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<th>No.</th>
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<tr>
<td>1</td>
<td>N/A</td>
<td>6-25-13</td>
<td>Jeanne Harper</td>
<td>Pollock Pines, Community Economic Development Association of Pollock Pines</td>
<td>Email to BOS re: Bunny Ranch billboards</td>
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<td>2</td>
<td>July 8, 2013</td>
<td>8-12-13</td>
<td>Dyana Anderly, Eric Driever, Mark Harris, Jane Layton, Vicky Neibauer</td>
<td>Cameron Park Design Review Committee</td>
<td>Letter hand-delivered to CAO</td>
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<td>3</td>
<td>July 8, 2013</td>
<td>8-30-13</td>
<td>Jane Layton</td>
<td>Cameron Park Design Review Committee</td>
<td>Email/Attachment to Kim Kerr &amp; Terri Daly</td>
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<td>4</td>
<td>July 8, 2013</td>
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<td>Greg Boeger</td>
<td>Agricultural Commission</td>
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<td>5</td>
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<td>William M. Wright</td>
<td>The Wright Law Office representing El Dorado County Transit Authority</td>
<td>Letter in mail</td>
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<tr>
<td>6</td>
<td>July 8, 2013</td>
<td>8-19-13</td>
<td>Mindy Jackson</td>
<td>El Dorado County Transit Authority</td>
<td>Email/Attachment (copy of 8/14/13 letter from William M. Wright)</td>
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<td>8-29-13</td>
<td>Valerie Zentner</td>
<td>El Dorado County Farm Bureau</td>
<td>Email to BOS/Attachment (PowerPoint Presentation at 8/14/13 Ag Comm Mtg)</td>
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<td>9-6-13</td>
<td>Valerie Zentner</td>
<td>El Dorado County Farm Bureau</td>
<td>Email/Attachment (Letter &amp; Comments)</td>
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<td>Jeremy M. Meyers</td>
<td>El Dorado County Office of Education</td>
<td>Letter in mail</td>
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<td>10</td>
<td>July 8, 2013</td>
<td>9-8-13</td>
<td>Linnea Moreno</td>
<td>Divide Chamber of Commerce</td>
<td>Email/Attachment</td>
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<td>11</td>
<td>July 8, 2013</td>
<td>9-9-13</td>
<td>Lori Parlin</td>
<td>Shingle Springs Community Alliance</td>
<td>Email</td>
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<td>12</td>
<td>July 8, 2013</td>
<td>9-10-13</td>
<td>Mary Cahill</td>
<td>Cameron Park Community Services District</td>
<td>Letter/attachment hand-delivered to CAO</td>
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</tbody>
</table>
Cindy Munt  
Assistant to Supervisor Ron Mikulaco, Dist 1  
Board of Supervisors, County of El Dorado  
Phone: (530) 621-5650  

--- Forwarded message ---  
From: Jeanne Harper <jmharper2@comcast.net>  
Date: Tue, Jun 25, 2013 at 3:07 PM  
Subject: Inappropriate or excessive signage - Pollock Pines/Camino  
To: bosone@edc.gov.us, bostwo@edc.gov.us, bostthree@edc.gov.us, bosfour@edc.gov.us, bosfive@edc.gov.us  
Cc: Margaret Birge <Realtor@margaretbirge.com>, Derrell Roberts <derrellroberts@sbcglobal.net>, Jeanne Harper <jmharper2@comcast.net>, Ken Harper <kharper1@comcast.net>, Tom Deville <tdeville@mindspring.com>  

Good afternoon all!

I was in attendance at this morning’s BOS meeting in the hopes of participating in the discussion regarding sign ordinance. I had to leave for another appointment, so was unable to give input...or to hear what others had to say. Please accept this in place of my live testimony:

There are two types of signage that I will address my remarks to: billboard signage and nuisance signage in town.

- **Billboard Signage**

- The “Bunny” Sign located on Highway 50 in the Camino area is inappropriate for our state and our county, as well as our community for the following reasons:

  - 1. Prostitution is illegal in the state of California. Why then are we advertising it?
  2. These kinds of advertisements are not permitted in Nevada. Why then are we advertising it?
  3. If our own local businesses cannot be advertised on community billboards, why are we advertising this one?
  4. The proximity of this sign to our communities of Camino and Pollock Pines gives some feeling that the ranch is located in our communities. It does not state anywhere that it is in Nevada. This is so not the identity that we have been striving for. It is an offense to every resident, business and organization.

- **Nuisance** Signage

- This is probably not the best language I could use for the kind of signage I am referring to it as, but since many local businesses and residents have approached CEDAPP to do something about this kind of signage, I am passing on the request.
“Downtown” Pollock Pines, i.e. Pony Express Trail primarily, has been inundated with signs everywhere the human eye can see. Nailed to trees, on top of other bulletin boards, all along the sides of the streets, big ones, small ones, billowing ones, etc.....all advertising something. CEDAPP will always support our businesses and understand the need for our businesses to try and capture as much traffic as they can....in almost any way they can. However, with no sign ordinance to help them do so with responsible care for the overall ambiance, it’s been difficult for anyone to determine where one’s person rights begin and another person’s ends. In any case, CEDAPP has steadfastly refused to be the “sign Nazis” for the community and has advised that those who have the concern call a meeting to try and determine a course of action fair and equitable to all....and one that can and will be respected by all. That has not happened either.

With the Sign Ordinance item at the BOS level, I had hopes for some direction so that we could call such a meeting.....with the guidance of the county ordinances.

In this case, I would hope that Bryan, Ray, and Norma would all be able to respond to this email. If the item was handled this am, can you please tell me what the outcomes were.

Thanks.

Respectfully submitted,

J.

Jeanne Harper, Executive Director
Community Economic Development Assn. Of Pollock Pines
(530) 613-1332
www.cedapp.biz
The BOSTHREE <bostree@edcgov.us>
To: EDC COB <edc.cob@edcgov.us>

Kathy Witherow
Assistant to Supervisor Brian K. Veerkamp
District Three - El Dorado County
530.621.5652
[Quoted text hidden]
[Quoted text hidden]
Sign Ordinance - Comments from CP Design Review Committee 8/12/13

Karen Feathers <karen.feathers@edcgov.us>

To: Kimberly Kerr <kimberly.kerr@edcgov.us>, dave defanti <davedefanti@hotmail.com>, Terri Knowlton <terri.knowlton@edcgov.us>, Shawna Purvines <shawna.purvines@edcgov.us>, Lillian Macleod <lillian.macleod@edcgov.us>

Mon, Aug 12, 2013 at 8:25 AM

I've attached comments from the Cameron Park Design Review Committee on the Sign Ordinance.

Thank you,

Karen Feathers
Assistant to Terri Daly
Chief Administrative Officer
County of El Dorado
Main - 530-621-5530
Direct - 530-621-5117
Fax - 530-626-5730

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Thank you.

DOC037.PDF
50K
Kimberly A. Kerr  
Assistant Chief Administrative Officer  
County Development Agency Interim Director  
330 Fairlane Court  
Placerville, CA 95667-4197

Dear Ms. Kerr,

The members of the Cameron Park Design Review Committee are in possession of the cover letter that you prepared regarding the draft of the comprehensive El Dorado County Sign Ordinance. We are disappointed, perplexed and frankly disturbed that we obtained this information second-hand and that you did not forward a copy to us. You have been aware of our pleas for the Board’s consideration of the proposed Cameron Park Sign Guidelines, both during public meetings before the Board of Supervisors and in a meeting arranged by you to strategize how we might best go forward with our proposed sign guidelines. Additionally, your cover letter indicates that a final draft of the El Dorado County Sign Ordinance will be prepared after receiving comments from “agencies, businesses, and the public,” but you make no mention of other Board-appointed local committees.

Section 17.74.110 of the El Dorado County General Plan cites the powers and duties of the Design Review Advisory Committee, which includes, “C. Provide recommendations to the board of supervisors and the planning director regarding the improvement or expansion of design procedures and standards (Ord 4228, 1992).” We are unable to carry out our mission when adequate information is not provided to us and we are not kept informed about events that affect our mission. Accordingly, we are requesting that in the future each member of the Cameron Park Design Review Committee receive all pertinent public information related to the proposed sign ordinance and future projects that pertain to our role.

Your cover letter invites stakeholders to attend a public meeting so that they can “ask questions” or “raise concerns” with the draft Sign Ordinance. However, since the Ordinance is in the draft stage, the public should also be invited to participate in what material should be included in the new ordinance rather than be asked to react to what has been placed before them by a consultant.

Your letter indicates that an EIR will be prepared after the Board of Supervisor’s review of the draft Ordinance. The EIR process will add many more months to the process, even though your staff indicated that the Ordinance would be finalized in October. As you are aware, the Sign Ordinance cannot be adopted until the environmental document is prepared, reviewed and
adopted. If you continue to determine that an EIR is essential, we urge you to begin that process immediately to coincide with the preparation of the Sign Ordinance. Frankly, this is the most insightful method from an environmental impact standpoint.

Section 21082.2(d) of the California Environmental Quality Act states, "If there is substantial evidence in light of the whole record before the local agency, that a project may have a significant effect on the environment, an environmental impact report shall be prepared." What evidence did you find that would result in your determination that an EIR is required? We find it difficult to understand why an EIR should be prepared for a Sign Ordinance, the draft of which apparently does not give rise to creating a significant effect on the environment. Given that the Board of Supervisors approved billboards along Highway 50 with their judgment that an EIR would not be required for what many would consider a significant environmental impact, what is the staff's reasoning at this time?

The Planning Commission is the Board's advisor on land use planning, yet there is no mention in your letter relating to the role of the Planning Commission in the process of adopting a new sign ordinance. Because land uses include signs, will the Planning Commission be included in the process? If so, their action must precede the Board's action, and it appears from your letter that time has not been set aside for the Planning Commission. Please advise as to whether the draft Sign Ordinance will be considered by the Planning Commission and, if so, when.

We respectfully request that you respond to us by August 19 with regard to the questions and issues we raise above, namely, our need to be informed, your reasoning for the preparation of an EIR and its timing, and the role of the Planning Commission with regard to the proposed Sign Ordinance.

Submitted by:

Dyana Anderly, Chair Eric Driever, Vice Chair Mark Harris
Jane Layton Vicky Neibauer

cc: Ron Briggs
Ray Nutting
Norma Santiago
Brian K. Väerkamp
Ron Mikulaco
Terri Daly, Chief Administrative Officer
CAMERON PARK DESIGN REVIEW COMMITTEE
COMMENTS REGARDING
EL DORADO COUNTY PROPOSED DRAFT SIGN ORDINANCE

General Comments

1. The proposed sign ordinance fails to address the fact that much of El Dorado County land is sloping terrain. As such, the ordinance should address the need to provide additional sign height when the building is below street grade or require that signs be lower than otherwise allowed because of their location well above street grade or on elevated landscape mounds. These exceptions should not be considered in accordance with the standard variance findings, which are not relevant to signs and which can be cumbersome, time-consuming, and costly.

