

COUNTY OF PLACER

Community Development Resource Agency

ENVIRONMENTAL COORDINATION SERVICES

E. J. Ivaldi, Coordinator

Michael J. Johnson, AICP Agency Director

NOTICE OF INTENT TO ADOPT A NEGATIVE DECLARATION

The project listed below was reviewed for environmental impact by the Placer County Environmental Review Committee and was determined to have no significant effect upon the environment. A proposed Negative Declaration has been prepared for this project and has been filed with the County Clerk's office.

PROJECT: Sign Zoning Text Amendment (PCPJ 20120070)

PROJECT DESCRIPTION: This Zoning Text Amendment will create consistency between Placer County Zoning Ordinance Sections 17.54.170 D (2) and 17.54.170 F, as they relate to animated and illuminated signs. This amendment does not include any development proposal, and any future development would be subject to the provisions of CEQA and would require a separate environmental evaluation.

PROJECT LOCATION: Countywide, Placer County

APPLICANT: Placer County Community Development Resource Agency

The comment period for this document closes on **April 24, 2012**. A copy of the Negative Declaration is available for public review at the County's web site http://www.placer.ca.gov/Departments/CommunityDevelopment/EnvCoordSvcs/NegDec.aspx, Community Development Resource Agency public counter, and at the Applegate, Auburn, Colfax, Foresthill, Granite Bay, Kings Beach, Loomis, Meadow Vista, Penryn, Rocklin, and Tahoe City public libraries. Additional information may be obtained by contacting the Environmental Coordination Services, at (530)745-3132, between the hours of 8:00 am and 5:00 pm, at 3091 County Center Drive, Auburn, CA 95603.

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COUNTY OF PLACER

Community Development Resource Agency

Michael J. Johnson, AICP Agency Director ENVIRONMENTAL COORDINATION SERVICES

E. J. Ivaldi, Coordinator

NEGATIVE DECLARATION

In accordance with Placer County ordinances regarding implementation of the California Environmental Quality Act, Placer County has conducted an Initial Study to determine whether the following project may have a significant adverse effect on the environment, and on the basis of that study hereby finds:

The proposed project will not have a significant adverse effect on the environment; therefore, it does not require the preparation of an Environmental Impact Report and this **Negative Declaration** has been prepared.

Although the proposed project could have a significant adverse effect on the environment, there will not be a significant adverse effect in this case because the project has incorporated specific provisions to reduce impacts to a less than significant level and/or the mitigation measures described herein have been added to the project. A **Mitigated Negative Declaration** has thus been prepared.

The environmental documents, which constitute the Initial Study and provide the basis and reasons for this determination are attached and/or referenced herein and are hereby made a part of this document.

PROJECT INFORMATION

Title: Sign Zoning Text Amendment Plus# PCPJ 20120					
Description: This Zoning Text Amendment will create consistency between Placer County Zoning Ordinance Sections 17.54.170 D (2) and 17.54.170 F, as they relate to animated and illuminated signs. This amendment does not include at development proposal, and any future development would be subject to the provisions of CEQA and would require a separate environmental evaluation.					
Location: Countywide					
Project Applicant: Placer County Community Development Resource Agency					
County Contact Person: George Rosasco	530-745-3065				

PUBLIC NOTICE

The comment period for this document closes on April 24, 2012. A copy of the Negative Declaration is available for public review at the County's web site http://www.placer.ca.gov/Departments/CommunityDevelopment/EnvCoordSvcs/NegDec.aspx, Community Development Resource Agency public counter, and at the Applegate, Auburn, Colfax, Foresthill, Granite Bay, Kings Beach, Loomis, Meadow Vista, Penryn, Rocklin, and Tahoe City public libraries. Additional information may be obtained by contacting the Environmental Coordination Services, at (530)745-3132 between the hours of 8:00 am and 5:00 pm at 3091 County Center Drive, Auburn, CA 95603. For Tahoe projects, please visit our Tahoe Office, 565 West Lake Blvd., Tahoe City, CA 96145.

If you wish to appeal the appropriateness or adequacy of this document, address your written comments to our finding that the project will not have a significant adverse effect on the environment: (1) identify the environmental effect(s), why they would occur, and why they would be significant, and (2) suggest any mitigation measures which you believe would eliminate or reduce the effect to an acceptable level. Regarding item (1) above, explain the basis for your comments and submit any supporting data or references. Refer to Section 18.32 of the Placer County Code for important information regarding the timely filing of appeals.



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ENVIRONMENTAL COORDINATION SERVICES

Michael J. Johnson, AICP Agency Director

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INITIAL STUDY & CHECKLIST

This Initial Study has been prepared to identify and assess the anticipated environmental impacts of the following described project application. The document may rely on previous environmental documents (see Section C) and site-specific studies (see Section I) prepared to address in detail the effects or impacts associated with the project.

