup> Adherence to the abovementioned regulations will reduce potential impacts to levels that are less than significant.

**C. *Would the project disturb any human remains, including those interred outside of dedicated cemeteries? • Less than Significant Impact.***

There are no dedicated cemeteries located within the vicinity of the project site.<sup>39</sup> The proposed project will be restricted to the designated project site and will not affect any dedicated cemeteries. The nearest cemetery to the project site is the Angeles Abbey Memorial Park, which is located approximately 1.30 miles southwest of the project site in the City of Compton. The proposed project will be restricted to the designated project site and will not affect the aforementioned cemetery. Notwithstanding, in the unlikely event that remains are uncovered by construction crews, all excavation and grading activities shall be halted and the Los Angeles Sheriff's Department would be contacted (the Department would then contact the County Coroner). This is a standard condition under California Health and Safety Code Section 7050.5(b), which states:

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<sup>33</sup> Tongva People of Sunland-Tujunga. *Introduction*. [http://www.lausd.k12.ca.us/Verdugo\\_HS/classes/multimedia/intro.html](http://www.lausd.k12.ca.us/Verdugo_HS/classes/multimedia/intro.html).

<sup>34</sup> Rancho Santa Ana Botanical Garden. *Tongva Village Site*. <http://www.rsabg.org/tongva-village-site-1>.

<sup>35</sup> Blodgett Baylosis Environmental Planning. *Site Survey*. Survey conducted on March 16, 2020.

<sup>36</sup> California, State of. *Title 14. California Code of Regulations. Chapter 3. Guidelines for the Implementation of the California Environmental Quality Act*. as Amended 1998 (CEQA Guidelines). §15064.5.

<sup>37</sup> Ibid. §15126.4.

<sup>38</sup> Curation would involve the selection, organization and looking after of archeological items in a collection or exhibition.

<sup>39</sup> Google Earth. Website accessed March 16, 2020.

*“In the event of discovery or recognition of any human remains in any location other than a dedicated cemetery, there shall be no further excavation or disturbance of the site or any nearby area reasonably suspected to overlie adjacent remains until the coroner of the county in which the human remains are discovered has determined, in accordance with Chapter 10 (commencing with (b) Section 27460) of Part 3 of Division 2 of Title 3 of the Government Code, that the remains are not subject to the provisions of Section 27491 of the Government Code or any other related provisions of law concerning investigation of the circumstances, manner and cause of any death, and the recommendations concerning the treatment and disposition of the human remains have been made to the person responsible for the excavation, or to his or her authorized representative, in the manner provided in Section 5097.98 of the Public Resources Code. The coroner shall make his or her determination within two working days from the time the person responsible for the excavation, or his or her authorized representative, notifies the coroner of the discovery or recognition of the human remains. If the coroner determines that the remains are not subject to his or her authority and if the coroner recognizes the human remains to be those of a Native American, or has reason to believe that they are those of a Native American, he or she shall contact, by telephone within 24 hours, the Native American Heritage Commission.”*

Adherence to the aforementioned standard condition will ensure potential impacts remain at levels that are less than significant.

## **MITIGATION MEASURES**

The analysis of potential cultural resources impacts indicated that the project site is situated in an area of high archaeological significance. Mitigation measures are provided in Section 3.18 (Tribal Cultural Resources) to ensure the preservation of any discovered tribal artifacts. In addition, in the unlikely event that human remains are uncovered by construction crews, all excavation and grading activities shall be halted and the Los Angeles Sheriff's Department would be contacted (the Department would then contact the County Coroner).

### 3.6 ENERGY

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact With Mitigation	Less Than Significant Impact	No Impact
A. Would the project result in a potentially significant environmental impact due to wasteful, inefficient, or unnecessary consumption of energy resources during project construction or operation?			✗	
B. Would the project conflict with or obstruct a state or local plan for renewable energy or energy efficiency?				✗

#### ANALYSIS OF ENVIRONMENTAL IMPACTS

- A. *Would the project result in a potentially significant environmental impact due to wasteful, inefficient, or unnecessary consumption of energy resources during project construction or operation? • Less than Significant Impact.*

The proposed project involves the installation and operation of a single digital billboard. The billboard will be a V-shaped billboard structure that will feature two opposing billboard faces which will be oriented towards the northeast and southwest. The entire billboard structure will have a height of 45 feet and the billboard faces will have a length of 48 feet and a height of 14 feet. A number of variables will affect the potential power consumption of a digital billboard including billboard face size, resolution (how close pixels are spaced, also referred to as the diode density), how many LEDs (light emitting diodes) are in each pixel, the color capabilities of the board (tri-color or full color), the image being displayed and the time of day (day-time operation requires more power than night-time operation, as the lit image must compete with the brightness of the sun). The average annual energy consumption for LED billboards is 61,032 kilowatt hours (“kWh”). For purposes of comparison, a small specialty retail store with approximately 1,200 square feet of floor area, will consume approximately 69,715 kWh of electricity on an annual basis.<sup>40</sup>

The billboard would be projected to draw 50 amps, which translates to an annual usage of 52,560 kWh. However, this number may be lower depending on the many factors listed in the previous paragraph. The proposed billboard would use electrical energy and would be constructed pursuant to current electrical codes, including Title 24 of the State Building Code. The installation of the billboard will not result in excessive energy consumption because the materials used in the construction of billboards are manufactured off-site and the billboard will be installed over a three- to five-day period. The off-site manufacturing of the billboard is not subject to this environmental analysis because it is not directly part of the on-site construction. The manufacturing of the billboard and other construction materials are done off-site by a company contracted by the Applicant and their manufacturing processes are not subject to this CEQA analysis. Therefore, the proposed project will not result in wasteful, inefficient, or unnecessary consumption of energy during installation or operation and the impacts are considered to be less than significant.

<sup>40</sup> Young, Gregory. *The Basics of Digital Signage and Energy Consumption*.  
[http://www.scenic.org/storage/documents/EXCERPT The Basics of Digital Signage and Energy Consumption.pdf](http://www.scenic.org/storage/documents/EXCERPT%20The%20Basics%20of%20Digital%20Signage%20and%20Energy%20Consumption.pdf).

**B. *Would the project conflict with or obstruct a state or local plan for renewable energy or energy efficiency?* • No Impact.**

The California Public Utilities Commission prepared an updated Energy Efficiency Strategic Plan in 2011 with the goal of promoting energy efficiency and a reduction in greenhouse gases (GHG). Assembly Bill 1109, which was adopted in 2007, also serves as a framework for lighting efficiency. This bill requires the State Energy Resources Conservation and Development Commission to adopt minimum energy efficiency standards structured to reduce average statewide electrical energy consumption by not less than 50 percent from the 2007 levels for indoor residential lighting and not less than 25 percent from the 2007 levels for indoor commercial and outdoor lighting by 2018. As indicated in the previous subsection, the project will not result in wasteful, inefficient, or unnecessary consumption of energy during installation or operation. Therefore, the proposed project will not conflict with or obstruct the state's goal of promoting energy and lighting efficiency and no impacts will occur.

**MITIGATION MEASURES**

The analysis determined that the proposed project will not result in significant impacts related to energy and mitigation measures are not required.

### 3.7 GEOLOGY & SOILS

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact With Mitigation	Less Than Significant Impact	No Impact
<b>A.</b> Would the project directly or indirectly cause potential substantial adverse effects, including the risk of loss, injury, or death involving rupture of a known earthquake fault, as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known fault; strong seismic ground shaking; seismic-related ground failure, including liquefaction; or, landslides?			✗	
<b>B.</b> Would the project result in substantial soil erosion or the loss of topsoil?			✗	
<b>C.</b> Would the project 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?			✗	
<b>D.</b> Would the project be located on expansive soil, as defined in Table 18-1-B of the Uniform Building Code (2012), creating substantial direct or indirect risks to life or property?			✗	
<b>E.</b> Would the project have soils incapable of adequately supporting the use of septic tanks or alternative wastewater disposal systems where sewers are not available for the disposal of wastewater?				✗
<b>F.</b> Would the project directly or indirectly destroy a unique paleontological resource or site or unique geologic feature?				✗

#### ANALYSIS OF ENVIRONMENTAL IMPACTS

**A.** *Would the project directly or indirectly cause potential substantial adverse effects, including the risk of loss, injury, or death involving rupture of a known earthquake fault, as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known fault; strong seismic ground shaking; seismic-related ground failure, including liquefaction; or, landslides? • Less than Significant Impact.*

The City of Paramount is located in a seismically active region. Earthquakes from several active and potentially active faults in the Southern California region could affect the project site. In 1972, the Alquist-Priolo Earthquake Zoning Act was passed in response to the damage sustained in the 1971 San Fernando Earthquake.<sup>41</sup> The Alquist-Priolo Earthquake Fault Zoning Act's main purpose is to prevent the construction of buildings used for human occupancy on the surface trace of active faults. A list of cities and counties subject to the Alquist-Priolo Earthquake Fault Zones is available on the State's Department of Conservation website. The City of Paramount is not on the list; therefore, the risk from

<sup>41</sup> California Department of Conservation. *What is the Alquist-Priolo Act.*  
<http://www.conservation.ca.gov/cgs/rghm/ap/Pages/main.aspx>.



potential fault rupture is considered low.<sup>42</sup> Even though Paramount is not on the list, there are a number of known faults within close proximity to the City. The closest known faults are the Cherry Hill Fault (located 5.1 miles south of the project site) and the Avalon-Compton Fault (located 5.3 miles west of the project site).

The proposed digital billboard will be subject to all applicable City and state building regulations, including the California Building Code to ensure that potential impacts are less than significant. The potential impacts in regards to ground shaking would also be considered to be less than significant. The amount of ground shaking depends on the intensity of the earthquake, the duration of shaking, soil conditions, type of building, and distance from epicenter or fault. The potential impacts from fault rupture and ground shaking are considered no greater for the project site than for the surrounding area given their distance to the fault trace. Liquefaction is the process by which water-saturated sediment temporarily loses strength and acts as a fluid. Essentially, liquefaction is the process by which the ground soil loses strength due to an increase in water pressure following seismic activity.<sup>43</sup> The project site is located in a moderate liquefaction zone.<sup>44</sup> Additionally, the project site is not located within areas that could be subject to landslides.<sup>45</sup>

The State Seismic Hazards Mapping Act requires the preparation of a geotechnical report for most new development projects that are located in areas that may be subject to seismic hazards. However, the Seismic Hazards Mapping Act and the Alquist-Priolo Earthquake Fault Zoning Act define projects that are exempt from any investigation requirements. The exemption applies to structures of Group U occupancy, which includes buildings and structures of an accessory character and miscellaneous structures not classified in any specific occupancy. Buildings and structures within Group U include, but are not limited to, private garages, carports, retaining walls, fences, and cell phone towers.<sup>46</sup> Billboards are not specifically mentioned in this exception; however, cell towers are included in this classification. Billboards may be categorized with cell towers for the purpose of geotechnical analysis because billboards and cell towers are both vertical structures that are not habitable and are powered by electricity. Therefore, for the purposes of this project, billboards would be considered exempt from requiring a geotechnical report.

The proposed billboard will be subject to all applicable City and State building regulations, including the California Building Code to ensure that potential impacts are less than significant. As a result, the potential impacts in regards to ground shaking, liquefaction, and landslides are less than significant.