2. This ordinance should be a framework for El Dorado County by which local communities may craft sign guidelines and ordinances that are more in tune with the local culture and environment. The consideration of local community culture and goals as they relate to signs should be included as a goal or policy within the ordinance.

3. The Cameron Park Design Review Committee has urged that environmental review take place along with (RIGHT NOW) the preparation of the new sign ordinance. Currently there is no apparent basis in the proposed ordinance which would indicate that an Environmental Impact Report is necessary; further, from an environmental standpoint dealing with potential environmental issues as the document is being prepared can reveal impacts which can be ameliorated during the preparation to avoid environmental impacts. This preferred approach also saves considerable time in processing.

4. We note that the organizational terms, such as “section,” “article,” “title,” and “chapter” are confusing and inconsistently used. Amend the sign ordinance to be consistent with the Zoning Ordinance.

5. There is a lot of redundancy in the proposed ordinance. At times the better definition of a term is within the body of the ordinance and not within the Definition section. The Definition section is incomplete. Use cross referencing.

6. The graphics within the document are poor to the point that they misrepresent the text they are trying to explain, plus graphics are missing where they are needed to adequately describe the text.

CC: Emailed copies to Ken J. Daly on 8/30/13

From: [Signature]

1
7. The proposed ordinance does not address the enjoyment of the night sky. For example, lighted signs should be required to not be lighted after the business is closed for the night.

8. The proposed ordinance fails to adequately address procedural actions, enforcement actions and fines associated with abating illegal or nonconforming signs and the authority over the imposing of fines and enforcement actions. Going directly to Court places an extra burden on the court and would not be addressed expeditiously due to the more harsh cases pending before the court. There should be a separate section addressing this matter thoroughly, including immediate removal of signs by the County under certain conditions.

9. General advertising signs (billboards) come under the Business and Professions Code, and the Sign Ordinance should cite which section. They are treated differently that other illegal or nonconforming signs.

10. Signs should be considered an important part of a development application since they should be sited to complement the appearance of new structures and be integrated into the landscape plan to avoid tall trees, large shrubs, and to design a sign base on a monument sign that is tall enough to provide for landscaping around its base. Submittal of a sign program along with other discretionary actions should be a requirement of the Sign Ordinance.

11. What efforts have been made to contact those businesses and property owners who have signs that will become non-conforming with the adoption of the Sign Ordinance?

12. Required as part of abatement of illegal and nonconforming signs is a survey of those signs and notification of affected property owners. The sign ordinance indicates that that the time period for abatement of signs begins once the survey and notification process is complete, yet the ordinance does not give a start date for that effort. THIS EFFORT COULD SIT ON THE SHELF FOR YEARS UNLESS THE BOARD INCLUDES A START DATE IN THE SIGN ORDINANCE AND STAFF PUTS TOGETHER A PROGRAM TO CARRY OUT THE PROCESS. (Consider volunteers for surveying.)

13. We note the proposed sign ordinance does not address the use of neon.

14. When referring to El Dorado County, the ordinance should refer to the County with an initial capital C. (The initial letter in the proposed ordinance is both lower case and upper case – inconsistent.)
15. When referring to dimensions and measurements use Arabic figures, e.g., 5 feet, not five feet.

16. Given the numerous corrections we have listed below, need we say more about the preparation of the sign ordinance by the consultant and review by the staff?

Specific Comments

17.16.010 Content: The introductory paragraph indicates that A through H are "regulations." However, the title "content" does not seem to relate to what is in the section. The term "Purpose" might be more appropriate.

The introductory paragraph also refers to the "community's" visual and aesthetic goals. Suggest "County's" visual and aesthetic goals because the various communities within the County will provide their own design standards for signs.

There should be a paragraph here which indicates that this ordinance is intended to be a framework for El Dorado County by which local communities may craft sign guidelines and ordinances that are more in tune with the local culture and environment.

A. "Community" should also be replaced with "County" in subsection "A."

The last part of subsection "B" is very awkwardly worded.

C. Suggest omitting this here. It is well explained elsewhere, plus it goes a bit overboard in subsection "C."

Regarding subsection D, please omit or otherwise rewrite to refrain from saying "designated scenic corridors." The General Plan mandates that other areas of the County be reviewed for possible "scenic corridor" designation, but the Board of Supervisors has failed to do so to date. There are many lovely scenic areas in the County, and not all are in the "designated scenic corridors." Regardless, ALL scenic vistas, regardless of location, should be protected from large or excessive signage.

E. Eliminate this subsection which encourages individuality in signage. Many shopping areas would appear best aesthetically if there were a common theme among signs to unite the center - color, individual letters, lighting, placement, etc. This individuality in signage also conflicts with another section of the proposed ordinance encouraging continuity.

H. Subsection "H" should be clarified to reflect that it is public or governmental agencies that will display signs that direct persons to activities and enterprises - if, indeed that is the purpose here. Otherwise, unclear who can erect such signs.
17.16.020 “Policies for Sign Regulations”  Why call this section “policies”?

Subsection C. is unclear to many, so it may help to insert a “for example,” such as: for example, political ads or religious messages.

Subsection D. says “within this Article” and this is an example of the confusion with the terms of this ordinance. It is not an “article.”

Subsection E. says that permanent signs not expressly permitted are prohibited. What about ALL signs, including temporary signs. Please correct.

Subsection F. addresses variances, but why is this in the “policy” section? Variances should be located elsewhere. Nonetheless, the text allows sign variances in compliance with only the purpose section of the Zoning Ordinance. There should be some easily identified minor modifications without going through a variance process, such as “the Planning Director may administratively reduce the setback requirement or increase the permitted sign area if such modifications are minor (not more than 25%) and he/she determines that no practical alternative exists, that the purposes of the ordinance would not be compromised, and that no detrimental impact would result.”

The findings for a variance pursuant to the County’s established variance section relate more to buildings than to signs. Suggest that you come up with variance criteria that is more applicable to signs, such as, (1) There are special conditions or circumstances peculiar to the property involved that do not apply generally to property in the same district, such as slope and differential between building finished floor and the street grade; and (2) Literal interpretation of this article would cause a hardship or deprive the applicant of rights enjoyed by others in the same district; and (3) The granting of the variance does not grant a special privilege inconsistent with the limitations on other properties in the same district.

Subsection G. which prohibits “indecent or obscene matter” is not a “policy” and should not be located here. This subsection should be listed with prohibited signs.

ADD subsection H. This new subsection should address the need for architecturally attractive signs which are compatible with the building it identifies and the surrounding environment.

17.16.030 Permit Requirements and Review Procedures

DRC Comment: Under the review process, there should be a requirement for review by official local design review committees. The proposed ordinance fails to recognize these reviewing bodies.
1. **Sign Permit Required.**

This section fails to provide for a sign permit unless a building permit is needed or other discretionary permits are involved. What about a person that just wants a larger sign on his/her building that meets all requirements? Without a sign permit, there is no record of the sign. A business could just keep erecting signs which individually meet standards but not collectively. The process of meeting local community guidelines could also be missed.

Subsection a. indicates that replacement of a conforming sign face does not require a building permit. This subsection should indicate that a Sign Permit is not required for change of copy. This subsection should also indicate that although sign copy may be changed, the shape or height or location cannot be changed without an approved sign permit or if the face is for an electronic sign. BIG MISS HERE.

Subsection b. indicates that sign permits are required as part of the review of any discretionary application where signage is being proposed. However, a sign program should be required to be submitted along with the discretionary application.

2. **Uniform Sign Program Required.** This section requires a uniform sign program for NEW shopping centers only. However, consideration should be given to older centers also so that uniformity begins as new tenants replace tenants who vacate their space. This subsection also refers to multi-tenant shopping centers, although “multi-tenant” is not defined. Consider multi-tenant shopping centers of 4 or more leasable spaces.

3. **Community Sign Program Required.** What a confused section this is! Who has the ability to initiate a community sign program? CSDs do not cover entire communities. Who pays for the processing? Who pays for the implementation of the signs? By when must they be established? What if no entity comes forward with such a program?

4. **Highway-Oriented Sign Permit** – This paragraph should indicate that the sign must be no higher that is necessary for visibility, otherwise, signs will go to the maximum allowable height even when not necessary. What are the criteria or findings necessary for approval of a Highway-oriented sign? These are missing. There should be an indication here of the expected design features of a Highway-oriented sign. This subsection requires a Highway-Oriented Sign Permit for such signs located within 100 feet of a designated state highway. This statement is confusing. It could be interpreted to mean that Highway-Oriented signs more than 100 feet from the highway do not require such permits. It could also be interpreted (although questionable as written) that all such signs can only be located within 100 feet of a state highway. Reword. Also, refer to the definition section.
What kind of observations were made by the consultant to determine how many signs could result from the installation of highway-oriented signs? Could there be hundreds of these signs marching up Highway 50 in El Dorado County? This could be a significant aesthetic impact requiring an EIR unless some forethought is given to this idea. Mitigate NOW.

6. See comments re variances above.

B. Review Procedures
   1. See comments re variances above.

17.16.040 Exempt Signs

A. 3. This subsection refers to “official” signs or other “municipal governmental signs. Make sure that special districts are included in this, including CSDs. Please be more thorough.

A. 6. This subsection refers to street address signs, and there should be maximums for street address signs. The sign ordinance could include requiring address signs on roofs of new buildings for emergency (police/fire) purposes.

A.9. The California state law requires a minimum size of pricing signs in order for those in vehicles to be able to see the price of gasoline. They are not maximums. This ordinance should have a maximum on the size of the price signs.

A. 10. This subsection refers to signs on vehicles. See also DMV rules for signs on vehicles, e.g., must be permanently affixed. Therefore, no “temporary signs” sitting atop car roofs, etc., should be permitted and all vehicle signs not permitted by DMV. Check out DMV requirements.

This section fails to address recreational park signs posted by a governmental agency.

B. Exempt Signs With Limitations.
   1. This subsection provides for 25 percent window coverage. Get rid of all the justification for it in this paragraph – not necessary.
   
B. 3. This subsection provides for flags. There should be a limitation on the number of flags. We have seen dozens of US flags lined up on streets, not necessary because the business owner is patriotic, but because of calling attention to his/her place of business.
   
B. 6. This subsection under “exempt signs” lists murals with non-commercial messages. Murals without commercial messages are not signs, so such murals should not be included under “exempt signs.” Murals could be defined in the Definitions section.
C. 9. This subsection refers to directional signs. Indicate that “no advertising, LOGOS (add) or message....”