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

The Initial Study is a public document used by the decision-making lead agency to determine whether a project may have a significant effect on the environment. If the lead agency finds substantial evidence that any aspect of the project, either individually or cumulatively, may have a significant effect on the environment, regardless of whether the overall effect of the project is adverse or beneficial, the lead agency is required to prepare an EIR, use a previously-prepared EIR and supplement that EIR, or prepare a Subsequent EIR to analyze the project at hand. If the agency finds no substantial evidence that the project or any of its aspects may cause a significant effect on the environment, a Negative Declaration shall be prepared. If in the course of analysis, the agency recognizes that the project may have a significant impact on the environment, but that by incorporating specific mitigation measures the impact will be reduced to a less than significant effect, a Mitigated Negative Declaration shall be prepared.

Project Title: Sign Zoning Text Amendment	Plus# PCPJ 20120070
Entitlement(s): Zoning Text Amendment	
Location: Countywide	

A. BACKGROUND:

This Zoning Text Amendment (see Exhibit A) will create consistency between Placer County Zoning Ordinance Sections 17.54.170 D (2) and 17.54.170 F, as they relate to animated and illuminated signs. The amendment will also prohibit message board signs and signs with changeable copy, except for time and temperature signs, traditional Barber Pole signs, and the fuel price display components on service station signs. The above listed exceptions allowing time and temperature signs, traditional Barber Poles signs, and the fuel price display components on service station signs does not apply to properties zoned Design Sierra (DS). This amendment does not include any development proposal, and any future development would be subject to the provisions of CEQA and would require a separate environmental evaluation.

B. ENVIRONMENTAL SETTING:

Any parcel within unincorporated Placer County subject to Section 17.54.170 of the Placer County Zoning Ordinance will be affected by the amendments.

C. PREVIOUS ENVIRONMENTAL DOCUMENT:

The County has determined that an Initial Study shall be prepared in order to determine whether the potential exists for unmitigatable impacts resulting from the proposed project. Relevant analysis from the County-wide General Plan and Community Plan Certified EIRs, and other project-specific studies and reports that have been generated to date, were used as the database for the Initial Study. The decision to prepare the Initial Study utilizing the analysis contained in the General Plan and Specific Plan Certified EIRs, and project-specific analysis summarized herein, is sustained by Sections 15168 and 15183 of the CEQA Guidelines.

Section 15168 relating to Program EIRs indicates that where subsequent activities involve site-specific operations, the agency would use a written checklist or similar device to document the evaluation of the site and the activity, to determine whether the environmental effects of the operation were covered in the earlier Program EIR. A Program EIR is intended to provide the basis in an Initial Study for determining whether the later activity may have any significant effects. It will also be incorporated by reference to address regional influences, secondary effects, cumulative impacts, broad alternatives, and other factors that apply to the program as a whole.

The following documents serve as Program-level EIRs from which incorporation by reference will occur:

→ Placer County General Plan EIR

Section 15183 states that "projects which are consistent with the development density established by existing zoning, community plan or general plan policies for which an EIR was certified shall not require additional environmental review, except as may be necessary to examine whether there are project-specific significant effects which are peculiar to the project or site." Thus, if an impact is not peculiar to the project or site, and it has been addressed as a significant effect in the prior EIR, or will be substantially mitigated by the imposition of uniformly applied development policies or standards, then additional environmental documentation need not be prepared for the project solely on the basis of that impact.

The above stated documents are available for review Monday through Friday, 8am to 5pm, at the Placer County Community Development Resource Agency, 3091 County Center Drive, Auburn, CA 95603. For Tahoe projects, the document will also be available in our Tahoe Division Office, 565 West Lake Blvd., Tahoe City, CA 96145.

D. EVALUATION OF ENVIRONMENTAL IMPACTS:

The Initial Study checklist recommended by the State of California Environmental Quality Act (CEQA) Guidelines is used to determine potential impacts of the proposed project on the physical environment. The checklist provides a list of questions concerning a comprehensive array of environmental issue areas potentially affected by the project (see CEQA Guidelines, Appendix G). Explanations to answers are provided in a discussion for each section of questions as follows:

- a) A brief explanation is required for all answers including "No Impact" answers.
- b) "Less Than Significant Impact" applies where the project's impacts are insubstantial and do not require any mitigation to reduce impacts.
- c) "Less Than Significant with Mitigation Measures" applies where the incorporation of mitigation measures has reduced an effect from "Potentially Significant Impact" to a "Less than Significant Impact." The County, as lead agency, must describe the mitigation measures, and briefly explain how they reduce the effect to a less-thansignificant level (mitigation measures from earlier analyses may be cross-referenced).
- d) "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.
- e) All answers must take account of the entire 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 [CEQA Guidelines, Section 15063(a)(1)].
- f) Earlier analyses may be used where, pursuant to the tiering, Program EIR, or other CEQA process, an effect has been adequately analyzed in an earlier EIR or Negative Declaration [CEQA Guidelines, Section 15063(c)(3)(D)]. A brief discussion should be attached addressing the following:
 - → Earlier analyses used Identify earlier analyses and state where they are available for review.
 - → 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. Also, state whether such effects were addressed by mitigation measures based on the earlier analysis.
 - → Mitigation measures For effects that are checked as "Less Than Significant with Mitigation Measures," 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.
- g) References to information sources for potential impacts (i.e. General Plans/Community Plans, zoning ordinances) should be incorporated into the checklist. Reference to a previously-prepared or outside document should include a reference to the pages or chapters where the statement is substantiated. A source list should be attached and other sources used, or individuals contacted, should be cited in the discussion.