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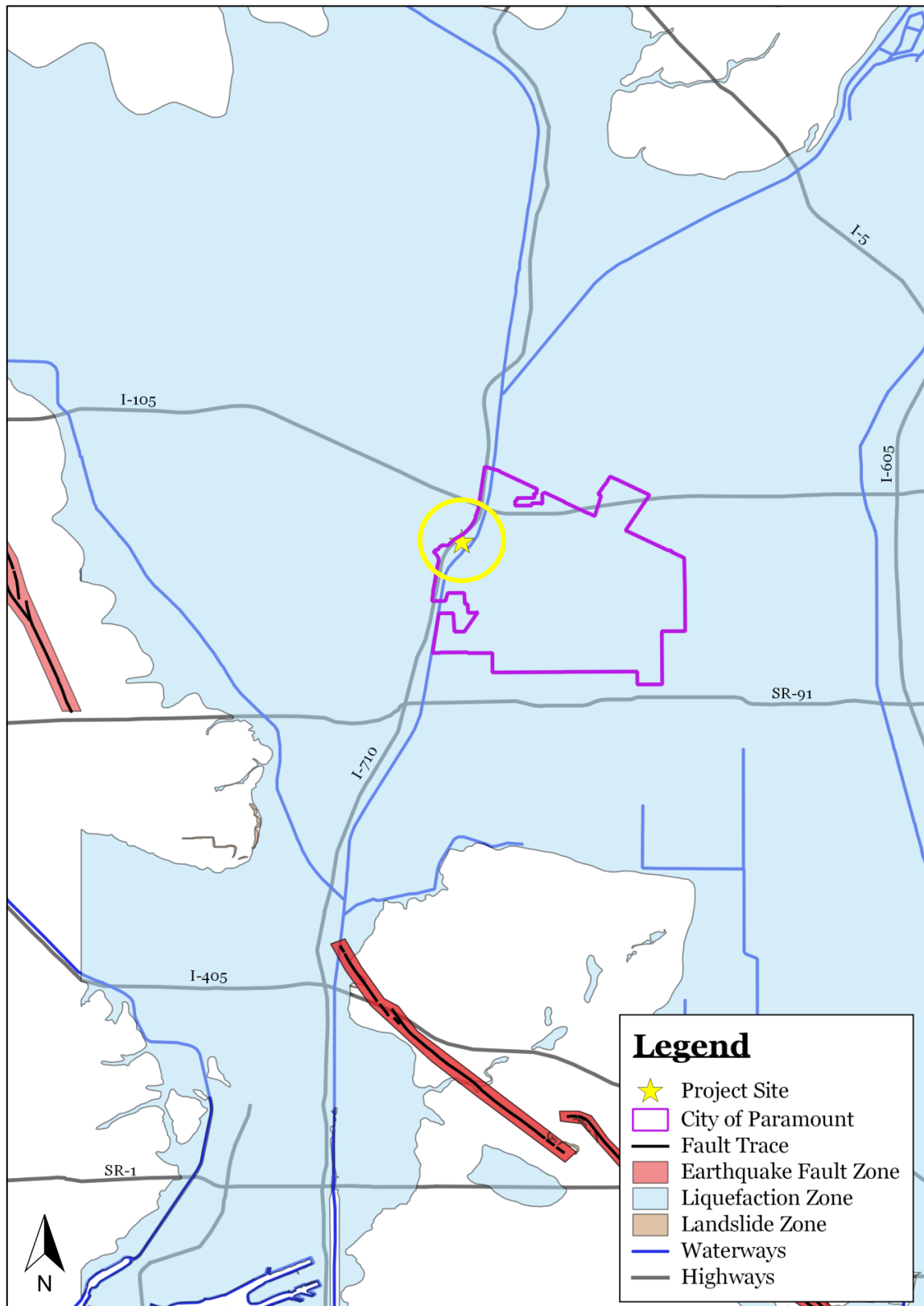
<sup>42</sup> California Department of Conservation. Table 4, Cities and Counties Affected by Alquist-Priolo Earthquake Fault Zones as of January 2010.

<sup>43</sup> U.S. Geological Survey. *About Liquefaction*. <http://geomaps.wr.usgs.gov/sfgeo/liquefaction/aboutliq.html>.

<sup>44</sup> San Bernardino County. *Multi-Jurisdictional Hazard Mitigation Plan* - July 13, 2017.

<sup>45</sup> United States Department of Agriculture, Soil Conservation Service. *Soil Survey of San Bernardino California – Mojave River Area*. Report dated 1978.

<sup>46</sup> California Building Standards Commission. *2016 California Residential Code*. California Code of Regulations Title 24 Building Standards Code, Part 2.5 California Residential Code, Chapter 1 Scope and Application, Section 1.1.3.1.2 Utility and Miscellaneous Group U.



**EXHIBIT 3-4**  
**SEISMIC HAZARDS MAP**  
SOURCE: CALIFORNIA GEOLOGICAL SURVEY AND QGIS

**B. *Would the project result in substantial soil erosion or the loss of topsoil? • Less than Significant Impact.***

The University of California, Davis SoilWeb database was consulted to determine the nature of the soils that underlie the project site. According to the University of California, Davis SoilWeb database, the project site is underlain primarily by soils of the Urban land-Metz-Pico complex, 0 to 2 percent slopes.<sup>47</sup> The water erosion risk for these soils is low, whereas their wind erosion risk is moderate.<sup>48</sup> However, the proposed digital billboard will only occupy 100 square feet of land area and will not present a runoff or erosion risk because the billboard will not introduce significant impermeable land cover to the project site. In addition, limited excavation will be required for the installation of the pylon footings and infrastructure connections. As a result, the impacts will be less than significant.

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

As previously mentioned, the proposed digital billboard will only occupy 100 square feet of land area and will not present a runoff or erosion risk because the billboard will not introduce significant impermeable land cover. The potential impacts from fault rupture and ground shaking are considered no greater for the project site than for the surrounding area given their distance to the Cherry Hill Fault (located 5.1 miles south of the project site) and the Avalon-Compton Fault (located 5.3 miles west of the project site). Additionally, the project site is not located within an area that could be subject to landslides.<sup>49</sup>

Lateral spreading is a phenomenon that is characterized by the horizontal, or lateral, movement of the ground. Lateral spreading could be liquefaction-induced or can be the result of excess moisture within the underlying soils. As previously mentioned, the City is located within a potential liquefaction hazard zone.<sup>50</sup> Subsidence occurs via soil shrinkage and is triggered by a significant reduction in an underlying groundwater table, thus causing the earth on top to sink. Shrinking and swelling is influenced by the amount of clay present in the underlying soils. The project site is underlain primarily by soils of the Urban land-Metz-Pico complex, which have low levels of clay. As previously mentioned, the proposed billboard will be subject to all applicable City and state building regulations, including the California Building Code to ensure that potential impacts are less than significant. Therefore, less than significant impacts related to unstable soils and subsidence are expected.

**D. *Would the project be located on expansive soil, as defined in Table 18-1-B of the Uniform Building Code (2012), creating substantial direct or indirect risks to life or property? • Less than Significant Impact.***

As previously mentioned, shrinking and swelling is influenced by the amount of clay present in the underlying soils. The project site is underlain primarily by soils of the Urban land-Metz-Pico complex, which have low levels of clay. As previously mentioned, the proposed billboard will be subject to all

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<sup>47</sup> UC Davis. *Soil Web*. <https://casoilresource.lawr.ucdavis.edu/gmap/>

<sup>48</sup> Ibid.

<sup>49</sup> Ibid.

<sup>50</sup> Los Angeles County. *Multi-Jurisdictional Hazard Mitigation Plan*

applicable City and state building regulations, including the California Building Code to ensure that potential impacts are less than significant. Therefore, less than significant impacts related to unstable soils and subsidence are expected.

**E.** *Would the project have soils incapable of adequately supporting the use of septic tanks or alternative wastewater disposal systems where sewers are not available for the disposal of wastewater?* • *No Impact.*

No septic tanks will be required or otherwise used in conjunction with the proposed digital billboard. As a result, no impacts associated with the use of septic tanks or alternative wastewater disposal systems will occur as part of the proposed project.

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

No paleontological resources or geologic features are anticipated to be encountered during the project's construction phase due to the age of the soil and the limited amount of excavation that will be required to implement the project. The estimated column depth for the support column would be approximately 25 feet deep. An export of 22 cubic yards of dirt is estimated for the proposed billboard. The soils that underlie the project site are alluvial in nature. Alluvial deposits are typically quaternary in age (from two million years ago to the present day) and span the two most recent geologic epochs, the Pleistocene and the Holocene.<sup>51</sup> As a result, no impacts to paleontological resources will occur.

## **MITIGATION MEASURES**

The analysis determined that the proposed project will not result in significant impacts related to geology and soils and therefore, no mitigation measures are required.

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<sup>51</sup> United States Geological Survey. *What is the Quaternary?*  
[http://geomaps.wr.usgs.gov/sfgeo/quaternary/stories/what\\_is.html](http://geomaps.wr.usgs.gov/sfgeo/quaternary/stories/what_is.html).

### 3.8 GREENHOUSE GAS EMISSIONS

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact With Mitigation	Less Than Significant Impact	No Impact
A. Would the project generate greenhouse gas emissions, either directly or indirectly, that may have a significant impact on the environment?			✗	
B. Would the project conflict with an applicable plan, policy, or regulation adopted for the purpose of reducing emissions of greenhouse gases?				✗

#### ENVIRONMENTAL ANALYSIS

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

The State of California requires CEQA documents include an evaluation of greenhouse gas (“GHG”) emissions or gases that trap heat in the atmosphere. GHG are emitted by both natural processes and human activities. Examples of GHG that are produced both by natural and industrial processes include carbon dioxide (CO<sub>2</sub>), methane (CH<sub>4</sub>), and nitrous oxide (N<sub>2</sub>O). The proposed digital billboard will utilize minimal amounts of electricity and, as a result, off-site stationary emissions will be minimal. The SCAQMD has established a single quantified threshold of 10,000 metric tons of CO<sub>2</sub>E (MTCO<sub>2</sub>E) per year for new development.<sup>52</sup> Carbon dioxide equivalent, or CO<sub>2</sub>E, is a term that is used for describing different greenhouse gases in a common and collective unit. The only source of GHG emissions related to the operation of the digital billboard would be those related to off-site electrical power generation. Table 3-4 summarizes annual GHG (CO<sub>2</sub>E) emissions from the operation of the proposed digital billboard.

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

Source	GHG Emissions (lbs/day)			
	CO <sub>2</sub>	CH <sub>4</sub>	N <sub>2</sub> O	CO <sub>2</sub> E
Long-term Area Emissions	0.00022	0.00000	0.00000	0.00023
Long-term Energy Emissions	0.00000	0.00000	0.00000	0.00000
Long-term Mobile Emissions	0.00000	0.00000	0.00000	0.00000
Total Long-term Emissions	<b>0.00022</b>	<b>0.00000</b>	<b>0.00000</b>	<b>0.00023</b>
Total Long-term Emissions (MTCO <sub>2</sub> E)				<b>0.00004 MTCO<sub>2</sub>E/year</b>
Thresholds of Significance				<b>10,000 MTCO<sub>2</sub>E/year</b>

Source: CalEEMod V.2016.3.2

<sup>52</sup> SCAQMD. *Greenhouse Gas CEQA Significance Threshold Stakeholder Working Group Meeting #15*. [https://planning.lacity.org/eir/8150Sunset/References/4.E.%20Greenhouse%20Gas%20Emissions/GHG.39\\_SCAQMD%20GHG%20Meeting%2015.pdf](https://planning.lacity.org/eir/8150Sunset/References/4.E.%20Greenhouse%20Gas%20Emissions/GHG.39_SCAQMD%20GHG%20Meeting%2015.pdf).

