
Cameron Park Sign Standards
Technical Memorandum

El Dorado County Zoning Ordinance Update

OCTOBER 2022

Prepared for:

COUNTY OF EL DORADO

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1 Overview

Introduction

Section 130.60.070 (Design Review Committee) of the El Dorado County Zoning Ordinance (Zoning Ordinance) allows for the formation of distinct Design Review Committees in order to provide community-based design oversight for new development. As such, a Design Review Committee for Cameron Park (Committee) was formed and over the past several years, the Committee has sought to establish distinct sign standards for the Community of Cameron Park that are stricter than the County's current ordinance, where appropriate. To this goal, and with input from the community, the Committee developed a set of proposed sign standards in 2017 and 2018 (The most current version, dated February 20, 2018, is attached as Appendix A). Where the Cameron Park Design Review Committee has not provided proposed sign standards and is silent on an issue, the existing Zoning Ordinance regulations would apply. The purpose of the proposed Cameron Park Sign Standards is to protect scenic views, enhance and complement the existing community character, and recognize the distinct signage preferences of the Cameron Park community. Using the current Zoning Ordinance as reference, the purpose of this technical memo is to provide sign standard recommendations, based on the most current draft of the proposed Cameron Park Sign Standards, for Cameron Park based on a review of applicable federal and state laws, and a review of other jurisdiction's sign ordinances.

Concurrent to this technical memo, a separate but related analysis of proposed changes to Zoning Ordinance Chapter 130.36 (Signs) is also being conducted ("Signs Technical Memo") that would apply Countywide. Several recommendations put forth through this Cameron Park Sign Standards Technical Memo are also recommended for inclusion in the Countywide Zoning Ordinance updates, where appropriate.

The Cameron Park Sign Standards Technical Memo is organized as follows:

1. **Introduction**, which provides an overview of the technical analysis approach.
2. **Regulatory Framework**, which examines federal and State regulations and those current development standards that apply to signs.
3. **Conflicts and Recommendations**, which analyzes those sign standards that are revealed to lack clarity, or be in conflict with other regulations. This section provides the preliminary recommendations for updates to the draft Cameron Park Sign Standards and whether or not to include those standards in the Countywide Zoning Ordinance.

2 Regulatory Framework

The regulatory framework provides the logical foundation for how signs are governed. This includes case law, policies, and legislation that ensure rights are protected without restricting the ability of local governments to regulate signs that enhance their communities. Since 2015, additional regulatory changes have been adopted that may impact how local governments regulate signage within their jurisdiction. As such, the following section includes

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a review of current federal and State legislation that will serve as a foundation for necessary and/or recommended updates to the Cameron Park Sign Standards and countywide Signs Ordinance.

2.1 Federal Regulations

With regard to federal protections, signs are considered a form of communication and are therefore protected speech. The following section details the federal regulations that govern signage.

U.S. Constitution

The First Amendment of the U.S. Constitution protects signs as a right of free speech. In addition to signs, the First Amendment also protects murals, flags, and other creative aspects of signs, such as logos. Regulation of these items are limited, and governments should be cautious when incorporating them in local ordinances.

Sign Ordinances

The ruling of *Reed v. Town of Gilbert* (2015) changed how courts review the validity of sign ordinances. Prior to the decision, courts generally considered sign ordinances to be valid. Sign ordinances were deemed invalid only if there was evidence that it suppressed speech, which is often content-based. The Reed decision focused on exemptions for three types of signs: political, temporary directional, and ideological signs. Prior to the Reed decision, the town's ordinance was more restrictive on temporary directional signs than ideological or political signs. Good News Church did not have a permanent sanctuary so prior to conducting services, temporary directional signs were erected prior to the service and removed following the service. The Town of Gilbert's Code Compliance officer cited the church for violation of the existing sign code relating to the time of posting, location, and lack of event details. Other types of temporary signs, such as those with political or commercial messages, were allowed by the sign ordinance to be displayed for a longer period. The US Court of Appeals, Ninth Circuit found that the Town of Gilbert's sign regulations included content-based restriction on free speech, violating the First Amendment. As a result, the ability for local governments to regulate signs based on content or message is limited and is oftentimes closely reviewed.

With the Reed decision as precedent, moving forward Courts will examine with strict scrutiny whether a jurisdiction regulates signs based on the content or message. The court will apply one of two standards of review to a challenged ordinance, as provided below:

- **Content-based** – Sign ordinances that regulate the message or contents of signs. The court reviews these signs more harshly.
- **Content-neutral** – Sign ordinances do not regulate the message or content of signs.

On- and Off-Site Signs

The ruling of *Austin v. Reagan National Advertising of Austin, LLC* (2022) found that distinguishing between on- and off-site signs is content-neutral, and therefore not subject to strict scrutiny. Prior to the decision, Reagan National Advertising sought to convert static billboards to digital and was denied by the City of Austin, of which prohibits new digital off-site signs and the conversion of existing off-site signs to a digital format. Austin is one of several cities in the United States that prohibits off-site digital signs, also known as digital billboards, as a long-term effect of the

Highway Beautification Act of 1965. Reagan challenged the prohibition of off-site digital signs as a violation of the Free Speech Clause of the First Amendment; the City of Austin’s sign code was ruled unconstitutional by the Fifth Circuit. This finding would limit the ability for a local government to regulate digital billboards. However, the ruling was overturned when Austin petitioned the United States Supreme Court to review the Fifth Circuit ruling and it was determined that the City’s regulation was content-neutral under *Reed v. Town of Gilbert*.

2.2 State Regulations

The following section details State regulations in relation to signage.

California Constitution

The California Constitution, Article I, Section 2(a) states the following:

“Every person may freely speak, write and publish his or her sentiments on all subjects, being responsible for the abuse of this right. A law may not restrain or abridge liberty of speech or press.”

The following California cases have established other relevant findings based on the California Constitution:

- **Robins v. Pruneyard Shopping Center (1979)** – Major regional shopping centers are considered “traditional public forum” areas even though they are privately owned.
- **Gonzales v. Superior Court (1986)** – The California Constitution grants greater protection than the federal constitution, at least to political signs.
- **Gerawan v. Kawamura (2004)** – The federal test for commercial speech regulations applies even under the state constitution.
- **Fashion Valley Mall v. N.L.R.B. (2007)** – The state is free to interpret its constitution to protect freedoms more broadly than that of the federal constitution.