Initial Study & Checklist 2 of 15

I. AESTHETICS – Would the project:

Environmental Issue	Potentially Significant Impact	Less Than Significant with Mitigation Measures	Less Than Significant Impact	No Impact
Have a substantial adverse effect on a scenic vista? (PLN)				х
2. Substantially damage scenic resources, including, but not limited to, trees, rock outcroppings, and historic buildings, within a state scenic highway? (PLN)				х
3. Substantially degrade the existing visual character or quality of the site and its surroundings? (PLN)				х
4. Create a new source of substantial light or glare, which would adversely affect day or nighttime views in the area? (PLN)				х

Discussion- All Items:

The proposed zoning text amendment does not include any development proposal and therefore will not have a substantial adverse effect on a scenic vista or damage a scenic resource, degrade the existing visual character or quality of the site and its surroundings, or create new substantial light and glare. This amendment will bring consistency between Sections 17.54.170 D (2) and 17.54.170 F of the Placer County Zoning Ordinance as they relate to animated and illuminated signs.

II. AGRICULTURAL & FOREST RESOURCES – Would the project:

Environmental Issue	Potentially Significant Impact	Less Than Significant with Mitigation Measures	Less Than Significant Impact	No Impact
1. Convert Prime Farmland, Unique Farmland, or Farmland of Statewide or Local 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? (PLN)				х
Conflict with General Plan or other policies regarding land use buffers for agricultural operations? (PLN)				х
3. Conflict with existing zoning for agricultural use, a Williamson Act contract or a Right-to-Farm Policy? (PLN)				х
4. Conflict with existing zoning for, or cause rezoning of, forest land (as defined in Public Resources Code section 12220(g)), timberland (as defined by Public Resources Code section 4526), or timberland zoned Timberland Production (as defined by Government Code section 51104(g))? (PLN)				х
5. Involve other changes in the existing environment which, due to their location or nature, could result in the loss or conversion of Farmland (including livestock grazing) or forest land to non-agricultural or non-forest use? (PLN)				х

Discussion- All Items:

The proposed zoning text amendment will not have any impact on Agricultural or Forest Resources as this section of the Zoning Ordinance being amended does not apply to zone districts where these resources exist. This amendment will bring consistency between Sections 17.54.170 D (2) and 17.54.170 F of the Placer County Zoning Ordinance as they relate to animated and illuminated signs.

III. AIR QUALITY – Would the project:

Environmental Issue	Potentially Significant Impact	Less Than Significant with Mitigation Measures	Less Than Significant Impact	No Impact
Conflict with or obstruct implementation of the applicable air quality plan? (PLN, Air Quality)				x
2. Violate any air quality standard or contribute substantially to an existing or projected air quality violation? (PLN, Air Quality)				х
3. Result in a cumulatively considerable net increase of any criteria for which the project region is non-attainment under an applicable federal or state ambient air quality standard (including releasing emissions which exceed quantitative thresholds for ozone precursors)? (PLN, Air Quality)				х
Expose sensitive receptors to substantial pollutant concentrations? (PLN, Air Quality)				х
5. Create objectionable odors affecting a substantial number of people? (PLN, Air Quality)				х

Discussion- All Items:

The proposed zoning text amendment does not include any development proposal and therefore will not have any impact to air quality nor will it conflict or obstruct the implementation of the applicable air quality plan, violate any air quality standard, expose sensitive receptors to substantial pollutant concentrations or create objectionable odors. This amendment will bring consistency between Sections 17.54.170 D (2) and 17.54.170 F of the Placer County Zoning Ordinance as they relate to animated and illuminated signs.

IV. BIOLOGICAL RESOURCES – Would the project:

Environmental Issue	Potentially Significant Impact	Less Than Significant with Mitigation Measures	Less Than Significant Impact	No Impact
1. 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 & Game, U.S. Fish & Wildlife Service or National Oceanic and Atmospheric Administration Fisheries? (PLN)				х
2. 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 of restrict the range of an endangered, rare, or threatened species? (PLN)				х
3. Have a substantial adverse effect on the environment by converting oak woodlands? (PLN)				x
4. Have a substantial adverse effect on any riparian habitat or other sensitive natural community, including oak woodlands, identified in local or regional plans, policies or regulations, or by the California Department of Fish & Game, U.S. Fish & Wildlife Service, U.S. Army Corps of Engineers or National Oceanic and Atmospheric Administration Fisheries? (PLN)				х
5. Have a substantial adverse effect on federal or state protected wetlands as defined by Section 404 of the Clean Water Act (including, but not limited to, marsh, vernal pool,				X

coastal, etc.) or as defined by state statute, through direct removal, filling, hydrological interruption, or other means? (PLN)	
6. Interfere substantially with the movement of any native resident or migratory wildlife species or with established native resident or migratory wildlife corridors, or impede the use of native wildlife nesting or breeding sites? (PLN)	X
7. Conflict with any local policies or ordinances that protect biological resources, including oak woodland resources? (PLN)	x
8. Conflict with the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or state habitat conservation plan? (PLN)	х

The proposed zoning text amendment does not include any development proposal and therefore will not have any impact on endangered or special status species, reduce the habitat of fish or any other wildlife, it will not result in the conversion of oak woodlands to another use, it will not have an adverse effect on riparian habitats or any other sensitive community, it will not impact state or federally protected wetlands, it will not impact the movement of any wildlife species, it will not conflict with any local policies or ordinances that protect biological resources and it will not conflict with any provisions of an adopted Habitat Conservation Plan. This amendment will bring consistency between Sections 17.54.170 D (2) and 17.54.170 F of the Placer County Zoning Ordinance as they relate to animated and illuminated signs.

