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**Public comment\_BOS 7/28/15\_Sign Ordinance, file no. 13-0086**

1 message

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**Ellen Van Dyke** <vandyke.5@sbcglobal.net>

Sun, Jul 26, 2015 at 8:39 AM

To: Brian Veerkamp &lt;bosthree@edcgov.us&gt;, Ron Mikulaco &lt;bosone@edcgov.us&gt;, Shiva Frentzen &lt;bostwo@edcgov.us&gt;, Sue Novasel &lt;bosfive@edcgov.us&gt;, Michael Ranalli &lt;bosfour@edcgov.us&gt;, Jim Mitrisin &lt;edc.cob@edcgov.us&gt;

Cc: Anne Novotny &lt;anne.novotny@edcgov.us&gt;, Ellen Van Dyke &lt;vandyke.5@sbcglobal.net&gt;

**Van Dyke Public Comment – 7/26/15, Sign Ordinance and FEIR**  
(BOS 7/28, file no. 13-0086)

Dear Supervisors:

Please seriously consider the Alternate #1 No Project Alternative for the following reasons:

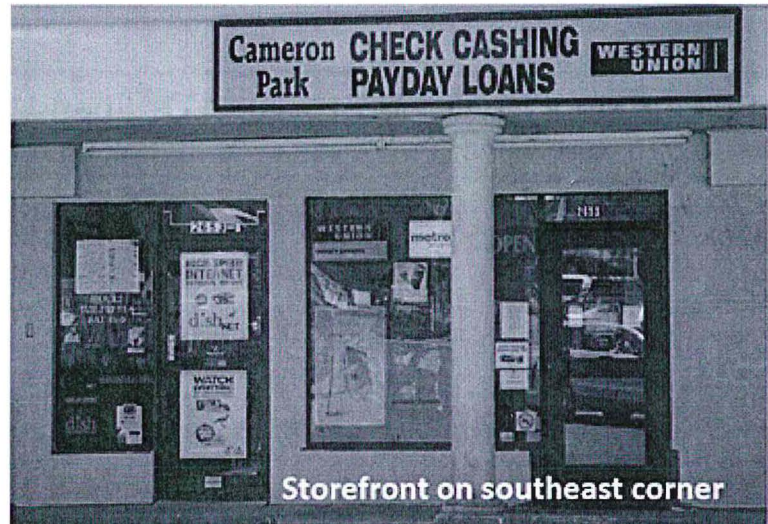
- 1) The greatest problems with the existing sign ordinance have been related to enforcement of illegal signage and improper approvals (i.e. the digital ARCO sign in Cameron Park and the billboards in Shingle Springs), NOT the ordinances themselves. The new ordinances do nothing to correct these issues. From the Project Summary:

*“The purpose of the Sign Ordinance update and General Plan Amendment (GPA) is to ensure signs are consistent with the visual and aesthetic goals and policies set by the El Dorado County General Plan and to protect the county’s visual appearance and scenic landscapes.”*

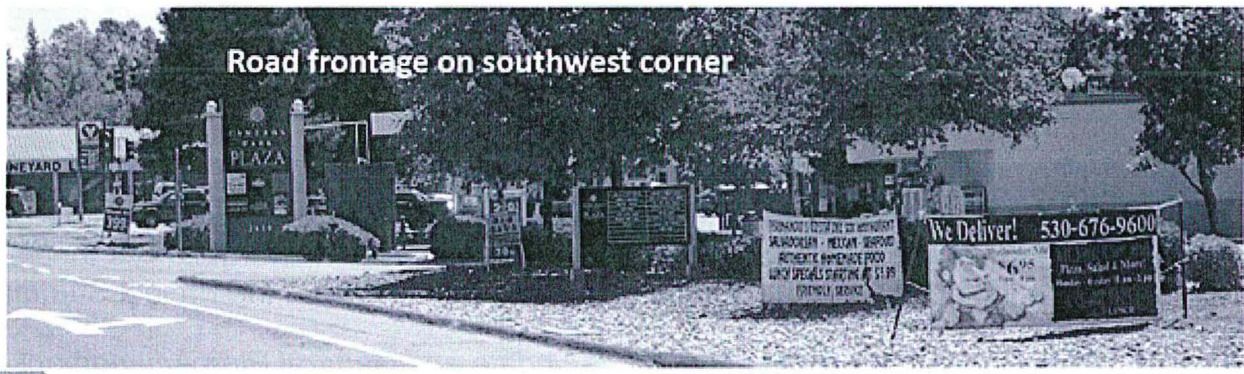
The ordinances as proposed will not correct this problem or meet the projects’ purpose, and in fact will create a number of other problems (see 3 below).

