

# Regional Planning Commission Transmittal Checklist

Hearing Date 6/12/13
Agenda Item No. 11

**Project Number:** R2012-02176-(2)  
**Case(s):** Conditional Use Permit Case No. 201200123  
Environmental Assessment Case No. 201200226  
**Planner:** Andrew Svitek

- Project Summary
- Property Location Map
- Staff Analysis
- Draft Resolution / Draft Ordinance / 8.5x11 Map (ZC or PA)
- Draft Findings
- Draft Conditions
- Burden of Proof Statement(s)
- Environmental Documentation (ND / MND / EIR)
- Correspondence
- Photographs
- Aerial Image(s)
- Land Use/Zoning Map
- Tentative Tract / Parcel Map
- Site Plan / Floor Plans / Elevations
- Exhibit Map
- Landscaping Plans

**Reviewed By:** 



Department of Regional Planning  
 320 West Temple Street  
 Los Angeles, California 90012

**PROJECT NUMBER**

R2012-02176-(2)

**HEARING DATE**

June 12, 2013

**REQUESTED ENTITLEMENTS**

Conditional Use Permit No. 201200123  
 Environmental Assessment No. 201200226

# PROJECT SUMMARY

**OWNER / APPLICANT**

Norbert, Toubes, Bezic / Bulletin Displays, LLC

**MAP/EXHIBIT DATE**

4/17/13

**PROJECT OVERVIEW**

The project is a 14' x 48' back-to-back single column billboard 65.5-feet in height, with an orientation for visibility from the freeway within a lease area on an industrial parcel developed with a warehouse. The conditional use permit modifies the height measurement to be from road grade from which the sign is viewed (I-110). The applicant is relocating an existing billboard from another location to this location.

**LOCATION**

800 Sprucelake Dr., Harbor City

**ACCESS**

Sprucelake Dr.

**ASSESSORS PARCEL NUMBER**

7409-019-010

**SITE AREA**

1.6-acre site, within a lease area of under 1,000 SF

**GENERAL PLAN / LOCAL PLAN**

Countywide General Plan

**ZONED DISTRICT**

Harbor City

**LAND USE DESIGNATION**

Industrial

**ZONE**

M-2 (Heavy Manufacturing)

**PROPOSED UNITS**

N/A

**MAX DENSITY/UNITS**

N/A

**COMMUNITY STANDARDS DISTRICT**

N/A

**ENVIRONMENTAL DETERMINATION (CEQA)**

Negative Declaration

**KEY ISSUES**

- Consistency with the Los Angeles County Plan
- Satisfaction of the following Section(s) of Title 22 of the Los Angeles County Code:
  - 22.56.040 (Conditional Use Permit Burden of Proof Requirements)
  - 22.32.160 (M-2 Zone Development Standards)
  - 22.52.840 (Outdoor Advertising Signs)

**CASE PLANNER:**

Andrew Svitek

**PHONE NUMBER:**

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# Property Location Map

## 800 Sprucelake Dr., Harbor City

Printed: Jun 04, 2013

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### ENTITLEMENTS REQUESTED

- Conditional Use Permit (CUP) for a billboard (outdoor advertising sign) in the M-2 (Heavy Manufacturing) Zone pursuant to County Code Section 22.32.190.

### PROJECT DESCRIPTION

The project is a 14-foot by 48-foot back-to-back single column billboard 65.5-feet in height, with an orientation for visibility from the elevated grade of the I-110 Freeway. The billboard is located on a 1.6-acre site within a lease area of approximately 1,000 square feet. The site is developed with a large manufacturing facility for machine tools. The site is developed with a 34,380-square foot industrial manufacturing building. The CUP provides for consistent height and bulk of the proposed sign to allow for consistency with billboards viewed from the grade of the I-110 Freeway. Pursuant to The California Outdoor Advertising Act (Cal. Bus. & Prof. Code § 5412), the County has entered into a conditional settlement agreement that provides for a relocation of an existing billboard located at 12000 S. Western, Los Angeles, which will allow for redevelopment of the parcel for a public health clinic to another suitable location subject to the CUP process. The applicant filed this CUP application seeking the approval of the proposed new location for the relocated billboard. A second billboard was also a part of the conditional settlement agreement, and a new location for that billboard is being requested through a separate application (CUP No. 201200123). As the billboard is freeway-oriented (Interstate 110), the applicant will also be required to obtain an Outdoor Advertising Permit from Caltrans.

### SITE PLAN DESCRIPTION

The project is a 14-foot by 48-foot (672-square feet per sign face) back-to-back single column billboard 65.5-feet in height, with an orientation for visibility from the elevated surface of the I-110 Freeway. The billboard will be located on a 1.6-acre site developed with an existing 34,380-square foot industrial manufacturing building, within a lease area measuring approximately 1,000 square feet in size.

### EXISTING ZONING

The subject property is zoned M-2 (Heavy Manufacturing).

Surrounding properties are zoned as follows:

North: M-2 (Heavy Manufacturing)

South: M-2 (Heavy Manufacturing)

East: None (I-110 Freeway right of way)

West: M-2 (Heavy Manufacturing)

### EXISTING LAND USES

The subject property is developed as a 34,380-square foot industrial manufacturing building occupied by Republic Lagun Machine Tool Company, vehicle parking areas (approximately 50 marked spaces) along the northern and eastern property edges, landscaped areas along the Sprucelake Drive frontage (measuring approximately 2,700 square feet), and outside storage areas in the southern portion of the site, and utility poles along the eastern side of the property.

Surrounding properties are developed as follows:

- North: Immediately north are four industrial warehouses measuring 24,000, 14,337, 24,744 and 48,177-square feet. Further north is a commercial center that includes a 2-story Motel 6, gas station, fast food restaurant, bank, Starbucks, a church and various business pole signs. Also to the north is a billboard and oil drilling equipment. Across the Sepulveda Boulevard are commercial stores (including a store measuring 104,360 being leased to Dollar Tree and Food 4 Less), 48,768-square foot building leased to 99 Cent Stores, and four fast food restaurants. Northeast on the other side of the I-110 in the city of Carson is a Target store (measuring 140,999-square feet) and a storage facility measuring 39,600-square feet. There are three more freeway-oriented billboards on both sides of the I-110.
- South: Industrial warehouses, including a 129,984-square foot 2-story self-storage facility, and a 110-foot wireless telecommunication facility and a 15,560-square foot auto repair building. There are two freeway oriented billboards.
- East: Directly east is the elevated grade of I-110 Freeway, including the southbound on-ramp approach, and northbound off-ramp/on-ramps. Further east in the city of Carson is the Sanitation District's Joint Water Pollution Control Plant, a 420-acre facility. There are also 2 freeway oriented billboards.
- West: A 31,000-square foot industrial warehouse and a 16,560-square foot auto body repair facility, billboards, overhead utility lines along both sides of Vermont Avenue, business pole signs, oil drilling equipment. Single family residential neighborhood with one and two story houses opposite side of Vermont Avenue (homes have frontage on neighborhood streets, not on Vermont Avenue). Northwest of the site is a commercial center with retail stores measuring 77,000-square feet and 30,351-square feet, that also includes a gas station.

#### **PREVIOUS CASES/ZONING HISTORY**

There is no record of previous zoning cases on the subject property. The manufacturing building was constructed in 1965 according to issued building permits. At that time, these types of structures may not have required a Department of Regional Planning approval through a zoning case.

#### **ENVIRONMENTAL DETERMINATION**

The Los Angeles County ("County") Department of Regional Planning recommends that a Negative Declaration is the appropriate environmental documentation under the California Environmental Quality Act (CEQA) and the County environmental guidelines.

The Initial Study analyzed all impact areas and concluded that there is no evidence that the project may have a significant impact on the environment. The project was determined to result in less than significant impact on the following impact areas: aesthetics, air quality, geology and soils, greenhouse emissions, hazards and

hazardous materials, hydrology and water quality, noise, public services, transportation/traffic, utilities and service systems, and mandatory findings of significance. The project was determined to result in no impact on the following impact areas: agriculture/forest, biological resources, cultural resources, energy, land use and planning, mineral resources, population and housing, and recreation. The Initial Study was submitted to the State Clearinghouse House and a letter was received indication that no state agencies will be submitting comments on the proposed project.

## STAFF EVALUATION

### General Plan/Community Plan Consistency

The project site is located within the Major Industrial land use category of the countywide General Plan. This designation is described as follows:

These areas are generally appropriate for major industrial uses including manufacturing of all types, mineral extraction sites, refineries, warehousing and storage, and product research and development. The intent of this category is to assure that sufficient land is allocated for a wide range of industry and industry-related activities serving both the domestic and export markets and providing jobs for a large portion of the resident labor force. (Land Use Element, Page III-23)

The proposed billboard is a use that is permitted by the zoning code with a CUP within industrially-zoned areas. Subject to a CUP, this use is compatible with the types of uses that are permitted in industrial zones. Therefore, the proposed billboard is consistent with the permitted uses of the underlying land use category.

The following policies of the General Plan are applicable to the proposed project:

- Land Use Policy No. 4. *Protect prime industrial lands from encroachment of incompatible uses.*  
The proposed billboard will not interfere with the manufacturing facility and other industrial warehouses in the surrounding area and will help to preserve the existing industrial activity on the site.
- Land Use Policy No. 5. *Where appropriate, promote more intensive use of industrial sites, especially in areas requiring revitalization.*  
The proposed billboard will result in a more intensive use of the 1.6-acre parcel which is already developed as a manufacturing facility, with a large industrial building and outside storage areas.

### Zoning Ordinance and Development Standards Compliance

Billboards are subject to the following use-specific development standards (Section 22.52.840):

- Sign Area (Sections 22.52.840.A and 22.52.840.C) - The proposed sign face area is 672 square feet, which does not exceed the maximum permitted sign face area of 800 square feet. This maximum sign face area applies to all signs that meet the requirements for minimum distances from other billboards. For the maximum sign face area to apply, the location of the proposed billboard must be at least 200 feet from another billboard of similar size. All other billboards are more than 200 feet from the proposed location. In the project vicinity (within an approximate 1,000 square foot radius), 5 other billboards have the same sign face area, and one has a 12-foot by 24-foot sign area, or 288 square feet.
- Height (Section 22.52.840.B) – The height of the proposed sign is 65.5 feet from ground level. As the sign is a freeway-oriented located adjacent to an elevated freeway and built from a lower ground level, it has been designed to be viewed by drivers on the freeway. The height will be consistent with the heights of other freeway-oriented signs on this portion of the I-110 Freeway. On this basis, the CUP process allows a modification of the height limit of 42 feet from ground level to allow for a sign to be sufficiently high to be viewed from the freeway. However, because the sign is freeway-oriented and the I-110 Freeway is elevated at this location in order for the sign to be visible at the freeway grade level, there is reasonable justification for this standard to be modified in this case to provide for consistency with the other billboards through Section 22.56.200 (building bulk provisions).
- Visibility from Freeway (Section 22.52.840.D) – The proposed sign is freeway-oriented in that it is designed to be viewed primarily by persons traveling on the freeway, and as such is located within 660 feet of the edge of right-of-way of the I-110 Freeway. Consistent with California Business and Professions Code Section 5412, the County has entered into a conditional settlement agreement that proposes to relocate an existing billboard from another location. The billboard being relocated is from 12000 S. Western, Los Angeles, which is within 660 feet of the I-105 Freeway. Therefore, there will not be a net increase in the number of freeway-oriented billboards. The applicant will be required to obtain an Outdoor Advertising Permit from Caltrans as this is a freeway-oriented billboard.
- Building Overhang (Section 22.52.840.E) – The proposed sign meets the building overhang standard, which states that the sign shall not extend more than 15 percent of the length of the structure of a freestanding sign extends over the roof of a building. As the length of the proposed sign is 48 feet, the permitted overhang is approximately 7 feet. The overhang of the proposed sign is less than 7 feet.

- Encroachment Into Public Rights-of-way (Section 22.52.840.F) – The proposed sign is located entirely on private property and will not encroach over any public rights-of-way, and meets this requirement.
- Proximity to Residential Zones (Section 22.52.840.G) – The proposed sign is not within 200 feet of a residential zone located on the same side of the street and meets this requirement. The properties on the eastern side of Vermont Avenue within 500 feet of the project site are all zoned M-2. A residential area is located on western side of Vermont Avenue, which is approximately 400 feet to the west of the subject property.
- Prohibition on Tobacco Advertising (Section 22.52.840.H) – The restriction on tobacco advertising does not apply to freeway-oriented signs, such as the proposed sign. However, the applicant has agreed to voluntarily prohibit tobacco advertising on the proposed sign.
- Prohibition on Alcoholic Beverage Advertising (Section 22.52.840.I) – The restriction on alcoholic beverage advertising does not apply to freeway-oriented signs, such as the proposed sign. However, the applicant has agreed to voluntarily prohibit tobacco advertising on the proposed sign.
- Prohibition on Advertising Adult Telephone Messages (Section 22.52.840.J) – The restriction on advertising adult telephone messages does not apply to freeway-oriented signs, such as the proposed sign. However, the applicant has agreed to voluntarily prohibit tobacco advertising on the proposed sign.

The project is in compliance with the provisions of Section 22.32.200 of the County Code regarding new development in the M-2 Zone. The lease area will not have any outside storage areas and all maintenance equipment and materials will be brought on maintenance vehicles. The proposed sign complies with the standards for billboards under Part 11 of Chapter 22.52, as discussed above. As parking requirements for billboards are not specifically listed in Part 11 of Chapter 22.52, a determination shall be made to ensure that the use be served with adequate parking to prevent traffic congestion and excessive on-street parking. The billboard is unmanned and requires periodic maintenance visits only, the frequency of which is estimated at twice a month for approximately half an hour per visit. The appropriate parking for the periodic maintenance visits would be one space. As the self-storage facility has adequate vehicle parking spaces, one of the spaces provided by the self-storage facility could be utilized for the parking of a maintenance vehicle.

Site Visit

Staff conducted a site inspection on May 23, 2013. The site appeared to be well maintained.

Burden of Proof

The applicant is required to substantiate all facts identified by Section 22.56.090 of the County Code. The Burden of Proof with applicant's responses is attached. Staff is of the opinion that the applicant has met the burden of proof.

Neighborhood Impact/Land Use Compatibility

The design of the billboard integrates with the visual character of its surroundings from the perspective of height, bulk, pattern, scale and character. The prevailing building heights in the area include commercial and industrial warehouse buildings of 20-40 feet in height in the immediate vicinity, a 110-foot high wireless telecommunication facility directly to the south, the elevated I-110 Freeway, and other billboards. Across Vermont Avenue is a residential area of one to two story houses. The surrounding buildings are lower than the proposed billboard but are of considerable bulk. There are overhead utility poles along both the eastern and western side of Sprucelake Drive. The project site is located just east of Vermont Avenue with access from Sprucelake Drive. Vermont Avenue is developed with a cluster of 9 warehouse buildings on the east and a single-family residential area (Palo Del Amo Woods) along the west, with houses oriented to an interior street grid, with limited access to Vermont Avenue (homes do not take access directly front on Vermont Avenue). There are three lots along Vermont Avenue with oil derricks. To the east of the project site is the I-110 Freeway, with a southbound on-ramp from Sepulveda Boulevard. Further to the east is Joint Water Pollution Control Plant, which encompasses 400-acres. To the south are two industrial warehouses, an oil storage facility, below-grade railroad tracks, and further to the south is a self-storage warehouse, auto repair facility, and further south are two office buildings (a 2-story 60,182-square foot building ("Harbor Vermont Center") and a 3-story office building. To the north further along Vermont Avenue are 5 warehouses, a drainage course, a commercial shopping center (bank, gas station, hotel), and an oil drilling field. The area to the east is the I-110 Freeway corridor with the City of Carson and large industrial uses further to the east. The immediate project vicinity (within a 1,000-foot radius) contains approximately eleven (11) existing billboards.

**COUNTY DEPARTMENT COMMENTS AND RECOMMENDATIONS**

Project materials were provided to the Fire Department, Department of Public Works, and Department of Public Health, and each Department cleared the project for public hearing without providing any specific recommendations regarding the proposed project.

**OTHER AGENCY COMMENTS AND RECOMMENDATIONS**

California State Clearinghouse - The Initial Study was circulated to the State Clearinghouse, and clearance was received dated May 8, 2013 stating compliance with the State Clearinghouse review requirements for draft environmental documents.

**LEGAL NOTIFICATION AND PUBLIC OUTREACH**

Pursuant to the provisions of Sections 22.60.174 and 22.60.175 of the County Code, the community was appropriately notified of the public hearing by mail, newspaper, property posting, library posting and DRP website posting.

**PUBLIC COMMENTS**

Staff has not received any comments at this time.

**FEES/DEPOSITS**

If approved, fees identified in the attached project conditions will apply unless modified by the Regional Planning Commission.

**STAFF RECOMMENDATION**

The following recommendation is made prior to the public hearing and is subject to change based upon testimony and/or documentary evidence presented at the public hearing:

Staff recommends APPROVAL of Project Number R2012-02176-(2), Conditional Use Permit Number 201200123, subject to the attached conditions.

**SUGGESTED APPROVAL MOTION:**

**I MOVE THAT THE REGIONAL PLANNING COMMISSION CLOSE THE PUBLIC HEARING AND ADOPT THE NEGATIVE DECLARATION, ENVIRONMENTAL CASE NO. 201200226.**

**I MOVE THAT THE REGIONAL PLANNING COMMISSION APPROVE CONDITIONAL USE PERMIT NUMBER 201200123, SUBJECT TO THE ATTACHED FINDINGS AND CONDITIONS.**

Prepared by Andrew Svitek, Regional Planning Assistant II, Zoning Permits West  
Reviewed by Mi Kim, Supervising Regional Planner, Zoning Permits West Section

Attachments:

- Draft Findings, Draft Conditions of Approval
- Applicant's Burden of Proof Statement
- Environmental Document
- Site Photographs, Photo Simulations, Aerial Image
- Site Plan, Land Use Map

MKK:AS  
6/6/13

**DRAFT FINDINGS AND ORDER OF THE REGIONAL PLANNING COMMISSION  
COUNTY OF LOS ANGELES  
PROJECT NO. 2012-02176-(2)  
CONDITIONAL USE PERMIT NO. 201200123**

1. **ENTITLEMENT REQUESTED.** The applicant, Bulletin Displays LLC, is requesting a Conditional Use Permit (CUP) to authorize a billboard (outdoor advertising sign) pursuant to County Code Section 22.32.190 in the M-2 (Heavy Manufacturing) Zone.
2. **HEARING DATE.** June 12, 2013
3. **PROCEEDINGS BEFORE THE REGIONAL PLANNING COMMISSION.**
4. **PROJECT DESCRIPTION.** The project is a 14-foot by 48-foot back-to-back single column billboard 65.5 feet in height, with an orientation for visibility from the freeway within a lease area (approximately 1,000 square feet in size) on a 1.6-acre site developed with a manufacturing facility. The applicant is relocating an existing billboard from another location to this location.
5. **LOCATION.** 800 Sprucelake Drive, in the Harbor City Zoned District
6. **SITE PLAN DESCRIPTION.** The site plan depicts a 14-foot by 48-foot back-to-back 65.5-foot high billboard, with an orientation for visibility from the freeway. The lease area is the space below the sign, and the access to it and any area needed to install and maintain the sign is limited to approximately 1,000-square feet, and is accessible from a private driveway. The subject property is approximately 1.6-acres in size and is currently developed with a manufacturing facility. The ground mount for the billboard is a single column located in the middle of the lease area.
7. **EXISTING ZONING.** M-2 (Heavy Manufacturing)
8. **EXISTING LAND USES.** The subject property is developed as a 34,380-square foot industrial manufacturing building occupied by Republic Lagun Machine Tool Company, vehicle parking areas (approximately 50 marked spaces) along the northern and eastern property edges, landscaped areas along the Sprucelake Drive frontage (measuring approximately 2,700 square feet), and outside storage areas in the southern portion of the site, and utility poles along the eastern side of the property.
9. **PREVIOUS CASES/ZONING HISTORY.** There is no record of previous zoning cases on the subject property. The manufacturing building was constructed in 1965 according to issued building permits. At that time, these types of structures may not have required a Department of Regional Planning approval through a zoning case.

10. **GENERAL PLAN / COMMUNITY PLAN CONSISTENCY.** The proposed billboard is consistent with the Major Industrial land use category of the countywide General Plan. This designation is described as follows: "These areas are generally appropriate for major industrial uses including manufacturing of all types, mineral extraction sites, refineries, warehousing and storage, and product research and development. The intent of this category is to assure that sufficient land is allocated for a wide range of industry and industry-related activities serving both the domestic and export markets and providing jobs for a large portion of the resident labor force. (Land Use Element, Page III-23)" The proposed billboard is a use that is permitted by the zoning code within industrially-zoned areas, provided a CUP is first obtained. Subject to a CUP, this use is compatible with the types of uses that are permitted in industrial zones. Therefore, the proposed billboard is consistent with the permitted uses of the underlying land use category.

11. **ZONING ORDINANCE AND DEVELOPMENT STANDARDS COMPLIANCE.**

The proposed billboard meets the use-specific requirements that are imposed through a CUP for billboards (outdoor advertising signs), pursuant to Section 22.52.840:

- The sign face area measuring 672 square feet complies meets the requirement of maximum sign area of 800 square feet.
- The height of the sign at 65.6 feet meets the height requirements as it has been determined that the height will need to exceed the limit of 42 feet, as measured from natural grade, in order for it to be visible at the grade level of the elevated I-110 Freeway, as the sign is freeway-oriented. The height and bulk has been found to be consistent with other freeway-oriented bulletin boards in the area according to Section 22.56.200.
- The sign is located within 660 feet of the I-110 and it is freeway-oriented. Consistent with California Business and Professions Code Section 5412, the County has entered into a conditional settlement agreement to authorize a billboard at a new location, provided that a billboard is removed at another location. The previous location was also located within 660 feet of an interstate highway (the relocated billboard is at 12000 S. Western, Los Angeles, which is oriented towards the I-105) . Therefore there is no net increase in the number of freeway oriented billboards. The applicant is required to obtain an Outdoor Advertising Permit from Caltrans.
- The sign is located entirely on private property and does not encroach over any public rights-of-way.
- The proposed sign is not within 200 feet of a residential zone located on the same side of the street.
- The applicant has voluntarily agreed to prohibit tobacco, alcoholic beverage, and adult telephone message advertising on the billboard, and such prohibition is made a condition of approval of the CUP.

The proposed sign meets the zone-specific requirements for all development in the M-2 Zone, pursuant to Section 22.32.200:

- Outside storage or display (Section 22.32.080.A) - The proposed billboard will be within a lease area that will not be used for storage or display of raw materials, equipment, or finished products.
- Vehicle parking (Section 22.32.080.B) - As parking requirements for billboards are not specifically listed in Part 11 of Chapter 22.52, a determination of the necessary parking is made to ensure that the use be served with adequate parking to prevent traffic congestion and excessive on-street parking. The billboard is unmanned and requires periodic maintenance visits only, the frequency of which is estimated at twice a month for approximately thirty minutes per visit. The appropriate parking for the periodic maintenance visits would be one space, which does not need to be solely dedicated to the billboard use. As the self-storage facility has adequate vehicle parking spaces, one of the spaces provided by the self-storage facility could be utilized for the parking of a maintenance vehicle.
- Signage (Section 22.32.080.C) - As the proposed development is a billboard, it is required to obtain a CUP and comply with the provisions of said CUP.

12. **NEIGHBORHOOD IMPACT/LAND USE COMPATIBILITY.** The design of the billboard integrates with the visual character of its surroundings from the perspective of height, bulk, pattern, scale and character. The prevailing building heights in the area include commercial and industrial warehouse buildings of 20-40 feet in height in the immediate vicinity, a 110-foot high wireless telecommunication facility directly to the south, the elevated I-110 Freeway, and other billboards. Across Vermont Avenue is a residential area of one to two story houses. The surrounding buildings are lower than the proposed billboard but are of considerable bulk. There are overhead utility poles along both the eastern and western side of Sprucelake Drive. The project site is located just east of Vermont Avenue with access from Sprucelake Drive. Vermont Avenue is developed with a cluster of 9 warehouse buildings on the east and a single-family residential area (Palo Del Amo Woods) along the west, with houses oriented to an interior street grid, with limited access to Vermont Avenue (homes do not take access directly front on Vermont Avenue). There are three lots along Vermont Avenue with oil derricks. To the east of the project site is the I-110 Freeway, with a southbound on-ramp from Sepulveda Boulevard. Further to the east is Joint Water Pollution Control Plant, which encompasses 400-acres. To the south are two industrial warehouses, an oil storage facility, below-grade railroad tracks, and further to the south is a self-storage warehouse, auto repair facility, and further south are two office buildings (a 2-story 60,182-square foot building ("Harbor Vermont Center") and a 3-story office building. To the north further along Vermont Avenue are 5 warehouses, a drainage course, a commercial shopping center (bank, gas station, hotel), and an oil drilling field. The area to the east is the I-110 Freeway corridor with the City of Carson and

large industrial uses further to the east. The immediate project vicinity (within a 1,000-foot radius) contains approximately eleven (11) existing billboards.

