

FINDINGS

Design Review Revision DR-R19-0001/Holiday Market Signs Planning Commission/February 13, 2020

1.0 CEQA FINDINGS

- 1.1 The project, as proposed, is exempt from CEQA based on Section 15311 of the CEQA guidelines.

2.0 GENERAL PLAN FINDINGS

2.1 The project is consistent with General Plan Policy 2.2.5.2.

All applications for discretionary projects or permits including, but not limited to, General Plan amendments, zoning boundary amendments, tentative maps for major and minor land divisions, and special use permits shall be reviewed to determine consistency with the policies of the General Plan. No approvals shall be granted unless a finding is made that the project or permit is consistent with the General Plan.

Rationale: The project is mostly consistent with all applicable policies of the General Plan.

2.2 The project is consistent with General Plan Policy 2.7.1.1.

The Sign Ordinance shall include design review for signs within the foreground and background of the designated scenic corridors commensurate with the goal of scenic corridor viewshed protection.

Rationale: Acknowledged. The newly adopted sign ordinance has no viewshed protection as a part of the standards. The zoning is also silent on scenic corridor standards. However, the project has been reviewed in compliance with TRPA, Zoning and MAC sign standards. Furthermore, CALTRANS has no objection to the proposed sign package.

2.3 The project is consistent with General Plan Policy 2.7.1.2.

Existing billboards within designated scenic corridors shall be considered for removal or relocation out of the corridor in accordance with state and federal law.

Rationale: The signs advertising the off-site use at the adjacent Golf Course were considered for removal. The nonconforming pole-mounted sign will be removed as a part of the project. The nonconforming monument sign is proposed to remain as a legally-existing sign. If the use of the golf course property changes in the future, this nonconforming sign will be required to be removed. Findings regarding the Zoning Ordinance are below in section 3.0.

2.4 The project is consistent with General Plan Policy 2.10.1.1.

The County shall apply the standards of the Regional Plan for the Tahoe Basin and the Code of Ordinances and other land use regulations adopted by Tahoe Regional Planning Agency in acting on applications for proposed land uses in the Tahoe Basin.

Rationale: Required findings for consistency with the Regional Plan are made below in sections 4.0 and 5.0.

3.0 ZONING FINDINGS

3.1 The project is consistent with Title 130.36.

“This chapter does not apply to lands subject to the regulatory authority of the Tahoe Regional Planning Agency.”

Rationale: Findings have been made for consistency with the TRPA Code of Ordinances and the Meyers Area Plan as agreed to in the expanded Memorandum of Understanding.

4.0 TRPA CODE OF ORDINANCES FINDINGS

4.1 The project is consistent with TRPA Code of Ordinances Chapter 38.8.1.

Chapter 38.8.1 limits building signs within Commercial and Public Service Plan Areas to “one square foot of building sign area for each one lineal foot of building frontage, up to a maximum of 40 square feet of sign area per building frontage. Maximum height of building signs shall be 15 feet above grade, with a maximum of four building signs permitted per primary use.

Rational: The Holiday Market has a single building frontage, defined by TRPA as “The two-dimensional surface area of a building found within the perimeter bounded by the finished grade line, the cornice line, and exterior side walls in one plane, not including intermediate walls perpendicular to such surface area, and containing a door or other entrance open to the public which faces a street.”

The proposed building frontage sign A (Exhibit G) is at a max height of 13.16 feet to the top of the tallest portion of the sign and is proposed to be 40 square feet which is consistent with Chapter 38.

The proposed second building sign D (Exhibit J) on the east wall is above the max height of 15 feet to the top of the tallest portion of the sign and is proposed to be 39.7 square feet. This sign is not consistent with Chapter 38 because it is not located on a building frontage as defined by the TRPA Code of Ordinances (i.e. there is no entrance open to the public). This sign also exceeds the height and size limits.

4.2 The project is consistent with TRPA Chapter 38.8.2.B.

Chapter 38.8.2.B limits multiple freestanding signs per project area if:

1. The street frontage of the project area is greater than 300 feet in length;
2. The project area has more than one major entry point;
3. The freestanding signs face different streets or are at least 1,000 feet apart; and
4. The distance between the freestanding signs is at least 100 feet.

Rational: Findings for items 1, 2 and 4 can be made. The site exceeds 650 feet in street frontage length with three entry points. The two existing freestanding sign sites are located 100 feet apart. Findings for item 3 cannot be made however, the County Zoning Ordinance 130.36.020.B.9 allows for a sign in this specific situation: “off-site commercial directional signs on private property within the designated rural areas of the County, for establishments that are not directly abutting County roads.” The golf course lacks egress directly from Highway 50 and has an existing parking lot, egress, and sign easement agreement with North State Grocery, Inc (Exhibit K), therefore findings can be made to allow for item 3 as proposed. The proposed sign package also proposes to remove one of the two golf course signs (removing the pole sign B and retaining the monument sign E which further brings the project area into conformance.

