



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

Date: April 21, 2021  
To: RCONA  
Subject: 2300 Pleasant Grove Boulevard

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 #: PL21-0142  
Project Name: WRSP PCL W-33 – Village Westpark PSPP  
Description: Request for a Planned Sign Permit Program to establish sign guidelines for the Village Westpark commercial center.  
Site Location: 2300 Pleasant Grove Boulevard  
APN: 490-400-002-000  
Specific Plan Area: WR  
Specific Plan Parcel #: W-33  
Zoning: CC/SA-WR  
General Plan: CC/VC  
Applicant: Pacific West Sign, Inc. – Attn: Matthew Geyer – 4111-A Power Inn Road – Sacramento, CA 95826  
Owner: Creekview Investments, LLC – Attn: Juli Hilton – 4010 Foothills Boulevard #103-81 – Roseville, CA 95747

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