

**SIGN ORDINANCE UPDATE  
PACIFIC MUNICIPAL CONSULTANTS (PMC)**

**EXHIBIT “A” – DETAILED SCOPE**

**Project Understanding:**

Consultant is being engaged by County to make the following modifications:

1. Update the County Zoning Code Chapter 17.16 (Signs) to address a variety of issues and ensure legal integrity of the regulations. Specifically, the County Staff and Board of Supervisors (BOS) have provided the following direction for the Sign Code update:
  - Ensure compliance with state and federal laws.
  - Establish content neutrality and distinguish between commercial and noncommercial speech.
  - Update sign permitting process. Currently, signs are either allowed by right or require a special use permit if more than 80 square feet in size.
  - Update exempt and prohibited signs (with and without limitations).
  - Establish provisions for removal and amortization, including sign inventory, if necessary, of billboard signs, nonconforming signs, and signs within the scenic corridor Preclude additional billboards along existing highways.
  - Allow on-site signs and clarify limitations for off-site sign regulations (e.g., directional signs for wineries).
  - Address signs in the public right-of-way.
  - Allow community identity signs.
  - Address sign clutter as an objective. Allow exchange/consolidation of existing signs and encourage consolidation of commercial message (e.g., Specific Service Signs and Tourist-Oriented Destination Signs).
  - Address electronic and movable copy signs, including LED lighting.
  - Update/address political signs, real estate signs, mobile/vehicle signs, temporary signs, and signs in historic areas.
  - Address protection of viewsheds of important views, provisions for lighting standards, provisions limiting displays from parked vehicles, trucks, and/or trailers, and allowance for advertisement of tourism, employment, commercial, agricultural, and recreational uses and businesses, maintaining local themes, guidelines, and scale.
2. Prepare an environmental impact report analyzing the issues associated with the sign code updates.

## **TASK 1 – SIGN CODE UPDATE**

### **Task 1.1 – Conduct Research and Analysis of Specific Sign Code Issues – \$5,000.00**

Consultant will conduct targeted research and analysis of specific sign code issues identified by staff and the BOS for the Sign Code update. Consultant will prepare up to six (6) white papers summarizing issues, framework, and recommended solutions.

Meetings: One (1) meeting with staff to present and discuss white papers

Deliverables: White papers (up to six) summarizing select sign issues, framework, and recommended solutions

### **Task 1.2 – Preparation of Administrative Draft Sign Code – \$8,000.00**

Based on input and direction from staff, Consultant will prepare an Administrative Draft Sign Code for review and consideration by staff. The draft will address all the key issues identified in the project understanding.

Deliverables: Administrative Draft Sign Code Update (one (1) electronic copy)

### **Task 1.3 – Public Meetings to Consider Sign Code Update – \$6,500.00**

Consultant will work with staff to plan and facilitate a series of meetings with the elected and appointed officials and interested members of the public to discuss the Sign Code update. Specifically, Consultant will plan and facilitate three (3) study sessions with the Planning Commission (PC) and BOS to educate the public and decision-makers about the legal framework associated with sign regulations, and introduce key issues and recommended solutions for the most important sign issues in El Dorado County.

For the purposes of the public meetings, Consultant assumes that we will utilize a draft outline and modified form of white papers on key issues to discuss the Sign Code update at the public meetings. If desired, Consultant can complete and make available the Draft Sign Code update for presentation and discussion at one or more of these public meetings.

Meetings: Three (3) study sessions/public workshops with PC and BOS

Deliverables: Meeting agendas, supporting materials, presentations, and summary notes

**Task 1.4 – Draft Sign Code Update – \$3,500.00**

Based on input and direction at the study sessions/public workshops and stakeholder meeting, Consultant will complete the Draft Sign Code update for public review and hearings. As noted in Task 3, Consultant can complete this task in advance of public meetings if desired by the County staff.

Deliverables: Draft Sign Code Update (one (1) electronic copy and fifteen (15) CDs)

**Task 1.5 – Public Hearings – \$5,000.00**

Consultant will attend public hearings and present information on the proposed Sign Code to the Planning Commission and BOS.

Meetings: Planning Commission Hearing (1)  
BOS Hearing (1)

Deliverables: Supporting materials for staff report and presentations

**Task 1.6 – Final Sign Code – \$2,000.00**

Based on input and direction from the BOS, Consultant will prepare the Final Sign Code.

Deliverables: Final Sign Code (one (1) electronic copy and 15 CDs)

## **TASK 2 – FOCUSED ENVIRONMENTAL IMPACT REPORT (EIR) SCOPE OF WORK**

### **Task 2.1 – Preparation of the Project Description and Notice of Preparation (NOP) – \$5,000.00**

Based on the Draft Sign Ordinance, Consultant will prepare the Administrative Draft NOP for review and comment by the County. At this time, we assume the NOP will include an Initial Study that will scope out all environmental issue areas from being addressed in the EIR, with the exception of aesthetics.

