

## APPELLANT'S POSITION

S11-0005

### Processing History

- A. 4-4-11: Project submitted. Application was for off-premise signs for both commercial and noncommercial purposes.
- B. 4-29-11: Application found by County to be complete.
- C. 6-6-11: TAC meeting held. No negative comments, conditions of approval discussed, no hearing date scheduled, no CEQA determination made; no discussion re need for Initial Study. No Initial Study done within 30 days as required by state law.
- D. 7-19-11: County changes its website for my project from "Determination: Negative Declaration" to "Determination: Categorical Exempt." Stayed that way until January 9, 2012—almost 6 months.
- E. 9-15-11 Applicant gives Staff notice he is going to publish notice under Permit Streamlining Act if Staff does not set hearing date.
- F. 9-26-11: Approximate date Draft Staff Reports circulated. Dyana Anderly issues email to Roger Trout [9-27-11] complaining that he's prepared to recommend approval of two of the signs and categorically exempt them from CEQA. [ 12:0380.J.57, 61] Applicant had received no information from Staff re content of draft Staff Reports.
- G. 10-3-11 Cameron Park DRC *without notice* moves public meeting from 6:30 pm to early afternoon. Attendees included John Knight. Billboard discussion took place. Applicant and another member of public appeared at 6:30 pm to participate but doors locked.
- H. 10-30-11 Expiration of 6 month period to "adopt" Negative Declaration under Public Resources Code / Code of Regulations, if Negative Dec. Prepared.
- I. 10-31-11 Applicant publishes and mails Notice of Deemed Approval re applications per mailing matrix provided by County Surveyor.
- J. 11-6-11 County receives "Objection to Deemed Approved" by Honda Dealership Owner.
- K. 11-28-11 Anderly continues to grind at Staff re CEQA and pressure Staff re approval of signs.
- L. 12-2-11 to 12-8-11 Staff discusses Deemed Approved issue and Roger wants to impose additional conditions if County approves applications. ***Still Applicant has never been included in any discussion about projects, changing them, addressing County concerns, etc..***

- M. 12-21-11 Staff discussion with County Counsel results in Staff indicating it would not proceed through mitigated negative declaration instead of CEQA exemption.
- N. 12-30-11 No hearing held within 60 days of Applicant's "notice" dated 10-31-11. On this date County's website still showed "CEQA Determination: Categorically Exempt."
- O. 1-9-12 Staff publishes a "Notice of Decision" re Applicant's projects. Not clear what "decision" was made. Anderly asked Aaron Mount in email, in substance, "what decision am I appealing? Mount offers to waive the appeal fees for Anderly if she appeals.
- P. 1-19-12 After 9 months, Staff issues Initial Study / Negative Declaration. At page 17 of each, Staff concludes projects not inconsistent with any land use ordinance, regulation, or policy of general plan.
- Q. 1-25-12 Staff Reports issued
- R. 2-9-12 Planning Commission Hearing.
- S. 2-23-12 Continued PC hearing re S11-0006.
- T. 2-28-12 Appeals filed.

### **APPLICANT'S POSITION**

Introduction: On September 13, 2011 at a Board of Supervisor's Meeting, Planning Director and Zoning Administrator, Roger Trout, informed this Board that the General Plan does not prohibit off-premise signs except in the Scenic Corridor; that applicant's signs were not in the Scenic Corridor, and that while the General Plan encourages County to be sensitive to scenic views, applicant's signs are west of these sensitive areas.

Applicant's position on all three signs is that (1) they are allowed by ordinance in the zone, location, and at the proposed height [17.16.120]; (2) there is no size restriction for off-premise signs in any County Ordinance or General Plan Policy and thus absent local statutory regulation, State law controls; (3) the size is well below the maximum height allowed by law AND State of California DOT has issued letters indicating the signs conform to state law; (4) there are no general plan policies directly applicable that prohibit sign location, size, or display; (5) County / Planning have repeatedly concluded that in the absence of a specific prohibition, consistency is implied. (6) Much of the negative information presented by Staff and public regarding the signs is inaccurate and not the subject for consideration by Zoning Administrator. (7) the Zoning Administrator is the only person empowered to make the General Plan consistency comparison and therefore Planning Commission exceeded its power in rejecting Staff's conclusion; (8) the entire SUP process, both substantively and procedurally (including many of County's Code Sections), was and is unconstitutional under the First Amendment and 14<sup>th</sup> Amendment of U. S. Constitution and unconstitutional under California Constitution; (9) the Findings are not supported by the evidence; (10) no consideration given to the

noncommercial aspect of signs; (11) the entire process included violations of the Brown Act, collusion between public employees and local citizens, and misrepresentations designed to impair applicant's right to speak on commercial and noncommercial matters; (12) the projects were deemed approved and applicant followed the proper procedure and relied upon County's published CEQA exemptions.

I. Planning Commission lacked jurisdiction to hear "appeal" of a "deemed approved" permit applications.

1. The Notice of Decision issued by County states "no decision" was made then later claims the deemed "approval" of the SUP is appealable. So, what "decision" was the subject of Anderly et. als' appeal? The Board needs to address this issue so there's a clear understanding of what "decision" was appealed.
2. The only possible "decision" would be the "deemed approval" of the SUP. Per the SUP provisions, either Zoning Administrator or Planning Commission has original jurisdiction to approve or deny an application. Section 17.22.510. Any appeal from action taken by the Zoning Administrator or Planning Commission has to be heard by the BOS. See 17.22.220 (2). In this case while no "action" was affirmatively taken by either, effectively applicant's applications were allegedly "deemed approved" based on inaction by the Zoning Administrator or Planning Commission. The Planning Director has no approval authority for any aspect of these applications. In either case, appeal could only be heard by BOS. Therefore Planning Commission had no jurisdiction to "uphold" the appeals by Anderly, Ricketts, etc. and its decision must be overturned.

II. Jurisdiction of County to hear "appeal" of a deemed approved project.

1. There is no appeal power for a deemed approved project. A project deemed approved under the state law is no longer subject to local control. In Ciani v. San Diego Trust & Savings Bank (1991) 233 Cal.App.3d 1604, 1613-1614 the Court stated:

"We hold that a 'deemed approved' permit is a permit which bears all the legal entitlements of a tangible permit issued by the agency....the tardy issuance of a paper permit by the agency which has been too long delayed in its original obligation should have no effect upon the prior operative date of the permit acquired by operation of law." Ciani at 1614.

III. Deemed Approved.

1. Assuming jurisdiction existed, Planning Commission never even asked one question of staff regarding the deemed approval issue. Planning never asked if Staff had ever indicated projects were recommended / determined

- to be categorically exempt.
2. County represented on its website the projects were categorically exempt. I advised County I would be sending notice as required by the Government Code. More than 60 days after County represented the projects were categorically exempt I mailed and published “notice.” The notice complied with the Government Code and is in the record. No decision by County was ever made within 60 days of October 31, 2011. Therefore the projects are deemed approved.
  3. Staff’s “Response” to this claim is that County “disputes that the Permit Streamlining Act timelines were exceeded and disputes that appropriate notice was given to the public.....” However neither at Planning Commission or here does Staff provided any *evidence* or *facts* to support this contention. No explanation is given as a basis for Staff’s conclusions. Conclusions without “facts” do not amount to substantial evidence sufficient to support either upholding Anderly’s appeal at Planning Commission or denial of my appeal herein.
  4. I cannot depart this issue by drawing the Board’s attention to the Record, 12:0380.J.57 which is Dyana Anderley’s 6 page letter to Roger Trout sent on September 27, 2011. In the first paragraph Anderly indicates some knowledge that Roger Trout planned to “recommend approval.....and “to find that the projects are categorically exempt from CEQA.” How could Anderly have this information when I was kept in the dark by Staff. Worse, at 12:0380.J.61 (near bottom), Anderly states, “Your staff informs me that two of the billboards are exempt from CEQA per 15061(b)(3)....” Again, as my elected officials, how can this Board countenance the fact that a member of the public is receiving detailed information on my projects from “staff” when I am getting no communication, and in fact Aaron Mount had sent me an email in October 2011 stating the content of staff reports had not been disclosed to the public.
  5. County is in this mess because it paid more attention to a retired and ill-thinking “fellow” planner that it did to the rules which govern our County.
- IV. Planning Commission’s determination to reject the Negative Declarations was without substantial factual evidence.
1. These projects were originally classified as categorically exempt from CEQA. Someone on this Board should ask Staff if these projects were ever considered Categorical Exempt and why that was changed in January 2012.
  2. Other than testimony of public, Planning Commission received no *evidence* to support a “fair argument” that a sign structure required an EIR. Bowman v. City of Berkeley (2004) 122 Cal.App.4th 572; San Diego Navy Broadway Complex Coalition v. City of San Diego (2010) 185 Cal.App.4th

924. [14 story building categorically exempt upheld]; See 3<sup>rd</sup> District Case, Clover Valley Foundation v. City of Rocklin (2011) 197 Cal.App.4th 200.