13. **COUNTY DEPARTMENT COMMENTS AND RECOMMENDATIONS.** Project materials were provided to the Fire Department, Department of Public Works, and Department of Public Health, and each Department cleared the project for public hearing without providing any specific recommendations regarding the proposed project.
14. **OTHER AGENCY COMMENTS AND RECOMMENDATIONS.** No other agencies had any comments or recommendations. The Initial Study was circulated to the State Clearinghouse, and clearance was received dated May 8, 2013 stating compliance with the State Clearinghouse review requirements for draft environmental documents. The permittee will be required to obtain all necessary approvals from California Department of Transportation.
15. **LEGAL NOTIFICATION AND PUBLIC OUTREACH.** Pursuant to the provisions of Sections 22.60.174 and 22.60.175 of the County Code, the community was appropriately notified of the public hearing by mail, newspaper and property posting.
16. **PUBLIC COMMENTS.** No public comments were received.

#### **CONDITIONAL USE PERMIT SPECIFIC FINDINGS**

17. The Countywide General Plan designates this area as Major Industrial, which allows for industrial and other intensive uses, including billboards.

Therefore, the proposed use is consistent with the adopted general plan for the area.

18. The billboard is to be located on private property away from public rights-of-way in an industrial area surrounded by other large warehouse buildings, a wireless telecommunication facility, signs, and utility poles. The billboard is located along the I-110 Freeway and is buffered from other surrounding uses by warehouses and other large structures, including other signs and utility poles. The project is being designed in a way that will be consistent with the other existing billboards in the area. The proposed billboard is more than 200 feet from all other existing billboards, while also being in a location that is already developed with other billboards. The proposed billboard at this location will not alter the existing character of the area.

Therefore, the requested use at the location proposed will not adversely affect the health, peace, comfort or welfare of persons residing or working in the surrounding area, will not be materially detrimental to the use, enjoyment or valuation of property of other persons located in the vicinity of the site, and will not jeopardize, endanger or otherwise constitute a menace to the public health, safety or general welfare.

19. The billboard is to be located within a less than 1,000-square foot lease area on 1.6-acre parcel that is developed with a manufacturing facility. The project is not displacing any required parking spaces and will not interfere with on-site vehicle circulation of the manufacturing facility. The billboard meets the applicable development standards and it is appropriately modifying them to be consistent with the other uses in the area, including freeway-oriented billboards.

Therefore, the proposed site is adequate in size and shape to accommodate the yards, walls, fences, parking and loading facilities, landscaping and other development features prescribed in this Title 22, of as is otherwise required in order to integrate said use with the uses in the surrounding area.

20. The proposed location has access from Sprucelake Drive, with the major cross street of Vermont Avenue. The only vehicle traffic will be for intermittent maintenance and replacement of signage.

Therefore, the proposed site is adequately served by highways or streets of sufficient width and improved as necessary to carry the kind and quantity of traffic such use would generate, and by other public or private service facilities as are required.

#### ENVIRONMENTAL DETERMINATION

21. An initial study was prepared to analyze the environmental setting and project impacts of the proposed project pursuant to the California Environmental Quality Act. The initial study evaluated impacts on visual resources through photo simulations of the proposed project from various public vantage points. All impacts of the proposed project were found to be less than significant.

Therefore, based on the whole record before the Regional Planning Commission there is no substantial evidence that the project will have a significant effect on the environment.

22. **RECORD OF PROCEEDINGS.** The location of the documents and other materials constituting the record of proceedings upon which the Regional Planning Commission's decision is based in this matter is at the Los Angeles County Department of Regional Planning, 13<sup>th</sup> Floor, Hall of Records, 320 West Temple Street, Los Angeles, CA 90012. The custodian of such documents and materials shall be the Section Head of the Zoning Permits West Section, Los Angeles County Department of Regional Planning.

BASED ON THE FOREGOING, THE REGIONAL PLANNING COMMISSION CONCLUDES:

- A. That the proposed use is consistent with the adopted general plan for the area; and

- B. That the requested use at the location proposed will not: (a) Adversely affect the health, peace, comfort or welfare of persons residing or working in the surrounding area, or (b) Be materially detrimental to the use, enjoyment or valuation of property of other persons located in the vicinity of the site, or (c) Jeopardize, endanger or otherwise constitute a menace to the public health, safety or general welfare; and
- C. That the proposed site is adequate in size and shape to accommodate the yards, walls, fences, parking and loading facilities, landscaping and other development features prescribed in this title, or as is otherwise required in order to integrate said use with the uses in the surrounding area; and
- D. That the proposed site is adequately served: (a) By highways or streets of sufficient width and improved as necessary to carry the kind and quantity of traffic such use would generate, and (b) by other public or private service facilities as are required.

THEREFORE, the information submitted by the applicant and presented at the public hearing/meeting substantiates the required findings for a Conditional Use Permit as set forth in Section 22.56.090 of the Los Angeles County Code (Zoning Ordinance).

**REGIONAL PLANNING COMMISSION ACTION:**

- 1. The Regional Planning Commission, having considered the Negative Declaration together with any comments received during the public review process, finds on the basis of the whole record before the Regional Planning Commission that there is no substantial evidence that the project will have a significant effect on the environment, finds that the Negative Declaration reflects the independent judgment and analysis of the Regional Planning Commission, and adopts the Negative Declaration.
- 2. In view of the findings of fact and conclusions presented above, Conditional Use Permit No. 201200123 is approved subject to the attached conditions.

MKK:AS  
6/6/13

- c: Each Commissioner, Zoning Enforcement, Building and Safety

**DRAFT CONDITIONS OF APPROVAL  
COUNTY OF LOS ANGELES  
PROJECT NO. 2012-02176-(2)  
CONDITIONAL USE PERMIT NO. 201200123**

**PROJECT DESCRIPTION**

The project is a billboard (outdoor advertising display) in the M-2 Zone subject to the following conditions of approval:

**GENERAL CONDITIONS**

1. Unless otherwise apparent from the context, the term "permittee" shall include the applicant, owner of the property, and any other person, corporation, or other entity making use of this grant.
2. This grant shall not be effective for any purpose until the permittee, and the owner of the subject property if other than the permittee, have filed at the office of the Los Angeles County ("County") Department of Regional Planning ("Regional Planning") their affidavit stating that they are aware of and agree to accept all of the conditions of this grant, and that the conditions of the grant have been recorded as required by Condition No. 7, and until all required monies have been paid pursuant to Condition No. 10 and 11. Notwithstanding the foregoing, this Condition No. 2 and Condition Nos. 4, 5, 9, and 11 shall be effective immediately upon the date of final approval of this grant by the County.
3. Unless otherwise apparent from the context, the term "date of final approval" shall mean the date the County's action becomes effective pursuant to Section 22.60.260 of the County Code.
4. The permittee shall defend, indemnify, and hold harmless the County, its agents, officers, and employees from any claim, action, or proceeding against the County or its agents, officers, or employees to attack, set aside, void, or annul this permit approval, which action is brought within the applicable time period of Government Code Section 65009 or any other applicable limitations period. The County shall promptly notify the permittee of any claim, action, or proceeding and the County shall fully cooperate in the defense. If the County fails to promptly notify the permittee of any claim action or proceeding, or if the County fails to cooperate fully in the defense, the permittee shall not thereafter be responsible to defend, indemnify, or hold harmless the County.
5. In the event that any claim, action, or proceeding as described above is filed against the County, the permittee shall within ten days of the filing make an initial deposit with Regional Planning in the amount of \$5,000.00, from which actual costs and expenses shall be billed and deducted for the purpose of defraying the costs or expenses involved in Regional Planning's cooperation in the defense, including but not limited to, depositions, testimony, and other assistance provided to permittee or permittee's counsel.

If during the litigation process, actual costs or expenses incurred reach 80 percent of the amount on deposit, the permittee shall deposit additional funds sufficient to bring the balance up to the amount of \$5,000.00. There is no limit to the number of supplemental deposits that may be required prior to completion of the litigation.

At the sole discretion of the permittee, the amount of an initial or any supplemental deposit may exceed the minimum amounts defined herein. Additionally, the cost for collection and duplication of records and other related documents shall be paid by the permittee according to County Code Section 2.170.010.

6. If any material provision of this grant is held or declared to be invalid by a court of competent jurisdiction, the permit shall be void and the privileges granted hereunder shall lapse.
7. Prior to the use of this grant, the permittee, or the owner of the subject property if other than the permittee, shall **record the terms and conditions** of the grant in the office of the County Registrar-Recorder/County Clerk ("Recorder"). In addition, upon any transfer or lease of the property during the term of this grant, the permittee, or the owner of the subject property if other than the permittee, shall promptly provide a copy of the grant and its conditions to the transferee or lessee of the subject property.
8. This grant shall expire unless used within two (2) years from the date of final approval of the grant. A single one-year time extension may be requested in writing and with the payment of the applicable fee prior to such expiration date.
9. The subject property shall be maintained and operated in full compliance with the conditions of this grant and any law, statute, ordinance, or other regulation applicable to any development or activity on the subject property. Failure of the permittee to cease any development or activity not in full compliance shall be a violation of these conditions. Inspections shall be made to ensure compliance with the conditions of this grant as well as to ensure that any development undertaken on the subject property is in accordance with the approved site plan on file. The permittee shall deposit with the County the sum of **\$400.00**. The deposit shall be placed in a performance fund, which shall be used exclusively to compensate Regional Planning for all expenses incurred while inspecting the premises to determine the permittee's compliance with the conditions of approval. The fund provides for **two (2) inspections during the term of the grant**. Inspections shall be unannounced.

If additional inspections are required to ensure compliance with the conditions of this grant, or if any inspection discloses that the subject property is being used in violation of any one of the conditions of this grant, the permittee shall be financially responsible and shall reimburse Regional Planning for all additional enforcement efforts necessary to bring the subject property into compliance. The amount charged for additional inspections shall be \$200 per inspection, or the current recovery cost at the time any additional inspections are required, whichever is greater.

10. Within three (3) days of the date of final approval of this grant, the permittee shall remit processing fees payable to the County of Los Angeles in connection with the filing and posting of a Notice of Determination (NOD) for this project and its entitlements in compliance with Section 21152 of the Public Resources Code. Unless a Certificate of Exemption is issued by the California Department of Fish and Wildlife pursuant to Section 711.4 of the California Fish and Game Code, the permittee shall pay the fees in effect at the time of the filing of the NOD, as provided for in Section 711.4 of the Fish and Game Code, currently \$2,231.25 (\$2,156.25 for a Negative Declaration plus \$75.00 processing fee). No land use project subject to this requirement is final, vested, or operative until the fee is paid.
11. Notice is hereby given that any person violating a provision of this grant is guilty of a misdemeanor. Notice is further given that the Regional Planning Commission ("Commission") or a Hearing Officer may, after conducting a public hearing, revoke or modify this grant, if the Commission or Hearing Officer finds that these conditions have been violated or that this grant has been exercised so as to be detrimental to the public's health or safety or so as to be a nuisance, or as otherwise authorized pursuant to Chapter 22.56, Part 13 of the County Code.
12. All development pursuant to this grant must be kept in full compliance with the County Fire Code to the satisfaction of said department.
13. All development pursuant to this grant shall conform with the requirements of the County Department of Public Works to the satisfaction of said department.
14. All development pursuant to this grant shall comply with the requirements of Title 22 of the County Code ("Zoning Ordinance") and of the specific zoning of the subject property, unless specifically modified by this grant, as set forth in these conditions, including the approved Exhibit "A," or a revised Exhibit "A" approved by the Director of Regional Planning ("Director").
15. The permittee shall maintain the subject property in a neat and orderly fashion. The permittee shall maintain free of litter all areas of the premises over which the permittee has control.
16. All structures, walls and fences open to public view shall remain free of graffiti or other extraneous markings, drawings, or signage that was not approved by Regional Planning. These shall include any of the above that do not directly relate to the business being operated on the premises or that do not provide pertinent information about said premises. The only exceptions shall be seasonal decorations or signage provided under the auspices of a civic or non-profit organization.

In the event of graffiti or other extraneous markings occurring, the permittee shall remove or cover said markings, drawings, or signage within 24 hours of notification of such occurrence, weather permitting. Paint utilized in covering such markings

shall be of a color that matches, as closely as possible, the color of the adjacent surfaces.

17. The subject property shall be developed and maintained in substantial compliance with the approved plans on file with Regional Planning, marked Exhibit "A." If changes to the site plan are required as a result of instruction given at the public hearing, **three (3) copies** of a modified Exhibit "A" shall be submitted to Regional Planning within sixty (60) days of the date of final approval.
18. In the event that subsequent revisions to the approved Exhibit "A" are submitted, the permittee shall submit **three (3) copies** of the proposed plans to the Director for review and approval. All revised plans must be accompanied by the written authorization of the property owner(s) and applicable fee for such revision.

**PERMIT SPECIFIC CONDITIONS – OUTDOOR ADVERTISING SIGNS  
(BILLBOARDS)**

19. This permit does not authorize any digital displays, as that term is generally understood in the industry, including, but not limited to, any roadside displays that rotate advertising messages every 8-10 seconds, or a comparable time frame, displays that use LED lights, and displays that utilize flashing motion or animation.
20. The permittee is required to obtain and maintain a valid Outdoor Advertising Permit from Caltrans.
21. The maximum sign face area shall be 672 square feet for each face of the back-to-back billboard.
22. The maximum height shall be 65.5 feet measured from existing grade to the top of the sign structure.
23. The structure shall be painted in coco brown color, or a substantially similar color as determined by the Director of Regional Planning and shall be maintained properly, being repainted on a regular schedule.
24. As agreed to by the permittee, no alcoholic beverage, tobacco products, or adult phone message advertisements shall be placed on the billboard.
25. Structure, billboard face, and pylons open to public view shall remain free of graffiti or other extraneous markings, drawings, or signage that was not approved by Regional Planning. These shall include any of the above that do not directly relate to the business being operated on the premises or that do not provide pertinent information about said premises. In the event of graffiti or other extraneous markings occurring, the permittee shall remove or cover said markings, drawings, or signage within 24 hours of notification of such occurrence, weather permitting. Paint utilized in covering such markings shall be of a color that matches, as closely as possible, the color of the adjacent surfaces.

26. All lighting shall be maintained to prevent glare or direct illumination onto adjoining properties and to avoid affecting vehicles traveling along any public right of way.



# COUNTY OF LOS ANGELES FIRE DEPARTMENT

Fire Prevention Division  
Land Development Unit  
5823 Rickenbacker Road  
Commerce, California 90040-3027  
Office (323) 890-4243 Fax (323) 890-9783

DATE: December 21, 2012

SITE PLAN DATE: Not Provided

TO: Department of Regional Planning  
Zoning Permits - Andrew Svitek

PROJECT #: R2012-02176

LOCATION: 800 Spruce Lake, Harbor City

- The Fire Department Land Development Unit has no additional requirements for this permit.
- The required fire flow for this development is \_\_\_\_\_ gallons per minute for \_\_\_\_ hours. The water mains in the street fronting this property must be capable of delivering this flow at 20 psi residual pressure. \_\_\_\_ Hydrant(s) flowing simultaneously may be used to achieve the required fire flow.
- All fire hydrants shall be 6" X 4" X 2 1/2" and conform to AWWA C503-75 or approved equal standard. All installations must meet Fire Department specifications. Fire hydrant systems must be installed in accordance with the Utility Manual of Ordinance 7834 and all installations must be inspected and flow tested prior to final approval.
- Install \_\_\_\_\_ public fire hydrant(s).  
Install \_\_\_\_\_ private on-site fire hydrant(s).  
Provide Fire Flow Test for \_\_\_\_\_ existing public fire hydrant(s).
- Water: \_\_\_\_\_
- Access: \_\_\_\_\_
- Conditions for Approval: \_\_\_\_\_
- Comments: The proposed project can proceed to public hearing.

Fire Protection facilities; including access must be provided prior to and during construction. Should any questions arise regarding this matter, please feel free to call our office at (323) 890-4243.

Inspector: Wally Collins



# COUNTY OF LOS ANGELES

## FIRE DEPARTMENT

1320 NORTH EASTERN AVENUE  
LOS ANGELES, CALIFORNIA 90063-3294  
(323) 881-2401

DARYL L. OSBY  
FIRE CHIEF  
FORESTER & FIRE WARDEN

April 10, 2013

Andrew Svitek, Planner  
Zoning Permits West Section  
Department of Regional Planning  
320 West Temple Street  
Los Angeles, CA 90012

Dear Mr. Svitek:

**INITIAL STUDY, PROJECT NO. 2012-02176, CONDITIONAL USE PERMIT NO. 201200123, 800 SPRUCELAKE DRIVE BILLBOARD, PROJECT IS A 14' X 48' BACK-TO-BACK BILLBOARD AT 65.6' TALL, WITH AN ORIENTATION FOR VISIBILITY FROM THE FREEWAY, 800 SPRUCELAKE DRIVE, HARBOR CITY (FFER #201300051)**

The Initial Study has been reviewed by the Planning Division, Land Development Unit, Forestry Division and Health Hazardous Materials Division of the County of Los Angeles Fire Department. The following are their comments:

### PLANNING DIVISION:

1. We have no comments at this time.

### LAND DEVELOPMENT UNIT:

1. The Los Angeles County Fire Department, Land Development Unit, reviewed project No. 2012-02176 on December 21, 2012, and set no conditions. The project was "cleared" to proceed to public hearing.
2. Should any questions arise regarding this project, please contact the County of Los Angeles Fire Department, Land Development Unit, FPEA Wally Collins, at (323) 890-4243.

SERVING THE UNINCORPORATED AREAS OF LOS ANGELES COUNTY AND THE CITIES OF:

AGOURA HILLS	CALABASAS	DIAMOND BAR	HIDDEN HILLS	LA MIRADA	MALIBU	POMONA	SIGNAL HILL
ARTESIA	CARSON	DUARTE	HUNTINGTON PARK	LA PUENTE	MAYWOOD	RANCHO PALOS VERDES	SOUTH EL MONTE
AZUSA	CERRITOS	EL MONTE	INDUSTRY	LAKWOOD	NORWALK	ROLLING HILLS	SOUTH GATE
BALDWIN PARK	CLAREMONT	GARDENA	INGLEWOOD	LANCASTER	PALMDALE	ROLLING HILLS ESTATES	TEMPLE CITY
BELL	COMMERCE	GLENDORA	IRWINDALE	LAWNDALE	PALOS VERDES ESTATES	ROSEMEAD	WALNUT
BELL GARDENS	COVINA	HAWAIIAN GARDENS	LA CANADA FLINTRIDGE	LOMITA	PARAMOUNT	SAN DIMAS	WEST HOLLYWOOD
BELLFLOWER	CUDAHY	HAWTHORNE	LA HABRA	LYNWOOD	PICO RIVERA	SANTA CLARITA	WESTLAKE VILLAGE
BRADBURY							WHITTIER

Andrew Svitek, Planner  
April 10, 2013  
Page 2

**FORESTRY DIVISION – OTHER ENVIRONMENTAL CONCERNS:**

1. The statutory responsibilities of the County of Los Angeles Fire Department, Forestry Division include erosion control, watershed management, rare and endangered species, vegetation, fuel modification for Very High Fire Hazard Severity Zones or Fire Zone 4, archeological and cultural resources, and the County Oak Tree Ordinance.
2. The areas germane to the statutory responsibilities of the County of Los Angeles Fire Department, Forestry Division have been addressed.

**HEALTH HAZARDOUS MATERIALS DIVISION:**

1. Based on the submitted documents the health Hazardous Materials Division has no objection to the project.

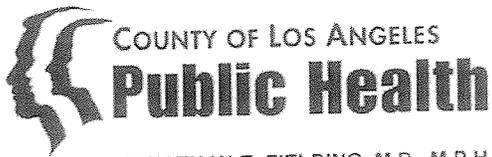
If you have any additional questions, please contact this office at (323) 890-4330.

Very truly yours,



FRANK VIDALES, ACTING CHIEF, FORESTRY DIVISION  
PREVENTION SERVICES BUREAU

FV:ij



COUNTY OF LOS ANGELES

Public Health

JONATHAN E. FIELDING, M.D., M.P.H.  
Director and Health Officer

JONATHAN E. FREEDMAN  
Chief Deputy Director

ANGELO J. BELLOMO, REHS  
Director of Environmental Health

JACQUELINE TAYLOR, MPA, REHS  
Director of Environmental Protection Bureau

PATRICK NEJADIAN, REHS  
Chief EHS, Land Use Program

THAO KOMURA, REHS  
Environmental Health Specialist IV  
Land Use Program  
5050 Commerce Drive  
Baldwin Park, California 91706  
TEL (626) 430-5581 • FAX (626) 813-3016

December 10, 2012

TO: Andrew Svitek  
Zoning Permits West Section  
Department of Regional Planning

FROM: Thao Komura, REHS   
Environmental Health Division  
Department of Public Health

SUBJECT: PROJECT NO.R2012-02176 / CUP 201200123  
800 Sprucelake Dr., Harbor City

- Environmental Health recommends approval of this CUP.
- Environmental Health does NOT recommend approval of this CUP.

The Department of Public Health – Environmental Health Division has reviewed the information provided regarding a proposed new 14ft x 48ft back-to-back billboard at 65.5ft in height.

The Department has no comments regarding this project.

For any other questions, please feel free to contact me at (626) 430-5581.



BOARD OF SUPERVISORS

Gloria Molina  
First District

Mark Ridley-Thomas  
Second District

Zev Yaroslavsky  
Third District

Don Knabe  
Fourth District

Michael D. Antonovich  
Fifth District



## CONDITIONAL USE PERMIT BURDEN OF PROOF

Pursuant to Zoning Code Section 22.56.040, the applicant shall substantiate the following:

*(Do not repeat the statement or provide Yes/No responses. If necessary, attach additional pages.)*

A. That the requested use at the location will not:

1. Adversely affect the health, peace, comfort or welfare of persons residing or working in the surrounding area, or
2. Be materially detrimental to the use, enjoyment or valuation of property of other persons located in the vicinity of the site, or
3. Jeopardize, endanger or otherwise constitute a menace to the public health, safety or general welfare.

800 Sprucelake Dr. (see attached aerial photos): The billboard will not be adverse

to the welfare of persons residing or working in the surrounding area since this property and the area is zoned m2 and it is between more industrial buildings on the north, west and south and the freeway on the east. since the residential zone is greater than 200' per section 22.52.849.g and since the properties nearby are zoned manufacturing, the property valuations will not be negatively impacted. project property value increases and advertising creates jobs. no danger to health or general welfare.

B. That the proposed site is adequate in size and shape to accommodate the yards, walls, fences, parking and loading facilities, landscaping and other development features prescribed in this Title 22, or as is otherwise required in order to integrate said use with the uses in the surrounding area.

Since the billboard column will only take up approximately 3 square feet and be placed near the wall of the building, it will not hinder any parking or loading facilities. the surrounding areas have billboards to the north, south and across the freeway to the east and thus is compatible not only to the zoning code, but to existing uses in the area. since the property is 1.81 acres, the property is much larger than needed to accommodate the billboard and has no negative impact on the parking, fences, or loading facilities since the billboard is unoccupied.

C. That the proposed site is adequately served:

1. By highways or streets of sufficient width, and improved as necessary to carry the kind and quantity of traffic such use would generate, and
2. By other public or private service facilities as are required.

the property has access to sprucelake dr. which exits into vermont avenue within a few hundred feet. there is nearby supulveda blvd with access to the freeway. because this is a manufacturing area there will be no negative impact on the streets and the widths of the streets are adequate. since billboard maintenance is infrequent, there might only be 1-2 visits to the billboard per month for approximately 30 minutes per visit. thus no impact on fire, water or transit facilities. our free public service advertising helps, fire, water, police and transit inform the public of their services.

# **BULLETIN DISPLAYS, LLC**

*"CREATIVE OUTDOOR ADVERTISING"*

3127 E. South Street, Ste. B

Long Beach, CA 90805

(310) BULLETIN [285-5384]

(562) 470-6680 \* Fax (562) 470-6686

## PROJECT NARRATIVE

August 27, 2012

Project: 14'x48' Back-to-Back Billboard @ 65.5' tall CUP and Height Variance

Project Property: 800 Sprucelake Dr. Harbor City, CA 90710

Applicant: Bulletin Displays (address above)

The project property is located along the Harbor (110) Freeway just south of Sepulveda Boulevard within heavy manufacturing and commercial zones. The project property is zoned M2. The property is currently used by a family business named Republic Lagun to manufacture milling machines, lathes and grinders for private and governmental uses. Republic Lagun's website is <http://www.lagun.com/about-us.php>.

Bulletin Displays had local and state permits to build a new billboard along the Century (105) Freeway next to the Century Regional Detention Center (CRDC). During construction a dispute arose between the County and the City of Lynwood and Bulletin Displays about who owned the property where the billboard was being constructed. The Sheriffs were also concerned about the proximity of the billboards to their helipad. In order to resolve the dispute amicably, the parties have entered into a settle agreement whereby Bulletin Displays will seek County permits to relocate the billboard that would otherwise have been built next to the CRDC to 10100 S. La Cienega Boulevard and Bulletin Displays would relocate another existing billboard that is located at 12000 Western Avenue to 800 Sprucelake Drive. The billboard located at 12000 Western Avenue is being relocated to make room for a free health clinic that could not be built if the billboard was kept on that property. See attached aerial photos depicting the billboard in the middle of the property on Western Avenue.

The Business & Professions Code, Section 5412 of the The California Outdoor Advertising Act allows for cities and counties to enter into relocation agreements in order to save litigation costs and eminent domain fees. Section 5412 states in relevant part:

"Relocation," as used in this section, includes removal of a display and construction of a new display to substitute for the display removed.

It is a policy of this state to encourage local entities and display owners to enter into relocation agreements which allow local entities to continue development in a planned manner without expenditure of public funds while allowing the continued maintenance of private investment and a medium of public communication. Cities, counties, cities and counties, and all other local entities are specifically empowered to enter into relocation agreements on whatever terms are agreeable to the display owner and the city, county, city and county, or other local entity, and to adopt ordinances or resolutions providing for relocation of displays.

