



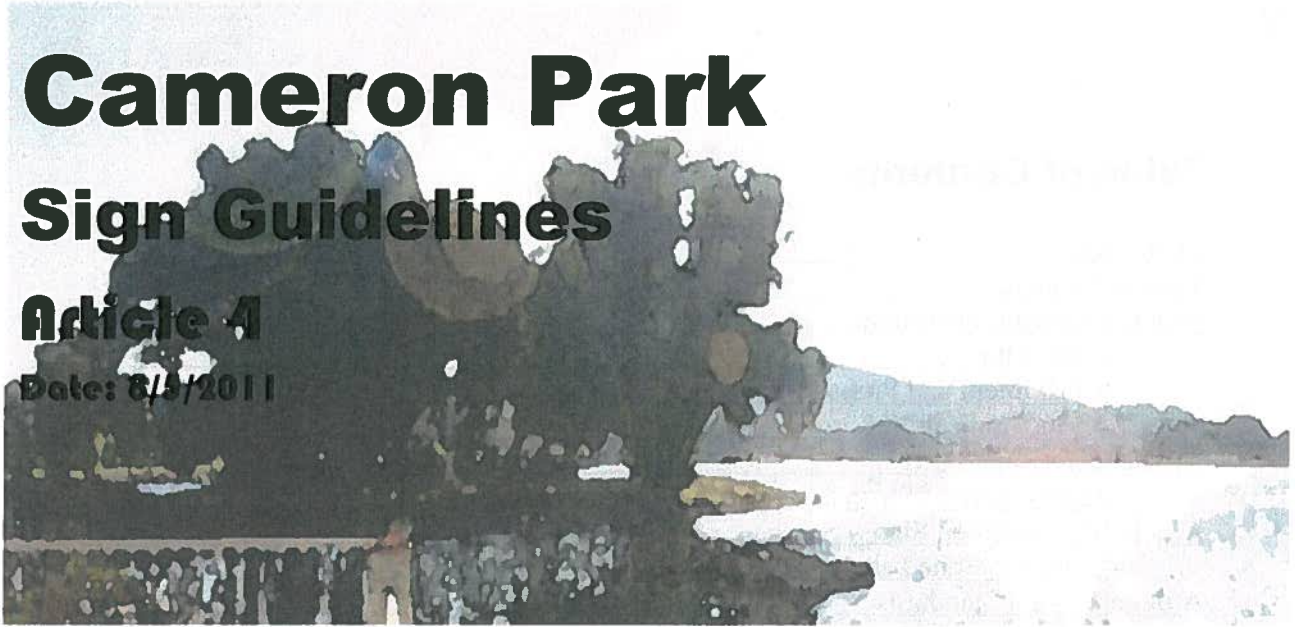
Cameron Park Design Review Committee  
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# Cameron Park

## Sign Guidelines

### Article 4

Date: 8/5/2011



*Submitted by: Eric Dreever*  
*1-29-13, H 21*



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## Article I: General Provisions

### 4.100 Title

This Article shall be known and cited as the “Community of Cameron Park Sign Guidelines.”

### 4.110 Intent and Purpose

The Community of Cameron Park has determined that these Sign Guidelines are necessary because:

- A. To implement policy 2.1.4.2 of the El Dorado County General plan which requires the development of Community design guidelines unique to each community and shall include signage guidelines. Accordingly these guidelines are intended to be used in the review of all proposed signs in Cameron Park.
- B. The Sign Guidelines are intended to protect and enhance the character of the community against visual blight. Furthermore, a proliferation of signs can seriously detract from the pleasure of observing the natural scenic beauty of Cameron Park and the human environment.
- C. It is necessary to regulate the size, type and location of signs to encourage the effective use of signs as a means of communication and to provide equality and equity among sign owners and those who wish to use signs.
- D. Controlling the size and number of signs is necessary to implement community goals and policies expressed in the Cameron Park Vision Statement, The Cameron Park Design Guidelines, The El Dorado County General Plan;
- E. Signs have an important design component and must be architecturally compatible with affected structures and the character of surrounding development in order to maintain the overall quality of a neighborhood or commercial district;
- F. The cumulative effect of numerous signs close to each other has a detrimental impact which cannot be addressed in any way other than by limiting the number and size of all signs;
- G. It is necessary for public safety that official traffic regulation devices be easily visible and free from nearby visual obstructions and distractions, such as attention-getting signs or devices, an excessive number of signs, or signs in any way resembling official signs.



