



# County of El Dorado

## Community Development Agency

2850 Fairlane Court  
Placerville, CA 95667-4197

Kimberly A. Kerr  
Interim Director,  
Community Development Agency

Phone (530) 621-5900

July 8, 2013

TO ALL CONCERNED STAKEHOLDERS:

Enclosed, please find the Public Review draft of the comprehensive Sign Ordinance Update (OR12-0001). Review and comment is requested by the County to identify and consider concerns in preparation of the final draft Sign Ordinance. Your written responses must be received by the Community Development Agency - **no later than September 9, 2013**.

Staff will be holding community meetings with stakeholders and the general public during the 60-day public review period to answer any questions or address any concerns you might have, subject to the following schedule:

- August 12, 2013: 3:00 – 4:30 p.m. and 7:00 – 8:30 p.m. in the Planning Commission Hearing Room
- August 14, 2013: Agricultural Commission Meeting, 6:30 p.m. in the Board of Supervisors Chamber
- August 19, 2013: 5:00 – 6:00 p.m. in the Planning Commission Hearing Room
- August 22, 2013: Planning Commission Meeting, 9:00 a.m. in their Hearing Room

*(The Planning Commission Hearing Room is located at 2850 Fairlane Court, in Building C of the Government Center in Placerville. The Board of Supervisors Chamber is located at 330 Fair Lane, in Building A of the Government Center.)*

Based on the comments received from agencies, businesses, and the public, a final draft of the Sign Ordinance will be prepared for the Board of Supervisor's review in October. Following this review, a Resolution of Intention to amend the Ordinance must be adopted, and a final Sign Ordinance and Environmental Impact Report (EIR), in compliance with the California Environmental Quality Act (CEQA), will be prepared. The EIR will be circulated for additional public review and the County will hold public hearings prior to final adoption. The final Sign Ordinance and an EIR must be adopted and certification by the Board.

Please feel free to share this information with other interested parties that may not have received this letter.

We will be posting the Public Draft Sign Ordinance on the Land Use Policy Programmatic Update (LUPPU) website with links provided from both the County and Planning Services homepages. If you have questions or need additional information, please call the Planning Services office at (530) 621-5355.

Sincerely,

A handwritten signature in blue ink that reads "Kimberly A. Kerr". The signature is fluid and cursive, with the first name being the most prominent.

Kimberly A. Kerr  
Assistant Chief Administrative Officer  
Community Development Agency Interim Director

See Attachment: Draft Sign Ordinance

**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;
- 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.

**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.
- 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.

**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).

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).
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. **Variiances.** 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).

**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.
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 erection.



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 Trails, Apple Hill Growers, and similar associations.
- 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:
    - a. Flag poles shall be located outside of the public right-of-way.
    - b. The maximum height for flag poles is 25 feet.
    - c. The maximum size for any one flag is 25 square feet. Any flag other than the official United States and California flag shall count toward the total square footage allowed for freestanding signs in commercial and industrial zones.
  4. Signs on property undergoing construction or remodeling not exceeding 32 square feet each in area and limited to one sign for each street frontage. Such signs shall not be illuminated. Such signs shall be removed within 30 days of



the earliest of the following events: final building inspection approval, issuance of a valid certificate of occupancy, opening for business to the public, or expiration of the Building Permit.

5. Signs warning against trespass, hunting or shooting on the premises not to exceed 2 square feet per sign and spaced not less than 200 feet apart.
6. Murals on nonresidential structures with noncommercial messages.
7. Signs on property for sale, lease, or rental as follows:
  - a. On residential-zoned property, one sign not exceeding eight square feet and not exceeding a height of five feet. On weekends and holidays, up to four signs to direct traffic to the subject property are allowed, provided each sign does not exceed eight square feet in area and three and one-half feet in height. A sign shall not be placed on the sidewalk or street or where it creates a safety hazard. The sign shall not be illuminated.
  - b. On nonresidential and agricultural and resource-zoned property, one sign per street frontage, not exceeding 30 square feet in area or 10 feet in height. The sign shall not be illuminated.
8. Signs on property where there is a garage, yard, or estate sale taking place. Such signs may be posted for no more than 48 hours and must be removed at the end of the sale. A maximum of six square feet is allowed per sign.
9. On-site directional signs, such as exit, entrance, or other on-site traffic directional signs. The maximum height of any directional sign shall be 42 inches and the maximum size shall be 6 square feet. No advertising or message other than for traffic direction shall be displayed.
10. Noncommercial signs, as defined in this Title, consistent with the following requirements:
  - a. Six square feet of signage, set back at least five feet from the public right-of-way and not projecting above the roofline of any structure.
  - b. During the time period beginning 90 days before a special, general, or primary election and ending 3 weeks after such election, the total allowed sign area for noncommercial signs may be increased by an additional 30 square feet in area (for a total of 36 square feet). The same setback and height restrictions listed above shall apply to this additional area.
11. Home business signs as listed in Table 17.16.040 (Sign Standards for Home Business Signs). All home business signs shall be non-illuminated.

**Table 17.16.040 – Sign Standards for Home Business Signs**

Zoning District	Permitted Signs and Development Standards	
	Building-Attached Signs	Freestanding Signs
R1, R1A, R-20,000, RM	1 sign per home business adjacent to front entrance, 1 sf max area	Not allowed
R2A, R3A, RE-5	1 sign per home business adjacent to front entrance, 1 sf max area	2 signs (1 within front setback, 1 adjacent to residence or structure where home business is conducted), 6 sf max area each, 6 ft height limit
RE-10, Agriculture and Resource Zones	1 sign per home business adjacent to front entrance, 1 sf max area	2 signs (1 within front setback, 1 adjacent to residence or structure where home business is conducted), 12 sf max area each, 6 ft height limit

**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.

- A. Any sign not specifically in accordance with the requirements of this Chapter.
- B. Billboards (off-site signs with commercial message), as defined in this Title. The County prohibits the construction, erection, or use of any billboards other than those that legally exist in the county, or for which a valid permit has been issued and has not expired, as of the date on which this provision is first adopted. No permit shall be issued for any billboard that violates this policy, and the County will take immediate enforcement or abatement action against any billboard constructed or maintained in violation of this policy.
- C. Roof signs or signs placed above the roofline.
- 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.