Numerous cities, such as Carson, Lynwood, Compton, Sacramento, Commerce and others have entered into these relocation agreements in order to either solve litigation or expedite needed development projects without having to expend scarce city revenues through the litigation or eminent domain processes. Section 22.55.840 has incorporated the acceptance of using Bus. & Prof. Code 5412. Bulletin Displays has applied for a "Preliminary Determination" that will confirm that Caltrans will issue relocation permit for 800 Sprucelake Drive and 10100 La Cienega Boulevard if the County issues building permits for these two properties.

Conditional Use Permit:

The Los Angeles County Code Section 22.52.840 allows billboards to be built in M2 zones if the sign is under 800 square feet, is 500 feet from another billboard that is greater than 150 square feet, is not attached to a roof of a building, does not extend greater than 15% over a roof, and is not closer than 200 feet from a residential zone. The project billboard is in compliance with these code sections since the sign is located in an M2 zone, is only 672 square feet, is greater than 500 feet from signs of similar size, does not extend over a roof, and is greater than 200 feet from the closest residential zones.

Section 22.52.840 has other development standards that indicate that a billboard should be greater than 660' from the edge of a freeway and have a maximum height of 42 feet "measured from the ground level at the base of the sign". Since we are relocating two billboards that are already within 660 feet from the edge of a freeway, no net increase in signage along the freeway will occur. We are also seeking a height variance since this property is 13.5' below freeway grade while other properties are at or approaching freeway grade.

The aerial photo attached to the Conditional Use Permit Burden of Proof clearly shows billboards to the north, south and east of the project property. Since the project property is properly zoned and there are similar billboards on the neighboring properties, the issuance of a CUP for the project property will not cause a detriment to the neighboring properties or to people working nearby. The property is much larger than needed and since the billboard will be unoccupied, there will be no negative impact on this property or the neighboring properties. Since the maintenance of the billboard is approximately 1-2 days per month for 30 minutes, there will also be no negative impact on the roads or services in order to maintain the billboard usage. Another benefit to the community is the removal of three large Southern California Edison poles and transformers if approved by Edison. The replaced electrical line will be placed underground.

Solving the billboard litigation near the CRDC and solving the necessity to seek eminent domain of the billboard for the free health clinic by relocating the two billboards will be a large savings to the tax payers of the County of Los Angeles and be in conformance with the policy of the State of California per Bus. & Prof. Code Section 5412.

Height Variance:

Crane flagging and property photos are attached to the Variance Burden of Proof statement. The property photos show how the project property is 13.5' below the freeway grade while other properties are at or above freeway grade. Notice how the first property photo shows a property to the south that is elevated with a billboard located on it. Topography is a basis for a variance since the project property would be denied a right if not granted this variance. The project location was recently "flagged" with a 7' x 4' orange marker that was hung 41.5' to the bottom. Since adding 13.5' to 42' yields 55.5', the bottom of the flag was set to 41.5' which is 14' lower than 55.5' (i.e. to assimilate the bottom of a 14'x48' billboard). The first four flagging photos show how the flag is so low that cars block the flag and that the flag is not as high as the neighboring billboards that are barely over the cars. The reason why the flag is blocked is because the freeway to the south continues to rise to a crest in the freeway just south of the project property.

Using the computer, you can see in the fifth flagging photo that we added 10' to the flag to assimilate a 65.5' billboard and then we overlaid a 14' x 48' billboard to accurately depict the topographical effects on a scaled billboard. At 65.5', the billboard looks equal in height to the billboard across the freeway and definitely does not look 65.5' tall since the project property is so much below the freeway grade.

In considering aesthetics, codes that based their height from below the sign instead from the road to which the sign is to be viewed, either have signs that are visually not pleasing since the signs porpoise up and down or the communities get a larger than normal request for height variances. In cases similar to this requested height variance, all communities chose to grant the height variances to make the signs aesthetically appear to be the same height as viewed from the freeway and to provide all of the property owners with the same rights to their properties.

Sincerely,  
**BULLETIN DISPLAYS, LLC**  
*"CREATIVE/OUTDOOR ADVERTISING"*



Mark A. Kudler  
President



**BULLETIN DISPLAYS, LLC**

"CREATIVE OUTDOOR ADVERTISING"

Bus. & Prof. Code 5412 "Relocation"

800 Spruce Lake Dr. Harbor City, CA 90710-1607

"Toubes" Property - APN 7409-019-010

Relocated billboard will comply with Section 22.52.840,  
with an ordinance approving B&P 5412

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3127 E. South Street, Ste. B

Long Beach, CA 90805

(310) BULLETIN [285-5384]

(562) 470-6680 \* Fax (562) 470-6686

800 Spruce Lake Dr. 7409-019-010

14' x 48' Full Flag "V" Bulletin

65.5' tall (freeway height at property is 13.5' higher, but even higher further south)

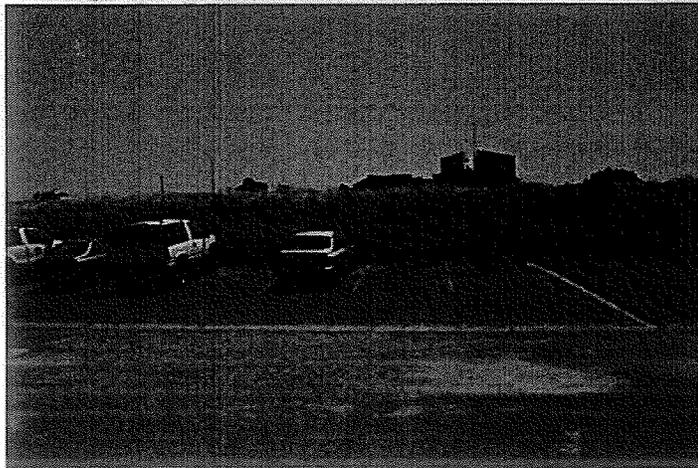
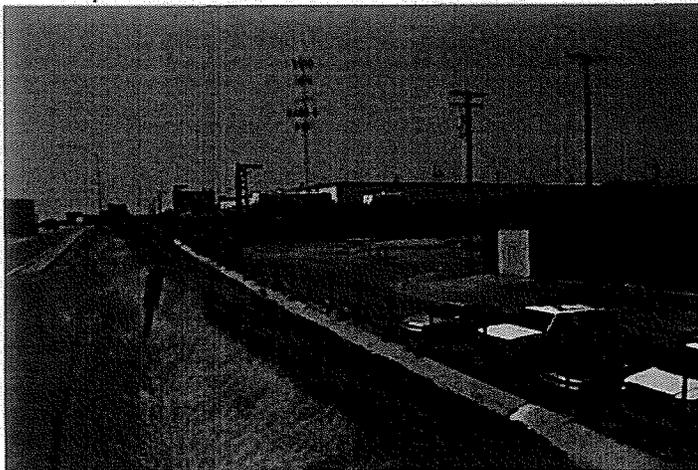
County Code Section 22.52.840 B.

*"That the height of such sign shall not exceed 42' feet measured from the ground level at the base of the sign;"*

Most codes eliminated this old way to measure since it creates porpoising sign heights and numerous unnecessary variances.

Most modern codes measure from the road grade from which the sign is to be viewed.

This eliminates porpoising sign heights and increases aesthetics and eliminates about half of the height variances.



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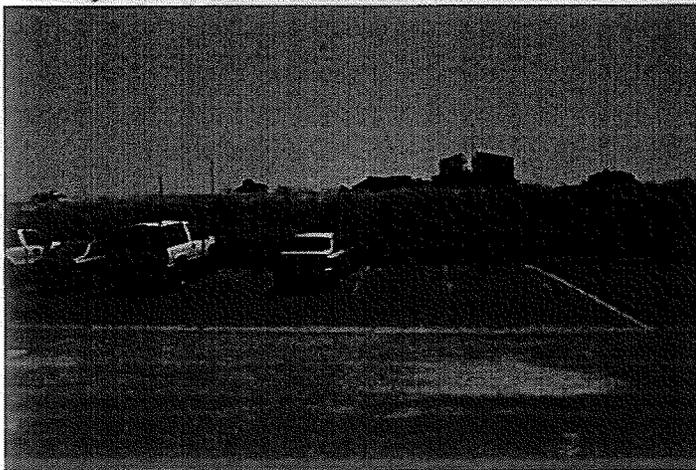
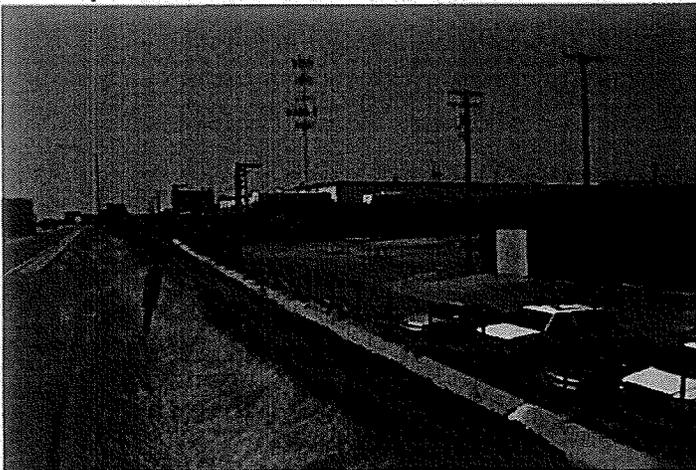
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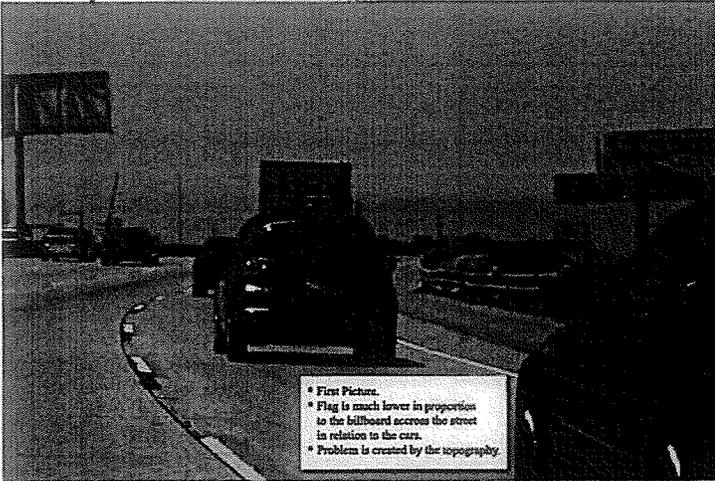
Long Beach, CA 90805

(310) BULLETIN [285-5384]

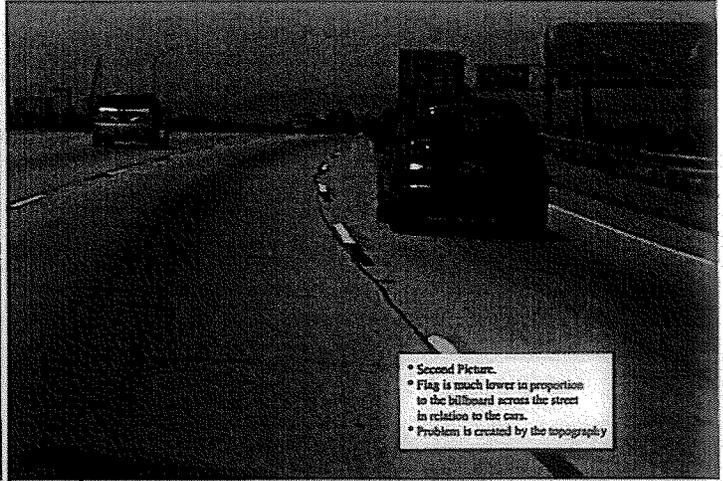
(562) 470-6680 \* Fax (562) 470-6686

800 Spruce Lake Dr. 7409-019-010

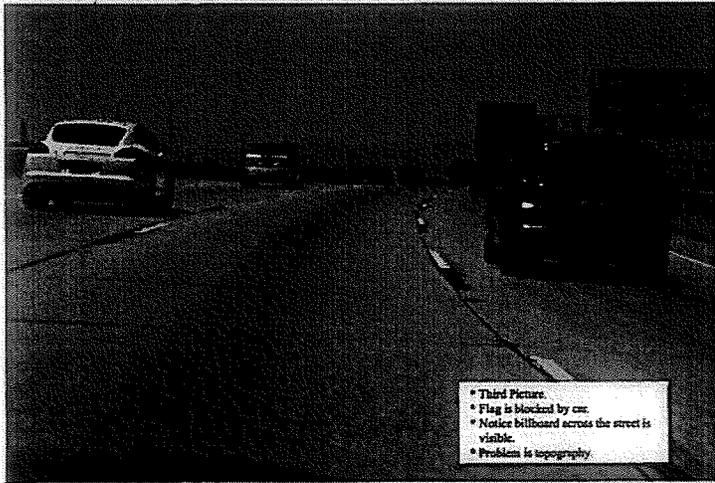
14' x 48' Full Flag "V" Bulletin – Flagging South Face (41.5' to bottom of 7'x4' flag)  
65.5' tall (freeway height at property is 13.5' higher, but even higher further south)



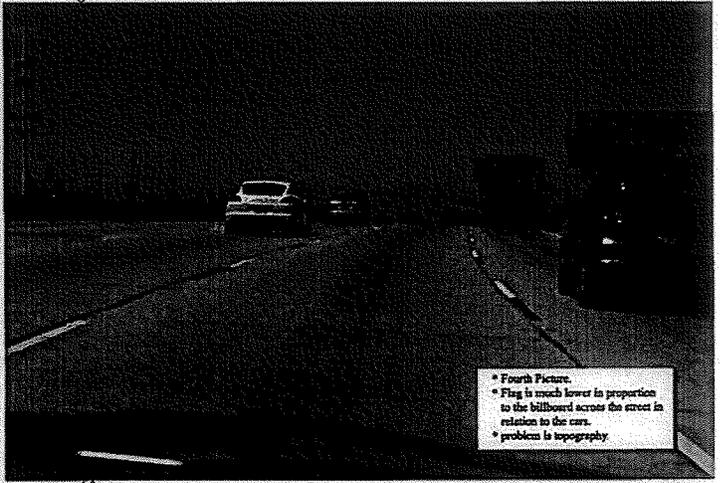
\* First Picture.  
\* Flag is much lower in proportion to the billboard across the street in relation to the cars.  
\* Problem is created by the topography.



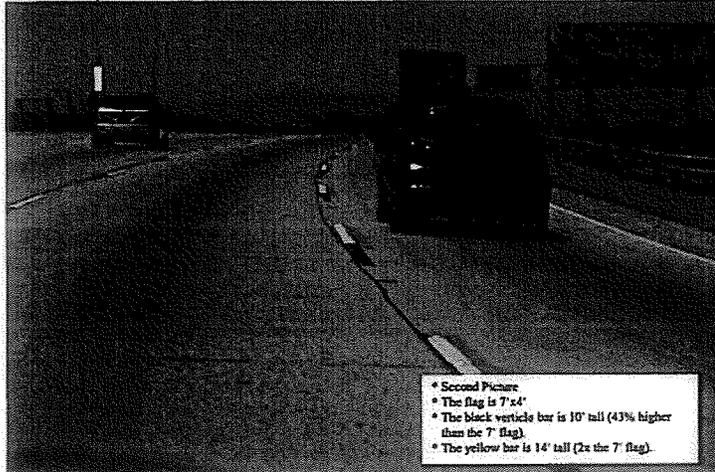
\* Second Picture.  
\* Flag is much lower in proportion to the billboard across the street in relation to the cars.  
\* Problem is created by the topography.



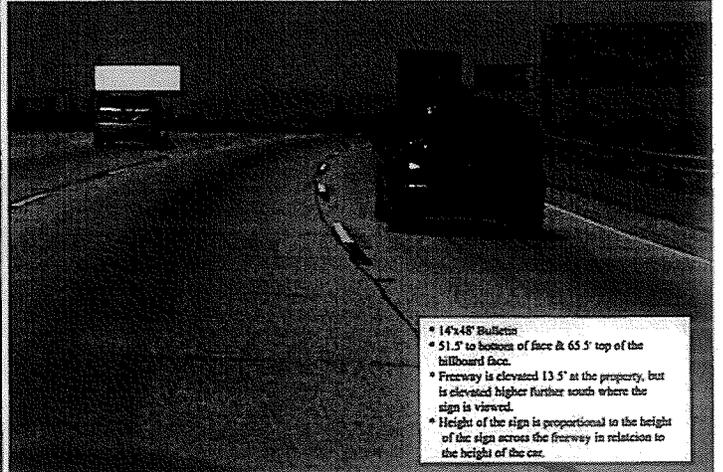
\* Third Picture.  
\* Flag is blocked by car.  
\* Notice billboard across the street is visible.  
\* Problem is topography.



\* Fourth Picture.  
\* Flag is much lower in proportion to the billboard across the street in relation to the cars.  
\* problem is topography.



\* Second Picture  
\* The flag is 7'x4'  
\* The black verticle bar is 10' tall (43% higher than the 7' flag).  
\* The yellow bar is 14' tall (2x the 7' flag).



\* 14'x48' Bulletin  
\* 51.5' to bottom of face & 65.5' top of the billboard face.  
\* Freeway is elevated 13.5' at the property, but is elevated higher further south where the sign is viewed.  
\* Height of the sign is proportional to the height of the sign across the freeway in relation to the height of the car.

# BULLETIN DISPLAYS, LLC

"CREATIVE OUTDOOR ADVERTISING"

3127 E. South Street, Ste. B

Long Beach, CA 90805

(310) BULLETIN [285-5384]

(562) 470-6680 \* Fax (562) 470-6686

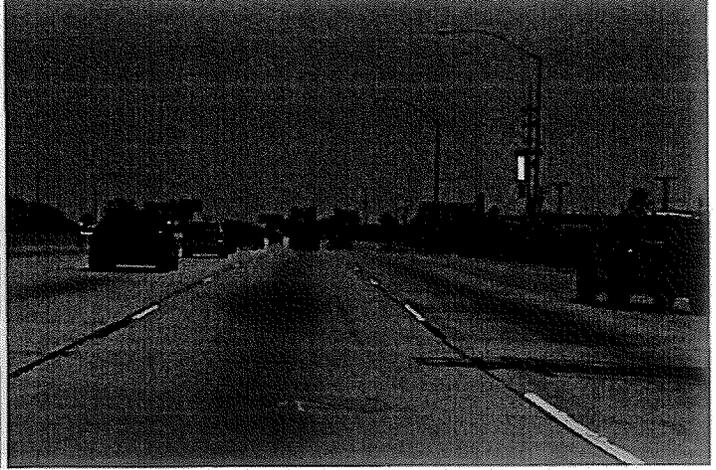
800 Spruce Lake Dr. 7409-019-010

14' x 48' Full Flag "V" Bulletin – Flagging North Face (41.5' to bottom of 7'x4' flag)  
65.5' tall (freeway height at property is 13.5' higher, but even higher further south)

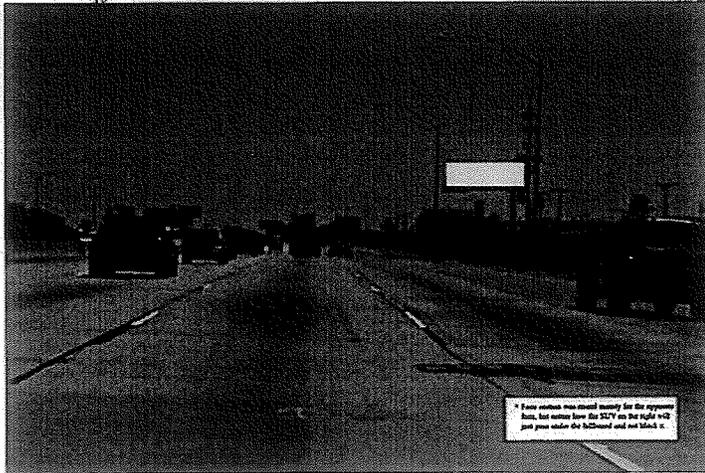
11



12



13





**BULLETIN DISPLAYS, LLC**

*"CREATIVE OUTDOOR ADVERTISING"*

Bus. & Prof. Code 5412 "Relocation"

800 Spruce Lake Dr. Harbor City, CA 90710-1607

"Toubes" Property - APN 7409-019-010

Relocated billboard will comply with Section 22.52.840,  
with an ordinance approving B&P 5412

**Document Details Report  
State Clearinghouse Data Base**

**SCH#** 2013041023  
**Project Title** Sprucelake, Harbor City (Project No. 2012-02176)  
**Lead Agency** Los Angeles County

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**Type** **Neg** Negative Declaration

**Description** The project is a 14' x 48' back-to-back billboard at 65.6' tall, with an orientation for visibility from the freeway. The lease area, including the space below the sign and maintenance areas is limited to approximately 1,000 sf. The subject property is approximately 1.6 acres in size and is currently developed with a manufacturing warehouse. The ground mount will be a single column.

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**Lead Agency Contact**

**Name** Andrew Svitek  
**Agency** Los Angeles County  
**Phone** 213 974 6462 **Fax**  
**email**  
**Address** 320 West Temple Street, Rm 1348  
**City** Los Angeles **State** CA **Zip** 90012

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**Project Location**

**County** Los Angeles  
**City**  
**Region**  
**Lat / Long** 33.806608° N / 118.288924° W  
**Cross Streets** Sepulveda Blvd. (N) and Lomita Blvd. (S)  
**Parcel No.** 7409-019-010  
**Township** 4S **Range** 13W **Section** 19 **Base** SBB&M

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**Proximity to:**

**Highways** I-110, SR 213, 1  
**Airports** Torrance  
**Railways** UPRR  
**Waterways** Ken Malloy Park  
**Schools** Various  
**Land Use** Various

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**Project Issues** Aesthetic/Visual; Drainage/Absorption; Geologic/Seismic; Noise; Traffic/Circulation; Landuse

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**Reviewing Agencies** Resources Agency; Department of Fish and Wildlife, Region 5; Department of Parks and Recreation; Department of Water Resources; Caltrans, Division of Aeronautics; California Highway Patrol; Caltrans, District 7; Regional Water Quality Control Board, Region 4; Native American Heritage Commission

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**Date Received** 04/08/2013 **Start of Review** 04/08/2013 **End of Review** 05/07/2013

Environmental Checklist Form (Initial Study)  
County of Los Angeles, Department of Regional Planning



Project title: 800 Sprucelake Dr., Harbor City Billboard (Project No. 2012-02176/Conditional Use Permit No. 201200123)

Lead agency name and address: Los Angeles County, 320 West Temple Street, Los Angeles, CA 91020

Contact Person and phone number: Andrew Svitek (213) 974-6462

Project sponsor's name and address: Bulletin Displays LLC, 3127 E. South Street, Ste B, Long Beach, CA 90805

Project location: 800 Sprucelake Dr., Harbor City (West Carson Zoned District) APN: 7409-019-010  
USGS Quad: Inglewood

Gross Acreage: The subject property is approximately 1.6-acres in size, and the lease area dedicated to the billboard is approximately 1,000 square feet in size. The project is currently developed with a manufacturing warehouse measuring 34,380 square feet.

General plan designation: Industrial

Community/Area wide Plan designation: N/A

Zoning: M-2 (Heavy Industrial) Zone

Description of project: The project is a 14' x 48' back-to-back billboard at 65.6' tall, with an orientation for visibility from the freeway. The lease area, including the space below the sign and maintenance areas is limited to approximately 1,000-square feet. The subject property is approximately 1.6 acres in size and is currently developed with a manufacturing warehouse. The ground mount will be a single column. The applicant has agreed to relocate an existing billboard from another location to this location.

Surrounding land uses and setting: The project site is located just east of S. Vermont Avenue with access from Sprucelake Drive. The major streets within approximately a 1,000-foot radius are Sepulveda Boulevard (north), Figueroa Street (east), Lomita Blvd (south) and Normandie Avenue (west). Vermont Avenue is developed with a cluster of 9 warehouse buildings on the east and a single-family residential tract built in the 1966-70s (Palo Del Amo Woods) along the west, with houses oriented to an interior street grid, with limited access to Vermont Avenue (homes do not take access directly from Vermont Avenue). There are three lots along Vermont Avenue that have oil derricks on this block. To the east of the project site is the I-405 Freeway and further to the east is the Los Angeles County Sanitation District's Joint Water Pollution Control Plant. To the south are two industrial warehouses, an oil storage facility, below-grade railroad tracks, and further to the south is a self-storage warehouse, auto repair facility, and further south are two office buildings (a 2-story 60,182-square foot building ("Harbor Vermont Center") and a 3-story office building and a nursery. To the north further along Vermont Avenue are 5 warehouses, a drainage course, a commercial shopping center (bank, gas station, church, hotel), and an oil drilling field.

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

*Public Agency*

*Approval Required*

Caltrans

Outdoor Advertising (ODA) Display Permit Application

Major projects in the area:

No major projects have been identified in the immediate vicinity.

