



CITY OF SIGNAL HILL

2175 Cherry Avenue ♦ Signal Hill, CA 90755-3799

CEQA Notice of Exemption

TO: Office of Planning & Research
1400 Tenth Street, Room 121
Sacramento, CA 95814

FROM: Community Development Department
2175 Cherry Avenue
Signal Hill, CA 90755

L.A. County Clerk Environmental
Fillings
12400 E. Imperial Hwy., Room 1201
Norwalk, CA 90650

Project Title (Application Number): Site Plan and Design Review (SPDR 25-01) – East Willow Village Sign Program

Project Applicant: Signs & Services, Co.

Project Location – Specific: 2201 East Willow Street, Signal Hill, CA 90755

Project Location – City/County: City of Signal Hill, Los Angeles County, California

Description of Nature, Purpose, and Beneficiaries of Project:

A request for a new sign program for an existing commercial center (East Willow Village) located within the Commercial Town Center (CTC) zoning district. The sign program proposes uniform sign standards for new walls signs at the commercial center. The project also consists of adding a new wall sign with the commercial center's name and replacing an existing six-foot monument sign with a new eight-foot-high monument sign. The new monument sign will not impede vehicular visibility for vehicles existing in the center along East Willow Street. No other modifications or changes are proposed.

Public Agency Approving Project: City of Signal Hill, California

Person or Agency Carrying Out Project: Signs & Services Co. on behalf of 2201 E Willow LLC

Exempt Status: **(Check One)**

- Ministerial (Sec 21080(b)(1); 15268).
- Declared Emergency (Sec 21080(b)(3); 15269(a)); Emergency
- Project (Sec 21080(b)(4); 15269(b)(c)).
- Categorical Exemption. State type and section number: Article 19, Section 15311 Class 11(a)
- Statutory Exemption. State code number: _____

Reasons why project is exempt:

The proposed project consists of creating development standards for new signage at the commercial center. The project also proposes adding a new wall sign with the commercial center's name and replacing an existing six-foot monument sign with a new eight-foot monument sign. Project consist of modifications to on-premise signs and creation of development standards.

Lead Agency

Contact Person: Susana Martinez Contact Phone: (562) 989-7341

Signature:  Date: May 21, 2025 Title: Associate Planner