

NEWHOPE DIGITAL BILLBOARD PROJECT
Mitigated Negative Declaration: Mitigation Monitoring Reporting Program

Mitigation Measures	Monitoring Timing/ Frequency	Action Indicating Compliance	Monitoring Agency	Verification of Compliance		
				Initials	Date	Remarks
Aesthetics Mitigation Measure						
AES-1	The applicant shall demonstrate compliance with a maximum 0.3 foot-candle increase over ambient light at 250 feet from the sign face during nighttime conditions upon initial start-up through field-testing. If subsequent complaints consisting of direct personal impacts are received by the City of Garden Grove, the City shall require the applicant to fund follow-up field-testing by an independent contractor or City staff trained in the use of a handheld photometer to demonstrate continued compliance. If increases in ambient light are found to be above the 0.3 foot-candle level, the dimming level shall be adjusted until this level can be demonstrated.	Prior to Issuance of Certificate of Occupancy	Field-testing	Community Development Department		
AES-2	Signs shall be installed with sensors, which automatically lower light output in accordance with atmospheric conditions (i.e. cloudy or overcast weather). Throughout sign operation, the dimness setting of the LED sign shall be adjusted in real time so it does not exceed the level of illumination identified under Mitigation Measure AE-1.	Throughout operation	Field-testing	Community Development Department		
Transportation and Traffic Mitigation Measures						
TRANS-1	The operator of the digital LED billboards 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 minimum display duration time for messages shall be not less than eight seconds, and the minimum display time between messages shall be not more than one second. c) The minimum font size shall be established for the maximum speed on SR-22 freeway. The font size standard shall be in accordance with the sign industry's best practices formula. d) Prior to implementing any of the following, the operator shall submit a request and obtain permission from the City: 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. e) In the event of any failure or combination of failures that affect the digital billboards' luminance, the operator shall impose a default to an output level no higher than 4 percent of the maximum luminance of the billboard. If this cannot be achieved, then the display shall be required to default to	Prior to Issuance of Certificate of Occupancy	Field-testing	Community Development Department		

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	an "off" position until the problem can be resolved.						
TRANS-2	<p>The operator of the digital LED billboard shall submit, within 30 days following June 30 of each year, a written report regarding operation of each digital billboard during the preceding period of July 1 to June 30. The operator may submit a combined report for all such digital billboards operated by such operator within the SR-22 freeway corridor. The report shall, when appropriate, identify incidents or facts that relate to specific digital billboards. The report shall be submitted to the Office of the City Manager and the City Attorney, and shall include the following information:</p> <ul style="list-style-type: none"> a) Status of the operator's license as required by California Business and Professions Code para 5300 et seq.; b) Status of the required permit for individual digital billboards, as required by California Business and Professions Code para. 5350 et seq.; c) Compliance with the California Outdoor Advertising Act, California Business and Professions Code para 5200 and all regulations adopted pursuant to such Act; d) Compliance with California Vehicle Code para 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 (23U.S.C. para.131); f) Compliance with mitigation measures and/or conditions of approval adopted as part of the 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 billboards within the Garden Grove (SR-22) Freeway Corridor; h) Each malfunction or failure of a digital billboard operated by the operator within the Garden Grove (SR-22) Freeway Corridor, 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 billboard operated by the operator within the Garden Grove (SR-22) Freeway Corridor, including estimated date of repair and return to normal operation of any digital billboard identified in the report as not operating in normal mode. 	During Operation	Field-testing	Community Development Department			