**Reviewing Agencies:**

*Responsible Agencies*

- None
- Regional Water Quality Control Board:
  - Los Angeles Region
  - Lahontan Region
- Coastal Commission
- Army Corps of Engineers

*Special Reviewing Agencies*

- None
- Santa Monica Mountains Conservancy
- National Parks
- National Forest
- Edwards Air Force Base
- Resource Conservation District of Santa Monica Mountains Area
- City of Los Angeles
- City of Inglewood

*Regional Significance*

- None
- SCAG Criteria
- Air Quality
- Water Resources
- Santa Monica Mtns. Area
- 

*Trustee Agencies*

- None
- State Dept. of Fish and Game
- State Dept. of Parks and Recreation
- State Lands Commission
- University of California (Natural Land and Water Reserves System)

*County Reviewing Agencies*

- DPW:
  - Land Development Division (Grading & Drainage)
  - Geotechnical & Materials Engineering Division
  - Watershed Management Division (NPDES)
  - Traffic and Lighting Division

- Fire Department
  - Land Development Unit
- Sanitation District
- Public Health/Environmental Health Division: Land Use Program (OWTS), Drinking Water Program (Private Wells), Toxics Epidemiology Program (Noise)
- Sheriff Department
- Parks and Recreation
- Subdivision Committee

## ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED:

The environmental factors checked below would be potentially affected by this project.

- |  |  |  |
|--|--|--|
| <input checked="" type="checkbox"/> Aesthetics | <input type="checkbox"/> Greenhouse Gas Emissions    | <input type="checkbox"/> Population/Housing                    |
| <input type="checkbox"/> Agriculture/Forest    | <input type="checkbox"/> Hazards/Hazardous Materials | <input type="checkbox"/> Public Services                       |
| <input type="checkbox"/> Air Quality           | <input type="checkbox"/> Hydrology/Water Quality     | <input type="checkbox"/> Recreation                            |
| <input type="checkbox"/> Biological Resources  | <input type="checkbox"/> Land Use/Planning           | <input checked="" type="checkbox"/> Transportation/Traffic     |
| <input type="checkbox"/> Cultural Resources    | <input type="checkbox"/> Mineral Resources           | <input type="checkbox"/> Utilities/Services                    |
| <input type="checkbox"/> Energy                | <input checked="" type="checkbox"/> Noise            | <input type="checkbox"/> Mandatory Findings<br>of Significance |
| <input type="checkbox"/> Geology/Soils         |  |  |

DETERMINATION: (To be completed by the Lead Department.)

On the basis of this initial evaluation:

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

\_\_\_\_\_  
Signature (Prepared by)

\_\_\_\_\_  
Date

EVALUATION OF ENVIRONMENTAL IMPACTS:

- 1) A brief explanation is required for all answers except "No Impact" answers that are adequately supported by the information sources the Lead Department 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 Department 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 Impact" entries 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 the tiering, program EIR, or other CEQA processes, an effect has been adequately analyzed in an earlier EIR or negative declaration. (State CEQA Guidelines § 15063(c)(3)(D).) In this case, a brief discussion should identify the following:
  - a) Earlier Analysis Used. Identify and state where they are 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 which were incorporated or refined from the earlier document and the extent to which they address site-specific conditions for the project.
- 6) Supporting Information Sources: A source list should be attached, and other sources used or individuals contacted should be cited in the discussion.
- 7) The explanation of each issue should identify: the significance threshold, if any, used to evaluate each question, and; mitigation measures identified, if any, to reduce the impact to less than significance. Sources of thresholds include the County General Plan, other County planning documents, and County ordinances. Some thresholds are unique to geographical locations.
- 8) Climate Change Impacts: When determining whether a project's impacts are significant, the analysis should consider, when relevant, the effects of future climate change on : 1) worsening hazardous conditions that pose risks to the project's inhabitants and structures (e.g., floods and wildfires), and 2) worsening the project's impacts on the environment (e.g., impacts on special status species and public health).

## 1. AESTHETICS

	<i>Potentially Significant Impact</i>	<i>Less Than Significant Impact with Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
Would the project:				
a) Have a substantial adverse effect on a scenic vista?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Be visible from or obstruct views from a regional riding or hiking trail?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Substantially damage scenic resources, including, but not limited to, trees, rock outcroppings, and historic buildings within a state scenic highway?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Substantially degrade the existing visual character or quality of the site and its surroundings because of height, bulk, pattern, scale, character, or other features?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Create a new source of substantial shadows, light, or glare which would adversely affect day or nighttime views in the area?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS: The design of the billboard integrates with the visual character of its surroundings from the perspective of height, bulk, pattern, scale and character (see Figure 1. Project Renderings). The prevailing building heights in the area include mainly single-story commercial buildings if 20-30 feet in height, and a mixture of single and two story residences. The surrounding buildings are slightly lower than the proposed billboard. There are overhead utility poles along both the eastern and western side of Sprucelake Drive. The adjacent self-storage parcel is developed with a 60-foot wireless telecommunications facility which will be approximately 200-feet to the south. The project site is located just east of S. Vermont Avenue with access from Sprucelake Drive. Vermont Avenue is developed with a cluster of 9 warehouse buildings on the east and a single-family residential tract built in 1960-70s (Palo Del Amo Woods) along the west, with houses oriented to an interior street grid, with limited access to Vermont Avenue (homes do not take access directly front on Vermont Avenue). There are three lots along Vermont Avenue that have oil derricks on this block. To the east of the project site is the I-405 Freeway, with a southbound on-ramp from Sepulveda. Further to the east is the Los Angeles County Sanitation District's Joint Water Pollution Control Plant. To the south are two industrial warehouses, an oil storage facility, below-grade railroad tracks, and further to the south is a self-storage warehouse, auto repair facility, and further south are two office buildings (a 2-story 60,182-square foot building ("Harbor Vermont Center") and a 3-story office building. To the north further along Vermont Avenue are 5 warehouses, a drainage course, a commercial shopping center (bank, gas station, hotel), and a oil drilling field. The area to the east is the I-110 Freeway corridor with the City of Carson and large industrial uses further to the east. A land use survey identified 11 existing billboards within approximately a 1,000-foot radius of the project site. A list of the other billboards in the area is as follows:

Key #	APN	Address	Orientation
1	7407-004-028	851 Sepulveda Blvd, Torrance	I-110 (southbound)
2	7330-006-001	23529 Figueroa St., Carson	I-110 (northbound)
3	7330-006-012	651 W. Sepulveda Blvd, Carson	I-110 (southbound)
4	7409-019-017	801 Sprucelake Dr., Harbor City	I-110 (north/southbound)
5	7409-019-009	24100 Vermont Ave., Harbor City	Vermont Ave (north/southbound)
6	7409-020-002	24180 Vermont Ave., Harbor City	I-110 (north/southbound)
7	7409-020-901	N/A	I-110 (north/southbound)
8	7406-026-915	N/A	I-110 (north/southbound)

9	7406-026-920	N/A	I-110 (north/southbound)
10	7406-026-920	N/A	Sepulveda Blvd (east/westbound)
11	7406-026-019	600 W. Sepulveda Blvd, Carson	Sepulveda Blvd (east/westbound)

A summary of the enclosed simulations showing visibility from various vantage points, as well as photos of existing conditions, is as follows:

Photo#	Location	Comments
1	I-110 (southbound)	Existing conditions
2	I-110 (northbound)	Billboard visible
3	I-110 (southbound)	Billboard visible
4	I-110 (southbound)	Billboard not visible
5	I-110 (southbound)	Billboard not visible
6	I-110 (southbound)	Existing conditions
7	From site looking eastward	Existing conditions
8	From site looking northward	Existing conditions
9	I-110 (northbound)	Billboard visible
10	I-110 (northbound)	Billboard visible
11	I-110 (northbound)	Billboard visible
12	I-110 (northbound)	Billboard visible
13	I-110 (northbound)	Billboard visible
14	Sepulveda Blvd. (eastbound)	Billboard not visible
15	Figueroa St. (northbound)	Billboard not visible
16	Figueroa St. (northbound)	Billboard not visible
17	Vermont Ave. (southbound)	Billboard not visible
18	Vermont Ave. (northbound)	Billboard not visible
19	Vermont Ave. (northbound)	Billboard not visible
20	Vermont Ave. (southbound/northbound)	Billboard not very visible

(a) No scenic resources exist on the project site and in the surrounding area, including within the neighboring jurisdictions, and therefore the proposed project will not impact any scenic resources. No potential impacts could result from obstructing views to or from a scenic resource, or from degrading the character of a scenic highway, or disrupting a scenic vista. (b) There are no designated existing or proposed trails traversing, adjacent to, or in proximity to, the project site, including within neighboring jurisdictions. (c) The project will not have an impact on other unidentified scenic resources, such as trees, rock outcroppings, historic buildings, and undisturbed areas, as the project is in an urbanized area with no such features. (d) The design of the proposed project would integrate with the visual character of its surroundings and the project's level of visual integration with the surroundings is satisfactory from the

perspective of height, bulk, pattern, scale, character, and any other features. (e) The proposed project would not be a new source of substantial shadows, light, or glare. A substantial amount of shadows is dependent upon a combination of factors including the height of the proposed project, the width of the street on which the proposed project is located, the proposed project's setbacks, and the project site's distance from nearby sensitive uses (residences, schools, parks, etc), and how long any shadows created by the proposed project are cast upon those sensitive uses. A review of 500-foot radius land use survey indicates that the only sensitive uses are residences to the west of Vermont Avenue, west of the project site. There will be limited, if no visibility of the proposed billboard from those residences, because the narrow edge of the billboard faces west and because there are other structures in between the project site and the residences, including warehouses, other signs and towers (see Figure 2, Land Use Map) Due to the distance of the residential area from the proposed billboard, there will be no shade or shadow impacts. Although the project is 65.5-feet in height, its bulk is limited and therefore no shade or shadow modeling is necessary to determine that there will be less than significant impact on the residential area to the west of Vermont Avenue. The project has less than significant impacts as far as light or glare, due to the project's surface materials and direction of lighting. Regarding glare, the project does not containing large expanses of windows and is not covered with reflective surfaces, and therefore, light reflecting from the proposed structure will not impede views in and around the project site.

2. AGRICULTURE / FOREST

Would the project:	<i>Potentially Significant Impact</i>	<i>Less Than Significant Impact with Mitigation Incorporated</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?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Conflict with existing zoning for agricultural use, with a designated Agricultural Opportunity Area, or with a Williamson Act contract?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Conflict with existing zoning for, or cause rezoning of, forest land (as defined in Public Resources Code § 12220 (g)), timberland (as defined in Public Resources Code § 4526), or timberland zoned Timberland Production (as defined in Government Code § 51104(g))?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Result in the loss of forest land or conversion of forest land to non-forest use?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e) Involve other changes in the existing environment which, due to their location or nature, could result in conversion of Farmland, to non-agricultural use or conversion of forest land to non-forest use?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS: The project will not have an impact on agricultural and forest resources, as it is located in an urbanized area devoid of farmland and forestland. (a)(b)(e) The project site is neither identified as farmland nor in an area near farmland as identified by the Farmland Mapping and Monitoring Program (FMMP). No Williamson Act contract lands are located in Los Angeles County except for on Catalina Island. (c)(d)(e) California Public Resources Code section 51104(g) defines timberland production zones as an area which has been zoned and is devoted to and used for growing and harvesting timber, or for growing and harvesting timber and compatible uses. Although Los Angeles County, contains the Angeles National Forest and a portion of the Los Padres National Forest, there is no zone that is strictly used for forest uses or timberland production, and therefore the project cannot impact such areas.

### 3. AIR QUALITY

	<i>Potentially Significant Impact</i>	<i>Less Than Significant Impact with Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
Would the project:				
a) Conflict with or obstruct implementation of applicable air quality plans of either the South Coast AQMD (SCAQMD) or the Antelope Valley AQMD (AVAQMD)?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Violate any air quality standard or contribute substantially to an existing or projected air quality violation?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Result in a cumulatively considerable net increase of any criteria pollutant for which the project region is non-attainment under an applicable federal or state ambient air quality standard (including releasing emissions which exceed quantitative thresholds for ozone precursors)?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Expose sensitive receptors to substantial pollutant concentrations?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Create objectionable odors affecting a substantial number of people?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS: (a) and (b) vehicle trips for construction and maintenance activities will have a less than significant impact on air quality standards; (d) Air quality may be impacted in the short-term during construction activities. Days and hours of construction would be limited and the developer would be required to water the site daily during construction; (e) Construction activities may create objectionable odors in the short term. Days and hours of construction would be limited. The air pollutants that are regulated by the Federal and California Clean Air Acts fall under three categories, each of which are monitored and regulated: (1) criteria air pollutants; (2) toxic air contaminants (TACs); and (3) Global warming and ozone-depleting gases. In 1970, the U.S. Environmental Protection Agency (EPA) identified six "criteria" pollutants they found to be the most harmful to human health and welfare. They are: Ozone (O<sub>3</sub>), Particulate Matter (PM), Carbon Monoxide (CO), Nitrogen Dioxide (NO<sub>2</sub>), Sulfur Dioxide (SO<sub>2</sub>); and, Lead (Pb). The Federal government and the State of California have established air quality standards designed to protect public health from these criteria pollutants. Among the federally identified criteria pollutants, the levels of ozone, particulate matter, and carbon monoxide in Los Angeles County continually exceed federal and state health standards and the County is considered a non-attainment area for these pollutants. In response to the region's poor air quality, the South Coast Air Quality Management District (SCAQMD) was created. The SCAQMD is responsible for monitoring air quality as well as planning, implementing, and enforcing programs designed to attain and maintain state and federal ambient air quality standards in the region. The SCAQMD implements a wide range of programs and regulations, most notably, the Air Quality Management Plan (AQMP). Sensitive receptors are uses such as playgrounds, schools, senior citizen centers, hospitals or other uses that would be more highly impacted by poor air quality. AQMD Rule 402, which states "A person shall not discharge from any source whatsoever such quantities of air contaminants or other material which cause injury, detriment, nuisance, or annoyance to any considerable number of persons or to the public, or which endanger the comfort, repose, health or safety of any such persons or the public, or which cause, or have a natural tendency to cause, injury or damage to business or property.

#### 4. BIOLOGICAL RESOURCES

Would the project:	<i>Potentially Significant Impact</i>	<i>Less Than Significant Impact with Mitigation Incorporated</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 (CDFG) or U.S. Fish and Wildlife Service (USFWS)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Have a substantial adverse effect on any sensitive natural communities (e.g., riparian habitat, coastal sage scrub, oak woodlands, non-jurisdictional wetlands) identified in local or regional plans, policies, regulations or by CDFG or USFWS?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Have a substantial adverse effect on federally or state protected wetlands (including, but not limited to, marshes, vernal pools, coastal wetlands, and drainages) or waters of the United States, as defined by § 404 of the federal Clean Water Act or California Fish & Game code § 1600, et seq. through direct removal, filling, hydrological interruption, or other means?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e) Convert oak woodlands (as defined by the state, oak woodlands are oak stands with greater than 10% canopy cover with oaks at least 5 inch in diameter measured at 4.5 feet above mean natural grade) or otherwise contain oak or other unique native trees (junipers, Joshuas, southern California black walnut, etc.)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f) Conflict with any local policies or ordinances protecting biological resources, including Wildflower Reserve Areas (L.A. County Code, Title 12, Ch. 12.36), the Los Angeles County Oak Tree Ordinance (L.A. County Code, Title 22, Ch. 22.56, Part 16), the Significant Ecological Areas (SEAs) (L.A. County Code, Title 22, § 22.56.215), and Sensitive Environmental Resource Areas (SERAs) (L.A. County Code, Title 22, Ch. 22.44, Part 6)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
g) Conflict with the provisions of an adopted state, regional, or local habitat conservation plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS: The project is in an urbanized area on a developed parcel. The project site is not located within, or in close proximity to areas subject to the Local Coastal Program, Significant Ecological Areas, a Natural Community Conservation Plan, or a federal Endangered Species Act Habitat Conservation Plan. Because none of these resources or resource areas is located on or near the project site, no impacts would occur. In addition, if the project site was located in proximity to any of these resources and could have indirect impacts there might be impacts that would be less than significant. A potentially significant impact would occur if the proposed project would somehow violate the requirements of the adopted plans. (a)-(g) Therefore, because of project location and the small scale of the project, it will not have any impact on biological resources.

## 5. CULTURAL RESOURCES

Would the project:	<i>Potentially Significant Impact</i>	<i>Less Than Significant Impact with Mitigation Incorporated</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 CEQA Guidelines § 15064.5?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Cause a substantial adverse change in the significance of an archaeological resource pursuant to CEQA Guidelines § 15064.5?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Directly or indirectly destroy a unique paleontological resource or site or unique geologic feature, or contain rock formations indicating potential paleontological resources?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Disturb any human remains, including those interred outside of formal cemeteries?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS: The project would have less than significant impact on cultural resources. (a) The project site does not impact national or state-designated historic resources, or any other cultural resources, which are not designated, but meet the criteria for additional protections as set out in the CEQA Guidelines, whether on the project site or in vicinity of the project site. The criteria for protections of non-designated structures are as follows: (1) Is the structure associated with events that have made a significant contribution to the broad patterns of California's history and cultural heritage; (2) Is the structure associated with the lives of persons important in our past; (3) Does the structure embody the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values; or (4) Has the structure yielded, or may be likely to yield, information important in prehistory or history. The structures on the project site or in the vicinity of the project site do not meet this criteria. (b)(c)(d) Because the area is urbanized and already developed, the impact is at most less than significant because any resource that may have existed on-site is likely to have been disturbed by previous development.

## 6. ENERGY

	<i>Potentially Significant Impact</i>	<i>Less Than Significant Impact with Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
Would the project:				
a) Conflict with Los Angeles County Green Building Ordinance (L.A. County Code Title 22, Ch. 22.52, Part 20 and Title 21, § 21.24.440) or Drought Tolerant Landscaping Ordinance (L.A. County Code, Title 21, § 21.24.430 and Title 22, Ch. 22.52, Part 21)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Involve the inefficient use of energy resources (see Appendix F of the CEQA Guidelines)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS: Per Appendix F of CEQA guidelines, the goal of conserving energy implies decreasing overall per capita energy consumption, decreasing reliance on fossil fuels such as coal, natural gas and oil, and increasing reliance on renewable energy sources. In 2008, the County adopted a Green Building Program to address these goals. Section 22.52.2100 of Title 22 (Los Angeles County Code) states that the purpose of the County's Green Building Program was to establish green building development standards for new projects with the intent to, conserve water; conserve energy, conserve natural resources, divert waste from landfills, minimize impacts to existing infrastructure, and promote a healthier environment. The Green Building Program includes Green-Building Standards, Low-Impact Development standards, and Drought Tolerant Landscaping requirements. In January 2011, the State of California adopted the CALGreen Building Code with mandatory measures that establish a minimum for green construction practices. The project is the construction and maintenance of a billboard in an urban area. (a) The project involves the development of a small area and will not require the installation of landscaping or water conservation features. (b) The billboard will have a connection to the electrical service to provide lighting to the billboard faces during the night. As such, the project maintenance phase will result in energy consumption, but such energy consumption will be minimal and lighting is a key aspect of the project.

## 7. GEOLOGY AND SOILS

Would the project:	<i>Potentially Significant Impact</i>	<i>Less Than Significant Impact with Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
a) Expose people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving:				
i) Rupture of a known earthquake fault, as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known active fault trace? Refer to Division of Mines and Geology Special Publication 42.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
ii) Strong seismic ground shaking?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
iii) Seismic-related ground failure, including liquefaction and lateral spreading?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
iv) Landslides?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Result in substantial soil erosion or the loss of topsoil?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Be located on a geologic unit or soil that is unstable, or that would become unstable as a result of the project, and potentially result in on- or off-site landslide, lateral spreading, subsidence, liquefaction or collapse?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Be located on expansive soil, as defined in Table 18-1-B of the Uniform Building Code (1994), creating substantial risks to life or property?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Have soils incapable of adequately supporting the use of onsite wastewater treatment systems where sewers are not available for the disposal of wastewater?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f) Conflict with the Hillside Management Area Ordinance (L.A. County Code, Title 22, § 22.56.215) or hillside design standards in the County General Plan Conservation and Open Space Element?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS: The Alquist-Priolo Earthquake Fault Zoning Act of 1972 prohibits the location of most structures for human occupancy across the traces of active faults, and lessens the impacts of fault rupture. The Seismic Hazards Mapping Act requires the California Geological Survey to prepare Seismic Hazard Zone Maps that show areas where earthquake induced liquefaction or landslides have historically occurred, or where there is a high potential for such occurrences. Liquefaction is a process by which water saturated granular soils transform from a solid to a liquid state during strong ground shaking. A landslide is a general term for a falling, sliding or flowing mass of soil, rocks, water and debris. The County General Plan prohibits new developments, as defined by the Alquist-Priolo Act, within fault traces until a comprehensive geological study has been completed. More than 50 percent of the unincorporated areas are comprised of hilly or mountainous terrain. The vast majority of hillside hazards

include mud and debris flows, active deep seated landslides, hillside erosion, and man induced slope instability. These geologic hazards include artificially-saturated or rainfall saturated slopes, the erosion and undercutting of slopes, earthquake induced rock falls and shallow failures, and natural or artificial compaction of unstable ground. The General Plan Hillside Management Area (HMA) Ordinance regulates development in hillsides of 25 percent slope or greater to address these potential hazards. (a) The project will be constructed according to the requirements of the building code, and as such will not pose a hazard from seismic related events. (b) The amount of grading will be minimal and as such the construction phase of the project will not result in substantial soil erosion. (c)(d) The project site is not located within a known liquefaction area or in an area with known expansive soils. (e) The project does not propose an onsite wastewater treatment system (OWTS). (f) The project site is not located within a Hillside Management Area.

## 8. GREENHOUSE GAS EMISSIONS

Would the project:	<i>Potentially Significant Impact</i>	<i>Less Than Significant Impact with Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
a) Generate greenhouse gas (GHGs) emissions, either directly or indirectly, that may have a significant impact on the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Conflict with any applicable plan, policy, or regulation adopted for the purpose of reducing the emissions of greenhouse gases?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS: (a) The Assembly Bill 32 Scoping Plan contains the main strategies California will use to reduce the greenhouse gases (GHG) that cause climate change. The scoping plan has a range of GHG reduction actions which include direct regulations, alternative compliance mechanisms, monetary and non-monetary incentives, voluntary actions, market-based mechanisms such as a cap-and-trade system, and an AB 32 program implementation regulation to fund the program. Recommended Action # 13 of the Scoping Plan (page 57) provides a goal to "expand the use of green building practices to reduce the carbon footprint of California's new and existing inventory of buildings." The Plan states that: "Collectively, energy use and related activities by buildings are the second largest contributor to California's greenhouse gas emissions. Almost one-quarter of California's greenhouse gas emissions can be attributed to buildings. As the Governor recognized in his Green Building Initiative (Executive Order S-20-04), significant reductions in greenhouse gas emissions can be achieved through the design and construction of new green buildings as well as the sustainable operation, retrofitting, and renovation of existing buildings." As the billboard is not a building and does not create vehicle trips, or the heating and ventilation requirements of a typical building, there are limited impacts as far as greenhouse gas emissions. (b) The project will not have a significant impact as to greenhouse gases as a result of any conflict with any applicable plan, policy, or regulation adopted for the purpose of reducing greenhouse gases. The Los Angeles Regional Climate Action Plan is currently under development and will be aimed to reduce GhG emissions within the unincorporated areas of the County. The local Climate Action Plan will be implemented in three phases: (1) GhG Inventory, (2) Measure Development and Quantification, (3) Climate Action Plan Development.

## 9. HAZARDS AND HAZARDOUS MATERIALS

	<i>Potentially Significant Impact</i>	<i>Less Than Significant Impact with Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
Would the project:				
a) Create a significant hazard to the public or the environment through the routine transport, storage, production, use, or disposal of hazardous materials?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials or waste into the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of sensitive land uses?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Be located on a site which is included on a list of hazardous materials sites compiled pursuant to Government Code § 65962.5 and, as a result, would it create a significant hazard to the public or the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e) For a project located within an airport land use plan, or where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project result in a safety hazard for people residing or working in the project area?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
f) For a project within the vicinity of a private airstrip, would the project result in a safety hazard for people residing or working in the project area?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
g) Impair implementation of, or physically interfere with, an adopted emergency response plan or emergency evacuation plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
h) Expose people or structures to a significant risk of loss, injury or death involving fires, because the project is located:				
i) within a Very High Fire Hazard Severity Zones (Zone 4)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ii) within a high fire hazard area with inadequate access?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
iii) within an area with inadequate water and pressure to meet fire flow standards?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
iv) within proximity to land uses that have the potential for dangerous fire hazard?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
i) Does the proposed use constitute a potentially dangerous fire hazard?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS: The project has less than significant impacts on the environment related to hazards and hazardous materials. (a)-(c) The construction and ongoing maintenance of the facility will not involve the use of hazardous materials. (d) The project site is not listed in the

Envirostar database. (e) The project is approximately 2 miles from Torrance Airport and the construction workers and maintenance workers may be exposed to less than significant hazards from the proximity of the airport. (f) The project is not within 2 miles of a private air strip. (g) The construction activities and location of the billboard will not impair evacuation or emergency response. (h) The project location and proposed use do not create a potential fire hazard.

