



City of Woodland

Meeting Agenda - Final

Planning Commission

City of Woodland Planning
Commission
c/o Community
Development Department
300 First Street
Woodland, CA 95695

530-661-5820

Thursday, October 15, 2015

6:30 PM

Council Chambers

Please note: The numerical order of items on this agenda is for convenience of reference; items may be taken out of order. No new items shall begin after 10:30 pm unless unanimous consent exists to continue.

A. Call to Order

B. Roll Call

C. Pledge of Allegiance

D. Staff and Commissioner Comments

This is an opportunity for Planning Commission members and staff to comments and announcements to express concerns, or to request Commission's consideration of any items a Commission member would like to have discussed at a future Commission meeting.

E. Subcommittee Reports

[16-162](#)

SUBJECT: Subcommittee Report and Discussion Concerning Public Art

DATE: October 15, 2015

RECOMMENDATION:

Staff recommends that the Planning Commission:

F. Communications from the Public

This is an opportunity for the public to speak to the Commission on any item other than those listed for public hearing on the agenda. Speakers are requested to use the microphone in front of the Commission and to begin by stating their name, whether they reside in Woodland and the name of the organization they represent if any. The Commission may impose a time limit on any speaker depending on the number of people wanting to speak and time available for the rest of the agenda. In the event comments are related to an item scheduled on the agenda, speakers may be required to wait to make their comments until that item is considered.

G. Approval of Minutes

[16-159](#)

SUBJECT: Planning Commission Minutes

RECOMMENDATION: Staff recommends that the Planning

Commission adopt the minutes of the Planning Commission meeting of October 1, 2015.

Attachments: [A - October 1, 2015 Meeting Minutes](#)

H. Public Hearing

[16-140](#)

Amendments to Sections 25-24-15, 25-24-20 and 25-24-30 of Article 24 (Signs) of Chapter 25 (Zoning Ordinance) of the Woodland Municipal Code to add requirements and regulations regarding Digital Freeway Signs within the City of Woodland

Location: The Zoning Ordinance amendment is applicable city-wide; however the proposed ordinance amendment would allow for digital freeway signs in two specific segments of the Interstate 5 (I-5) Corridor as shown in Attachment 3. One permitted section of the I-5 corridor begins where the city boundary bisects the I-5 corridor to the north and runs south along I-5 to the East Main Street freeway underpass, excluding the section of frontage on the north side of I-5 between the East Beamer Street underpass and the East Kentucky Avenue overpass. The second permitted section along I-5 begins at County Road 102 and runs east along I-5 to the eastern boundary of the city. No digital freeway signs outside of these two specific areas would be permitted.

Applicants: 1) P.C. Dixon I, LLC and Pacific Horizon Group, LLC (Ron Caceres); and 2) Scott Vanderbeek

Environmental Report: Negative Declaration

Project Planner: Erika Bumgardner, AICP, Senior Planner

Staff Recommendation: Recommend to City Council approval of the proposed sign ordinance amendment to allow for a limited number of digital freeway signs along two specific segments of the Interstate 5 corridor.

Attachments: [1 - Planning Commission Resolution](#)

[2 - Article 24 Sign Ordinance Amendment](#)

[3 - Map - Digital Freeway Sign Locations Permitted Segments](#)

[4 - Sign Ordinance Amendment Negative Declaration](#)

[5- Digital Freeway Sign Applications](#)

[6 - Public Comment Letters](#)

I. Business Items

Items for Planning Commission discussion and/or action that do not require public hearing.

J. Staff or Commissioner Comments

Continued as needed.

K. Adjournment

The Planning Commission of the City of Woodland encourages all parties interested in a matter scheduled to be reviewed, discussed and acted on at a meeting, to participate in the public discourse, which may include the submission of written comments and materials. The Planning Commission notifies the public that those materials received less than 24 hours before a meeting date and time may not be able to be considered completely. Further, the Planning Commission encourages interested parties to attend the meeting to discuss any matter of concern and to explain their comments more fully.



Legislation Details (With Text)

File #: 16-162 **Version:** 1 **Name:**
Type: Presentation **Status:** Agenda Ready
File created: 10/9/2015 **In control:** Planning Commission
On agenda: 10/15/2015 **Final action:**
Title: SUBJECT: Subcommittee Report and Discussion Concerning Public Art

DATE: October 15, 2015

RECOMMENDATION:
Staff recommends that the Planning Commission:

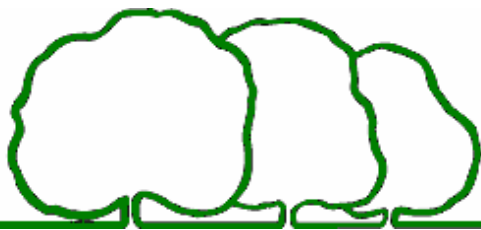
Sponsors:

Indexes:

Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
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City of Woodland

MEMORANDUM

TO: Members of the Woodland Planning Commission
FROM: Cindy A. Norris
SUBJECT: Subcommittee Report and Discussion Concerning Public Art

DATE: October 15, 2015

RECOMMENDATION:

Staff recommends that the Planning Commission:
Receive a report from the Public Art Subcommittee members and discuss future recommended direction.

BACKGROUND:

Commissioners Fred Lopez and Kirby Wells constitute the membership of the Ad Hock Public Art Subcommittee of the Planning Commission. The members have indicated that they would like to discuss information they have to date and to discuss possible future options with the full Commission.



Legislation Details (With Text)

File #: 16-159 Version: 1 Name:
Type: Minutes Status: Agenda Ready
File created: 10/8/2015 In control: Planning Commission
On agenda: 10/15/2015 Final action:
Title: SUBJECT: Planning Commission Minutes

RECOMMENDATION: Staff recommends that the Planning Commission adopt the minutes of the Planning Commission meeting of October 1, 2015.

Sponsors:

Indexes:

Code sections:

Attachments: [A - October 1, 2015 Meeting Minutes](#)

Date	Ver.	Action By	Action	Result
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Planning Commission Minutes

TO: Members of the Woodland Planning Commission

DATE: October 15, 2015

SUBJECT: Planning Commission Minutes

RECOMMENDATION: Staff recommends that the Planning Commission adopt the minutes of the Planning Commission meeting of October 1, 2015.

STAFF CONTACT: Debbie Flemmer, Administrative Clerk, Community Development Department

ATTACHMENTS:

Attachment A - October 1, 2015 Meeting Minutes



City of Woodland

Meeting Minutes - Draft

Planning Commission

City of Woodland Planning
Commission
c/o Community
Development Department
300 First Street
Woodland, CA 95695
530-661-5820

Thursday, October 1, 2015

6:30 PM

Council Chambers

Please note: The numerical order of items on this agenda is for convenience of reference; items may be taken out of order. No new items shall begin after 10:30 pm unless unanimous consent exists to continue.

A. Call to Order

Meeting was called to order at 6:31 pm

Staff Present:

Cindy Norris, Principal Planner

Jeff Ballantine, Assistant Planner

Cindy Gnos, Contract Planner

B. Roll Call

Present 6:

*Chairman Kirby Wells, Vice Chairman Chris Holt, Commissioner Steve Harris,
Commissioner Marco Lizarraga, Commissioner John Murphy and Commissioner
Elodia Ortega-Lampkin*

Absent 1:

Commissioner Fred Lopez

C. Pledge of Allegiance

D. Staff and Commissioner Comments

E. Subcommittee Reports

F. Communications from the Public

G. Approval of Minutes

[16-133](#)

SUBJECT: Planning Commission Minutes

RECOMMENDATION: Staff recommends that the Planning Commission adopt the minutes of the Planning Commission meeting of August 29, 2015 and September 17, 2015

Attachments: [A - August 20, 2015 Meeting Minutes](#)
 [B - September 17, 2015 Meeting Minutes](#)

A motion was made by Vice Chairman Holt and seconded Commissioner Lizarraga to approve the Planning Commission Meeting minutes of August 29, 2015 and September 17, 2015. The motions were carried by the following votes:

Minutes of 8/29/15

Ayes: Chairman Wells, Vice Chairman Holt, Commissioners Harris, Lizarraga, Murphy and Ortega-Lampkin

Minutes of 9/17/15

Ayes: Chairman Wells, Vice Chairman Holt, Commissioners Harris, Lizarraga and Murphy

Abstained: Commissioner Ortega-Lampkin

H. Public Hearing

[16-131](#)

SUBJECT: Prudler Tentative Subdivision Map Project Draft
Environmental Impact Report Public Comment Meeting

DATE: October 1, 2015

RECOMMENDATION:

Staff recommends that the Planning Commission:

- 1) Hold a Public Hearing, and
- 2) Take public comment on the Draft Environmental Impact Report (EIR) for the proposed Prudler Tentative Subdivision Map project.

The Planning Commission had questions and there was discussion regarding the purpose of the alternatives, assumptions used in the traffic study, functionality long term of the two-acre Forrest property as an outlier parcel, and the request for East Street to be two-lane rather than four-lane. The Commission expressed a preference for East Street to be four-lanes rather than two-lanes. While the Commission expressed comments with regard to the project, they did not provide comments with regard to the adequacy of the Draft Environmental Impact Report.

The Planning Commission opened the public hearing and took comments from the Applicant representative, George Phillips. No other members of the public were in attendance.

While the Commission offered comments, no motion was made.

I. Business Items

[16-130](#)

Tentative Subdivision Map No. 4851 Extension (PLNG 15-00067). A request for a time extension of Tentative Subdivision Map No. 4851 for 24 months to expire on November 1, 2017, which is for the division of an existing 5.65 acre parcel into thirty-eight (38) parcels at 1341 East Gum Avenue in the Single Family (R-1) Zone.

Location: 1341 East Gum Avenue

Applicant/Owner: County Oaks Racquet Club Investors, L.P. (Larry Gilzean)

Environmental Report: Exempt (CEQA Guidelines, §15061(b)(3))

APN: 066-122-060

Project Planner: Jeff Ballantine, Assistant Planner

Staff Recommendation: Approval

Attachments: [1 - Planning Commission Resolution.docx](#)
 [2 - Applicant Request for Time Extension.pdf](#)
 [3 - Approved Tentative Subdivision Map No. 4851.pdf](#)
 [4 - Planning Commission Staff Report, 11-1-2007.doc](#)

*A motion was made by Commissioner Lizarraga to approve an extension of 24 months for Tentative Subdivision Map No. 4851. A request was made by Chairman Wells to amend the motion to a time extension of Tentative Subdivision Map No. 4851 for 12 months. Commissioner Lizarraga accepted the request by Chairman Wells to amend the motion. The amended motion was seconded by Commissioner Harris; a 12 month time extension of Tentative Subdivision Map No. 4851 to divide an existing 5.65 acre parcel into 38 parcels at 1341 East Gum Avenue. The motion was carried by the following vote:
Ayes: Chairman Wells, Vice Chairman Holt and Commissioners Harris, Lizarraga, Murphy and Ortega-Lampkin*

J. Staff or Commissioner Comments

No comments presented

K. Adjournment

Meeting was adjourned at 7:46 pm

The Planning Commission of the City of Woodland encourages all parties interested in a matter scheduled to be reviewed, discussed and acted on at a meeting, to participate in the public discourse, which may include the submission of written comments and materials. The Planning Commission notifies the public that those materials received less than 24 hours before a meeting date and time may not be able to be considered completely. Further, the Planning Commission encourages interested parties to attend the meeting to discuss any matter of concern and to explain their comments more fully.



Legislation Details (With Text)

File #: 16-140 Version: 1 Name:
Type: Public Hearing Item Status: Agenda Ready
File created: 9/24/2015 In control: Planning Commission
On agenda: 10/15/2015 Final action:

Title: Amendments to Sections 25-24-15, 25-24-20 and 25-24-30 of Article 24 (Signs) of Chapter 25 (Zoning Ordinance) of the Woodland Municipal Code to add requirements and regulations regarding Digital Freeway Signs within the City of Woodland

Location: The Zoning Ordinance amendment is applicable city-wide; however the proposed ordinance amendment would allow for digital freeway signs in two specific segments of the Interstate 5 (I-5) Corridor as shown in Attachment 3. One permitted section of the I-5 corridor begins where the city boundary bisects the I-5 corridor to the north and runs south along I-5 to the East Main Street freeway underpass, excluding the section of frontage on the north side of I-5 between the East Beamer Street underpass and the East Kentucky Avenue overpass. The second permitted section along I-5 begins at County Road 102 and runs east along I-5 to the eastern boundary of the city. No digital freeway signs outside of these two specific areas would be permitted.

Applicants: 1) P.C. Dixon I, LLC and Pacific Horizon Group, LLC (Ron Caceres); and 2) Scott Vanderbeek

Environmental Report: Negative Declaration

Project Planner: Erika Bumgardner, AICP, Senior Planner

Staff Recommendation: Recommend to City Council approval of the proposed sign ordinance amendment to allow for a limited number of digital freeway signs along two specific segments of the Interstate 5 corridor.

Sponsors:

Indexes:

Code sections:

Attachments: [1 - Planning Commission Resolution](#)
[2 - Article 24 Sign Ordinance Amendment](#)
[3 - Map - Digital Freeway Sign Locations Permitted Segments](#)
[4 - Sign Ordinance Amendment Negative Declaration](#)
[5- Digital Freeway Sign Applications](#)
[6 - Public Comment Letters](#)

Date	Ver.	Action By	Action	Result
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City of Woodland

Planning Commission

Amendments to Sections 25-24-15, 25-24-20 and 25-24-30 of Article 24 (Signs) of Chapter 25 (Zoning Ordinance) of the Woodland Municipal Code to add requirements and regulations regarding Digital Freeway Signs within the City of Woodland

Location: The Zoning Ordinance amendment is applicable city-wide; however the proposed ordinance amendment would allow for digital freeway signs in two specific segments of the Interstate 5 (I-5) Corridor as shown in Attachment 3. One permitted section of the I-5 corridor begins where the city boundary bisects the I-5 corridor to the north and runs south along I-5 to the East Main Street freeway underpass, excluding the section of frontage on the north side of I-5 between the East Beamer Street underpass and the East Kentucky Avenue overpass. The second permitted section along I-5 begins at County Road 102 and runs east along I-5 to the eastern boundary of the city. No digital freeway signs outside of these two specific areas would be permitted.

Applicants: 1) P.C. Dixon I, LLC and Pacific Horizon Group, LLC (Ron Caceres); and 2) Scott Vanderbeek

Environmental Report: Negative Declaration

Project Planner: Erika Bumgardner, AICP, Senior Planner

Staff Recommendation: Recommend to City Council approval of the proposed sign ordinance amendment to allow for a limited number of digital freeway signs along two specific segments of the Interstate 5 corridor.

Report For: Planning Commission, October 15, 2015

General Plan Designation: Industrial, Highway Commercial and Open Space

Current Zoning: Industrial, Commercial Highway and Open Space

Project Site Description; Existing and Adjacent Land Uses and Zoning: The proposed ordinance amendment would be applicable to urbanized commercial and industrial areas of Woodland along the I-5 corridor. Lands surrounding the corridor segments proposed for digital freeway signage primarily consist of commercial and industrial uses. Vacant land also exists near portions of the corridors. In the northwest portion of the corridor, nearby industrial uses predominate, existing both to the southwest and northeast. The easternmost segment is next to a commercial area consisting of the Target/Costco shopping center to the south and hotel and other commercial uses to the north as well as the Walgreens distribution center.

Pending/Potential Action

Staff recommends that the Planning Commission recommend the proposed Zoning Amendment to the City Council including amendments to Sections 25-24-14, 25-24-20 and 25-24-30 of Article 24 (“Signs”) of Chapter 25 (“Zoning Ordinance”) of the Woodland Municipal Code to add requirements and regulations regarding Digital Freeway Signs within the City of Woodland.

Background

The city’s Zoning Ordinance was originally adopted in 1949. The city’s first Sign Ordinance (Ordinance No. 849) providing “criteria, standards, and limits for the regulation of signs” was adopted in 1974 and included the

provision that prohibited “signs which move or simulate motion...including flashing blinking, animated, rotation signs or sign whose illumination or surface change with time but shall not include time and temperature signs.” Provisions regarding signs within the city have been modified from time to time over the past 40 years. Most recently, in 2004, the City Council adopted amendments to Article 24 (“Signs”) of the Zoning Ordinance; however the original provision that prohibited signs which “move or simulate motion” has remained nearly unchanged since 1974.

The city received applications for two separate, digital freeway sign installations and amendments to the Sign Ordinance in September 2014 and December 2014. Because digital signs are currently prohibited within the city, the applicants are also requesting amendments to the Sign Ordinance to allow for digital freeway signs; the subject of this staff report.

Project Proposal

The City of Woodland received two separate, standalone applications (Attachment 5) requesting the installation of digital freeway signs along the Interstate 5 corridor. The city’s Zoning Ordinance, specifically Article 24 pertaining to Signs, currently prohibits signs which “move or simulate motion,” including “signs whose illumination or surface-change with time.” As such, the applicants have requested an amendment to Article 24 of the Zoning Ordinance to allow for digital freeway signs along I-5 within the city. Digital Freeway Signs can be described as “an off-premise outdoor advertising sign, utilizing digital message technology, capable of changing the static message or copy on the sign electronically and not prohibited as signs that move or simulate motion. A digital freeway sign may have one or more dynamic digital display areas.”

Prior to review of the specific sign proposals, the Planning Commission is being asked to review the proposed draft ordinance amendment and provide direction to City Council regarding the adoption of an ordinance amending Article 24 (“Signs”) of the zoning code to allow for digital freeway signs. If the City Council adopts the proposed ordinance amendment to allow digital freeway signs, the project applicants will have an opportunity to revise their applications, if necessary and if desired, to bring their applications into compliance with the adopted digital freeway sign standards. The specific sign applications will then be brought before the Planning Commission for review and consideration. As the ordinance amendment is currently proposed, the City Council will be required to adopt an Operating Agreement between the applicant and the city prior to installation of a digital freeway sign.

A detailed outline of the proposed sign ordinance amendment is provided under the “Staff Analysis” section below.

Public Notification

Public notice advertising for the public hearing on this project was prepared by the Community Development Department in accordance with notification procedures set forth in the City of Woodland’s Municipal Code and State Planning Law. Two methods of public notice were used:

- A one-eighth page legal notice was published in the Woodland Daily Democrat.
- Notices were mailed to all property owners within 300 feet of the specific project sites and to all property owners located within 650 feet of the I-5 corridor segments potentially affected by the proposed ordinance amendment.

Copies of the factual staff report for the proposed project have been on file at City Hall since October 9, 2015.

Environmental Assessment Status

A Negative Declaration/Initial Study was prepared for the proposed sign ordinance amendment and circulated for public review from September 2, 2015 through October 2, 2015 for interested individuals and public agencies to submit written comments on the document. Mitigated Negative Declarations/Initial Studies were prepared for each of the proposed digital freeway sign installations and circulated for public review for the same period of time, from September 2, 2015 through October 2, 2015, for interested individuals and public agencies to submit written comments on the documents.