Based on County comments Consultant will revise the Administrative Draft NOP and distribute the Final NOP and Notice of Completion to the State Clearinghouse. Consultant will attend the scoping meeting on the NOP and, at the meeting, Consultant will briefly describe the EIR process and provide handouts, as needed.

Meetings: One (1) scoping meeting

Deliverables: NOP (one (1) electronic copy)

### **Task 2.2 – Preparation of Administrative Draft EIR – \$11,500.00**

Consultant will prepare a complete, comprehensive, and legally adequate EIR in accordance with the California Environmental Quality Act (CEQA), the CEQA Guidelines as recently updated, recent case law, and the local regulations of El Dorado County. Public responses to the NOP will be addressed, as appropriate. The Administrative Draft EIR (ADEIR) will consist of the following sections.

**1.0 Introduction.** Section 1.0 of the ADEIR will provide an introduction and overview describing the intended use of the EIR and the review and certification process.

**2.0 Executive Summary.** This section will summarize the characteristics of the proposed project and will provide a concise summary matrix of the project's environmental impacts and associated mitigation measures as required under State CEQA Guidelines Section 15123.

**3.0 Project Description.** The project description will be consistent with the requirements of State CEQA Guidelines Section 15124 and will comprise a detailed description of the project and associated approvals for the project.

**4.0 Environmental Setting, Impacts, and Mitigation Measures.** As noted above, we anticipate at this time that all issue areas except aesthetics can be focused out in the Initial Study. The aesthetics section will describe, at a programmatic level, the potential for visual changes in the county that could occur with the changes to the sign ordinance. The EIR will address additional environmental issue areas brought up during the NOP comment period as well as provide substantial evidence that the project will not result in other significant

environmental impacts. Where applicable, mitigation measures will be identified for potentially significant effects.

**5.0 Alternatives.** If it is determined in the analysis that the proposed sign ordinance would result in significant environmental impacts, the EIR will include an analysis of up to three alternatives, including the CEQA-required “no project alternative.” Consultant will coordinate with County staff regarding development of reasonable alternatives to the proposed project. If no significant environmental impacts would result from the proposed project, the alternatives section will include analysis of a no project alternative, as well as a discussion that, because the purpose of the alternatives analysis under CEQA is to reduce significant environmental effects, analysis of additional alternatives is not required.

**6.0 Other CEQA Requirements.** The EIR will include the other required sections, including growth-inducing impacts of the project and a summary of significant and unavoidable impacts of the project.

**7.0 Report Preparers and References.** This section will include reference to all persons, agencies, and references used in the EIR.

Deliverables: ADEIR (one (1) electronic copy)

### **Task 2.3 – Preparation of Draft EIR – \$5,000.00**

Consultant will incorporate County staff edits on the ADEIR into the next version of the document, which will be a Draft EIR— due to schedule constraints, no Screen Check DEIR is assumed. Consultant will prepare the Notice of Completion and distribute the Draft EIR to the State Clearinghouse. Consultant will also assist in the preparation of the Notice of Availability. It is assumed that the County will be responsible for posting and noticing requirements.

Consultant will attend and participate in one public meeting on the Draft EIR, which will include preparation of a presentation on the content of the Draft EIR.

Meetings: One (1) public meeting on the Draft EIR

Deliverables: Draft EIR (one (1) electronic, fifteen (15) hard copies, and fifteen (15) CDs)

### **Task 2.4 – Preparation of Final EIR – \$8,000.00**

Upon receipt of comments on the Draft EIR, Consultant will prepare the Administrative Final EIR. The Administrative Final EIR will consist of:

- Introduction to the Final EIR and summary of the conclusions of the EIR.
- Copies of the comment letters, coded to identify individual comments on the adequacy of the EIR, and written responses to comments on the adequacy of the EIR.
- Revisions to the text of the Draft EIR, if required.

Consultant will provide an electronic copy of the Administrative Final EIR for County review.

County staff edits on the Administrative Final will be incorporated into the Final EIR. This scope assumes there will be no Screen Check Final EIR. Consultant assumes that a minimal number of comment letters will be submitted on the Draft EIR and which will require detailed response. The level of effort associated with responses anticipated by Consultant is shown in the budget. If the level of effort exceeds this assumption, Consultant will coordinate with the County regarding a budget amendment.

Consultant will attend and participate in up to two (2) public meetings on the Final EIR, which will include a presentation on the content of the Final EIR.

Deliverables: Administrative Final EIR (one (1) electronic copy)  
Final EIR (one (1) electronic copy and fifteen (15) CDs)

#### **Task 2.5 – Preparation of the Mitigation Monitoring Program – \$500.00**

Consultant will prepare the Mitigation Monitoring Program for project approval as required under CEQA Guidelines Section 15097.

Deliverables: Mitigation Monitoring Program (one (1) electronic copy)