

**COUNTY OF EL DORADO DEVELOPMENT SERVICES
PLANNING COMMISSION
STAFF REPORT**



Agenda of: December 10, 2009
Item No.: 7
Staff: Jonathan Fong

SPECIAL USE PERMIT

FILE NUMBER: S09-0018/Western Sign Monument/Tenant Sign

APPLICANT: Western Sign Company, David Brazelton

AGENT: Western Sign Company, Dennis Small

REQUEST: Special Use Permit to allow the installation of a new freestanding internally illuminated monument sign. The sign would be 12 feet tall with an overall sign face of approximately 102 square feet. An approximately 17 square foot digital message center would be included as part of the monument sign.

LOCATION: On the north side of Enterprise Road, 500 feet west of the intersection with Missouri Flat Road in the Diamond Springs Area, Supervisorial District III. (Exhibit A)

APN: 329-240-22 (Exhibit B)

PARCEL SIZE: 4.3 acres

GENERAL PLAN: Industrial (I) (Exhibit C)

ZONING: Industrial (I) (Exhibit D)

ENVIRONMENTAL DOCUMENT: Categorically Exempt Pursuant to Section 15311(a) of the CEQA Guidelines

RECOMMENDATION: Planning Services recommends the Planning Commission take the following action:

- 1) Certify the project is Categorical Exempt from CEQA pursuant to Section 15311(a) of the CEQA Guidelines; and
- 2) Approve Special Use Permit S09-0018 subject to the conditions in Attachment 1 and based on the Findings in Attachment 2, excluding the digital message center from the proposed monument sign.

STAFF ANALYSIS: Staff has reviewed the project for compliance with the County's regulations and requirements. An analysis of the Special Use Permit request and issues for Planning Commission consideration are provided in the following sections.

Project Description: The Special Use Permit request would allow for the installation of a new on-site monument sign. The existing monument sign would be removed as part of the project.

The new sign would be 12 feet tall and approximately 12 feet wide with an overall sign area of 102 square feet. The sign would be a multi-tenant sign which would include the Western Sign Company corporate logo and eight (8) lines of tenant copy. The sign would be internally illuminated and externally illuminated. The sign face illumination includes LED push-through acrylic letters and halo lit channel letters. The proposed sign also proposes an approximately 17 square foot digital message center capable of producing electronically changeable displays. Three (3) external in-ground mounted spotlights would provide external illumination for a decorative basalt column included as part of the sign.

Site Description: The project site is located within the Park West Industrial Business Park. The site has been developed with a multi-tenant industrial building. An existing multi-tenant sign has been installed along Enterprise Road.

Adjacent Land Uses:

| | Zoning | General Plan | Land Use/Improvements |
|--------------|----------------|----------------|----------------------------------|
| Site | Industrial (I) | Industrial (I) | Existing office/warehouse |
| North | I | I | Existing warehouse |
| South | I | I | Existing residential development |
| East | I | I | Existing office/warehouse |
| West | I | I | Existing office/warehouse |

The site is bounded on all sides by existing industrial land uses. No portion of the proposed sign would be visible from Missouri Flat Road due to the existing topography and orientation of Enterprise Road. Planning Services staff has recommended approval of the sign with the requirement that the digital message center portion of the sign be removed. The other portions of the sign would not include design features that would be inconsistent within the Industrial area or would result in hazards to motorists or adjoining properties.

General Plan: The project site is designated Industrial (I) which permits a range of office, warehouse, and manufacturing uses. Signage is consistent within the (I) land use designation upon compliance with applicable development standards implemented through the County Code. The following General Plan policies would be applicable to the proposed monument sign:

Policy 2.8.1.1 requires that development including signage be designed to reduce excessive nighttime light. The project site is located within an Industrial business park. The surrounding properties are also within the business park. No sensitive receptors would be impacted from the proposed sign. The monument sign would be internally lit via fluorescent lamps within the sign cabinet. As shown on the Sign Exhibits, the sign would incorporate decorative 'up' lighting for the decorative stone feature on the sign.

The digital message center would utilize exposed LED's. The use of exposed LED's has the capability to produce excessive glare due to the ability of LED's to produce high intensity light. Further, the high intensity LED's would potentially result in a vehicular hazard for motorists along Enterprise Way. Therefore, the use of LED readerboard signs would be considered to be inconsistent with **Policy 2.8.1.1** and Planning Services staff has recommended that approval of the Special Use Permit would exclude approval of the LED digital message center.

