Print Form

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: Development Agreement for Digital Display at 1310 Third Street Promenade

Project Applicant: Big Outdoors

Project Location - Specific:
1310 Third Street Promenade, Santa Monica, California 90401

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

Description of Nature, Purpose and Beneficiaries of Project: City Council adoption of an ordinance approving a development agreement for the installation and operation of a 1,000 sf full motion, digital/animated display. The digital display will anchored to the corner of the Existing Building at 1310 Third Street Promenade. As approved, the digital display may display content including on- and off-premises advertising. The development agreement also provides for, among other things, community benefits for the City of Santa Monica.

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, 15332
- ☐ Statutory Exemptions. State code number: _____

Reasons why project is exempt:
The approved digital display constitutes: (i) minor alterations to existing buildings with no increase in floor area or expansion of use (14 CCR 15301); (ii) minor accessory structures appurtenant to the existing building (14 CCR 15303, 15311); (iii) exempt in-fill development that is consistent with the City's general plan and zoning, is within City limits on a site no greater than 5 acres surrounded by urban uses that has no wildlife habitat value for protected species and is adequately served by all required utilities and public services and would not result in significant traffic, noise, air quality or water quality impacts (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: 1/13/2026 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: _____