3. The aesthetic aspect of these signs are no more significant than any other project. If a property owner could build a 50' high building on these same sites without a use permit (and therefore without a CEQA determination) and create the exact same visual impact as County / citizens claim the signs would create, there is no CEQA issue.
4. BOS should find these projects were Cat. Exempt or Adopt Neg. Decl.

V. Findings by Planning Commission are erroneous.

1. **Planning Services recommended approval of all three projects to Planning Commission. It becomes remarkable that now that same Department is recommending denial.** Someone on the BOS should ask the question: Why is Staff's position different from what it was 45 days ago? Second, under Ordinance 17.16.120 the Zoning Administrator, *not Planning Commission*, is supposed to make the General Plan consistency evaluation. When Planning Commission trumped Trout's determination, it exceeded its authority—which was limited to the remaining elements of the SUP Findings.
2. It appears the Planning Commission's primary rationale for finding General Plan inconsistency is its "interpretation" of General Plan Policy 2.6.1.3. In Finding 1.1 Planning Commission erroneously identifies the project as having "a significant effect on one of the scenic vistas analyzed in the EIR for the General Plan."
  - A. First, the project does not impact a scenic vista; nor does the project impact any important viewing point identified on Table 5.3-1 of the Draft EIR. Planning Commission's conclusion on this point was clearly erroneous and not supported by any evidence. This project is nestled well below any view of the Crystal Range and blocks nothing.
  - B. Even though this project *does not impact* any scenic viewpoint identified on Table 5.3.-1, for the sake of argument, only, Policy 2.6.1.3 nowhere states that every project within a corridor identified on "Table 5.3-1" is inconsistent with the General Plan or prohibited. When considering appropriate language for 2.6.1.3, the Board of Supervisors *expressly rejected* language that required that projects in areas listed on Table 5.3-1 be reviewed as if they were in Scenic Corridors. Instead County approved language that only required "design review" of such projects. Planning Commission has failed to identify "design review" guidelines for scenic viewpoints that render the project inconsistent with Policy 2.6.1.3. Staff concluded

this project was consistent with the General Plan policies. County Staff Reports never say, one way or another, whether Staff analyzed the project, as applied for, for consistency with the General Plan. Instead, Staff simply applied a smaller sign standard and found the signs were consistent. Planning Commission disagreed-- but without any evidence except “public testimony” much of which focused on content.

- C. The Negative Declaration, however, did analyze the project “as proposed” by applicant. At page 17, Paragraph b the Report concludes **there is no inconsistency with any land use policy, regulation, or ordinance**. As this County has stated repeatedly in other land use projects, the “absence of a specific prohibition in the General Plan implies consistency.” If true, how can Planning Commission find an inconsistency?
- D. It should be noted that Policy 2.6.1.5 expressly contemplates commercial development near interchanges along Highway 50 and thus this project does not conflict with that Policy either.
- E. Planning Commission’s Finding No. 1 is erroneous because the fundamental notion is that anything built along Highway 50 that reaches 50 feet in height and potentially blocks (even momentarily) any portion of the Crystal Range is inconsistent with the General Plan. Yet in the Commercial zone there are many different uses that are allowed as a *matter of right* [Section 17.32.180] which include office buildings, eating establishments, Community Care Facilities, and Health Facilities, all of which can be built up to 50' in height [Section 17.32.040E], and all of which can post signage on the building wall up to 20% of the square footage of the total area of the wall. [17.16.030] So a fifty foot high building that is 80' long could have signage of 800 sq. ft. in the exact same location as this project— *as a matter of right*. Applicant fails to see how Planning Commission’s “interpretation” of Policy 2.6.1.3 can be reconciled with the fact that another building with greater signage that blocks the exact same viewpoint (regardless of whether it’s inside or outside a scenic viewpoint) is allowed by right.<sup>1</sup> In other words, even accepting Planning Commission’s conclusion that a viewpoint is implicated, how would applicant’s project adversely affect a scenic viewpoint as identified on Table 5.3-1 any more than a “use”

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<sup>1</sup> Should Staff claim Planning Commission has review power under Section 17.14.130, Staff is mistaken because such review is limited to architectural review (*not* “use” authority).

allowed by right in the exact same location?

3. Planning Commission's Finding No. 2 fares no better. As this Board should know by now, discretionary findings like this one have been rejected as unconstitutional as applied to expression both federally and under state law.
  - A. First, the project is not located in a rural setting. The Community Corridor is a designation under the General Plan to reference more urbanized areas. The Community Corridor includes Shingle Springs. It would be inconsistent with the General Plan for any hearing body to "find" that Shingle Springs is anything other than a Community Region under General Plan Objective 2.1.1, and Policy 2.1.1.1 and 2.1.1.2 (areas appropriate for highest intensity of....urban type development).
  - B. Second, Policy 2.1.1.3 expressly authorizes mixed use both vertically and horizontally. Therefore development in the Community Corridor contemplates higher structures.
  - C. Planning Commission cannot seriously contend the steel structure is inconsistent with the General Plan because there is no policy in the General Plan addressing this issue. There are literally hundreds and hundreds of similar structures county-wide, including the looming Honda sign that was approved by this County. Staff has previously advised Planning Commission that "Generally in the past, the Planning Commission has approved larger freestanding pole signs for multi-tenant shopping centers." Thus it's foolish to say these signs present a "look" inconsistent with County standards.
  - D. *Planning received no evidence the proposed sign blocks any existing business.* The sign does not. And even if it did, if applicant / property owner could build a building the same height as a matter of right, a sign as opposed to a building could not reasonably be "detrimental to the public health....." This same point applies to all of the reasons in PC's Finding No. 2.
  
4. Ironically, the Planning Commission concluded Finding No. 3 can be made: that "the architectural and general appearance....be in keeping with the character of the neighborhood, not to be detrimental to the orderly and harmonious development of the county, and not impair the desirability of investment or occupation in the neighborhood."
  - A. If this project is not detrimental to the harmonious development of the county, how can it be inconsistent with the General Plan?

VI. Fee waiver.

1. Staff's response to Applicant's Fee Waiver is perhaps a fitting end to this travesty of contradiction. Staff claims no fee waiver is allowed by Ordinance. Yet Staff invited Dyana Anderly to submit her appeals to the Planning Commission, and by email dated January 9, 2012 from Aaron Mount to Dyana Anderly, Mount states, "There will be no fee required for submittal (sic) of the appeal." No fee waiver was discussed at the Planning Commission hearing re Anderly's appeals and her fee waiver was not an agenda items.
2. How ludicrous is this County? After delaying my projects for 10 months, consorting with Anderly during the whole process; either lying or misrepresenting the CEQA determination; after claiming impartiality but manipulating staff reports; after concluding my projects are not inconsistent with the General Plan but now recommending denial of my appeals; after Staff offered to waive appeals fees for Dyana Anderly to oppose my projects but now claims no statutory basis to waive the appeal fees I must pay; can anybody really believe this County is acting appropriately?
3. Second, the appeal fees for an applicant are 5 times more than a non-applicant. What is the justification for this seemingly denial of equal protection involving a fundamental interest {Right to Petition Government re Grievances]?
4. At a very minimum Staff's position demonstrates a preference for certain speakers whose position Staff prefers over my speech and constitutional rights.