Policy 2.2.5.21 requires that all development projects be designed to avoid incompatibility with the surrounding uses. The project site is located within the Park West Industrial Business Park. The proposed sign would be compatible with other multi-tenant signs within the Business Park.

Upon the removal of the digital message center portion of the sign, staff finds the project would be consistent with the General Plan.

Zoning/Special Use Permit: The Industrial (I) Zone District permits either two (2) signs not exceeding 50 square feet of display surface or one (1) sign not exceeding 80 square feet. The proposed monument sign would include the Western Sign Company corporate logo, tenant signage, and a stone decorative pillar. Planning Services considers the overall area of the sign to include not only the sign face area, but the area of the 'mass' of the sign which includes the space between the decorative column and the sign. This total area would be 102 square feet which would exceed the maximum sign requirements of the (I) Zone District.

Sections 17.16.070 and 17.16.080 of the County Code prohibits moving signage and signage which utilizes blinking lights which may impair vehicular traffic. Planning Services has interpreted these provisions to restrict the use of exposed LED's in signage. The potential for programmable LED signs to produce blinking effects and the intensity of LED's to produce distracting light intensity, would make the proposed digital signage to be inconsistent with the County Code. Planning Services has recommended approval of the proposed monument sign provided that the LED digital message center is removed from approval of the Special Use Permit.

Section 17.34.030(E) of the Zoning Ordinance permits signage which exceeds the area requirements of the County Code only through approval of a Special Use Permit. The County Code requires that specific findings be made prior to approval of any Special Use Permit:

1. *The issuance of the permit is consistent with the general plan;*

As discussed above, the proposed monument sign with the removal of the LED digital message center would be consistent within the Industrial General Plan Land Use Designation and would comply with applicable policies of the General Plan.

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

The proposed sign with the removal of the LED digital message center would not include any features that would pose a threat the public health, safety and welfare within the project area. The proposed sign would be consistent with other multi-tenant monument signs in the area.

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

Section 17.34.030(E) authorizes approval of a Special Use Permit for signage which exceeds the maximum area allowed within the (I) Zone District.

The proposed monument sign proposes to include a 17 square foot LED digital message center which is prohibited by El Dorado County Code. Planning Services staff has recommended approval of the sign upon removal of digital message center from the Special Use Permit Request. As discussed, Staff has determined the proposed sign without the LED digital message center would be consistent with the County Code.

ENVIRONMENTAL REVIEW: Pursuant to Section 15311(a) of the CEQA Guidelines on-site signs are Categorically Exempt from CEQA and that no further environmental review is required. The proposed sign would not require additional CEQA review. Pursuant to Resolution No. 240-93, a \$50.00 processing fee is required by the County Recorder to file the Notice of Exemption.