B. 10. Again, to the reader, “non-commercial” signs are confusing and examples could easily help clear up the confusion.

Table 17.16.040 – Sign Standards for Home Business Signs – Please add that home occupation signs must not be illuminated and should not be canned signs or plastic signs.

17.16.050 Prohibited Signs

B. Billboards: The industry name for billboards is “General Advertising Signs.” Suggest using this title, and add “also often referred to as billboards.”

D. This subsection indicates that messages can change no more than every 12 seconds. Timing is based on size of message, length of message, distance from vehicles, and speed of vehicles. To indicate that 12 seconds may be appropriate could be creating a traffic hazard. Remove the 12-second cap and include other criteria.

F. Pole signs “as defined in this Title” are not defined in the Definitions section of the proposed ordinance but should be.

K. Included in the prohibited signs should be signs propped on top of vehicles, and use non-mobile trailers used for advertising rather than hauling as an example of a prohibited sign.

M. This subsection prohibits signs that are installed on property not owned “by the person” installing the signs. Rather than a “person,” a sign company employee may have installed the sign and who is no longer employed of otherwise available.

ADD Subsection P., which prohibits off-site commercial signs, with the following exceptions XXXXX (list them).

ADD a subsection that prohibits pole signs.

17.16.060 General Sign Development and Design Standards

A. Sign Area Measurement Procedures

Figure 17.16.060C:

The graphic showing how to calculate the area of a sign is extremely poor in that it fails to adequately depict the written requirement. Although the written words says that one must calculate the area within a single rectangle enveloping the sign copy, the graphic shows otherwise in that it is not based on a rectangle. Recommendation: Consider using an 8-sided
figure (maximum) to calculate the area; otherwise, the ordinance would be discouraging interesting signs that may include cursive letters instead of block letters or logos that do not exactly match the height of the letters.

Following Figure 17.16.060C:

B. Construction Requirements

2. According to this section, permanent signs could not be plastic canned signs or individual letters with plastic faces. However, individual letters with plastic colored faces should be acceptable. This subsection also says that “techniques shall be incorporated “during construction” to reduce fading, damage, etc. Remove “during construction.” Signs should be durable even after construction. Reword.

4. This subsection says temporary signs must be made of a material designed to maintain an attractive appearance for as long as the sign is displayed. What is “attractive appearance?” Should be more specific. Are handwritten chalk letters on a black face “attractive”?

D. 3. error, place comma in the quotes as follows: ..... Visibility area,’ as defined.

E. Sign Placement

**DRC COMMENT:** If a highway-oriented sign is proposed, please place the onus on the sign applicant to prove that the requested sign is necessary for adequate visibility. For example, a boom truck can be utilized to raise a blank sign to a height deemed to be necessary for adequate visibility — and raised and lowered until the adequate height is reached.

1. Location of Building-Attached Signs. This subsection makes no mention of buildings which face the freeway but do not face directly onto a public right of way. They could benefit by good signage. Also, placement on a building is important so that signs fit in architecturally and do not overlap windows or other architectural features. A sign program should be submitted along with site plan review or use permit applications to make sure that the size and placement of signs is attractive and that the design of the building considers placement of a sign.

2. a. The setback requirement, per this subsection, is to be measured from the “back of the public right-of-way or side of a driveway.” The setback should be BOTH from the right-of-way AND side of driveway; however, does this subsection assume that the driveway is perpendicular from the right-of-way? What about Hollywood driveways or other curving driveways? Please clarify the intent of this subsection.
b. Setback and Spacing of Freestanding Signs. This subsection gives the “designated approving authority (be specific here) the authority to “review” a sign location to ensure the sign is located outside the required cross visibility area and does not otherwise inhibit motorist safety.” The approving authority does more than review: it approves or denies! The criteria for approval that is listed in a technical consideration that should fall to the Department of Transportation or other County office with the expertise to do so. Planning Commissioners, for example, do not necessarily have the expertise to determine if a sign is located outside the cross visibility area. Criteria for approval should be included in this “sign placement” subsection and should include aesthetic consideration of the design of the sign; a finding that the freestanding signs do not block scenic vistas, if it is clutter among other signs, significant buildings (like a court house); and that the sign does not significantly add to visual clutter.

This subsection requires highway-oriented signs to be separated by a minimum of 1,000 feet. Since many parcels have front property lines that are less than 1000 feet, who decides which parcel is entitled to such a sign? Is it first come, first served? Be specific here.

F. Maintenance Required.

This subsection requires repair or replacement of a dilapidated sign within 30 days of notification by the County. However, this should not be the case for temporary or A-frame signs which can be removed immediately upon notification, or within a timeframe much less than 30 days (e.g., 24 hours).

This subsection should also address time and temperature signs that are used in conjunction with commercial signs. Require that the time/temperature be maintained so that the time/temperature reads accurately.

This subsection should include consequences should the sign owner refuse to cooperate.

H. General Sign Requirements

This subsection should also refer to officially adopted community sign guidelines. The introductory paragraph to this section cites Subsection J” although there is no subsection J.
2. **Sign Illumination.** Quantify how much light spillage will be allowed.
   a. This subsection indicates external light sources shall be directed *downward* and fully shielded to limit direct illumination of an object other than the sign. Remove the word “downward,” as wall washes and signs illuminated by small spot lights placed within landscaping can also meet the requirement that the light reflect solely on the sign.

I. **Design Standards for Specific Sign Types**

   **DRC Comment:** The use of neon in signage should be addressed and deemed inappropriate on local streets.

   1. **A-Frame Signs.** Begin this subsection with “*On-site* A-frame signs ... and spell out ADA (Americans with Disabilities Act).

   2. **Awning and Canopy Signs.**
      a. Besides lettering, include the use of logos within the middle 70 percent coverage requirement.

      b. Reword as follows, “Awning signs shall be allowed only for first- and second-story occupancies.

   3. **Electric (Digital) Signs.**
      b. See comments above regarding allowing changeable copy to change more than one time when 12 seconds has lapsed. This design standard could cause a hazard.

   5. **Projecting Signs.**
      c. **Height.** This subsection would allow a blade sign 6 feet 8 inches above grade. This height may be too low per ADA. Please check. Eight feet may be more practical.

   6. **Wall Signs**

      **DRC Comment:** Signs consisting of Individual letters (push pin) rather than those on a raceway are more attractive and should be encouraged. The proposed ordinance should address this.

**17.16.070 Permanent On-Site Regulations**

**A. Allowed Types of Permanent On-Site Signs**

**DRC COMMENT:** This second should include directory signs, both pedestrian-oriented and those intended to direct vehicle traffic. The latter are very useful in large multi-family developments and are essential for emergency personnel.
2. Freestanding Signs. This subsection refers to pylon signs yet pylon signs are not defined in the Definitions section.

Table 17.16.070 – Signage Standards for Permanent On-Site Signs

DRC Comments:

- The title of this table should include “Permitted Signs and Development Standards,”

- The number of signs per subdivision should be based on the number of lots within the subdivision. A

- 5-lot subdivision does not merit the same size sign as a 50-lot subdivision.

- The height of signs should take into consideration that signs as viewed by a driver of a vehicle are best viewed when a sign is no more than 6 feet from street grade. It should be recognized that El Dorado County communities are small and residents are well aware of the subdivisions and businesses within their communities. Large signs are not necessary in most instances.

- It makes no sense that in residential areas the proposed ordinance prohibits tasteful, small business identification signs on buildings but allows freestanding signs, which are more intrusive as viewed on residential streets. The chart is unclear as to whether the listed signs are intended to identify only subdivisions or in some cases individual lots. For example, in the RA-20 zoning district, why allow 1 sign per parcel that is 12 feet high. A sign this high is not necessary for adequate identification.

- Within the commercial district, the size of the building-attached signs are based on floor area rather that the width of the building facade upon which the signs are placed. Therefore, signs may be allowed that are out of scale with the width of the building and over-power narrow buildings. The area of attached signs should relate to the width of the building and NOT the square footage.

- In the commercial areas, there is no need for a multi-tenant sign which exceeds 10 feet. Please eliminate the allowance for a 20-foot sign since these signs are difficult to read from local streets that serve these facilities.
• Signs in the industrial districts should not exceed 6 feet from street grade, but addresses should be fairly large. Typically the general public does not visit these sites, and delivery trucks need only one time to find the business. Ditto for the employees within the industrial parks.

C. Standards for Permanent On-Site Signs

1. Building-Attached Sign Allowance. This sub-section is redundant.

2. Free-standing Sign Allowance. In the middle of the paragraph, eliminate “As defined in this Chapter ...”. This belongs within the Definition section.

3. Changeable Copy Allowance. This subsection should be clarified to indicate that changeable copy is not allowed for home-occupation uses. As written, home businesses, such as child care, beauty shops, landscaping, etc., could have changeable copy signs in residential districts. Please correct.

E. Highway-Oriented Signs

The Board of Supervisors has failed to consider including much of El Dorado County within a “designed scenic corridor.” It is outrageous to consider degrading viewscapes just because they are not with a designated scenic corridor. This section fails to recognize that there would be many eligible business which are on properties which are less than 1000 feet wide and which abut others properties of similar size. Which property would qualify for such a sign? First come, first served? This subsection also fails to indicate maximum heights and maximum areas associated with Highway-Oriented signs. These signs should be NO TALLER and NO LARGER than absolutely necessary for adequate visibility from the travelling public, and the burden of proof should be on the sign applicant.

4. Area.

a. This paragraph should not start out with “Generally.” Please eliminate. Again, maximum areas should be described as only the area necessary for adequate identification and in any case no larger than 200 square feet. As written, It is not clear if the 200 square feet is the maximum per sign or a maximum for each tenant on the sign. Also, it is not clear as written how large (maximum) ancillary components of the sign can be. Is the maximum 50 square feet (25 percent of the total sign area)? Please re-write to clarify.

b. Freestanding sign area. This subsection says that when a business has a highway-oriented sign it cannot also have a freestanding sign. Highway-oriented
signs are to be located between a business and the highway. If there is no freestanding sign allowed, the business on the local street which serves its may not be adequately identified. A modest, attractive free-standing sign should be permitted when a business faces both the highway and a local street.

5. Height

a. This subsection refers to the height of a highway-oriented sign “within designated scenic corridors,” yet another section indicates that they are not permitted within the designated scenic corridors. This second must be corrected. In no case must the height of any highway-oriented sign exceed 24 feet. What is considered adequate for visibility in a scenic corridor, i.e., 24 feet high, should be adequate in other areas.

b. In no case should a sign ever reach 60 feet high. The heights mentioned in this subsection conflict with the maximum height of 40 feet mentioned earlier in the proposed ordinance.

