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<td>Elke Schlosser, Enchanted April Inn &amp; Farm</td>
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<td>Ann Wofford, Wofford Acres Vineyards</td>
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<td>Trish &amp; Bill Trattos, Spot-On Signs &amp; Graphics</td>
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Please print and distribute for tomorrow's meeting.

Suzanne Allen de Sanchez, MPA  
Clerk of the Board of Supervisors  
El Dorado County  
530.621.5394  
--- Forwarded by Suzanne Allen de Sanchez/PV/EDC on 03/22/2010 02:45 PM ---

From: "Jon Jakowitz" <jon@jakowitz.net>  
To: <bostwo@edcgov.us>, <suzanne.allendesanch@edcgov.us>  
Cc: <bosone@edcgov.us>, <bosthree@edcgov.us>, <bosfour@edcgov.us>, <bosfive@edcgov.us>, "Bill Knox" <anbeyond@sbcglobal.net>, "Don Gibson" <nanaPapagibson@comcast.net>, "Jerry Kalian" <gskalian@yahoo.com>, "John Raslear" <4scvicideague@sbcglobal.net>, "Jon Jakowitz" <jakcomj1@jakowitz.net>  
Date: 03/22/2010 12:33 PM  
Subject: LED Signage in El Dorado County - 3/23 BOS Agenda Item 31

Dear Mr. Nutting and other members of the El Dorado County Board of Supervisors,

The following item is on the Board of Supervisors meeting agenda for Tuesday, March 23:

31. 10-0256 Supervisor Sweeney requesting the Board discuss Special Use Permit  
No. 509-0018 - Western Sign, previously heard by the Planning  
Commission on December 10, 2009, Agenda Item No. 7:  
1) Waive appeal time from the action of the Planning Commission's  
decision in which they approved the application for the Special Use  
Permit but excluded the digital message center; and  
2) Consider the action of the Planning Commission and determine if the  
digital message center should be allowed. (Est. Time: 30 Min.)

http://www.co.el-dorado.ca.us/bos/wwwroot/detailreport/matter.aspx?key=11552

I urge you and other members of the Board to seriously consider that previous requests for LED lighted signage in El Dorado County have been refused by the Planning Commission, the Board of Supervisors, and local advisory councils and commissions. The request by Wilson Sign Company should be no exception. The glare and intrusive nature of LED lighting has no place in the dark, quiet, and rural skies of El Dorado County. Further, I urge the Board to NOT waive the appeal time and to NOT allow the LED DIGITAL MESSAGE CENTER requested by Western Sign Company. The EDC Planning Commission did its job correctly when it denied Western Sign Company's request for the LED DIGITAL MESSAGE CENTER. I urge the Board of Supervisors to support and uphold the Planning Commission's findings and decision. Please, do not open the gate to this crass and intrusive form of commercialization in El Dorado County. It is bad enough that the State of California ignores El Dorado County's desire for dark, quiet, and rural skies by allowing schools to erect glaring and intrusive LED signs. Let's not do it to ourselves.

Thank you in advance for doing the right thing and rejecting Legislative File ID 10-0256.

Jon Jakowitz  
6031 Creekberry Way  
EDH  
jon@jakowitz.net
August 10, 2012

John R. Knight, Chair
Board of Supervisors
Terri Daly, CAO
County of El Dorado
330 Fair Lane, Building A
Placerville, CA 95668

RE: Sign Moratorium, File #11-1020; Board Meeting August 7, 2012

Dear Chairman Knight and Ms. Daly:

While we understand the County’s rationale for imposing a moratorium and look forward to working with staff to draft a new sign ordinance, we nonetheless take exception to the process that occurred this past week and believe the County’s action in adopting an urgency ordinance was ill-advised and probably illegal. Accordingly, we respectfully request that the Board immediately rescind the moratorium with regard to on-premise signs.

No Urgency Exists

As mentioned at the hearing on August 7, there simply was no exigency that required an interim urgency ordinance prohibiting all signs greater than 15’ in height or 80 square feet. As you are aware from both my and County Counsel’s recitation of the law and court cases, State law permits an urgency ordinance as follows:

Gov Code Section 65958 (pertinent part)
(a) Without following the procedures otherwise required prior to the adoption of a zoning ordinance, the legislative body of a county, city, including a charter city, or city and county, to protect the public safety, health, and welfare, may adopt as an urgency measure an interim ordinance prohibiting any uses that may be in conflict with a contemplated general plan, specific plan, or zoning proposal that the legislative body, planning commission or the planning department is considering or studying or intends to study within a reasonable time...
While the County may eventually study or contemplate a zoning proposal, "...the mere declaration of the [Board] ... that the ordinance is passed for the immediate preservation of the public health is neither conclusive or yet sufficient." Crown Motors v. City of Redding (1991) 232 Cal.App.3d 173, 179. Ordinary urgency ordinances seek the "immediate preservation of the public peace, health, or safety" (Gov Code 65858); whereas, interim urgency zoning ordinances, such as approved in El Dorado County, require a "current and immediate threat to the public health, safety, or welfare". 216 Sutter Bay Associates v. Sutter County (1997) 58 Cal.App.4th 860, 873.

Here, the Board instead made a politically expedient choice, as no immediate threat or real emergency existed. At the hearing, neither the planning director nor anyone from the city could identify any actual urgency. To the contrary, upon questioning by the Board, the planning director testified he vaguely knew of only two pending sign applications, and he didn’t know if they were for the subject type signs. Moreover, prior to taking up the moratorium, but confronting litigation, the Board had just dispensed with 3 billboard applications that would have been subject to the moratorium. So, what was the urgency? What, in fact, was the real urgency facing the County at the moment?

Our Supreme Court has held, upon challenge to interim ordinances, that the courts must determine, “based on the evidence presented, whether an actual emergency existed at the time of the declaration.” Verreos v. San Fransisco (1976) 63 Cal.App.3d 86, 104; San Francisco Fire Dist v. San Francisco (2006) 38 Cal.4th 653.

No justification was provided for why the moratorium could not have been processed like a normal ordinance. While the County intends to “study” the issue within a reasonable time, we have yet to hear from Planning and see no basis for imposing this burden on business when no real issue was facing the community. Simply put, even if just for 45 days, “a business with no sign is a sign of no business.” The message given to businesses wishing to locate in El Dorado County, in particular new businesses needing 15’ or more in height or greater square footage in order to adequately and effectively communicate with the public: You are not welcome in the community. (See enclosed article on the economic power of on-premise signage.)

Improper Procedure

On May 8, 2012, the Board directed staff to "prepare an ordinance establishing a moratorium on off-site pole signs" along US 50 and SR 49. (See attached copy of Minutes downloaded from County website.)
Not a word was mentioned on May 8 about on-site signs, i.e., there was no discussion about on-premise business identification signage which is the life-blood of most retailers. Yet, strangely when the ordinance came to the Board in August, it came not only as an urgency ordinance, but one applicable to all signs. If it wasn’t urgent in May; what made it urgent in August? There was no evidence presented to the Board that implicated on-premise signs as the cause of any problem.

[An off-site sign is generally considered a billboard, i.e., a sign identifying goods and services not available on the parcel where the sign is located (such as the billboards approved August 7). Billboards, by their very nature are stand-alone, revenue-generating businesses in and of themselves. Whereas, an on-site or on-premises sign is one which identifies the name of a business and the goods and services available on the parcel. Business & Professions Code Sections 5270-5272, 5490.]

Accordingly, the Board action of August 7 was inconsistent with the direction and motion approved May 8. The August 7 action far exceeded the scope of Board direction by extending the requested moratorium to all signs throughout the county, not just off-site billboard pole signs along 50 and 49.

Improper Notice

Lastly, the actual Notice of Public Hearing published in the Mountain Democrat for the urgency ordinance states the moratorium would apply to “. . . freestanding signs that exceed 60 square feet in size . . . “ (See Proof of Publication attached.) Yet, when the ordinance came before the Board it actually stated 80 square feet. We, of course, oppose either dimension, but such Notice under the circumstances is technically defective.

Sincerely,

JEFFREY L. ARAN, Esq.
Director of Government Affairs
916.395.6000
The Value of Signs

Signs matter. More than 100,000 people said so.

By James J. Kellaris

Professor James Kellaris is the James S. Womack/Gemini Corporation Chair of Signage and Visual Marketing at the Lindner College of Business at the University of Cincinnati. He presented the results of the following study at the National Signage Research & Education Conference held last October at the University of Cincinnati, under the auspices of the Signage Foundation, Inc.

A new shop recently opened on the other side of town. When a friend told Janice about it, Janice was eager to check it out. But when she drove to the unfamiliar neighborhood to look for the shop, she passed right by it. After several attempts to find the location her friend described, Janice eventually got frustrated and abandoned her search. If you design, make, sell or install signs, you can probably guess exactly why this happened.

When Janice told me this story, I replied, “You have this experience in common with 155,555,810 people in the U.S. last year, and 172,803,405 people in North America.” Surprised by my response, she asked how I knew this. “Because 100,218 people told me so,” I said.

It’s true. My university work entailed analyzing data from the BrandSpark/Better Homes and Gardens American Shopper Study™, which included items regarding the value of signs to consumers.

Our college’s partnership with BrandSpark Ind. on this annual survey bolsters signage research, because the sample includes more than 100,000 North American households, including 63,664 U.S. consumers ages 18 to 65+ from all 50 states. The U.S. sample is stratified by gender, age and Census region, and weighted to conform to U.S. MRI principal-shopper data. In other words, the data accurately represent adult consumers – real people who spend real money at real businesses.

Survey items, regarding the economic value of signage to businesses and consumers, include signage quality’s impact on driving traffic to stores, how shoppers draw quality inferences about stores from signage, and the perceived usefulness of outdoor and indoor signage (versus other media) for evaluating new products.

The survey documents that 49.7% of consumers have driven by and failed to find a business because the signage was too small or unclear, and it describes these consumers’ characteristics. Women are slightly more prone (2%) than men, but this is expected because women still do most household shopping.

More surprising is how signage-communication failures vary across age groups. Younger shoppers wouldn’t miss hard-to-read signs. Wrong. Nearly two-thirds (64%) of women 18-24 years old reported drive-by failures. In this age group, we suspect distraction and inexperience account for the results rather than visual acuity.

Does quality matter? The short answer is “yes.” Across genders, age groups and regions, 29% of American consumers report having been drawn into unfamiliar stores based on the quality of its signage. I suspect that the actual proportion is much higher, as the 29% are just those who are consciously aware that this happens.

Our findings show more than half of the 18-24 age group reports having been drawn into an unfamiliar store on the basis of signage. Some regional differences were also observed, with consumers in western states being slightly more prone to this effect.

More than a third of American consumers (34.5%) report having made quality assumptions about a business on the basis of clear and attractive signage. No gender or regional differences were found, but consumers 18-24 appear more likely to link a store’s quality to its signage quality. Whereas younger shoppers have less experience upon which to draw, they are more reliant on heuristic cues to make judgments.

Signs vs. other media. How does signage’s usefulness compare with other communication media as an information source about new products? The survey asked respondents to rate the perceived usefulness of various media, including television, radio, newspapers, etc. Although television was rated as the most useful source of new-product information, indoor signage ties with magazines as the second most useful source, and outdoor signage ranked third, beating out radio, online and newspaper ads.

What can I tell my customers? Signs have value. You’ve always known that, but now you have some compelling facts to back that up. Signs drive traffic to businesses. Unclear signage leads to loss of business. Quality matters - not only because communication effectiveness depends on it, but because customers draw quality inferences about businesses from their signage. These claims aren’t based on entrepreneurial intuition, expert opinion or anecdotal evidence from experience. They are now objectively documented facts.

Your comments about this research – positive or critical – are most welcome. Please consider dropping me a line or shooting me an email. UC’s Lindner College of Business and its signage professor seek to be useful and relevant to our industry partners! You can reach me at james.kellaris@uc.edu.
Fwd: EDC Bunny Ranch Billboard Ad

2 messages

The BOSTWO <bostwo@edcgov.us>  
To: EDC COB <edc.cob@edcgov.us>  
Tue, Jun 25, 2013 at 3:15 PM

Thank you.

Kitty Miller on behalf of 
Ray Nutting 
El Dorado County Board of Supervisors 
530) 621-5651

--- Forwarded message ---
From: Kathleen Newell <knewellke@gmail.com>  
Date: Sun, Jun 16, 2013 at 5:52 PM  
Subject: EDC Bunny Ranch Billboard Ad 
To: bosfive@edcgov.us, bosfour@edcgov.us, bosone@edcgov.us, bostthree@edcgov.us, The BOSTWO <bostwo@edcgov.us>

Dear El Dorado County Supervisors,

This Bunny Ranch brothel billboard is getting a lot of attention on the Hangtown fb page. I think there are two Bunny Ranch Billboards on HWY 50 between Pollock and Meyers. They are fairly new. I did some research. Nevada does not allow brothel billboard advertising in a county that doesn't allow brothels. Other restrictions too. How did these end up in El Dorado County?

**Excerpt from linked article about 2010 court decision:**

*The state law (Nevada) prohibits brothels from advertising in any county where the sale of sexual services is prohibited by state law or local ordinance. And in counties that permit houses of prostitution, advertisements can't be shown in any public theater, on the public streets of any city or town or on any public highway.*


Someone made a comment on the fb page that this was a cigar lounge. I googled it. No. Very revealing front page website. My computer needs cleaning now.

Take a look at the fb page with the comments. [https://www.facebook.com/pages/Hangtown-Ca/134273483881?fref=ts](https://www.facebook.com/pages/Hangtown-Ca/134273483881?fref=ts)

It was posted Saturday, so you’ll have to scroll down a bit. Big pink Bunny Ranch Billboard pic.

I’m not going to go to the podium to say anything, but I was wondering if this these Ads are legal for California. I think it is something El Dorado County Government should check on, especially since Nevada only allows them in counties that allow brothels.

Regards,

Kathleen Newell

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https://mail.google.com/mail/u/0?ui=2&ik=34d656a9e7&view=pt&search=all&attredirects=0&ind=false&f澄清=1&fprint=13787211786556795
The BOSTHREE <bostthree@edc.gov.us>
To: EDC COB <edc.cob@edc.gov.us>

Kathy Witherow
Assistant to Supervisor Brian K. Veerkamp
District Three - El Dorado County
530.621.5652
[Quoted text hidden]
[Quoted text hidden]
Thank you.

Kitty Miller on behalf of
Ray Nutting
El Dorado County Board of Supervisors
530) 621-5651

——— Forwarded message ———
From: Kathleen Newell <knewellve@gmail.com>
Date: Mon, Jun 17, 2013 at 4:07 PM
Subject: Bunny Ranch part two
To: bostwo@edcogov.us, boustfour@edcogov.us, bostone@edcogov.us, bostthree@edcogov.us, The BOSTWO <bostwo@edcogov.us>

Dear El Dorado County Supervisors,

This is part two of the Bunny Ranch Billboard.

Rather old 2002 News & Review article, but it goes over Bunny Ranch’s aggressive marketing campaign to entice CA residents. It also goes over the CA law prohibiting solicitation.

http://www.newsreview.com/sacramento/selling-sex/content?oid=11166

CA law background info for Penal Code 647b PC

1.2. Soliciting prostitution

The legal definition of soliciting prostitution is:

1. that you solicited another person to engage in an act of prostitution, and

2. that you did so with the specific intent to engage in an act of prostitution.\textsuperscript{11}

Depending on the nature of the exchange...and on who initiated the interaction...prosecutors could charge this offense against the prostitute or the customer (or "john").\textsuperscript{12}

*Soliciting* means to lure, or to try to induce or elicit.\textsuperscript{13}

And, in order to be guilty of soliciting, you have to have had the specific intent to engage in an act of prostitution. This intent is typically evidenced by an offer to pay money or other compensation (typically drugs) in exchange for sexual acts\textsuperscript{14} ...not by a simple unspoken gesture or appearance.

Simply soliciting another person, without that specific intent, is insufficient to uphold a Penal Code 647(b) PC solicitation for prostitution case.

Anyhow, that’s my bit of research.

Not a proponent of brothels. I’ve done numerous news stories on them. Profiled women who thought it was a good thing at first, only to outgrow the job and end up beyond destitute.

I think Bunny Ranch billboard ads should be challenged by EDC District Attorney. There are limits to free speech. Goofing around and screaming fire in a crowded public space will get you in hot water. Certain words not allowed on public airwaves, etc... Bunny Ranch Billboards violating CA prostitution laws, and we have two right here in EDC.
Regards,

Kathleen Newell

KathleenNewell.com

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Thank you.

The BOSTWO <bostwo@edcgov.us>
To: EDC COB <edc.cob@edcgov.us>

[Quoted text hidden]

The BOSTHREE <bostthree@edcgov.us>
To: EDC COB <edc.cob@edcgov.us>

Kathy Witherow
Assistant to Supervisor Brian K. Veekamp
District Three - El Dorado County
530.621.5652
[Quoted text hidden]
[Quoted text hidden]
Kathy Witherow  
Assistant to Supervisor Brian K. Veerkamp  
District Three - El Dorado County  
530.621.5652  

Dear El Dorado County Supervisors,  

I drove up to visit my son in South Lake Tahoe this afternoon and got pics of the Bunny Ranch Billboards on the way. Please note there is no sign in Kyburz. The two signs are on Eastbound 50 in Strawberry and Camino.  

Also another nice billboard for Teaz and Pleaz (adult store) at Ice House Road. You can see that one going both directions.  

Aside from the billboard content, I thought billboards were prohibited on HWY 50 from Placerville to Tahoe due to the Scenic HWY designation. We have quite a few.  

Hopefully our sign ordinance update/revision will be on the agenda soon, so the public can weigh in on billboards in El Dorado County. FYI, if a Bunny Ranch ad shows up on the Ponderosa billboard in Shingle, I think the residents will riot. We’re still having fits over the Bud beer sign.  

I realize Dennis Hof, the owner of Bunny Ranch, will say his signs are protected by the First Amendment, and do not openly solicit another person to engage in an act of prostitution, but I would argue that his world wide marketing strategy for the past decade to promote his business has made the Bunny Ranch synonymous with prostitution. He’s done a very good job of selling his brand. Just having the Bunny Ranch name in public view is soliciting. Here’s his Oxford University Speech from 2012. http://www.youtube.com/watch?v=ZAW3KSX69k  

I’ve attached the three billboard pics. Note that both Bunny Ranch billboards are with CBS Outdoor. That’s CBS, as in CBS Corporation (CBS NEWS). Not sure who a complaint against the ad content would be directed to. Maybe both Hof and CBS Outdoor.  

My thanks to Supervisor Veerkamp for speaking up at todays BOS meeting and saying he is looking into the matter. I hope he has all of your support.  

Best Regards,  

Kathleen Newell  
KathleenNewell.com  

--- End of Forwarded Message ---  

From: Kathleen Newell <knewellvs@gmail.com>  
Date: Tue, Jun 18, 2013 at 7:31 PM  
Subject: Bunny Ranch part three  
To: bostwo@edcogov.us, bosfor@edcogov.us, bosone@edcogov.us, bostthree@edcogov.us, The BOSTWO <bostwo@edcogov.us>
Ms. Purives,

I would like to add a couple of thoughts about the new sign ordinance. El Dorado County has had a very onerous objection to signs on churches, particularly signs that have lighting. I have been involved with two church plants since coming to El Dorado Hills in April of 2000. The first was Rolling Hills Christian Church and later Lake Hills Covenant Church. In both cases we were denied the use of properly lighted signs on our property.

Lake Hills Covenant Church is the immediate next door neighbor of the Regal Theaters and the Mercedes auto dealership in Town Center, El Dorado Hills. The Regal Theater has a very large Red Neon Sign that is lighted every evening of the week. Recently our church was denied the ability to even have a lighted cross. Something is truly wrong with that use of the sign ordinance.

Oak Hills Elementary Schools has an LED computerized sign on their property that displays their "student messages" daily and throughout the evening in living color for the passerby to see. Rolling Hills Christian Church has a back lit sign that is impossible to read at 25 miles per hour and they are on a 45 mph street. They have not complained about the issue and use plastic tube construction to put up signs for events.

As I am certain you must know the federal government has weighed in on this issue with the latest law called the Federal Religious Land Use and Institutionalized Persons Act to protect churches from discrimination in zoning and land use. I am not a lawyer but it is very obvious that this sign discrimination must be brought to an end.

Stephen J. Ferry
916-468-3300
stephen.ferry@me.com
4587 Echo Springs Circle
El Dorado Hills, CA 95762
Hi Lillian:

Please admit these notes into public comment for the draft Sign Ordinance (OR12-0001), posted for public comment by September 9, 2013.

General Notes:

- Love the definitions section – 17.16.120 – that might be the very best part of the new ordinance!
- I had understood ‘clutter’ was an issue to be addressed in this draft, but it seems to me that enforcement is the bigger problem. See attached photo; the current ordinance does not actually ‘allow’ signage to accrue and look like that either. Perhaps a single source responsible for enforcement rather than multiple agencies (...get Jim some help!), as well as implementing fines for infractions.

Specifics:

**Figure 17.16.060B Freestanding Sign Area**: There must be height limits added to the freestanding sign regulation. The sign area calculation is better articulated, but has not changed from the previous ordinance and needs to be revised. What is to stop a freestanding sign from being 20’ tall, since the ‘base’ is not counted in the calculation? Other jurisdictions do include height limits, and El Dorado County needs to as well!

17.16.030A(1) Permit Required: This section states “Sign Permits shall be processed in accordance with Section 17.22.700 (Sign Permit. To be developed – see specific “Note”). It is really important that this gap is closed, and that code is not referenced which does not exist; I did not find the specific “note” noted.

17.16.020G Indecent or Obscene matter: Wording “immoral character” and “to offend public morals or decency” is subjective. Perhaps there is a definition in state code we could use that is more definitive? This is tricky and I’m sorry I have no great suggestions! (Kathleen Newell made a public comment during the 6/25 draft presentation to the BOS on how we might get out from under the ‘Bunny Billboards’)

17.16.040A(9) Exempt signs without limitations: Gas Pricing signs should not be exempt from size/design requirements. As written they do not require Planning approval other than location.

17.16.040B(2) Exempt Signs with Limitations: Having temporary signs listed as ‘exempt’ without a reference to the section which regulates item (17.16.080) is unclear, and the actual regulation could be missed. If they are exempt, then I would say that ‘no permit review’ is akin to ‘self regulating’ which does not work. (refer to attached ‘clutter’ exhibit...) Perhaps a clarification as to which temporary signs are exempt, e.g. ‘garage sale’ type signs.
17.16.050D Prohibited signs: Animated, flashing, or video screens (item D) should be clarified or maybe removed from the prohibited section. Reader boards look like they are actually allowed under 17.16.060I. Is a Barber Pole allowed?

17.16.060(I-1) A-Frame signs: The regulations listed are usually covered by DOT, thus redundant, but there are no Planning requirements included; there should be size/height limitations added to this section, or referenced as to where they actually occur.

17.16.060(I-3) Electric (Digital) Signs: These signs are noted as prohibited under 17.16.050D. So are they actually not prohibited? Seems they are NOT prohibited if they meet the 12-second standard. Confusing; one of these sections should probably go, or they should be referenced to each other.

17.16.080 Temporary on-site Signs: Per 17.16.040B these were exempt from permit review. Perhaps adding cross referencing would help to clarify.

Respectfully submitted,
Elien Van Dyke

attachment: sign clutter at CamPark Dr and GV Rd (.pdf)

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Thank you.
Sign Clutter intersection of Cameron Park Dr & Green Valley Rd

Enforcement is the bigger problem rather than the ordinance
Mike Freire <mikefreire@msn.com>
To: shawna.purvines@edc.gov.us

I support including a height limit for signage.
FW: Sign Ordinance (OR12-0001)

1 message

David Defanti <david.defanti@edcgov.us> Thu, Feb 26, 2015 at 11:13 AM
To: anne.novotny@edcgov.us

---Original Message---
From: OrionOutdoor [mailto:beau@orionoutdoor.com]
Sent: Wednesday, August 07, 2013 2:48 PM
To: david.defanti@edcgov.us
Cc: shawna.purvines@edcgov.us; Charles
Subject: Sign Ordinance (OR12-0001)

Good afternoon David:

Thank you for meeting with us earlier today regarding our concerns with the draft sign ordinance.

I have attached the letter we discussed today in our meeting outlining the conflicts with State Law along with some corrective suggestions that should be given very serious consideration by the County.

You will also find in the attachment a copy of the memo and documents I left with you at our meeting this morning.

Please send me reply and confirm that you have received my email.

Please feel free call or email if you have any questions otherwise I will see you at the workshop on Monday.

Thanks.

Beau Palley
CEO & Chairman
Orion Outdoor Media
1-800-272-3885 ext. 1

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Thank you.

2 attachments

- Untitled attachment 17896.txt
  1K

- ED CO ORD Letter.pdf
  1189K
August 7, 2013

Via Email To: david.defanti@edcgov.us

County of El Dorado
Community Development Agency
2850 Fairlane Ct.
Placerville, CA 95667
Attn: Dave Defanti

RE: Sign Ordinance Update (OR12-0001)

Dave:

Thank you for meeting with us today to discuss our concerns regarding the draft sign ordinance referenced above. As we discussed the current draft ordinance (section 17.16.110 C) directly conflicts with State Law, specifically California Business and Professions section 5412 for off-site signs and section 5491 as it pertains to on-site signs. The compelled removals contemplated by the proposed County ordinance require due process and payment of compensation as further described in section 5412 and 5491 of the Business and Professions Code. The current draft lacks such language and in fact seeks to circumvent State Law as currently written.

At our meeting this morning you had requested that I provide some possible revisions or alternatives to the current draft ordinance. My suggestions are as follows:

County should consider classifying signs into two categories, Legal Conforming or Legal Non-conforming. This type of classification would have no fiscal impact, while still allowing the County to closely regulate the issuance of new permits while capping existing sign inventories and their use intensities.

The current draft sign ordinance requires that all non-conforming off-site signs be amortized and removed within a seven-year period. The County can elect to amortize but at a very high cost. The amortization process equates to a compelled removal under State Law. For each off-site sign that is removed compensation is required to be paid to both the sign owner and affected property owner, such process is governed by section 5412 of the Business and Professions code as defined in the Eminent Domain Law Title 7. The estimated cost for a single off-site sign removal along Highway 50 in Western El Dorado County could easily reach Two Million Dollars based on today’s revenues, sales comparatives and current enterprise values. The draft ordinance also requires the same removal process for on-site signs. Again such compelled removals are subject to section 5491 and require compensation to be paid to the effected parties as described in section 5492 of the Business and Professions code. Compelled removal a single fifty-foot pole sign could easily top one hundred fifty thousand dollars.

Should the County elect to maintain its current position of amortization as described in section 17.16.110C then the County should revise its draft ordinance and include proper language that acknowledges the required due process & payment of compensation to all affected parties as required under State Law, specifically sections 5412 and 5491. Furthermore if the County proceeds as drafted County will be required to create an inventory of all signs that will become non conforming as of the passage of the ordinance in addition to preparing a full fiscal impact report prior to passage of the proposed legislation. Given the number of both on-site and off-site signs that will be effected, and the astronomical cost of removal of every non-conforming sign the County may want to reconsider its position on amortization.

