



**DEVELOPMENT SERVICES – PLANNING DIVISION**  
311 Vernon Street  
Roseville, CA 95678  
(916) 774-5276

Date: March 28, 2022  
To: RCONA  
Subject: 180 N Sunrise Avenue

Dear Board Members:

You may be interested to know that the Roseville Planning Division has received a development application for the project identified below. Notice will be mailed to property owners adjacent to the project prior to action on the application. We invite you to review this request and to forward your comments and/or questions to us. Key project information relating to this project is provided as follows:

File #: PL22-0087  
Project Name: INFILL PCL 189 – EchoPark Automotive Sign Exception  
Description: The project is a request for an Administrative Permit for a sign exception to exceed the Sign Ordinance allowance of 300 sf of wall signage. The wall signage proposed is a total of 353.48 sf.  
Site Location: 180 N Sunrise Avenue  
APN: 013-213-030-000  
Specific Plan Area: Infill  
Specific Plan Parcel #: 189  
Zoning: Community Commercial (CC)  
General Plan: Community Commercial (CC)  
Applicant: Franco Asuncion, Forward Signs & Products  
Owner: I Think I Can, LP  
Other: Kinarik Shallow, Associate Planner, [kshallow@roseville.ca.us](mailto:kshallow@roseville.ca.us), (916) 746-1309

If you are interested in having this project presented at one of your neighborhood association meetings, please contact the applicant at the phone number provided above or me at 774-5276 to discuss such a meeting. Please make requests for presentations at least two weeks prior to your meeting date so that we can assure that a City representative can attend. If possible, please put this item at the start of your agenda, after the minutes and treasurer's report.

If you have any questions or comments regarding this project, I can be contacted in the Planning Division at 311 Vernon Street or by phone at 774-5276. Your comments are very important to us as we work together to make Roseville a better community.

Sincerely,

Kinarik Shallow, Associate Planner  
[kshallow@roseville.ca.us](mailto:kshallow@roseville.ca.us)

Find us online at  
[www.roseville.ca.us](http://www.roseville.ca.us)