State Outdoor Advertising Act

As part of Section 5405.3 of the State Outdoor Advertising Act, Temporary Political Signs are exempt from the normal outdoor advertising display requirements.

A Temporary Political Sign must meet the following criteria:

- Encourages a particular vote in a schedule election;
- Is placed not sooner than 90 days prior to the scheduled election and is removed within 10 days after that election;
- Is no larger than 32 square feet; and,
- Has a Statement of Responsibility filed with the Department of Transportation certifying a person who will be responsible for removing the sign.

Temporary Political Signs shall not be placed within the ROW of any highway, or within 660 feet of the edge of and visible from the ROW of a classified “landscaped freeway”.

California Department of Transportation Regulations

The California Department of Transportation (Caltrans) regulates advertising signs that are visible from highways and freeways in accordance with the Federal Highway Beautification Act and the California Outdoor Advertising Act.

Caltrans requires a license to operate an outdoor advertising display. A permit is required for a specific location for proposed advertising signs. For an outdoor advertising display application to be considered for a permit, regulations requirements (listed below) must be met.

The Outdoor Advertising Act and Regulations requirements for location are as follows:

- Must be outside the right-of-way (ROW) of any highway;
- Must be outside of any stream, or drainage channel;
- Existing business activity is within 1,000 feet of proposed display location of either side of the highway;
- Located on property that is zoned for industrial or commercial;
- Property owner consent, in writing, to place the display at desired location;
- Must have written permission (building permit) from local government having jurisdiction where display is to be located; and,
- Not adjacent to a landscaped freeway.

The Outdoor Advertising Act and Regulations requirement for display are as follows:

- 500-foot separation from another display (permitted billboard) on the same side of the freeway;
- 300-foot separation from another display (permitted billboard) on the same side of a highway that is not a freeway in an unincorporated area;
- 100-foot separation from another display (permitted billboard) on the same side of a highway that is not a freeway within the limits of an incorporated city;
- 500-foot separation from an interchange, intersection at grade or safety roadside rest of a freeway that is located outside of the limits of an incorporated city and urban area;
- Electronic billboards must be at least 1,000 feet from another permitted electronic billboard; and,
- Maximum height of the advertising display area is 25 feet and maximum length is 60 feet and does not exceed 1,200 square feet in size

2.3 Locally Adopted Regulations

Local jurisdictions may regulate signs in aspects of size, aesthetics, placement, and other physical characteristics so if it does not interfere with the requirements set forth by federal and State law.

El Dorado County Signs Ordinance

As stated earlier, the County established a Signs Ordinance (Title 130, Chapter 130.36 – Signs) that went into effect on August 27, 2015, and has since been updated on August 14, 2018 and December 14, 2021. The County is currently considering updates to the Signs Ordinance and has identified several areas within the current ordinance where more clarity is needed in terms of code interpretation, implementation, and code monitoring. Additionally, since its inception, several federal and state provisions related to signs need to be incorporated into the zoning ordinance to comply with the law.

Draft Cameron Park Sign Standards (as of February 20, 2018)

Section 130.60.070 (Design Review Committee) of the Zoning Ordinance allows for the formation of distinct Design Review Committees. As such, a Design Review Committee for Cameron Park was formed and over the past several years, the Committee has sought to establish distinct sign standards that are stricter than the County’s current ordinance, where appropriate. To date, the Committee has prepared several draft sign standards with the latest version (revision No. 7), dated February 20, 2018, included as Appendix A of this memo

3 Conflicts and Recommendations

This section analyzes conflicts and inconsistencies between federal and State sign laws and the proposed Cameron Park Sign Standards. Recommendations would support consistency with federal and State law. Recommendations based on a review of standards across the state. Additionally, this section will provide recommendations for standards to inform the update of Chapter 130.36 – Signs. Recommendations provided below only address content for the Cameron Park Sign Standards, as opposed to the formatting (numbering, layout, etc.) of the standards.

The conflicts and recommendations for the Cameron Park Sign Standards are detailed in **Table 1. Conflicts and Recommendations** below.

Table 1. Conflicts and Recommendations		
<i>Cameron Park Draft Sign Standards Section/Topic</i>	<i>Recommendation for the Cameron Park Sign Standards</i>	<i>Recommendation for the El Dorado County Zoning Ordinance</i>
Section 000: Introduction		
Section 000 - Introduction	No changes to the Sign Standards are recommended.	No changes to the Zoning Ordinance are recommended.
Section 010: Purpose and Applicability		
Section 010.A - Purpose	No changes to the Sign Standards are recommended.	No changes to the Zoning Ordinance are recommended.
Section 010.B - Applicability	No changes to the Sign Standards are recommended.	No changes to the Zoning Ordinance are recommended.
Section 020: General Sign Requirements		

COUNTY OF EL DORADO ZONING ORDINANCE UPDATE / CAMERON PARK SIGN STANDARDS

Table 1. Conflicts and Recommendations		
<i>Cameron Park Draft Sign Standards Section/Topic</i>	<i>Recommendation for the Cameron Park Sign Standards</i>	<i>Recommendation for the El Dorado County Zoning Ordinance</i>
Section 020 - General Sign Requirements	<ul style="list-style-type: none"> It is recommended to remove Sections A-E of Section 020 as the language is duplicated from the Zoning Ordinance Title 130. Variances should be applied consistently throughout the County and a separate variance process for regions should be avoided. 	No changes to the Zoning Ordinance are recommended.
Section 030: Exemptions		
Section 030.A.1 - Construction Signs	<ul style="list-style-type: none"> It is recommended to remove this section as construction signs are appropriately addressed in detail under Section 130.36.030.B.4 in the Zoning Ordinance. 	No changes to the Zoning Ordinance are recommended.
Section 030.A.2 - Gasoline Price Signs	<p>The following is recommended:</p> <ul style="list-style-type: none"> Indicate that these types of signs are permitted when accessory to a service station. Remove the sign area requirement as it may be restrictive of fuel advertising standards per State law. The signage must conform to the requirements of the California Business and Professions Code (Section 13470, 13530, and 13532). 	The Zoning Ordinance may consider including the Cameron Park Sign Standards requirement of one (1) sign permitted per street frontage.
Section 030.A.3 - Directional Signs	<ul style="list-style-type: none"> It is recommended to remove this section as directional signs are appropriately addressed in detail under Section 130.36.030.B.8 and Section 130.36.030.B.9 in the Zoning Ordinance. The Design Review Committee should be 	No changes to the Zoning Ordinance are recommended.