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## 4.120 Applicability

This Article shall apply to all property and land within the Cameron Park Community region as delineated in the General Plan Land Use Map of the County of El Dorado. No person, firm, corporation or other entity, that owns, occupies, or controls property in the Community of Cameron Park shall construct, maintain, display, alter or cause to be constructed, maintained, displayed or altered, a sign within the Community except in conformance with these guidelines. Where a conflict exists between these guidelines and other officially adopted policies, ordinances and regulations, these guidelines shall apply.

## Article II. Exempt Signs

### 4.200 Types of Signs Exempt from a Sign Review

The Community has a compelling interest in permitting the following signs in order to comply with State and local laws and to promote public. The following signs may be installed provided they meet the criteria listed below and the intent and purpose of these guidelines. These signs shall not be included in the determination of type, number, or area of signs allowed on a given property.

- A. Address Signs:** Signs installed in compliance with the most current edition of the Uniform Fire Code.
- B. Construction Signs:** A maximum of 4 signs located on construction sites not exceeding 16 square feet in aggregate while a valid construction permit is active. For commercial and residential projects on sites 3 acres or larger, the maximum exempt sign area is 32 square feet per sign.
- C. Gasoline Price Signs:** As required by State and Federal law, not more than one price sign for each frontage, not to exceed 20 square feet each and subject to height, and setback limits established by zoning district and when approved as part of a monument sign.
- D. Government Signs:** Official federal, State or local government signs and notices issued by any court, person or officer in performance of a public duty.
- E. Miscellaneous Small Signs:** Signs with an aggregate area not to exceed 3 square feet and located within 5 feet of an entrance to a building.
- F. No Trespassing Signs:** Trespassing warnings that are posted in compliance with the requirements of Federal, State and local laws.



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**G. Traffic Safety and Directional Signs:** Signs warning of construction, excavation, or similar hazards. Parking and other private traffic directional signs each not exceeding 3 feet in height and 5 square feet in area and limited to guidance of pedestrian or vehicular traffic within the premises on which they are located. Traffic safety and directional signs shall be devoid of any advertising, logos, or other commercial message.

**H. Commercial Real Estate Signs:** Temporary signs indicating that the property on which the sign is located is for sale, rent or lease, as provided for by State law. Only one such sign is permitted to face on each street adjacent to the property. Such signs may be single- or double-faced and are limited in size to 24 square feet or less on property in commercial zones.

**I. Residential Real Estate Signs:** Temporary signs indicating that the property on which the sign is located is for sale, rent or lease, as provided for by State law. Only one such sign is permitted to on the property for lot sizes 10 acres or less. For properties larger than 10 acres, one such sign is permitted on each street adjacent to the property. Such signs may be single- or double-faced and are limited in size to 3 square feet or less.

**J. Window Signs:** Signs on commercial properties that are painted directly on a window, affixed to the inside of a window, or displayed within 12 inches of a window promoting any message, including but not limited to, grand openings, special events and seasonal sales, provided the sign or signs do not exceed 15 percent of each window area, or 4 square feet per window, whichever is greater.

**K. Transit Signs:** Signs identifying transit stops, facilities, times, and bus routes.

**L. Utility Signs:** Signs placed by utility companies as part of the normal operation and maintenance of facilities such as public telephones and underground services.

**M. Vehicle Signs:** Painted signs or decals affixed to the body of any vehicle in accordance with DMV regulations, unless parked for the primary purpose of displaying the sign.

**N. Public Event Signs:** Any temporary banner sign promoting a community wide event posted by a community, non-profit, or governmental entity for no longer than 30 days.





## Article III. Prohibited Signs

### 4.300 Prohibited Signs

The following signs are prohibited. The Community has a compelling interest to prohibit the following signs to further the Intent and Purpose (4.110) of these Sign Guidelines.

