



EDC COB <edc.cob@edcgov.us>

(no subject)

1 message

Stan Stailey <ststailey@sbcglobal.net>

Mon, Aug 12, 2013 at 8:12 AM

To: lillian.macleod@edcgov.us

Cc: bosone@edcgov.us, bostwo@edcgov.us, bosthree@edcgov.us, bosfour@edcgov.us, bosfive@edcgov.us, roger.trout@edcgov.us, edc.cob@edcgov.us, rich.stewart@edcgov.us, dave.pratt@edcgov.us, tom.heflin@edcgov.us, walter.mathews@edcgov.us, brian.shinault@edcgov.us

Subject: Comment on Comprehensive Sign Ordinance, File #13-0086

Dear Ms. MacLeod,

I support the approval of a simple Sign Ordinance, such as the existing Chapter 17.16 Sign Ordinance, to address offensive billboards or billboards placed in a scenic corridor. I would like the new ordinance approved as soon as possible to rid the county of unwanted billboards and sign clutter.

Thank you,

Stan Stailey

Shingle Springs



EDC COB <edc.cob@edcgov.us>

Sign Ordinance

1 message

Jamie Beutler <beutlerjamie@gmail.com>
To: lillian.macleod@edcgov.us

Mon, Aug 12, 2013 at 2:41 PM

Subject: Comment on Comprehensive Sign Ordinance, File #13-0086

Dear Ms. MacLeod,

I support the approval of a Sign Ordinance, such as the existing Chapter 17.16 Sign Ordinance, to address offensive billboards or billboards placed in a scenic corridor. I would like the new ordinance approved as soon as possible to rid the county of unwanted billboards and sign clutter.

Thank you,

Jamie Beutler
Placerville



EDC COB <edc.cob@edcgov.us>

Comment on Comprehensive Sign Ordinance, File #13-00861 message

Javad Tayebi <jtayebi@gmail.com>

Mon, Aug 12, 2013 at 3:03 PM

To: lillian.macleod@edcgov.us, bosone@edcgov.us, bostwo@edcgov.us, bosthree@edcgov.us, bosfour@edcgov.us, bosfive@edcgov.us, Roger Trout <roger.trout@edcgov.us>, edc.cob@edcgov.us, rich.stewart@edcgov.us, dave.pratt@edcgov.us, tom.heflin@edcgov.us, brian.shin

Dear Ms. MacLeod,

I support the approval of a simple Sign Ordinance, such as the existing Chapter 17.16 Sign Ordinance, to address offensive billboards or billboards placed in a scenic corridor. I would like the new ordinance approved as soon as possible to rid the county of unwanted billboards and sign clutter.

Thank you,

Javad Tayebi
5376 Marybelle Lane,
Shingle Springs, CA 95682

Javad Tayebi

"Not only in our deeds, but in our words we would do well to consider how what we say and do affects other people, particularly the people we care most about.

**CAMERON PARK DESIGN REVIEW COMMITTEE
COMMENTS REGARDING
EL DORADO COUNTY PROPOSED DRAFT SIGN ORDINANCE**

General Comments

1. The proposed sign ordinance fails to address the fact that much of El Dorado County land is sloping terrain. As such, the ordinance should address the need to provide additional sign height when the building is below street grade or require that signs be lower than otherwise allowed because of their location well above street grade or on elevated landscape mounds. These exceptions should not be considered in accordance with the standard variance findings, which are not relevant to signs and which can be cumbersome, time-consuming, and costly.
2. This ordinance should be a framework for El Dorado County by which local communities may craft sign guidelines and ordinances that are more in tune with the local culture and environment. The consideration of local community culture and goals as they relate to signs should be included as a goal or policy within the ordinance.
3. The Cameron Park Design Review Committee has urged that environmental review take place along with (RIGHT NOW) the preparation of the new sign ordinance. Currently there is no apparent basis in the proposed ordinance which would indicate that an Environmental Impact Report is necessary; further, from an environmental standpoint dealing with potential environmental issues as the document is being prepared can reveal impacts which can be ameliorated during the preparation to avoid environmental impacts. This preferred approach also saves considerable time in processing.
4. We note that the organizational terms, such as “section,” “article,” “title,” and “chapter” are confusing and inconsistently used. Amend the sign ordinance to be consistent with the Zoning Ordinance.
5. There is a lot of redundancy in the proposed ordinance. At times the better definition of a term is within the body of the ordinance and not within the Definition section. The Definition section is incomplete. Use cross referencing.
6. The graphics within the document are poor to the point that they misrepresent the text they are trying to explain, plus graphics are missing where they are needed to adequately describe the text.