- 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.

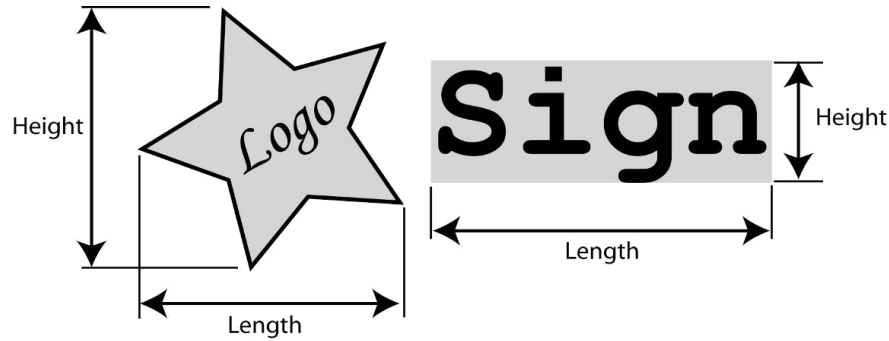
#### **17.16.060 General Sign Development and Design Standards**

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**

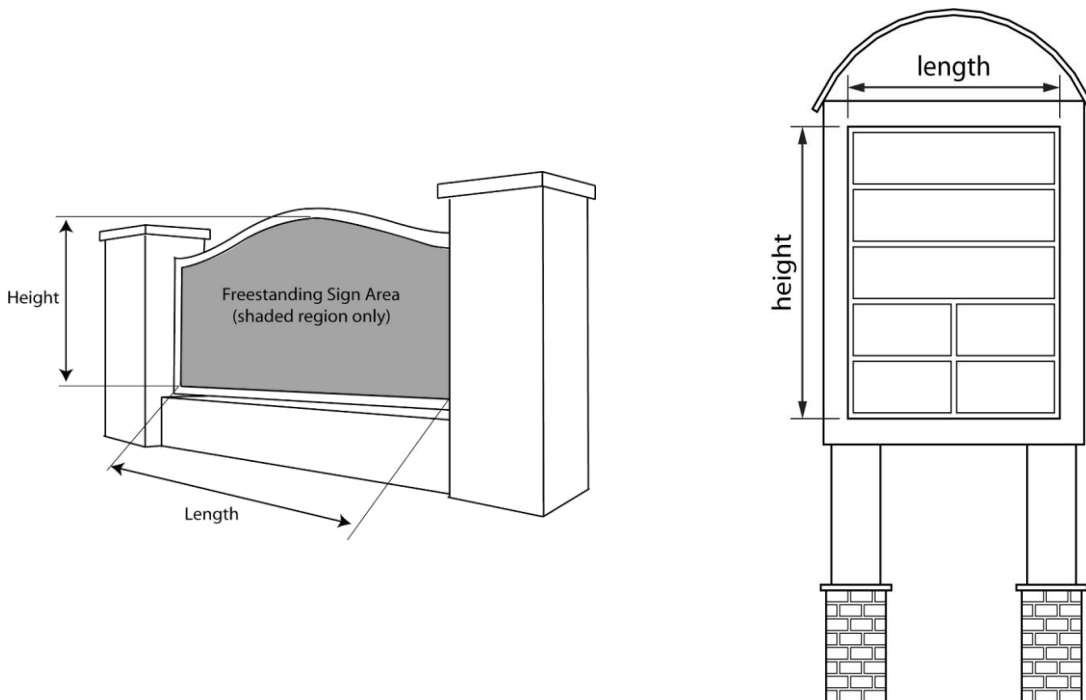
Generally, the area of a sign shall be measured as the overall length of the sign multiplied by the overall height of each segment of copy or logo. See Figure 17.16.060.A (Sign Area).

Figure 17.16.060.A: Sign Area



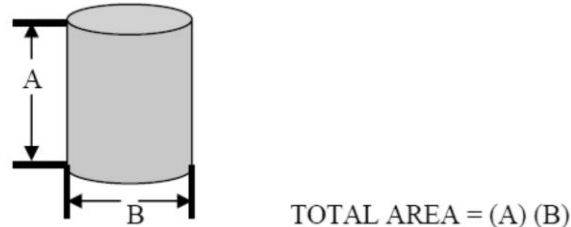
1. **Awning, Canopy, Push Pin, and Channel Letter Sign Area.** Sign area for copy which is applied to an awning, canopy, or as separate lettering onto the building face shall be computed at 100 percent of the area within a single rectangle enveloping the sign copy.
2. **Freestanding Sign Area.** Freestanding sign area is to be computed as total height by the total length of the sign face for one side regardless if it is single- or double-face, excluding structural or architectural framework with no sign copy. See Figure 17.16.060.B (Freestanding Sign Area).

Figure 17.16.060.B: Freestanding Sign Area



3. **Three-Dimensional Objects.** Where a sign consists of one or more three-dimensional objects (e.g., balls, cubes, clusters of objects, sculptures, or statue-like trademarks), the sign area shall be measured as their maximum visible surface area from any vantage point. See Figure 17.16.060.C (Area of Three-Dimensional objects).

**Figure 17.16.060.C: Area of Three-Dimensional Objects**



**A. Sign Height Measurement**

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.

**B. Construction Requirements**

Every sign and all parts, portions, and materials thereof shall be manufactured, assembled, and erected in compliance with all applicable state, federal, and county laws and regulations, including the locally adopted building code. All signs shall comply with the following criteria:

1. All transformers, equipment, programmers, and other related items shall be screened and/or painted to match the structure or shall be concealed within the sign.
2. All permanent signs shall be constructed of quality materials such as metal, concrete, natural stone, wood, glass, and acrylics. Techniques shall be incorporated during construction to reduce fading and damage caused by exposure to sunlight or degradation due to other elements.
3. All freestanding signs that incorporate lighting shall have underground utility service.
4. All temporary signs and banners shall be made of a material designed to maintain an attractive appearance for as long as the sign is displayed.

