



**CITY OF VACAVILLE**  
COMMUNITY DEVELOPMENT DEPARTMENT

**FILED**

APR 18 2024

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Bill Emien, Clerk of the  
Board of Supervisors of  
the County of Solano,  
State of California

Deputy *Amel Johnson*

**NOTICE OF INTENT TO ADOPT**  
**AN INITIAL STUDY AND MITIGATED NEGATIVE DECLARATION FOR THE**  
**DIGITAL FREEWAY BILLBOARDS ZONING TEXT AMENDMENTS AND**  
**CLEAR CHANNEL OUTDOOR DIGITAL BILLBOARD CONVERSION PROJECT**

- DATE OF NOTICE:** Thursday, April 18, 2024
- SUBJECT:** Notice of Intent (NOI) to Adopt an Initial Study and Mitigated Negative Declaration (IS/MND) for the Digital Freeway Billboards Zoning Text Amendments and Clear Channel Outdoor Digital Billboard Conversion Project
- LEAD AGENCY:** City of Vacaville, Community Development Department
- PROJECT TITLE:** Digital Freeway Billboards Zoning Text Amendments (File No. 23-079)  
Clear Channel Outdoor Digital Billboard Conversion (File No. 23-027)
- PROJECT LOCATION:** The proposed Zoning Text Amendments include various potential locations along approximately 2.75 miles of the Interstate 80 corridor between Vaca Valley Parkway and Midway Road, and along approximately 1.65 miles of the Interstate 505 corridor between Vaca Valley Parkway and Midway Road, in the City of Vacaville, Solano County. In addition, the Project would include the conversion of an existing sign on a vacant parcel of land (Assessor's Parcel Number 0133-060-060), located south of Interstate 80 and approximately 450 feet north of Kilkenny Road, in Vacaville, CA 95688.)
- COMMENT PERIOD:** Thursday, April 18, 2024 through Monday, May 20, 2024 (33 days)

Notice is hereby given that the City of Vacaville (City) has prepared and intends to adopt an Initial Study and Mitigated Negative Declaration (IS/MND) for the Digital Freeway Billboards Zoning Text Amendments and Clear Channel Outdoor Digital Billboard Conversion (together: "Project"). The purpose of this NOI is to: (1) notify responsible and trustee agencies and interested parties of the IS/MND pursuant to CEQA Guidelines Section 15072; and (2) advise and solicit comments regarding the content of the IS/MND during the required 30-day public review period.

Copies of the IS/MND are available for review at the following locations:

City of Vacaville  
Community Development Department  
650 Merchant Street  
Vacaville, CA 95688

Online at  
[cityofvacaville.gov/DigitalBillboards](http://cityofvacaville.gov/DigitalBillboards)

Written comments on the scope of the IS/MND may be sent to:

Noah Rumbaoa, Assistant Planner  
City of Vacaville  
650 Merchant Street  
Vacaville, CA 95688  
Phone: (707) 449-5430  
[noah.rumbaoa@cityofvacaville.com](mailto:noah.rumbaoa@cityofvacaville.com)

The 30-day public comment period for the IS/MND is from **April 18, 2024** through **May 20, 2024**. Comments on the IS/MND are due no later than 5:30 PM on Monday, May 20, 2024. Public agencies that provide comments are asked to include a contact person for the agency.

Document Posted From  
4-18-24 to \_\_\_\_\_

Deputy Clerk of the Board



## **PROJECT DESCRIPTION:**

The Project proposal is to amend the City's Land Use and Development Code to create standards and procedures for regulating digital freeway billboard signs and an amendment to the City Gateways Design Master Plan to revise policies related to billboard development. The proposed amendments would: (1) identify digital freeway billboards as a conditionally permitted use within the City's commercial and employment zoning districts on parcels abutting Interstate 80 in the Northeast Growth Area Overlay District and on parcels abutting Interstate 505 north of Vaca Valley Parkway; (2) require the removal of at least three billboard structures or four billboard sign faces, whichever is greater, or provide in-lieu benefits; (3) establish design requirements and objective development standards; (4) establish performance standards; and (5) authorize the City Council to enter into a Development Agreement and approve Conditional Use Permit and Major Design Review entitlements for digital freeway billboard applications. The proposed City Gateways Design Master Plan amendments would clarify that the City will continue to pursue the removal or relocation of static (standard) billboards and allow digital billboards if they enhance the freeway experience and provide offsetting benefits.

In addition, the Project proposal includes a request from Clear Channel Outdoor ("Applicant") to convert an existing 672 sq. ft. static (standard) freeway billboard into a 672 sq. ft. digital freeway billboard. The existing static billboard is part of a trio of static billboards located along eastbound Interstate 80 and north of Kilkenny Road in the Northeast Growth Area. The project would uninstall two (2) existing sign faces and replace them with two (2) digital sign faces. The sign faces would have a height of 14 ft. and a width of 48 ft. As proposed, the sign would operate 24 hours a day, seven days a week, and would have a maximum brightness level of 0.3 footcandles. As currently proposed by the Applicant, one existing static freeway billboard sign face would be removed.

## **EXISTING CONDITIONS:**

The Project includes both vacant and developed land along a portion of the Interstate 80 and 505 corridors. These corridors provide vehicular access for residents and commuters in the region. On average, approximately 136,000 vehicles travel along Interstate 80 between Leisure Town Road and Midway Road. Another 30,500 travel along Interstate 505 between Vaca Valley Parkway and Midway Road on an average day. In Vacaville, there are 16 existing static (standard) billboards along Interstate 80 and no billboards along Interstate 505. These billboards are static and require maintenance and replacement to display new messages or advertisements.

In addition, the Project site includes a conversion of an existing static (standard) billboard structure on a vacant agricultural property located southeast of Interstate 80 and approximately 400 feet north of Kilkenny Road. The site is generally flat. A dirt access road, irrigation ditch, and an approximately 4 ft. tall wire fence run the length of the western border parallel to Interstate 80. The site is primarily used for agricultural uses. Two other existing static billboards are also located on-site.

**WEBSITE INFORMATION:** [cityofvacaville.gov/DigitalBillboards](http://cityofvacaville.gov/DigitalBillboards)

## **POTENTIAL ENVIRONMENTAL EFFECTS:**

Pursuant to the requirements of the California Environmental Quality Act (CEQA), the City has conducted an Initial Study to evaluate the potential environmental impacts of the project. Based on City policies, standard conditions, technical studies prepared for the project, and other prior environmental documentation related to the project site and vicinity, the Initial Study/Mitigated Negative Declaration concludes that mitigation measures can be incorporated into the project to address potential impacts to aesthetics, geology, transportation, and tribal cultural resources, thereby reducing potential impacts to a less-than-significant level.



