

NOTICE OF INTENT TO ADOPT A MITIGATED NEGATIVE DECLARATION



To: _____
Office of Planning and Research
1400 Tenth Street, Room 121
Sacramento, CA 95814

X
County Clerk
County of Los Angeles
12400 Imperial Hwy.
Norwalk, CA 90650

From: City of Baldwin Park
14403 E. Pacific Avenue
Baldwin Park, California
91706

Date: January 26, 2022

TO: Interested Agencies, Organizations, and Individuals

NOTICE IS HEREBY GIVEN that pursuant to Section 15072 of the State CEQA Guidelines, the City of Baldwin Park hereby gives notice that a Draft Initial Study and Mitigated Negative Declaration (MND) for the Virginia Avenue Digital Billboard Project is available for review and comment.

PROJECT TITLE: Virginia Avenue Digital Billboard Project

PROJECT LOCATION: The Virginia Avenue Digital Billboard Project (Project) site is located in the City of Baldwin Park within the County of Los Angeles. The City of Baldwin Park is in the south-central portion of Los Angeles County and is bordered to the north by the City of Irwindale, to the east by the City of West Covina, to the south by the City of Industry and unincorporated Los Angeles County, and to the west by the City of El Monte. The Project site is located at 1529 Virginia Avenue, Baldwin Park (APN 8558-032-018), abutting Interstate 10 (I-10) to the north. Regional access to the site is provided via the Harbor Freeway (Interstate I-10) to the north. Local access to the site is provided primarily from Virginia Avenue.

PROJECT DESCRIPTION: The project will include the construction of a two-sided digital billboard sign at 1529 Virginia Avenue. Each of the proposed digital LED sign faces will measure 14-feet by 48-feet. The sign pole has a circumference of 42 inches and a height of 73-feet. Once the digital LED displays are mounted atop the sign pole, the proposed new digital billboard will have a finished height of 90-feet from finished grade to the top of the sign faces. The pole will be wrapped with a 56-inch square decorative trim. Finally, a 3-foot sheet metal apron will be mounted to the bottom of the proposed digital displays. The project will include Design Review for the proposed site design and billboard architecture, and a Development Agreement highlighting project rules and regulations over an agreed-upon time between the City and the Applicant. The project site is not included on the list of hazardous waste disposal sites enumerated under Section 65962.5 of the California Government Code.

PROJECT IMPACTS: The Initial Study/MND was completed in accordance with the Lead Agency's Guidelines implementing the California Environmental Quality Act. The Initial Study/MND found that the environmental effects from the project would be less than significant with the incorporation of standard conditions and mitigation measures.

PUBLIC REVIEW PERIOD: Begins: January 26, 2022 **Ends:** February 24, 2022

PUBLIC HEARING: The City of Baldwin Park Planning Commission is scheduled to consider the Mitigated Negative Declaration and proposed project at its regular Planning Commission meeting on **March 23, 2022** at 7:00 P.M. **Due to COVID-19, this Planning Commission meeting will not be open to the general public. Live audio of the hearing will be provided via YouTube by clicking on the YouTube icon located on the upper right-hand corner of the City of Baldwin Park Webpage.** If you wish to comment on this agenda item, please email your name, City of residence, and a phone number where you will be available between the hours of 7:00 PM to 8:00 PM on March 23, 2022 to pc-comments@baldwinpark.com. You will be contacted by a staff member and will be granted 3 (three) minutes to speak live during the meeting.

The Initial Study/Mitigated Negative Declaration is being circulated for public review and comment for a period of 20 days. Any person may submit written comments to the Planning Division of the City's Development Services Department before the end of the review period. If you challenge the City's action in court you may be limited to raising only those issues you or someone else raised in written correspondence delivered to the Planning Division prior to the end of the review period. Comments may be sent by mail, or email to the following address:

Melissa Chipres
Associate Planner
City of Baldwin Park
14403 E. Pacific Avenue
Baldwin Park, CA 91706

Phone: (626) 960-4011, Ext. 452
Email: melissac@baldwinpark.com

LOCATION WHERE DOCUMENT CAN BE REVIEWED: The Initial Study, Draft MND and supporting documents are available for review and comment on the City website at <https://www.baldwinpark.com/online-documents/community-development/planning/environmental-documents> and during normal business hours at City of Baldwin Park, Planning Division, 14403 E. Pacific Avenue, Baldwin Park, CA, 91706.

1/26/22
Date



Melissa Chipres, Associate Planner