I have enclosed a copy of the memo and associated documents that I provided to you today at our meeting.
Please feel free to call or email with any questions you may have. I can be reached at 1-800-272-3885 ext. 1 or email beau@orionoutdoor.com

Sincerely

[Signature]

Beau Palley  
CEO & Chairman  
Orion Outdoor Media

Enclosures

cc: Shawna Purvines
August 7, 2013.

Via Personal Delivery

Memo To:

El Dorado County
2850 Fairlane Ct.
Placerville, CA 95682

RE: Sign Ordinance Update (OR12-0001) as drafted conflicts with State Law.

Dave:

Attached please find my comments and requested revisions to the above referenced ordinance. Please feel free to contact me with any questions your department or County Counsel may have.

I can be reached at 1-800-272-3885 ext 1 or by email at beau@orionoutdoor.com

Thank you.

[Signature]

Beau Palley
CEO & Chairman
Orion Outdoor Media
CALIFORNIA BUSINESS & PROFESSIONS CODE

(This section 5412 applies to off-site signs)

Comprehensive Sign Ordinance Update (OR 12-0001) section 17.16.110 C. Non Conforming Signs is in direct conflict with B&P 5412. State Law specifically prohibits County from requiring an off-site sign to be abated by a property owner or person responsible without due process under the Eminent Domain Law title 7 and the required payment of compensation as stated below. Revision requested (See Attached Placer County sign ordinance Section 17.54.170 & 17.54.200 D 2. Off-Premises Signs.

5412. Notwithstanding any other provision of this chapter, no advertising display which was lawfully erected anywhere within this state shall be compelled to be removed, nor shall its customary maintenance or use be limited, whether or not the removal or limitation is pursuant to or because of this chapter or any other law, ordinance, or regulation of any governmental entity, without payment of compensation, as defined in the Eminent Domain Law (Title 7 (commencing with Section 1230.010) of Part 3 of the Code of Civil Procedure), except as provided in Sections 5412.1, 5412.2, and 5412.3. The compensation shall be paid to the owner or owners of the advertising display and the owner or owners of the land upon which the display is located. This section applies to all displays which were lawfully erected in compliance with state laws and local ordinances in effect when the displays were erected if the displays were in existence on November 6, 1978, or lawfully erected after November 6, 1978, regardless of whether the displays have become nonconforming or have been provided an amortization period. This section does not apply to on-premise displays as specified in Section 5272 or to displays which are relocated by mutual agreement between the display owner and the local entity. "Relocation," as used in this section, includes removal of a display and construction of a new display to substitute for the display removed. It is a policy of this state to encourage local entities and display owners to enter into relocation agreements which allow local entities to continue development in a planned manner without expenditure of public funds while allowing the continued maintenance of private investment and a medium of public communication. Cities, counties, cities and counties, and all other local entities are specifically empowered to enter into relocation agreements on whatever terms are agreeable to the display owner and the city, county, city and county, or other local entity, and to adopt ordinances or resolutions providing for relocation of displays.
CALIFORNIA BUSINESS & PROFESSIONS CODE

(This section 5491 applies to on-site signs)

Comprehensive Sign Ordinance Update (OR 12-0001) section 17.16.110 C. Non Conforming Signs is in direct conflict with B&P 5491. State Law specifically prohibits County from requiring an on-site sign to be abated by a property owner or person responsible without the required payment of fair and just compensation as stated below pursuant to section 5492 of the Business and Professions code. Revision requested (See Attached Placer County sign ordinance Section 17.54.200)

5491. Notwithstanding any provision of Chapter 2 (commencing with Section 5200), except as provided in this chapter, no on-premises advertising display which is used for any of the purposes set forth and conforming to Section 5490 shall be compelled to be removed or abated, and its customary maintenance, use, or repair shall not be limited, whether or not removal or limitation is required because of any ordinance or regulation of any city or county, without the payment of fair and just compensation.
Attachment

Placer County Sign Ordinance
CHAPTER 17: PLANNING AND ZONING

Signs

17.54.170 Signs

The requirements of this section, together with Sections 17.54.180 through 17.54.200, apply to all signs constructed or altered after the effective date of this chapter, except as otherwise provided by this section, and are in addition to all applicable provisions of the California Outdoor Advertising Act (Business and Professions Code Sections 5200 et seq.). These sections shall be known and may be cited as the Placer County sign ordinance. No sign shall be placed within the unincorporated areas of Placer County except in compliance with the provisions of this chapter, and no sign shall be placed within a public right-of-way or easement without written permission from the Placer County Department of Public Works. The provisions of Appendix "E" (Tahoe City/North Tahoe/West Shore Sign Ordinance) shall apply within the boundaries of the area designated on the exhibit map within that ordinance and shall prevail in the event of a conflict between those provisions and Sections 17.54.180 through 17.54.200.

A. Purpose. These sign regulations are intended to promote the attractive appearance of the County by regulating the design, character, location, type, quality of materials, scale, color, illumination, and maintenance of signs; to promote commerce and create a more attractive economic and business climate; to promote the use of signs that identify land uses and sites without confusion or creating distractions that may cause traffic or safety hazards; and to implement applicable provisions of the Placer County design guidelines manual and the general and community plans. A sign permit is not required where the sign is legally in existence and the applicant proposes to change only the advertising copy on the sign; however, the sign's new copy is subject to design review approval pursuant to the provisions of Section 17.52.070 of this chapter.

B. Sign Permit Requirements. A sign permit shall be required for all on-premises signs (Section 17.54.180) larger than fifteen (15) square feet in area; for all off-premises signs (except for real estate/subdivision advertising signs) (Section 17.54.190); and for all signs in combining -Dc, -Dh, and -Ds zone districts. A building permit shall also be obtained for a sign, if required by Chapter 15 of this code (Construction Requirements).

1. Applications.
   a. All Signs Requiring Permits. An application for a sign permit shall be filed with the Planning Department using the forms supplied by the department, together with all information and materials specified on the forms, and the filing fee required by the current Planning Department fee schedule.
   b. Multi-use Sites. An application for a sign permit on a site with three or more separate land uses or commercial or industrial tenants shall include an overall sign program for all uses on the site. The sign program shall provide for the use of a consistent sign design style, and the same or complementary type of materials, colors, and illumination in all signs on the site. The sign program shall either be submitted for County approval as part of the discretionary land use permit application for the overall site development, or separately as a design site review application.

2. On-premises Signs. A sign permit for an on-premises sign shall be approved if the Planning Director determines that the proposed sign is consistent with the requirements of Section 1754.180 (On-premises signs) and the Placer County design guidelines.

3. Off-premises Signs. An off-premises sign shall be permitted and constructed as follows:
   a. Permit Approval or Disapproval. The permit application shall be reviewed by the Zoning Administrator, who shall either issue the permit together with written certification that the proposed sign will be consistent with the requirements of Section 17.54.190 (Off-premises signs), or shall indicate the reasons for denial of

PLACER COUNTY

EDITION #9 - JANUARY 2005
the permit in writing on the application, which shall then be returned to the applicant.

b. **Sign Completion.** The construction of an approved off-premises sign shall be completed within one year of permit issuance, or within such other time period as is specified by the Zoning Administrator upon approval of the permit. If not completed within one year from the date of permit issuance, or other time period as is specified in the permit, the permit shall expire. No sign construction shall occur after the expiration of a sign permit until and unless a new permit is applied for and approved.

4. **Variance.** No variance to the provisions of this chapter shall be granted which allows the placement of a sign in a zone district other than where it would otherwise be allowed. (Advisory Comment. Such variances are prohibited pursuant to Section 65906 of the California Government Code (see also Section 17.60.100(A)(3) of this chapter.)

C. **Type and Area of Allowed Signs.** The allowed type and area of signs are determined by Sections 17.54.180 (On-premises signs), 17.54.190 (Off-premises signs), and as follows:

1. **Measurement of Sign Area.** For the purpose of determining whether a sign is consistent with the requirements of this ordinance, the area of a sign shall be measured as the area in square feet of the smallest rectangle within which a single sign can be enclosed, or the two smallest rectangles where the sign copy is on two lines or is comprised of a logo and letters, as follows (also see Figure 17.54-l):

   a. **Sign Faces Counted.** Where a sign has two faces containing sign copy, which are oriented back-to-back and separated by not more than thirty-six (36) inches at any point, the area of the sign shall be measured using one sign face only.

   b. **Wall-mounted Letters.** Where a sign is composed of letters individually mounted or painted on a building wall, without a border or decorative enclosure, the sign area is that of the smallest single rectangle within which all letters and words can be enclosed. If the sign is a combination of words and/or a logo, the area of the sign shall be measured as the area in square feet of the smallest rectangles within which the complete words and/or logo(s) can be contained (see also Figure 17.54-l).

   c. **Three-dimensional Signs.** Where a sign consists of one or more three-dimensional objects such as balls, cubes, clusters of objects or sculptural or statue-type trademarks, the sign area shall be measured as the area of the smallest rectangle within which the object(s) can be enclosed, when viewed from a point where the largest area of the object(s) can be seen.

   **NOTE:** Relief from standards may be granted through Administrative Approval subject to Section 17.60.105(A)(6).

2. **Exempt Signs.** The following on-premises signs are exempt from the sign permit and other requirements of Sections 17.54.180 and 17.54.190, as long as they comply with the provisions of this subsection, have a building or electrical permit if required by Chapter 15 of this code (Construction Requirements), and do not exceed a height of six feet, except where otherwise provided below.
a. **Building Directory Signs.** Wall-mounted building directory signs for pedestrian use, listing building tenants or occupants, provided that such directories do not exceed ten (10) square feet on any single building wall, nor a height of eight feet.

b. **Construction Signs.** Two signs up to a combined total of thirty-two (32) square feet not higher than eight feet, identifying parties involved in construction on the premises and future sales or activity for which the construction is intended. Such signing shall not include the advertisement of any products. Removal is required before issuance of a certificate of occupancy.

c. **Fuel Dispenser Signs.** Gasoline product signage and company or brand logos on product dispensing pumps, so long as no one sign is larger than five square feet in area.

d. **Hazard Signs.** Public utility company and other signs indicating danger, the location of underground utilities, or of construction, excavation, or similar hazards so long as the hazard exists.

e. **Holiday Decorations.** Temporary holiday decorations containing no advertising copy are allowed without height limits, provided that decorations for a single holiday or season are not in place for more than sixty (60) days.
f. **Interior Signs.** Signs not visible from public streets or adjacent properties, such as signs in interior areas of shopping centers, commercial buildings and structures, ball parks, stadiums and similar recreational or entertainment uses.

g. **Miscellaneous Information Signs.** Miscellaneous permanent information signs containing no advertising copy, in commercial and industrial zones, with an aggregate area not to exceed four square feet at each public entrance nor twelve (12) square feet total, indicating address, hours and days of operation, whether a business is open or closed, credit card information, copy applied to fuel pumps or dispensers, and emergency address and telephone numbers.

h. **Non-commercial Personal Statement Signs.** Temporary or permanent signs, not otherwise described in this section, which express a political or social statement. Such signs may be installed, constructed, erected or otherwise placed only under the following circumstances:

i. Where the sign is placed by the owner of the property on which the sign is located; and

ii. Where the sign is a maximum of sixteen (16) square feet in area when located in any residential zone district, or is a maximum of twenty (20) square feet when located in any agricultural zone district, or is a maximum of one hundred (100) square feet when located in any commercial or industrial zone district; and

iii. Where the sign is placed at least five feet from any property line and does not exceed a height of six feet; and

iv. Where the installation of the sign does not cause a public health or safety hazard, as determined by the Planning Director (e.g., the sign may not interfere with drivers' sight distance on any public or private road, or on any driveway entering a public or private road); and

v. Where any and all construction permits required for the placement of the sign have been obtained from Placer County and/or from other appropriate regulatory agencies.

[Note: It is not the intent of this provision to prohibit the free expression of personal opinion regarding political and social issues, but only to regulate the size and placement of such signs in order to protect the public health, safety and welfare and to avoid incompatibility with the surrounding local neighborhood or community.]

i. **Official Signs and Flags.** Official federal, state or local government flags, historical markers, and official traffic, directional guide and other informational signs, and official and legal notices issued by any court, person or officer in performance of a public duty. Flag poles are subject to the height limits established for the applicable zone district by Sections 17.06.060 et seq., (Zone district regulations).

j. **Prohibition Signs.** "No Trespassing," "No Parking," and similar warning signs.
k. **Real Estate Signs**

i. **For Sale Signs.** Temporary signs indicating only that property on which the sign is located is for sale, rent or lease. Only one sign is permitted to face each street adjacent to the property. Such signs may be a maximum of four square feet or less on property in residential land use districts and thirty-two (32) square feet or less in nonresidential land use districts.

ii. **Model Homes.** Temporary signs, banners and decorations for a model home and/or sales office within a new subdivision; provided, that the aggregate area of such signing for each model home does not exceed thirty-two (32) square feet.

iii. **Open House.** Temporary signs or banners attracting attention to an open house, with signing having a maximum aggregate area of sixteen (16) square feet, to be in place a maximum of eight days in any thirty (30) day period.

l. **Residential Identification Signs.** Individual residence identification signs, including but not limited to names of occupants and home occupations, limited to a total aggregate area of two square feet, excluding street numbers.

m. **Safety and Directional Signing.** Parking lot and other private traffic directional signs, including disabled access and parking signs, each not larger than five square feet. Such signs shall be limited to guidance of pedestrian or vehicular traffic on the premises, and shall not display any logo or name of a product, establishment, service, or any other advertising.

n. **Street Addresses.** Street address numbers mounted or painted on building walls or doorways.

o. **Temporary Sales and Events.** Banners, signs or decorative materials for an event conducted pursuant to Sections 17.56.160(C), 17.56.160(D) and 17.56.160(G) (Outdoor retail sales), or grand openings of a new facility on the same site. Such banners, signs and materials are limited to a maximum aggregate area of one hundred (100) square feet per site and a maximum time of forty-five (45) days per year. Uses permitted under Section 17.56.300 (Temporary Uses) are limited to a maximum aggregate area of one hundred (100) square feet per site of banners, signs or decorative materials or as otherwise provided by the use permit.

p. **Window Signs.** Temporary window signs, either painted with water-soluble paint, or constructed of paper, cloth or similar expendable material, provided the total area of such signs is not more than twenty-five (25) percent of the window area, and provided that such signs are in place no longer than thirty (30) days in any sixty (60) day period.

D. **Prohibited Signs and Sign Materials.** The following signs and sign materials are prohibited, as well as any other sign or sign materials that are not consistent with the provisions of this ordinance.

1. **“A”-frame Signs.** On-premises or off-premises signs with two or more pieces of any rigid material whatsoever joined at the top so as to form an “A” when viewed in profile, which are not permanently affixed to the ground or a building, and which are otherwise consistent with the definition of a sign.
2. **Animated Signs.** Signs with any moving, rotating, flashing, or otherwise animated light or component, except for time and temperature displays and electronic changeable copy signs with cycle rates longer than three seconds, and traditional barber poles.

3. **Hazardous Signs.** Any sign that creates a traffic safety hazard by interfering with a driver's sight distance.

4. **Inflated/Lighter-Than-Air Signs.** (Except as provided in Section 17.54.180(C)(2)).

5. **Obsolete Signs.** Any sign or sign structure identifying a use or activity that has not occupied the site for more than six months.

6. **Off-premises Signs.** Except as provided by Section 17.54.190, any off-premises sign that directs attention to a business, service, product, or entertainment not sold or offered on the premises on which the sign is located, including but not limited to billboards and other off-premises outdoor advertising signs.

7. **Portable Signs.** Signs not permanently affixed to the ground, an approved support structure or a building.

8. **Signs on Public Property.** Signs within a public road right-of-way, or placed on any other public property, except when placed on such property by the public agency having jurisdiction.

9. **Signs on Natural Features and Other Structures.** Signs affixed to or painted on trees, rocks, or other natural features, or on utility poles, street sign poles, traffic signal equipment and poles, or garbage receptacles.

10. **Signs Without Permits.** Any sign without an approved sign permit, unless specifically exempt per subsection (C)(2) of this section.

11. **Simulated Traffic Signs.** Any sign that simulates or imitates in color or design any traffic sign or signal, or uses words, symbols or characters that may interfere with, mislead or confuse pedestrian or vehicular traffic.

12. **Vehicle Signs.** Signs on vehicles, including trailers, when a vehicle is parked or stored on property for the purpose of identifying a business or advertising a product on the same site or a different site, unless the sign is permanently fixed to the vehicle, and the vehicle is used by the business to conduct its daily operations on a regular basis.

E. **Setbacks for Freestanding Signs.** Any freestanding signs allowed by Sections 17.54.180 and 17.54.190 shall be located a minimum of five feet from any property line (see Figure 17.54-J).

F. **Illumination of Signs.** Any lighted sign shall be illuminated only by continuous and stationary light sources. If the light sources are external to the sign or are otherwise physically detached from the sign, they shall be directed at the sign so that only the sign face is illuminated, except for neon tubing which may be installed so as to be viewed directly whether mounted externally or internally. All other internal light sources shall be installed so that they are visible only through translucent panels or letters. Flashing or intermittent lights are allowed only as provided in subsection (D)(2) of this section (Prohibited Signs and Sign Materials), for time and temperature signs.

G. **Construction and Maintenance.** Each sign and all its components shall be manufactured, assembled and erected in compliance with all applicable state, federal and County regulations, and the Uniform Building Code. Each sign including those exempted from this ordinance by subsection (C)(2) of this section shall be maintained in a safe, clean and legible condition at all times.
CHAPTER 17: PLANNING AND ZONING

H. Changes to Approved Signs. A sign that has been approved pursuant to this section shall not be changed or replaced, nor shall any design elements of any building or lot where a sign is located be changed or replaced if any such design element was a basis for the approval of a sign, without a new sign permit first being obtained. Any change in the sign face copy to modify the business name or other information on the sign requires the issuance of a new sign permit; however, no sign permit fee shall be charged so long as the change is consistent with the Placer County design guidelines and/or with any applicable provisions of the general or community plan district in which the sign is located, as determined by the Planning Director.

(ZO § 10.090)

17.54.180 On-Premises Signs

Signs located on the same site as the business, activity, product, service or persons they advertise shall be subject to the following requirements, except as otherwise provided by Article 17.56 for a specific land use. All signs are subject to the sign permit requirements and other applicable provisions of Section 17.54.170.

A. Commercial and Industrial Districts. The following signs are allowed in commercial and industrial districts:

1. Freestanding Signs. Monument signs and other signs that are not attached to any building are allowed as follows (see also subsection (A)(4) for the maximum area of signs allowed in the Tahoe-Sierra area):

   a. Number of Signs Allowed. One per site for parcels with less than six hundred (600) linear feet of continuous street frontage; two per site for parcels with six hundred (600) linear feet or more of continuous street frontage and with at least two vehicle entrances to the site. Corner lots with less than two acres may have one freestanding sign per street frontage where the sign area of each sign is not more than one-half of the maximum allowed by subsection (A)(1)(b), of this section.

   b. Sign Area. One square foot of sign area is allowed for every two feet of continuous linear street frontage of the site, with a maximum of one hundred (100) square feet for each permitted freestanding sign.

   c. Sign Setbacks. Freestanding signs shall be set back from all property lines a minimum of five feet, as required by Section 17.54.170(E), and shall also be set back from the intersection of any two lot lines at a street corner by a minimum of one hundred (100) feet, and from any other freestanding sign (including such a sign on an adjoining lot) by at least fifty (50) feet. (See Figure 17.54-J.)

   d. Height Limit. Twenty-five (25) feet or the height of the tallest building on the site (thirty-five (35) foot maximum in Highway Services (HS) zone district), whichever is lower, except where this section sets a different height limit for a special-purpose sign, and except where the Placer County design guidelines manual or any applicable community plan establishes a reduced height limit.

   e. Shopping centers. Freestanding signs for all projects defined as "shopping centers" and all uses in CPD zone districts shall advertise only the name of the shopping center as a whole. Individual business names are not permitted on freestanding signs in such instances.
2. **Wall Signs.** Signs may be placed on each building frontage, below the roof line. In buildings with multiple tenants (store fronts), each tenant space shall be considered a building frontage. Maximum aggregate sign area for all building signs shall not exceed one square foot for each linear foot of the width of the building frontage on which the sign is installed, up to a maximum area of one hundred (100) square feet, except that an additional 0.5 square feet of sign area may be permitted for each linear foot of building frontage over one hundred (100) feet.

3. **Projecting or Suspended Signs.** One projecting sign may be placed on each building frontage of a main building below the roof line, or a suspended sign may be hung from an eave or overhang on each building frontage. Such signs shall not exceed eight square feet in area, and shall not project closer than two feet to any street curb face.

4. **Tahoe-Sierra Sign Area Restrictions.** Within the Tahoe-Sierra area, sign restrictions shall be as set forth in the applicable community plan or adopted sign ordinance applicable to the location of the sign (e.g., the Tahoe City/West Shore Sign Ordinance [See Appendix "D"] or the North Tahoe community plans and area general plan sign ordinance [See Appendix "C"]). Circumstances not regulated by such plans or ordinances shall be governed by the appropriate provisions of this section.

**B. Agricultural and Open Space Districts.** The following signs are allowed in agricultural or open space districts:

1. **Freestanding Signs.** Two signs with a maximum aggregate area of twenty (20) square feet are allowed for each site of an agricultural or open space use. Such signs shall not exceed a height of six feet.

2. **Wall Signs.** One wall sign is allowed for each principal or conditional use on the main building, with a maximum area of twenty (20) square feet.
CHAPTER 17: PLANNING AND ZONING

Signs

C. Special-purpose Signs. The following signs are allowed in all zone districts:

1. Commercial and Public Assembly Uses in Non-commercial Zones. When a commercial or public assembly use is approved in other than a commercial zone, the use shall be limited to a total aggregate sign area of fifty (50) square feet, unless otherwise regulated by any applicable community plan provisions, any adopted design guidelines for the area in which the sign is located or any conditions of approval of a conditional use permit, minor use permit or administrative review permit. Such signs(s) are limited to no more than two in number, one of which may be freestanding with a maximum height of six feet.

2. Inflated and/or Lighter-Than-Air Signs. Blimps, balloons and similar lighter-than-air or inflated advertising devices shall be allowed only to advertise the sale of agricultural products grown on the same site when the agricultural products are "in season," not to exceed three months per year, subject to the following requirements:
   a. Only one such device is allowed for each agricultural enterprise.
   b. The device shall not have lighting or electronic displays, and shall have no flags, banners or similar materials along the tether line or on the inflated device itself.
   c. The longest dimension of the inflated device shall not exceed fifteen (15) feet.

3. Institutional Signs. Institutional uses such as schools, houses of worship, community centers or other public and quasi-public uses are allowed a maximum of two signs not more than twenty-four (24) square feet in aggregate area. One such sign may be freestanding, with a maximum height of six feet.

4. Neighborhood Identification Signs. Planned development neighborhoods, apartment complexes, subdivision developments, or similar housing enclaves are allowed a maximum of two permanent signs with a maximum aggregate area of fifty (50) square feet for each primary entrance, identifying apartment projects, subdivision names, etc.

5. Tract Signs. The original sale of lots within a subdivision may be advertised by two temporary signs with a maximum aggregate area of one hundred (100) square feet and a height limit of six (6) feet; except that in the Tahoe-Sierra area, the signs are limited to an aggregate area of fifty (50) square feet and a height limit of six feet. Permits for such signs shall be issued for a maximum of two years only. (ZO § 10.092)

6. Menu Board Signs. A menu Board sign for drive-thru restaurants may be permitted in addition to the maximum number of freestanding signs permitted by Section 17.54.180(a)(1)(a). The menu Board shall not exceed a height of six (6) feet, the sign area of the menu Board shall be included in the aggregate freestanding sign area permitted by Section 17.54.180(A)(1)(b), and the maximum area for advertising copy shall not exceed one square foot. The menu Board shall be located such that it is screened from adjacent streets.

17.54.190 Off-Premises Signs

Signs not located on the same site as the business, activity, product, service or persons they advertise shall be subject to the following requirements, as well as the sign permit requirements and other applicable provisions of Section 17.54.170.

PLACER COUNTY 218 EDITION #9 - JANUARY 2005
CHAPTER 17: PLANNING AND ZONING

A. Agricultural Sales Signs—Farm Zone. The sale of agricultural products within the farm zone (Section 17.10.010), pursuant to Section 17.56.160 (Outdoor retail sales) may be advertised by one off-site sign also located within the farm zone, subject to minor use permit approval (Section 17.58.130). The sign shall not exceed thirty-two (32) square feet in area.

B. Election Campaign Signs. Political signs advertising candidates or positions on issues for an election campaign may be placed on private property only subject to the following requirements:

1. Location of Signs. Election campaign signs shall:
   a. Be prohibited within any public right-of-way
   b. Meet the setback requirements of Sections 17.54.170(E) (Setbacks for Freestanding Signs) and 17.54.170(A)(1)(c). (Commercial and Industrial Districts—Sign Setbacks).

2. Maximum Sign Area. Thirty-two (32) square feet.

3. Property Owner Consent Required. The placement of election campaign signs shall only occur with the permission of the owner of the property where the sign is to be placed.

4. Deposit. No election campaign signs shall be posted until the responsible person or organization first deposits two hundred dollars ($200.00) with the elections division of the County clerk/recorder/registrar department to guarantee removal of the signs as required by this section. The deposit shall be accompanied by written authorization for the County to enter private property to remove such signs if not removed as required by subsection (B)(5) of this section. The deposit shall be refunded if the signs are removed within the time required by subsection (B)(5).

5. Time Limit for Posting, Removal Required. Election campaign signs may be posted no sooner than sixty (60) days before the applicable election, and shall be removed from public view no later than twenty-one (21) days after such election.

6. Variance Not Allowed. No variance to the provisions of this subsection (B) shall be allowed pursuant to Section 17.58.130 (Variance).

7. Enforcement. If an election campaign sign is in violation of the provisions of this section, notice shall be given by the code enforcement officer to either the property owner or manager and/or the candidate and/or organization for which the sign was placed, that directs removal of the sign within seven days of the date of the notice. Failure to remove the sign shall be punishable as provided in Article 17.62 (Enforcement).

C. Commercial/Industrial Complex Signs. Off-premises signs in a commercial or industrial zone district shall be constructed, erected, installed or placed only if such signs are in compliance with the following requirements, and a minor use permit is first obtained. Off-premises signs in residential multifamily (RM), motel (MT) or office and professional (OP) districts may also be permitted, subject to the following requirements and provided that a minor use permit is first obtained:

1. Location. Such off-premises signs shall:
   a. Not be erected within any public road right-of-way. Such signs may be erected within a private road right-of-way or within an access easement only if such an installation does not create a public health or safety hazard and does not interfere
with drivers' sight distance along any public or private roadway or at any intersection of public/private roads; (including any driveway entrances on to such roads; and

b. Be permitted immediately adjacent to an entrance road/driveway only where a business, a group of businesses or a business complex has no direct frontage on the road which provides primary public access to it. For purposes of this provision, "direct frontage" shall mean that a portion of the property upon which the business(s) is located, other than any area included within a road right-of-way or access easement fifty (50) feet or less in width, immediately abuts the primary public access road used by the business(s) which advertise on the sign structure; and

c. Not exceed one sign structure per location, although more than one business sign may be permitted on a single sign structure. Such a sign structure is permitted in addition to any otherwise permitted on-premises freestanding sign;

d. Be set back from the edge of the right-of-way for the primary public access roadway a minimum of five feet.