**CONCLUSION**

The Application was properly submitted. The project is consistent (either expressly or by implication) with the General Plan, and not in violation of any County Ordinance, Regulation, or stated policy. The appeals should be granted, the applications approved without condition except compliance with the ED County Code and Building requirements, either with Negative Declarations, or Deemed Approved with Categorical Exemption. The appeal fees should be waived.

Dated: March 21, 2012

  
John David Pereira



Potentially Significant Impact	Potentially Significant Unless Mitigation Incorporation	Less Than Significant Impact	No Impact
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<b>X. LAND USE PLANNING.</b> <i>Would the project:</i>			
a. Physically divide an established community?			X
b. Conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to, the general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect?			X
c. Conflict with any applicable habitat conservation plan or natural community conservation plan?			X

**Discussion:** A substantial adverse effect on Land Use would occur if the implementation of the project would:

- Result in the conversion of Prime Farmland as defined by the State Department of Conservation;
- Result in conversion of land that either contains choice soils or which the County Agricultural Commission has identified as suitable for sustained grazing, provided that such lands were not assigned urban or other nonagricultural use in the Land Use Map;
- Result in conversion of undeveloped open space to more intensive land uses;
- Result in a use substantially incompatible with the existing surrounding land uses; or
- Conflict with adopted environmental plans, policies, and goals of the community.

a. **Established Community:** The project site is undeveloped; however the adjoining parcels are developed with commercial-type uses. The proposed project would not physically divide an established community. There would be no impact.

b. **Land Use Consistency:** Application for an off-premise sign is specifically allowed subject to approval of a Special Use Permit pursuant to Section 17.16.120, following the procedures set forth in Chapter 17.22. General Plan policies also allow for off-premise signs of the proposed size and location to be considered subject to a finding of consistency with General Plan policies about size, aesthetics, and visual resources. Special Use Permit approval requires the decision makers to make findings based on the size; location; general plan consistency; and the finding that it would not be detrimental to the public health, safety and welfare, or injurious to the neighborhood. If these findings can be made there is no conflict with any applicable land use plan, policy, or regulation. See the staff report for the factors the decision makers will be weighing to approve, conditionally approve, or deny the off-premise sign. **As proposed there is no impact because there is no inherent conflict with any applicable land use plan, policy, or regulation.**

c. **Habitat Conservation Plan:** The proposed project is not located in an area covered by a Habitat Conservation Plan (HCP) or a Natural Community Conservation Plan (NCCP). No impacts would be anticipated.

**FINDING:** The proposed use of the land would be consistent with the zoning and the General Plan with the issuance of a Special Use Permit. There would be potentially significant impacts from the project due to a conflict with the General Plan or zoning designations for use of the property. As conditioned and with strict adherence to County Code, no significant impacts are expected. For this "Land Use" category, the thresholds of significance are not anticipated to be exceeded.

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**APPLICATION STATUS**

Friday, December 23, 2011 6:31:39 AM



<b>Project</b>	<b>S 11 0004 - SUNSET LANE BILLBOARD SIGN</b>		
<b>Project Type</b>	SPECIAL USE PERMIT	<b>Status:</b> <a href="#">[Definitions]</a>	PROCESSING
<b>Planner</b>	<u>AARON MOUNT</u>	<b>District Supervisor:</b>	RON BRIGGS
<b>Plan Area</b>	SHINGLE SPRINGS	<b>CEQA Determination:</b>	<b>CEQA Exempt</b>
<b>Number of Lots</b>		<b>Vicinity Map:</b>	Not Available at this time
<b>Project Description</b>	REQUEST FOR A 14' X 48' LIGHTED BILLBOARD-TYPE SIGN ADJACENT TO US HIGHWAY 50. THE PROJECT IS LOCATED ON THE NORTH SIDE OF SUNSET LANE, 600 FEET EAST OF THE INTERSECTION WITH MOTHER LODE DRIVE IN THE SHINGLE SPRINGS AREA, APN 090-430-09.		
<b>Project Location</b>	ON THE N SIDE OF SUNSET LANE 600 FEET E OF THE INTERSECTION WITH MOTHER LODE DRIVE IN THE SHINGLE SPRINGS AREA.		
<b>Situs</b>	4241 SUNSET LN		
<b>APN(s)</b>	090-430-09-100		
<b>Related Projects</b>			
<b>Related Documents:</b>			

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## APPLICATION STATUS

Friday, December 23, 2011 6:31:54 AM

~~Submit Application~~  
~~List of Projects~~

<b>Project</b>	<b>S 11 0005 - MOTHER LODE DRIVE BILLBOARD</b>		
<b>Project Type</b>	SPECIAL USE PERMIT	<b>Status:</b> <a href="#">[Definitions]</a>	PROCESSING
<b>Planner</b>	<u>AARON MOUNT</u>	<b>District Supervisor:</b>	RON BRIGGS
<b>Plan Area</b>	SHINGLE SPRINGS	<b>CEQA Determination:</b>	<b>CEQA Exempt</b>
<b>Number of Lots</b>		<b>Vicinity Map:</b>	Not Available at this time
<b>Project Description</b>	REQUEST FOR A 14' X 48' LIGHTED BILLBOARD-TYPE SIGN ADJACENT TO US HIGHWAY 50. THE PROJECT IS LOCATED ON THE NORTH SIDE OF MOTHER LODE DRIVE, 1000 FEET EAST OF THE INTERSECTION WITH PONDEROSA ROAD IN THE SHINGLE SPRINGS AREA, APN 090-430-15.		
<b>Project Location</b>	ON THE N SIDE OF MOTHER LODE DR 1000 FT E OF THE INTERSECTION WITH PONDEROSA RD IN THE SHINGLE SPRINGS AREA.		
<b>Situs</b>	4081 MOTHER LODE DR		
<b>APN(s)</b>	090-430-15-100		
<b>Related Projects</b>			
<b>Related Documents:</b>			

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**APPLICATION STATUS**

Friday, December 23, 2011 6:31:54 AM

**Salinas Area  
Office of Planning**

<b>Project</b>	<b>S 11 0005 - MOTHER LODE DRIVE BILLBOARD</b>		
<b>Project Type</b>	SPECIAL USE PERMIT	<b>Status:</b> <a href="#">[Definitions]</a>	PROCESSING
<b>Planner</b>	<u>AARON MOUNT</u>	<b>District Supervisor:</b>	RON BRIGGS
<b>Plan Area</b>	SHINGLE SPRINGS	<b>CEQA Determination:</b>	<b>CEQA Exempt</b>
<b>Number of Lots</b>		<b>Vicinity Map:</b>	Not Available at this time
<b>Project Description</b>	REQUEST FOR A 14' X 48' LIGHTED BILLBOARD-TYPE SIGN ADJACENT TO US HIGHWAY 50. THE PROJECT IS LOCATED ON THE NORTH SIDE OF MOTHER LODE DRIVE, 1000 FEET EAST OF THE INTERSECTION WITH PONDEROSA ROAD IN THE SHINGLE SPRINGS AREA, APN 090-430-15.		
<b>Project Location</b>	ON THE N SIDE OF MOTHER LODE DR 1000 FT E OF THE INTERSECTION WITH PONDEROSA RD IN THE SHINGLE SPRINGS AREA.		
<b>Situs</b>	4081 MOTHER LODE DR		
<b>APN(s)</b>	090-430-15-100		
<b>Related Projects</b>			
<b>Related Documents:</b>			

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## ATTACHMENT 2 FINDINGS

File Number S02-0015R  
Zoning Administrator  
Hearing Date: July 2, 2008

Based on the review of this project by staff and affected agencies, and supported by discussion in the staff report and evidence in the record, the following findings can be made:

### FINDINGS FOR APPROVAL

#### 1 CEQA FINDING

1 This project has been found to be Categorical Exempt from the requirements of CEQA pursuant to Section 15303 of the CEQA Guidelines pursuant to which states that "construction and location of limited numbers of new, small facilities or structures" are exempt from further environmental review.