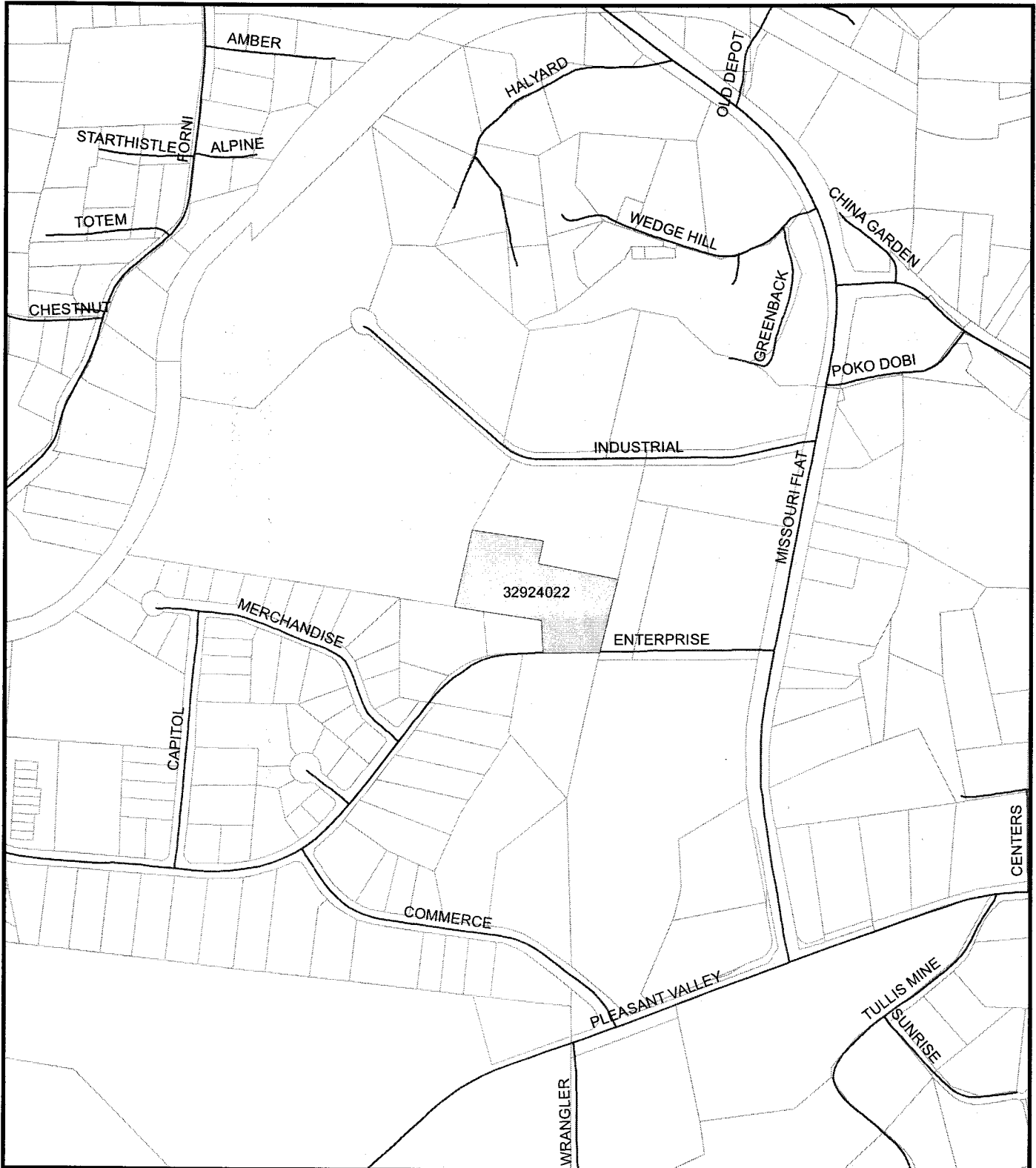
SUPPORT INFORMATION

Attachments to Staff Report:

- Attachment 1Conditions of Approval
- Attachment 2Findings for Approval

- Exhibit ALocation Map
- Exhibit BAssessor's Parcel Map
- Exhibit CGeneral Plan Land Use Map
- Exhibit DZoning Map
- Exhibit ESite Plan
- Exhibit FProposed Sign Elevations

