

C. Langley #11 BOS
2/9/16

Public Comment
Cheryl Langley
Sign Ordinance Implementation
Agenda Item 11 (Consent Calendar)
File No. 13-0086

Board of Supervisor's Meeting—February 9, 2016

Thank you for the opportunity to comment on the Sign Ordinance implementation. First, I want to say I think staff that have contacted me regarding specific signs are trying to do a good job with implementation. But it seems as if their directives are somewhat different than they have been in the past, and I'm asking you today for a couple of changes that would improve ordinance implementation.

- **First, a biannual or—at a minimum—an annual survey of communities for sign violations would help.**
 - As it now stands, compliance is complaint driven; not pro-active. The result is that many signs remain that are eyesores simply because residents don't know what is or isn't "legal," and I'm sure many residents don't know that they even have grounds for a complaint. And I'm certain many residents—although concerned—simply don't have the time to assist with cleanup of their communities.
 - For instance, how many residents know businesses are allowed only a certain number of signs, or that display periods are limited for some sign types?
 - Despite the outreach effort described in the staff memo for this meeting, many businesses either don't seem to be familiar with what is authorized (this appears to include at least one sign business), or they are willfully ignoring the ordinance. If sign businesses don't know the "rules," what are they telling (or not telling) their customers?
 - If the use of unauthorized signs is not actively corrected, the risk is that multiple businesses will invest in unauthorized advertisement, or repeat investments. I'm aware of two businesses that have recently replaced their worn triad of feather banners with new banners.
- **Second, please respond to the public when they submit a complaint.**
 - After complaints are submitted, response to the public is rare. Thus, it is hard for the public to know if their complaint is deemed legitimate, or if it has been dismissed by County staff, or if the sign persists simply because the owner is ignoring code enforcement efforts.

In truth, I submitted complaints to try to better understand how the sign ordinance was being implemented—that is, how the ordinance was being interpreted (and yes—in an attempt to clean up my community). I received three responses out of fifteen complaints submitted in the six month period.

The responses were interesting. For instance:

For a sign appended to a telephone poll, I was told removal was deferred to PG&E, but that PG&E has "no formal removal protocol." This is odd for multiple reasons:

- 130.16.090(B)(12) (**Prohibited Signs**) says "**Signs attached to light standards (poles), traffic control devices, or utility poles**" are prohibited. But if there is no removal mechanism, this ordinance section cannot be implemented in practice. If it can't be implemented, County aesthetics are impacted in a manner not disclosed in the project EIR. Why isn't the County or

- On July 7, 2011, I turned in a complaint for signs posted on telephone poles along Greenstone Road. Vicki Hallas responded (the same day), and the signs were removed, marked with a notice, and laid down at the base of the polls within 2-3 days of complaint. It should be noted this was in 2011—a period *after* the staff reduction of 2008 cited by Jim Wassner as the reason for not enforcing the “old” Sign Ordinance (see below). **This removal was possible under the “old” ordinance, so why not now?**

Cheryl,

We lost our staff in 2008, which has left us understaffed for over 5 years. This has caused a large backlog of CE cases that are health and safety issues. I understand that this issue could be possibly be handled with a phone call. We have sign violations county wide. I do not have sufficient resources to work all the higher priority cases.

Source: June 19, 2014 email from Jim Wassner.

For the Goodwill Truck parked in the Shingle Springs Park and Ride at the corner of South Shingle Road & Durock Road, I was told—first by Caltrans that “*Caltrans Maintenance does not enforce the parking on this specific lot,*” and “*Please contact El Dorado County for specific complaints...*” I was next told by County staff that Caltrans was responsible for the trailer being there via a contract with Goodwill (see attached correspondence from Caltrans; County correspondence was via telephone conversation with County staff). This situation, too, is odd:

- This trailer was depicted as “**prohibited**” in a PowerPoint slide presentation on July 28, 2015, at the Board of Supervisors meeting, and yet this trailer remains. **Was the public misled regarding how this ordinance will be implemented?**



Source: 7L- Sign Ordinance PowerPoint; BOS Meeting of July 28, 2015.

For a moveable sign, the sign was moved out of the right-of-way, but it also violates section 130.16.090(B)(11) which states moveable signs with a commercial message are prohibited. As far as I know, this sign remains...