#### 0 SPECIAL USE PERMIT FINDINGS

1 **The issuance of the permit is consistent with the General Plan;**

There are no specific policies that apply directly to the proposed Special Use Permit revision; however, the absence of any policy that would restrict or prohibit the use implies consistency, provided the required findings of Chapter 17.22, Special Use Permits, of the Zoning Code can be made.

2 **The proposed use would not be detrimental to the public health, safety and welfare, or injurious to the neighborhood;**

The proposed free standing sign will comply with the Development Standards of the CP Zone and will comply with the signage requirements of the Zoning Ordinance. The proposed Special Use Permit revision has been found to comply with the requirements of Chapter 17.22, Special Use Permits, and the proposed use is not considered detrimental to the public health, safety and welfare, nor injurious to the neighborhood, based on the conclusions contained in the staff report.

3 **The proposed use is specifically permitted by special use permit pursuant to this Title.**

The proposed use is specifically by Special Use Permit pursuant to Section 17.32.140(B) of the Zoning Ordinance as the required findings detailed above may be made by the Zoning Administrator. The proposed revision will not nullify the conditions of approval or the findings of approval of the approved Special Use Permit S02-0015.

## ATTACHMENT 2 FINDINGS

File Number S07-0028

**March 5, 2008 Zoning Administrator Hearing**

Based on the review of this project by staff and affected agencies, and supported by discussion in the staff report and evidence in the record, the following findings can be made:

### FINDINGS FOR APPROVAL

#### 1.0 CEQA FINDING

- 1.1 This project has been found to be Categorical Exempt from the requirements of CEQA pursuant to Section 15303 of the CEQA Guidelines pursuant to which states that "construction and location of limited numbers of new, small facilities or structures" are exempt from further environmental review.
- 1.2 The documents and other materials which constitute the record of proceedings upon which the decision is based are in the custody of the Development Services Department-Planning Services at 2850 Fairlane Court, Placerville, CA 95567.

#### 2.0 SPECIAL USE PERMIT FINDINGS

##### 2.1 The issuance of the permit is consistent with the General Plan;

There are no specific policies that apply directly to the proposed project; however, the absence of any policy that would restrict or prohibit the use implies consistency, provided the required findings of Chapter 17.22, Special Use Permits, of the Zoning Code can be made.

##### 2.2 The proposed use would not be detrimental to the public health, safety and welfare, or injurious to the neighborhood;

This project has been found to comply with the requirements of Chapter 17.22, Special Use Permits, and the proposed use is not considered detrimental to the public health, safety and welfare, nor injurious to the neighborhood, based on the conclusions contained in the staff report.

## ATTACHMENT 2 FINDINGS

File Number S09-0001  
Planning Commission  
Hearing Date: April 23, 2009

Based on the review of this project by staff and affected agencies, and supported by the staff report and evidence in the record, the following findings can be made:

### FINDINGS FOR APPROVAL

#### 1.0 CEQA FINDING

- 1.1 This project has been found to be Categorical Exempt from the requirements of CEQA pursuant to Section 15303(c) of the CEQA Guidelines which states that "construction and location of limited numbers of new, small facilities or structures" are exempt from further environmental review.

#### 2.0 SPECIAL USE PERMIT FINDINGS

##### 2.1 The issuance of the permit is consistent with the General Plan;

There are no specific policies that apply directly to the requested Special Use Permit for the monument sign; however, the absence of any policy that would restrict or prohibit the use implies consistency, provided that the required findings of Chapter 17.22, Special Use Permits, of the Zoning Ordinance can be made.

##### 2.2 The proposed use would not be detrimental to the public health, safety and welfare, or injurious to the neighborhood;

The proposed three-sided monument sign will comply with the development standards of the Commercial zone and will comply with the signage requirements of the Zoning Ordinance. Although the proposed monument sign is three-sided, only one side of the monument sign will be visible at a time from Pleasant Valley Road or State Route 49. The sign will be compatible with existing surrounding signage and the proposed sign design features are consistent with those of the previously approved retail center. The Special Use Permit has been found to comply with the requirements of Chapter 17.22, Special Use Permits, and the proposed use is not considered detrimental to the public health, safety and welfare, nor injurious to the neighborhood, based on the conclusions contained in the staff report.

##### 2.3 The proposed use is specifically permitted by special use permit pursuant to this Title.

The proposed use is specifically permitted by Special Use Permit pursuant to Section 17.32.030.E of the Zoning Ordinance as the required findings detailed above may be made

## ATTACHMENT 2 FINDINGS

### SPECIAL USE PERMIT File Number S08-0025 Planning Commission Hearing Date: **March 26, 2009**

Based on the review of this project by staff and affected agencies, and supported by discussion in the staff report and evidence in the record, the following findings can be made:

#### FINDINGS FOR APPROVAL

##### 1.0 CEQA FINDING

- 1.1 This project has been found to be Categorical Exempt from the requirements of CEQA pursuant to Section 15311(b) of the CEQA Guidelines pursuant to which states that on-site signage is exempt from further environmental review.

##### 2.0 **SPECIAL USE PERMIT FINDINGS**

##### 2.1 **The issuance of the permit is consistent with the General Plan;**

**There are no specific policies that apply directly to the proposed Special Use Permit; however, the absence of any policy that would restrict or prohibit the use implies consistency, provided the required findings of Chapter 17.22, Special Use Permits, of the Zoning Code can be made.**

The proposed sign would be internally illuminated and would not result in excessive glare or other visual impairments in the project area which is a requirement of the General Plan to limit new sources of light glare.

##### 2.2 **The proposed use would not be detrimental to the public health, safety and welfare, or injurious to the neighborhood;**

The proposed free standing sign will comply with the Development Standards of the C Zone and will comply with the free standing signage requirements of the Zoning Ordinance. The proposed Special Use Permit has been found to comply with the requirements of Chapter 17.22, Special Use Permits, and the proposed use is not considered detrimental to the public health, safety and welfare, nor injurious to the neighborhood, based on the conclusions contained in the staff report.



## 7. Traffic Level of Service

In determining what levels of growth-related traffic are acceptable, the Plan balances a number of competing considerations. If the County sized its roadways solely to guarantee the smooth flow of traffic during limited peak periods in which commuter trips push traffic to maximum levels, one result would be the need to modify many rural two-lane roads by adding new lanes, thereby reducing the rural character of the affected adjacent lands. Such modifications would also entail enormous expense, while generating benefits only realized during limited periods. In addition, County revenue financing mechanisms, such as user fees in the form of gasoline tax or a road benefit assessment, are limited. In light of these considerations, the Plan has been designed to match any increases in the size of roadways to those necessary to meet the Level of Service and concurrency policies included in the Transportation and Circulation Element.

## PLAN STRATEGIES

The following is a list of strategies to provide for methods of achieving the visions and goals and to carry forward the Plan's principle purposes:

1. Recognize urban growth in Community Regions while allowing reasonable growth throughout the rural areas of the County.
2. Promote growth in a manner that retains natural resources and reduces infrastructure costs.
3. Encourage growth to reflect the character and scale of the community in which it occurs and recognize that planned developments are an effective planning tool to maximize community identity and minimize impact on the surrounding area.
4. Require new growth to fully fund its on-site services and apportioned share of off-site services.
5. Provide that Plan goals, objectives, and policies reflect the significant differences in characteristics between the principal land use planning areas of Community Regions, Rural Centers, and Rural Regions.
6. Provide sufficient land densities and land use designations throughout the County to accommodate the projected growth for all categories of development.
7. Support the ability of the private sector to create and provide housing for all residents regardless of income, race, sex, age, religion, or any other arbitrary factor to accommodate the County's projected share of the regional housing needs.
8. Recognize economic development as an integral part of the development of existing communities and new communities by allowing for a diverse mix of land use types which would facilitate economic growth and viability.