17.16.080 Temporary On-Site Sign Regulations

**DRC Comment:** Please note that this section is missing any standards for temporary on-site signs.

The title of this subsection refers to “Regulations” yet the introductory paragraph refers to “standards.” Please correct.

A. Time Duration

1. Eliminate the word “Generally.”

2. Subdivision Signs. This subsection refers to subdivisions yet the last sentence refers to apartments, which merit a separate subsection. Signs for new of substantially renovated apartments do not belong under the heading of “Subdivision Signs.” Regardless, apartment signs be removed 6 months from opening or when the vacancy is 5 percent or less, whichever comes first.

Table 17.16.080 – Allowed Temporary On-Sit Sign Standards

**DRC Comment:**

- The title of the chart should include “On-Site Subdivision Signs.”
- Five flag poles per street, up to a maximum of 15 poles, is excessive. Please reduce and indicate that the number of poles should relate to the size of the subdivision.
17.16.090 Off-Site Sign Regulations

A. General Prohibition

DRC Comment: Eliminate the word “Generally” which begins this subsection. This subsection fails to indicate that off-site signs are permitted when associated with some agricultural uses.

B. Subdivision Ladder Signs

3. This subsection allows for “deviations” due to an “unusual situation” when “determined by the County.” This subsection fails to indicate what a “deviation” is (definition?), or unusual situations (got up on wrong side of the bed?), or who in “the County” has the authority to grant an exception. Please clarify. Examples would help.

4. This subsection requires approval of the “property owner” on “public property.” Who has the authority in this instance to approve a subdivision ladder sign on public property? Clarify. Also, this subsection allows ladder signs subject to approval by the “Director.” Director of what? Public Works, Engineering, Planning? Clarification is necessary. The definition of Director should be included in the Definition section.

6. At the end of this subsection, eliminate the words, “as originally approved.”

C. Community Sign Program

1. This subsection differs somewhat from the definition of a Community Sign Program found in the “Definition” section. Please enhance the Definition section and in this subsection simply refer to the Definition section.

17.16.100 Allowed Signs on Public Property

DRC Comment: Change title to “Signs Allowed on Public Property”

F. Community Directional Sign Program

DRC comment: This subsection contains a lot of redundancy.

17.16.110 Illegal, Abandoned, and Nonconforming Signs

A. Illegal Signs

- This subsequent would allow a 30-day “opportunity to cure” illegal temporary signs. This makes no sense. Illegal temporary signs should be removed immediately.
• This subsection indicates that a notice tells parties “to cure by conformance to current law and/or current permit, to abate by removal “or other remedial action.” What is “other remedial action.” Please indicate.

• This subsection indicates that when there is a sign which poses a danger to the public, the sign may be abated by the court. Ridiculous! It takes eons to get such actions through the court system. The County should remove the sign immediately if there is a danger.

B. Abandoned Signs

3. This subsection states that abandoned signs may be abated by the County “and reimbursed by the property owner.” It should be made clear that the cost of removal and storage of the sign must be reimbursed by the property owner.

C. Nonconforming Signs.

DRC Comments:

• Make clear herein exactly which signs will be considered “nonconforming signs.”

• Begin the paragraph with “All signs which become nonconforming ....” rather than Any sign which becomes nonconforming ....”

• This paragraph states that “The County shall order the sign to be abated by the property owner and/or person responsible for its installation and/or maintenance. The responsible person” may be one of many individuals working for a sign company. Please correct.

C.1. Relocation and Alternation.

This subsection states that no nonconforming sign shall be moved, enlarged in size, or raised in height unless to do so would bring the sign into conformance with the Sign Ordinance. Please strike “enlarged in size” and “raised in height” since neither would ever be needed to bring a nonconforming sign into a conforming status.

C.2. Restoration of Damaged Signs.

This subsection again refers to a “Director” but the Sign Ordinance does not indicate who the Director is.


This subsection indicates that nonconforming signs must be brought into conformance when there are major modifications to the exterior of a building facade “as determined by the County.” Who in the County is responsible for determining if a modification is “major”? Please clarify.

The nonconforming signs must be brought into conformance or abated within the time limits established or “upon completion of legally required inventory and noticing of nonconforming
signs by the Director, whichever is later.” Again, who is the “Director”? Is there a plan and
time line in place for the inventory and noticing?

17.16.120 Definitions

A. Abandoned Sign. This definition fails to indicate how long a business has ceased
operation before a sign is considered abandoned. It should also include signs that have been
allowed to deteriorate over time.

B. A-Frame Sign. An A-Frame sign should have a maximum height and area before being
considered an A-Frame Sign. Include in definition.

XXX Insert a definition of an awning sign, or at least reference the definition of a
canopy sign.

D. Billboard: Use the correct wording for a billboard, such as referred to as a “General
Advertising Sign.”

- The definition of a billboard includes a permanent structure .... Remove the word
  “permanent” in that it conflicts with its nonconforming status.

- The definition of a permanent structure sign indicates it constitutes a principal,
  separate, or secondary use, as opposed to an accessory use, of the parcel on which it
  is located. This status depends on the intensity of the use of the property upon which
  the sign is located. This definition does not make sense, so suggest its removal.

E. Building-Attached Sign.

Please note that the subsections of this E. Building-Attached Sign definition should be numeric
rather than alphabetic. In addition, many of the alphabetic characters are lower case and then
change to upper case. Sloppy and should be changed.

b. A canopy Sign can also be over a faux window or door.

c. Projecting Sign.

ii. Marquee. Although marquee is defined, marquees are not addressed or mentioned
in the body of the proposed ordinance. Marquees should either be addressed in the ordinance or
the definition should be removed.

d. Under Canopy Sign. Although “Under Canopy Sign” is defined, it is not addressed or
mentioned in the body of the proposed ordinance. Either address it in the body of the ordinance
or eliminate the definition.
e. **Window Sign.** The definition indicates a window sign includes signs, letters, characters, etc. which are situated within 3 feet of a window. The 3-foot distance is too restrictive. Recommend changing to 1 foot.

F. **Can Sign.** Include in the definition an example of a typical can sign, such as “typically a metal frame with an acrylic cover over letters and logos and usually internally illuminated.”

G. **Changeable Copy Sign.** Eliminate reference to 12 seconds. Too short.

H. **Cannel Letter Sign.** This type of sign appears to be the “push pin” sign referenced in the body of the proposed ordinance. For consistency, use either channel letter sign or push pin. If push pin is used, it should be in this Definition section. !!! The graphic for the channel letter sign shows a common mounting apparatus, which is not how a channel letter sign is defined, which include “air space” between the letters. This type of sign depicted is often referred to as a “raceway” sign due to the common electrical connection.

J. **Community Sign Program.** The title of this definition is PROGRAM, yet the definition refers to a sign that would be allowed as part of a program. Amend.

K. **Construction Sign.** If the definition would include the maximum measurement of a construction sign, anything larger would not be considered a construction sign and would not be a legal sign.

M. **Cross-visibility Area. At an Encroachment onto the Roadway.** This is where a graphic should be inserted to show how this area is created. The wording is very confusing. Please show graphic and amend wording.

MM. XXXX **There should be a definition of a “digital” sign.**

O. **Directory Sign.** The definition indicates this sign is pedestrian-oriented only, but directory signs may also be found in large multi-family developments to direct vehicles. These directory signs which are viewed from vehicles are especially important for emergency vehicles. This should be addressed in the body of the ordinance.

Q. **Exempt Sign.** This is incorrect!! For example, A-frame signs do not require plan check approval, yet they are not exempt.

R. **Face Change.** In addition to indicating that a face change does not involve the sign structure or mounting device, the size or location of the sign should also be indicated as not part of a face change as well as whether or not the change is to digital, which should then not be considered a face change.
T. Freestanding Sign. The definition indicates that a freestanding sign can be connected or attached to a sign structure, fence, or wall that is not an integral part of a building. REMOVE THIS. This is not necessary as part of a definition; and, further, to allow the attachments mentioned may be aesthetically unpleasing.

The pylon graphic should not include all the signs shown, and the monument sign and multi-tenant sign graphics should show a larger base. (Any landscaping planted around it would hide the sign.)

b. The definition of a pole sign is very poor as any creative person could come up with a pole sign that meets this definition but not the spirit of the ordinance. It is very confusing.

V. Highway-Oriented Sign. Remove reference to “officially designated scenic corridor.”

Z. Inflatable Balloon Sign. Balloons are not made only of metallic and/or cloth material!! Poor definition.

CCC Include a definition of a "multi-tenant" sign.

FF. Nonconforming Sign. Poor definition. Rewrite.

The definition says “that does not comply with the provisions of this title.” When does a sign become nonconforming? That is also the question that should be addressed as part of this definition.

GG. Off-Site Sign. The definition in the third bullet is so confusing that one cannot discern its meaning. Try using examples.

NNN. There is no definition here of a pylon sign.

OO. Real Estate Sign. The definition states that the real estate sign MAY include contact information of the person and/or company handling such sale, lease or rent. What else might it include, or can it be whatever anyone wants? Create a better definition.

QQ. There is no title to this subsection other than Signs, but apparently the list of text not considered a sign. Correct this error.

TT. Temporary Promotional Sign. The beginning sentence of this definition should be re-written. It says “any flag displaying a commercial/promotional message, pennant, streamer, banner, ..... All banners, etc., should be indicated along with the flag.
MEMORANDUM

DATE: August 14, 2013

TO: Roger Trout, Development Services/Planning

FROM: Greg Boeger, Chair

SUBJECT: Review of the El Dorado County’s Draft Sign Ordinance – Discussion and recommendation

During the Agricultural Commission’s regularly scheduled meeting held on August 14, 2013, the following discussion and motion occurred regarding review of the El Dorado County’s Draft Sign Ordinance, presentation by Roger Trout, with follow up presentation specific to Agriculture signage by Valerie Zentner. Public comments were received and one letter submitted. Commissioners’ discussions centered on current signs under Special Use Permits, roof signs and directional signage within specific regions. Comments received shared the concern of keeping rural signs and directional signage.

In reviewing the El Dorado County’s Draft Sign Ordinance; a motion was made by Mr. Smith and seconded by Mr. Neilsen to recommend that signage in rural areas be addressed and administered separately from signage in urban areas.

Motion passed:

AYES: Smith, Walker, Mansfield, Neilsen, Bacchi, Boeger
NOES: None
ABSENT: Draper

If you have any questions regarding the Agricultural Commission’s actions, please contact the Agriculture Department at (530) 621-5520.