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Table 1. Conflicts and Recommendations		
<i>Cameron Park Draft Sign Standards Section/Topic</i>	<i>Recommendation for the Cameron Park Sign Standards</i>	<i>Recommendation for the El Dorado County Zoning Ordinance</i>
	cautious when considering language that regulates design. The First Amendment protects creative aspects of signs including logos, colors, and fonts.	
Section 030.A.4 - Commercial Real Estate Signs	<p>The following is recommended:</p> <ul style="list-style-type: none"> • Re-label as “Real Estate Sign,” pursuant to Civil Code Section 713 and consistent with the Zoning Ordinance (Section 130.36.120 - Definitions). • The definition should be consistent with Section 130.36.120 – Definitions of the Zoning Ordinance. 	The Zoning Ordinance may consider including the Cameron Park Sign Standards requirement of eight (8) feet maximum height.
Section 040: Permanent Signs		
Section 040 - Permanent Signs	No changes to the Sign Standards are recommended.	No changes to the Zoning Ordinance are recommended.
Section 050: Temporary Signs		
Section 050.A - Sandwich Board Signs	<p>The following is recommended:</p> <ul style="list-style-type: none"> • Relabel as “A-Frame Sign” consistent with the Zoning Ordinance (Section 130.36.120- Definitions) • Remove section. A-Frame signs are addressed in the Zoning Ordinance (Section 130.36.050.A.3 and 130.36.070.H.1). The Zoning Ordinance provides similar standards. 	No changes to the Zoning Ordinance are recommended.
Section 060: Community Sign Programs		
Section 060 - Community Sign Programs	No changes to the Sign Standards are recommended.	No changes to the Zoning Ordinance are recommended.
Section 070: Sign Development and Design Standards		

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Table 1. Conflicts and Recommendations		
<i>Cameron Park Draft Sign Standards Section/Topic</i>	<i>Recommendation for the Cameron Park Sign Standards</i>	<i>Recommendation for the El Dorado County Zoning Ordinance</i>
Section 070.A - Sign Illumination	<p>The following is recommended:</p> <ul style="list-style-type: none"> • Revise or remove the criteria for signs illuminated for a specific period of time. The requirement may conflict with businesses that operate 24-hours a day. If revised, the types of use or zoning districts in which this requirement is applied should be specified. • Remove language regulating color. The First Amendment protects the contents of signs, which include a sign’s color. • Refer to the <i>United States Sign Council Foundation Best Practices Standards for On-Premise Signs</i>, which provides objective “sign brightness” model for sign illumination.¹ 	No changes to the Zoning Ordinance are recommended.
Section 070.B – Sign Area Measurement	<ul style="list-style-type: none"> • It is recommended that the Sign Standards refer to the Zoning Ordinance (Section 130.36.070.B – Sign Area Measurement Procedures) provisions for sign area measurement. The procedure is appropriate and includes supplemental diagrams. • More clarity is needed on the intent of this section. 	No changes to the Zoning Ordinance are recommended.
Section 070.C - Sign Height Measurement	<ul style="list-style-type: none"> • It is recommended that the Sign Standards refer to the Zoning Ordinance (Section 130.36.070.C – Sign Height Measurement) provisions for 	No changes to the Zoning Ordinance are recommended.

¹ United States Sign Council Foundation. “Best Practice Recommendations & Standards for On-Premise Sign Lighting”. <https://usscfoundation.org/wp-content/uploads/2018/03/USSC-Guideline-Standards-For-On-Premise-Signs-2018.pdf>

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Table 1. Conflicts and Recommendations		
<i>Cameron Park Draft Sign Standards Section/Topic</i>	<i>Recommendation for the Cameron Park Sign Standards</i>	<i>Recommendation for the El Dorado County Zoning Ordinance</i>
	<p>sign height measurement. The procedure is appropriate.</p> <ul style="list-style-type: none"> • More clarity is needed on the intent of this section. 	
Section 070.D - Sign Placement	<ul style="list-style-type: none"> • It is recommended to revise Table 070.1 Signage Standards for Permanent On-Site Signs based on the recommendation of standards made throughout this table (Table 1. Conflicts and Recommendations.) 	No changes to the Zoning Ordinance are recommended.
Section 070.E.a - Wall Signs	<p>The following is recommended:</p> <ul style="list-style-type: none"> • Revise or remove the requirement that wall signs should not be placed over architectural building features. It is unclear what is meant by “architectural building features.” • Wall signs may not be appropriate for all public entrances. Consider a maximum number and application (i.e. per building frontage, per tenant) • Combine with current wall sign standards Zoning Ordinance (Section 130.36.070.H.6) 	The Zoning Ordinance may consider incorporating the recommended revisions of the Cameron Park Sign Standards for wall signs in addition to the current standards (Section 130.36.070.H.6).
Section 070.E.b - Window Signs	<p>The following is recommended:</p> <ul style="list-style-type: none"> • Per State law, the language should be revised to indicate that window signs are limited to 25 percent of the window area (or 75 percent of the window shall be visible and free of signage) 	The Zoning Ordinance may consider including window signs as a standard under Section 130.36.070.H – Design Standards for Specific Sign Types. Additionally, the Zoning Ordinance may consider incorporating the recommended revisions of the Cameron Park Sign Standards for window signs in addition to the current standards.

