City of Vista
Digital Message Boards
Draft Initial Study / Mitigated Negative Declaration

June 3, 2013

Prepared for:

City of Vista
Economic Development Department
200 Civic Center Drive
Vista, California 92084

Prepared by:

ATKINS

3570 Carmel Mountain Road, Suite 300
San Diego, California 92130

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1.0 Mitigated Negative Declaration

Subject: City of Vista Digital Message Boards

I. Project Description: The proposed project involves construction and operation of two new outdoor light emitting diodes (LED) message boards located along State Route 78 (SR-78) in Vista, California. One message board would be located along West Vista Way near the Emerald Drive exit off SR-78 and another along University Drive near the Sycamore Avenue exit off SR-78. The LED displays would be 48 feet wide by 14 feet tall mounted on a sign column with the overall height approximately 40 to 70 feet above grade. Each message board would have two display panels oriented in a "V" shape such that the display panels face the two directions of highway traffic. The image on each display would be static for a period of time, usually eight seconds, before cycling to the next image.

II. Environmental Setting: See attached Initial Study.

III. Determination: The proposed project would result in potentially significant impacts associated with Biological Resources, Cultural Resources, Hazards and Hazardous Materials, and Transportation. Mitigation measures would be implemented to reduce these impacts to a less than significant level.

IV. Documentation: The attached Initial Study documents the reasons to support the determination discussed above.

V. Mitigation Measures: See attached Mitigation Monitoring and Reporting Program.

VI. Public Review Distribution: The following individuals, organizations, and agencies received a copy or notice of the Draft Initial Study and Mitigated Negative Declaration and were invited to comment on its adequacy and sufficiency:

Federal Government
U.S. Fish and Wildlife Service

State of California
Department of Fish and Game, Region 5
Native American Heritage Commission
Department of Toxic Substances Control
Regional Water Quality Control Board, Region 9
Department of Transportation, District 11
State Clearinghouse

Local Agencies
San Diego County Clerk's Office

Native American Bands
La Jolla Band of Mission Indians
Pala Band of Mission Indians
Pauma and Yuima Band of Mission Indians
Pechanga Band of Mission Indians
Rincon Band of Mission Indians
San Luis Rey Band of Mission Indians

Other
San Diego County Archaeological Society
San Diego Gas & Electric

VII. Results of Public Review:

( ) No comments were received during the public input period.

( ) Comments were received but did not address the Draft Mitigated Negative Declaration finding or the accuracy/completeness of the Initial Study. No response is necessary. The letters are attached.

( ) Comments addressing the findings of the Draft Mitigated Negative Declaration and/or accuracy or completeness of the Initial Study were received during the public input period. Responses were prepared to each letter. The letters and responses follow.

The Draft Initial Study and Mitigated Negative Declaration are available for review at the City of Vista, Economic Development Department, 200 Civic Center Drive, Vista, California 92084.

Kevin Ham, Director of Economic Development
City of Vista

June 3, 2013
Date of Draft Report

Date of Final Report

2.0 Introduction

The City of Vista was incorporated in 1963 and currently operates under a Charter approved by the voters in 2007. The City has a population of close to 100,000 and is bisected by SR-78 that carries approximately 131,000 average daily vehicle trips through Vista on a typical weekday. The City of Vista proposes to construct and operate two new outdoor digital message boards located along the north side of SR-78 corridor on sites owned by the City. A site along West Vista Way and another near University Drive near SR-78 were tentatively approved by the California Department of Transportation (Caltrans) on November 28, 2011 pursuant to an application for preliminary determination filed by the City.

2.1 California Environmental Quality Act Compliance

The City of Vista is the lead agency pursuant to the California Environmental Quality Act (CEQA) and is responsible for analyzing and approving the Mitigated Negative Declaration (MND) document for the proposed project. The City of Vista has determined that an MND is the appropriate environmental document to be prepared in compliance with CEQA. This finding is based on the Initial Study (IS) Checklist (Chapter 5.0) and Discussion of Environmental Impacts (Chapter 6.0). As provided for by CEQA Statute Section 21064.5, an MND may be prepared for a project subject to CEQA when the project will not result in significant environmental impacts that cannot be mitigated to a less than significant level.

This IS/MND has been prepared by Economic Development Department of the City and in conformance with CEQA Guidelines Section 15070. The purpose of the IS/MND is to determine the potential significant impacts associated with the construction and operation of the two digital message boards and incorporate mitigation measures into the project design as necessary to reduce or eliminate the significant or potentially significant effects.

2.2 Other Agencies That May Use the Mitigated Negative Declaration and Initial Study

This IS/MND is intended to be used by responsible and trustee agencies that may have review authority over the proposed project. The City will obtain all permits as required by law. The City Council is the decision making body for the proposed project. No responsible or trustee agencies have been identified for the proposed project. The project requires a ministerial Outdoor Advertising Display Permit from Caltrans.

2.3 Public Review Process

In accordance with CEQA, a good faith effort has been made during preparation of this IS/MND to contact affected public agencies, organizations, and persons who may have an interest in the proposed project. In reviewing the Draft IS/MND, affected and interested parties should focus on the sufficiency of the document in identifying and analyzing the possible impacts on the environment and ways in which the significant effects of the proposed project would be avoided or mitigated.

The Draft IS/MND and associated appendices will be available for review on the City of Vista website at http://www.cityofvista.com/departments/communitydev/environmentaldocuments.cfm. The Draft IS/MND and associated appendices will also be available for review during regular business hours at the City of Vista, Economic Development Department office located on the third floor of the Vista's Civic Center (200 Civic Center Drive, Vista, CA 92084) and is open Monday through Thursday from 7:30 a.m. to 5:30 p.m.

Comments may be made on the Draft IS/MND in writing during the 30-day review period, which will commence on June 3, 2013 and end on July 2, 2013. Written comments on the Draft IS/MND should be sent to the following address by 5:00 p.m. on July 2, 2013:

Kevin Ham
Economic Development Director
City of Vista
200 Civic Center Drive
Vista, California 92084
Fax: (760) 643-2879

Following the close of the public comment period, the City Council will consider this IS/MND and the comments thereto in determining whether to approve the proposed project.

2.4 Incorporated by Reference

According to Section 15150 of the CEQA Guidelines, an MND may incorporate by reference all or portions of another document which is a matter of public record. The incorporated language shall be considered to be set forth in full as part of the text of the MND. All documents incorporated by reference are available for review at, or can be obtained through the City of Vista Economic Development Department during normal business hours.

- City of Vista. 2011. *Vista General Plan 2030*. December.
- City of Vista. 2011. *Vista General Plan 2030 Draft Program Environmental Impact Report Volume I and II*. May.
- City of Vista. 2011. *Vista General Plan 2030 Update Final Program Environmental Impact Report Volume III*. December.

3.0 Project Description

3.1 Project Location and Site

The proposed project is located in the City of Vista in northern San Diego County, California (Figure 1). The project consists of the placement of two, new double-sided digital message boards along State Route 78 (SR-78). Both message boards would be placed on the north side of the highway on City-owned land that is zoned for commercial use.

Site 1, also referred to as the "West Vista Way Site" is proposed along West Vista Way near the intersection of Santa Clara Way and approximately 0.75 mile east of the Emerald Drive exit off SR-78. The site is surrounded by residential uses to the north and commercial uses to the east, west and south across SR-78.

Site 2, also referred to as the "University Drive" site has two potential locations. Both are analyzed in this IS/MND so that the City can select either location for the sign. University Drive Alternative 1 Site is located south of University Drive and north of SR-78 near the Babies "R" Us commercial property and approximately 0.5 mile west of the Sycamore Avenue exit off SR-78. University Drive Alternative 1 Site is surrounded by high density residential uses to the west and commercial uses to the north, east and immediately south across SR-78.

University Drive Alternative 2 Site is located south of University Drive and north of SR-78 near the Ross Dress for Less commercial property and approximately 350 feet west of the Sycamore Avenue exit off SR-78. The Alternative 2 Site is approximately 0.25mile east of the Alternative 1 Site location. Alternative 2 Site is surrounded by commercial uses to the north, east, west, and immediately south across SR-78. The potential locations of the digital message boards are identified in Figure 2 and described below.

3.2 Purpose and Need

The purpose of the proposed project is to communicate city messages for benefit of the community. Messages will include public safety announcements, community events and amenities. The message boards will also generate additional revenue for the City of Vista. The City has a population of close to 100,000 and is bisected by SR-78 which carries approximately 131,000 average daily vehicle trips on a typical weekday. The project would increase and diversify the City's available revenue sources. It is anticipated that the two digital message boards would generate between $300,000 and $400,000 in the first several years of operation. Proposed Project

The proposed project would involve the construction and operation of two new digital outdoor advertising LED message boards located along the north side of SR-78 on property owned by the City of Vista.

Both message boards would display paid commercial messaging, hereinafter referred to as "Revenue Generating Messages," as well as, city/public safety/community/civic content messages sponsored by the City, hereinafter referred to as "Public Service Messages." The City may utilize up to 15 percent of the message board display time for Public Service Messages. In times of emergency or public need, the City may determine that it is necessary to preempt some or all of the Revenue Generating Messages occurring on a particular day or days with Public Service Messages concerning the emergency or public need.

The digital message boards would be installed on sign structures to elevate the boards. The LED display panels would be 48 feet wide by 14 feet tall mounted on a sign column so that the overall height is approximately 40 to 70 feet above grade (see below for proposed message board heights at each potential message board location). For each message board, the two display panels would be oriented in a "V" shape such that the display panels face the two directions of highway traffic (eastbound and westbound). The image on each display panel would be static for a period of time, usually eight seconds, before cycling to the next image. The conceptual design of the digital message boards is shown in Figure 3. Please note that depending upon actual placement of the message boards in the field, a full or partial flag mount may be constructed. Specification details include the following:

- **LEDs Per Pixel:** 3 color-matched LEDs: 1 red, 1 green and 1 blue.
- **Color Capability:** Color bit would be 144 quadrillion.
- **Brightness of digital display:** Lighting levels on the display panels would not exceed 0.3 foot candles over ambient levels, as measured using a foot candle meter at a pre-set distance according to the guidelines of the Outdoor Advertising Association of America (OAAA).
- **Power Supply:** One regulated, auto ranging alternating current (AC) to direct current (DC) power supply per module to power the LED modules in the event of power spikes or surges.
- **Contrast:** Each display panel would be high-contrast with non-reflective shaders to prevent light from projecting upward into the sky.
- **Viewing Angel:** Each display panel would have 160° horizontal x 70° vertical axis viewing angle.
- **Operating Temperature:** Each display panel would have the following operating temperatures: -30° to +120°F (-34° to +49°C).
- **Display Dimming:** Each display panel would have 256 dimming levels to control glare to adjacent properties and would automatically dim the intensity of lights during hours of darkness.
- **Multi-Direction Light Sensor:** Each display panel would be equipped with a multi-direction light sensor using power-saving algorithms to measure front, rear and ambient light conditions to adjust light intensity according to environmental conditions. Display would utilize longitude and latitude for reference location as a fail-safe in the event sensors are not operating correctly.
- **Energy Demand:** Each display panel would have an energy demand of approximately 15 kilowatts per hour and would operate 24 hours per day, for a total annual energy demand of 525,960 kilowatts per year for both message boards.
- **Environmental Protection:** Each display panel would be fully-sealed module and fully-sealed power supply to provide environmental protection.
- **Display Calibration**: Each display panel would have factory-calibrated individual LEDs.
- **Communication and Control:** Each display panel would be controlled remotely and would have remote maintenance software.
- **Visual Verification:** Webcams would be installed for visual verification.
- **Compliance:** Each display panel would be ETL Testing Laboratories, International Building Code (IBC) 2006/2009 and Federal Communications Commission compliant.

While the majority of maintenance would be handled remotely, the message boards may require infrequent in-the-field maintenance, estimated to occur twice per year.

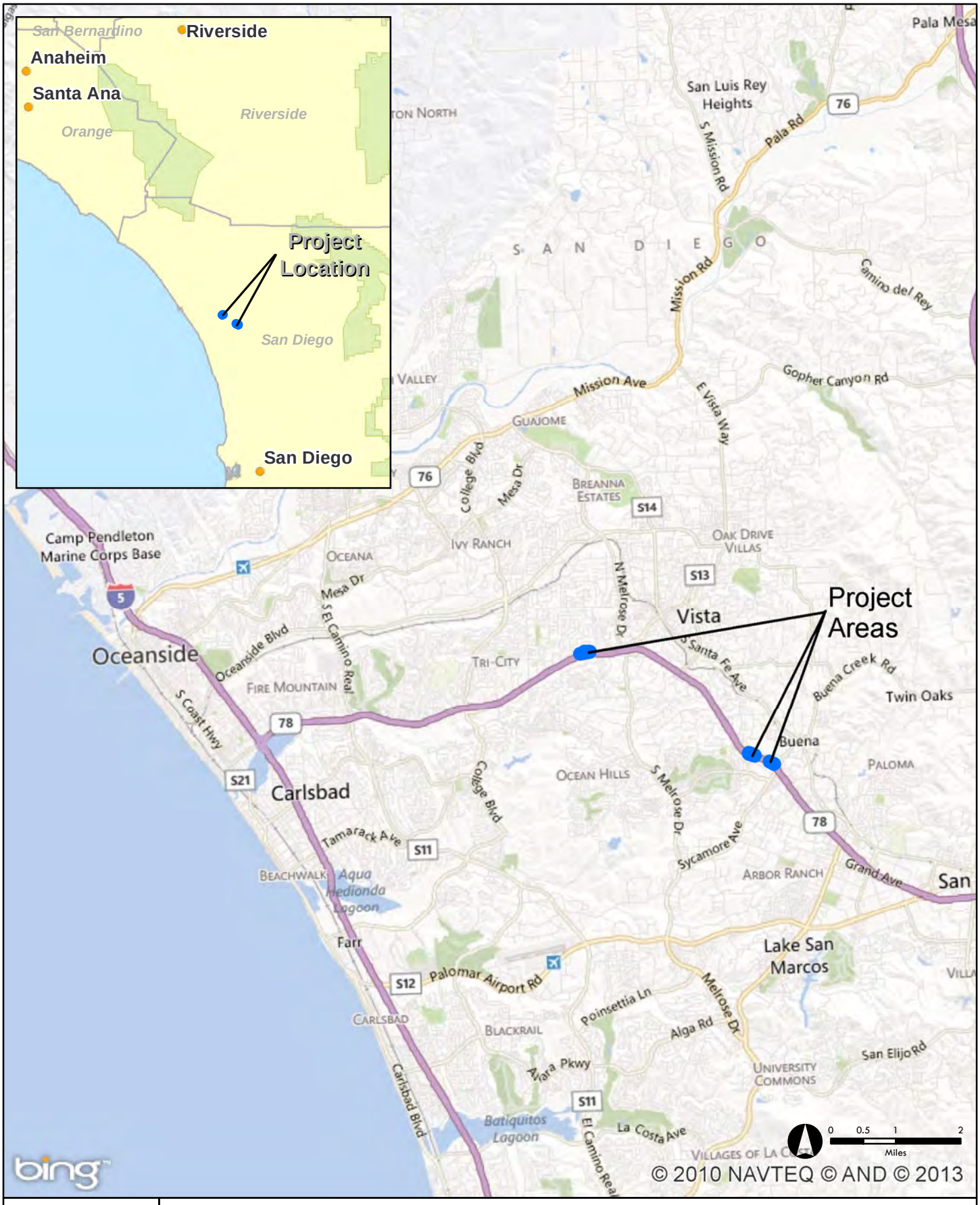

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FIGURE 1
Project Location

10003884 City of Vista Digital Message Boards

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FIGURE 2

Project Location

100033884

City of Vista Digital Message Boards

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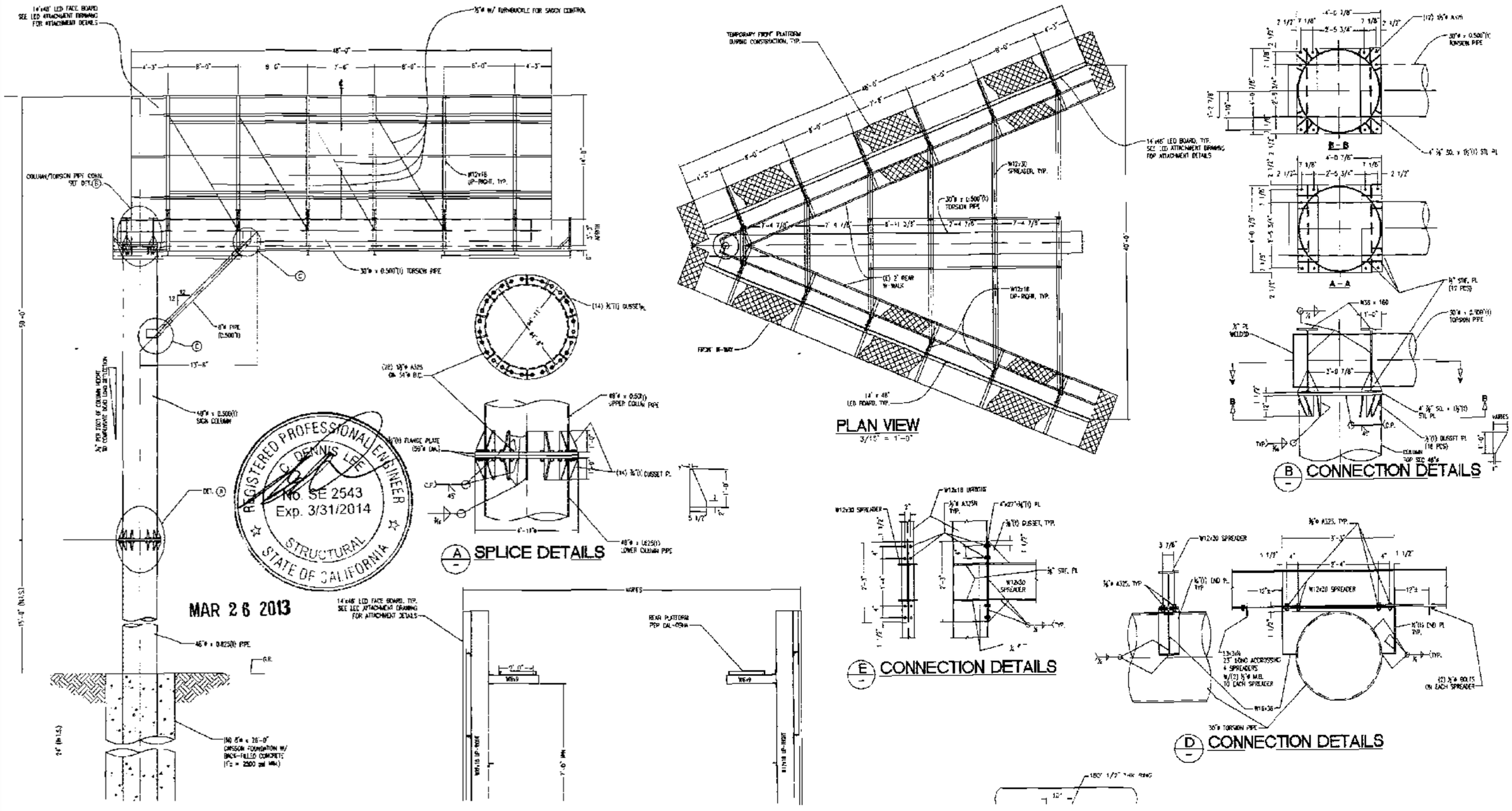

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FIGURE 3

Digital Message Boards Conceptual Design

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City of Vista Digital Message Boards

Individual specifications of the digital message boards are provided below.

