



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: December 23, 2024

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 Mitigated Negative Declaration (MND) for the 3100 Baldwin Park Boulevard Digital Billboard Project is available for review and comment.

PROJECT TITLE: 3100 Baldwin Park Boulevard Digital Billboard Project

PROJECT LOCATION: The Project is located at 3100 Baldwin Park Boulevard in Baldwin Park, California 91706 (APN: 8555-006-900).

PROJECT DESCRIPTION: The Project Applicant proposes to construct a dual-faced, digital LED billboard with associated infrastructure connections adjacent to the SPRR tracks and within the SPRR right-of-way. Each of the two digital/LED billboard faces would be approximately 14 feet high and 48 feet wide, with an overall height of 80 feet; in addition, two 10-foot poles with cameras attached would be fixed to the apron of both billboards. The proposed billboard structure would be supported by a 6-foot-wide pipe column encased in a pole cover, bracing, and torsion tube connecting the billboards to the support structure. The pipe column would be installed on the northern side of the SPRR tracks with the digital/LED billboards crossing over to face drivers on I-10.

Project operation would include the display of alternating LED advertisements on two back-to-back billboards projecting in a single direction. Luminance of the LED advertisements would operate at 300 candela per square meter (cd/m²).

According to the City of Baldwin Park 2020 General Plan Land Use Map, the project site is designated as General Commercial. Table LU-2, Land Use Designations, of the General Plan Land Use Element, shows the General Commercial designation allows for a maximum permitted density/intensity (in dwelling units per net acre or FAR) of 2.00 FAR and an average density/intensity (in dwelling units per net acre or FAR) of 0.25 FAR. The project site is currently zoned as Freeway Commercial (FC). According to the City of Baldwin Park Municipal Code, the FC zoning designation is primarily intended to provide areas for the development of freeway-oriented, regional-serving retail and office complexes and complementary regional commercial centers. The project site is zoned Freeway Commercial (F-C) with Sierra Vista Overlay (SV)..

No General Plan land use amendment or zoning change is proposed or required. Development standards that would apply to the project site would come from the underlying Freeway Commercial zoning. The proposed project would also be subject to Ordinance 1510, which is effective as of July 19, 2024, amending City of Baldwin Park Municipal Code (Municipal Code) Sections 153.170.080 and adding new Sections 153.170.110 and 153.170.120 related to digital billboards.

The Project proposes a construction timeframe of no more than one week during February or March 2024, with the project becoming operational thereafter upon issuance of an Outdoor Advertising (ODA) Display Permit by Caltrans.

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.

HAZARDOUS WASTE SITES: The project site is not located on any known listed toxic sites pursuant to Government Code Section 65962.5.

PUBLIC REVIEW PERIOD: Begins: December 23, 2024

Ends: January 13, 2025

PUBLIC HEARING: The City of Baldwin Park Planning Commission is scheduled to consider their recommendation for the Mitigated Negative Declaration and proposed project at its regular Planning Commission meeting on January 22, 2025 at 7:00 P.M. If you wish to comment, please email your name, City of residence, and a phone number to Nick Baldwin, Planning Commission Secretary at nbaldwin@baldwinpark.com by 6:45 pm on Wednesday, January 22, 2025. You will be contacted by a staff member and will be granted 3 (three) minutes to speak live during the meeting. To confirm the date and time of the meeting and for additional information concerning the proposed project, please check the City's website: <http://www.baldwinpark.com/>.

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:

Nick Baldwin
City Planner
City of Baldwin Park
14403 E. Pacific Avenue
Baldwin Park, CA 91706

Phone: (626) 960-4011, Ext. 475
Email: nbaldwin@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 www.baldwinpark.com/DocumentCenter/View/2755/ISMND-with-Appendices-for-AllVision-Metro-Billboard and during normal business hours at City of Baldwin Park, Planning Division, 14403 E. Pacific Avenue, Baldwin Park, CA, 91706.

12/19/2024

Date



Nick Baldwin, City Planner