PUBLIC HEARING NOTICE

Notice is hereby given that on September 23, 2010 at 7:00 p.m., or as soon thereafter as the matter may be heard, The Planning Commission of the City of Roseville will hold a Public Hearing at the City Council Chambers located at 311 Vernon Street, Roseville, CA for the purpose of considering an application for a SPECIFIC PLAN AMENDMENT – SOUTHEAST ROSEVILLE SPECIFIC PLAN - FILE# 2010PL-045; PROJECT # SPA-000041.

Request: The applicant requests approval of a Specific Plan Amendment to modify signage guidelines for the Southeast Roseville Specific Plan (SERSP). The sign requirements of the SERSP are more restrictive than the citywide Sign Ordinance. The proposed Amendment would align certain requirements for wall signage with the Sign Ordinance (i.e., quantity of wall signs and maximum square footage per building).

Project Title/Name: SERSP Sign Guidelines Amendment

Project Address: Throughout the Southeast Roseville Specific Plan **Applicant/Owner:** Eureka Development Co. LLC, Brian Natov

Current Zoning: Varies

Project Planner: Ron Miller, Associate Planner

Environmental Determination: The request is to amend Specific Plan signage guidelines only, which are in compliance with the City's Sign Ordinance; therefore, the application is exempt from the provisions of the California Environmental Quality Act (CEQA) per Section 15311(a) of the CEQA Guidelines pertaining to on-premise signs and pursuant to Section 305 of the City of Roseville CEQA Implementing Procedures.

Following the Public Hearing, the **Planning Commission** 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, City Planning & Redevelopment Department, 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.

If you challenge the action of the **Planning Commission** 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 & Redevelopment Department at, or prior to the Public Hearing.

PAUL RICHARDSON

Planning & Redevelopment Director

Dated: August 30, 2010 Publish: September 4, 2010