

DATE: February 25, 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. 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: Joseph Zawidski, Fiddymment F-31 Retail, LLC

Property Owner: James Ghielmetti, West Roseville Development Company Inc.

Date Filed: April 30, 2020

File/Project Number: PL20-0088

Project Name, Address & Location: WRSP PCL F-31 – Plaza at Blue Oaks PSPP, 1950 Blue Oaks Boulevard

Request: The applicant requests approval of a Planned Sign Permit Program (PSP) to establish sign criteria for the Plaza at Blue Oaks project.

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: March 8, 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.

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