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CALIFORNIA ENVIRONMENTAL QUALITY ACT

NOTICE OF EXEMPTION

(PRC Section 21152; CEQA Guidelines Section 15062)

Pursuant to Public Resources Code § 21152(b) and CEQA Guidelines § 15062, the notice should be posted with the County Clerk by mailing the form and posting fee payment to the following address: Los Angeles County Clerk/Recorder, Environmental Notices, P.O. Box 1208, Norwalk, CA 90650. Pursuant to Public Resources Code § 21167 (d), the posting of this notice starts a 35-day statute of limitations on court challenges to reliance on an exemption for the project. Failure to file this notice as provided above, results in the statute of limitations being extended to 180 days.

PARENT CASE NUMBER(S) / REQUESTED ENTITLEMENTS
DIR-2025-3731-CDO/Community Design Overlay (CDO) Director Determination

LEAD CITY AGENCY	CASE NUMBER
City of Los Angeles (Department of City Planning)	ENV-2025-3732-CE
PROJECT TITLE	COUNCIL DISTRICT
Goodwill Industries Signage	CD 13 – Soto-Martinez

PROJECT LOCATION (Street Address and Cross Streets and/or Attached Map) ☐ Map attached.
3132, 3134, 3150,3152, 3154,3160, 3170, and 3178 West San Fernando Road – Fletcher Drive and Casitas Avenue

PROJECT DESCRIPTION: ☐ Additional page(s) attached.
The reconfiguration and new installation of three (3) illuminated wall signs including: Sign 1 consisting of logo and channel letters that will read "Goodwill eCommerce" and total 127 square feet; Sign 2 consisting of logo and channel letters that will read "Outlet Store" and total 73 square feet; and Sign 3 consisting of logo and channel letters that will read "Goodwill Store" and total 77.4 square feet. The total sign area is limited to 277.4 square feet. The site is in the Fletcher Square Community Design Overlay in the Northeast Los Angeles Community Plan Area. The subject site consists of two lots and is approximately 425,972.8 square feet (9.78 acres).

NAME OF APPLICANT / OWNER:
Arturo Montañez, Goodwill/ San Gabriel Valley Square, L.P.

CONTACT PERSON (If different from Applicant/Owner above)	(AREA CODE) TELEPHONE NUMBER | EXT.
Eric Sanchez - DC Expediting, Inc.	(213) 210-1285

EXEMPT STATUS: (Check all boxes, and include all exemptions, that apply and provide relevant citations.)

STATE CEQA STATUTE & GUIDELINES

☐ STATUTORY EXEMPTION(S)

Public Resources Code Section(s) _____

☒ CATEGORICAL EXEMPTION(S) (State CEQA Guidelines Sec. 15301-15333 / Class 1-Class 33)

CEQA Guideline Section(s) / Class(es) **CEQA Guidelines Section 15311 / Class 11**

☐ OTHER BASIS FOR EXEMPTION (E.g., CEQA Guidelines Section 15061(b)(3) or (b)(4) or Section 15378(b)

_____

JUSTIFICATION FOR PROJECT EXEMPTION: ☒ Additional page(s) attached

The project is exempt because it involves the installation of signage only, per Class 11, which consists of construction, or placement of minor structures accessory to (appurtenant to) existing commercial, industrial, or institutional facilities, including on-premise signs. None of the exceptions to the Categorical Exemption Under CEQA Guidelines Section 15300.2 applies to the proposed project. (a) Location: The project is not located within a hillside area or within the Santa Monica Mountains Zone, the subject site does not contain an officially mapped environmental resource of hazardous or critical concern. The site is identified as having low potential for biological resources and mountain lions; (b) Cumulative Impact:. The proposed Project will not result in significant cumulative impacts from successive projects of the same type in the same place; (c) Significant Effect: The project will not have a significant effect on the environment due to unusual circumstances. Most adjacent lots are developed with commercial or industrial buildings, and the subject site is of similar size and slope to nearby properties. The project site is located in a typical urbanized area of the Northeast Los Angeles Community Plan, and the project would be consistent with the designated zoning and would adhere to all requirements of the LAMC, with the approval of CDO Director Determination. The project is not unusual for the vicinity of the site, and is similar in scope to other existing commercial/industrial uses in the area. Furthermore, there is not a reasonable possibility that the project would have a significant effect on the environment due to unusual circumstances. The project site is not located in the Very High Fire Hazard Severity Zone; (d) Scenic Highways: The project is not in the vicinity of a state scenic highway and will not damage scenic resources in a state scenic highway; (e) Hazardous Waste Sites: The project site is not on a list compiled pursuant to Government Code Section 65962.5 related to hazardous waste sites. According to Envirostor, the State of California's database of Hazardous Waste Sites, the subject site is not identified as a hazardous waste site. (f) Historical Resources: Per ZIMAS, SurveyLA, and/or Historic Places LA, the project site is not identified or eligible as a historical resource. The project will not cause a substantial adverse change in the significance of a historical resource.

