

**DATE:** May 20, 2021  
**FROM:** Kinarik Shallow, Associate Planner

**SUBJECT: NOTICE OF INTENT TO APPROVE A PLANNED SIGN PERMIT PROGRAM**

Dear Roseville Property Owner and Interested Individuals:

The purpose of this notice is to inform you that a Planned Sign Permit Program has been submitted to the Roseville Planning Division. The requested permit is described below.

The City issues administrative permits for minor types of projects, based on our review of the application and consistency with City standards, and will not hold a public hearing unless one is requested by you or another interested individual. The Planning Manager intends to approve the permit eleven days following the date of this letter, unless a public hearing is requested. People with questions are invited to contact the Project Planner, Kinarik Shallow, by phone at (916) 746-1309 or e-mail at [kshallow@roseville.ca.us](mailto:kshallow@roseville.ca.us). All requests for a public hearing must be in writing (to Kinarik Shallow, Planning Division, 311 Vernon Street, Roseville, CA 95678) and must be received no later than 5 p.m. on the date noted below. If a public hearing is requested, you will receive notice of the date, time, and place of the public hearing. The Planning Manager's action to approve this permit may be appealed to the Planning Commission within 10 days of the approval date.

**Project Description**

**Applicant:** Matthew Geyer, Pacific West Sign, Inc.

**Property Owner:** Juli Hilton, Creekview Investments, LLC

**Date Filed:** April 15, 2021

**File/Project Number:** PL21-0142

**Project Name, Address & Location:** WRSP PCL W-33 – Village Westpark PSPP, 2300 Pleasant Grove Boulevard

**Request:** The applicant requests approval of a Planned Sign Permit Program (PSPP) to establish sign criteria for the Village Westpark commercial center.

**Environmental Determination:** The project is categorically exempt from provisions of the California Environmental Quality Act (CEQA) pursuant to Section 15311(a) (On-premise signs) and pursuant to Section 305 of the City of Roseville CEQA Implementing Procedures. Consistent with the exemption, the project involves the construction of on-premise signs.

**LAST DAY TO REQUEST A PUBLIC HEARING: June 1, 2021 by 5 p.m.**

Note: If a decision is challenged in court, the challenge may be limited to raising only those issues which were raised at a public hearing or in written correspondence delivered to the Planning Manager at, or prior to, the public hearing. A public hearing for this application will not be held unless you or another individual requests a public hearing.

**DATE:** May 20, 2021  
**FROM:** Kinarik Shallow, Associate Planner

**SUBJECT: NOTICE OF INTENT TO APPROVE A PLANNED SIGN PERMIT PROGRAM**

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