As indicated in Table 3-4, the CO<sub>2</sub>E total for the project is a negligible amount of CO<sub>2</sub>E per day. Since the project's operational emissions will be below the quantified threshold of significance, the potential impacts are considered to be less than significant.

**B.** *Would the project conflict with an applicable plan, policy, or regulation adopted for the purpose of reducing emissions of greenhouse gases?* • *No Impact.*

The passage of Assembly Bill (AB) 32, the California Global Warming Solutions Act of 2006, established the California target to achieve reductions in GHG to 1990 GHG emission levels by the year 2020.<sup>53</sup> As indicated previously, the installation and operation of the proposed digital billboard will result in the generation of a limited amount of emissions that will be below the SCAQMD's thresholds (refer to Table 3-4). The only operational emissions will involve vehicle trips made by maintenance vehicles and off-site emissions for electricity generation to power the digital billboard, which are minimal. As indicated in Section 3.6, Energy, A, the digital billboard will not result in wasteful, inefficient, or unnecessary consumption of energy during installation or operation. As a result, no impacts will occur.

## **MITIGATION MEASURES**

The analysis of potential impacts related to GHG emissions indicated that the proposed project would not result in any significant adverse impacts. As a result, no mitigation measures are required.

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<sup>53</sup> California, State of. OPR Technical Advisory – *CEQA and Climate Change: Addressing Climate Change through the California Environmental Quality Act (CEQA) Review*. June 19, 2008.

### 3.9 HAZARDS & HAZARDOUS MATERIALS

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact With Mitigation	Less Than Significant Impact	No Impact
A. Would the project create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials?				×
B. Would the project 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?				×
C. Would the project emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school?				×
D. Would the project 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?				×
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 a public use airport, would the project result in a safety hazard or excessive noise for people residing or working in the project area?				×
F. Would the project impair implementation of or physically interfere with an adopted emergency response plan or emergency evacuation plan?				×
G. Would the project expose people or structures, either directly or indirectly, to a significant risk of loss, injury, or death involving wildland fires?				×

#### ANALYSIS OF ENVIRONMENTAL IMPACTS

**A.** *Would the project create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials? • No Impact.*

The proposed project involves the installation and operation of a single digital billboard. Once in operation, the proposed project will not involve the transport, use, or disposal of hazardous materials. Therefore, no impacts will result upon project implementation.

**B.** *Would the project 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? • No Impact.*

Government Code Section 65962.5 refers to the Hazardous Waste and Substances Site List, commonly known as the Cortese List, maintained by the California Department of Toxic Substances Control. A search of the EnviroStor database determined that there are no Cortese sites located within the City. The United States Environmental Protection Agency's multi-system search Envirofacts was consulted

and it was determined that the project site is not listed within the database.<sup>54</sup> Since the project site is not identified by any regulatory agency as having a known and recorded hazardous materials spills, releases or environmental-related violations, no impacts will occur.

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

Whaley Middle School is located approximately 0.39 miles southwest of the project site, within the City of Compton.<sup>55</sup> The proposed project will not involve any emissions of hazardous substances or the handling of any hazardous or acutely hazardous materials, substances, or waste. The proposed project will also not involve any changes to the surrounding environment which could result in the release of hazardous materials. As a result, no impacts will occur.

*D. Would the project 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? • No Impact.*

Government Code Section 65962.5 refers to the Hazardous Waste and Substances Site List, commonly known as the Cortese List, maintained by the California Department of Toxic Substances Control. The Cortese list contains hazardous waste and substance sites including public drinking water wells with detectable levels of contamination, sites with known underground storage tanks (USTs) having a reportable release, solid waste disposal facilities from which there is a known migration, hazardous substance sites selected for remedial action, historic Cortese sites, and sites with known toxic material identified through the abandoned site assessment program. A search of the EnviroStor database indicated that there are no Cortese sites located within the City.<sup>56</sup> As a result, no impacts will occur.

*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 a public use airport, would the project result in a safety hazard or excessive noise for people residing or working in the project area? • No Impact.*

The project site is not located within two miles of an airport. Compton/Woodley Airport is located approximately 3.26 miles southwest of the project site.<sup>57</sup> As a result, the proposed project will not present a safety or noise hazard related to aircraft or airport operations at an airport to people residing or working in the project area and no impacts will occur.

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

At no time will the surrounding roadways be closed to traffic. All construction staging areas will be

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<sup>54</sup> United States Environmental Protection Agency. *Envirofacts-Multisystem Search*.  
<https://www3.epa.gov/enviro/?CFID=59839&CFTOKEN=30600241>.

<sup>55</sup> Google Earth. Website accessed March 18, 2020.

<sup>56</sup> California Department of Toxic Substances Control, Envirostor. *Hazardous Waste and Substances Site Cortese List*.  
[http://www.envirostor.dtsc.ca.gov/public/search.asp?cmd=search&reporttype=CORTESE&site\\_type=CSITES,OPEN,FUDS,CLOSE&status=ACT,BKLG,COM&reporttitle=HAZARDOUS+WASTE+AND+SUBSTANCES+SITE+LIST](http://www.envirostor.dtsc.ca.gov/public/search.asp?cmd=search&reporttype=CORTESE&site_type=CSITES,OPEN,FUDS,CLOSE&status=ACT,BKLG,COM&reporttitle=HAZARDOUS+WASTE+AND+SUBSTANCES+SITE+LIST).

<sup>57</sup> Google Earth. Website accessed March 18, 2020.



located within the project site. The construction plan must identify specific provisions for the regulation of construction vehicle ingress and egress to the site during billboard installation as a means to provide continued through-access. As a result, no impacts are associated with the proposed project's implementation.

**G.** *Would the project expose people or structures, either directly or indirectly, to a significant risk of loss, injury, or death involving wildland fires?* • *No Impact.*

The project area is urbanized. There are no areas of chaparral or "fire climax" vegetation found within the project site or in the surrounding properties that could provide a fuel source for a wildfire. As a result, there are no impacts associated with potential wildfires from off-site locations.

### **MITIGATION MEASURES**

The analysis indicated that the proposed project will not result in impacts associated with hazards and hazardous materials. Therefore, no mitigation measures are required.

### 3.10 HYDROLOGY & WATER QUALITY

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact With Mitigation	Less Than Significant Impact	No Impact
A. Would the project violate any water quality standards or waste discharge requirements or otherwise substantially degrade surface or groundwater quality?				×
B. Would the project substantially decrease groundwater supplies or interfere substantially with groundwater recharge such that the project may impede sustainable groundwater management of the basin?				×
C. Would the project substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river or through the addition of impervious surfaces, in a manner which would result in substantial erosion or siltation on- or off-site; substantially increase the rate or amount of surface runoff in a manner in which would result in flooding on- or off-site; create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff; or, impede or redirect flood flows?				×
D. In flood hazard, tsunami, or seiche zones, would the project risk release of pollutants due to project inundation?				×
E. Would the project conflict with or obstruct implementation of a water quality control plan or sustainable groundwater management plan?				×

#### 3.10.1 ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project violate any water quality standards or waste discharge requirements or otherwise substantially degrade surface or groundwater quality?* • No Impact.

The proposed project involves the installation and operation of a single digital billboard. A review of the U.S. Fish and Wildlife Service National Wetlands Inventory, Wetlands Mapper classifies the Los Angeles River as a riverine but does not identify any wetlands in the vicinity of the project site (refer to Exhibit 3-3).<sup>58</sup> As indicated on the National Wetlands Inventory, the nearest body of water is the concrete-lined Los Angeles River. The installation and operation of the proposed digital billboard will not result in the degradation of surface or groundwater quality. The installation period for the billboard will be three to five days and the materials used in the construction of billboards will be manufactured off-site. An export of 22 cubic yards of dirt is estimated for the proposed digital billboard. Any excavated areas will be fully covered. According to the University of California, Davis SoilWeb database, the project site is underlain primarily by soils of the Urban land-Metz-Pico complex.<sup>59</sup> The water erosion risk for these soils is low, whereas their wind erosion risk is moderate.<sup>60</sup>

<sup>58</sup> United States Fish and Wildlife Service. *National Wetlands Inventory*. <https://www.fws.gov/Wetlands/data/Mapper.html>.

<sup>59</sup> UC Davis. *Soil Web*. <https://casoilresource.lawr.ucdavis.edu/gmap/>

<sup>60</sup> Ibid.

In the absence of mitigation, new impervious surfaces (buildings, internal driveways, parking areas, etc.) that would be constructed may result in the generation of urban pollutants. However, the proposed digital billboard will only occupy 100 square feet of land area and will not present a runoff risk because the billboard will not introduce significant impermeable land cover to the project site. In addition, limited excavation will be required for the installation of the pylon footings and infrastructure connections. Overall, the proposed project will not involve any physical features or activities that would lead to runoff or the contamination of storm water runoff. As a result, no impacts will occur.

**B. *Would the project substantially decrease groundwater supplies or interfere substantially with groundwater recharge such that the project may impede sustainable groundwater management of the basin?*** • *No Impact.*

A search was conducted through the Regional Water Quality Control Board's on-line database Geotracker to identify the presence of any natural underground water wells within or adjacent to the project site. The search yielded no results.<sup>61</sup> Therefore, excavation activities will not encounter and deplete groundwater supplies from any underlying aquifer. In addition, the proposed digital billboard will only occupy 100 square feet of land area and will not interfere with groundwater recharge. In addition, the operation of the digital billboard will not involve water use and will not deplete groundwater supplies. As a result, no impacts will occur.

**C. *Would the project substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river or through the addition of impervious surfaces, in a manner which would result in substantial erosion or siltation on- or off-site; substantially increase the rate or amount of surface runoff in a manner in which would result in flooding on- or off-site; create or contribute runoff water which would exceed the capacity of existing or planned storm water drainage systems or provide substantial additional sources of polluted runoff; or, impede or redirect flood flows?*** • *No Impact.*

As indicated on the National Wetlands Inventory, the nearest body of water is the concrete-lined Los Angeles River. The billboard will be restricted to the project site and will not alter the course of the Los Angeles River. The billboard will only occupy 100 square feet of land area and therefore will not cause a significant increase in impermeable surfaces or an increase in the rate or amount of surface runoff. In addition, the proposed project will not alter the existing drainage pattern or increase the risk of erosion or siltation of the project site and the surrounding areas and no impacts will occur.

**D. *In flood hazard, tsunami, or seiche zones, would the project risk release of pollutants due to project inundation?*** • *No Impact.*

According to the Los Angeles County Department of Public Works, the project site is not located within a designated 500-year flood hazard area, as defined by the Federal Emergency Management Agency (FEMA).<sup>62</sup> According to the map obtained from the Los Angeles County Department of Public Works, the proposed project site is located in Zone X (0.2%).<sup>63</sup> Zones designated as X (0.2%) are not

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<sup>61</sup> Geotracker GAMA. <http://geotracker.waterboards.ca.gov/gama/gamamap/public/default.asp>. Website accessed March 18, 2020.