Cc: David Defanti
August 14, 2013 – Sign Ordinance Draft Discussion

Ag Notes

General Comments:

1. Ordinance development did not include input from the affected industries (GP 10.1.2.4.1) and did not analyze the economical effect of the regulation on private property (GP 10.1.2.5). Unintended consequences?

2. This is a suburban/urban ordinance that does not take into account the needs of a rural economy (one size does NOT fit all).

3. Ordinance is redundant, confusing and internally inconsistent. Definitions and requirements require flipping through multiple sections which are in conflict with one another.

4. The zoning code references include OLD zoning designators (existing) and some NEW zoning designators (proposed) creating confusion. Is this 17.16 or 17.36?

5. All off-site signs are not created equal -- but they are treated the same. (A billboard is regulated in the same way as a commercial business (brick & mortar) off-site sign.)

6. Sign Permit processes are “To be developed”. Fee schedules have not been addressed. How can we analyze and comment the economic effects of this regulation?

7. Highway Oriented Sign permit processes are inconsistent. Sometimes it refers to Highway 50, others just to highways. Will this ordinance also impact Highways 49, 88 and 193 or others?

8. Community Sign Program requirements are yet to be developed.

9. Request that the County either bifurcate the process to address the Billboard concerns separately and then complete an ordinance for the remainder of the signage. Or, alternatively, develop an ordinance with two distinct tracks: one Suburban with Community Regions and the other Rural with Rural Centers.
Ordinance Highlights/Concerns (Into the Weeds!)

1. **Policies for Sign Regulations** *(page 2)*
   a. General Prohibitions (17.16.020.E) – “Permanent signs not expressly permitted by this Article are prohibited”.

2. **Permit Requirements for Review Procedures** *(pages 3)*
   a. Sign Permits Required (17.16.030.A.1) – “Sign permits shall be required for all permanent signs (building attached or freestanding) prior to …” installation unless exempted.
   b. Community Sign Program *(top of page 4)* – Sign Permit shall be “similar” to an administrative permit (still being developed). Development standards are referenced in section (17.16.090,C) on **page 22**.
      i. 17.16.090.C defines the Community Sign Program and states “the following development and design standards apply”. No real standards are included in this section.
      ii. “Community Directional” signage is defined here and states it is “limited to signs placed by the County on County roads” … to “points of interest”. This conflicts with page 4 definition.
      iii. Meanwhile, back at 17.16.030.A.3 *(top of page 4)* three types of community sign programs are identified:
         1. Community directional signs – **off-site wayfinding signs** to direct visitors and residents to tourism, recreation and agricultural destinations
         2. Community ID signs – points of entry
         3. Community event signs – special events
      iv. Highway-Oriented Sign Permit in 17.16.030.A.4 refers to signs “located within 100 feet of a designated state highway”. On pages 18, 19 and 31, definitions, it states it is “within 100 feet of Highway 50” in areas not designated scenic corridors (not defined). Needs clarification.

3. **Exempt Signs** *(page 6)* – 17.06.040.A.11- “Agricultural Industry Association on-site identification signs, as approved by the Board of Supervisors, such as those offered by the El Dorado County Farm Bureau, Farm Trails, Apple Hill Growers and similar associations”.
   a. Does NOT include **wayfinding** signs that are off-site (i.e., Winery Associations’ ladder and monument signs)
   b. Does NOT include **directional** signs that are off-site (i.e., Farm Trails & Apple Hill)

4. **Prohibited Signs** *(page 8)* – 17.16.050.
   a. A. “Any sign not specifically in accordance …” with this Chapter.
   b. C. “Roof signs” or signs placed above the rooftop.”
c. E. “Pennants, banners, balloons or other paraphernalia composed of paper, cloth or other flexible material, except as otherwise permitted (i.e., Special Use Permit).

d. F. "Pole signs as defined in this Title . . . “ (see page 31, ”Freestanding Signs”) (e.g. Ag District and Farm Trails signs)

e. H. “Signs placed on the public right-of-way . . .“ or “on private property affixed to a fence . . . tree, shrub rock or other natural object on private property” (e.g., Farm Bureau and Farm Trails signs)

f. J. “Signs painted on a fence.”

g. N. “Signs . . . dilapidated, abandoned or in disrepair . . .”

5. General Sign Development and Design Standards 17.16.060 (page 9)

a. Interference with Motorist Field of Vision (page 12) D.3 states that “signs shall not be located within the ‘cross visibility area’, as defined”. (See page 30, top of page for definition) M. specifies clear view criteria that may not be applicable in a rural setting. This should be reviewed.

b. Design Standards for Specific Design Types (page 14) |
   i) 1. A-Frame Signs . . . shall be removed during all times when the business is closed.
   ii) 5. Projecting sign requirements (page 15) criteria (rural centers?)

6. Permanent On-Site Sign Regulations 17.16.070.

a. Sign Standards table (page 16) free-standing sign allowances are unchanged from the current zoning

b. No allowance here for building attached signs – needs to be addressed; inconsistent with existing zoning which recognizes commercial activities on ag lands.

c. Zone Districts reflect old zoning designations and need to be updated.

d. 17.16.070.F (Page 20) for reference to additional requirements for winery, B&B and ranch marketing signage in current zoning code (17.16) - - needs to be updated and incorporated in the proposed draft zoning code (17.36).

e. Recommend agricultural signage be incorporated into matrix.

f. Reserved section for development standards for “Designated Scenic Corridors”. Stay tuned for future discussion.

7. Off-site Sign Regulations 17.16.090

a. A. General Prohibition (page 21) “Generally, all new off-site commercial signage is prohibited within the county.” (e.g. billboards)

b. Community Sign Programs not well-defined for rural application, needs specificity.
   i. Directional signs seem most applicable to Rural Regions.
   ii. 17.16.100.F (page 24) further references sections not well-defined. The wayfinding and directional signage requirements not specified.
8. Illegal, Abandoned and Nonconforming Signs 17.16.110 (page 25)
   a. A. Illegal signs will be abated if not removed or brought into conformance within 30 days of notice.
   b. B. Abandoned signs must be replaced with blank sign copy within 90 days of close of business; may remain for 9 months (12 months total), and then must be removed. If not removed, the removal may be abated at owner expense. This may be too short for rural businesses that are for sale but no longer in operation (reference discussion on non-conforming uses in proposed draft ordinance).
   c. C. Non-conforming Signs shall be “amortized out” within the prescribed time period or they may be abated at owner expense.
   d. See Table 17.16.110 (page 25). Banners – 2 years; Roof signs – 4 years; Freestanding signs – 7 years.

9. Definitions 17.16.120 (page 27)
   a. Commercial Message (page 29)
   b. Community Sign Programs (page 29)
   c. Cross-visibility Area (page 30)
   d. Exempt Sign (page 30)
   e. Free-standing Sign (page 31)
   f. Off-site Signage (page 32)
   g. Portable Sign (page 33)
   h. Roof Sign (page 33)
   i. Subdivision Ladder Sign (page 35)
   j. Temporary Sign (page 35)
   k. Temporary Sign (page 35)
Kimberly A. Kerr  
Interim Director  
Community Development Agency  
2850 Fairlane Court  
Placerville, CA 95667-4197

Re: El Dorado County Sign Ordinance Update (OR 12-0001)

Dear Ms. Kerr:

This office represents the El Dorado County Transit Authority ("Transit"). Transit operates as a Joint Powers Authority between the County of El Dorado and the City of Placerville.

Transit uses revenue from the lease of advertising space on its bus shelters to fund construction and maintenance of the shelters. Although Transit’s buses currently do not carry advertising, they have done so in the past and Transit wishes to maintain its right to lease such advertising space in the future, pursuant to economic dictates. All advertising contracts comply with Transit’s policies as approved by Transit’s Board of Directors.

This is to request that Section 17.16.040, Exempt Signs, of the draft Sign Ordinance Update be amended to include an exemption substantially as follows:

"Signs and advertising located upon the buses, vehicles and bus shelters of the El Dorado County Transit Authority."

Thank you for your consideration.

Very truly yours,

[Signature]

William M. Wright

WMW:cf  
cc: Mindy Jackson, Executive Director
Mindy Jackson <MJackson@eldoradotransit.com>  
To: david.defanti@edcgov.us, shawna.purvines@edcgov.us  

Mon, Aug 19, 2013 at 2:18 PM

Mr. Defanti and Ms. Purvines:

It is our understanding that you are managing the El Dorado County Sign Ordinance Update (OR 12-0001). The attached comments were mailed on August 14, 2013 however; we are sending a copy to your attention to ensure that the comments are received timely.

If there are any comments or concerns, please contact me directly

Thank you.

Mindy Jackson
Executive Director

El Dorado Transit
(530) 642-5383 Ext. 210
August 14, 2013

Kimberly A. Kerr
Interim Director
Community Development Agency
2850 Fairlane Court
Placerville, CA 95667-4197

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Thank you for your consideration.

Very truly yours,

William M. Wright

WMW:cf
cc: Mindy Jackson, Executive Director
Agriculture presentation regarding the Sign Ordinance

Valerie Zentner <valeriez@edcfb.com> Thu, Aug 29, 2013 at 5:25 PM
To: bostwo@edcgov.us, bosone@edcgov.us, The BOSTHREE <bostthree@edcgov.us>, The BOSFOUR <bosfour@edcgov.us>, bosfive@edcgov.us
Cc: Shawna Purvines <shawna.purvines@edcgov.us>, Charlene Carveth <charlene.carveth@edcgov.us>, David Defanti <david.defanti@edcgov.us>

Dear Supervisors,

I wanted to share with you the PowerPoint that we presented to the Ag Commission and Planning Commission concerning the proposed draft Sign Ordinance. This also includes my notes that address the content on each of the slides.

We see numerous concerns for rural signage in the proposed ordinance. Farm Bureau will be working to finalize our official written comments that will be submitted by the September 9 deadline. In the meantime, should you have questions on the attachment or wish to have a dialogue on this matter, please do not hesitate to contact me and we’ll be happy to arrange a time.

Valerie Zentner, Executive Director
El Dorado County Farm Bureau
530.622.7773

AC Sign Ord Presentation_notes.pdf
1688K
Ordinance was not developed with input from affected industries & economic impacts not analyzed per GP - - 10.1.2.4.1 and 10.1.2.5 – unintended consequences?

Suburban/urban ordinance – doesn’t consider rural needs – one size does NOT fit all
Ordinance is redundant, confusing & internally inconsistent - must flip through multiple sections that are in conflict with one another (i.e., definitions)

Zoning code references include old zone designations & some new designations . . . Confusion - is this 17.16 or is it 17.36 (17.36 Signs. Reserved)

All off-site signs are not the same - - billboards whose purpose is to sell advertising vs. brick & mortar businesses promoting same

Sign permit processes are yet "to be developed". Fee schedules are not addressed. How can we analyze and comment on the impact to business?

