

PUBLIC HEARING NOTICE

Notice is hereby given that on **September 15, 2016** at 4:30 p.m., or as soon thereafter as the matter may be heard, the **Design Committee** of the City of Roseville will hold a Public Hearing at **Civic Center Meeting Rooms 1 & 2 located at 311 Vernon Street, Roseville, CA** for the purpose of considering an application for a **PLANNED SIGN PERMIT – 200 N. SUNRISE AVENUE – INFILL PCL 189 – ROSEVILLE AUTOMALL ELECTRONIC READER BOARD REPLACEMENT – FILE # PL16-0050.**

Request: The applicant requests 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 height of the proposed reader board is 43 feet.

Project Title: Roseville Automall Electronic Reader Board Replacement
Project Address: 200 N. Sunrise Avenue
Applicant: Roseville Automall Association, Damon Eberhart
Property Owner: R & A Roseville, Andrew Pfeiffer
Current Zoning: Planned Development 161 (Commercial Auto Sales & Service)
Project Planner: Ron Miller, Associate Planner

Environmental Determination: An Initial Study was prepared for the project to evaluate the project's potential environmental effects per CEQA. The Design Committee will consider this Initial Study and proposed Negative Declaration before taking action on the proposed project. **The public review period for the proposed Negative Declaration will occur from August 12, 2016 to September 12, 2016.**

Following the Public Hearing, the **Design Committee** may take such action on the project as it deems appropriate. Interested persons are invited to submit written comments prior to and may testify at the Public Hearing. **Written comments may be submitted to the Project Planner, Planning Division, 311 Vernon Street, Roseville, CA 95678.** If the matter is continued for any reason to a later date, written comments and public testimony will be accepted until the close of the final Public Hearing. All comments will be considered by the Approving Authority.

The **Design Committee's** action on the project may be appealed by any interested person to the City Council by filing a written appeal with the applicable fee with the City Clerk within 10 days following the **Design Committee's** final action on the project. If the City Council is the final Approving Authority, or if the project is appealed to the Council, the Council's action is final.

If you challenge the action of the **Design Committee** on this matter in court, you may be limited to raising only those issues you or someone else raised at the Public Hearing described in this notice, or in written correspondence delivered to the Planning Division at, or prior to the Public Hearing.

Greg Bitter
Planning Manager

Dated: August 8, 2016

Publish: August 12, 2016