The Negative Declaration/Initial Study for the sign ordinance amendment and the Mitigated Negative Declarations/Initial Studies for the specific sign installations did not identify any possible significant environmental impacts that would result from the projects. Minor revisions have been made to the proposed ordinance amendment since the Initial Study was prepared. However; the minor revisions to the ordinance language do not change or alter the conclusions contained in the IS/ND in any way, and would not result in any potential environmental impacts beyond those analyzed in the Public Draft IS/ND.

Comment letters were received during the public review period from the State of California Department of Transportation (Caltrans), from the Central Valley Regional Water Quality Control Board and from the U.S. Army Corps of Engineers. Each agency provided a comment letter for each of the proposed sign installations. Caltrans and the Water Board also provided comment letters for the ordinance amendment. The comment letters reiterate the existing standards and permit requirements from the agencies. Compliance with Caltrans, the Central Valley Water Board, and the Army Corps standards will be confirmed through the building permit process for each project, as applicable. The letters did not identify any possible significant impacts resulting from the projects nor do any comments change the conclusions that were reached within the Negative Declarations/Initial Studies for the ordinance or for the specific sign installations. No further environmental review of the projects is required at this time. The environmental document for the digital sign ordinance amendment is included as Attachment 4, including all comments letters received to date. The Planning Commission will only take action to recommend adoption of the Negative Declaration for the Sign Ordinance Amendment as the subject of this report. Action will be taken on the Mitigated Negative Declarations for the specific sign installations as they are brought forward for review and consideration at a future hearing.

Staff Analysis

Staff recommends approval of the requested amendment to Article 24, "Signs," of the Zoning Ordinance (Chapter 25 of the Woodland Municipal Code) to allow for a limited number of digital freeway signs within the city. The proposed amendments will allow the city to manage development of freeway advertising structures and those advertising structures located along major corridors internal to the city including East and Main Streets by: 1) removing outdated billboard structures; 2) controlling the number of digital signs permitted; and 3) providing a means to update freeway advertising to state of the art electronic messaging which will provide area businesses with additional advertising opportunities in a manner that minimizes visual clutter.

Currently twenty (20), off-premise, static billboard signs currently exist within the city either along Interstate 5, or along East and Main Streets consisting of a total of 36 display faces of varying sizes. Through the proposed ordinance language, there will be an opportunity to eliminate the visual impact resulting from an excess of

large, outdated freeway and other older nonconforming signs internal to the city; and to consolidate and modernize freeway advertising. Digital freeway signs also allow for important “Amber Alert” and other public safety messages to be presented.

The proposed amendment to Article 24, “Signs,” of the Zoning Ordinance (Chapter 25 of the Woodland Municipal Code) will provide specific requirements and regulations regarding digital freeway signs within the City of Woodland along certain specific segments of the I-5 corridor. The proposed ordinance amendment would include modifications to the followings sections of the Municipal Code as shown in detail in the attached draft ordinance amendment (Attachment 2):

- Section 25-24-15 to provide definitions for “Digital Freeway Sign” and “Digital Display Area;”
- Section 25-24-20 Subparagraph (d)(1) to modify the list of “Prohibited” signs to allow for an exception for digital freeway signs (the regulation that prohibits “signs which move or simulate motion” will remain in effect for all other signs within the city);
- Section 25-24-30(i)(1) Subparagraph (i)(1) to add the word “Billboards” as a heading;
- Section 25-24-30 to include a new section pertaining to “Digital Freeway Signs” including specific design and use parameters, a summary of which is provided below.

The draft sign ordinance language pertaining to the installation and operation of digital freeway signs within the city includes the following key provisions and standards pertaining to sign location, appearance, advertising/messaging, community benefit and review/permitting:

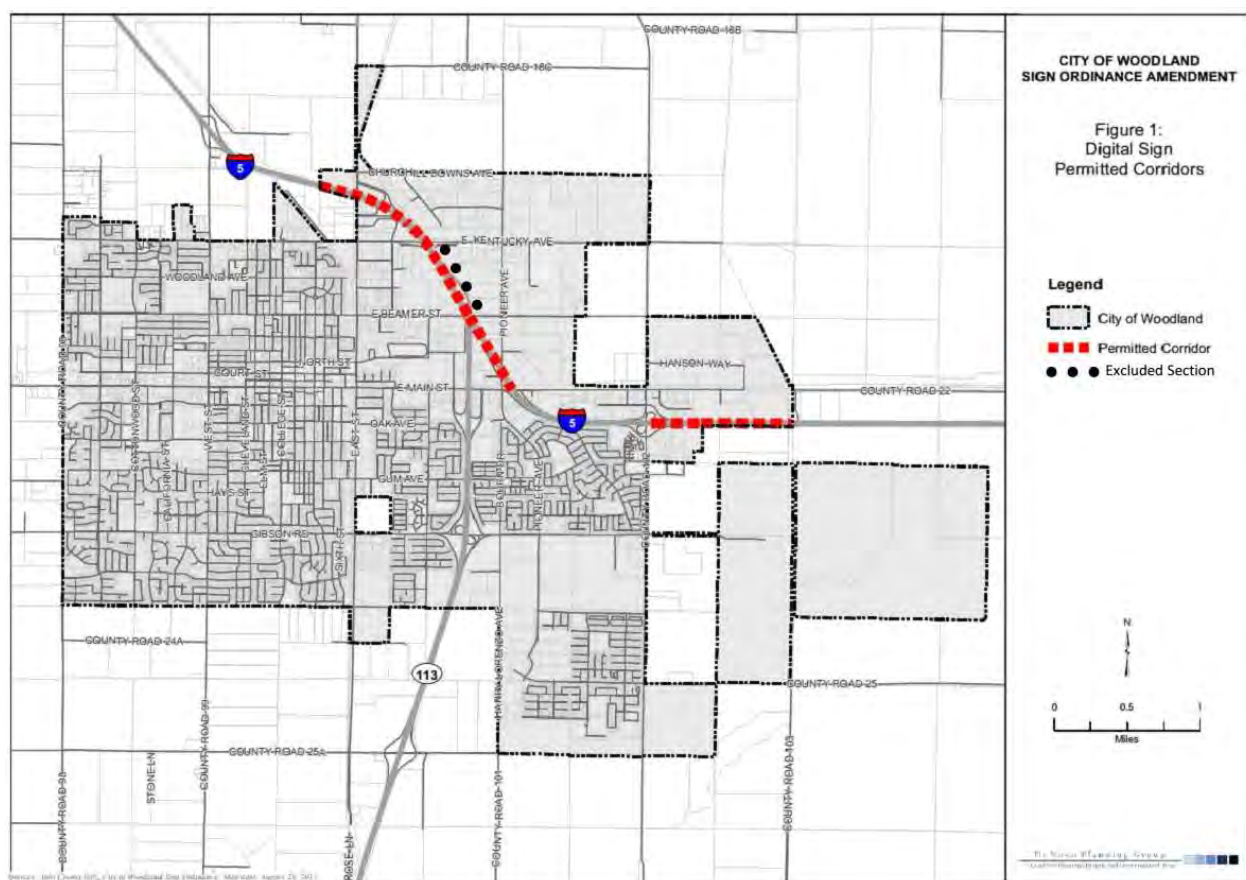
Sign Location

Location. *Digital freeway signs are permitted along two specific segments of the Interstate 5 (I-5) Corridor as described below (see also Figure 1, below):*

Segment One: The first permitted section of the I-5 corridor begins where the city boundary bisects the I-5 corridor to the north and runs south along I-5 to the East Main Street freeway underpass, excluding the section of frontage on the north side of I-5 between the East Beamer Street underpass and the East Kentucky Avenue overpass. Not more than two digital freeway signs (up to two digital display areas/faces allowed on each sign) are permitted within this segment. (Signs may be located on the same side of the freeway, or one on each side of the freeway, but not more than two, total, within this segment.)

Segment Two: The second permitted section along I-5 begins at County Road 102 and runs east along I-5 to the eastern boundary of the city. Not more than one digital freeway sign (including up to two digital display areas/faces) shall be permitted within this segment.

Digital freeway signs shall be located within five-hundred (500) feet of the freeway right-of-way. No digital freeway sign shall be located within 2,500 feet of another digital freeway sign on the same or opposite side of the freeway, subject to the maximum number of digital freeway signs permitted within Segments “One” and “Two” as described above.



As drafted, the ordinance amendment would prohibit digital freeway signs outside of these two specific segments of the I-5 corridor.

The proposed segments of the I-5 corridor would permit digital signs in areas where larger scale freeway oriented signage currently exists, including either static billboards or multi-tenant retail center signs. The area along the northeast segment of I-5 between East Beamer Street and East Kentucky Avenue is excluded because the area does not currently contain signage of any scale. This excluded stretch also serves as a large freeway on-ramp from Highway 113 to northbound I-5 and is an area where many large oak trees are established providing natural, aesthetic interest along this stretch of the corridor.

The stretch of I-5 between East Main Street and County Road 102 is excluded in its entirety given its proximity to existing residential uses that back up to I-5.

Staff recommends limiting the number of permitted digital freeway signs within each freeway segment to prevent excessive signage at the city's gateway and along I-5, but still allow for "consolidation" of commercial advertisement/messaging through the removal of existing static billboards within the city.

Distance Between Signs. *No digital freeway sign shall be located within 2,500 feet of any other digital freeway sign within the city limits and no closer than 250 feet to any other freeway oriented sign over 30 feet in height on the same side of the freeway. No more than two freeway oriented signs over 30 feet in height shall be permitted on a single parcel or multiple parcels developed as a single retail, office, or industrial center. One sign shall not directly or substantially impede the view of another sign for any prolonged length of travel time of a passing driver on Interstate 5.*

The proposed distancing requirements are intended to prevent “sign clutter” along Interstate 5, taking into account both digital freeway signs and static signage (“multi-tenant” signs) for businesses located along the freeway. For reference, the approximate distance between the East Beamer Street underpass and the East Kentucky Avenue overpass while traveling the I-5 corridor is slightly more than 2,500 feet in length (approximately 3,000 feet).

The California Department of Transportation (Caltrans) requires a minimum distance of 1,000 feet between digital freeway signs on the same side of the freeway and 500 feet between a digital freeway sign and a static sign on the same side of the freeway. Localities are able to provide more stringent distancing requirements, requiring greater distancing requirements (as proposed here), but not less than that required by Caltrans.

Traffic Safety. *The digital sign shall not create a visibility hazard to traffic on adjacent streets, freeways, or parking areas. The sign shall not reduce required on-site parking availability and shall not interfere with on-site vehicular circulation.*

Applicants shall be required to show through site plans, elevations and photo-simulations that proposed digital freeway signage will not obscure driver visibility along or near the proposed sign location(s), including but not limited to obstruction of traffic related directional or informational signage. Furthermore, the Federal Highway Administration (FHWA), in agreement with the California Department of Transportation (Caltrans), has addressed various issues related to signage along highway corridors to ensure continued driver safety. The FHWA prohibits signs that obstruct or physically interfere with an official traffic sign, signal, or device, or that obstruct or physically interfere with the vision of drivers in approaching, merging or intersecting traffic. These provisions may be enforced by the FHWA, but an agreement with the State of California also requires Caltrans to enforce these provisions. All digital freeway sign applicants are required to obtain permitting from Caltrans prior to sign installation. The 2014 edition of the Outdoor Advertising Act provides the framework for review and permitting of signs by Caltrans.

Restrictions on digital signs contained within the Outdoor Advertising Act and enforced by Caltrans regulate many of the conditions that have been identified as relevant to traffic safety. Caltrans regulates the location of each proposed digital sign through its application process, and the distance between such signs is also regulated. California statutory provisions regulate brightness of displays.

The proposed zoning text amendments pertaining to the allowance of digital freeway signage exceed the requirements enforced by Caltrans, including requiring an 8-second minimum message display time, a 2,500 foot minimum spacing between digital signs along the I-5 corridor, and a 0.3 foot-candle lighting minimum, including technology that adjusts the light level of the sign as it relates to the changing ambient light level surrounding the signs. The proposed zoning code text amendments, together with the required Operating Agreement for new digital freeway sign installations, would regulate the message display time, message interval and sign dimensions. Through state law, Vehicle Code and the proposed zoning code text amendments, digital freeway signs would be prohibited from displaying flashing lights or images (see also **Advertising/Messaging** section below).

Sign Appearance

Height. *Heights of digital freeway signs shall be established relative to topography and setting so as to provide the best balance between the sign’s purpose of effectively communicating a visual message, the setting (including topography and surrounding architecture), and freeway traffic safety. However, in no case shall the*

digital face of the digital freeway sign exceed a maximum height of 65 feet as measured from the finished grade of the center line of the nearest freeway to the top of the digital freeway sign face. Project applicants shall provide to the city supporting documentation from a licensed engineer or surveyor demonstrating that this provision has been met. Sign structure may extend taller than 65 feet, but shall not exceed an overall sign height of 68 feet, subject to review and approval by the Planning Commission.

The proposed height requirement at 68 feet allows for a slightly taller sign than what the city's zoning code and design standards currently allow for multi-tenant freeway oriented signs. Multi-tenant freeway oriented signs are permitted to be 60 feet in height, subject to review and approval by the Planning Commission. The city's zoning code restricts "off-premise billboard" signs in the industrial zone to 40 feet in height.

The proposed height requirement allowing for a digital sign face to not exceed 65 feet in height and the support structure to not exceed 68 feet in height is consistent with similar digital freeway sign ordinances in the region, which allow, for example, digital signs between 50 feet in height (County of Sacramento) to 85 feet (City of Dixon) and 95 feet (City of Sacramento) in height. The digital freeway sign applications currently submitted include a request for an approximately 65 foot tall sign and for a 45 foot tall sign.

The height of a proposed digital freeway sign is ultimately subject to review and approval by the Planning Commission and in some cases, by the City Council. Depending on the visibility along a stretch of the I-5 corridor, the Planning Commission may determine that a 40 foot tall sign is sufficient for viewing, whereas other locations, near taller trees, existing buildings, overpasses, changes of grade etc., may warrant a taller sign.

Sign Area. *The maximum area of each digital display area shall not exceed 672 square feet per sign face.*

Six hundred and seventy-two (672) square feet is the industry standard for digital freeway signs which allows for an approximately 14 foot by 48 foot (14' x 48') display ("sign face"). The proposed maximum sign area is consistent with the city's zoning code which currently permits "off-premise billboard" signs within the industrial zone up to 672 square feet in area.

Sign Structure. *Structure, style, and architectural detailing shall be subject to Planning Commission review and approval.*

Pole Cladding. *Decorative pole covering is required for newly constructed digital freeway signs as well as any existing traditional billboard that is converted to a digital freeway sign. Such covering shall be high quality in material and finish, and shall be subject to Planning Commission review and approval.*

Illumination. *Digital freeway signs shall not operate at brightness levels of more than 0.3 foot-candles above ambient light, as measured using a foot-candle meter at a distance of 250 feet from the sign face. Each digital display area shall have a light sensing device that will adjust the brightness of the sign as ambient light conditions change throughout the day. Digital freeway signs shall create minimal glare, maintain contrast between the sign face and the surrounding area, have minimal impact on driver distraction, and create minimal light trespass into residential areas. The Applicant shall fund field testing by a qualified independent contractor or city staff trained in the use of a handheld photometer to demonstrate continued compliance.*

The proposed brightness level requirement is consistent with current best practices to minimize and control digital sign light levels within the context of ambient light levels. The 0.3 foot-candle is equivalent to approximately one third of the light that would be generated from a lit candle this is one foot away. The level would be perceptible at the low end to the human eye, over ambient light, on a surface, similar to average

residential street illumination provided by low wattage street lights.

Traditional non-digital or static billboards are generally illuminated by stationary incandescent lights (i.e. floodlights) that are regulated by timers. Light levels from these fixtures are not responsive to ambient light levels and may be more impactful in terms of additional light in a given area than future proposed digital signage.

Quality and Maintenance Plan. *The applicant shall demonstrate that the proposed digital sign display consists of the latest and best technology available and tested; that which provides high resolution, clear graphic display and consistent reliability and durability. The applicant must establish a quality and maintenance plan to ensure implementation of all above-listed development standards and to assure the proper maintenance and repair of the digital freeway sign as needed.*

Staff will work with the applicant prior to sign approval on enforceable maintenance guidelines to ensure a high quality appearance is maintained over time and to swiftly and effectively address any lighting or display errors and streamline routine maintenance and repair approvals, if applicable. These guidelines will be adopted as part of an approved Operating Agreement between the applicant and the city.

Future Technologies. *There may be alternate, preferred, or superior technology available in the future to illuminate digital freeway signs. These alternate technologies may be incorporated into existing legally permitted digital freeway signs in the future without additional permissions from the Planning Commission or City Council so long as (i) the requisite maximum brightness standards are met and (ii) no exterior physical change to the digital display area will occur. The owner shall be responsible for obtaining any required ministerial permits for technology improvements as required by applicable code standards. The city shall expedite any such required approvals for technology that is superior in energy efficiency over previous generations or types.*

Advertising/Messaging

Message Display. *Digital freeway signs shall display static messages only, and shall not have animation, movement, or the appearance or optical illusion of movement in or on any part of the sign structure, design, or pictorial segment of the sign. No static message shall include flashing or scintillating lighting, or varying light intensity. Digital freeway signs shall be operated with systems and monitoring in place to either turn the display off or show a “full black” image on the display in the event of a malfunction.*

(See **Traffic Safety** analysis above.)

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

These standards represent industry best practices to minimize driver distraction. The proposed 8 second minimum message display time is double that enforced by Caltrans and is the recommended advertisement display duration recommended by the Federal Highway Administration. The FHWA also recommends that transition between messages is between 1 and 2 seconds. The proposed ordinance language is consistent with this recommendation.

Community Benefit

Community Messaging. *The city shall be provided with access to a portion of the total available display time to allow the city to present messages of community interest. This access shall also include access for other appropriate agencies for the purpose of displaying public safety messages such as “Amber Alert” messages and emergency-disaster communications. The city shall be entitled to up to five percent (5%) of the total advertising time on the digital display. The city shall retain sole discretion regarding the content and prioritization of messages displayed on the city’s behalf.*

Five percent (5%) of total advertising time would provide the city with approximately 72 minutes of display time within a 24 hour period. The specific timeframe in which those 72 minutes will be provided to the city will be outlined in the Operating Agreement between the applicant and the city. Information that may be displayed will be limited to city-sponsored events/programs such as the Woodland Farmer’s Market, the Fourth of July Parade, Parks and Recreation and Library events and programs, etc..