## Sign Clutter\_ intersection of Cameron Park Dr & Green Valley Rd

Enforcement is the bigger problem rather than the ordinance

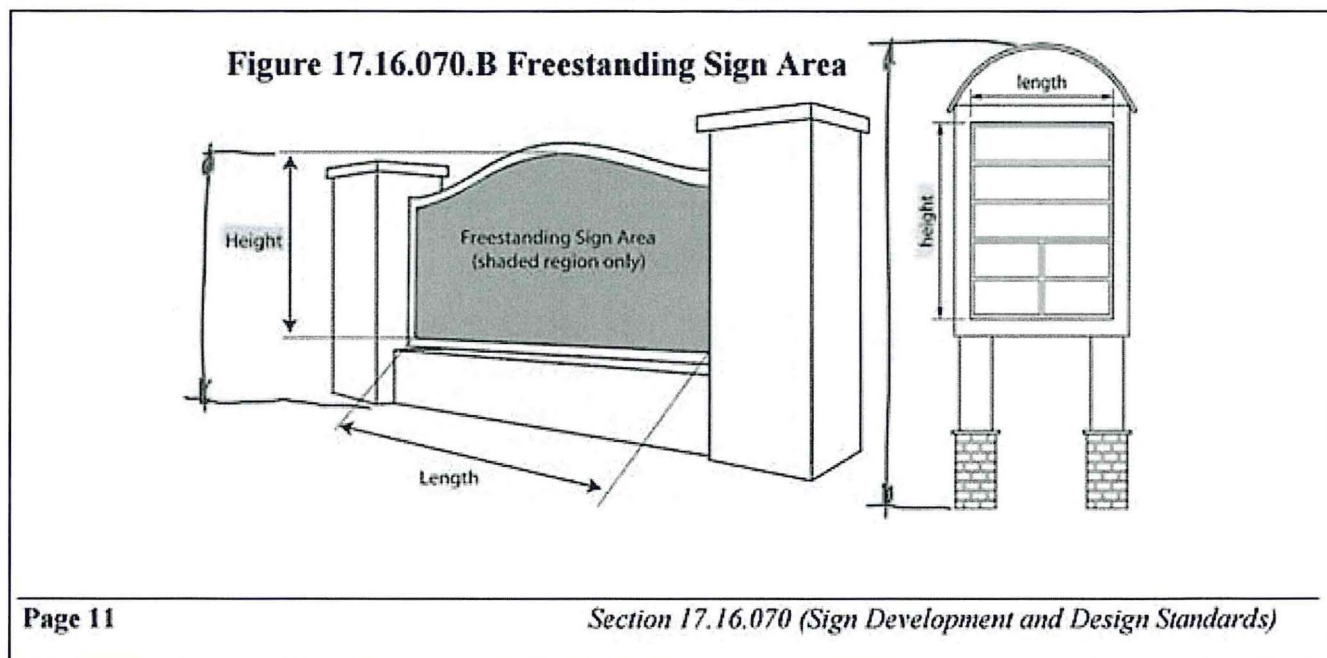


Storefront on southeast corner



Road frontage on southwest corner

2) A major concern of residents has been sign height, and regardless of any height limitations you place within the standards themselves, there's a great big loophole in Figure 17.16.070C (graphic below). *The "height" is measured to the top of the sign face, and the base structure is excluded.* When measuring a tower sign, again *the height is to the top of sign face rather than structure.* It is how sign height is calculated in this county currently, and again, the new ordinances do not change that.



[17.16.070B was revised to 17.16.070C in 6/23/15 version]

3) By separating signage out of the General Plan update, you have bifurcated the CEQA process and left gaping holes in the environmental analysis. The 2004 General Plan includes mitigation measure LU-A "Establish a Scenic Corridor (-SC) Combining Zone District [Policy 2.6.1.6]" .

**Policy 2.6.1.6** A Scenic Corridor (-SC) Combining Zone District shall be applied to all lands within an identified scenic corridor. Community participation shall be encouraged in identifying those corridors and developing the regulations.