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Table 1. Conflicts and Recommendations		
<i>Cameron Park Draft Sign Standards Section/Topic</i>	<i>Recommendation for the Cameron Park Sign Standards</i>	<i>Recommendation for the El Dorado County Zoning Ordinance</i>
Section 070.E.c - Awning Signs	No changes to the Cameron Park Sign Standards are recommended.	The Zoning Ordinance (Section 130.36.070.H.2) may consider including the Cameron Park Sign Standards requirement of maintaining eight (8) feet of clearance above any public ROW or sidewalk area.
Section 070.E.d - Projecting Signs	No changes to the Cameron Park Sign Standards are recommended. The standards are also consistent with the Zoning Ordinance (Section 130.36.070.H.5).	The Zoning Ordinance (Section 130.36.070.H.5) may consider including the Cameron Park Sign Standards requirement of maintaining ten (10) feet of distance between any two projecting sign on the same property for visibility.
Section 070.E.e - Hanging and Suspended Signs	It is recommended to remove or revise this section for consistency with the Zoning Ordinance. Hanging and suspended signs are defined in the Zoning Ordinance (Section 130.36.120) as a Building-Attached Sign that can be hung underneath a canopy or overhang structure.	The Zoning Ordinance may consider including the Cameron Park Sign Standards requirement of maintaining eight (8) feet of clearance above any public ROW or sidewalk area.
Section 070.E.f - Monument Signs	Subsections (c) Size and (e) Gas Stations require additional clarity on the intent of the proposed standard. No changes to the Sign Standards are recommended.	No changes to the Zoning Ordinance are recommended.
Section 070.E.g - Murals	It is recommended to remove this section as many aspects of murals are constitutionally protected. Murals shall not be considered signage and often face strict scrutiny when regulated.	Many aspects of murals are strictly scrutinized. Therefore, it is not recommended that the Zoning Ordinance consider this language.
Section 070.E.h - Shopping Center Identification Signs	Shopping center identification signs take on many different sign forms (i.e. monument signs). To better streamline the document, it is recommended to remove this section and address the intent by incorporating maximum number of signs per tenant	No changes to the Zoning Ordinance are recommended.

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Table 1. Conflicts and Recommendations		
<i>Cameron Park Draft Sign Standards Section/Topic</i>	<i>Recommendation for the Cameron Park Sign Standards</i>	<i>Recommendation for the El Dorado County Zoning Ordinance</i>
	requirement as part of the standards for other specific sign types.	
Section 070.E.i - Flags	It is recommended to remove this section as many aspects of flags are constitutionally protected and the proposed standards may be restrictive. It is highly recommended to set standards that are based only on location. Flags are currently addressed in the Zoning Ordinance (Section 130.36.030.B.3).	No changes to the Zoning Ordinance are recommended.
Section 070.E.j - Directory Signs	Subsections (a) Directory Sign Standards require additional clarity on the intent of the proposed section.	No changes to the Zoning Ordinance are recommended.
Section 080: Permit Requirements and Review Procedures		
Section 080.A - Application for New Development or Additions to Existing Developments	No changes to the Sign Standards are recommended.	No changes to the Zoning Ordinance are recommended.
Section 080.B - Uniform Sign Program	It is recommended to remove this section. The Cameron Park Design Review Committee does not have the authority to approve a sign program. Per Table 130.36.080.1 of the Zoning Ordinance, new sign programs require a Conditional Use Permit from the Zoning Administrator (for Uniform Sign Program) or Board of Supervisors (for new or modified Community Sign Program). DRC review is only required for applicable Design Review Permits.	No changes to the Zoning Ordinance are recommended.
Section 080.C - Variances	It is recommended to remove this section. It is unusual for a recommending body, convened to review and comment on design-related entitlement application, to participate in the Variance process.	No changes to the Zoning Ordinance are recommended.
Section 090: Prohibited Signs		

COUNTY OF EL DORADO ZONING ORDINANCE UPDATE / CAMERON PARK SIGN STANDARDS

Table 1. Conflicts and Recommendations

<i>Cameron Park Draft Sign Standards Section/Topic</i>	<i>Recommendation for the Cameron Park Sign Standards</i>	<i>Recommendation for the El Dorado County Zoning Ordinance</i>
Section 090.A - Attention Getting Devices	No changes to the Sign Standards are recommended.	No changes to the Zoning Ordinance are recommended.
Section 090.B - Backlit/Internally Illuminated Awning Signs	No changes to the Sign Standards are recommended.	No changes to the Zoning Ordinance are recommended.
Section 090.C - Billboards and Off-Premise Signage	No changes to the Sign Standards are recommended.	No changes to the Zoning Ordinance are recommended.
Section 090.D - Highly Reflective, Fluorescent and Neon Signs	No changes to the Cameron Park Sign Standards for highly reflective, fluorescent and neon signs is recommended.	The Zoning Ordinance (Section 130.36.090) may consider including the Cameron Park Sign Standards prohibiting highly reflective, fluorescent and neon signs as it poses a safety issue.
Section 090.E - Signs that Block Ingress or Egress	No changes to the Sign Standards are recommended.	No changes to the Zoning Ordinance are recommended.
Section 090.F - Simulated Traffic Signs	No changes to the Cameron Park Sign Standards for simulated traffic signs is recommended.	The Zoning Ordinance (Section 130.36.090) may consider including the Cameron Park Sign Standards prohibiting simulated traffic signs as it poses a safety issue.
Section 090.G - Vehicle and Trailer Signs	It is recommended to revise the description to provide more detail. For example, a vehicular sign could read: "Any sign that exceeds nine (9) square feet per panel or side of vehicle on any car, van, truck or other vehicle that is either operable or non-operable, that is parked in any parking lot or adjacent ROW that is visible from a highway, collector or major street for a period that exceeds either twenty-four (24) hours continuously or eighty-four (84) hours in any seven (7) day period"	The Zoning Ordinance (Section 130.36.090) may consider including the Cameron Park Sign Standards prohibiting vehicle and trailer signs.
Section 090.H - Free Standing Pole Signs	It is recommended to provide a description of this type of sign.	No changes to the Zoning Ordinance are recommended.
Section 090.I - Internally Illuminated Conventional	It is recommended to provide a description of this type of sign.	No changes to the Zoning Ordinance are recommended.