7. The proposed ordinance does not address the enjoyment of the night sky. For example, lighted signs should be required to not be lighted after the business is closed for the night.
8. The proposed ordinance fails to adequately address procedural actions, enforcement actions and fines associated with abating illegal or nonconforming signs and the authority over the imposing of fines and enforcement actions. Going directly to Court places an extra burden on the court and would not be addressed expeditiously due to the more harsh cases pending before the court. There should be a separate section addressing this matter thoroughly, including immediate removal of signs by the County under certain conditions.
9. General advertising signs (billboards) come under the Business and Professions Code, and the Sign Ordinance should cite which section. They are treated differently that other illegal or nonconforming signs.
10. Signs should be considered an important part of a development application since they should be sited to complement the appearance of new structures and be integrated into the landscape plan to avoid tall trees, large shrubs, and to design a sign base on a monument sign that is tall enough to provide for landscaping around its base. Submittal of a sign program along with other discretionary actions should be a requirement of the Sign Ordinance.
11. What efforts have been made to contact those businesses and property owners who have signs that will become non-conforming with the adoption of the Sign Ordinance?
12. Required as part of abatement of illegal and nonconforming signs is a survey of those signs and notification of affected property owners. The sign ordinance indicates that that the time period for abatement of signs begins once the survey and notification process is complete, yet the ordinance does not give a start date for that effort. **THIS EFFORT COULD SIT ON THE SHELF FOR YEARS UNLESS THE BOARD INCLUDES A START DATE IN THE SIGN ORDINANCE AND STAFF PUTS TOGETHER A PROGRAM TO CARRY OUT THE PROCESS. (Consider volunteers for surveying.)**
13. We note the proposed sign ordinance does not address the use of neon.
14. When referring to El Dorado County, the ordinance should refer to the County with an initial capital C. (The initial letter in the proposed ordinance is both lower case and upper case – inconsistent.)

15. When referring to dimensions and measurements use Arabic figures, e.g., 5 feet, not five feet.

16. Given the numerous corrections we have listed below, need we say more about the preparation of the sign ordinance by the consultant and review by the staff.

Specific Comments

17.16.010 Content: The introductory paragraph indicates that A through H are “regulations.” However, the title “content” does not seem to relate to what is in the section. The term “Purpose” might be more appropriate.

The introductory paragraph also refers to the “community’s” visual and aesthetic goals. Suggest “County’s” visual and aesthetic goals because the various communities within the County will provide their own design standards for signs.

There should be a paragraph here which indicates that this ordinance is intended to be a framework for El Dorado County by which local communities may craft sign guidelines and ordinances that are more in tune with the local culture and environment.

A. “Community” should also be replaced with “County” in subsection “A.”

The last part of subsection “B” is very awkwardly worded.

C. Suggest omitting this here. It is well explained elsewhere, plus it goes a bit overboard in subsection “C.”

Regarding subsection D, please omit or otherwise rewrite to refrain from saying “designated scenic corridors.” The General Plan mandates that other areas of the County be reviewed for possible “scenic corridor” designation, but the Board of Supervisors has failed to do so to date. There are many lovely scenic areas in the County, and not all are in the “designated scenic corridors.” Regardless, ALL scenic vistas, regardless of location, should be protected from large or excessive signage.

E. Eliminate this subsection which encourages individuality in signage. Many shopping areas would appear best aesthetically if there were a common theme among signs to unite the center – color, individual letters, lighting, placement, etc. This individuality in signage also conflicts with another section of the proposed ordinance encouraging continuity.

H. **Subsection “H”** should be clarified to reflect that it is public or governmental agencies that will display signs that direct persons to activities and enterprises – if, indeed that is the purpose here. Otherwise, unclear who can erect such signs.

17.16.020 “Policies for Sign Regulations” Why call this section “policies”?

Subsection C. is unclear to many, so it may help to insert a “for example,” such as: for example, political ads or religious messages.

Subsection D. says “within this Article” and this is an example of the confusion with the terms of this ordinance. It is not an “article.”

Subsection E. says that permanent signs not expressly permitted are prohibited. What about ALL signs, including temporary signs. Please correct.