<sup>62</sup> Federal Emergency Management Agency. *Flood Zones*. <http://www.fema.gov/flood-zones>.

<sup>63</sup> Los Angeles County Department of Public Works. *Flood Zone Determination Website*. <http://dpw.lacounty.gov/wmd/floodzone/>. Website accessed March 18, 2020.

considered zones with a significant flood risk. According to the United States Geological Survey (USGS) Earthquake Hazards Program, seiches are standing waves set up on rivers, reservoirs, ponds, and lakes when seismic waves from an earthquake pass through the area.<sup>64</sup> A seiche in the Los Angeles River is not likely to happen due to the current level of channelization and the low frequency in which a significant stream forms on these waterways. Furthermore, the proposed project site is not located in an area that is subject to inundation from a tsunami because the project site is located 9.75 miles inland from the Pacific Ocean.<sup>65</sup> As a result, no impacts are expected.

**E.** *Would the project conflict with or obstruct implementation of a water quality control plan or sustainable groundwater management plan? • No Impact.*

The installation of the digital billboard will result in minimal ground disturbance. The footprint of the pylon support structures will be minimal (100 square feet) and will not lead to a substantial amount of impervious surfaces. In addition, the digital billboard will not utilize any materials or equipment that could lead to surface water pollution. As a result, no impacts will occur.

## **MITIGATION MEASURES**

The analysis indicated that the proposed project will not result in impacts associated with hydrology and water quality. Therefore, no mitigation measures are required.

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<sup>64</sup> United States Geological Survey Earthquake Hazards Program. *Seismic Seiches*.  
<https://earthquake.usgs.gov/learn/topics/seiche.php>.

<sup>65</sup> Google Earth. Website accessed March 18, 2020.

### 3.11 LAND USE & PLANNING

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact With Mitigation	Less Than Significant Impact	No Impact
A. Would the project physically divide an established community?				✗
B. Would the project cause a significant environmental impact due to a conflict with any land use plan, policy, or regulation adopted for the purpose of avoiding or mitigating an environmental effect?				✗

#### ANALYSIS OF ENVIRONMENTAL IMPACTS

##### A. *Would the project physically divide an established community?* • No Impact.

The project site is currently undeveloped and covered over in dirt, grass, debris and ruderal vegetation.<sup>66</sup> The proposed project involves the installation and operation of a single digital billboard. The billboard will be a V-shaped billboard structure that will feature two opposing billboard faces which will be oriented towards the northeast and southwest. The entire billboard structure will have a height of 45 feet and the billboard faces will have a length of 48 feet and a height of 14 feet.

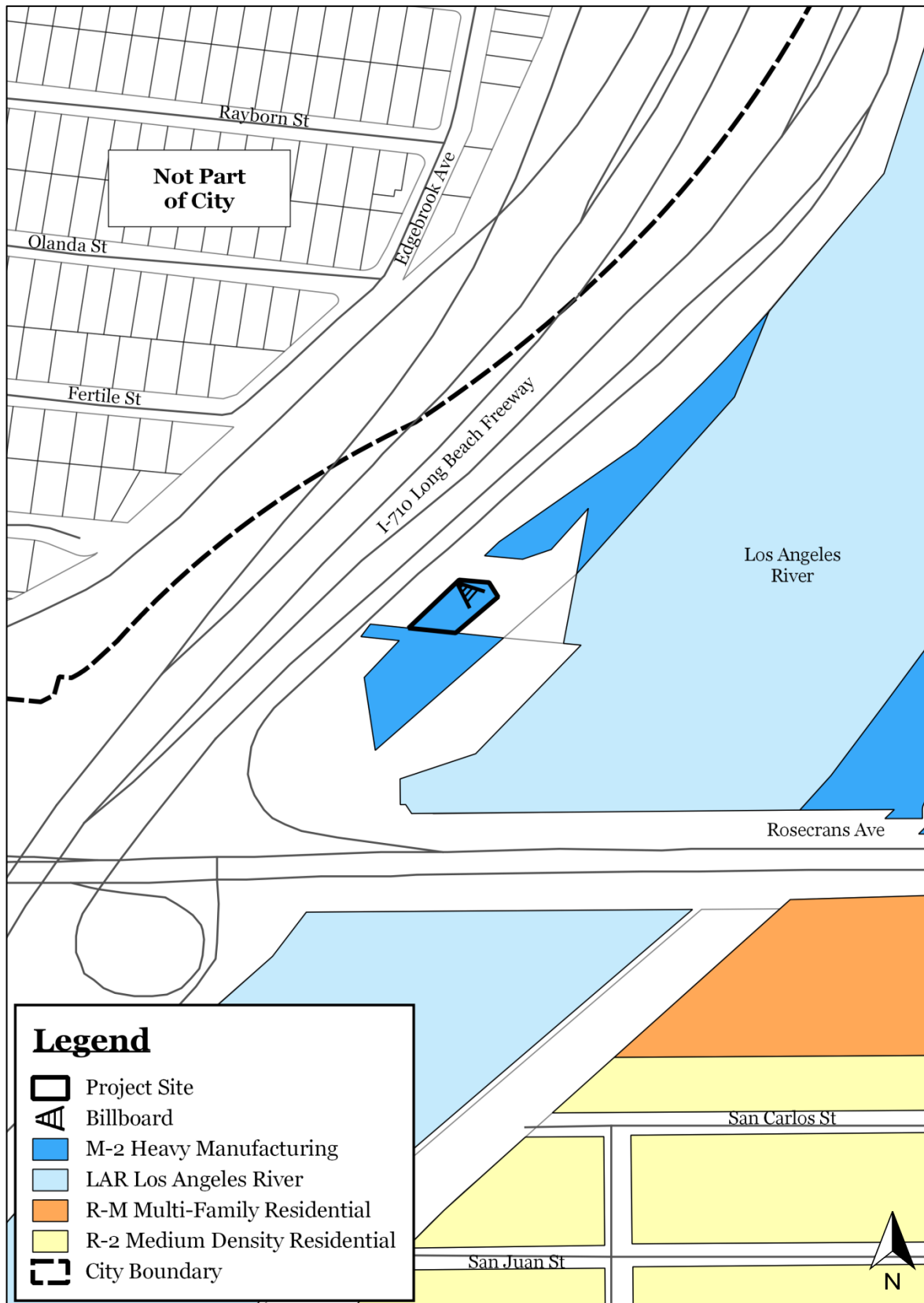
The location of the proposed billboard will be approximately 200 feet east of the I-710 Freeway and 600 feet north of Rosecrans Avenue. The proposed digital billboard will be located within a parcel that has corresponding Assessor's Parcel Number (APN) 6236-035-013.<sup>67</sup> This parcel is located on a strip of land that is located in between the I-710 Freeway and the Los Angeles River. The proposed digital billboard would be located within an area that has a zoning designation of *M-2 Heavy Manufacturing* and a General Plan land use designation of *Industrial*. Refer to Exhibits 3-5 and 3-6 for the zoning and General Plan land use maps. Existing uses found in the vicinity of the project site are summarized below.<sup>68</sup>

- *North of the Project Site.* As displayed in Exhibit 2-3, the I-710 Freeway extends in a northeast-southwest orientation north of the project site. Residential uses are located north of the aforementioned segment of the I-710 Freeway. The I-105 Freeway is located approximately one-half mile north of the project site.

<sup>66</sup> Blodgett Baylosis Environmental Planning. *Site Survey*. Survey conducted on March 16, 2020.

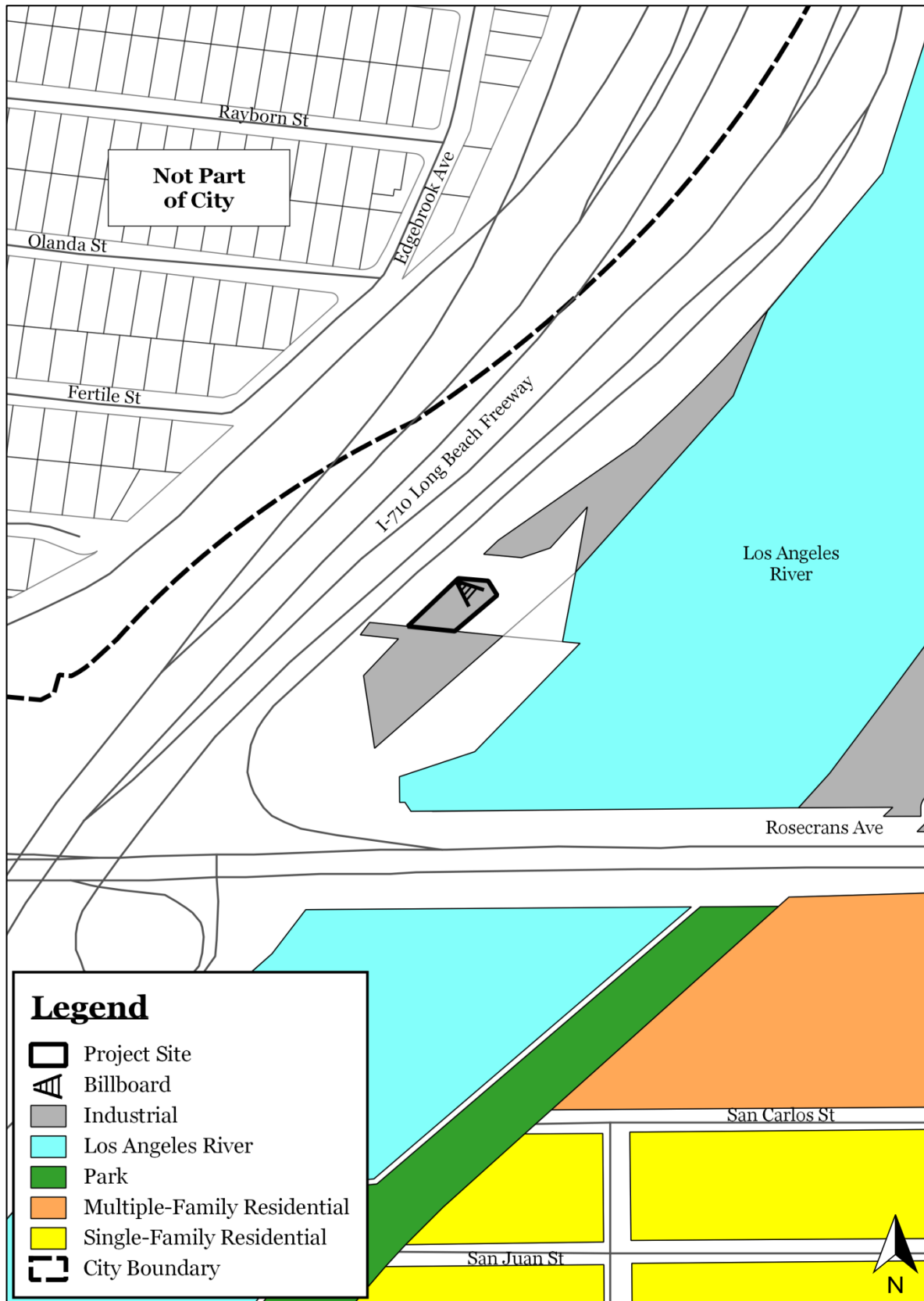
<sup>67</sup> Los Angeles County Assessor. *Parcel Viewer*. Website Accessed on March 6, 2020.