Billboard Removal. *For every one square foot of digital message display area installed, the applicant must permanently remove at least two square feet of legally existing non-digital billboard display area within the city limits prior to operation of the digital freeway sign. An existing billboard being refurbished as a digital freeway sign may count toward the required permanent removals.*

This requirement is proposed to aide in the reduction of the overall square footage of off-premise, billboard displays throughout the city. Existing off-premise billboard signage shall be removed at a ratio of 2 square feet for every 1 square foot of digital signage (digital display/face) proposed. In other words, assuming a digital freeway sign with two display faces measuring the maximum permitted 672 square feet each is approved, a total of 2,688 square feet of static billboard signage must be removed. This might include the removal of a single, large, double-sided billboard along I-5, or several smaller “poster” sized billboards along East or Main Street.

Review/Permitting

Conditional Use Permit, Site Plan and Design Review. *Digital freeway signs are conditionally permitted only as billboard relocations or as conversions of an existing billboard in place. Digital freeway signs that meet all location and development standards established in this section shall be subject to the granting of a conditional use permit, site plan, and design review approval by the Planning Commission.*

All digital freeway way signs shall be required to obtain a Conditional Use Permit and Site Plan and Design Review approval by the Planning Commission. The applicant may request a deviation from the development standards outlined in the digital freeway sign section of the zoning code, subject to review and consideration by the Planning Commission and subject to final approval of an Operating Agreement by the Woodland City Council as described below. The City Council may only approve deviations from the standards as typically required if it can be found that an alternative community benefit can be achieved that is equal to or greater than that which would have been achieved through strict compliance with the code requirements.

Operating Agreement. *The city and applicant shall enter into an operating agreement in conjunction with the issuance of a conditional use permit for a digital freeway sign. The city and applicant may use the operating agreement, on a case-by-case basis, to deviate from the development standards in subsection (i)(2) of this section or reduce the required billboard removals under subsection (i)(2)(C) of this section. The City Council will only approve an operating agreement if it determines that the operating agreement achieves community benefits that are equivalent or greater to those that would be achieved through strict compliance with*

subsection (i)(2) or (i)(2)(C) of this section. If deviation from the standards is requested, the City Council shall also serve as the final review and approval authority for the Conditional Use Permit, Site Plan and Design Review application as well.

The Operating Agreement will outline the specific terms of use, including those operational requirements as outlined above, maintenance and repairs provisions and any other provisions agreed to by the applicant and the city regarding the appearance and operation of the sign(s). If any specific provision as outlined in the ordinance cannot be met, the applicant may request a modification to the standard or a deviation from the standard, provided an alternative community benefit of equal or greater value or a lesser impact (visual, aesthetic, etc.) is achieved. In all cases, the Operating Agreement shall be reviewed and approved by the City Council. Only when a modification/deviation from standards is requested, shall the Conditional Use Permit, Site Plan and Design Review also be elevated to City Council along with the Operating Agreement for final review and approval.

General Plan Consistency

The following General Plan policies are applicable to freeway oriented signage:

Goal 1.K To maintain and enhance the quality of Woodland's major corridors, city entrances, landscape, and streetscape.

Policy 1.K.10 The City shall promote efforts to improve the visual quality of entrances to Woodland and to Downtown. Development of these areas should include enhanced landscaping and site amenities that create pleasing gateways. Items that detract from the gateway image, such as attention-getting devices, outside storage and off-premise signs should not be allowed.

The proposed ordinance amendment to allow for a limited number of digital freeway signs is consistent with the above General Plan goal and policy in that the ordinance will provide an opportunity to reduce the overall square footage of signage and sign clutter along both the Interstate 5 corridor and along major corridors, internal to the city, including East and Main Streets. Currently nine (9), two-sided, static billboards are located along the I-5 corridor within the Woodland city limits. Eleven (11) static billboards with a total of 18 display faces, are located along the East and Main Street corridors, which lead into Woodland's historic downtown. It is staff's recommendation that for every one (1) square foot of digital sign display proposed, two (2) square feet of static billboard signage shall be removed. Further, digital signage allows for advertising opportunities in a manner that minimizes visual clutter and provides an orderly, more attractive, high quality image of the city.

Goal 9.D. To promote the growth of tourism by enhancing the city's potential to attract tourists through preservation of historic resources, promotion, development of visitor attractions and provision of a variety of overnight accommodations.

Policy 9.D.5 The city shall consider the development of regular tourism programming on local cable television to provide information about cultural activities and other events for both tourists and residents.

The installation of a limited number of digital freeway signs along the I-5 corridor will provide local businesses, hotels and organizations an opportunity to advertise along a major Interstate corridor. The city has received seven (7) letters from local businesses as well as from the Historic Downtown Business Association

and the Woodland Farmer's Market in support of digital freeway signs (see Attachment 6). The Historic Woodland Downtown Business Association, in its letter, states that, "An electronic sign at the entrance to Woodland would bring many travelers to the downtown area instead of passing us by. This would attract new customers into Historic Downtown Woodland to visit shops and restaurants instead of solely stopping at the big box stores and mall in the area. [and]...that the economic value to the city of Woodland would be tremendous..."

Through the required dedication of "community messaging" display time, local city-sponsored events including the Tomato Festival, Tree Lighting, and Movies on Main could be advertised to a broader, regional audience.

Amendments and Zone Changes

Article 29 of the Zoning Code, commencing with Section 25-29-01, addresses zoning changes. The Planning Commission shall hold a public hearing on any such proposed rezoning. Notice of the time and place of said hearing including a general explanation of the matter to be considered and including a general description of the area affected shall be given at least ten (10) calendar days prior to the hearing. After the public hearing, the Planning Commission shall render its decision in the form of a written recommendation to the City Council. If, from the facts presented at the public hearing, the Commission is satisfied that the proposed change conforms to the General Plan, the Commission may recommend such change to the City Council.

Recommendation

Staff recommends that the Planning Commission recommend the proposed Zoning Amendment to the City Council by adopting the Resolution to this staff report and by making the following affirmative motion:

I move that the Woodland Planning Commission approve Resolution No _____ recommending that the City Council adopt the Initial Study/Negative Declaration prepared for the Sign Ordinance amendment as the appropriate level of environmental review for the project and adopt an ordinance approving amendments to Sections 25-24-14, 25-24-20 and 25-24-30 of Article 24 ("Signs") of Chapter 25 ("Zoning Ordinance") of the Woodland Municipal Code to add requirements and regulations regarding Digital Freeway Signs within the City of Woodland.

Attachments:

1. Planning Commission Resolution
2. Article 24 Sign Ordinance Amendment
3. Map - Digital Freeway Sign Locations Permitted Segments
4. Sign Ordinance Amendment Negative Declaration
5. Digital Freeway Sign Applications
6. Public Comment Letters

RESOLUTION NO. PC 15-_____

**RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF
WOODLAND RECOMMENDING TO THE CITY COUNCIL
APPROVAL OF AN ORDINANCE AMENDING SECTIONS 25-24-15, 25-
24-20 AND 25-24-30 OF ARTICLE 24 OF CHAPTER 25 OF THE
WOODLAND MUNICIPAL CODE TO ADD REQUIREMENTS AND
REGULATIONS REGARDING DIGITAL FREEWAY SIGNS WITHIN
THE CITY OF WOODLAND**

WHEREAS, the Woodland Planning Commission held a duly noticed public hearing on October 15, 2015, to review and consider recommending to the City Council approval of the proposed Ordinance to amend Sections 25-24-15, 25-24-20 and 25-24-30 of Article 24 (Signs) of Chapter 25 (Zoning Ordinance) of the Woodland Municipal Code to add requirements and regulations regarding Digital Freeway Signs within the City of Woodland; and

WHEREAS, the proposed sign ordinance amendment to allow a limited number of digital freeway signs is consistent with and implements the policies of the City of Woodland's General Plan including Policy 1.K.10, which provides that the City shall promote efforts to improve the visual quality of entrances to Woodland and to Downtown; and

WHEREAS, the Interstate 5 freeway corridor as well as East and Main Streets, located internal to the city, have a number of traditional style billboard advertising structures and older nonconforming signs which are dated and unattractive; and

WHEREAS, the City desires to reduce and/or eliminate the visual impact resulting from an excess of large, outdated freeway billboard sign structures as well as those located internal to the city along key corridors including East and Main Streets; and to consolidate and modernize freeway advertising; and

WHEREAS, the purpose of the sign ordinance amendment is to manage development of freeway advertising structures by removing outdated billboard structures, control the number of freeway billboards, and provide updated freeway advertising, using state of the art technologies that minimize visual clutter and provide an attractive entrance to the City as well as an opportunity for the City to creatively advertise city-sponsored community events to local and regional travelers; and

WHEREAS, an Initial Study analyzed the proposed ordinance amendment for potential impacts to the environment pursuant to the provisions of the California Environmental Quality Act (CEQA) and it was determined that the project would not result in any significant impacts; and

WHEREAS, based on the Initial Study, a Negative Declaration was prepared for this project pursuant to CEQA; and

WHEREAS, on September 2, 2015, an Initial Study and proposed Negative Declaration were completed and distributed to agencies and interested parties to comments a 30-day public review

period for review and comment on the Negative Declaration, and a notice of the public review period was published in the general circulation newspaper pursuant to CEQA; and

WHEREAS, proper notice of this public hearing was given in all respects as required by law; and

WHEREAS, the Planning Commission has reviewed all written evidence and oral testimony presented to date.

NOW, THEREFORE, BE IT RESOLVED, that the Planning Commission of the City of Woodland, based on substantial evidence in the administrative record of proceedings and pursuant to its independent review and consideration, does hereby recommend that the City Council approve of the proposed Ordinance to amend Sections 25-24-15, 25-24-20 and 25-24-30 of Article 24 (Signs) of Chapter 25 (Zoning Ordinance) of the Woodland Municipal Code to add requirements and regulations regarding Digital Freeway Signs within the City of Woodland. The proposed Ordinance is attached hereto as Exhibit A and incorporated by this reference.

PASSED AND ADOPTED by the Planning Commission of the City of Woodland at a regular meeting on the 15th day of October, 2015, by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

Kirby Wells, Chairperson

ATTEST:

Cindy Norris, Principal Planner

EXHIBIT A

[Ordinance]

ORDINANCE NO. _____

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF
WOODLAND AMENDING SECTIONS 25-24-15, 25-24-20, AND 25-24-30
OF ARTICLE 24 OF CHAPTER 25 OF THE WOODLAND MUNICIPAL
CODE TO ADD REQUIREMENTS AND REGULATIONS REGARDING
DIGITAL FREEWAY SIGNS**

WHEREAS, the City of Woodland has received two applications for digital freeway signs along the Interstate 5 corridor; and

WHEREAS, the City's Zoning Code does not provide for digital freeway signs and requires amendments to include conditions under which the City may permit such signs; and

WHEREAS, the City desires to amend its Sign Ordinance to establish effective mechanisms for the potential placement of a limited number of Digital Freeway Signs within certain identified segments of the I-5 corridor subject to applicable state and federal laws; and

WHEREAS, the Planning Commission held a noticed public hearing on _____, 2015, and recommended to the City Council approval of this Ordinance to make certain changes to the Zoning Code to permit digital freeway signs, with certain conditions; and

WHEREAS, a public notice describing the proposed amendments to the City's Zoning Code was published in the Daily Democrat, a newspaper of general circulation, in accordance with Government Code section 6061; and

WHEREAS, the City prepared a Negative Declaration for this Ordinance and separate Mitigated Negative Declarations prepared for the two applications pursuant to the California Environmental Quality Act (CEQA), circulated those documents pursuant to CEQA, and held a noticed public hearing on the applications and the Zoning Code amendments on _____, 2015.

The City Council of the City of Woodland, California, does hereby ordain as follows:

Section 1. Recitals. The above recitals are incorporated as though set forth in this section.

Section 2. Amendment to Section 25-24-15. Section 25-24-15 of the City of Woodland Municipal Code is hereby amended to add the terms "Digital freeway sign" and "Digital display area" as definitions, as follows:

“‘Digital freeway sign’ means an off-premise outdoor advertising sign, utilizing digital message technology, capable of changing the static message or copy on the sign electronically and not prohibited as signs that move or simulate motion. A digital freeway sign may have one or more dynamic digital display areas.

‘Digital display area’ means any characteristic or portion of a sign that appears to have movement or that appears to change, caused by any method other than physically removing and replacing the sign or its components, whether the apparent movement or change is in the

display, the sign structure itself, or any other component of the sign. This includes a display that incorporates a technology or method allowing the sign face to change the image without having to physically or mechanically replace the sign face or its components. This also includes any rotating, revolving, moving, flashing, blinking, or animated display and any display that incorporates rotating panels, LED lights manipulated through digital input, “digital ink” or any other method or technology that allows the sign face to present a series of images or displays.”

Section 3. Amendment to Section 25-24-20. Subparagraph (d)(1) of Section 25-24-20 of the Woodland Municipal Code concerning general sign regulations is hereby amended to read as follows:

“(d) Prohibited Signs.

- (1) Signs which move or simulate motion, **except as provided for in Section 25-24-30(i)(2) concerning Digital Freeway Signs**, are prohibited. This shall include: flashing, blinking, animated, rotating signs, or **signs that give the appearance or optical illusion of movement in or on any part of the sign structure, design, or pictorial segment of the sign, signs whose illumination or surface change with time** but shall not include time and temperature signs, or wall-mounted barber poles which project less than one foot;”

Section 4. Amendment to Section 25-24-30(i)(1). Subparagraph (i)(1) of Section 25-24-30 of the Woodland Municipal Code concerning Specific Sign Regulations is hereby amended to add the word “Billboards” as a heading.

Section 5. Amendment to Section 25-24-30(i)(2). Subparagraph (i)(2) of Section 25-24-30 of the Woodland Municipal Code is hereby amended to be subparagraph (i)(3), subparagraph (i)(3) is hereby amended to be subparagraph (i)(4), and the following language shall be inserted as subparagraph (i)(2) of Section 25-24-30:

“(2) Digital Freeway Signs. Digital freeway signs are conditionally permitted only as billboard relocations or as conversions of an existing billboard in place. Digital freeway signs that meet all location and development standards established in this section shall be subject to the granting of a conditional use permit, site plan, and design review approval by the Planning Commission, as set forth in Section 25-27-30 (Planning Commission action).

(A) Location. Digital freeway signs are permitted along two specific segments of the Interstate 5 (I-5) Corridor as described below:

- a. Segment One: The first permitted section of the I-5 corridor begins where the city boundary bisects the I-5 corridor to the north and runs south along I-5 to the East Main Street freeway underpass, excluding the section of frontage on the north side of I-5 between the East Beamer Street underpass and the East Kentucky Avenue overpass. Not more than two digital freeway signs (including up to two digital display areas/faces each sign) are permitted within this segment. (The signs may be located on the same side

of the freeway, or one on each side of the freeway, but not more than two, total.)

- b. Segment Two: The second permitted section along I-5 begins at County Road 102 and runs east along I-5 to the eastern boundary of the city. Not more than one digital freeway sign (including up to two digital display areas/faces) shall be permitted within this segment.

Digital freeway signs shall be located within five-hundred feet of the freeway right-of-way. No digital freeway sign shall be located within 2,500 feet of another digital freeway sign on the same or opposite side of the freeway, subject to the maximum number of digital freeway signs permitted within a segment as described above. No digital freeway signs outside of these two specific areas shall be permitted.

(B) Development Standards. Any new off-premise digital freeway sign or a legally existing billboard refurbished to become a digital freeway sign shall be subject to the development standards below and issuance of a conditional use permit.

- i. Number of Faces. A digital freeway sign may consist of, at most, two digital display areas, each positioned to be visible only by opposing directions of traffic. Double-faced signs shall not have an interior angle between the face of the panels greater than 20 degrees, unless a visibility study is provided showing that a greater angle is necessary to achieve reasonable sign visibility, up to a maximum of 45 degrees.
- ii. Height. Heights of digital freeway signs shall be established relative to topography and setting so as to provide the best balance between the sign's purpose of effectively communicating a visual message, the setting (including topography and surrounding architecture), and freeway traffic safety. However, in no case shall the digital face of the digital freeway sign exceed a maximum height of 65 feet as measured from the finished grade of the center line of the nearest freeway to the top of the digital freeway sign face. Project applicants shall provide to the City supporting documentation from a licensed engineer or surveyor demonstrating that this provision has been met. Sign structure may extend taller than 65 feet, but shall not exceed an overall sign height of 68 feet, subject to review and approval by the Planning Commission.
- iii. Area. The maximum area of each digital display area shall not exceed 672 square feet per sign face.
- iv. Distance Between Signs. No digital freeway sign shall be located within 2,500 feet of any other digital freeway sign within the city limits and no closer than 250 feet to any other freeway oriented sign over 30 feet in height on the same side of the freeway. No more than two freeway oriented signs over 30 feet in height (e.g. a digital freeway sign plus one additional freeway oriented, multi-tenant monument sign above 30 feet in height) shall be permitted on a single parcel or multiple parcels developed as a single retail, office, or industrial center. One sign shall not directly or

substantially impede the view of another sign for any prolonged length of travel time of a passing driver on Interstate 5.

- v. Sign Structure. Structure, style, and architectural detailing shall be subject to Planning Commission review and approval.
- vi. Pole Cladding. Decorative pole covering is required for newly constructed digital freeway signs as well as any existing traditional billboard that is converted to a digital freeway sign. Such covering shall be high quality in material and finish and shall be subject to Planning Commission review and approval.
- vii. Message Display. Digital freeway signs shall display static messages only, and shall not have animation, movement, or the appearance or optical illusion of movement in or on any part of the sign structure, design, or pictorial segment of the sign. No static message shall include flashing or scintillating lighting, or varying light intensity. Digital freeway signs shall be operated with systems and monitoring in place to either turn the display off or show a “full black” image on the display in the event of a malfunction.
- viii. Minimum Display Time. Each message or image on the sign shall be displayed for a minimum of eight (8) consecutive seconds. Transition or blank screen time between one still message or image and the next may not exceed one (1) second.
- ix. Community Messaging. The City shall be provided with access to a portion of the total available display time to allow the City to present messages of community interest. This access shall also include access for other appropriate agencies for the purpose of displaying public safety messages such as “Amber Alert” messages and emergency-disaster communications. The City shall be entitled to up to five percent (5%) of the total advertising time on the digital display. The City shall retain sole discretion regarding the content and prioritization of messages displayed on the City’s behalf.
- x. Illumination. Digital freeway signs shall not operate at brightness levels of more than 0.3 foot-candles above ambient light, as measured using a foot-candle meter at a distance of 250 feet from the sign face. Each digital display area shall have a light sensing device that will adjust the brightness of the sign as ambient light conditions change throughout the day. Digital freeway signs shall create minimal glare, maintain contrast between the sign face and the surrounding area, have minimal impact on driver distraction, and create minimal light trespass into residential areas.