Subsection F. addresses variances, but why is this in the “policy” section? Variances should be located elsewhere. Nonetheless, the text allows sign variances in compliance with only the purpose section of the Zoning Ordinance. There should be some easily identified minor modifications without going through a variance process, such as “the Planning Director may administratively reduce the setback requirement or increase the permitted sign area if such modifications are minor (not more than 25%) and he/she determines that no practical alternative exists, that the purposes of the ordinance would not be compromised, and that no detrimental impact would result.”

The findings for a variance pursuant to the County’s established variance section relate more to buildings than to signs. Suggest that you come up with variance criteria that is more applicable to signs, such as, (1) There are special conditions or circumstances peculiar to the property involved that do not apply generally to property in the same district, such as slope and differential between building finished floor and the street grade; and (2) Literal interpretation of this article would cause a hardship or deprive the applicant of rights enjoyed by others in the same district; and (3) The granting of the variance does not grant a special privilege inconsistent with the limitations on other properties in the same district.

Subsection G. which prohibits “indecent or obscene matter” is not a “policy” and should not be located here. This subsection should be listed with prohibited signs.

ADD subsection H. This new subsection should address the need for architecturally attractive signs which are compatible with the building it identifies and the surrounding environment.

17.16.030 Permit Requirements and Review Procedures

DRC Comment: Under the review process, there should be a requirement for review by official local design review committees. The proposed ordinance fails to recognize these reviewing bodies.

1. Sign Permit Required.

This section fails to provide for a sign permit unless a building permit is needed or other discretionary permits are involved. What about a person that just wants a larger sign on his/her building that meets all requirements? Without a sign permit, there is no record of the sign. A business could just keep erecting signs which individually meet standards but not collectively. The process of meeting local community guidelines could also be missed.

Subsection a. indicates that replacement of a conforming sign face does not require a building permit. This subsection should indicate that a Sign Permit is not required for change of copy. This subsection should also indicate that although sign copy may be changed, the shape or height or location cannot be changed without an approved sign permit or if the face is for an electronic sign. BIG MISS HERE.

Subsection b. indicates that sign permits are required as part of the review of any discretionary application *where signage is being proposed*. However, a sign program should be required to be submitted along with the discretionary application

2. **Uniform Sign Program Required.** This section requires a uniform sign program for NEW shopping centers only. However, consideration should be given to older centers also so that uniformity begins as new tenants replace tenants who vacate their space. This subsection also refers to multi-tenant shopping centers, although “multi-tenant” is not defined. Consider multi-tenant shopping centers of 4 or more leasable spaces.
3. **Community Sign Program Required.** What a confused section this is! Who has the ability to initiate a community sign program? CSDs do not cover entire communities. Who pays for the processing? Who pays for the implementation of the signs? By when must they be established? What if no entity comes forward with such a program?
4. **Highway-Oriented Sign Permit** – This paragraph should indicate that the sign must be no higher than is necessary for visibility, otherwise, signs will go to the maximum allowable height even when not necessary. What are the criteria or findings necessary for approval of a Highway-oriented sign? These are missing. There should be an indication here of the expected design features of a Highway-oriented sign. This subsection requires a Highway-Oriented Sign Permit for such signs located within 100 feet of a designated state highway. This statement is confusing. It could be interpreted to mean that Highway-Oriented signs more than 100 feet from the highway do not require such permits. It could also be interpreted (although questionable as written) that all such signs can only be located within 100 feet of a state highway. Reword. Also, refer to the definition section.

What kind of observations were made by the consultant to determine how many signs could result from the installation of highway-oriented signs? Could there be hundreds of these signs marching up Highway 50 in El Dorado County? This could be a significant aesthetic impact requiring an EIR unless some forethought is given to this idea. Mitigate NOW.

6. See comments re variances above.

B. Review Procedures

1. See comments re variances above.

17.16.040 Exempt Signs

A. 3. This subsection refers to “official” signs or other “municipal governmental signs. Make sure that special districts are included in this, including CSDs. Please be more thorough.

A. 6. This subsection refers to street address signs, and there should be maximums for street address signs. The sign ordinance could include requiring address signs on roofs of new buildings for emergency (police/fire) purposes.

A.9. The California state law requires a minimum size of pricing signs in order for those in vehicles to be able to see the price of gasoline. They are not maximums. This ordinance should have a maximum on the size of the price signs.

A. 10. This subsection refers to signs on vehicles. See also DMV rules for signs on vehicles, e.g., must be permanently affixed. Therefore, no “temporary signs” sitting atop car roofs, etc., should be permitted and all vehicle signs not permitted by DMV. Check out DMV requirements.

