

NOTICE OF INTENT TO ADOPT A NEGATIVE DECLARATION

Notice is hereby given that, as Lead Agency, the City of Roseville, Development Services Department, Planning Division has prepared an Initial Study leading to a Negative Declaration for the project referenced below. This Negative Declaration is available for public review and comment.

Project Title/File Number: Automall Electronic Reader Board – File #PL16-0050

Project Location: 200 North Sunrise Avenue (APN: 013-213-028-000);
Roseville; Placer County

Project Applicant: Damon Eberhart, Roseville Automall Association; 3400 Douglas Boulevard, Suite 290; Roseville, CA 95661; (916) 783-9900

Property Owner: Andrew Pfeiffer, R&A Roseville, LLC; 6200 NW 167th Street; Miami, FL 33014; (305) 801-2865

Project Planner: Ron Miller, Associate Planner

Project Description: The Roseville Automall Association is seeking approval to replace the existing electronic reader board sign located adjacent to Interstate 80 with a new 480 square foot light emitting diode (LED) reader board. The existing electronic reader board is 1,082 square feet overall, with a 586 square foot reader board. The existing reader board is 29.5 feet in height and the new reader board proposed height is 43 feet.

Document Review and Availability: The public review and comment period begins on **August 12, 2016** and ends on **September 12, 2016**. The Notice Of Intent To Adopt A Negative Declaration may be reviewed during normal business hours (8:00 am to 5:00 pm) at the Planning Division offices, located at 311 Vernon Street. It may also be viewed online at http://www.roseville.ca.us/gov/development_services/planning/environmental_documents_n_public_notices.asp. **Written comments on the adequacy of the Notice Of Intent To Adopt A Negative Declaration may be submitted to Ron Miller, Associate Planner, Planning Division, 311 Vernon Street, Roseville, CA 95678, and must be received no later than 5:00 pm on September 12, 2016.**

The public hearing on this item will be held on **September 15, 2016, at 4:30 p.m.** before the City's Design Committee and will be held in Public Meeting Rooms 1 & 2, located at 311 Vernon Street, Roseville, California.

Greg Bitter
Planning Manager

Dated: August 8, 2016

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