Highway-oriented sign permits - inconsistent - - is it just Highway 50 or will it affect 49, 193, 88 - - others?

Community sign programs - - could address rural signage but not yet developed - - how can we analyze and comment?

Policies for Sign Regulations (Page 2)
- General Prohibitions (17.16.020E) - "Permanent signs not expressly permitted by this Article are prohibited".

Permit Requirements (Pages 3-5)
- (17.16.030A 1.) - "Sign permits shall be required for all permanent signs (building attached or freestanding) prior to..." Installation unless exempted.
- (17.16.030A 3.) - Community Sign Program (Top of page 4)
  - The BOS is the decision-making authority for all new Community Sign Programs
  - Sign permit shall be similar to an administrative permit
  - Development and design standards are listed in Section 17.16.090C

Ordinance approach is "if it isn’t listed here, it is prohibited" vs. "these uses are excluded and all else is allowed"

Community Sign Program - - could it be applied to association signage?
Community Directional Sign Program -- Would this program work for agricultural signage?

- (17.16.030 A.3.a) -- (Top of page 4) states, "Said program shall establish directional wayfinding signs as off-site signs on public streets or public rights-of-way to encourage, facilitate, and assist visitors and residents to find points of interest, recreational areas, and tourist industries in the county, such as wineries, vineyards, and ranch marketing.

- (17.16.090 C) -- Community Sign Program (Bottom of page 22) states, "The following development and design standards apply."
  1. "Community Directional. The community directional sign program is limited to signs placed by the county on county roads to direct residents and visitors to points of interest, recreational areas, and tourist industries in the county. Where applicable, the use of ladder signs shall be required in higher density areas to reduce sign clutter."

Community Directional Sign Program is a subset of the community program -- for directional and wayfinding signs (off-site) -- this seems hopeful.

Signs that are off-site must be installed by the county -- estimated $400 to $500 per each sign to install.

The second bullet says the "following development & design standards apply" but then don't include design standards -- but more conflicting definitions are given.

Examples of common off-site signs in the Rural Regions -- ladder sign on the left, monument sign on the right, and a Farm Trails directional sign next to it.

Individual business signage is needed too.
Exempt Signs (Page 5)

- (17.16.040) – "The following sign types are expressly exempted from the Sign Permit requirements of this Article but must satisfy any and all other applicable permit requirements when necessary (e.g., Building, Electrical, Plumbing, Grading, Encroachment).

Exempt Signs continued (Page 6)

- 11. “Agricultural Industry Association on-site identification signs, as approved by the Board of Supervisors, such as those offered by the El Dorado County Farm Bureau, Farm Trails, Apple Hill Growers, and similar associations”.

* Does NOT include directional wayfinding signs that are off-site (e.g., winery association trail or monument signs).
* Does NOT include directional association signs that are off-site (e.g., Apple Hill Growers, Farm Trails, etc.)

Exempt signs allows the agricultural industry related signs - - but only exempts ON SITE signage.

The Importance of logo signage and mapped routes is the ability for WAYFINDING and DIRECTIONAL signs - - businesses need these to draw customers.

Does NOT exempt certification signs

This is not an association sign, but it is a certified program that tells a positive story - - it is not an exempt sign.
These off-site signs are NOT exempt

Again, these off-site signs will not be exempted in the proposed draft, they will have to be placed in the right of way by the county

Here is the Apple Hill signage book that has mapped every sign with the logo – 32 signs x $500 = $16,000 for this one area alone if these were installed today

Are these on-site signs exempt?

Are these on-site business signs exempt?
Prohibited Signs (Pages 8-9)

- "The signs listed in this Section are inconsistent with the requirements of this Chapter as described below and as such are prohibited in all zones, unless specifically authorized by another requirement of this Article.
  
  + A. Any sign not specifically in accordance with the requirements of this Chapter.
  + C. Roof signs or signs placed above the roofline.
  + Roof Sign defined (page 53): A sign erected, constructed, painted, or placed upon or over a roof or parapet wall of a building and which is wholly or partly supported by the building or roof structure.
  + E. Pennants, banners, balloons, or other paraphernalia composed of paper, cloth, or other flexible material, except as otherwise permitted.

Again, the ordinance states that any sign not specified is prohibited.

Roof signs are prohibited - - erected, painted, or placed upon or over a roof.

Pennants, banners, etc., unless they are approved in another permit process (CUP) are prohibited.

Prohibited Signs continued (Page 9)

- F. Pole signs, as defined in this Title. Note that freestanding signs constructed with poles as the substructure where the poles are encased to incorporate design features are not considered pole signs.

- Pole Signs defined (page 31): A freestanding sign detached from a building and supported by one or more structural elements that are either: (a) architecturally dissimilar to the design of the sign; or (b) less than one-quarter the width of the sign face.

- H. Signs placed on the public right-of-way... or signs on private property affixed to a fence; or signs affixed to a tree, shrub, rock, or other natural object on private property.

- J. Signs painted upon a fence.

- N. Signs that are dilapidated, abandoned, or in disrepair or dangerous condition.

Pole signs are prohibited - - a free-standing sign where less than one-quarter the width of the sign face is the supporting pole.

Signed in the public right of way - - including affixed to a fence, tree, shrub, rock... Etc.

Signs painted on a fence

And abandoned signs - - which we'll address more later.
Prohibited Signs....(Roof Signs)

Hmmmm . . . See any familiar roof mounted signs here? This also affects our Rural Centers, bottom right corner. Is this really a problem?

Prohibited signs???

Hmmmm . . . See these familiar roof painted signs? They would be prohibited in the new ordinance. These will become non-conforming after amortization . . . Stay tuned.
Prohibited signs (is this a pole sign?)

These are common pole signs - including the Ag District sign placed by the county to promote agricultural areas & the Hooverville wayfinding sign

Prohibited Signs...

Our visitors also need what I call “reassurance” signs -- this tells them they are on the right track -- it keeps them from feeling lost -- or we lose business
Design Standards for Specific Sign Types
(Page 14)

1. A-Frame Signs. A-frame signs, where permitted under Section 17.16.080 (Temporary On-Site Sign Regulations), shall be placed at least five feet behind the face of curb and outside the County right-of-way. A-frame signs shall be removed during all times when the business is closed.

Off-site and in County ROW

In County ROW

Other prohibited signs include A-frame signs in a right of way and outside of the right of way must be temporary, and brought in at night.

A-frame signs are common off-site signage for businesses where the store front is not visible from the road and there is no curb in sight!

The “cross-visibility area” (CVA) is different in a rural setting than in a suburban setting -- and that needs to be analyzed differently.

Design Standards for Specific Sign Types
(Page 15)

5. Projecting Signs. Projecting signs, including but not limited to, blade signs, bracket signs, and marquee signs, shall be considered wall signs for the purposes of sign area calculation purposes. Projecting signs shall only be permitted as follows:

Would this regulation work in our rural areas?

Here is a grange hall that uses projecting signs, banners and blade signs - - none of these meet the requirements specified in the proposed ordinance.

Is it really a problem in our rural communities that we should address?
Permanent On-Site Sign Regulations (Page 16)

- 17.16.070 Table:
  - Freestanding sign allowances are unchanged from current zoning ordinance for agricultural zones.
  - Current zoning ordinance does not address building attached signs in agricultural zones, therefore in this draft, they are not allowed.
  - Building attached signs are allowed in commercial zones (see page 17). The proposed Draft Zoning Ordinance recognizes commercial activities on agricultural lands. Building attached signage needs to be addressed.
- 17.16.070F. (Page 20) Ranch marketing, winery, and bed and breakfast inn signs shall be subject to requirements and standards under Sections 17.14.190, 17.14.200, and 17.14.220, respectively.

The number of free-standing signs allowed has not changed from the current zoning ordinance for agricultural zones.

The current zoning ordinance does not address building attached signs--the proposed ordinance does not allow them in agricultural zones. We need to be allowed building attached signs--did not include in the slide show--but I could come back and show you some! (i.e., Bavarian Hills)

This last paragraph states that these signs are subject to the standards in these sections... But in the proposed zoning code all of that signage was to be moved to section 17.36 -- Signs (reserved) so this is inconsistent with the current draft ordinance being studied.

Off-Site Sign Regulations (Page 21)

- 17.16.090
  - A. "General Prohibition. Generally, all new off-site commercial signage is prohibited within the county. Existing off-site commercial signs are considered nonconforming signs as regulated by Section 17.16.110 [Illegal, Abandoned, and Nonconforming Signs]."
  - C. Community Sign Programs.
    - 1. Community Directional: (Development and design standards section -- none listed)

This general prohibition, we believe, is intended to address billboards but other new "off-site commercial" signage could be negatively impacted... They are deemed non-conforming and then are subject to abatement.

Again the Community Sign Programs refers to a section for design standards... but none are listed.
Illegal, Abandoned, and Nonconforming Signs (Pages 25-26)

17.16.110

- A. Illegal Signs will be abated, if not removed or brought into conformance within 30 days notice.
- B. Abandoned Signs "shall be replaced with blank sign copy within 90 days of the close of the business..."
- C. Nonconforming Signs "...shall be considered to be an illegal sign after the amortization period provided in Table 17.16.110...has expired and conformance has not been accomplished"

<table>
<thead>
<tr>
<th>Type of Nonconforming Sign</th>
<th>Time for Compliance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Architectural banners, awnings/monopoly signs,</td>
<td>2 years</td>
</tr>
<tr>
<td>under-canopy signs, advertising, and blade</td>
<td></td>
</tr>
<tr>
<td>signs</td>
<td></td>
</tr>
<tr>
<td>Other building signs (e.g., roof signs)</td>
<td>4 years</td>
</tr>
<tr>
<td>Freestanding signs and all other signs</td>
<td>7 years</td>
</tr>
</tbody>
</table>

This is the abatement and non-conforming sign section. Basically illegal signs have 30 days to be brought into conformance after notice is given. Abandoned signs must place blank copy within 90 days of the close of the business and will be allowed for up to a year with blank signage, then they must be removed or abated. This is too short a timeframe for rural businesses that may be for sale although not in operation. It is a consideration that was discussed during the draft zoning ordinance update process.

Su, taken literally, all nonconforming signs (read: all of the ones we just showed you) will follow the amortization schedule here... if they are not brought into conformance they will be noticed and abated if necessary.

Recommendation/Comments:

- Rural Signage Section to address agricultural/natural resource signage needs

Ideally, if the Board of Supervisors wants to address the billboard issues quickly we would recommend they bifurcate the process to deal with it separately.