West Vista Way Site: The overall height to the top of the digital message board from grade is approximately 40 to 50 feet. Eastbound and westbound visual simulations of the proposed West Vista Way Site Digital Message Board are shown in Figures 4 and 5, respectively.

University Drive Alternative 1 Site: The overall height to the top of the digital message board from grade is approximately 60 to 70 feet. Eastbound and westbound visual simulations of the proposed University Drive Alternative 1 Site Digital Message Board are shown in Figures 6 and 7, respectively.

University Drive Alternative 2 Site: The overall height to the top of the digital message board from grade is approximately 45 to 55 feet. Eastbound and westbound visual simulations of the proposed University Drive Alternative 2 Site Digital Message Board are shown in Figures 8 and 9, respectively.

3.3 Project Construction

After permitting is completed, construction of the project is anticipated to begin in the last quarter of 2013 and last approximately nine weeks. However, it is possible that the message boards could be constructed simultaneously in as little as four weeks.

Typical construction equipment would include, but not be limited to, drill rig, loader, dump truck, crane, flatbed truck, and concrete truck. The construction staging area for the West Vista Way Site would be located on western portion of the site. During utilities extension, one lane of traffic would be closed on West Vista Way. The University Drive Alternative 1 Site construction staging area would be located onsite and would require the closure of both eastbound lanes on University Drive during utilities extension. The University Drive Alternative 2 Site construction staging area would be located in the center of Alternative 2 Site and would not require closure of any traffic lanes during construction.

Construction activities would consist of excavation for message board footings and utilities, installation of the message board columns and footings, cure time, construction of the superstructures, and installation of the LED displays. Construction phases at a single site would occur sequentially and would not overlap. The ground disturbance area would be approximately 64 square feet (8 feet by 8 feet). The depth of excavation for the message board footings would be a maximum of 32 feet below ground surface. It is assumed that approximately 142 cubic yards of material would be excavated to install the message board footings and connections to electrical utilities.

Construction of the digital message boards may require removal and/or trimming of trees in the vicinity of University Drive Alternative 1 and 2 Sites. The West Vista Way Site would not require removal and/or trimming of trees. University Drive Alternative 1 Site may require removal and/or trimming of trees on City land. University Drive Alternative 2 Site may require removal and/or trimming of trees on North County Square property. Any tree removals would be coordinated with the appropriate departments at the City and North County Square.

FIGURE 4

Eastbound Visual Simulation of the West Vista Way Site Digital Message Board

FIGURE 5

Westbound Visual Simulation of the West Vista Way Site Digital Message Board

FIGURE 6

Eastbound Visual Simulation of the University Drive Alternative 1 Site Digital Message Board

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FIGURE 7

Westbound Visual Simulation of the University Drive Alternative 1 Site Digital Message Board

FIGURE 8

Eastbound Visual Simulation of the University Drive Alternative 2 Site Digital Message Board

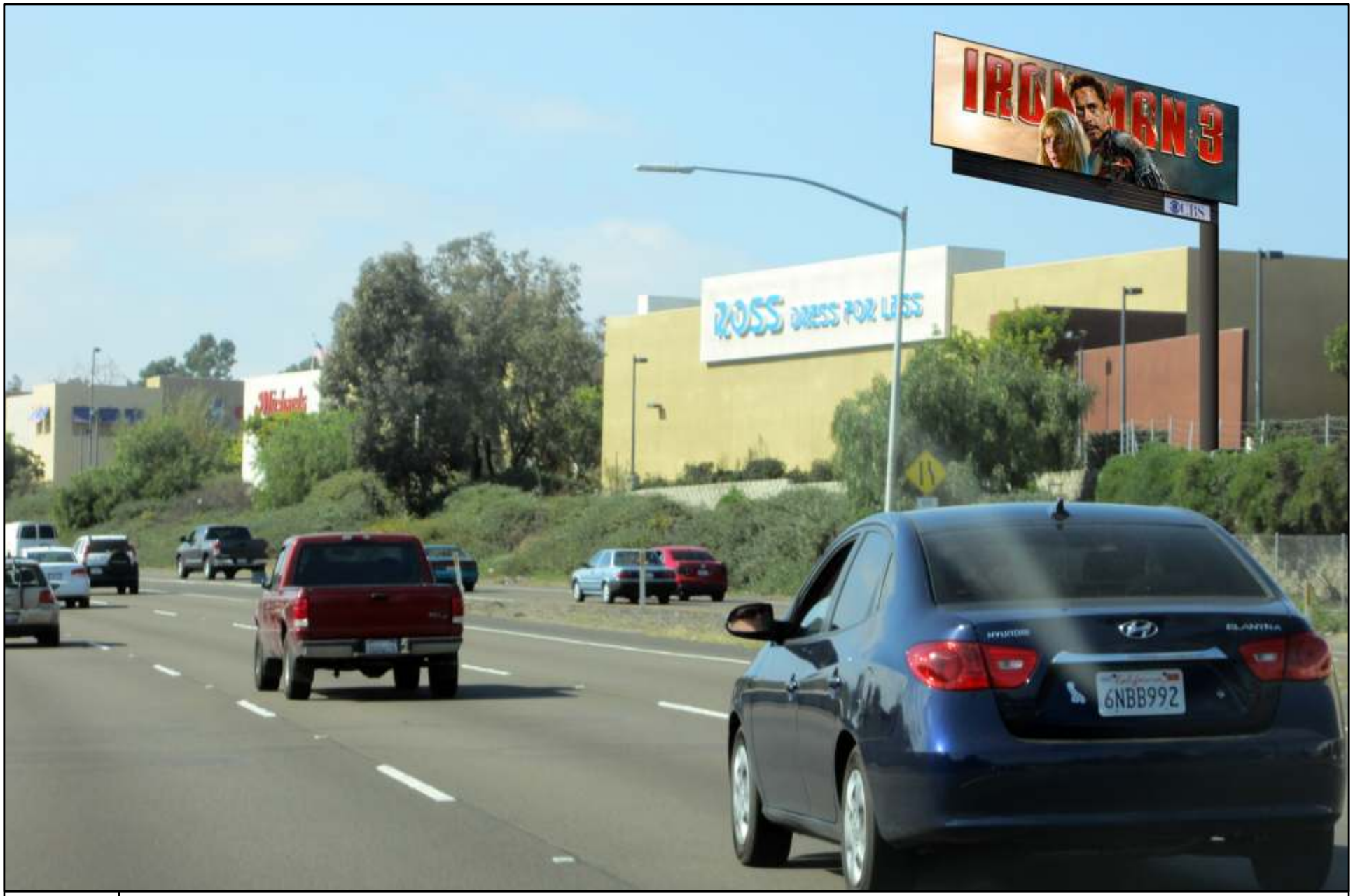


FIGURE 9

Westbound Visual Simulation of the University Drive Alternative 2 Site Digital Message Board

4.0 Environmental Initial Study Checklist

Project Title: City of Vista Digital Message Boards

Lead Agency Name and Address:
City of Vista
Economic Development Department
200 Civic Center Drive
Vista, California 92084

Lead Agency Contact Person and Phone Number:
Kevin Ham, Director of Economic Development Department
Phone: (760) 726-1340 ext. 1301

Project Location: The digital message boards are located in the City of Vista in northern San Diego County, California. Three potential message board sites are being considered. The West Vista Way Site is located along West Vista Way near the intersection with Santa Clara Way and approximately 0.75 mile east of the Emerald Drive exit off SR-78. University Drive Alternative 1 Site is located south of University Drive and north of SR-78 near the Babies "R" Us commercial property and approximately 0.5 mile west of the Sycamore Avenue exit off SR-78. University Drive Alternative 2 Site is located south of University Drive and north of SR-78 near the Ross Dress for Less commercial property and approximately 350 feet west of the Sycamore Avenue exit off SR-78.

Project Sponsor's Name and Address:
City of Vista
Economic Development Department
200 Civic Center Drive
Vista, California 92084

General Plan Designation:
West Vista Way Site – **Undesignated (City right-of-way)**
University Drive Alternative 1 Site – General Commercial
University Drive Alternative 2 Site – General Commercial

Zoning:
West Vista Way Site – Commercial C-1
University Drive Alternative 1 Site – Commercial C-1
University Drive Alternative 2 Site – Commercial C-1

Description of Project: See Chapter 3.0, Project Description.

Surrounding Land Uses and Setting:
The West Vista Way site is surrounded by residential uses to the north and commercial uses to the east, west and south across SR-78. The University Drive Alternative 1 site is surrounded by high density residential uses to the west and commercial uses to the east, north and immediately south across SR-78.

The University Drive Alternative 2 site is surrounded by commercial uses to the north, east, west, and immediately south across SR-78.

Required Approvals:
City Council – Project Approval
Caltrans – Outdoor Advertising Display Permit

Regulatory Provisions: The following regulations are applicable to installation of message boards and compliance has been assumed in the analysis of the proposed project.

Federal. The federal Highway Beautification Act of 1965 (23 U.S.C. 131) provides for control of outdoor advertising, including removal of certain types of signs, along the interstate highway system. It requires certain junkyards along Interstate or primary highways to be removed or screened and encourages scenic enhancement and roadside development. The Act is enforced by the Federal Highway Administration (FHWA).

As part of its enforcement effort, the FHWA has entered into agreements regarding the Act with state departments of transportation. The agreements with California are described under the State provisions, below.

State. Caltrans is involved in the control of "off-premise" displays along state highways. Such displays advertise products or services of businesses located on property other than the display. Caltrans does not regulate on-premise displays.

Some freeways are classified as "landscaped freeways." A landscaped freeway is defined as one that is now, or may in the future be, improved by the planting of lawns, trees, shrubs, flowers or other ornamental vegetation requiring reasonable maintenance on one or both sides of the freeway (Government Code §5216). Off-premise displays are not allowed along landscaped freeways except when approved as part of relocation agreements.

The FHWA has entered into written agreements with various states as part of the implementation of the Highway Beautification Act. California has entered into two such agreements: one dated May 29, 1965, and a subsequent agreement dated February 15, 1968. The agreements generally provide that the State will control the construction of all outdoor advertising signs, displays and devices within 660 feet of the interstate highway right-of-way. The agreements provide that such signs shall be erected only in commercial or industrial zones, and are subject to the following restrictions:

- No signs shall imitate or resemble any official traffic sign, signal or device, nor shall signs obstruct or interfere with official signs;
- No signs shall be erected on rocks or other natural features;
- Signs shall be no larger than 25 feet in height and 60 feet in width, excluding border, trim and supports;
- Signs on the same side of the freeway must be separated by at least 500 feet; and
- Signs shall not include flashing, intermittent or moving lights, and shall not emit light that could obstruct or impair the vision of any driver.

California regulates outdoor advertising in the Outdoor Advertising Act (OAA) (Business and Professions Code, Sections 5200 et seq.) and the California Code of Regulations, Title 4, Division 6 (Sections 2240 et seq.). Caltrans enforces the law and regulations. Caltrans requires applicants for new outdoor lighting to demonstrate that the owner of the parcel consents to the placement sign, that the parcel on which the sign would be located is zoned commercial or industrial, and that local building permits are obtained and complied with. A digital billboard is identified as a "message center" in the statute, which is an advertising display where the message is changed more than once every two minutes, but no more than once every four seconds (Business and Professions Code, Section 5216.4).

The OAA prohibits signage along landscaped freeways (§5440). Caltrans has interpreted these provisions as allowing new billboards along such freeway segments if a relocation agreement has been approved pursuant to §5412 of the OAA. The OAA contains a number of provisions relating to the construction and operation of billboards:

- The sign must be constructed to withstand a wind pressure of 20 pounds per square feet of exposed surface (§5401);
- No sign shall display any statements or words of an obscene, indecent or immoral character (§5402);
- No sign shall display flashing, intermittent or moving light or lights (§5403(h));
- Signs are restricted from areas within 300 feet of an intersection of highways or of highway and railroad right-of-ways, but a sign may be located at the point of interception, as long as a clear view is allowed for 300 feet, and no sign shall be installed that would prevent a traveler from obtaining a clear view of approaching vehicles for a distance of 500 feet along the highway (§5404); and
- Message center signs may not include any illumination or message change that is in motion or appears to be in motion or that change or expose a message for less than four seconds. No message center sign may be located within 500 feet of an existing billboard, or 1,000 feet of another message center display, on the same side of the highway (§5405).

Additional restrictions on outdoor signage are found in the California Vehicle Code. Section 21466.5 prohibits the placing of any light source "…of any color of such brilliance as to impair the vision of drivers upon the highway." Specific standards for measuring light sources are provided. The restrictions may be enforced by Caltrans, the California Highway Patrol or local authorities.

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

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

Determination: On the basis of this initial evaluation:

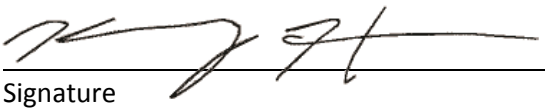
☐ I find that the proposed project COULD NOT have a significant effect on the environment, and a NEGATIVE DECLARATION will be prepared.

☒ 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

June 3, 2013
Date

Kevin Ham, Director of Economic Development
Printed Name

City of Vista
Agency

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 a lead agency cites in the parentheses following each question. A "No Impact" answer is adequately supported if the referenced information sources show that the impact simply does not apply to projects like the one involved (e.g., the project falls outside a fault rupture zone). A "No Impact" answer should be explained where it is based on project-specific factors as well as general standards (e.g., the project will not expose sensitive receptors to pollutants, based on a project-specific screening analysis).
2) All answers must take account of the whole action involved, including off-site as well as on-site, cumulative as well as project-level, indirect as well as direct, and construction as well as operational impacts.
3) Once the lead agency has determined that a particular physical impact may occur, then the checklist answers must indicate whether the impact is Potentially Significant, Less Than Significant With Mitigation, or Less Than Significant. "Potentially Significant Impact" is appropriate if there is substantial evidence that an effect may be significant. If there are one or more "Potentially Significant 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 "Earlier Analyses," as described in (5) below, may be cross-referenced).
5) Earlier analyses may be used where, pursuant to tiering, an effect has been adequately analyzed in an earlier EIR or Negative Declaration. Section 15063(c)(3)(D). In this case, a brief discussion should identify the following:
    a) Earlier Analysis Used. Identify and state where these are available for review.
    b) Impacts Adequately Addressed. Identify which effects from the 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) Lead agencies are encouraged to incorporate into the checklist references to information sources for potential impacts (e.g., campus master plans, general plans, zoning ordinances). Reference to a previously prepared or outside document should, where appropriate, include a reference to the page or pages where the statement is substantiated.
7) Supporting Information Sources: A source list should be attached, and other sources used or individuals contacted should be cited in the discussion.
8) This is only a suggested form, and lead agencies are free to use different formats; however, lead agencies should normally address the questions from this checklist that are relevant to a project's environmental effects in whatever format is selected.
9) The explanation of each issue should identify:
    a) The significance criteria or threshold, if any, used to evaluate each question; and
    b) The mitigation measure identified, if any, to reduce the impact to a less than significant level.

Environmental Issues: Refer to Chapter 6.0 for a brief explanation of the environmental impacts indicated below.

		Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
4.1	**Aesthetics**				
	Would the project:				
a)	Have a substantial adverse effect on a scenic vista?	☐	☐	☒	☐
b)	Substantially damage scenic resources including, but not limited to, trees, rock outcroppings, and historic buildings within a state scenic highway?	☐	☐	☐	☒
c)	Substantially degrade the existing visual character or quality of the site and its surroundings?	☐	☐	☒	☐
d)	Create a new source of substantial light or glare which would adversely affect day or nighttime views in the area?	☐	☐	☒	☐
4.2	**Agriculture and Forestry Resources**				
	In determining whether impacts to agricultural resources are significant environmental effects, lead agencies may refer to the California Agricultural Land Evaluation and Site Assessment Model (1997) prepared by the California Department of Conservation as an optional model to use in assessing impacts on agriculture and farmland. In determining whether impacts to forest resources, including timberland, are significant environmental effects, lead agencies may refer to information compiled by the California Department of Forestry and Fire Protection regarding the state's inventory of forest land, including the Forest and Range Assessment Project and the Forest Legacy Assessment project; and forest carbon measurement methodology provided in Forest Protocols adopted by the California Air Resources Board. Would the project:				
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?	☐	☐	☐	☒

		Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
b)	Conflict with existing zoning for agricultural use, or a Williamson Act contract?	☐	☐	☐	☒
c)	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 4256), or timberland zoned Timberland Production (as defined by Government Code Section 51104(g))?	☐	☐	☐	☒
d)	Result in the loss of forest land or conversion of forest land to non-forest use?	☐	☐	☐	☒
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?	☐	☐	☐	☒

4.3 Air Quality

Where available, the significance criteria established by the applicable air quality management or air pollution control district may be relied upon to make the following determinations. Would the project:

a)	Conflict with or obstruct implementation of the applicable air quality plan?	☐	☐	☐	☒
b)	Violate any air quality standard or contribute substantially to an existing or projected air quality violation?	☐	☐	☒	☐
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)?	☐	☐	☒	☐
d)	Expose sensitive receptors to substantial pollutant concentrations?	☐	☐	☒	☐
e)	Create objectionable odors affecting a substantial number of people?	☐	☐	☒	☐

4.4 Biological Resources

Would the project:

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

		Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
4.5	**Cultural Resources**				
	Would the project:				
a)	Cause a substantial adverse change in the significance of a historical resource as defined in Section 15064.5?	☐	☐	☒	☐
b)	Cause a substantial adverse change in the significance of an archaeological resource pursuant to Section 15064.5?	☐	☒	☐	☐
c)	Directly or indirectly destroy a unique paleontological resource or site or unique geologic feature?	☐	☐	☐	☒
d)	Disturb any human remains, including those interred outside of formal cemeteries?	☐	☐	☒	☐
4.6	**Geology and Soils**				
	Would the project:				
a)	Expose people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving:				
	i) Rupture of a known earthquake fault, as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known fault? Refer to Division of Mines and Geology Special Publication 42.	☐	☐	☒	☐
	ii) Strong seismic ground shaking?	☐	☐	☒	☐
	iii) Seismic-related ground failure, including liquefaction?	☐	☐	☒	☐
	iv) Landslides?	☐	☐	☒	☐
b)	Result in substantial soil erosion or the loss of topsoil?	☐	☐	☒	☐
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?	☐	☐	☒	☐

		Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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?	☐	☐	☒	☐
e)	Have soils incapable of adequately supporting the use of septic tanks or alternative waste water disposal systems where sewers are not available for the disposal of waste water?	☐	☐	☐	☒

4.7 Greenhouse Gas Emissions

Would the project:

a)	Generate greenhouse gas emissions, either directly or indirectly, that may have a significant impact on the environment?	☐	☐	☒	☐
b)	Conflict with an applicable plan, policy or regulation adopted for the purpose of reducing the emissions of greenhouse gases?	☐	☐	☒	☐

4.8 Hazards and Hazardous Materials

Would the project:

a)	Create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials?	☐	☐	☒	☐
b)	Create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment?	☐	☐	☒	☐
c)	Emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school?	☐	☐	☒	☐
d)	Be located on a site which is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5 and, as a result, would it create a significant hazard to the public or the environment?	☐	☐	☐	☒

		Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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?	☐	☐	☐	☒
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?	☐	☐	☐	☒
g)	Impair implementation of or physically interfere with an adopted emergency response plan or emergency evacuation plan?	☐	☒	☐	☐
h)	Expose people or structures to a significant risk of loss, injury or death involving wildland fires, including where wildlands are adjacent to urbanized areas or where residences are intermixed with wildlands?	☐	☐	☐	☒

4.9 Hydrology and Water Quality

Would the project:

a)	Violate any water quality standards or waste discharge requirements?	☐	☐	☒	☐
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)?	☐	☐	☐	☒
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?	☐	☐	☒	☐
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?	☐	☐	☒	☐

		Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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?	☐	☐	☒	☐
f)	Otherwise substantially degrade water quality?	☐	☐	☒	☐
g)	Place housing within a 100-year flood hazard area as mapped on a federal Flood Hazard Boundary or Flood Insurance Rate Map or other flood hazard delineation map?	☐	☐	☐	☒
h)	Place within a 100-year flood hazard area structures which would impede or redirect flood flows?	☐	☐	☐	☒
i)	Expose people or structures to a significant risk of loss, injury or death involving flooding, including flooding as a result of the failure of a levee or dam?	☐	☐	☐	☒
j)	Inundation by seiche, tsunami, or mudflow?	☐	☐	☒	☐

4.10 Land Use and Planning

Would the project:

a)	Physically divide an established community?	☐	☐	☐	☒
b)	Conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to the general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect?	☐	☐	☐	☒
c)	Conflict with any applicable habitat conservation plan or natural community conservation plan?	☐	☐	☐	☒

4.11 Mineral Resources

Would the project:

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?	☐	☐	☒	☐

		Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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?	☐	☐	☐	☒

4.12 Noise

Would the project result in:

a)	Exposure of persons to or generation of noise levels in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies?	☐	☐	☒	☐
b)	Exposure of persons to or generation of excessive groundborne vibration or groundborne noise levels?	☐	☐	☒	☐
c)	A substantial permanent increase in ambient noise levels in the project vicinity above levels existing without the project?	☐	☐	☐	☒
d)	A substantial temporary or periodic increase in ambient noise levels in the project vicinity above levels existing without the project?	☐	☐	☒	☐
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?	☐	☐	☐	☒
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?	☐	☐	☐	☒

4.13 Population and Housing

Would the project:

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)?	☐	☐	☐	☒

		Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
b)	Displace substantial numbers of existing housing, necessitating the construction of replacement housing elsewhere?	☐	☐	☐	☒
c)	Displace substantial numbers of people, necessitating the construction of replacement housing elsewhere?	☐	☐	☐	☒

4.14 Public Services

a)	Would the project result in substantial adverse physical impacts associated with the provision of new or physically altered governmental facilities, need for new or physically altered governmental facilities, the construction of which could cause significant environmental impacts, in order to maintain acceptable service ratios, response times or other performance objectives for any of the public services:				
	i. Fire protection?	☐	☐	☐	☒
	ii. Police protection?	☐	☐	☐	☒
	iii. Schools?	☐	☐	☐	☒
	iv. Parks?	☐	☐	☐	☒
	v. Other public facilities?	☐	☐	☐	☒

4.15 Recreation

a)	Would the project increase the use of existing neighborhood and regional parks or other recreational facilities such that substantial physical deterioration of the facility would occur or be accelerated?	☐	☐	☐	☒
b)	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?	☐	☐	☐	☒

		Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
4.16	**Transportation/Traffic**				
	Would the project:				
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?	☐	☐	☐	☒
b)	Conflict with an applicable congestion management program, including but not limited to level of service standards and travel demand measures, or other standards established by the county congestion management agency for designated roads or highways?	☐	☐	☐	☒
c)	Result in a change in air traffic patterns, including either an increase in traffic levels or a change in location that result in substantial safety risks?	☐	☐	☐	☒
d)	Substantially increase hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment)?	☐	☒	☐	☐
e)	Result in inadequate emergency access?	☐	☒	☐	☐
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?	☐	☐	☐	☒
4.17	**Utilities and Service Systems**				
	Would the project:				
a)	Exceed wastewater treatment requirements of the applicable Regional Water Quality Control Board?	☐	☐	☐	☒
b)	Require or result in the construction of new water or wastewater treatment facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?	☐	☐	☐	☒

		Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
c)	Require or result in the construction of new storm water drainage facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?	☐	☐	☐	☒
d)	Have sufficient water supplies available to serve the project from existing entitlements and resources, or are new or expanded entitlements needed?	☐	☐	☐	☒
e)	Result in a determination by the wastewater treatment provider which serves or may serve the project that it has adequate capacity to serve the project's projected demand in addition to the provider's existing commitments?	☐	☐	☐	☒
f)	Be served by a landfill with sufficient permitted capacity to accommodate the project's solid waste disposal needs?	☐	☐	☐	☒
g)	Comply with federal, state, and local statutes and regulations related to solid waste?	☐	☐	☐	☒

4.18 Mandatory Findings of Significance

a)	Does the project have the potential to degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, reduce the number or restrict the range of a rare or endangered plant or animal or eliminate important examples of the major periods of California history or prehistory?	☐	☒	☐	☐
b)	Does the project have impacts that are individually limited, but cumulatively considerable? ("Cumulatively considerable" means that the incremental effects of a project are considerable when viewed in connection with the effects of past projects, the effects of other current projects, and the effects of probable future projects)?	☐	☒	☐	☐
c)	Does the project have environmental effects which will cause substantial adverse effects on human beings, either directly or indirectly?	☐	☒	☐	☐

5.0 Discussion of Environmental Impacts

5.1 Aesthetics

Would the project:

a) Have a substantial adverse effect on a scenic vista?

Less Than Significant Impact. The two main viewsheds within the City are the San Marcos Mountains to the east and northeast of the City and canyons in the southwestern portions of the City (Vista 2011b, p. 4.1-3). The proposed project consists of the construction and operation of two digital outdoor message boards located along the SR-78 corridor. The LED displays would be 48 feet wide by 14 feet tall mounted on a sign column with an overall height between approximately 40 and 70 feet above grade, depending on location. Eastbound and westbound visual simulations of the proposed digital message boards along the SR-78 corridor are shown in Figures 4 through 9 for the proposed West Vista Way Site, University Drive Alternative 1 Site, and University Drive Alternative 2 Site, respectively.

The West Vista Way Site and University Drive Alternative 1 Site message board locations would not obstruct views of scenic vistas within the City (see Figures 4 through 7). However, the construction of a digital message board on the University Drive Alternative 2 Site would partially block a small portion of the San Marcos Mountain ridgelines while drivers are passing along the SR-78 eastbound for a very short period of time. As shown on Figure 8, the San Marcos Mountains can be seen on the side of the digital message board. Eastbound views change quickly as the freeway descends from an elevation of approximately 550 feet above mean sea level at the Mar Vista Drive exit on SR-78, west of the site to about 400 feet above mean sea level at the Sycamore Avenue exit on SR-78 approximately 0.5 mile east of the site. Additionally, existing trees within the vicinity of the University Drive Alternative 2 Site already partially block portions of the San Marcos Mountain ridgelines. These trees, which are located on North County Fair property, may require trimming to avoid blocking the digital message board. The trimming would also partially unblock views of the San Marcos Mountain ridgelines from drivers traveling along SR-78 eastbound. Therefore, the new digital message board would not create a substantial adverse effect on the view of the San Marcos Mountains and impacts would be less than significant.

b) Substantially damage scenic resources, including, but not limited to trees, rock outcroppings, and historic buildings within a state scenic highway?

No Impact. There are no officially designated state scenic highways within the City, including SR-78. The closest eligible state scenic highway is SR-76, located approximately 1.5 miles north of the City's northernmost boundary. However, there are no significant views from SR-76 to Vista due to topography and the existing built environment (Vista 2011a, p. 4.1-6). Furthermore, there are no unique trees or trees of significant stature, unique rock outcroppings, or historic buildings in the vicinity of SR-78 that would be affected by the proposed project. Therefore, the proposed project would not substantially damage scenic resources within a state scenic highway. No impact would occur.

c) Substantially degrade the existing visual character or quality of the site and its surroundings?

Less Than Significant Impact. The West Vista Way Site is approximately 1.56 acres (67,954 square feet), of which the proposed message board would have a footprint of approximately 8-feet by 8-feet (0.001

acre or 64 square feet). The size of the message board would be 48 feet wide by 14 feet tall mounted on a sign column so that the overall height is approximately 40 to 50 feet above grade to top of message board sign. Thus, the message board would result in a change in character to a small portion of the site. The majority of the site would remain in its current undeveloped condition. Thus, while the project would result in a change in the character of a small portion of the site, it would not result in the substantial degradation of the site or its surroundings. Further, the site is zoned for commercial use. While the existing character of the West Vista Way Site provides a natural setting, the property could be developed in the future in accordance with the zoning. Therefore, impacts associated with the degradation of visual character or quality would be less than significant.

The University Drive Alternative 1 Site is surrounded by high density residential uses to the west and commercial uses to the east, north and immediately south across SR-78. The University Drive Alternative 1 Site is a City right-of-way that buffers against SR-78 and is planted with non-native ornamental vegetation. Therefore, the development of digital message board on the University Drive Alternative 1 Site would be compatible with the developed commercial and high density residential character of its surroundings and would not degrade the existing visual character or quality of the site and impacts would be less than significant.

The University Drive Alternative 2 Site is surrounded by commercial uses to the north, east, west, and immediately south across SR-78. The University Drive Alternative 2 Site is a City right-of-way that buffers against SR-78 and is planted with non-native ornamental vegetation. Therefore, the development of digital message board on the University Drive Alternative 2 Site would be compatible with the developed commercial character of its surroundings and would not degrade the existing visual character or quality of the site and impacts would be less than significant.

City staff would review the proposed design as part of the approval process, and design parameters would be imposed by the City to ensure the proposed project would be in compliance with applicable City Municipal Code and/or Development Code standards. Additionally, the digital message boards would be oriented to highway traffic and would not be obtrusive to adjacent uses. Therefore, the proposed project would not degrade the existing visual character or quality of the site and impacts would be less than significant.

d) Create a new source of substantial light or glare which would adversely affect day or nighttime views in the area?

Less Than Significant Impact. Digital message boards rely on LED technology to display messages on a display screen. Each of the digital message boards proposed as part of the project would have two screens, facing eastbound and westbound directions and oriented to vehicle traffic traveling on the SR-78 corridor. The display lighting would be designed to make the message displays visible to passing motorists.

The brightness of the LED display is subject to adjustment based on ambient conditions. The display is brighter in the daytime than in darkness, and responds to changes in the ambient light conditions. Restrictions on digital message boards, imposed and enforced by Caltrans, preclude lighting that would be directed at motorists that is so directed or intense that it could blind or confuse drivers, or create conditions that make recognition of the roadway or official signage difficult.

Caltrans performs regular reviews of freeways and highways identified on the National Highway System to enforce outdoor advertising requirements under the Federal Highway Beautification Act and the

Outdoor Advertising Association of America. These restrictions have been imposed for traffic safety reasons, and are discussed in more detail in Section 5.16, Transportation and Section 4, Regulatory Provisions of this IS/MND. The resulting controls, however, effectively regulate light and glare to ensure that the operation of any digital message board does not create a substantial new source of light or glare. Additionally, these provisions of law and regulation effectively regulate sign location and brightness to ensure that digital message boards would not be located in such a manner as to create hazards due to lighting conditions themselves. Digital message boards are equipped with sensors that modify the brightness of the sign in response to ambient lighting conditions, thus ensuring that the brightness of the display in evening, nighttime or dawn conditions does not present a traffic hazard. The proposed project would be in compliance with these laws and regulations.

The signs would also comply with guidelines of the Outdoor Advertising Association of America. These guidelines specify that lighting levels on the digital message boards would not exceed 0.3 foot candles over ambient levels, as measured using a foot candle meter at a pre-set distance based on the size of the sign. For a 48 foot by 14 foot display, this pre-set distance would be 250 feet (LSI 2006, p. 1). The guidelines are based on previous outdoor lighting research that established criteria for message board luminance (glare) limits based on message board-to-viewer distances to ensure the amount of light arriving at a person's eyes are not offensive or potentially dangerous. Additionally, the research standards were based on the worst-case scenario of a driver or pedestrian viewing the display head-on (directly at a 90-degree angle); however, most displays are viewed at an angle and the luminance is substantially reduced (LSI 2006, p. 2).

There are residential uses within the vicinity of the project site that would be sensitive to light. The nearest residential homes range between 150 to over 500 feet north of the West Vista Way Site and are orientated north away from the digital message boards, which are facing eastbound and westbound along SR-78. Due to the homes being orientated away from the project site and the message boards not directly placed at a 90-deagree angle to the homes, the glare from the message boards would not affect these residences. The University Drive Site Alternative 1 Site would be approximately 250 feet away from high density residential to the west of the project site, while the University Drive Site Alternative 2 Site does not have residences within 250 feet of the project site. Therefore, the glare from a message board in these locations would not affect nearby residences.

Additionally, research concluded that the vast majority of sky glow is a product of urban development. Even where full cut-off fixtures are used on all roadway and parking lot lighting fixtures, and if there is an average of one billboard per square mile, over 96 percent of the sky glow produced per urban square mile is from those sources and not from billboard lighting. The comparisons herein between billboards, roadway and parking lot lighting do not provide an estimate of the actual percentage of sky glow attributable to billboards. Significant sky glow is produced by multiple other sources such as ball fields, car headlights, floodlighted monuments and buildings, and other outdoor lighting sources. However, for the scenarios considered, the contribution of billboard lighting to sky glow is small in comparison to that from roadways and parking areas. Excluding these other sources, roadways and parking areas produce 96 to 98 percent of sky lumens, compared to the 2 to 4 percent produced per billboard in the example urban square mile (LSI 2006, p. 3).

Therefore, digital billboards operating at the regulated luminance levels (not to exceed 0.3 foot candles over ambient levels) produce much fewer lumens into the night sky than conventional bottom mounted lighting systems. This is primarily due to the elimination of the external luminaries, but also is a result of

the characteristics of the billboard pixel design whereby light in upward directions is reduced in comparison to light sent below the horizontal plane in the direction of viewers (LSI 2006, p. 3).

With the incorporation of the design guidelines required by Caltrans and Outdoor Advertising Association of America as described above, the proposed project would not adversely affect day or nighttime views in the area. Therefore, impacts associated with new sources of light or glare would be less than significant.

5.2 Agriculture and Forestry Resources

Would the project:

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?

No Impact. The project locations are designated as "Urban and Built-up Land" as identified on the San Diego County Important Farmland 2010 map (California Department of Conservation 2013). These designations do not constitute Prime Farmland, Unique Farmland, or Farmland of Statewide Importance. Therefore, the proposed project would not convert Farmland to non-agricultural uses. No impact would occur.

b) Conflict with existing zoning for agricultural use, or a Williamson Act contract?

No Impact. The proposed project sites are located in developed urban areas adjacent to highways and zoned Commercial C-1 (Vista 2012). No part of the project sites are zoned for, or currently being used for, agricultural purposes or are subject to the Williamson Act (Vista 2011b, p. 5-1). Therefore, no impact would occur.

c) 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 4256), or timberland zoned Timberland Production (as defined by Government Code Section 51104(g))?

No Impact. No forestry resources occur on the project sites. The proposed project sites are located in developed urban areas adjacent to highways and zoned Commercial C-1 (Vista 2012). No part of the project sites are zoned for or currently being used for forestry purposes.

d) Result in the loss of forest land or conversion of forest land to non-forest use?

No Impact. As discussed in Section 5.2(c) above, there are no areas designated as forest land on the project sites. Therefore, the proposed project would not result in the loss of forest land or conversion of forest land to non-forest use. No impact would occur.

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?

No Impact. As discussed in Sections 5.2(b) and (c) above, there are no areas designated as Farmland or forest land on the project sites. Therefore, the proposed project would not result in conversion of Farmland to non-agricultural use or conversion of forest land to non-forest use. No impact would occur.

5.3 Air Quality

An Air Quality and Greenhouse Gas Emissions Analysis Report was prepared for the proposed project (Atkins 2013a). This report is provided as Appendix A and is summarized in this section and in Section 5.7 (Greenhouse Gas Emissions) below.

Would the project:

a) Conflict with or obstruct implementation of the applicable air quality plan?

No Impact. The California State Implementation Plan (SIP) is the document that sets forth the State's strategies for attaining the National Ambient Air Quality Standards (NAAQS) for criteria pollutants. Primary air pollutants are those that are emitted directly from sources. Carbon monoxide, sulfur dioxide (SO_2), and particulate matter including lead and fugitive dust (PM_{10} and $PM_{2.5}$) are primary air pollutants. Volatile organic compounds (VOCs) and nitrogen oxides (NO_X) are criteria pollutant precursors that go on to form secondary criteria pollutants (ozone and nitrogen dioxide [NO_2]) through chemical and photochemical reactions in the atmosphere. The San Diego Air Pollution Control District (SDAPCD) is the agency responsible for preparing and implementing the portion of the California SIP applicable to the San Diego Air Basin (SDAB). Since the SDAB is designated as in basic non-attainment of the NAAQS and in serious non-attainment of the more stringent California State Ambient Air Quality Standards (CAAQS) for ozone, the SDAPCD's Regional Air Quality Strategy (RAQS) outlines the plans and control measures designed to attain the CAAQS for ozone. The California SIP and the SDAPCD's RAQS were developed in conjunction with each other to reduce regional ozone emissions.