## 10. HYDROLOGY AND WATER QUALITY

	<i>Potentially Significant Impact</i>	<i>Less Than Significant Impact with Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
Would the project:				
a) Violate any water quality standards or waste discharge requirements?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Substantially deplete groundwater supplies or interfere substantially with groundwater recharge such that there would be a net deficit in aquifer volume or a lowering of the local groundwater table level (e.g., the production rate of pre-existing nearby wells would drop to a level which would not support existing land uses or planned uses for which permits have been granted)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, in a manner which would result in substantial erosion or siltation on- or off-site?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, or substantially increase the rate or amount of surface runoff in a manner which would result in flooding on- or off-site?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
f) Generate construction or post-construction runoff that would violate applicable stormwater NPDES permits or otherwise significantly affect surface water or groundwater quality?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
g) Conflict with the Los Angeles County Low Impact Development Ordinance (L.A. County Code, Title 12, Ch. 12.84 and Title 22, Ch. 22.52)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
h) Result in point or nonpoint source pollutant discharges into State Water Resources Control Board-designated Areas of Special Biological Significance?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
i) Use onsite wastewater treatment systems in areas with known geological limitations (e.g. high groundwater) or in close proximity to surface water (including, but not limited to, streams, lakes, and drainage course)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
j) Otherwise substantially degrade water quality?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
k) 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, or within a floodway or floodplain?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

- l) Place structures, which would impede or redirect flood flows, within a 100-year flood hazard area, floodway, or floodplain?
- m) 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?
- n) Place structures in areas subject to inundation by seiche, tsunami, or mudflow?

EVALUATION OF ENVIRONMENTAL IMPACTS: The project will not have significant impacts on hydrology and water quality. (a) The construction phase of the project will not violate any water quality standards or waste discharge requirements, as construction activities will be required to comply with best practices to avoid waste discharge. (b) Utility water service is existing on the site and water requirements for construction and maintenance of a billboard are minimal such that it can be concluded that any water supplied by the utility provider will be minimal. The source of the water is not generally from groundwater supplies, and therefore groundwater supplies will not be affected by the project. (c)(d) Installation of the billboard may slightly alter existing drainage patterns, but because of the limited amount of grading those impacts will be less than significant. A detailed grading plan will need to be submitted prior to permit approval and subsequently inspections will be performed. (e)(f) The construction phase of the project will need to comply with best management practices to minimize runoff water into stormwater drainage and avoid creating additional sources of polluted runoff. The runoff from the operational phase will be minimal. (g) The project will be required to comply with the Los Angeles County Low Impact Development Ordinance. (h) The project is not expected to result in point or nonpoint source pollutant discharges into State Water Resources Control Board-designated Areas of Special Biological Significance. (i)(j) The project does not propose an onsite wastewater treatment system and will not otherwise degrade water quality. (k)(l)(m)(n) The project does not involve housing or place people in the a geologically hazardous area.

## 11. LAND USE AND PLANNING

Would the project:	<i>Potentially Significant Impact</i>	<i>Less Than Significant Impact with Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
a) Physically divide an established community?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Be inconsistent with the applicable County plans for the subject property including, but not limited to, the General Plan, specific plans, local coastal plans, area plans, and community/neighborhood plans?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Be inconsistent with the County zoning ordinance as applicable to the subject property?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Conflict with Hillside Management criteria, Significant Ecological Areas conformance criteria, or other applicable land use criteria?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS: (a) The proposed project would not result in a physical division of an established community as the proposed billboard does not have sufficient bulk and impenetrability to result in an actual barrier to circulation. The project site is within an existing parcel that conforms to the existing street grid. (b) The proposed project is consistent with the current General Plan designation for the area and no amendment to the plan is being requested. (c) The project is subject to the applicable zoning standards, including any general standards for the zone and the specific standards for the type of use. Through the conditional use permit process, the standards for height and overhang may be modified to accommodate this project in this location. (d) The project site is not located within an area that is regulated by the hillside ordinance, or that is within a mapped SEA, SERA, ESHA area.

## 12. MINERAL RESOURCES

Would the project:	<i>Potentially Significant Impact</i>	<i>Less Than Significant Impact with Mitigation Incorporated</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?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Result in the loss of availability of a locally-important mineral resource recovery site delineated on a local general plan, specific plan or other land use plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS: Because the project is not located project in a mapped mineral resource area, the project has no impact on mineral resources. (a)(b) Mineral resources are commercially-viable aggregate or mineral deposits, such as sand, gravel, oil, and other valuable minerals. The County depends on the State of California's Geological Survey (State Department of Conservation, Division of Mines and Geology) to identify deposits of regionally- significant aggregate resources. These clusters or belts of mineral deposits are designated as Mineral Resources Zones (MRZ-2s). The County does not designate any areas which are not already designated by the Geological Survey.

13. NOISE

	<i>Potentially Significant Impact</i>	<i>Less Than Significant Impact with Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
Would the project result in:				
a) Exposure of persons to, or generation of, noise levels in excess of standards established in the County General Plan or noise ordinance (Los Angeles County Code, Title 12, Chapter 12.08), or applicable standards of other agencies?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Exposure of persons to or generation of excessive groundborne vibration or groundborne noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) A substantial permanent increase in ambient noise levels in the project vicinity above levels existing without the project, including noise from parking areas?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) A substantial temporary or periodic increase in ambient noise levels in the project vicinity above levels existing without the project, including noise from amplified sound systems?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project expose people residing or working in the project area to excessive noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
f) For a project within the vicinity of a private airstrip, would the project expose people residing or working in the project area to excessive noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS: (a)(b)(c) Construction activities will create noise during the construction phase and periodic maintenance activities create noise of a short duration. Also, the project is located adjacent to the I-110 Freeway, which will expose construction workers and maintenance personnel to noise from the freeway. The noise levels within the project area are expected to be within the limits of the Los Angeles County Noise Control Ordinance (Code Section 12.08) which imits unnecessary, excessive, and annoying noise and vibration. This ordinance defines terms, identifies noise zones, provides standards for interior and exterior noise, and hours for noise regulation. County Code Section 12.12 provides additional regulation of construction noise. Groundborne vibration created by construction and maintenance activities is expected to be within the Noise Control Ordinance standards. The project is not expected to result in an increased ambient noise level. All construction and maintenance activities are expected to be conducted in compliance with the Noise Control Ordinance. (e)(f) The project is located within two miles of Torrance Airport and therefore construction and maintenance workers may be exposed to elevated noise levels from planes landing at Torrance Airport. The project is not located adjacent to a private airstrip.

## 14. POPULATION AND HOUSING

Would the project:	<i>Potentially Significant Impact</i>	<i>Less Than Significant Impact with Mitigation Incorporated</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)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Displace substantial numbers of existing housing, especially affordable housing, necessitating the construction of replacement housing elsewhere?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Displace substantial numbers of people, necessitating the construction of replacement housing elsewhere?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Cumulatively exceed official regional or local population projections?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS: (a) The project will not induce new population growth as no full-time employment will be based at the project site as a result of the construction and maintenance of the billboard. (b)(c) The project site does not contain any existing housing and therefore the billboard will not displace any existing housing. (d) As the project does not involve creation of housing, it will not exceed population projections.

15. PUBLIC SERVICES

	<i>Potentially Significant Impact</i>	<i>Less Than Significant Impact with Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
a) Would the project create capacity or service level problems, or result in substantial adverse physical impacts associated with the provision of new or physically altered governmental facilities in order to maintain acceptable service ratios, response times or other performance objectives for any of the public services:				
Fire protection?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Sheriff protection?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Schools?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Parks?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Libraries?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Other public facilities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS:

The project, which is the construction and ongoing maintenance of a billboard, will not result in an increase the population or permanent employment in the area, and therefore it will have a less than significant (fire and sheriff protection) or no impact on public services (schools, parks, libraries, other public facilities). (a) The project site is served by Los Angeles County Fire Department, Battalion 7 and Fire Station # 36 (Carson) located at 127 W. 223rd St., Carson. Development in the unincorporated areas must comply with the requirements of the Fire Code (Title 32), which provides design standards(b) The project site is served by the Los Angeles County Sheriff's Department from the Carson Station located at 21356 S. Avalon Blvd, Carson. The proposed project will not bring more residents or visitors to the service area such that it will have a significant impact on a Los Angeles County Sheriff's Department Station and impact service levels. The Los Angeles County Sheriff's Department strives to maintain a service ratio of approximately one officer for every 1,000 residents within the communities it serves. (c) The proposed project is served by Los Angeles Unified School District (LAUSD) including President Elementary, Fleming Middle School, Narbonne Senior High. The project will not impact schools as it is involves the construction and maintenance of a billboard, which is a type of development that would not be expected to increase the school age population of the community beyond the capacity of existing schools, thereby creating the need for new school construction. (d) The proposed project will not have no impact on parks resources as it will not increase the number of people who use parks in the vicinity of the project site to the extent that it would adversely impact park resources. An impact would only be expected if the proposed project would result in an increase in the number of residential units, and thus the population, such that this increase reduces the park space-to-residents ratio maintained by the County. (e) The proposed project would have a less than significant impact on library resources (the area is served by the Carson Regional Library located at 151 E. Carson Street, Carson) as it would not result in an increase in the number of residential units, and thus the population, such that this increase diminishes the capacity of the Los Angeles County Public Library to serve the project site and the surrounding community. (f) The project will not have a significant impact on any other identified public services.

## 16. RECREATION

	<i>Potentially Significant Impact</i>	<i>Less Than Significant Impact with Mitigation Incorporated</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?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Does the project include neighborhood and regional parks or other recreational facilities or require the construction or expansion of such facilities which might have an adverse physical effect on the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Would the project interfere with regional open space connectivity?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS: (a) The proposed project would not increase the use of a nearby neighborhood or regional park to the extent that it would cause substantial physical deterioration of that park. (b) The project does not include a park. (c) The project will not interfere with regional open space connectivity.

17. TRANSPORTATION/TRAFFIC

Would the project:	<i>Potentially Significant Impact</i>	<i>Less Than Significant Impact with Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
a) Conflict with an applicable plan, ordinance, or policy establishing measures of effectiveness for the performance of the circulation system, taking into account all modes of transportation including mass transit and non-motorized travel and relevant components of the circulation system, including but not limited to intersections, streets, highways and freeways, pedestrian and bicycle paths, and mass transit?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Conflict with an applicable congestion management program (CMP), including, but not limited to, level of service standards and travel demand measures, or other standards established by the CMP for designated roads or highways?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Result in a change in air traffic patterns, including either an increase in traffic levels or a change in location that results in substantial safety risks?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Substantially increase hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e) Result in inadequate emergency access?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f) Conflict with adopted policies, plans, or programs regarding public transit, bicycle, or pedestrian facilities, or otherwise decrease the performance or safety of such facilities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS: (a)-(b) The performance of the circulation system is measured by the volume of traffic going through an intersection at a specific point in time relative to the intersection's maximum possible automobile throughput. This volume-to-capacity ratio is referred to as Level of Service (LOS) and ranges from the best-case scenario LOS A (free-flowing conditions) to the worst-case scenario LOS F (gridlock). The County is currently updating the General Plan and Mobility Element for the unincorporated communities, and there are regional transportation plans at SCAG and Metro. In general, projects accounted for in General Plans are accounted for in regional plans. The general trend among all these plans is a move toward a multi-modal solution to our congestion problems. These plans emphasize the expanded use of public transportation and other modes as alternatives to the private automobile. During the construction and operational phases personnel will access the site by automobile, and while there is public transportation available in the area, the nature of construction and maintenance work is not conducive to encouraging use of public transportation. The trips to the site during the operational phase will be minimal. The project will not conflict with the 2010 Congestion Management Program (Metro). The project does not trigger the minimum CMP TDM requirements (Page 36 – "The CMP TDM Ordinance applies to all new non-residential development and requires certain TDM-friendly development standards, such as carpool/vanpool preferential parking and pedestrian access, to be incorporated into the project design. The applicable development standards are triggered when a new

project exceeds established gross square footage thresholds. In addition, all development projects/programs for which an EIR will be prepared must consult with affected transit operators.”). The CMP Land Use Analysis Program ensures that local jurisdictions consider the regional transportation impacts that may result from major development projects through the local land use approval process. (c) The project will not result in a change in air traffic patterns as the height of the structure is not sufficiently high to present a problem for flights landing at LAX. This project does not fall into the class of project types that may impact airports and would need to be reviewed by the Federal Aviation Administration (FAA). These include all projects taller than 200 feet. The project would not develop structures with extremely tall massing or brilliant lighting that would affect flight paths. (d) The project does not increase hazards due to a design feature as it does not change the existing street grid and does not modify any access points to existing roadways. (e) The proposed project would not, either through construction or operation, block or provide inadequate emergency access for the project itself or make existing emergency access to off-site properties inadequate. The project would not block an existing fire lane, or will it cause emergency vehicles to need to detour thus increasing the amount of time it takes to reach their destination. The Los Angeles Los Angeles County Fire Department reviewed the project design and indicated that the project design did not present any access issues. The closest evacuation routes are Vermont Avenue, Sepulveda Boulevard, and I-110. (f) The project will not have a negative effect on public transit, bicycle, or pedestrian facilities.

18. UTILITIES AND SERVICE SYSTEMS

Would the project:	<i>Potentially Significant Impact</i>	<i>Less Than Significant Impact with Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
a) Exceed wastewater treatment requirements of either the Los Angeles or Lahontan Regional Water Quality Control Boards?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Create water or wastewater system capacity problems, or result in the construction of new water or wastewater treatment facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Create drainage system capacity problems, or result in the construction of new storm water drainage facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Have sufficient reliable water supplies available to serve the project demands from existing entitlements and resources, considering existing and projected water demands from other land uses?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Create energy utility (electricity, natural gas, propane) system capacity problems, or result in the construction of new energy facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
f) Be served by a landfill with sufficient permitted capacity to accommodate the project's solid waste disposal needs?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
g) Comply with federal, state, and local statutes and regulations related to solid waste?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS: (a)-(b) The project does not involve a connection to the public wastewater disposal systems or an onsite wastewater treatment system (OWTS), as the project site is a billboard and will not have residents or on-site employees (maintenance will be performed by mobile employees), and therefore will not have restroom facilities. (c) As the project will not create impervious surfaces, it will not result in an increase of "runoff" or stormwater that will drain from the project site into the nearby storm drain. (d) The project is unlikely to consume any water (with the possible exception of water used for cleaning billboard surfaces). The self-storage warehouse on the project site is served by a retail water provider, and it would be able to accommodate proposed project's projected consumption. (e) There would be an adequate energy supply or transmission capacity to serve the proposed project. The project will be connected to electrical service to provide lighting. (f)-(g) The project is not expected to create solid waste, with the exception of the paper used for billboard displays, which could may be recyclable as appropriate.

19. MANDATORY FINDINGS OF SIGNIFICANCE

	<i>Potentially Significant Impact</i>	<i>Less Than Significant Impact with Mitigation Incorporated</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, substantially reduce the number or restrict the range of a rare or endangered plant or animal or eliminate important examples of the major periods of California history or prehistory?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Does the project have the potential to achieve short-term environmental goals to the disadvantage of long-term environmental goals?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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)?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Does the project have environmental effects which will cause substantial adverse effects on human beings, either directly or indirectly?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS: (a) The project is unlikely to degrade the environment as it is a relative small structure in an urbanized area and it will therefore not reduce wildlife habitat or harm identified animal or plant species. (b) During both the construction and ongoing operational phase, the project will have a less than significant environmental impact and will not jeopardize any long-term environmental goals. (c) The project will not have cumulatively considerable impacts when considered cumulatively with other development. (d) The project will not adversely affect human beings directly or indirectly as it is a structure that will create pollution and will comply with building codes to assure its stability.

# BULLETIN DISPLAYS, LLC

"CREATIVE OUTDOOR ADVERTISING"

3127 E. South Street, Ste. B

Long Beach, CA 90805

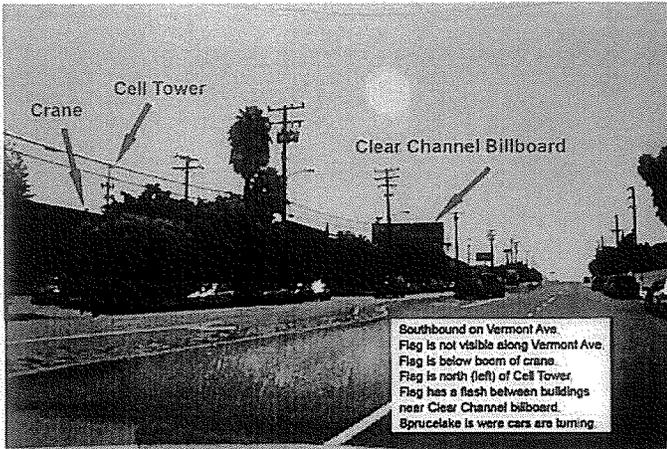
(310) BULLETIN [285-5384]

(562) 470-6680 \* Fax (562) 470-6686

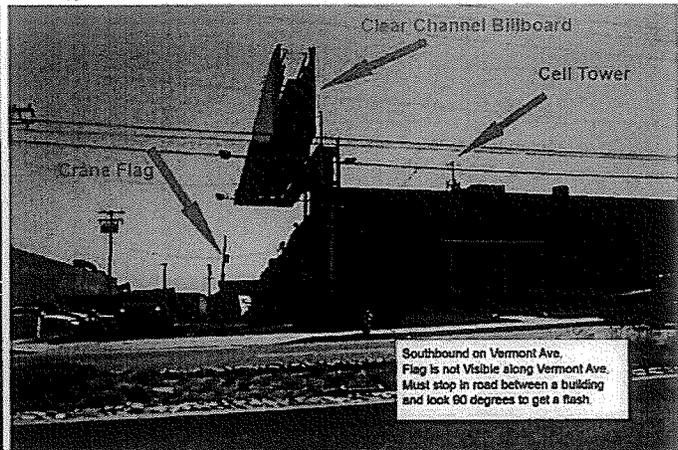
800 Sprucelake Dr. 7409-019-010

14' x 48' Full Flag Back to Back Bulletin – Flagging west end of Billboard  
(51.5' to bottom of 7'x4' flag) 65.5' tall. Not visible from Vermont Avenue  
due to the great distance and since it is blocked by buildings and other billboards.

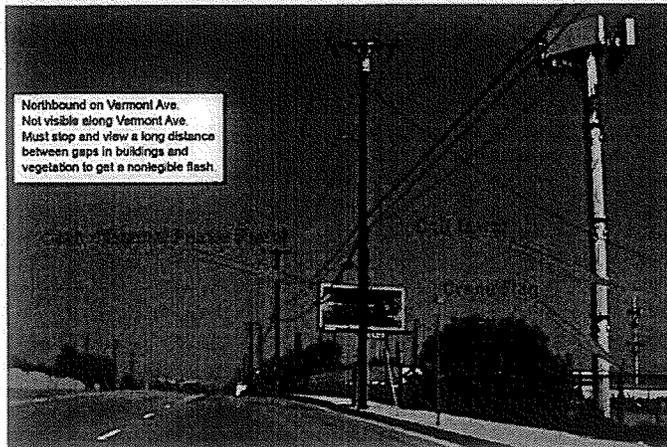
14



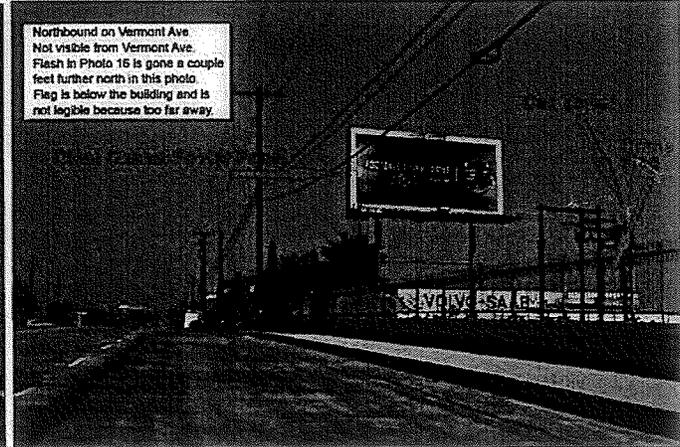
15



16



17



# BULLETIN DISPLAYS, LLC

"CREATIVE OUTDOOR ADVERTISING"

3127 E. South Street, Ste. B

Long Beach, CA 90805

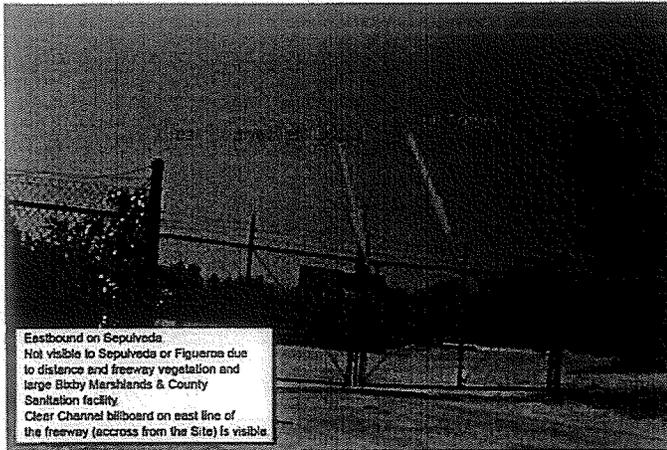
(310) BULLETIN [285-5384]

(562) 470-6680 \* Fax (562) 470-6686

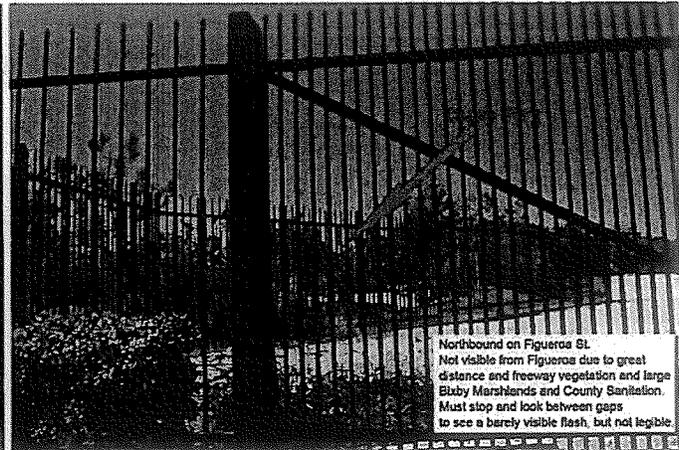
800 Sprucelake Dr. 7409-019-010

14' x 48' Full Flag Back to Back Bulletin – Flagging east end of Billboard  
(51.5' to bottom of 7' x 4' flag) 65.5' tall. Not visible from Figueroa Street  
due to the great distance and since it is blocked by County Sanitation & vegetation.

