



NOTICE OF DETERMINATION
for a MITIGATED NEGATIVE DECLARATION

TO: County Clerk
County of Placer
2954 Richardson Drive
Auburn, CA 95603

State Clearinghouse
P. O. Box 3044
Sacramento, CA 95812-3044

FILED

FROM: CITY OF ROSEVILLE
Office of the City Clerk
311 Vernon Street
Roseville, CA 95678

JAN 20 2022

Ryan Ronco
COUNTY CLERK OF PLACER COUNTY
BY: *[Signature]*

DATE: January 20, 2022

SUBJECT: NOD FILING, AS REQUIRED BY CEQA (Public Resources Code Section 21152)

PROJECT TITLE: Roseville Digital Billboard Project

POSTED JAN 20 2022

Through

PROJECT APPROVAL DATE: January 19, 2022

RYAN RONCO, COUNTY CLERK

STATE CLEARINGHOUSE NUMBER: 2021110283

By

[Signature]
Deputy Clerk

#22-012

CONTACT PERSON: Terri Shirhall, Environmental Coordinator, Development Services Department

PROJECT LOCATION: The project site is located southwest of the intersection of I-80 and Douglas Boulevard, beyond the terminus of South Harding Boulevard, in the City of Roseville, CA. The project site, identified by Assessor's Parcel Number 014-183-029, is vacant and covered in dirt and ruderal grasses. The northern portion of the parcel has been used seasonally as a Christmas tree lot and the entire parcel has been used as a construction staging area by the Caltrans. Surrounding land uses include single-family residences to the west and southwest, a commercial area to the north, and I-80 and an associated on-ramp to the east and southeast. The project site has a General Plan land use designation of Community Commercial (CC) and is zoned Planned Development (PD192).

SUMMARY PROJECT DESCRIPTION: Installation, operation, and maintenance of a two-sided electronic billboard, approximately 35 feet to 50 feet tall, with sign faces approximately 14 feet by 48 feet, at the eastern portion of the project site. The electronic display messages would be visible both from the northbound and southbound lanes of I-80. The display faces would be configured in a "V" angle to optimize views from I-80, and would be oriented to face away from the nearest single-family residences.

Ground disturbing activities associated with construction of the proposed project would be limited to auger drilling on the southeast portion of the parcel and worker vehicle circulation. Construction activities would take place between 7:00 AM and 7:00 PM Monday through Friday and between 8:00 AM and 8:00 PM Saturday and Sunday, in compliance with the City's Noise Ordinance. Construction would occur over approximately two weeks.

DETERMINATIONS FOR MITIGATED NEGATIVE DECLARATION

This notice is to advise interested parties that the City of Roseville (Lead Agency) has approved and made the following determinations regarding the above-described project:

- An Initial Study/Mitigated Negative Declaration was prepared and adopted by the City of Roseville pursuant to the provisions of CEQA.

- As approved, the project will not have significant effects on the environment.
- Mitigation measures were made a Condition of Approval of the project and a Mitigation Monitoring and Reporting Program was adopted for this project.
- Findings and a Statement of Overriding Considerations were not adopted for the proposed project since significant and unavoidable impacts were not identified.

The environmental documentation and record of project approval may be examined at the City of Roseville, Office of the City Clerk, 311 Vernon Street, Roseville, CA 95678; Monday–Friday, 8 a.m. to 5 p.m. (916-774-5263).

1-20-22
Date


Helen Dreyer, Acting City Clerk of the City of Roseville

RESOLUTION NO. 22-017

ADOPTING THE INITIAL STUDY/MITIGATED NEGATIVE DECLARATION AND
APPROVING THE MITIGATION MONITORING AND REPORTING PROGRAM FOR
THE DIGITAL BILLBOARD SITE AT 260 S. HARDING BOULEVARD

WHEREAS, in April 2020, staff released the Digital Billboard Project Request for Proposals (RFP) and received three proposals; and

WHEREAS, in August 2020, staff rejected all proposals in order to further refine the scope of the Digital Billboard project and obtain direction from City Council; and

WHEREAS, in December 2020, staff issued a revised Digital Billboard RFP based on City Council direction; and

WHEREAS, in accordance with California Environmental Quality Act (CEQA), an Initial Study was prepared for the proposed project; and

WHEREAS, the Initial Study/Mitigated Negative Declaration (IS/MND) was made available for a 30 day public review and comment period from November 19, 2021 through December 19, 2021; and

WHEREAS, consistent with CEQA Guidelines Section 15097, a Mitigation Monitoring and Reporting Program (MMRP) has been prepared to assist with the tracking and implementation of required mitigation measures; and

WHEREAS, the Initial Study conclusion is that with implementation of all mitigation measures identified in the IS/MND and MMRP, all potential impacts would be reduced to less than significant and an MND is proposed to satisfy CEQA requirements; and

WHEREAS, staff recommends adoption of the IS/MND and approval of the MMRP to satisfy the project's CEQA requirements.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Roseville that it finds on the basis of the Initial Study/Mitigated Negative Declaration, and the whole record, including public comments and other documents, that if the Roseville Digital Billboard Project is conditioned with mitigation measures as proposed, there is no substantial evidence that the Project will have a significant effect on the environment; the Mitigated Negative Declaration reflects the independent judgment and analysis of the City of Roseville, and the Initial Study/Mitigated Negative Declaration for the Project is hereby adopted.

BE IT FURTHER RESOLVED that the Mitigation Monitoring and Reporting Program for the Roseville Digital Billboard Project is hereby approved.

PASSED AND ADOPTED by the Council of the City of Roseville this 19th day of January, 2022, by the following vote on roll call:

AYES COUNCILMEMBERS: Alvord, Roccucci, Mendonsa, Bernasconi

NOES COUNCILMEMBERS: Houdesheldt

ABSENT COUNCILMEMBERS: None



MAYOR

ATTEST:



Acting City Clerk

The foregoing instrument is a correct copy of the original on file in the City Clerks Department.

ATTEST:

City Clerk of the City of Roseville, California



DEPUTY CLERK