☒ None of the exceptions in CEQA Guidelines Section 15300.2 to the categorical exemption(s) apply to the Project; no unusual circumstance is found.

IF FILED BY APPLICANT, ATTACH CERTIFIED DOCUMENT ISSUED BY THE CITY PLANNING DEPARTMENT STATING THAT THE DEPARTMENT HAS FOUND THE PROJECT TO BE EXEMPT.
If different from the applicant, the identity of the person undertaking the project.

CITY STAFF USE ONLY:

CITY STAFF NAME AND SIGNATURE	STAFF TITLE
Debbie Lawrence *Debbie Lawrence*	Project Planner

ENTITLEMENTS APPROVED
CDO Director Determination

DISTRIBUTION: County Clerk, Agency Record Rev. 9-17-2025

DEPARTMENT OF CITY PLANNING

COMMISSION OFFICE
(213) 978-1300

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EXECUTIVE OFFICES
200 N. SPRING STREET, ROOM 525
LOS ANGELES, CA 90012-4801
(213) 978-1271

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JUSTIFICATION FOR PROJECT EXEMPTION CASE NO. ENV-2025-3732-CE

The Department of City Planning (DCP) determined that the City of Los Angeles Guidelines for the implementation of the California Environmental Quality Act (CEQA) of 1970 and the State CEQA Guidelines designate the subject project as Categorically Exempt under Article 19, Section 15311, Class 11. Categorical Exemption Class 11 consists of construction, or placement of minor structures accessory to (appurtenant to) existing commercial, industrial, or institutional facilities, including but not limited to: (a) On-premise signs; (b) Small parking lots; (c) Placement of seasonal or temporary use items such as lifeguard towers, mobile food units, portable restrooms, or similar items in generally the same locations from time to time in publicly owned parks, stadiums, or other facilities designed for public use.

Project Description

The proposed Project is the installation of three (3) illuminated wall signs including: Sign 1 consisting of logo and channel letters that read “Goodwill eCommerce” and total 127 square feet; Sign 2 consisting of logo and channel letters that read “Outlet Store” and total 73 square feet; and Sign 3 consisting of logo and channel letters that read “Goodwill Store” and total 77.4 square feet. The Project involves the reconfiguration of existing signage and the installation of new signage for a total sign area of 277.4 square feet but with the same number of signs (three signs).

- Sign 1 is an illuminated Identification sign consisting of logo and channel letters that read “Goodwill eCommerce”. The sign totals 127 square feet (72” x 254” or 6’ x 21.17’ = 127 square feet). The existing sign measures 72” x 254” or 6’ x 21.17’ = 127 square feet and includes logo, “Goodwill”, and “Store & Café”. The new portion measures 2.3’ x 16’ or 36 square feet and reads “eCommerce”, which will replace “Store & Café, also approximately 2.3’ x 16’ or 36 square feet.

- Sign 2 is an illuminated Identification sign consisting of logo and channel letters that read “Outlet Store”. Currently there is no signage at this location. The logo is new, and “Outlet Store” is existing and will be re-located from the existing Sign 3 location. The total new sign measures 73 square feet (36” x 292”) or 3’ x 24.33’ = 73 square feet).

- Sign 3 is an illuminated Identification sign consisting of logo, and channel letters

that read ”Goodwill Store”. The existing logo shall remain but the words “Outlet Store” will be relocated to Sign 2. The sign totals 77.4 square feet (36” x 309.5” or 3’ x 25.79’ = 77.4 square feet). The new portion of the sign “Goodwill” measures 30” x 276” or 2.5’ x 23’ = 57.5 square feet, replacing “Outlet Store”, which measures 34.5” x 258.5” or 2.9’ x 21.54’ = 61.9 square feet.

The existing lot frontage is approximately 550 feet, which allows 1,100 square feet for each wall sign, based on the allowed 2 square feet for each one foot of lot frontage, per the Fletcher Square CDO regulations (*Standard 26a: Wall Signs: (Q-Condition F-1*), as total signage encompasses a maximum of 277.4 square feet of signage, the Project does not exceed that is allowed. As a minor on-site signage installation project to existing buildings, the Project qualifies for the Class 11 Categorical Exemption. The Project does not include any changes in floor area or in the existing building footprint.

The subject site is located at 3132, 3134, 3150, 3152, 3154, 3160, 3170, and 3178 West San Fernando Road. The subject property consists of two rectangular lots currently improved with a commercial building constructed in 1972, on a site that encompasses 425,972.8 square feet (or 9.78 acres). The subject site is zoned [Q]C2-1VL-CDO-RIO and is located within the River Implementation District (RIO) and the Fletcher Square South portion of the Fletcher Square Community Design Overlay (CDO). The property has a General Plan Land Use Designation of General Commercial corresponding to the C1, CR, C1.5, C2, C4 and P Zones, located within the Northeast Los Angeles Community Plan area. The frontage is along San Fernando Road, which includes adjacent properties designated for General Commercial and Limited Manufacturing land uses in the [Q]C2-1VL-CDO-RIO and [Q]MR1-1-CDO-RIO zones, respectively. The surrounding properties are developed with commercial, manufacturing and related developments. The proposed signage project does meet the definition of a Project per LAMC Section 13.17 of Chapter 1 "RIO" River Improvement Overlay District, therefore it is not subject to the requirements of the RIO Overlay.

