



LOS ANGELES COUNTY CLERK  
CEQA FILING COVER SHEET

ORIGINAL FILED  
JUL 30 2024  
LOS ANGELES, COUNTY CLERK

THIS SPACE FOR CLERK'S USE ONLY

Complete and attach this form to each CEQA Notice filed with the County Clerk

TYPE OR PRINT CLEARLY

**Project Title**

Development Agreement No. DA 01-24 between Premier Media Southwest LLC and the City of Montebello to allow an off premises digital display sign (2601 Via Campo).

**Check Document being Filed:**

- Environmental Impact Report (EIR)
- Mitigated Negative Declaration (MND) or Negative Declaration (ND)
- Notice of Exemption (NOE)
- Other (Please fill in type):

Filing fees are due at the time a Notice of Determination/Exemption is filed with our office. For more information on filing fees and No Effect Determinations, please refer to California Code of Regulations, Title 14, section 753.5.



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Dean C. Logan, Registrar - Recorder/County Clerk

Electronically signed by RIGKENA MCCLAIN

# Notice of CEQA Exemption

**To:**

County of Los Angeles  
Registrar-Recorder/County Clerk  
12400 Imperial Highway  
Norwalk, CA 90650

**From:**

City of Montebello  
Planning & Community Development Department  
1600 W. Beverly Blvd.  
Montebello, CA 90640

**Lead Agency:** City of Montebello Planning and Community Development Department  
**Project Title:** Development Agreement to allow for the construction of a double-faced digital billboard sign at 2601 Via Campo  
**Project Location:** 2601 Via Campo, Montebello, CA 90640  
**Case Number(s):** DA 01-24 & ENV No. 06-24-CE

**Description of Nature, Purpose, and Beneficiaries of Project:** Development Agreement (“DA”) Case No. DA 01-24 to allow the construction of a double-faced digital display sign located at 2601 Via Campo (“Project Site”).  
**Name of the Public Agency Approving the Project:** City of Montebello  
**Name of Person or Agency Carrying Out the Project:** Premier Media Southwest LLC on behalf of ML House, LLC (Brixmor Montebello Plaza) (“Property Owner”)

Exempt Status (*check one*)

- Ministerial (Sec. 21080(b)(1); 15268(b)(3))
- Declared Emergency (Sec. 21080(b)(3); 15269(a));
- Emergency Project (Sec. 21080(b)(4); 15269(b)(c));
- Categorical Exemption. State type and section number: Class 32- CEQA Guidelines Section 15332 (In-Fill Development)
- Statutory Exemptions. State code number:

**Justification for Project Exemption:**

The Project is Categorically Exempt per §15332 - Class 32 (In-Fill Development), as none of the limitations set forth in CEQA Guidelines 15300.2 apply. To qualify under an exemption pursuant to Class 32 of Section § 15332 (In Fill Development Projects), the following environmental findings must also be made. The project is consistent with the General Plan as well as applicable zoning designation and regulations being for Off-premises digital display signs with various permitted uses, the Project occurs within City limits and is on a project site of no more than five (5) acres, and the Project Site has no value as habitat for endangered, rare, or threatened species because it is on an existing developed site. Approval of the project would not result in any significant effects relating to traffic, noise, air quality, or water quality and the site can be adequately served by all required utilities and public services.

**Lead Agency Contact Person:** Joseph A. Palombi, Director of Planning & Community Development  
**Area Code/Telephone/Extension:** (323) 887-1200

If filed by applicant, attach certified document issued by the Planning and Community Development Department stating that the Department has found the project to be exempt.

