



**SANTA ANA OFF-PREMISES COMMERCIAL ADVERTISING SIGNS
ORDINANCE UPDATE PROJECT
NOTICE OF INTENT TO ADOPT AN INITIAL STUDY AND MITIGATED
NEGATIVE DECLARATION (IS/MND)**

Date: March 7, 2022

To: Affected Agencies, Organizations, and Interested Parties

Subject: Notice of Intent (NOI) to Adopt an Initial Study and Mitigated Negative Declaration (IS/MND) for the Santa Ana Off-Premises Commercial Advertising Signs Ordinance Update Project

An Initial Study and Mitigated Negative Declaration for the Santa Ana Off-Premises Commercial Advertising Signs Ordinance Update Project has been prepared by the City of Santa Ana. The City is the Lead Agency, pursuant to the California Environmental Quality Act (CEQA) and is responsible for preparation of this document.

PROJECT TITLE: Santa Ana Off-Premises Commercial Advertising Signs Ordinance Update Project

PROJECT DESCRIPTION

The City of Santa Ana is considering the implementation of the proposed Off-Premises Commercial Advertising Signs Ordinance (Billboards Ordinance) to amend the existing Santa Ana Municipal Code. The proposed project would apply to existing, entitled, and future billboards located within the City of Santa Ana, Orange County, California. The Billboards Ordinance establishes permitted locations for billboards and billboard sign standards, and amends Chapter 41 Article XII of the Santa Ana Municipal Code. The proposed Billboards Ordinance would allow digital billboards to be installed adjacent to freeways in suitable locations; allow the reconstruction or conversion of existing static freeway-oriented billboards to digital displays; and allow the reconstruction or conversion of existing on-premise freeway-oriented advertising signs to digital billboards. The project does not propose any specific new signs or digital conversion of existing billboard faces. The proposed project provides regulations where new digital billboards would be allowed. The proposed code amendments would allow freeway-adjacent digital display billboards in commercial and industrial zones, upon approval of a Conditional Use Permit (CUP), and subject to the reasonable restrictions and criteria intended to ensure the public health and safety concerning the location, distance from residential uses, height, size, design, orientation, brightness, and display cycle of such signs. Relocation of existing billboards would also require a CUP. Conversions of existing static billboards to digital would only require ministerial review.

PROJECT LOCATION

New, digital display billboards would be permitted only in identified allowable areas, referred to as Potential Billboard Areas. Potential billboard areas are located along freeway frontages; within 300 feet of the edge of the freeway pavement, and only include areas zoned and used for non-residential uses (including overlay zones, specific plans, and specific development zones). Potential Billboard Areas locations are described below:

- **Potential Billboard Area 1** – Potential Billboard Area 1 is located near the eastbound onramp to SR-22 at Grand Avenue, near the jurisdictional boundary between the cities of Santa Ana and Orange.
- **Potential Billboard Area 2** – Potential Billboard Area 2 extends along I-5 for approximately 1.4 miles from North Broadway to Lincoln Avenue
- **Potential Billboard Area 3** – Potential Billboard Area 3 extends along I-5 for approximately 1.5 miles from Lincoln Avenue to North Golden Circle Drive, near the jurisdictional boundary between the cities of Santa Ana and Tustin.

- **Potential Billboard Area 4** – Potential Billboard Area 4 extends along SR-55 for approximately 1.1 miles between Edinger Avenue and Warner Avenue.
- **Potential Billboard Area 5** – Potential Billboard Area 5 extends for approximately one mile along SR-55 between Warner Avenue and Alton Parkway, near the City's jurisdictional boundary with the City of Irvine.
- **Potential Billboard Area 6** – Potential Billboard Area 6 extends along SR-55 for approximately one mile from Alton Parkway to Sunflower Avenue, near the City's boundary with the City of Costa Mesa.

PUBLIC REVIEW PERIOD

The 30-day public comment period will commence on March 7, 2022 and conclude on April 6, 2022. The Initial Study and Mitigated Negative Declaration will be available for review on the City website at <https://www.santa-ana.org/billboard-ordinance-update> and at the following locations:

City of Santa Ana City Hall
Planning Division Counter
20 Civic Center Plaza, Ross Annex (M-20)
Santa Ana, CA 92702

Santa Ana Public Library
26 Civic Center Plaza
Santa Ana, CA 92701

Please submit comments in writing to the address provided below. Comment letters must be received by 5:00 p.m. on Wednesday, April 6, 2022.

Ali Pezeshkpour AICP, Principal Planner
City of Santa Ana
Planning and Building Agency, Planning Division
20 Civic Center Plaza, Ross Annex (M-20)
Santa Ana, California 92702
Email: APezeshkpour@santa-ana.org

All comments received related to issues discussed in the Initial Study will be included in the final package that is forwarded to the City of Santa Ana Planning Commission for final consideration. The public hearing is tentatively scheduled to be held on April 25, 2022.

For any questions regarding the review of the Initial Study, please contact Ali Pezeshkpour AICP at (714)647-5882.

Ali Pezeshkpour, AICP
Principal Planner