The process of public review in establishing scenic corridors has not been completed yet, but the projects' Findings inaccurately assume you know where those scenic corridors are: "..the proposed Sign Ordinance update includes several regulations that address signage in public areas available for viewing scenic resources."

Approval of this project will very likely allow digital signage to be installed in sensitive areas because the Scenic Corridor designation protections *which were part of the 2004 General Plan mitigations* have not been completed. Additionally, by approving this project prior to completion of the TGPA/ZOU, the General Plan changes are being analyzed relative to the old (current) sign ordinance putting a gap in the analysis for the General Plan update.

**Please include these comments in the file for the TGPA/ZOU as well (file no.11-0356) .**

Ellen Van Dyke, Rescue



EDC COB &lt;edc.cob@edcgov.us&gt;

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**Public Comment, Sign Ordinance Update; Agenda Item 28; File No. 13-0086**

1 message

**Cheryl** <Cheryl.FMR@comcast.net>

Sun, Jul 26, 2015 at 4:32 PM

To: "bosone"@edcgov.us, bostwo@edcgov.us, bosthree@edcgov.us, bosfour@edcgov.us, bosfive@edcgov.us, edc.cob@edcgov.us

Supervisors &amp; Jim—

I've attached a document (1) for the July 28, 2015 **Sign Ordinance Update** meeting.

Jim--Please include my comments in the administrative record, Agenda Item 28; File No. 13-0086.

Thank you—

Cheryl Langley

Shingle Springs Resident

**BOS.Did You Know.signs.July 28, 2015.pdf**

520K

Cheryl Langley  
Shingle Springs Resident

## DID YOU KNOW ?

While the Sign Ordinance Update is said to be “*more restrictive than the existing ordinance,*” it actually **expands** allowable sign placement.

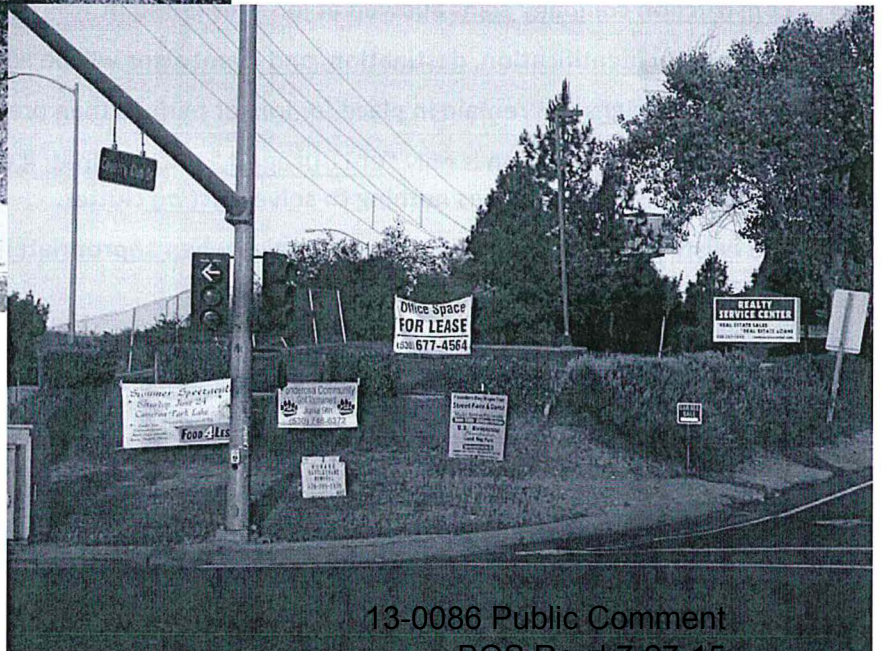
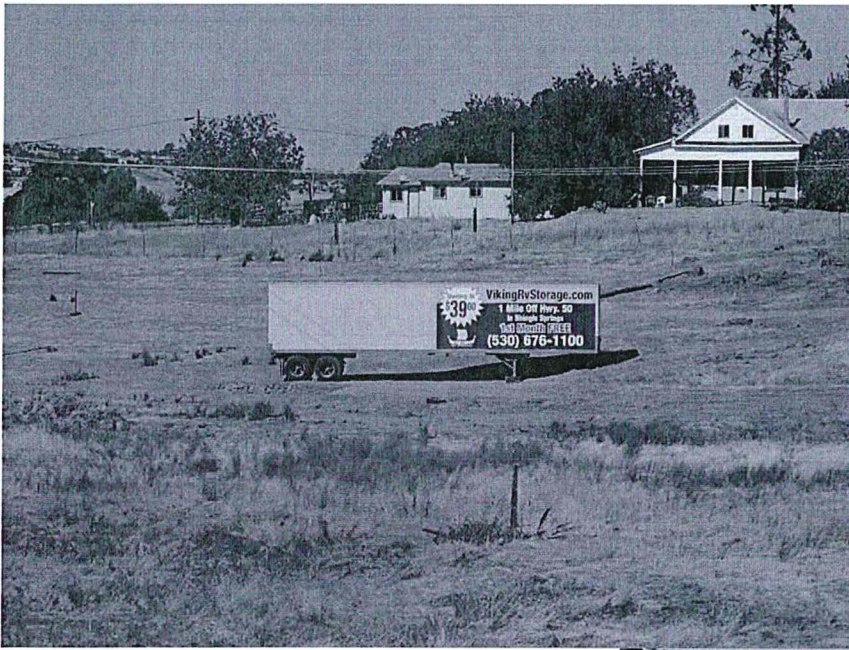
**New signs** will be allowed (and **sign sizes will increase**) <sup>1</sup>  
in the following instances:

- **Digital billboards will be allowed**, unless the **no digital billboard project alternative is chosen**.
- **Existing billboards along Highway 50 will likely not be removed**—Objective 2.7.1 speaks only to the relocation or removal of billboards along **designated scenic corridors** and historic routes (as may be designated in the future). Existing billboards are designated “nonconforming” and removal is protected by applicable State law.
- **Policy 2.7.1.2** applies only to the “**consideration**” of relocation or removal of billboards within **designated scenic corridors** (Section 263 of the Streets and Highways Code), which **includes only**:
  - Highway 50 from East limit of Government Center interchange in Placerville to Echo Summit;
  - Highway 50 from Echo Summit to South Lake Tahoe City Limit; and
  - Highway 89 from Alpine County line to Placer County line.
- New **stationary billboards** will be allowed as “*rural off-site signage related to agricultural businesses...*” <sup>2</sup> with some size restrictions.
- **Highway 50-oriented signs will be allowed**.
- **Mobile billboards** that are “*traversing upon or parked upon a public right-of-way for the primary purpose of general advertising for hire*” are prohibited. **But it needs to be definitively clarified whether a mobile billboards can be legally parked on private property (with general advertising for hire), or on public property with a non-commercial message.** (See first photo, next page.)
- **Moving signs (held by people) will be allowed**.
- **Larger home occupation signs will be allowed**. (2 sq.ft for wall; 2 freestanding 12 sq.ft.)
- **The number of off-site commercial signs will likely increase**; more permanent and temporary off-site signs will be allowed by right.
- **Subdivision sales signs will be allowed** (40 sq. feet; can remain 30 days after all lots are sold).
- **Construction company signs allowed** at job sites (32 sq. ft.)
- **Community identification, destination, and event signs** will be allowed by right.
- **Abandoned signs** can remain in place for longer periods than previously allowed.
- **Sign clutter** consolidation is only “**encouraged,**” not required; it is required only of **new** multi-tenant shopping centers. **This measure does nothing to solve existing clutter.**
- The **existing sign ordinance** is more protective when **appropriately enforced**, coupled with the **billboard moratorium**.

If the **existing sign ordinance was enforced**, we wouldn't see these...

<sup>1</sup> Meeting Item 7C, page 10 (Reference dEIR, page 3.1-9)

<sup>2</sup> Testimony of Shawna Purvines before the Planning Commission on March 26, 2015.





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## Public comment on Sign Ordinance

1 message

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**Lori at Shingle Springs Community Alliance**

Mon, Jul 27, 2015 at 3:08

<info@shinglespringscommunityalliance.com>

PM

To: Supervisor Mikulaco <bosone@edcgov.us>, Supervisor Frentzen <bostwo@edcgov.us>, Supervisor Veerkamp <bosthree@edcgov.us>, Supervisor Ranalli <bosfour@edcgov.us>, Supervisor Novasel <bosfive@edcgov.us>, Clerk of the Board <edc.cob@edcgov.us>, Anne Novotny <anne.novotny@edcgov.us>, Shiva Frentzen <shiva.frentzen@edcgov.us>, brian.veerkamp@edcgov.us

Dear Clerk of the Board,

Please add my attached comments to the public record on the Sign Ordinance.

