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DATE 7/15/15
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Sign Ordinance

2 messages

Eva Robertson <evagrobertson@gmail.com>

Tue, Jul 14, 2015 at 4:57 PM

To: edc.cob@edcgov.us

Hello!

I'm on the Cameron Park Design Review Committee. Two of us on the committee, Dyana Adderly and I, would like to meet with Supervisor Novasel (if she has time) to address concerns that we have about the BOS vote on the sign ordinance expected July 28th,

Attached is a two-page memo of our concerns that were submitted to the planning commission before they voted to approve. Most of our concerns were not adequately addressed.

Thank you,

Eva Robertson



Sign Ordinance - POINTS TO BE STRESSED TO PLANNING COMMISSION.docx

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EDC COB <edc.cob@edcgov.us>

Tue, Jul 14, 2015 at 4:58 PM

To: The BOSFIVE <bosfive@edcgov.us>, Judi McCallum <judi.mccallum@edcgov.us>

Hey Judi - Can you please respond? Thanks, Kim

Office of the Clerk of the Board
El Dorado County
330 Fair Lane, Placerville, CA 95667
530-621-5390

[Quoted text hidden]



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CAMERON PARK DESIGN REVIEW COMMITTEE POINTS TO BE STRESSED TO PLANNING COMMISSION

EIR Should Consider Aesthetic Impacts Significant

The EIR concludes that additional 60-foot-high signs along the Highway 50 corridor would not have a significant adverse impact on the environment. The Design Review Committee takes exception to this conclusion. As such, the EIR should be modified and re-circulated.

No Review of Highway 50 Signs

As written, the proposed sign ordinance would allow any highway-oriented sign that meets size and setback requirements to be allowed with no other consideration. Also, this matter would be considered by the Planning Commission, but why should that be when all that they could consider is if the size and setback requirements are met. A Use Permit should be required which is reviewed by the Planning Commission.

Excessive Height of Highway 50-Oriented Signs

Lettering so small on a 200 square foot sign that it cannot be read until almost upon it, making the excessive height unnecessary.

East-bound vehicles on Highway 50 cannot see highway signs on south side of highway until close to the Cameron Park Drive off-ramp, making excessively tall signs unnecessary.

The sign industry has created methods of determining height of signs and size of lettering when considering roadway conditions and speed. This type of system should be employed in determining the height of signs necessary. There should be a reasonable relationship between the need to be viewed and the height of the sign. When a sign ordinance refers to a "maximum height," no sign will be less than that height!

Sign Heights on Local Roads

Freestanding signs are directed primarily to those traveling on roads. Therefore, the height of the sign should be measured from the grade of the road rather than the grade upon which the sign is installed. For example, there is no point in installing a 6-foot-high monument sign atop a slope that is 15 feet higher than the travel way.

As drafted the proposed sign ordinance would allow 20-foot-high freestanding business identification signs along the roadways. Local roads consist of two lanes where typically visibility is not a problem. Drivers' eyes are focused on the road and those items within the windshield. They should not be directed 20 feet into the air to view a sign. Furthermore, when trees are mature, their canopies are often within this 20-foot-high area; and when trees obscure sign faces, it is often the trees that are the victims of vandalism or illegal removal. Finally, our communities are small and local residents are aware of what businesses are in town.

Signs on Vehicles

DMV requires signs on vehicles to be securely fastened to the extent that vehicles can be driven with them fastened on the vehicle. The ordinance should say that signs on vehicles must meet DMV standards. This does away with sandwich boards sitting atop a vehicle.

Variances for Signs are Anti-Business

Businesses often do not seek sign permits until ready to occupy. As the ordinance is proposed, If a sign is being proposed at a location or at a size that is not permitted by the sign ordinance, the business owner must apply for a variance, which costs approximately \$3000 up front and which may take 3 to 4 months to process. There should be an alternative system for signs, such as "administrative sign exceptions," with specific criteria for approval. Get creative!

When the costs of obtaining a sign variance are significant and when the time within which to gain approval or denial of a sign is considerable, installation of illegal signs is encouraged.

Enforcement

The current system is not effective, yet nothing new is being proposed. Furthermore, a court order is being called for as necessary before a sign which is creating a hazard is removed. This procedure is nothing less than outrageous.

Local Community Sign Guidelines

There should be some mention in the Sign Ordinance that signs must be in substantial conformance with officially adopted community sign guidelines.

Flags Too Numerous

The proposed sign ordinance does not limit the *number* of flags which may be placed on a parcel. One flag is enough to show patriotism or some other message; however, numerous flags are perceived as simply advertising to draw attention in an unattractive way to a business.

Calculation of Sign Area Bears on Relationship to Building Frontage Facing Street

The area of a sign should be such that the sign is in scale with the area of the face of the building where the sign is located. As written, a long and narrow building with a relatively large amount of square footage could have a sign on the front of the building that is out of scale with that face of the building. The square footage of the face of the building upon which the sign is to be located should determine the size of the sign.