In any case, because I haven't received responses on the majority of the signs I submitted, I have been unable to determine many of the specifics regarding how this ordinance is (or will) be implemented, and thus, it makes it difficult to provide comment. Wasn't the goal of the six-month review to get feedback on implementation and suggestions for ordinance correction / adjustment?

That is, was the review intended only for an evaluation from County staff, or does the public have a role to play?

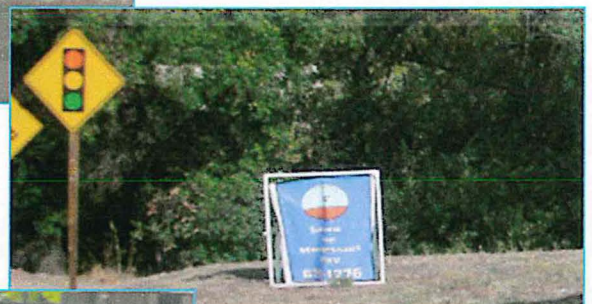
Examples of sign types that have been seen in the Shingle Springs area; many still remain and their ultimate "fate" is unknown...



This business has more than the allowable signage (two on the building; one freestanding; one off-site on the freeway side of Gold Harvest Market)



The majority of these A-Frame signs are not removed nightly as required...



The sign above is off-site commercial advertising...



The A-Frame on the left is off-site commercial advertising; the signs-on-wire are most likely in the right-of-way.

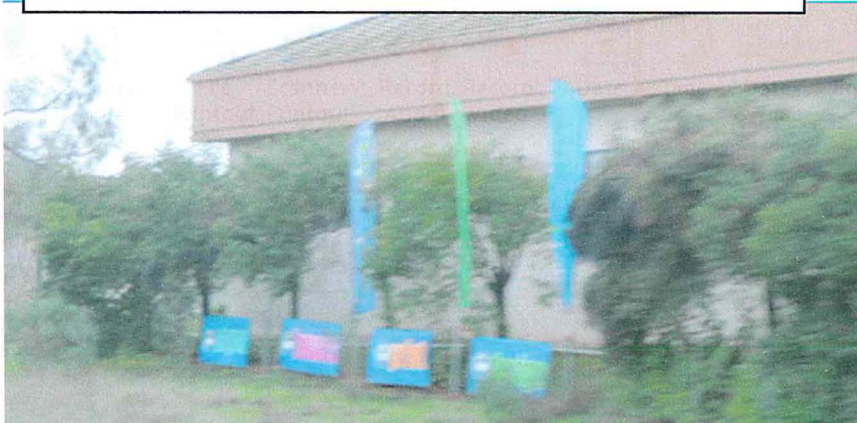




Too many feather banners—only one per establishment is allowed.

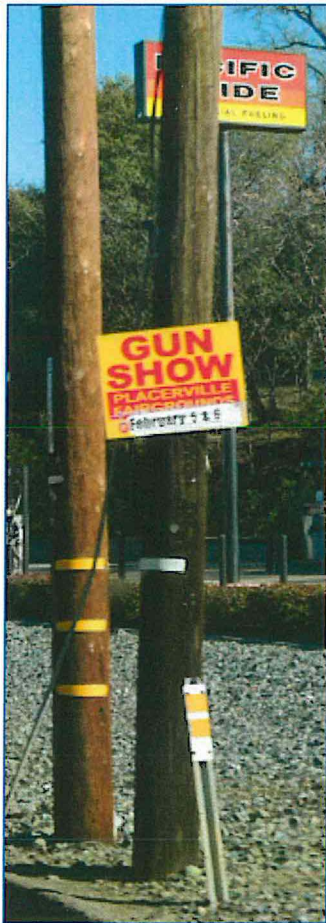
Some of these businesses have recently replaced their banners with new banners—they are most likely unaware of the restriction and have repeated their investment.

One of these businesses appears to be a sign company...





Event signs are often posted in inappropriate spots and impact County aesthetics. By the time they are reported, the event is often over. Where is the disincentive to post?



Off-site advertising—often in the right-of-way...



The sign on this tree has remained for years. This is on Pleasant Valley Road just east of the "El Dorado Y." Countless motorists pass it daily, and yet it has not been removed.