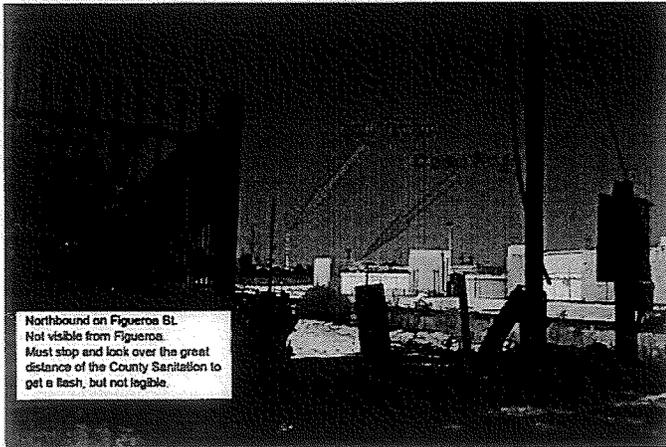
18

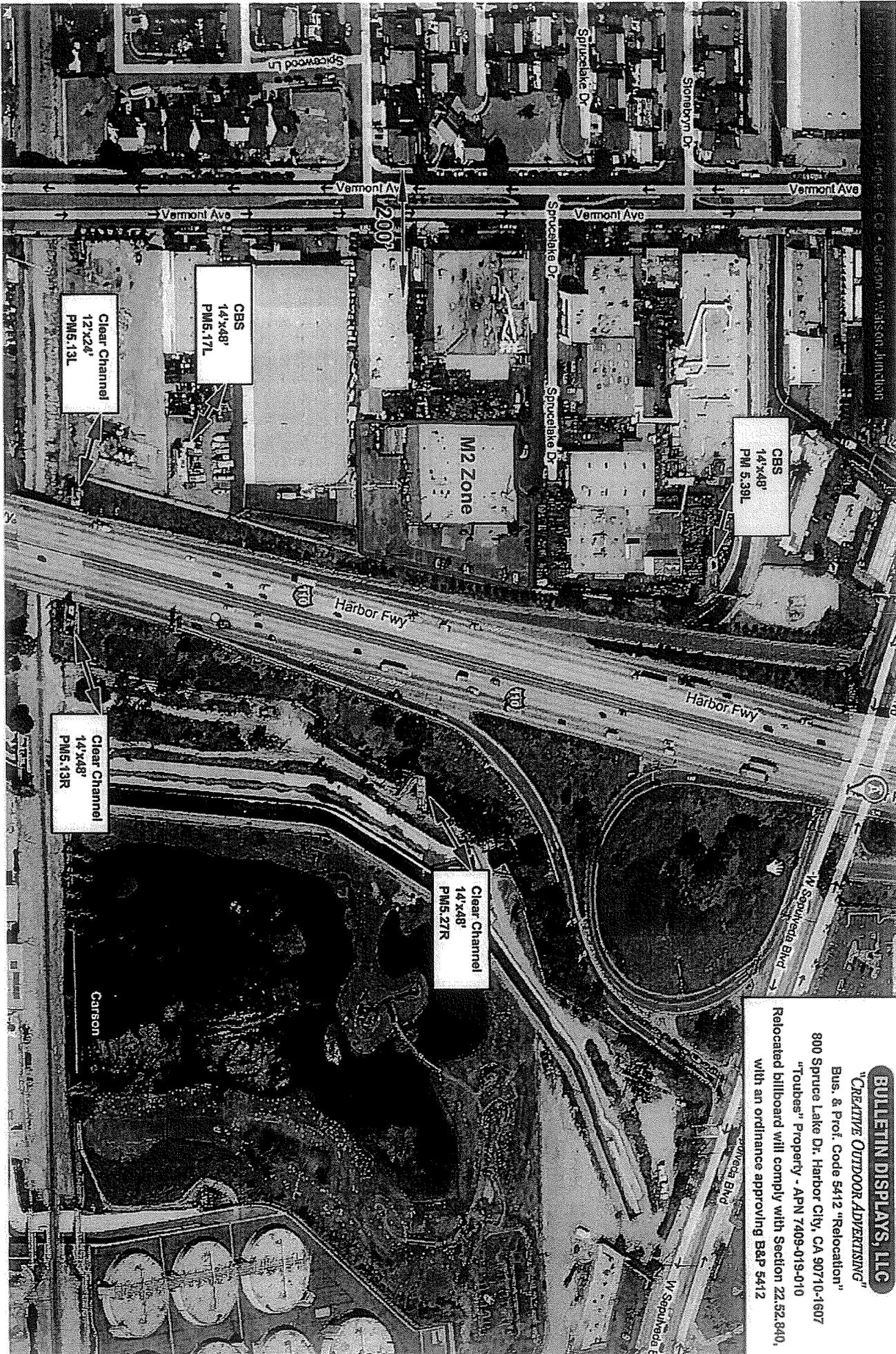


19



20





**BULLETIN DISPLAYS, LLC**

**"CREATIVE OUTDOOR ADVERTISING"**

Bus. & Prof. Code 5412 "Relocation"

800 Spruce Lake Dr. Harbor City, CA 90710-1607

"Toubes" Property - APN 7409-019-010

Relocated billboard will comply with Section 22.52.040,  
with an ordinance approving B&P 5412



~~FIGURE 1~~  
FIGURE 1  
- PHOTO # 1 (1/20)

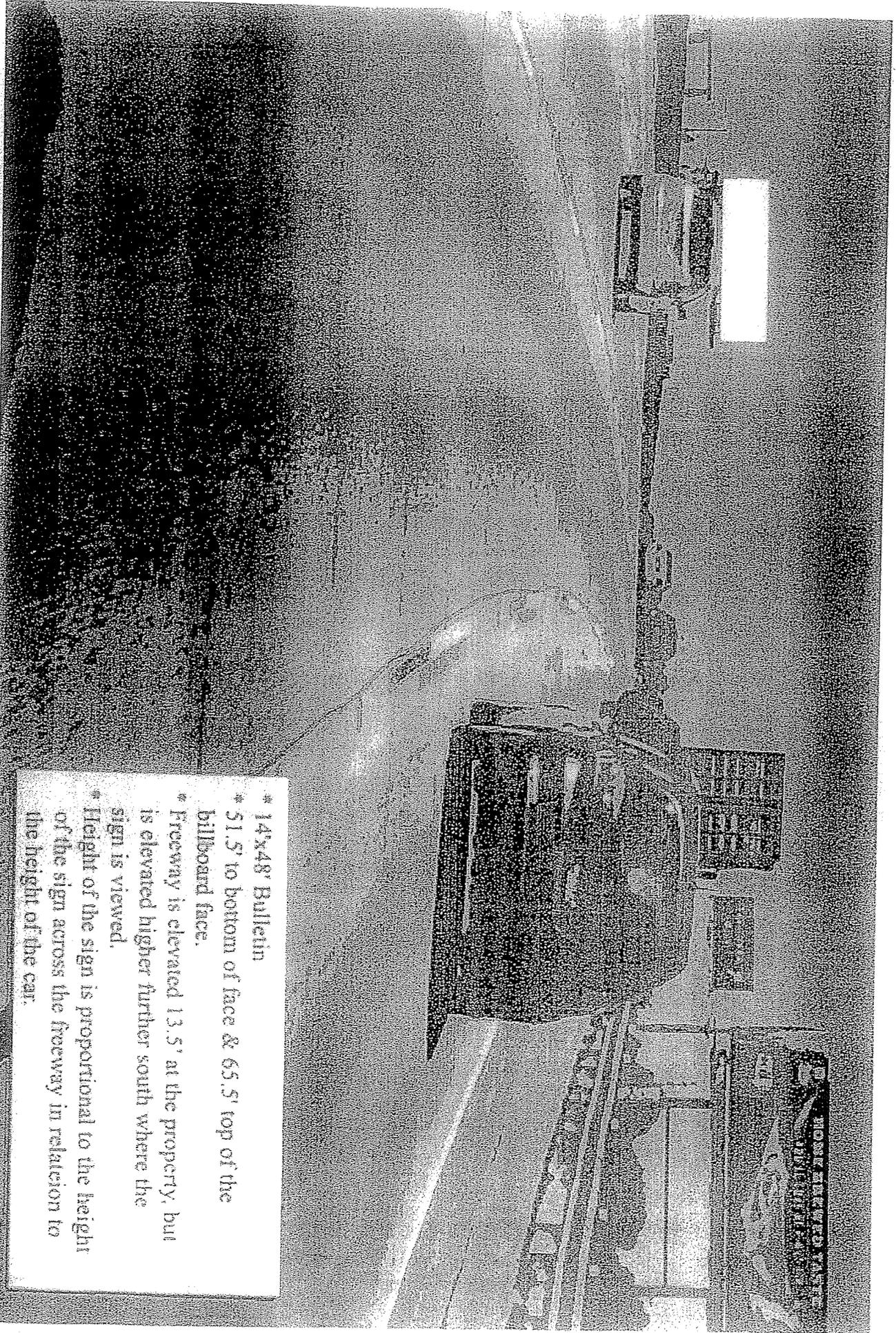
- 
- \* 14'x48' Bulletin
  - \* 51.5' to bottom of face & 65.5' top of the billboard face.
  - \* Freeway is elevated 13.5' at the property, but is elevated higher further south where the sign is viewed.
  - \* Height of the sign is proportional to the height of the sign across the freeway in relation to the height of the car.

Photo # 2 (2/25)

PHOTO #3 (3/20)

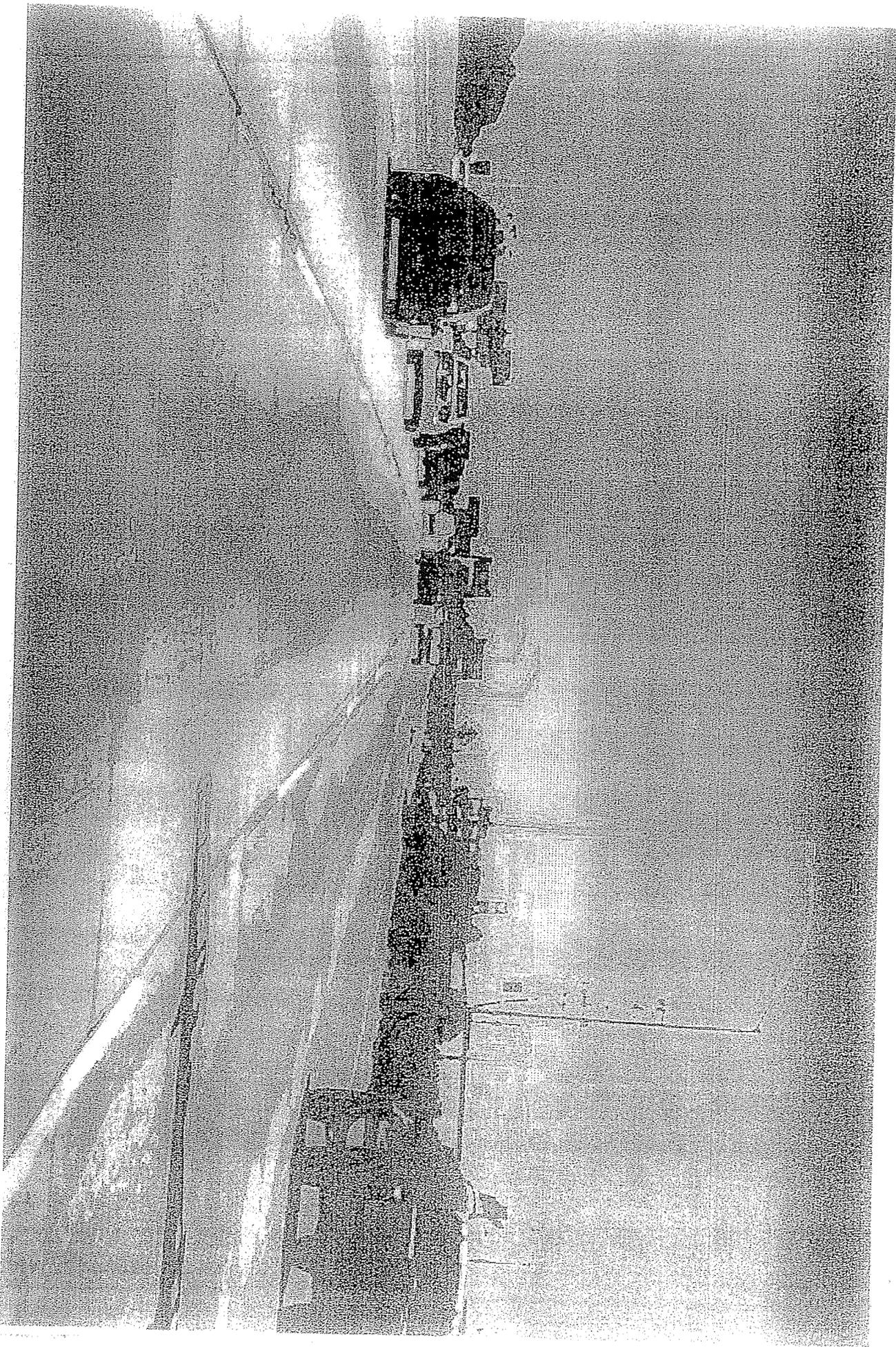
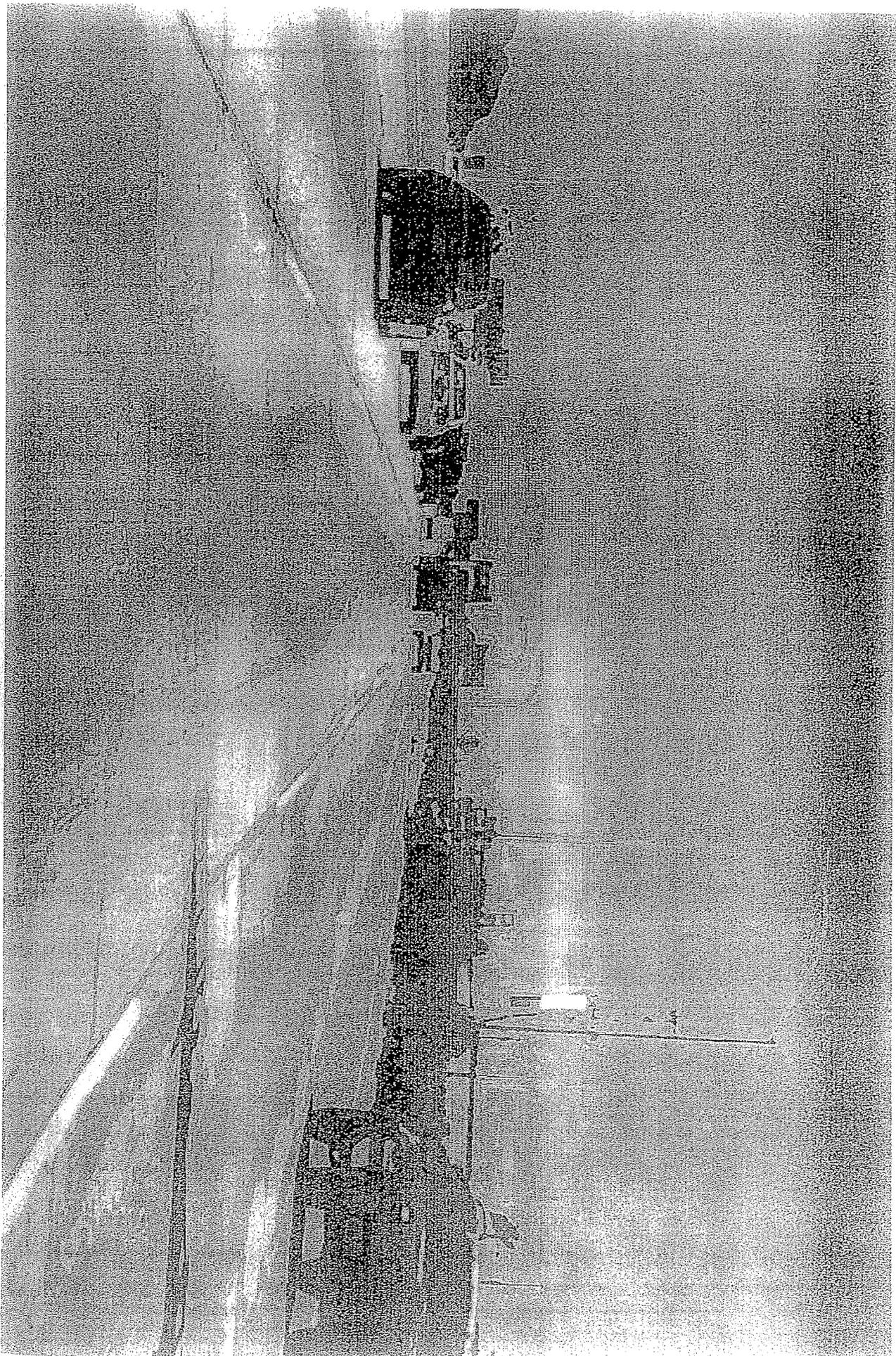
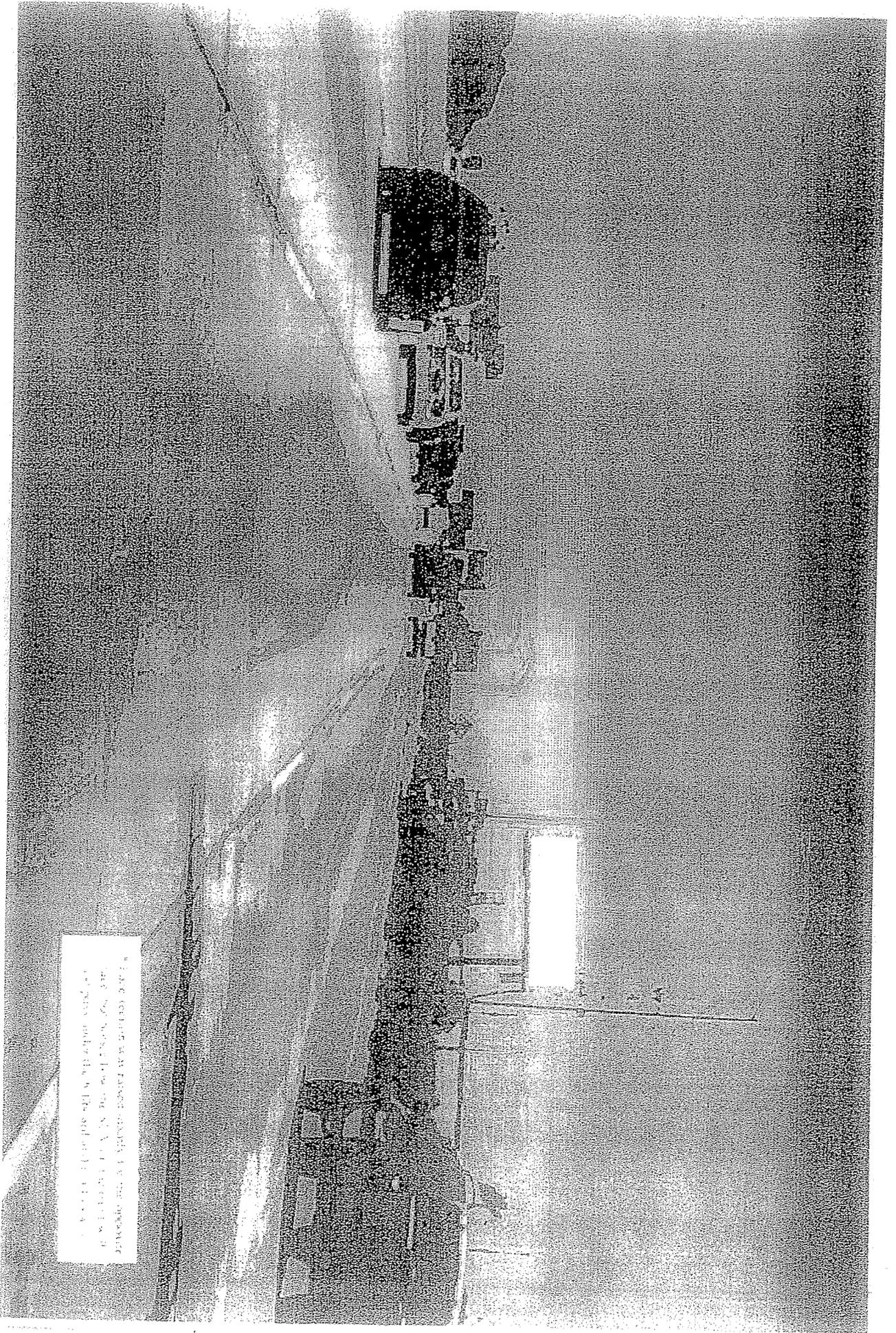


PHOTO #4 (4/20)





THE OFFICE OF THE ATTORNEY GENERAL  
OF THE STATE OF NEW YORK  
100 NASSAU ST. NEW YORK, N.Y. 10038

PHOTO #S (5/20)

PHOTO #6 (6/2)