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

City staff trained in the use of a handheld photometer to demonstrate continued compliance.

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

- xi. Traffic Safety. The digital sign shall not create a visibility hazard to traffic on adjacent streets, freeways, or parking areas. The sign shall not reduce required on-site parking availability and shall not interfere with on-site vehicular circulation.
- xii. Future Technologies. There may be alternate, preferred, or superior technology available in the future to illuminate digital freeway signs. These alternate technologies may be incorporated into existing legally permitted digital freeway signs in the future without additional permissions from the Planning Commission or City Council so long as (i) the requisite maximum brightness standards are met and (ii) no exterior physical change to the digital display area will occur. The owner shall be responsible for obtaining any required ministerial permits for technology improvements as required by applicable code standards. The city shall expedite any such required approvals for technology that is superior in energy efficiency over previous generations or types.
- xiii. Quality and Maintenance Plan. The applicant shall demonstrate that the proposed digital sign display consists of the latest and best technology available and tested; that which provides high resolution, clear graphic display and consistent reliability and durability. The applicant must establish a quality and maintenance plan to ensure implementation of all above-listed development standards and to assure the proper maintenance and repair of the digital freeway sign as needed.

(C) Billboard Removal. For every one square foot of digital message display area installed, the applicant must permanently remove at least two square feet of legally existing non-digital billboard display area within the city limits prior to operation of the digital freeway sign. An existing billboard being refurbished as a digital freeway sign may count toward the required permanent removals.

(D) Operating Agreement. The city and applicant shall enter into an operating agreement, subject to City Council approval, in conjunction with the issuance of a conditional use permit for a digital freeway sign. The city and applicant may use the operating agreement, on a case-by-case basis, to deviate from the development standards in subsection (i)(2) of this section or reduce the required billboard removals under subsection (i)(2)(C) of this section. The city council will only approve an operating agreement if it determines that the operating agreement achieves community benefits that are equivalent or greater to those that would be achieved through strict compliance with subsection (i)(2) or (i)(2)(C) of this section. If deviation from the standards is requested,

the City Council shall also serve as the final review and approval authority for the Conditional Use Permit, Site Plan and Design Review application.

(E) Compliance with Applicable Laws and Regulations. The owner of the digital freeway sign shall comply with all applicable federal, state, or local laws, including the Highway Beautification Act of 1965 (23 United States Code Section 131), the Outdoor Advertising Act (California Business and Professions Code Section 5200 *et seq.*), and this chapter, when constructing, operating, improving, maintaining, repairing, and removing the digital billboard.”

Section 6. Approval of Negative Declaration. The City Council hereby approves the Negative Declaration prepared for this Zoning Code amendment.

Section 7. Effective Date and Notice. Effective Date and Notice. The City Clerk shall certify to the adoption of this ordinance and shall cause a summary thereof to be published in the Daily Democrat, a newspaper of general circulation, printed and published in the City of Woodland and County of Yolo, at least five (5) days prior to the meeting at which the proposed ordinance is to be adopted and shall post a certified copy of the proposed ordinance in the office of the City Clerk, and with fifteen (15) days of its adoption, shall cause a summary of it to be published, including the vote for and against the same, and shall post a certified copy of the adopted ordinance in the office of the City Clerk, in accordance with California Government Code Section 36933. This Ordinance shall take effect thirty (30) days after its adoption.

PASSED AND ADOPTED by the City Council of the City of Woodland this ____ day of _____, 2015, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Tom Stallard, Mayor

ATTEST:

Ana Gonzalez, City Clerk

APPROVED AS TO FORM:

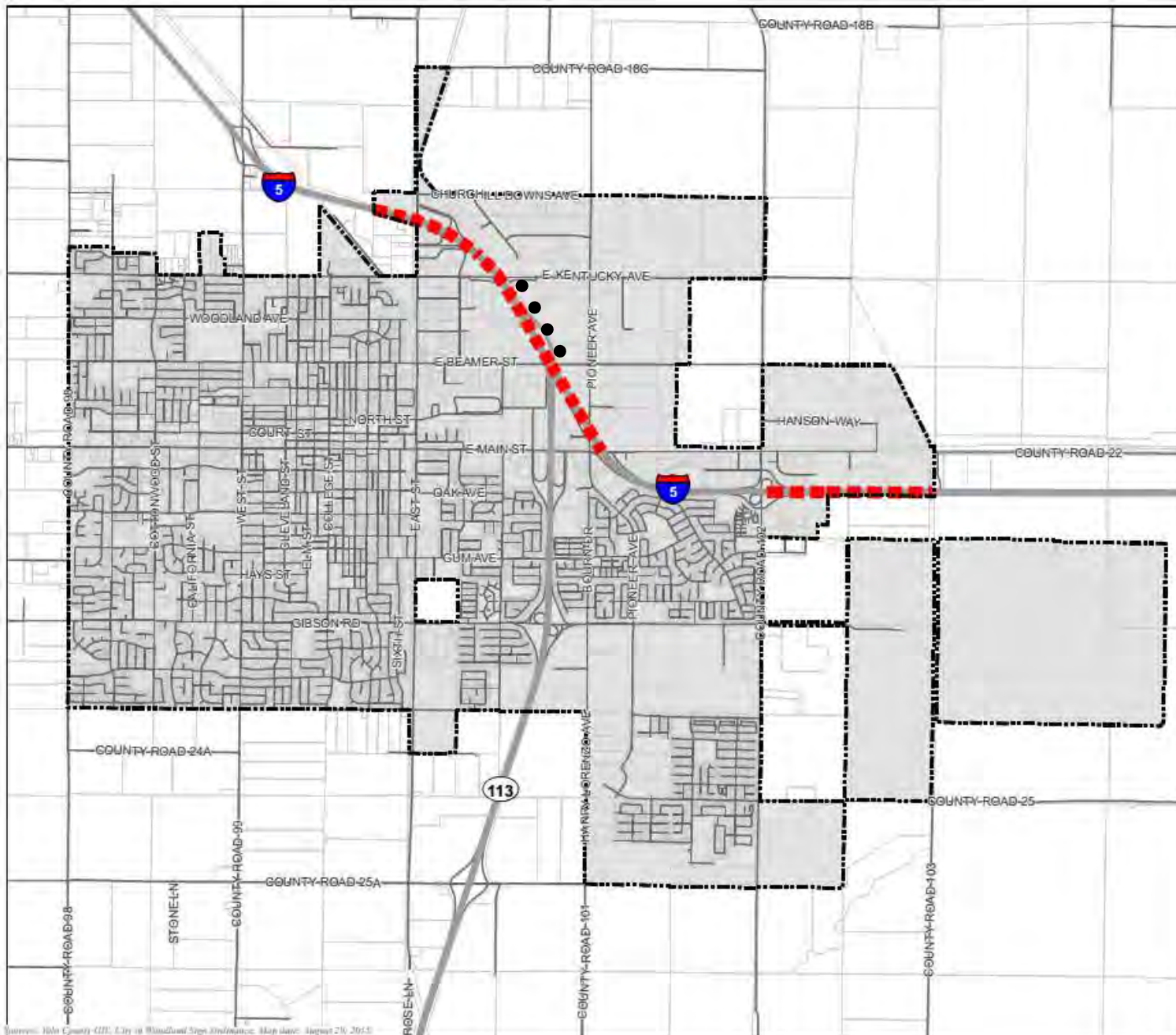
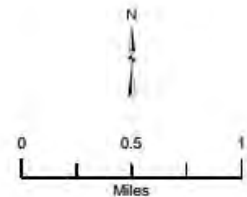
Kara K. Ueda, City Attorney

CITY OF WOODLAND SIGN ORDINANCE AMENDMENT

Figure 1:
Digital Sign
Permitted Corridors

Legend

-  City of Woodland
-  Permitted Corridor
-  Excluded Section





PUBLIC DRAFT INITIAL STUDY AND NEGATIVE DECLARATION

FOR THE

WOODLAND SIGN ORDINANCE AMENDMENT PROJECT

AUGUST 31, 2015

Prepared for:

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

Prepared by:

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

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

A Land Use Planning, Design, and Environmental Firm



PUBLIC DRAFT
INITIAL STUDY AND NEGATIVE DECLARATION

FOR THE
WOODLAND SIGN ORDINANCE AMENDMENT PROJECT

AUGUST 31, 2015

Prepared for:

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Prepared by:

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INITIAL STUDY

PROJECT TITLE

City of Woodland Sign Ordinance Amendment

LEAD AGENCY NAME AND ADDRESS

City of Woodland
300 First St.
Woodland, CA 95695

CONTACT PERSON AND PHONE NUMBER

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

PROJECT SPONSOR'S NAME AND ADDRESS

City of Woodland
300 First St.
Woodland, CA 95695

PURPOSE OF THE INITIAL STUDY

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

This Initial Study has been prepared consistent with CEQA (California Environmental Quality Act) Guidelines Section 15063 to determine if the proposed City of Woodland Sign Ordinance Project (Project) may have a significant effect upon the environment. Based upon the findings contained within this report, a Negative Declaration (ND) will be prepared.

PROJECT LOCATION AND SETTING

PROJECT LOCATION

The proposed Project consists of two specific segments of the Interstate 5 (I-5) Corridor (“Digital Sign Overlay Zones”), as shown in Figure 1. The westernmost segment consists of two sections split into separate parts. This section of the I-5 corridor begins where the City boundary bisects the I-5 corridor to the north, running south along I-5 to the East Main Street freeway underpass, and excludes the section of frontage on the north side of I-5 between the East Beamer Street underpass and the East Kentucky Avenue overpass. The second section along I-5 begins at County Road 102 and runs east along I-5 to the eastern boundary of the city. The proposed Project would not permit any digital freeway signs outside of these two specific areas. Figure 1 shows these two corridors.

EXISTING SITE USES

The Project site exists within an urbanized commercial and industrial area of Woodland along the I-5 corridor, in locations where scattered freeway billboards and commercial freeway signage already exist.

SURROUNDING LAND USES

Lands surrounding the Project site are primarily composed of commercial and industrial uses. Vacant land also exists near portions of the corridors identified in Figure 1. In the northwest portion of the corridor, nearby industrial uses predominate, existing both to the southwest and northeast. The easternmost segment is next to a commercial lot. There is vacant land to the south and additional commercial, industrial, and vacant lots to the north.

GENERAL PLAN AND ZONING DESIGNATIONS

The proposed Project includes only a small portion of land outside of the I-5 freeway corridor. The corridor passes through areas that are predominately designated and zoned as Industrial, with small portions designated and zoned as Open Space (to the north of the western segment of the Corridor), Highway Commercial (to the north and south of portions of the eastern segment, including an area abutting the Gateway Shopping Center), and Urban Reserve (to the south of the easternmost portion of the eastern segment).

PROJECT DESCRIPTION

The City of Woodland Sign Ordinance Amendment (the proposed Project) would modify three sections of Article 24 of Chapter 25 of the City of Woodland Municipal Code (the Zoning Code), relating to signs. The modifications to the City Municipal Code would allow for the potential placement of digital freeway signs within certain segments of the I-5 corridor subject to applicable state and federal laws.

A digital freeway sign is proposed to be defined in Section 25-24-15 as, “an off-premise outdoor advertising sign, utilizing digital message technology, capable of changing the static message or copy on the sign electronically and not prohibited as signs that move or simulate motion. A digital freeway sign may have one or more dynamic digital display areas.”

The modifications to the City of Woodland Municipal Code include the addition of subparagraph (i)(2) to Section 25-24-30, which sets forth new development standards, as follows:

Digital Freeway Signs. Digital freeway signs are conditionally permitted only as billboard relocations or as conversions of an existing billboard in place. Digital freeway signs that meet all location and development standards established in this section shall be subject to the granting of a conditional use permit, site plan, and design review approval by the Planning Commission, as set forth in Section 25-27-30 (Planning Commission action).

(A) Location. Digital freeway signs are permitted in two specific segments of the Interstate 5 (I-5) Corridor. One permitted section of the I-5 corridor begins where the city boundary bisects the I-5 corridor to the north and runs south along I-5 to the East Main Street freeway underpass, excluding the section of frontage on the north side of I-5 between the East Beamer Street underpass and the East Kentucky Avenue overpass. The second permitted section along I-5 begins at County Road 102 and runs east along I-5 to the eastern boundary of the city. No digital freeway signs outside of these two specific areas shall be permitted.

(B) Development Standards. Any new off-premise digital freeway sign or a legally existing billboard refurbished to become a digital freeway sign shall be subject to the development standards below and issuance of a conditional use permit.

- i. Number of Faces. A digital freeway sign may consist of, at most, two digital display areas, each positioned to be visible only by opposing directions of traffic. Double-faced signs shall not have an interior angle between the face of the panels greater than 20 degrees, unless a visibility study is provided showing that a greater angle is necessary to achieve reasonable sign visibility, up to a maximum of 45 degrees.*
- ii. Height. Heights of digital freeway signs shall be established relative to topography and setting so as to provide the best balance between the sign's purpose of effectively communicating a visual message, the setting (including topography and surrounding architecture), and freeway traffic safety. However, in no case shall the digital face of the digital freeway sign exceed a maximum height of 65 feet as measured from the finished grade of the center line of the nearest freeway to the top of the digital freeway sign structure. Project applicants shall provide to the City supporting documentation from a licensed engineer or surveyor demonstrating that this provision has been met. Sign structure may extend taller than 65 feet, but shall not exceed an overall sign height of 68 feet, subject to review and approval by the Planning Commission.*
- iii. Area. The maximum area of each digital display area shall not exceed 672 square feet per sign face.*
- iv. Distance Between Signs. No digital freeway sign shall be located within 2,500 feet of any other digital freeway sign within the city limits and no closer than 250 feet to any other freeway oriented sign on the same parcel, or 500 feet from any other freeway oriented sign on an adjacent parcel on the same side of the freeway. No more than two freeway oriented signs over 20 feet in height (a digital freeway sign plus one additional freeway oriented, on-site monument sign) shall be permitted on a single parcel or multiple parcels developed as a single retail, office, or industrial center.*

One sign shall not directly or substantially impede the view of another sign for any prolonged length of travel time of a passing driver on Interstate 5.

- v. *Sign Structure. Structure, style, and architectural detailing shall be subject to Planning Commission review and approval.*
- vi. *Pole Cladding. Decorative pole covering is required for newly constructed digital freeway signs as well as any existing traditional billboard that is converted to a digital freeway sign. Such covering shall be simple and streamlined in material and shall be subject to Planning Commission review and approval.*
- vii. *Message Display. Digital freeway signs shall display static messages only, and shall not have animation, movement, or the appearance or optical illusion of movement in or on any part of the sign structure, design, or pictorial segment of the sign. No static message shall include flashing or scintillating lighting, or varying light intensity. Digital freeway signs shall be operated with systems and monitoring in place to either turn the display off or show a "full black" image on the display in the event of a malfunction.*
- viii. *Minimum Display Time. Each message or image on the sign shall be displayed for a minimum of eight (8) consecutive seconds. Transition or blank screen time between one still message or image and the next may not exceed one (1) second.*
- ix. *Community Messaging. The City shall be provided with access to a portion of the total available display time to allow the City to present messages of community interest. This access shall also include access for other appropriate agencies for the purpose of displaying public safety messages such as "Amber Alert" messages and emergency-disaster communications. The City shall be entitled to up to five percent (5%) of the total advertising time on the digital display. The City shall retain sole discretion regarding the content and prioritization of messages displayed on the City's behalf.*
- x. *Illumination. Digital freeway signs shall not operate at brightness levels of more than 0.3 foot-candles above ambient light, as measured using a foot-candle meter at a distance of 250 feet from the sign face. Each digital display area shall have a light sensing device that will adjust the brightness of the sign as ambient light conditions change throughout the day. Digital freeway signs shall create minimal glare, maintain contrast between the sign face and the surrounding area, have minimal impact on driver distraction, and create minimal light trespass into residential areas.*

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

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

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

- xi. Traffic Safety. The digital sign shall not create a visibility hazard to traffic on adjacent streets, freeways, or parking areas. The sign shall not reduce required on-site parking availability and shall not interfere with on-site vehicular circulation.*
- xii. Future Technologies. There may be alternate, preferred, or superior technology available in the future to illuminate digital freeway signs. These alternate technologies may be incorporated into existing legally permitted digital freeway signs in the future without additional permissions from the Planning Commission or City Council so long as (i) the requisite maximum brightness standards are met and (ii) no exterior physical change to the digital display area will occur. The owner shall be responsible for obtaining any required ministerial permits for technology improvements as required by applicable code standards. The city shall expedite any such required approvals for technology that is superior in energy efficiency over previous generations or types.*
- xiii. Quality and Maintenance Plan. The applicant must establish a quality and maintenance plan to ensure implementation of all above-listed development standards and to assure the proper maintenance and repair of the digital freeway sign as needed.*

(C) Billboard Removal. For every one square foot of digital message display area installed, the applicant must permanently remove at least two square feet of legally existing non-digital billboard display area within the city limits prior to operation of the digital freeway sign. An existing billboard being refurbished as a digital freeway sign may count toward the required permanent removals.

(D) Operating Agreement. The city and applicant shall enter into an operating agreement in conjunction with the issuance of a conditional use permit for a digital freeway sign. The city and applicant may use the operating agreement, on a case-by-case basis, to deviate from the development standards in subsection (i)(2) of this section or reduce the required billboard removals under subsection (i)(2)(C) of this section. The city council will only approve an operating agreement if it determines that the operating agreement achieves community benefits that are equivalent or greater to those that would be achieved through strict compliance with subsection (i)(2) or (i)(2)(C) of this section.

(E) Compliance with Applicable Laws and Regulations. The owner of the digital freeway sign shall comply with all applicable federal, state, or local laws, including the Highway Beautification Act of 1965 (23 United States Code Section 131), the Outdoor Advertising Act (California Business and Professions Code Section 5200 et seq.), and this chapter, when constructing, operating, improving, maintaining, repairing, and removing the digital billboard."

