



**CITY OF RANCHO CORDOVA, PLANNING DEPARTMENT
NOTICE OF INTENT TO ADOPT A
MITIGATED NEGATIVE DECLARATION**

DATE: June 27, 2025
TO: Responsible Agencies, Interested Parties, and Organizations
SUBJECT: **Fite Circle Digital Sign Project
City of Rancho Cordova, Sacramento County**

The City of Rancho Cordova Planning Department (City) is the California Environmental Quality Act (CEQA) Lead Agency for the proposed Fite Circle Digital Sign (Proposed Project). The City has directed the preparation of an Initial Study (IS) Mitigated Negative Declaration (MND) in compliance with CEQA.

Project Location: The Project is in the southern portion of a paved parking lot at 3127 Fite Circle in the City of Rancho Cordova. The project site is approximately 2.1 acres in total land area and encompasses Assessor's Parcel Number (APN) 077-0330-039.

PROPERTY OWNER:
3127 Fite LLC, c/o BJ YU
2270 Telegraph Avenue,
Oakland, CA 94612

APPLICANT/DEVELOPER:
Cordova Community Council Foundation
2729 Prospect Park Drive, Suite 117
Rancho Cordova, CA 95670

Project Description: Cordova Community Council is proposing a conditional use permit to construct a digital billboard sign with electronic display on the north side of U.S. Highway 50 (U.S. 50) near Fite Circle between Bradshaw Road and Routier Road in the City of Rancho Cordova. The proposed project also includes a Zoning Code amendment to the Digital Freeway Signs Overlay Area, and a request for some deviations from the standards of the Zoning Code requirements as part of the Operating Agreement, including the proposed display area of the digital sign, which would be 1,200 square feet per display face (i.e., 528 square feet larger than the current display size limit of 672 square feet). The sign would be located in one 2.1-acre parcel currently developed as a commercial business. The proposed digital sign would have a monopole that would support two electronic displays (one each angled east and west) to provide line-of-sight for U.S. 50 Highway motorists. The pole would be 60 feet above ground. The bottom digital display faces would be elevated approximately 40 feet above grade. The Project's digital sign will be operated remotely with no permanent on-site operations and maintenance personnel, and no occupied buildings or habitable structures.

Hazardous Waste Sites: Pursuant to Section 15087(c)(6) of the Guidelines for California Environmental Quality Act, the City of Rancho Cordova acknowledges the Project site is not part of a designated hazardous waste site.

IS/MND Document Review and Availability: The public review and comment period for the Draft IS/MND will extend for 30 days **starting June 27, 2025, and ending July 28, 2025.** The Draft IS/MND can be viewed and/or downloaded at the following website: <https://www.cityofranhocordova.org/departments/community-development/planning/planning-division-document-library>

Comments/Questions: Comments and/or questions regarding the IS/MND may be directed to:
Nick Sosa, Senior Planner
City of Rancho Cordova Planning Division
2729 Prospect Park Dr.
Rancho Cordova, CA 95670
Or nsosa@cityofranhocordova.org