



COMMUNITY DEVELOPMENT AGENCY

LONG RANGE PLANNING

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February 9, 2016

To: Board of Supervisors
From: Shawna Purvines, Principal Planner
Subject: **Sign Ordinance Update Implementation Status**

Purpose

This staff memorandum is to provide the Board of Supervisors (Board) with information on the implementation status of the updated Sign Ordinance (Chapter 130.16 of Title 130 of the El Dorado County Code of Ordinances) which became effective on August 27, 2015.

Department Recommendation

The Community Development Agency (CDA), Long Range Planning (LRP) Division recommends that the Board review this information, and receive and file this staff memorandum.

Background

On July 28, 2015, the Board approved the adoption of a comprehensive update to the Sign Ordinance. The Board also directed staff to return to the Board within six months to review the implementation status of the Ordinance.

Discussion

Following adoption of the updated Sign Ordinance, staff posted the adopted Sign Ordinance, along with a Table of Contents document, on August 31, 2015 on the LRP webpage and sent a GovDelivery email notice to the LRP email subscription list (approximately 1,300 subscribers). For ease of use in navigating the online document, bookmark links to each of the Sections was added to the pdf document. In addition, the beginning and ending section numbers on each page were added to the header/footer in response to a request from Planning Services staff.

Discussed below is a summary of education and outreach, code enforcement, sign permits approved/processed, and Sign Ordinance revisions for consideration.

Education and Outreach

Prior to the August 28, 2015 effective date, staff provided an internal training for CDA staff who will be involved in implementing and enforcing the new Sign Ordinance. Over 20 CDA staff from Code Enforcement, Development Services, Environmental Management, Long Range Planning, and Transportation attended the training.

On October 8, 2015, an implementation team comprised of management staff from the CDA Divisions noted above met to coordinate implementation and enforcement of the new Sign Ordinance. To assist with public outreach, the implementation team developed an informational pamphlet (Exhibit 1). Copies of the pamphlet are available in the lobby of Building C. The pamphlet is also posted on the Sign Ordinance Update webpage:

http://www.edcgov.us/LongRangePlanning/LandUse/Sign_Ordinance_Update.aspx.

The pamphlet was also sent electronically to the implementation team, as well as to the El Dorado County Chamber of Commerce for distribution to its members and posting on the Chamber website, Association of Realtors, and other individuals and organizations upon request. The County also reached out to the Elections Department with electronic copies of both the pamphlet and a 1-page guide to new regulations for signage posted before, during and after an election. In addition to the general pamphlet, Environmental Management also developed a pamphlet that specifically focused on the sign code for Temporary Signs (Section 130.16.050) and an updated "Sign Code Violation Notice" for sign code violations (See Exhibits 2 and 3). Environmental Management Solid Waste Technicians have been placing the tags and copies of the pamphlet when they encounter temporary signs that are not compliant with the new Sign Ordinance.

In August 2015, the County received a request from the Community Economic Development Association of Pollock Pines (CEDAPP) for a staff presentation on the new Sign Ordinance. Anne Novotny of LRP attended the CEDAPP meeting on September 22, 2015 and gave an informational presentation on the new Sign Ordinance and answered questions. No additional presentation requests have been received.

Code Enforcement

During the period of July 29, 2015 through January 7, 2016, a total of 50 sign complaints were submitted by 21 individuals. Nearly 50 percent of the complaints were submitted by one Shingle Springs resident. Ten of the 50 complaints were submitted more than once. Therefore, 40 of the 50 complaints were unique sign locations. The majority of the complaints pertain to temporary signs (e.g., banners, A-frames) with commercial messages located in the County right-of-way and other commercial signs located off-site. Many of the sign complaints were quickly rectified ("closed") by reaching out to property owners with phone calls and informing them about the requirements of the new Sign Ordinance. The County is actively working to resolve the remaining open complaints. The table below provides a status summary of the complaints being handled by each Division.

Department	No.	Closed	Open
Code Enforcement	13	8	5
Environmental Management	8	7	1
Transportation	10	5	5
Planning	9	3	6
Total	40	23	17

Sign Permits Approved/In Process

Planning Services approved two building permits for wall signs and is currently processing three applications: 1) Design Review for a gas station re-branding project, 2) Design Review for an existing fast food restaurant, and 3) Special Use Permit revision for an auto dealership. No applications for digital signs have been submitted.