V. CULTURAL RESOURCES – Would the project:

Environmental Issue	Potentially Significant Impact	Less Than Significant with Mitigation Measures	Less Than Significant Impact	No Impact
1. Substantially cause adverse change in the significance of a historical resource as defined in CEQA Guidelines, Section 15064.5? (PLN)				X
2. Substantially cause adverse change in the significance of a unique archaeological resource pursuant to CEQA Guidelines, Section 15064.5? (PLN)				X
3. Directly or indirectly destroy a unique paleontological resource or site or unique geologic feature? (PLN)				х
4. Have the potential to cause a physical change, which would affect unique ethnic cultural values? (PLN)				X
5. Restrict existing religious or sacred uses within the potential impact area? (PLN)				X
6. Disturb any human remains, including these interred outside of formal cemeteries? (PLN)				х

Discussion- All Items:

The proposed zoning text amendment does not include any development proposal and therefore will not impact archeological resources, it will not destroy any paleontological resources, it will not impact any unique ethnic cultural values, it will not restrict religious or cultural values, and it will not disturb human remains. This amendment will bring consistency between Sections 17.54.170 D (2) and 17.54.170 F of the Placer County Zoning Ordinance as they relate to animated and illuminated signs.

VI. GEOLOGY & SOILS – Would the project:

Environmental Issue	Potentially Significant Impact	Less Than Significant with Mitigation Measures	Less Than Significant Impact	No Impact
Expose people or structures to unstable earth conditions or changes in geologic substructures? (ESD)				X
2. Result in significant disruptions, displacements, compaction or overcrowding of the soil? (ESD)				X
3. Result in substantial change in topography or ground surface relief features? (ESD)				x
4. Result in the destruction, covering or modification of any unique geologic or physical features? (ESD)				x
5. Result in any significant increase in wind or water erosion of soils, either on or off the site? (ESD)				х
6. Result in changes in deposition or erosion or changes in siltation which may modify the channel of a river, stream, or lake? (ESD)				х
7. Result in exposure of people or property to geologic and geomorphological (i.e. Avalanches) hazards such as earthquakes, landslides, mudslides, ground failure, or similar hazards? (ESD)				х
8. Be located on a geological unit or soil that is unstable, or that would become unstable as a result of the project, and potentially result in on or off-site landslide, lateral spreading, subsidence, liquefaction, or collapse? (ESD)				x
9. Be located on expansive soils, as defined in Section 1802.3.2 of the California Building Code (2007), creating substantial risks to life or property? (ESD)				х

Discussion- All Items:

The proposed zoning text amendment does not include any development proposal and therefore will not have any impact to geologic resources as it will not result in the exposure of people to unstable earth structures, or result in any movement of earth, or alteration of any geologic structures. This amendment will bring consistency between Sections 17.54.170 D (2) and 17.54.170 F of the Placer County Zoning Ordinance as they relate to animated and illuminated signs.

VII. GREENHOUSE GAS EMISSIONS – Would the project:

Environmental Issue	Potentially Significant Impact	Less Than Significant with Mitigation Measures	Less Than Significant Impact	No Impact
1. Generate greenhouse gas emissions, either directly or indirectly, that may have a significant and/or cumulative impact on the environment? (PLN, Air Quality)				X
2. Conflict with an applicable plan, policy or regulation adopted for the purpose of reducing the emissions of greenhouse gases? (PLN, Air Quality)				х

Discussion- All Items:

The proposed zoning text amendment does not include any development proposal and therefore will not generate any greenhouse gases and will not conflict with an applicable plan policy or regulation adopted to reduce green

house gases. This amendment will bring consistency between Sections 17.54.170 D (2) and 17.54.170 F of the Placer County Zoning Ordinance as they relate to animated and illuminated signs.

VIII. HAZARDS & HAZARDOUS MATERIALS – Would the project:

Environmental Issue	Potentially Significant Impact	Less Than Significant with Mitigation Measures	Less Than Significant Impact	No Impact
1. Create a significant hazard to the public or the environment through the routine handling, transport, use, or disposal of hazardous or acutely hazardous materials? (EHS)				х
2. Create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment? (EHS)				Х
3. Emit hazardous emissions, substances, or waste within one- quarter mile of an existing or proposed school? (PLN, Air Quality)				х
4. Be located on a site which is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5 and, as a result, would it create a significant hazard to the public or the environment? (EHS)				х
5. 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? (PLN)				x
6. For a project within the vicinity of a private airstrip, would the project result in a safety hazard for people residing in the project area? (PLN)				Х
7. Expose people or structures to a significant risk of loss, injury or death involving wildland fires, including where wildlands are adjacent to urbanized areas or where residences are intermixed with wildlands? (PLN)				Х
8. Create any health hazard or potential health hazard? (EHS)				х
9. Expose people to existing sources of potential health hazards? (EHS)				Х

Discussion- All Items:

The proposed zoning text amendment does not include any development proposal and therefore will not have any negative impacts with regard to hazards or hazardous materials as it will not produce any hazardous materials or require the storage handling or creation of hazardous materials. Additionally the project would not subject people to any negative health hazards resulting from wildfires or their proximity to an airstrip. This amendment will bring consistency between Sections 17.54.170 D (2) and 17.54.170 F of the Placer County Zoning Ordinance as they relate to animated and illuminated signs.

