

Cameron Park Design Review Committee



ENVISION 2030

Working towards a special and sustainable future

The Cameron Park Design Review Committee



- ▶ **Dyana Anderly – AICP Chairperson**

City Planner

Resident/Business

- ▶ **Eric Driever – AIA Vice Chairperson**

Architect –

Resident

- ▶ **Mark Harris – RIA**

Financial Planner –

Resident/Business

- ▶ **Jane Layton – GRI, CDPE**

Realtor

Resident/Business

What is a Design Review Committee?



- ▶ **The Eldorado County General Plan established Design Review Advisory Committees.**

17.74.070 Design Review Advisory Committees.

The board of supervisors may by resolution establish design review advisory committees to review and comment upon application for a permit required under this chapter. Such committees shall be authorized to perform their duties within such geographic area as defined by the board resolution creating the committee.

(Prior code §9395.6: Ord. 4228, 1992)

What are the Design Review Committee's Responsibilities?



17.74.110 Powers and Duties of the Design Review Advisory Committee.

The design review advisory committee shall have the following duties and powers:

- A. Act in an advisory capacity to the Planning Director, Planning Commission or Board of Supervisors with regard to the review and comment on design review for multifamily, commercial, and industrial applications within their area of jurisdiction.
- B. To aid in the review process, the committee shall utilize adopted area plan policies, design guides, zoning ordinances, CC&R's, and if clearly identifiable, neighborhood preferences.
- C. Provide recommendations to the Board of Supervisors and the Planning Director regarding the improvement or expansion of design procedures and standards. (Ord 4228, 1992)

Current Standard



- ▶ “El Dorado County Community Design Guide”
 - Approved in 1981 (outdated)
 - Not specific to Cameron Park
 - Difficult to enforce
 - Vague and unenforceable



Design Review Committee

Goal



- ▶ To create a Special and Sustainable Community.



- Creation of Cameron Park vision statement.

- Creation of Cameron Park Design Guidelines.

IN PROCESS



- Assist County in grant applications for a downtown plan.

Cameron Park Vision Statement



Cameron Park, located in the foothills on the western slope of the Sierra Nevada, above the fog and below the snowline, was the 1950's vision of Ruth and Larry Cameron, who purchased the 5,000 acre ranch.

Cameron Park is a community committed to sustainable growth, while providing access to local and regional education, recreation, healthcare, and economic opportunities.

Preservation of our social, cultural and natural resources is the key element for development, planning and stewardship.

Future development decisions should contribute toward:

- A transportation design that unifies Cameron Park and its bike/pedestrian friendly urban transit opportunities;
- An interconnecting regional park and trail system which supports a healthy and mobile lifestyle;
- An architecturally cohesive walkable downtown that promotes economic vitality to the region;
- The sustainable integration of our environmentally sensitive natural resources; and
- The enhancement of a safe and secure community.

Our vision, in partnership with local officials and the vibrant citizenry, will secure Cameron Park's place in El Dorado County as "A Special Place to Live."

Cameron Park Community Workshops



•enVision 2030–vol.1

- Conducted in 2009 by the Vision sub-committee.
- Input from this workshop, DRC/Chamber of Commerce survey and county sponsored RRM workshop informed the Vision Statement.

•enVision 2030–vol.2

- Conducted in 2010 by the Cameron Park DRC, in partnership with the El Dorado County Economic Development Department and the Eldorado County Arts Council.
- Input from these workshops, coupled with the Vision Statement is the foundation for the development of the design guidelines.



Design Guidelines / Zoning Ordinance



- ▶ **Why Cameron Park Design Guidelines and a Zoning Ordinance?**
 - To assist landowners in the development of their projects through clear definable guidance.
 - For consistency in expectations across changing Committees.
 - To create a more cohesive community.
 - To provide a tool for property value enhancement and protection.
 - To define Cameron Park as a place the residents and business owners want vs. what outside influences prefer.
 - A zoning ordinance amendment is critical to supporting the implementation of the design guidelines.

Elements of the Design Guidelines



- ✔ ▶ Introduction
- ✔ ▶ History
- ✔ ▶ Vision Statement
- ✔ ▶ Signage
- ▶ Site Planning
- ▶ Landscape
- ▶ Building Design
- ▶ Lighting
- ▶ Downtown guidelines



Why Signage First?



- ▶ **A Community Priority.**
- ▶ **The most offensive and inconsistent aesthetic issue facing Cameron Park.**
- ▶ **A need to address a proliferation of signs and the blight that often accompanies them.**
- ▶ **Signs contribute to community identity.**

Sign Guidelines



▶ Process to Date

- CPDRC for the last 24 months has been working on the design guidelines.
- CPDRC has worked with staff to compare the existing County sign ordinance and the proposed Cameron Park Sign Guidelines.
- Consulted with members of the Board of Supervisors who represented Cameron Park.
- Submitted an application to Development Services for processing.
- Submitted proposed zoning ordinance amendment.
- Received letter of incompleteness (application fee required).



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Cameron Park Sign Guidelines

Article 4

Date: 8/5/2011



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A. Wall Signs



Signage Guidelines

Wall signs include most types of signage that are attached to the face of a building wall. Wall signs should be oriented to achieve balanced composition and harmony with other architectural elements of a building façade. Wall signs should be placed on a flat building surface and should not be placed over architectural building features.

1. Location and Number Permitted

Wall signs must be located on a building face that has a public entrance. The maximum number of wall signs permitted is two per tenant space.

2. Size

Wall signs may be a maximum of 100 square feet or 15 percent (whichever is less) of the building face area where the sign is attached, whichever is less.

3. Illumination

Wall signs may be illuminated by any means consistent with Section 4.430 of these Sign Guidelines.

4. Zoning

Wall signs are allowed in commercial, industrial, and multi-use zoning districts.



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3. Illumination

Sandwich-board signs may not be illuminated.

4. Zoning

Sandwich-board signs are allowed in all commercial zones.

H. Murals



Signage Guidelines

Certain building walls present opportunities for murals. Murals should not contain text or any specific commercial message. Murals that do not contain text or any specific commercial message can be considered public art.



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M. Directory Signs



Signage Guidelines

Directory signs are used for multi-tenant buildings to provide a directory of tenant locations within the building. They may also serve as the address sign for the property. Directory signs are small scale and are oriented to pedestrians.

1. Location and Number

Directory signs may be free standing, or may be fixed on an exterior wall if the building has no setback. One directory sign may be permitted per premises.

2. Size

Directory signs may be no larger than 12 square feet in area, and individual letters may not exceed 6 inches in height.

3. Illumination

Directory signs may be illuminated by any means consistent with Section 4.430 of these Sign Guidelines.

4. Zoning

Directory signs are allowed in all zoning districts.

4.480 Sign Programs

The DRC may approve a sign program for a particular development or property. In this case, the requirements of the sign program supersede Article III and Article IV of these Sign Guidelines. Prior to submitting a sign permit application to the Planning Department under a sign program, the program must have been reviewed by the DRC.

Sign Guidelines



▶ Next Steps

- Waive application fee
- Direct staff to process Cameron Park Sign Guidelines immediately.
- Direct staff to process the related zoning ordinance immediately.
 - CPDRC is willing to and has the expertise to assist in this effort.
- Planning Commission and Board of Supervisor's action.

Q&A