REQUESTED ENTITLEMENTS AND OTHER APPROVALS

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

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

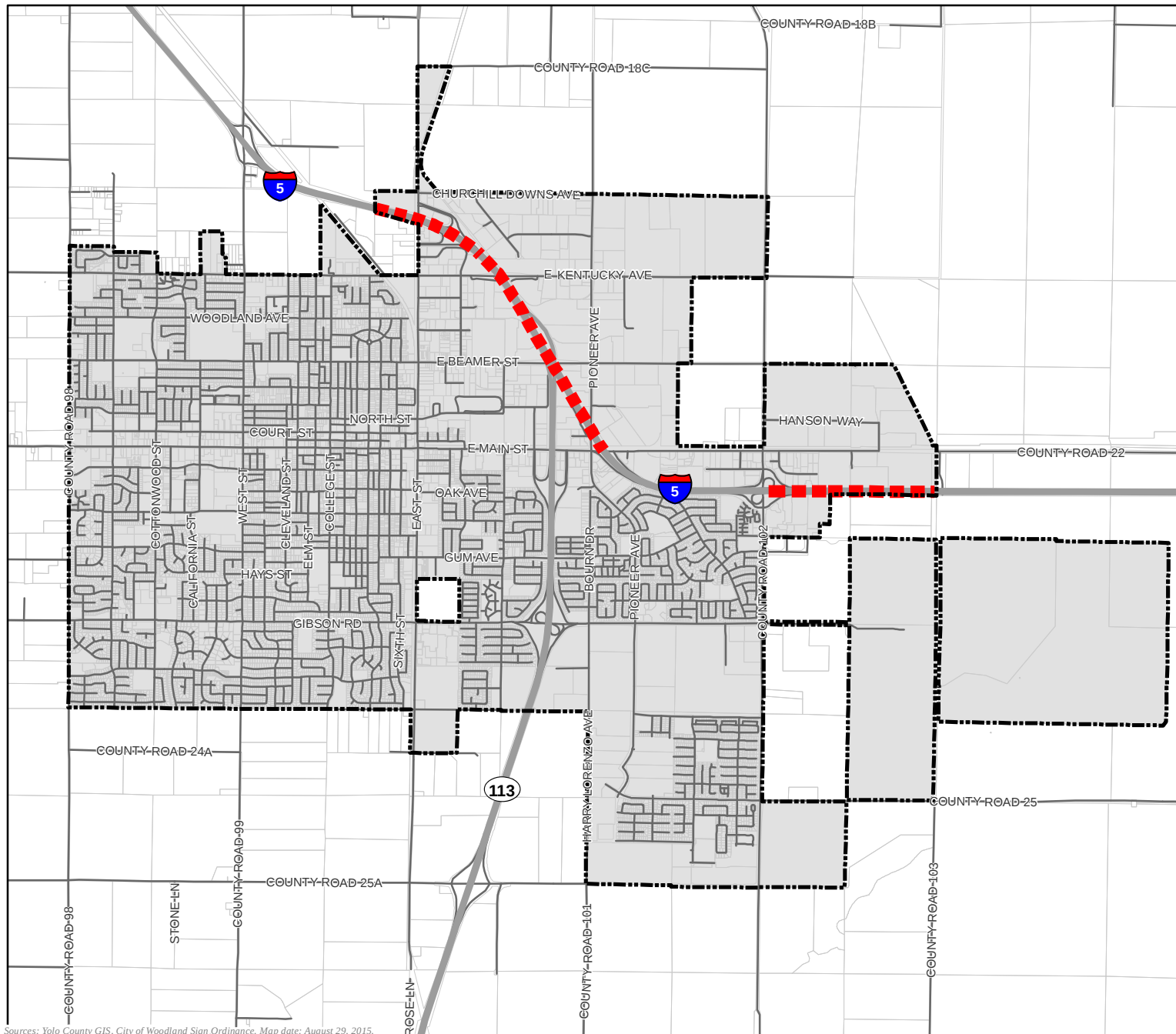
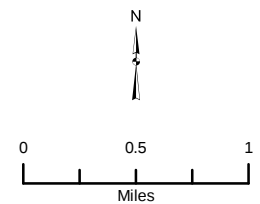
- Adoption of the Negative Declaration (ND)
- Approval of the Amendments to Article 24 of Chapter 25 of the City Municipal Code, pursuant to this Project.

CITY OF WOODLAND SIGN ORDINANCE AMENDMENT

Figure 1:
Digital Sign
Permitted Corridors

Legend

-  City of Woodland
-  Permitted Corridor



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ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED:

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

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

DETERMINATION:

On the basis of this initial evaluation:

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

Signature

Date

EVALUATION INSTRUCTIONS:

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

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

EVALUATION OF ENVIRONMENTAL IMPACTS:

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

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

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ENVIRONMENTAL CHECKLIST

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

I. AESTHETICS -- WOULD THE PROJECT:

	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporation</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
a) Have a substantial adverse effect on a scenic vista?			X	
b) Substantially damage scenic resources, including, but not limited to, trees, rock outcroppings, and historic buildings within a state scenic highway?				X
c) Substantially degrade the existing visual character or quality of the site and its surroundings?			X	
d) Create a new source of substantial light or glare which would adversely affect day or nighttime views in the area?			X	

RESPONSES TO CHECKLIST QUESTIONS

Responses a) and c): Less than Significant. The proposed Project would modify the existing City Municipal Code to allow for the placement and operation of digital freeway signs within two specific segments of a corridor along I-5 within the City of Woodland, as shown in Figure 1. These freeway segments are characterized primarily by industrial and commercial development, and numerous freeway billboard signs currently exist within the project corridor. While views of adjacent agricultural lands and other viewsheds that include natural and manmade resources are provided from this travel corridor, the Project area is not considered to be a scenic vista. Given the prevalence of existing industrial and commercial development along the Project corridor, and the presence of numerous existing billboard signs along the Project corridor, the construction and operation of new digital reader signs along this corridor would not significantly alter the visual character of the Project area.

It is further noted that the proposed Project includes provisions that require the permanent removal of at least two square feet of legally existing non-digital billboard display area within the city limits for every one square foot of digital message display area that is installed. This provision would have the effect of reducing the overall number of freeway billboard signs within the immediate Project area or along highly travelled local corridors within the city, which may serve to improve aesthetic and visual conditions incrementally within the Project area.

Compliance with the development standards established by the proposed Project, including the 65-foot maximum height limitation, a limit of two display areas per sign, a limit of 672 square feet per sign face, a minimum distance of 2,500 feet between digital freeway signs, and a pole cladding requirement would ensure that new digital freeway signs installed within the Project corridor would not substantially degrade the existing visual character of the Project area. As such, this is a **less than significant** impact, and no mitigation is required.

Response b): No Impact. The Project area is not located within a designated State Scenic Highway corridor. As such, the future installation and operation of digital freeway signs within the Project area would not adversely impact scenic resources within a State Scenic Highway corridor. There is **no impact**.

Response d): Less than Significant. The installation of new digital freeway signs could potentially be new sources of light and glare within the Project area. However, the Project area currently contains many existing sources of nighttime lighting and daytime glare.

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

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

Any digital sign constructed or operated that is visible from a California highway, which includes the I-5 corridor throughout the entire Project area, is required to obtain a Department of Transportation Outdoor Advertising Permit from Caltrans. As a condition of that permit, Caltrans typically requires the sign to comply with the brightness requirements outlined in the Outdoor Advertising Act in that the illumination thereon shall not be of such brilliance or so positioned as to blind or dazzle the vision of travelers on adjacent highways¹.

The standard used by the California Department of Transportation (Caltrans) for enforcing sign brightness is as follows:

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

¹ California Business and Professions Code Section 5403(g)

Although these restrictions have been imposed for traffic safety reasons, the resulting controls effectively regulate light and glare to ensure that the operation of any digital sign does not create a substantial new source of light or glare.

Additionally, any digital freeway signs approved in the future would be subject to the development standards established by the proposed Project. These development standards include the following provision regarding illumination and glare:

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

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

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

Compliance with the requirements of California Vehicle Code Section 21466.5 and the illumination requirements established by the proposed Project would ensure that any future digital freeway signs installed within the Project area would not result in substantial increase in nighttime lighting or daytime glare. As such, this is a **less than significant** impact, and no additional mitigation is required.

II. AGRICULTURE AND FOREST RESOURCES: WOULD THE PROJECT:

	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporation</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
a) Convert Prime Farmland, Unique Farmland, or Farmland of Statewide Importance (Farmland), as shown on the maps prepared pursuant to the Farmland Mapping and Monitoring Program of the California Resources Agency, to non-agricultural use?				X
b) Conflict with existing zoning for agricultural use, or a Williamson Act contract?				X
c) Conflict with existing zoning for, or cause rezoning of, forest land (as defined in Public Resources Code section 1222(g)) or timberland (as defined in Public Resources Code section 4526)?				X
d) Result in the loss of forest land or conversion of forest land to non-forest use?				X
e) Involve other changes in the existing environment which, due to their location or nature, could result in conversion of Farmland, to non-agricultural use or conversion of forest land to non-forest use?				X

RESPONSES TO CHECKLIST QUESTIONS

Responses a), b), c), d), e): No Impact. The proposed Project would allow for the installation of a small number of digital freeway signs in an area within the Woodland City limits, in an area predominantly made up of industrial and commercial uses, immediately adjacent to portions of the I-5 corridor, as shown in Figure 1. Additionally, any future digital freeway signs would have a negligible ground footprint and would not impact significant areas of undisturbed soil or farmland.

The proposed Project would not allow the installation of digital freeways signs in any areas identified as prime farmland, nor are any areas within the Project area currently used for agricultural operations or zoned for agricultural use.

The proposed Project would affect only the size, type, number and placement of digital freeway signs within the Project area and would not otherwise change the City's regulations regarding the development of vacant land or the conversion of farmland to a non-agricultural use. The proposed Project would not result in the conversion of prime farmland or in any environmental impact on agricultural land. Furthermore, the proposed Project area does not contain any timberland areas, and will therefore not result in a significant impact from the loss of forest lands or timberlands. The Project, therefore, would have **no impact** on agricultural and/or forest resources.

III. AIR QUALITY -- WOULD THE PROJECT:

	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporation</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
a) Conflict with or obstruct implementation of the applicable air quality plan?			X	
b) Violate any air quality standard or contribute substantially to an existing or projected air quality violation?			X	
c) Result in a cumulatively considerable net increase of any criteria pollutant for which the project region is non-attainment under an applicable federal or state ambient air quality standard (including releasing emissions which exceed quantitative thresholds for ozone precursors)?			X	
d) Expose sensitive receptors to substantial pollutant concentrations?			X	
e) Create objectionable odors affecting a substantial number of people?			X	

RESPONSES TO CHECKLIST QUESTIONS

Responses a), b), c): Less than Significant. The Project area is located within the boundaries of the Sacramento Valley Air Basin (SVAB). The SVAB encompasses eleven counties including all of Shasta, Tehama, Glenn, Colusa, Butte, Sutter, Yuba, Sacramento, and Yolo Counties, the westernmost portion of Placer County, and the northeastern half of Solano County. The SVAB is bounded by the North Coast Ranges on the west and Northern Sierra Nevada Mountains on the east. The intervening terrain is relatively flat.

The Yolo-Solano Air Quality Management District (YSAQMD) is the local agency with primary responsibility for compliance with both the federal and state standards and for ensuring that air quality conditions are maintained. YSAQMD does this through a comprehensive program of planning, regulation, enforcement, technical innovation, and promotion of the understanding of air quality issues.

Activities of the YSAQMD include the preparation of plans for the attainment of ambient air quality standards, adoption and enforcement of rules and regulations concerning sources of air pollution, issuance of permits for stationary sources of air pollution, inspection of stationary sources of air pollution and response to citizen complaints, monitoring of ambient air quality and meteorological conditions, and implementation of programs and regulations required by the Federal Clean Air Act (FCAA) and California Clean Air Act (CCAA).

In July 2007, the YSAQMD adopted the *Handbook for Assessing and Mitigated Air Quality Impacts*, which provides quantitative emission thresholds and established protocols for the analysis of air quality impacts for projects and plans. The YSAQMD has also adopted numerous rules that regulate air quality emissions.

Operation of future digital freeway signs within the Project area would not result in direct emissions of air pollutants. No emissions would be generated directly from the digital freeway signs. Additionally, Project approval would not facilitate new residential or employment-generating development in the Project area, and as such, would not increase traffic in the Project area.

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

Based on the minimal operational emissions of any future sign, the proposed Project's operational emissions are not anticipated to exceed the YSAQMD's thresholds of significance.

Construction activities associated with the installation of future digital freeway signs may result in temporary short-term emissions associated with the use of heavy equipment and limited earthwork to prepare and install the sign poles. The Yolo-Solano Air Pollution Control District has established a construction emissions threshold of significance for ozone precursors of 10 tons per year for ROG and NO_x, and 80 pounds per day for PM₁₀. Any future sign installation construction activities would be significantly below these thresholds of significance. All construction activities within the City are subject to the requirements of the Yolo-Solano Air Quality Management District's Handbook for Assessing and Mitigating Air Quality Impacts (2007). Compliance with the best management practices contained in these guidelines would ensure that future construction activities would not result in significant air quality impacts.

As described above, the operational and construction phases of future digital freeway signs would not generate significant levels of air pollutants, would not violate any air quality standards, and would not impair the implementation of any air quality attainment plans. As such, this is a **less than significant** impact.

Responses d), e): Less than Significant. The Project area is located along segments of the I-5 freeway corridor. There are no substantial concentrations of sensitive receptors (such as schools, hospitals, children, etc.) located within the Project area. As described above, the Project would not generate substantial air pollutants. Additionally, the proposed Project would not result in the generation of odors during operation. Therefore, this is a **less than significant** impact.

IV. BIOLOGICAL RESOURCES -- WOULD THE PROJECT:

	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporation</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
a) Have a substantial adverse effect, either directly or through habitat modifications, on any species identified as a candidate, sensitive, or special status species in local or regional plans, policies, or regulations, or by the California Department of Fish and Game or U.S. Fish and Wildlife Service?			X	
b) Have a substantial adverse effect on any riparian habitat or other sensitive natural community identified in local or regional plans, policies, regulations or by the California Department of Fish and Game or US Fish and Wildlife Service?			X	
c) Have a substantial adverse effect on federally protected wetlands as defined by Section 404 of the Clean Water Act (including, but not limited to, marsh, vernal pool, coastal, etc.) through direct removal, filling, hydrological interruption, or other means?				X
d) Interfere substantially with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory wildlife corridors, or impede the use of native wildlife nursery sites?			X	
e) Conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance?			X	
f) Conflict with the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or state habitat conservation plan?			X	

RESPONSES TO CHECKLIST QUESTIONS

Response a), b), d), e), f): Less than Significant. The proposed Project would allow for a select number of digital freeway signs along specific corridors within the City, but in of itself would not generate any significant impacts to biological resources. Future digital freeway signs would be installed in the developed urban corridor adjacent to I-5, in areas with a low likelihood of containing sensitive biological resources. In addition, each individual freeway sign that would be installed would be subject to applicable Federal, State, and local regulations that would protect existing biological resources. This is a **less than significant** impact.

Response c): No impact. The proposed Project would not allow digital freeway signs on or near to any federally protected wetlands area. There is **no impact**.

V. CULTURAL RESOURCES -- WOULD THE PROJECT:

	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporation</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
a) Cause a substantial adverse change in the significance of a historical resource as defined in '15064.5?			X	
b) Cause a substantial adverse change in the significance of an archaeological resource pursuant to '15064.5?			X	
c) Directly or indirectly destroy a unique paleontological resource or site or unique geologic feature?			X	
d) Disturb any human remains, including those interred outside of formal cemeteries?			X	

RESPONSES TO CHECKLIST QUESTIONS

Response a), b), c), d): Less than Significant. The proposed Project would not in and of itself result in any adverse impacts to cultural resources. However, individual digital freeway signs may have the potential to impact a previously undiscovered cultural or historic resource during ground disturbing activities associated with construction. Environmental review of individual digital signs would be required, and would include an analysis of any impacts to cultural resources if an identified historic resource is involved.

The California Environmental Quality Act includes requirements for evaluation of projects that may affect historic resources. These standards would be used on a project by project basis as individual development projects are evaluated. There is a **less than significant** impact.

VI. GEOLOGY AND SOILS -- WOULD THE PROJECT:

	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
a) Expose people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving:			X	
i) Rupture of a known earthquake fault, as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known fault? Refer to Division of Mines and Geology Special Publication 42.			X	
ii) Strong seismic ground shaking?			X	
iii) Seismic-related ground failure, including liquefaction?			X	
iv) Landslides?			X	
b) Result in substantial soil erosion or the loss of topsoil?			X	
c) Be located on a geologic unit or soil that is unstable, or that would become unstable as a result of the project, and potentially result in on- or off-site landslide, lateral spreading, subsidence, liquefaction or collapse?			X	
d) Be located on expansive soil, as defined in Table 18-1-B of the Uniform Building Code (1994), creating substantial risks to life or property?			X	
e) Have soils incapable of adequately supporting the use of septic tanks or alternative waste water disposal systems where sewers are not available for the disposal of waste water?				X

RESPONSES TO CHECKLIST QUESTIONS

Responses a.i), a.ii), a.iii), a.iv), b), c), d): Less than Significant. The proposed Project would not result in any adverse impacts associated with geology or soils.

The proposed Sign Ordinance Amendment applies only to digital freeway signs and would not alter existing building regulations or result in the construction of new buildings. Signs authorized pursuant to this Ordinance would be erected in conformance with the applicable Uniform Building Code Guidelines to avoid or minimize potential damage from seismic shaking, liquefaction, and expansive soil on a given site. All of the sites within the Project area are relatively flat, and as such, would not be subject to hazards associated with landslides. Compliance with the seismic, geologic, and safety requirements established by the Uniform

Building Code would ensure that these are **less than significant** impacts, and no additional mitigation is required.

Response e): No Impact. The proposed Project would not lead to the generation of wastewater and would not result in the construction or use of septic systems. There is **no impact**.

XII. GREENHOUSE GAS EMISSIONS – WOULD THE PROJECT:

	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporation</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
a) Generate greenhouse gas emissions, either directly or indirectly, that may have a significant impact on the environment?			X	
b) Conflict with an applicable plan, policy or regulation adopted for the purpose of reducing the emissions of greenhouse gasses?			X	

RESPONSES TO CHECKLIST QUESTIONS

Responses a), b): Less than Significant. Greenhouse gas (GHG) emissions contribute, on a cumulative basis, to the significant adverse environmental impacts of global climate change. The combination of GHG emissions from past, present, and future projects contributes substantially to the phenomenon of global climate change and its associated environmental impacts and as such is addressed only as a cumulative impact.

The proposed Project is a Sign Ordinance amendment that only affects digital freeway signs, including their height, size, and location.

Implementation of the proposed Project would not substantially contribute to increases of GHG emissions that are associated with global climate change. Estimated GHG emissions attributable to the proposed Project are minimal and would be primarily associated with increases of carbon dioxide (CO₂) from mobile sources associated with future digital freeway sign construction and minimal, periodic maintenance. There are no permanent sources of GHG emissions involved with the proposed Project.

