



Sign Ordinance Update and Cameron Park Sign Standards

(Zoning Ordinance Chapter 130.36)

Planning Commission Hearing



JUNE 12, 2025

Project Objectives

Expand maximum size allowances for signs associated with commercial development

Update consistent with current law

Create sign standards for the Cameron Park Community Region

Clarify permitting and enforcement requirements for offsite subdivision signs

Clarify permitting process, review authority, and procedures for community sign programs

Key Proposed Ordinance Revisions

Topic	Discussion/Revisions
Content and Applicability (Section 130.36.010)	Clarified the applicability of the ordinance in the Tahoe Basin
General Sign Requirements (Section 130.36.020)	Proposed minor amendments for internal consistency with other chapters of Title 130 and revisions to Chapter 130.36
Exemptions (Section 130.36.030)	Revised for clarity and proposed revisions to Chapter 130.36
Temporary Signs (Section 130.36.050)	Added language on A-frame signs to allow year-round within certain locations

Key Proposed Ordinance Revisions

Topic	Discussion/Revisions
Community Sign Programs (Section 130.36.060)	Added a Design Review Permit requirement for new community sign programs and provided new or clarified requirements for each sign type allowed under a community sign program
Sign Development and Design Standards (Section 130.36.070)	<ul style="list-style-type: none">• Added minor clarifications for ease of use• Updated enforcement provisions• Clarified requirements for U.S. Highway 50-oriented signs to include all onsite signs designed for visibility from U.S. Highway 50
Community Region Sign Standards for Permanent Onsite Signs – Commercial Zones (Table 130.36.070.1b)	Expanded sign size allowances consistent with Board direction

Key Proposed Ordinance Revisions

Topic	Discussion/Revisions
Community Region Sign Standards for Permanent Onsite Signs - Miscellaneous Zones (Table 130.36.070.1.d)	Based on multiple Community Services District requests: <ul style="list-style-type: none">• Expanded freestanding sign sizes for Recreational Facility Zones• Added new sign category for Specific Plan Zones to provide objective sign standards for lands in Specific Plans where objective sign standards have not been adopted
Permit Requirements and Review Procedures (Section 130.36.080 and Table 130.36.080.1)	Updated permit types and review procedures for consistency with current law and provided clarification

Revised Permit Requirements/Review Procedures (Section 130.36.080)

Permit Type	Review Procedure
Planned Development (PD) Permit	<ul style="list-style-type: none">• PD Permit required for all new Uniform Sign Programs (USP)• A USP is required for signs for integrated developments of three or more tenants/uses that share structures, public spaces, landscape, or parking facilities
Design Review Permit (DRP)	<ul style="list-style-type: none">• Required for U.S. Highway 50 oriented signs• Required for all new or modified community sign programs
Administrative Permit (A)	Required for: <ul style="list-style-type: none">• Offsite subdivision signs• New freestanding or building attached signs• Signs on public property
Variance (V)	Required for individual signs not approved as part of a USP that deviate from development standards in Chapter 130.36

Board Direction from Workshop

- 1. Explore amortization, relocation, or renegotiation for billboards; and create an Ad Hoc Committee to explore options for addressing signage that is inconsistent with standards**

The Board created a Signage Ad Hoc Committee

- 2. Explore reducing the enlargement period for temporary non-commercial signs from 90 days to 60 days**

Ordinance updated to reduce display period from 90 to 60 days (Section 130.36.030.B.10.b)

- 3. Define “DISM” (Design Improvements Standards Manual) in the ordinance**

Definition of the DISM added to ordinance (Chapter 130.36)

- 4. Consider a financial security component for the removal of temporary signs**

Staff found this infeasible due to legal and enforcement challenges; Code Enforcement will implement streamlined abatement and cost recovery

- 5. Not consider the night-time shut off and gas tube lighting ban for Cameron Park**

These proposed restrictions were removed from the draft Cameron Park Sign Standards

Signage Ad Hoc Committee Recommendation

- Ad Hoc Committee recommended prohibiting digital signs with two exceptions:
 - Relocated digital billboards on County property tied to billboard removal/consolidation
 - Digital signs for municipalities for public messaging
- Goal: Preserve rural character and enhance visual aesthetics

Key Provisions of Draft Cameron Park Sign Standards



Topic	Discussion
Purpose and Applicability (Section 010)	Purpose: <ul style="list-style-type: none">• Ensure quality design and aesthetics• Protect/Preserve visual resources in the community• Promote signs that enhance the built environment
Purpose and Applicability (Section 010)	Applicability: <ul style="list-style-type: none">• Would supersede County sign standards where indicated• Defers to Chapter 130.36 for the remaining regulations
Temporary Signs (Section 050)	"A-Frame" signs are limited to six square feet and must be located within five feet of a building entrance
Sign Development and Design Standards (Section 070)	<ul style="list-style-type: none">• Internally illuminated signs shall use non-reflective materials/finishes• Location, size, and maximum number of allowed signs

Key Provisions of Draft Cameron Park Sign Standards



Topic	Discussion
Flag Standards (Section 070.F.6)	<ul style="list-style-type: none">• Located outside rights-of-way• One flagpole/50 feet of building façade• Maximum flag sizes based on pole height• Roof mounted flagpoles prohibited in non-residential zones
Permit Requirements and Review Procedures (Section 080)	Cameron Park Design Review Committee (DRC) to review and provide a consistency determination for all signs associated with Design Review or Development Plan permits
Prohibited Signs (Section 090)	List of prohibited sign types in the Cameron Park Community Region
Definitions (Section 120)	Defines specialized terms/phrases as used in the Cameron Park Sign Standards

Staff Recommendation

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 the related Cameron Park Sign Standards, and these new or amended documents 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) and the draft Cameron Park Sign Standards as presented, based on the Findings in Attachment B and guidance from the Commission and Board, and
3. Consider the recommendation of the Board's Signage Ad Hoc Committee and recommend the Board make additional amendments to Chapter 130.36 regarding digital signs as warranted based on additional research by staff.

Anticipated Project Timeline

Next Step	Anticipated Timeline
Planning Commission Hearing	June 12, 2025
Board of Supervisors Hearing	August 2025
Estimated Ordinance Effective Date	September 2025



Questions & Comments

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