

COUNTY CLERK'S USE

**CITY OF LOS ANGELES**  
OFFICE OF THE CITY CLERK  
200 NORTH SPRING STREET, ROOM 395  
LOS ANGELES, CALIFORNIA 90012  
**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-2025-4690-CDO / Director Determination (Community Design Overlay)

LEAD CITY AGENCY  
**City of Los Angeles (Department of City Planning)**

CASE NUMBER  
ENV-2025-4691-CE

PROJECT TITLE  
Romantix Signage

COUNCIL DISTRICT  
13 – Soto-Martinez

PROJECT LOCATION (Street Address and Cross Streets and/or Attached Map)  Map attached.  
3147 West San Fernando Road (3161 – 3217 West San Fernando Road) (West San Fernando Road and North Andrita Street)

PROJECT DESCRIPTION:  Additional page(s) attached.  
The new installation of two (2) illuminated wall identification signs on an existing commercial building: Sign 1, consisting of channel letters that will read "Romantix" and total 138.15 square feet; and Sign 2, consisting of channel letters that will read "Romantix" and total 22.83 square feet. The total new sign area is approximately 161 square feet. The Project also involves the removal of existing wall signage, and refacing an existing double-faced pole sign. The site is in the Fletcher Square Community Design Overlay in the Northeast Los Angeles Community Plan Area. The subject site consists of one lot and is approximately 40,058.4 square feet (.92 acres). No floor area changes will be made to the existing one-story building and no structural changes will be made to the double-faced pole sign.

NAME OF APPLICANT / OWNER:  
**Rob Albano, Romantix / JJJ Properties, LLC**

CONTACT PERSON (If different from Applicant/Owner above)  
**Kasey Clark (AKC Permit Inc.)**

(AREA CODE) TELEPHONE NUMBER | EXT.  
(951) 471-8419

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) Section 15311 / Class 11
- OTHER BASIS FOR EXEMPTION (E.g., CEQA Guidelines Section 15061(b)(3) or (b)(4) or Section 15378(b))  
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**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. The new installation of two (2) illuminated wall identification signs: Sign 1, consisting of channel letters that will read "Romantix" and total 138.15 square feet; and Sign 2, consisting of channel letters that will read "Romantix" and total 22.83 square feet. The Project involves the removal of existing wall signage, refacing the existing double-faced pole sign on the project site, and the installation of new signage for a total sign area of approximately 161 square feet. The site is in the Fletcher Square Community Design Overlay in the Northeast Los Angeles Community Plan Area.

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 the 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

Dominic Gonzalez



STAFF TITLE

Planning Assistant

ENTITLEMENTS APPROVED

Director Determination (Community Design Overlay)

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



# JUSTIFICATION FOR PROJECT EXEMPTION CASE NO. ENV-2025-4691-CE

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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 (*Accessory Structures*). 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 subject site is located at 3147 West San Fernando Road (3161 - 3217 West San Fernando Road). The proposed project is the installation of two (2) illuminated wall signs: Sign 1 consisting of channel letters that read "Romantix" and total 138.15 square feet, and Sign 2 consisting of channel letters that read "Romantix" and total 22.83 square feet. The Project involves the removal of existing signage, refacing an existing double-sided pole sign and the installation of new signage for a total sign area of 161 square feet. No additional square footage is proposed for the existing building.

- Sign 1 is an illuminated wall identification sign consisting of channel letters that read "Romantix". The sign totals 138.15 square feet (4'1" X 33'10").
- Sign 2 is an illuminated wall identification sign consisting of channel letters that read "Romantix". The sign totals 22.83 square feet (1'8" X 13'9").

The existing lot frontage is approximately 192 feet, which allows 384 square feet for wall signs, 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 approximately 161 square feet of signage, the Project does not exceed that is allowed. An existing double-sided pole sign topped with an existing sign canister will be refaced as well. The double-faced sign shall be limited to approximately 57 square feet per side, or 114 square feet total. As a minor on-site signage installation project to an existing building, 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 proposed project's signage colors and materials are compatible with the surrounding neighborhood context, which is largely industrial and commercial. The project will enhance the area by installing updated replacement signage on the existing building. As previously shown, the proposed project confirms to the applicable to the applicable Fletcher Square CDO Design Guidelines. The proposed project is not located in close proximity to any cultural, scenic, or environmental 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 40,058.4 square feet (.92 acres), according to ZIMAS. This site is developed with a one-story commercial building. The site consists of one (1) lot zoned [Q]C2-1VL-CDO and designated for General Commercial land use. Surrounding properties to the south are zoned [Q]C2-1VL-CDO, properties to the west are zoned [Q]C2-1VL-CDO-RIO, with properties to the north and east zoned [Q]M1-1-CDO. Lots adjacent to the subject site are developed with commercial or industrial uses in an urbanized area. The subject site is developed with an existing one-story commercial building and surrounded by development, and therefore is not, and has no value as, a habitat for endangered, rare or threatened species. The project will be subject to 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. 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. 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.

### **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 land use designation and policies and all applicable zoning designations and regulations.

The subject site is located within approximately 0.046561248 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 more than 20 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, neither the subject site, nor any site in the vicinity, is identified as a hazardous waste site. 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.