Exceptions Narrative for Categorical Exemption

There are six (6) Exceptions which the City is required to consider before finding a project exempt under Class 15311: (a) Location; (b) Cumulative Impacts; (c) Significant Effect; (d) Scenic Highways; (e) Hazardous Waste Sites; and (f) Historical Resources.

As shown in the case file, the Project is consistent with the applicable Northeast Los Angeles Community Plan designation and policies and all applicable zoning designations and regulations. The subject site is wholly within the City of Los Angeles, on a site that is approximately 425,972.8 square feet (9.78 acres), according to ZIMAS. Lots adjacent to the subject site are developed with industrial and commercial uses in an urbanized area. The project site is previously disturbed and surrounded by development and therefore is not, and has no value as, a habitat for endangered, rare or threatened species. It is developed with an existing commercial building and surrounded by development, and therefore is not, and has no value as, a habitat for endangered, rare or threatened species. Regulatory Compliance Measures (RCMs), which require compliance with the City of Los Angeles Noise Ordinance; pollutant discharge, dewatering, stormwater mitigations; and Best Management Practices for stormwater runoff will apply if the project involves any construction. These RCMs will ensure the project will not have significant impacts on noise and water. Furthermore, the project does not exceed the threshold criteria established by LADOT for preparing a traffic study. The Project does not include any changes in floor area or in the existing building footprint. Therefore, the Project will not have any significant impacts to traffic. Interim thresholds were developed by DCP staff based on CalEEMod model runs relying on reasonable assumptions, consulting with AQMD staff, and surveying published air quality studies for which

criteria air pollutants did not exceed the established SCAQMD construction and operational thresholds. Therefore, the Project meets the Criteria for a Class 11 Categorical Exemption.

The subject site is located within approximately 0.09635 kilometers of the Hollywood Fault Zone, and is within the Alquist-Priolo Fault zone. Per Section 91.7003 of the Building Code, RCMs, including, Aesthetics (RC-AE-3 Vandalism), RC-AE-4 (Signage), Noise (RC-NO-1 (Demolition, Grading, and Construction Activities)); and Public Utilities and Service Systems (RC-WS-2 (Green Building Code), RC-EN-1 (Green Building Code) in the City of Los Angeles regulate construction of projects and will reduce any potential impacts to less than significant. These RCMs have been historically proven to work to the satisfaction of the City Engineer to reduce any impacts from the specific environment the project is located. The Project involves signage only. Thus, the Project will not result in a significant impact based on its location, nor will there be any significant cumulative impacts.

There are no unusual circumstances which may lead to a significant effect on the environment. The only State Scenic Highway within the City of Los Angeles is the Topanga Canyon State Scenic Highway, State Route 27, which travels through a portion of Topanga State Park. The Topanga Canyon State Scenic Highway is approximately 33 miles west of the subject site. Therefore, the subject site will not create any impacts within a designated state scenic highway.

According to Envirostor, the State of California's database of Hazardous Waste Sites, the subject site is not identified as a hazardous waste site. However, one facility was identified within 1,000 feet of the project as a hazardous waste facility (Nelson Name Plate Co, 3191 Casitas Avenue) but the case was closed by the Department of Toxic Substances Control (DTSC) in 1994. On July 13, 1994, the DTSC determined that Nelson was not a Treatment, Storage, and Disposal Facility (TSDF), which is a facility that handles hazardous waste by treating it, storing it, or disposing of it in an environmentally sound way. The 09/1998 Phase 1 Environmental Assessment states that Nelson is classified as a Hazardous Waste Generator and generates "non-RCRA hazardous waste."[1] Non-RCRA hazardous waste refers to a hazardous waste that is regulated by the state of California, and examples include oil, fluorescent lamps, and batteries.[2]

The project site has not been identified as a historic resource by local or state agencies, and the project site has not been determined to be eligible for listing in the National Register of Historic Places, California Register of Historical Resources, the Los Angeles Historic-Cultural Monuments Register, and/or any local register; and was not found to be a potential historic resource based on the City's HistoricPlacesLA website or SurveyLA, the citywide survey of Los Angeles. Finally, the City does not choose to treat the site as a historic resource. Based on this, the project will not result in a substantial adverse change to the significance of a historic resource and this exception does not apply.

[1] Envirostor, accessed September 17, 2025: *https://www.envirostor.dtsc.ca.gov/public/hwmp_profile_report?global_id=CAD008329963&starttab=*

[2] Department of Toxic Substances Control, accessed September 17, 2025: *https://dtsc.ca.gov/permanent-state-epa-id-numbers/#:~:text=California%2Donly%20waste%20is%20commonly,California%20Hazardous%20Waste%20Codes%20list.*