**Special Use Permit
S09-0018/ Western Sign Company
Location Map**



Map prepared by:
Jonathan Fong
El Dorado County
Development Services

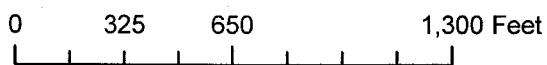
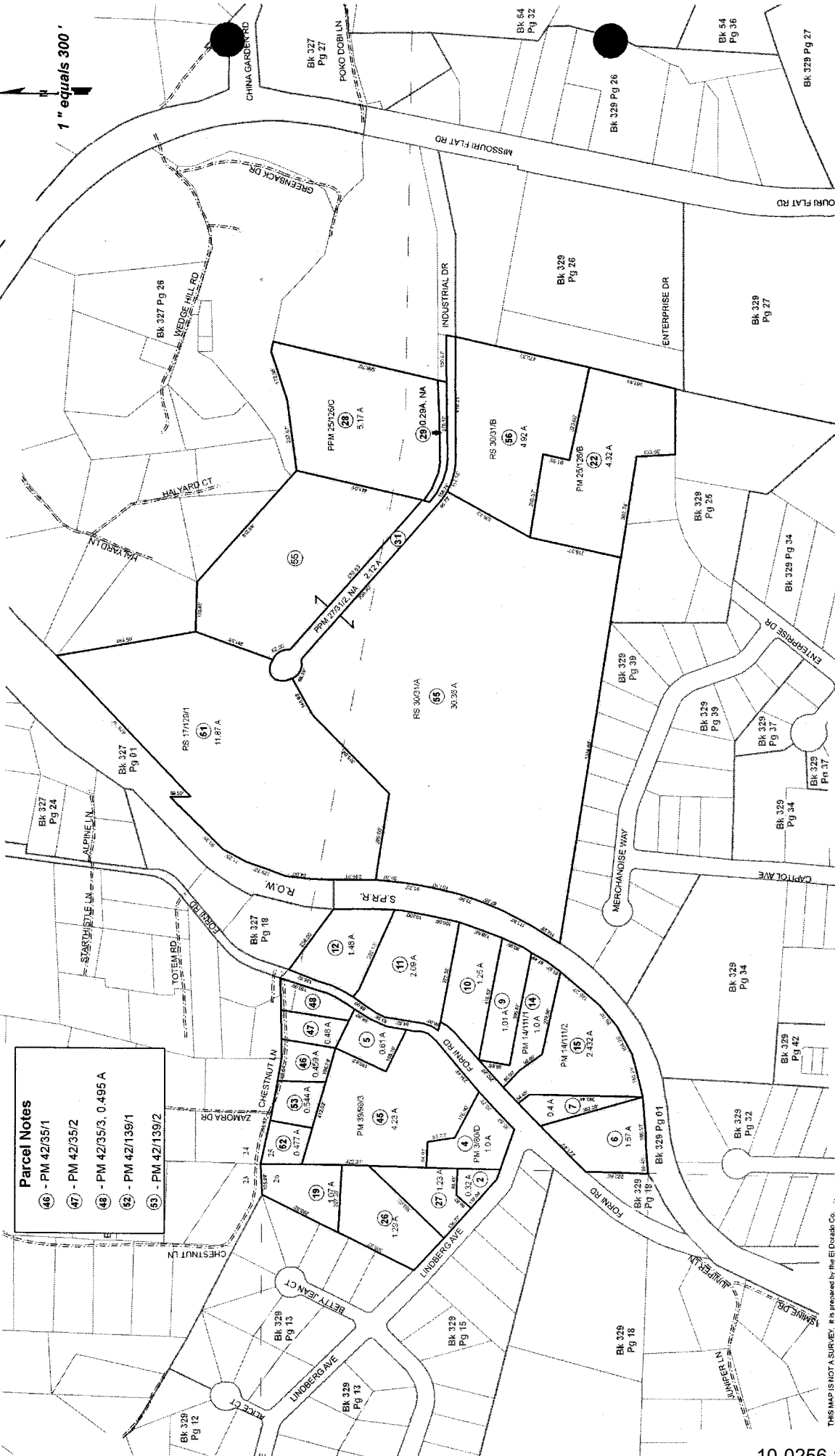


Exhibit A



1" equals 300'

POR'S. SEC'S. 24, 25 & 26, T.10N., R.10E., M.D.M.



Parcel Notes

- 46 - PM 42/35/1
- 47 - PM 42/35/2
- 48 - PM 42/35/3, 0.495 A
- 52 - PM 42/139/1
- 53 - PM 42/139/2

Assessor's Map Bk. 329, Pg. 24
County of El Dorado, CA

Rev. June 14, 2007

Acresages Are Estimates

THIS MAP IS NOT A SURVEY. It is prepared by the El Dorado Co. Assessor's Office for informational purposes only. Calculations and acreages are estimates and not guaranteed. Users should verify items such as dimensions and acreage.