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Table 1. Conflicts and Recommendations		
<i>Cameron Park Draft Sign Standards Section/Topic</i>	<i>Recommendation for the Cameron Park Sign Standards</i>	<i>Recommendation for the El Dorado County Zoning Ordinance</i>
Plastic Faced Box or Cabinet Sign		
Section 090.J - Electronic Message Centers	<p>The following is recommended:</p> <ul style="list-style-type: none"> • Provide a description of this type of sign. • Clearly define to distinguishes this type of sign from other electronic or digital signs (i.e. digital billboard). 	No changes to the Zoning Ordinance are recommended.
Section 100: Illegal, Abandoned and Nonconforming Permanent Signs		
Section 100.A - Abandoned Signs	No changes to the Sign Standards are recommended.	No changes to the Zoning Ordinance are recommended.
Section 100.B - Legal Nonconforming Signs	<p>Consider revising language that legal nonconforming signs “must be maintained in the same condition as when the sign was installed” to “shall be maintained in good condition.” The current language is difficult to enforce.</p> <p>Section needs additional clarity regarding sign repair.</p>	No changes to the Zoning Ordinance are recommended.
Section 110: Signs on County Property		
Section 110 - Signs on County Property	No changes to the Sign Standards are recommended.	No changes to the Zoning Ordinance are recommended.
Section 120: Definitions		
Section 120 - “Attention-getting device”	It is recommended to remove this definition as it is previously explained in Section 090 – Prohibited Signs.	No changes to the Zoning Ordinance are recommended. These components are addressed in Chapter 130.36 – Signs.
Section 120 - “Design Review”	It is recommended to update the definition to be more specific and read: “Refers to the Design Review Permit as described in Section 130.52.030 (Design Review Permit) in Article 5 of the El Dorado County Zoning Ordinance.”	No changes to the Zoning Ordinance are recommended.

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Table 1. Conflicts and Recommendations		
<i>Cameron Park Draft Sign Standards Section/Topic</i>	<i>Recommendation for the Cameron Park Sign Standards</i>	<i>Recommendation for the El Dorado County Zoning Ordinance</i>
Section 120 - “DRC” or “Design Review Committee”	It is recommended to update the definition to be consistent with the Zoning Ordinance (Section 130.60.070) and read: “A committee established by resolution of the County Board of Supervisors consistent with Chapter 130.60.070 (Design Review Committee) of the El Dorado County Zoning Ordinance.”	No changes to the Zoning Ordinance are recommended.
Section 120 - “Illegal Sign”	It is recommended to update the definition to be consistent with the Zoning Ordinance 130.36.120 (Definitions) - “Illegal Sign”	No changes to the Zoning Ordinance are recommended.
Section 120 - “Outdoor Advertising Display”	It is recommended to update the definition to be consistent with the Zoning Ordinance 130.36.120 (Definitions) - “Billboard”	No changes to the Zoning Ordinance are recommended.
Section 120 - “Premises”	It is recommended to remove this definition.	No changes to the Zoning Ordinance are recommended.
Section 120 - All Other Definitions	No changes to the Sign Standards are recommended.	No changes to the Zoning Ordinance are recommended.

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Appendix A Draft Cameron Park Sign Standards - February 20, 2018 (Rev. 7)



Cameron Park Design Review Committee





Section 000 Introduction

- A. These standards are local sign standards that will be implemented through the County Zoning Ordinance Section 130.16.080 (copied below):

Section 130.16.080 – Permit Requirements and Review Procedures.

This Section describes permit requirements and review procedures applicable to all signage in the unincorporated Community Regions and rural areas of the County. Signs proposed within communities that have County adopted local sign standards or guidelines shall conform to those standards/guidelines. Signs proposed within communities that have a Board appointed community design advisory committee are required to be submitted to the committee for a review of consistency with local sign standards/guidelines.

These Sign Standards do not supersede the County's Sign Ordinance No. 5025 (Title 130, Chapter 130.16 of the County's Zoning Ordinance), but are intended to provide stricter standards under some of the provisions. Where not specified in the Cameron Park Sign Standards, defer to the County's Sign Ordinance available on the County website at:

https://www.edcgov.us/Government/longrangeplanning/LandUse/Pages/sign_ordinance_update.aspx

It is also codified on Municode at:

https://library.municode.com/ca/el_dorado_county/codes/code_of_ordinances?nodeId=IT130ZO_ART2ZOALUSZOST_CH130.16SI



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Section 010 Purpose and Applicability

- A. Purpose.** The Cameron Park community recognizes that signs are an integral part of the built environment and, as such, can enhance or detract from the image and character of the community. The purpose of the Sign Standards is to:
1. Ensure high standards of design and construction of visually effective and aesthetically pleasing signs are maintained for all signs in Cameron Park;
 2. Protect and preserve the visual beauty, scenic views and ambiance of the Cameron Park community through the control of the number, size and types of signs;
 3. Promote signage that enhances the architecture of a building and its environment; and
 4. To carry out the mandate of the County Sign Ordinance No. 5025 (Title 130, Chapter 130.16) which states, "C. Recognize the distinct signage needs and applications in the County's designated Community Regions and rural areas through distinct sign regulations."
- B. Applicability.** This Article shall apply to all property and land within the Cameron Park Community region as delineated in the General Plan Land Use Map, as well as those areas delineated on the attached map (Appendix A) which reflect the natural visual extension of the Cameron Park environment. No person, firm, corporation or other entity, that owns, occupies, or controls property in the Community of Cameron Park shall construct, maintain, display, alter or cause to be constructed, maintained, displayed or altered, a sign within the Community except in conformance with these standards. Where a conflict exists between these standards and other officially adopted policies, ordinances and regulations, the more restrictive shall apply.

Section 020 General Sign Requirements

- A. Exceptions to Limitations.** Unusual site conditions or other design factors may warrant signs not otherwise permitted by these standards. A sign permit application which includes a request for exceptions to standards established by these standards is subject to Design Review Committee review and all requests for exceptions shall include reasons for the request.
- B. Findings for Approval of an Exception.** Granting an exception to the Sign Standards must be based on the following factors:
1. The exception is consistent with the purpose of the Sign Standards (130.16.010) and will not constitute a grant of special privilege or entitlement inconsistent with limitations applied to other properties in the vicinity with the same zoning; and,
 2. The sign exception is for superior design or artistic creativity, will not result in visual clutter and is consistent with the intent and purpose of these Sign Standards; and,



3. There are exceptional or unusual circumstances applying to the property involved which do not apply generally to properties in the vicinity with the same zoning, such as, but not limited to:

- a. The presence of a legal, nonconforming use;
- b. Visual obstructions;
- c. Unusual building location on-site;
- d. Unusual building design, architectural style, or historic significance.