**C. Clearance from Public Utility Facilities**

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

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.

**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 repaired or replaced within 30 days following notification by the County.

Noncompliance with such a request will constitute a nuisance condition and zoning violation and will be enforced as such.

**G. Sign Removal or Replacement**

When a sign is removed or replaced, all brackets, poles, and other structural elements that support the sign shall also be removed. Affected surfaces shall be restored to match the adjacent portion of the structure. This requirement does not apply to routine maintenance.

**H. General Sign Design Requirements**

The following criteria shall be utilized for permanent on-site signs. Signs shall comply with general design standards listed herein, as well as design standards applicable to specific types of signs listed in Subsection J.

1. **Design Compatibility with Structure.** Signs shall be visually compatible with the architectural style of the main structure or structures on the site where the sign is located. The applicant shall consider construction materials, color, letter style, and other design details in designing an architecturally compatible sign. Multiple signs on any structure, or on structures within the same development, shall have the same primary type of building-attached sign.
2. **Sign Illumination.** The artificial illumination of signs, from either an internal or external source, shall be designed to prevent the casting of stray light on surrounding rights-of-way and properties. The following requirements shall apply to all illuminated signs:
  - a. External light sources shall be directed downward and fully shielded to limit direct illumination of an object other than the sign.
  - b. The light from an illuminated sign shall not be of an intensity or brightness that will create glare or other negative impacts on residential properties in direct line of sight to the sign.
  - c. Unless otherwise permitted by another provision of this Chapter, signs shall not have blinking, flashing, or fluttering lights or other illumination devices that have a changing light intensity, brightness, or color.
  - d. Colored lights shall not be used at a location or in a manner so as to be confused or constructed as traffic control devices.
  - e. Light sources shall utilize energy-efficient fixtures to the greatest extent possible and shall comply with Title 24 of the California Code of Regulations.



## I. Design Standards for Specific Sign Types

In addition to the general sign design requirements in Subsection I, the following requirements shall apply to specific sign types listed below.

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.
2. **Awning and Canopy Signs.** Awning and canopy signs may be permitted only as an integral part of the awning or canopy to which they are attached or applied and shall be considered wall signs for sign area calculation purposes. The following requirements shall apply:
  - a. Lettering shall be located within the middle 70 percent of the awning area, not to exceed 25 percent of the total surface area.
  - b. Only permanent signs that are an integral part of the awning or architectural projection shall be allowed. Temporary signs shall not be placed on awnings.
  - c. Awning signs shall only be allowed for first- and second-story occupancies.
  - d. Awnings shall not be lit from under the awning (backlit) so that the awning appears internally illuminated. Lighting directed downward that does not illuminate the awning is allowed.
3. **Electric (Digital) Signs.** The following standards apply to electric (digital) signs:
  - a. Electric (digital) changeable copy signs are limited to a maximum 50 percent of the total sign area of the sign.
  - b. Electric (digital) changeable copy signs shall not change message more than one time every 12 seconds.
  - c. Digital signs shall not operate at brightness levels of more than 0.3 foot-candles above ambient light, as measured using a foot-candle meter at a distance of 250 feet from the sign face. Each digital display area shall have a light-sensing device that will adjust the brightness of the sign as ambient light conditions change throughout the day.
4. **Freestanding Signs.** Freestanding sign materials and design, including monument and pylon signs, shall be complementary to the materials and design

of the structures for the related development. For example, if the façade of the structure is made of brick or brick veneer, a complementary freestanding sign would also include brick.

5. **Projecting Signs.** Projecting signs, including, but not limited to, blade signs, bracket signs, and marquee signs, shall be considered wall signs for the purposes of sign area calculation purposes. Projecting signs shall only be permitted as follows:
  - a. Location. Projecting signs shall be placed only on ground-floor façades, except for businesses located above the ground level with direct exterior pedestrian access.
  - 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.

**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.

**Table 17.16.070 – Signage Standards for Permanent On-Site Signs**

Zoning District	Permitted Signs and Development Standards	
	Building-Attached Signs	Freestanding Signs
<b>Residential and Agricultural Districts</b>		
R1, R1-A, RE-5, RE-10, R-20,000, R3A	Not allowed	1 sign per subdivision or neighborhood, 12 sf max area, 8 ft max height, non-illuminated
R2, RM	Not allowed	1 sign per subdivision or neighborhood, 12 sf max area, 8 ft max height, non-illuminated
RT	Not allowed	1 sign per development, 12 sf max area,-8 ft max height
MP	Not allowed	1 sign per park, 12 sf max area, 8 ft max height
RA-20, RA-40, RA-60, RA-80, RA-160, U	Not allowed	1 sign per parcel, 12 sf max area, 12 ft max height, non-illuminated
A, SA-10	Not allowed	1 sign per parcel, 16 sf max area, 12 ft max height, non-illuminated
AE, PA	Not allowed	2 signs per parcel, 32 sf max area each, 12 ft max height, non-illuminated

Zoning District	Permitted Signs and Development Standards		
	Building-Attached Signs	Freestanding Signs	
<b>Commercial Districts</b>			
C, CP, CG	Individual Business	1 or more signs per business based on floor area as follows: < 10,000 sf floor area = 50 sf max sign area 10,001–25,000 sf floor area = 75 sf max sign area 25,001 sf floor area = 100 sf max sign area	1 sign per public street frontage as follows: One street frontage -50 sf max area, 12 ft max height Other street frontage(s) – 30 sf max area, 8 ft max height
	Integrated Development		1 multi-tenant sign per public street frontage as follows: One street frontage – 80 sf max area, 20 ft max height Other street frontage(s) – 40 sf max area, 10 ft height limit
CPO	Individual Business	1 or more signs not exceeding a combined total of 50 sf per business, roofline is max height	1 sign per public street frontage as follows: One street frontage –50 sf max area, 12 ft max height Other street frontage(s) – 30 sf max area, 8 ft max height
	Integrated Development		1 multi-tenant sign per public street frontage as follows: One street frontage – 80 sf max area, 20 ft max height Other street frontage(s) – 40 sf max area, 10 ft height limit
<b>Industrial Districts</b>			
I	Individual Business	1 or more signs not exceeding a combined total of 50 sf per business, roofline is max height	1 sign per public street frontage, 50 sf max area, 12 ft max height
	Integrated Development		1 multi-tenant sign per public street frontage, 80 sf max area, 20 ft max height
R&D	2 signs per business, 80 sf max area, roofline is max height		1 sign per public street frontage for individual business or integrated development, 50 sf max area, 12 ft max height
<b>Miscellaneous Districts</b>			
TPZ	Not allowed		2 signs per parcel, 32 sf max area each, 12 ft max height, non-illuminated
MR	Not allowed		2 signs per parcel, 12 sf max area each, 12 ft max height, non-illuminated