2. **Size.** The size standards for off-premises commercial/industrial signs shall be as follows:

   a. The display area shall be a maximum of fifty (50) square feet in aggregate area, regardless of the number of individual businesses which advertise on the sign.

   b. The sign structure shall not exceed twenty-five (25) feet in height, measured from the existing grade to the highest point on the sign, nor shall such a sign exceed the height limits provided in any adopted community plan or in the County design guidelines manual.

3. **Design.** Off-premises commercial/industrial signs shall be freestanding and shall not have more than two faces. The two faces shall not be placed, installed, erected or constructed in such a manner that both faces may be viewed simultaneously. Such signs must be consistent with the design provisions of any adopted community plan and/or the County design guidelines manual, where applicable.

**D. Temporary Off-Premise Real Estate/Subdivision Advertising Signs.** Off-premise signs advertising the sale of real estate and providing the public with directions to such real estate may be constructed, erected, installed or placed only if such signs are in compliance with the following requirements.

[**Note:** This section reflects Placer County's determination of reasonable location and design features for real estate advertising signs as authorized by Section 713 of the California Civil Code.]

1. **Real Estate Advertising Signs—No Permit Required.** Real estate advertising signs which meet the following criteria are permitted as a matter of right.

   a. **Location.** Temporary off-premises real estate advertising signs shall:

      i. Be prohibited within any public or private road right-of-way or access easement; and

      ii. Be setback at least five feet from a property line or the edge of a road right-of-way (whichever is greater); and
iii. Not be located within one thousand (1,000) feet of any other temporary off-premises real estate sign; and

iv. Not be installed, placed, erected or constructed so as to create a public health or safety hazard, as determined by the Planning Director, nor shall such a sign interfere with drivers' sight distance along any public or private roadway or at any intersection of public/private roads (including any driveway entrances on to such roads); and

v. Not be installed, placed, erected or constructed on property containing any other freestanding sign

b. Size. The size standards for temporary off-premises real estate advertising signs are as follows:

i. The display area shall be a maximum of three square feet; and

ii. Where a sign has two faces containing sign copy, which are oriented back-to-back, the area of the sign shall be measured using one sign face only; and

iii. The sign structure shall not exceed six feet in height, measured from the existing grade to the highest point on the sign.

c. Design. The design criteria for temporary off-premises real estate advertising signs shall be as follows:

i. Such signs shall be freestanding and shall not have more than two faces. The two faces shall not be placed, installed, erected or constructed in such a manner that both faces can be simultaneously viewed; and

ii. Such signs shall not be lighted (externally or internally), nor shall any portion of a sign or its support structure be animated in any way.

d. Installation and Removal. All of the following provisions shall apply to the installation, placement, erection, display or construction of a temporary off-premises real estate advertising sign:

i. A subdivision shall only be advertised on such a sign if a final map has been recorded and the improvements are accepted as complete except, if the construction of a temporary sales office or one or more model homes has been approved by the Planning Commission for a specific subdivision, that subdivision's name may be included on a temporary off-premises subdivision sign when a final map has been recorded and the sales office or model homes are certified for use and occupancy; and

ii. Such signs shall be removed within thirty (30) days following the sale or lease of the advertised real estate.

2. Subdivision/Real Estate Advertising Signs. Subdivision/real estate advertising signs which meet the following criteria are permitted.

a. Location. Temporary off-premises subdivision signs and sign structures shall:
CHAPTER 17: PLANNING AND ZONING

17.54.190

i. Be prohibited within any public or private road right-of-way or access easement; and

ii. Meet the setback requirements of Sections 17.54.170(E) (Setbacks for Freestanding Signs) and 17.54.180(A)(1)(c) (Commercial and Industrial Districts—Sign Setbacks); and,

iii. Not exceed one sign structure per intersection, nor be located within one thousand (1,000) feet of any other off-premises subdivision sign; and

iv. Not be installed, placed, erected or constructed so as to create a public health or safety hazard, as determined by the Planning Director, nor shall such a sign interfere with drivers' sight distance along any public or private roadway or at any intersection of public/private roads (including any driveway entrances on to such roads); and

b. Size. The size standards for off-premises subdivision signs shall be as follows:

i. The display area shall be a maximum of thirty-six (36) square feet, with no individual subdivision sign exceeding eighteen (18) square feet; and,

ii. Where a sign has two faces containing sign copy, which are oriented back-to-back (or in such other manner so that only a single face is visible at any one time) and are not separated by more than thirty-six (36) inches at any point, the area of the sign shall be measured using one sign face only; and

iii. The sign structure shall not exceed six feet in height, measured from the existing grade to the highest point on the sign.

c. Design. The design criteria for off-premises subdivision signs shall be as follows:

i. Such signs shall be freestanding and shall not have more than two faces. The two faces shall not be placed, installed, erected or constructed in such a manner that both faces can be simultaneously viewed; and

ii. The materials and colors of such signs and their supporting structures shall be reviewed by the Placer County design review committee as a part of the design review process (addressed in Section 17.52.070 if such signs are proposed in a design review combining zone district. Any landscaping, accessory structures (e.g., planter boxes, etc.) shall be reviewed in the same manner; and

iii. Such signs shall not be lighted (externally or internally), nor shall any portion of a sign or its support structure be animated in any way.

d. Installation and Removal. All of the following provisions shall apply to the installation, placement, erection or construction of off-premises subdivision signs:

i. No such sign structure shall be erected until at least one subdivision is advertised thereon; and

ii. A subdivision shall only be advertised on such a structure if a final map has been recorded and the improvements are accepted as complete by the County; except, if the construction of a temporary sales office or one or more model homes has been approved by the Planning Commission for a
specific subdivision, that subdivision's name may be included on a temporary off-premises subdivision sign when a final map has been recorded and the sales office or model homes are certified for use and occupancy by the building department; and

iii. A subdivision shall only be advertised by the name shown on the subdivision's final map, or by such other name as has been officially approved or recognized; and

iv. A subdivision's name and related information (see subsection (C)(2)(c)(iii)) shall be removed from such a structure within thirty (30) days if no model homes or lots are available for viewing or sale; and

v. Any such sign structure which has had no subdivision name advertised on it for a period of ninety (90) days or more shall be removed within one hundred twenty (120) days after the last subdivision name was advertised on the structure. (ZO § 10.094)

17.54.200 Nonconforming Signs

This section recognizes that the eventual elimination of existing signs that are not in conformity with the provisions of this article is as important as the prohibition of new signs that would violate these regulations. This section also recognizes and is intended to be consistent with the provisions of Section 5493—Section 5499 of the California Business and Professions Code.

A. Continuation of Nonconforming Sign. A legally established sign that does not conform to this article may continue to be used, except that the sign shall not be:

1. Structurally altered to extend its useful life;
2. Expanded, moved, or relocated;
3. Re-established after a business has been discontinued for ninety (90) days or more;
4. Re-established after damage or destruction of more than fifty (50) percent of the sign value, as determined by the Planning Director.

Any nonconforming sign shall be required to be brought into conformance or removed as a condition of approval of any design review, administrative review permit, minor use permit, conditional use permit or variance that is granted on the same site for the alteration, reconstruction or new use of the building for which the sign was formerly used.

B. Sign Copy Changes. Sign copy and sign faces may be changed when there is no change in the use of the site or when only a portion of a multiple-tenant sign is being changed. A change of ownership does not, in and of itself, constitute a use change.

C. New Signs on the Same Site. A new sign in conformity with this ordinance may be approved for a site that contains nonconforming signs, provided that the aggregate area of signs on the site does not exceed that allowed by Section 17.54.180 (On-premises signs).

D. Amortization and Removal. A nonconforming sign that exceeds the height, size, or spacing requirements of this article by more than ten (10) percent, or that is nonconforming with respect to one or more of the other sign regulations of this chapter, shall be changed to comply with the sign...
regulations of this chapter or removed from the site within fifteen (15) years of the effective date (i.e., August 24, 1995) of this section.

1. If the nonconformity consists of too many freestanding signs or more total sign area than allowed on a single lot, the person responsible for the nonconforming signs may determine which signs need to be changed or removed to bring the signs into conformity with the provisions of this chapter.

2. Off-premises signs that are protected from enforced removal by applicable provisions of state law shall be required to be removed only as allowed by state law.

3. A sign considered to be of historic or artistic merit may be retained if a conditional use permit is granted by the Planning Commission to authorize the continued use of such a sign, with findings documenting the special nature of the sign.

E. Tahoe-Sierra Nonconforming Sign Provisions. When any modification is made to a nonconforming sign within the areas governed by the Tahoe City/West Shore Sign Ordinance or the North Tahoe Community Plans and Area General Plan Sign Ordinance (See Appendices "D" and "C", respectively), such sign must be brought into conformance with all provisions of said ordinances (except where the only nonconforming feature of the sign is noncompliance with currently-required setbacks, in which case the sign may maintain its existing location rather than being moved to meet current setback requirements). (ZO § 10.096)
Sign Ordinance

Lillian Macleod <lillian.macleod@edcgov.us>            Mon, Aug 12, 2013 at 9:10 AM
To: Kimberly Kerr <kimberly.kerr@edcgov.us>, David Defanti <david.defanti@edcgov.us>, Roger P Trout <roger.trout@edcgov.us>, Shawna Purvines <shawna.purvines@edcgov.us>

---------- Forwarded message ----------
From: Jypsiewinds <jypsiewinds@netscape.net>
Date: Sun, Aug 11, 2013 at 9:15 PM
Subject: Sign Ordinance
To: lillian.macleod@edcgov.us

I suppose if I lived in Somerset or Fair Play or one of the smaller towns this may not be such an issue. But I don’t!
I live in Shingle Springs, on the way Placerville and up to Lake Tahoe.

Billboards, billboards, billboards.......HOW UNSIGHTLY as we all see on our way to Sacramento.

And now..............you want to approve these in our small towns!!!!

I support the approval of a simple Sign Ordinance, such as the existing Chapter 17.16 Sign Ordinance, to address offensive billboards or billboards placed in a scenic corridor. I would like the new ordinance approved as soon as possible to rid the county of unwanted billboards and sign clutter.

Thank you,

Cherie Greeninger
Shingle Springs resident

[Quoted text hidden]
Lillian Macleod <lillian.macleod@edcgov.us>  
To: Kimberly Kerr <kimberly.kerr@edcgov.us>, David Defanti <david.defanti@edcgov.us>, Roger P Trout <roger.trout@edcgov.us>, Shawna Purvine <shawna.purvine@edcgov.us>

Mon, Aug 12, 2013 at 9:09 AM

——— Forwarded message ———
From: Stan Stalley <ststalley@sbcglobal.net>
Date: Mon, Aug 12, 2013 at 8:12 AM
Subject:

To: lillian.macleod@edcgov.us
Cc: bosone@edcgov.us, bostwo@edcgov.us, bostthree@edcgov.us, boshour @edcgov.us, roger.trout@edcgov.us, edc.cob@edcgov.us, rich.stewart@edcgov.us, dave.pratt@edcgov.us, tom.hefflin@edcgov.us, walter.mathews@edcgov.us, brian.shinault@edcgov.us

Subject: Comment on Comprehensive Sign Ordinance, File #13-0086

Dear Ms. MacLeod,

I support the approval of a simple Sign Ordinance, such as the existing Chapter 17.16 Sign Ordinance, to address offensive billboards or billboards placed in a scenic corridor. I would like the new ordinance approved as soon as possible to rid the county of unwanted billboards and sign clutter.

Thank you,

Stan Stalley

Shingle Springs

NOTICE: This e-mail and any files transmitted with it may contain confidential information, and are intended solely for the use of the individual or entity to whom they are addressed. Any retransmission, dissemination or other use of the information by persons other than the intended recipient or entity is prohibited. If you receive this e-mail in error please contact the sender by return e-mail and delete the material from your system.

Thank you,
Sign Ordinance

Lillian Macleod <lillian.macleod@edc.gov.us>  
To: Kimberly Kerr <kimberly.kerr@edc.gov.us>, David Defanti <david.defanti@edc.gov.us>, Roger P Trout <roger.trout@edc.gov.us>, Shawna Furines <shawna.furines@edc.gov.us>  
Mon, Aug 12, 2013 at 12:13 PM

--- Forwarded message ---
From: Amy Anders <gvcenter2012@gmail.com>
Date: Mon, Aug 12, 2013 at 11:40 AM
Subject: Sign Ordinance
To: lillian.macleod@edc.gov.us, Ellen Van Dyke <gvalliance@gmail.com>

Hello Lillian,

This email is regarding the EDC sign ordinance. Please see the attached photos as illustration of context for my comments. I own both residential and commercial properties along Green Valley Road just east of Sophia Parkway. I have called Environmental Management on several occasions to address the following issues:

1) the number of signs located along a 500 foot stretch of Green Valley Road at Amy's Lane
2) the extremely large size of the flags and signs
3) the deteriorated condition of the flags and signs
4) the placement of a large inflatable dog along the county right of way
5) the attachment of shade structures to the county maintained fence

While review of the sign ordinance content is extremely important, enforcement is perhaps the single most obvious failure point for the existing sign ordinance. For example, if tying a shade structure to the county fence is acceptable because of a loophole in the current sign ordinance, then something must be added to the updated version of the sign ordinance. However, if the problem is inability to enforce the sign ordinance, then this is the "real problem" that needs to be addressed. In order to evaluate the proposed updates to the sign ordinance, a clear enforcement process must also be included. Is there any official documentation regarding the enforcement of the current sign ordinance? Are shade structures and flags excluded from the current sign ordinance?
Fwd: Sign Ordinance

1 message

Lillian MacLeod <lillian.macleod@edc.gov.us>  Mon, Aug 12, 2013 at 2:42 PM
To: Kimberly Kerr <kimberly.kerr@edc.gov.us>, David Defanti <david.defanti@edc.gov.us>, Roger P Trout <roger.trout@edc.gov.us>, Shawna Purvines <shawna.purvines@edc.gov.us>

------- Forwarded message -------
From: Jamie Beutler <beutlerjamie@gmail.com>
Date: Mon, Aug 12, 2013 at 2:41 PM
Subject: Sign Ordinance
To: lillian.macleod@edc.gov.us

Subject: Comment on Comprehensive Sign Ordinance, File #13-0086

Dear Ms. MacLeod,

I support the approval of a Sign Ordinance, such as the existing Chapter 17.16 Sign Ordinance, to address offensive billboards or billboards placed in a scenic corridor. I would like the new ordinance approved as soon as possible to rid the county of unwanted billboards and sign clutter.

Thank you,

Jamie Beutler
Placerville

NOTICE: This e-mail and any files transmitted with it may contain confidential information, and are intended solely for the use of the individual or entity to whom they are addressed. Any retransmission, dissemination or other use of the information by persons other than the intended recipient or entity is prohibited. If you receive this e-mail in error please contact the sender by return e-mail and delete the material from your system.
Thank you.
Lillian Macleod <lillian.macleod@edc.gov.us>  

To: Kimberly Kerr <kimberly.kerr@edc.gov.us>, Dave Johnston <dave.johnston@edc.gov.us>, Roger P Trout <roger.trout@edc.gov.us>, Shawna Purvines <shawna.purvines@edc.gov.us>  

--- Forwarded message ---

From: Javad Tayebi <jtayebi@gmail.com>  
Date: Mon, Aug 12, 2013 at 3:12 PM  
Subject: Fwd: Delivery Status Notification (Failure)  
To: tom.heflin@rdc.gov.us, brian.shinault@edc.gov.us, lillian.macleod@edc.gov.us  

Dear Ms. MacLeod,

I support the approval of a simple Sign Ordinance, such as the existing Chapter 17.16 Sign Ordinance, to address offensive billboards or billboards placed in a scenic corridor. I would like the new ordinance approved as soon as possible to rid the county of unwanted billboards and sign clutter.

Thank you,

Javad Tayebi  
5376 Marybelle Lane,  
Shingle Springs, CA 95682

NOTICE: This e-mail and any files transmitted with it may contain confidential information, and are intended solely for the use of the individual or entity to whom they are addressed. Any retransmission, dissemination or other use of the information by persons other than the intended recipient or entity is prohibited. If you receive this e-mail in error please contact the sender by return e-mail and delete the material from your system. Thank you.
Sign Ordinance Update Public Workshop, Monday, August 12, 2013

Comment Card

Comments:
Standardization is a good thing for any group more than 2 people! It just helps keep people from getting at each other's throats. 2) My hope would be that creativity and flexibility would be the human touch.

Comments may be submitted today at this workshop or email to: shawna.purvines@edc.gov.us or mail to:
Shawna Purvines, El Dorado County Community Development Agency, 2850 Fairlane Court, Placerville, CA 95667

Your Contact Information (Optional):
Name: Jeanne Harper
Address: P.O. 291, Pollock Pines, CA 95726
Email: jm.harper2@comcast.net Phone: (530) 619-1332

Sign Ordinance Update Public Workshop, Monday, August 12, 2013

Comment Card

Comments:
1) Billboards should not be allowed in El Dorado County. Please amortize them.
2) The wrapped vehicles rules may cause problems. Business usually park their cars that are wrapped in high visible areas for the purpose to be seen. Will they have to cover the wrapped car?
3) The no-dayglow colors will not make the yard sale people happy...

Comments may be submitted today at this workshop or email to: shawna.purvines@edc.gov.us or mail to:
Shawna Purvines, El Dorado County Community Development Agency, 2850 Fairlane Court, Placerville, CA 95667

Your Contact Information (Optional):
Name: Kathleen Newell
Address: Shingle Spring
Email: Knowells@gmail.com Phone: 530-306-9371
Comments to the Draft Sign Ordinance Update

Nikki or Tim Costello <ntcostello@sbcglobal.net>  
To: shawna.purvines@edcgov.us, dawd.defanti@edcgov.us, roger.trout@edcgov.us

Shawna, Dave and Roger,  
Thank you for your time this evening at the 7:00pm meeting explaining the draft sign ordinance update to me, and listening to my comments. I'd like to provide my comments in this email as well:

1. I support updating the sign ordinance; thank you for updating the ordinance and presenting clearer criteria for signs.
2. The draft ordinance is hard to understand and is a bit confusing to me (for example, item 4b on page 19). I recommend that a paragraph be added up front, perhaps after the "Content" bullets, in plain English explaining the purpose of the ordinance and expected outcomes if approved - for example, if approved this ordinance will phase out large freeway billboards, etc.
3. References to "viewsheds in designated scenic corridors" - please define those areas. Where are the viewsheds?
4. "Permit Required" section - please insure that the permit review process is fixed, to prevent unintended approval of permit applications. The large freeway billboards recently erected in Shingle Springs are offensive and ugly, and the Bud Light one visible to Ponderosa High students from the freeway overpass on Ponderosa is particularly offensive - talk about mixed messages to those kids (I live off of Ponderosa and view that sign - blocking a portion of the view of the mountains - regularly). A failed permit review process is apparently to blame. Heavy reliance on permit review processes is therefore a sensitive issue to me.
5. "Variances" - application for variance is discussed; I recommend that circumstances for a variance be included as an example - i.e., why would a variance be allowed?
6. "Highway Oriented Sign Permit" - this section discusses allowing consideration of taller and larger signs - the circumstances for allowing taller and larger signs should be discussed. I have a concern that we'll have an updated ordinance, but allowances for variances and consideration of taller and larger signs - does this ordinance really define allowable size if there are considerations for larger signs?
7. Exempt signs - the CA Lottery reference comes out of left field; but I understand from the meeting this evening it is a function of state law and therefore is required in the ordinance?
8. Again, permit requirements on Page 19; please ensure the permit review process will work.
9. Illumination of highway oriented signs - please discourage or ban large, ugly lit signs. Also, please consider banning those large LED signs like the one in Folsom on Highway 50 near the car dealership - those should be deemed too distracting and too bright to be safe, and too ugly for our roadways.
10. Timeline for non-conforming signs (amortization schedule) - I would like the time period for freestanding signs be reduced from 7 years to 1 or 2 years. I understand from this evening's meeting that the 7 year period is apparently required by state law. Please confirm this with legal counsel. Also, the 7 year period is actually 8 or 9 years from when this effort began, given the fact that the timeframe cannot begin for another 7-12 months (after reviews, the EIR, hearings, and adoption and certification, then sign identification and notification to owners). Please explain in this section when the timeframe can begin; that information is lacking (identify signs, prepare and submit notices).

Thank you for your consideration and the opportunity to provide comments, and for taking on this task which I believe is extremely important for our County. I hope that the new ordinance will not interfere with typical small business signage, garage sale signs, etc., but will stop large lit signs and provide framework for common sense reviews.

Sincerely,

Tim Costello
3903 Los PAdres Lane
Shingle Springs, CA 95682
To the members of the El Dorado County Board of Supervisors and Planning Commission:
Please consider these points when making your decision regarding the sign ordinance:

- **Rural roads are challenging for visitors to negotiate.** There is a constant theme among visitors to our area that our rural roads are challenging and even frightening. The existing street signage is all too often inadequate and hidden by overgrowth. Unlike urban or suburban communities where streets tend to be perpendicular, straight and well lit; our rural roads although more charming, present a significant challenge to many drivers and tourists even during daylight hours. It is vital to the health of our rural communities and businesses that adequate signage is present to guide visitors through the county safely.

- **The sign ordinance should reflect the needs of 3 distinct groups:**
  1. Rural Signage
  2. Suburban Signage
  3. Freeway Signage

  Sign ordinances that paint rural, suburban and freeway signage with the same brush could have a devastating effect on rural businesses. Signage like that currently on display in *Apple Hill*, the *Wine Trails* signs, *Agricultural District* signs and the *Farm Trails* signs offer an inviting and supportive greeting to visitors unsure of our roads especially since Mapquest and cell phones don’t work well on our rural roads.

- **Permit directional signage from legitimate groups & businesses.** I would like to propose that the County allow tasteful and adequate signage from legitimate and recognized groups and businesses like the *Apple Hill Growers, El Dorado County Farm Trails Association, Wine Trail* members, *The Adventure Loop Tour* and the *El Dorado County Agricultural District* as well as rural & agricultural businesses in our rural areas.

- **Allow Pole Signs.** Pole signs are currently the sign type used by most of the aforementioned groups as they are inexpensive, attractive and easily installed. Other sign types would make signs cost prohibitive for most groups and businesses.

- **The Sign Ordinance should be simple, clear and costs of complying should not be onerous.** The current draft makes the entire process overly restrictive, unclear and very difficult to comply with.

Thank you for allowing me to express some of my concerns & opinions to you.

Sincerely,

Elke Schlosser
Proprietress, Enchanted April Inn & Farm
Member of the Divide, Coloma & County Chambers of Commerce
Secretary of the El Dorado County Farm Trails.

Luxury lodging in the California Gold Rush Country - 5950 Salmon Falls Road, Pilot Hill, CA 95664 U.S.A. 916-939-9144
Re: Draft Sign Ordinance

August 14, 2013

To the members of the El Dorado County Board of Supervisors and Planning Commission:
Please consider these points when making your decision regarding the sign ordinance:

- **Rural roads are challenging for visitors to negotiate.** There is a constant theme among visitors to our area that our rural roads are challenging and even frightening. The existing street signage is all too often inadequate and hidden by overgrowth. Unlike urban or suburban communities where streets tend to be perpendicular, straight and well lit; our rural roads although more charming, present a significant challenge to many drivers and tourists even during daylight hours. It is vital to the health of our rural communities and businesses that adequate signage is present to guide visitors through the county safely.

- **The sign ordinance should reflect the needs of 3 distinct groups:**
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• **Allow Pole Signs.** Pole signs are currently the sign type used by most of the aforementioned groups as they are inexpensive, attractive and easily installed. Other sign types would make signs cost prohibitive for most groups and businesses.

• **The Sign Ordinance should be simple, clear and costs of complying should not be onerous.** The current draft makes the entire process overly restrictive, unclear and very difficult to comply with.

Thank you for allowing me to express some of my concerns & opinions to you.

Sincerely,

Elke Schlosser  
Proprietress, Enchanted April Inn & Farm  
Member of the Divide, Coloma & County Chambers of Commerce  
Secretary of the El Dorado County Farm Trails.
Sign Ordinance (OR12-0001) Copy of Comments Submitted 8/7/13 - (Conflicts with State Law as Drafted)

OrionOutdoor <beau@orionoutdoor.com>  
To: Charlene Tim <charlene.tim@edcgov.us>  
Cc: Shawna Purvines <shawna.purvines@edcgov.us>, Charles <charles@orionoutdoor.com>, David Defanti <david.defanti@edcgov.us>

Tue, Aug 20, 2013 at 3:30 PM

Hi Charlene:  
( Sorry if this has come through twice )

I have attached a copy of my submission that was sent to the County on 8/7 prior to the first workshop regarding the Draft Sign Ordinance and how it directly conflicts with State Law as drafted.

It is my understanding that you are the Clerk of the Planning Commission and you handle distributing written comments to the Commission.

I respectfully request that you distribute a copy of this email along with the attachment to each of the Planning Commissioners prior to the workshop on Thursday so that they may have time to read through the material.

I am happy to answer any questions that the Commissioners may have by phone, email or by personal appointment regarding our comments made if necessary.

Please send me a reply email so that I can confirm your receipt of my request.

Thank you for your help.

Beau Palley
CEO & Chairman
Orion Outdoor Media
1-800-272-3885 ext. 1

ED CO ORD Letter.pdf
1189K
August 7, 2013.

Via Personal Delivery

Memo To:

El Dorado County
2850 Fairlane Ct.
Placerville, CA 95682

RE: Sign Ordinance Update (OR12-0001) as drafted conflicts with State Law.

Dave:

Attached please find my comments and requested revisions to the above referenced ordinance. Please feel free to contact me with any questions your department or County Counsel may have.

I can be reached at 1-800-272-3885 ext 1 or by email at beau@orionoutdoor.com

Thank you.

Beau Palley
CEO & Chairman
Orion Outdoor Media
August 7, 2013

Via Email To: david.defanti@edcgov.us

County of El Dorado
Community Development Agency
2850 Fairlane Ct.
Placerville, CA 95667
Attn: Dave Defanti

RE: Sign Ordinance Update (OR12-0001)

Dave:

Thank you for meeting with us today to discuss our concerns regarding the draft sign ordinance referenced above. As we discussed the current draft ordinance (section 17.16.110 C) directly conflicts with State Law, specifically California Business and Professions section 5412 for off-site signs and section 5491 as it pertains to on-site signs. The compelled removals contemplated by the proposed County ordinance require due process and payment of compensation as further described in section 5412 and 5491 of the Business and Professions Code. The current draft lacks such language and in fact seeks to circumvent State Law as currently written.