- A. Attention Getting Devices:** Pennants, streamers, spinners, balloons, inflatable signs, search lights, beacons, flashing lights or messages and other similar attention-getting devices, unless authorized in conjunction with a temporary use permit or special event permit.
- B. Backlit Translucent Awning Signs:** Any sign located on an awning that is translucent or semi-transparent and illuminated from a light source under or within the awning.
- C. Outdoor Advertising Displays and Off-Site Signs:** Outdoor advertising displays such as billboards and all off-site commercial signs are prohibited within the Community of Cameron Park.
- D. Highly Reflective, Fluorescent and Neon Signs:** Signs made wholly or partially of highly reflective material and fluorescent, neon or day-glow painted signs.
- E. Signs on Utility Poles or Traffic Control Devices:** Signs attached or placed adjacent to any utility pole, traffic sign post, traffic signal or any other official traffic-control device, in accordance with Section 21464 of the California Vehicle Code.
- F. Signs on Street Trees:** Any sign posted on a street tree.
- G. Signs that Block Ingress or Egress:** Any sign, such as a sandwich-board sign, placed or maintained so as to interfere with free ingress to or egress from any door, window or fire escape, or parking lot.
- H. Signs in the Street Right-of-Way:** Any sign placed in any street right-of-way including travel lanes, shoulders and sidewalks, without a valid encroachment permit or prior approval by the Department of Transportation for any purpose other than safety or traffic control.
- I. Simulated Traffic Signs:** Any sign which simulates or imitates in size, color, lettering or design any traffic sign or signal, or which makes use of words, symbols or characters in such a manner as to interfere with, mislead, or confuse pedestrian or vehicular traffic.



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**J. Vehicle Signs:** Signs attached or painted to vehicles and parked in a position and location with the primary purpose of displaying the sign.

**K. Roof Signs:** Any sign mounted to the roof a structure.

**L. Free Standing Pole Signs**

**M. Internally illuminated cabinet signs.**

**N. Electronic Message Centers**

## **Article IV. Sign Standards**

### **4.400 Area and Height Measurement**

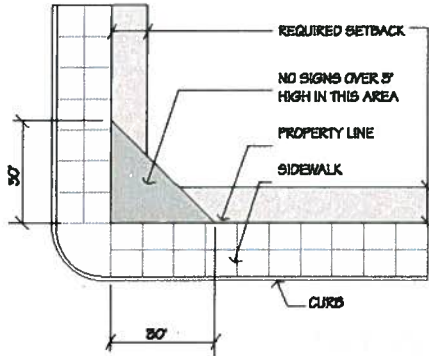
The sign area is calculated by determining the number of square feet of the smallest rectangle(s) within which a sign face can be enclosed. In determining the area of an individual sign that has more than one face (e.g. a monument or projecting sign), the single sign face with the greatest area shall be used. The total sign area is the sum of all individual sign areas.

The height of a sign shall be measured from the ground, adjacent to the sign, to the top of the sign and support structure. If the ground under the sign slopes, the height shall be measured from the average grade under the sign itself. If, in the case that the grade surrounding a monument sign is higher than the adjacent sidewalk or right-of way, the monument sign shall not exceed more than 6 feet above the adjacent right-of-way or side walk. The height of monument signs shall not exceed 6 feet above the adjacent right of way, building grade, or sidewalk, whichever is lower.



## 4.410 Setbacks

Except as provided in these Sign Guidelines, sign location shall conform with setbacks established in the County Zoning Regulations, Ordinances and Policies. Signs taller than 3 feet may not be located within the visibility triangle depicted below.



## 4.420 Maximum Height and Location

A building sign may not be located on any portion of a roof or eave, nor shall it project above the highest point of roof or eave of any building.

All signs that are attached to a building must be located on a building face that has a public entrance. An exception may be made by the Planning Director, to this requirement in circumstances where the purpose and intent of these regulations is maintained and where the orientation of the public entrance to a building is such that the sign would not have sufficient visibility from the public right-of-way to provide for adequate identification of the business or use.

## 4.430 Illumination

Where illumination of signs is permitted, the following standards shall apply.