The SDAPCD relies on information from the California Air Resources Board and the San Diego Association of Governments (SANDAG), including projected growth in the County and mobile, area, and all other source emissions, in order to project future emissions and develop appropriate strategies for the reduction of source emissions through regulatory controls. The Resources Board's mobile source emission projections and SANDAG growth projections are based on population and vehicle trends and land use plans developed by the cities and the County. As such, projects that propose development that is consistent with the growth anticipated by SANDAG would be consistent with the California SIP and the SDAPCD's RAQS.

The proposed project would have no effect on growth of population or vehicle travel. The proposed digital message boards would be consistent with the commercial zoning for the project sites. Thus, the proposed project would be consistent with the California SIP and the SDAPCD's RAQS and would not conflict with or obstruct implementation of the applicable air quality plan. No impacts would occur.

b) Violate any air quality standards or contribute substantially to an existing or projected air quality violation?

Less Than Significant Impact. The SDAPCD does not provide quantitative thresholds for determining the significance of construction or mobile source-related projects. However, the SDAPCD does specify air quality impact analysis trigger levels for new or modified stationary sources (SDAPCD Rules 20.2 and 20.3). For CEQA purposes, these screening level thresholds can be used to demonstrate whether a project's total emissions would result in a significant impact to air quality. Because the impact analysis screening level thresholds do not include VOCs, the VOC threshold used in this analysis is from the South Coast Air Quality Management District (SCAQMD), which generally has stricter emissions thresholds than the SDAPCD. For fine particulate matter ($PM_{2.5}$), the U.S. Environmental Protection Agency

"Proposed Rule to Implement the Fine Particle National Ambient Air Quality Standards," is used as the screening level threshold. Table 1 lists the screening level thresholds used in this analysis.

Table 1 San Diego Air Pollution Control District Pollutant Thresholds

Pollutant	Pounds Per Hour	Pounds Per Day	Tons Per Year
Carbon Monoxide (CO)	100	550	100
Nitrogen Oxides (NO_x)	25	250	40
Respirable Particulate Matter (PM_{10})	--	100	15
Fine Particulate Matter ($PM_{2.5}$)[(1)]	--	55[(1)]	10[(1)]
Sulfur Oxides (SO_x)	25	250	40
Lead (Pb)	--	3.2	0.6
Volatile Organic Compounds (VOC)[(2)]	--	75[(2)]	13.7[(2)]

(1) EPA "Proposed Rule to Implement the Fine Particle National Ambient Air Quality Standards" published September 2005

(2) Based on VOC threshold from the SCAQMD.

Source: SDAPCD Rule 1501, 20.2 (d)(2), Table 20.2-1.

Construction. Construction of the proposed project would result in temporary increases in air pollutant emissions. These emissions would be generated in the form of fugitive dust emissions from earth disturbance during excavation activities and exhaust emissions from operation of equipment and vehicles during construction activities.

Daily air pollutant emissions during construction were estimated using the assumed worst-case activity data and the emission factors included in the CalEEMod model (Version 2011.1.1), which takes into account the hours of operation, load factor, and emission factors for each piece of equipment. For detailed model assumptions and output, refer to the Air Quality and Greenhouse Gas Emissions Analysis Report (Atkins 2013a) provided in Appendix A. Table 2 presents a summary of estimated maximum daily air pollutant emissions for each construction phase associated with the proposed project. The worst case scenario assumes that simultaneous construction of both digital message boards would occur. It is possible that construction of the sites would begin at separate times so that different phases would overlap at each site. However, the worst-case simultaneous construction scenario would occur if the footing installation phases would overlap because this is the most construction intensive phase. As shown in Table 2, maximum simultaneous construction emissions during the footing installation phase would not exceed the significance thresholds. Therefore, impacts to air quality due to construction-related emissions would be less than significant.

Operation. Once installed, the electrical-powered digital message boards would be maintained remotely and would not generate regularly scheduled maintenance trips that could emit criteria pollutants. The message boards would require infrequent in-the-field maintenance, estimated to occur twice per year. The number of vehicle trips generating pollutant emissions associated with the maintenance of the message boards would be minimal. Therefore, the operation of the digital message boards would not generate operational criteria air pollutant emissions. No impacts would occur.

Table 2 Estimated Construction Maximum Air Pollutant Emissions (Simultaneous Construction Scenario)

Phase[1]	Maximum Daily Emissions (pounds/day)[2]					
	VOC	NO_x	CO	SO_x	PM_{10}	$PM_{2.5}$
Excavation	6	52	32	<1	12	7
Installation of Footing	10	83	33	<1	4	3
Cure Time	1	7	5	<1	1	<1
Construction of Structure and Display Installation	5	43	21	<1	2	2
SDAPCD Threshold	**75**	**250**	**550**	**250**	**100**	**55**
Impact?	No	No	No	No	No	No

(1) Based on a worst-case four week construction schedule.
(2) Total maximum daily emissions from simultaneous emissions at both sites. Maximum daily emissions at a single message board site would be approximately half of the emissions shown in this table.
Source: CalEEMod Version 2011.1.1. See Attachment A for model output.

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)?

Less Than Significant Impact. The geographic context for the analysis of cumulative impacts relative to criteria air pollutants is the SDAB. San Diego County is presently designated as being a non-attainment area for the NAAQS ozone standard. The County is also a non-attainment area for the CAAQS standards for ozone, $PM_{10,}$ and $PM_{2.5}$. Therefore, a significant cumulative impact to air quality for ozone precursors (VOCs and NO_x), PM_{10}, and $PM_{2.5}$ currently exists. Consequently, the greatest concern involving criteria pollutants is whether a project would result in a cumulatively considerable net increase of PM_{10}, $PM_{2.5}$, or exceed screening-level criteria thresholds of ozone precursors (VOCs and NO_X).

A localized pollutant concentration analysis is applicable to the analysis of the cumulative impacts of construction emissions because construction emissions would be temporary. Pollutant emissions would disperse or settle out following construction and would not contribute to long-term concentrations of emissions in the SDAB. Short-term emissions from construction would present a localized health concern if multiple construction projects would take place at the same time and would exceed the significance thresholds. Therefore, construction projects that do not take place at the same time or fall below the significant thresholds do not contribute to the same short-term cumulative impact.

The City has not adopted specific emission thresholds by which to evaluate the significance of air quality impacts of projects within its jurisdiction. Additionally, the SDAPCD has not established screening thresholds for localized impacts. In lieu of any set quantitative air quality significance thresholds for localized impacts, the Localized Significance Thresholds established by the SCAQMD are used to determine potential cumulative impacts. Based on the thresholds, NO_x emissions decrease approximately 95 percent beyond approximately 4,270 feet. Therefore, cumulative projects 4,270 feet from project site are excluded from the cumulative NO_x analysis. According to the Localized Significance Thresholds, PM_{10} decreases approximately 95 percent by 1,300 feet, and $PM_{2.5}$ by 1,430 feet. SCAQMD has not established a threshold for VOCs. However, VOCs diffuse quickly outdoors. Being of a gaseous nature similar to NO_x, it is assumed for the purposes of this analysis that VOC pollutant concentrations would disperse by 95 percent beyond 4,270 feet, similar to $NO_{x.}$ Therefore, cumulative projects 1,300

feet from the project site are excluded from the cumulative PM_{10} analysis, projects 1,430 feet from the site are excluded from the $PM_{2.5}$, and projects 4,270 feet from the site are excluded from the cumulative VOC and NO_x analysis.

Construction. The potential development projects within 4,270 feet from the digital message board sites are listed in Table 3. As shown in Table 3, three projects would be within 4,270 feet of each site. The two message board sites are more than 4,270 feet from each other, so that cumulative impacts during construction would result from one message board site and cumulative projects in its vicinity. The closest project to either message board site is the proposed AT&T Mobility Wireless Cell Tower Facility, located approximately 600 feet from Site 2. This project would install a telecommunications facility on an existing building and would not require major construction activities. However, based on the SCAQMD LST dispersion rates, NO_X emissions from the most intensive construction phase of Site 2 (installation of footing), would be reduced by approximately 21 percent at the halfway point between Site 2 and the AT&T site. At this distance, NO_X emissions would be less than 14 percent of the 250 pounds/per day threshold, and VOC, PM_{10}, and $PM_{2.5}$ emissions would all be reduced to less than five pounds per day. Therefore, even if heavy construction were required for the AT&T project, it is unlikely that emissions would combine to exceed the significance thresholds.

Table 3 Cumulative Projects

Project Title	Estimated Completion	Project Description	Address	Cumulative Message Board Site	Distance to Project Site (feet)
Avalon Vista Apartments	Mid 2015	221 unit apartment housing development	701 Breeze Hill Road	Site 1	1,800
Laurel Creek Condominiums	Mid-Late 2015	69 Multi-family condominium units	204 Grapevine Road	Site 1	3,000
Ironwood Vistas	Late 2014	Conformance review to change entitled 21-unit attached condos to 14-unit detached condos.	231 Iron Drive	Site 1	1,500
Hilo Drive 9-Lot Tentative Subdivision	2016	Nine single-family home development	Hilo Drive (APN: 1830190-89)	Site 2	3,600
Montessori Expansion	Mid-Late 2013	Montessori School Expansion	2358 Watson Way	Site 2	2,100
AT&T Mobility Wireless Cell Tower Facility	Late 2013	New 17-foot tall cupola housing new cell antennas on roof of existing Old Navy Store building	1821 University Drive – Old Navy Store	Site 2	600

Source: City of Vista 2013

Construction emissions from the project site would be further reduced at the midway distances to the other cumulative projects. A combined exceedance would not be expected to occur. The proposed project would not result in a cumulatively considerable contribution to a significant cumulative impact during construction.

Operation. As discussed in Section 5.3(b) above, the project would not generate criteria air pollutant emissions. Therefore, operation of the proposed project would not result in cumulatively considerable net increase of any criteria pollutant for which the SDAB is non-attainment. No impacts would occur.

d) Expose sensitive receptors to substantial pollutant concentrations?

Less Than Significant Impact. Sensitive receptors, as defined in the Vista General Plan, include residences, long-term health care facilities, rehabilitation centers, convalescent centers, retirement homes, schools, playgrounds, child care centers, and athletic facilities. The West Vista Way Site has existing residential uses to the north and the University Drive Alternative 1 Site has high density residential uses to the west. The University Drive Alternative 2 Site is surrounded by commercial uses, which are not considered to be sensitive. However, construction activity that uses traditional diesel-powered equipment results in the emission of diesel particulate matter. As discussed in Section 5.3(b) above, simultaneous construction of the two digital message boards would not exceed the significance thresholds. Furthermore, construction activities would be temporary. Therefore, impacts to sensitive receptors during construction would be less than significant. Operation of the proposed project would not generate air pollutant emissions; therefore, no impact would occur during project operation.

e) Create objectionable odors affecting a substantial number of people?

Less Than Significant Impact. During construction, the proposed project could result in minor amounts of odor compounds associated with diesel heavy equipment exhaust. However, these odors would be temporary and would not likely be noticeable beyond the project site. Therefore, impacts associated with objectionable odors during construction would be less than significant. Operation of the proposed project would not result in objectionable odors; therefore, no impact would occur during project operation.

5.4 Biological Resources

A biological reconnaissance survey was completed by Busby Biological Services (BBS) to evaluate potential impacts upon biological resources resulting from the proposed project (BBS 2013). BBS assessed the vegetation communities and types of land cover for the West Vista Way Site, University Drive Alternative 1 Site, and University Drive Alternative 2 Site, as shown in Figures 10, 11, and 12, respectively. In addition, BBS noted the common plant and wildlife species present within the proposed project area as well as important land features and habitats within the BSA that have a potential to support sensitive biological resources, including sensitive habitats, special-status plant and wildlife species, potential jurisdictional wetlands and waters, and wildlife movement/existing corridors. This report is provided as Appendix B to the IS/MND and is summarized in this section.

Would the project:

a) Have a substantial adverse effect, either directly or through habitat modifications, on any species identified as a candidate, sensitive, or special status species in local or regional plans, policies, or regulations, or by the California Department of Fish and Game or U.S. Fish and Wildlife Service?

Less Than Significant Impact with Mitigation Incorporated.

West Vista Way Site. No special-status plant species were detected on-site during the biological reconnaissance survey (Figure 10). While thread-leaved brodiaea (*Brodiaea filifolia*) is known historically to occur within the vicinity, suitable soils and habitat no longer exist within or adjacent to the site. In

addition, suitable soils and/or habitat for the other 11 special-status plant species recorded within or adjacent to the site do not occur (BBS 2013, p. 8). Therefore, no special-status plant species are expected to occur within or adjacent to the West Vista Way Site.

No special-status wildlife species were detected on-site during the biological reconnaissance survey; however, two special-status species, coastal California gnatcatcher (*Polioptila californica californica*) and Stephens' kangaroo rat (*Dipodomys stephensi*), are known to occur historically in the vicinity of the West Vista Way Site. Suitable habitat for Stephens' kangaroo rat no longer occurs within or adjacent to the site; however, marginal habitat for the coastal California gnatcatcher is present. This is because disturbed buckwheat scrub occurs in the eastern portion of the site (Figure 10). The probability for the coastal California gnatcatcher to occur within or adjacent to the site is extremely low; however, through project design considerations, impacts to this vegetation community would be avoided. The footnote on Figure 10 indicates that the proposed digital message board would be located in the portion of the site containing non-native grassland. Therefore, no impacts to coastal California gnatcatcher are expected to occur as a result of implementation of the proposed project. In addition, suitable soils and/habitat for the other 15 special-status wildlife species recorded within or adjacent to the site do not occur (BBS 2013, p. 19). Therefore, no special-status wildlife species are expected to occur within or adjacent to the West Vista Way Site.

University Drive (Alternative 1 and 2 Site). No special-status plant species were detected on-site during the biological reconnaissance survey for these sites (Figure 11 and 12). While thread-leaved brodiaea and Orcutt's brodiaea (*Brodiaea orcuttii*) are both known to occur historically in the vicinity of sites, suitable soils and habitat no longer exist within or adjacent to the sites. In addition, suitable soils and/or habitat for the other 10 special-status plant species recorded within or adjacent sites do not occur (BBS 2013, p. 9). Therefore, no special-status plant species are expected to occur within or adjacent to University Drive Alternative 1 and 2 Site.

No special-status wildlife species were detected onsite during the biological reconnaissance survey. While Coronado Island skink (*Plestiodon skiltonianus interparietalis*), coastal California gnatcatcher, San Diego pocket mouse (*Chaetodipus fallax fallax*), and San Diego desert woodrat (*Neotoma lepida*) are known to occur historically in the vicinity of sites; suitable soils and habitat no longer exist within or adjacent to the sites. In addition, suitable soils and/or habitat for the other 13 special-status wildlife species recorded within or adjacent to the sites do not occur (BBS 2013, p. 10). Therefore, no special-status wildlife species are expected to occur within or adjacent to University Drive Alternative 1 and 2 Site.

Impacts to Nesting Birds. All three sites have the potential to provide foraging and nesting habitat for common bird species covered by the Migratory Bird Treaty Act (MBTA). If construction activities occur outside of the bird breeding season, which is defined as January 15 to September 15 (Vista 2011b, p. 4.3-20), then no impacts to other sensitive wildlife species are expected to result from the implementation of the proposed project. If construction must occur during the bird breeding season, the proposed project has the potential to significantly impact nesting bird species that are covered by the MBTA. However, implementation of mitigation measure Bio-1 would reduce this impact to a less than significant level.

FIGURE 10

West Vista Way Site Vegetation Map

Source: Atkins, 2013, Bing, 2013

Note: Message board to be placed within the area containing non-native grassland (NNG) habitat.

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City of Vista Digital Message Boards

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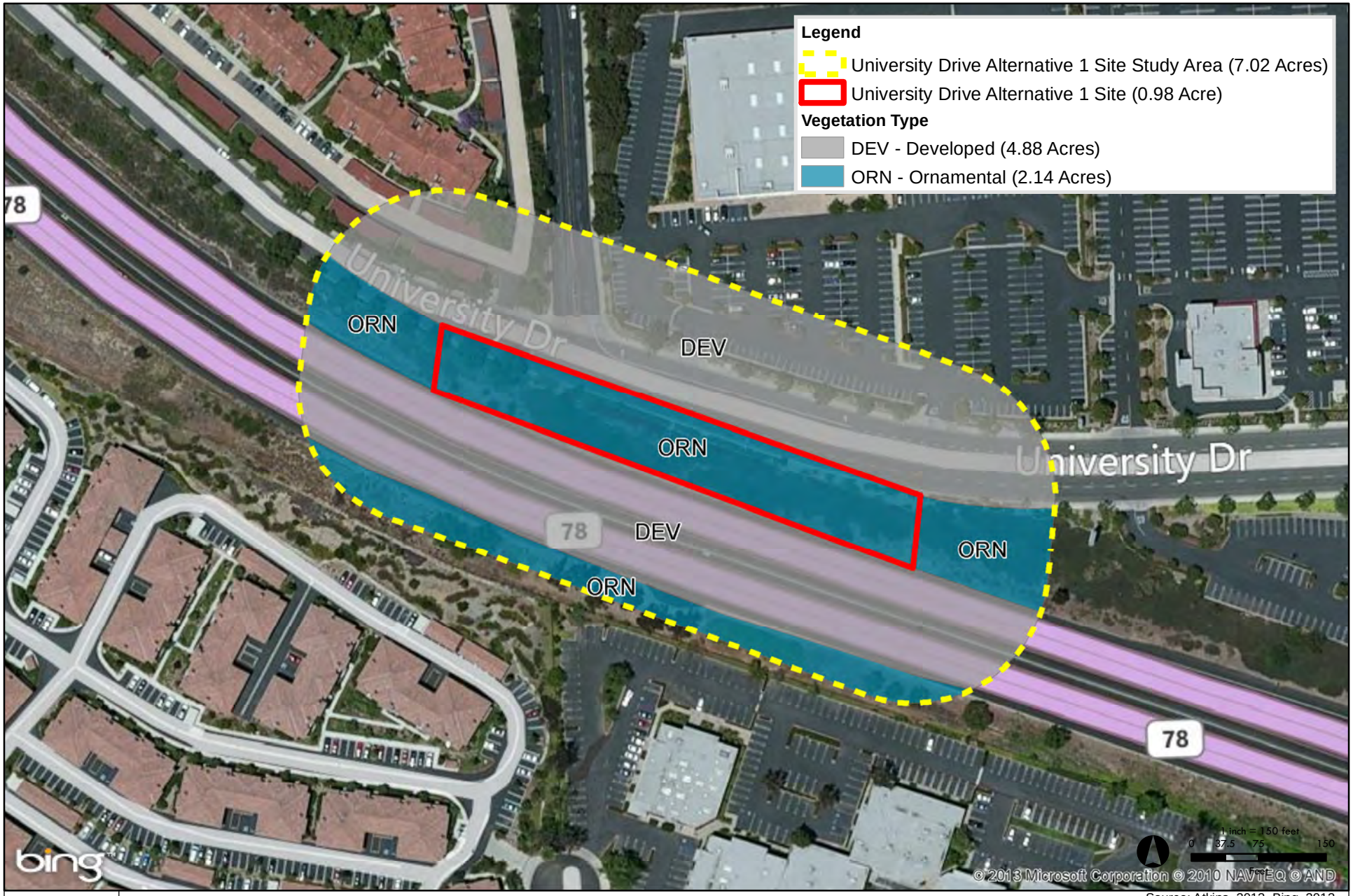