## Planning Services

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Home > Government > Planning

### 1996 Community Regions

#### OBJECTIVE 2.1.1: COMMUNITY REGIONS

Purpose: The urban limit line establishes a line on the General Plan land use maps demarcating where the urban and suburban land uses will be developed. The Community Region boundaries as depicted on the General Plan land use map shall be the established urban limit line.

Provide opportunities that allow for continued population growth and economic expansion while preserving the character and extent of existing rural centers and **urban communities**, emphasizing both the natural setting and built design elements which contribute to the quality of life and economic health of the County.

##### Policy 2.1.1.1

The **Communities within the County are identified as:** Camino/Pollock Pines, El Dorado Hills, **Cameron Park**, El Dorado, Diamond Springs, **Shingle Springs**, Georgetown, the City of Placerville and immediate surroundings, the City of South Lake Tahoe and immediate surroundings, and Meyers, Camp Richardson, Meeks Bay, and Tahoma.

##### Policy 2.1.1.2

**Establish Community Regions to define those areas which are appropriate for the highest intensity of self-sustaining compact urban-type development** or suburban type development within the County based on the municipal spheres of influence, availability of infrastructure, public services, major transportation corridors and travel patterns, the location of major topographic patterns and features, and the ability to provide and maintain appropriate transitions at Community Region boundaries. These boundaries shall be shown on the General Plan land use map.

##### Policy 2.1.1.3

Mixed use developments which combine commercial, research and development, and residential uses on a single parcel are permissible and encouraged within Community Regions provided the commercial use is the primary and dominant use of the land. **Within Community Regions, the mixed uses may occur vertically.** In mixed use projects, the maximum residential density shall be 10 dwelling units per acre within Community Regions.

##### Policy 2.1.1.4

Community Region boundaries shall generally be contiguous with the Sphere of Influence boundaries of incorporated cities. Community Region boundaries may extend beyond a city's sphere of influence to recognize existing and anticipated development patterns consistent with that of Community Regions. However, cities should be encouraged to expand their sphere of influence to be contiguous with Community Region boundaries.

##### Policy 2.1.1.5

Pursuant to Objective 3.5.1 and Policies 3.5.1.1 and 3.5.1.6, roadways within or serving the Community Regions may experience temporary congestion during peak periods. Such congestion is considered acceptable in light of the economic benefits of development and the costs of sizing roads to deal solely with peak periods.

##### Policy 2.1.1.6

The boundaries of existing Community Regions may be modified through the General Plan amendment process.

**Impact 5.3-1 – Degradation of scenic vistas and scenic resources**

This impact was found to be less than significant after mitigation was applied. Mitigation Measure 5.3-1(d) directs the County to nominate State Route 49 as a state scenic highway for those lengths that qualify. Although this has not been done yet, the potential designation will not directly effect the ministerial review provisions of Policy 2.2.5.20. Furthermore, Highway 49 is already considered a County-designated scenic highway, and Policy 2.6.1.1 which directs the County to adopt a scenic highway ordinance will provide similar protection of scenic resources and provide standards by which ministerial permits can be reviewed against.

Because there are no specific standards in the General Plan for scenic view protection, the current consistency review process does not address scenic vistas. Three other mitigation measures also addressed this impact. These include measure 5.3-1(b) (Policy 2.6.1.3) that requires that discretionary development be reviewed for its impact on views from specified important vistas, and 5.3-1(c) (Policy 2.6.1.5) that directs the County to review ridgeline development and consider methods of reducing the impact. Provisions addressing these issues will be included in the updated zoning ordinance. However, the proposed amendment to Policy 2.2.5.20 will not raise any new impacts or increase the severity of the impact to scenic resources.

**Impact 5.3-3 – Creation of new sources of substantial light or glare**

This impact was found to be less than significant after mitigation. In addition to measure 5.1-3(a), Measure 5.3-3(b) (Policy 2.8.1.1) directs the County to adopt standards to reduce excess nighttime light and glare.

The County has previously adopted an outdoor lighting ordinance (Section 17.14.170 of the El Dorado County Code). This applies to all ministerial and discretionary development and already implements this measure. These measures have been fully implemented and apply regardless of the General Plan consistency review process of Policy 2.2.5.20. Changes to that policy will not reduce the effectiveness of the mitigation of the impact of light and glare.

**Impact 5.4-3 – Short term unacceptable level of service (LOS)**

The General Plan EIR identified this impact as significant and unavoidable after feasible mitigation measures were implemented. Existing policies in the Transportation and Circulation Element already provide certain exemptions for individual single family residential building permits. Policy 2.2.5.20 does not preclude the issuance of building permits or grading permits for single family dwelling construction due to short term LOS impacts. However, all development, both ministerial and discretionary, are subject to the payment of Traffic Impact Mitigation (TIM) fees, which have been updated since the adoption of the 2004 General Plan, as required by Implementation Measure TC-B. The proposed modification of Policy 2.2.5.20 would not alter the collection of TIM fees to

Table 5.3-1 Important Public Scenic Viewpoints				
Viewpoint	Location No. <sup>1</sup>	Location	Direction	Scenic View or Resource <sup>2</sup>
<b>Highways</b>				
U.S. 50 westbound	1a	East of Bass Lake Road	South	Marble Valley (V)
	1b	Between South Shingle Road/ Ponderosa Road interchange and Greenstone Road	East	Crystal Range (V)
	1c	East of Placerville, various locations (state-designated scenic highway)	East, north, and south	Sierra Nevada peaks (V), American River canyon (V,R), lower Sierra Nevada ridgelines (V)
	1d	Echo Summit	East	Christmas Valley (V), Lake Tahoe (V,R)
U.S. 50 eastbound	2a	Between Echo Summit and Placerville (state-designated scenic highway)	West, north, and south	American River canyon (V,R), Sacramento Valley (V), lower Sierra Nevada ridgelines (V), Horsetail Falls (R)
	2b	Camino Heights	West	Sacramento Valley (V)
	2c	Bass Lake Grade	West	Sacramento Valley (V)
U.S. 49 northbound	3a	Coloma	All	Historic townsite of Coloma (Marshall Gold Discovery State Historic Park) (R)
	3b	Marshall Grade Road to Cool	East and west	Coloma Valley (V), American River (V,R), ridgelines (V), rolling hills (V)
	3c	North of Cool Quarry	North	Middle Fork American River Canyon (V,R)
U.S. 49 southbound	4a	Pedro Hill Road to Coloma	East and west	Coloma Valley (V), American River (V,R), Mt. Murphy (V,R), rolling hills (V)
	4b	Coloma	All	Historic townsite of Coloma (Marshall Gold Discovery State Historic Park) (R)
	4c	South of Crystal Boulevard	East and south	Cosumnes River canyon (V), ridgelines (V)

**From:** John David Pereira (jdplawoff@sbcglobal.net)  
**To:** aaron.mount@edcgov.us;  
**Date:** Wed, October 26, 2011 10:10:24 AM  
**Cc:**  
**Subject:** Re: List of those requesting special notice

Aaron: Can I come by and pick up the list of people who have requested notice of hearing for my projects. I really need that information and based on the documents you sent me, Planning is keeping that list. JDP

John David Pereira  
Law Office of John David Pereira  
3161 Cameron Park Drive, Suite 210  
Cameron Park, CA 95682  
(530) 672-9577--tel  
(530) 672-9579-fax

---

**From:** "aaron.mount@edcgov.us" <aaron.mount@edcgov.us>  
**To:** John David Pereira <jdplawoff@sbcglobal.net>  
**Sent:** Fri, October 21, 2011 4:23:25 PM  
**Subject:** Re: Aaron Mount is out of the office.

John,

Management is still reviewing the staff reports. The staff reports have not been released to the public so any information you have received from outside of our office is pure speculation.