- A. Lighting for signs shall not create a hazardous glare for pedestrians or vehicles either in a public street or on any private premises.
- B. The light source, whether internal to the sign or external, shall be shielded from view.
- C. Sign illumination for externally illuminated signs shall utilize focused light fixtures that do not allow light or glare to shine above the horizontal plane of the top of the sign or onto any public right-of-way or adjoining property.
- D. Signs shall not be illuminated after 10:00 p.m. or close of business, whichever is later.





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- E. Signs may be illuminated no earlier 6:00 a.m. or the opening of business whichever is earlier.
- F. Each sign shall be designed so that illumination does not exceed 100 luxes (10 foot-candles) measured at a distance of 10 feet from the sign.
- G. In the Commercial Professional Office Zone illumination of the sign face shall not exceed 10 luxes (1 foot-candle) measured at a distance of 10 feet from the sign.
- H. Signs located in residential zones may not be illuminated, except directory signs, which shall not exceed 10 luxes (1 foot-candle) measured at a distance of 10 feet from the sign.
- I. These maximum illumination levels are not guaranteed and may need to be reduced to insure compliance with standards 1, 2 and 3 of this section.
- J. All internally illuminated signs, including monument signs, walls signs and projecting signs shall avoid the use of stark contrasts (e.g., black on white) and fluorescent colors, subject to compliance with standards 5, 6, and 7 of this section, unless otherwise approved.

## 4.440 Clearance

Where permitted, awning, projecting, marquee, and suspended signs shall conform to the following requirements:

- A. Vertical clearance:** The minimum clearance between the lowest point of a sign and the grade immediately below shall be 8 feet for public right-of-way and private sidewalk areas.
- B. Horizontal clearance:** The maximum projection over a public sidewalk shall be 2/3rds the width of the sidewalk or 6 feet, whichever is less. The minimum horizontal clearance between a sign and the back of curb line shall be 2 feet.



### 4.450 Sign Standards by Zoning District

Zoning District	Allowable Sign Types	Total Number of Signs Allowed	Maximum number of Monument Signs	Illumination is not permitted, except for directory signs.	Special Size Restrictions (See Section 4.460)
All Residential Zones	Wall, Free-Standing Post, Hanging & Suspended, Residential Subdivision, Directory	1 per street frontage	1 per street frontage	Illumination is not permitted, except for directory signs	
Professional Office Commercial (CPO)	All Sign Types except pole signs	2 per tenant space	1 per street frontage	See Section 40.430 for lighting Restrictions	
Commercial (C)	All Sign Types	4 per tenant space	1 per street frontage		See 4.460 for monument sign size limits.
Commercial General (CG)	All Sign Types, except pole signs	2 per tenant space	1 per street frontage		Maximum Size per wall sign is limited to 50 <sup>2</sup> s.f. .
Industrial (I)	All Sign Types except pole signs	2 per tenant space	1 per street frontage	See Section 40.430 for lighting Restrictions	

### 4.460 Sign Standards by Sign Type

This section is intended to be used in conjunction with other standards contained in these Sign Guidelines. In no case may the maximum number or size of signs, or their illumination levels, exceed the standards provided by Section 4.460 (Sign Standards by Zoning District) and Section 4.430 (Illumination) of these guidelines, respectively.



## A. Wall Signs



### Signage Guidelines

Wall signs include most types of signage that are attached to the face of a building wall. Wall signs should be oriented to achieve balanced composition and harmony with other architectural elements of a building façade. Wall signs should be placed on a flat building surface and should not be placed over architectural building features.

#### 1. Location and Number Permitted

Wall signs must be located on a building face that has a public entrance. The maximum number of wall signs permitted is two per tenant space.

#### 2. Size

Wall signs may be a maximum of 100 square feet or 15 percent (whichever is less) of the building face area where the sign is attached, whichever is less.

#### 3. Illumination

Wall signs may be illuminated by any means consistent with Section 4.430 of these Sign Guidelines.

#### 4. Zoning

Wall signs are allowed in commercial, industrial, and multi-use zoning districts.



## B. Window Signs



### Signage Guidelines

Window signs should be scaled to the pedestrian and oriented to window shoppers on the sidewalk, as opposed to vehicles passing by. Window signs should be limited to small graphics and text that serve to frame a window or to provide information. A window sign should not obscure the view into a store or place of business.