Source: Atkins, 2013, Bing, 2013

ATKINS

FIGURE 11

University Drive Alternative 1 Site Vegetation Map

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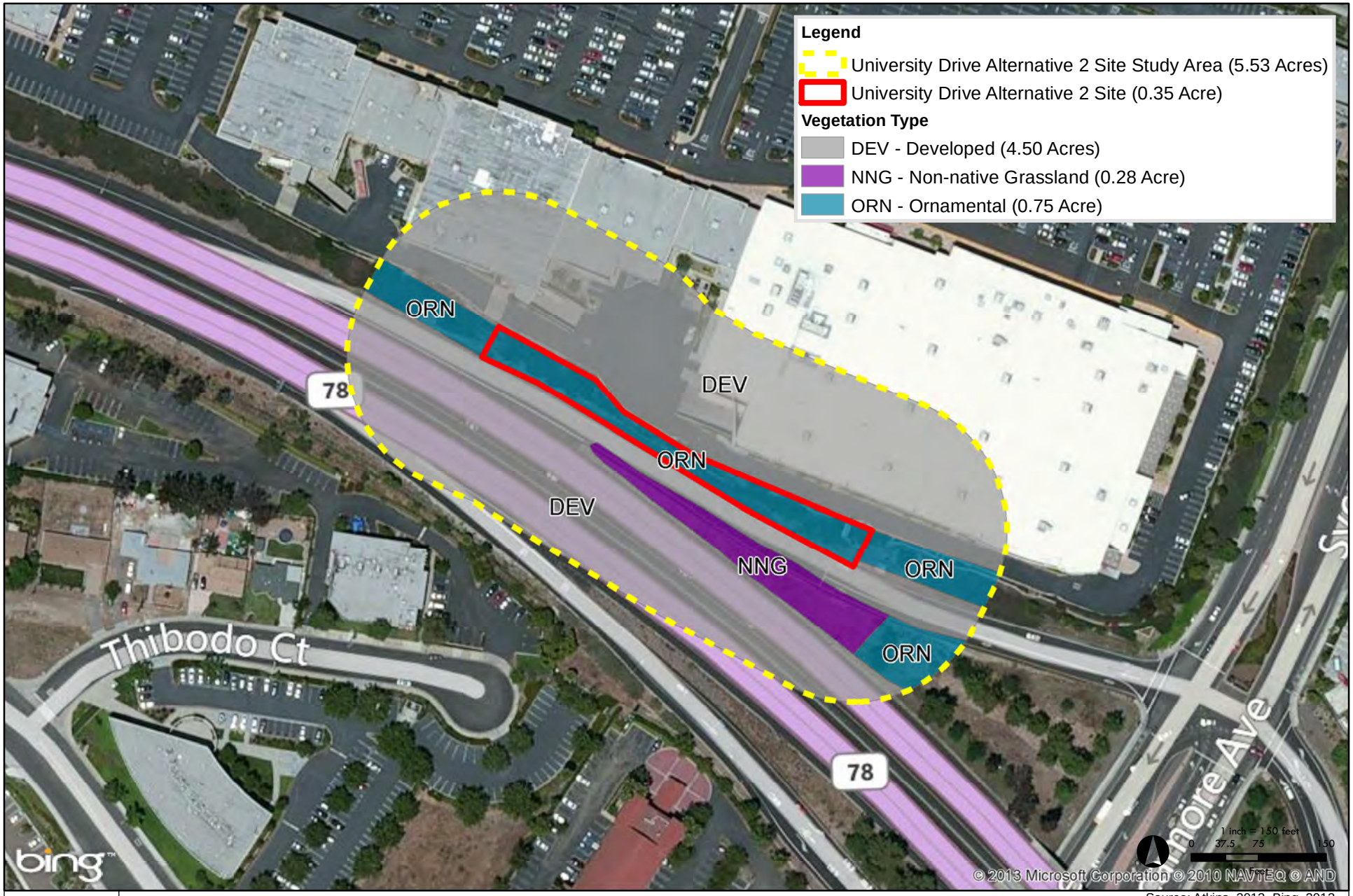
City of Vista Digital Message Boards

\\sdofs01\Data\Environmental\Projects - Current\100033884 Digital Message Boards MND\GIS\mxd\Fig11_CityOfVistaMessageBoardsUniversityDriveAlt1_Veg.mxd



Source: Atkins, 2013, Bing, 2013

ATKINS

FIGURE 12

University Drive Alternative 2 Site Vegetation Map

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City of Vista Digital Message Boards

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Bio-1 To avoid or minimize project-related impacts on nesting birds covered by the MBTA, the following avoidance, minimization, and/or mitigation measures would be required:

a. To the extent feasible, construction activities shall avoid the breeding season, which lasts from January 15 to September 15.

b. If construction activities must take place during the breeding season, a qualified biologist must conduct a pre-construction nesting bird survey to determine if active nests are present within or adjacent to the area where the proposed construction activities will occur. This survey must be conducted no longer than 7 days prior to the initiation of construction activities; however, because some species covered by the MBTA can begin nesting in a matter of days, it is recommended that a qualified biologist perform the pre-construction nest clearance survey as close as possible to the initiation of construction to avoid any unexpected construction delays. The results of the pre-construction nesting bird survey will be submitted to the City of Vista and, as requested, to the applicable wildlife agencies prior to the initiation of any construction activities.

c. If no active nests are present within 300 feet of the area where the proposed construction activities will occur, then construction activities may proceed.

d. If active nests are present within 300 feet of the area where the proposed construction activities will occur, then construction activities must be delayed within an appropriate buffer, depending on the species and its tolerance to the proposed construction activities. The qualified biologist will propose an appropriate buffer and will finalize the buffer distance through discussions with the City of Vista and, as required, with the applicable wildlife agencies. Construction activities will not be permitted within the buffer until a qualified biologist verifies that the birds have fledged or the nest is no longer active.

e. If active nests are present, a qualified biologist may be required to periodically check on the nest to verify that the buffer is adequate and that the construction activities are not impacting the species. If the nesting bird species seems agitated, an increased buffer may be required to avoid or minimize impacts to the nesting bird species.

f. If active nests are present, a qualified biologist will inform the construction crew of the nest locations and the measures required to avoid and/or minimize impacts to the nesting bird species.

g. If construction activities are ceased for longer than 72 hours during the bird breeding season, then a qualified biologist should conduct an additional nesting bird survey to assess the area for active nests that may have been established during the break in construction activities.

b) Have a substantial adverse effect on any riparian habitat or other sensitive natural community identified in local or regional plans, policies, regulations or by the California Department of Fish and Game or US Fish and Wildlife Service?

Less Than Significant Impact.

West Vista Way Site. This site contains 0.62 acres of disturbed buckwheat scrub, which is considered to be a sensitive natural community (Figure 10). While it is disturbed and does not provide the same habitat value as an undisturbed community, impacts to this habitat would be considered significant. The disturbed buckwheat scrub is located in the eastern portion of site, and would be avoided by placing the

digital message board in the western portion of the site that contains non-native grassland, which is not a sensitive natural community. Although non-native grassland is not considered a sensitive natural community, this vegetation community is functionally important because it often has the potential to support grassland specialist species and because it provides raptor foraging habitat. Conservation of non-native grassland is important to the success of regional conservation goals; therefore, permanent and cumulative impacts to this habitat are typically considered significant and require mitigation to reduce the impacts to below a level of significance (BBS 2013, p. 8). However, the proposed project impact of 64 square feet (0.001 acre) of non-native grassland is an extremely small permanent impact and the site is already highly disturbed and surrounded by development. Therefore, impacts to non-native grassland would not be considered significant or require mitigation (BBS 2013, p. 10).

No other sensitive natural communities occur on-site. Historically, southern riparian scrub occurred within and immediately adjacent to site; however, this habitat has been developed and no longer occurs in the area. (BBS 2013, p. 8) Therefore, no riparian habitat or other sensitive natural community are expected to occur within or adjacent to the West Vista Way Site. Impacts would be less than significant.

University Drive (Alternative 1 and 2 Site). Approximately 0.28 acre of non-native grassland was mapped within the Alternative 2 Site biological survey area; however, none is located within the proposed project area (Figure 12). No other sensitive natural communities occur within these sites (BBS 2013, p. 9). Therefore, no direct or indirect impacts to riparian habitat or other sensitive natural community would occur.

c) Have a substantial adverse effect on federally protected wetlands as defined by Section 404 of the Clean Water Act (including, but not limited to, marsh, vernal pool, coastal, etc.) through direct removal, filling, hydrological interruption, or other means?

No Impact. No potential jurisdictional wetlands or waters of the U.S. or waters of the State occur within the biological survey area for the proposed project sites (BBS 2013, p. 9 and 10); therefore, no jurisdictional wetlands or waters would be impacted directly or indirectly by the proposed project.

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?

No Impact. No wildlife movement or established wildlife corridors occur within the biological survey area for the proposed project sites (BBS 2013, p. 9 and 10); therefore, impacts to wildlife movement or established wildlife corridors are expected to result from implementation of the proposed project.

e) Conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance?

No Impact. The City's General Plan contains goals and policies related to the protection of biological resources, including but not limited to policies listed under RCS Goals 5, 6, 7, and 8. The proposed project would not conflict with any City policies protecting biological resources. Additionally, RCS Policy 5.5 considers the adoption of a tree preservation ordinance; however, currently one has not been adopted (Vista 2011b, p. 4-9). Chapter 19.24 of the City's Municipal Code, Street Trees, Shrubs, and Plants, and Chapter 12.04, Trees and Shrubs in Public Places, include protections for trees included in the City's Master Street Tree Plan and other trees within a street or public place. The proposed project would not result in the removal of any street tree or trees within a public place, such as a park.

Therefore, the proposed project would not conflict with any local policies or ordinances protecting biological resources. No impact would occur.

f) Conflict with any applicable habitat conservation plan or natural community conservation plan?

No Impact. The proposed project is located within the adopted North County Multiple Habitat Conservation Program Plan, which is a comprehensive habitat conservation planning document that focuses on the needs of area wildlife needs and preserving native vegetation communities. The City is in the process of preparing their Subarea Plan, which would address how the City would conserve natural vegetation communities and plant and animal species pursuant to Endangered Species Act, California Endangered Species Act, and the Natural Community Conservation Planning Act of 1991. However, to date, this plan has not been approved or adopted. According to the City's General Plan 2030 Update Draft Program Environmental Impact Report (City's General Plan PEIR), future development under the General Plan Update would not conflict with the provisions of any adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or state habitat conservation plan (Vista 2011b, p. 4.3-14). Additionally, the proposed project does not impact native vegetation, sensitive natural communities or special-status plant and wildlife species, therefore no significant impacts to biological resources would occur either locally or regionally.

5.5 Cultural Resources

A Phase I Cultural Resources Assessment Report was prepared for the proposed project (Atkins 2013b). This report is provided as Appendix C and is summarized in this section below.

Would the project:

a) Cause a substantial adverse change in the significance of a historical resource as defined in Section 15064.5?

Less Than Significant Impact. In accordance with the California Office of Historic Preservation and the City's Historic Preservation Code, buildings and structures more than 45 years old that would be adversely impacted by a specific project are regarded as potentially historic resources until they are formally evaluated. In the City of Vista, there are 12 buildings listed in the California Historical Resources Information System (CHRIS) Database (Vista 2011b, p. 4.5-10). The results of the Phase I Cultural Resources Assessment (Atkins 2013) indicated that no cultural resources were known within the boundaries of the proposed project sites; however, one historic age barn and residence was recorded in the vicinity. The historic age barn and residence are located on the parcel immediately north of the West Vista Way Site at 101 Santa Clara Drive. The barn and residence were previously evaluated by LSA Associates (LSA 2003) as part of the historic property survey for the West Vista Widening Project and found ineligible for listing in the National Register of Historic Places and the California Register of Historical Resources (Atkins 2013b, p. 29). This resource would not be impacted by the proposed project. Therefore, impacts to historical resources would be less than significant.

b) Cause a substantial adverse change in the significance of an archaeological resource pursuant to Section 15064.5?

Less Than Significant Impact with Mitigation Incorporated. In the City of Vista and its sphere of influence, there are 116 archaeological resources including isolated finds listed in the CHRIS Database (Vista 2011b, p. 4.5-4). The results of the Phase I Cultural Resources Assessment (Atkins 2013) indicated

that no cultural resources were known to occur within the boundaries of the proposed project sites; however, one prehistoric archaeological site was recorded in the vicinity. The prehistoric archaeological site was recorded as CA-SDi-16502, and is situated approximately 0.13 mile (700 feet) to the west of West Vista Way Site. This site was not formally evaluated for significance and was instead assumed potentially eligible for the National Register of Historic Places in the LSA study (2003). This resource would not be impacted by the proposed project. Additionally, the proposed project area appears to have a low sensitivity for significant cultural resources (Atkins 2013b, p. 29). In the unlikely event that cultural/archaeological resources are unearthed during construction at the proposed project sites, implementation of mitigation measure Cul-1 (detailed below) would reduce this impact to a less than significant level.

Cul-1 If subsurface cultural resources are encountered during project construction, such as evidence of an archaeological site or historic resources, all ground-disturbing activity shall cease within 100 feet of the resource. A professional archaeologist shall be consulted to assess the find, and to determine whether the resource requires further study. The qualified archeological personnel shall assist the City by generating measures to protect the discovered resources. Potentially significant cultural resources could consist of, but are not limited to: stone, bone, fossils, wood, or shell artifacts or features, including structural remains, historic dumpsites, hearths and middens. Midden features are characterized by darkened soil, and could conceal material remains, including worked stone, fired clay vessels, faunal bone, hearths, storage pits, or burials and special attention should always be paid to uncharacteristic soil color changes. Any previously undiscovered resources found during construction should be recorded on appropriate Department of Parks and Recreation forms and evaluated for significance under all applicable regulatory criteria.

If the resources found are determined to be unique historic resources as defined under §15064.5 of the CEQA Guidelines, mitigation measures shall be identified by the monitor and recommended to the City. Appropriate mitigation measures for significant resources include avoidance or capping, incorporation of the site in green space, parks, or open space, or data recovery excavations of the finds.

No further grading shall occur in the area of the discovery until the City approves the measures to protect these resources. Any archaeological artifacts recovered as a result of mitigation shall be donated to a qualified scientific institution approved by the City where they would be afforded long-term preservation to allow for future scientific study.

c) Directly or indirectly destroy a unique paleontological resource or site or unique geologic feature?

No Impact. Within the Vista General Plan boundary, two general geomorphic regions are present: the Inland Mesa and Canyon Region, and the Peninsular Ranges Foothill Region (Vista 2011b, p. 4.5-13). According to the City's General Plan PEIR, the West Vista Way Site is located in the southern portion of the West Vista neighborhood and the University Drive Site (Alternative 1 and 2) are located in the southern portion of the Mar Vista/Sunset/Carriage Hills neighborhood (Vista 2011b, Figure 4.1-1 Neighborhood Location Map). For the West Vista Way Site, geologic deposits of the Peninsular Ranges Batholith occur in the southern portion of this neighborhood, generally south of Ravine Road and Tylee Street, west of Melrose Drive, east of Duran Street, and north of SR-78 with zero level of paleontological sensitivity (Vista 2011, p. 4.5-14). For the University Drive Site (Alternative 1 and 2), geologic deposits of the Peninsular Ranges Batholith occur over major portions of this neighborhood, generally in the region

south of Santa Fe Avenue with zero level of paleontological sensitivity (Vista 2011b, p. 4.5-16). Therefore, the proposed project would not directly or indirectly destroy a unique paleontological resource or site or unique geologic feature. No paleontological monitoring is required and no impact would occur.

d) Disturb any human remains, including those interred outside of formal cemeteries?

Less Than Significant Impact. The unexpected discovery of interred human remains, either prehistoric or historic, during construction grading or trenching is a possibility in areas that have supported prehistoric and historic settlements. The proposed project is not expected to disturb any human remains, including those interred outside of formal cemeteries. If human remains are discovered during any phase of construction, including disarticulated or cremated remains, all ground-disturbing activities should cease within 100 feet of the remains and the County Coroner and the City shall be immediately notified. California State Health and Safety Code 7050.5 dictates that no further disturbance shall occur until the County Coroner has made the necessary findings as to origin and disposition pursuant to CEQA regulations and Public Resources Code (PRC) Section 5097.98. If the County Coroner determines that the remains are Native American, the Native American Heritage Commission (NAHC) shall be notified within 24 hours, and the guidelines of the NAHC shall be adhered to in the treatment and disposition of the remains. The City shall also retain a professional archaeologist with Native American burial experience to conduct a field investigation of the find and consult with the Most Likely Descendant, if any, identified by the NAHC. As necessary and appropriate, the archaeologist may provide professional assistance to the Most Likely Descendant, including the excavation and removal of the human remains. The City, as the Lead Agency, shall be responsible for approval of recommended mitigation as it deems appropriate, taking account of the provisions of State law, as set forth in CEQA Guidelines Section 15064.5(e) and PRC Section 5097.98. The project contractor shall implement approved mitigation measure(s), to be verified by the City, prior to resuming ground-disturbing activities within 100 feet of where the remains were discovered.

Compliance with California Health and Safety Code Section 7050.5 and PRC Section 5097.98 would prevent potentially significant impacts in the unlikely event that human remains are encountered during construction. Therefore, impacts associated with the disturbance of human remains would be less than significant.

5.6 Geology and Soils

Would the project:

a) Expose people or structures to potential substantial adverse effects, including the risk of loss, or injury, or death involving:

i) Rupture of a known earthquake fault, as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known fault? Refer to Division of Mines and Geology Special Publication 42.

Less Than Significant Impact. According to the City's General Plan PEIR, the City is not located on any active or potentially active faults as defined by the California Geological Survey and is not located within an Alquist-Priolo Earthquake Fault Zone. The closest known active fault is the Rose Canyon Fault, located offshore approximately 12 miles west of the City (Vista 2011b, p. 5-2). Due to the distance of the project site from the closest known active fault, the potential for the proposed project to expose people or

structures to substantial adverse effects from fault rupture is low. Therefore, impacts associated with rupture of a known fault would be less than significant.

ii) Strong seismic ground shaking?