C. Administrative Adjustments. Requests for modifications of the Cameron Park Sign Standards shall be referred to the Cameron Park Design Review Committee for their recommendation. The Planning Director may administratively reduce the setback requirement or increase the permitted sign area if such modifications are minor, not more than twenty-five (25) percent, and it is determined that no practical alternative exists, that the purposes of the ordinance would not be compromised and that no detrimental impact would result. Should the Planning Director not be supportive of the requested modifications, the modification may be denied or referred to the Planning Commission. The Planning Director's approval or denial action may be appealed to the Planning Commission. The action by the Planning Commission shall be final.

D. Reduction in Permitted Signage. An approved Uniform Sign Program or the conditions of approval for a site plan review, administrative use permit, conditional use permit, variance, or planned development may further regulate or reduce the permitted sign area, number of signs, height, location, color, material or design of signs in addition to the regulations contained with the Cameron Park Sign Standards.

E. Conditional Use Permits

For Highway 50-oriented signs, a Conditional Use Permit shall be required in order to:

- 1. Insure compatibility with the surrounding environment,
- 2. to insure that visual clutter will not result,
- 3. to insure that the sign does not block the view of other signs;
- 4. to insure that the sign does not interfere with scenic views; and
- 5. to insure that the sign is no taller than necessary to adequately advertise the business.

Section 030 Exemptions

The following signs are exempt from the Cameron Park Sign Standards, but may be subject to other codes enacted by the State, Federal Government or the County of El Dorado.



A. Exempt Signs With Limitations. The following signs are exempt from Sign Permit requirements, provided that they meet the size, height, duration, and/or maximum number limitations listed below.

1. **Construction Signs:** A maximum of 4 signs located on construction sites not exceeding 16 square feet each, while a valid construction permit is active. For commercial and residential projects on sites 3 acres or larger, the maximum exempt sign area is 32 square feet per sign.
2. **Gasoline Price Signs:** As required by State and Federal law, not more than one price sign for each street frontage, not to exceed 20 square feet each sign and subject to height, and setback limits established by zoning district and when designed as part of a monument sign.
3. **Directional Signs:** Only directional signs that are devoid of any advertising, logos, or other commercial message.
4. **Commercial Real Estate Signs:** Not to exceed 8 feet in height.

Section 040 Permanent Signs

- A. See County Sign Ordinance No. 5025 Title 130, Section 130.16.040 – Permanent Signs.

Section 050 Temporary Signs

- A. **Sandwich Board Signs (e.g., A-frame):** Sandwich board signs with an area not to exceed 6 square feet and located within 5 feet of an entrance to a building and which do not interfere with vehicular circulation or accessibility for disabled persons.

Section 060 Community Sign Programs

- A. Reserved.

Section 070 Sign Development and Design Standards

A. Sign Illumination

In order to preserve the beauty of the night sky and to reduce visual glare, the following shall apply:

1. Signs shall not be illuminated after 10:00 p.m. or close of business, whichever is later.
2. Signs may be illuminated no earlier than 6:00 a.m. or the opening of business whichever is earlier.
3. All internally illuminated signs, including monument signs, walls signs and projecting signs shall avoid the use of stark contrasts (e.g., black on white) and fluorescent colors, subject to compliance with sign standards.

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B. Sign Area Measurement

The sign area is calculated by determining the number of square feet of the smallest rectangle(s) within which a sign face can be enclosed. In determining the area of an individual sign that has more than one face (e.g. a monument or projecting sign), the single sign face with the greatest area shall be used. For irregularly shaped signs or signs with cursive individual letter, the area of the sign may be calculated by using no more than an eight sided polygon. The total sign area is the sum of all individual sign areas.

C. Sign Height Measurement

For square or rectangular-shaped signs, the height of a sign shall include its base, frame and any appurtenances, lighting etc. If, in the case that the grade surrounding a monument sign is higher than the adjacent sidewalk or right-of way, the height of the monument sign shall not exceed more than 6 feet above the adjacent right-of-way or sidewalk or 4 feet in height, whichever is greater. In addition, the height of monument sign shall not exceed 6 feet above the adjacent, building grade.

In the case that the grade surrounding a monument sign is lower than the adjacent sidewalk or public right-of-way, the monument sign may be 6 feet higher than the grade of the adjacent sidewalk or public right-of-way.

D. Sign Placement

Location of Building-Attached Signs. A building sign may not be located on any portion of a roof or eave, nor shall it project above the highest point of roof or eave of any building. For additional height requirements refer to Table 070.1.

Table 070.1 Signage Standards for Permanent On-Site Signs

The following are more restrictive requirements than the County's Sign Ordinance 5025 Community Region Area Signage Standards for Permanent On-Site Signs (Tables 130.16.070.1a, 130.16.070.1b, 130.16.070.1c, 130.16.070.3):

Zoning District	Allowable Sign Types	Building-Attached (restricted to one of the following sign types)	Freestanding	Illumination	Special Restrictions
Residential	Monument	Not Allowed	Monument Sign – Not to exceed 24 square feet of copy with a maximum height of 6 feet.	Refer to Section 070-A	Multi-family and Neighborhood Developments Only
			Directory Signs – 1 maximum not to exceed 12 square feet and a letter height of 6 inches.		Multi-family Only
Commercial and Industrial	All Sign Types	Wall Signs – 1 sign per tenant space per street frontage, not to exceed	Monument Sign – Not to exceed 24 square feet of copy with a maximum	Refer to Section 070-A	When adjacent to a vehicle access point to



		15 percent of building face.	height of 6 feet.		a roadway, the setback shall be at least 10 feet.
		Window Signs – Up to 25% coverage permitted.	Shopping Center Identification Signs – Not to exceed a height of 16 feet.		1. To be used in lieu of Monument Sign. 2. Not allowed at Industrial Zones
		Awning Signs – When placed on skirt of awning, 1 per tenant space not to exceed 25 percent of the awning face.	Directory Signs – 1 maximum not to exceed 12 square feet and a letter height is 6 inches.		
		Projecting Signs – 1 per tenant space not to exceed 8 square feet.			
		Hanging and Suspended Signs – 1 per tenant space not to exceed 8 square feet.			