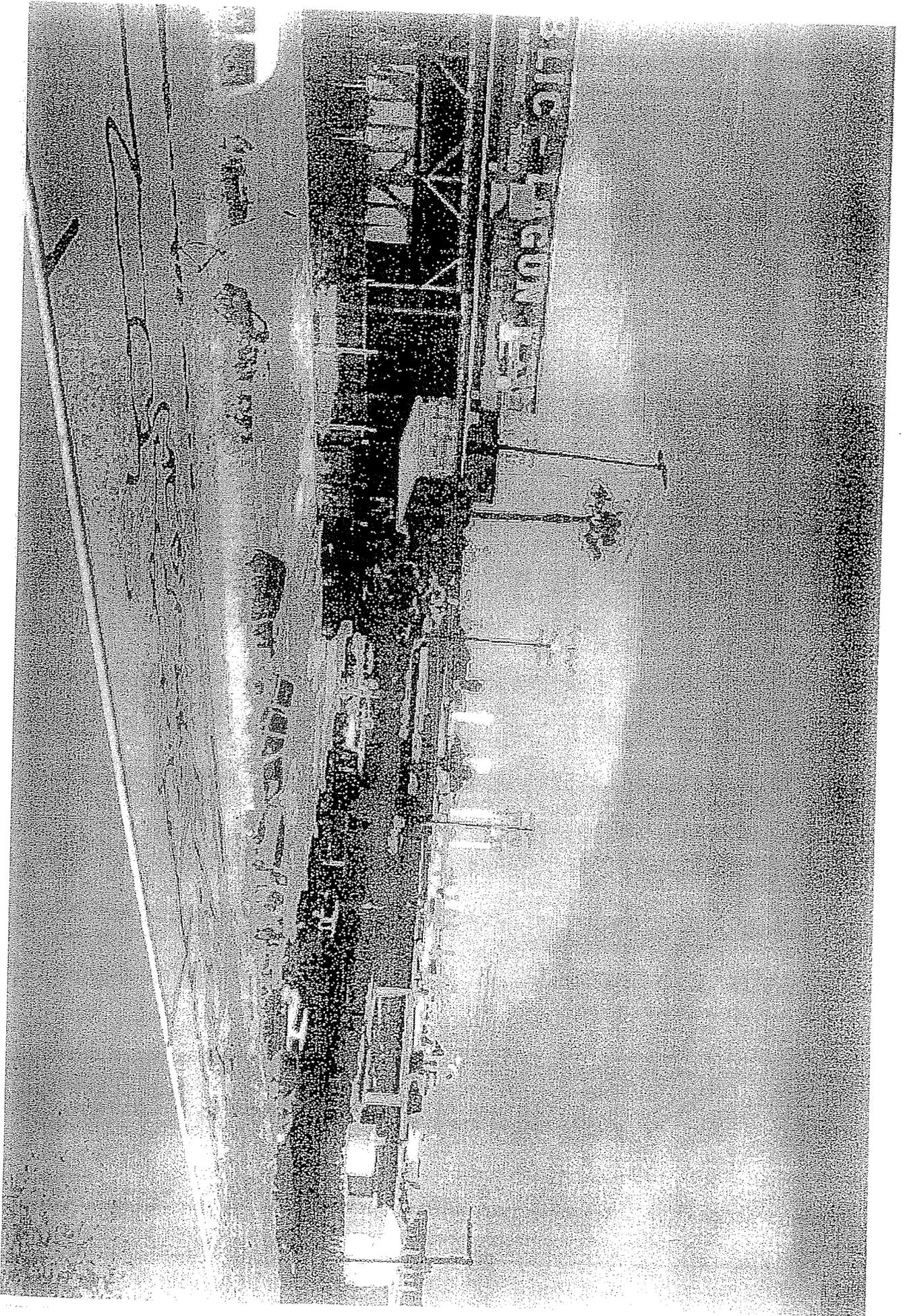


PHOTO # 7

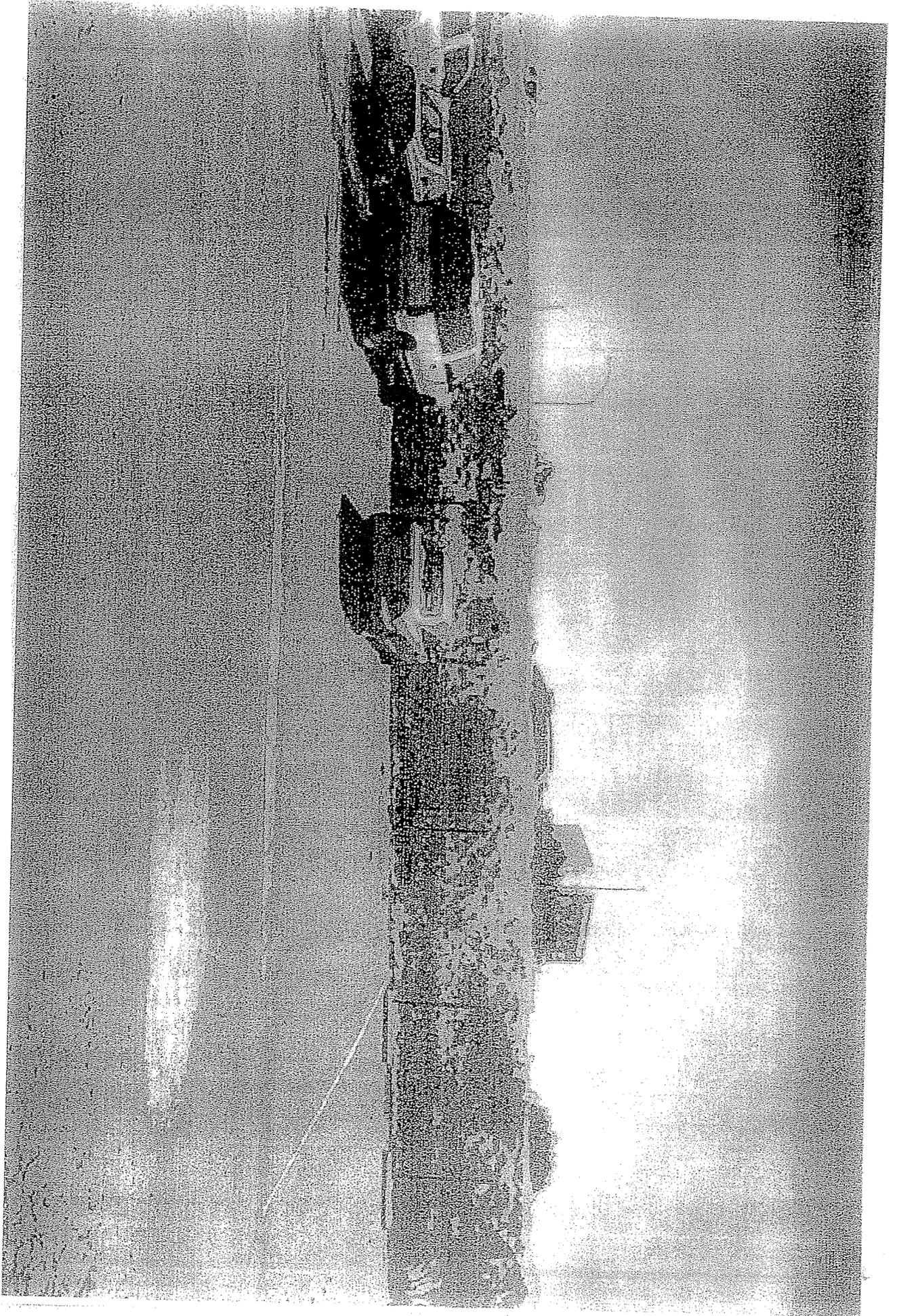
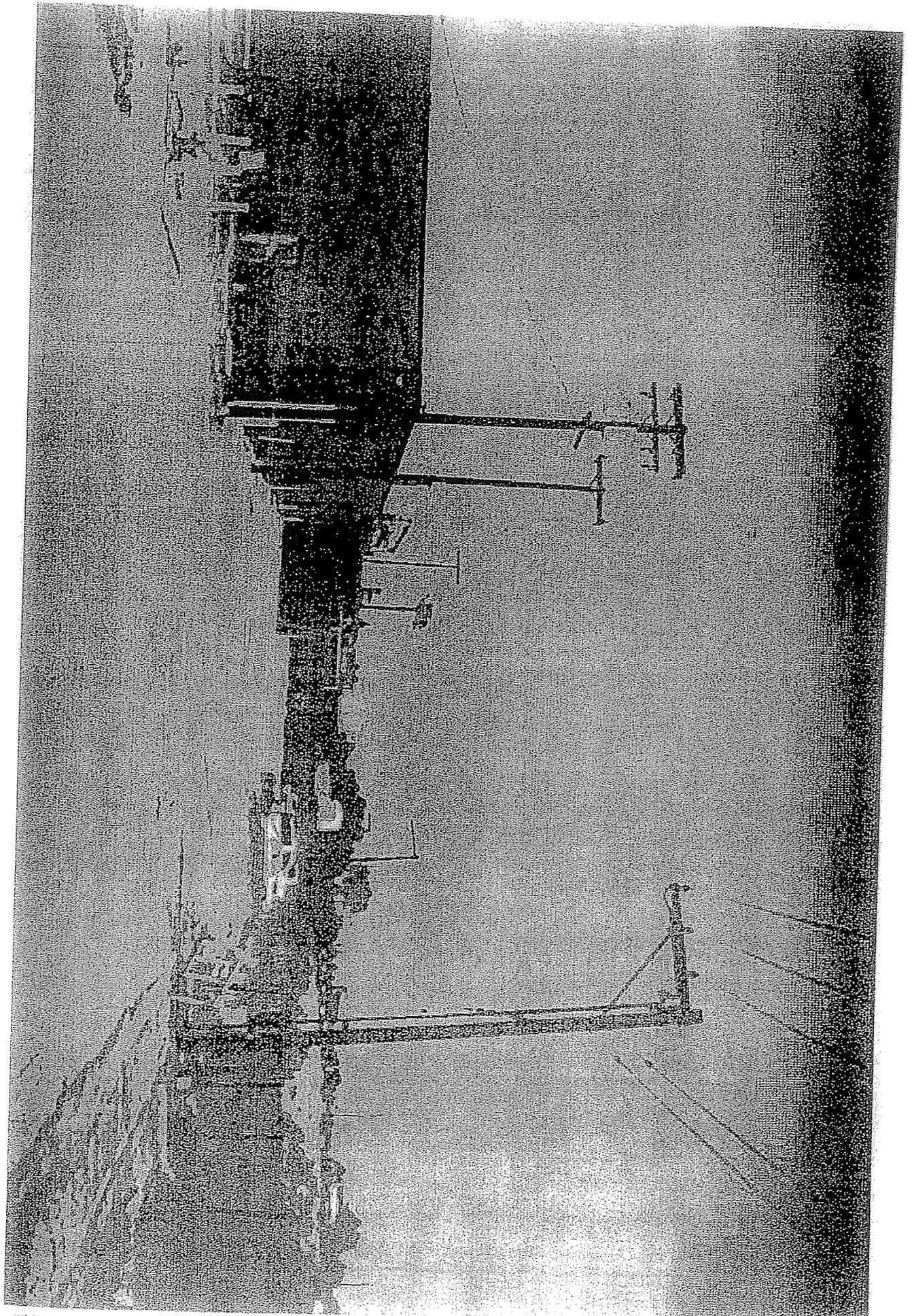
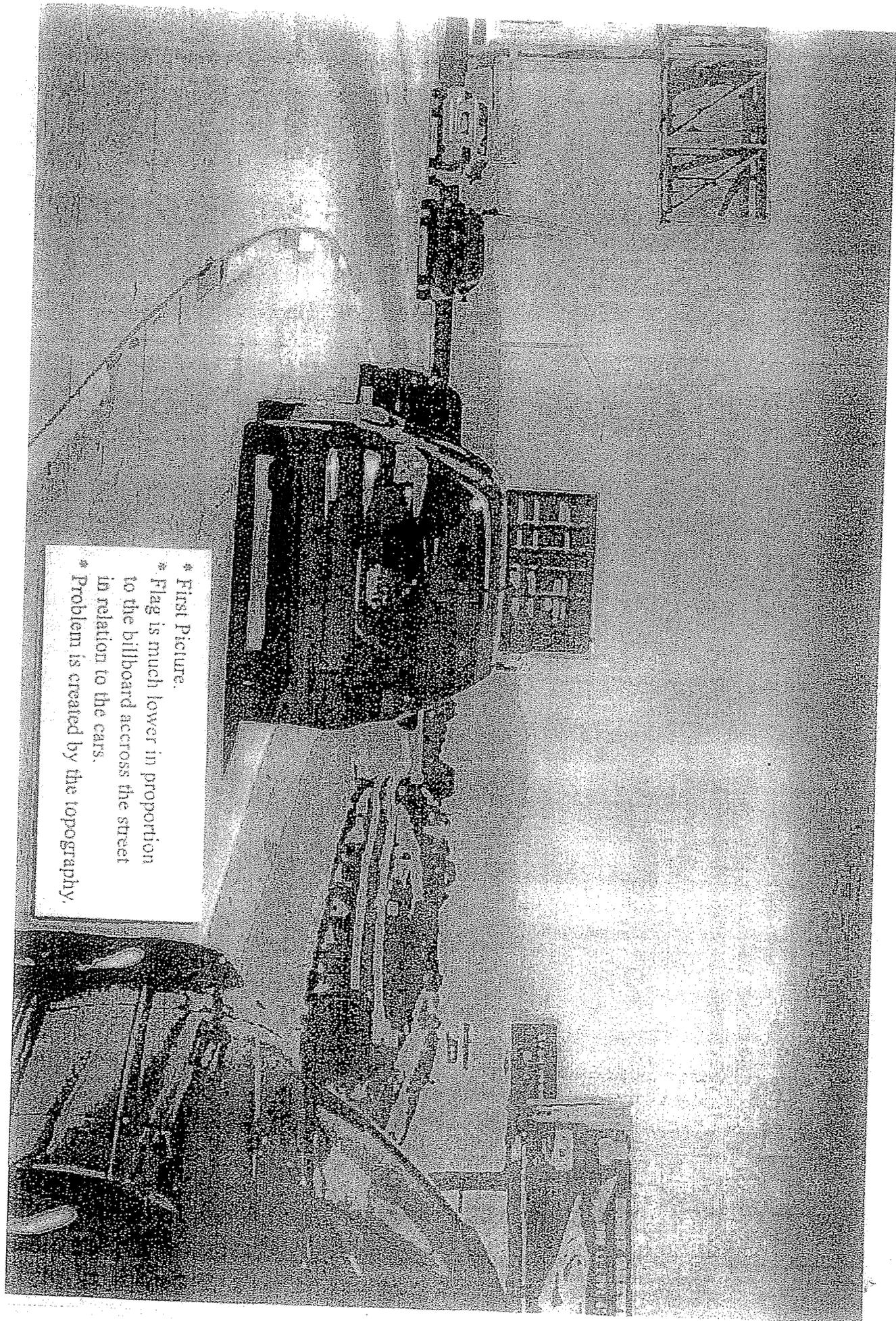


PHOTO # 8/8/20





- \* First Picture.
- \* Flag is much lower in proportion to the billboard across the street in relation to the cars.
- \* Problem is created by the topography.

PHOTO # 9 (9/22)

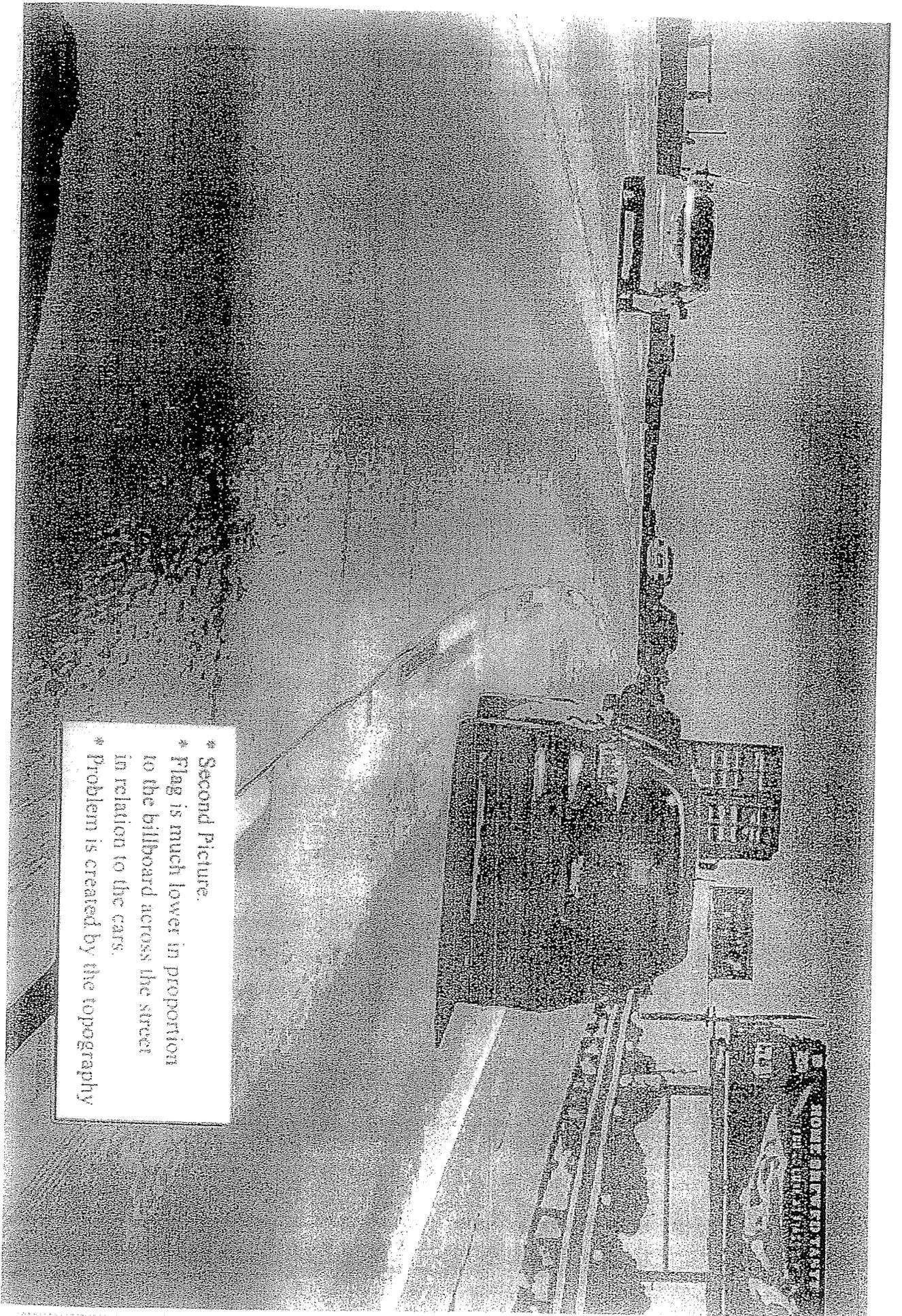
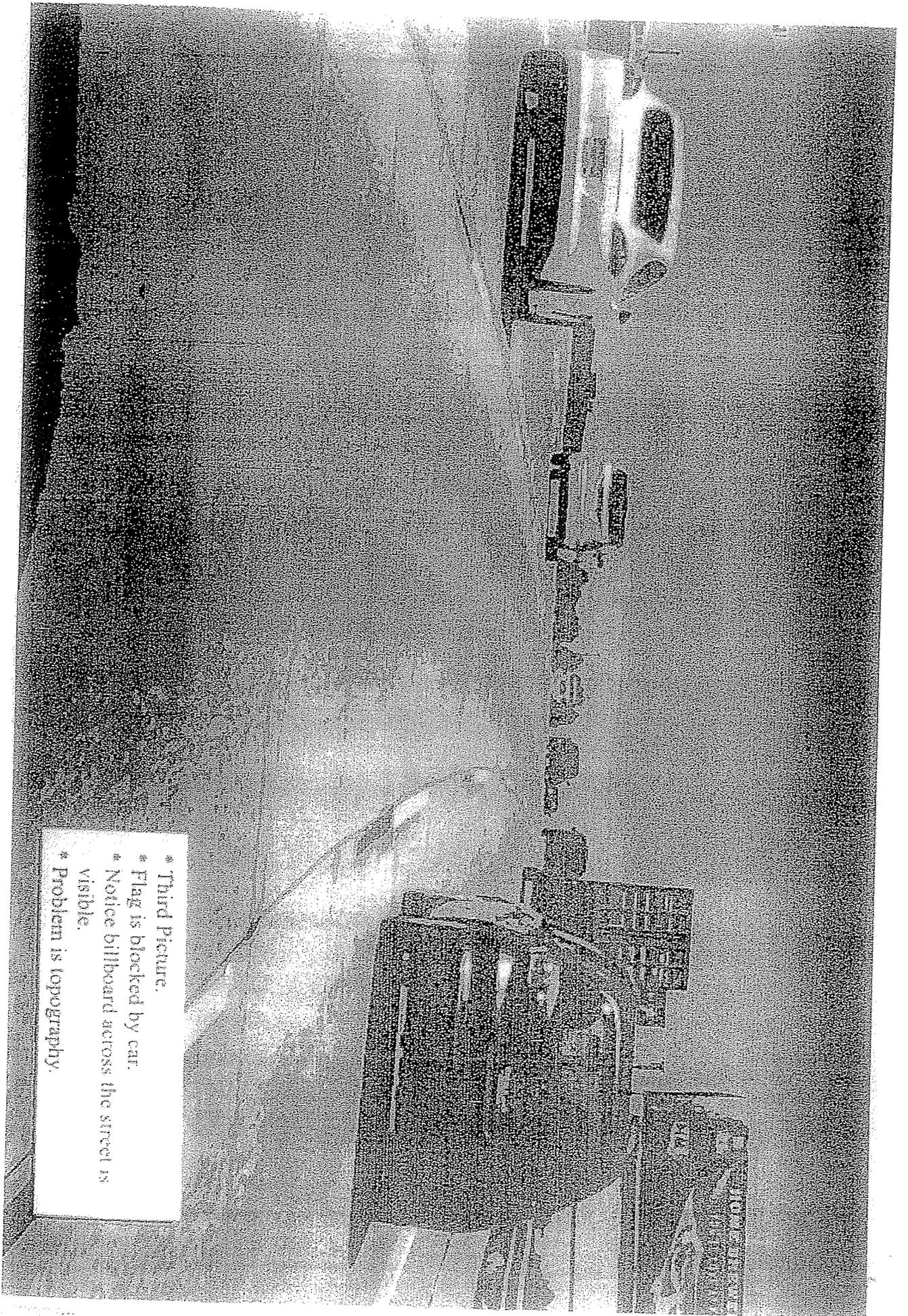
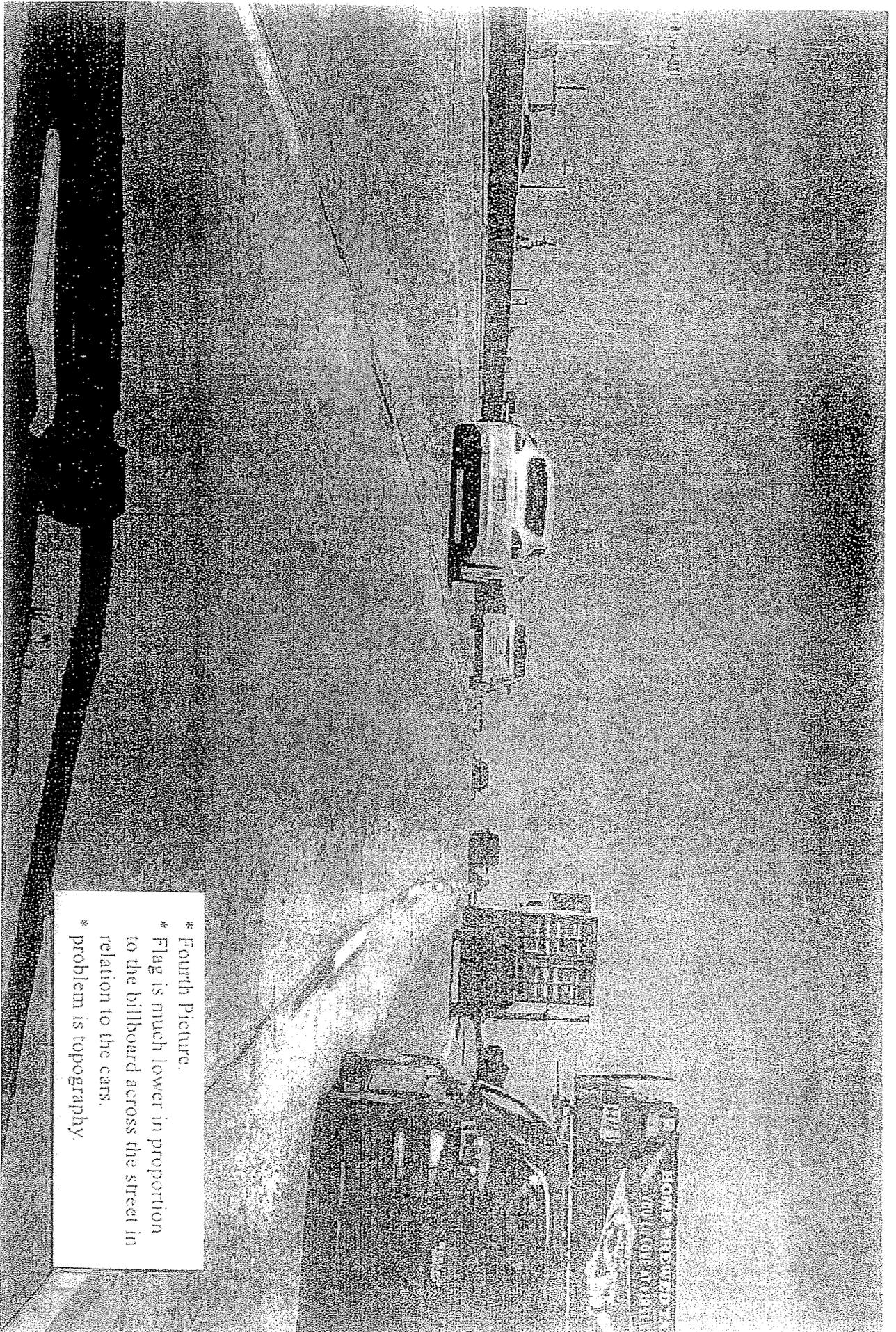


PHOTO # 10 (10/2



- \* Third Picture.
- \* Flag is blocked by car.
- \* Notice billboard across the street is visible.
- \* Problem is topography.

PHOTO # 11 (11/28)

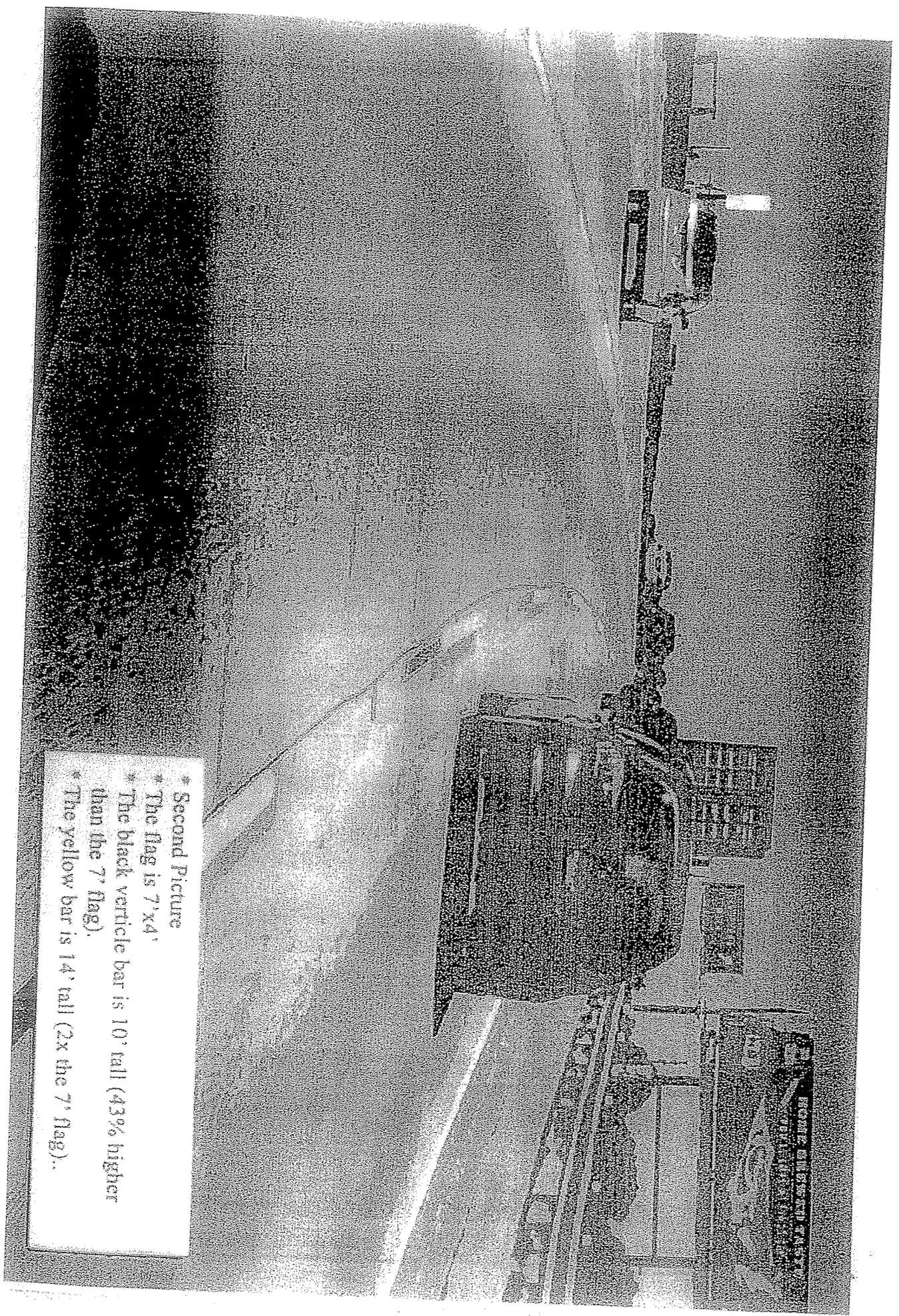


\* Fourth Picture.  
\* Flag is much lower in proportion to the billboard across the street in relation to the cars.  
\* problem is topography.

Photo # 12  
1/1/12

- \* Second Picture
- \* The flag is 7' x 4'
- \* The black verticle bar is 10' tall (43% higher than the 7' flag).
- \* The yellow bar is 14' tall (2x the 7' flag)..

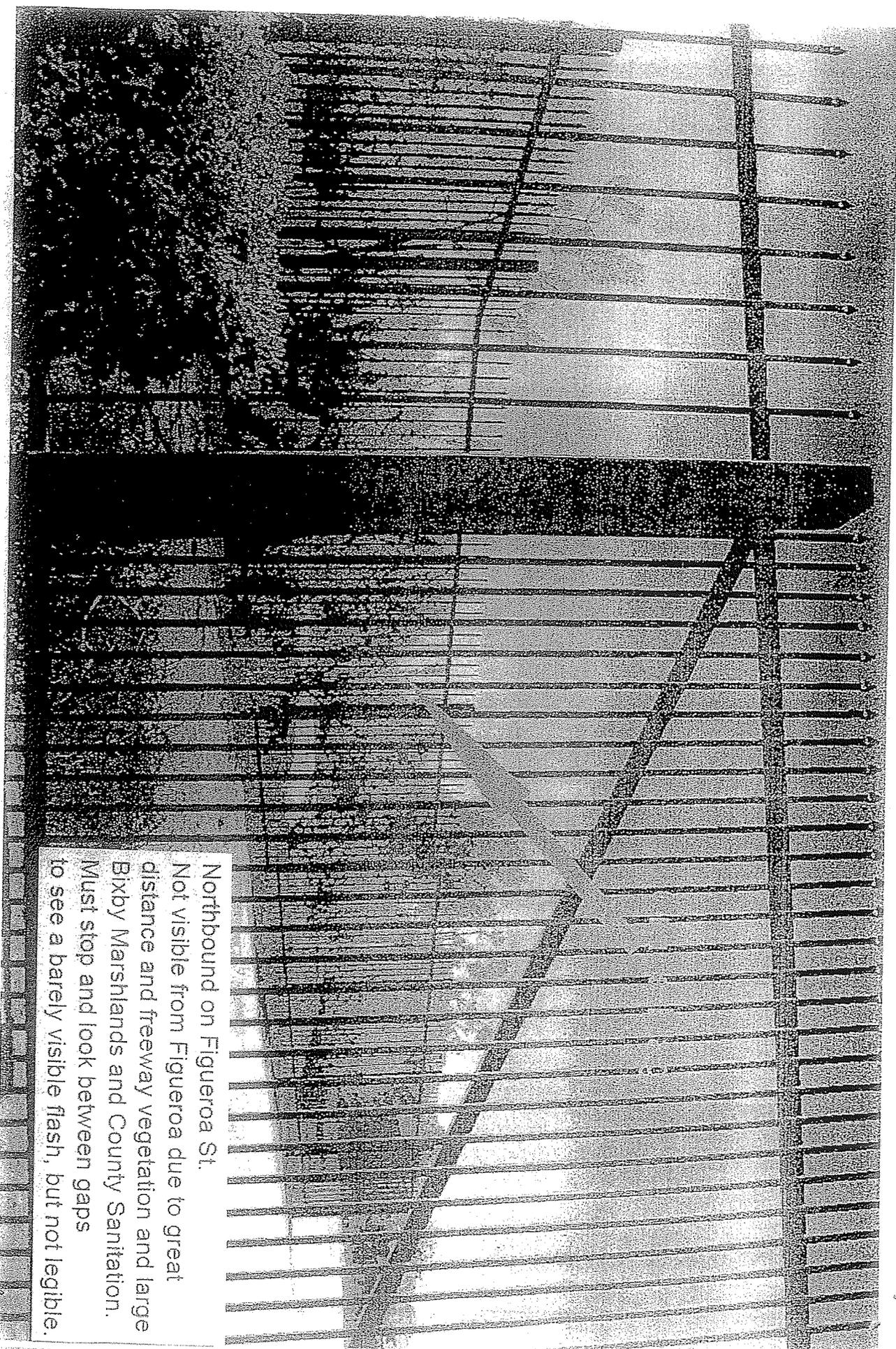
PHOTO # 13 (12/28)



Eastbound on Sepulveda.  
Not visible to Sepulveda or Figueroa due  
to distance and freeway vegetation and  
large Bixby Marshlands & County  
Sanitation facility.  
Clear Channel billboard on east line of  
the freeway (across from the Site) is visible



PHOTO # 14 (14/26)



Northbound on Figueroa St.  
Not visible from Figueroa due to great  
distance and freeway vegetation and large  
Bixby Marshlands and County Sanitation.  
Must stop and look between gaps  
to see a barely visible flash, but not legible.