**Aaron Mount, Associate Planner**  
El Dorado County Development Services Department  
2850 Fairlane Court, Placerville, CA 95667  
530-621-5355 530-642-0508 FAX  
aaron.mount@edcgov.us

John David Pereira <jdplawoff@sbcglobal.net>

10/21/2011 07:30 AM

To aaron.mount@edcgov.us

cc

Subject Re: Aaron Mount is out of the office.

Hi Aaron: Is there anything you can tell me regarding the status of the Staff Report and when we can expect a public hearing? I sent an email on Monday but received no response.

John David Pereira  
Law Office of John David Pereira

12-0373 M.<<1 of N>>

<http://us.mg201.mail.yahoo.com/dc/launch?.partner=sbc&.gx=1&.rand=70ekico8i78k7>

2/28/2012



Pierre Rivas &lt;pierre.rivas@edcgov.us&gt;

## Fw: Pictures of Off-Premise Signs

1 message

roger.trout@edcgov.us &lt;roger.trout@edcgov.us&gt;

Tue, Sep 27, 2011 at 4:48 PM

To: pierre.rivas@edcgov.us, aaron.mount@edcgov.us

Comments from Dyana Anderly for your consideration.

Roger Trout  
 Director, Development Services Department  
 (530) 621-5369  
 Fax: 530-642-0508

[roger.trout@edcgov.us](mailto:roger.trout@edcgov.us)

El Dorado County Development Services Department  
 2850 Fairlane Court  
 Placerville, CA 95667

— Forwarded by Roger P Trout/PV/EDC on 09/27/2011 04:47 PM —

[danderly@comcast.net](mailto:danderly@comcast.net)

09/26/2011 05:45 PM

To

roger trout <[roger.trout@co.el-dorado.ca.us](mailto:roger.trout@co.el-dorado.ca.us)>

cc

Subject

Pictures of Off-Premise Signs

Sorry that I left off the pictures with previous e-mail.

Dear Roger,

As indicated in my voice mail message to you, I am mystified as to why you would choose to recommend approval of the applications for two off-premise signs along Highway 50 in light of the fact that there are inconsistencies with the General Plan with this proposal. I am also puzzled that you elect to find that the projects are categorically exempt from CEQA when there is evidence that the projects are NOT categorically exempt and an initial study should be prepared. Respectfully, my opinions are based on the following:

**THERE ARE NUMEROUS GENERAL PLAN POLICIES AND GUIDELINES  
 WHICH INDICATE THAT OFF PREMISE SIGNS AS PROPOSED  
 ARE NOT CONSISTENT WITH THE GENERAL PLAN.  
 THEY ARE ENUMERATED BELOW:**

### **PRINCIPLES**

*The General Plan establishes a land use development pattern that makes the most efficient and feasible use of existing infrastructure and public services.*

PC 2/9/12  
6 pages #10c

Dear Roger,

As indicated in my voice mail message to you, I am mystified as to why you would choose to recommend approval of the applications for two off-premise signs along Highway 50 in light of the fact that there are inconsistencies with the General Plan with this proposal. I am also puzzled that you elect to find that the projects are categorically exempt from CEQA when there is evidence that the projects are NOT categorically exempt and an initial study should be prepared. My opinions are based on the following:

**THERE ARE NUMEROUS GENERAL PLAN POLICIES AND GUIDELINES WHICH INDICATE THAT OFF PREMISE SIGNS AS PROPOSED ARE NOT CONSISTENT WITH THE GENERAL PLAN. THEY ARE ENUMERATED BELOW:**

## **PRINCIPLES**

*The General Plan establishes a land use development pattern that makes the most efficient and feasible use of existing infrastructure and public services.*

*The General Plan provides guidelines for new and existing development that promotes a sense of community.*

*The General Plan defines those characteristics which make the County "rural" and provides strategies for preserving these characteristics.*

*The General Plan provides opportunities for positive economic growth such as increased employment opportunities, greater capture of tourism, increased retail sales, and high technology industries.*

*The General Plan provides guidelines for new development that maintains or enhances the quality of the County.*

My observation: There is absolutely NO evidence to show that installation of off-premise signs will maintain or enhance the quality of the County.

### **GOAL 2.1: LAND USE**

**Protection and conservation of existing communities and rural centers; creation of new sustainable communities; curtailment of urban/suburban sprawl; location and intensity of future development consistent with the availability of adequate infrastructure; and mixed and balanced uses that promote use of alternate transportation systems.**

My observation: There is no evidence that installation of off-premise signs will protect and conserve the existing community.

PUBLIC COMMENT  
12-0380.J.58

12-0373 M.<<1 of N>>

**Elimination of high intensity lighting and glare consistent with prudent safety practices.**

**OBJECTIVE 2.8.1: LIGHTING STANDARDS**

**Provide standards, consistent with prudent safety practices, for the elimination of high intensity lighting and glare.**

Policy 2.8.1.1 Development shall limit excess nighttime light and glare from parking area lighting, signage, and buildings. Consideration will be given to design features, namely directional shielding for street lighting, parking lot lighting, sport field lighting, and other significant light sources, that could reduce effects from nighttime lighting. In addition, consideration will be given to the use of automatic shutoffs or motion sensors for lighting features in rural areas to further reduce excess nighttime light.

My observation: There is no evidence that installation of off-premise signs, which are illuminated in any manner and such as proposed, would not contribute to nighttime light and glare; rather, the purpose of illuminated off-premise signs is to draw attention from nighttime sky to illuminated advertising.

**• MEASURE LU-1**

Inventory potential scenic corridors and prepare a Scenic Corridor Ordinance, which should include development standards, provisions for avoidance of ridgeline development, and off-premise sign amortization. [Policies 2.6.1.1 through 2.6.1.7] Responsibility:	Planning Department and Department of Transportation,
Time Frame:	Begin inventory immediately following General Plan adoption. Adopt ordinance within 18 months.

My observation: The project applicant points to the lack of scenic highway designation as a reason to approve the proposed off-premise signs. However, staff has failed to address the scenic highway designation in the areas of Cameron Park and Shingle Springs as directed in the General Plan. This failure on the part of staff, in my opinion, cancels out the applicant's contention that lack of scenic highway designation would allow the installation of off-premise signs.

**APPLICATION OF THE CALIFORNIA ENVIRONMENTAL QUALITY ACT  
RELATING TO THE APPLICATIONS FOR OFF-PREMISE SIGNS**

Your staff informs me that two of the billboards are exempt from CEQA per 15061(b)(3) which states,

The activity is covered by the general rule that CEQA applies only



# DEVELOPMENT SERVICES DEPARTMENT

COUNTY OF EL DORADO

<http://www.edcgov.us/devservices>



PLACERVILLE OFFICE:  
2850 FAIRLANE COURT PLACERVILLE, CA 95667  
BUILDING (530) 621-5315 / (530) 622-1708 FAX  
[bdgdept@edcgov.us](mailto:bdgdept@edcgov.us)  
PLANNING (530) 621-5355 / (530) 642-0508 FAX  
[planning@edcgov.us](mailto:planning@edcgov.us)

LAKE TAHOE OFFICE:  
3368 LAKE TAHOE BLVD. SUITE 302  
SOUTH LAKE TAHOE, CA 96150  
(530) 573-3330  
(530) 542-9082 FAX  
[tahoebuild@edcgov.us](mailto:tahoebuild@edcgov.us)

## **NOTICE OF DECISION\*\***

### To All Affected Property Owners:

Concerning the following project which is located within 500 feet of your property or regarding with which you have previously requested to receive notification:

Special Use Permit S11-0005/Mother Lode Drive Off-Premise Advertising Sign submitted by JOHN DAVID PEREIRA to construct a lighted 14' by 48' (672 square feet) off-premise advertising sign. The property, identified by Assessor's Parcel Number 090-430-15, is zoned Commercial (C), consists of 0.46 acres, and is located on the north side of Mother Lode Drive, approximately 1000 feet east of the intersection with South Shingle Road, in the Shingle Springs area, Supervisorial District 4. (Negative declaration prepared) Note: The subject application is one of three applications, along with S11-0004 and S11-0006, which have been submitted by the applicant for off-premise advertising signs along U.S. Highway 50.

