

CITY OF PICO RIVERA
NOTICE OF INTENT TO ADOPT A MITIGATED NEGATIVE DECLARATION

- PROJECT NAME:** Digital Billboard – 3900 Baybar Road
- SUBJECT:** Notice of Intent to Adopt a Mitigated Negative Declaration - Environmental Review (California Environmental Quality Act, CEQA)
- LEAD AGENCY:** City of Pico Rivera
Community and Economic Development Department
6615 Passons Boulevard
Pico Rivera, California 90660
- APPLICANT:** Outfront Media. 1520 N Cahuenga Blvd, Los Angeles, CA 90028. (323) 222-7171
- CITY/COUNTY:** City of Pico Rivera, Los Angeles County
- LOCATION:** The site’s address is 3900 Baybar Road in the City of Pico Rivera. The Assessor’s Parcel Number (APN) that is applicable to the project site is 8125-013-019. The project site’s latitude and longitude are 34°01'16.8"N; -118°02'44.5"W.
- DESCRIPTION:** The project would construct a new 14 feet by 48 feet LED “V” shaped billboard. Two 14 feet by 48 feet LED sign faces would be angled towards each other to be shaped as a “V” to allow visibility to drivers traveling northbound and southbound on Interstate 605 (I-605). The maximum height of the billboard would be 70 feet tall. The project site recently completed the construction of an industrial warehouse, with the site paved with concrete. This newly constructed cross-dock distribution facility includes 61 dock-high truck doors as well as 53 on-site trailer and 20 truck tractor parking spaces. The digital billboard would be located approximately 60 feet west of the southwest corner of the warehouse near Baybar Road. The proposed project site’s current zoning designation is *General Industrial (I-G)* and the current General Plan designation is *Industrial (I)*.

ENVIRONMENTAL

INFORMATION: The proposed project site’s current zoning is *General Industrial (I-G)* and the current General Plan designation is *Industrial (I)*. Existing uses found in the vicinity of the project site are summarized below:

- *North of the Project Site.* Baybar Road is located to the north of the project site. Further north is the San Gabriel River Freeway, Interstate 605. North of the freeway are open spaces and the Pico Rivera Sports Arena. This area is designated as *Park/Open Space (P-OS)* in the City’s General Plan and the zoning designation is *Open Spaces (O-S)*.
- *South of the Project Site.* Industrial buildings are located south of the project. This area is located in the City of Industry area and is designated as *Employment* in the City of Industry’s General Plan and the zoning designation is *Industrial*.
- *West of the Project Site.* Baybar Road is located to the west of the project site. Further west is the San Gabriel River Freeway, Interstate 605. West of the freeway are open spaces. This area is designated as *Park/Open Space (P-OS)* in the City’s General Plan and the zoning designation is *Open Spaces (O-S)*.
- *East of the Project Site.* Industrial buildings are located east of the project. This area is located in the City of Industry area and is designated as *Employment* in the City of Industry’s General Plan and the zoning designation is *Industrial*.

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FINDINGS: The environmental analysis provided in the attached Initial Study indicates that the proposed project will not result in any significant impacts. For this reason, the City of Pico Rivera determined that a *Mitigated Negative Declaration* is the appropriate CEQA document for the proposed project. The following findings may be made based on the analysis contained in the attached Initial Study:


- The proposed project *will not* have the potential to substantially degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, substantially reduce the number or restrict the range of an endangered, rare or threatened species or eliminate important examples of the major periods of California history or prehistory.
- The proposed project *will not* have impacts that are individually limited, but cumulatively considerable.
- The proposed project *will not* have environmental effects which will cause substantially adverse effects on human beings, either directly or indirectly.

The environmental analysis prepared for the proposed project is provided in the attached Initial Study. The project is also described in greater detail in the attached Initial Study.

REVIEW: The City of Pico Rivera invites you to comment on the Initial Study/ Mitigated Negative Declaration. The public review period begins March 19, 2025 and ends on April 18, 2025. Written comments must be received at the City of Pico Rivera Community and Economic Development Department located at 6615 Passons Blvd, Pico Rivera, California 90660. Attention: Hector Hernandez, Senior Planner or via email at HHernandez@pico-rivera.org by 5:00 PM on April 18, 2025. Copies of the Initial Study and Mitigated Negative Declaration will be available for public review at the following locations:

City of Pico Rivera, Community and Economic Development Department
6615 Passons Blvd
Pico Rivera, California 90660

Copies of the IS/MND can also be found online at <https://www.pico-rivera.org/> Please send your comments to the attention of Hector Hernandez, Senior Planner, City of Pico Rivera Community and Economic Development Department located at 6615 Passons Blvd, Pico Rivera, California 90660. Your responses are requested by April 18, 2025.