We request that a separate section be developed to address rural signage in the draft sign ordinance to adequately address the needs of the community in the agricultural and natural resource zones, the rural regions & the rural centers. This would include the Rural Lands zones as the home occupations & other rural businesses have the same needs as our agricultural businesses.

Keep the suburban/urban ordinance for those areas to which it can easily apply. Develop two tracks if necessary.

The Ag Commission supported this with a recommendation that signage in rural areas be addressed and administered separately from signage in urban areas.
Sign Ordinance Update - Comments
1 message

Valerie Zentner <valeriez@edcfb.com> Fri, Sep 6, 2013 at 2:49 PM
To: Shawna Purvines <shawna.purvines@edcgov.us>
Cc: Charlene Carveth <charlene.carveth@edcgov.us>, Chris Flores <Chris.Flores@edcgov.us>, David Defanti <david.defarti@edcgov.us>

Shawna,

Attached is the Farm Bureau's comment letter on the proposed Sign Ordinance Update. If you have questions or require any clarification, please do not hesitate to contact the undersigned.

Valerie Zentner, Executive Director
El Dorado County Farm Bureau

FB Comments - EDC sign ord 09-13.pdf
474K
September 6, 2013

County of El Dorado
Development Services Department
2850 Fairlane Court
Placerville, CA 95667

Attention: Shawna Purvines, Senior Planner
Subject: Proposed Sign Ordinance Update
Reference: Assistant CAO letter dated July 8, 2013, same subject

Dear Shawna,

The El Dorado County Farm Bureau has reviewed the Proposed Sign Zoning Ordinance Update and is pleased to provide our comments. In general, we find that the draft applies a "one size fits all" approach to agricultural sign uses in the rural areas, applying the same criteria as for suburban and commercial settings.

We have identified the main areas of concerns in our attached comments, Exhibits 1 and 2, but note that there is still much work to be done on the requirements, standards, and terminology, both imbedded in the code and in the Definitions section. We recommend that agricultural signage be separately addressed in a new "rural signs" section of this ordinance, yet to be developed with the input of the affected industries in the rural communities.

We look forward to seeing these issues addressed as this process proceeds. We thank you for the opportunity to participate in this important process. The point of contact for our organization for all future correspondence is the undersigned. For telephone inquiries, please contact our Executive Director, Valerie Zentner, at (530) 622-7773.

Sincerely,

James E. Davies
President

cc: El Dorado County Board of Supervisors
    El Dorado County Planning Commissioners
    El Dorado County Agricultural Commissioners

Protect, promote, and enhance the economic opportunities and long-term viability for El Dorado County farmers, ranchers, and foresters.
El Dorado County Farm Bureau
Comments to Agricultural & Planning Commissions
September 2013 – Exhibit 1

General Comments

1. The sign ordinance development did not include input from the affected industries (GP policy 10.1.2.4.1) and did not analyze the economical effect of the regulation on private property (GP policy 10.1.2.5). This resulted in unintended consequences for the regulated community.

2. This is a suburban/urban ordinance that does not take into account the needs of a rural economy. One size does NOT fit all.

3. The ordinance is redundant, confusing and internally inconsistent. Understanding definitions and requirements requires flipping through multiple sections which are in conflict with one another.

4. The zoning code references include OLD zone designators (existing) and some NEW zone designators (proposed) creating confusion. Is this 17.16 (old zoning code) or 17.36 (new zoning code)?

5. All off-site signs are not created equal - - but they are treated the same. A billboard is regulated in the same way as a "brick and mortar" commercial business off-site sign.

6. Sign Permit processes are "To be developed". Fee schedules have not been addressed. How can we analyze and comment on the economic effects of this regulation without more specificity?

7. Highway Oriented Sign permit processes are inconsistent. Sometimes it refers to Highway 50, others just to highways. Will this ordinance also impact Highways 49, 88 and 193 or others? If this is intended to address freeway oriented signs, then it should so state that. If this is meant to address "state maintained roads" it will have an enormous impact on the rural communities who have businesses adjacent to such roads.

8. Community Sign Program requirements are yet to be developed. How can we analyze and comment on this program when it is not yet defined?

9. We request that the County bifurcate the process to address the Billboard concerns separately and then complete an ordinance for the remainder of the signage.

10. Alternatively, develop an ordinance with three distinct tracks: 1) "Signage for Community Regions", 2) "Freeway-Oriented Signs" and 3) "Signage for Rural Regions".
Specific Ordinance Comments

1. Policies for Sign Regulations.
   a. General Prohibitions (17.16.020.E) – “Permanent signs not expressly permitted by this Article are prohibited”. Pretty restrictive in that it assumes that all possible signage can be identified and defined adequately today. It also is a shift from “if it’s not listed here, it is allowed” which would be much simpler for the user and the county administration to implement.

2. Permit Requirements for Review Procedures.
   a. Sign Permits Required (17.16.030.A.1) – “Sign permits shall be required for all permanent signs (building attached or freestanding) prior to . . .” installation unless exempted. What level of permit supporting documents will be required . . . . engineered drawings or some other standard? There should be a range of permit processes and a range of fees applicable to the various types of sign projects. These requirements will have an effect on the economic feasibility of applying for permits.

   b. Community Sign Program – Sign Permit shall be “similar” to an administrative permit (still being developed). Development standards are referenced in section (17.16.090.C) on page 22.
      (i) 17.16.090.C defines the Community Sign Program and states “the following development and design standards apply”. But there are no real standards included in this section, just more definitions.
      (ii) “Community Directional” signage is defined here and states it is “limited to signs placed by the County on County roads” . . . to “points of interest”. This conflicts with page 4 definition. The minimum cost to have signs placed in the County Right of Way (ROW) by County staff is $500 per sign. This is cost prohibitive to the community associations who would potentially use this program. The Apple Hill directional signs alone (32 in all) would cost $16,000 just to install in the ROW in the future according to this ordinance.
      (iii) Meanwhile, back at 17.16.030.A.3 three types of community sign programs are identified:
         1. Community directional signs – off-site wayfinding signs to direct visitors and residents to tourism, recreation and agricultural destinations - - but no real standards have yet been identified. Although this seems to be a good concept it is impossible to comment without more specificity of the requirements.
         2. Community ID signs – points of entry
         3. Community event signs – special events
      (iv) Highway-Oriented Sign Permit in 17.16.030.A.4 refers to signs “located within 100 feet of a designated state highway”. On pages 18 , 19 and 31, definitions, it states “within 100 feet of Highway 50” in areas not designated scenic corridors (not defined). Needs clarification. If this applies to more than Highway 50 it needs to have public input and analysis as that is potentially onerous to rural businesses.
3. **Exempt Signs** – 17.06.040.A.11- “Agricultural Industry Association **on-site** identification signs, as approved by the Board of Supervisors, such as those offered by the El Dorado County Farm Bureau, Farm Trails, Apple Hill Growers and similar associations”.
   a. Does NOT include **wayfinding** signs that are off-site (i.e., Winery Associations’ ladder and monument signs)
   b. Does NOT include **directional** signs that are off-site (i.e., Farm Trails & Apple Hill)
   c. This is not practical and it is unrealistic to limit association signage to “on-site”. No one will see these exempt signs if we can’t get the visitors to our rural locations.

4. **Prohibited Signs** – 17.16.050.
   a. A. "Any sign not specifically in accordance . . ." with this Chapter. Pretty draconian and does not allow for signs that are routinely in use currently.
   b. C. “**Roof signs** or signs placed above the roofline.” This affects our rural businesses as well as buildings in our Rural Centers, which may or may not occur on commercial zoning.
   c. E. "**Pennants**, banners, balloons or other paraphernalia composed of paper, cloth or other flexible material, except as otherwise permitted. It is unclear what "other paraphernalia" or "otherwise permitted" means.
   d. F. “**Pole signs** as defined in this Title . . .” (see page 31, “Freestanding Signs”) would affect our Ag District, winery association, Apple Hill, and Farm Trails signs.
   e. H. “**Signs placed on the public right-of-way . . .**” or "on private property affixed to a fence . . . tree, shrub rock or other natural object on private property" would affect association signs like Farm Bureau, Apple Hill and Farm Trails signs. It also could preclude the use of “reassurance signs” designed to tell our visitors that they are not lost!
   f. J. “**Signs painted on a fence.**” Why is this an issue in a rural setting?
   g. Refer to Exhibit 2 for examples of Rural Signs currently in use that will become prohibited in the proposed ordinance.

5. **General Sign Development and Design Standards** 17.16.060
   a. Interference with Motorist Field of Vision D.3 states that "signs shall not be located within the 'cross visibility area', as defined". (See page 30, top of page for definition) M. specifies clear view criteria that may not be applicable in a rural setting. This should be reviewed for rural application as this standard was written for city streets. In the zoning ordinance update the CVA was moved to the "design manual" and out of the zoning code.
   b. I. Design Standards for Specific Design Types.
      i) 1. **A-Frame Signs** . . . shall be placed at least five feet behind the face of the curb and outside the County right of way. We do not generally have curbs in the rural regions or rural centers. The only place a sign could occur in the rural regions is in the County right of way. A frames shall be removed during all times when the business is closed. May not be practical but we should consider how this could be tailored to fit the rural setting.
      ii) 5. Projecting sign requirements criteria could affect the rural centers.
   c. Refer to Exhibit 2 for examples of Rural Signs currently in use that will become non-conforming in the proposed ordinance.
6. **Permanent On-Site Sign Regulations 17.16.070.**
   a. No allowance here for building attached signs – needs to be addressed; inconsistent with existing zoning which recognizes commercial activities on ag lands; agricultural zones need to be allowed this use. This use already exists in the agricultural zones and would be rendered non-conforming.
   b. Zone Districts reflect old zoning designations and need to be updated.
   c. 17.16.070.F makes reference to additional requirements for winery, B&B and ranch marketing signage in current zoning code (17.16). This needs to be updated and incorporated in the proposed draft zoning code (17.36) as these references have been moved to 17.36 Signs (reserved) in the proposed Zoning Ordinance Update and no longer reside in the Ranch Marketing, Winery, or B&B portions of the (new) zoning code.
   d. Recommend agricultural signage be incorporated into this matrix.
   e. Reserved section for development standards for “Designated Scenic Corridors”. Scenic Corridors and viewsheds should only include areas that are studied and specifically called out in the Scenic Corridors ordinance (not yet written) or as specified in the General Plan.
   f. Refer to Exhibit 2 for examples of Rural Signs currently in use that will become non-conforming in the proposed ordinance.