**\*\*Please note that no decision has been made by the County on this application and no public hearing has been held regarding the application as is required under El Dorado County Code Section 17.22.530. However, the applicant, John David Pereira, claims this project was "deemed approved" by operation of law on December 30, 2011 due to the alleged failure of the Development Services Department to meet statutory time limits pursuant to the California Permit Streamlining Act (Government Code Section 65920 et. seq.). The County disputes that the Permit Streamlining Act timelines were exceeded and disputes that appropriate notice was given by Mr. Pereira in order to allow the project to be deemed approved. However, if he is correct, and the application was in fact deemed approved on December 30, 2011, that does not waive the public's right to request a public hearing on the Special Use Permit applications pursuant to El Dorado County Code Section 17.22.530 or the public's right to an appeal of the "decision" by the planning department pursuant to County Code Section 17.22.220. To ensure your right to a public hearing on this Special Use Permit, you may appeal from the "approval" of the SUP within 10 working days of the date Mr. Pereira alleges the application was approved.**

**Appeal Period: Ten (10) working days starting on January 3, 2012 and ending at 5:00 p.m. on January 17, 2012.**

To ensure protection of your right to a public hearing, any appeal of the determination of "deemed approval" on this project should be brought during this time-frame. Any appeal of this "approval" will be scheduled for the February 9, 2012 Planning Commission Hearing. Appeal forms may be obtained in the County of El Dorado Planning Services, 2850 Fairlane Court, Placerville, CA 95667, during normal business hours or online at [http://www.edcgov.us/Government/Planning/Forms/Project\\_Appeal\\_Form.aspx](http://www.edcgov.us/Government/Planning/Forms/Project_Appeal_Form.aspx).

Any questions about the project application or the appeal process may be directed to the project planner, Aaron Mount, at (530) 621-5355. The project files are located at El Dorado County Planning Services, 2850 Fairlane Court, Placerville, CA. The file and contents may be reviewed at this location between the hours of 8:00 a.m. and 4:00 p.m. on >>>

**Restraint** – Signing should be simple, restrained and subordinate to the overall project design. A sign ought to attract and identify, but not dominate the site. The proposed sign is large in proportion to the site and uses. The project site has significant frontage and visibility from U.S. Highway 50 providing exposure to both residents and freeway travelers.

**Types** – Wall signs, graphic symbol signs, and low profile freestanding signs are encouraged. Flashing, moving and rotating signs are prohibited by County ordinance. The proposed sign is a freestanding pole sign that does not incorporate any flashing or moving parts. The building elevations submitted for the proposed “Food-4-Less” indicate that the northern building side facing Highway 50 will include wall signage. For comparative purposes, planning staff previously completed an inventory of the size and height of other freestanding signs along the U.S. Highway 50 corridor when reviewing the El Dorado Hills Town Center East sign.

The following chart provides a breakdown of sign sizes located along the Highway 50 corridor:

Sign Location/Name	Sign Height	Total Sign Area	Site Acreage
Payless/Pollock Pines	53' 8"	425 square feet	6.7 acres
Stagecoach Inn/Pollock Pines	50'	100 square feet *	--
County Fair/Safeway	45' *	375 square feet *	7.6 acres
Prospector Plaza	50' *	288 square feet *	20.04 acres
Goldorado / Bel Air	65-70' *	406 square feet *	14 acres
McDonalds	55' *	223 square feet *	0.26 acres
Sam's Town	55' *	162 square feet *	4.63 acres
Best Western / Cameron Park	56' *	270 square feet *	2.78 acres
Exxon	70' *	162 square feet*	1.0 acre
El Dorado Hills Town Center	56' EAST	1,120 square feet	130 acres
East / WEST *	WEST	1,000 SQ. FT.	BY BLUE CROSS
Cameron Park Safeway	50'	190.5 square feet	5.64 acres

\* OFF PREMISE

\* INCORRECT

IF MEASURED BY 17, 16, 110

\*NOTE: All sign heights and square footage area were calculated by planning staff from photographs and are subject to some error except for the Pollock Pines Payless sign, El Dorado Town Center sign, and the Cameron Park Safeway sign where actual plan measurements were used. Based upon the comparison of the measurements from the photos to actual plans, the margin of error was calculated to be 5 to 7 percent.

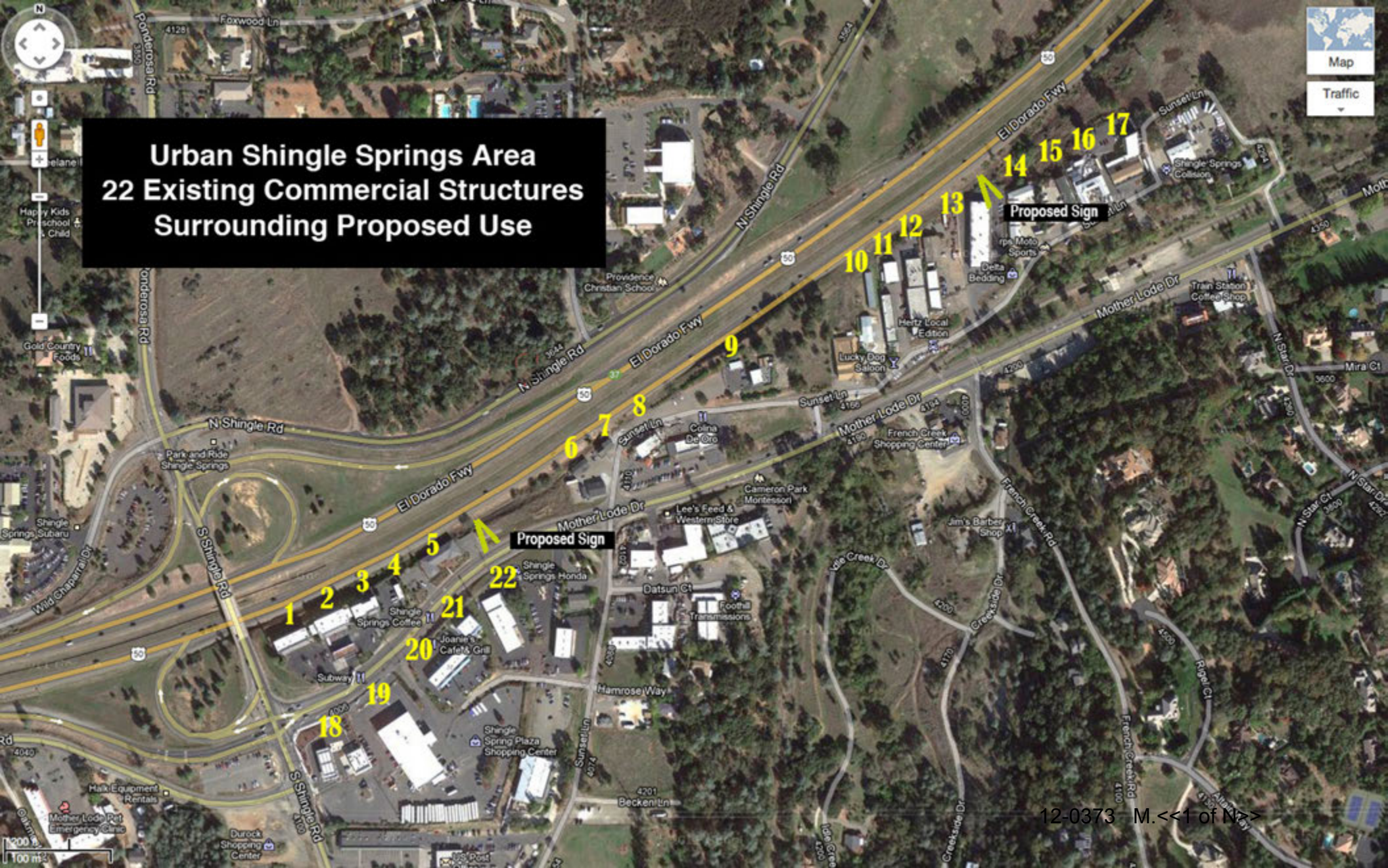
Generally in the past, the Planning Commission has approved larger freestanding pole signs for multi-tenant shopping centers. However, the “new” philosophical direction of the current Planning Commission seems to be trending away from large signs, especially adjacent to U.S. Highway 50.