Purchased electricity necessary to operate future digital freeway signs would cause indirect GHG emissions. Digital signs are powered by electricity, the production of which may generate emissions of CO₂. For purposes of this analysis, the operation of a digital freeway sign is conservatively assumed to consume approximately 10,000 kilowatts at full power per month. Assuming that it operated at full power 24 hours per day, approximately 120,000 kilowatt-hours per year (kWh/year) would be consumed. According to the U.S. EPA's Greenhouse Gas Equivalencies Calculator, this would result in the generation of approximately 82 metric tons of CO₂ equivalents (MTCO₂e) per year. For comparative purposes, the City's Climate Action Plan (2014) includes the 2005 city-wide baseline emissions of GHGs, which was 544,000 MTCO₂e. The GHG emissions from electricity consumption from future digital freeway signs would be negligible. As technology is refined, future signs could be updated with more efficient technology, and a reduction in overall electricity usage would likely occur.

The proposed Project would not conflict with any applicable plan, policy, or regulation adopted for the purpose of reducing the emissions of greenhouse gases. Implementation of the proposed

Project would not impair the City's efforts to reduce GHG emissions levels through implementation of the Climate Action Plan. For these reasons, impacts related to greenhouse gas emissions would be **less than significant**.

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

	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporation</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
a) Create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials?				X
b) Create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment?				X
c) Emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school?				X
d) Be located on a site which is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5 and, as a result, would it create a significant hazard to the public or the environment?				X
e) For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project result in a safety hazard for people residing or working in the project area?				X
f) For a project within the vicinity of a private airstrip, would the project result in a safety hazard for people residing or working in the project area?				X
g) Impair implementation of or physically interfere with an adopted emergency response plan or emergency evacuation plan?				X
h) Expose people or structures to a significant risk of loss, injury or death involving wildland fires, including where wildlands are adjacent to urbanized areas or where residences are intermixed with wildlands?				X

RESPONSES TO CHECKLIST QUESTIONS

Responses a), b), c), d), e), f), g), h): Less than Significant. The proposed Project is a Sign Ordinance Amendment that affects only the development standards for Digital Freeways Signs, including their height, size, number, and placement. The proposed Project would not interfere with any emergency response plan or emergency evacuation plan and, would not create any potential health hazard or expose people to existing sources of health hazard. There is **no impact**.

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

	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporation</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
a) Violate any water quality standards or waste discharge requirements?				X
b) Substantially deplete groundwater supplies or interfere substantially with groundwater recharge such that there would be a net deficit in aquifer volume or a lowering of the local groundwater table level (e.g., the production rate of pre-existing nearby wells would drop to a level which would not support existing land uses or planned uses for which permits have been granted)?				X
c) Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, in a manner which would result in substantial erosion or siltation on- or off-site?				X
d) Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, or substantially increase the rate or amount of surface runoff in a manner which would result in flooding on- or off-site?				X
e) Create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff?				X
f) Otherwise substantially degrade water quality?				X
g) Place housing within a 100-year flood hazard area as mapped on a federal Flood Hazard Boundary or Flood Insurance Rate Map or other flood hazard delineation map?				X
h) Place within a 100-year flood hazard area structures which would impede or redirect flood flows?				X
i) Expose people or structures to a significant risk of loss, injury or death involving flooding, including flooding as a result of the failure of a levee or dam?				X
j) Inundation by seiche, tsunami, or mudflow?				X

RESPONSES TO CHECKLIST QUESTIONS

Responses a), b), c), d), e), f), g), h), i), j): No Impact. The proposed Project is an amendment to the City's Sign Ordinance and affects only the development standards for digital freeway signs, including their size, number, type and placement. This amendment will not expose people to flooding hazards, seiches, tsunamis, or mudflows and will not impede flood flows. Erection of digital freeway signs pursuant to this ordinance would not affect groundwater and would not significantly change drainage patterns and would result in only very minor soil disturbance or displacement. There is **no impact**.

X. LAND USE AND PLANNING - Would the project:

	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporation</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
a) Physically divide an established community?				X
b) Conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to the general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect?				X
c) Conflict with any applicable habitat conservation plan or natural community conservation plan?				X

RESPONSES TO CHECKLIST QUESTIONS

Responses a), b), c): No Impact. Projects that have the potential to physically divide an established community include new freeways and highways, major arterials streets, and railroad lines. The proposed Project will not physically divide an established community, and is consistent with the City's General Plan.

The proposed Project is consistent with the purposes of the Sign Ordinance, and with applicable land use designations. In general, freeway signs of any type do not disrupt or divide the physical arrangement of established communities given their scale and size; therefore the proposed Project, which designates a permitted corridor for digital freeway signs, will not disrupt or divide the physical arrangement of an established community. Digital freeway signs that are allowed by the ordinance would be located within the Woodland city limits along the I-5 freeway corridor, on sites that are not expected to conflict with the Yolo Habitat Conservation Plan/Natural Community Conservation Plan (HCP/NCCP). Therefore, there is **no impact**.

XI. MINERAL RESOURCES -- WOULD THE PROJECT:

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

RESPONSES TO CHECKLIST QUESTIONS

Responses a), b): No Impact. The proposed Project is an amendment to the City's Municipal Code and affects only the development standards for digital freeway signs, including the size, number, type, and placement and would not affect mineral resources. Digital freeway signs that are installed due to the proposed amendment to the City's Municipal Code would not affect any mineral resources. There is **no impact**.

XII. NOISE -- WOULD THE PROJECT RESULT IN:

	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporation</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
a) Exposure of persons to or generation of noise levels in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies?			X	
b) Exposure of persons to or generation of excessive groundborne vibration or groundborne noise levels?			X	
c) A substantial permanent increase in ambient noise levels in the project vicinity above levels existing without the project?			X	
d) A substantial temporary or periodic increase in ambient noise levels in the project vicinity above levels existing without the project?			X	
e) For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project expose people residing or working in the project area to excessive noise levels?			X	
f) For a project within the vicinity of a private airstrip, would the project expose people residing or working in the project area to excessive noise levels?			X	

RESPONSES TO CHECKLIST QUESTIONS

Responses a), b), c), d), e), f): No Impact. The proposed Project would not generate significant noise impacts. The proposed Project would allow the development of a limited number of digital freeway signs in permitted corridors within the City. However, these potential future projects would be evaluated on an individual basis, based on adopted City of Woodland Noise Element criteria and state law requirements. The operation of future digital freeway signs would not generate noise, given that the signs are silent during operation. Temporary increases in noise would occur during the construction and installation of future signs. However, future signs would be located immediately adjacent to the I-5 corridor, which currently contains primarily industrial and commercial uses, which are not considered sensitive noise receptors. Additionally, areas adjacent to the freeway currently experience relatively high ambient noise levels. Future construction activities would be subject to the City's Noise Ordinance, which includes standards to reduce impacts related to construction noise. This is a **less than significant** impact.

XIII. POPULATION AND HOUSING -- WOULD THE PROJECT:

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

RESPONSES TO CHECKLIST QUESTIONS

Response a), b), c): No Impact. The proposed Project is an amendment to the City's Sign Ordinance and affects only the development standards for digital freeway signs, including their size, number, type, and placement and would not induce population growth or displace housing or residents. There is **no impact**.

XIV. PUBLIC SERVICES

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

RESPONSES TO CHECKLIST QUESTIONS

Response a), b), c), d): No Impact. The proposed Project would not generate impacts related to public services. The proposed Project is a sign ordinance amendment that would allow the installation of a limited number of digital freeway signs along specified corridors within the City of Woodland. Installation of any particular digital freeway sign, as allowed by the proposed Project, would not impact fire protection, police protection, schools, parks or any other type of public facilities. There is **no impact**.

XV. RECREATION

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

RESPONSES TO CHECKLIST QUESTIONS

Responses a), b): No Impact. The proposed Project is an amendment to the City's Sign Ordinance and affects only the development standards for digital freeway signs, including their size, number, type and placement. This ordinance does not propose new recreational facilities or increase the demand for park facilities. There is **no impact**.

XVI. TRANSPORTATION/TRAFFIC -- WOULD THE PROJECT:

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

RESPONSES TO CHECKLIST QUESTIONS

Responses a): Less than Significant. The proposed Project is an amendment to the City's Sign Ordinance and affects only the placement of digital freeway signs in the City, including their size, number, type, and placement and would not result in a significant increase in vehicular trips. Moreover, the Ordinance would impose strict limits on the number of allowed digital freeway signs, as part of the development standards of the proposed Project. While it is possible that new digital freeway signs could redirect traffic to specific locations within the City as a result of effective advertisements on future signs, this would not result in an overall increase in local or regional traffic, and would not result in impacts to levels of service on any local or regional roadways. Additionally, the Ordinance would require that for every one square foot of digital message display area installed, the applicant must permanently remove at least two square feet of legally existing non-digital billboard display area within the city limits prior to operation of the digital freeway sign, reducing the overall sign display area within the City. This is a **less than significant** impact.

Responses b), c), d), e), f), g): Less than Significant. As described above, the proposed Project would not result in a significant increase in vehicular trips. The development standards that are included as part of the proposed Project ensure that these signs do not result in unsafe levels of driver distraction. For example, the proposed Sign Ordinance Amendment includes the following provisions:

vii. Message Display. Digital freeway signs shall display static messages only, and shall not have animation, movement, or the appearance or optical illusion of movement in or on any part of the sign structure, design, or pictorial segment of the sign. No static message shall include flashing or scintillating lighting, or varying light intensity. Digital freeway signs shall be operated with systems and monitoring in place to either turn the display off or show a "full black" image on the display in the event of a malfunction.

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

Additionally, any future digital freeway sign would be subject to the requirements of the California Vehicle Code Section 21466.5, as described in greater detail above under Response I(d).

Neither the proposed Project nor any subsequent development stemming from the proposed Project would impact roadway LOS (Level of Service), result in a change in air traffic, cause a substantial increase in hazards, cause a reduction of emergency access or available parking capacity, or conflict with any adopted alternative transportation policies, plans, or programs. This is a **less than significant** impact.

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

	<i>Potentially Significant Impact</i>	<i>Less Than Significant with Mitigation Incorporation</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
a) Exceed wastewater treatment requirements of the applicable Regional Water Quality Control Board?				X
b) Require or result in the construction of new water or wastewater treatment facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?				X
c) Require or result in the construction of new storm water drainage facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?				X
d) Have sufficient water supplies available to serve the project from existing entitlements and resources, or are new or expanded entitlements needed?				X
e) Result in a determination by the wastewater treatment provider which serves or may serve the project that it has adequate capacity to serve the projects projected demand in addition to the providers existing commitments?				X
f) Be served by a landfill with sufficient permitted capacity to accommodate the projects solid waste disposal needs?				X
g) Comply with federal, state, and local statutes and regulations related to solid waste?				X

RESPONSES TO CHECKLIST QUESTIONS

Responses a), b), c), d), e), f), g): No impact. The proposed Project would not generate any environmental impacts related to utilities and service systems. Installation of new digital freeway signs, as allowed by the proposed Project, would not affect water, wastewater, storm water drainage, landfill, or solid waste facilities. There is **no impact**.

XVIII. MANDATORY FINDINGS OF SIGNIFICANCE --

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

RESPONSES TO CHECKLIST QUESTIONS

Responses a): Less than Significant Impact. As noted throughout this document, the proposed Sign Ordinance Amendment would not generate significant environmental impacts. The proposed Project would allow for the installation of a limited number of digital freeway signs along specified corridors within the City of Woodland. These signs would not degrade the quality of the environment, including plant or animal species. The proposed Project would not cause substantial adverse impacts as the signs would be limited in their impact. This is a **less than significant** impact.

Responses b), c), d): No impact. As described above, the proposed Project would not cause any impact to the environment, including effects that could cause substantial adverse effects on human beings. There is **no impact**.

REFERENCES

- An Ordinance of the City Council of the City of Woodland Amending Article 24 of the Woodland Municipal Code Relating to Signs. July 2015.
- City of Woodland General Plan Update. May 2002. Available at: http://www.cityofwoodland.org/gov/depts/cd/divisions/planning/online/general_plan.asp
- City of Woodland General Plan EIR. February 1996. Available online at: http://www.cityofwoodland.org/gov/depts/cd/divisions/planning/online/general_plan.asp
- City of Woodland Climate Action Plan. July 2014. Available online at: <http://www.cityofwoodland.org/gov/depts/pw/areas/enviro/climate/capdetails/default.asp>
- U.S. EPA Greenhouse Gas Equivalencies Calculator. Available online at: <http://www.epa.gov/cleanenergy/energy-resources/calculator.html>

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EDMUND G. BROWN JR.
GOVERNOR

STATE OF CALIFORNIA
GOVERNOR'S OFFICE of PLANNING AND RESEARCH
STATE CLEARINGHOUSE AND PLANNING UNIT



KEN ALEX
DIRECTOR

October 2, 2015

Erika Bumgardner
City of Woodland
300 First Street
Woodland, CA 95695



Subject: Sign Ordinance Amendment
SCH#: 2015092010

Dear Erika Bumgardner:

The State Clearinghouse submitted the above named Negative Declaration to selected state agencies for review. On the enclosed Document Details Report please note that the Clearinghouse has listed the state agencies that reviewed your document. The review period closed on October 1, 2015, and the comments from the responding agency (ies) is (are) enclosed. If this comment package is not in order, please notify the State Clearinghouse immediately. Please refer to the project's ten-digit State Clearinghouse number in future correspondence so that we may respond promptly.

Please note that Section 21104(c) of the California Public Resources Code states that:

"A responsible or other public agency shall only make substantive comments regarding those activities involved in a project which are within an area of expertise of the agency or which are required to be carried out or approved by the agency. Those comments shall be supported by specific documentation."

These comments are forwarded for use in preparing your final environmental document. Should you need more information or clarification of the enclosed comments, we recommend that you contact the commenting agency directly.

This letter acknowledges that you have complied with the State Clearinghouse review requirements for draft environmental documents, pursuant to the California Environmental Quality Act. Please contact the State Clearinghouse at (916) 445-0613 if you have any questions regarding the environmental review process.

Sincerely,

Scott Morgan
Director, State Clearinghouse

Enclosures
cc: Resources Agency

**Document Details Report
State Clearinghouse Data Base**

SCH# 2015092010
Project Title Sign Ordinance Amendment
Lead Agency Woodland, City of

Type Neg Negative Declaration
Description The City of Woodland Sign Ordinance Amendment would modify three sections of Article 24 of Chapter 25 of the City of Woodland Municipal Code (the Zoning Code), relating to signs. The modifications to the City Municipal Code would allow for the potential placement of digital freeway signs within certain segments of the I-5 corridor subject to applicable state and federal laws.

Lead Agency Contact

Name Erika Bumgardner
Agency City of Woodland
Phone 530 661 5820 **Fax**
email
Address 300 First Street
City Woodland **State** CA **Zip** 95695

Project Location

County Yolo
City Woodland
Region
Lat / Long
Cross Streets Corridor-wide
Parcel No.

Township	Range	Section	Base
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Proximity to:

Highways I-5; CA 113
Airports
Railways Sierra Northern
Waterways
Schools Multiple
Land Use Various Land Uses - the project is an amendment to the City Municipal Code, allowing Digital Freeway Signs along 2 corridors

Project Issues Aesthetic/Visual; Agricultural Land; Air Quality; Archaeologic-Historic; Biological Resources; Drainage/Absorption; Flood Plain/Flooding; Forest Land/Fire Hazard; Geologic/Seismic; Minerals; Noise; Population/Housing Balance; Public Services; Recreation/Parks; Schools/Universities; Sewer Capacity; Soil Erosion/Compaction/Grading; Solid Waste; Toxic/Hazardous; Traffic/Circulation; Vegetation; Water Quality; Water Supply; Wetland/Riparian; Growth Inducing; Landuse; Cumulative Effects

Reviewing Agencies Resources Agency; Department of Fish and Wildlife, Region 2; Department of Parks and Recreation; Department of Water Resources; Office of Emergency Services, California; California Highway Patrol; Caltrans, District 3 S; Air Resources Board; Regional Water Quality Control Bd., Region 5 (Sacramento); Native American Heritage Commission; Public Utilities Commission

Date Received 09/02/2015 **Start of Review** 09/02/2015 **End of Review** 10/01/2015



CLEAR
10-1-15
E



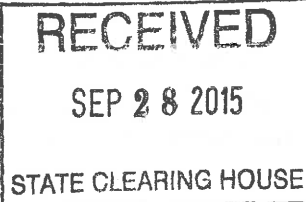
EDMUND G. BROWN JR.
GOVERNOR

MATTHEW RODRIGUEZ
SECRETARY FOR
ENVIRONMENTAL PROTECTION

Central Valley Regional Water Quality Control Board

24 September 2015

Erika Bumgardner
City of Woodland
300 First Street
Woodland, CA 95695



CERTIFIED MAIL
91 7199 9991 7035 8420 5112

COMMENTS TO REQUEST FOR REVIEW FOR THE NEGATIVE DECLARATION, CITY OF WOODLAND SIGN ORDINANCE AMENDMENT PROJECT, SCH# 2015092010, YOLO COUNTY

Pursuant to the State Clearinghouse's 2 September 2015 request, the Central Valley Regional Water Quality Control Board (Central Valley Water Board) has reviewed the *Request for Review for the Negative Declaration* for the City of Woodland Sign Ordinance Amendment Project, located in Yolo County.

Our agency is delegated with the responsibility of protecting the quality of surface and groundwaters of the state; therefore our comments will address concerns surrounding those issues.

I. Regulatory Setting

Basin Plan

The Central Valley Water Board is required to formulate and adopt Basin Plans for all areas within the Central Valley region under Section 13240 of the Porter-Cologne Water Quality Control Act. Each Basin Plan must contain water quality objectives to ensure the reasonable protection of beneficial uses, as well as a program of implementation for achieving water quality objectives with the Basin Plans. Federal regulations require each state to adopt water quality standards to protect the public health or welfare, enhance the quality of water and serve the purposes of the Clean Water Act. In California, the beneficial uses, water quality objectives, and the Antidegradation Policy are the State's water quality standards. Water quality standards are also contained in the National Toxics Rule, 40 CFR Section 131.36, and the California Toxics Rule, 40 CFR Section 131.38.

The Basin Plan is subject to modification as necessary, considering applicable laws, policies, technologies, water quality conditions and priorities. The original Basin Plans were adopted in 1975, and have been updated and revised periodically as required, using Basin Plan amendments. Once the Central Valley Water Board has adopted a Basin Plan amendment in noticed public hearings, it must be approved by the State Water Resources Control Board (State Water Board), Office of Administrative Law (OAL) and in some cases,

(SWPPP).

For more information on the Construction General Permit, visit the State Water Resources Control Board website at:

http://www.waterboards.ca.gov/water_issues/programs/stormwater/constpermits.shtml.

Phase I and II Municipal Separate Storm Sewer System (MS4) Permits¹

The Phase I and II MS4 permits require the Permittees reduce pollutants and runoff flows from new development and redevelopment using Best Management Practices (BMPs) to the maximum extent practicable (MEP). MS4 Permittees have their own development standards, also known as Low Impact Development (LID)/post-construction standards that include a hydromodification component. The MS4 permits also require specific design concepts for LID/post-construction BMPs in the early stages of a project during the entitlement and CEQA process and the development plan review process.