At our meeting this morning you had requested that I provide some possible revisions or alternatives to the current draft ordinance. My suggestions are as follows:

County should consider classifying signs into two categories, Legal Conforming or Legal Non conforming. This type of classification would have no fiscal impact, while still allowing the County to closely regulate the issuance of new permits while capping existing sign inventories and their use intensities.

The current draft sign ordinance requires that all non-conforming off-site signs be amortized and removed within a seven-year period. The County can elect to amortize but at a very high cost. The amortization process equates to a compelled removal under State Law. For each off-site sign that is removed compensation is required to be paid to both the sign owner and effected property owner, such process is governed by section 5412 of the Business and Professions code as defined in the Eminent Domain Law Title 7. The estimated cost for a single off-site sign removal along Highway 50 in Western El Dorado County could easily reach Two Million Dollars based on today’s revenues, sales comparatives and current enterprise values. The draft ordinance also requires the same removal process for on-site signs. Again such compelled removals are subject to section 5491 and require compensation to be paid to the effected parties as described in section 5492 of the Business and Professions code. Compelled removal a single fifty-foot pole sign could easily top one hundred fifty thousand dollars.

Should the County elect to maintain its current position of amortization as described in section 17.16.110C then the County should revise its draft ordinance and include proper language that acknowledges the required due process & payment of compensation to all effected parties as required under State Law, specifically sections 5412 and 5491. Furthermore if the County proceeds as drafted County will be required to create an inventory of all signs that will become non conforming as of the passage of the ordinance in addition to preparing a full fiscal impact report prior to passage of the proposed legislation. Given the number of both on-site and off-site signs that will be effected, and the astronomical cost of removal of every non-conforming sign the County may want to reconsider its position on amortization.

I have enclosed a copy of the memo and associated documents that I provided to you today at our meeting.
Please feel free to call or email with any questions you may have. I can be reached at 1-800-272-3885 ext. 1 or email beau@orionoutdoor.com

Sincerely

/Beau Palley
CEO & Chairman
Orion Outdoor Media

Enclosures

cc: Shawna Purvines
CALIFORNIA BUSINESS & PROFESSIONS CODE

(This section 5412 applies to off-site signs)

Comprehensive Sign Ordinance Update (OR 12-0001) section 17.16.110 C. Non Conforming Signs is in direct conflict with B&P 5412. State Law specifically prohibits County from requiring an off-site sign to be abated by a property owner or person responsible without due process under the Eminent Domain Law title 7 and the required payment of compensation as stated below. Revision requested (See Attached Placer County sign ordinance Section 17.54.170 & 17.54.200 D 2. Off-Premises Signs.

5412. Notwithstanding any other provision of this chapter, no advertising display which was lawfully erected anywhere within this state shall be compelled to be removed, nor shall its customary maintenance or use be limited, whether or not the removal or limitation is pursuant to or because of this chapter or any other law, ordinance, or regulation of any governmental entity, without payment of compensation, as defined in the Eminent Domain Law (Title 7 (commencing with Section 1230.010) of Part 3 of the Code of Civil Procedure), except as provided in Sections 5412.1, 5412.2, and 5412.3. The compensation shall be paid to the owner or owners of the advertising display and the owner or owners of the land upon which the display is located. This section applies to all displays which were lawfully erected in compliance with state laws and local ordinances in effect when the displays were erected if the displays were in existence on November 6, 1978, or lawfully erected after November 5, 1978, regardless of whether the displays have become nonconforming or have been provided an amortization period. This section does not apply to on-premise displays as specified in Section 5272 or to displays which are relocated by mutual agreement between the display owner and the local entity. "Relocation," as used in this section, includes removal of a display and construction of a new display to substitute for the display removed. It is a policy of this state to encourage local entities and display owners to enter into relocation agreements which allow local entities to continue development in a planned manner without expenditure of public funds while allowing the continued maintenance of private investment and a medium of public communication. Cities, counties, cities and counties, and all other local entities are specifically empowered to enter into relocation agreements on whatever terms are agreeable to the display owner and the city, county, city and county, or other local entity, and to adopt ordinances or resolutions providing for relocation of displays.
CALIFORNIA BUSINESS & PROFESSIONS CODE

(This section 5491 applies to on-site signs)

Comprehensive Sign Ordinance Update (OR 12-0001) section 17.16.110 C. Non Conforming Signs is in direct conflict with B&P 5491. State Law specifically prohibits County from requiring an on-site sign to be abated by a property owner or person responsible without the required payment of fair and just compensation as stated below pursuant to section 5492 of the Business and Professions code. Revision requested (See Attached Placer County sign ordinance Section 17.54.200)

5491. Notwithstanding any provision of Chapter 2 (commencing with Section 5200), except as provided in this chapter, no on-premises advertising display which is used for any of the purposes set forth and conforming to Section 5490 shall be compelled to be removed or abated, and its customary maintenance, use, or repair shall not be limited, whether or not removal or limitation is required because of any ordinance or regulation of any city or county, without the payment of fair and just compensation.
Attachment

Placer County Sign Ordinance
CHAPTER 17: PLANNING AND ZONING

17.54.170  Signs

The requirements of this section, together with Sections 17.54.180 through 17.54.200, apply to all signs constructed or altered after the effective date of this chapter, except as otherwise provided by this section, and are in addition to all applicable provisions of the California Outdoor Advertising Act (Business and Professions Code Sections 5200 et seq.). These sections shall be known and may be cited as the Placer County sign ordinance. No sign shall be placed within the unincorporated areas of Placer County except in compliance with the provisions of this chapter, and no sign shall be placed within a public right-of-way or easement without written permission from the Placer County Department of Public Works. The provisions of Appendix "E" (Tahoe City/North Tahoe/West Shore Sign Ordinance) shall apply within the boundaries of the area designated on the exhibit map within that ordinance and shall prevail in the event of a conflict between those provisions and Sections 17.54.180 through 17.54.200.

A.  Purpose. These sign regulations are intended to promote the attractive appearance of the County by regulating the design, character, location, type, quality of materials, scale, color, illumination, and maintenance of signs; to promote commerce and create a more attractive economic and business climate; to promote the use of signs that identify land uses and sites without confusion or creating distractions that may cause traffic or safety hazards; and to implement applicable provisions of the Placer County design guidelines manual and the general and community plans. A sign permit is not required where the sign is legally in existence and the applicant proposes to change only the advertising copy on the sign; however, the sign's new copy is subject to design review approval pursuant to the provisions of Section 17.52.070 of this chapter.

B.  Sign Permit Requirements. A sign permit shall be required for all on-premises signs (Section 17.54.180) larger than fifteen (15) square feet in area; for all off-premises signs (except for real estate/subdivision advertising signs) (Section 17.54.190); and for all signs in combining -Dc, -Dh, and -Dz zone districts. A building permit shall also be obtained for a sign, if required by Chapter 15 of this code (Construction Requirements).

1.  Applications.
   a.  All Signs Requiring Permits. An application for a sign permit shall be filed with the Planning Department using the forms supplied by the department, together with all information and materials specified on the forms, and the filing fee required by the most current Planning Department fee schedule.
   b.  Multi-use Sites. An application for a sign permit on a site with three or more separate land uses or commercial or industrial tenants shall include an overall sign program for all uses on the site. The sign program shall provide for the use of a consistent sign design style, and the same or complementary type of materials, colors, and illumination in all signs on the site. The sign program shall either be submitted for County approval as part of the discretionary land use permit application for the overall site development, or separately as a design site review application.

2.  On-premises Signs. A sign permit for an on-premises sign shall be approved if the Planning Director determines that the proposed sign is consistent with the requirements of Section 1754.180 (On-premises signs) and the Placer County design guidelines.

3.  Off-premises Signs. An off-premises sign shall be permitted and constructed as follows:
   a.  Permit Approval or Disapproval. The permit application shall be reviewed by the Zoning Administrator, who shall either issue the permit together with written certification that the proposed sign will be consistent with the requirements of Section 17.54.190 (Off-premises signs), or shall indicate the reasons for denial of
the permit in writing on the application, which shall then be returned to the applicant.

b. Sign Completion. The construction of an approved off-premises sign shall be completed within one year of permit issuance, or within such other time period as is specified by the Zoning Administrator upon approval of the permit. If not completed within one year from the date of permit issuance, or other time period as is specified in the permit, the permit shall expire. No sign construction shall occur after the expiration of a sign permit until and unless a new permit is applied for and approved.

4. Variances. No variance to the provisions of this chapter shall be granted which allows the placement of a sign in a zone district other than where it would otherwise be allowed. (Advisory Comment. Such variances are prohibited pursuant to Section 65906 of the California Government Code (see also Section 17.80.100(A)(3) of this chapter.)

C. Type and Area of Allowed Signs. The allowed type and area of signs are determined by Sections 17.54.180 (On-premises signs), 17.54.190 (Off-premises signs), and as follows:

1. Measurement of Sign Area. For the purpose of determining whether a sign is consistent with the requirements of this ordinance, the area of a sign shall be measured as the area in square feet of the smallest rectangle within which a single sign can be enclosed, or the two smallest rectangles where the sign copy is on two lines or is comprised of a logo and letters, as follows (also see Figure 17.54-1):

a. Sign Faces Counted. Where a sign has two faces containing sign copy, which are oriented back-to-back and separated by not more than thirty-six (36) inches at any point, the area of the sign shall be measured using one sign face only.

b. Wall-mounted Letters. Where a sign is composed of letters individually mounted or painted on a building wall, without a border or decorative enclosure, the sign area is that of the smallest single rectangle within which all letters and words can be enclosed. If the sign is a combination of words and/or a logo, the area of the sign shall be measured as the area in square feet of the smallest rectangles within which the complete words and/or logo(s) can be contained (see also Figure 17.54-1).

c. Three-dimensional Signs. Where a sign consists of one or more three-dimensional objects such as balls, cubes, clusters of objects or sculptural or statue-type trademarks, the sign area shall be measured as the area of the smallest rectangle within which the object(s) can be enclosed, when viewed from a point where the largest area of the object(s) can be seen.

NOTE: Relief from standards may be granted through Administrative Approval subject to Section 17.60.105(A)(6).

2. Exempt Signs. The following on-premises signs are exempt from the sign permit and other requirements of Sections 17.54.180 and 17.54.190, as long as they comply with the provisions of this subsection, have a building or electrical permit if required by Chapter 15 of this code (Construction Requirements), and do not exceed a height of six feet, except where otherwise provided below.
a. Building Directory Signs. Wall-mounted building directory signs for pedestrian use, listing building tenants or occupants, provided that such directories do not exceed ten (10) square feet on any single building wall, nor a height of eight feet.

b. Construction Signs. Two signs up to a combined total of thirty-two (32) square feet not higher than eight feet, identifying parties involved in construction on the premises and future sales or activity for which the construction is intended. Such signing shall not include the advertisement of any products. Removal is required before issuance of a certificate of occupancy.

c. Fuel Dispenser Signs. Gasoline product signage and company or brand logos on product dispensing pumps, so long as no one sign is larger than five square feet in area.

d. Hazard Signs. Public utility company and other signs indicating danger, the location of underground utilities, or of construction, excavation, or similar hazards so long as the hazard exists.

e. Holiday Decorations. Temporary holiday decorations containing no advertising copy are allowed without height limits, provided that decorations for a single holiday or season are not in place for more than sixty (60) days.
CHAPTER 17: PLANNING AND ZONING

f. Interior Signs. Signs not visible from public streets or adjacent properties, such as signs in interior areas of shopping centers, commercial buildings and structures, ball parks, stadiums and similar recreational or entertainment uses.

g. Miscellaneous Information Signs. Miscellaneous permanent information signs containing no advertising copy, in commercial and industrial zones, with an aggregate area not to exceed four square feet at each public entrance nor twelve (12) square feet total, indicating address, hours and days of operation, whether a business is open or closed, credit card information, copy applied to fuel pumps or dispensers, and emergency address and telephone numbers.

h. Non-commercial Personal Statement Signs. Temporary or permanent signs, not otherwise described in this section, which express a political or social statement. Such signs may be installed, constructed, erected or otherwise placed only under the following circumstances:

i. Where the sign is placed by the owner of the property on which the sign is located; and

ii. Where the sign is a maximum of sixteen (16) square feet in area when located in any residential zone district, or is a maximum of twenty (20) square feet when located in any agricultural zone district, or is a maximum of one hundred (100) square feet when located in any commercial or industrial zone district; and

iii. Where the sign is placed at least five feet from any property line and does not exceed a height of six feet; and

iv. Where the installation of the sign does not cause a public health or safety hazard, as determined by the Planning Director (e.g., the sign may not interfere with drivers’ sight distance on any public or private road, or on any driveway entering a public or private road); and

v. Where any and all construction permits required for the placement of the sign have been obtained from Placer County and/or from other appropriate regulatory agencies.

[Note: It is not the intent of this provision to prohibit the free expression of personal opinion regarding political and social issues, but only to regulate the size and placement of such signs in order to protect the public health, safety and welfare and to avoid incompatibility with the surrounding local neighborhood or community.]

i. Official Signs and Flags. Official federal, state or local government flags, historical markers, and official traffic, directional guide and other informational signs, and official and legal notices issued by any court, person or officer in performance of a public duty. Flag poles are subject to the height limits established for the applicable zone district by Sections 17.08.060 et seq. (Zone district regulations).

CHAPTER 17: PLANNING AND ZONING

k. Real Estate Signs

i. For Sale Signs. Temporary signs indicating only that property on which the sign is located is for sale, rent or lease. Only one sign is permitted to face each street adjacent to the property. Such signs may be a maximum of four square feet or less on property in residential land use districts and thirty-two (32) square feet or less in nonresidential land use districts.

ii. Model Homes. Temporary signs, banners and decorations for a model home and/or sales office within a new subdivision; provided, that the aggregate area of such signing for each model home does not exceed thirty-two (32) square feet.

iii. Open House. Temporary signs or banners attracting attention to an open house, with signing having a maximum aggregate area of sixteen (16) square feet, to be in place a maximum of eight days in any thirty (30) day period.

l. Residential Identification Signs. Individual residence identification signs, including but not limited to names of occupants and home occupations, limited to a total aggregate area of two square feet, excluding street numbers.

m. Safety and Directional Signage. Parking lot and other private traffic directional signs, including disabled access and parking signs, each not larger than five square feet. Such signs shall be limited to guidance of pedestrian or vehicular traffic on the premises, and shall not display any logo or name of a product, establishment, service, or any other advertising.

n. Street Addresses. Street address numbers mounted or painted on building walls or doorways.

o. Temporary Sales and Events. Banners, signs or decorative materials for an event conducted pursuant to Sections 17.56.160(C), 17.56.160(D) and 17.56.160(G) (Outdoor retail sales), or grand openings of a new facility on the same site. Such banners, signs and materials are limited to a maximum aggregate area of one hundred (100) square feet per site and a maximum time of forty-five (45) days per year. Uses permitted under Section 17.56.300 (Temporary Uses) are limited to a maximum aggregate area of one hundred (100) square feet per site of banners, signs or decorative materials or as otherwise provided by the use permit.

p. Window Signs. Temporary window signs, either painted with water-soluble paint, or constructed of paper, cloth or similar expendable material, provided the total area of such signs is not more than twenty-five (25) percent of the window area, and provided that such signs are in place no longer than thirty (30) days in any sixty (60) day period.

D. Prohibited Signs and Sign Materials. The following signs and sign materials are prohibited, as well as any other sign or sign materials that are not consistent with the provisions of this ordinance.

1. "A"-frame Signs. On-premises or off-premises signs with two or more pieces of any rigid material whatsoever joined at the top so as to form an "A" when viewed in profile, which are not permanently affixed to the ground or a building, and which are otherwise consistent with the definition of a sign.
CHAPTER 17: PLANNING AND ZONING

2. **Animated Signs.** Signs with any moving, rotating, flashing, or otherwise animated light or component, except for time and temperature displays and electronic changeable copy signs with cycle rates longer than three seconds, and traditional barber poles.

3. **Hazardous Signs.** Any sign that creates a traffic safety hazard by interfering with a driver's sight distance

4. **Inflated/Lighter-Than-Air Signs.** (Except as provided in Section 17.54.180(C)(2)).

5. **Obsolete Signs.** Any sign or sign structure identifying a use or activity that has not occupied the site for more than six months.

6. **Off-premises Signs.** Except as provided by Section 17.54.190, any off-premises sign that directs attention to a business, service, product, or entertainment not sold or offered on the premises on which the sign is located, including but not limited to billboards and other off-premises outdoor advertising signs.

7. **Portable Signs.** Signs not permanently affixed to the ground, an approved support structure or a building.

8. **Signs on Public Property.** Signs within a public road right-of-way, or placed on any other public property, except when placed on such property by the public agency having jurisdiction.

9. **Signs on Natural Features and Other Structures.** Signs affixed to or painted on trees, rocks, or other natural features, or on utility poles, street sign poles, traffic signal equipment and poles, or garbage receptacles.

10. **Signs Without Permits.** Any sign without an approved sign permit, unless specifically exempt per subsection (C)(2) of this section.

11. **Simulated Traffic Signs.** Any sign that simulates or imitates in color or design any traffic sign or signal, or uses words, symbols or characters that may interfere with, mislead or confuse pedestrian or vehicular traffic.

12. **Vehicle Signs.** Signs on vehicles, including trailers, when a vehicle is parked or stored on property for the purpose of identifying a business or advertising a product on the same site or a different site, unless the sign is permanently fixed to the vehicle, and the vehicle is used by the business to conduct its daily operations on a regular basis.

E. **Setbacks for Freestanding Signs.** Any freestanding signs allowed by Sections 17.54.180 and 17.54.190 shall be located a minimum of five feet from any property line (see Figure 17.54-J).

F. **Illumination of Signs.** Any lighted sign shall be illuminated only by continuous and stationary light sources. If the light sources are external to the sign or are otherwise physically detached from the sign, they shall be directed at the sign so that only the sign face is illuminated, except for neon tubing which may be installed so as to be viewed directly whether mounted externally or internally. All other internal light sources shall be installed so that they are visible only through translucent panels or letters. Flashing or intermittent lights are allowed only as provided in subsection (D)(2) of this section (Prohibited Signs and Sign Materials), for time and temperature signs.

G. **Construction and Maintenance.** Each sign and all its components shall be manufactured, assembled and erected in compliance with all applicable state, federal and County regulations, and the Uniform Building Code. Each sign including those exempted from this ordinance by subsection (C)(2) of this section shall be maintained in a safe, clean and legible condition at all times.
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17.54.180 On-Premises Signs

Signs located on the same site as the business, activity, product, service or persons they advertise shall be subject to the following requirements, except as otherwise provided by Article 17.58 for a specific land use. All signs are subject to the sign permit requirements and other applicable provisions of Section 17.54.170.

A. Commercial and Industrial Districts. The following signs are allowed in commercial and industrial districts:

1. Freestanding Signs. Monument signs and other signs that are not attached to any building are allowed as follows (see also subsection (A)(4) for the maximum area of signs allowed in the Tahoe-Sierra area):

   a. Number of Signs Allowed. One per site for parcels with less than six hundred (600) linear feet of continuous street frontage; two per site for parcels with six hundred (600) linear feet or more of continuous street frontage and with at least two vehicle entrances to the site. Corner lots with less than two acres may have one freestanding sign per street frontage where the sign area of each sign is not more than one-half of the maximum allowed by subsection (A)(1)(b), of this section.

   b. Sign Area. One square foot of sign area is allowed for every two feet of continuous linear street frontage of the site, with a maximum of one hundred (100) square feet for each permitted freestanding sign.

   c. Sign Setbacks. Freestanding signs shall be set back from all property lines a minimum of five feet, as required by Section 17.54.170(E), and shall also be set back from the intersection of any two lot lines at a street corner by a minimum of one hundred (100) feet, and from any other freestanding sign (including such a sign on an adjoining lot) by at least fifty (50) feet. (See Figure 17.54-J.)

   d. Height Limit. Twenty-five (25) feet or the height of the tallest building on the site (thirty-five (35) foot maximum in Highway Services (HS) zone district), whichever is lower, except where this section sets a different height limit for a special-purpose sign, and except where the Placer County design guidelines manual or any applicable community plan establishes a reduced height limit.

   e. Shopping centers. Freestanding signs for all projects defined as "shopping centers" and all uses in CPD zone districts shall advertise only the name of the shopping center as a whole. Individual business names are not permitted on freestanding signs in such instances.
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2. Wall Signs. Signs may be placed on each building frontage, below the roof line. In buildings with multiple tenants (store fronts), each tenant space shall be considered a building frontage. Maximum aggregate sign area for all building signs shall not exceed one square foot for each linear foot of the width of the building frontage on which the sign is installed, up to a maximum area of one hundred (100) square feet, except that an additional 0.5 square feet of sign area may be permitted for each linear foot of building frontage over one hundred (100) feet.

3. Projecting or Suspended Signs. One projecting sign may be placed on each building frontage of a main building below the roof line, or a suspended sign may be hung from an eave or overhang on each building frontage. Such signs shall not exceed eight square feet in area, and shall not project closer than two feet to any street curb face.

FIGURE 17.54-J
SETBACKS FOR FREESTANDING SIGNS

4. Tahoe-Sierra Sign Area Restrictions. Within the Tahoe-Sierra area, sign restrictions shall be as set forth in the applicable community plan or adopted sign ordinance applicable to the location of the sign (e.g., the Tahoe City/West Shore Sign Ordinance (See Appendix "D") or the North Tahoe community plans and area general plan sign ordinance (See Appendix "C"). Circumstances not regulated by such plans or ordinances shall be governed by the appropriate provisions of this section.

B. Agricultural and Open Space Districts. The following signs are allowed in agricultural or open space districts:

1. Freestanding Signs. Two signs with a maximum aggregate area of twenty (20) square feet are allowed for each site of an agricultural or open space use. Such signs shall not exceed a height of six feet.

2. Wall Signs. One wall sign is allowed for each principal or conditional use on the main building, with a maximum area of twenty (20) square feet.

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C. Special-purpose Signs. The following signs are allowed in all zone districts:

1. Commercial and Public Assembly Uses in Non-commercial Zones. When a commercial or public assembly use is approved in other than a commercial zone, the use shall be limited to a total aggregate sign area of fifty (50) square feet, unless otherwise regulated by any applicable community plan provisions, any adopted design guidelines for the area in which the sign is located or any conditions of approval of a conditional use permit, minor use permit or administrative review permit. Such sign(s) are limited to no more than two in number, one of which may be freestanding with a maximum height of six feet.

2. Inflated and/or Lighter-Than-Air Signs. Blimps, balloons and similar lighter-than-air or inflated advertising devices shall be allowed only to advertise the sale of agricultural products grown on the same site when the agricultural products are “in season,” not to exceed three months per year, subject to the following requirements:
   a. Only one such device is allowed for each agricultural enterprise.
   b. The device shall not have lighting or electronic displays, and shall have no flags, banners or similar materials along the tether line or on the inflated device itself.
   c. The longest dimension of the inflated device shall not exceed fifteen (15) feet.

3. Institutional Signs. Institutional uses such as schools, houses of worship, community centers or other public and quasi-public uses are allowed a maximum of two signs not more than twenty-four (24) square feet in aggregate area. One such sign may be freestanding, with a maximum height of six feet.

4. Neighborhood Identification Signs. Planned development neighborhoods, apartment complexes, subdivision developments, or similar housing enclaves are allowed a maximum of two permanent signs with a maximum aggregate area of fifty (50) square feet for each primary entrance, identifying apartment projects, subdivision names, etc.

5. Tract Signs. The original sale of lots within a subdivision may be advertised by two temporary signs with a maximum aggregate area of one hundred (100) square feet and a height limit of six (6) feet; except that in the Tahoe-Sierra area, the signs are limited to an aggregate area of fifty (50) square feet and a height limit of six feet. Permits for such signs shall be issued for a maximum of two years only. (ZO § 10.092)

6. Menu Board Signs. A menu Board sign for drive-thru restaurants may be permitted in addition to the maximum number of freestanding signs permitted by Section 17.54.180(a)(1)(a). The menu Board shall not exceed a height of six (6) feet, the sign area of the menu Board shall be included in the aggregate freestanding sign area permitted by Section 17.54.180(A)(1)(b), and the maximum area for advertising copy shall not exceed one square foot. The menu Board shall be located such that it is screened from adjacent streets.

17.54.190 Off-Premises Signs

Signs not located on the same site as the business, activity, product, service or persons they advertise shall be subject to the following requirements, as well as the sign permit requirements and other applicable provisions of Section 17.54.170.
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A. Agricultural Sales Signs—Farm Zone. The sale of agricultural products within the farm zone (Section 17.10.010), pursuant to Section 17.56.160 (Outdoor retail sales) may be advertised by one off-site sign also located within the farm zone, subject to minor use permit approval (Section 17.58.130). The sign shall not exceed thirty-two (32) square feet in area.

B. Election Campaign Signs. Political signs advertising candidates or positions on issues for an election campaign may be placed on private property only subject to the following requirements:

1. Location of Signs. Election campaign signs shall:
   a. Be prohibited within any public right-of-way
   b. Meet the setback requirements of Sections 17.54.170(E) (Setbacks for Freestanding Signs) and 17.54.170(A)(1)(c). (Commercial and Industrial Districts—Sign Setbacks).

2. Maximum Sign Area. Thirty-two (32) square feet.

3. Property Owner Consent Required. The placement of election campaign signs shall only occur with the permission of the owner of the property where the sign is to be placed.

4. Deposit. No election campaign signs shall be posted until the responsible person or organization first deposits two hundred dollars ($200.00) with the elections division of the County clerk/recorder/registrar department to guarantee removal of the signs as required by this section. The deposit shall be accompanied by written authorization for the County to enter private property to remove such signs if not removed as required by subsection (B)(5) of this section. The deposit shall be refunded if the signs are removed within the time required by subsection (B)(5).

5. Time Limit for Posting, Removal Required. Election campaign signs may be posted no sooner than sixty (60) days before the applicable election, and shall be removed from public view no later than twenty-one (21) days after such election.

6. Variance Not Allowed. No variance to the provisions of this subsection (B) shall be allowed pursuant to Section 17.58.130 (Variance).

7. Enforcement. If an election campaign sign is in violation of the provisions of this section, notice shall be given by the code enforcement officer to either the property owner or manager and/or the candidate and/or organization for which the sign was placed, that directs removal of the sign within seven days of the date of the notice. Failure to remove the sign shall be punishable as provided in Article 17.62 (Enforcement).

