



## **NOTICE OF INTENT TO ADOPT A MITIGATED NEGATIVE DECLARATION**

**To:** \_\_\_\_\_ **X** **From:**  
Office of Planning and Research County Clerk City of Baldwin Park  
1400 Tenth Street, Room 121 County of Los Angeles Planning Division  
Sacramento, CA 95814 P. O. Box 1208 14403 Pacific Avenue  
Norwalk, CA 90650 Baldwin Park, CA 91706

**Date:** January 14, 2021

**TO:** Interested Agencies, Organizations, and Individuals

**NOTICE IS HEREBY GIVEN** that pursuant to Public Resources Code section 21092 and Cal. Code Regs., Title 14, section 15072, the City of Baldwin Park hereby gives notice that it intends to adopt a Negative Declaration (ND) for the conversion of an existing static billboard into a digital LED billboard located adjacent to Interstate 10 (I-10) in the City of Baldwin Park, and that such ND is available for review and comment.

**PROJECT TITLE:** Outfront Media LED Billboard Conversion Project

**PROJECT LOCATION** - The Project site is located in the San Gabriel Valley immediately adjacent and north of I-10 and approximately 0.35 miles east of Interstate 605 (I-605). The Project site is located within the parking lot of an existing commercial/industrial development at 12921 East Garvey Avenue (Assessor's Parcel Number 8550-003-042), just west of Amar Road in the City of Baldwin Park. The existing static billboard and sign pole is located at the south end of the site, nearest to East Garvey Avenue and I-10.

**PROJECT DESCRIPTION:** The Project will include the conversion of the existing two-sided static billboard signs at 12921 East Garvey Avenue into a two-sided digital LED billboard on top of the existing sign pole. Each of the proposed digital LED sign faces will measure 14-feet by 48-feet. The existing sign pole has a circumference of 36 inches and a height of 49-feet. Once the digital LED displays are mounted atop the sign pole, the proposed new digital LED billboard will have a finished height of 60 feet from grade to the top of the sign faces. The existing sign pole will also be wrapped with a 64-inch square decorative trim. Finally, a 2-foot 6-inch sheet metal skirt will be mounted to the bottom of the proposed digital displays. The Project will include Design Review for the proposed site design and billboard architecture, and a Development Agreement highlighting Project rules and regulations over an agreed-upon time between the City and the Applicant. The Project site is not included on the list of hazardous materials facilities, hazardous waste properties, or hazardous waste disposal sites enumerated under Section 65962.5 of the California Government Code (Cortese List).

**PROJECT IMPACTS:** The Initial Study/ND found that the Project's potential environmental effects would be less than significant and would not require incorporation of mitigation measures.

**PUBLIC REVIEW PERIOD: Begins:** January 18, 2021 **Ends:** February 16, 2021

**PUBLIC HEARING:** The City of Baldwin Park Planning Commission is scheduled to consider the Negative Declaration and proposed project at its regular Planning Commission meeting on **February 24, 2021** at 7:00 P.M. **Due to COVID-19, this Planning Commission meeting will not be open to the general public. Live audio of the hearing will be provided via YouTube by clicking on the YouTube icon located on the upper right-hand corner of the City of Baldwin Park Webpage.** If you wish to comment, please email your name, City of residence, and a phone number to Esther Washington, Planning Commission Clerk at [EWashington@baldwinpark.com](mailto:EWashington@baldwinpark.com) by 6:45 pm on Wednesday, February 24, 2021. 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 30 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:

City of Baldwin Park, Planning Division  
14403 Pacific Avenue  
Baldwin Park, California 91706

**LOCATION WHERE DOCUMENT CAN BE REVIEWED:** The Initial Study, Draft Negative Declaration, and supporting documents are available for review during normal business hours at the City of Baldwin Park Planning Division, 14403 Pacific Avenue, Baldwin Park, California, 91706. These documents will also be available in electronic format on the City of Baldwin Park Website at: <https://www.baldwinpark.com/online-documents/community-development/planning/environmental-documents> .