For more information on which Phase I MS4 Permit this project applies to, visit the Central Valley Water Board website at:

http://www.waterboards.ca.gov/centralvalley/water_issues/storm_water/municipal_permits/.

For more information on the Phase II MS4 permit and who it applies to, visit the State Water Resources Control Board at:

http://www.waterboards.ca.gov/water_issues/programs/stormwater/phase_ii_municipal.shtml

Industrial Storm Water General Permit

Storm water discharges associated with industrial sites must comply with the regulations contained in the Industrial Storm Water General Permit Order No. 2014-0057-DWQ.

For more information on the Industrial Storm Water General Permit, visit the Central Valley Water Board website at:

http://www.waterboards.ca.gov/centralvalley/water_issues/storm_water/industrial_general_permits/index.shtml.

Clean Water Act Section 404 Permit

If the project will involve the discharge of dredged or fill material in navigable waters or wetlands, a permit pursuant to Section 404 of the Clean Water Act may be needed from the United States Army Corps of Engineers (USACOE). If a Section 404 permit is required by the USACOE, the Central Valley Water Board will review the permit application to ensure that discharge will not violate water quality standards. If the project requires surface water

¹ Municipal Permits = The Phase I Municipal Separate Storm Water System (MS4) Permit covers medium sized Municipalities (serving between 100,000 and 250,000 people) and large sized municipalities (serving over 250,000 people). The Phase II MS4 provides coverage for small municipalities, including non-traditional Small MS4s, which include military bases, public campuses, prisons and hospitals.

2. **Obtain Coverage Under the General Waste Discharge Requirements for Individual Growers, General Order R5-2013-0100.** Dischargers not participating in a third-party group (Coalition) are regulated individually. Depending on the specific site conditions, growers may be required to monitor runoff from their property, install monitoring wells, and submit a notice of intent, farm plan, and other action plans regarding their actions to comply with their General Order. Yearly costs would include State administrative fees (for example, annual fees for farm sizes from 10-100 acres are currently \$1,084 + \$6.70/Acre); the cost to prepare annual monitoring reports; and water quality monitoring costs. To enroll as an Individual Discharger under the Irrigated Lands Regulatory Program, call the Central Valley Water Board phone line at (916) 464-4611 or e-mail board staff at IrrLands@waterboards.ca.gov.

Low or Limited Threat General NPDES Permit

If the proposed project includes construction dewatering and it is necessary to discharge the groundwater to waters of the United States, the proposed project will require coverage under a National Pollutant Discharge Elimination System (NPDES) permit. Dewatering discharges are typically considered a low or limited threat to water quality and may be covered under the General Order for *Dewatering and Other Low Threat Discharges to Surface Waters* (Low Threat General Order) or the General Order for *Limited Threat Discharges of Treated/Untreated Groundwater from Cleanup Sites, Wastewater from Superchlorination Projects, and Other Limited Threat Wastewaters to Surface Water* (Limited Threat General Order). A complete application must be submitted to the Central Valley Water Board to obtain coverage under these General NPDES permits.

For more information regarding the Low Threat General Order and the application process, visit the Central Valley Water Board website at:

http://www.waterboards.ca.gov/centralvalley/board_decisions/adopted_orders/general_orders/r5-2013-0074.pdf

For more information regarding the Limited Threat General Order and the application process, visit the Central Valley Water Board website at:

http://www.waterboards.ca.gov/centralvalley/board_decisions/adopted_orders/general_orders/r5-2013-0073.pdf

If you have questions regarding these comments, please contact me at (916) 464-4684 or tcleak@waterboards.ca.gov.



Trevor Cleak
Environmental Scientist

cc: State Clearinghouse unit, Governor's Office of Planning and Research, Sacramento

DEPARTMENT OF TRANSPORTATION

DISTRICT 3—SACRAMENTO AREA OFFICE

2379 GATEWAY OAKS DRIVE, SUITE 150

SACRAMENTO, CA 95833

PHONE (916) 274-0638

FAX (916) 274-0602

TTY 711

www.dot.ca.gov

*Serious drought.
Help save water!**clear
10/1/15
E*

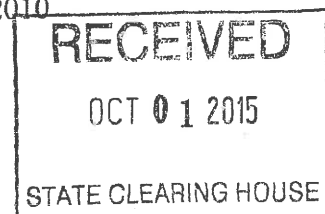
September 28, 2015

032015-YOL-0042

03-YOL-5 PM 4.48/8.55

SCH#2015092010

Ms. Erika Bumgardner
City of Woodland
300 First Street
Woodland, CA 95695

**City of Woodland Sign Ordinance Amendment –Negative Declaration (ND)**

Dear Ms. Bumgardner:

Thank you for including the California Department of Transportation (Caltrans) in the review process for the City of Woodland Sign Ordinance Amendment ND. Caltrans' new mission, vision, and goals signal a modernization of our approach to California's transportation system. We review this local development for impacts to the State Highway System in keeping with our mission, vision and goals for sustainability/livability/economy, and safety/health. We provide these comments consistent with the State's smart mobility goals that support a vibrant economy, and build communities, not sprawl.

The sign ordinance amendment would modify three sections of Article 24 of Chapter 25 of the City of Woodland Municipal Code (zoning code) related to signs. The modifications would allow for the potential placement of digital freeway signs within certain segments of the Interstate 5 (I-5) corridor subject to applicable state and federal laws. The following comments are based on the ND received.

Freeway Signage

The proposed City Municipal Code amendment will require the removal of two (2) square feet of existing freeway billboard signage for every one (1) square foot of new digital freeway signage constructed. There are two signs being proposed on I-5 at approximately post mile 5.226 and post mile 5.111 ('Digital Freeway Sign at 2140 Freeway Drive' and 'Woodland Motors Digital Freeway Sign,' State Clearinghouse project numbers 2015092009 and 2015092011). Since these two digital signs are adjacent to the Interstate and State Right of Way, we recommend removing non-digital billboards adjacent to the Interstate and State Right of Way to meet this provision.

Ms. Erika Bumgardner, City of Woodland

September 28, 2015

Page 2

In addition, the Municipal Code amendment requires a minimum distance of 2,500 feet between digital freeway signs. The 'Digital Freeway Sign at 2140 Freeway Drive' and 'Woodland Motors Digital Freeway Sign' appear to be only 600 feet apart. According to Woodland's Sign Ordinance amendment these proposed signs are too close to one another. We request clarification on how these signs comply with the amendment.

Outdoor Advertising

An Outdoor Advertising (ODA) License as well as an ODA Permit may be required for new digital freeway signs. Sign plans for any proposed outdoor advertising should be provided to Caltrans for review and, depending on proposed sign location, approval. The plans should depict the layout, roadway setback, orientation, glare intensity, and sign size. More information can be found by calling the Office of Outdoor Advertising telephone line at (916) 654-6473 or by visiting the following website: <http://www.dot.ca.gov/oda/>

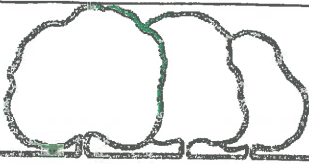
If you have any questions regarding these comments or require additional information, please contact Emily Mraovich, Intergovernmental Review Coordinator at (916) 263-1625 or by email at: emily.mraovich@dot.ca.gov

Sincerely,



JEFFERY MORNEAU, Chief (Acting)
Office of Transportation Planning—South

c: Scott Morgan, State Clearinghouse



City of Woodland

Community Development Department
300 First St, Woodland CA 95695
(530) 661-5820 Fax (530) 406-0832
www.cityofwoodland.org

General Application Form

1. Owner/Applicant

PROPERTY OWNER:

WOODLAND FITNESS, LLC

MAILING ADDRESS:

2140 FREEWAY DRIVE

CITY STATE ZIP CODE:

WOODLAND, CA 95776

PHONE NUMBER:

(530) 668-1200

E-MAIL ADDRESS:

PROJECT APPLICANT

P.C. DIXON I, LLC & PACIFIC HORIZONS GROUP, LLC

MAILING ADDRESS:

1207 CLEVELAND ST.

CITY STATE ZIP CODE:

WOODLAND, CA 95695

PHONE NUMBER:

(916) 417-7774

E-MAIL ADDRESS:

roncaceres@sbcglobal.net

2. Application Requested

- | | | |
|--|--|---|
| ☐ General Plan Petition | ☒ Zoning Amendment | ☐ General Plan Amendment |
| ☐ Tentative Subdivision Map | ☐ Tentative Parcel Map | ☐ Lot Line Adjustment |
| ☐ Site Plan Review | ☐ Design Review | ☐ Sign Design Review |
| ☒ Conditional Use Permit (CUP) | ☐ Zoning Administrator Permit | ☐ Variance |
| ☐ Public Convenience or Necessity | ☒ Other | |
- Handwritten notes: 5038, 3028, 5503, 1624, Comp. Sign & Zoning, Amendment, Liability Act

Is this request part of another application? ☐ Yes ☐ No If so, what? Amendment

3. Project Description

Project Name: ELECTRONIC MESSAGE CENTER
(PORTION OF) 1.99 ACRE SITE

Total Acres or Square Feet

1.99 ACRES - (PORTION OF)

Site address or location:

2140 FREEWAY DRIVE

Assessor's Parcel Number:

027-851-011-000

Is Your Project Located in a Flood Zone?



Yes



No

Does this request include signage?



Yes



No

4. Justification for Request



On a separate sheet, explain in detail your request and why you believe your request is justified.

2140 FREEWAY DR, PLNG14-00062
WOODLAND FITNESS -
ZONE CHANGE/COMP SIGN

5. General Plan Amendment

Existing General Plan Designation	Gross Acres	Proposed General Plan Designation	Gross Acres
<u>Highway Commercial</u>	<u>4.99</u>		

6. Zoning Amendment

Existing Land Use Zone	Gross Acres	Proposed Land Use Zone	Gross Acres

7. Residential Development N/A

No. of residential units are being requested? _____		No. of lots will be created by this project? _____	
Single Family _____	Half-plex _____	Do you intend to market the units for <u>sale</u> ? ☐ YES ☐ No	
Duplex _____	Apartments _____	Do you intend to market the units for <u>rent</u> ? ☐ YES ☐ No	
Condominiums _____	Other _____		
Townhomes _____	Total Units _____		

8. Commercial/Industrial Development

Indicate the type of commercial/industrial development proposed:

Freeway Billboard Sign

Indicate the gross and leasable square footage for each type of development:

9. Authority to File Application

Check one:

- ☐ Property Ownership ☐ Power of Attorney*
☐ Contract to Purchase* ☒ Other

Specify LEASEHOLD INTEREST

* Attach Evidence of Authority

I hereby certify that the above information and accompanying documents are true and accurate to the best of my knowledge and acknowledge that the processing of this application may require additional fees and expenses for the preparation of necessary environmental documentation and planning studies. I certify that I have reviewed the current Hazardous Waste and Substances Site List, developed pursuant to AB 3750, and found that my project is not on the list.

APPLICATION WILL NOT BE ACCEPTED WITHOUT SIGNATURE OF LEGAL OWNER OR OFFICIAL AGENT

<u>[Signature]</u>	<u>9/2/14</u>
Applicant:	Date
<u>[Signature]</u>	<u>09/2/2014</u>
Legal Owner:	Date
Legal Owner:	Date

Date Received Stamp Here

DEPARTMENT USE ONLY

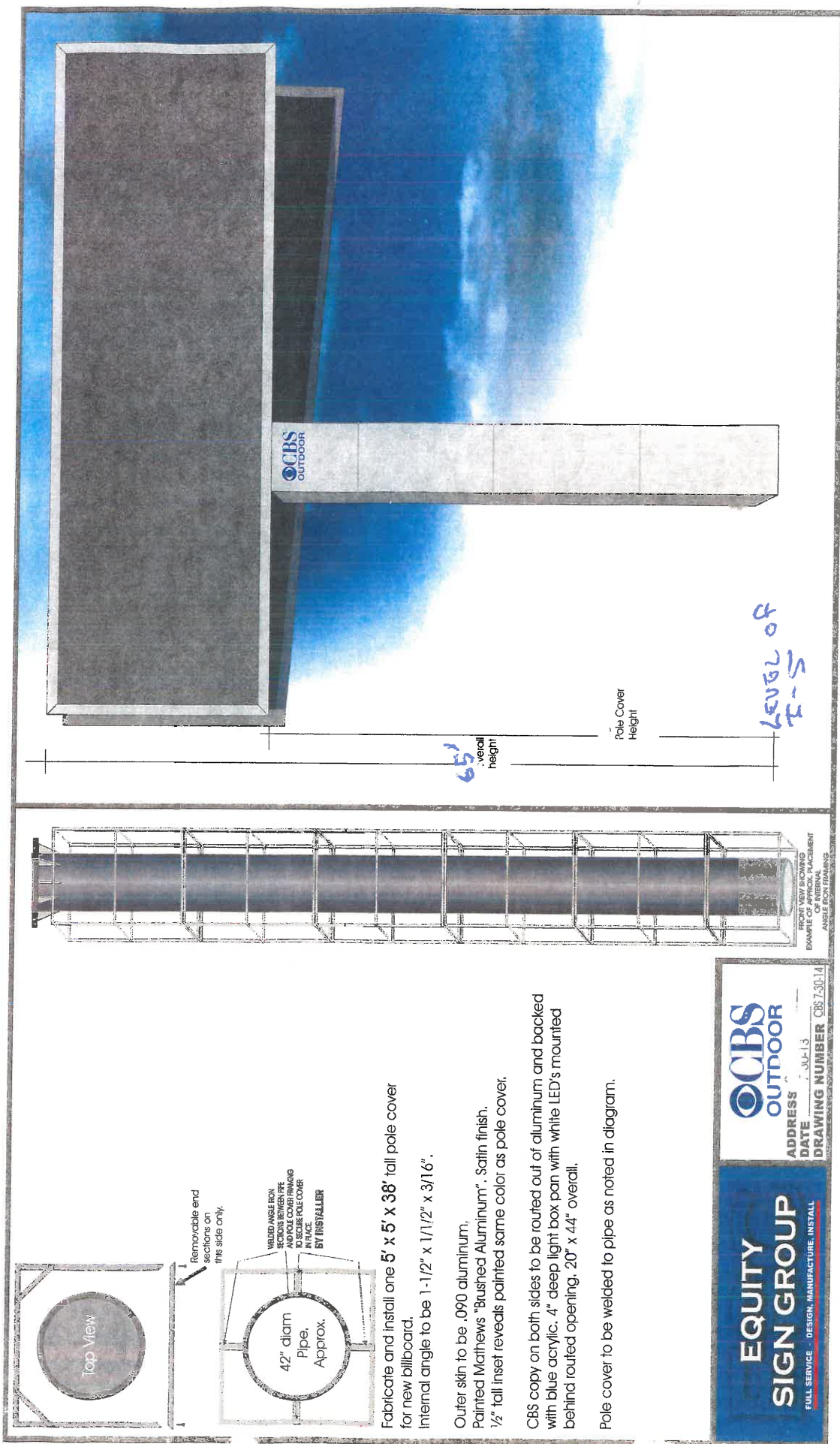
Amount Paid: _____	Project No: _____
Amount Due: _____	Logged by: _____ Date: _____
GP / Zoning Designation: _____	Planner: _____ Date: _____

STATEMENT OF JUSTIFICATION

The City of Woodland has no digital billboard or electronic message centers (EMC's). If it did, as many cities do, it could inform highway traffic, Woodland residents and commuters as to community events and activities happening within Woodland. The ownership of the sign will donate a minimum of five percent (5%) of the time, and up to ten percent (10%) on a space available basis, for non-profit and public service messages. The Downtown Business Association, Farmer's Market and City of Woodland, for example, can utilize the space. It could also convey public service messages, Which can be changed instantly, to convey "amber alerts" or major traffic issues. With the standard sized 14' x 48' message center, that is also double-sided, it will be very visible to both northbound and southbound travelers along Interstate 5.

The location, adjacent to Interstate 5 Northbound traffic lane, is ideal. It is located just south of the first Woodland exit on Interstate 5 (at Road 102) and allows for a long sightline for northbound travelers coming from Sacramento. It would be the first electronic message center they would see upon driving north from the airport or Natomas. Additionally, it would be the last message seen upon leaving Woodland, traveling southbound along Interstate 5.

Besides off-premises advertising, the City of Woodland businesses will derive a community benefit from this electronic message center. Woodland car dealerships, not visible to I-5 traffic can also use this electronic message board, making them more competitive, and in turn increasing sales that lead to additional sales tax, jobs, and helps promote business retention.









2140-
FREETWAY DRIVE, MOODUR- CA

Exhibit 11A





City of Woodland

Communi

300 FIRST ST, WOODLAND CA 95060
(530) 661-5820 Fax (530) 406-0832
www.cityofwoodland.org

General Application Form

1. Owner/Applicant

PROPERTY OWNER
VANDERBEEK Fam 1996 REV TRUST
MAILING ADDRESS:
1690 EAST MAIN ST.
CITY STATE ZIP CODE:
WOODLAND CA 95776
PHONE NUMBER:
530 662-3255
E-MAIL ADDRESS:
SVanderbeek@Woodlandmotors.com

PROJECT APPLICANT
Scott Vanderbeek
MAILING ADDRESS:
Same
CITY STATE ZIP CODE:

PHONE NUMBER:

E-MAIL ADDRESS:

2. Application Requested

- | | | |
|--|--|---|
| ☐ General Plan Petition | ☒ Zoning Amendment | ☐ General Plan Amendment |
| ☐ Tentative Subdivision Map | ☐ Tentative Parcel Map | ☐ Lot Line Adjustment |
| ☐ Site Plan Review | ☐ Design Review | ☐ Sign Design Review |
| ☒ Conditional Use Permit (CUP) | ☐ Zoning Administrator Permit | ☐ Variance |
| ☐ Public Convenience or Necessity | ☐ Other _____ | |

Is this request part of another application? ☐ Yes ☐ No If so, what? _____

3. Project Description

Project Name: Woodland
24 Acres Motors
Total Acres or Square Feet _____

Site address or location: _____
027-851-024-000
Assessor's Parcel Number: _____

Is Your Project Located In a Flood Zone?

☒ Yes ☐ No

Does this request include signage?

☒ Yes ☐ No

4. Justification for Request



On a separate sheet, explain in detail your request and why you believe your request is justified.