#### 1. Location and Number

There is no specific location requirement or limit to the number of window signs allowed. A window sign is a sign that is painted on or attached to a window and located within 12-inches of the face of a window. Window signs do not include business hours of operation or open/closed signs. Window displays, including merchandise displays, graphics and text, that are located more than 12 inches from the face of a window are not considered signs.

#### 2. Size

Window signs are limited to a maximum of 24 square feet or 15% of the window area, whichever is less.

#### 3. Illumination

Window signs may be illuminated by any means consistent with Section 4.430 of these Sign Guidelines.

#### 4. Zoning

Window signs are allowed in all commercial zoning districts.



## C. Awning Signs



### Signage Guidelines

Signs on awnings should be minimized and are only appropriate if there are no good alternatives for wall signs, projecting signs or hanging and suspended signs. Signage should be limited to the skirt of the awning and should not be on the awning face. Signs should only be considered for the awning face if there is no other adequate location for signage on a given storefront or property.

#### 1. Location and Number

Signs may be located on awnings subject to size criteria. One awning sign is permitted per tenant space and must maintain a minimum clearance of 8 feet above any public right-of-way or private sidewalk area.

#### 2. Size

Signs on awnings shall not cover more than 25 percent of the main area of the awning, or exceed 25 square feet in size, whichever is smaller.

#### 3. Illumination

Awning signs may be externally illuminated consistent with Section 4.430 of these Sign Guidelines. Back-lit, translucent awning signs are prohibited.

#### 4. Zoning

Awning signs may be located in industrial, commercial, and multi-use zones.





## D. Projecting Signs



### Signage Guidelines

Projecting signs are attached to a building face and project out perpendicular to the building wall. Projecting signs are very effective when oriented to pedestrians on the sidewalk level. Appropriate materials include wood and metal with carved or applied lettering, or any other material that is architecturally compatible with the building that the sign is attached to. Multiple projecting signs should not be installed within 10 feet of each other if on the same property and should be separated from projecting signs on adjacent properties by 10 feet to insure proper visibility.

#### 1. Location and Number

Projecting signs must be attached to building façades that have a public entrance and must maintain a minimum clearance of 8 feet above the public right-of-way or private sidewalk area. One projecting sign is allowed per tenant space.

#### 2. Size

Projecting signs may have a maximum area of 8 square feet.

#### 3. Illumination

Projecting signs may be illuminated by any means consistent with Section 4.430 of these Sign Guidelines.

#### 4. Zoning

Projecting signs are allowed in the industrial, commercial, and multi-use zoning districts only.





## E. Hanging and Suspended Signs



### Signage Guidelines

Hanging signs, or suspended signs, are used to help define entries and identify business names to pedestrians. They are small and can hang over a building entry if the appropriate clearance is provided. Hanging signs can be particularly useful for storefronts that have multiple tenants.

#### 1. Location and Number

Hanging or suspended signs must be attached to building façades that have a public entrance and must maintain a minimum clearance of 8 feet above any public right-of-way or private sidewalk area. One hanging or suspended sign is allowed per tenant space.

#### 2. Size

Hanging signs may have a maximum area of 8 square feet.

#### 3. Illumination

Hanging signs and suspended signs may be externally illuminated, although ambient light is usually sufficient to light these small signs.

#### 4. Zoning

Hanging and suspended signs are allowed in all zoning districts.



## F. Monument Signs



### Signage Guidelines

Monument signs are typically used where building setbacks, orientation or design make it difficult to provide other types of signage, such as wall signs, that are plainly visible to people that are trying to identify a use. Monument signs have a solid base that the sign face is installed upon. These signs should be designed so that the style of the sign and its base are consistent with the architecture of the buildings on the site. They are typically oriented perpendicular to the adjacent street and sidewalk and have a maximum of two parallel sign faces. Monument signs provide opportunities for landscaping to enhance their appearance.

#### 1. Location and Number Permitted

Monument signs may be located in required street yards for any given zone, subject to the approval of the El Dorado County Planning Director, and when they do not impair line of sight, vehicle, or pedestrian safety. Only one monument sign is permitted per premises, per street frontage. For new developments, the location of monument signs should be reflected as part of the landscape plan. For existing development attractive landscaping is encouraged around the base of the monument sign.

