

**Department of  
Conservation and  
Development**

30 Muir Road  
Martinez, CA 94553

Phone:1-855-323-2626

**Contra  
Costa  
County**



**John Kopchik**  
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**Jason Crapo**  
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Deputy Director

August 17, 2022

**NOTICE OF PUBLIC REVIEW AND INTENT TO ADOPT A  
PROPOSED NEGATIVE DECLARATION**

Pursuant to the State of California Public Resources Code and the "Guidelines for Implementation of the California Environmental Quality Act of 1970" as amended to date, this is to advise you that the Contra Costa County Department of Conservation and Development, Community Development Division, has prepared an initial study evaluating the potential environmental impacts of the following project:

- 1. Project Title:** Electronic Non-Accessory Sign
- 2. County File Number:** #CDLP22-02001
- 3. Lead Agency:** Contra Costa County  
Department of Conservation and Development
- 4. Lead Agency Contact Person and Phone Number:** Everett Louie, Planner I  
(925) 655-2873
- 5. Project Location:** 4587 Pacheco Blvd, Martinez, CA 94553  
APN: 380-260-004
- 6. Applicant's Name, Address, and Phone Number:** Alex Belenson  
1111 Broadway Suite 1515  
Oakland, CA 94607  
(510) 832-7070
- 7. Description of Project:** The applicant seeks approval of a Land Use Permit to establish a non-accessory electronic billboard sign that will be used to advertise multiple businesses along

Interstate 680. The sign has a 14-foot high by 48-foot wide-double-faced LED display and will be mounted on a single post centermount with a maximum overall height of 50-feet. The sign will operate 24 hours a day, 7 days a week and will display up to eight messages for 8 seconds rotated on a 64-second loop. The billboard messages will be displayed for daytime and nighttime hours.

- 8. Surrounding Land Uses and Setting:** The subject property is located within the unincorporated Martinez area of Contra Costa County. The immediate surrounding area primarily consists of industrial zoned parcels. Further northeast from the parcel are Heavy Industrial zoned parcels, further northwest and southeast are residential zoned parcels and further south are agricultural zoned parcels. Land within the City of Martinez jurisdiction is approximately 850 feet southwest. The surrounding parcels range in size from 1-acre to over 6-acres in size. To the south of the subject property are large warehouse uses including equipment suppliers, auto tire shop, and contractor yards. To the west is a commercial generator business, motorcycle shop and car wash facility. To the north is a kennel and roofing supply store and to the east is I-680. The area to the southeast of I-680 consists of single-family lots, with the majority of the lots in the R-7 zoning district.

The subject parcel (APN: 380-260-004) is a vacant, 6.58-acre parcel located along the western boundary of I-680, approximately 700 feet east of the Pacheco Blvd/I-680 entrance. The Martinez city limit is located approximately 850 feet south. The subject property has five existing trees. The parcel also contains numerous easements including a 10-foot sanitary sewer easement, a 30-foot federal engineering easement, a drainage easement, and a 100-foot P.G&E right of way easement. Additionally, Vine Hill Creek runs through the southern border of the property. The property is accessed from Pacheco Boulevard, through (APN: 38-042-001) with an existing access agreement with the property owner of 150 Nardi Lane, Martinez, CA.

- 9. Determination:** Pursuant to the requirements of the California Environmental Quality Act (CEQA) Section 15071, the Initial Study/Negative Declaration (ND) describes the proposed project; identifies, analyzes, and evaluates the environmental impacts which may result from the proposed project. The Initial Study/Negative Declaration for the proposed project will identify that the project will not result in significant impacts to the environment. As a result, an IS/ND has been prepared pursuant to Public Resources Code Section 21080(c) of the California Environmental Quality Act (CEQA) Guidelines. Prior to adoption of the Negative Declaration, the County will be accepting comments on the Initial Study/Negative Declaration during a 30-day public comment period.

A copy of the Negative Declaration/Initial Study may be reviewed on the Department of Conservation & Development webpage at the following address:

Weblink: <https://www.contracosta.ca.gov/4841/CEQA-Notifications>

**Public Comment Period** – The period for accepting comments on the adequacy of the environmental document will begin on **Wednesday, August 17, 2022**, and extends to **Friday, September 16, 2022 until 4:00 P.M.** Any comments should be in writing and submitted to the following address:

Contra Costa County  
Department of Conservation & Development  
**Attn: Everett Louie**  
30 Muir Road  
Martinez, CA 94553

or;

via email to [Everett.Louie@dcd.cccounty.us](mailto:Everett.Louie@dcd.cccounty.us)

The proposed Negative Declaration will be considered for adoption at a meeting of the County Zoning Administrator. The hearing date before the County Zoning Administrator has not yet been scheduled. The hearing will be held online, with public participation available via online access or via telephone. Hearing notices will be sent out prior to the finalized hearing date.

For additional information on the Negative Declaration and the proposed project, you can contact me by telephone at (925) 655-2873, or email at [Everett.Louie@dcd.cccounty.us](mailto:Everett.Louie@dcd.cccounty.us).

Sincerely,



Everett Louie  
Planner I

cc: County Clerk's Office (2 copies)

attch: Project Vicinity Map and Project Plans