<sup>68</sup> Blodgett Baylosis Environmental Planning. *Site Survey*. Survey conducted on March 16, 2020.



## EXHIBIT 3-5 ZONING MAP

SOURCE: CITY OF PARAMOUNT & QUANTUM GIS



**EXHIBIT 3-6**  
**GENERAL PLAN MAP**  
 SOURCE: CITY OF PARAMOUNT & QUANTUM GIS

- *South of the Project Site.* As previously mentioned, the project site is located within a strip of land that is located in between the I-710 Freeway and the Los Angeles River. The land that is located south of the project site is currently undeveloped and covered over in dirt, grass, debris and ruderal vegetation. Rosecrans Avenue is located approximately 600 feet south of the project site. As displayed in Exhibit 2-3, the Los Angeles River Freeway extends in a northeast-southwest orientation south of Rosecrans Avenue. Ralph C. Dills Park and residential uses are located south of the aforementioned segment of the Los Angeles River.
- *East of the Project Site.* As previously mentioned, the project site is located within a strip of land that is located in between the I-710 Freeway and the Los Angeles River. The land that is located east of the project site is currently undeveloped and covered over in dirt, grass, debris and ruderal vegetation. The Los Angeles River is located approximately 500 feet east of the project site. Industrial uses are located east of the Los Angeles River and mobile home uses are located approximately 0.35 miles east of the project site.
- *West of the Project Site.* The I-710 Freeway is located west of the project site. Residential uses are located west of the I-710 Freeway.

As indicated above, the nearest residential uses are the single-family homes that are located approximately 600 feet west of the project site, west of the I-710 Freeway. The proposed billboard will only occupy 100 square feet of land area. Due to the nature of the project and its distance from residential uses, the project will not lead to any division of an existing established neighborhood and no impacts will occur.

**B.** *Would the project cause a significant environmental impact due to a conflict with any land use plan, policy, or regulation adopted for the purpose of avoiding or mitigating an environmental effect?* ● *No Impact.*

The proposed project involves the installation and operation of a single digital billboard within the northwestern portion of the City of Paramount. The location of the proposed billboard will be approximately 200 feet east of the I-710 Freeway and 600 feet north of Rosecrans Avenue. The proposed digital billboard will be located within a parcel that has corresponding Assessor's Parcel Number (APN) 6236-035-013.<sup>69</sup> This parcel is located on a strip of land that is located in between the I-710 Freeway and the Los Angeles River. The proposed digital billboard would be located within an area that has a zoning designation of *M-2 Heavy Manufacturing* and a General Plan land use designation of *Industrial*. Refer to Exhibits 3-5 and 3-6 for the zoning and General Plan land use maps. The proposed project will involve the following elements:

- *Digital Billboard:* The proposed digital billboard will have a height of 45 feet. The billboard will be a V-shaped billboard structure that will feature two opposing billboard faces which will be oriented towards the northeast and southwest. The billboard faces will have a length of 48 feet and a height of 14 feet.
- *Base:* The aluminum pole cover with textured gray finish is proposed to be six feet wide by 6 feet deep by 10 feet tall (6' wide x 6' deep x 10' tall). The internal aluminum angle frame is proposed to be 1.5 inches by 1.5 inches by 3/16 inches (1.5" x 1.5" x 3/16").

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<sup>69</sup> Los Angeles County Assessor. *Parcel Viewer*. Website Accessed on March 6, 2020.



- *Middle section:* The background structural is proposed to be five feet wide by five feet deep by 13 feet tall (5' wide x 5' deep x 13' tall) and is to be aluminum with smooth navy blue finish on all sides. The artist's laser cut aluminum design is proposed to be attached to the front and back faces only.
- *Top section:* The aluminum pole cover with textured medium gray finish is proposed to be five feet wide by five feet deep by eight feet tall (5' wide x 5' deep x 8' tall) and the top 2 feet would extend up the past the blue accent blade. The internal aluminum angle frame is proposed to be 1.5 inches by 1.5 inches by 3/16 inches (1.5" x 1.5" x 3/16") with a four-inch square accent pop-out at the bottom of the section. The top section is proposed to be 68 inches long and textured and painted to match the dark gray base.
- The 48-inch tall x 84-inch wide illuminated city logo sign cabinet is proposed to be a full color graphic face panel with 5-inch deep black returns and internal white LED illumination.
- The internal steel angle iron brackets are proposed to be bolted to the aluminum frame of the pole cover so that the framing can be welded to pipe in field.
- Light blue aluminum accents are proposed to be mounted to I-beams below the LED boards and will be approximately one foot setback from the face of the LED boards.
- Two sets of "City of Paramount" to be individual illuminated pan channel letters mounted to accent band. The white faces will have black 5-inch deep returns and a one-inch white trimcap perimeter around letters with white LED illumination.
- A 2-foot by 73-foot "DeRose Displays" sign is proposed to be mounted to blue fin accents on both sides and internally LED illuminated.

The rendering for the proposed digital billboard is shown in Exhibits 2-4. The project site is currently undeveloped and covered over in dirt, grass, debris and ruderal vegetation.<sup>70</sup> The proposed project will not cause a significant environmental impact due to a conflict with any land use plan, policy, or regulation adopted for the purpose of avoiding or mitigating an environmental effect and no impacts will occur.

## MITIGATION MEASURES

The analysis determined that no significant impacts on land use and planning would result from the implementation of the proposed project. As a result, no mitigation measures are required.

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<sup>70</sup> Blodgett Baylosis Environmental Planning. *Site Survey*. Survey conducted on March 16, 2020.

### 3.12 MINERAL RESOURCES

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact With Mitigation	Less Than Significant Impact	No Impact
A. Would the project result in the loss of availability of a known mineral resource that would be of value to the region and the residents of the state?				✗
B. Would the project result in the loss of availability of a locally important mineral resource recovery site delineated on a local general plan, specific plan or other land use plan?				✗

#### ANALYSIS OF ENVIRONMENTAL IMPACTS

- A. *Would the project result in the loss of availability of a known mineral resource that would be of value to the region and the residents of the state?* • No Impact.

According to the California Department of Conservation Division of Oil, Gas, and Geothermal Resources (DOGGR) Well Finder, there are no existing or former oil wells and/or oil extraction activities located within the project site.<sup>71</sup> In addition, the installation of the digital billboard will not involve extensive excavation - the installation of the billboard will only require an excavation of 22 cubic yards. As a result, no impacts on existing mineral resources will result from the proposed project's implementation.

- B. *Would the project result in the loss of availability of a locally important mineral resource recovery site delineated on a local general plan, specific plan or other land use plan?* • No Impact.

As previously mentioned, no mineral, oil, or energy extraction and/or generation activities are located within the project site. Moreover, the proposed project will not interfere with any resource extraction activity. Therefore, no impacts will result from the implementation of the proposed project.

#### MITIGATION MEASURES

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

<sup>71</sup> California Department of Conservation. *Division of Oil, Gas & Geothermal Resources Well Finder*. <http://maps.conservation.ca.gov/doggr/index.html#close>. Website accessed March 18, 2020.

### 3.13 NOISE

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact With Mitigation	Less Than Significant Impact	No Impact
A. Would the project result in generation of a substantial temporary or permanent increase in ambient noise levels in the vicinity of the project in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies?			✗	
B. Would the project result in generation of excessive ground borne vibration or ground borne noise levels?			✗	
C. For a project located within the vicinity of a private airstrip or an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project expose people residing or working in the project area to excessive noise levels?			✗	






#### ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project result in generation of a substantial temporary or permanent increase in ambient noise levels in the vicinity of the project in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies? • Less than Significant Impact.*

The most commonly used unit for measuring the level of sound is the decibel (dB). Zero on the decibel scale represents the lowest limit of sound that can be heard by humans. The eardrum may rupture at 140 dB. In general, an increase of between 3.0 dB and 5.0 dB in the ambient noise level is considered to represent the threshold for human sensitivity. In other words, increases in ambient noise levels of 3.0 dB or less are not generally perceptible to persons with average hearing abilities.<sup>72</sup> Noise levels that are associated with common, everyday activities are illustrated in Exhibit 3-9.

The ambient noise environment in the vicinity of the project site is dominated by noise emanating from vehicles traveling down the surrounding roadways. Upon billboard installation, noise will not be generated on-site. As indicated in Section 3.17 (Transportation), there will not be any change in the traffic distribution over that which presently exists. The only vehicle trips that will be generated will be those necessary for installation over the three- to five-day period and those necessary for periodic maintenance. As previously mentioned, the nearest residential uses are the single-family homes that are located approximately 600 feet west of the project site, west of the I-710 Freeway, thereby eliminating any significant noise impacts on sensitive receptors.

<sup>72</sup> Bugliarello, et. al. *The Impact of Noise Pollution*, Chapter 127, 1975.

Noise Levels – in dBA		
 <b>Serious Injury</b>	165	
	160	
	155	
	150	
 <b>Pain</b>	145	
	140	<i>sonic boom</i>
	135	
	130	
	125	<i>jet take off at 200 feet</i>
	120	
 <b>Discomfort</b>	115	<i>music in night club interior</i>
	110	<i>motorcycle at 20 feet</i>
	105	<i>power mower</i>
	100	
	95	<i>freight train at 50 feet</i>
	90	<i>food blender</i>
 <b>Range of Typical Noise Levels</b>	85	<i>typical construction noise/electric mixer</i>
	80	
	75	
	70	<i>portable fan/roadway traffic at 50 feet</i>
	65	
	60	<i>dishwasher/air conditioner</i>
	55	
	50	<i>normal conversation</i>
	45	<i>refrigerator/light traffic at 100 feet</i>
	40	
	35	<i>library interior (quiet study area)</i>
	30	
 <b>Threshold of Hearing</b>	25	
	20	
	15	
	10	<i>rustling leaves</i>
	5	
	0	

## EXHIBIT 3-7 TYPICAL NOISE SOURCES AND LOUDNESS SCALE

SOURCE: BLODGETT BAYLOSIS ENVIRONMENTAL PLANNING

The installation of the proposed digital billboard will result in short-term (construction-related) noise impacts during the three- to five-day installation period, though these noise impacts will be minimal. Construction-related noise impacts will not be significant since the billboards will be located along major roadways (Rosecrans Avenue and the I-710 Freeway), thus drowning out construction-related noise due to high ambient noise levels. In addition, the materials used in the construction of billboards are manufactured off-site. The billboard components would be transported to the project site where they would be assembled and installed and there would be a limited duration of construction activities (three to five days). As a result, the potential noise impacts would be less than significant.

**B. *Would the project result in generation of excessive ground borne vibration or ground borne noise levels? • Less than Significant Impact.***

Once in operation, the billboards will not raise ground-borne noise levels. No mobile (traffic-related) noise or stationary noise will result from the operation of the billboards. However, slight increases in ground-borne noise levels could occur during the three- to five-day construction phase. The increase in noise during the construction phase will be difficult to distinguish due to the high ambient vehicle noise levels that will be present along the surrounding roadways (Rosecrans Avenue and the I-710 Freeway). In addition, the materials used in the construction of billboards are manufactured off-site. The billboard components would be transported to the individual locations where they would be assembled and installed. As previously mentioned, the nearest residential uses are the single-family homes that are located approximately 600 feet west of the project site, west of the I-710 Freeway, thereby eliminating any significant noise impacts on sensitive receptors. As a result, less than significant impacts will occur.

