

# Notice of Exemption

## Appendix E

**To:** Office of Planning and Research  
P.O. Box 3044, Room 113  
Sacramento, CA 95812-3044

County Clerk

County of: Los Angeles  
12400 Imperial Highway  
Norwalk, California 90650

**From:** (Public Agency): City of Santa Monica

1685 Main Street, Mail Stop 28

Santa Monica, California 90401

(Address)

Project Title: Digital Display District Ordinance

Project Applicant: City of Santa Monica

Project Location - Specific: 3rd Street Promenade (bound by Wilshire Blvd. on the north, Broadway on the south, 3rd Ct. on the east, and 2nd Ct. on the west) and Santa Monica Place Shopping Center (bound by Broadway on the north, Colorado Ave. on the south, 4th St. on the east, and 2nd St. on the west), Santa Monica, California

Project Location - City: Santa Monica Project Location - County: Los Angeles

Description of Nature, Purpose and Beneficiaries of Project:

City Council adoption of an ordinance establishing the regulatory framework to enable the potential installation of new large-scale digital displays on existing corner buildings pursuant to development agreements within a district comprised of the 3rd Street Promenade and the Santa Monica Place Shopping Center. The digital displays may display static or animated content, including on and off-premises advertising.

Name of Public Agency Approving Project: City of Santa Monica - City Council

Name of Person or Agency Carrying Out Project: City of Santa Monica

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: 14 CCR Secs. 15301, 15303, 15311, 15331, 15332
- ☐ Statutory Exemptions. State code number: \_\_\_\_\_

Reasons why project is exempt:

The digital displays that could be approved under the ordinance would be: (i) minor alterations to existing buildings/structures (14 CCR 15301); (ii) minor accessory structures (14 CCR 15303, 15311); (iii) professionally evaluated to ensure generally consistent with the Secretary of the Interior's Standards with no material impairment as to any historic resource, where applicable (14 CC 15331); and (iv) exempt in-fill development (14 CCR 15332).

Lead Agency

Contact Person: Rachel Kwok Area Code/Telephone/Extension: (310) 458-8341

**If filed by applicant:**

1. Attach certified document of exemption finding.
2. Has a Notice of Exemption been filed by the public agency approving the project? Yes No

Signature: Rachel Kwok Date: 01/13/2026 Title: Environmental Planner

☒ Signed by Lead Agency ☐ Signed by Applicant

Authority cited: Sections 21083 and 21110, Public Resources Code.  
Reference: Sections 21108, 21152, and 21152.1, Public Resources Code.

Date Received for filing at OPR: \_\_\_\_\_