

Findings

1.0 CEQA FINDINGS

- 1.1 The project has been found to be Categorically Exempt from the requirements of California Environmental Quality Act (CEQA) pursuant to Section 15311(a) Accessory Structures: On-premise signs. The proposed use would be located within the previously approved Serrano Village J5 (Sienna Ridge Retail) Development.
- 1.2 The documents and other materials which constitute the record of proceedings upon which this decision is base are in the custody of the Planning and Building Department at 2850 Fairlane Court, Placerville, CA.

2.0 GENERAL PLAN FINDINGS

2.1 The proposed use is consistent with General Plan Policy 2.2.1.2.

Commercial (C)-“The purpose of this land use category is to provide a full range of commercial retail, office, and service uses to serve the residents, businesses, and visitors of El Dorado County.”

Rationale: The project is consistent with the Commercial (C) land use descriptions defined by General Plan Policy 2.2.1.2. The monument signs would be a part of the approved Sienna Ridge retail development, PD07-0008R. This use is consistent with the intent of the Commercial land use designation.

3.0 ZONING FINDINGS

3.1 The proposed use is consistent with Title 130.22.

The Community Commercial zoning designation provides for the retail sales, office, and service needs of the residents residing within the surrounding community and accommodates the commercial and service needs of visitors to the County.

Rationale: The parcel is zoned Community Commercial (CC). The signs would be a part of the previously approved Sienna Ridge retail development, PD07-0008R. This use is consistent with the intent of the Community Commercial zoning designation.

3.2 The proposed use is consistent with Chapter 130.36 Signs

The community region area signage standards for permanent on-site signs allow integrated development in commercial zones to have one multi-tenant sign per public street frontage. The first street frontage sign may have a maximum area of 80 square feet and a maximum height of 20 feet. Other street frontage may have a maximum area of 40 square feet and a maximum height of 10 feet.

Rationale: PD07-0008R approved the original sign program with modifications to the standards in effect. With the new proposed sign D the project would have multiple signs per street frontage. Signs A, B, and D would be visible from Bass Lake Road, and signs A and C would be visible from Sienna Ridge Road. All four signs exceed height and square footage requirements. The new sign D would be consistent in design and size with all three previously approved signs.

3.3 The proposed use is consistent with Title 130.36.070 E3.

No sign shall be located in a manner which may obstruct or interfere with the view of a traffic signal or other traffic regulatory signs. No sign shall be so located as to create a hazard to the life or property of any person using the public right of way. Signs shall not be located within the “cross visibility area,” as defined in the Design improvement Standards Manual.

Rationale: The proposed sign is located outside of public right of way, cross visibility area, and pedestrian pathways.

3.4 The proposed use is consistent with Title 130.36.070 H3.

The following standards apply to electronic (digital) signs:

- a. Digital display is limited to 50 percent of the total allowable display face area of any particular sign;
- b. Signs shall not change message more than once every eight seconds (dwell time);
- c. Digital Signs shall not operate at brightness levels of more than 0.3 foot-candles above ambient light, as measured using industry standard procedures at a distance from the sign face as determined by the following formula (see 130.36). Each digital display area shall have a light-sensing device that will adjust the brightness of the sign as ambient light conditions change throughout the day.

Rationale: The digital sign face does exceed 50 percent of the display face. Exceptions to existing standards can be approved as a part of a development plan. The height and size of the sign have been designed so as not to interfere with motorists or traffic signals. The digital message will be constant, and will not scroll or blink. The project has been conditioned to comply with all standards regarding digital signs.

4.0 DEVELOPMENT PLAN REVISION FINDINGS

4.1 The issuance of the permit is consistent with the General Plan.

Rationale: Development Plan PD07-0008R reviewed the uses, layout, design, and impacts of the development as a whole including signs. PD-R18-0003 is consistent with PD07-0008R.

4.2 The proposed use is specifically permitted by Development Plan.

Rationale: All of the uses proposed as a part of the Sienna Ridge commercial development are permitted by right in the CC zone designation. Development Plan PD07-0008R reviewed the uses, layout, design, and impacts of the development as a whole including signs. PD-R18-0003 is consistent with PD07-0008R.