C. Commercial/Industrial Complex Signs. Off-premises signs in a commercial or industrial zone district shall be constructed, erected, installed or placed only if such signs are in compliance with the following requirements, and a minor use permit is first obtained. Off-premises signs in residential multifamily (RM), motel (MT) or office and professional (OP) districts may also be permitted, subject to the following requirements and provided that a minor use permit is first obtained:

1. Location. Such off-premises signs shall:
   a. Not be erected within any public road right-of-way. Such signs may be erected within a private road right-of-way or within an access easement only if such an installation does not create a public health or safety hazard and does not interfere
CHAPTER 17: PLANNING AND ZONING

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with drivers' sight distance along any public or private roadway or at any intersection of public/private roads; (including any driveway entrances on to such roads; and

b. Be permitted immediately adjacent to an entrance road/driveway only where a business, a group of businesses or a business complex has no direct frontage on the road which provides primary public access to it. For purposes of this provision, "direct frontage" shall mean that a portion of the property upon which the business(s) is located, other than any area included within a road right-of-way or access easement fifty (50) feet or less in width, immediately abuts the primary public access road used by the business(s) which advertise on the sign structure; and

c. Not exceed one sign structure per location, although more than one business sign may be permitted on a single sign structure. Such a sign structure is permitted in addition to any otherwise permitted on-premises freestanding sign;

d. Be set back from the edge of the right-of-way for the primary public access roadway a minimum of five feet.

2. Size. The size standards for off-premises commercial/industrial signs shall be as follows:

a. The display area shall be a maximum of fifty (50) square feet in aggregate area, regardless of the number of individual businesses which advertise on the sign.

b. The sign structure shall not exceed twenty-five (25) feet in height, measured from the existing grade to the highest point on the sign, nor shall such a sign exceed the height limits provided in any adopted community plan or in the County design guidelines manual.

3. Design. Off-premises commercial/industrial signs shall be freestanding and shall not have more than two faces. The two faces shall not be placed, installed, erected or constructed in such a manner that both faces may be viewed simultaneously. Such signs must be consistent with the design provisions of any adopted community plan and/or the County design guidelines manual, where applicable.

D. Temporary Off-Premise Real Estate/Subdivision Advertising Signs. Off-premise signs advertising the sale of real estate and providing the public with directions to such real estate may be constructed, erected, installed or placed only if such signs are in compliance with the following requirements.

[Note: This section reflects Placer County's determination of reasonable location and design features for real estate advertising signs as authorized by Section 713 of the California Civil Code.]

1. Real Estate Advertising Signs—No Permit Required. Real estate advertising signs which meet the following criteria are permitted as a matter of right.

a. Location. Temporary off-premises real estate advertising signs shall:

i. Be prohibited within any public or private road right-of-way or access easement; and

ii. Be setback at least five feet from a property line or the edge of a road right-of-way (whichever is greater); and
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iii. Not be located within one thousand (1,000) feet of any other temporary off-premises real estate sign; and

iv. Not be installed, placed, erected or constructed so as to create a public health or safety hazard, as determined by the Planning Director, nor shall such a sign interfere with drivers’ sight distance along any public or private roadway or at any intersection of public/private roads (including any driveway entrances on to such roads); and

v. Not be installed, placed, erected or constructed on property containing any other freestanding sign

b. Size. The size standards for temporary off-premises real estate advertising signs are as follows:

i. The display area shall be a maximum of three square feet; and

ii. Where a sign has two faces containing sign copy, which are oriented back-to-back, the area of the sign shall be measured using one sign face only; and

iii. The sign structure shall not exceed six feet in height, measured from the existing grade to the highest point on the sign.

c. Design. The design criteria for temporary off-premises real estate advertising signs shall be as follows:

i. Such signs shall be freestanding and shall not have more than two faces. The two faces shall not be placed, installed, erected or constructed in such a manner that both faces can be simultaneously viewed; and

ii. Such signs shall not be lighted (externally or internally), nor shall any portion of a sign or its support structure be animated in any way.

d. Installation and Removal. All of the following provisions shall apply to the installation, placement, erection, display or construction of a temporary off-premises real estate advertising sign:

i. A subdivision shall only be advertised on such a sign if a final map has been recorded and the improvements are accepted as complete except, if the construction of a temporary sales office or one or more model homes has been approved by the Planning Commission for a specific subdivision, that subdivision’s name may be included on a temporary off-premises subdivision sign when a final map has been recorded and the sales office or model homes are certified for use and occupancy; and

ii. Such signs shall be removed within thirty (30) days following the sale or lease of the advertised real estate.

2. Subdivision/Real Estate Advertising Signs. Subdivision/real estate advertising signs which meet the following criteria are permitted.

a. Location. Temporary off-premises subdivision signs and sign structures shall:
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17.54.190

i. Be prohibited within any public or private road right-of-way or access easement; and

ii. Meet the setback requirements of Sections 17.54.170(E) (Setbacks for Freestanding Signs) and 17.54.180(A)(1)(c) (Commercial and Industrial Districts—Sign Setbacks); and,

iii. Not exceed one sign structure per intersection, nor be located within one thousand (1,000) feet of any other off-premises subdivision sign; and

iv. Not be installed, placed, erected or constructed so as to create a public health or safety hazard, as determined by the Planning Director, nor shall such a sign interfere with drivers' sight distance along any public or private roadway or at any intersection of public/private roads (including any driveway entrances on to such roads); and

b. Size. The size standards for off-premises subdivision signs shall be as follows:

i. The display area shall be a maximum of thirty-six (36) square feet, with no individual subdivision sign exceeding eighteen (18) square feet; and,

ii. Where a sign has two faces containing sign copy, which are oriented back-to-back (or in such other manner so that only a single face is visible at any one time) and are not separated by more than thirty-six (36) inches at any point, the area of the sign shall be measured using one sign face only; and

iii. The sign structure shall not exceed six feet in height, measured from the existing grade to the highest point on the sign.

c. Design. The design criteria for off-premises subdivision signs shall be as follows:

i. Such signs shall be freestanding and shall not have more than two faces. The two faces shall not be placed, installed, erected or constructed in such a manner that both faces can be simultaneously viewed; and

ii. The materials and colors of such signs and their supporting structures shall be reviewed by the Placer County design review committee as a part of the design review process (addressed in Section 17.52.070) if such signs are proposed in a design review combining zone district. Any landscaping, accessory structures (e.g., planter boxes, etc.) shall be reviewed in the same manner; and

iii. Such signs shall not be lighted (externally or internally), nor shall any portion of a sign or its support structure be animated in any way.

d. Installation and Removal. All of the following provisions shall apply to the installation, placement, erection or construction of off-premises subdivision signs:

i. No such sign structure shall be erected until at least one subdivision is advertised thereon; and

ii. A subdivision shall only be advertised on such a structure if a final map has been recorded and the improvements are accepted as complete by the County; except, if the construction of a temporary sales office or one or more model homes has been approved by the Planning Commission for a
specific subdivision, that subdivision’s name may be included on a temporary off-premises subdivision sign when a final map has been recorded and the sales office or model homes are certified for use and occupancy by the building department; and

iii. A subdivision shall only be advertised by the name shown on the subdivision's final map, or by such other name as has been officially approved or recognized; and

iv. A subdivision’s name and related information (see subsection (C)(2)(c)(iii)) shall be removed from such a structure within thirty (30) days if no model homes or lots are available for viewing or sale; and

v. Any such sign structure which has had no subdivision name advertised on it for a period of ninety (90) days or more shall be removed within one hundred twenty (120) days after the last subdivision name was advertised on the structure. (ZO § 10.094)

17.54.200 Nonconforming Signs

This section recognizes that the eventual elimination of existing signs that are not in conformity with the provisions of this article is as important as the prohibition of new signs that would violate these regulations. This section also recognizes and is intended to be consistent with the provisions of Section 5499 of the California Business and Professions Code.

A. Continuation of Nonconforming Sign. A legally established sign that does not conform to this article may continue to be used, except that the sign shall not be:

1. Structurally altered to extend its useful life;
2. Expanded, moved, or relocated;
3. Re-established after a business has been discontinued for ninety (90) days or more;
4. Re-established after damage or destruction of more than fifty (50) percent of the sign value, as determined by the Planning Director.

Any nonconforming sign shall be required to be brought into conformance or removed as a condition of approval of any design review, administrative review permit, minor use permit, conditional use permit or variance that is granted on the same site for the alteration, reconstruction or new use of the building for which the sign was formerly used.

B. Sign Copy Changes. Sign copy and sign faces may be changed when there is no change in the use of the site or when only a portion of a multiple-tenant sign is being changed. A change of ownership does not, in and of itself, constitute a use change.

C. New Signs on the Same Site. A new sign in conformity with this ordinance may be approved for a site that contains nonconforming signs, provided that the aggregate area of signs on the site does not exceed that allowed by Section 17.54.180 (On-premises signs).

D. Amortization and Removal. A nonconforming sign that exceeds the height, size, or spacing requirements of this article by more than ten (10) percent, or that is nonconforming with respect to one or more of the other sign regulations of this chapter, shall be changed to comply with the sign...
regulations of this chapter or removed from the site within fifteen (15) years of the effective date (i.e., August 24, 1995) of this section.

1. If the nonconformity consists of too many freestanding signs or more total sign area than allowed on a single lot, the person responsible for the nonconforming signs may determine which signs need to be changed or removed to bring the signs into conformity with the provisions of this chapter.

2. Off-premises signs that are protected from enforced removal by applicable provisions of state law shall be required to be removed only as allowed by state law.

3. A sign considered to be of historic or artistic merit may be retained if a conditional use permit is granted by the Planning Commission to authorize the continued use of such a sign, with findings documenting the special nature of the sign.

E. Tahoe-Sierra Nonconforming Sign Provisions. When any modification is made to a nonconforming sign within the areas governed by the Tahoe City/West Shore Sign Ordinance or the North Tahoe Community Plans and Area General Plan Sign Ordinance (See Appendices "D" and "C", respectively), such sign must be brought into conformance with all provisions of said ordinances (except where the only nonconforming feature of the sign is noncompliance with currently-required setbacks, in which case the sign may maintain its existing location rather than being moved to meet current setback requirements). (ZO § 10.086)
Fwd: Sign Ordinance

1 message

Roger Trout <roger.trout@edcgov.us>  Thu, Aug 22, 2013 at 7:33 AM
To: Shawna L Purvines <shawna.purvines@edcgov.us>

For Sign Ordinance record.

-------- Forwarded message --------
From: Shelley Wiley <swiley@directicon.net>
Date: Thu, Aug 22, 2013 at 7:06 AM
Subject: Sign Ordinance
To: roger.trout@edcgov.us

Mr. Trout,

Yes, we need to get rid of the billboard that was rudely place at the most scenic overpass in El Dorado County. If the owner complains he should have used some common sense when he decided to put it there.

This sign ordinance is not an effective solution to our problem. It is burdened with a maze of requirements and definitions that will take the average citizen a considerable amount of effort to interpret.

Worse yet, it is tying the hands of local business. I am not a business owner but I am aware of the many efforts to stimulate the local economy. Small, easily changed/removed signs are not the problem. If they are a problem the business owner will receive complaints and it will be in their best interest to remove or change them. Something large and expensive that will survive a disaster worthy of Hollywood is definitely a problem that needs specific controls that have bite. Please focus this ordinance on the real problems and not dilute it with confusing, minor, overly controlling requirements.

One more thing; why on earth are these new billboards being built with upward facing lighting! ? !

We complain about someone’s porch light but allow these beacons to the heavens? I thought we were more progressive than that.

Sincerely,

Shelley Wiley
County Requests Sign Ordinance Comments

francesca duchamp <francescaduchamp@att.net>  Fri, Aug 30, 2013 at 7:11 PM
Reply-To: francesca duchamp <francescaduchamp@att.net>
To: "shawna.purvines@edcgov.us" <shawna.purvines@edcgov.us>

There should be no comments allowed about the moral and ethical “health” of a community when addressing signage. Signage is safe under the 1st amendment. It is already in law that if a bill board creates a travel “danger”—it can be taken down. Or if within the county standards-- there are so many that “clutter” is posed. By bringing in the idea of what a few think is morally and ethically “healthy” for a community…they are going against the freedom of speech. Once again there are laws in place to pull down a sign. So I say fight the individual sign…not the amendment. Fran PS As I said in a meeting—who would be in charge of what is “right” or what is “wrong.” This idea is too subjective to allow a small group of people to decide. I hope that these emails will be counted and presented to the board. Fran
Shawna,

Here are just a few of my opinions about the draft Sign Ordinance:

- First, I am in full agreement with every concern voiced by the Farm Bureau presentation at both the Ag and Planning Commission meetings.
- The potential unintended and unrealized costs of implementing this ordinance are a huge concern. Because the county could not selectively enforce it, I believe all signs would have to be inventoried. Offending sign owners would have to be notified before enforcement proceeding could begin. Does the county have the funds and personnel to accomplish all this?
- The almost total lack of understanding the rural and agricultural nature of the county is striking. The economic effects to severely limiting signage in these areas could be staggering. Specific examples could abound, but I don't want to elaborate in this format. The Farm Bureau showed many examples in their presentations and I know many more photographs were taken and available as examples of what will not be allowed if this draft is accepted.
- Which brings me to my most critical complaint: the county wisely asked for participation from many organizations and individuals in the discussions about updating the current Zoning Ordinance. Not all recommendations could or should
have been incorporated in the new ZO. But that involvement from the community prior to creating a draft created good will. Ignoring the people and areas that could be adversely affected by the Sign Ordinance was a huge mistake. Rushing to conclusions and using a blatantly urban ordinance as a template was wrong...and clearly is a reverting to the "old ways".

- I hope this rush to solve "the billboard problem" graphically shows it was a short-sided solution to a much more complex task. I agree that the urban and rural sign issues within EDC must be separated from each other. A one size fits all ordinance is doomed to failure, not only as an ordinance, but how it thinks the county is a homogenous entity.

Thank you for compiling questions and concerns from the public. I just wish the "horse had come before the cart" on this issue.

Maryann Argyres
Member of Apple Hill, EDC Farm Trails, the Farm Bureau and the Community and Economic Development Advisory Committee (among other organizations)
Sign Ordinance in the Ag Community

1 message

Ann Wofford <ann@wawines.com>  Wed, Sep 4, 2013 at 8:44 AM
To: shawna.purvines@edcgov.us

Dear Shawna-

I would like to add my voice to those who find the Draft Sign Ordinance the kiss of death for our rural lands and agricultural businesses.

As the Association Secretary of the Apple Hill Growers Association I fear that many of our ranches, who for nearly 50 years have built seasonal and year round destinations, will be hard pressed to maintain a visible presence on the back roads. At the risk of singling out ranches by name, I cite the roof signs painted on the top of the Kids Inc. and Goldbud bams, which would become prohibited. Or the above-the-roofline signs at Denver Dan’s and the Apple Pantry Farm, which would also become prohibited. These signs serve as guides for the many guests who are already apprehensive about driving our narrow roads, as opposed to the gridded streets they are used to driving. As Laurel Brent-Bumb so accurately says "We don't export product, we input tourists", and if the tourists can't find where they are going we have lost a revenue stream.

And if Association signs are prohibited, including directional Association signs, the guests to our area will hesitate to venture off of Carson Road, which would keep the majority of our ranches from the opportunity to sell their product.

On a personal level, my winery is well off "the beaten path" (but you don’t get a view like mine on a main road-and people "come for the wine and stay for the view"). My bread-and-butter customer is the person from those before-mentioned "gridded streets", who is looking for a quiet place to picnic and regain some peace in their soul. If they can't find me- and without signs most will give up and go home, unsatisfied- I have lost a customer and guests to our area have lost another reason to explore and spread the word.

As an El Dorado Winery Association Board member I fear that El Dorado County wineries will be severely impacted without directional signs, as those businesses are by nature in rural (read "remote" by our guests) who are, as I said before, apprehensive about venturing too far from the Highway 50 corridor without reassuring guidance.

The fact that no input was included from the agricultural community on this sign ordinance would seem to indicate that County Government is not aware of the economic dollars poured into the County by our ranches, wineries and other agricultural businesses. It is disheartening to see our efforts so blatantly overlooked by a boilerplate ordinance.

I urge the County to separate signage in the rural lands from those along the Highway 50 corridor as they study the draft sign ordinance. Please do not allow a knee-jerk reaction to Bunny Ranch signs, and other billboards, on Highway 50 to mandate rural signage. Taking the time to create a two-part ordinance serves the agricultural businesses by allowing a carefully crafted ordinance which includes input from the impacted businesses, and serves the guests to our region as well.

Thank you for allowing me to contribute to the process.

Ann
Ann Wofford
Wofford Acres Vineyards
1900 Hidden Valley Lane
Camino, CA 95709
530-626-6858
888-928-9463

10th Anniversary Party August 31st!
Try the new LaMancha, kick back with The LaMancha Trio and enjoy our view!
Whole roast pig lunch from John Sanders Catering- only $10pp!

El Dorado Wine
El Dorado County Farm Trails
New Sign Ordinance

1 message

Johnson, Kevin R <kevin.johnson@cbsoutdoor.com>  Fri, Sep 6, 2013 at 3:31 PM
To: "shawna.purvines@edcgov.us" <shawna.purvines@edcgov.us>
Cc: "Grover, Brad R" <brad.grover@cbsoutdoor.com>, "Steinbacher, Chris" <chris.steinbacher@cbsoutdoor.com>

Shawna,

Thank you for your time on the phone today. We are busy drafting a letter to your department and appreciate your comments about the 9th not being the end all date for receipt.

We would like to state today that we are against any type of action that would attempt to remove our legally erected, pre-existing signs that currently exist in your county.

Sincerely

Kevin Johnson

Kevin R. Johnson

Real Estate Representative Northern California and Nevada
kevin.johnson@cbsoutdoor.com

P 209-466-5021 F 209-46-6013

2050 W. Fremont St, Stockton CA 95203-1913
Response to Final Draft of Sign Ordinance

Linnea <ldmarenco@yahoo.com>  Sun, Sep 8, 2013 at 2:41 PM
Reply-To: Linnea <ldmarenco@yahoo.com>
To: Shawna Purvines <shawna.purvines@edc.gov.us>

Dear Shawna,

I am writing as a private landowner against the current final draft of the proposed sign ordinance. I support rural commerce and am concerned the sign ordinance as drafted would do significant damage to the financial well-being and future development of rural commerce. I am concerned the sign ordinance as drafted would be problematic for existing and new Rural Center and Rural Region businesses, including home occupations. Additionally, the proposed sign ordinance would take away from the "charm" and personality of our existing rural communities. I moved here to get away from an urban environment and regulations.
Sign Ordinance Comments

1 message

sue-taylor@comcast.net <sue-taylor@comcast.net> Mon, Sep 9, 2013 at 1:12 AM

To: shawna.purvines@edcgov.us

Public Comment regarding the El Dorado County Proposed Sign Ordinance:

El Dorado County is known for its natural beauty and rural character. Unless the County plans on flipping the switch tomorrow to urbanize the County this proposed Sign Ordinance is extreme overkill. The public came before the Board complaining about the off-site Billboards that were allowed in Shingle Springs in an area that was classified as a potential protected Sierra Vista Point and the Billboard in Camino advertising a Brothel in Nevada. Rather than dealing with this situation the County has moved forward with an ordinance that will become burdensome on citizens accustom to the existing rural culture of signage that has evolved in El Dorado County.

Please retain the Sign ordinance that is currently in place and just deal with the off-site Billboards at this time. It would be best to move forward with an ordinance that would immediately no longer allow any new offsite Billboards in El Dorado County and include the process to remove all off-site Billboards from the County, thus taking a step towards restoring our local character.
Roger Trout <roger.trout@edc.gov.us>  
To: Shawna L Purvines <shawna.purvines@edc.gov.us>

Mon, Sep 9, 2013 at 8:51 AM

For Sign Ordinance record:

----- Forwarded message -----
From: Susan Statti <susanstatti@gmail.com>
Date: Mon, Sep 9, 2013 at 6:04 AM
Subject: Comment on Comprehensive Sign Ordinance, File #13-0086
To: The BOSONE <bosone@edc.gov.us>, bostwo@edc.gov.us, bostthree@edc.gov.us, bosfour@edc.gov.us, bosfive@edc.gov.us, roger.trout@edc.gov.us, edc.coh@edc.gov.us, rich.stewart@edc.gov.us, dave.pratt@edc.gov.us, tom.heflin@edc.gov.us, walter.mathews@edc.gov.us, brian.shinault@edc.gov.us

Dear Board of Supervisors and Planning Commission,

I support the approval of a **simple** Sign Ordinance, such as the existing Chapter 17.16 Sign Ordinance, to address offensive billboards or billboards placed in a **scenic corridor**. I would like the new ordinance approved as soon as possible to rid the county of unwanted billboards and sign clutter.

Thank you,

Susan Statti
Shingle Springs

Roger Trout
Development Services Division Director
Community Development Agency
El Dorado County

(530) 621-5369

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NOTICE: This e-mail and any files transmitted with it may contain confidential information, and are intended solely for the use of the individual or entity to whom they are addressed. Any retransmission, dissemination or other use of the information by persons other than the...
Collette Wheeler <collettwheeler@yahoo.com>  
Reply-To: Collette Wheeler <collettwheeler@yahoo.com>  
To: "shawna.purvines@edcgov.us" <shawna.purvines@edcgov.us>  

Mon, Sep 9, 2013 at 7:11 AM

County supervisors need to stop all this uncontrolled growth. They've been allowing new business buildings to be built while there are already many empty ones. Ever since they allowed Wal Mart in to cannibalize that beautiful piece of property that had 2 houses on it and beautiful wild flowers in the spring, this county is being allowed to become a city. An ugly one at that. El Dorado Hills used to have cattle and horses on those hills yet it has been allowed to grow with no thought at trying to preserve some of the beauty that was there. I guess people don't know where their best steaks came from. Now billboards? No, no, no!!!

I know growth will happen but we need to be creative to make it work and be respectful to the land and it's people who moved here to enjoy as much of the naturalness as possible. More bill boards are not the way. Just say NO!

Thank you,

Collette Wheeler,
Placerville
To Whom It May Concern,

I just got word of the proposed sign ordinance in El Dorado County, and am disappointed that our leaders would consider adding chaos to our environment. I live in Eldorado County simply because it is the most beautiful place I have ever been. Our feel our leaders continue to sell out.

As a voting citizen of El Dorado County I would ask that we remove all billboards and keep our current sign ordinance intact.

Thank you,
Kimberly Petree
Sign ordinance

1 message

Lindell Price <lindellprice@gmail.com>  Mon, Sep 9, 2013 at 8:17 AM
To: Shawna Purvines <shawna.purvines@edcgov.us>

Regarding p. 14,

1. Design Standards for Specific Sign Types

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. No A-frame signs may be placed where they may obstruct vision or create other public safety hazards or ADA obstruction. A-frame signs shall be removed during all times when the business is closed.

Use of A-Frame Signs should be discouraged, rather than encouraged. A-frame signs are frequently placed so that the sign obstructs pedestrian or bicycle travel. Requiring businesses to remove a sign each time they close, and thus reposition the sign each time they open is likely to result in improper sign placement. The edge of the County righ-of-way is not generally obvious, and most of our roads lack curbs, so while the requirements for placement of A-frame signs may be fine in theory, it is unlikely to be followed. Enforcement of regulations for the proper placement of A-frame signs will be an ongoing problem.

Prohibit or restrict the use of A-frame signs, because A-frame signs are often hazards to pedestrians and bicyclists. Instead provide various other alternatives for temporary signs, so that needs for temporary signs are well met with a variety of other alternatives.

Lindell Price
(916) 804-7316
El Dorado County is endeavoring to enhance our economy, including rural commerce, home occupations, historical and recreational tourism. Appropriate off-site commercial directional signage is an important tool. Our beautiful views attract tourists, so we need to prohibit large signs such as billboards that ruin our vistas, while we enable appropriate commercial signage, including off-site wayfinding signage.

Regarding p. 8

17.16.050 Prohibited Signs
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. ...

K. Mobile billboard advertising displays attached to a mobile, nonmotorized vehicle, device, or bicycle that carries, pulls, or transports a sign or billboard and is for the primary purpose of advertising.

The only mention of a bicycle or nonmotorized vehicle is to prohibit their use to display signs for the primary purpose of advertising. Creative use of bicycles and nonmotorized vehicles should be encouraged rather than discouraged. Limit restrictions to those necessary for public safety, and to matters such as the size, lighting, reflectivity, etc., of the sign. Don’t target prohibitions to bicycles and nonmotorized vehicles.

Regarding p. 24

E. Temporary Signs Displaying Noncommercial Message
In areas qualifying as traditional public forums, private persons may display noncommercial message signs thereon, provided that such signs conform to all of the following: ...

5. In order to serve the County’s interests in traffic flow and safety, persons displaying signs under this Section may not stand in any vehicular traffic lane when a roadway is open for use by vehicles, and persons displaying signs on public sidewalks must give at least five feet width clearance for pedestrians to pass by. Persons holding signs may not obstruct the clear visibility area, as defined in this Title.

Please add, "Persons holding signs may not obstruct bicycle travel, or cause bicyclists’ line of travel to change in order to safely pass the person holding the sign."

In view of the rich history of our County that also attracts historical tourism that benefits our economy, our sign ordinance needs to appropriately protect historic signage, the recreation or replication of historic signage, and creative signage, while phasing out oversized, garish, gaudy, or overly bright billboards and signs that distract from our beautiful vistas.

Some of our communities will probably want more restrictive signage overlays, but the County-wide sign ordinance
needs to allow the signs that are necessary for the vitality and economic success of all parts of our County.

The proposed sign ordinance is so far off the mark, that it may be easier to start over, than to edit the proposed ordinance.

Off-site commercial directional signs are essential, especially for our agri-tourism businesses.

Lindell Price
(916) 804-7316

P.S. The County's posting of the draft sign ordinance and letter did not contain sufficient information on how, to whom, email address, etc. for submitting comments. so I had to go to the LUPPU page to find the information.
Hi Shawna,

As a small business owner on the divide, I'm concerned that if the sign ordinance is passed as it is written, I would have taken down my brand new sign. We had a new sign made because the old one was falling apart, looked tacky from the road etc... The new sign looks beautiful and inviting, it cost just under $1,000 would the county reimburse us for the cost of the sign, I sincerely doubt. When reviewing this ordinance it doesn't fit the small business, the ag business out here... it seems to be written for a city, more densely populated areas however really doesn't fit the businesses or ruralness of our area.

I would hope that the board would reconsider the one size fits all approach as it clearly doesn't fit our needs on the divide.

Please let me know if you have any questions or if there is someone I can speak with about this issue.

Thank you for your assistance.
Kindest Regards,
Lesa
As a member of the Diamond Springs/El Dorado Community Advisory Board I see a need for an improved sign ordinance, however I cannot support this proposed Ordinance.

It seems overly complicated and not well thought out as to what problems it is trying to solve. I recommend that this Ordinance be more carefully reviewed and rewritten.
Sign Ordinance, public comment
1 message

Ellen Van Dyke <vandyke.5@sbcglobal.net>    Mon, Sep 9, 2013 at 9:19 AM
To: Lillian Macleod <lillian.macleod@edcgov.us>
Cc: Shawna Purvines <shawna.purvines@edcgov.us>

Lillian:
‘Thank you’ to the county for the multiple meetings and outreach to the public for review of this draft ordinance!