Sign Code Revisions for Consideration

The recent adoption of the Zoning Ordinance Update on December 15, 2015 will require revisions to the Zone District codes referenced in the Sign Ordinance for consistency with the Zone Districts in the updated Zoning Ordinance.

Staff has also received comments and suggestions for possible revisions from Planning Services. For example, a couple of the suggested proposed revisions pertain to the Community Sign Programs (Section 130.16.060). This Section identifies four signs programs: A) Community Directional, B) Community Identity, C) Community Events, and D) Industry Association Signs. The Board is the decision-making authority for all of these programs. It was suggested that the Board may wish to consider delegating review authority for “Community Events” type signs to the Development Services Director, and to modify Table 130.16.080.1 (Planning Sign Permits and Review Authority) to require an Administrative Permit for Community Event sign programs.

Proposed revisions to the sign code (Chapter 130.16 of Title 130) will be included as part of the overall Zoning Ordinance Update review directed by the Board to be completed within approximately one year of adoption of the Zoning Ordinance Update.

What happens if my sign doesn't comply with the new ordinance?

Signs **legally** erected under the previous Ordinance that do not comply with the new Ordinance are generally considered *legal nonconforming*. These signs are protected from removal by state law (Business and Professions Code 5490).

Legal nonconforming signs may continue with routine maintenance/repair, but shall not be moved, enlarged, or raised in height unless required by law or to conform to the new Ordinance. Modification of a nonconforming sign may be allowed through the plan check application process if it is determined that the modification will bring the sign into conformance with the provisions of the new Ordinance. Existing off-site signs (e.g., billboards) shall not be converted to digital signs.

Permanent signs **illegally** erected under the previous Ordinance or under the new Ordinance are considered **illegal and shall be abated by the property owner**.

Illegal temporary signs are subject to immediate removal.



El Dorado County
Community Development Agency
2850 Fair Lane Court , Building C
Placerville, CA 95667
www.edcgov.us/
community-development

October 2015



Exhibit 1

El Dorado County Sign Ordinance

Title 130, Sec.130.16

Effective August 27, 2015



El Dorado County Sign Ordinance Update

On July 28, 2015, the El Dorado County Board of Supervisors adopted a comprehensive update to the County's Sign Ordinance (Chapter 130.16 of Title 130). The new Ordinance became effective 30 days after adoption on August 27, 2015.

The complete Sign Ordinance is available on the County website at: www.edcgov.us/LongRangePlanning/LandUse/Sign_Ordinance_Update.aspx

Key Changes

Some key changes include, but are not limited to:

⇒ The following are now **prohibited**:

- New general advertising for hire signs, including billboards
- Off-site commercial signs on private property (e.g. any sign not located on premises of the establishment indicated or advertised by sign)
- Mobile/movable signs with a commercial message

⇒ The following are now **allowed**:

- Community sign programs to help create sense of place and community identity, as well as to provide directions to nearby accommodations and attractions, scenic and historic points of interest, etc.
- Digital signs, with limitations

Sign Ordinance Implementation and Enforcement

El Dorado County's Community Development Agency (CDA) is responsible for implementing the Sign Ordinance. Below is a list of CDA Divisions that have a role in implementation and enforcement, the Division's specific responsibilities, and contact information.

Development Services

General questions about the new Ordinance; processing applications/permits for new signs

Contact: (530) 621-5355 or planning@edcgov.us

Environmental Management

Removal of **small and/or temporary** illegal signs in County right-of-way (e.g. A-frame signs)

Contact: (530) 621-5300 or emd.info@edcgov.us

Transportation

Removal of **large and/or permanent** illegal signs in County right-of-way (e.g. signs cemented in to ground); **Contact:**

Contact: Leah Rademacher at (530) 621-5933 or leah.rademacher@edcgov.us

Installs and maintains traffic control devices (e.g. stop signs); addresses roadside memorials in County right-of-way

Contact: Darryl Brown at (530) 621-4919 or darryl.brown@edcgov.us

Code Enforcement

Addresses illegal signs on private property on a prioritized complaint process. Complaints may be submitted by calling (530) 621-5999 or filling out a complaint form available online at: www.edcgov.us/Building/Code_Enforcement.aspx



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GENERAL PROHIBITION

All off-site commercial signage on private property is prohibited (unless as otherwise allowed per Title 130, Chapter 130.16). An off-site sign is any sign not located on the premises of the establishment indicated or advertised by such sign.