\* FOOD 4 LESS 50' 20' X 50' STRUCTURE

\* ADDED BY APPLICANT

# Urban Cameron Park Area 21 EXISTING TALL POLE SIGNS





**Urban Shingle Springs Area  
22 Existing Commercial Structures  
Surrounding Proposed Use**

- 1 Shingle Springs Subaru
- 2 Shingle Springs Coffee
- 3 Shingle Springs Honda
- 4 Shingle Springs Honda
- 5 Shingle Springs Honda
- 6 Shingle Springs Honda
- 7 Shingle Springs Honda
- 8 Shingle Springs Honda
- 9 Shingle Springs Honda
- 10 Shingle Springs Honda
- 11 Shingle Springs Honda
- 12 Shingle Springs Honda
- 13 Shingle Springs Honda
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- 19 Shingle Springs Honda
- 20 Shingle Springs Honda
- 21 Shingle Springs Honda
- 22 Shingle Springs Honda

**Proposed Sign**

**Proposed Sign**

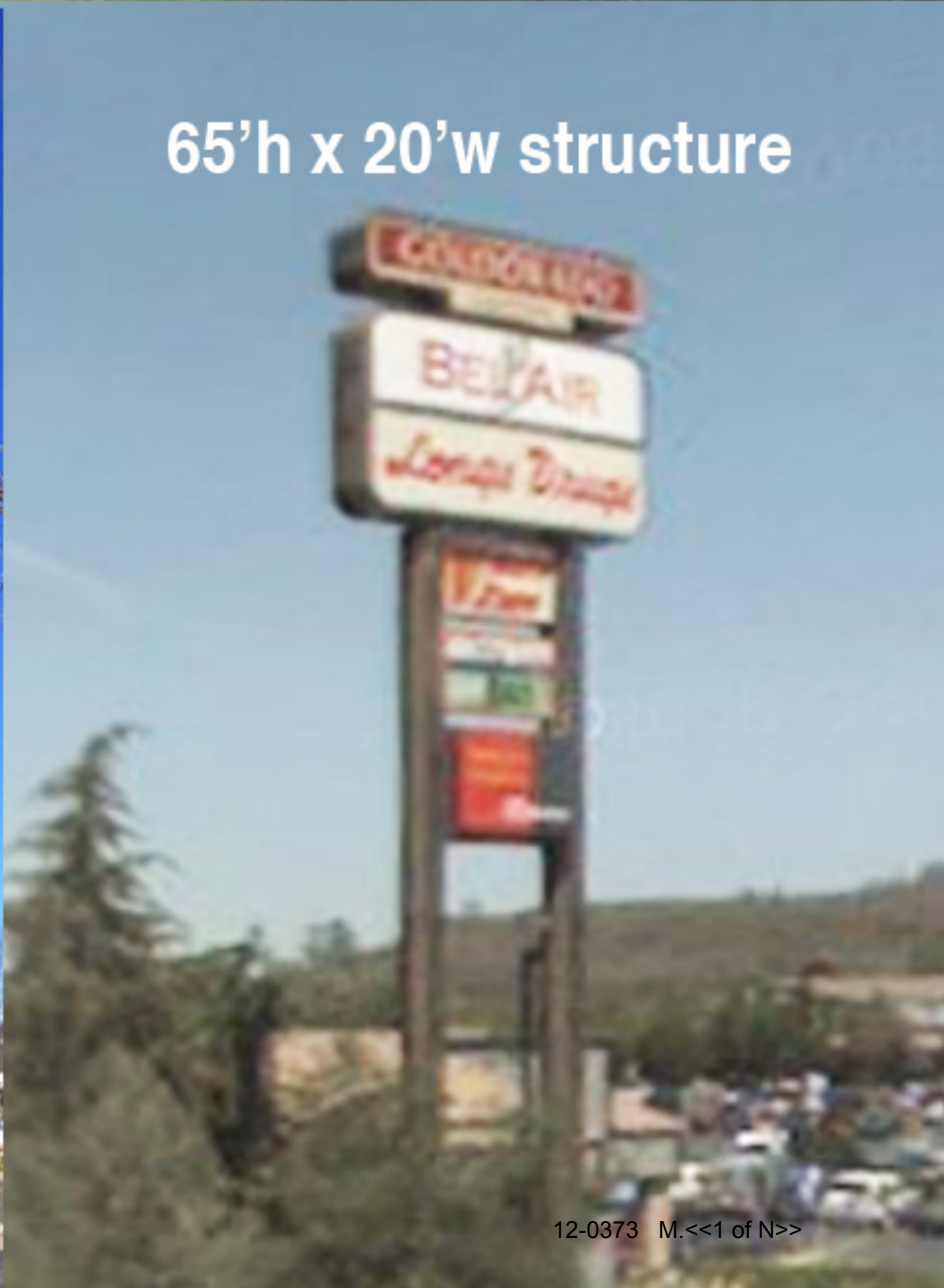
# Other Large Signs in Cameron Park



50'h x 20'w structure



50'h x 18'w structure



65'h x 20'w structure

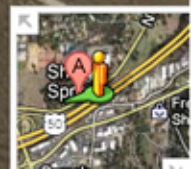


# (Mother Lode Dr. Sign)



**Westbound View on Hwy 50  
East of Penderosa Rd. Exit  
per table 5.3.1**

12-0373 M.<<1 of N>>





# (Sunset Lane Sign)

© 2011 Google

Westbound View on Hwy 50  
East of Ponderosa Rd. Exit  
per table 5.3.1

12-0373 M.<<1 of N>>









FOOTHILL  
STORAGE  
677-9228

Ice Space for Lease

3 Brothers

TACOS



QUALITY



ESPRESSO & CAFE

Single Savings

Office Space Available

RENTAL CARS

MORT



CHP Officer  
Douglas "Scott" Patten  
MICHIGAN, 1981-1982

Office Space for Lease

Ren

EAST  
50

DENTAL



3 Brothers  
RESTAURANT



SEARCH LOCAL.  
FIND LOCAL.  
SAVE LOCAL.



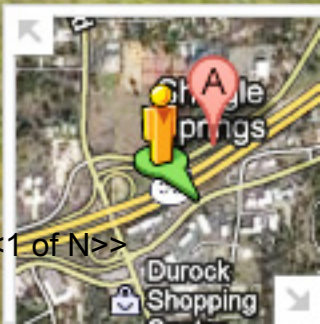
WALMART



Mother Lode Sign view from North Shingle Rd.



EL PASO COUNTY  
FARM  
TRAILS





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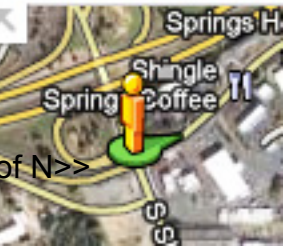
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SPEED  
LIMIT  
35

Starting Fall 2010  
at this location

All Services  
PLEASE  
USE  
LANE



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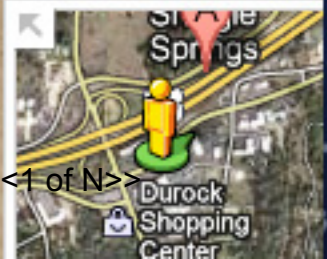
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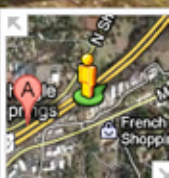
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