



COMMUNITY DEVELOPMENT
DEPARTMENT

CITY OF SACRAMENTO
CALIFORNIA

300 RICHARDS BOULEVARD
SACRAMENTO, CA
95811

December 1, 2009

TO: Interested Persons

FROM: Scott Johnson, Associate Planner

SUBJECT: **NOTICE OF AVAILABILITY/INTENT TO ADOPT - DRAFT MITIGATED NEGATIVE DECLARATION FOR THE DIGITAL BILBOARDS PROJECT.**

The City of Sacramento, Community Development Department, Environmental Planning Services has completed a Draft Mitigated Negative Declaration for the **Digital Billboards** project. Mitigation measures have been identified for Transportation, Aesthetics, Biological Resources, Cultural Resources, and Hazards.. The document is now available for a 30-day public review and comment period. The comment period is from **Thursday, December 3, 2009** through **Monday, January 4, 2010**. You may review a copy of the document at the 300 Richards Boulevard, 3rd Floor reception desk, Sacramento, CA 95811 between the hours of 9:00 a.m. and 4:00 p.m, Monday through Friday.

The **Digital Billboards** project consists of City actions that would result in the construction and operation of digital billboards on City-owned property along major freeways within the City limits. The project includes an amendment to City Code provisions regulating signage that would allow digital billboards on City-owned parcels; rezoning for one sign location to meet a state requirement that billboard locations may be located only on parcels zoned for commercial or industrial uses; approval of lease agreements with Clear Channel Outdoor (Clear Channel) that would allow access to City-owned property for the construction and operation of four (4) digital billboard structures, each with two display faces, on identified parcels; approval of relocation agreements by which Clear Channel would agree to remove a specified number of existing traditional billboards for each digital billboard structure installed under the lease agreements; and construction and operation of four digital billboard structures following issuance of building permits by the City of Sacramento.

Digital billboard structures are proposed for four locations. **Location 1** is near Interstate 80 and Northgate (potential APNs include: 237-0031-003, -031). The site is located immediately adjacent to Interstate 80 near the north end of the access road to Sump 157. Railroad tracks and the levees for the Natomas East Main Drainage Canal are located to the west; vacant commercially zoned land is located to the east on the south side, and industrial and warehouse buildings are nearby on the north side. **Location 2** is near Interstate 5 and Richards Boulevard (APN: 001-0190-015). The site is located on the west side of Jibboom Street, and adjoins the site of the PG&E Powerhouse to the south. The parcel is part of the Robert T. Matsui Waterfront Park. The Sacramento River and an abandoned water intake structure are located to the west, the Best Western Inn-Sandman to the north, and Jibboom Street and Interstate 5 to the east. **Location 3** is near Business 80 and Fulton (Raption Honda) (APN: 254-0310-002). The site is paved, and is part of the Raption Honda display lot immediately to the north of Business 80. The golf course is located to the east, Raption Honda to the north, and Business 80 and commercial businesses across the freeway to the south. **Location 4** is near Highway 99 and Mack Road (APN: 117-0170-067). The site is used for detention purposes by the City of Sacramento. Commercial uses are located to the northwest, Highway 99 and commercial uses to the north east, and hospital uses (Kaiser Permanente) to the south.

Public meetings and hearings on the project will occur beginning in January 2010.

Written comments regarding the Draft Mitigated Negative Declaration should be received by the Community Development Department, **NO LATER THAN 5:00 p.m., January 4, 2010**. Written comments should be submitted to:

Scott Johnson, Associate Planner
City of Sacramento, Community Development Department
300 Richards Boulevard
Sacramento, CA 95811
srjohnson@cityofsacramento.org

If you have any questions concerning the environmental review process, please call Scott Johnson, Associate Planner at (916) 808-5842. If you have questions regarding the project, please contact Tom Zeidner, Project Manager at (916) 808-1931. The Mitigated Negative Declaration may be reviewed at:

<http://www.cityofsacramento.org/dsd/planning/environmental-review/eirs/>