**C. *For a project located within the vicinity of a private airstrip or an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project expose people residing or working in the project area to excessive noise levels? • Less than Significant Impact.***

The project site is not located within two miles of an airport. Compton/Woodley Airport is located approximately 3.26 miles southwest of the project site.<sup>73</sup> The project site is not located within the vicinity of a private airstrip or an airport land use plan. The construction workers involved in the digital billboard installation will not be significantly exposed to excessive noise levels due to the limited duration of the billboard installation activities (three to five days) and the airport's distance from the project site. As a result, the proposed project will not significantly expose workers to excessive noise and less than significant impacts will occur.

## **MITIGATION MEASURES**

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

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<sup>73</sup> Google Earth. Website accessed March 18, 2020.

### 3.14 POPULATION & HOUSING

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact With Mitigation	Less Than Significant Impact	No Impact
A. Would the project induce substantial unplanned population growth in an area, either directly (for example, by proposing new homes and businesses) or indirectly (for example, through extension of roads or other infrastructure)?				✗
B. Would the project displace substantial numbers of existing people or housing, necessitating the construction of replacement housing elsewhere?				✗

#### ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project induce substantial unplanned population growth in an area, either directly (for example, by proposing new homes and businesses) or indirectly (for example, through extension of roads or other infrastructure)? • No Impact.*

Growth-inducing impacts are generally associated with the provision of urban services to an undeveloped or rural area. Growth-inducing impacts include the following:

- New development in an area presently undeveloped and economic factors which may influence development;
- Extension of roadways and other transportation facilities;
- Extension of infrastructure and other improvements;
- Major off-site public projects (treatment plants, etc.);
- The removal of housing requiring replacement housing elsewhere;
- Additional population growth leading to increased demand for goods and services; and,
- Short-term growth-inducing impacts related to the project's construction.

The proposed project involves the installation and operation of a single digital billboard. The billboard's installation and operation will not result in any direct or indirect population growth for the City since the billboard will not create housing or local employment. The billboard will be a stand-alone structure which will only require a limited amount of construction workers for a three- to five-day installation period and for periodic maintenance. Furthermore, the new billboard is not considered an extension of infrastructure that could induce population growth. As a result, no housing or population impacts will occur.

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

The project site is currently undeveloped and covered over in dirt, grass, debris and ruderal vegetation. There are no residential land uses within or adjacent to the project site. In addition, the project site is not zoned for residential uses. The nearest residential uses are the single-family homes that are located approximately 600 feet west of the project site, west of the I-710 Freeway. No housing units will be displaced as a result of the proposed project's implementation and no impacts will occur.

## **MITIGATION MEASURES**

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

### 3.15 PUBLIC SERVICES

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact With Mitigation	Less Than Significant Impact	No Impact
<b>A.</b> 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 would cause significant environmental impacts, in order to maintain acceptable service ratios, response times, or other performance objectives for fire protection?				✗
<b>B.</b> 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 would cause significant environmental impacts, in order to maintain acceptable service ratios, response times, or other performance objectives for police protection?			✗	
<b>C.</b> 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 would cause significant environmental impacts, in order to maintain acceptable service ratios, response times, or other performance objectives for schools?				✗
<b>D.</b> 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 would cause significant environmental impacts, in order to maintain acceptable service ratios, response times, or other performance objectives for parks?				✗
<b>E.</b> 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 would cause significant environmental impacts, in order to maintain acceptable service ratios, response times, or other performance objectives for other public facilities?				✗

### ANALYSIS OF ENVIRONMENTAL IMPACTS

- A.** *Would the project result in substantial adverse physical impacts associated with the provision of new or physically altered governmental facilities, need for new or physically altered governmental facilities, the construction of which would cause significant environmental impacts, in order to maintain acceptable service ratios, response times, or other performance objectives for fire protection? • No Impact.*

The Los Angeles County Fire Department (LACFD) provides fire protection service for the City of Paramount. The City of Paramount is served by two fire stations. Station 31, located at 7521 East Somerset Boulevard, has two fire engines and one paramedic squad. Station 57 is located at 5720



Gardendale Street in South Gate and has one fire engine.<sup>74</sup> LACFD Station 31 is the nearest first response station to the project site and is located approximately one mile southeast of the project site. The proposed project will not place additional demands on LACFD services. The billboards are stand-alone structures which will not be habitable and will not result in an incremental increase in demand for fire protection services. In addition, the project's implementation will not affect response times or department capacity. As a result, no impacts will occur from the proposed project's implementation.

**B.** *Would the project result in substantial adverse physical impacts associated with the provision of new or physically altered governmental facilities, need for new or physically altered governmental facilities, the construction of which would cause significant environmental impacts, in order to maintain acceptable service ratios, response times, or other performance objectives for police protection? • Less than Significant Impact.*

The Los Angeles County Sheriff's Department provides law enforcement services throughout the City. Currently, the sheriff's department assigned to the City of Paramount is staffed with 42 personnel, including patrol deputies, a detective team, and a deputy district attorney. The City is served by the Lakewood Station at 5130 Clark Avenue in Lakewood and by a substation located near the intersection of Paramount and Somerset Boulevards in Paramount. Emergency response times are approximately three minutes throughout the City. The billboards will neither increase police response times nor place a strain on existing or future police resources. However, there is a possibility for graffiti. The following City requirement will be applicable to the proposed project:

"When an advertising display is defaced with graffiti, the display owner shall remove the graffiti within seventy-two (72) hours after telephonic and/or email notice by city."

The above requirement will be enforced by the City and the Applicant with assistance from the Los Angeles County Sheriff's Department and the City's Code Enforcement Division. As a result, less than significant impacts on law enforcement services will result from the proposed project's implementation.

**C.** *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 would cause significant environmental impacts, in order to maintain acceptable service ratios, response times, or other performance objectives for schools? • No Impact.*

The City is served by the Paramount Unified School District (PUSD), which serves kindergarten through twelfth grades and consists of nine elementary schools, two intermediate schools, one high school, a continuation school, and an adult education school. The proposed project will not involve any development and/or uses that could potentially affect school enrollments. The proposed project will not result in an increase in population and therefore will not create an incremental demand for school services. As a result, no impacts on school services will result from the proposed project's implementation.

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<sup>74</sup> United States Geological Survey. Paramount, California (The National Map) July 1, 1998.

- D.** *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 would cause significant environmental impacts, in order to maintain acceptable service ratios, response times, or other performance objectives for parks? • No Impact.*

The proposed project will not involve any development and/or uses that could potentially affect parks. The proposed project will not result in an increase in population and therefore will not create an incremental demand for park services. As a result, no impacts on parks will result from the proposed project's implementation.

- E.** *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 would cause significant environmental impacts, in order to maintain acceptable service ratios, response times, or other performance objectives for other public facilities? • No Impact.*

No new public facilities will be needed since the proposed project will not result in an increase in population and therefore will not create a need for increased public services. As a result, no impacts will occur.

## **MITIGATION MEASURES**

The analysis determined that the proposed project would not result in any significant impact on public services. As a result, no mitigation is required.

### 3.16 RECREATION

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact With Mitigation	Less Than Significant Impact	No Impact
A. Would the project increase the use of existing neighborhood and regional parks or other recreational facilities such that substantial physical deterioration of the facility would occur or be accelerated?				×
B. Would the project include recreational facilities or require the construction or expansion of recreational facilities which might have an adverse physical effect on the environment?				×

#### ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project increase the use of existing neighborhood and regional parks or other recreational facilities such that substantial physical deterioration of the facility would occur or be accelerated?* • No Impact.

The proposed project will not cause local population growth which could potentially overwhelm the local recreational facilities. As a result, no impacts on parks will result from the proposed project's implementation.

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

The proposed project will not result in any development that would potentially increase the demand for recreational facilities and services. In addition, the project will not include recreational facilities or require the construction or expansion of recreational facilities. As a result, no impacts will occur.

#### MITIGATION MEASURES

The analysis determined that the proposed project would not result in any impact on recreational facilities and services. As a result, no mitigation is required.

### 3.17 TRANSPORTATION

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact With Mitigation	Less Than Significant Impact	No Impact
A. Would the project conflict with a program, plan, ordinance, or policy addressing the circulation system, including transit, roadway, bicycle and pedestrian facilities?				✗
B. Would the project conflict or be inconsistent with CEQA Guidelines Section 15064.3 subdivision (b)?				✗
C. Would the project substantially increase hazards due to a geometric design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment)?			✗	
D. Would the project result in inadequate emergency access?				✗

#### ANALYSIS OF ENVIRONMENTAL IMPACTS

**A.** *Would the project conflict with a program, plan, ordinance, or policy addressing the circulation system, including transit, roadway, bicycle and pedestrian facilities?* • No Impact.

The proposed project involves the installation and operation of a single digital billboard. The location of the proposed billboard will be approximately 200 feet east of the I-710 Freeway and 600 feet north of Rosecrans Avenue. This parcel is located on a strip of land that is located in between the I-710 Freeway and the Los Angeles River. Given the nature of the proposed project, there will not be any change in the traffic circulation over that which presently exists. The only vehicle trips that will be generated will be those necessary for installation over a three- to five-day period and those necessary for periodic maintenance. As a result, no change in the operating levels of service at the area intersections will result as part of the proposed project's implementation, and no impacts will occur.

**B.** *Would the project conflict or be inconsistent with CEQA Guidelines Section 15064.3 subdivision (b)?* • No Impact.

According to CEQA Guidelines Section 15064.3 subdivision (b)(1), vehicle miles traveled (VMT) exceeding an applicable threshold of significance may indicate a significant impact. Generally, projects within one-half mile of either an existing major transit stop or a stop along an existing high quality transit corridor should be presumed to cause a less than significant transportation impact. Projects that decrease vehicle miles traveled in the project area compared to existing conditions should be considered to have a less than significant transportation impact. Due to the nature of the proposed project, there will not be any change in the traffic distribution over that which presently exists. The only vehicle trips that will be generated will be those necessary for installation over a three- to five-day period and those necessary for periodic maintenance. CEQA Guidelines Section 15064.3 subdivision (b)(2) focuses on impacts that result from certain transportation projects. The proposed project is not a transportation project. Therefore, no impacts will occur. CEQA Guidelines Section 15064.3 subdivision (b)(3) and (b)(4) focuses on the evaluation of a project's VMT. As previously mentioned in

Subsection A, there will not be any change in the traffic circulation over that which presently exists. The only vehicle trips that will be generated will be those necessary for installation over a three- to five-day period and those necessary for periodic maintenance. As a result, the proposed project will not result in a conflict or be inconsistent with Section 15064.3 subdivision (b) of the CEQA Guidelines and no impacts will occur.

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

The new digital billboard will not require the alteration or construction of roadways, thus eliminating the impacts related to sharp curves or dangerous intersections. The existing configuration of the existing roadways will not change. The digital billboards will be required to adhere to Caltrans requirements that govern illumination so as not to interfere with drivers. These requirements are designed to eliminate hazards to the drivers on the surrounding roadways. Therefore, the impacts are considered to be less than significant.