IX. HYDROLOGY & WATER QUALITY – Would the project:

Environmental Issue	Potentially Significant Impact	Less Than Significant with Mitigation Measures	Less Than Significant Impact	No Impact
Violate any federal, state or county potable water quality standards? (EHS)				x

2. Substantially deplete groundwater supplies or interfere substantially with groundwater recharge such that there would be a net deficit in aquifer volume or a lessening of local groundwater supplies (i.e. 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)? (EHS)	X
3. Substantially alter the existing drainage pattern of the site or area? (ESD)	X
4. Increase the rate or amount of surface runoff? (ESD)	X
5. Create or contribute runoff water which would include substantial additional sources of polluted water? (ESD)	X
6. Otherwise substantially degrade surface water quality?(ESD)	х
7. Otherwise substantially degrade ground water quality? (EHS)	х
8. 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? (ESD)	х
Place within a 100-year flood hazard area improvements which would impede or redirect flood flows? (ESD)	х
10. 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? (ESD)	x
11. Alter the direction or rate of flow of groundwater? (EHS)	X
12. Impact the watershed of important surface water resources, including but not limited to Lake Tahoe, Folsom Lake, Hell Hole Reservoir, Rock Creek Reservoir, Sugar Pine Reservoir, French Meadows Reservoir, Combie Lake, and Rollins Lake? (EHS, ESD)	x

The proposed zoning text amendment does not include any development proposal and therefore will not have any negative impacts with regard to hydrology and water quality as it will not impact any surface or ground water supply, alter drainage patterns, or alter any 100 year flood plain. This amendment will bring consistency between Sections 17.54.170 D (2) and 17.54.170 F of the Placer County Zoning Ordinance as they relate to animated and illuminated signs.

X. LAND USE & PLANNING – Would the project:

Environmental Issue	Potentially Significant Impact	Less Than Significant with Mitigation Measures	Less Than Significant Impact	No Impact
Physically divide an established community? (PLN)				x
2. Conflict with General Plan/Community Plan/Specific Plan designations or zoning, or Plan policies adopted for the purpose of avoiding or mitigating an environmental effect? (EHS, ESD, PLN)				х
3. Conflict with any applicable habitat conservation plan or natural community conservation plan or other County policies, plans, or regulations adopted for purposes of avoiding or				х

mitigating environmental effects? (PLN)	
Result in the development of incompatible uses and/or the creation of land use conflicts? (PLN)	х
5. Affect agricultural and timber resources or operations (i.e. impacts to soils or farmlands and timber harvest plans, or impacts from incompatible land uses)? (PLN)	х
6. Disrupt or divide the physical arrangement of an established community (including a low-income or minority community)? (PLN)	х
7. Result in a substantial alteration of the present or planned land use of an area? (PLN)	х
8. Cause economic or social changes that would result in significant adverse physical changes to the environment such as urban decay or deterioration? (PLN)	х

The proposed zoning text amendment does not include any development proposal and therefore will not have any impacts as it will not physically divide an established community, will not conflict with the County's General Plan/Community Plans/Specific Plans designations or zoning, it will not conflict the County's Design Guidelines, it will not negatively impact the present or planned land uses in the unincorporated area of the County, and it will not create economic or social changes leading to urban decay. This amendment will bring consistency between Sections 17.54.170 D (2) and 17.54.170 F of the Placer County Zoning Ordinance as they relate to animated and illuminated signs.

XI. MINERAL RESOURCES – Would the project result in:

Environmental Issue	Potentially Significant Impact	Less Than Significant with Mitigation Measures	Less Than Significant Impact	No Impact
1. The loss of availability of a known mineral resource that would be of value to the region and the residents of the state? (PLN)				X
2. 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? (PLN)				х

Discussion- All Items:

The proposed zoning text amendment does not include any development proposal and therefore will not have any negative impacts on any of the mineral resources of the county. This amendment will bring consistency between Sections 17.54.170 D (2) and 17.54.170 F of the Placer County Zoning Ordinance as they relate to animated and illuminated signs.

XII. NOISE – Would the project result in:

Environmental Issue	Potentially Significant Impact	Less Than Significant with Mitigation Measures	Less Than Significant Impact	No Impact
Exposure of persons to or generation of noise levels in excess of standards established in the local General Plan, Community Plan or noise ordinance, or applicable standards of other agencies? (PLN)				X

2. A substantial permanent increase in ambient noise levels in the project vicinity above levels existing without the project? (PLN)	Х
3. A substantial temporary or periodic increase in ambient noise levels in the project vicinity above levels existing without the project? (PLN)	х
4. 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? (PLN)	х
5. 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? (PLN)	х

The proposed Zoning Text amendment does not include any development proposal therefore will not generate any noise have creating impacts associated with noise. This amendment will bring consistency between Sections 17.54.170 D (2) and 17.54.170 F of the Placer County Zoning Ordinance as they relate to animated and illuminated signs.