Less Than Significant Impact. According to the City's General Plan PEIR, the City lies within the western foothills of the San Marcos Mountains and, like most of southern California, is within a seismically active region that is subject to ground shaking during seismic events (Vista 2011b, p. 5-2). However, the proposed project would be required to construct structures in conformance with the latest seismic structural standards of the International Building Code. This regulates the design criteria for structures to ensure that they are structurally sound under static and dynamic conditions and are free of geotechnical hazard. Proper engineering and adherence to the building code requirements would minimize the risk to life and property from potential ground motion at the project site. Therefore, impacts associated with strong seismic ground shaking would be less than significant.

iii) Seismic-related ground failure, including liquefaction?

Less Than Significant Impact. Liquefaction is a phenomenon where loose, saturated, and relatively cohesionless soil deposits lose strength during strong ground motions. Primary factors controlling the development of liquefaction include intensity and duration of ground accelerations, characteristics of the subsurface soil, in situ stress conditions, and depth to groundwater. According to the City's General Plan PEIR, most of the City is situated on bedrock with a thin veneer of soil/sediments where there is little to no risk of liquefaction. However, unconsolidated alluvial deposits along the City's larger drainages and in valley bottoms may be subject to liquefaction (Vista 2011b, p. 5-2). None of the proposed message board sites are located in the City's larger drainages or in the valley bottoms; they are all located along the SR-78 corridor. Therefore, the potential for liquefaction is considered very low and impacts associated with seismic-related ground failure, including liquefaction, would be less than significant.

iv) Landslides?

Less Than Significant Impact. According to the City's General Plan PEIR, slopes within the City are fairly gentle (less than 15 percent), although slopes of 25-40 percent occur along some of the principal drainages and approaching the San Marcos Mountains. Steeper slopes on the City's west, south, and north edges may be at risk of seismically induced landslides (Vista 2011b, p. 5-3). None of the proposed message board sites are located in the City's principal drainages or approaching the San Marcos Mountains. In addition, none of the sites are located on steep slopes. Therefore, impacts associated with landslides would be less than significant.

b) Result in substantial soil erosion or loss of topsoil?

Less Than Significant Impact. The proposed project would involve the excavation of two message board sites at a depth of approximately 30 feet, which would result in disturbed soils and temporary stockpiles of excavated materials that would be exposed to erosion. However, all proposed project activities would be performed in compliance with the City's Grading and Erosion Control Ordinance, which requires preparation of an erosion and sediment control plan that indicates the runoff, erosion, and sediment movement best management practices (BMPs) that would be implemented during construction. The plan measures must, at a minimum, meet the standards outlined in Chapter 13.18 of the Municipal Code, Stormwater Management and Discharge Control Program. General BMP requirements include

protection of cleared areas and visual monitoring for dry weather flows and wet weather erosion. No land disturbance activity may take place without approval of an erosion and sediment control plan. Implementation of these measures would alleviate the potential for substantial erosion or loss of topsoil during project construction. Thus, compliance with the City's Grading and Erosion Control Ordinance would ensure that construction impacts would be less than significant.

Once construction is completed, any remaining disturbed soils would be stabilized and any excess soils would be exported to an approved disposal facility. Therefore, impacts associated with soil erosion and loss of topsoil from project operation would be less than significant.

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?

Less Than Significant Impact. According to the City's General Plan PEIR, the City is primarily underlain by mid-Cretaceous tonalite of the Peninsular Ranges batholiths and do not pose unstable conditions (Vista 2011b, p. 5-4). Areas at the City's western and southern edges are overlain by the Santiago Formation, which poses potentially unstable conditions. However, the proposed project sites are not located in these areas. Thus, the proposed project would not be located on a geologic unit or soil that is unstable and would have less than significant impacts related to non-seismic and unstable soil conditions such as landslides, lateral spreading, subsidence, liquefaction, or collapse.

d) Be located on expansive soil, as defined in Table 18-1-B of the Uniform Building Code (1997), creating substantial risks to life or property?

Less Than Significant Impact. According to the City's General Plan PEIR, expansive and erodible soils are likely to occur throughout much of the City. Most of the City is underlain by soils assigned to the Vista, Fallbrook, and Cieneba series. All of these soils are highly erodible. Typical expansion potential ranges from low in Vista and Cieneba soils to moderate in Fallbrook soils (Vista 2011b, p. 5-4). The proposed project would involve the excavation of two message board sites at a depth of approximately 30 feet. Compliance with the City's Grading and Erosion Control Ordinance would ensure that risks associated with unstable, expansive, and erodible soils would be less than significant. See Section 6.6(b) above for further discussion.

e) Have soils incapable of adequately supporting the use of septic tanks or alternative waste disposal systems where sewers are not available for the disposal of wastewater?

No Impact. The proposed project would not include the use of septic tanks and associated disposal facilities. Therefore, no impact would occur.

5.7 Greenhouse Gas Emissions

An Air Quality and Greenhouse Gas Emission Report was prepared for the proposed project by Atkins (2013). This report is provided as Appendix A and is summarized in this section and in Section 5.3 above.

Would the project:

a) Generate greenhouse gas emissions, either directly or indirectly, that may have a significant impact on the environment?

Less Than Significant Impact. California Health and Safety Code Section 38505(g) defines GHGs to include the following compounds: carbon dioxide (CO_2), methane (CH_4), nitrous oxide (N_2O), chlorofluorocarbons (CFCs), hydrofluorocarbons (HFCs), perfluorocarbons (PFCs), and sulfur hexafluoride (SF_6). As individual GHGs have varying heat-trapping properties and atmospheric lifetimes, GHG emissions are converted to carbon dioxide equivalent (CO_2e) units for comparison. Using CO_2e units is a consistent methodology for comparing GHG emissions because it normalizes various GHG emissions to a directly comparable measure. The most common GHGs related to human activity are CO_2 (CO_2e = 1), CH_4 (CO_2e = 21), and N_2O (CO_2e = 310).

The City of Vista is currently preparing a Climate Action Plan in accordance with Section 15183.5 of the CEQA Guidelines, which provides a framework for programmatic GHG emissions reduction plans. However, this plan has not been adopted, and does not establish a quantitative level, based on substantial evidence, below which the contribution to GHG emissions from activities covered by the plan would not be cumulatively considerable. In the absence of adopted state, City, or SDAPCD thresholds, the threshold of significance adopted by the County of San Diego in June 2012 is utilized determine whether the GHG emissions from the proposed project may have a significant impact on the environment (County of San Diego 2012). The County's Guidelines for Determining Significance for Climate Change are based on regional data including the incorporated cities and therefore may be used by lead agencies in the region other than the County of San Diego. The purpose of the County's guidelines is to ensure that new development achieves its fair share of emissions reductions needed to meet the statewide AB 32 mandate. The County's guidelines establish a screening level threshold of 2,500 metric ton CO_2e. A project that emits more than 2,500 MT CO_2e annually during construction or operation would result in a potentially significant cumulative impact.

Construction. Construction of the proposed project would generate GHG emissions from construction equipment exhaust, earth disturbance, construction worker vehicle trips, and heavy duty truck trips. Worst-case annual construction-related GHG emissions associated with the proposed project are summarized in Table 4. For detailed model assumptions and output, refer to the Air Quality and Greenhouse Gas Emission Report (Appendix A). As shown in Table 4, construction of the proposed project would result in total GHG emissions of 113 metric ton CO_2e. Annual GHG emissions would not exceed the 2,500 metric ton CO_2e threshold during construction. Therefore, impacts due to construction-related GHG emissions would be less than significant.

Operation. The message boards would require infrequent in-the-field maintenance, estimated to occur twice per year. The number of vehicle trips generating GHG emissions associated with the maintenance of the message boards would be minimal. Additionally, the project would not result in solid waste or increase water or natural gas demand. Therefore, the proposed project would not generate GHG emissions from these sources. Electricity demand for the project would be approximately 525,960 kilowatts per year for both message boards. GHG emissions that would result from this electricity

demand would be approximately 374 metric tons CO_2e. Annual GHG emissions would not exceed the 2,500 MT CO_2e threshold during operation. Therefore, impacts due to construction-related GHG emissions would be less than significant.

Table 4 Estimated Construction GHG Emissions

Construction Phase[(1)]	GHG Emissions (metric ton CO_2e)
Excavation	14
Installation of Footing	28
Cure Time	11
Construction of Structure and Display Installation	65
Total	**118**
County GHG Threshold	**2,500**
Impact?	No

(1) Based on a worst-case nine week construction schedule.
Source: Atkins Air Quality and Greenhouse Gas Emission Report, Table 4 Estimated Construction GHG Emissions (Appendix A).

b) Conflict with an applicable plan, policy, or regulation adopted for the purpose of reducing the emissions of greenhouse gases?

Less Than Significant Impact. Refer to discussion in Section 5.7(a) above.

5.8 Hazards and Hazardous Materials

Would the project:

a) Create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials?

Less Than Significant Impact. The proposed project does not include the permanent use of hazardous materials. There may be small quantities of hazardous materials associated with construction equipment such as fuels, lubricants and solvents. However, federal, state, and City of Vista regulations and requirements regarding the use of hazardous material would be followed. Therefore, impacts associated with the routine transport, use, or disposal of hazardous materials would be less than significant.

b) Create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment?

Less Than Significant Impact. Accidental leaks or spills of hazardous materials may occur during construction of the proposed project, which could potentially expose the public or the environment to hazardous materials. However, compliance with applicable Department of Toxic Substances Control regulations for the handling of hazardous materials and spill cleanup procedures would prevent significant hazards to the public and the environment. As stated in Section 5.8(a) above, the proposed project does not include the permanent use of hazardous materials. Therefore, impacts associated with reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment would be less than significant.

c) Emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school?

Less Than Significant Impact. Children's Paradise Inc. is a private school located approximately 0.5-mile east of the West Vista Way Site. However, the proposed project does not involve the permanent use of hazardous materials, substance, or waste which could adversely affect the school. There are no other primary or secondary schools currently located or proposed to be built within one-quarter mile of the West Vista Way Site and the University Drive Site (Alternative 1 and 2). Therefore, the proposed project would not emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school. Impacts would be less than significant.

d) Be located on a site which is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5 and, as a result, would create a significant hazard to the public or the environment?

No Impact. According to the online Department of Toxic Substances Control Envirostor database, no listed hazardous materials sites are located within 0.5-mile of the proposed project sites (DTSC 2007). Therefore, the proposed project would not be located on a hazardous waste site compiled pursuant to Government Code Section 65962.5. No impact would occur.

e) For a project located within an airport land use plan, or, where such a plan has not been adopted, within two miles of a public use airport, would the project result in a safety hazard for people residing or working in the project area?

No Impact. The nearest airport to the City of Vista is the McClellan-Palomar Airport, which is less than two miles southwest of the City boundary in Carlsbad and the Oceanside Municipal Airport about four miles to the west of the City boundary in Oceanside (Vista 2011b, p. 4.6-5). According to the City's General Plan, the project sites are not located within the Airport Influence Areas of either of these airports. The Airport Influence Areas is generally the area in which current and future airport-related noise, overflight, safety, and/or airspace protection factors may affect land uses or necessitate restrictions on the uses (Vista 2011a, Figure LUCI-5). Therefore, the proposed project would not result in a safety hazard associated with a public use airport for people residing or working in the area. No impact would occur.

f) For a project within the vicinity of a private airstrip, would the project result in safety hazard for people residing or working in the project area?

No Impact. According to the City's General Plan PEIR, there are no identified private airstrips within or immediately adjacent to the City (Vista 2011b, p. 4.6-15). Therefore, the proposed project would not result in a safety hazard associated with a private airstrip for people residing or working in the area. No impact would occur.

g) Impair implementation of or physically interfere with an adopted emergency plan or emergency evacuation plan?

Less Than Significant Impact with Mitigation Incorporated. The proposed project may require temporary lane closures on University Drive and/or West Vista Way Drive during construction. Temporary lane closures could potentially impair the delivery of emergency services if emergency responders are not aware of the temporary change in circulation pattern. This represents a potentially

significant impact; however, implementation of mitigation measure Haz-1 (detailed below) would reduce impacts to a less than significant level.

Haz-1 For any temporary lane closure required during project construction, the construction contractor and/or the City Economic Development Department staff shall notify the City Police of the location, timing and duration of the closure prior to the start of construction. If determined necessary by the City Police, local emergency services, including the City Fire Department and appropriate ambulance services, shall also be notified.

Additionally, the signs would have the capacity to display official messages regarding emergencies, and could perform as part of the emergency response system, thus resulting in beneficial impacts

h) Expose people or structures to a significant risk of loss, injury or death involving wildland fires, including where wildlands are adjacent to urbanized areas or where residences are intermixed with wildlands?

No Impact. The danger of damage to land and structures from wildfire is high in southern California because of its generally dry climate and preponderance of highly flammable vegetation. According to the City's General Plan PEIR, fire hazard severity zones exist in the northeastern, eastern and southwestern portions of the City (Vista 2011b, p. 4.6-21). The proposed project is located along SR-78 corridor and is not within or adjacent to a fire hazard severity zone. Therefore, no impact would occur associated with wildland fires.

5.9 Hydrology and Water Quality

Would the project:

a) Violate any water quality standards or waste discharge requirements?

Less Than Significant Impact. Construction of the proposed project would generate pollutants that could potentially degrade the surface water quality of downstream receiving waters. Sediment associated with excavation of soils and exposed soil is the most common pollutant associated with construction sites. Other pollutants associated with construction include debris, trash, and other materials generated during construction activities; hydrocarbons from leaks or spills of fuels, oils, and other fluids associated with construction equipment; and other hazardous materials. Storm water and non-storm water runoff would potentially carry these pollutants off-site into downstream receiving waters that ultimately drain into the Pacific Ocean. However, implementation of BMPs according to the City's Stormwater Standards Manual, and compliance with the City's Grading and Erosion Control Ordinance would reduce water quality impacts. BMPs identified in the Stormwater Standards Manual include preservation of existing vegetation, sediment traps, and wind erosion controls. BMPs identified in the Grading and Erosion Control Ordinance include stabilizing graded areas and visual monitoring for erosion. Therefore, construction-related impacts to water quality would be less than significant. Additionally, operation of the proposed project would not generate pollutants that could potentially degrade the surface water quality of downstream receiving waters.

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)?

No Impact. The proposed project would not require the use of groundwater. Additionally, the proposed project would only convert 64 square feet (0.001 acre) to impervious surfaces at each site and the remainder of the sites would continue to be impervious. The increase in this very small amount (0.002 acres total) of imperious surfaces would not substantially deplete groundwater. Therefore, the proposed project would not result in a substantial loss of groundwater recharge capability. No impact would occur.

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?

Less Than Significant. The implementation of two message boards with a footprint of 64 square feet (0.001 acre) each would not substantially alter the existing drainage patterns at each site. Additionally, implementation of BMPs according to the City's Stormwater Standards Manual, and compliance with the City's Grading and Erosion Control Ordinance would reduce water quality impacts to a less than significant level. Refer to the discussion in Section 5.9(a) above for further discussion.

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?

Less Than Significant. The implementation of two message boards with a footprint of 64 square feet (0.001 acre) each would not substantially alter the existing drainage patterns at each site, or substantially increase the rate or amount of surface runoff in a manner which would result in flooding on or off-site. Therefore, less than significant impacts would occur.

e) Create or contribute runoff water which would exceed the capacity of existing or planned storm water drainage systems or provide substantial additional sources of polluted runoff?

Less Than Significant. Refer to discussion in Sections 5.9(a) and 5.9(c) above.

f) Otherwise substantially degrade water quality?

Less Than Significant Impact. Refer to discussion in Section 5.9(a) above.

g) Place housing within a 100-year flood hazard area as mapped on a federal Flood Hazard Boundary or Flood Insurance Rate Map or other flood hazard delineation map?

No Impact. The proposed project does not include the construction of any housing and would not be located within a 100-year flood hazard area (Vista 2011b, Figure 4.7-2). The relatively small (8 feet by 8 feet) footprint of the proposed message board structures would not present a risk for flooding by impeding or redirecting flood flows. Therefore, no impact would occur.

h) Place within a 100-year flood hazard area structures which would impede or redirect flood flows?

No Impact. Refer to the discussion in Section 5.9(g) above.

i) Expose people or structures to a significant risk of loss, injury or death involving flooding, including flooding as a result of the failure of a levee or dam?

No Impact. Portions of Agua Hedionda Creek and Buena Creek are identified as areas of dam inundation from Pechstein Reservoir located about two miles east of Vista's eastern city limit (Vista 2011b, p. 4.7-29). Pechstein Reservoir is located upstream, approximately 2.5 miles west of University Drive Site (Alternative 1 and 2) and five miles west of West Vista Way Site. Should the dam fail, portions of University Drive Sites are located within the dam inundation area (Vista 2011b, Figure 4.7-2). However, the proposed project does not propose any development that would expose people or structures to a risk of flooding. Therefore, impacts related to exposing people or structures to a significant risk of loss, injury, or death involving flooding, including as a result of the failure of a levee or dam, would be less than significant.

j) Expose people or structures to inundation by seiche, tsunami, or mudflow?

Less Than Significant Impact. A seiche is a wave on the surface of a lake or landlocked bay that is caused by atmospheric or seismic disturbances. The nearest inland body of water is Lake Calavera, which is approximately two miles downstream of the City (Vista 2011b, p. 4.7-30). However, the proposed project does not propose any development that would expose people or structures to inundation by seiche.

A tsunami is a very large ocean wave caused by an underwater earthquake or volcanic eruption. Vista is approximately seven miles east of the Pacific Ocean with elevations ranging from 200 to 750 feet above mean sea level (Vista 2011b, p. 4.7-30). Due to the elevation and distance from the ocean, the proposed project would not expose people or structures to inundation by tsunami.

A mudflow is a flooding condition where a river of liquid and flowing mud moves on the surface of normally dry land areas. Some areas of Vista have a risk from mudflow. When wildfires occur, the soil is generally left with little or no groundcover. During a rain event following a fire, the soil can become saturated, liquefy, and flow downhill, inundating homes and buildings below. However, the proposed project is not within a wildfire hazard zone and is not at risk for mudflow. Further, the project doesn't propose any development that would put people or structures at risk. Impacts associated with mudflows would be less than significant.

5.10 Land Use and Planning

Would the project:

a) Physically divide an established community?

No Impact. Both proposed project sites are at the boundaries of currently developed parcels and highways. The digital message boards would not involve any physical changes that would have the potential to divide the established community. Therefore, the proposed project would not physically divide an established community. No impact would occur.

b) Conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including but not limited to the general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect?