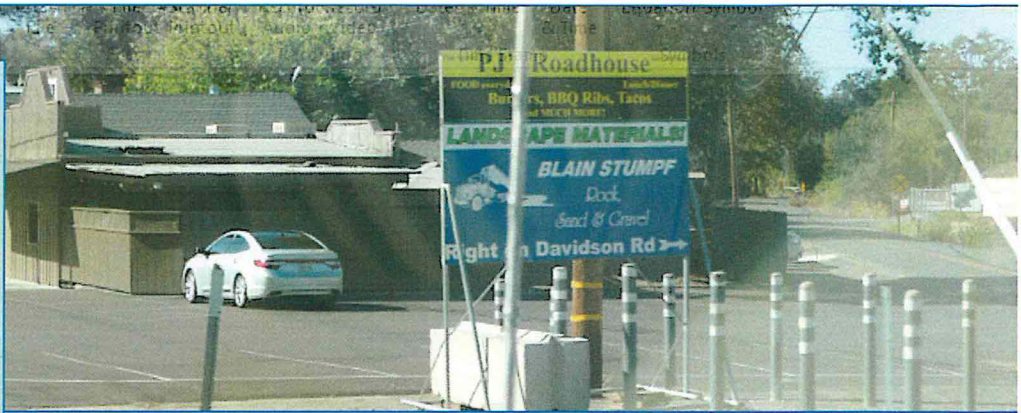
Sign "twirlers"



Moveable signs with a commercial message...



Unless this company owns this parcel, this is an example of unauthorized advertising...moveable sign with a commercial message



Off-site commercial message...



Possible off-site signage...

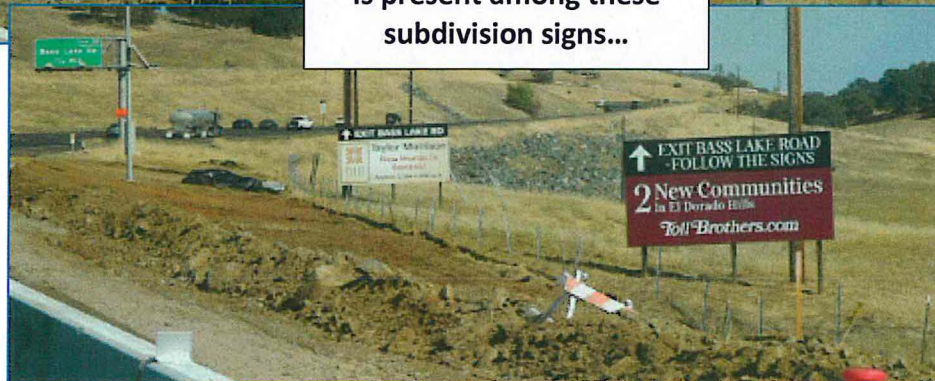


Inflatables...

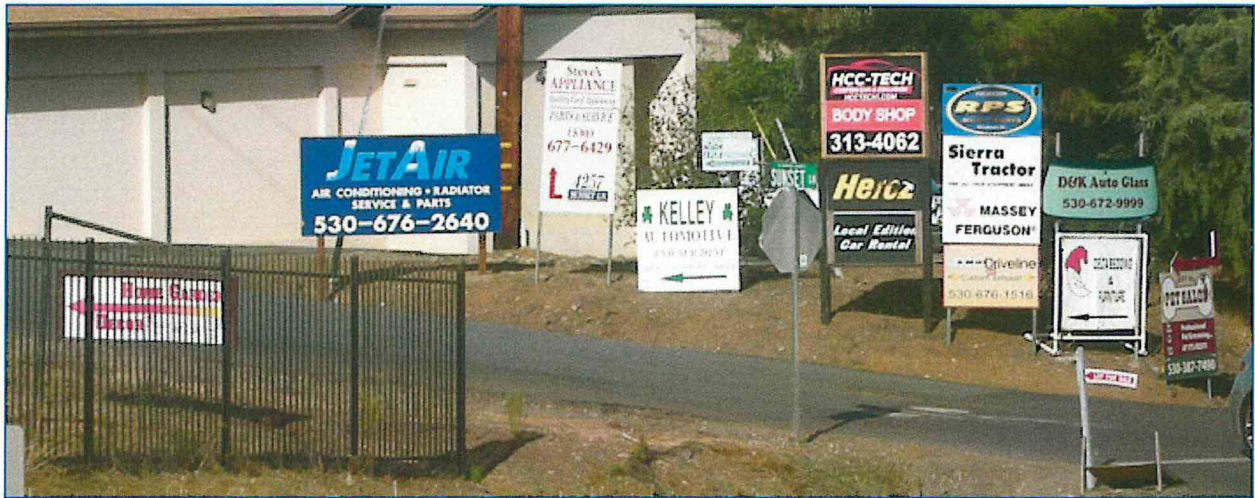
Banners on "public" fence...



