



2729 Prospect Park Drive
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**NOTICE OF INTENT TO ADOPT
A NEGATIVE DECLARATION/INITIAL STUDY FOR
CLEAR CHANNEL DIGITAL FREEWAY SIGN CONDITIONAL USE PERMIT AND
OPERATING AGREEMENT, PROJECT DD-7403**

December 21, 2012

- LEAD AGENCY:** City of Rancho Cordova Planning Department
Jessica Jordan, 916-851-8756
2729 Prospect Park Drive
Rancho Cordova, CA 95670
- PROJECT TITLE:** Clear Channel Digital Freeway Sign Conditional Use Permit and Operating Agreement Project
- PROJECT LOCATION:** The proposed project is located at the existing Sports Complex at 11335 and 11347 Folsom Boulevard, on the south side of Highway 50, approximately 3,200 feet east of the Sunrise Boulevard/Highway 50 eastbound on-ramp. (APNs: 069-0130-008, -017).
- PROJECT DESCRIPTION:** The project consists of conversion of the existing traditional Billboard located at the northeastern corner of the subject parcel, to a digital freeway sign in the same location. The proposed Digital Freeway Sign will be 55 feet in height. The digital display area will be double sided and will be 14 feet by 48 feet or 672 square feet. In addition to development of the Digital Freeway Sign, the project will include removal of an existing traditional Billboard, located at the southeast corner of Folsom Boulevard and Zinfandel Drive and the existing Sports Complex electronic sign.
- 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 **Negative Declaration** for this project.
- PUBLIC REVIEW PERIOD:** A 30-day public review period for the Negative Declaration/ Initial Study will commence on **December 21, 2012** and will end on **January 22, 2013** for interested individuals and public agencies to submit written comments on the document. Any written comments on the Negative Declaration/ Initial Study 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 January 22, 2013**. Written comments may also be submitted via email to jjordan@cityofranhocordova.org. Copies of the Negative Declaration/Initial Study are available for review at Rancho Cordova City Hall at 2729 Prospect Park Drive, Rancho Cordova, CA and online at www.cityofranhocordova.org.
- PUBLIC HEARING:** The proposed project is tentatively scheduled to be heard by the City of Rancho Cordova City Council on February 4, 2013. An additional, separate public notice will be provided for this public hearing.