Zoning District	Permitted Signs and Development Standards	
	Building-Attached Signs	Freestanding Signs
RF	Not allowed	1 sign per parcel, 16 sf max area each, 12 ft max height, non-illuminated
O, CN	Not allowed	Not allowed

### C. Standards for Permanent On-Site Signs

The signage standards listed below are summarized, where applicable, in table format for ease of use and organization. Concepts described in these tables are as follows:

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,

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).

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.
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.

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.J.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.

#### 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.
  2. **Subdivision Signs.** All temporary signs for subdivisions shall be removed within 10 days after all lots in the subdivision are sold. 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.



- 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 only. Off-site signage displaying a commercial message shall not be permitted.

**Table 17.16.080 – Allowed Temporary On-Site Sign Standards**

Sign Type	Development Standards			
	Maximum Number Permitted	Maximum Area	Maximum Height	Minimum Setback from Right-of-Way <sup>1</sup>
<b>On-Site Subdivision Signs</b>				
Banner	3	30 sf each	Roofline	5 ft
Entrance Signs	1 per subdivision entrance	80 sf each	15 ft	5 ft
Model Home Sign	1 per model home	8 sf	2 ft	5 ft
Flags	5 poles per street frontage, max 15 poles per subdivision	20 sf/pole	25 ft	5 ft
<b>All Other Uses</b>				
Banner	1 sign (any type) per establishment per street frontage	50 sf	Roofline	5 ft behind face of curb, outside of right-of-way
A-Frame		8 sf	4 ft	
<b>Notes</b>				
1. Must be located outside of the required cross visibility area.				

**17.16.090 Off-Site Sign Regulations**

**A. General Prohibition**

Generally, all new off-site commercial signage is prohibited within the county. Existing off-site commercial signs (e.g., billboards) are considered nonconforming signs as regulated by Section 17.16.110 (Illegal, Abandoned, and Nonconforming Signs). However, consistent with state law, the County does permit temporary off-site subdivision directional signs (subdivision ladder signs) as provided in this Section. Additionally, the County has a program for community directional signs.

**B. Subdivision Ladder Signs**

The purpose of subdivision ladder signs is to direct the traffic related to new residential subdivisions in a manner that minimizes visual clutter, reduces unnecessary traffic through established neighborhoods, and provides an orderly, attractive, high-quality image of the county. When originally placed, ladder signs will require approval of a subdivision ladder sign permit as required under Subsection 17.16.030.A.5 (Subdivision Ladder Sign Permit) and their locations approved within or outside of the County's right-of-way.

1. Subdivision ladder signs shall not exceed 40 square feet in sign area, 12 feet in height, and 4 feet in width with signage at least 24 inches off the ground.
2. Subdivision ladder signs shall include removable sign panels with no more than one panel per residential subdivision.
3. No subdivision ladder sign may be located within 1,000 feet of another directional ladder sign except in the case of signs on different corners of an intersection, unless an unusual situation causes the need for a deviation as determined by the County.
4. All subdivision ladder signs shall be placed on public or private property with written consent of the property owner subject to approval by the Director and approval of an Encroachment Permit when required by the Transportation Division.
5. Subdivision ladder signs may only be located in a manner that does not obstruct the view of traffic or safety signs, encroach within the cross visibility area, or otherwise pose a traffic or safety hazard.
6. There shall be no additions, tag signs, streamers, balloons, flags, devices, display boards, or appurtenances added to the subdivision ladder signs as originally approved.
7. Panels on directional ladder signs may not be displayed after a subdivision developer has completed the sale of all units in the development. Each developer shall be responsible for sign removal.

**C. Community Sign Programs**

In an effort to encourage, facilitate, and assist visitors and residents to recognize communities, find points of interest, and be informed of community events throughout the county, the County hereby establishes Community Sign Programs. Permit requirements and procedures are listed in Subsection 17.16.030.A.3 (Community Sign Program Required). The following development and design standards apply.

1. **Community Directional:** The community directional sign program is limited to signs placed by the County on County roads to direct residents and visitors

to points of interest, recreational areas, and tourist industries in the county. Where applicable, the use of ladder signs shall be required in higher density use areas to reduce sign clutter.

2. **Community Identity:** The community identity sign program is limited to monument signs placed by the community at their main entry point(s).
3. **Community Events:** 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.
4. Street signs shall be located so as not to obscure vision or create other public safety hazards as determined by the Public Works Director.

### **17.16.100 Allowed Signs on Public Property**

#### **A. Content**

This Section provides the process and standards for establishing signage on County property. In adopting this Section, the Board acts in its proprietary capacity as to County property, as defined in this Title, within the county. This Section is adopted in compliance with the County's general powers, property rights, Government Code Sections 65850(b), 38774, and 38775, Business and Professions Code Section 5200, et seq., and Penal Code Section 556, et seq.

#### **B. Public Forum**

The County declares that not all County property shall function as a designated public forum, unless some specific portion of County property is designated herein as a public forum of one particular type. In such case, the declaration as to public forum type shall apply strictly and only to the specified area and for the specified time period.

#### **C. General Prohibition**

Unless specifically authorized by this Section, no signs may be displayed on County property by private parties. Any sign posted on County property in violation of this Section may be summarily removed by the County as a trespass and a public nuisance.

