



# COMMUNITY DEVELOPMENT AGENCY

## LONG RANGE PLANNING

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2850 Fairlane Court, Placerville, CA 95667  
Phone (530) 621-4650, Fax (530) 642-0508

### COUNTY OF EL DORADO

#### NOTICE OF AVAILABILITY OF A DRAFT EIR

#### FOR THE SIGN ORDINANCE UPDATE PROJECT (SCH NO. 2014102001)

Date: December 31, 2014

The County of El Dorado Community Development Agency, as the Lead Agency, has prepared a Draft Environmental Impact Report (DEIR) for a comprehensive update to the Sign Ordinance. The DEIR is prepared in accordance with the California Environmental Quality Act (CEQA) (Public Resources Code [PRC] Sections 2100 et seq.) and the CEQA Guidelines (14 California Code of Regulations [CCR] Sections 1500 et seq.). The standard review period for a Draft EIR submitted to the State Clearinghouse is 45 calendar days (CEQA Guidelines, Section 15105).

This DEIR is available for public review beginning **Wednesday, December 31, 2014 and ending at 5:00 p.m. on Tuesday, February 17, 2015.** The purpose of this comment period is to solicit comments from public agencies and interested parties/persons regarding the content of the DEIR and potential environmental impacts that may result from the project implementation, not the positive or negative attributes of the proposed project itself.

A meeting to accept comments on the DEIR will be held on **Thursday, January 29, 2015 at 6:30 p.m.** in the Planning Commission Hearing Room, 2850 Fairlane Court, Building C, Placerville, CA 95667. All interested parties are invited to attend the open house. Comment cards will be available for submitting written comments concerning the Draft EIR. Written comments for this DEIR must be received by the County **no later than 5:00 p.m. on Tuesday, February 17, 2015.** Please email, fax, mail or hand-deliver your comments to:

**Anne Novotny, El Dorado County Community Development Agency, Long Range Planning**  
2850 Fairlane Court, Bldg. C, Placerville, CA 95667 Email: [anne.novotny@edcgov.us](mailto:anne.novotny@edcgov.us) Fax: (530) 642-0508

The project location, project description, and potential environmental effects of the proposed Sign Ordinance Update are summarized on the attached page. The DEIR and additional information is available online on the project webpage at: [www.edcgov.us/Government/LongRangePlanning/LandUse/Sign\\_Ordinance\\_Update.aspx](http://www.edcgov.us/Government/LongRangePlanning/LandUse/Sign_Ordinance_Update.aspx)

The DEIR may also be reviewed at the Community Development Agency Planning Services Public Counter located at 2850 Fairlane Court, Building C, Placerville, CA 95667. The public counter is open Monday, Tuesday, Thursday and Friday from 8:00 a.m. to 4:00 p.m. and on Wednesday from 9:00 a.m. to 4:00 p.m.

Copies are also available to review at the County libraries: Placerville Main Library, 345 Fair Lane (621-5540); Cameron Park Branch, 2500 Country Club Drive (621-5500); El Dorado Hills Branch, 7455 Silva Valley Parkway (916-358-3500); Georgetown Branch, 6680 Orleans Street (333-4724); Pollock Pines Branch, 6210 Pony Express Trail (644-2498); South Lake Tahoe Branch, 1000 Rufus Allen Boulevard (573-3185). For hours, call or visit the website at: [www.eldoradolibrary.org](http://www.eldoradolibrary.org).



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#### SIGN ORDINANCE UPDATE PROJECT (SCH NO. 201402001)

**Project Location:** The proposed project applies only to the unincorporated areas of the county; in such areas, it applies to signs located or mounted on private property, as well as County property and land owned by public entities over which the County has land use regulatory authority. The proposed project does not apply to lands subject to the regulatory authority of the Tahoe Regional Planning Agency including the area east of Echo Summit.

**Project Description:** The proposed project consists of the adoption and implementation of a comprehensive update to the County's existing Sign Ordinance (Chapter 17.16 of the Zoning Ordinance) and amendment of General Plan Objective 2.7.1 and corresponding Policy 2.7.1.2 pertaining to billboards along identified scenic corridors and historic routes. The purpose of the Sign Ordinance Update and General Plan Amendment (GPA) is to ensure signs are consistent with the visual and aesthetic goals and policies set by the El Dorado County General Plan and to protect the county's visual appearance and scenic landscapes. The proposed project does not involve amendments to the County General Plan land use designations or zoning districts or any new entitlements.

The intent of the updated Sign Ordinance is to ensure that signage is consistent with its physical surroundings and does not detract from the surrounding visual character or cause safety hazards. The proposed Sign Ordinance Update would generally be more restrictive than the existing ordinance, in that it provides standards with more specificity regarding sizing, location, and content. The proposed update provides for the use of moving signs, such as barber poles or electronic (digital) signs that may use animation, flashing, scrolling, or video screens under certain conditions, whereas the existing Sign Ordinance specifically prohibits all flashing or moving signs. The updated ordinance would also provide for abatement or removal of illegal, abandoned, and nonconforming signs as allowed by state law. The proposed Sign Ordinance Update would provide sign regulations for signs in the unincorporated areas of the county that are consistent with the goals and objectives of the El Dorado County General Plan (2004) and the community's visual and aesthetic goals.

**Potential Environmental Effects:** The DEIR will evaluate the environmental impacts on aesthetics associated with implementation of the proposed project. Comments pertaining to the impact analysis, criteria and thresholds, mitigation measures and alternatives presented in the DEIR will be considered by the County during preparation of the Final EIR. The Final EIR will include copies of comments and the County's responses to comments pertaining to the environmental review and Draft EIR.

**Public Hearings:** The County of El Dorado Planning Commission will hold a public hearing on the Draft EIR for the Sign Ordinance Update project on **Thursday, March 26, 2015 at 8:30 a.m.** in the Building C Hearing Room at 2850 Fairlane Court, Placerville, CA 95667. A subsequent public hearing will be held upon completion of the Final EIR when the County considers action on the project. The County must certify the Final EIR prior to Project approval.

COUNTY OF EL DORADO  
DAVID DEFANTI, Assistant Director  
Community Development Agency, Long Range Planning