#### 2. Size

Monument signs may be a maximum of 24 square feet of copy and a maximum height of 6 feet of copy. Where two or more uses are located on the



same premises, the sign area for monument signs must be shared. The largest single sign face is used to calculate the area of monument signs.

### 3. Illumination

If illumination of monument signs is desired, then external illumination or halo lighting is preferred. Internally-illuminated cabinet signs must have a dark background with light lettering, per Section 4.430 of these Sign Guidelines.

### 4. Zoning

Monument signs are allowed in all commercial zoning districts.

## G. Sandwich-Board Signs



### Signage Guidelines

Sandwich-board signs can be effective for certain types of uses, such as markets, restaurants or bakeries that have changing specials and menus. These sign may have re-writable surfaces, such as chalk boards or dry-erase boards.

#### 1. Location and Number

Sandwich-board signs are prohibited in the public right-of-way and must be placed on private property. Sandwich-board signs may be located in required street yards for any given zone, subject to the approval of the Community Development Director, as provided for in Section 4.410 of these Sign Guidelines. They may be placed in a front yard or in a foyer, portico or other building entry provided they do not interfere with pedestrian ingress or egress as required by the Building Code. Only one sandwich-board sign is permitted per tenant space.

#### 2. Size

Sandwich-board signs may have a maximum area of 8 square feet and a maximum height of 4 feet, measured from the ground to the top of the sign structure.





### 3. Illumination

Sandwich-board signs may not be illuminated.

### 4. Zoning

Sandwich-board signs are allowed in all commercial zones.

## H. Murals



### Signage Guidelines

Certain building walls present opportunities for murals. Murals should not contain text or any specific commercial message. Murals that do not contain text or any specific commercial message can be considered public art.

#### 1. Location and Number

Murals may be located on any building wall. There is no specific limit on the number of murals permitted.

#### 2. Size

Murals may be any size, subject to the approval of the DRC.

#### 3. Illumination

Murals may be externally illuminated, consistent with Section 4.430 of these Sign Guidelines.

#### 4. Zoning

Murals may be located in all zones, subject to the approval of the DRC.



## I. Shopping Center Identification Signs



### Signage Guidelines

Shopping center identification signs should be compatible with the design theme of the development. They may identify multiple tenants, but larger shopping centers with more than 5 tenants should avoid listing individual tenants, other than the project anchors, to avoid sign clutter. The sign structure should contain elements of the design theme of the buildings in the center. Shopping Centers shall have master sign programs that shall be adhered to with each new tenant.

#### 1. Location and Number

One shopping center identification sign may be located on each major street frontage of a development.

#### 2. Size

The size of the sign shall be subject to the approval of the DRC and the height is limited to 16 feet.

#### 3. Illumination

Shopping Center Identification signs may be illuminated consistent with Section 4.430 of these Sign Guidelines.

#### 4. Zoning

Shopping Center Identification signs may be located in the commercial zoning district only.



## L. Flags



### Signage Guidelines

Flags shall be limited to official government flags and should be sized appropriately for the height and diameter of the proposed pole.

#### 1. Location and Number

Flag poles shall be located outside of required setback areas. Only one flag pole is permitted per premises.

#### 2. Size

The size of the flag shall commensurate with the height and diameter of the pole, per recommended industry standards. The maximum height of the flag pole is the same as the maximum height for structures, as provided in the Zoning Guidelines unless the DRC determines that additional height is necessary to achieve architectural compatibility with the proposed flagpole location and surrounding buildings.

#### 3. Illumination

Flags may be illuminated by any means consistent with Section 4.430 of these Sign Guidelines, and subject to DRC approval of the lighting design.

#### 4. Zoning

Official flags (Federal, State, local) may be located in all zoning districts, subject to Design Review.

