

## NOTICE OF INTENT TO ADOPT A NEGATIVE DECLARATION

DATE: April 28, 2022

TO: Responsible Agencies, Interested Parties, and Organizations

SUBJECT: **NOTICE OF INTENT TO ADOPT A NEGATIVE DECLARATION FOR ELECTRONIC BILLBOARDS AT 8717 PIONEER BLVD.**

The City of Santa Fe Springs (City) is the California Environmental Quality Act (CEQA) Lead Agency for proposed Electronic Billboards at 8717 Pioneer Blvd. (proposed project). The City has directed the preparation of an Initial Study (IS) in compliance with CEQA. The purpose of the IS is to provide decision makers, public agencies, and the general public with an objective and informative document that facilitates a basic understanding of the proposed project and fully discloses the potential environmental effects associated with the proposed project, including direct, indirect, and cumulative environmental effects. Based on the studies performed and information contained in the IS, the City is proposing to adopt a Negative Declaration (ND). The IS/ND will allow the project proponent to obtain permits, agreements, and approvals from necessary agencies to implement the project.

**Project Location:** The project site is located at 8717 Pioneer Blvd. in Santa Fe Springs, southwest of the intersection of Pioneer Boulevard and Rivera Road. The Proposed Project would include two sites located within the parking lot of Dollar Self Storage, which would continue to operate with implementation of the project. The two sites are adjacent to Interstate 605, on the east and west sides of the freeway. Local access to the site is via Pioneer Blvd.

The project is not located on any hazardous materials sites enumerated under Section 65962.5 of the Government Code.

**Project Description:** The project includes the installation and operation of two electronic billboards. The billboards would rise to a maximum height of 85 feet, however, in no case shall an Electronic Billboard exceed a maximum height of fifty feet as measured from the center line of the nearest travel lane of Interstate 605 to the top edge of the Electronic Billboard face and not including architectural elements, which may extend up to six feet above the 50-foot height limit. Each billboard would contain two digital signboards, one each facing northbound and southbound freeway users. One billboard would contain back-to-back signboards and the other would include a V-shaped structure. Each signboard would be 14 feet in height and 48 feet in width. Each billboard would be mounted on a single pole approximately 5 feet in diameter. Required entitlements including a Development Plan Approval and an Operating Agreement.

**Potentially Significant Environmental Impacts:** The IS identified no potentially significant impacts resulting from project implementation.

**Public Review Period April 28, 2022 through May 28, 2022:** In compliance with CEQA, the City has established a 30-day public review period beginning April 28, 2022 to solicit comments and input on the Draft IS/ND. To ensure that all environmental issues are fully identified and adequately addressed, written comments are invited from all interested parties. Written comments regarding the scope and content of information in the Draft IS/ND may be submitted electronically to [claudiajimenez@santafesprings.org](mailto:claudiajimenez@santafesprings.org) or to:

City of Santa Fe Springs  
Planning Department  
Attn: Claudia Jimenez, Assistant Planner  
11710 Telegraph Road  
Santa Fe Springs, Calif. 90670

Comments should be submitted no later than **(Saturday), May 28, 2022.**

A copy of the IS/ND is available for public review at the following location:

Santa Fe Springs City Hall  
Planning Department  
11710 Telegraph Road  
Santa Fe Springs, Calif. 90670

The IS/ND is available for public review at the following web address:

[https://www.santafesprings.org/cityhall/planning/planning/environmental\\_documents.asp](https://www.santafesprings.org/cityhall/planning/planning/environmental_documents.asp)

**Public Hearing:** The Santa Fe Springs Planning Commission will consider the proposed project and recommendation to adopt a Negative Declaration at a public hearing on June 13, 2022 at 6 p.m. at City Hall in the Council Chambers at 11710 E. Telegraph Road, Santa Fe Springs.