



Imperial County Planning & Development Services Planning / Building

NOTICE OF INTENT

Jim Minnick
DIRECTOR

NOTICE OF INTENT IS HERBY GIVEN for the preparation of a Negative Declaration Mitigated Negative Declaration for Initial Study #25-0044, Maverik, Inc. (Maverik Signage Project), pursuant to the *California Environmental Quality Act* and the County of Imperial's *Rules and Regulations to Implement California Environmental Quality Act (CEQA) as amended*.

LEAD AGENCY: Imperial County Planning & Development Services Department (ICPDS)

APPLICANT: Maverik, Inc.

PROJECT LOCATION: 407 E Ross Rd, El Centro, CA 92243

The project site is is not listed on any list under Government Code Section 65962.5.

PROJECT DESCRIPTION: The applicant, Maverik, is proposing a Conditional Use Permit (CUP #25-0020) and Variance (V #25-0004) for the construction of a 50' tall double sided V shape pole sign facing both east and west of the Interstate Highway 8, at approximately 2,100 ft north of the intersection between Interstate Highway 8 and State Highway 111; said variance will allow the applicant to exceed the 24' height limitation for pole signs on a C-3 (Heavy Commercial) by 26' and the 200 square feet per side limitation on the picture area by allowing 243.4 square feet per side. The Conditional Use Permit will serve to allow the construction of the sign in conformance with Title 9, Section 90401.17, as a non-conforming sign, requiring a Conditional Use Permit to be constructed. Additionally, the applicant has submitted a second Variance (V #25-0003) for the construction of two (2) monument signs exceeding the height limitation of 6' by allowing the monument signs to be 20', and the picture area limitation of 48 square feet per side to be 220 square feet per side. Said project will be complementary to a proposed development previously assessed for a Maverik gas station through General Plan Amendment #22-0002, Zone Change #22-0002 and Parcel Map #02499.

COMMENT PERIOD: 04/29/26 to 05/29/26 at 5:00 p.m.

Comments will be accepted for the proposed project during this period. You may submit comments by mail, fax or email at ICPDSComentLetters@co.imperial.ca.us. Only comments submitted during the specified period will be considered unless otherwise allowed under CEQA.

DOCUMENT AVAILABILITY: All required documents for the project are available at the ICPDS office located at 801 Main St. El Centro, CA 92243 during normal working hours of 7:00 a.m. to 5:00 p.m., Monday through Friday.

Sincerely,

Jim Minnick, Director
Planning & Development Services

**Cover Sheet
Assessment Form
(County of Imperial)**

Initial Study #25-0044 _____ Date: 04/28/2026

Project type/name: CUP #25-0020 / V #25-0004 / V #25-0003 / IS #25-0044 - Maverik Signage Project

Applicant's name: Maverik, Inc.

Applicant's address: 185 South State Street, Ste 800 Salt Lake City, UT 84111

Name of person preparing Initial Study: Luis Bejarano, Planner II

Signature of person preparing Initial Study: 

I. Project Information

- a. Assessor's Parcel Number(s): 054-080-047-000
- b. Street address: 407 E Ross Rd, El Centro, CA 92243
- c. Cross street: Hawes Road
- d. Township/Section/Range: Section 11, Township 16 South, Range 14 East, SBBM
- e. Project area (acres) : 10 Acres

II. General Plan Consistency

- a. General Plan Designation. Urban
- b. Is Project in an Urban area? Yes
- c. Name of Urban area. El Centro
- d. Is Project within an adopted Specific Plan area? No
- e. Name of Specific Plan area. N/A
- f. Existing zoning. C-3 (Heavy Commercial)
- g. Proposed zoning, if any. N/A

- h. Adjacent zoning. North: A-2, South: A-2, East: A-2 and West:
C-2-U

- i. Is proposal consistent with the site's existing or proposed zoning? Yes

- j. Is proposal compatible with existing or surrounding zoning or can it be made compatible? Yes

- k. Is the proposal consistent with a Specific Plan for the area? N/A

- l. Is the proposal compatible with existing plans and planned surrounding land uses or can it be made compatible? Yes

- m. Is the proposal consistent with the land use designation and policies of the 1993 General Plan? Yes

Comments: (if any)

None.