XIII. POPULATION & HOUSING – Would the project:

Environmental Issue	Potentially Significant Impact	Less Than Significant with Mitigation Measures	Less Than Significant Impact	No Impact
1. Induce substantial population growth in an area, either directly (i.e. by proposing new homes and businesses) or indirectly (i.e. through extension of roads or other infrastructure)? (PLN)				X
Displace substantial numbers of existing housing, necessitating the construction of replacement housing elsewhere? (PLN)				х

Discussion- All Items:

The proposed zoning text amendment does not include any development proposal and therefore will not have any impacts on housing and population and it will not induce growth or displace any housing. This amendment will bring consistency between Sections 17.54.170 D (2) and 17.54.170 F of the Placer County Zoning Ordinance as they relate to animated and illuminated signs.

XIV. PUBLIC SERVICES – Would the project result in substantial adverse physical impacts associated with the provision of new or physically altered governmental services and/or facilities, the construction of which could cause significant environmental impacts, in order to maintain acceptable service ratios, response times or other performance objectives for any of the public services?

Environmental Issue	Potentially Significant Impact	Less Than Significant with Mitigation Measures	Less Than Significant Impact	No Impact
1. Fire protection? (ESD, PLN)				х
2. Sheriff protection? (ESD, PLN)				Х
3. Schools? (ESD, PLN)				х

4. Maintenance of public facilities, including roads? (ESD, PLI	1)		Х
5. Other governmental services? (ESD, PLN)			Х

The proposed zoning text amendment does not include any development proposal and therefore will not create any demand for service from any fire agency, police agency, school, or other public agencies. As such, there will be no impact on these services. This amendment will bring consistency between Sections 17.54.170 D (2) and 17.54.170 F of the Placer County Zoning Ordinance as they relate to animated and illuminated signs.

XV. RECREATION – Would the project result in:

Environmental Issue	Potentially Significant Impact	Less Than Significant with Mitigation Measures	Less Than Significant Impact	No Impact
1. 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? (PLN)				х
2. Does the project include recreational facilities or require the construction or expansion of recreational facilities which might have an adverse physical effect on the environment? (PLN)				X

Discussion- All Items:

The proposed zoning text amendment does not include any development proposal and therefore does not result in an increased demand for parks or recreational facilities. As such, there will be no impact on these services. This amendment will bring consistency between Sections 17.54.170 D (2) and 17.54.170 F of the Placer County Zoning Ordinance as they relate to animated and illuminated signs.

XVI. TRANSPORTATION & TRAFFIC – Would the project result in:

Environmental Issue	Potentially Significant Impact	Less Than Significant with Mitigation Measures	Less Than Significant Impact	No Impact
1. An increase in traffic which may be substantial in relation to the existing and/or planned future year traffic load and capacity of the roadway system (i.e. result in a substantial increase in either the number of vehicle trips, the volume to capacity ratio on roads, or congestion at intersections)? (ESD)				x
2. Exceeding, either individually or cumulatively, a level of service standard established by the County General Plan and/or Community Plan for roads affected by project traffic? (ESD)				х
3. Increased impacts to vehicle safety due to roadway design features (i.e. sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment)? (ESD)				х
4. Inadequate emergency access or access to nearby uses? (ESD)				х
5. Insufficient parking capacity on-site or off-site? (ESD, PLN)				х
6. Hazards or barriers for pedestrians or bicyclists? (ESD)				х

7. Conflicts with adopted policies, plans, or programs supporting alternative transportation (i.e. bus turnouts, bicycle lanes, bicycle racks, public transit, pedestrian facilities, etc.) or otherwise decrease the performance or safety of such facilities? (ESD)	x
8. Change in air traffic patterns, including either an increase in traffic levels or a change in location that results in substantial safety risks? (PLN)	х

The proposed zoning text amendment does not include any development proposal and therefore will have no impact on vehicular traffic patterns, air traffic patterns, bicycle and equestrian/pedestrian trails or conflict any plan policies or ordinances dealing with transportation and traffic within the unincorporated area of the County. This amendment will bring consistency between Sections 17.54.170 D (2) and 17.54.170 F of the Placer County Zoning Ordinance as they relate to animated and illuminated signs.

