



**NOTICE OF COMPLETION AND AVAILABILITY OF A DRAFT ENVIRONMENTAL IMPACT REPORT FOR THE PROPOSED SOUTH GATE GATEWAY PROJECT**

**To:** Responsible Agencies and Interested Parties  
**From:** City of South Gate, Community Development Department  
**Date:** November 20, 2007  
**SCH #:** 2007041101

**NOTICE IS HEREBY GIVEN:** That the City of South Gate (City) in its role as Lead Agency has completed a Draft Environmental Impact Report (EIR) for the project described herein and invites comments on the adequacy and completeness of the environmental analysis described in the Draft EIR.

**PROJECT LOCATION:** The project site is located within the City of South Gate, which is centrally located within the County of Los Angeles, and is bordered by the cities of Downey to the east, Bell Gardens, Cudahy, and Huntington Park to the north, Walnut Park, Los Angeles, and the Los Angeles County unincorporated area to the west, and the City of Lynwood to the south. The project site is centrally located in the eastern portion of the City and the Long Beach (I-710) Freeway is located approximately 0.75 miles east of the project site and the Glenn Anderson Freeway and Transit Way (I-105) is located approximately 2.5 miles south of the project site. Specifically, the project site is in the vicinity of Atlantic Avenue and Firestone Boulevard at 118°11'11" west and 33°57'14" north.

**PROJECT DESCRIPTION:** South Gate Gateway, LLC, (Applicant) proposes to develop a retail shopping center referred to as the Gateway Project.<sup>1</sup> The retail shopping center would contain up to 600,000 square feet of occupied building area with a design that features a large amount of static and streaming content media including visual and audio components. Site uses would be typical of those found in outdoor mainstream retail shopping centers with sales facilities for a large variety of consumer goods and entertainment activities. These uses would include restaurants and specialized uses such as a health club and a movie theater. The majority of the retail building area would be comprised of major anchor type retail stores in larger buildings, with smaller stores interspersed within the project site.

The Gateway Project as proposed (Proposed Project) would be developed on an approximately 30.5-acre parcel that is bounded by adjacent light industrial and industrial uses on the west and north, Atlantic Avenue on the east, and Mason Street for the majority of the southern boundary, with a small part of the southern boundary extending to Firestone Boulevard.

The southern boundary of the Gateway Project may vary from that described above. Implementation of the Firestone Boulevard/Atlantic Avenue Intersection Improvement Project (Firestone Project), which the City approved on October 9, 2007, may change the context for the Gateway Project's ultimate site configuration along its southern boundary. The Firestone Project includes roadway improvements to Firestone Boulevard, Atlantic Avenue, and Mason Street. The land between Mason Street and Firestone Boulevard that would not be necessary for the actual roadway improvements will be developed with a City Hall Annex including a police

<sup>1</sup> The Initial Study and Notice of Preparation for the EIR identified the project as the Gateway Project. However, currently the project is also referred to interchangeably as El Portal.

substation (+/- 8,000 square feet) and other public services and facilities, such as sidewalks/pedestrian amenities, landscaping, a public plaza area, signage, and public parking.

As an alternative, the City may elect to vacate Mason Street and join the half-width of that street with any residual land between Mason Street and Firestone Boulevard not used for roadway improvements and the other public amenities, services, and facilities described above. Under the alternative, the land so joined would likely be designated as surplus property and would be disposed of consistent with Government Code Sections 54220 *et. seq.*

Accordingly, the Gateway Project has prepared two alternative site designs to address the City's final decision. Under the Gateway Project's Alternative Site Design 1, if the Applicant acquires the property north of the center line of Mason Street as a result of street vacation and incorporates the property into the retail shopping center, the project would then consist of an approximately 31.0-acre site bounded by Mason Street's centerline running from Atlantic Avenue to Annette Avenue.

Under the Gateway Project's Alternative Site Design 2, the Applicant would propose an effectual land swap with the City, conditioned upon City approval, such that the City Hall Annex, public parking, police substation, and pedestrian uses lying between the newly-widened edge of Firestone Boulevard and the southern edge of the above described Alternative Site Design 1, would be "swapped" to the interior of the retail shopping center and the retail shopping center would then be extended all the way to the edge of the newly widened Firestone Boulevard. Alternative Site Design 2 would consist of a site with approximately 33.0 acres.

**ENVIRONMENTAL REVIEW FINDINGS:** The Draft EIR has been prepared pursuant to the requirements of the State guidelines for the implementation of the California Environmental Quality Act (CEQA) and focuses on potential impacts of the project on land use, aesthetics, traffic, air quality, noise, hazardous materials, fire and police protection, and water supply. As concluded in Section IV, Environmental Impact Analysis, of the Draft EIR, implementation of the Proposed Project, Alternative Site Design 1, or Alternative Site Design 2, could potentially result in significant impacts regarding future traffic conditions and site access, hazardous conditions, short-term construction noise impacts, and regional air quality during construction and project operations.

**DOCUMENT AVAILABILITY:** The Draft EIR will be available for public review and/or purchase on and after November 20, 2007 at the City of South Gate Community Development Department located at 8650 California Street, South Gate California, 90280, and the Leland R. Weaver Library located at 4035 Tweedy Boulevard, South Gate California, 90280. The Draft EIR will also be available for viewing on the City's website at <http://www.cityofsouthgate.org/>. Contact Steve Lefever, Director of Community Development at (323) 563-9566.

**HOW TO COMMENT:** Please provide written comments to Steve Lefever, Director of Community Development, at the City of South Gate, 8650 California Street, South Gate California, 90280, prior to the close of the 45-day public review period.

**PUBLIC REVIEW PERIOD:** Begins on November 20, 2007 and concludes at 5:00 P.M. on January 3rd, 2008.

CARMEN AVALOS, City Clerk

Send comments to:

Steven Lefever  
South Gate City Hall  
8650 California Avenue  
South Gate, CA 90280-3075

Phone: (323) 563-9566  
Fax: (323) 567-0725  
E-Mail: slefever@sogate.org

Steven Lefever



---

Director of Community Development

11/15/07

---

Date

**Publication Date: November 20, 2007**