E. Design Standards for Specific Sign Types

In general all signs are to be constructed of durable, natural materials and be consistent with the architectural style and aesthetic of the building or development and the character of the Cameron Park Community in the Sierra Nevada foothills. This section is intended to be used in conjunction with other standards contained in these Sign Standards. In no case may the maximum number or size of signs, or their illumination levels, exceed the standards provided by Table 070.1 and Section 070-A of these standards, respectively.



a. Wall Signs



a. Wall Sign Standards

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 or windows. Wall signs should be installed flush with the building surface and should not be placed over architectural building features.

b. Location

At least one (1) wall sign shall be located on a building face that has a public entrance.



b. Window Signs



a. Window Sign Standards

Window signs should be scaled to the pedestrian and oriented to window shoppers on the sidewalk, as opposed to vehicles passing by. Window signs should be limited to small graphics and text that serve to frame a window or to provide information. A window sign should not obscure the view into a store or place of business.

b. Location

There is no specific location requirement or limit to the number of window signs allowed. A window sign is a sign that is painted on or attached to a window or located within 12-inches of the face of a window. Window signs do not include business hours of operation or open/closed signs. Window displays, including merchandise displays, graphics and text, that are located more than 12 inches from the face of a window are not considered signs for the purposes of these standards.

3. Awning Signs



a. Awning Sign Standards

Signage is to be an integral part of the awning and limited to the skirt of the awning. Signage may be placed on the awning face if there is no other adequate location for signage. The area of a sign located on an awning shall be counted toward the total sign area permitted for an establishment.

b. Location

Signs may be located on awnings subject to size criteria. Awnings must maintain a minimum clearance of 8 feet above any public right-of-way or private sidewalk area.

4. Projecting Signs



a. Projecting Sign Standards

Projecting signs are attached to a building face and project out perpendicular to the building wall or 45 degrees if located at the building corner. Projecting signs are very effective when oriented to pedestrians on the sidewalk level and are encouraged. Appropriate materials include wood and metal with carved or applied lettering, or any other material that is architecturally compatible with the building to which the sign is attached. Multiple projecting signs shall not be installed within 10 feet of each other if on the same property and shall be separated from projecting signs on adjacent properties by at least 10 feet to insure adequate visibility.

b. Location

Projecting signs must be attached to building façades that have a public entrance and must maintain a minimum clearance of 8 feet above the public right-of-way or private sidewalk area.



5. Hanging and Suspended Signs



a. Hanging and Suspended Sign Standards

Hanging signs, or suspended signs, may be used to help define entries and identify business names to pedestrians. They shall be small and can hang over a building entry if the appropriate clearance is provided. Hanging signs can be particularly useful for storefronts that have multiple tenants.

b. Location

Hanging or suspended signs must be attached to building façades that have a public entrance and must maintain a minimum clearance of 8 feet above any public right-of-way or private sidewalk area.



6. Monument Signs



a. Monument Sign Standards

Monument signs shall be used where building setbacks, orientation or design make it difficult to provide other types of signage, such as wall signs, that are plainly visible to people that are trying to identify a use. Monument signs shall have a solid base that the sign face is installed upon or above. The style of the sign and its base are to be consistent with the architecture of the buildings on the site. They are typically oriented perpendicular to the adjacent street and sidewalk and have a maximum of two sign faces.

b. Location

Monument signs may be located in required street yards for any given zone, subject to the approval of the El Dorado County Planning Director, and when they do not impair line of sight, vehicle, or pedestrian safety. For new developments, the location of monument signs must be reflected as part of the planning application.

c. Size

Where two or more uses are located on the same premises, the sign area for monument signs must be shared. The largest single sign face is used

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to calculate the area of monument signs, regardless of whether if it is single or double faced.

d. Landscaping

Accent landscaping shall be incorporated around the bases of all monument signs, extending beyond the sign a minimum of 6 feet in all directions and must be reflected on all discretionary planning development applications.

e. Gas Stations (including State Regulatory Signs)

Signs associated with gas stations, including State regulatory signs, shall be placed within a solid base faced with naturally occurring materials. Signs composed of individual letters are encouraged with back lit or indirectly lit individual letters. Ground mounted monument signs are encouraged.



7. Murals



a. Mural Sign Standards

Certain building walls present opportunities for murals. Murals do not contain text, unless relevant to the subject of the mural, or any specific commercial message. Murals that do not contain text or any specific commercial message can be considered public art and are not counted toward allowable sign number or area. There is no specific limit on the number of murals permitted. Murals are subject to the approval of the Cameron Park Design Review Committee.

b. Location

Murals may be located on any building wall.

c. Size

Murals may be any size, subject to the approval of the Cameron Park Design Review Committee.

d. Zoning

Murals may be located in all zones, subject to the approval of the Cameron Park Design Review Committee.



8. Shopping Center Identification Signs



a. Shopping Center Identification Sign Standards

Shopping center identification signs shall be compatible with the design theme of the development. They may identify multiple tenants, but larger shopping centers with more than 5 tenants shall avoid listing all individual tenants, other than the project anchors, to avoid sign clutter. The sign structure shall contain elements of the design theme of the buildings in the center. Shopping Centers shall have Uniform Sign Programs that shall be adhered to by each new tenant.

b. Landscaping

Accent landscaping shall be incorporated around the sign base, extending beyond the sign a minimum of 4 feet in all directions.



9. Flags



a. Flag Sign Standards

Flags shall be limited to official government flags and shall be sized appropriately for the height and diameter of the proposed pole.

b. Location and Number

Flag poles shall be located outside of required setback areas. Only one flag pole is permitted per premises.

c. Size

The size of the flag shall commensurate with the height and diameter of the pole as follows:

Ground Set Poles		Roof-Mounted Poles	
Exposed Pole Height	Flag Size	Exposed Pole Height (Ground to Top of Pole)	Flag Size
15'-20'	3'x5'	15'	4'x6'
25'	4'x6'	20'-30'	5'x6'
30'	5'x6'	30'	5'x6'



10. Directory Signs



a. Directory Sign Standards

Directory signs may be 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 shall be of a small scale and oriented to pedestrians.

b. Location

Directory signs may be freestanding or may be fixed on an exterior wall.