Name and Signature

3/13/2025

Date

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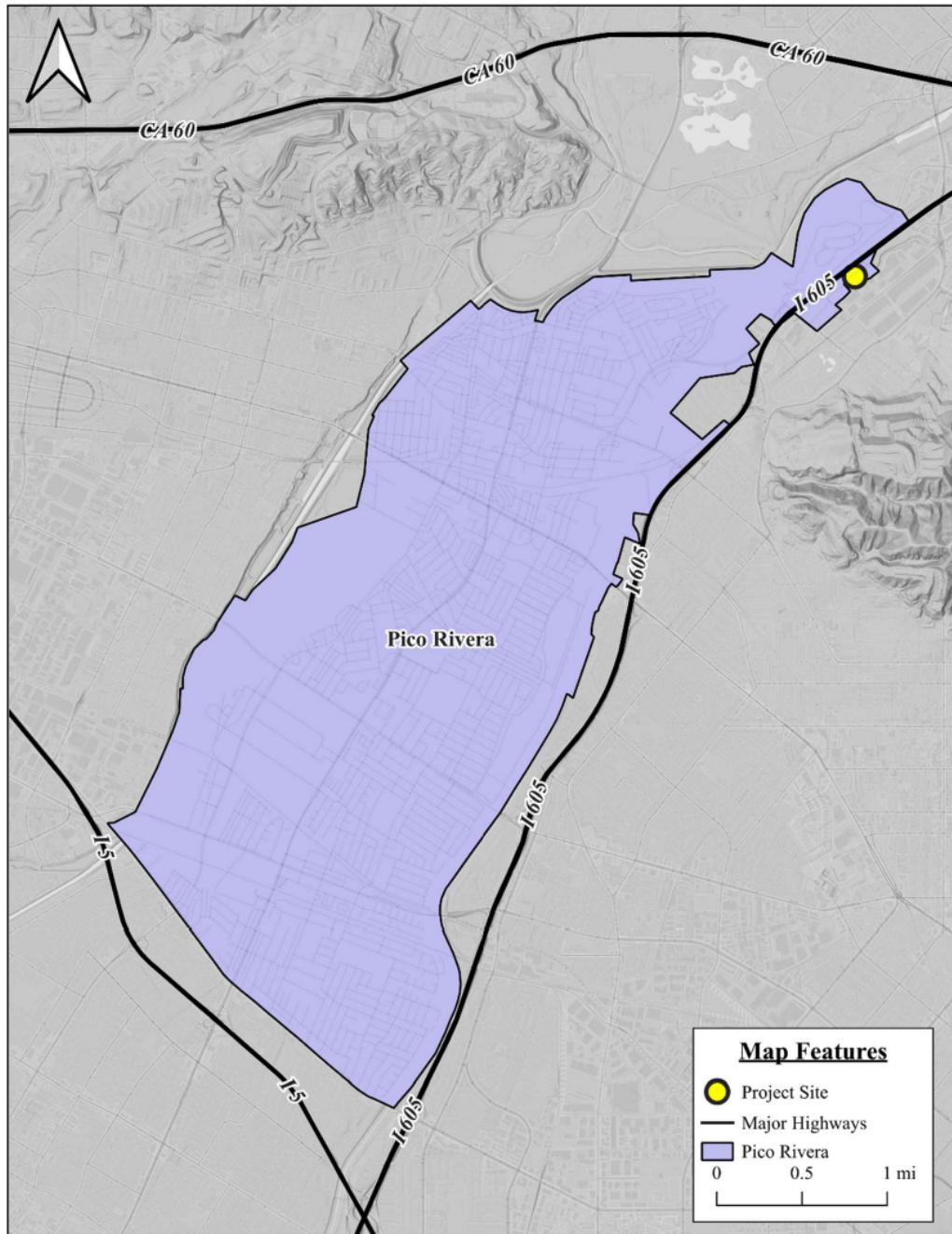


FIGURE 1. CITYWIDE MAP

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FIGURE 2. BILLBOARD LOCATION MAP