Please add these items to public comment for the Draft Sign Ordinance:

1) ‘Dark Skies’ requirements should be fully addressed with regard to lit signage. There are no maximum lumens listed for externally lit signs (section 17.16.060H, pg 13). A limit is included for electronic signs only, on pg14.

2) Please include an allowance for on-site billboards associated with noticing projects for development applications, currently being discussed under the project notifications policy draft.

3) There must be fines for sign ordinance violations that step up with repeat offenses, in order to keep sign clutter at bay.

Looking forward to the revised draft!

Ellen Van Dyke
Resident of Rescue
Sign Ordinance Comments

Ernie Louis <emie4re@sbcglobal.net>  
To: shawna.purvines@edcogov.us  
Cc: sue-taylor@comcast.net

Mon, Sep 9, 2013 at 10:27 AM

El Dorado County to require that all signs within the County contain subject matter and details for “public consumption” to contain MORAL STANDERS AND SERVICES offered by the advertisers. Referral to web sites, phone numbers and Blogs should also meet the same requirements.

Ernie Louls
Sign Ordinance Comments
1 message

June Staley <mjstailey@sbcglobal.net>  
To: shawna.purvines@edc.gov.us  
Mon, Sep 9, 2013 at 10:41 AM

Greetings,

Has anyone at County Government ever heard of K.I.S.S.? This is another example of waste. Replace a current sign ordinance that is 2 pages, with a new one of 37 pages. The financial ramifications of this is not being fully considered. The public outcry was simply against off site humongous billboards and those with questionable content. Ordinance should simply deny these in the future and immediately start the process of removal of the current ones.

Thanks

Stan Staley
Do NOT change the sign ordinance

1 message

Maggie Barnes <mbarnes@terrecon.net> Mon, Sep 9, 2013 at 10:51 AM
To: shawna.purvines@edcogov.us

I really like the KISS method of limited government and limited ordinances. So, please "Keep It Simple Seriously" and do not change our existing sign ordinance. Two pages is enough, and 37 is excessive. Thank you!
Margaret Barnes, El Dorado County resident
An expansion of the existing sign ordinance in El Dorado Co, in my opinion, would be a big mistake, for the following reasons.

1. The potential for distracting drivers from what they should be doing, driving, possibly causing more accidents.
2. Causing a visual blight, similar to what some consider urban decay.
3. More signs will NOT enhance quality of life in EDC.

The sign ordinance should should be left "as is".

Susan Galli
626-7033
Proposed sign ordinance

1 message

Ken Calhoun <ken@kencalhoun.com>                             Mon, Sep 9, 2013 at 11:09 AM
To: shawna.purvines@edcgov.us
Cc: Linnea Marenco <ldmarenco@yahoo.com>

Hi Shawna,

We all appreciate you giving us an opportunity to respond to the proposed sign ordinance. Others have responded with more precise detailed objections since they have studied the ordinance. My comments are general in nature.

A county sign ordinance is probably a good idea for downtown Placerville, perhaps along Highway 50 and certainly for El Dorado Hills Town Center. However, I'm not so sure it is a good thing for the small rural communities in North County.

Yes, we are all aware of the many creative eclectic signs scattered between Coloma and Volcanoville. The hand painted “Eggs for Sale” sign, nailed to a fence, The “Fresh Fruit” sign, painted on the old barn and the stand alone “Parking” directional sign, directing rafters into campground. These would certainly look out of place on Missouri Flat Road but they are part of our agriculture rural heritage on the Divide.

Illumination (lighted signs) may be an unwarranted adjacent to densely populated residential developments where lighted streets are common. In our rural area, however, they are welcomed. Often, safely pointing the way to a traveler’s destination on an otherwise dark road.

No one wants billboards littering our scenic rural roads. One of the reasons tourist and visitors are attracted to our area is our beautiful back county. However, travelers along Highway 50 are constantly made aware of where they are and distance to their destination by the many Caltrans road and overpass signs. Nearly every mile travelers are informed as to exit communities, gas stations, lodging and fast food places to eat. These tax-payer funded freeway signs are informative to travelers.

Visitors to the Divide and North County don’t have the same informational opportunities. Most of our street signs are small, often obscured by tree limbs on unlighted corners. First time travelers can be intimidated when not aware of their location or distance to their destinations. Local signage, privately funded, is informational, helping travelers identify not only a local business but performing the same service as the Caltrans signs.

It is curious as to the motivation in adopting a sign ordinance for the Divide. Has the county received a rash of
complaints? Signage along Highway 49 pales in comparison to signs displayed along Highway 50 or Green Valley Road. If the county has a plethora of complaints, regarding signage on the Divide, they should be forwarded to the Divide Chamber of Commerce for consideration.

To my knowledge the Divide business community has never been contacted for their input while the draft sign ordinance was being written. We appreciate you asking for our comments at this time prior to its adoption.

Many businesses on the Divide are struggling. We have the highest rate of unemployment in the county, are student enrollment has declined for previous years and our real estate values lag behind the rest of the county. This sign ordinance as written, would be another burden on our small local businesses.

The county is divided into districts for good reason. There are rural districts and business districts. Perhaps the sign ordinance should take into consideration the differences and implement sign ordinances where applicable. Please keep the sign police where they are needed most and that’s not in North County.

Thank you

Ken Calhoon

*Working together we can make a difference*

530-885-9590
Draft Sign Ordinance Comments

Kathleen Newell <knewellvs@gmail.com>  
To: shawna.purvines@edcgov.us  
Mon, Sep 9, 2013 at 11:40 AM

Shawna Purvines  
El Dorado County Community Development Agency  
2850 Fairlane Court  
Placerville, CA 95667  
shawna.purvines@edcgov.us.

Ms. Purvines,

Please submit my comments for the Public review of the draft sign ordinance.

1. Off-site commercial billboards should be prohibited for these reasons.

   - Billboards are a form of visual pollution
   - Billboards are out of place and degrade our natural landscape, i.e., Bud beer ads in the Sierra Viewshed at Ponderosa Road, and various billboards along HWY 50 in a Caltrans designated Scenic HWY (Poppy) location.
   - Billboards destroy the unique character of our communities, i.e., Shingle Springs is being targeted as a multiple billboard location and degrading the gateway to the community. There is a cluster of billboards near Foni Road on eastbound 50 that degrade the gateway to Placerville.
   - Billboards cannot be turned off or avoided and rub our noses in their content, i.e., Bunny Ranch Billboards in Camino and Strawberry. These examples are especially disturbing because studies indicate advertising normalizes inappropriate behavior—dangerous thing for our children. "Children are often seen as being particularly susceptible to advertising's powers of persuasion. At the same time, there is growing concern that children are increasingly exposed to marketing which deploys sexual images, and are being prematurely sexualized as a result." Source: Public Interest Research Centre (PIRC) WWF-UK report by Jon Alexander / Tom Crompton / Guy Shrubsole
   - Billboards sell something they don't own—our field of vision. You can't look away while you are driving.
   - Billboards are parasites—most billboards are owned by out of town corporate entities that create visual blight in our communities for their own gain.
   - More information about the above points can be read in the article, 'Billboards: The Case For Control, by Edward T. McMahon (attached with this email)

2. Digital billboards should be prohibited for these reasons.

   - They are not green. One digital billboard carbon consumption equals 49 typical billboards. Source: U.S. Green Building Council.
   - They create light pollution that destroys our cherished night sky.
   - All of the reasons in number 1 above.

3. Please review the photos I've included as examples of visual pollution invading our beautiful rural views. I have attached a .pdf version of this comment letter with the photos.

https://mail.google.com/mail/b/219/u/0?ui=2&ik=150e3325ea&view=pt&catid=Sign Ordinance Update%2FSign Ordinance Public Comments&search=cat&th=141,
Thank you,

Sincerely,

Kathleen Newell
Shingle Springs Resident
knewellvs@gmail.com

2 attachments

Caseforcontrol.402.mcmahon(1).pdf
626K

SignOrdinanceComments.pdf
9622K
Two Bunny Ranch billboards on HWY 50. Camino exit and Strawberry

Thebunnyranchbar.com website. If you search the address, 10051 US HWY 50 East, on Mapquest, it does not show any Bar & Cigars establishment other than the Schawn's Bar establishment. If you search adult entertainment at that address, then the Bunny Ranch shows up.
Teaz & Pleaz adult store billboard at Ice House Road and HWY 50 (Scenic Corridor)

Forni Road / Weber Creek area
Billboards: The Case for Control

by Edward T. McMahon

Editor’s Note: This article is an update of a piece Ed McMahon wrote for us in 1998. We’re also pleased to make available to you as a complimentary download, McMahon’s companion article on how to regulate billboards. It goes into more detail on various approaches communities can employ to gain control over billboards and their location. Go to: www.plannersweb.com/billboards.pdf.

Come see America the beautiful, if you can. Amber waves of grain? It is more like a ride through the yellow pages: a windshield vista of 50-foot beer cans and towering casino signs.

Many thought billboards were an endangered species in 1965, when Congress passed the Highway Beautification Act. But the law was so riddled with loopholes and enforcement so lax that in recent years, billboard companies have put up thousands of new, bigger, more obtrusive billboards.

In a relatively short time, outdoor advertising has grown from Burma Shave to Blade Runner: from small and folksy to huge and intrusive. We’ve now entered the era of digital billboards — giant outdoor TV screens wasting energy while degrading the landscape and distracting drivers.

Billboards are the definition of a roadside distraction. Their entire purpose is to take your eyes off the road and put them on giant outdoor advertisements. Safety is just one of the reasons why many communities have been trying to regulate billboards for decades.

Curbing billboards is not easy, but it can be done. This article lays out the case for billboard control. It discusses the reasons beyond safety for why we need to halt construction of new billboards and strictly regulate those that remain.

1. Billboards are a form of pollution — visual pollution

Over the years, billboards have been described as the “junk mail of the highway,” “litter on a stick,” “visual kudzu,” “urban blight,” and more, but in their simplest form billboards are a form of visual pollution.

Regulating billboards is no different from regulating noxious fumes, sewage discharges, or excessive noise. The U.S. Supreme Court has said: “Pollution is not limited to the air we breathe and the water we drink; it can equally offend the eye and ear.”

While the messages on a billboard can be ugly or ordinary, when they are enlarged to the size of a house, placed on poles 50 to 100 feet high, randomly strewn along every street, even covering entire buildings, they become a visual and environmental hazard. Like overly loud noise — strictly regulated in many communities — billboards thrust a discordant commercial note into our environment. They deprive us of visual access to scenic vistas and create a strident, hectic atmosphere in cities.

2. Billboards are out of place in most locations

Our landscape is one of America’s greatest resources. Its value is economic as well as aesthetic, psychological as well as recreational, spiritual as well as physical. Every landscape, rural or urban, has its own kind of beauty and uniqueness. In every kind of landscape billboards are a disturbing alien intrusion. Like empty beer cans in a mountain stream, they simply don’t belong because they commercialize, homogenize, and degrade our natural landscape.

Visual clutter may be appropriate in a few limited locations, such as a city’s entertainment district (e.g., Times Square or the Las Vegas Strip). In most cases, however, billboards obliterate architectural character and ruin natural beauty. They also undermine community livability and sustainability. Doug Kelbaugh of the University of Michigan School of Architecture put it this way: “If a building, a landscape, or a city is not beautiful, it will not be loved; if it is not loved, it will not be maintained. In short it won’t be sustained.”

Billboards commercialize, homogenize, and degrade the countryside.

Welcome to Anyplace USA!
3. Billboards destroy distinctiveness

Billboards look the same whether they are in Mississippi, Montana, or Malaysia. As a result, billboards homogenize our communities. They help turn unique places into "Anyplace." In fact, almost nothing will destroy the distinctive character of a place faster than uncontrolled signs and billboards. This has negative economic consequences.

"Community differentiation" is a key concept in economic development today. If you can't differentiate your community from any other community you have no competitive advantage. Put another way, the image of a community is fundamentally important to its economic well being.¹

Everyday, people make decisions about where to live, invest, or vacation based on what communities look like. Attractive, well-ordered communities have an advantage over ugly, chaotic ones. Take tourism: the more one community comes to look like every other community, the less reason there is to visit. On the other hand, the more a community does to protect and enhance its distinctive character, whether natural or architectural, the more reason there is to visit.

Billboards destroy distinctiveness and undermine our sense of place while they commercialize our neighborhoods.

4. Billboards are the only form of advertising that you can't turn off or avoid

There is a vast difference between seeing an ad — even the same ad — in a magazine, newspaper, on television, or on the internet. When you buy a magazine or turn on the television, you exercise freedom of choice. You can easily close the magazine or turn off the television. You can flip the page or turn the channel.

In contrast, you have no power to turn off or throw away a billboard. Twenty-four hours a day, 365 days a year, billboards force advertising on individuals and communities whether they want it or not. Billboards are placed so you can't avoid seeing them. Try closing your eyes while driving down a road lined with billboards and you'll wreck your car.²

This is how the billboard industry sells space. They tell advertisers billboards give them more "control" over consumers. They claim the ability to "grab your attention" and rub your nose in advertising.

5. Billboard companies sell something they don't own – our field of vision

Courts have long held that billboards do not derive their value from the private land they stand on, but from the public roads they stand next to. Courts call this the "parasite principle" — because billboards feed like a parasite off roads they pay almost nothing to build, use, or maintain.

To understand this, imagine that every billboard in America was turned around so that the message could not be seen from the road. The billboards would suddenly be worthless. Their only value comes from their ability to be seen from public roads. Billboard companies charge advertisers based on the circulation of the road. The higher the traffic count, the higher the ad revenue.

Next time you drive on a toll road lined with billboards, consider how you're being charged to use the road, while the ad company, typically is not.

³ For more on this point see my article, "The Place Making Dividend," PCJ #80 (Fall 2010).

² A word about safety. A recent report prepared for the National Cooperative Highway Research Program, Safety Impacts of the Emerging Digital Display Technology for Outdoor Advertising Signs, contains an extensive review of prior research. Among the report's findings: "research sponsored by the outdoor advertising industry generally concludes that there are no adverse impacts from roadside digital billboards, even when, in one case, the actual findings of such research indicate otherwise. Conversely, the conclusions reached in research sponsored by government agencies, insurance companies, and auto safety organizations ... demonstrate that the presence of roadside advertising signs such as digital billboards, contributes to driver distraction at levels that adversely affect safe driving performance."
Billboards: The Case for Control
continued from previous page

As former California Governor Pat Brown once said: “When a man throws an empty cigarette package from a car, he is liable to a fine, but when a man throws a billboard across a view, he is richly rewarded.”

6. Billboard companies are ineffective and unnecessary

Billboard companies argue that “people need billboards.” This is completely untrue. There are alternatives to billboards that provide the same information at less cost without degrading our landscape. We have all seen the highway “logo signs” which advertise roadside services such as gas stations, restaurants, hotels, and tourist attractions.

Information on roadside services is also readily available on smart phones, Blackberries, and vehicle information systems. These are far more useful and effective than roadside billboards, particularly when you consider the fact that the vast majority of billboards advertise products or services that have nothing to do with motorist information: beer, cell phones, strip clubs, you name it.

Billboards are also one of the least effective forms of advertising. Billboards represent less than two percent of total advertising in the United States. At best, they are a secondary form of advertising that is used to reinforce ads in other media. The truth is, billboards are so ubiquitous that most people simply tune them out.

Media expert Marshall McLuhan was famous for saying “the medium is the message.” This means that the medium affects us more than the message. Billboards are a downscale medium that blights the countryside, annoys many people, and causes advertising overload.

7. Billboard companies exercise almost no restraint in the placement of outdoor ads

In recent years, billboards have metastasized in every kind of landscape and setting. Billboards now cover up buildings, hover over our neighborhoods, and stare down on homes, schools, churches, parks, and playgrounds. They deface cemeteries and historic districts.

In the countryside there are a few areas sufficiently rural or scenic to be safe from billboards – they are even found in World Heritage Areas and along many designated scenic highways. Rami Tambello, founder of an anti-billboard group in Canada, says: “The outdoor advertising industry has a global culture of non-compliance with the law.”

Ad companies are erecting illegal billboards all over the world, wherever they can get away with it.

Today four U.S. states – Alaska, Hawaii, Maine, and Vermont – along with thousands of cities and counties totally prohibit billboards. Many other strictly limit billboards.

Billboard regulation has also gone international: many European countries, like England, have long prohibited billboards in the countryside. Now billboards are becoming an issue in developing countries. In 2000, Athens, Greece was so thick with billboards that it was difficult to see the city’s famous architecture. In preparation for the 2004 Olympics, the city dismantled rooftop billboards to beautify the city and improve its vitality.

In 2007, São Paulo Brazil, the world’s ninth largest city, banned billboards and took them all down. Brazilian media called this “a rare victory of the public interest over the private interest, of order over disorder, of aesthetics over ugliness, of cleanliness over trash.” One of the most important reasons for billboard regulation is because no place in the world will stay scenic and un-commercialized by accident.

8. Billboards are both a cause and a symptom of urban blight

Billboards are a cause of urban blight because they degrade the urban environment, lower property values, and foster contempt for the public realm. They are a symptom of urban blight because one

5 Pat Brown, quoted in David Ogilvy, Ogilvy on Advertising (Vintage Books 1985).
6 The alcohol industry uses outdoor advertising, including billboards, to a much greater extent than other industry groups. See “Alcohol advertising on billboards, transit shelters, and bus benches in inner-city neighborhoods” in Contemporary Drug Problems (July 2008).
7 As reported by Jim Edwards in “Meet Rami Tambello …” on bNet, the CBS Interactive Business Network (Apr. 22, 2009).
8 Search online and you’ll find numerous reports about local efforts to fight illegal billboards. See, e.g., “Court orders 59 billboards taken down” (Houston Chronicle, Oct. 21, 2010); “Fines slapped on illegal billboards” (NY Post, Apr. 27, 2010); “Billboards Gone Wild” (L.A. Weekly News, Apr. 23, 2008).
9 See Patrick Burgoyne, “São Paulo: The City That Said No to Advertising” (Bloomberg Businessweek, June 18, 2007); available online at: www.businessweek.com (search site for São Paulo).
form of blight breeds another. Graffiti, trash, junk cars, billboards – where you find one you'll usually find the other.

What's more, billboards are disproportionately located in low income neighborhoods. There are no billboards in Beverly Hills, Georgetown, Palm Beach, Scarsdale, or hundreds of other affluent communities. But drive into low-income neighborhoods in Chicago, Los Angeles, Miami, or any other big city and you will see neighborhoods saturated with billboards. As more of the world's population moves into cities, there is a growing need for places of respite from the chaos and clutter of urban life.

9. Billboards are bad for business

Beauty and place making are good for business; ugliness is not. Compare two communities: one with billboards and one without. For example, Montgomery County, Maryland, has no billboards. The nearby city of Baltimore, Maryland has thousands of billboards.

Has Montgomery County been negatively affected? On the contrary, Montgomery County has much lower unemployment, and much higher property values, than Baltimore. In fact, the county with America's lowest unemployment rate – Arlington County, Virginia, has no billboards at all. Lack of billboards does not seem to have deterred economic vitality here or in other communities. Places like Boulder, Colorado; Chapel Hill, North Carolina; Santa Fe, New Mexico; and Marin County, California, have banned billboards and gained national reputations as great places to live and work.

There is ample evidence to support the assertion that billboard regulation helps business. This is why almost all of America's premier vacation destinations tightly control signs. For example, Vermont runs ads touting its lack of billboards. The former head of the Vermont Chamber of Commerce said: "One of our greatest resources is our scenic beauty. Although there was some initial sensitivity that removing billboards might hurt tourism, it has had the opposite effect. Tourism went up for all businesses, large and small." 11

10. Digital billboards use huge amounts of energy, contributing to greenhouse gas emissions and global warming

Digital billboards are energy hogs. They use an enormous amount of electricity, especially compared to conventional billboards. Research by the Central Texas chapter of the U.S. Green Building Council found the energy consumption of one digital billboard 49 times that of a conventional billboard. Even the spokesman for a major outdoor advertising firm recently acknowledged that a digital billboard consumes roughly 4,600 kilowatts of electricity per month, compared to 920 kilowatts for the average single-family house. 12

Digital billboards are energy hogs.

Digital billboards make a mockery of government efforts to "go green." Sustainable communities simply don't allow themselves to be overrun with billboards. At its most basic, "sustainable" means enduring; a sustainable community is a place of enduring value. A community littered with ugly, energy-guzzling digital signs is the antithesis of a sustainable community.

10 See also "Billboard Control is Good For Business," at: www.scenic.org/billboards/background/business
11 Christopher Barbieri, quoted in testimony of Meg Maguire, former President of Scenic America; see: www.scenic.org/billboards/hb1517/testimony
12 Available at: http://wwwbillboardalight.org/?p=340

BILLBOARD CONTROL: WHAT WORKS

Billboard control is difficult, but not impossible – and thousands of communities around the world have successfully addressed the billboard problem. The legal tools for effective billboard control do exist; the larger question is how can they be used to best advantage.

In my experience, the simplest thing to do right now is to say, "No more billboards," in other words, to stop the construction of new billboards.

The big mistake many communities make is allowing new billboards in some locations while the industry refuses to take down non-conforming billboards in other locations. This adds insult to injury. With billboards, if things can get worse, they will get worse.

Halting new construction means the number of existing billboards will slowly diminish. It also gives government some leverage in dealing with the industry, especially when you understand that digital signs can generate five times more revenue than conventional signs.

SUMMING UP:

Almost 70 years ago, Fortune magazine, observed, "no place on earth is geographically beyond the reach of the hawkers and hustlers." Today commercialism – particularly in the form of outdoor advertising – pervades our world to an extent unimaginable, even several decades ago. It seems now that the hustlers won't be satisfied until every square inch of public space is filled with giant structures festooned with the message "BUY!"

Billboards degrade our landscape and our culture. The old fashioned ideals of community, beauty, modesty, and respect for nature stand for nothing in the face of rampant commercialism. Now is the time to stand up and just say no to out of control billboards.

Edward T. McMahon is a Senior Resident Fellow at the Urban Land Institute. Over the years, McMahon has written more than two dozen articles for the PCJ; see: www.plannersweb.com/mcmahon.html. (The viewpoints expressed are his own.)
September 8, 2013

Mr. Roger Trout
El Dorado Count Planning Department
2850 Fairlane Court Bldg. C
Placerville, CA  95667

Dear Mr. Trout,

This letter is to address our strong objection to any language in your proposed new Sign Ordinance that would have to do with the amortization of any lawfully erected billboard structures. We maintain a lawfully erected structure in El Dorado County and Section 5412 of the Business and Professions Code of the State of California Outdoor Advertising Act specifically prohibits and County, City, or any other Governmental Agency from amortizing signs that were lawfully erected with just compensation.

We worked extensively with Pierre Rivas from your office only last year and we were assured that no measure of this kind would ever affect us. Also as you may know we hold sign, building and Cal Trans permits on our structure so it is our view this new proposed ordinance would not apply to our status, as we are fully legal in every way as confirmed by your Department only last year.

Any attempt by El Dorado County to effectively amortize and or take our property that is being lawfully maintained will be met with a vehement legal response. We are available to discuss any issues and are at your disposal. Thank you.

Sincerely,

Matt Rogers

President
Thanks Shawna,
I'm sending comments on behalf of myself as a resident with a little background and knowledge today, although they will be largely to confirm agreement with Cameron Park Design Review Committee's comments. There is much work that needs to be done on this Draft.
Tara

----- Forwarded Message ----- 
From: Shawna Purvines <shawna.purvines@edcgov.us>
To: Tara Mccann <mccannengineering@sbcglobal.net>
Cc: Kimberly Kerr <kimberly.kerr@edcgov.us>
Sent: Monday, September 9, 2013 11:41 AM
Subject: Re: El Dorado County Sign Ordinance

The District 3 mailing was directed to Joel Iberra.

Thanks
Shawna

On Mon, Sep 9, 2013 at 11:33 AM, Tara Mccann <mccannengineering@sbcglobal.net> wrote:
I wasn't aware that it would go to Division of Aeronautics. Wouldn't it go to District 03 Traffic Signing and Headquarters outdoor advertising Joel Iberra?
Thanks for the quick reply,
Tara

From: Shawna Purvines <shawna.purvines@edcgov.us>
To: Tara Mccann <mccannengineering@sbcglobal.net>
Cc: "kimberly.kerr@edcgov.us" <kimberly.kerr@edcgov.us>
Sent: Monday, September 9, 2013 11:28 AM
Subject: Re: El Dorado County Sign Ordinance

Hi Tara

Yes, Caltrans District 3 Office and Caltrans Div of Aeronautics were sent hard copies of the draft Ordinance on July 8, 2013.
Thanks
Shawna

On Mon, Sep 9, 2013 at 11:13 AM, Tara Mccann <mccannengineering@sbcglobal.net> wrote:
Shawna,
Has Caltrans been sent Draft Sign Ordinance for comment?
Tara Mccann

--

Shawna L. Purvines
Community Development Agency, Long Range Planning
County of El Dorado
2850 Fairlane Court
Placerville, CA 95667
Phone: (530) 621-5362
Fax: (530) 642-0508
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http://www.co.el-dorado.ca.us/dcgov.us

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If you receive this e-mail in error please contact the sender by return e-mail and delete the material from your system.
Thank you.

--

Shawna L. Purvines
Community Development Agency, Long Range Planning
County of El Dorado
Comments for El Dorado County Draft Sign Ordinance

The Draft Sign Ordinance should be updated to include "El Dorado County Draft Sign Ordinance and Cell Tower/ Broadband Policy" to reflect the need for significant policy for current Broadband infrastructure. The idea that it’s too big a job for the County to undertake has come to the point of necessity. We must as a County establish Broadband policy and at least have a starting point of a draft ordinance.

I agree and concur with Cameron Park Design Review Committee's Comments. 13-0086 pg 4/44- 21/44 the full 18 pages of comments from CPDR committee. This was an excellent review and comment of the Draft Sign Ordinance and the documents significant failings in an attempt to update El Dorado County Draft Sign Ordinance.

I found the El Dorado County Draft Sign Ordinance confusing, lacking organization, redundant, unclear, lacking any enforcement mechanisms or dealing with the lack of enforcement within the County. There are many examples over many years of non-enforcement within the County.

This proposed sign ordinance fails to adequately address procedures, enforcement, illegal and non conforming signing and clear authority of County staff to implement and enforce a sign program.

Are County staff comments on file and available for review?

Document should make much more use of visuals and graphics.