Sign C (Exhibit I) is proposed to be a change in copy only to remove the Lira’s Market copy and replace it with Holiday Market copy. This proposed change to monument sign C (Exhibit I) would typically be exempt in compliance with Title 130.36.080.A.1. This sign was reviewed and approved under TRPA permit 200704 and El Dorado County Design Review permit 99-0004 and was installed with El Dorado County Building permit 129052 in compliance with the standards of the time.

5.0 MEYERS AREA PLAN FINDINGS

5.1 The project is consistent with the Meyers Area Plan Substitute standards in the Design Standards (B.6):

“Freestanding Sign Area. The maximum allowable area of freestanding signs for project areas adjacent to the US 50 ROW is fifty (50) square feet for signs within 100 feet of the US 50 ROW. Freestanding signs located greater than 100 feet from the US 50 centerline may be up to seventy five (75) square feet in size [replaces subsection 38.8.2.C, Freestanding Sign Area for project areas adjacent to US 50].”

Rationale: The freestanding Holiday Market sign C (Exhibit I) will be 42.25 square feet in size and is externally illuminated. The freestanding Tahoe Paradise Golf Course sign is approximately 50 square feet and is not illuminated.

5.2 **The project is consistent with the Meyers Area Plan Substitute standards in the Design Guidelines (C.5 a,b,d,e):**

a. Freestanding Signs. Freestanding signs should be set on a monument base which is stone, has a natural stone or wood veneer, or another material that closely resembles wood or stone. Freestanding signs placed on a single pole should not be used. The sign face should be constructed of materials that resemble wood, metal, stone, or are otherwise consistent with the natural, historic, or outdoor recreation themes of Meyers. Neon tubing should be used sparingly as an accent, or not at all. Reflective surfaces on signs, such as 3M Scotchlite reflective sheeting, are inappropriate and not permitted by the substitute standards. Freestanding signs should not be placed in areas which will be obscured from vision by stored or plowed snow. If necessary, locate or relocate the sign in places where any accumulated snow can easily be cleared. A snow storage plan may be needed to optimize snow plowing operations, snow storage areas and sign visibility

Rationale: Both free standing signs are constructed of natural materials (wood) and are consistent with the natural, historic, or outdoor recreation themes of Meyers. No neon tubing is proposed nor is 3M Scotchlite reflective sheeting. The existing monument sign E advertising the Golf Course is of a plastic material but is not reflective. This sign is also not proposed to change copy. The freestanding sign C (Exhibit I) for Holiday Market is proposed to be a change of copy and will be made out of sandblasted Red Cedar.

b. Building Signs. Building signs should be constructed of materials that resemble wood, metal, stone, or are otherwise consistent with the natural, historic, or outdoor recreation themes of Meyers. Individual or channelume letters may be used. Plastic or plexiglass faced signs should not be used. Neon tubing should be used sparingly as an accent, or not at all. Building signs should complement the building's architecture and should be integrated into its design. Reflective surfaces on signs, such as 3M Scotchlite reflective sheeting, are inappropriate and not permitted by the substitute standards.

Rational: The façade building sign A (Exhibit G) will be constructed of channelume letters and located within the existing architectural feature of the covered entrance. While the wall signs are proposed to be internally illuminated, they are compliant with the TRPA Regional Plan for the Lake Tahoe Basin, Design Review Guidelines appendix E - Pantone Colors for Internally Illuminated Signs (Exhibit L). Signage material is 3M 3630 Scotcal graphic film and has a matte surface finish and will be installed with an additional diffuser film to reduce the light transmission.

d. Freestanding Sign Location and Snow Removal. Given the amount of snow that falls in Meyers, special attention should be paid to the location of freestanding signs. Generally, freestanding signs should be located in places where they can easily be cleared of snow. Recommended locations include adjacent to driveways, within driveway landscaped medians or near walkways. They should be placed near an area which is regularly shoveled so the area around the sign can also be shoveled. Two additional recommended

locations area: on an island within a storm water detention basin (use negative space to ensure visibility); or set far enough away from snow storage areas to remain visible (e.g., Tahoe Paradise Winter Sports Center sign). If used, detention basins should be adequately sized to account for the change in storage volume taken up by the island. Snow storage areas should not be located in front of freestanding signs where the sign's visibility would be impaired.

Rationale: The parking lot is being resurfaced and additional water retention and landscaping features are being included under separate Building Permit number 309349. Included in that permit is a snow storage area away from the location of these signs.

e. Sign Lighting. Signs should generally be externally lit from above the tip of the sign. External light sources should light the sign only and should incorporate a cone or cutoff-type shield to direct the light beam at the sign.

Rationale: TRPA Code of Ordinances, 38.4.2 "Opaque background for Internally Illuminated Signs" states:

"The background of all internally illuminated signs shall either be of an opaque material that does not transmit light or shall be of a dark color. This standard shall not apply to signs constructed entirely of neon tubing. Dark colors that meet this standard are listed in Appendix E of the Design Review Guidelines Manual."

The Design Review Guidelines Manual list of approved Pantone colors (Exhibit L) is included. The sign is proposed to use a dark green (approved pantone color 187) letters and a red apple (pantone color 349) with white leaves.