

**DATE:** April 22, 2022  
**FROM:** Kinarik Shallow, Associate Planner

**SUBJECT: NOTICE OF INTENT TO APPROVE AN ADMINISTRATIVE PERMIT**

Dear Roseville Property Owner and Interested Individuals:

The purpose of this notice is to inform you that an Administrative Permit for a Sign Exception application 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:** Franco Asuncion, Forward Signs & Products

**Property Owner:** I Think I Can LP

**Date Filed:** March 22, 2022

**File/Project Number:** PL22-0087

**Project Name, Address & Location:** INFILL PCL 189 – EchoPark Automotive Sign Exception; 180 N. Sunrise Avenue

**Request:** The project is a request for an Administrative Permit for a Sign Exception to exceed the Sign Ordinance allowance of 300 square feet for wall signage. The proposed wall signage consists of three (3) signs totaling 353.48 square feet.

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

**LAST DAY TO REQUEST A PUBLIC HEARING: May 2, 2022 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.

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