PLNG-14-00089

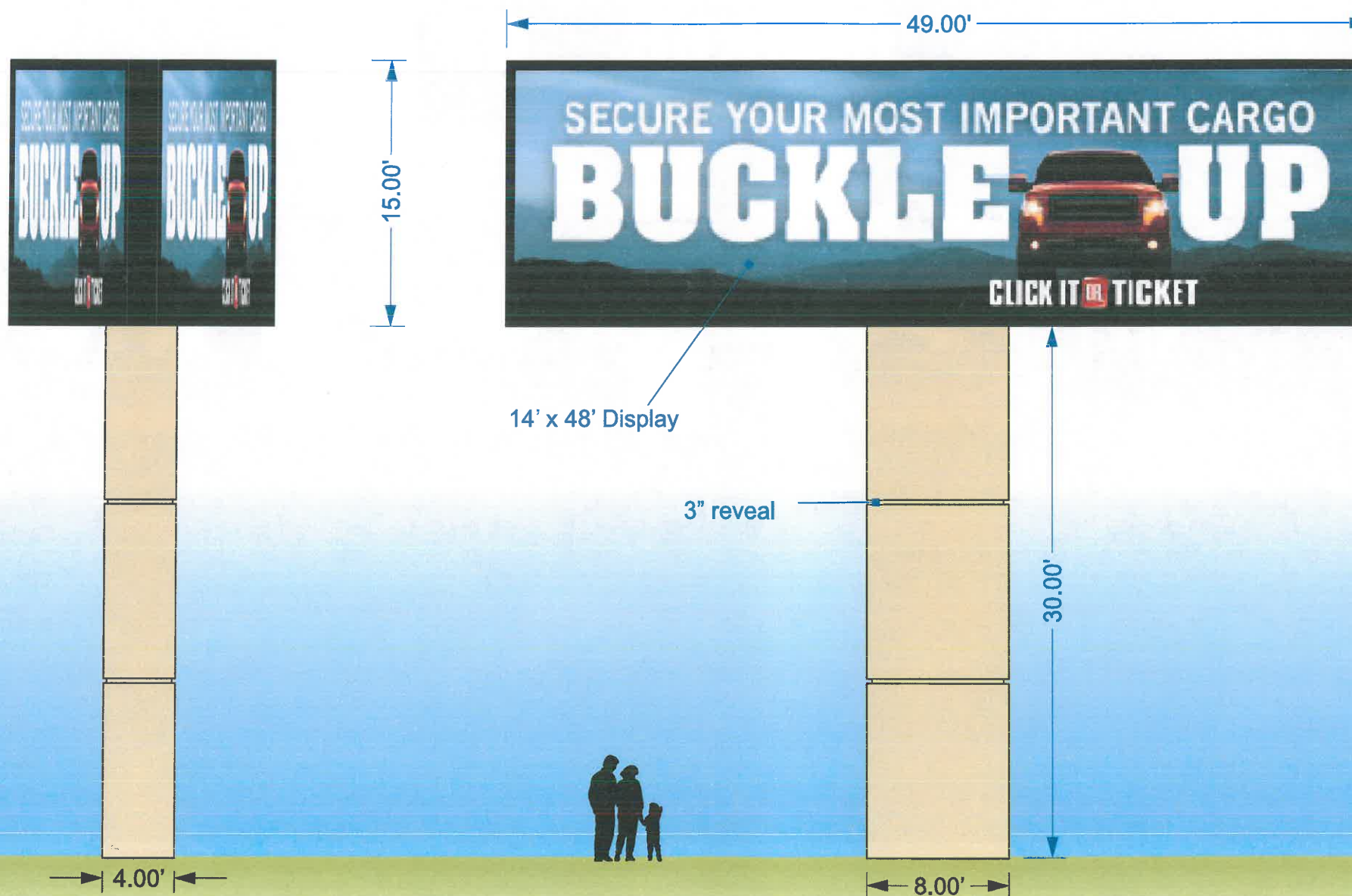
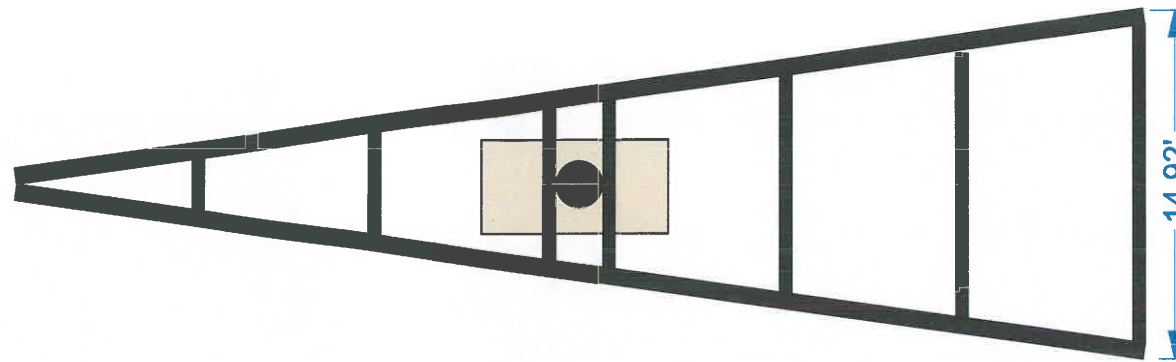
PROJECT JUSTIFICATION STATEMENT

The project is the instillation of a 45-foot high, free standing digital sign adjacent to the new Woodland Motors location on East Main Street along the highly traveled I-5 Freeway corridor. The sign faces are angled slightly toward the freeway, rather than being positioned perpendicular, which results in a “v-shaped” sign when looking down from above making the signs highly visible. The faces are connected to each other on the southern (freeway) side of the sign, so that it is not possible to see the back side of either face.

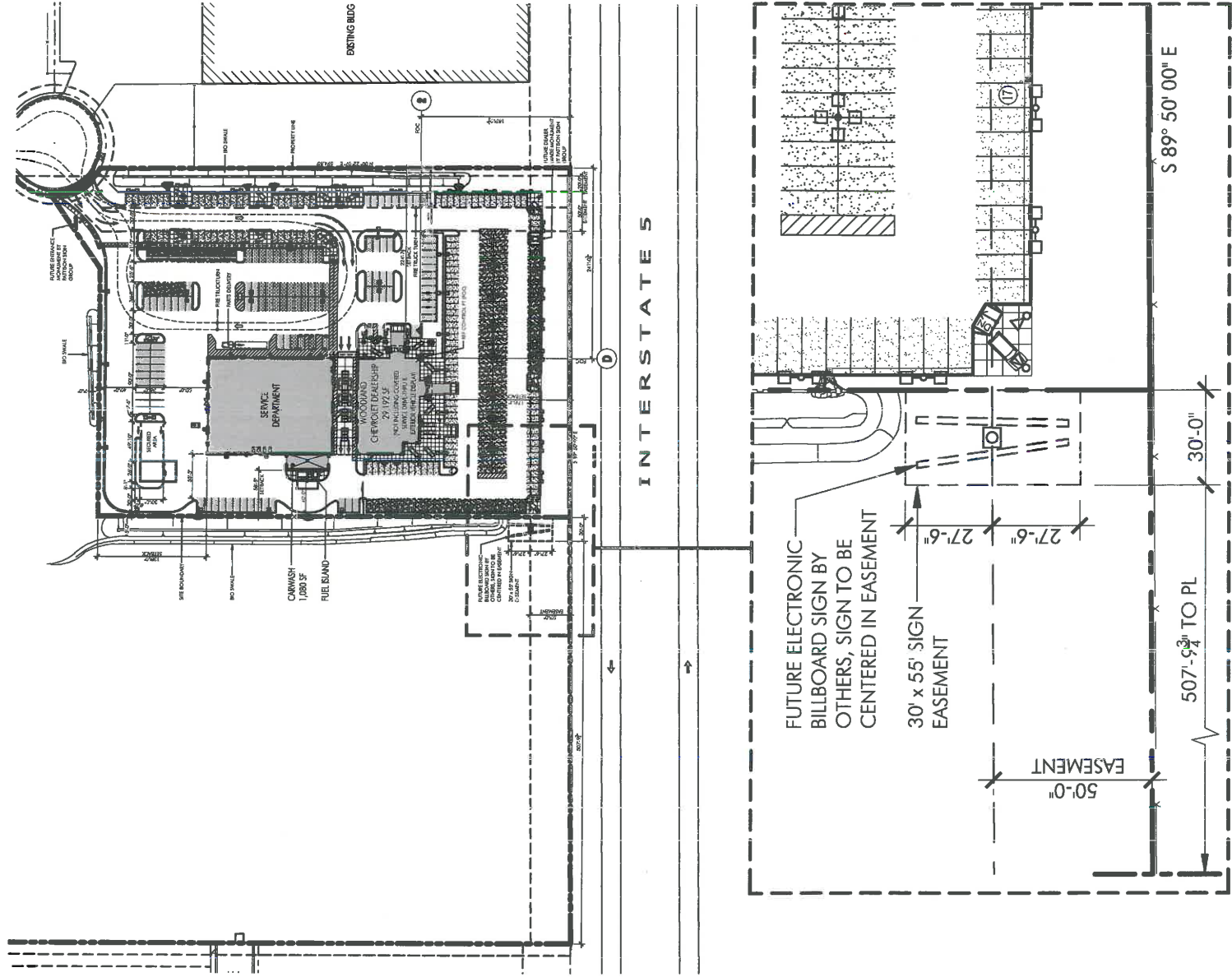
The sign will include two state of the art LED faces with a display area of 672 square feet on each face, not including the supporting features such as the pole and sign frame. New LED technology will allow copy to be changed within minutes, without the environmental waste of printing or installation, keeping consumers updated in real time with flexible messaging options. The signs' brightness is fully automated and will change with available natural light so as ensuring driver safety. Advertising content changes every 8 seconds (also know as “click”). There are no flashing or moving advertising spots allowed. Periodic maintenance will be required at no cost to the City.

The purpose of the request is to provide advertising space in order to more effectively communicate multiple messages for local, regional and national advertisers through the use of digital technology. Local businesses will have the opportunity to turn their brand into a household name impacting the entire trading zone and letting potential customers know exactly where they are located thus driving customers directly to their store or business. The location of this sign at the new Woodland Motors immediately North of Interstate 5 will include advertising messaging from the adjacent business and will be coordinated in design to provide a pleasing and uniform appearance with the dealership.

The benefits to the City and the Community are enhancing advertisement for local merchants. Message display time can be provided to public agencies for amber/silver alerts, emergency messages, and other public announcements. Once approved and fully permitted, the sign can be constructed within a week thereby providing the aforementioned benefits immediately.





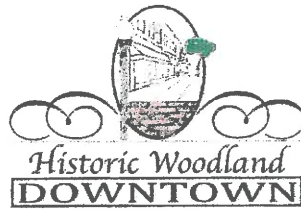


Project: WOODLAND CHEVROLET DEALERSHIP
Drawing: SIGN EXHIBIT
Scale: 1"=50'-0"



Sheet No: 1

FORBES WILLIAMS ARCHITECTS
7801 Edison Rd. Suite 110 Sacramento, CA 95826
Ph: 916.448.2724 Fax: 916.448.4991



November 21, 2014

City of Woodland
The Honorable Tom Stallard, Mayor of Woodland
300 First Street
Woodland, CA 95695

Dear Mr. Stallard,

I am writing this letter to voice support for the installation of an electronic billboard to be placed along Interstate 5, east of the Road 102 Exit to Woodland. As president of the Historic Woodland Downtown Business Association, this billboard would bring many visitors to the downtown area. The billboard would sell advertising as well as promoting events such as: Tomato Festival, Tree Lighting, Small Business Saturday, Carriage Rides, Halloween, Movies on Main, Stroll Through Woodland, etc., in the downtown area.

An electronic sign at the entrance to Woodland, would bring many travelers to the downtown area instead of passing us by. This would attract new customers into Historic Downtown Woodland to visit shops and restaurants instead of solely stopping at the big box stores and mall in the area. The owners of the sign would donate 5-10% of the billboard time to non-profits wishing to advertise their events. The only cost to the non-profits would be their artwork.

The Board of the Historic Downtown Woodland Business Association feels that the economic value to the city of Woodland would be tremendous, giving businesses, service organizations, and local fundraising an exciting way to get the word out about upcoming activities and offers.

I speak for the board of the Historic Woodland Downtown Business Association that we are in total support of the electronic billboard. We hope that you will strongly consider this proposal.

Sincerely,

A handwritten signature in black ink, appearing to read "George Rowland".

George Rowland, President
Historic Woodland Downtown Business Association



34077 CR 25 Woodland, CA 95695 • (530) 666-2626

11-23-14

My name is Sonia Mora and I am the President of The Woodland Farmers Market Board of Directors as well as The Woodland Farmers Market manager.

I am writing to show my support of the digital billboard sign that is being proposed by Ron Caceres of RCI Development, Inc., at the I-5 location by Road 102. This sign will allow the farmers market to advertise and promote our local market and will bring more people to our historic downtown location. This sign will also be a great asset for the annual Woodland Tomato Festival that happens the second Saturday of every August and is hosted by The Woodland Farmers Market.

The Woodland Tomato Festival has grown every year and more people are aware of this event happening in Woodland because of the exposure we have received in the VIA and Sunset magazines as well as through the local television stations. We are always looking for more creative ways to advertise our market and festival and this sign would be an awesome opportunity for us. This digital sign will allow others driving up and down I-5 to see what events are happening in the Woodland area and will possibly encourage them to stop in Woodland to see what we have to offer. The advantage of the digital sign is that it can be updated with current events more often and will allow non profits, like The Woodland Farmers Market, a reasonable advertising venue that will be seen by thousands of people on a daily basis.

Woodland officials need to consider the advantages of this proposal and support RCI Development Inc. in making this happen.

Sincerely,

Sonia Mora
President and Market Manager
of The Woodland Farmers Market
sonia@woodlandfarmersmarket.com



Hoblit

333 Main Street • Woodland, CA 95695 • (530) 662-4667 • (888) 88-DODGE • FAX (530) 666-7992

Mr. Paul Navazio
City Manager
City of Woodland
300 First Street
Woodland, CA 95695

Dear Mr. Navazio,

I am writing as a downtown Woodland auto retailer voicing my support for the proposed Electronic Reader Board to be located on Freeway Drive as well as the revisions to your zoning code and sign ordinance allowing for this reader board.

The location of the sign is ideal, just north of the Road 102 exit, which will allow potential customers to be made aware of our dealership downtown and give them ample time to exit at Main Street. It is very important that we get the visibility on the freeway for our business as our location downtown without representation along the freeway prevents awareness that we are even here. Many of our new customers and even local residents continue to comment how they never knew there was a Dodge Dealership downtown.

Other auto malls in other cities have these digital signs, putting us at a competitive disadvantage. This sign, which would not be owned by another dealership or freeway business, would allow us to purchase advertising along the freeway directing people to our dealership downtown. We strongly urge you to support this project as additional sales by us will generate higher sales taxes for the City of Woodland.

Sincerely,

Chad Hoblit
Dealer & Vice President
Hoblit Chrysler Jeep Dodge Ram
333 Main St
Woodland, Ca 95695
(530) 662-4667



ELM FORD

346 MAIN STREET • WOODLAND, CA 95695
P.O. BOX 2175 • WOODLAND, CALIFORNIA 95776-2175
530-662-2817

November 22, 2014

Mr Paul Navazio
City Manager
City of Woodland
300 First St
Woodland, CA 95695

Dear Mr Navazio,

We are an auto dealership that has been in operation in downtown Woodland for 44 years. We are writing this letter in strong support for a zoning change and sign ordinance amendment that would allow the digital reader board along Freeway Drive.

Being a downtown car dealership, we would greatly benefit from the proposed sign. Because auto malls in other cities have these signs, we are at a competitive disadvantage without one. The sign's proposed location on Interstate 5 is ideal, as it would allow Elm Ford to advertise and capture customers that may be unaware that we are located downtown. It would also allow us to compete favorably with other freeway oriented auto business that may locate in Woodland in the future.

We feel the proposed sign will benefit business in the downtown area and would urge the city council to approve this project. It would be an asset to our community.

Sincerely,

A handwritten signature in black ink, appearing to read "Will Landis", with a long horizontal line extending to the right.

William E Landis
President



Ghai Management Services, Inc
A FRANCHISEE OF BURGER KING CORPORATION

1904 Via Di Salerno,
Pleasanton CA 94566
Telephone: (510) 573 5905
Facsimile: (510) 490 5001
E mail: sunny@ghaimanagement.com

November 19, 2014

City of Woodland
c/o Tom Stoddard, Mayor
City of Woodland
300 First Street
Woodland, California 95695

Dear Mayor Stoddard:

I am writing as an Owner of two Burger Kings and one Taco Bell in Woodland in voicing my support for the revisions to the Woodland Sign Ordinance to now allow an "Electronic Reader Board".

The position of this sign at I-5 ahead of the Road 102, on the Woodland Fitness property, will allow potential customers to know we exist prior to the Road 102 exit, so they can exit the highway rather than passing Woodland and our three restaurants. This is very important to Burger King, as our fixed name on the existing sign behind the Home Depot, does not give customers enough notice to exit 5 to find us.

Quick serve restaurants are utilizing "Electronic Reader Board" in other surrounding towns, putting us in an inferior position to these other restaurants. This "Electronic Reader Board", if approved at the Woodland Fitness location is an advertising outlet, we plan to utilize and we strongly urge you to approve it, as with additional sales by us, will generate more jobs and taxes to be utilized by the City of Woodland.

Sincerely,

Sunny Ghai

Yours Truly,

Sunny Ghai, President

Woodland Lodging LLC
Woodland, CA 95776



November 19, 2014

City of Woodland
c/o Tom Stoddard, Mayor
City of Woodland
300 First Street
Woodland, California 95695

Dear Mayor Stoddard:

I am writing as a Woodland Hotel Owner in voicing my support for the revisions to the Woodland Sign Ordinance to now allow an "Electronic Reader Board".

The position of this sign at I-5 ahead of the Road 102, on the Woodland Fitness property, will allow potential customers to know we exist prior to the Road 102 exit, so they can exit the highway rather than passing our facility. This is very important to Holiday Inn Express and our new Fairfield Inn and Suites, as our fixed name on the existing sign, does not give customers enough notice to exit 5 safely.

Hotels are utilizing "Electronic Reader Board" in other surrounding towns, putting us in an inferior position to these other lodging facilities. This "Electronic Reader Board", if approved at the Woodland Fitness location is an advertising outlet, we plan to utilize and we strongly urge you to approve it, as with additional sales by us, will generate additional TOT tax to be utilized by the City of Woodland.

Sincerely,

A handwritten signature in dark ink, appearing to read "Rohit Ranchhod".

Rohit Ranchhod

*8799 White Peacock Way, Elk Grove, California 95624
Tel: (916) 685-6823 Cell: (916) 761-5602 Fax: (916)405-3589*



Woodland Hospitality, LLC
2070 FREEWAY DRIVE, WOODLAND, CA 95776

November 19, 2014

City of Woodland
c/o Tom Stoddard, Mayor
City of Woodland
300 First Street
Woodland, California 95695

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