Thank you,

Lori Parlin

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 **Lori Parlin 7-28-15 Sign Ordinance comments.pdf**  
192K

The County has not proven in the DEIR that the negative impacts of the project can be mitigated. It has also not shown that the project is unavoidable and that the Findings of Fact override the negative impacts.

**PROJECT GOALS AND OBJECTIVES**

1. Ensure signs consistent with visual and aesthetic goals and policies set by the General Plan
  - ✓ **STATEMENT OF VISION (page 3 of General Plan)**  
 Maintain and protect the County’s natural beauty and environmental quality, vegetation, air and water quality, natural landscape features, cultural resource values, and maintain the rural character and lifestyle while ensuring the economic viability critical to promoting and sustaining community identity.
  - ✓ There is nothing in the project that demonstrates that the project will maintain the rural character and community identity within the County.
  
2. Protect County’s visual character and scenic landscapes/viewsheds in designated scenic corridors
  - ✓ The County has not implemented the Scenic Corridor mitigation measure of the General Plan. How can you protect something that has not yet been determined? See Appendix A2 below from the General Plan Implementation Measures Progress Report. The County has not implemented this mitigation measure.

**Appendix A2 - 2013 General Plan Implementation Measures Progress Report**

No.	Status	Implementation Measure	Measure Text*	EIR Mitigation Impact Number(s)	Associated Mitigation Requirement(s)* (If any)	Notes
12	Remaining	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.	5.3-1(b), 5.3-1 (c)	<b>Viewshed Protection:</b> Protect views from Scenic Corridors. Reduce effects of nighttime outdoor lighting. Extend limitations on ridgeline development within scenic corridors or identified viewing locations to include all development.	Deferred until after adoption of comprehensive Zoning Ordinance Update.

**PROJECT OBJECTIVES**

1. **Encourage** consolidation of signs to reduce visual clutter;
  - ✓ There are no guarantees that any consolidation will happen, this is just encouragement.
  - ✓ If the County does remove signs to be consolidated onto County property, will the County have any authority to choose the message on the sign? Will the County be advertising for the Bunny Ranch? Will the County be advertising for the RedHawk Casino? Could that potentially lead to a conflict of interest? Can the county choose which types of message to put on its message sign?
  - ✓ What incentive would a billboard owner receive to remove their billboard and consolidate onto the County sign? The billboard owners currently have prime locations along Highway 50, so why does the County think that the billboard owners would give up their income and prime location?



2. **Promote economically stable and visually attractive communities within the county;**
  - ✓ How will adding digital signs be visually attractive?
  - ✓ This is a subjective statement. Each community views itself differently and the County did not do any polling to determine which communities want digital signage and which communities do not.
  - ✓ The Findings of Fact show that the project does not meet its objectives:  
"the County cannot predict the location or number of new digital signs that would be built and cannot be certain that light from new digital signs would not result in a visual intrusion"
  
3. Promote signs that are **attractive, pleasing, and harmonized** with the physical character of the structure and environment of surrounding properties;
  - ✓ How will adding digital signs be attractive, pleasing and harmonized? There is no basis for this statement.

### **ENFORCEMENT**

If El Dorado County had resources for Enforcement, we would not have many of the clutter issues that exist now. What is going to change? A new ordinance does fund enforcement. We only have one Code Enforcement Officer who must focus on health and safety issues. El Dorado County has a track record of not having resources to follow up on complaints of sign clutter. Why are we focused on creating new confusing and stringent regulations when simple enforcement could have solved many of the issues?

### **MITIGATION**

The negative impacts of this project will be felt differently in every community. Therefore, I request that you follow the General Plan and implement the following General Plan policy:

Policy 2.4.1.2 The County shall develop community design guidelines in concert with members of each community which will detail specific qualities and features unique to the community as Planning staff and funds are available. Each plan shall contain design guidelines to be used in project site review of all discretionary project permits. Such plans may be developed for Rural Centers to the extent possible. The guidelines shall include, but not be limited to, the following criteria:

- A. Historic preservation
- B. Streetscape elements and improvements
- C. Signage
- D. Maintenance of existing scenic road and riparian corridors
- E. Compatible architectural design
- F. Designs for landmark land uses
- G. Outdoor art