Photo # 15/16

Northbound on Figueroa St.  
Not visible from Figueroa.  
Must stop and look over the great  
distance of the County Sanitation to  
get a flash, but not legible.

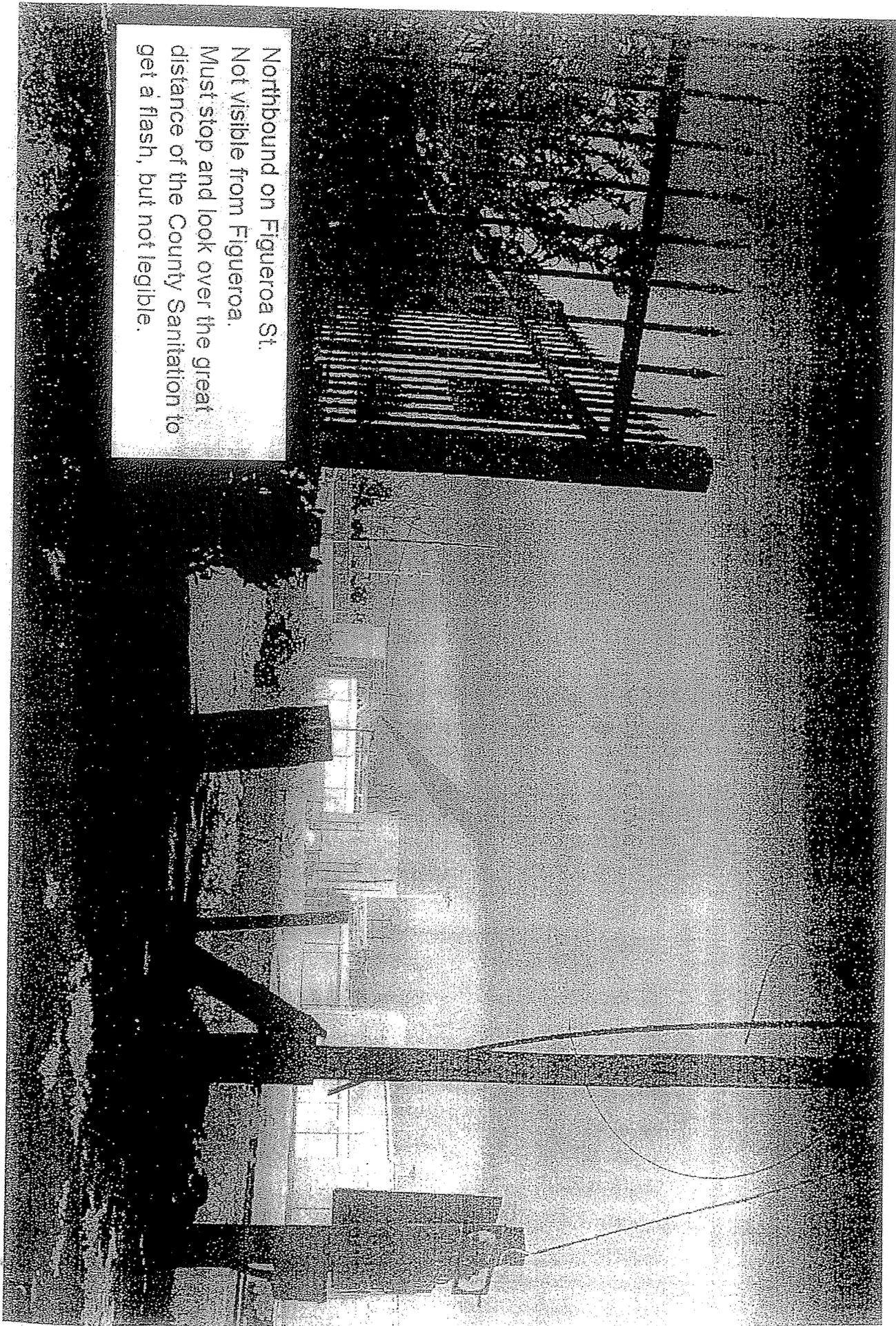
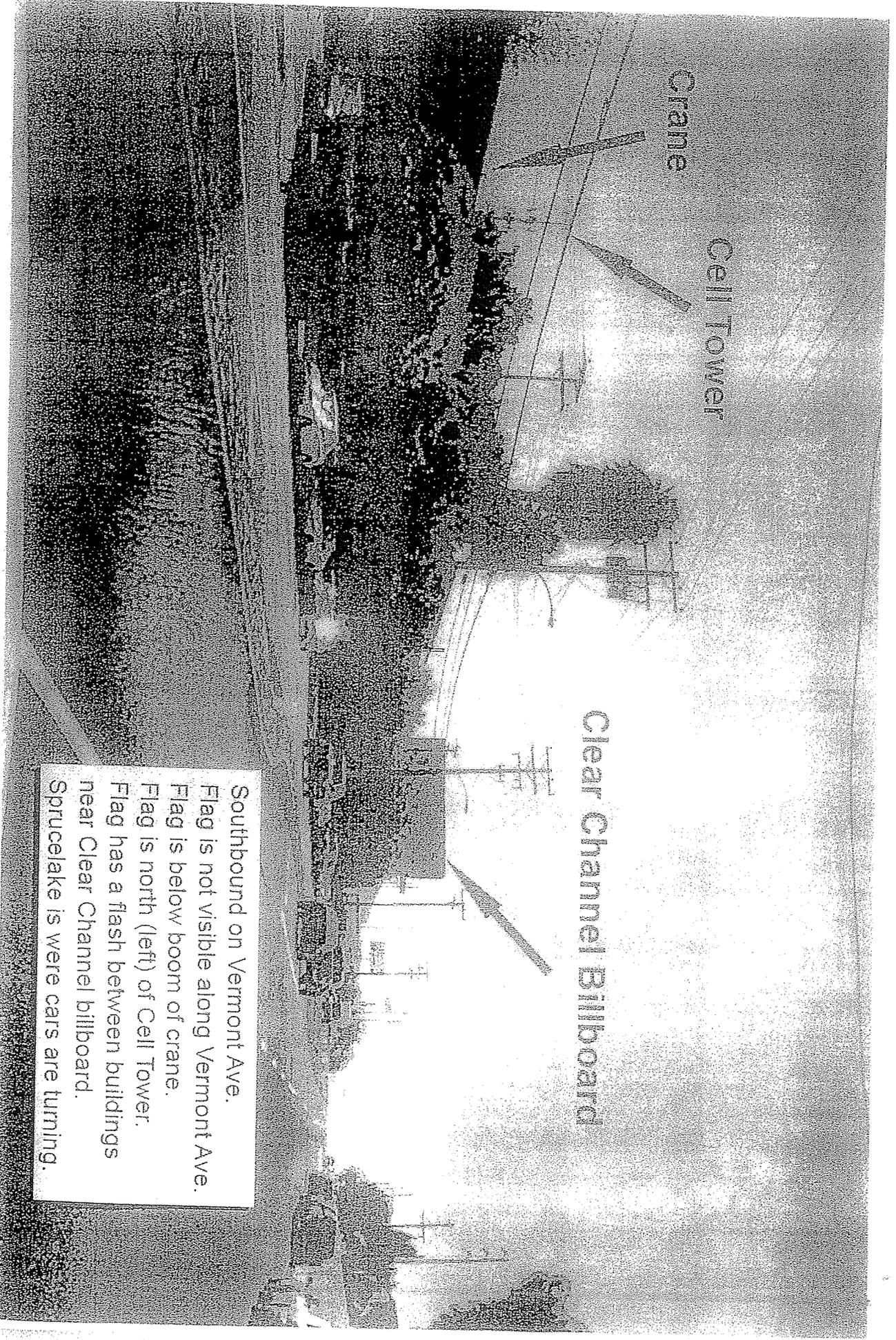


Photo #16 (1/1/20)



Crane

Cell Tower

Clear Channel Billboard

Southbound on Vermont Ave.  
Flag is not visible along Vermont Ave.  
Flag is below boom of crane.  
Flag is north (left) of Cell Tower.  
Flag has a flash between buildings  
near Clear Channel billboard.  
Sprucelake is where cars are turning.

Photo #17 (17/25)

Northbound on Vermont Ave.  
Not visible along Vermont Ave.  
Must stop and view a long distance  
between gaps in buildings and  
vegetation to get a nonlegible flash.

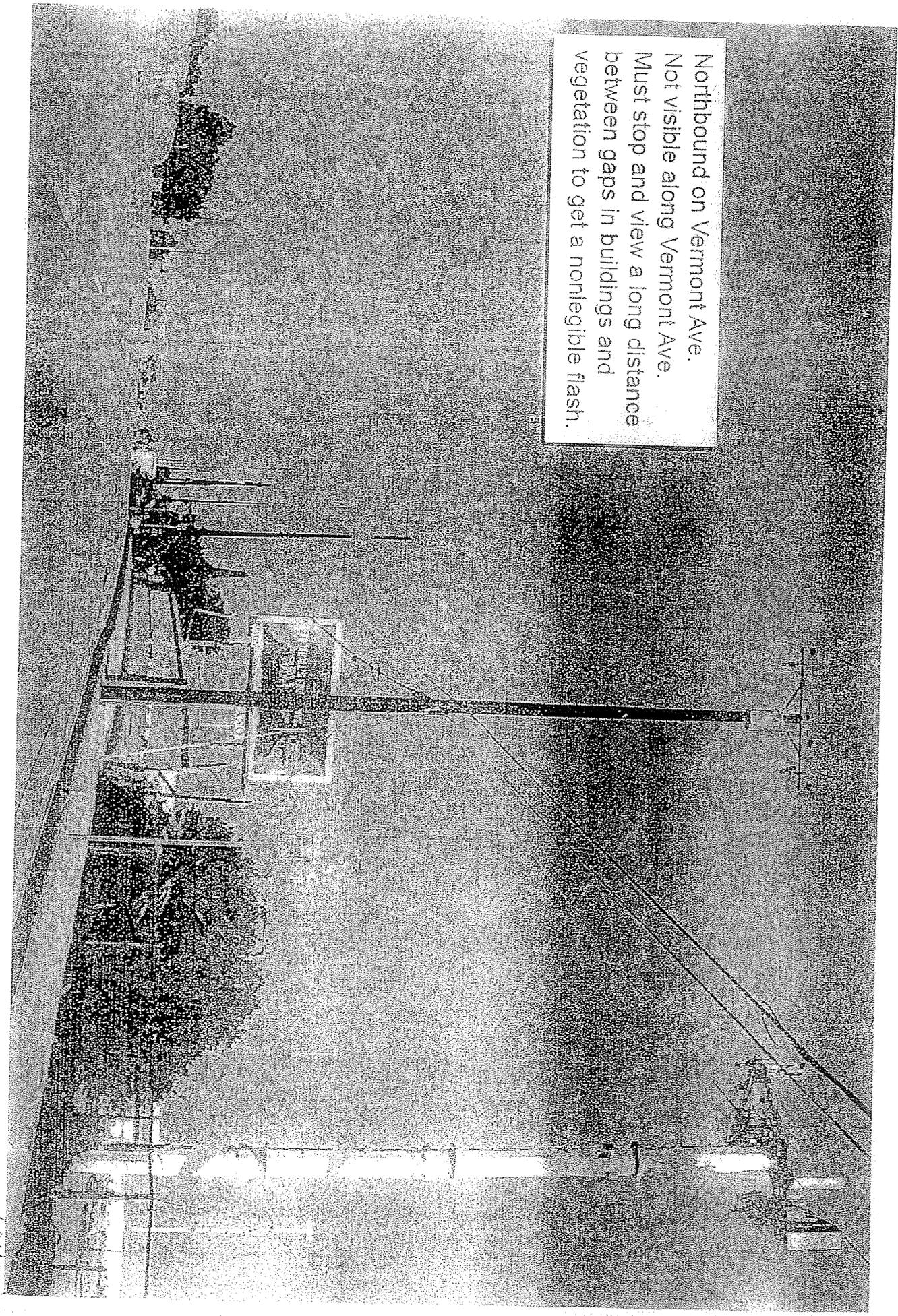


PHOTO # (12/20) 8

Northbound on Vermont Ave.  
Not visible from Vermont Ave.  
Flash in Photo 16 is gone a couple  
feet further north in this photo.  
Flag is below the building and is  
not legible because too far away.

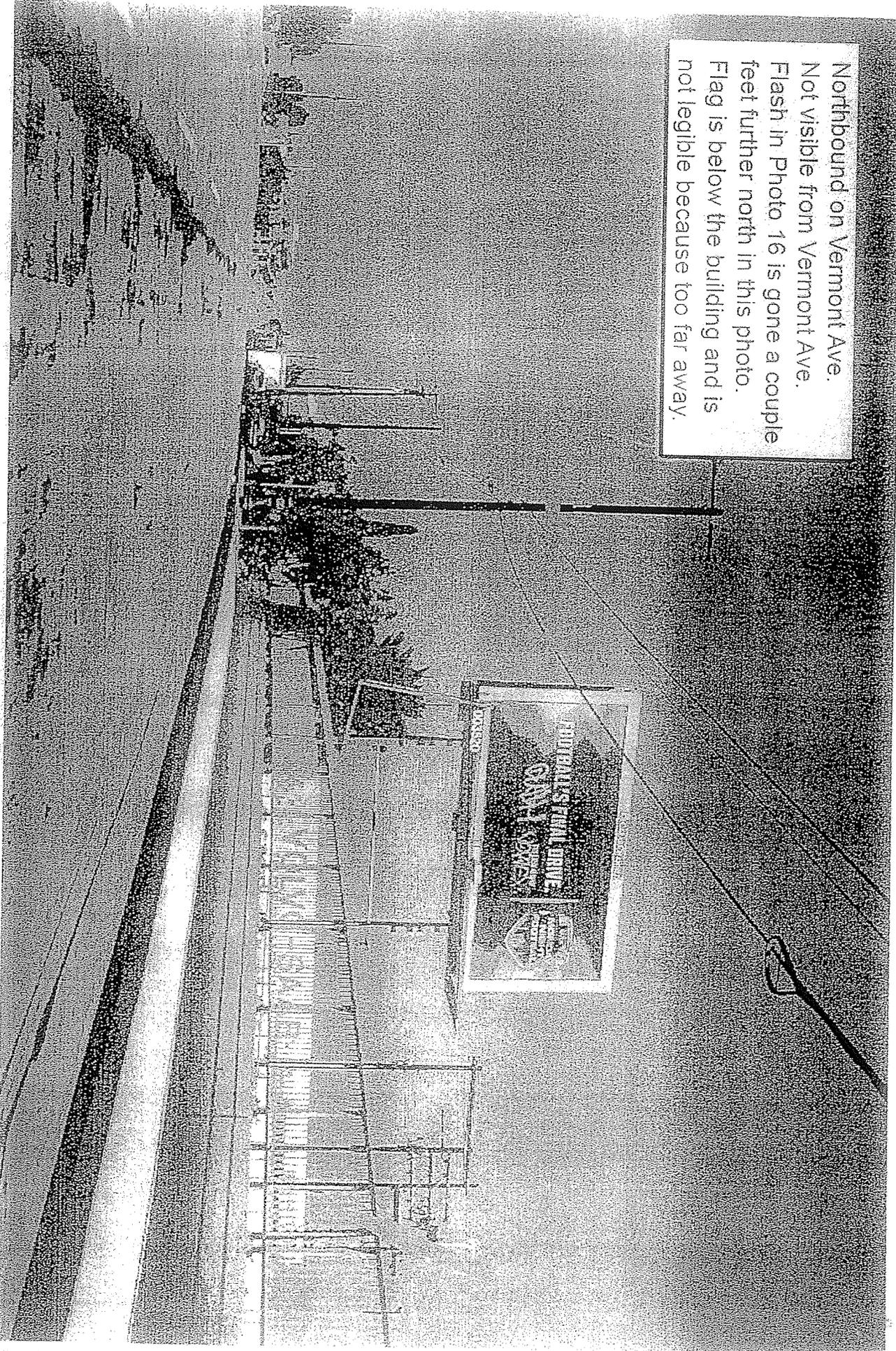
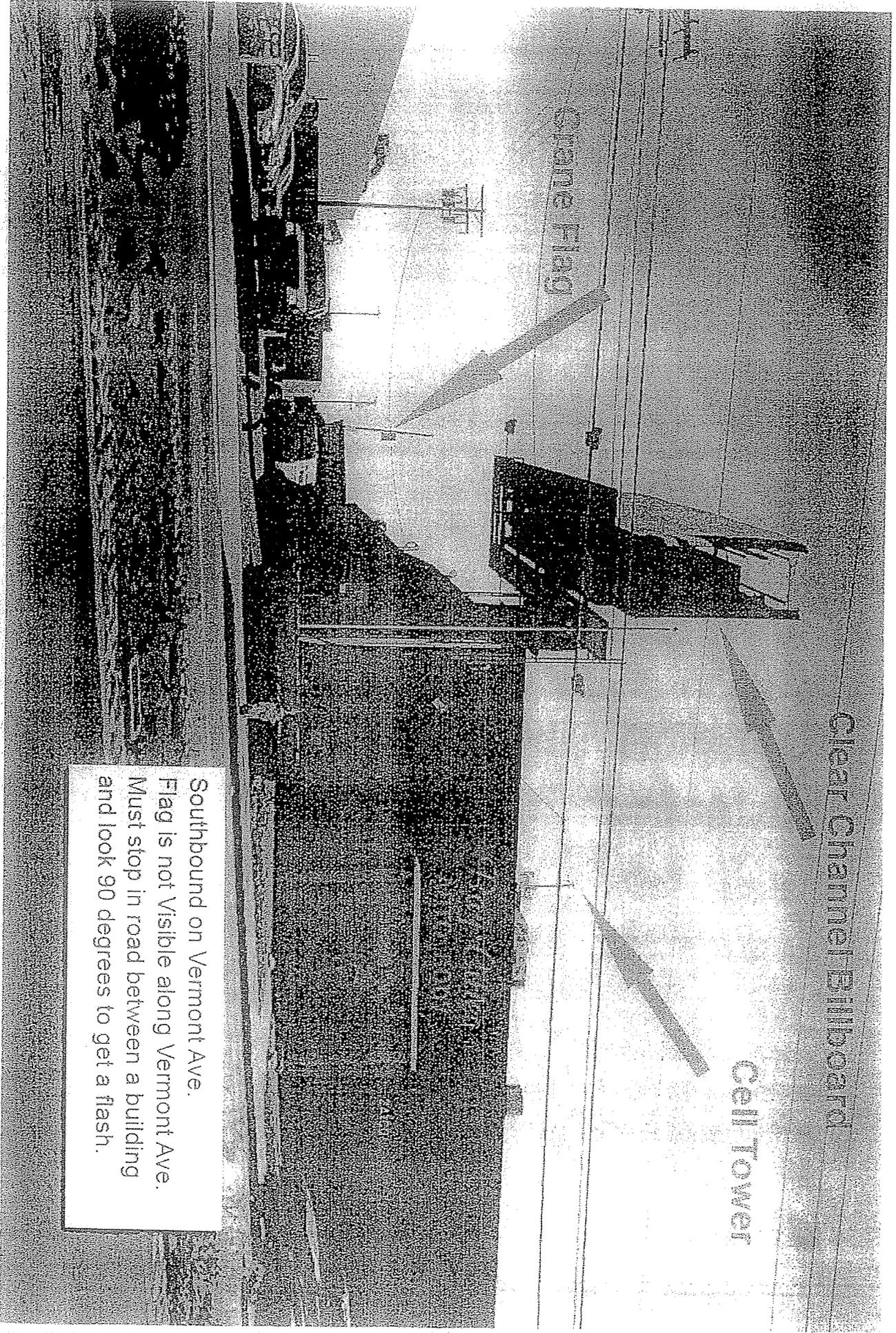


Photo # 19  
(19/28)



Clear Channel Billboard

Cell Tower

State Flag

Southbound on Vermont Ave.  
Flag is not Visible along Vermont Ave.  
Must stop in road between a building  
and look 90 degrees to get a flash.

PH1677 #2 (20/20)



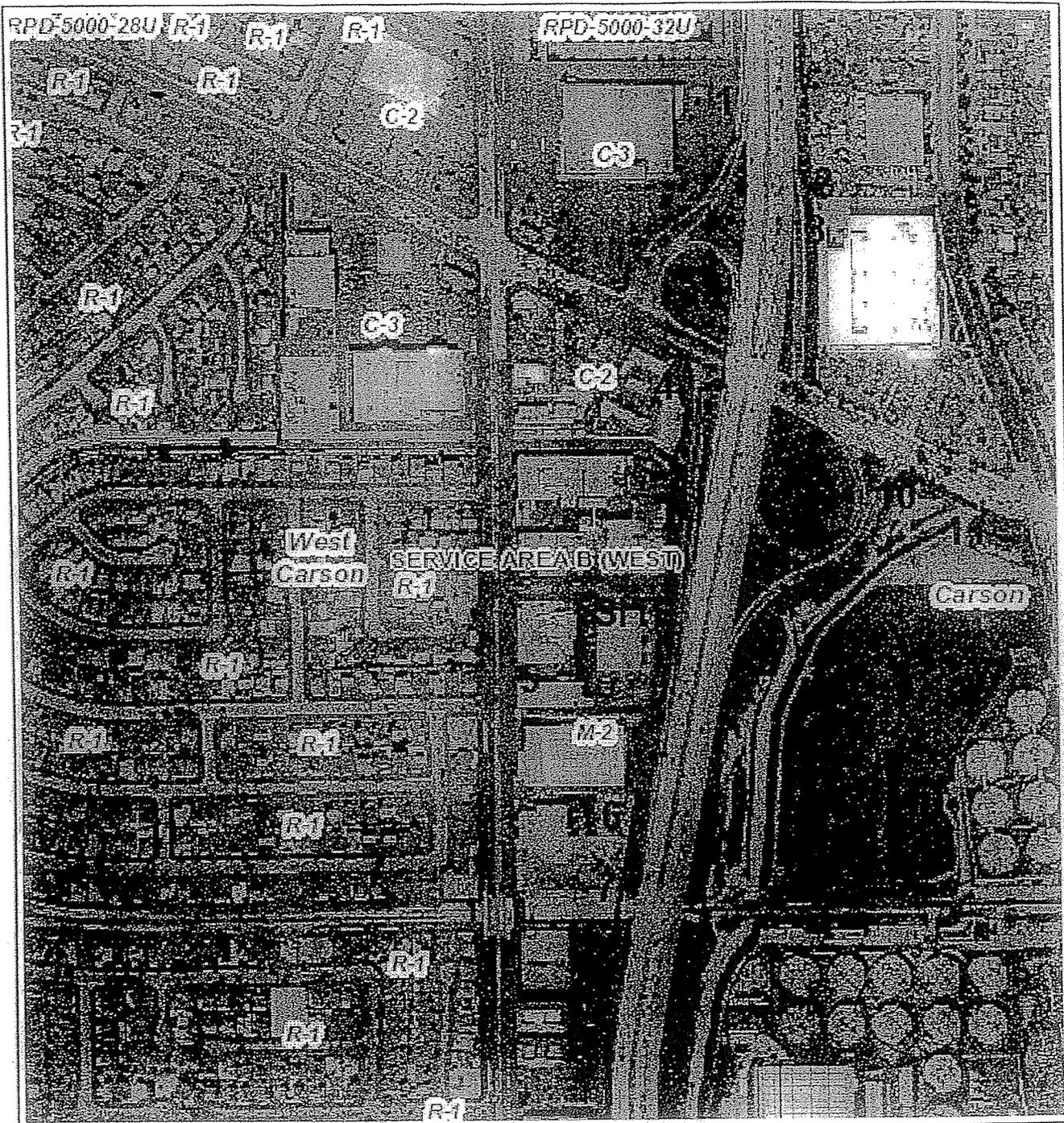
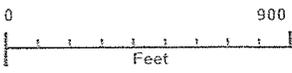


FIGURE 3(1/1)

## Billboard Locations within 1,000-ft Radius

Printed: Mar 28, 2013



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FIGURE 3