EXHIBIT B

**Special Use Permit
S09-0018/ Western Sign Company
General Plan Land Use Map**



Map prepared by:
Jonathan Fong
El Dorado County
Development Services

0 195 390 780 Feet

Exhibit C



10-0256.1C.7

**Special Use Permit
S09-0018/ Western Sign Company
Zoning Map**



Map prepared by:
Jonathan Fong
El Dorado County
Development Services

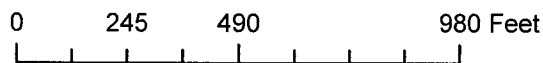


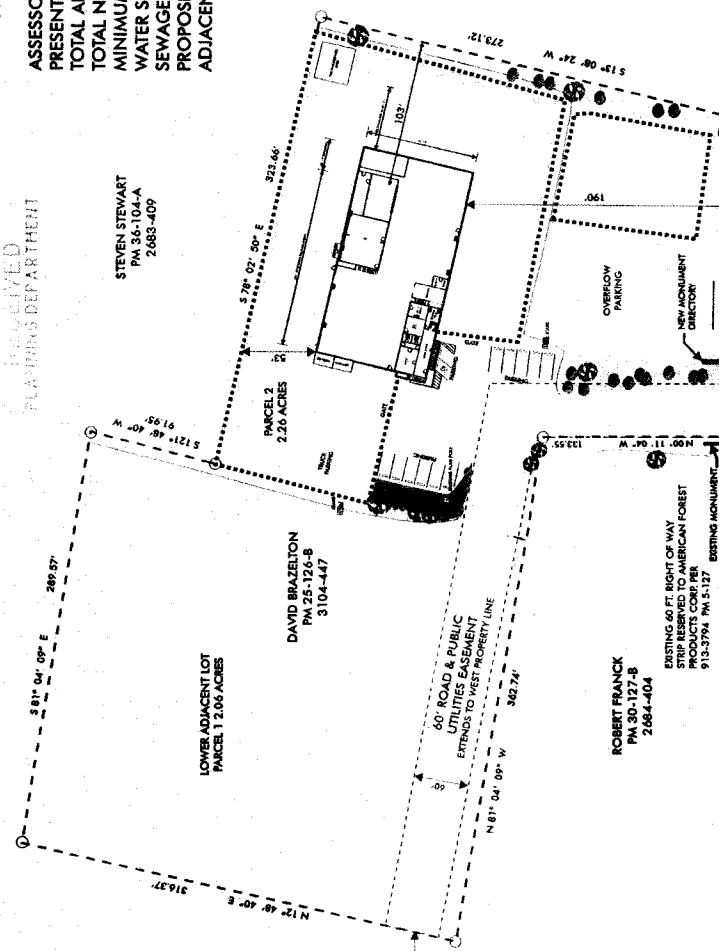
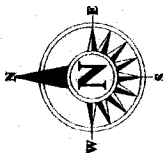
Exhibit D



10-0256.1C.8

PARCEL MAP 06-09-04

OWNER OF RECORD: DAVID BRAZELTON
 6221 ENTERPRISE DRIVE
 DIAMOND SPRINGS, CA 95619
 SECTION: TOWNSHIP & RANGE - A POR. OF N 1/2 SEC. - 25. T.10N.
 R.10E. M.D.M.
 ASSESSOR'S PARCEL NUMBER: 329-240-22
 PRESENT ZONING: C-INDUSTRIAL
 TOTAL AREA: 4.32 ACRES
 MINIMUM PARCEL AREA: 2.06 ACRES
 WATER SUPPLY: E.I.D.
 SEWAGE DISPOSAL: SEWER
 PROPOSED STRUCTURE FIRE PROTECTION: DIAMOND SPRINGS FIRE DEPT.
 ADJACENT PROPERTY OWNER INFORMATION FROM 5/17/90 PARCEL MAP



CAROL COLDWELL
 PM 36-104-REB
 3077-717

DAVID BRAZELTON
 PM 25-126-B
 3104-447

STEVEN STEWART
 PM 36-104-A
 2683-409

RUSSELL SMIT
 PM 30-127-A
 1884-577

ROBERT FRANCK
 PM 30-127-B
 2684-404

PLACERVILLE FRUIT GROWERS
 PM 4-21-2
 1306-772

--- PROPERTY LINE
 FENCE
 - - - - - PAVED AREA

500' TO MISSOURI FLAT ROAD

ENTERPRISE DRIVE

SCALE 1/80" = 1' - 0"

