

CITY OF RANCHO MIRAGE



Development Services Department
69-825 Highway 111
Rancho Mirage CA 92270

Phone 760/328-2266

Fax 760/324-9851

NOTICE OF EXEMPTION

To: [X] State Clearinghouse
1400 10th Street
Sacramento, CA 95812

[X] Chief Deputy County Clerk
3470 12th Street
Riverside, CA 92501

Project Title/Case Nos. Sign Program Case No. SIPR25-0001 – Cotino Town Center Sign Program

Project Location:

Approximately 650 feet south from the intersection of Monterey Avenue and Gerald Ford Drive, on the west side of Monterey Avenue. APNs: 685-220-048 & 685-540-036.

Applicant/Representative:

DMB Development LLC on behalf of ECRM Residential
7600 E. Doubletree Ranch Rd
Ste 250
Scottsdale, AZ 85258

Project Description:

The Project proposes to establish sign criteria for the Cotino Town Center.

Name of Public Agency Approving Project: Name of Person or Agency Carrying Out Project:

City of Rancho Mirage

Lezlee Vasquez
Assistant Planner

Exempt Status: (check one)

- [] Ministerial (Sec. 21080(b)(1); 15268);
[] Emergency Project [Sec. 21080(b)(4); 15269(b)(c)];
[] Categorical Exemption. State type and Section number:
[X] Other. State type and Section number: Guidelines Section 15162 - Subsequent EIRs and Negative Declarations

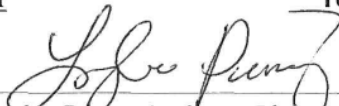
Reasons why project is exempt: The proposed sign program document is exempt from CEQA pursuant to CEQA Guidelines Section 15162 (Subsequent EIRs and Negative Declarations). The purpose of the sign program is to establish sign criteria for various types of signage throughout the Cotino development. On December 5, 2019, the Rancho Mirage City Council certified the Section 31 Specific Plan Environmental Impact Report (State Clearinghouse Number 2018081074). The proposed sign program is consistent with the adopted Section 31 Specific Plan and no potential new impacts related to the proposed project has been identified that would necessitate further environmental review beyond the impacts and issued disclosed and evaluated under the certified Environmental Impact Report (EIR).

CEQA Guidelines Section 15162 (Subsequent EIRs and Negative Declarations) provides that when an EIR has been certified or a negative declaration adopted for a project, no subsequent EIR shall be prepared for that project unless the lead agency determines, on the basis of substantial evidence in light of the whole record, that there are no new significant environmental effects due to a change in the project or circumstances, and there is no new information of substantial importance as identified in CEQA Guidelines Section 15162(a)(3). The proposed project is a request to establish sign criteria for various types of signage throughout the Cotino Town Center development. All proposed signage is designed to be in scale with the development plans which are for directional, informational, and identification purposes. The sign program is in substantial conformance with the Section 31 Specific Plan and certified EIR. Based on the City's analysis, no subsequent EIR, supplemental EIR, or subsequent mitigation negative declaration is required. No further environmental review is required.

Lead Agency Contact Person: Lezlee Perez, Assistant Planner

Telephone No. (760) 328-2266

Date: June 12, 2025



Lezlee Perez, Assistant Planner

Signed by Lead Agency

Date Received for filing at OP _____