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

The proposed project would not impede emergency access to any neighboring properties during construction and operation. At no time will the surrounding roadways be closed to traffic. All construction staging areas will be located within the project site. The construction plan must identify specific provisions for the regulation of construction vehicle ingress and egress to the site during billboard installation as a means to provide continued through-access. As a result, no impacts are associated with the proposed project's implementation.

## **MITIGATION MEASURES**

The analysis determined that the proposed project would not result in any significant impact on transportation and circulation. As a result, no mitigation is required.

### 3.18 TRIBAL CULTURAL RESOURCES

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact With Mitigation	Less Than Significant Impact	No Impact
A. Would the project cause a substantial adverse change in the significance of a tribal cultural resource, defined in Public Resources Code Section 21074 as either a site, feature, place, cultural landscape that is geographically defined in terms of the size and scope of the landscape, sacred place, or object with cultural value to a California Native American tribe, and that is listed or eligible for listing in the California Register of Historical Resources, or in a local register of historical resources as defined in Public Resources Code Section 5020.1(k)?		×		
B. Would the project cause a substantial adverse change in the significance of a tribal cultural resource, defined in Public Resources Code Section 21074 as either a site, feature, place, cultural landscape that is geographically defined in terms of the size and scope of the landscape, sacred place, or object with cultural value to a California Native American tribe, and that is a resource determined by the Lead Agency, in its discretion and supported by substantial evidence, to be significant pursuant to criteria set forth in subdivision (c) of Public Resources Code Section 5024.1. In applying the criteria set forth in subdivision (c) of Public Resource Code Section 5024.1, the Lead Agency shall consider the significance of the resource to a California Native American tribe.			×	

#### ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project cause a substantial adverse change in the significance of a tribal cultural resource, defined in Public Resources Code Section 21074 as either a site, feature, place, cultural landscape that is geographically defined in terms of the size and scope of the landscape, sacred place, or object with cultural value to a California Native American tribe, and that is listed or eligible for listing in the California Register of Historical Resources, or in a local register of historical resources as defined in Public Resources Code Section 5020.1(k)? • Less than Significant Impact with Mitigation.*

A Tribal Resource is defined in Public Resources Code Section 21074 and includes the following:

- Sites, features, places, cultural landscapes, sacred places, and objects with cultural value to a California Native American tribe that are either of the following: included or determined to be eligible for inclusion in the California Register of Historical Resources or included in a local register of historical resources as defined in subdivision (k) of Section 5020.1.
- A resource determined by the Lead Agency, in its discretion and supported by substantial evidence, to be significant pursuant to criteria set forth in subdivision (c) of Section 5024.1. In applying the criteria set forth in subdivision (c) of Section 5024.1 for the purposes of this paragraph, the Lead Agency shall consider the significance of the resource to a California Native American tribe.

- A cultural landscape that meets the criteria of subdivision (a) is a tribal cultural resource to the extent that the landscape is geographically defined in terms of the size and scope of the landscape.
- A historical resource described in Section 21084.1, a unique archaeological resource as defined in subdivision (g) of Section 21083.2, or a “non-unique archaeological resource” as defined in subdivision (h) of Section 21083.2 may also be a tribal cultural resource if it conforms with the criteria of subdivision (a).

The proposed project involves the installation and operation of a single digital billboard. The billboard will be a V-shaped billboard structure that will feature two opposing billboard faces which will be oriented towards the northeast and southwest. The entire billboard structure will have a height of 45 feet and the billboard faces will have a length of 48 feet and a height of 14 feet.

The digital billboard would be located within an urbanized area of the City and there is a limited likelihood that artifacts will be encountered. The drilling for the billboard’s support will be 25 feet and the diameter will be approximately 5 feet. In addition, the installation sites are not located within areas that are typically associated with habitation sites, foraging areas, ceremonial sites, or burials. However, the entire City is located within the cultural area that was formerly occupied by the Gabrieleño-Kizh. Although the surrounding area has been subject to disturbance to accommodate the existing roadways and development, the project site is situated in an area of high archaeological significance. As a result, the following mitigation is required:

- The project Applicant will be required to obtain the services of a qualified Native American Monitor(s) during construction-related ground disturbance activities. Ground disturbance is defined by the Tribal Representatives from the Gabrieleño Band of Mission Indians, Kizh Nation as activities that include, but are not limited to, pavement removal, pot-holing or auguring, boring, grading, excavation, and trenching, within the project site. The monitor(s) must be approved by the tribal representatives and will be present on-site during the construction phases that involve any ground-disturbing activities.

Title 14; Chapter 3; Article 5; Section 15064.5 of CEQA will apply in terms of the identification of significant archaeological resources and their salvage. Adherence to the abovementioned mitigation measure will reduce potential impacts to levels that are less than significant.

**B.** *Would the project cause a substantial adverse change in the significance of a tribal cultural resource, defined in Public Resources Code Section 21074 as either a site, feature, place, cultural landscape that is geographically defined in terms of the size and scope of the landscape, sacred place, or object with cultural value to a California Native American tribe, and that is a resource determined by the Lead Agency, in its discretion and supported by substantial evidence, to be significant pursuant to criteria set forth in subdivision (c) of Public Resources Code Section 5024.1. In applying the criteria set forth in subdivision (c) of Public Resource Code Section 5024.1, the Lead Agency shall consider the significance of the resource to a California Native American tribe.* • *Less than Significant Impact.*

As previously mentioned, the billboard would be located within an area of the City that has been disturbed due to past development and there is a limited likelihood that artifacts will be encountered.

The drilling for the billboards' support will be limited to 25 feet and the diameter will be approximately 5 feet. In addition, the project site is not located within an area that is typically associated with habitation sites, foraging areas, ceremonial sites, or burials. Although the project site and the surrounding areas have been subject to disturbance, the project site is situated in an area of high archaeological significance. As a result, a mitigation measure is provided in the previous subsection to ensure the preservation of any discovered tribal artifacts and tribal cultural impacts will be reduced to levels that are considered to be less than significant.

## **MITIGATION MEASURES**

Although the surrounding area has been subject to disturbance to accommodate the existing roadways and development, the project site is situated in an area of high archaeological significance. As a result, the following mitigation is required:

*Mitigation Measure No. 1 (Tribal Cultural Resources).* The project Applicant will be required to obtain the services of a qualified Native American Monitor(s) during construction-related ground disturbance activities. Ground disturbance is defined by the Tribal Representatives from the Gabrieleño Band of Mission Indians, Kizh Nation as activities that include, but are not limited to, pavement removal, pot-holing or auguring, boring, grading, excavation, and trenching, within the project site. The monitor(s) must be approved by the tribal representatives and will be present on-site during the construction phases that involve any ground-disturbing activities.



### 3.19 UTILITIES & SERVICE SYSTEMS

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact With Mitigation	Less Than Significant Impact	No Impact
A. Would the project require or result in the relocation or construction of new or expanded water, wastewater treatment or stormwater drainage, electric power, natural gas, or telecommunications facilities, the construction or relocation of which could cause significant environmental effects?				×
B. Would the project have sufficient water supplies available to serve the project and reasonably foreseeable future development during normal, dry and multiple dry years?				×
C. Would the project result in a determination by the wastewater treatment provider which serves or may serve the project that it has adequate capacity to serve the project's projected demand in addition to the provider's existing commitments?				×
D. Would the project generate solid waste in excess of state or local standards, or in excess of the capacity of local infrastructure, or otherwise impair the attainment of solid waste reduction goals?				×
E. Would the project comply with federal, state, and local management and reduction statutes and regulations related to solid waste?				×

#### ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *Would the project require or result in the relocation or construction of new or expanded water, wastewater treatment or stormwater drainage, electric power, natural gas, or telecommunications facilities, the construction or relocation of which could cause significant environmental effects?* • No Impact.

The proposed project involves the installation and operation of a single digital billboard. The billboard will be a V-shaped billboard structure that will feature two opposing billboard faces which will be oriented towards the northeast and southwest. The entire billboard structure will have a height of 45 feet and the billboard faces will have a length of 48 feet and a height of 14 feet. Due to the nature of the proposed project, the proposed digital billboard will not require water, wastewater treatment, stormwater drainage, natural gas or telecommunication facilities. The proposed billboard would be constructed pursuant to current electrical codes, including Title 24 of the State Building Code. The installation of the billboard will not result in excessive energy consumption because the materials used in the construction of the billboard are manufactured off-site and the billboard will be installed over a three- to five-day period. The billboard will require electrical connections but will not require the relocation or construction of new or expanded electric power facilities and no impacts will result.

- B.** *Would the project have sufficient water supplies available to serve the project and reasonably foreseeable future development during normal, dry and multiple dry years? • No Impact.*

The installation and operation of the billboard will not involve any uses or activities that would result in the consumption of water. The installation of the billboard will not require the installation of landscaping and therefore will not require water for landscaping. As a result, no impacts will occur.

- C.** *Would the project result in a determination by the wastewater treatment provider which serves or may serve the project that it has adequate capacity to serve the project's projected demand in addition to the provider's existing commitments? • No Impact.*

The proposed project will not involve any uses or activities that would result in the generation of wastewater. As a result, no impacts will occur.

- D.** *Would the project generate solid waste in excess of state or local standards, or in excess of the capacity of local infrastructure, or otherwise impair the attainment of solid waste reduction goals? • No Impact.*

The proposed project will not involve any uses or activities that would result in the generation of solid waste. As a result, no impacts will occur.

- E.** *Would the project comply with federal, state, and local management and reduction statutes and regulations related to solid waste? • No Impact.*

The proposed project will not involve any uses or activities that would result in the generation of solid waste. As a result, no impacts will occur.

## **MITIGATION MEASURES**

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

### 3.20 WILDFIRE

Environmental Issue Areas Examined	Potentially Significant Impact	Less Than Significant Impact With Mitigation	Less Than Significant Impact	No Impact
A. If located in or near state responsibility areas or lands classified as very high fire hazard severity zones, would the project substantially impair an adopted emergency response plan or emergency evacuation plan?				✗
B. If located in or near state responsibility areas or lands classified as very high fire hazard severity zones, would the project due to slope, prevailing winds, and other factors, exacerbate wildfire risks, and thereby expose project occupants to pollutant concentrations from a wildfire or the uncontrolled spread of a wildfire?				✗
C. If located in or near state responsibility areas or lands classified as very high fire hazard severity zones, would the project require the installation or maintenance of associated infrastructure (such as roads, fuel breaks, emergency water sources, power lines, or other utilities) that may exacerbate fire risk or that may result in temporary or ongoing impacts to the environment?				✗
D. If located in or near state responsibility areas or lands classified as very high fire hazard severity zones, would the project expose people or structures to significant risks, including down slope or downstream flooding or landslides, as a result of runoff, post-fire slope instability, or drainage changes?				✗

#### ANALYSIS OF ENVIRONMENTAL IMPACTS

A. *If located in or near state responsibility areas or lands classified as very high fire hazard severity zones, would the project substantially impair an adopted emergency response plan or emergency evacuation plan?* • No Impact.

The proposed project involves the installation and operation of a single digital billboard. The billboard will be a V-shaped billboard structure that will feature two opposing billboard faces which will be oriented towards the northeast and southwest. The entire billboard structure will have a height of 45 feet and the billboard faces will have a length of 48 feet and a height of 14 feet.