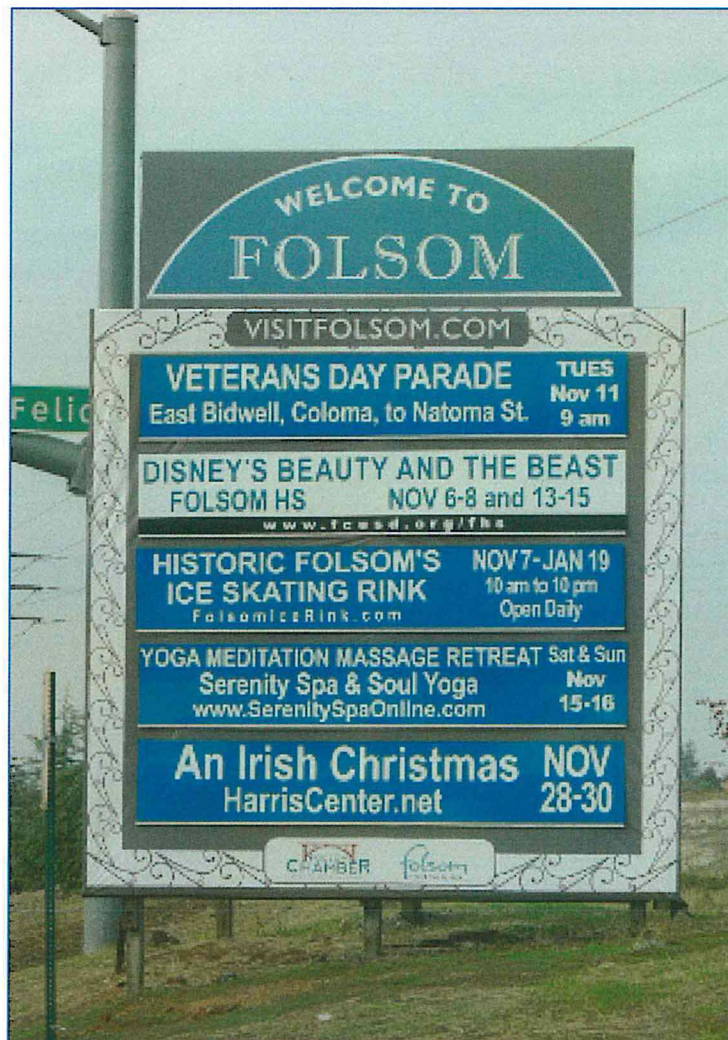
At least one moveable sign is present among these subdivision signs...



Can we do something to aid / incentivize sign consolidation? Financial aid—or financial incentive?



This represents a method that more appropriately advertises events:



This is the correspondence (email) I received from Caltrans when I inquired about the removal of the Goodwill truck trailer from the Park and Ride at the northwest corner of the intersection of South Shingle Road / Durock Road.

m Caltrans Division of Maintenance <no-reply@dot.ca.gov>
ct Maintenance Service Request - Ticket #: 608801 - Our Response
to
fr Cheryl Langley

Reply Forward Archive Junk Delete

11/19/2015 8:

Wrong Jurisdiction (not Caltrans)

Additional Message:

This specific Park and Ride off of Durock Rd is one that belongs to El Dorado County and has specific agreements with Caltrans. Caltrans Maintenance does not enforce the parking on this specific lot. Please contact El Dorado County for specific complaints pertaining to usage, They will either contact their own code enforcement, Sheriff, or CHP. Thanks

MSR Ticket Number: 608801
Commit/No Commit: no commit
Date Submitted: 2015-11-18 16:34:09
California County: El Dorado
State Highway Route: 50
Nearest Town or City: Folsom
Nearest Cross Street: Mother Lode Drive / South Shingle Road
Mode of Transportation: Car
Direction of Travel: Eastbound
Time Situation Noticed: 12 noon - 1 pm
Type of Situation: Park and Ride