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**NOTICE OF INTENT TO ADOPT  
AN INITIAL STUDY/MITIGATED NEGATIVE DECLARATION FOR  
SIERRA OUTDOOR DIGITAL FREEWAY SIGN CONDITIONAL USE PERMIT AND  
OPERATING AGREEMENT, PROJECT DD-8490**

**August 15, 2014**

- LEAD AGENCY:** City of Rancho Cordova Planning Department  
Jessica Jordan, (916) 851-8756  
2729 Prospect Park Drive  
Rancho Cordova, CA 95670
- PROJECT TITLE:** Sierra Outdoor Digital Freeway Sign Conditional Use Permit and Operating Agreement Project
- PROJECT LOCATION:** The project installation site is located at 12125 Folsom Boulevard, adjacent to eastbound US Highway 50, west of Hazel Avenue, in Rancho Cordova. Existing billboards would be removed at 11373 Folsom Boulevard and 9847 Folsom Boulevard.
- PROJECT DESCRIPTION:** The project consists of installation of a digital freeway sign in the parking lot of the site of the existing Naturwood Home Furnishings store. The installation site is located in the City's Digital Freeway Signs Overlay area, as identified in Figure 23.743-8 of the Rancho Cordova Zoning Code. The installation site and the surrounding areas are zoned Light Industrial (M-1). The site is fully developed with a large structure, a parking lot, and landscaping. The project also includes removal of existing billboards at 11373 Folsom Boulevard and 9847 Folsom Boulevard.
- FINDINGS/DETERMINATION:** The City has reviewed and considered the proposed project and has determined that the project will not have a significant effect on the environment, with substantial supporting evidence provided in the Initial Study. The City hereby prepares and proposes to adopt a **Mitigated Negative Declaration** for this project.
- PUBLIC REVIEW PERIOD:** A 30-day public review period for the Negative Declaration/ Initial Study will commence on **August 15, 2014** and will end on **September 15, 2014** for interested individuals and public agencies to submit written comments on the document. Any written comments on the Initial Study/ Mitigated Negative Declaration should be sent to the attention of Jessica Jordan and must be received at 2729 Prospect Park Drive, Rancho Cordova, CA 95670 by **5:00 PM on September 15, 2014**. Written comments may also be submitted via email to [jjordan@cityofranhocordova.org](mailto:jjordan@cityofranhocordova.org). Copies of the Initial Study/ Mitigated Negative Declaration are available for review at Rancho Cordova City Hall at 2729 Prospect Park Drive, Rancho Cordova, CA and online at [www.cityofranhocordova.org](http://www.cityofranhocordova.org).