No Impact. All of the proposed project sites are zoned for commercial development, which is consistent with the proposed digital message boards project. The proposed project is allowed with a building permit and would comply with Outdoor Advertising Association of America guidelines to minimize light (see Section 5.1 Aesthetics for additional detail) and applicable highway safety regulations (see Section 5.16 Transportation and Traffic for additional detail) to minimize hazards. Additionally, the proposed project would comply with the City's Design Guidelines and any conditions of approval related to the building permit. Therefore, the proposed project would not conflict with any applicable land use plan, policy, or regulation. No impact would occur.

c) Conflict with any applicable habitat conservation plan or natural community conservation plan?

No Impact. Refer to discussion in Section 5.4(f), above.

5.11 Mineral Resources

Would the project:

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?

Less Than Significant Impact. According to the General Plan PEIR, mineral resources that would be of future value to the region or state have not been identified within the majority of the City's area. The General Plan identifies the majority of the land within the City as mineral resource zone 3 (MRZ-3). Areas designated as MRZ-3 have undetermined mineral resource significance, and the significance of areas containing mineral deposits cannot be evaluated from available data. Although MRZ-3 zones have undetermined mineral resource significance, the potential for viable extraction of mineral resources within these zones is limited due to the city's urbanized character (Vista 2011b, p. 5-5).

The proposed project involves the construction of two message boards with a footprint of 64 square feet (0.001 acre) each and would leave the majority of the project sites undeveloped. Thus, the proposed project would not result in the loss of availably of mineral resources on the majority of the project sites. Therefore, impacts to mineral resources would be less than significant.

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?

No Impact. See response to Section 5.11(a), above. The City's General Plan does not recognize any locally important mineral resources recovery sites within the City of Vista. Therefore, no impact would occur.

5.12 Noise

Would the project:

a) Expose persons to or generate noise levels in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies?

Less Than Significant. The proposed project sites are located in an areas zoned for commercial use. According to City's Noise Ordinance, the exterior noise level limit for commercial areas is 60 dBA between 7:00 a.m. to 10:00 p.m. (Vista 2011b, Table 4.9-3). The nearest sensitive receptors are the

residences located to the north of West Vista Way Site and west of the University Drive Alternative 1 Site.

Noise impacts resulting from construction depend on the noise generated by various pieces of construction equipment, the timing and duration of noise generating activities, and the distance between construction noise sources and noise sensitive receptors. Construction noise impacts primarily occur when construction activities take place during noise-sensitive times of the day (early morning, evening, or nighttime hours), the construction occurs in areas immediately adjoining noise sensitive land uses, or when construction durations last over extended periods of time (typically greater than one year).

Significant noise impacts do not normally occur when standard construction noise control measures are enforced at the project site and when the duration of the noise generating construction period at a particular receiver or group of receivers is limited to one construction season or less. In this case, the construction-period would span a maximum of nine weeks for both locations. Reasonable regulation of the hours of construction, as well as regulation of the arrival and operation of construction equipment and the delivery of materials, are necessary to protect the health and safety of persons, promote the general welfare of the community, and maintain the quality of life.

As required by the City's Noise Ordinance (Chapter 8.32 of the Municipal Code), the following standard controls would be included in the project (Vista 2011b, p. 4.9-13):

- Restrict noise-generating activities at the construction site or in areas adjacent to the construction site to the hours of 7:00 a.m. to 7:00 p.m., Monday through Saturday, Construction shall be prohibited on Sundays and holidays.
- Except for emergency work, it shall be unlawful for any person to operate construction equipment or cause construction equipment to be operated, that exceeds an average level of 75 decibels for an eight-hour period, between the hours of 7:00 a.m. and 7:00 p.m. when measured at the boundary line of the property where the noise sources is located or on any occupied property where the noise is being received.

The operation of the digital message boards would not produce substantial levels of noise. Therefore, the proposed project would not significantly expose people or generate noise levels in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies. Impacts would be less than significant.

b) Expose persons to or generate excessive groundborne vibration or groundborne noise levels?

Less Than Significant. Construction of the proposed project would generate temporary groundborne vibration and groundborne noise caused by construction activities and equipment. Vibration-sensitive instruments and operations may require special consideration during construction. Since the criteria for vibration-sensitive instruments and operations are generally not defined and are often case specific, the criteria must be determined based on manufacturer specifications and recommendations by the equipment user. As a guide, major construction activities within 200 feet and pile driving within 600 feet would be potentially disruptive to vibration-sensitive instruments and operations (Caltrans 2002). The proposed project would not involve pile driving, but may result in groundborne vibration generated by equipment associated with proposed project construction. This activity could potentially disrupt vibration-sensitive instruments and operations. However, no vibration-sensitive instruments and

operations (e.g. medical offices, dental offices, or manufacturing plants) are located within 200 feet of the project site. Land uses within 200 feet of the project sites consist of residences and retail uses. Additionally, operation of the proposed project would not involve any activities that generate groundborne vibration or groundborne noise. Therefore, the proposed project would not significantly expose persons to or generate excess groundborne vibration or groundborne noise levels. Impacts would be less than significant.

c) Cause a substantial permanent increase in ambient noise levels in the project vicinity above levels existing without the project?

No Impact. The operation of the digital message boards would not permanently increase noise levels along the SR-78 corridor. Therefore, no impact would occur.

d) Cause a substantial temporary or periodic increase in ambient noise levels in the project vicinity above levels existing without the project?

Less Than Significant. Refer to the discussion in Section 5.12(a) above.

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?

No Impact. The proposed project is not located within two miles of a public use airport. Additionally, the proposed project operation of digital message boards is not a noise sensitive use. Therefore, no impact would occur.

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?

No Impact. According to the City's General Plan PEIR, there are no identified private airstrips within or immediately adjacent to the City (Vista 2011b, p. 4.6-15). Additionally, the proposed project operation of digital message boards is not a noise sensitive use. Therefore, no impact would occur.

5.13 Population and Housing

Would the project:

a) Induce substantial growth in an area either directly (for example, by proposing new homes and businesses) or indirectly (for example, through extension of roads or other infrastructure)?

No Impact. The proposed project consists of the construction and operation of two new digital message boards and would not induce population growth either directly or indirectly. Therefore, no impacts would occur.

b) Displace substantial numbers of existing housing, necessitating the construction of replacement housing elsewhere?

No Impact. The proposed project would not displace any existing housing. Therefore, no impact would occur.

c) Displace substantial numbers of people, necessitating the construction of replacement housing elsewhere?

No Impact. The proposed project would not displace any people. Therefore, no impact would occur.

5.14 Public Services

Would the project:

a) Result in substantial adverse physical impacts associated with the provision of or need for new or physically altered governmental facilities, the construction of which could cause significant environmental impacts, in order to maintain acceptable service ratios, response times or other performance objectives for any public services:

i) Fire Protection?

No Impact. The proposed project consists of the construction and operation of two new digital message boards, which would not require fire protection services. Therefore, the project would not necessitate the construction of new fire facilities or increase the demand on fire protection services. No impact would occur.

ii) Police Protection?

No Impact. The proposed project consists of the construction and operation of two new digital message boards, which would not require police protection services. Therefore, the project would not necessitate the construction of new police facilities or increase the demand for police protection services. No impact would occur.

iii) Schools?

No Impact. The proposed project consists of the construction and operation of two new digital message boards, which would not require school services. Therefore, the project would not necessitate the construction of new school facilities or increase the demand for school services. No impact would occur.

iv) Parks?

No Impact. The proposed project consists of the construction and operation of two new digital message boards, which would not require park services. Therefore, the project would not necessitate the construction of new park facilities or increase the demand on existing park services. No impact would occur.

v) Other public facilities?

No Impact. There are no other public facilities that would be adversely impacted by the implementation of the proposed project. Therefore, no impact would occur.

5.15 Recreation

Would the project:

a) Increase the use of existing neighborhood and regional parks or other recreational facilities such that substantial physical deterioration of the facility would occur or be accelerated?

No Impact. The proposed project does not involve new housing or employment opportunities that would directly generate population growth which would result in an increased use of existing parks or recreational facilities. Therefore, no impact would occur.

b) Include recreational facilities or require the construction or expansion of recreational facilities which might have an adverse effect on the environment?

No Impact. The proposed project does not include the development of recreational facilities or require the construction or expansion of existing recreational facilities. Therefore, no impact would occur.

5.16 Transportation/Traffic

Would the project:

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?

No Impact. Construction of the proposed project would require construction equipment and construction worker vehicles to access the project sites during the nine week construction period. However, the increase in traffic on local roadways would be temporary and the number of vehicle trips would be minimal. The CalEEMod air quality model utilized for the air quality analysis (Atkins 2013) estimated the number of vehicles trips for construction based on the size of the required construction fleet and material export. Based on this analysis, construction of the proposed project would require a maximum of 19 trips per day would be required for either site, including truck trips. Trips would occur throughout the day and would not be concentrated during peak traffic hours. The minor, temporary increase in daily trips as a result of project construction would not adversely affect the performance of the local circulation system. No impact would occur during construction.

Operation of the proposed digital message boards would not result in a permanent increase in vehicle trips. Therefore, the proposed project would not 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. No impact would occur during operation.

b) Conflict with an applicable congestion management program, including but not limited to level of service standards and travel demand measures, or other standards established by the county congestion management agency for designated roads or highways?

No Impact. SR-78 is a system roadway in the Congestion Management Program for the San Diego Region. However, operation of the proposed project would not result in a permanent increase in traffic on local roads. Traffic generated during project construction would be minimal in both the number of trips and duration. The project would not conflict with any level of service standards, travel demand measures, or other standards established by the county congestion management agency for designated roads or highways would occur as a result of the proposed project. Therefore, no impact would occur.

c) Result in a change in air traffic patterns, including either an increase in traffic levels or a change in location that result in substantial safety risks?

No Impact. The nearest airport to the City is the McClellan-Palomar Airport, approximately four miles southwest of the proposed project sites. The operation of the proposed digital message boards would not result in any increase in traffic levels or changes in air traffic patterns. Therefore, no impact would occur.

d) Substantially increase hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment)?

Less Than Significant Impact with Mitigation Incorporated. The proposed project involves the construction and operation of two digital message board structures along the SR-78 corridor within the City. The message boards would be visible by passengers traveling on the SR-78 in both directions (see Figures 4 through 9 for visual simulations). Digital message boards employ LED technology and allow for periodic changes in display. For the proposed project, the image on each display panel would be static for usually eight seconds before cycling to the next image.

The capability of digital message boards to present changing images has raised concerns regarding the effect of such signage on traffic safety. The primary concern has been effects on driver attention, but concerns have also been raised regarding the potential for such signage to produce light of such intensity or direction that it could interfere with driver vision (refer to Section 5.1(d) above for additional discussion on lighting and glare).

The FHWA has addressed signage issues in general, and digital signs in particular. As part of its agreement with various states pursuant to the Highway Beautification Act, for example, it has confirmed that no sign is allowed that imitates or resembles any official traffic sign, and that signs may not be installed in such a manner as to obstruct, or otherwise physically interfere with an official traffic sign, signal, or device, or to obstruct or physically interfere with the vision of drivers in approaching, merging or intersecting traffic. These provisions may be enforced by the FHWA, but the agreement with the State of California also requires Caltrans to enforce these provisions. Therefore, the proposed project would be in compliance with the above measures by not imitating or resembling any official traffic sign; obstructing or physically interfering with an official traffic sign, signal, or device; or interfering with the vision of drivers by not placing message board near an approaching, merging or intersecting traffic. Caltrans will not issue an Outdoor Advertising Display Permit for the proposed project if it would be in conflict with applicable federal or state regulations.

On September 25, 2007 the FHWA issued a Memorandum on the subject of off-premises changeable electronic variable message signs (CEVMS). The Memorandum stated that proposed laws, regulations and procedures that allowed CEVMS subject to acceptable criteria would not violate the prohibition on “intermittent” or “flashing” or “moving” signs as used in the state agreements. The Memorandum identified “ranges of acceptability” relating to such signage, as follows:

- Duration of message: Duration of display is generally between 4 and 10 seconds; 8 seconds is recommended;
- Transition time: Transition between messages is generally between 1 and 4 seconds; 1 to 2 seconds is recommended;
- Brightness: The sign brightness should be adjusted to respond to changes in light levels;
- Spacing: Spacing between the signs should be not less than the minimum specified for other billboards, or greater if deemed required for safety; and
- Locations: Location criteria are the same as for other signage, unless it is determined that specific locations are inappropriate.

The Memorandum also added the following standards to ensure driver safety: a default design to freeze the display in one still position if a malfunction occurs; a process for modifying displays and lighting levels where directed by Caltrans to assure safety of the motoring public; and requirements that a display contain static messages without movement such as animation, flashing, scrolling, intermittent or full-motion video. The proposed project would be designed and operated in compliance with the above standards and would use a full-black screen in the event of a malfunction.

In addition to the provisions of the Highway Beautification Act (23 U.S.C. §131) and the FHWA memoranda discussed above, the state of California has adopted the Outdoor Advertising Act (Business and Professions Code §§5200 et seq.) and regulations implementing its provisions (California Code of Regulations, Title 4, Division 6, §§2240 et seq.). These include provisions that deal specifically with "message centers," which are defined as "…an advertising display where the message is changed more than once every two minutes, but no more than once every four seconds"(§5216.4).

Consistent with the memoranda executed pursuant to the Highway Beautification Act, the Outdoor Advertising Act provides that message center displays that comply with its requirements are not considered flashing, intermittent or moving light. (§5405(d)(1)) The requirements provide that such signs must not display messages that change more than once every four seconds, and that no message center may be placed within 1,000 feet of another message center display on the same side of the highway. The proposed project's display would change approximately every eight seconds (as recommended by FHWA) and the proposed project sites would be more than three miles apart from one another.

The proposed project would be in compliance with the California Vehicle Code (Vehicle Code §21466.5) lightning requirements. Caltrans requires that any person engaged in the outdoor advertising business must obtain a license from Caltrans and pay the required fee (§5300). On November 28, 2011, the proposed project was tentatively approved by Caltrans pursuant to an application for preliminary determination filled by the City.

These provisions of law and regulation effectively regulate sign location and brightness to ensure that digital message boards would not be located in such a manner as to create hazards due to lighting conditions themselves. Digital message boards are equipped with sensors that modify the brightness of the sign in response to ambient lighting conditions, thus ensuring that the brightness of the display in evening, nighttime or dawn conditions does not present a traffic hazard. The proposed project would be in compliance with these laws and regulations.

However, the issue has been raised as to whether digital message boards themselves, regardless of compliance with such operating restrictions, present a distraction to drivers and thereby create conditions that could lead to accidents. The FHWA has monitored the issue closely, and released a report updating the agency's view of the issues and research. The report is titled "The Effects of Commercial Electronic Variable Message Signs on Driver Attention and Distraction: An Update" (FHWA 2009). The report confirmed that there have been no definitive conclusions about the presence or strength of adverse safety impacts from CEVMS (FHWA 2009, p. 14). The report only addresses the first stage of the proposed research program and does not provide an answer as to whether the presence of CEVMS used for outdoor advertising is associated with a reduction in driving safety for the public. Similarly, a study performed under the National Cooperative Highway Research Program, Project 20-7 (256) entitled "Safety Impacts of the Emerging Digital Display Technology for Outdoor Advertising Signs" agreed that digital message boards should be regulated as a means of protecting the public interest (NCHRP 2009).

As discussed above, restrictions on digital message boards contained within the Outdoor Advertising Act and enforced by Caltrans regulate many of the conditions that have been identified as relevant to traffic safety. Additionally, another area of concern is the potential development of interactive signs that would be capable of communicating with vehicles or passengers. While digital message boards are not presently capable of such one-way or interactive communication, the future development of this technology would have unknown consequences, and should be identified by the operator prior to any implementation.

Mitigation measure Tra-1 (described below) would reduce the potential hazard from special visual effects by prohibiting moving and flashing lights, which could distract drivers. Also, mitigation measure Tra-1 would require the contractor to report to the City its intention of installing and implementing one-way communication. Mitigation measure Tra-2 would require an annual report, to provide the City with current information regarding operation of the digital message boards, as well as confirming the operator's compliance with the various regulations that apply to their operation. With implementation of the identified mitigation measures, the proposed project's impacts would be reduced to a less than significant level.

Tra-1 The operation of digital message boards within the City shall comply with the following at all times:

a. No special visual effects that include moving or flashing lights shall accompany the transition between two successive messages, and no special visual effects shall accompany any message display;

b. The operator shall report to the City its intention of installing, implementing or using any technology that would allow interaction with drivers, vehicles or any device located in vehicles, including, but not limited to a radio frequency identification device, geographic positions system, or other device, in advance of such operation, and in the annual report required in Mitigation Measure Tra-2.

Tra-2 The operator of any digital message board operated within the City of Vista shall submit, within thirty days following June 30 of each year, a written report regarding operation of each digital message board during the preceding period of July 1 to June 30. The operator may submit a combined report for all such digital message boards operated by such operator within the City limits. The report shall, when appropriate, identify incidents or facts that relate to specific digital

message boards. The report shall be submitted to the Director of the City's Economic Development Department and shall include information relating to the following:

a. Status of the operator's license as required by California Business and Professions Code §§5300 et seq.;

b. Status of the required permit for individual digital message boards, as required by California Business and Professions Code §§5350 et seq.;

c. Compliance with the California Outdoor Advertising Act, California Business and Professions Code §§5200 and all regulations adopted pursuant to such Act;

d. Compliance with California Vehicle Code §§21466.5 and 21467;

e. Compliance with provisions of written agreements between the U.S. Department of Transportation and the California Department of Transportation pursuant to the federal Highway Beautification Act (23 U.S.C. §131);

f. Compliance with mitigation measures identified in this Initial Study/Mitigated Negative Declaration adopted as part of project approval;

g. Each written or oral complaint received by the operator, or conveyed to the operator by any government agency or any other person, regarding operation of digital message boards within the City of Vista;

h. Each malfunction or failure of a digital message board operated within the City of Vista, which shall include only those malfunctions or failures that are visible to the naked eye, including reason for the malfunction, duration and confirmation of repair; and

i. operating status of each digital message board operated within the City of Vista, including estimated date of repair and return to normal operation of any digital message board identified in the report as not operating in normal mode.

e) Result in inadequate emergency access?

Less Than Significant Impact with Mitigation Incorporated. The proposed project may require temporary lane closures on West Vista Way and/or University Drive during construction which could potentially result in inadequate emergency access if emergency responders are not aware of the changes to the circulation patterns. This represents a potentially significant impact; however, implementation of mitigation measure Haz-1 (detailed in Section 5.8(g) above) would require notification of lane closures to the City's Police Department. With implementation of mitigation Haz-1, impacts would be reduced to a less than significant level.