Section 080 Permit Requirements and Review Procedures

- A.** When applications for new development or additions to existing developments are submitted to the County for review, plans shall reflect sign size, number and placement. This requirement will insure that the signs are consistent with the architecture of the building, do not conflict with parking lot light standards, do not interfere with vehicular circulation or visibility, and are included as an integral part of the landscaping plan.

B. Uniform Sign Program

The Cameron Park Design Review Committee may approve a sign program for a particular development or property. Prior to submitting a sign permit application to the Planning Department under a sign program, the program shall have been reviewed by the Design Review Committee.

C. Variances

Signs which do not fall under exceptions category may be considered under the provision of a variance. The purpose of the County's Variance provision is to authorize, in specific cases, departure from the terms of the County's Zoning Ordinance if not contrary to the public interest where, owing to special conditions that would otherwise interfere with adequate visibility of the sign. Applications for Variances shall be processed in accordance with Chapter 17.22 of the Zoning Ordinance after being referred to the Cameron Park Design Review Committee for their recommendation.

Applications for sign variances shall be referred to the Cameron Park Design Review Committee for their recommendation. If the action of the Design Review Committee supports approval of the variance, the Planning Director, or the Planning Commission upon referral by the Director may grant a Variance only when it can be determined that there are special conditions or circumstances peculiar to the property involved in terms of topography or physical obstructions that would prevent adequate visibility of a sign placed in accordance with the El Dorado County Sign Ordinance and the Cameron Park Sign Standards, no practical alternative exists, and the purposes of the Ordinance would not be compromised. If the action of the Design Review Committee does not support approval of the variance application, the application may be referred to the Planning Commission. The action by the Planning Director is final unless appealed. The action of the Planning Commission shall be final.

Section 090 Prohibited Signs

The following signs are prohibited. The Community of Cameron Park has a compelling interest to prohibit the following signs to further the Purpose (Section 010) of these Sign Standards.

- A. Attention Getting Devices:** Pennants, streamers, spinners, "feather" banners, balloons, inflatable signs, search lights, beacons, flashing lights or messages and other similar attention-getting devices, unless authorized in conjunction with a temporary use permit or special event permit.



- B. Backlit / Internally Illuminated Translucent Awning Signs:** Any sign located on an awning that is translucent or semi-transparent and illuminated from a light source under or within the awning.
- C. Billboards and Off-Premise Signage (a.k.a. Outdoor Advertising Displays and Off-Site Signs):** Outdoor advertising displays such as billboards and all off-site commercial signs are prohibited.
- D. Highly Reflective, Fluorescent and Neon Signs:** Signs made wholly or partially of highly reflective material and fluorescent, neon or day-glow painted signs.
- E. Signs that Block Ingress or Egress:** Any sign placed or maintained so as to interfere with free ingress to or egress from any door, window or fire escape, or vehicle access.
- F. Simulated Traffic Signs:** Any sign which simulates or imitates in size, color, lettering or design any traffic sign or signal, or which makes use of words, symbols or characters in such a manner as to interfere with, mislead, or confuse pedestrian or vehicular traffic.
- G. Vehicle and Trailer Signs:** Signs attached or painted to vehicles or trailers and parked in a position and location with the primary purpose of displaying the sign.
- H. Free Standing Pole Signs.**
- I. Internally illuminated conventional plastic faced box or cabinet signs.**
- J. Electronic Message Centers.**

Section 100 Illegal, Abandoned and Nonconforming Permanent Signs

- A. Abandoned Signs.** Any sign, including its supporting structure, which no longer identifies the current occupant after a lapse of 60 days, shall be deemed an abandoned sign and shall be removed by the owner of the property on which it is located.
- B. Legal Nonconforming Signs**
 - 1. Maintenance and Repair.** All signs, including legal nonconforming signs, must be maintained in the same condition as when the sign was installed. Normal wear and tear of aged signs shall be repaired when they detract from the visible quality of the sign. When signs are repaired, they must be done so in a manner (paint colors shall match, etc.) that is consistent with the approved sign permit or Cameron Park Design Review Committee approval for the sign. When signs are removed, the wall behind the sign shall be repaired and painted to match the rest of the building wall.



Section 110 Signs on County Property (See County Sign Ordinance No. 5025, Title 130, Section 130.16.110)

Section 120 Definitions

As used in this Article, the following terms and phrases are defined as follows:

“Attention-getting device” Any sign with moving parts, flashing lights, and/or neon colors, or signs incorporating pennants, streamers, large helium balloons or any similar visual device used for the purpose of drawing attention.

“Building face” The building face means a side of the building excluding the roof, typically the side of the building facing the public right-of-way or with a public entry.

“Commercial zone” Commercial zone refers to all non-residential zones, regardless of how the property is actually used.

“Design Review” Refers to the Design Review process as defined in the El Dorado County General Plan, its amendments, Ordinances and Policies

“DRC” or “Design Review Committee” The Committee with the jurisdiction to perform Design Review, per the El Dorado County General Plan, its amendments, Ordinances and Policies. When these Sign Standards refer specifically to the DRC or Design Review Committee, review by the Committee is required.

“Illegal sign” An illegal sign is any sign which does not meet the requirements of this code and which has not received legal, nonconforming status.

“Major Street Frontage” A major street frontage is any major two-lane or larger road as defined in the County’s Transportation and Circulation Element.

“Non-conforming” A non-conforming sign is a sign which was erected legally, but which does not now comply with these subsequently enacted Sign Standards.

“Outdoor advertising display” An outdoor advertising display is a sign, such as a billboard, that advertises a product or display

“Premises” Premises means a lot or series of lots under common ownership and/or developed together as a single development site, regardless of how many uses occupy the site.

“Public entrance” The public entrance is one or more places of entry to a premises that are accessible to the general public.

“Prohibited” Those signs and its attendant features which are inconsistent with Community Standards.



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“Sign face” The sign face is the visible portion of the sign, including all characters, symbols, and structural or nonstructural background (e.g. cabinet frame or painted border), but not including the base of a monument sign, or free standing sign.

“Storefront” A storefront is a distinct architectural feature that is immediately accessible from a public sidewalk and consisting of window displays and entry doors to a one or more uses.

“Temporary Sign” A temporary sign is a sign that is temporary in nature and that is displayed for no more than 45 days in a row, or no more than 90 days within any 365 day period.

End of Cameron Park Sign Standards