

# Notice of Intent to Adopt a Mitigated Negative Declaration/Initial Study for the Woodland Motors Digital Freeway Sign Project

**August 31, 2015**

- Lead Agency:** City of Woodland  
300 First St.  
Woodland, CA 95695  
530-661-5820
- Project Title:** Woodland Motors Digital Freeway Sign Project
- Project Location:** The proposed Project site is located in the eastern portion of the City of Woodland, along the Interstate 5 (I-5) freeway corridor. The site exists in a grassy area at the southern edge of the vacant lot located between 2138 East Main Street and 2340 East Main Street. The Project site can be identified by its Yolo County Assessor's Parcel Number 027-851-024.
- Project Description:** The proposed Project is an application for a Conditional Use Permit (CUP) for the installation and operation of a digital freeway sign between 2138 East Main Street and 2340 East Main Street (#PLNG14-00089). The location would be adjacent to the new Woodland Motors location. The faces of the sign would be connected to each other on the southern (freeway) side of the sign, so that it would not possible to see the back side of either face. The digital freeway sign would utilize digital message technology.
- The sign would include two LED faces with a display area of 672 square feet on each face, not including the supporting features such as the pole and sign frame. The sign's brightness would be fully automated and would change with available natural light so as to ensure driver safety. Advertising content would change every 8 seconds (also known as "click"). There would be no flashing or moving advertising spots allowed. Periodic maintenance would be required at no cost to the City.
- 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 Mitigated Negative Declaration for this project.
- Public Review Period:** A 30 day public review period for the Negative Declaration/ Initial Study will commence on September 2, 2015 and will end on October 2, 2015 for interested individuals and public agencies to submit written

comments on the document. Any written comments on the Initial Study/Negative Declaration should be sent to the attention of Erika Bumgardner, Senior Planner, and must be received at the City of Woodland, Community Development Department, 300 First St., Woodland, CA 95695 by 5:00 PM on October 2, 2015. The project file and copies of the Mitigated Negative Declaration/Initial Study are available for review at the City of Woodland at the address listed above or on the City's website: <http://www.cityofwoodland.org/>

**Public Hearing:**

A public hearing to consider project approval and adopt the Mitigated Negative Declaration has not yet been scheduled at the time of publication of this notice. The City anticipates that public hearings on the project may begin in October 2015.