**Signature:**  **Date:** 07/25/2024 **Title:** Director of Planning  
 Signed by Lead Agency       Signed by Applicant

THIS NOTICE WAS POSTED  
ON July 30 2024  
UNTIL August 29 2024  
REGISTRAR - RECORDER/COUNTY CLERK

2024 159921

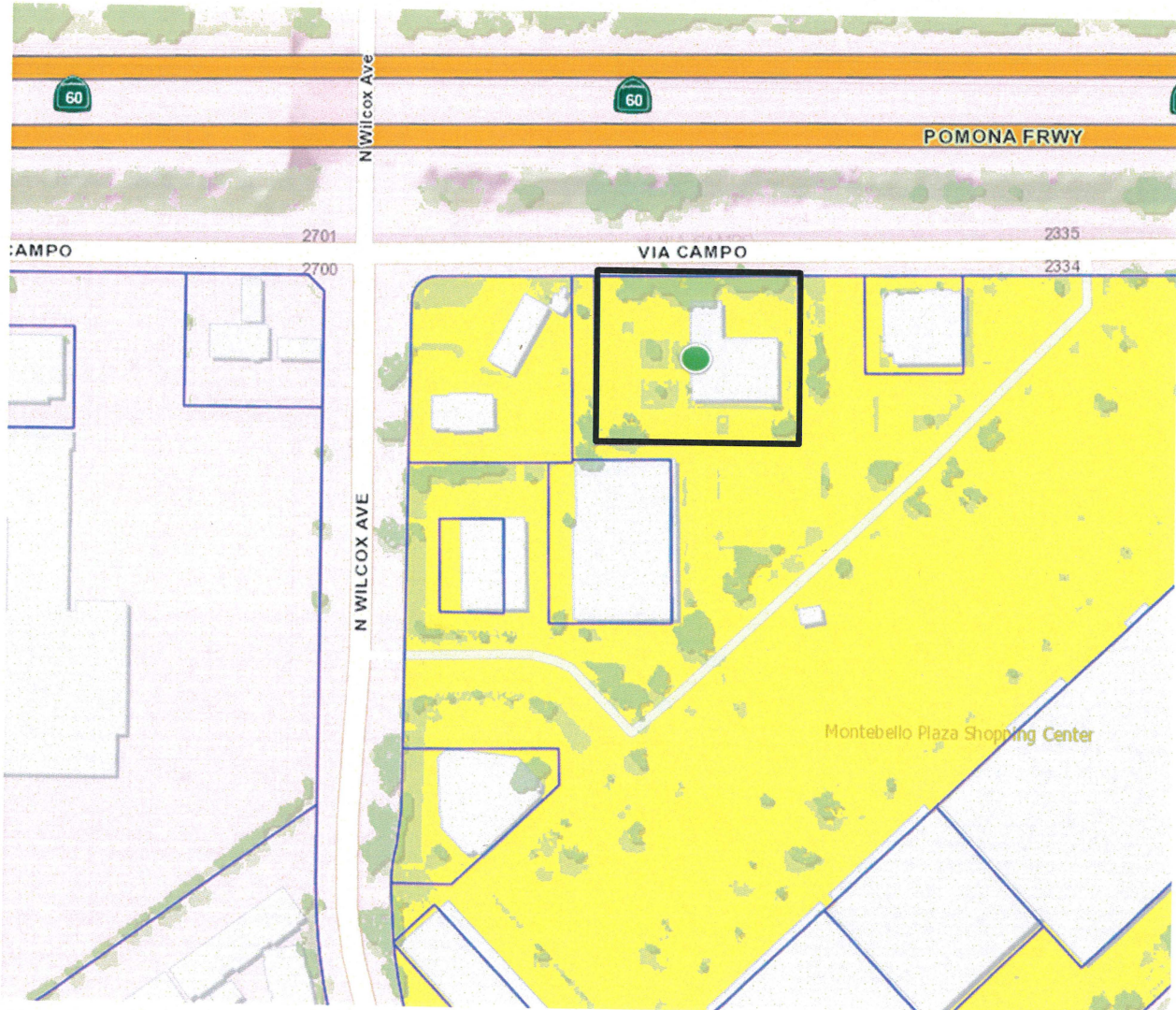


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# Vicinity Map



City of Montebello