#### **D. Certain Governmental Signs**

The following signs may be erected and displayed on County property:

1. Traffic control and traffic directional signs erected by the County or another governmental unit;
2. Official notices required or authorized by law;

3. Signs placed by the County in furtherance of its governmental functions; and
4. Signs allowable under Subsection F of this section.

**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:

1. The signs must be personally held by a person or personally attended by one or more persons. “Personally attended” means that a person is physically present within five feet of the sign at all times.
2. The maximum aggregate size of all signs held or personally attended by a single person is six square feet. For purposes of this rule, apparel and other aspects of personal appearance do not count toward the maximum aggregate sign area.
3. The maximum size of any one sign which is held or personally attended by two or more persons is 50 square feet.
4. The sign must have no more than two display faces and may not be inflatable or air-activated.
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.
6. The message substitution policy of this Chapter applies only to traditional public forum areas.

**F. Community Directional Sign Program**

As outlined in Section 17.16.090 (Off-Site Sign Regulations), the County has a community directional sign program in an effort to encourage, facilitate, and assist visitors and residents to find points of interest, recreational areas, and tourist industries throughout the county. The County may approve a community directional sign program for off-site signs on public property and/or for signs located in the public right-of-way or other public property. Permit requirements and procedures are listed in Subsection 17.16.030.A.3 (Community Sign Program Required), and design standards are listed in Subsection 17.16.090.C.1.

**17.16.110 Illegal, Abandoned, and Nonconforming Signs****A. Illegal Signs**

Illegal signs shall be abated by the property owner or person responsible for installing or maintaining the sign. The duty to abate arises upon notice by the Planning Director. Such notice shall give such parties a 30-day opportunity to cure by conformance to current law and/or current permit, to abate by removal or other remedial action. Such notices may be appealed in the same manner as any other sign-related decision. However, when a sign poses a serious and immediate threat to public health or safety by virtue of its physical condition, without consideration of the message thereon, then the threat may be summarily abated by the court, with the reasonable cost of abatement chargeable to the sign owner and/or property owner.

**B. Abandoned Signs**

“Abandoned signs” shall be those signs left after the close of a business and which have not been updated upon occupancy of a new business at the same location. The following standards shall apply to conforming and nonconforming abandoned signs:

1. If a sign is maintained, the sign copy shall be replaced with blank sign copy within 90 days of the close of the business (e.g., no utility service, not open for more than 2 weeks).
2. A sign that is maintained with blank copy shall only be allowed to remain for 9 months (for a total of 12 months from business closure). At the conclusion of this time period, if a new business that utilizes the nonconforming sign structure has not been established, the sign shall be removed.
3. Abandoned signs that are not maintained or removed consistent with the requirements of this Section may be abated by the County and reimbursed by the property owner.

**C. Nonconforming Signs**

Any sign which becomes nonconforming as a result of the provisions of this Chapter shall be considered to be an illegal sign after the amortization period provided in Table 17.16.110 (Amortization Timeline for Nonconforming Signs) has expired and conformance has not been accomplished. The County shall order the sign to be abated by the property owner and/or person responsible for its installation and/or maintenance. The use, routine maintenance, and repair of any sign that was legally installed but does not conform to the requirements of this Chapter may be continued during the amortization period subject to the following conditions:

1. **Relocation and Alteration.** No nonconforming sign shall be moved, enlarged in size, or raised in height unless such relocation, alteration, or enlargement is

required by law or brings the sign into conformance with the provisions of this Chapter. Modification of a nonconforming sign may be permitted through the plan check application process so long as it is determined that there is an increase in the level of conformity of the subject nonconforming sign. Modifying a nonconforming sign will not change its status in the amortization schedule below.

2. **Restoration of Damaged Signs.** As determined by the Director, whenever 50 percent or less of a nonconforming sign is destroyed by fire or other calamity (not including intentional acts), the sign may be restored to its nonconforming condition and the use modified as necessary to comply with current safety code requirements, and routine maintenance and repair of the sign may be continued for the remainder of the amortization period. Any nonconforming sign destroyed by more than 50 percent shall not be restored unless it is brought into compliance with the provisions of this Chapter.
  
3. **Building Façade Modifications.** If a Building Permit is issued for major modifications to the exterior of a building façade, as determined by the County, any nonconforming building signs on the façade undergoing modification shall be brought into full conformance with the provisions of this Chapter prior to approval for final occupancy.

In compliance with state law, nonconforming signs shall be removed, modified, replaced, or otherwise made to comply with the provisions of this Chapter within the time periods listed in Table 17.16.110 (Amortization Timeline for Nonconforming Signs). These time periods shall commence to run on the effective date of this Chapter (identify date) or upon completion of legally required inventory and noticing of nonconforming signs by the Director, whichever is later.

**Table 17.16.110 Amortization Timeline for Nonconforming Signs**

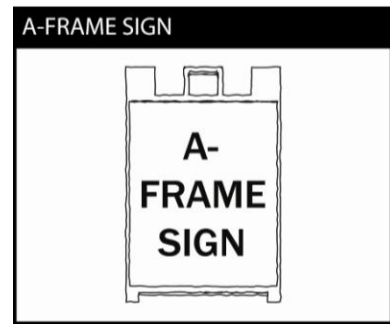
Type of Nonconforming Sign	Time for Compliance
Architectural banners, awning/canopy signs, under-canopy signs, advertising artwork, and blade signs	2 years
Other building signs (e.g., roof signs)	4 years
Freestanding signs and all other signs	7 years

**17.16.120 Definitions**

This Section includes sign definitions used throughout this Chapter.

- A. Abandoned Sign.** Any display or sign remaining in place or not maintained for a period of 90 days, which no longer identifies an ongoing business, product, or service available on the premises where the display or sign is located or where the structure, business, or establishment to which the display or sign is related has ceased operation. For purposes of this definition, abandonment for the applicable period shall be deemed conclusive evidence of abandonment regardless of the property, business, or sign owner's intent.