The proposed project would not impede emergency access during construction and operation. At no time will the surrounding roadways be closed to traffic. All construction staging areas will be located within the project site. The construction plan must identify specific provisions for the regulation of construction vehicle ingress and egress to the site during billboard installation as a means to provide continued through-access. Furthermore, the City is not located within areas prone to wildfires. As a result, no impacts will occur.

- B.** *If located in or near state responsibility areas or lands classified as very high fire hazard severity zones, would the project due to slope, prevailing winds, and other factors, exacerbate wildfire risks, and thereby expose project occupants to pollutant concentrations from a wildfire or the uncontrolled spread of a wildfire? • No Impact.*

The City is not located within an area prone to wildfires. In addition, the billboard will not change the nature of the project site. As a result, no impacts will occur.

- C.** *If located in or near state responsibility areas or lands classified as very high fire hazard severity zones, would the project require the installation or maintenance of associated infrastructure (such as roads, fuel breaks, emergency water sources, power lines, or other utilities) that may exacerbate fire risk or that may result in temporary or ongoing impacts to the environment? • No Impact.*

The City is not located within areas prone to wildfires. In addition, the billboard will not change the nature of the project site. As a result, no impacts will occur.

- D.** *If located in or near state responsibility areas or lands classified as very high fire hazard severity zones, would the project expose people or structures to significant risks, including down slope or downstream flooding or landslides, as a result of runoff, post-fire slope instability, or drainage changes? • No Impact.*

The City is not located within areas prone to wildfires. In addition, the surrounding areas are level. As a result, no impacts will occur.

## **MITIGATION MEASURES**

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

### 3.21 MANDATORY FINDINGS OF SIGNIFICANCE

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

The following findings can be made regarding the Mandatory Findings of Significance set forth in Section 15065 of the CEQA Guidelines based on the results of this environmental assessment:

- The proposed project *will not* have the potential to substantially degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, substantially reduce the number or restrict the range of a rare or endangered plant or animal or eliminate important examples of the major periods of California history or prehistory. As indicated in Section 3.1 through 3.20, the proposed project will not result in any significant unmitigable environmental impacts.
- The proposed project *will not* have impacts that are individually limited, but cumulatively considerable. The proposed project is relatively small and the attendant environmental impacts will not lead to a cumulatively significant impact on any of the issues analyzed herein.
- The proposed project *will not* have environmental effects which will cause substantial adverse effects on human beings, either directly or indirectly. As indicated in Section 3.1 through 3.20, the proposed project will not result in any significant unmitigable environmental impacts.



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## SECTION 4 CONCLUSIONS

### 4.1 FINDINGS

The Initial Study determined that the proposed project is not expected to have significant adverse environmental impacts. The following findings can be made regarding the Mandatory Findings of Significance set forth in Section 15065 of the CEQA Guidelines based on the results of this Initial Study:

- The proposed project *will not* have the potential to substantially degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, substantially reduce the number or restrict the range of an endangered, rare or threatened species or eliminate important examples of the major periods of California history or prehistory.
- The proposed project *will not* have impacts that are individually limited, but cumulatively considerable.
- The proposed project *will not* have environmental effects which will cause substantially adverse effects on human beings, either directly or indirectly.
- A Mitigation Reporting and Monitoring Program *will be* required.

### 4.2 MITIGATION MONITORING

In addition, pursuant to Section 21081(a) of the Public Resources Code, findings must be adopted by the decision-maker coincidental to the approval of a Mitigated Negative Declaration, which relates to the Mitigation Monitoring Program. These findings shall be incorporated as part of the decision-maker's findings of fact, in response to AB-3180 and in compliance with the requirements of the Public Resources Code. In accordance with the requirements of Section 21081(a) and 21081.6 of the Public Resources Code, the City of Paramount can make the following additional findings:

- A mitigation monitoring and reporting program will be required; and,
- An accountable enforcement agency or monitoring agency shall be identified for the mitigation measures adopted as part of the decision-maker's final determination.

Mitigation measures have been recommended as a means to reduce or eliminate potential adverse environmental impacts to insignificant levels. AB-3180 requires that a monitoring and reporting program be adopted for the recommended mitigation measures.



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## SECTION 5 REFERENCES

### 5.1 PREPARERS

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(626) 336-0033

Alejandra Rocha, Project Manager  
Marc Blodgett, Project Principal  
Alice Ye, Administrative Assistant

### 5.2 REFERENCES

Bugliarello, et. al., *The Impact of Noise Pollution*, Chapter 127, 1976.

California Department of Conservation, Division of Land Resource Protection, Farmland Mapping, and Monitoring Program. *California Important Farmland Finder*.

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## **MITIGATION MONITORING AND REPORTING PROGRAM**

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# MITIGATION MONITORING AND REPORTING PROGRAM

## 1. FINDINGS OF THE ENVIRONMENTAL ASSESSMENT

The attached Initial Study prepared for the proposed project indicated that the proposed project will not result in significant environmental impacts upon implementation of the required mitigation measures. The following Mandatory Findings of Significance can be made as set forth in Section 15065 of the CEQA Guidelines, as amended, based on the results of this environmental assessment:

- The proposed project *will not* have the potential to substantially degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, substantially reduce the number or restrict the range of an endangered, rare or threatened species or eliminate important examples of the major periods of California history or prehistory. As indicated in Section 3.1 through 3.20, the proposed project will not result in any significant unmitigable environmental impacts.
- The proposed project *will not* have impacts that are individually limited, but cumulatively considerable. The proposed project is relatively small and the attendant environmental impacts will not lead to a cumulatively significant impact on any of the issues analyzed herein.
- The proposed project *will not* have environmental effects which will cause substantially adverse effects on human beings, either directly or indirectly. As indicated in Section 3, the proposed project will not result in any significant unmitigable environmental impacts.

## 2. FINDINGS RELATED TO MITIGATION MONITORING

Section 21081(a) of the Public Resources Code states that findings must be adopted by the decision-makers coincidental to the approval of a Mitigated Negative Declaration. These findings shall be incorporated as part of the decision-maker's findings of fact, in response to AB-3180. In accordance with the requirements of Section 21081(a) and 21081.6 of the Public Resources Code, the following additional findings may be made:

- A mitigation reporting or monitoring program will be required;
- Site plans and/or building plans, submitted for approval by the responsible monitoring agency, shall include the required standard conditions; and,
- An accountable enforcement agency or monitoring agency shall be identified for the mitigations adopted as part of the decision-maker's final determination.

### 3. MITIGATION MEASURES

Although the project site and the surrounding areas have been subject to disturbance resulting from human activities, the project site is situated in an area of high archaeological significance. As a result, the following mitigation is required:

*Mitigation Measure No. 1 (Tribal Cultural Resources).* The project Applicant will be required to obtain the services of a qualified Native American Monitor(s) during construction-related ground disturbance activities. Ground disturbance is defined by the Tribal Representatives from the Gabrieleño Band of Mission Indians, Kizh Nation as activities that include, but are not limited to, pavement removal, pot-holing or auguring, boring, grading, excavation, and trenching, within the project site. The monitor(s) must be approved by the tribal representatives and will be present on-site during the construction phases that involve any ground-disturbing activities.

### 4. MITIGATION MONITORING

The monitoring and reporting on the implementation of these measures, including the period for implementation, monitoring agency, and the monitoring action, are identified below in Table 1.

TABLE 1 MITIGATION MONITORING PROGRAM			
Measure	Enforcement Agency	Monitoring Phase	Verification
<i>Mitigation Measure No. 1 (Tribal Cultural Resources).</i> The project Applicant will be required to obtain the services of a qualified Native American Monitor(s) during construction-related ground disturbance activities. Ground disturbance is defined by the Tribal Representatives from the Gabrieleño Band of Mission Indians, Kizh Nation as activities that include, but are not limited to, pavement removal, pot-holing or auguring, boring, grading, excavation, and trenching, within the project site. The monitor(s) must be approved by the tribal representatives and will be present on-site during the construction phases that involve any ground-disturbing activities.	Planning Department • (Applicant is responsible for implementation)	During the construction phase. • Mitigation ends when the ground disturbance is completed or otherwise noted by the appointed Native American Monitor(s).	Date:  Name & Title:

# AIR QUALITY WORKSHEETS

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Date: 3/12/2020 4:30 PM

Paramount Digital Billboard - South Coast AQMD Air District, Summer

**2.1 Overall Construction (Maximum Daily Emission)**  
**Unmitigated Construction**

Year	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
2020	0.8617	8.8523	7.8487	0.0133	0.3210	0.5224	0.6568	0.0534	0.4806	0.4806	0.0000	1,241,387 <sub>8</sub>	1,241,387 <sub>8</sub>	0.3567	0.0000	1,249,075 <sub>5</sub>
Maximum	0.8617	8.8523	7.8487	0.0133	0.3210	0.5224	0.6568	0.0534	0.4806	0.4806	0.0000	1,241,387 <sub>8</sub>	1,241,387 <sub>8</sub>	0.3567	0.0000	1,249,075 <sub>5</sub>

**Mitigated Construction**

Year	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
2020	0.8617	8.8523	7.8487	0.0133	0.2012	0.5224	0.5978	0.0534	0.4806	0.4806	0.0000	1,241,387 <sub>8</sub>	1,241,387 <sub>8</sub>	0.3567	0.0000	1,249,075 <sub>5</sub>
Maximum	0.8617	8.8523	7.8487	0.0133	0.2012	0.5224	0.5978	0.0534	0.4806	0.4806	0.0000	1,241,387 <sub>8</sub>	1,241,387 <sub>8</sub>	0.3567	0.0000	1,249,075 <sub>5</sub>

ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Percent Reduction	0.00	0.00	0.00	0.00	37.32	0.00	8.99	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00



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Paramount Digital Billboard - South Coast AQMD Air District, Summer

**2.2 Overall Operational**  
**Unmitigated Operational**

Category	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Area	0.0224	0.0000	1.0000e-004	0.0000		0.0000	0.0000		0.0000	0.0000		2.2000e-004	2.2000e-004	0.0000		2.3000e-004
Energy	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Mobile	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
<b>Total</b>	<b>0.0224</b>	<b>0.0000</b>	<b>1.0000e-004</b>	<b>0.0000</b>	<b>0.0000</b>	<b>0.0000</b>	<b>0.0000</b>	<b>0.0000</b>	<b>0.0000</b>	<b>0.0000</b>		<b>2.2000e-004</b>	<b>2.2000e-004</b>	<b>0.0000</b>	<b>0.0000</b>	<b>2.3000e-004</b>

**Mitigated Operational**

Category	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Area	0.0224	0.0000	1.0000e-004	0.0000		0.0000	0.0000		0.0000	0.0000		2.2000e-004	2.2000e-004	0.0000		2.3000e-004
Energy	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Mobile	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
<b>Total</b>	<b>0.0224</b>	<b>0.0000</b>	<b>1.0000e-004</b>	<b>0.0000</b>	<b>0.0000</b>	<b>0.0000</b>	<b>0.0000</b>	<b>0.0000</b>	<b>0.0000</b>	<b>0.0000</b>		<b>2.2000e-004</b>	<b>2.2000e-004</b>	<b>0.0000</b>	<b>0.0000</b>	<b>2.3000e-004</b>

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