



# PLANNING AND BUILDING DEPARTMENT

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TO: Planning Commission

FROM: Thea Graybill, Planning Manager

DATE: July 9, 2026

**SUBJECT: Digital Signs Zoning Ordinance Amendments**

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### **BACKGROUND / INTRODUCTION:**

On September 16, 2025, the Board of Supervisors (Board) directed Long Range Planning (LRP) staff to adopt amendments to Chapter 130.36 of the Zoning Ordinance (Signs). These amendments included language banning digital signs with limited exceptions after the Signage Ad Hoc Committee, formed in March 2025, recommended the ban on digital signs to the Board.

Based on community feedback received since then, the digital sign amendments were too narrowly written and inadvertently banned digital signs that were desired. On January 6, 2026, Long Range Planning staff (staff) brought a Resolution of Intention (ROI) to the Board to initiate the process to amend portions of Chapter 130.36 of the Zoning Ordinance regarding digital signs (Legistar File No. 25-2066). At that meeting, staff requested feedback and direction from the Board on the following topics: 1) sign technology; 2) restrictions on message changes; 3) sign size, placement, type, height, and number allowed; 4) appropriate permitting process; and 5) appropriate location(s).

The Board gave staff three general recommendations for the focused ordinance amendments: 1) new digital signs should be limited to West Slope communities with major shopping destinations, such as those in the El Dorado Hills Community Region (EDH CR); 2) no digital signs should be visible from U.S. Highway 50; and 3) approval of new digital signs should be site specific and subject to public review through a Uniform Sign Program.

Following staff's presentation of the ROI to the Board, the Signage Ad Hoc Committee reviewed and approved staff recommendations to amend Chapter 130.36 (Signs).

Consistent with Board and Signage Ad Hoc Committee direction, the proposed Zoning Ordinance amendments will allow for limited digital freestanding and directory signs within specified commercial zones in the EDH CR, when consistent with all other requirements as provided in Chapter 130.36 (Signs), and with the proposed EDH CR Digital Signs Matrix (Table 130.36.070.H1).

## **PROPOSED AMENDMENTS SUMMARY:**

In accordance with Board direction, staff propose two amendments to Chapter 130.36 (Signs), as summarized below:

### 1. Section 130.36.070.H “Design Standards for Specific Sign Types”

Digital freestanding and directory signs may be allowed in the EDH CR when consistent with the following:

- a. No sign shall be visible from US Highway 50.
- b. Freestanding digital signs must be oriented to minimize visibility from outside the specific commercial / retail center location.
- c. Digital directory signs must not be legible from adjacent residential uses.
- d. Digital signs must be consistent with the size, height, type, and maximum number allowed in the EDH CR Digital Sign Matrix (Table 130.36.070.H.1) as summarized:

Digital signs are limited to the commercial/retail site total floor area (excluding parking), and will be allowed in districts zoned as CC, CG, CR, CL, CM, and CPO.

- No digital signs allowed on sites under 50,000 ft<sup>2</sup>.
- No freestanding signs allowed on sites 50,001-110,000 ft<sup>2</sup>.
- Maximum 2 directory signs on sites 50,001-110,000 ft<sup>2</sup>.
- Maximum 2 freestanding and/or 5 directory signs on sites 110,001-500,000 ft<sup>2</sup>.
- Maximum 4 freestanding and/or 10 directory signs on sites over 500,000 ft<sup>2</sup>.

### 2. Section 130.36.090 “Prohibited Signs”

To implement the Board’s direction, staff added a new exemption for digital and freestanding signs within the EDH CR with two qualifying requirements:

- a. Exempt digital signs must follow all requirements and development standards provided in (existing) Sections 130.36.070.H.3 (Design Standards for Specific Sign Types: Electronic (Digital) Signs) and proposed section 130.36.070.H.4 (Design Standards for Specific Sign Types: Freestanding Signs).
- b. Digital Signs must be approved under a Uniform Sign Program as described in Section 130.36.080.B (Permit Requirements and Review Procedures).

## **ENVIRONMENTAL REVIEW:**

In accordance with the California Environmental Quality Act (CEQA) Sections 15162 and 15164 of the CEQA Guidelines (Addendum to an EIR or Negative Declaration), staff has determined that an EIR Addendum is the appropriate environmental document to analyze the proposed Zoning Ordinance modifications (Legistar Attachment C). This Addendum demonstrates that the proposed

amendments to Section 130.36 (Digital Signs) would not result in any new or more severe impacts than those previously analyzed in the certified Final Environmental Impact Report (FEIR) (State Clearinghouse No. 2014102001) for the El Dorado County 2015 Sign Ordinance Update. Therefore, this Addendum satisfies the requirements of CEQA Guidelines Sections 15162 and 15164. The proposed amendments do not trigger any of the requirements for preparation of a subsequent EIR, as further discussed in Section IV of the EIR Addendum. Addendum Section IV outlines the proposed changes and explains how each of the proposed amendments would not cause any new or intensified environmental impacts beyond those impacts previously analyzed in the 2015 Sign Ordinance Update FEIR. Further, the amendments to Chapter 130.36 would not involve a substantial change in circumstances under which the project is undertaken, and as the amendments are minor or technical in nature, would not require any new or modified mitigation measures from those mitigation measures included in the 2015 Sign Ordinance Update FEIR.

**RECOMMENDATION:**

Staff recommends the Planning Commission forward a recommendation to the Board of Supervisors to take the following actions:

1. Adopt the Addendum to the County 2015 Sign Ordinance Update Final Environmental Impact Report (FEIR), certified in July 2015 (State Clearinghouse Number 2014102001) (Legistar Attachment B) demonstrating that the analysis in that FEIR adequately addresses the potential physical impacts associated with implementation of the amendments to Chapter 130.36 of the Zoning Ordinance (Signs), and these amendments in regards to digital signs would not trigger any of the conditions described in California Environmental Quality Act (CEQA) Guidelines Sections 15162 and 15164 calling for the preparation of a subsequent EIR or negative declaration based on the analysis prepared; and
2. Approve the amendments to Chapter 130.36 (Signs) regarding digital signs as presented in the Redline Amendments (Legistar Attachment C).

**LEGISTAR ATTACHMENTS:**

- B Draft EIR Addendum
- C Redline Amendments to Chapter 130.36 (Signs)
- D Clean Zoning Ordinance Chapter 130.36 (Signs)