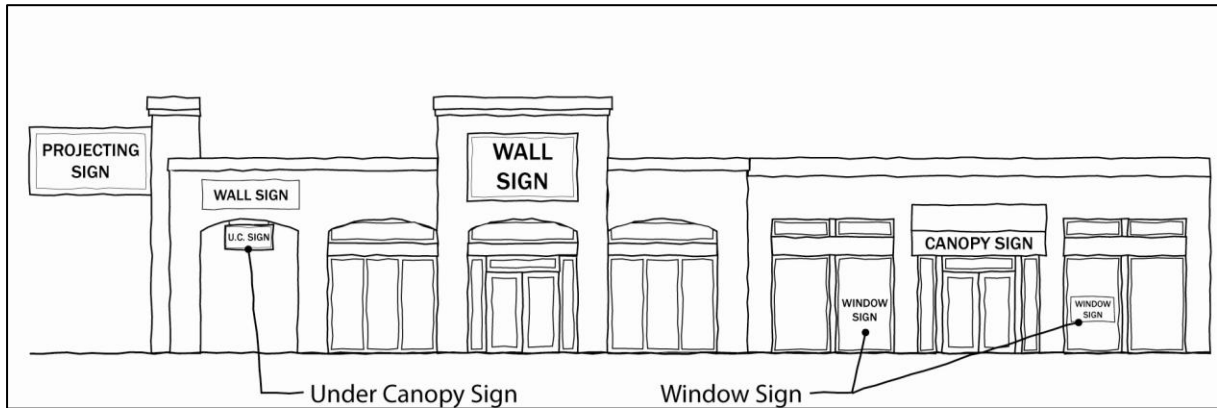
- B. A-Frame Sign.** A sign made of wood, cardboard, plastic, or other lightweight and rigid material having the capability to stand on its own support(s) and being portable and movable.



- C. Animated Sign.** Any sign that uses movement or change of lighting to depict action or create a special effect or scene.
- D. Billboard.** A sign which meets any one or more of the following criteria (also see off-site sign):
- A permanent structure sign which is used for the display of off-site commercial messages;
  - A permanent structure sign which constitutes a principal, separate, or secondary use, as opposed to an accessory use, of the parcel on which it is located;
  - An outdoor sign used as advertising for hire, e.g., on which display space is made available to parties other than the owner or operator of the sign or occupant of the parcel (not including those who rent space from the sign owner, when such space is on the same parcel or is the same development as the sign), in exchange for a rent, fee, or other consideration; or
  - An off-site outdoor advertising sign on which space is leased or rented.



- E. Building-Attached Sign.** A sign placed on a wall or canopy, projecting from a wall, or hung underneath a canopy or overhang structure, or placed in a window as described below.



- a. **Wall Sign.** A sign attached to or erected against the wall of a building or structure with the exposed face of the sign parallel to the plane of such wall.
- b. **Canopy Sign.** Any sign that is a part of or attached to an awning, canopy, or other fabric, plastic, or structural protective cover (excluding a marquee) over a door, entrance, window, or outdoor service area.
- c. **Projecting Sign.** A sign attached to and extending outward from the face of a structure. Includes, but is not limited to, a blade/bracket sign, or marquee sign.
  - i. **Blade/Bracket Sign.** A small, pedestrian-oriented sign that projects perpendicular from a structure.
  - ii. **Marquee.** Any permanent roofed structure projecting over public property or right-of-way, attached to and supported by a building.
- d. **Under Canopy Sign.** A pedestrian-oriented sign hung from underneath an awning, canopy or overhang structure/breezeway.
- e. **Window Sign.** Any permanent or temporary sign, picture, letter, character, or combination thereof, designed to communicate information about an activity, business, commodity, event, sale, or service that is placed upon and/or inside and/or within three feet of a window for the purpose of being visible from the exterior of the window.

**F. Can Sign.** A type of sign which contains all the text and/or logo symbols within a single enclosed cabinet that is mounted to a wall or other surface.



**G. Changeable Copy Sign.** A sign or portion thereof with characters, letters, or illustrations that can be changed or rearranged manually without altering the face or surface of the sign. A sign on which the message or characters change less than every 12 seconds shall be considered an animated sign and not a changeable copy sign for purposes of this Chapter.



**H. Channel Letter Sign.** A type of sign comprising individual letters that are independently mounted to a wall or other surface and internally illuminated with a covered face. The “air space” between the letters is the building façade. A logo may also be considered a channel letter provided it is clearly distinguishable from other sign elements.



**I. Commercial Message.** Any sign, wording, logo, or other representation that names or advertises a business, product, service, or other commercial activity.

**J. Community Sign Programs.** An off-premise sign located on County-maintained roads or rights-of-way that is part of a County-sponsored and coordinated program to provide the public with information and guidance concerning public accommodations, facilities, commercial services, events, and points of scenic, cultural, historic, educational, recreational, religious interest, and other local community destinations as designated and recognized by a Community Sign Program.

**K. Construction Sign.** A temporary sign directly connected with a construction project; may include the construction company’s name, addresses, and/or telephone number.

**L. Copy.** The words, letters, numbers, figures, designs, or other symbolic representations incorporated into a sign.

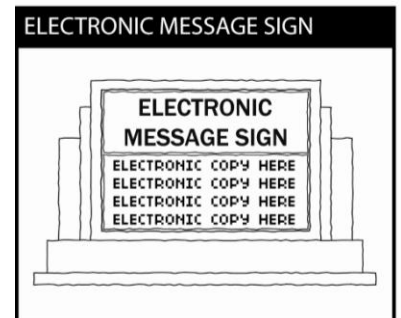
**M. Cross-visibility Area. Cross-visibility Area (CVA).** For motorist safety purposes, the triangular area that is to be maintained free of impacts to line of sight visibility, formed as follows:

- **At any Street Corner Intersection.** The CVA shall be a triangle having two sides 35 feet long, running along each roadway edge of pavement, said length beginning at their intersection, and the third side formed by a line connecting the two ends.
- **At an Encroachment onto the Roadway.** The CVA shall be a triangle having two sides 15 feet long, running along the driveway/encroachment edge and the roadway edge-of-pavement, said length beginning at their intersection, and the third side formed by a line connecting the two ends.