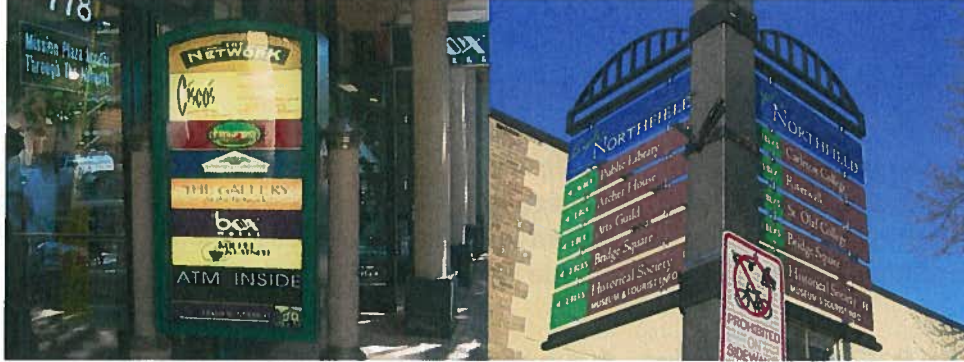
Ground Set Poles		Roof-Mounted Poles	
Exposed Pole Height	Flag Size	Exposed Pole Height (Ground to Top of Pole)	Flag Size
15'-20'	3'x5'	15'	4'x6'
25'	4'x6'	20'-30'	5'x8'
30'-35'	5'x8'	35'-40'	6'x10'
40'-4'	6'x10'	45'-50'	8'x12'
550'	8'x12'	50'-60'	9'x15'





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## M. Directory Signs



### Signage Guidelines

Directory signs are used for multi-tenant buildings to provide a directory of tenant locations within the building. They may also serve as the address sign for the property. Directory signs are small scale and are oriented to pedestrians.

#### 1. Location and Number

Directory signs may be free standing, or may be fixed on an exterior wall if the building has no setback. One directory sign may be permitted per premises.

#### 2. Size

Directory signs may be no larger than 12 square feet in area, and individual letters may not exceed 6 inches in height.

#### 3. Illumination

Directory signs may be illuminated by any means consistent with Section 4.430 of these Sign Guidelines.

#### 4. Zoning

Directory signs are allowed in all zoning districts.

## 4.480 Sign Programs

The DRC may approve a sign program for a particular development or property. In this case, the requirements of the sign program supersede Article III and Article IV of these Sign Guidelines. Prior to submitting a sign permit application to the Planning Department under a sign program, the program must have been reviewed by the DRC.



## **Article V: Exceptions to Sign Standards**

### **4.500 Requests for Exceptions**

Unusual site conditions or other design factors may warrant signs not otherwise permitted by these guidelines. A sign permit application which includes a request for exceptions to standards established by these guidelines is subject to Design Review Committee review and shall include reasons for the request.

### **4.510 Findings for Approval of an Exception**

Granting an exception to the sign guidelines must be based on:

- A. The exception is consistent with the intent and purpose of the sign guidelines (see Section 4.110) and will not constitute a grant of special privilege or entitlement inconsistent with limitations applied to other properties in the vicinity with the same zoning; and,
- B. The sign exception is for superior design, will not result in visual clutter and is consistent with the intent and purpose of these Sign Guidelines; and,
- C. There are exceptional or unusual circumstances applying to the property involved which do not apply generally to properties in the vicinity with the same zoning, such as, but not limited to:
  - 1. The presence of a legal, nonconforming use;
  - 2. Visual obstructions;
  - 3. Unusual building location on-site;
  - 4. Unusual building design, architectural style, or historic significance.

## **Article VI: Sign Maintenance and Abandoned Signs**

### **4.600 Maintaining Signs**

All signs must be maintained in the same condition as when the sign was installed. Normal wear and tear of aged signs shall be repaired when they detract from the visible quality of the sign.. When signs are repaired, they must be done so in a manner (paint colors shall match, etc.) that is consistent with the approved sign permit or DRC approval for the sign. When signs are removed, the wall behind the sign shall be repaired and painted to match the rest of the building wall.



### **4.610 Abandoned Signs**

Any sign, including its supporting structure, which no longer identifies the current occupant after a lapse of 60 days, shall be deemed an abandoned sign and shall be removed by the owner of the property on which it is located.