Additionally, the signs would have the capacity to display official messages regarding emergencies, and could perform as part of the emergency response system, thus resulting in potentially beneficial impacts.

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?

No Impact. The proposed project involves the construction and operation of two outdoor digital message boards and would not include any component that would result in a conflict with adopted policies, plans or programs supporting alternative transportation. Therefore, no impact would occur.

5.17 Utilities and Service Systems

Would the project:

a) Exceed wastewater treatment requirements of the applicable Regional Water Quality Control Board?

No Impact. The proposed project would not require wastewater treatment and would not exceed the wastewater treatment requirements of the San Diego RWQCB. Therefore, no impacts would occur.

b) Require or result in the construction of new water or wastewater treatment facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?

No Impact. The proposed project would not require or result in the expansion of new water or wastewater treatment facilities. Therefore, no impacts would occur.

c) Require or result in the construction of new storm water drainage facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?

No Impact. The proposed project would not require or result in the construction of new stormwater drainage facilities or expansion of existing facilities. Therefore, no impacts would occur.

d) Have sufficient water supplies available to serve the project from existing entitlements and resources, or are new or expanded entitlements needed?

No Impact. The proposed project would not require water service and would not require new or expanded water supplies or entitlements. Therefore, no impacts would occur.

e) Result in determination by the wastewater treatment provider which serves or may serve the project that it has adequate capacity to serve the project's projected demand in addition to the provider's existing commitments?

No Impact. The proposed project would not generate wastewater. No new wastewater facilities are required as a result of the proposed project. Therefore, no impacts would occur.

f) Be served by a landfill with sufficient permitted capacity to accommodate the project's solid waste disposal needs?

No Impact. Construction of the proposed project would not present the potential for generation of significant volumes of solid waste because no demolition activities or excess construction materials requiring disposal would be generated. Any minor waste disposal associated with construction would be served by Sycamore Landfill which has adequate capacity to serve the buildout of the City's General

Plan, including the proposed project (Vista 2011b, p. 4.12-31). Maintenance of the digital message boards would not generate significant volumes of solid waste. Therefore, no impacts would occur.

g) Comply with federal, state, and local statutes and regulations related to solid waste?

No Impact. Refer to discussion in Section 5.17(f) above. Any waste generated during the construction of the proposed project would be disposed of in accordance with federal, state and local statutes and regulations. Therefore, no impact would occur.

5.18 Mandatory Findings of Significance

Would the project:

a) Does the project have the potential to degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, reduce the number or restrict the range of a rare or endangered plant or animal or eliminate important examples of the major periods of California history or prehistory?

Less Than Significant Impact with Mitigation Incorporated. As discussed in Section 5.4 (Biological Resources) above, the proposed project would result in no impacts to biological resources for federally protected wetlands, wildlife corridors or nursery sites, local policies or ordinances, or adopted Habitat Conservation Plan. The proposed project's potential impacts to candidate, sensitive or special status species and riparian or sensitive natural communities would either be less than significant or reduced to a less than significant level with implementation of mitigation measures. Therefore, the proposed project would not 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, or reduce the number or restrict the range of a rare or endangered plant or animal.

As discussed in Section 5.5 (Cultural Resources) above, the proposed project's potential impacts to historical resources, archaeological resources, and human remains would either be less than significant or reduced to a less than significant level with implementation of mitigation measures. The proposed project would result in no impacts to paleontological resources. Therefore, the proposed project would not eliminate important examples of the major periods of California history or prehistory. Impacts would be less than significant.

b) Does the project have impacts that are individually limited, but cumulatively considerable? ("Cumulatively considerable" means that the incremental effects of a project are considerable when viewed in connection with the effects of past projects, the effects of other current projects, and the effects of probable future projects)?

Less Than Significant Impact with Mitigation Incorporated. The cumulative impacts analysis determines whether the proposed project's incremental effects would be cumulatively considerable when viewed in connection with the effects of past, present, or probable future projects. A cumulative impact is not considered significant if the effect would be essentially the same whether or not the proposed project is implemented. In discussing the cumulative impacts, the following questions will be answered for each environmental topic:

- Overall, will there be a significant cumulative impact?
- If it is determined that a significant cumulative impact exists, would the proposed project's contribution to this significant impact be cumulatively considerable?

The City of Vista is a built-out city and has few vacant parcels available for new development; therefore new development projects occur infrequently (City of Vista 2011b, 6-9). Table 5 provides a list of all past, present, and probable future projects within a one-mile radius of the project sites. The one-mile distance from the project site was selected because cumulative projects at that distance would not typically result in cumulative construction impacts, such as air quality and noise, in combination with the proposed project.

The following cumulative impacts analysis is organized by each environmental topic discussed in Sections 5.1 through 5.17 above. A description of the area of influence for cumulative impacts with respect to each environmental topic is provided at the beginning of each topical discussion, followed by an analysis of the proposed project's potential cumulative effects. Cumulative impacts to resources for which the proposed project was determined to have "No Impact" are not included in the cumulative analysis because no incremental effect would occur as a result of the proposed project. Therefore, the following environmental topics are not discussed any further in this section: Agricultural and Forestry Resources, Land Use and Planning, Mineral Resources, Population and Housing, Public Services, Recreation and Utilities and Service Systems.

Aesthetics. The aesthetics discussion includes the analysis of scenic views and vistas, degradation of visual character or quality, and light and glare. The viewshed for each proposed message board site is considered for the aesthetics cumulative effects analysis. The closest cumulative project to the West Vista Way site is located more than a quarter mile away from the project site and is separated from the project site by a residential neighborhood. Due to distance and view obstructions, the cumulative project would not be within the viewshed of the project site and a cumulative impact would not occur. The area surrounding both potential sites for University Drive is built-out with primarily commercial and residential development. The proposed telecommunications facility to be located on the existing Old Navy store would potentially be located within the viewshed of the University Drive Sites. However, the wireless facility would be designed to have minimum visual intrusion in accordance with applicable requirements such as General Plan Policy 1.7, which is to ensure that facilities are designed to integrate into existing structures. The wireless facility would result in minimal change in views of the Old Navy store and would not contribute to a cumulative change in the University Drive viewshed. The next closest cumulative project to the University Drive Sites is located approximately 2,100 feet away and would not be within the University Drive viewshed due to distance and intervening structures. Therefore, no significant cumulative impact to aesthetics would occur. An analysis of the proposed project's incremental contribution to a significant cumulative aesthetics impact is not required.

Air Quality. Refer to the discussion in Section 5.3(c) (Air Quality) above for an analysis of cumulative air quality impacts. As discussed in this section, the project area is in basic non-attainment of the NAAQS for ozone and in non-attainment of the state AAQS for ozone, PM_{10}, and $PM_{2.5}$; therefore, a significant cumulative impact currently exists. However, the proposed project's contribution would not be cumulatively considerable.

Table 5 Cumulative Projects

Status	Project Name/Address/Description/Estimated Completion	Approximate Distance to Closest Message Board Site (feet)
Cumulative Projects Within One-Mile Radius of West Vista Way Site		
SNA	NAME: Avalon Vista Apartments ADDRESS: 701 Breeze Hill Road DESCRIPTION: 221-unit apartment housing development ESTIMATED COMPLETION: Mid 2015	1,800
SNA	NAME: Laurel Creek Condominiums ADDRESS: 204 Grapevine Road DESCRIPTION: 69 multi-family condominium units ESTIMATED COMPLETION: Mid to Late 2015	3,000
SNA	NAME: Tri-City Christian School ADDRESS: 302 North Emerald Drive DESCRIPTION: Redevelopment of existing school to accommodate up to 1,300 students ESTIMATED COMPLETION: 2024	4,700
SNA	NAME: Ironwood Villas ADDRESS: 231 Iron Drive DESCRIPTION: Conformance review to change entitled 21-unit attached condominium to 14-unit detached condominium ESTIMATED COMPLETION: Late 2014	1,500
Cumulative Projects Within One-Mile Radius of University Drive Site (Alternative 1 and 2)		
SNA	NAME: South Santa Fe Condos ADDRESS: 1375 South Santa Fe Avenue DESCRIPTION: 114-unit condominium housing development ESTIMATED COMPLETION: Mid to Late 2015	4,800
UC (Pads only)	NAME: Hilo Drive 9-Lot Tentative Subdivision ADDRESS: Hilo Drive (APN 183-190-89) DESCRIPTION: 9 single family home development ESTIMATED COMPLETION: Pads by late 2013, Homes by 2016	3,600
UC	NAME: Montessori Expansion ADDRESS: 2358 Watson Way DESCRIPTION: Montessori School expansion ESTIMATED COMPLETION: Mid to Late 2013	2,100
SAA	NAME: AT&T Mobility Wireless Cell Tower Facility ADDRESS: 1821 University Drive – Old Navy Store DESCRIPTION: New 17-foot tall cupola housing new cell antennas on roof of existing Old Navy Store building ESTIMATED COMPLETION: Late 2013	50

SNA = Submitted But Not Approved
SAA= Submitted and Approved
UC = Under Construction
Source: City of Vista 2013

Biological Resources. The discussion of biological resources includes candidate, sensitive or special status species and riparian habitat or other sensitive natural communities. Several of the cumulative projects listed in Table 5, such as the wireless facility and Tri-City Christian School, would make modifications to existing buildings and would not result in impacts to biological resources. The residential projects listed in Table 5 would result in development on undeveloped lots. The undeveloped cumulative project sites are not located adjacent to large areas of open space or other designated biological resources areas. However, similar to the proposed project, the cumulative projects sites and surrounding limited open spaces would have the potential to support sensitive habitat or species. Therefore, a potentially significant cumulative impact would occur. The proposed project would have the potential to result in impacts to nesting birds. Mitigation measure Bio-1 would reduce this impact to a less than significant level by avoiding impacts to active nests during construction. Therefore, the proposed project would not result in a cumulatively considerable contribution to a potentially significant cumulative impact to biological resources.

Cultural Resources. The cultural resources cumulative impact discussion includes archaeological resources, as well as human remains. The proposed project would not result in any impact to historic resources; therefore, it would not contribute to any cumulative impact related to historic resources. The area of projects considered for the cultural resources cumulative effects analysis is defined as the City of Vista. Future development, including cumulative projects on undeveloped sites such as Avalon Vista Apartments project, would be subject to the General Plan Update policies and legal protocols and procedures pertaining to cultural resources and human remains. The City's General Plan includes RCS Policy 12.4. This policy establishes a protocol for the discovery of Native American resources during pre-construction, construction, or implementation a grading permit. According to the policy, the first priority shall be a) to avoid any further disturbance of those areas by re-designing the proposed development or project, and b) to have those areas placed into protected open space via an open space easement or similar protective measure. If avoidance is not feasible based on consultation with the Most Likely Descendant of such artifacts, the policy requires appropriate mitigation to be implemented. Any discovered Native American artifacts shall be returned to their Most Likely Descendant and repatriated at the earliest opportunity. The requirements of RCS Policy 12.4 have been incorporated into mitigation measure Cul-1 for the proposed project. Implementation of this policy would also be required for the cumulative projects, and all projects would be required to comply with California State Health and Safety Code 7050.5 and PRC Section 5097.98 in the event of discovery of human remains. Therefore, a significant cumulative impact to cultural resources would not occur.

Geology and Soils. The geographic context for the cumulative analysis of geology and soils is generally site-specific, rather than cumulative, in nature because each site has unique geologic considerations that would be subject to uniform site development and construction standards. In this way, potential cumulative impacts resulting from seismic and geologic hazards would be minimized on a site-by-site basis to the extent that modern construction methods and code requirements provide. The structural design for all cumulative projects would be required to comply with all applicable public health, safety, and building design codes and regulations to reduce seismic and geologic hazards to an acceptable level. In addition, individual projects would be required to mitigate potentially significant impacts to geology and soils to the extent feasible, similar to the proposed project. Thus, because compliance with all applicable codes and regulations would be required for all cumulative projects, a significant cumulative impact associated with geology and soils would not occur. Therefore, an analysis of the proposed project's incremental contribution to a significant cumulative impact to geology and soils is not required.

Greenhouse Gas Emissions. Refer to discussion in Section 5.7(a) (Greenhouse Gas Emissions) above for an analysis of cumulative GHG emissions impacts. Due to the global nature of the assessment of GHG emissions and the effects of climate change, impacts can currently only be analyzed from a cumulative context. Thus, the analysis provided in Section 5.7(a) includes both project-specific and cumulative impacts. As discussed in this section, the proposed project would not result in a cumulatively considerable contribution to the significant cumulative impact associated with GHG emissions.

Hazards and Hazardous Materials. The area of projects that would be considered for the cumulative analysis of hazards and hazardous materials is defined as the immediate vicinity of the proposed project site. Similar to the proposed project, construction of the cumulative projects listed in Table 5 would result in the use of small quantities of hazardous materials associated with construction equipment such as fuels, lubricants and solvents. However, federal, state, and City of Vista regulations and requirements regarding the use of hazardous material would be followed. Following construction, the proposed residential, school, and cell tower projects would not result in routine use, transportation, or disposal of hazardous materials other than common household and commercial materials such as cleaning products and paints. Therefore, a significant cumulative impact related to hazardous materials would not occur.

The cumulative projects located on currently undeveloped sites, such as the Avalon Vista Apartments, would have the potential to result in a lane closure during construction. A cumulative impact would occur if simultaneous lane closures would obstruct emergency response or evacuation routes. Mitigation measure Haz-1 for the proposed project requires notification of the City Police of the location and timing of any lane closure prior to the start of construction, which would allow emergency services to plan alternative routes. Therefore, the proposed project would not result in a cumulatively considerable contribution to a potentially significant cumulative impact to emergency response and evacuation.

Hydrology and Water Quality. The geographic context for the cumulative analysis of hydrology and water quality encompasses the Buena Vista Creek and Agua Hedionda Creek watershed, within which the proposed project is located.

Water Quality. Pollutants generated by urban land uses have the potential to degrade the surface water quality of receiving waters. Similar to the proposed project, the cumulative projects listed in Table 5 would be subject to the standards of the City's Stormwater Standards Manual. Additionally, several of the cumulative projects, including the Laurel Creek Condominiums and South Santa Fe Condominiums, would disturb more than one acre for construction and would be required to comply with NPDES permit regulations. The City's regulations and NPDES permit requirements mandate that source control and nonpoint source BMPs be employed to control potential effects on water quality and that stormwater quality control devices be incorporated into project design to collect sediment and other pollutants. In order to obtain project approval, all cumulative projects under the jurisdiction of the City of Vista would be required comply with the applicable mandated measures to control pollution. Therefore, cumulative project compliance with applicable regulations would maintain water quality in accordance with RWQCB standards, and a significant cumulative impact to water quality would not occur. Therefore, an analysis of the proposed project's incremental contribution to a significant cumulative impact is not required.

Hydrology. The cumulative projects in Table 5, such as the South Santa Fe Condominium project, would have the potential to develop existing undeveloped land and would result in an increase in impervious surfaces in the City. Similar to the proposed project, all cumulative projects would be required to comply with the City's Standard Urban Stormwater Mitigation Plan, Stormwater Standards Manual and

Grading and Erosion Control Ordinance requirements, as appropriate. These regulations require that projects maintain pre-project hydrology (i.e., maintain original runoff volume and velocity). Therefore, surface water hydrology would not be altered from its existing condition, and a cumulatively significant impact to surface water hydrology would not occur. Therefore, an analysis of the proposed project's incremental contribution to a significant cumulative impact is not required.

Noise. The noise cumulative discussion addresses increases in ambient noise from construction. Noise, by definition, is a localized phenomenon and is progressively reduced as the distance from the source increases. Generally, noise levels decrease by approximately 6 dB for every doubling of distance from the source. Therefore, the area of projects that would be considered for the cumulative analysis of noise is defined as the immediate vicinity of the proposed project. Any of the cumulative projects listed in Table 5 would have the potential to be under construction simultaneously with the proposed project. Construction of all projects would be required to comply with the City's Construction Noise Ordinance, which would restrict construction noise to daytime hours. Additionally, due to distance between the proposed project and the cumulative projects, it is unlikely that construction noise from simultaneous construction would combine to generate excessive noise. The closest cumulative project to the proposed project is the proposed AT&T Mobility Wireless Cell Tower Facility project located adjacent to the University Drive site. Installation of this facility would involve minimal use of construction equipment that generates noise. Additionally, the University Site and wireless facility are located in a commercial area that is not considered to be noise sensitive. Therefore, a significant cumulative noise impact associated with construction would not occur. An analysis of the proposed project's incremental contribution to a significant cumulative construction noise impact is not required.

Transportation/Traffic. The geographic context for the analysis of cumulative traffic impacts is the City of Vista. The traffic cumulative discussion addresses increases in traffic from construction and increases in hazards due to a design feature.

A cumulative short-term construction traffic impact would occur if construction projects would occur concurrently near each other such that traffic on a local roadway would be significantly increased during the construction period. Construction of any of the cumulative projects listed in Table 5 would have the potential to be under construction at the same time as the proposed project. Additionally, several cumulative projects have the same anticipated completion date, such as the Montessori School Expansion and AT&T Mobility Wireless Cell Tower Facility projects, and would have the potential to be constructed concurrently. However, the cumulative projects are scattered across the one mile radius search area surrounding each of the proposed project sites. Based on location, construction at each project site would likely utilize different roadways than the nearest cumulative project. Additionally, the cumulative projects consist of small residential developments and improvements to existing facilities and would not be expected to generate significant daily truck or vehicle trips during construction. Construction trips would also take place throughout the day, rather than being concentrated during peak traffic hours. Therefore, a significant cumulative traffic impact during construction would not occur and an analysis of the proposed project's incremental contribution to a significant cumulative impact is not required.

Regarding hazardous design features, the proposed project is located within the viewshed of drivers on SR-78 and would require mitigation to ensure that it would not potentially distract drivers or interfere with their vision. However, as discussed above for cumulative aesthetic impacts, none of the cumulative projects would be located within the viewshed of the proposed message board sites, with the exception of the AT&T Mobility Wireless Cell Tower Facility that would be screened from view. Therefore, a

cumulative increase in distractions or view obstructions for drivers on SR-78 in the viewshed of the proposed project sites would not occur. A cumulative impact related to traffic hazards would not occur. Therefore, an analysis of the proposed project's incremental contribution to a significant cumulative impact is not required.

c) Does the project have environmental effects which will cause substantial adverse effects on human beings, either directly or indirectly?

***Less Than Significant Impact with Mitigation Incorporated*.** The proposed project would not result in environmental effects which would cause substantial adverse effects on human beings, either directly or indirectly, because all potential impacts would either be less than significant or reduced to a less than significant level with implementation of mitigation measures, as discussed in Sections 5.1 – 5.17 above. These mitigation measures are summarized in the Mitigation Monitoring and Reporting Program (MMRP) provided in Chapter 6.0.

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