ALLOWED TEMPORARY SIGNS

Temporary signs may include, but are not limited to, commercial signs (including sign twirlers), grand openings, products/services, sales, special events, and new apartment/multi-family units. **Temporary signs are only allowed on-site.**

A. **Time Duration** – Limited to cumulative maximum of 90 days per establishment per calendar year unless otherwise specified below:

1. **Apartment Signs** – Shall be removed 6 months after opening.
2. **Banner Signs for grand openings** (including feather banners) – Limited to maximum of 30 consecutive days per establishment per calendar year.
3. **A-Frames, Feather Banners, & Sign Twirlers** – Allowed only on-site during daylight hours and shall be removed from dusk to dawn and times when establishment is closed or event is over.

B. **Illumination** – Not allowed.

C. **Message** – Commercial limited to on-site only.

D. **Illegal Signs** – Shall be removed immediately.



El Dorado County
Community Development Agency
Environmental Management
2850 Fairlane Ct, Bldg. C
Placerville, CA 95667
(530) 621-5300
www.edcgov.us/EMD

September 2015



El Dorado County Sign Ordinance

Temporary Signs

Title 130, Sec.130.16.050

Effective August 27, 2015



EL DORADO COUNTY SIGN ORDINANCE UPDATE

On July 28, 2015, the El Dorado County Board of Supervisors adopted Ordinance No. 5025, a comprehensive update to Chapter 130.16 (Signs) of Title 130 (Zoning Ordinance). The updated Sign Ordinance includes Section 130.16.050 which provides specific standards for allowed temporary on-site signs throughout the unincorporated areas of El Dorado County (not in the Tahoe Basin). This handout provides key information that businesses should be aware of when considering signs for advertising grand openings, products, services, sales, special events, and new apartments/multi-family units.

TEMPORARY SIGN DEFINITION (Sec. 130.16.120)

A sign used for the public display of visual messages or images, which is easily installed with or without common hand tools, and which is not intended or suitable for long-term or permanent display (e.g., less than 120 days), due to lightweight or flimsy construction materials. Examples include, but are not limited to, A-frame signs, banners, pennants, streamers, or similar nonpermanent signs made of paper, cloth, canvas, lightweight fabric or other non-rigid material, with or without frames. Any device that meets the definition of a “structure” in the building code is not within this definition.

ALLOWED TEMPORARY ON-SITE SIGN STANDARDS

Sign Type	Number Allowed	Max. Area	Max. Height	Minimum Setback from Right-of-Way ¹
On-Site Subdivision and Apartment Signs¹				
Banner	3	30 sf each	Roofline	5 feet
Feather Banner	1 per subdivision	30 sf	12 feet	5 feet
Entrance	1 per subdivision entrance	80 sf each	15 feet	5 feet
Model Home	1 per model home	8 sf	2 feet	5 feet
Flags	5 poles per street frontage, max 15 poles per subdivision	20 sf per pole	25 feet	5 feet
Sign Twirler	1 per subdivision entrance; on legal parcel of subdivision	12 sf	8 feet	5 feet
All Other Uses¹				
Banner	1 sign (any type) per establishment per street frontage	50 sf	Roofline	5 feet behind face of curb, outside of right-of-way
Feather Banner		30 sf	12 feet	
A-Frame		8 sf	4 feet	
Sign Twirler	1 per establishment; on legal parcel of establishment	12 sf	8 feet	5 feet
Notes				
¹ Must be located outside of the required cross visibility area.				

All temporary signs found in violation of this ordinance will be:

1. Tagged and laid down.
2. If not picked up after 7 days, signs will be removed from the site and held at the County Environmental Management office for 30 days.
3. Signs not picked up after 30 days will be recycled.

For further information, please call **(530) 621-5300**.

To view/print the complete Sign Ordinance, visit the County website at:
www.edcgov.us/LongRangePlanning/LandUse/Sign_Ordinance_Update.aspx

[RSign_Ordinance_Update.aspx](#)



NOTICE

This sign is in violation of El Dorado County Ordinance No. 5025, Section 130.16.050 (Temporary Signs).

Temporary signs found in violation of this Ordinance will be:

- 1) Tagged and laid down on site.
- 2) If not picked up after 7 days, signs will be removed and held at the Community Development Agency, Environmental Management Division for 30 days.
- 3) Signs not picked up after 30 days will be recycled.

For further information, call (530) 621-5300.

The complete Sign Ordinance is posted on the County website at:

www.edcgov.us/LongRangePlanning/LandUse/Sign_Ordinance_Update.aspx

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