7. **Off-site Sign Regulations 17.16.090**
   a. A General Prohibition “Generally, all new off-site commercial signage is prohibited within the county.” (e.g. billboards). This would negatively affect all winery, Ranch Marketing, home occupation and B&B signage that is off-site. This is especially true for rural businesses that do not have direct access to a county or state maintained road like many operations that our “land locked” in our agricultural districts.
   b. Community Sign Programs are not well-defined for rural application, needs specificity.
      i. Directional signs seem most applicable to Rural Regions.
      ii. 17.16.100.F further references sections not well-defined. The wayfinding and directional signage requirements are not specified.
   c. Refer to Exhibit 2 for examples of Rural Signs currently in use that will become non-conforming in the proposed ordinance.

8. **Illegal, Abandoned and Nonconforming Signs 17.16.110**
   a. **Illegal signs** will be abated if not removed or brought into conformance within 30 days of notice.
   b. **Abandoned** signs must be replaced with blank sign copy within 90 days of close of business; may remain for 9 months (12 months total), and then must be removed. If not removed, the removal may be abated at owner expense. This timeframe may be too short for rural businesses that are for sale but no longer in operation (reference previous discussions on non-conforming uses in proposed draft ordinance). This needs to be consistent with other sections addressing non-conforming uses, buildings and parcels.
   c. **Non-conforming** Signs shall be “amortized out” within the prescribed time period or they may be abated at owner expense. This is onerous for small business owners.
   d. See Table 17.16.110 (page 25). Banners – 2 years; Roof signs – 4 years; Freestanding signs – 7 years.
e. In order to implement the amortization process, the county would first have to inventory the signs and then would have to implement a notice and abatement process for each "class" of sign to be amortized out. Can the county really afford this? There is a negative economic effect not only on the local landowners and business owners but also on the county government that must be considered.
Exhibit 2

Examples of Existing Rural Signage that will be affected by the Ordinance
Most if not all of these signs would be "prohibited", "illegal", or non-conforming under the proposed ordinance.

One more sign will be needed to announce "going out of business" at the county line if this ordinance is adopted as written.
September 3, 2013

Kimberly A. Kerr, Interim Director
El Dorado County Community Development Agency
2850 Fairlane Court
Placerville, CA 95667

Re: Public Review – Sign Ordinance Update OR12-0001

Dear Ms. Kerr:

We appreciate the opportunity to review and respond to the Sign Ordinance Update OR12-0001.

On behalf of the County Office of Education we would like to propose the County restrict the posting of signs promoting alcohol and tobacco use. As educators, we help shape the future of our youngest citizens and hope the County will support this effort with positive signage in our County.

Sincerely,

Jeremy M. Meyers,
County Superintendent
Comments from the Divide Chamber of Commerce re:draft sign ordinance

1 message

Linnea <ldmarenco@yahoo.com>  Sun, Sep 8, 2013 at 9:50 AM
Reply-To: Linnea <ldmarenco@yahoo.com>
To: Shawna Purvines <shawna.purvines@edcog.us>

Dear Shawna,

Attached please find comments from the Board of the Divide Chamber of Commerce to the final draft Sign Ordinance.

Sign ordinance draft for DCOC3.docx
2942K
To: Shawna Purvines, El Dorado County

From: Kathleen Mendenhall, VP and Public Relations Officer

Linnea Marenco, Board Member

Divide Chamber of Commerce

Re: Sign Ordinance Draft

The Board of the Divide Chamber of Commerce is in receipt of the draft sign ordinance. We would appreciate more time to review and submit our comments (GP 10.1.2.4.1). We are concerned about the potential economic effects on the regulation of private property (GP 10.1.2.5).

A preliminary review provides several areas of immediate concern:

1. At first preliminary review, the draft ordinance does not fit the needs of rural business. While this sign ordinance draft might apply to a more urban/suburban area, it would be detrimental to the needs of rural commerce. We would suggest a separate sign ordinance to properly address the needs of the rural/agricultural/natural resource businesses. Clearly one size does not fit all.

2. It appears that roof signs or signs placed above the roofline are prohibited. Roof signs are defined (page 33) as – “A sign erected, constructed, painted, or placed upon or over a roof or parapet wall of a building and which is wholly or partly supported by the building or roof structure.” Building attached signs in rural business areas (as opposed to commercial zones) must be adequately addressed to protect and preserve rural commerce. We are concerned many of the signs in North El Dorado County could be considered roof signs and thus prohibited.

3. Signs painted upon a fence are prohibited. Additionally, signs on private property affixed to a fence, or affixed to a tree, shrub, rock or other natural object on private property would be prohibited.

4. All new off-site commercial signage would be prohibited and existing off-site commercial signs would be considered nonconforming signs as regulated by Section 17.16.110 (Illegal, Abandoned, and Nonconforming Signs).

5. How would off-site wayfinding and directional signs be treated? We are in the process of developing our Adventure Loop Tour which includes wayfinding/directional signs.

6. Illegal signs would be required to be abated, if not removed or brought into conformance within 30 days notice. We are concerned the majority of signs on the Divide would need to be taken down and replaced at the expense of the business owner.

We would like to suggest an ordinance with separate and distinct tracks: one suburban for Community Regions and the other for Rural Centers and Rural Regions. The Sign Ordinance draft clearly does not meet the needs and requirements of rural commerce in Rural Centers and Rural Regions. We are concerned about the potential negative economic effects of this draft regulation in rural areas.
Attached please find existing examples of signs on or near the Divide.
Comment on Comprehensive Sign Ordinance, File #13-0086

1 message

Lori at Shingle Springs Community Alliance
<info@shinglespringscommunityalliance.com>
To: Shawna Purvines <shawna.purvines@edcgov.us>

Mon, Sep 9, 2013 at 7:24 AM

Dear Shawna Purvines,

People from all over the county had asked the Board of Supervisors for an updated Sign Ordinance to rid the county of unwanted billboards and sign clutter. That is all the people asked for. The proposed Sign Ordinance is unnecessarily complex and oversteps what is needed to address the concerns of the public. We encourage staff to take the current Sign Ordinance and simply update it to prohibit any new billboards and remove existing billboards in the county. We would like the new ordinance approved as soon as possible to rid the county of unwanted billboards and visual clutter.

Thank you,

Lori Parlin on behalf of the
Shingle Springs Community Alliance, No San Stino, and Stop Tilden Park

Keeping Shingle Springs Rural

P.O. Box 1581, Shingle Springs, CA 95662

www.ShingleSpringsCommunityAlliance.com
www.StopTildenPark.com
www.NoSanStino.com
www.facebook.com/ShingleSpringsCommunityAlliance

Click here to sign our online petition of support
September 10, 2013

Kimberly Kerr,
Community Development Agency Interim Director
2850 Fair Lane
Placerville, CA 95667

RE: County Sign Ordinance Update

Dear Kim,

Thank you for the opportunity to comment on the County’s Proposed Sign Ordinance. District staff has reviewed the document to see how the new ordinance would affect Cameron Park Community Services District. Our areas of concern are as follows:

- Permanent Signs within CSD park facilities
- Directional signs leading public to CSD park facilities
- Special event promotional signs within CSD parks and on/near County roads.
- Community identification signs

CSD staff is in support of the sections of the ordinance relating to the Community Sign Program, which allows for directional signs, community identification signs, and temporary event promotion signs. We have specific comments regarding the size of banners, which are attached. Staff efficiency in requesting permitted signs is important, and the CSD will work with the County to determine a streamlined approach to requesting these signs.

Attached is CSD staff’s comments concerning sections 17.16.070 Permanent On-Site Regulations (pages 16-18) and 17.16.100 Allowed Signs on Public Property. In addition, the CSD has park signs currently that do not conform to the proposed ordinance; and a description of those signs is also attached.

This letter represents the CSD staff’s initial response to the County’s Proposed Sign Ordinance, and we may have additional comments as the process moves forward. If you have any questions or concerns about our comments, please feel free to call me at 677-2231. Thank you again for the opportunity to comment on the County’s proposed changes.

Sincerely,

Mary Cahill, General Manager
September 10, 2013

Cameron Park Community Services District

Comments on Proposed Sign Ordinance

Section 17.16.080 Allowed Temporary On-Site Sign Standards

CSD has banners which exceed the allowable square footage, and request that the banner size be increased to 50 square feet.

Section 17.16.070 Permanent On-Site Regulations (pages 16-18)

Zoning District RF (Recreational Facilities) is limited and restrictive. The permitted signs for RF Zone does not allow for the various signs needed for park facilities, including park monument signs at entrance(s), information kiosks, regulatory and park rules signs, educational and interpretive signs, directional signs within the park, memorial plaques, sponsorship signs, picnic area and site specific signs within the park. As the public process moves ahead, the CSD will provide the County with additional comments to make this section more inclusive of all the necessary signs for a park facility. Alternatives would be to have this section defer to the CSD for the sign policy within CSD facilities, or to exempt the CSD from the County’s Sign Ordinance.

Section 17.16.100 Allowed Signs on Public Property

CSD staff would like to have CSD properties specifically exempt from this section. This would allow the CSD to determine appropriate signs within its own facilities and jurisdiction.

Current Park Signs

Park signs located at Hacienda Park (dimensions 4’ x 8’, 8’ tall), David West Park (16’ x 6’, 10’ tall) and Christa McAuliffe Park (8’ x 6’, 9’ tall) do not conform to the existing or proposed ordinance, and the CSD is requesting an exemption for these signs.
The District has 3 parks that have signs that face 2 heavily traveled local roadways, Cameron Park Drive, and Highway 50. Following are descriptions of the signs and photographs.

**Hacienda Park**, pages 2 and 3.

Cameron Park Drive and Hacienda Road.

(2) Faces, one facing northbound traffic, and one facing southbound traffic.

8' High, 4' Deep. (3) 4" X 4" posts. Faces are 8' wide X 4' high.

Constructed of doug fir.

Finish — Redwood stain.

**David West Park**, pages 4 and 5.

Crazy Horse Drive, sign located at southwest corner of property.

(1) Facing eastbound traffic. Face is 16' wide X 8' high.

10' High. (3) 4" X 4" posts.

Constructed of doug fir.

Finish — Painted black.

**Christa McAuliffe Park**, pages 6 and 7.

Merry Chase Drive, sign located at southwest corner of property.

(2) Faces, one facing westbound traffic, and one facing eastbound traffic.

9' High, 4' Deep. (3) 4" X 6" posts. Face is 8' wide X 6' wide.

Constructed of doug fir.

Finish — Painted black.

**Christa McAuliffe Park**, pages 8 and 9.

Merry Chase Drive, sign located at southeast corner of property.

(1) Face, facing eastbound traffic. Face is

9' High, 4' Deep. (3) 4" X 6" posts.

Constructed of doug fir.

Finish — Painted black.
Cameron Park Concert Series

March 8
Cash Tribute
featuring
James Garner

Doors Open 6pm Music Starts 7pm

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