



CHAPTER 1 INTRODUCTION

On October 23, 2014, the City of Fountain Valley Planning and Building Department - Planning Division distributed the Draft Environmental Impact Report (EIR) for the proposed Electronic Message Center (EMC) Sign Project to public agencies and the general public. The Draft EIR considers the City's implementation of the proposed project.

The project proposes to remove an existing static billboard located at 12191 Edinger Avenue in Fountain Valley, and construct a new digital EMC billboard sign at 10955 Ellis Avenue also in Fountain Valley. The proposed project site is located on the existing site of the City's Reservoir No. 1.

The proposed sign would consist of two back to back display panels to provide commercial advertisements to motorists traveling in both northbound and southbound directions on the adjacent Interstate 405 freeway.

Each of the display panels would have dimensions of 14 feet high and 48 feet wide for a total display area of 672 square feet per panel. The display panels would be mounted on a steel sign column approximately four feet in diameter. The top of the sign would be a maximum height of 79 feet above the ground surface.

The sign would be supported by an approximately six-foot diameter caisson as the foundation footing. The caisson would be between 35 to 50 feet below the ground surface depending on soil conditions. Electrical power for the sign is anticipated to come from existing sources at the adjacent reservoir. Trenching for electrical and communications connections to the sign would be between 18 to 24 inches deep. The sign would be located in the northeast corner of the site; adjacent to Euclid Street.

The project includes a development and relocation agreement, a sign permit, and a lease agreement between the applicant and the City for the construction, maintenance and operation of the EMC sign. Other ministerial approvals and actions include a building permit and an encroachment permit from the City, and an Outdoor Advertising Permit from Caltrans.

The Electronic Message Center Sign Draft EIR was circulated for a 45-day public review period in accordance with § 15105(a) of the *CEQA Guidelines*. Copies of the document were distributed to state, regional, and local agencies, as well as organizations and individuals, for their review and comment.

§15088(a) of the *CEQA Guidelines* states that:

The lead agency shall evaluate comments on environmental issues received from persons who reviewed the Draft EIR and shall prepare a written response. The lead agency shall respond to comments received during the noticed comment period and any extension and may respond to late comments.



In accordance with § 15088(a) of the *CEQA Guidelines*, the City of Fountain Valley, as the lead agency, has evaluated the comments received on the Draft EIR for the proposed project and has prepared written responses to the comments received.

This Final EIR presents all comments on, and responses to, the EMC Sign Draft EIR. Section 2 of this document provides all the written comments on the Draft EIR received during the public review period, and presents responses to significant environmental issues raised in the written comments (as required in the *CEQA Guidelines* § 15132). Each comment letter is labeled to correspond to an index table (Table 2-1) presented in Section 2.

The focus of the response to comments is on the disposition of significant environmental issues that are raised in the comments, as specified by § 15088 (c) of the *CEQA Guidelines*. Detailed responses are not provided to comments on the merits of the proposed Project. However, when a comment is not directed to significant environmental issues, the responses indicate that the comment has been noted and that no further response is necessary.

The Final EIR consists of two documents, which include the Draft EIR text (including technical appendices), and this document. The City of Fountain Valley will utilize this project-level EIR in for the implementation of the proposed project.