### **4.620 Unsafe Signs**

Any sign that in the opinion of the Chief Building Official is unsafe or insecure, shall be deemed an unsafe sign and shall be corrected or removed together with any supporting structure by the owner of the property on which the sign is located.

## **Article VII: Definitions**

As used in this Article, the following terms and phrases shall have the indicated meanings:

**“Design Review”** Refers to the Design Review process as defined in the El Dorado County General Plan, its amendments, Ordinances and Policies

**“DRC” or “Design Review Committee”** The Committee with the jurisdiction to perform Design Review, per the El Dorado County General Plan, its amendments, Ordinances and Policies. When these Sign Guidelines refer specifically to the DRC or Design Review Committee, review by the Committee is required.

**“Attention-getting device”** Any sign with moving parts, flashing lights, and/or neon colors, or signs incorporating pennants, streamers, large helium balloons or any similar visual device used for the purpose of drawing attention.

**“Banner Sign”** A flexible sign of lightweight fabric or similar material typically supported at two or more points and hung on a building or otherwise suspended down or across its face, or across a public right-of-way.

**“Building face”** The building face means the whole of a building visible in an elevation view, excluding sloped roof surfaces.

**“Commercial zone”** Commercial zone refers to all non-residential zones, regardless of how the property is actually used.

**“Frontage”** Frontage is the horizontal distance along a lot line adjacent to a public street, or the side of a lot adjacent to a public street.



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**“Height”** The height of a sign is the vertical distance from average grade (ground level) immediately below the sign to the top of the sign - including the support structure and any projecting design elements.

**“Illegal sign”** An illegal sign is any sign which does not meet the requirements of this code and which has not received legal, nonconforming status.

**“Non-conforming”** A non-conforming sign is a sign which was erected legally, but which does not now comply with these subsequently enacted Sign Guidelines.

**“Major Street Frontage”** A major street frontage is any major two-lane or larger road as defined in the County’s Transportation and Circulation Element.

**“Marquee”** Is a building element that is part of a permanent entryway or entry canopy and traditionally associated with theaters. A marquee sometimes includes a projecting vertical sign which may extend above the cornice line of a building. The design and allowable sign area for a marquee are determined by the DRC during their review of the proposed building and/or marquee.1500

**“Outdoor advertising display”** An outdoor advertising display is a sign, such as a billboard, that advertises a product or display

**“Premises”** Premises means a lot or series of lots under common ownership and/or developed together as a single development site, regardless of how many uses occupy the site.

**“Public entrance”** The public entrance is one or more places of entry to a premises that are accessible to the general public.

**“Prohibited”** Those signs and its attendant features which are inconsistent with Community Standards.

**“Roof sign”** A roof sign is any sign where any part of the sign is on or over any portion of any roof, eave, or parapet of a building or structure.

**“Sign”** A sign is any visual device or representation designed or used for the purpose of communicating a message or identifying or attracting attention to a premises, product, service, person, organization, business or event, with or without the use of words.

**“Sign area” or “area of sign”** The area of a sign is the number of square feet of the smallest rectangle within which an individual sign face can be enclosed.

**“Sign face”** The sign face is the visible portion of the sign, including all characters, symbols, and structural or nonstructural background (e.g. cabinet frame or painted border), but not including the base of a monument sign, or free standing sign.



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**“Storefront”** A storefront is a distinct architectural feature that is immediately accessible from a public sidewalk and consisting of window displays and entry doors to a one or more uses.

**“Temporary Sign”** A temporary sign is a sign that is temporary in nature and that is displayed for no more than 45 days in a row, or no more than 90 days within any 365 day period.

**“Tenant’s building face”** The tenant building face is that portion of the building face enclosing the area of the building occupied by the tenant. In multi-tenant buildings with interior tenant spaces, each tenant's building face shall be the proportionate share of the building face enclosing the area occupied by all tenants.

**“Window Display”** A window display is an arrangement of merchandise, including graphics and text that is displayed in a building window. Provided the display is located more than 12 inches back from the inside of the window the display is not considered a sign.

**“V sign”** A V sign is a sign consisting of two, essentially equal, sign faces positioned at an angle less than 180 degrees.

**End of Article 4 Sign Guidelines**



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