

PD-R19-0004/Prospector's Plaza Sign Program – As approved by the Planning Commission on April 9, 2020

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 existing Prospector's Plaza shopping center.
- 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.

The subject parcel has a land use designation of 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 revised monument sign and sign program would be a part of the existing Prospector's Plaza shopping center, PD90-0011. This use is consistent with the intent of the Commercial land use designation.

2.2 The proposed use is consistent with General Plan Policy 2.8.1.1.

Development shall limit excess nighttime light and glare from parking area lighting, signage, and buildings.

Rationale: The proposed revised sign would be internally illuminated. Internal illumination helps to prevent glare and the need for directional shielding. The project has been conditioned to comply with all operational requirements of sign ordinance 130.36 including limitations on illumination. All future signs allowed through sign program would be subject to building permit requirements and review.

3.0 ZONING FINDINGS

3.1 The proposed use is consistent with Title 130.22.

The Regional Commercial (CR) zoning designation provides for large-scale retail services for a regional trade area. The CR zone applies to regional shopping centers that serve a market beyond the community and are located along arterials and at major intersections that provide convenient automobile access.

Rationale: The parcel is zoned Regional Commercial (CR). The signs would be a part of the existing Prospector's Plaza shopping center PD90-0011. This use is consistent with the intent of the Regional Commercial zoning designation.

3.2 The proposed use is not consistent with Sign Ordinance 130.36 but can be approved under Section 130.52.040, Development Plan Permit.

Section 130.52.040 describes the Development Plan Permit process which provides flexibility from the strict application of the Ordinance standards.

Rationale: Under sign ordinance 130.36 developments in CR zones are permitted one multi-tenant sign per public street frontage as follows; 80 square feet maximum area, 20 feet maximum height for the first street frontage and 40 square feet maximum area, 10 feet maximum height for each subsequent street frontage, and one or more building-attached sign based on floor area with a maximum sign area of 100 square feet. The project currently has one US Highway 50 oriented monument sign that is 50 feet tall and 440 square feet in area, which would be expanded to 620 square feet. The proposed sign program would allow for signs that would exceed 100 square feet. Signs that exceed the maximum limitations under sign ordinance 130.36 can be approved as part of a planned development permit pursuant to 130.52.040.

4.0 DEVELOPMENT PLAN REVISION FINDINGS

4.1 The issuance of the permit is consistent with the General Plan, any applicable specific plan, and Chapter 130.28.

Rationale: Development Plan PD90-0011 reviewed the uses, layout, design, and impacts of the development as a whole. PD-R19-0004 is consistent with PD90-0011. The revision is consistent with the General Plan and Chapter 130.36. There is no applicable specific plan.

4.2 The site is adequate in shape and size to accommodate proposed uses and other required features.

Rationale: The site is over 19 acres in size with multiple street frontages and entrances. The site is adequate in shape and size to accommodate multiple signs and meet all requirements without becoming crowded or blocking cross visibility.

4.3 Any exceptions to the development standards of the zone are justified by the design or existing topography.

Rationale: Prospector's Plaza has over a dozen tenants, all internally facing with no street frontage or street signs. Additionally the site sits in a natural depression approximately 20 to 40 feet below the surrounding topography. The design and topography of the site necessitate taller and larger signs than are permitted under the development standards in order to provide the same sign visibility that would be afforded commercial tenants on other sites with fewer constraints.

4.4 Adequate public services and facilities exist or will be provided to serve the proposed development.

Rationale: The proposed revision would revise an existing monument sign and implement a Sign Program over the development. No increase in public services or facilities is needed to serve this use.

4.5 If mixed-use development is being proposed, the development conforms to the standards in Section 130.40.180 in Article 4.

Rationale: Not applicable. No mixed-use development is proposed.

4.6 The proposed development complies with the provisions of the –PD combining Zone Section 130.28.010.

Rationale: The proposed revision complies with all applicable requirements.