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Public Draft Dated 7-8-13
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CHAPTER 17.16 – SIGNS

Sections:
17.16.010 Content
17.16.020 Policies for Sign Regulations
17.16.030 Permit Requirements and Review Procedures
17.16.040 Exempt Signs
17.16.050 Prohibited Signs
17.16.060 General Sign Development and Design Standards
17.16.070 Permanent On-Site Sign Regulations
17.16.080 Temporary On-Site Sign Regulations
17.16.090 Off-Site Sign Regulations
17.16.100 Allowed Signs on Public Property
17.16.110 Illegal, Abandoned, and Nonconforming Signs
17.16.120 Definitions

17.16.010 Content

The County recognizes that signs and other graphics are an essential element of a community’s visual appearance and provide a means to identify and promote businesses, provide useful information to the public, and should not become visual distractions along public roadways. Consequently, this Chapter is to provide sign regulations for signs on private property that are consistent with the goals and objectives of the El Dorado County General Plan and the community’s visual and aesthetic goals. In addition, these regulations are intended to:

A. Promote an economically stable and visually attractive community;
B. Promote signs and graphics that are attractive, pleasing, and harmonized with the physical character of the structure and environment surrounding properties;
C. Prevent an inadvertent favoring of commercial speech over noncommercial speech or favoring of any particular noncommercial message over any other noncommercial message;
D. Protect viewsheds in designated scenic corridors; Protect all view sheds. El Dorado County has significantly unique and scenic view sheds many that are outside the defined scenic corridor.
E. Encourage individuality among businesses through signage;
F. Encourage consolidation of signs to reduce visual clutter;
G. Improve traffic safety and the smooth and efficient flow of pedestrians and vehicles to their destinations; and
H. Direct persons to various activities and enterprises, in order to provide for maximum public convenience.

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17.16.020 Policies for Sign Regulations

The following policies regarding signage in the county are established:

A. Regulatory Interpretations. The requirements of this Article shall not be interpreted to nullify any easements, covenants, or other private agreements that provide for more restrictive sign regulations than are required by this Article.

B. Message Neutrality. It is the County’s policy to regulate both commercial and noncommercial signs in a viewpoint-neutral and/or content-neutral manner. The message of the sign shall not be reviewed except to the minimum extent necessary to identify the type of sign. Not sure what this verbage means? Is the County not reviewing content?

C. Message Substitution. Subject to the property owner’s consent, a noncommercial message of any type may be substituted in whole or in part for the message displayed on any sign for which the sign structure or mounting device is authorized in compliance with this Article, without consideration of message content. Such substitution of message may be made without any additional approval or permitting. This requirement is to prevent any inadvertent favoring of commercial speech over noncommercial
speech or favoring of any particular noncommercial message over any other noncommercial message. In addition, any on-site commercial message may be substituted, in whole or in part, for any other on-site commercial message, provided that the sign structure or mounting device is authorized in compliance with this Article, without consideration of message content. This requirement does not create a right to increase the total amount of signage on a parcel, lot, or land; does not affect the requirement that a sign structure or mounting device be properly permitted; does not allow a change in the physical structure of a sign or its mounting device; and does not allow for the substitution of an off-site commercial message in the place of an on-site commercial or noncommercial message.

D. On-Site/Off-Site Distinction. Within this Article, the distinction between on-site and off-site signs applies only to commercial messages.

E. General Prohibition. Permanent signs not expressly permitted by this Article are prohibited.

F. Exceptions to Limitations. Any exception to the limitations listed herein shall require a Variance in compliance with Section 17.22.600 (Variance). However, consideration of the Variance request shall not evaluate the message or graphic design of the sign.

G. Indecent or Obscene Matter. To the extent allowed by law, signs with any statements or words of an obscene, indecent, or immoral character, or any picture or illustration of any human figure in such detail as to offend public morals or decency, or any other matter or thing of an obscene, indecent, or immoral character, shall be prohibited. (Offsite advertising for a business in another State should be addressed in the Draft.)

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17.16.030 Permit Requirements and Review Procedures

This Section describes permit requirements and review procedures for signs.

A. Permit Required

The following permits or entitlements shall be required for signs:

1. Sign Permit Required. Sign Permits shall be required for all permanent signs (building attached or freestanding) prior to erection, relocation, alteration, or replacement of a sign, as follows, unless otherwise exempted by this Article. Sign Permits shall be processed in accordance with Section 17.22.700 (Sign Permit). To be developed – see specific “Note”).

a. Sign Permits shall be part of the review of the Building Permit in ministerial applications. No planning approvals shall be required for general maintenance of existing conforming signs or replacement of a conforming sign face (including message) when the area of the sign is not being changed and a Building Permit is not required (e.g., the replacement of a sign face on a legal conforming sign), subject to Section 17.16.020 (Policies for Sign Regulations).

b. Sign Permit(s) shall be required as part of the review of any discretionary application where signage is being proposed. The Sign Permit shall be in addition to the discretionary application or permit.

c. Sign Permits are not required for the establishment of temporary signs.
However, temporary signs shall be consistent with the development standards and time duration limits established in this Chapter.

2. **Uniform Sign Program Required.** A Uniform Sign Program shall be required for all new multi-tenant shopping centers, office parks, and other multi-tenant, mixed-use, or otherwise integrated developments of three or more separate tenants/uses that share structures, public spaces, landscape, and/or parking facilities. A Uniform Sign Program provides a process for the County’s review of, and decisions related to, requests for signs for multi-tenant projects. The Uniform Sign Program allows for the integration of a project’s signs with the design of the structures to achieve a unified architectural statement and to approve common sign regulations for multi-tenant projects. No deviations from the sign standards of this Chapter are allowed through a Uniform Sign Program. The zoning administrator is the decision-making authority for Uniform Sign Programs. However, if part of an application is reviewed and decided by the Planning Commission or Board of Supervisors, the Uniform Sign Program shall be decided by same higher-level Review Authority in conjunction with other entitlements. Standard procedures for application submittal, review, decision, and appeal are outlined in Section 17.22.700 (Sign Permit. Note: shall be similar to a special use permit).

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3. **Community Sign Program Required.** The Board is the decision-making authority for all new Community Sign Programs. Standard procedures for application submittal, review, and decision are outlined in Section 17.22.700 (Sign Permit. Note: shall be similar to an administrative permit). Development and design standards are listed in Section 17.16.090C (Community Sign Programs). Three types of Community Sign Programs are outlined below.

a. Community directional sign program: 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 rafting, wineries, and ranch marketing.

b. Community identification sign program: Said program shall establish a means for individual communities within the county to designate their name at main point(s) of entry to their community. Such signage can be unique to each community as a means to define their character, quality, or historic contribution to the county.

c. Community event sign program: Said program shall establish general standards for both promoting and informing the public of special events within the individual communities or the county as a whole.

4. **Highway-Oriented Sign Permit.** A Highway-Oriented Sign Permit shall be required for all highway-oriented signs located within 100 feet of a designated state highway. This permit would allow consideration of taller and larger freestanding signs intended to be visible from the highway and would be in lieu...
of other permanent on-site freestanding signs. The Planning Commission is the
decision-making authority for Highway-Oriented Sign Permits. However, if
part of an application is reviewed and decided by the Commission or Board,
the Highway-Oriented Sign Permit shall be decided by same higher-level
Review Authority in conjunction with other entitlements. Standard procedures
for application submittal, review, decision, and appeal are outlined in Section
17.22.700 (Note: shall be similar to a special use permit). (Insert Caltrans requirements/policy for signing
within Hwy corridor – has Draft been sent to Caltrans for review?)

5. Subdivision Ladder Sign Permit. A Sign Permit shall be required for all
multi-subdivision ladder signs to ensure their locations are approved within or
outside the County’s right-of-way and that they are consistent with the
standards under Subsection 17.16.090.B (Subdivision Ladder Signs). (Note:
shall be similar to an administrative permit)

6. Variances. Applications for a Variance from the terms of this Chapter shall be
reviewed according to the Variance procedures set forth in Section 17.22.600
(Variance).

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B. Review Procedures

1. Method of Application. An application for a Sign Permit, Uniform Sign
Program, Highway-Oriented Sign Permit, or Variance shall be made on the
form(s) prescribed by the Planning Division. The application shall be
accompanied by any fees as specified by Board resolution.

2. Application Review Procedures, Decisions, and Appeals. The application
review procedures, decisions, and appeals of decisions for Sign Permit,
Uniform Sign Programs, Highway-Oriented Sign Permits, or Variances shall
be as provided in Chapter 17.22 (Land Use Permit Procedures).

17.16.040 Exempt Signs

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).

A. Exempt Signs Without Limitations. The following signs are exempt from Sign Permit
requirements with no specific limitations:

1. Change of copy that does not alter the size, location, or illumination of a
conforming sign.

2. All devices which are excluded from the definition of a “sign” as set forth in
this Title. Confusing language in this section. IS this saying exempt signs can change/alter the
devices which are excluded from the definition of signing without permit review and approval for modifying
the sign structure permitter or attachments to?

3. Official traffic signs or other municipal governmental signs, legal notices,
advertisements prescribed by law and placed by governmental entities, and
signs indicating the location of buried utility lines or any notice posted by a
governmental officer in the scope of his or her duties.

4. Direction, warning, or information signs or structures required or authorized by
law, or by federal, state, county, or county authority, including, but not limited
to, traffic control signs (e.g., stop, yield), highway route number signs, and
construction zone signs.
5. Noncommercial utility company signs identifying cables, conduits, and
dangerous situations.
6. Street address signs on structures and building identification signs consistent
with the County-adopted building code or relevant provisions of the County
Municipal Code. Notwithstanding anything in this Section, street address signs
may be illuminated and may contain reflective paint or material.
7. Tablets and plaques, installed by the County or by a state, federal, or county
authorized historical organization, including names of structures and date of
ercation.

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8. Signs and advertising for the California state lottery as authorized by California
Government Code Section 8880 et seq.
9. Gas pricing signs, as required by state law, which identify the brand, types,
octane rating, etc., of gasoline for sale within the county (Sections 13530–
13540 of the Business and Professional Code). This does not limit the approval
and design requirement for permanent or temporary placement and approval
provisions listed herein.
10. Signs on vehicles and vessels, including license plates, license plate frames,
registration insignia, noncommercial messages, messages relating to the
business for which the vehicle or vessel is an instrument or tool (not including
general advertising such as mobile billboards), and messages relating to the
proposed sale, lease, or exchange of the vehicle or vessel.
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 Trais, Apple Hill Growers, and similar associations. Any and all associations could be
applying for signing which could lead to proliferation of signing. (Ex: Pot growers assoc, pot farmers assoc.
need more thought and sign management policies in place to address this)

B. Exempt Signs With Limitations. The following signs are exempt from Sign Permit
requirements, provided that they meet the size, height, duration, and/or maximum
number limitations listed below. Exempt signs that do not meet the limitations listed
herein require approval of a Variance as outlined Section 17.22.500 (Variance).
1. Window signs that do not exceed 25 percent coverage of any window. Window
signs do not count toward allowable sign area. This limitation is considered
industry best practice for natural surveillance that serves to increase the risk of
detection for offenders, enable evasive actions by potential victims, and
facilitate intervention by police (Crime Prevention through Environmental
Design and Defensible Space). As such, window signs that exceed 25 percent
of any window are not allowed.
2. Temporary signs in conformity with this Chapter.
3. Flags, provided they meet the following requirements:

https://mail.google.com/mail/u/0?ui=2&ik=150a3325ea&view=lg&msg=141043723f9e9ec

6/32
D. Animated, flashing, scrolling, or video screen signs (e.g., electronic readerboard sign) where the message changes more frequently than once every 12 seconds. Other types of signs such as barber poles or electronic readerboard signs that change message less frequently than once every 12 seconds may be permitted consistent with the requirements of this Chapter.

E. Pennants, banners, balloons, or other paraphernalia composed of paper, cloth, or other flexible material, except as otherwise permitted.

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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.

G. Signs which are mobile, rotate, or move.

H. Signs placed on the public right-of-way or affixed to an element or structure on the public right-of-way, or located on a publicly owned tree, fence, or utility pole or otherwise posted on public property, except where required by a governmental agency; or signs on private property affixed to a fence; or signs affixed to a tree, shrub, rock, or other natural object on private property.

I. Inflatable balloon signs, including, but not limited to, individual balloons, balloon strings, and other inflatable objects made of a flexible material and inflated so as to be lighter than air.

J. Signs painted upon a fence.

K. Mobile billboard advertising displays attached to a mobile, nonmotorized vehicle, device, or bicycle that carries, pulls, or transports a sign or billboard and is for the primary purpose of advertising.

L. Signs attached to light standards (poles) unless part of a Uniform Sign Program or community directional sign.

M. Signs affixed to a structure or property not owned by the person installing the signs without the written consent of an owner.

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

O. Signs displaying any statements or words of an obscene, indecent, or immoral character, or any picture or illustration of any human figure in such detail as to offend public morals or decency, or any other matter or thing of an obscene, indecent, or immoral character to the extent allowed by law.

How is the County enforcing these above non-compliant signs. What is the enforcement protocol. Language on enforcement, notice of violations and fines should be clearly identified.

17.16.060 General Sign Development and Design Standards

This Section establishes the method for measuring sign area and height, and outlines construction standards, maintenance standards, and removal requirements. This Section also identifies County development and design standards relative to placement, illumination, and design compatibility of signs.

A. Sign Area Measurement Procedures
The person erecting a sign and the owner of the premises shall maintain any legally required clearance from communications and electric facilities. A sign may not be constructed, erected, installed, maintained, or repaired in any manner that conflicts with

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a rule, regulation, or order of the California Public Utilities Commission pertaining to the construction, operation, and maintenance of public utilities facilities.

D. Interference with Motorist Field of Vision

1. No sign shall be located in a manner which may obstruct or interfere with the view of a traffic signal or other traffic regulatory signs. No sign shall, as determined by the Director, be so located as to create a hazard to the life or property of any person using the public right-of-way.
2. Any landscaping shall be trimmed as needed to provide clear visibility of the sign or signs.
3. Signs shall not be located within the ‘cross visibility area’, as defined.

More specifics on setbacks should be given in the ordinance from DOT relative to field of visions, vertical/ horizontal curves/ general and site specific language and curb return setbacks for visibility for safety of entering and exiting side streets so that signs do not encroach, sign owner has more concrete knowledge of dimensions of setback and enforcement is not arbitrary or delayed because they need DOT to review.

E. Sign Placement

1. Location of Building-Attached Signs. Building signs may be located along any frontage of a building that faces directly onto a public right-of-way or an internal circulation path of the site. Orientation of signs such that they face directly onto residential property is to be avoided and is allowed only when there is no practical alternative and the visibility of the sign from the residence is minimized and not illuminated.
2. Setback and Spacing of Freestanding Signs. Setback and spacing standards for freestanding signs are as follows:
   a. The minimum setback distance for freestanding signs shall be measured from the back of the public right-of-way or side of a driveway. Unless an Encroachment Permit is granted, all freestanding signs shall be located outside of the public right-of-way and any required cross visibility area.
   b. The minimum spacing distance between permanent freestanding signs, excluding on-site directory and menu/order board signs, shall be 250 feet, except that highway-oriented signs shall be separated by a minimum of 1,000 feet). The designated approving authority will review a proposed sign location on a case-by-case basis to ensure the sign is located outside the required cross visibility area and does not otherwise inhibit motorist safety.

F. Maintenance Requirements

Every sign and all parts, portions, and materials thereof shall be maintained and kept in proper repair. The display surface of all signs shall be kept clean, neatly painted, and free from rust and corrosion. Any cracked, broken surfaces, malfunctioning lights, missing sign copy, or other non-maintained or damaged portions of a sign shall be
b. Angle of projection. Projecting signs shall either be located at right angles to the structure front along the façade, or, when located on the corner of a building, at a 45-degree angle to the corner of the structure.

c. Height. The lowest point of a blade or bracket sign shall be a minimum of six feet eight inches above grade.

d. Projection. The sign may project a maximum of five and a half feet from the structure.

e. Suspension. The sign shall be suspended with a clear space of at least six inches between the sign and the structure.

f. Sign structure. Sign supports and brackets shall be compatible with the design and scale of the sign.

6. Wall Signs

a. Wall signs shall not project more than 12 inches from the structure’s façade.

b. Wall sign raceways shall be concealed from public view (e.g., within the structure’s wall or otherwise integrated with the design of the sign and structure) so as to not detract from the architectural character of the structure.

c. Signage containing multiple elements (e.g., logo and text) on one façade shall be designed so that the multiple elements are located and scaled with relationship to each other and the structure they are attached to.

7. Temporary Signs. In addition to the standards of Section 17.16.080 (Temporary On-Site Sign Regulations), no temporary sign shall be day-glo or fluorescent in color. More discussion needs to be included here on length of time for allowable temporary signing, enforcement and a mechanism that the County could implement to better effect enforcement as manual site review is time consuming and costly.

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17.16.070 Permanent On-Site Sign Regulations

This Section identifies allowed types of permanent on-site signs and establishes corresponding standards, including height, size, placement, and illumination. Regulations are listed in Table 17.16.070 below based on zone and sign type.

A. Allowed Types of Permanent On-Site Signs

Generally, there are two types of permanent on-site signs allowed in the County’s zoning districts as listed below.

1. Building-Attached Signs. Allowed permanent on-site signs attached to a structure include wall signs, projecting signs, and awning or canopy signs.

2. Freestanding Signs. Allowed permanent freestanding signs include monument and pylon signs.

B. Except as provided in Subsections D and E, permanent on-site signs shall be consistent with the standards listed in Table 17.16.070 (Signage Standards for Permanent On-Site Signs) by base zone. All refered to language should be included in the sign ordinance.

Table 17.16.070 – Signage Standards for Permanent On-Site Signs

Zoning
1. **Building-Attached Sign Allowance.** Where permitted, building-attached signs have a maximum allowable sign area that can be used for one or more signs as specified in Table 17.16.070 (Signage Standards for Permanent On-Site Signs). Building-attached signs are permitted on walls that face public streets, parking areas, and pedestrian walkways. Wall signs are not permitted on walls facing adjoining residential property.

2. **Freestanding Sign Allowance.** Where permitted, freestanding sign regulations include a maximum number, maximum sign area, and maximum height standard. For purposes of sign regulations, commercial businesses are either categorized as individual businesses or integrated developments. As defined in this Chapter, an integrated development is a property or combination of properties containing three or more separate tenants and which share common parking, driveway, and access areas. Where allowed, changeable copy is limited to a maximum 50 percent of the total sign area of the sign.

3. **Changeable Copy Allowance.** Changeable copy signs are only permitted in commercial zoning districts and for nonresidential uses in residential zones (e.g., religious institutions and public service uses, community centers, and schools).

D. **Menu/Order Board Signs for Drive-In and Drive-Through Uses**

Each drive-in or drive-through use is permitted a maximum of 60 square feet of menu/order board signage, with no one sign to exceed 30 square feet. The sign(s) shall not count as a sign for purposes of Table 17.16.070 (Signage Standards for Permanent On-Site Signs), either in terms of number or cumulative area. The maximum height for a menu/order board sign shall be six feet. No alterations or additions (e.g., rider signs) along the exterior of the menu/order board sign are permitted.

E. **Highway-Oriented Signs**

Properties within 100 feet of U.S. Highway 50 that are outside of the officially designated scenic corridor may, upon issuance of a Highway-Oriented Sign Permit,

**Sign Ordinance Chapter 17.16**

*Public Draft Dated 7-8-13*

**El Dorado County Zoning Ordinance Page 19**

establish a highway-oriented sign consistent with the following provisions, in addition to other provisions of this Chapter. This permit would allow consideration of taller and larger freestanding signs intended to be visible from the highway and would be in lieu of other permanent on-site freestanding signs. Officially designated scenic corridors in El Dorado County shall be subject to special sign regulations under the Design Review - Scenic Corridor Ordinance (Note: TBD in Section 17.27.070 of comprehensive Zoning Ord. update). Much more discussion and policy needed here. Caltrans policy/requirements should be reviewed and included where appropriate. At least language that notifies sign owner of Caltrans review of signing along corridor. This County Draft Sign Ordinance should have local community design goals and master plan for large corridor signs defined and vetted in the sign ordinance.

I recommend the Sign Ordinance be changed to the El Dorado Sign & Cell Tower/Broadband Equipment Ordinance. That the Draft get recirculated with the Broadband section and included in County discussion of updating draft.
1. **Permit Requirements.** All highway-oriented signs require the approval of a Highway-Oriented Sign Permit prior to issuance of a Building Permit. The procedures for application, review, and decision of a Highway-Oriented Sign Permit are as provided in Subsection 17.16.030.A.4 (Highway-Oriented Sign Permit).

2. **Location**
   a. Spacing between signs. No highway-oriented sign shall be located closer than 1,000 feet from any other highway-oriented sign.
   b. Setbacks. All signs must be set back a minimum of 10 feet from the highway right-of-way or other distance as determined by Caltrans. All highway-oriented signs must be distanced from any residential district by a minimum of 200 feet.
   c. Visibility. Highway-oriented signs shall not be located to inhibit pedestrian or vehicular visibility and more specifically shall not be located within the clear visibility area as defined in this Title. Illuminated signs shall be directed away from any residentially designated land. Language to vague DOT should review and comment for minimum specific setback and include language for site specific locations taken into consideration for more stricter restrictions. (Ex: Driveway spacing intersecting conventional Highways, vertical/ horizontal curves, minimum setbacks from curb return or edge of travelway, restriction on size within a defined setback.)

3. **Number.** One highway-oriented sign shall be permitted per either:
   a. Integrated developments, as defined in this Chapter; or
   b. Sites with a single tenant of 10 acres or more.

4. **Area.** Highway-oriented signs shall comply with the following limitations on sign area:
   a. Generally. The maximum allowed sign area for single-tenant highway-oriented signs shall be 60 square feet. For multi-tenant signs, the maximum sign area shall be 200 square feet, with each tenant space limited to 40 square feet. Ancillary components of the sign, such as shopping center identification, shall not exceed 25 percent of the total sign area and shall be excluded from the calculation of the sign area.
   b. Freestanding sign area. The area of a highway-oriented sign shall be in lieu of allowable freestanding sign area for the underlying property.

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*Sign Ordinance Chapter 17.16*

*Public Draft Dated 7-8-13*

**El Dorado County Zoning Ordinance Page 20**

5. **Height.** The maximum height of highway-oriented signs shall be as follows:
   a. For single-tenant signs, 1.5 times the height of an adjacent structure up to a maximum of 30 feet. Within designated scenic corridors, the maximum height of a single-tenant sign shall be 24 feet.
   b. For multi-tenant signs, a maximum of 60 feet. Within designated scenic corridors, the maximum height of a multi-tenant sign shall be 48 feet.

6. **Architecture.** Highway-oriented signs shall be designed as pylon signs. Pole
signs are not permitted. Highway-oriented signs shall be composed of materials and design compatible with the building materials of the corresponding development.

7. **Illumination.** All highway-oriented signs must be internally lit. Signs shall not have blinking, flashing, or fluttering lights or other illuminating devices that have a changing light, brightness, or color. Electric (digital) changeable copy LED lights are allowed to be incorporated into the structure consistent with restrictions listed in Subsection 17.16.060.I.3 (Electric (Digital) Signs).

8. **Special Development and Design Standards for Designated Scenic Corridors.** (Reserved for future use)

**F. 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.

**G. Locations** - add extensive verbiage and policy on allowable locations and offsets per previous comment. Define locations into 2 categories 1) Access control Hwy such as Placerville west to the County Line and 2) Conventional Hwy, all rural non access control highway.

**17.16.080 Temporary On-Site Sign Regulations**
This Section describes standards for temporary on-site signs. Temporary signs may include, but are not limited to, commercial signs for grand openings or for special product, sale, or event advertising. All temporary signs must comply with the standards listed in Table 17.16.080 (Allowed Temporary On-Site Sign Standards) and are subject to the following:

**A. Time Duration**

1. **Generally.** Display periods for temporary on-site signs shall be limited to a maximum of 30 days per business per calendar year. Enforcement has been a huge issue. Need better more effective enforcement mechanism.

2. **Subdivision Signs.** All temporary signs for subdivisions shall be removed within 10 days after all lots in the subdivision are sold. I assume this means initial sale. This policy more specific verbiage. Some subdivisions are over 20 years old and have unsold lots. Maybe consider changing to a percentage of sold lots.

What if all lots The County may require the subdivider or developer to submit a performance deposit or other form of security to ensure compliance with the standards of this Section.

Subdivision signs at new or substantially renovated apartments shall be removed six months from opening.

**Sign Ordinance Chapter 17.16**

Public Draft Dated 7-8-13

**El Dorado County Zoning Ordinance Page 21**

3. **Banner Signs.** All banner signs utilized for grand opening events shall be limited to a maximum of 30 consecutive days per business per calendar year.

4. **A-Frame Signs.** A-frame signs shall be removed nightly.

**B. Illumination**
Temporary signs shall not be illuminated.

**C. Message**
Temporary signs displaying a commercial message shall be limited to on-site signage.
Planning Commissioners,

Mr. Tratos requested that I forward this comments on the Sign Ordinance Update although you had already had this workshop at the last PC meeting. I am also forwarding this to Dave Defanti and Shawna Purvines. (FYI, I also forwarded them the e-mail sent directly to you from Valerie Zentner.)

Thanks!

——— Forwarded message ———
From: Spot-On Signs Info <info@spot-on-signs.com>
Date: Mon, Sep 9, 2013 at 1:54 PM
Subject: Response to Draft Sign Ordinance
  to: charlene.tim@edcgov.us
  Cc: david.defanti@edcgov.us, edc.cob@edcgov.us

Charlene,

Attached is our response the Draft Sign Ordinance. Please distribute this to the Planning Commission members for their review.

We appreciate having had the opportunity to provide input on the Sign Ordinance Update.

Trish & Bill Tratos
County of El Dorado
Community Development Agency
2850 Fairlane Court
Placerville, CA 95667

Via email:  Charlene_Tim@edcgov.us
Cc:  David.defanti@edcgov.us & edc.cob@edcgov.us

Sep. 9, 2013

Re: Draft Sign Ordinance

To the members of the El Dorado County Planning Commission and the Board of Supervisors:

As owners of a sign company located in El Dorado County we have first-hand experience with signage located throughout the County. We recognize the challenges inherent in developing a sign ordinance that finds a balance between visual clutter that creates an eye-sore, supporting local businesses in a way that ensures the economic vitality of our County and protecting the health and safety of our residents and visitors.

Since we are often in a position of helping our clients understand the rules, we have looked very closely at the proposed Sign Ordinance. There are many details we could get into but, for the purpose of this letter, we will try to address the larger issues we see and provide examples supporting our concerns.

We'd be happy to meet with any one of you to discuss the finer details.

Our biggest concern is the number of existing signs that will become non-conforming once the new ordinance is put in place and how enforcement will be handled. It has been our experience that many business owners and other sign company owners often want to avoid or ignore the sign code because it is too restrictive and / or costly.

- Section 17.16.020 which prohibits any sign “not expressly permitted” is a highly restrictive approach and is sure to lead to more confusion and frustration rather than help to clarify what is and is not allowed. For instance, channel letters are defined as “individual letters that are independently mounted to a wall or other surface and internally illuminated with a covered surface.” Not all channel letters are internally illuminated, some are “halo-lit” / “back-lit” and many are not illuminated at all. Will all such signs become non-conforming?

- Section 17.16.040 B (1) restricts window signs to 25% coverage for “natural surveillance” reasons. If this restriction is enforced then all tinted windows, windows with shades in place, and big name franchises that cover their windows with marketing materials will need to be addressed.