**N. Directional Sign.** Any sign (building-attached or freestanding) intended to be permanently affixed and utilized only for the purpose of indicating the direction of any object, place, or area.

**O. Directory Sign.** A pedestrian-oriented sign that identifies or lists the names and locations of tenants at a multi-tenant site.

**P. Electronic Message Sign.** An electronic sign, typically comprising a liquid crystal diode (LCD), light-emitting diode (LED), plasma, or other digital illuminated display that contains one or more messages. An electronic message sign is different from an illuminated sign in that the illumination of the display creates the message, rather than an internal or external light source illuminating the message.

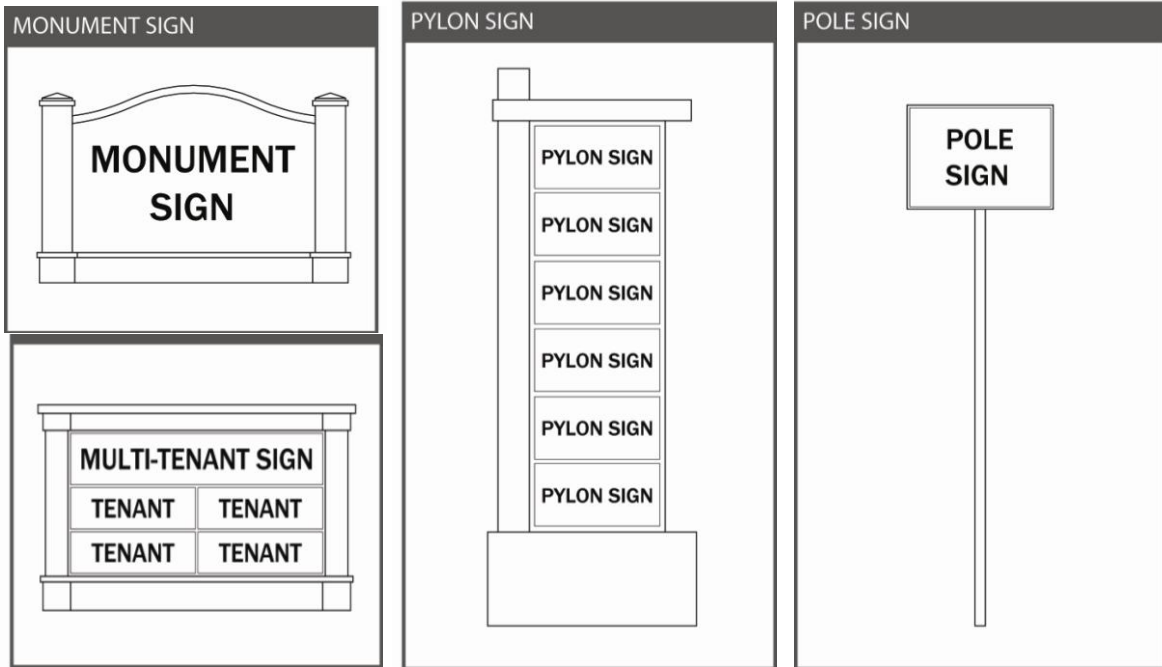


**Q. Exempt Sign.** A sign that is not subject to a plan check approval.

**R. Face Change (Sign).** A change in color, material, copy, graphics, or visual image that requires the installation of a new or modified sign face, but which does not involve any change to an existing sign structure or mounting device.

**S. Flag.** Any fabric, banner, or bunting containing distinctive colors, patterns, or design that displays the symbol(s) of a nation, state, local government, company, organization, belief system, idea, or other meaning.

**T. Freestanding Sign.** A permanent sign that is self-supporting in a fixed location and not attached to a building. A freestanding sign can be connected or attached to a sign structure, fence, or wall that is not an integral part of a building. Freestanding signs include, but are not limited to, monument/pylon signs and pole signs as described below.



- a. **Monument/Pylon Sign.** A freestanding sign detached from a building and having a support structure that is a solid-appearing base constructed of a permanent material, such as concrete block or brick.
- b. **Pole Sign.** A freestanding sign detached from a building and supported by one or more structural elements that are either: (a) architecturally dissimilar to the design of the sign; or (b) less than one-quarter the width of the sign face.

**U. Gas Pricing Signs.** Signs identifying the brand, type, octane rating, etc., of gasoline for sale, as required by state law.

**V. Highway-Oriented Sign.** An on-site freestanding sign structure (single or multi-tenant identification) located on property within 100 feet of U.S. Highway 50 that are outside of the officially designated scenic corridor for which a Highway-Oriented Sign Permit is issued.

**W. Home Occupation Sign.** A sign located at a residence advertising a business or profession legally conducted in the residence.

**X. Illuminated Sign.** A sign with an artificial light source incorporated internally or externally for the purpose of illuminating the sign; includes signs made from neon or

other gas tube(s) that are bent to form letters, symbols, or other shapes. An illuminated sign excludes electronic message signs, which are separately defined.

- Y. Incidental Sign.** A sign, emblem, or decal informing the public of goods, facilities, or services available on the premises, including but not limited to restrooms, phones, credit cards, or hours of business.
- Z. Inflatable Balloon Sign.** A sign consisting of balloons and inflatables made of metallic and/or cloth material, regardless of the size that is used, for the purpose of attracting attention.
- AA. Integrated Development.** A property or combination of properties containing three or more separate tenants and which share common parking, driveway, and access areas.
- BB. Logo.** A proprietary graphic used as an identifying mark of a company, business, or organization.
- CC. Menu/Order Board Sign.** A sign installed in a drive-through facility and oriented so as to be visible primarily by drive-through customers.
- DD. Mural.** A painted or otherwise attached or adhered image or representation on the exterior of a structure that is visible from a public right-of-way or neighboring property, does not contain commercial advertisement (is noncommercial in nature), and is designed in a manner so as to serve as public art, to enhance public space, and to provide inspiration.
- EE. Noncommercial Sign.** A sign that displays noncommercial speech, e.g., commentary or advocacy on topics of public debate and concern.
- FF. Nonconforming Sign.** A sign lawfully erected that does not comply with the provisions of this Title.
- GG. Off-Site Sign.** A sign that directs attention to a business, profession, commodity, service, or entertainment conducted, sold, or offered at a location other than where the sign is located. This definition shall include, but is not limited to, billboards, posters, panels, painted bulletins, and similar advertising displays. An off-site sign meets any one of the following criteria and includes only commercial messages:
- A permanent structure sign which is used for the display of off-site commercial messages;
  - A permanent structure which constitutes a principal, separate, or secondary use, as opposed to an accessory use, of the parcel on which it is located; or
  - An outdoor sign used as advertising for hire, e.g., on which display space is made available to parties other than the owner or operator of the sign or occupant of the parcel (not including those who rent space from the sign owner, when such space is