XVII. UTILITIES & SERVICE SYSTEMS – Would the project:

Environmental Issue	Potentially Significant Impact	Less Than Significant with Mitigation Measures	Less Than Significant Impact	No Impact
Exceed wastewater treatment requirements of the applicable Regional Water Quality Control Board? (ESD)				х
2. Require or result in the construction of new water or wastewater delivery, collection or treatment facilities or expansion of existing facilities, the construction of which could cause significant environmental effects? (EHS, ESD)				х
3. Require or result in the construction of new on-site sewage systems? (EHS)				х
4. Require or result in the construction of new storm water drainage facilities or expansion of existing facilities, the construction of which could cause significant environmental effects? (ESD)				х
5. Have sufficient water supplies available to serve the project from existing entitlements and resources, or are new or expanded entitlements needed? (EHS)				х
6. Require sewer service that may not be available by the area's waste water treatment provider? (EHS, ESD)				х
7. Be served by a landfill with sufficient permitted capacity to accommodate the project's solid waste disposal needs in compliance with all applicable laws? (EHS)				х

Discussion- All Items:

The proposed zoning text amendment does not include any development proposal and therefore will not increase demand on any public utilities or service systems. As such, there will be no impact on these services. This amendment will bring consistency between Sections 17.54.170 D (2) and 17.54.170 F of the Placer County Zoning Ordinance as they relate to animated and illuminated signs.

E. MANDATORY FINDINGS OF SIGNIFICANCE:

Environmental Issue	Yes	No
Does the project have the potential to degrade the quality of the environment, substantially impact biological resources, or eliminate important examples of the major periods of California history or prehistory?		х
2. 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.)		х
3. Does the project have environmental effects, which will cause substantial adverse effects on human beings, either directly or indirectly?		х

F. OTHER RESPONSIBLE AND TRUSTEE AGENCIES whose approval is required:

☐ California Department of Fish and Game	☐ Local Agency Formation Commission (LAFCO)
☐ California Department of Forestry	☐ National Marine Fisheries Service
☐ California Department of Health Services	☐ Tahoe Regional Planning Agency
☐ California Department of Toxic Substances	U.S. Army Corp of Engineers
☐ California Department of Transportation	U.S. Fish and Wildlife Service
☐ California Integrated Waste Management Board	
☐ California Regional Water Quality Control Board	

G. DETERMINATION – The Environmental Review Committee finds that:

The proposed project **COULD NOT** have a significant effect on the environment, and a **NEGATIVE DECLARATION** will be prepared.

H. ENVIRONMENTAL REVIEW COMMITTEE (Persons/Departments consulted):

Planning Services Division, George Rosasco, Chairperson

Signature______Date______Date______Date______

E. J. Ivaldi, Environmental Coordinator

I. SUPPORTING INFORMATION SOURCES: The following public documents were utilized and site-specific studies prepared to evaluate in detail the effects or impacts associated with the project. This information is available for public review, Monday through Friday, 8am to 5pm, at the Placer County Community Development Resource Agency, Environmental Coordination Services, 3091 County Center Drive, Suite 190, Auburn, CA 95603. For Tahoe projects, the document will also be available in our Tahoe Division office, 565 West Lake Blvd., Tahoe City, CA 96145.

County	⊠ Community Plan
Documents	

Sign Zoning Text Amendment Initial Study & Checklist continued ☐ General Plan ☐ Grading Ordinance □ Land Development Manual □ Land Division Ordinance Stormwater Management Manual Tree Ordinance ☐ Department of Toxic Substances Control **Trustee Agency Documents** ☐ Biological Study ☐ Cultural Resources Pedestrian Survey ☐ Cultural Resources Records Search ☐ Lighting & Photometric Plan ☐ Paleontological Survey **Planning** Services ☐ Tree Survey & Arborist Report Division ☐ Visual Impact Analysis → Wetland Delineation Acoustical Analysis ☐ Phasing Plan ☐ Preliminary Grading Plan ☐ Preliminary Geotechnical Report ☐ Preliminary Drainage Report Engineering & Stormwater & Surface Water Quality BMP Plan Surveying ☐ Traffic Study Department, ☐ Sewer Pipeline Capacity Analysis Flood Control District ☐ Placer County Commercial/Industrial Waste Survey (where public sewer is available) Site-Specific **Studies** ☐ Sewer Master Plan Utility Plan ☐Tentative Map ☐ Groundwater Contamination Report ☐ Hydro-Geological Study Environmental ☐ Phase I Environmental Site Assessment Health ☐ Soils Screening Services ☐ Preliminary Endangerment Assessment CALINE4 Carbon Monoxide Analysis Construction Emission & Dust Control Plan **Planning** Geotechnical Report (for naturally occurring asbestos) Services Division, Air Health Risk Assessment Quality URBEMIS Model Output ☐ Emergency Response and/or Evacuation Plan Fire Traffic & Circulation Plan Department

