



NOTICE OF INTENT TO ADOPT A MITIGATED NEGATIVE DECLARATION

TO: County of Los Angeles Clerk
12400 E. Imperial Highway
Norwalk, CA 90650

LEAD AGENCY: City of Baldwin Park, Planning Division
c/o Gustavo Romo, Director of Community Development
14403 E. Pacific Avenue
Baldwin Park, CA 91706

PROJECT TITLE: 13100 Brooks Drive Digital Billboard (DA 18-16)

PROJECT PROPONENT: Becker Boards Small, LLC

PROJECT LOCATION: 13100 Brooks Drive, Baldwin Park, CA 91706 (Assessor Parcel Number [APN]: 8535-023-086)

NOTICE IS HEREBY GIVEN that the City of Baldwin Park prepared an Initial Study (IS) and Mitigated Negative Declaration (MND) for the 13100 Brooks Drive Digital Billboard project, in accordance with the California Environmental Quality Act (CEQA). The discretionary application associated with the project under consideration by the City of Baldwin Park is a Development Agreement (DA 18-16). The Project also will require an Outdoor Advertising display Permit from the California Department of Transportation. On the basis of the IS, City staff concluded that the project would not have a significant unavoidable impact on the environment and therefore recommends that the City adopt an MND. The IS/MND represents the independent judgment of the City's Planning Division and recognizes the project's proposed design features and the regulatory requirements that would apply as standard practice.

PROJECT DESCRIPTION: The project evaluated in the MND is proposed by Becker Boards Small, LLC on a developed property that is located approximately 246 feet east of Interstate 605 in the northwest portion of the City of Baldwin Park. The proposed project involves the construction of a 67.5-foot tall, dual-faced, digital/LED billboard with associated infrastructure connections. Becker Boards Small, LLC proposes to construct the billboard on the southwest portion of a 1.38-acre property currently occupied by commercial development. When in operation, the billboard would display alternating still images generated by LED on both sides of a v-shaped surface. The proposed project would not alter the existing on-site commercial building. The operational characteristics of the billboard are not expected to result in reasonably foreseeable significant environmental effects. Installation of the billboard would have short-term environmental effects associated with the construction process. The subject property is not included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5.

A more detailed description of the project's characteristics, location, and probable environmental effects are contained in the IS/MND. Printed copies of the IS/MND are available for review at the City of Baldwin Park, Planning Division, 14403 E. Pacific Avenue, Baldwin Park, CA 91706 and at the Baldwin Park Library, 4181 Baldwin Park Boulevard, Baldwin Park, CA 91706. Additionally, a digital copy of the IS/MND will be available for review online at <https://www.baldwinpark.com/index.php/online-documents/community-development/planning/environmental-documents>.

30-DAY REVIEW PERIOD: June 18, 2018 to July 18, 2018.

PUBLIC COMMENT regarding the proposed action is hereby invited and will be accepted in writing for consideration by the City of Baldwin Park. Comments must be received by 5 p.m. on Wednesday, July 18, 2018, and sent to the City of Baldwin Park Planning Division, Attn: Gustavo Romo, 14403 E. Pacific Avenue, Baldwin Park, CA 91706, or by electronic mail to gromo@baldwinpark.com.

Date 06/13/18 Signature: 
Printed Name: Gustavo Romo
Title: Director of Community Development
Telephone: (626) 960-4011 x477