There does not appear to be a provision to get a permit for more than 25% coverage. Should the County insist on this restriction, perhaps a more reasonable approach would be to allow 25% for permanent signage and 50% total for permanent and temporary signage. Enforcement of this section will be extremely difficult.

- Section 17.16.050, Prohibited Signs, is of special concern.
  - Pole signs cover a broad spectrum of standard sign design. As defined, this is a highly restrictive ordinance and subjective in its interpretation. Many signs around the County, including some the County has installed, will become non-conforming.
  - Some signs like roof signs or signs painted on roofs and fences are in character with the County’s historical and agricultural environment. The number of existing roof signs presents a challenge similar to the number of existing pole signs when it comes to enforcement.
Trying to regulate minor things like pennants and balloons could very well be an exercise in futility for the County and a waste of taxpayer money.

- Section 17.16.060 H (2a) requires "external light sources shall be directed downward ...". Many monument signs and building signs are illuminated with ground flood lights. There is no basis for excluding properly installed flood lighting. Will such signs now be non-conforming?
- Section 17.16.070 restricts "building-attached" signs in agricultural zones which will cause many signs in our rural / agricultural areas to become non-conforming. Commercial endeavors in these areas are further challenged by topography and street visibility – further restriction on their ability to advertise their location does not support the economic vitality of our agri-businesses.

Our second major concern with the proposed sign code is the amortization periods for non-conforming signs. The time allowed for amortization does not begin to cover the economic life of a sign, i.e. the period of time a fixed asset provides benefit to the owner. A sign continues to reap financial benefit to the owner long after the actual cost has been depreciated. Also, there is no provision in the code for a notice to the owners of non-conforming signs – especially those that were previously conforming but are now rendered non-conforming by these new regulations - as there is for illegal signs. There should be an equitable process for a "path to citizenship", i.e. becoming compliant, that does not unduly burden business owners. Designating these signs as illegal for the sake of conformity will be burdensome. The three triggers, as stated in 17.16.110, that require bringing a sign into compliance along with 17.16.040 A (1) should be sufficient. In time, non-compliant signs will gradually be replaced with compliant signs. This will also relieve the County of the burden of "just compensation" as required by State Law.

As conscientious sign company owners we have been at a competitive disadvantage many times because we choose not to ignore the sign code. Many of the provisions of the new code will only make it that much harder for us to compete. We are not the enforcers of the sign code but we strive to uphold it and advise our clients about the requirements. Are we being put in a position of having to notify clients when replacing the name on a sign face that their legal sign is now non-compliant? They will simply go to a competitor who is willing to ignore the code.

Although sign permit fees are not part of this ordinance update we would like to mention that the fee structure is often a deterrent to business owners installing a legal (permitted) sign. The $150.00 fee for a $500.00 sign is significant. A more reasonable fee structure tied to the value of the sign would encourage people to get a permit for their sign. Again, we have found ourselves at a competitive disadvantage when we refuse to install an unpermitted sign.

Thank you,

Trish & Bill Tratos
Spot-On Signs & Graphics

6166 Enterprise Drive, Suite G, Diamond Springs CA 95619
(530) 295-0235
info@spot-on-signs.com
Sign Ordinance

Martha Martin <martha-martin@att.net>  Mon, Sep 9, 2013 at 3:08 PM
To: "shawna.purvines@edcgov.us" <shawna.purvines@edcgov.us>

As a native Angelino and El Dorado County transplant (41 years ago), I think the fewer billboards the better!

I've enjoyed the Sierra vistas from Highway 50 for four decades and am sickened that our supervisors who, who have time and time again voted against rural El Dorado County and it's inhabitants, are on yet another scheme to "cityfy" MY county and damn what we want.

Oh to be like Hawaii were billboards are banned all together!

My two cents,

Martha S. Martin
6000 Manganite
El Dorado, Ca 95623
530-622-2628
SIGN ORDINANCE

1 message

Bruce Risley <brisley43@hotmail.com>  Mon, Sep 9, 2013 at 4:22 PM
To: "shawna.purvines@edc.gov.us" <shawna.purvines@edc.gov.us>
Cc: RAY NUTTING eldo county <raynuttng@hughes.net>, SUE Taylor <sue-taylor@comcast.net>, "Mike w/R.I.P.P." <mikemue2@comcast.net>, "idorado1br@yahoo.com" <idorado1br@yahoo.com>, "norma.santiago@edcgov.us" <norma.santiago@edcgov.us>, "francescaduchamp@att.net" <francescaduchamp@att.net>, "shipshapeusa@yahoo.com" <shipshapeusa@yahoo.com>, "fiores.wanda@yahoo.com" <fiores.wanda@yahoo.com>, DAN BEEBE/AM HAIRLINES <11beebe@comcast.net>, RICH COFFIN/PPCCC <coffin40@comcast.net>, ARTHUR CARLSON <ap-carlson@comcast.net>, BILL TERRY <terfam@d-web.com>, Cliff Cortright <c.cortright@sbcglobal.net>

KEEP THE SIGN ORDINANCE AS IT IS! WORK ON THE METH LABS 'n POT FARMS FIRST! THE BUNNIE SING IS GONE; GET OVER IT!
Kimberly Kerr  
Assistant Chief Administrative Officer  
Acting Community Development Agency Director  

Contact Chief Administrative Office/Risk  
County of El Dorado  
Chief Administrative Office  
330 Fair Lane  
Placerville, CA 95667  
(530) 621-7695  

Contact CDA Director:  
County of El Dorado  
Community Development Agency  
2850 Fairlane Court  
Placerville, CA 95667  
(530) 621-5914  

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-------- Forwarded message --------
From: JEFF ARAN <jaranatty@aol.com>
Date: Mon, Sep 9, 2013 at 4:32 PM
Subject: Comments on Sign Code revision
To: kimberly.kerr@edcgov.us
Cc: keith@westemsign.com

Dear Ms. Kerr:

On behalf of the California Sign Association, representing the on-premise sign industry (not the billboard industry), we have had the opportunity to review the proposed sign code and have a few concerns. While there are many significant improvements in the new code, there are a few areas where we'd recommend that the County reconsider or reexamine the rationale for the restriction.

p. 10-11

"Sign height shall be measured from the uppermost part of the structure containing the sign to the finished grade at the base of the structure."

The drawings are not consistent with the verbiage. It should read "to the base of the display
area."

p. 11

The 250' and 1000' separation between signs is problematic. Each business is entitled to a sign on its parcel. The 250' separation should not be construed to result in the loss of the right. We don't see this restriction as being a lawful, reasonable time, place and manner restriction.

p. 13

The energy restriction "to the greatest extent possible" is vague and too broad. The sign industry has worked with the Energy Commission at length for many years to develop workable Title 24 standards, which apply regardless whether they are stated in the county ordinance. If necessary at all, the ord should only state: "Light sources shall utilize energy-efficient fixtures compliant with Title 24 of the California Code of Regulations."

p. 14

Under-awning illumination. We see no rationale for this limitation. It does not appear to be a reasonable time, place or manner restriction supported by any empirical data.

p. 25

Nonconforming signs. While the law permits, we are generally opposed to amortization of nonconforming signs. The amortization period provided in the draft does not comport with State law, which provides that a "Reasonable amortization" is period is to be not less than 15 years from the date of the ordinance. B&P Code Section 5495(d), 5495.5, 5497(k).

Lastly, because the proposed ordinance, if adopted, is more restrictive than current law, unless the new ordinance is limited in scope to new construction only, the county is required within 120 days to complete an inventory of illegal and abandoned signs prior to the enforcement of the new ordinance and hold further public hearings. B&P Code 5491.1.

Jeff Aran
Director of Government Affairs
Legal Counsel
California Sign Assn
www.calsign.org

LAW OFFICES OF JEFFREY L. ARAN
6700 Freeport Blvd., #208
Sacramento, CA 95822
916.395.6000
FAX 916.395.6028
Re: Sign code > two additional comments

1 message

Kimberly Kerr <kimberly.kerr@edcgov.us>  
To: JEFF ARAN <jaranatty@aol.com>  
Cc: David Defanti <david.defanti@edcgov.us>, Shawna Purvines <shawna.purvines@edcgov.us>

Mon, Sep 9, 2013 at 5:40 PM

Thanks Jeff. We will review your questions and respond to them.

Kim Kerr
Assistant Chief Administrative Officer
Acting Community Development Agency Director

Contact Chief Administrative Office/Risk  
County of El Dorado  
Chief Administrative Office  
330 Fair Lane  
Placerville, CA 95667  
(530) 621-7695

Contact CDA Director:  
County of El Dorado  
Community Development Agency  
2850 Fairlane Court  
Placerville, CA 95667  
(530) 621-5914

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On Mon, Sep 9, 2013 at 4:48 PM, JEFF ARAN <jaranatty@aol.com> wrote:

1. Unless we’re misreading, it appears that in a multi-tenant center height cannot exceed 20' and area 80 sf. That may not be feasible. Instead of forcing applicants into variance hearings, the code should reflect the reality and needs of the affected and businesses in larger centers to adequately and effectively communicate the message.

2. Also, for those locations where a 250' separation is imposed, how will that impact existing signs? Which one gets amortized?

Jeff Aran
California Sign Assn

916.395.6000
FAX 916.395.6028

NOTICE: This e-mail and any files transmitted with it may contain confidential information, and are intended solely for the use of the individual or entity to whom they are addressed. Any retransmission, dissemination or other use of the information by persons other than the intended recipient or entity is prohibited.
Patricia Chelseth <pattie@mysistersfarm.com>
To: shawna.purvines@edc.gov.us

Mon, Sep 9, 2013 at 4:59 PM

Shawna, I have not had time to completely review the new draft of the sign ordinance, but I can tell you it is coming from the wrong direction. Needing to ask permission for all types of signs is wrong. A simple standard of size, placement (so it doesn't obstruct road) etc. is best. We need to deal with the large billboard signs and get them amortized out of here and we need to keep the county ordinance fairly open. Let local communities decide types and styles.

I am not unhappy with the current ordinance. I abided by it very well with my farm. This ordinance as written is completely overkill.

Patricia Chelseth
Shingle Springs.
Fwd: Proposed Sign Ordinance

1 message

Roger Trout <roger.trout@edcgov.us>
To: Shawna L Purvines <shawna.purvines@edcgov.us>

Mon. Sep 9, 2013 at 5:17 PM

Forwarded message --------
From: Langley, Cheryl @CDPR <Cheryl.Langley@cdpr.ca.gov>
Date: Mon, Sep 9, 2013 at 5:02 PM
Subject: Proposed Sign Ordinance
To: "lillian.macleod@edcgov.us" <lillian.macleod@edcgov.us>
Cc: "bosfive@edcgov.us" <bosfive@edcgov.us>, "bosfour@edcgov.us" <bosfour@edcgov.us>,
"bosone@edcgov.us" <bosone@edcgov.us>, "bosthree@edcgov.us" <bosthree@edcgov.us>,
"bostwo@edcgov.us" <bostwo@edcgov.us>, "roger.trout@edcgov.us" <roger.trout@edcgov.us>,
"edc.cob@edcgov.us" <edc.cob@edcgov.us>, "rich.stewart@edcgov.us" <rich.stewart@edcgov.us>,
"dave.pratt@edcgov.us" <dave.pratt@edcgov.us>, "tom.heflin@edcgov.us" <tom.heflin@edcgov.us>,
"walter.mathews@edcgov.us" <walter.mathews@edcgov.us>, "brian.shinault@edcgov.us" <brian.shinault@edcgov.us>

Please see attached file for comments on the proposed sign ordinance...

Roger Trout
Development Services Division Director
Community Development Agency
El Dorado County

(530) 621-5369

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24K

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Cheryl Langley
5010 Mother Lode Drive
Shingle Springs, CA 95682

To: lillian.macleod@edcgov.us

cc: <bosone@edcgov.us>, <bostwo@edcgov.us>, <bostthree@edcgov.us>, <bosfour@edcgov.us>, <bosfive@edcgov.us>, <roger.trout@edcgov.us>, <edc.cob@edcgov.us>, <rich.stewart@edcgov.us>, <dave.pratt@edcgov.us>, <tom.heflin@edcgov.us>, <walter.mathews@edcgov.us>, brian.shinault@edcgov.us

Subject: Comment on Comprehensive Sign Ordinance, File #13-0086

Dear Ms. MacLeod,

First of all, I must qualify my comments by saying I have been unable to attend the workshops conducted on this topic, so my comments may be a little out-of-step with current thinking, and I had very little time to develop these comments. Please bear with me. My main concerns involve the following areas of the proposed ordinance:

17.16.050(H) Prohibited Signs
- I’m concerned this section may not be restrictive enough, and may in fact allow for the posting of more signs than are currently allowed. For instance, 17.16.090(C)(3) Off-Site Sign Regulations, Community Sign Programs, Community Events, seems to modify the prohibition on signs posted in the County rights-of-way. This section reads: “Street banners, signs, or other displays on County streets for any civic or public events/activities shall be allowed to be displayed up to 30 days prior to the event and shall be removed within 3 days after the event has ended.”

Does “County streets” mean “County rights-of-way”? If so, I’m assuming this means signs (including signs on wire, on wooden stakes, etc.) could be posted anywhere in the county on the right-of-way along any county roads for the duration specified (30 days) because, even though section 17.16.050 Prohibited Signs states signs are prohibited that are “...placed on the public right-of-way or affixed to an element or structure on the public right-of-way...” it also adds the caveat “UNLESS specifically authorized by another requirement of this article.” I’m assuming 17.16.090 allows such signs to be posted on the county right-of-way. Thus, residents of rural residential areas can expect a plethora of community event signs along virtually any road in the county for 30 days? To confuse matters, 17.16.100(C) states, “Unless specifically authorized by this Section, no signs may be displayed on County property by private parties.” What constitutes a private party? What constitutes a “community event”—a meeting, fund drive or performance? (For instance, do Tea Party meeting signs represent a community event, or are they “private” postings?) All this being said, Section 7.16.100(5)(D) and (F) (Allowed Signs on Public Property) seems to provide for community direction signs, but not community event signs, so am I to assume from this no community event signs are allowed on the rights-of-way?

 Couldn’t we instead allow event sponsors to post events on an “Event Ladder Sign” placed in appropriate, pre-determine (permanent) area(s) of the county—like a community bulletin board? This would be convenient for the public, and reduce clutter along the county roads. It would also lessen the amount of out-of-date signs going to land fill.
17.16.060(I)(3) General Sign Design Standards, Electric (Digital) Signs
- No specific size is specified for digital signs—only that changeable copy is limited to 50% of
  the total sign area. Does this mean that approved billboards, or larger highway oriented
  signs can be electronic/digital? I’m hoping not, obviously. I don’t believe digital signs with
  changeable copy have a place in this County.

1716070(E)(3) (a)(b) and (4)(a) Highway-Oriented Signs
- This portion of the ordinance allows developments or “Sites with a single tenant of 10 acres
  or more” to place a 60 to 200 square foot sign on properties within 100 feet of U.S.
  Highway 50. Please. Let’s not. This is akin to allowing billboards, only on a slightly smaller
  scale.

17.16.080(A)(2) Temporary On-Site Sign Regulations—Subdivision Signs
- This section of the proposed ordinance allows subdivision signs to remain in place until
  “…10 days after all lots in the subdivision are sold.” For some subdivisions, especially those
  with long build-out times, this could be 10+ years (San Stino, for instance). Do local
  residents really have to tolerate the advertisement that long, especially in low-density
  residential areas?

17.16.090(B)(4) Off-Site Sign Regulations, Subdivision Ladder Signs
- This section allows the placement of subdivision ladder signs on public or private property.
  I request that no subdivision ladder signs be allowed off-site, and that placement be allowed
  on private property only.

17.16.110(A) Illegal Signs
- The proposed ordinance reads, “Illegal signs shall be abated by the property owner or person
  responsible for installing or maintain the sign.” “Such notice shall give such parties a 30-day
  opportunity to cure by conformance…” Thus, illegal signs will be allowed to remain for 30
  days. For many who post such signs, this is probably all the time they need to accomplish
  their goals. Where is the dis-incentive to place illegal signs? (30 days is the same time
  period allowed for event advertisement). Also, it doesn’t appear as though any fines are
  assessed. Why not? Perhaps a shorter abatement period is appropriate—say 5-7 days with
  an imposed fine if abatement doesn’t occur within that period.

17.16.040 (B), section 10(b): Exempt Signs with Limitations, Election Signs
- It is not clear if election signs will be allowed on the County rights-of-way—it would be nice
  to have this clarified. This is another case where a publicly placed ladder sign might be a
  better approach (rather than having election signs posted county-wide). Otherwise, I fear
  the candidate with the greatest number of postings wins—and that’s no way to select a
  public official.

ENFORCEMENT
As currently proposed, it appears the ordinance is enforced via complaints from the public—or
does Environmental Management review specific areas of the County periodically? (Currently,
Environmental Management responds to complaints by posting notices on illegal signs, but
enforcement is still fundamentally achieved through public complaint.) It would be nice if the
public didn’t have to do all the leg work on this one.

In closing, I am concerned that this ordinance will to some extent spawn signage, rather than
discourage it. But I believe the Board of Supervisors, Environmental Management and the Planning
Commission are fundamentally committed to keeping this County a place where aesthetics are
valued. Thank you for providing me with the opportunity to comment on this proposed ordinance.
Sign Ordinance Comments

1 message

Cheryl Graham <1cherylgraham@gmail.com>  
To: shawna.purvines@edcgov.us  
Mon, Sep 9, 2013 at 6:09 PM

Public Comment regarding the El Dorado County Proposed Sign Ordinance:

El Dorado County is known for it’s natural beauty and rural character. Unless the County plans on flipping the switch tomorrow to urbanize the County this proposed Sign Ordinance is extreme overkill. The public came before the Board complaining about the off-site Billboards that were allowed in Shingle Springs in an area that was classified as a potential protected Sierra Vista Point and the Billboard in Camino advertising a Brothel in Nevada. Rather than dealing with this situation the County has moved forward with an ordinance that will become burdensome on citizens accustom to the existing rural culture of signage that has evolved in El Dorado County.

Please retain the Sign ordinance that is currently in place and just deal with the off-site Billboards at this time. It would be best to move forward with an ordinance that would immediately no longer allow any new off-site Billboards in El Dorado County and include the process to remove all off-site Billboards from the County, thus taking a step towards restoring our local character.

Sincerely,

Cheryl & Tim Graham

Life is not about waiting for the storms to pass, it's about learning to dance (or ride!) in the rain.
Good morning,

Please find attached a letter with comments from CBS Outdoor pertaining to the county’s new draft ordinance. We would appreciate you including these comments in with the public responses to your suggested new ordinance.

Do not hesitate to contact me with any questions or concerns.

Kevin Johnson

Kevin R. Johnson
Real Estate Representative Northern California and Nevada
kevin.johnson@cbsoutdoor.com

P 209-466-5021 F 209-46-6013
2050 W. Fremont St, Stockton CA 95203-1913
September 9, 2013

Via Email to shawna.purvines@edc.gov.us and david.defanti@edc.gov.us

County of El Dorado
Community Development Agency
2850 Fairlane Ct.
Placerville, CA 95667
Attn: Shawna Purvines

RE: Sign Ordinance Update / Off Premise Signs

Shawna,

Thank you for your time on the phone today. You informed me that several outdoor companies had already informed you that your draft ordinance and desire to eliminate the legally erected, pre-existing billboards that are currently within the county directly conflicts with State Law, specifically California Business and Professional section 5412 for the off-site signs and section 5491 as it pertains to on-site signs (codes attached). The compelled removals contemplated by the proposed county ordinance require due process and payment of compensation as further described in sections 5412 and 5491 of the Business and Professions Code. We believe that your current draft lacks such language and in fact seeks to circumvent State Law as currently written.

The County should consider classifying signs into two categories, Legal Conforming and Legal Non Conforming. This type of classification would have no fiscal impact while allowing the County to closely regulate the issuance of new permits while capping the existing sign inventories.

The current draft sign ordinance requires that all non-conforming off-site signs be amortized and removed within a seven year period. The County can elect to amortize but at a very high cost. The amortization process equates to a compelled removal under State Law. For each off-site sign that is removed compensation is required to be paid to both the sign owner and the effected property owner. Such process is governed by section 5412 of the Business and Professions code as defined in the Eminent Domain Law Title 7. The estimated cost for a single off-site sign removal along Highway 50 in Western El Dorado County could reach 2 million dollars based on today’s revenues, sales comparatives and current enterprise values.
Should the County elect to maintain its current position of amortization as described in section 17.16.110C then the County should revise its draft ordinance and include proper language that acknowledges the required due process and payment of compensation to all affected parties as required under State Law, specifically sections 5412 and 5491.

Furthermore, if the County proceeds as drafted, the County will be required to create an inventory of all signs that will become non-conforming as of the passage of this ordinance in addition to preparing a full fiscal impact report prior to the passage of the proposed legislation. Given the number of both on-site and off-site signs that will be affected, and the very high cost of removal of every non-conforming sign the County may want to reconsider its position on amortization.

Sincerely,

Kevin R Johnson
Real Estate Representative

KRI/s
December 5, 2013

Ron Briggs, Chair
Board of Supervisors
Kimberly Kerr, Asst. CAO
County of El Dorado
330 Fair Lane, Building A
Placerville, CA 95668

RE: Draft Sign Code Revision

Dear Chairman Briggs and Ms. Kerr:

The California Sign Association, representing the on-premise sign industry since 1959, appreciates the effort being undertaken to update the County's sign code. We reviewed the draft code and have several concerns, which we respectfully request be addressed prior to adoption of the new sign ordinance.

SECTION

17.16.030 A.2 UNIFORM SIGN PROGRAM

While uniform or master sign plans are useful, to impose them on small commercial projects having few tenants is burdensome and unnecessarily costly, especially given the limitation restricting USP's from allowing variations to the code. In our experience, a USP is more effective based on parcel size, not the number of tenants. In addition, the procedural requirements should be clarified, i.e., identify precisely what the process is and which departments need to approve.

17.16.030 A.4 HIGHWAY SIGN PERMIT

No criteria are stated. An applicant has a right to know what is expected prior to making application. (The County has had prior litigation over the absence of criteria relative to billboards.)

17.16.040 EXEMPT SIGNS

~ Time and temperature displays should be added to the list.

~ Flag pole height is too limiting given the varying terrain in El Dorado County.
Directional signs should not be restricted to a one-size fits all measurement. 42" in height and 6 sf may not work well, depending on the topography, snow conditions, etc. There should be flexibility built into the code.

Noncommercial sign size restrictions are probably unconstitutional under the First Amendment and recent court cases -- 6 sf too small.

17.16.060 E.2.b SPACING FOR FREESTANDING SIGNS

The separation limitation should be clarified that it applies per parcel, so as to not eliminate a property owner's right to identify the business. Also, the separation should not apply to corner parcels with two or more street frontages. Further, both the 250' street and 1000' highway separation do not present a legitimate government purpose or reasonable time, place, manner rationale. For example, in Cameron Park, if the 1000' rule applied most of the signs would be nonconforming and subject to elimination, resulting in a significant, potential just compensation burden for the county.

17.16.060 H.2 ILLUMINATION

a. Delete the word "downward." "Shielding" alone is sufficient, but there are many structures, signs as well as architectural, which are illuminated from the bottom that would become nonconforming as a result. In addition, poor lighting poses a significant adverse effect on the ability to adequately communicate the message.

e. Title 24 > delete "to the greatest extent possible." We have worked for many years with CEC on Title 24 and support its recommendations, but "greatest extent" is not one of them and is inconsistent with the Title 24 mandate of merely being "feasible" from a practical perspective.

17.16.060 I DESIGN

2. Awnings. Several CSA members have voiced concern over the requirement that the message be in the "middle 70%" is not always practical, depending on the size of the awning and frontage when the business entry is located off to the side of the building. Suggestion is to state that this as a preference when feasible, but not as a requirement.

5.e. Clearance for Projecting Signs. Our CSA licensed contractors inform me that the 6" clearance is not always achievable or practical under the Building Code and may be limiting from a design/engineering perspective. Unless there is a substantial governmental concern or purpose, this should be stated as a preference instead.
6. Wall sign raceways. Again, this should be a preference when feasible. Many buildings, especially older ones with brick or stone facades, are not suitable for recessed or hidden connections and a raceway is the only feasible alternative.

17.16.070 TABLE: DIMENSION LIMITATIONS

In addition to abbreviations, we ask that the zoning designations be described in the code for ready reference and convenience for those pulling and reviewing permits.

The size limitations in commercial zones are unreasonably and unjustifiably small compared to real-world needs. For example, a Raley's center sign is 300 sf, but under the proposal could be limited to 80 sf in a multi-tenant center. In addition, at a height of only 20' in hilly terrain a multi-tenant center sign, if visible, would look squat and mis-sized for the area. Height and size limits need to be based on speed of traffic, setback from the highway, elevation, grade and visibility/legibility requirements. The American Planning Association has published Best Practices guidance based on these factors (Street Graphics, Chap. 2, PAS 527). We urge the county to reconsider the proposed restrictions under tested analysis. We are concerned that as written the proposed code will generate unnecessary requests for variances or exceptions. Also, given the requirement for a uniform sign plan, there is little flexibility built into the proposal.

17.16.070 D MENU BOARDS

The 6' height limitation does not provide for an adequate viewing area. Today's menu boards are considerably higher. Also, it's not clear whether the proposal means 30 sf per face ("Each drive-in or drive-through use is permitted a maximum of 60 square feet of menu/order board signage, with no one sign to exceed 30 square feet."). From a functionality perspective, menu boards should be allowed at least minimally 10' height and 60 sf per face, and need to take into account contemporary innovative design, arches, overhangs, awning and interactive displays.

17.16.070 E HIGHWAY ORIENTED SIGNS

Location -- must be clarified to be on a per parcel basis. Otherwise, one business could have signage whereas an adjacent parcel would be denied.

Number -- should not limited to one, depending on the available foot-frontage. If just one sign is allowed it will surely be the largest possible.

Area/Height -- again, too small based on the Best Practices guidance. El Dorado has too many terrain variables to make one size fit all circumstances.
17.16.110 NONCONFORMING SIGNS

The proposed revision provides for a variable amortization schedule to be "in compliance with state law." Accordingly, the county's attention is directed to Business & Professions Code Section 5490, et seq, which provides for a 15-year amortization period for on-premise signs -- not the shorter periods proposed -- unless just compensation is paid.

+ INVENTORY REQUIREMENT / ENFORCEMENT

In addition, prior to implementing the ordinance the county is required to conduct an inventory of illegal and abandoned signage. See B&P Code 5491.1.

In this regard, we are aware of a significant number of unpermitted signs installed throughout the county. While the proposed code does not address enhanced enforcement, we urge the Board to explore with staff at a later date increased effort toward regulatory compliance.

Thank you for your consideration; we look forward to further dialogue with you.

Sincerely,

/is/ JEFFREY L. ARAN, Esq.
Legal Counsel
Director of Government Affairs
916.395.6000
jeff@calsign.org

cc: CSA Board
Shingle Springs/Cameron Park Chamber
El Dorado Hills Chamber
El Dorado County Chamber