on the same parcel or is the same development as the sign), in exchange for a rent, fee, or other consideration.

**HH. On-Site Sign.** A sign which directs attention to a business, profession, commodity, service, or entertainment conducted, sold, or offered upon the lot or parcel on which the sign is placed. In the case of multi-tenant commercial or industrial development, a sign is considered on-site whenever it is located anywhere within the development. In the case of a duly approved Uniform Sign Program, a sign anywhere within the area controlled by the program may be considered on-site when placed at any location within the area controlled by the program.

**II. Painted Sign.** A sign that comprises only paint applied on a structure.

**JJ. Pennant.** Any lightweight plastic, fabric, or other material, whether or not containing a message of any kind, attached to a rope, wire, or string, usually in a series, designed to move in the wind and attract attention.

**KK. Permanent Sign.** A sign that is entirely constructed out of durable materials, is fixed in place, and is intended to exist for more than 120 days.

**LL. Political Sign.** A sign erected prior to (and may exist after) an election to advertise or identify a candidate, campaign issue, election proposition, or other related matters.

**MM. Portable Sign.** Any sign not permanently attached to the ground or other permanent structure, or a sign designed to be transported. Portable signs include, but are not limited to, signs designed to be transported by means of wheels, A-frame signs, menu and sandwich board signs, and umbrellas used for advertising. Clothing or other aspects of personal appearance are not within this definition.

**NN. Pushpin Letter Sign.** A type of sign comprising individual letters that are independently mounted to a wall or other surface. Such sign may be illuminated by an external light source, such as pendant lighting. The “air space” between the letters is the building façade.



**OO. Real Estate Sign.** A temporary sign advertising the sale or lease of real property. The sign may include the identification and contact information of the person and/or company handling such sale, lease, or rent.

**PP. Roof Sign.** A sign erected, constructed, painted, or placed upon or over a roof or parapet wall of a building and which is wholly or partly supported by the building or roof structure.

**QQ. Sign.** Any device, structure, fixture, or placard displaying graphics, symbols, and/or written copy for the primary purpose of communicating with the public. Notwithstanding the foregoing, the following do not fall within the definition of a “sign”:

- Interior signs. Signs or other visual communicative devices that are located entirely within a building or other enclosed structure and are not visible from the exterior thereof, or located at least three feet from the window on the interior of the structure.
- Architectural features. Decorative or architectural features of buildings (not including lettering, trademarks, or moving parts).
- Symbols embedded in architecture.
- Symbols of noncommercial organizations or concepts including, but not limited to, religious or political symbols, when such are permanently integrated into the structure of a building; the definition also includes foundation stones and cornerstones.
- Personal appearance. Items or devices of personal apparel, decoration, or appearance, including, but not limited to, tattoos, makeup, wigs, costumes, and masks (but not including commercial mascots).
- Manufacturers’ marks. Marks on tangible products that identify the maker, seller, provider, or product and which customarily remain attached to the product even after sale.
- Fireworks, candles, and artificial lighting. The legal use of fireworks, candles, and artificial lighting not otherwise regulated by this Title.
- Mass transit graphics. Graphic images mounted on trains or duly licensed mass transit vehicles that legally pass through the county.
- Vehicle and vessel insignia. As shown on street-legal vehicles and properly licensed watercraft: license plates, license plate frames, registration insignia, noncommercial messages, messages relating to the business of which the vehicle or vessel is an instrument or tool (not including general advertising), and messages relating to the proposed sale, lease, or exchange of the vehicle or vessel.
- Gravestones and grave markers.
- News racks and newsstands.
- Shopping carts, golf carts, and horse-drawn carriages.



- Vending machines that do not display off-site commercial messages or general advertising messages.
- Graphic images that are visible only from above, such as those visible only from airplanes or helicopters, but only if not visible from the street surface or public right-of-way.
- Holiday and cultural observance decorations that are on display for not more than 45 calendar days per year (per parcel or use) and which do not include commercial advertising messages.

**RR. Sign Face.** That area or portion of a sign on which copy is intended to be placed.

**SS. Subdivision Ladder Sign.** A temporary or otherwise limited-term sign for the purpose of providing direction for vehicular and/or pedestrian traffic to the new home sale of multiple lots or dwelling units with a single builder within a master planned community, including both single-family and multi-family for-sale products. All other home sales signs are included within the definition of real estate sign.

**TT. Temporary Promotional Sign.** Any flag displaying a commercial/promotional message, pennant, streamer, banner, beacon, bunting material, or other similar nonpermanent sign made of paper, cloth, canvas, lightweight fabric, or other non-rigid material, with or without frames, whether displayed as freestanding, wall-mounted, pole-mounted, window-mounted, or painted, or any other method of attachment, or beacon, which is intended to be displayed for a limited period of time.

**UU. Temporary Sign.** A structure or device used for the public display of visual messages or images, which is easily installed with or without common hand tools, and which is not intended or suitable for long-term or permanent display (e.g., less than 120 days), due to lightweight or flimsy construction materials. Examples include, but are not limited to, A-frame signs, banners, pennants, streamers, or similar nonpermanent signs made of paper, cloth, canvas, lightweight fabric, or other nonrigid material, with or without frames.