

CITY OF PARAMOUNT
NOTICE OF INTENT TO ADOPT A NEGATIVE DECLARATION

NAME OF PROJECT: Digital Billboard; Development No. 20-1 & Development Review Application No. 20:007.

PROJECT LOCATION: The proposed digital billboard will be located within the northwestern portion of the City of Paramount. The location of the proposed billboard will be approximately 200 feet east of the I-710 Freeway and 600 feet north of Rosecrans Avenue. The Assessor's Parcel No. (APN) is 6236-035-013

APPLICANT: Dwayne DeRose, DeRose Displays, 170 E. Yorba Linda Boulevard # 500, Placentia, California, 92870.

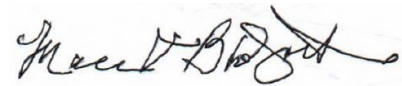
CITY AND COUNTY: Paramount, Los Angeles County.

DESCRIPTION: The proposed project involves the installation and operation of a single digital billboard within the northwestern portion of the City of Paramount. The billboard will be a V-shaped billboard structure that will feature two opposing billboard faces which will be oriented towards the northeast and southwest. The entire billboard structure will have a height of 45 feet and the billboard faces will have a length of 48 feet and a height of 14 feet.

ENVIRONMENTAL REVIEW: As lead agency under the California Environmental Quality Act ("CEQA"), the City has analyzed the potential environmental impacts of the proposed project in an Initial Study/Mitigated Negative Declaration ("MND"). The MND shows that there is no substantial evidence that the proposed project may have a significant effect on the environment. This site is not included on lists of hazardous waste facilities identified by Section 65962.5 of the Government Code.

PUBLIC REVIEW PERIOD: For purposes of the California Environmental Quality Act ("CEQA"), the City of Paramount is the "lead agency" for the Project. The public review period, during which the City will receive comments on the proposed Mitigated Negative Declaration, is June 19, 2020, through July 9, 2020. The Planning Commission Hearing is scheduled for July 14, 2020 at 6:00 PM at the Paramount City Hall. Copies of the Mitigated Negative Declaration, and all documents referenced therein, are available for public review in the City of Paramount Planning Department and on the City's Website: <http://www.paramountcity.com/government/planning-department/planning-division/environmental-documents>). Any comments or questions regarding the MND, may be directed to the following contact person:

Mr. John King, AICP, Assistant Planning Director
City of Paramount, Planning Department
16400 Colorado Avenue
Paramount, California 90723
(323) 887-1367


Signature
Marc Blodgett
Consultant to City of Paramount

Date June 19, 2020

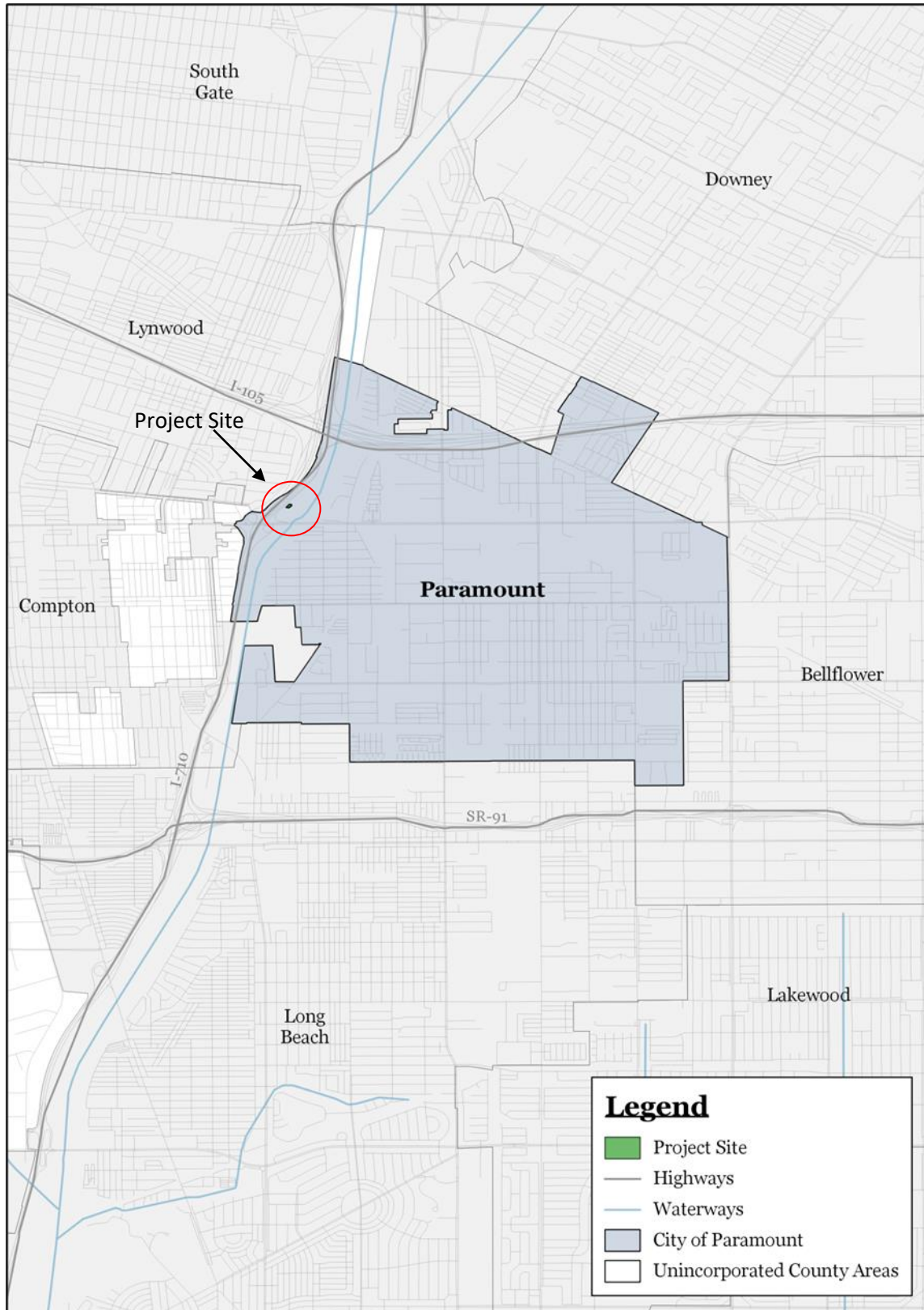


EXHIBIT 1
PROJECT LOCATION IN PARAMOUNT
SOURCE: QUANTUM GIS