Sign Zoning Text Amendment Initial Study & Checklist continued

Mosquito
Abatement
District

Sign Zoning Text Amendment Initial Study & Checklist continued

Guidelines and Standards for Vector Prevention in Proposed
Developments

Developments

EXHIBIT A

Signs 17.54.170

k. Real Estate Signs

- i. **For Sale Signs**. Temporary signs indicating only that property on which the sign is located is for sale, rent or lease. Only one sign is permitted to face each street adjacent to the property. Such signs may be a maximum of four square feet or less on property in residential land use districts and thirty-two (32) square feet or less in nonresidential land use districts.
- ii. **Model Homes**. Temporary signs, banners and decorations for a model home and/or sales office within a new subdivision; provided, that the aggregate area of such signing for each model home does not exceed thirty-two (32) square feet.
- iii. **Open House**. Temporary signs or banners attracting attention to an open house, with signing having a maximum aggregate area of sixteen (16) square feet, to be in place a maximum of eight days in any thirty (30) day period.
- Residential Identification Signs. Individual residence identification signs, including but not limited to names of occupants and home occupations, limited to a total aggregate area of two square feet, excluding street numbers.
- m. Safety and Directional Signing. Parking lot and other private traffic directional signs, including disabled access and parking signs, each not larger than five square feet. Such signs shall be limited to guidance of pedestrian or vehicular traffic on the premises, and shall not display any logo or name of a product, establishment, service, or any other advertising.
- n. **Street Addresses**. Street address numbers mounted or painted on building walls or doorways.
- o. **Temporary Sales and Events**. Banners, signs or decorative materials for an event conducted pursuant to Sections 17.56.160(C), 17.56.160(D) and 17.56.160(G) (Outdoor retail sales), or grand openings of a new facility on the same site. Such banners, signs and materials are limited to a maximum aggregate area of one hundred (100) square feet per site and a maximum time of forty-five (45) days per year. Uses permitted under Section 17.56.300 (Temporary Uses) are limited to a maximum aggregate area of one hundred (100) square fee per site of banners, signs or decorative materials or as otherwise provided by the use permit. (Ord. 5126-B)
- p. **Window Signs**. Temporary window signs, either painted with water-soluble paint, or constructed of paper, cloth or similar expendable material, provided the total area of such signs is not more than twenty-five (25) percent of the window area, and provided that such signs are in place no longer than thirty (30) days in any sixty (60) day period.
- D. **Prohibited Signs and Sign Materials**. The following signs and sign materials are prohibited, as well as any other sign or sign materials that are not consistent with the provisions of this ordinance.
 - 1. "A"-frame Signs. On-premises or off-premises signs with two or more pieces of any rigid material whatsoever joined at the top so as to form an "A" when viewed in profile, which are not permanently affixed to the ground or a building, and which are otherwise consistent with the definition of a sign.
 - 2. **Animated Signs**. Signs with any moving, rotating, flashing, or otherwise animated light or component, except for time and temperature displays and electronic changeable copy signs with cycle rates longer than three seconds, and traditional barber poles, except for time and

Signs 17.54.170

temperature signs, traditional Barber Pole signs, and the fuel price display components on service station signs. The above listed exceptions allowing time and temperature signs, traditional Barber Poles signs, and the fuel price display components on service station signs do not apply to properties in the Design Sierra (DS) combining district.

- 3. **Hazardous Signs**. Any sign that creates a traffic safety hazard by interfering with a driver's sight distance
- 4. Inflated/Lighter-Than-Air Signs. (Except as provided in Section 17.54.180(C)(2)).
- 5. **Obsolete Signs.** Any sign or sign structure identifying a use or activity that has not occupied the site for more than six months.
- 6. **Off-premises Signs**. Except as provided by Section 17.54.190, any off-premises sign that directs attention to a business, service, product, or entertainment not sold or offered on the premises on which the sign is located, including but not limited to billboards and other off-premises outdoor advertising signs.
- 7. **Portable Signs**. Signs not permanently affixed to the ground, an approved support structure or a building.
- 8. **Signs on Public Property**. Signs within a public road right-of-way, or placed on any other public property, except when placed on such property by the public agency having jurisdiction.
- Signs on Natural Features and Other Structures. Signs affixed to or painted on trees, rocks, or other natural features, or on utility poles, street sign poles, traffic signal equipment and poles, or garbage receptacles.
- 10. **Signs Without Permits**. Any sign without an approved sign permit, unless s specifically exempt per subsection (C)(2) of this section.
- 11. **Simulated Traffic Signs**. Any sign that simulates or imitates in color or design any traffic sign or signal, or uses words, symbols or characters that may interfere with, mislead or confuse pedestrian or vehicular traffic.
- 12. **Vehicle Signs**. Signs on vehicles, including trailers, when a vehicle is parked or stored on property for the purpose of identifying a business or advertising a product on the same site or a different site, unless the sign is permanently fixed to the vehicle, and the vehicle is used by the business to conduct its daily operations on a regular basis.
- E. **Setbacks for Freestanding Signs**. Any freestanding signs allowed by Sections 17.54.180 and 17.54.190 shall be located a minimum of five feet from any property line (see Figure 17.54-J).
- F. **Illumination of Signs**. Any lighted sign shall be illuminated only by continuous and stationary light sources. If the light sources are external to the sign or are otherwise physically detached from the sign, they shall be directed at the sign so that only the sign face is illuminated, except for neon tubing which may be installed so as to be viewed directly whether mounted externally or internally. All other internal light sources shall be installed so that they are visible only through translucent panels or letters. Flashing or intermittent lightschangeable copy signs are allowed only as provided in subsection (D)(2) of this section (Prohibited Signs and Sign Materials). For time and temperature signs.
- G. **Construction and Maintenance**. Each sign and all its components shall be manufactured, assembled and erected in compliance with all applicable state, federal and County regulations, and the Uniform Building Code. Each sign including those exempted from this ordinance by subsection (C)(2) of this section shall be maintained in a safe, clean and legible condition at all times.