NOR CAL BEVERAGE COMPANY
 PM 27-136-A
 1874-210



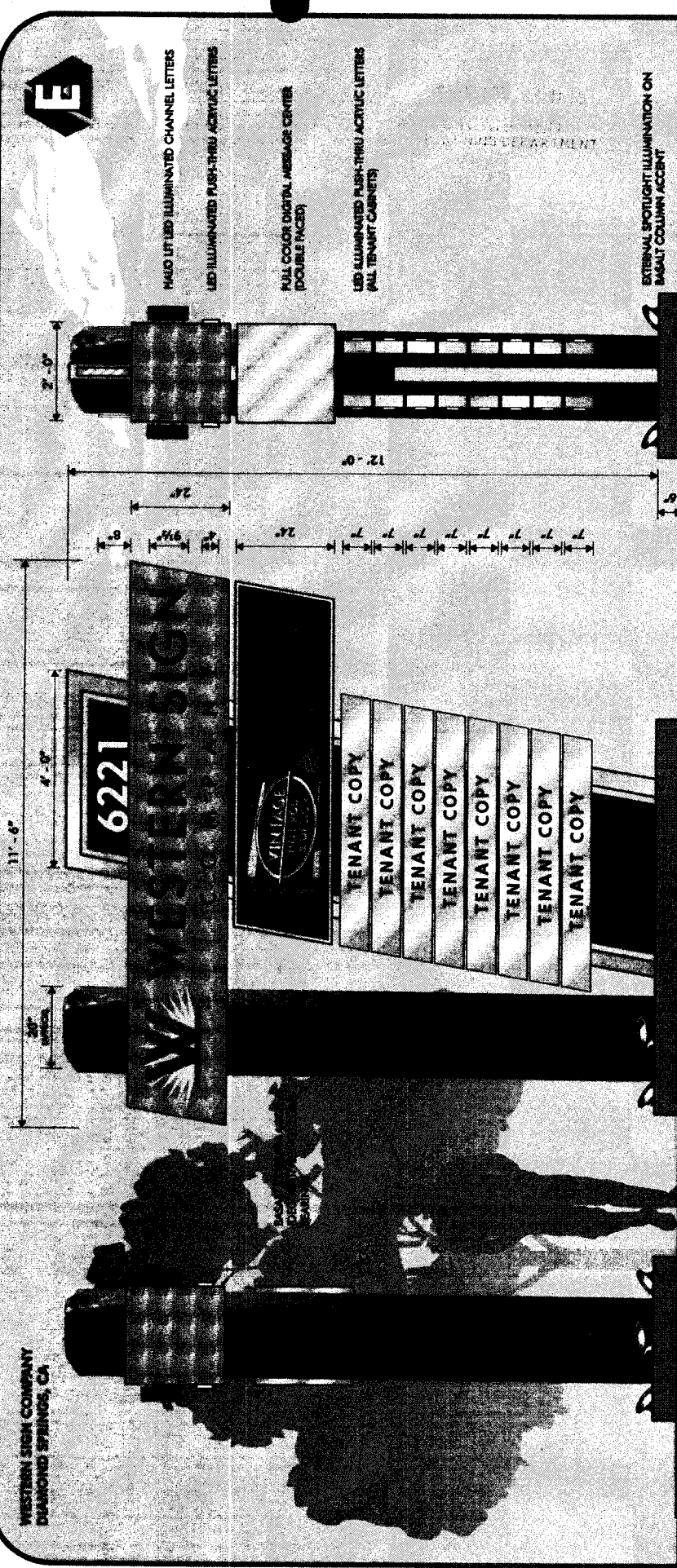
6221 Enterprise Drive Diamond Springs, CA 95619
 Phone 916 828-3759 • Fax 920-622-4007

LOCATION Diamond Springs, CA
 DRAFT Perry Wilson
 DATE 10/28/93
 REVISION 06/09/94

S 09-0018
PARCEL MAP

EXHIBIT E

WESTERN SIGN COMPANY
DIAMOND SPRINGS, CA



MALED LIT LED ILLUMINATED CHANNEL LETTERS

LED ILLUMINATED PUSH-THRU ACRYLIC LETTERS

FULL COLOR DIGITAL MESSAGE CENTER (DOUBLE FACED)

LED ILLUMINATED PUSH-THRU ACRYLIC LETTERS (ALL TENANT CABINETS)

EXTERNAL SPOTLIGHT ILLUMINATION ON BAGLUT COLUMN ACCENT



6221 Enterprise Drive Diamond Springs, CA 96619
Phone 916 833-3785 • 530 822-1420 • Fax 530 822-8387

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SALSPERSON: Todd Johnson
LOCATION: Diamond Springs, CA
DATE: 06/17/08
REVISED: 08/28/08

CUSTOMER APPROVAL: _____ DATE: _____
LANDLORD APPROVAL: _____ DATE: _____
COLORS ON THIS PRINTOUT MAY VARY SLIGHTLY FROM FINAL MATERIALS COLORS. APPROVAL OF THIS ILLUSTRATION INCLUDES APPROVAL OF THE FINAL MATERIALS COLORS AS DESCRIBED IN THE WRITTEN CALLOUT. WRITTEN DIMENSIONS ON THIS ILLUSTRATION HAVE PRECEDENCE OVER SCALED DIMENSIONS.
SALESPERSON SIGNOFF: _____ DATE: _____

S 09-0018

EXHIBIT F