This section fails to address recreational park signs posted by a governmental agency.

B. Exempt Signs With Limitations.

1. This subsection provides for 25 percent window coverage. Get rid of all the justification for it in this paragraph – not necessary.

B. 3. This subsection provides for flags. There should be a limitation on the number of flags. We have seen dozens of US flags lined up on streets, not necessary because the business owner is patriotic, but because of calling attention to his/her place of business.

B. 6. This subsection under “exempt signs” lists murals with non-commercial messages. Murals without commercial messages are not signs, so such murals should not be included under “exempt signs.” Murals could be defined in the Definitions section.

- C. 9. This subsection refers to directional signs. Indicate that “no advertising, LOGOS (add) or message.....”
- B. 10. Again, to the reader, “non-commercial” signs are confusing and examples could easily help clear up the confusion.

Table 17.16.040 – Sign Standards for Home Business Signs – Please add that home occupation signs must not be illuminated and should not be canned signs or plastic signs.

17.16.050 Prohibited Signs

B. Billboards: The industry name for billboards is “General Advertising Signs.” Suggest using this title, and add “also often referred to as billboards.”

D. This subsection indicates that messages can change no more than every 12 seconds. Timing is based on size of message, length of message, distance from vehicles, and speed of vehicles. To indicate that 12 seconds may be appropriate could be creating a traffic hazard. Remove the 12-second cap and include other criteria.

F. Pole signs “as defined in this Title” are not defined in the Definitions section of the proposed ordinance but should be.

K. Included in the prohibited signs should be signs propped on top of vehicles, and use non-mobile trailers used for advertising rather than hauling as an example of a prohibited sign.

M. This subsection prohibits signs that are installed on property not owned “by the person” installing the signs. Rather than a “person,” a sign company employee may have installed the sign and who is no longer employed or otherwise available.

ADD Subsection P., which prohibits off-site commercial signs, with the following exceptions XXXXX (list them).

ADD a subsection that prohibits pole signs.

17.16.060 General Sign Development and Design Standards

A. Sign Area Measurement Procedures

Figure 17.16.060C:

The graphic showing how to calculate the area of a sign is extremely poor in that it fails to adequately depict the written requirement. Although the written words says that one must calculate the area within a single rectangle enveloping the sign copy, the graphic shows otherwise in that it is not based on a rectangle. Recommendation: Consider using an 8-sided

figure (maximum) to calculate the area; otherwise, the ordinance would be discouraging interesting signs that may include cursive letters instead of block letters or logos that do not exactly match the height of the letters.

Following **Figure 17.16.060C**:

B. Construction Requirements

2. According to this section, permanent signs could not be plastic canned signs or individual letters with plastic faces. However, individual letters with plastic colored faces should be acceptable.. This subsection also says that “techniques shall be incorporated “*during construction*” to reduce fading, damage, etc. Remove “during construction.” Signs should be durable even after construction. Rerword.

4. This subsection says temporary signs must be made of a material designed to maintain an attractive appearance for as long as the sign is displayed. What is “attractive appearance?” Should be more specific. Are handwritten chalk letters on a black face “attractive”?

D. 3. error, place comma in the quotes as follows: Visibility area,’ as defined.

E. Sign Placement

DRC COMMENT: If a highway-oriented sign is proposed, please place the onus on the sign applicant to prove that the requested sign is necessary for adequate visibility. For example, a boom truck can be utilized to raise a blank sign to a height deemed to be necessary for adequate visibility – and raised and lowered until the adequate height is reached.

1. **Location of Building-Attached Signs.** This subsection makes no mention of buildings which face the freeway but do not face directly onto a public right of way. They could benefit by good signage. Also, placement on a building is important so that signs fit in architecturally and do not overlap windows or other architectural features. A sign program should be submitted along with site plan review or use permit applications to make sure that the size and placement of signs is attractive and that the design of the building considers placement of a sign.

2. **a.** The setback requirement, per this subsection, is to be measured from the “back of the public right-of-way or side of a driveway.” The setback should be BOTH from the right-of-way AND side of driveway; however, does this subsection assume that the driveway is perpendicular from the right-of-way? What about Hollywood driveways or other curving driveways? Please clarify the intent of this subsection.

b. Setback and Spacing of Freestanding Signs. This subsection gives the “designated approving authority (be specific here) the authority to “review” a sign location to ensure the sign is located outside the required cross visibility area and does not otherwise inhibit motorist safety.” The approving authority does more than review: it approves or denies! The criteria for approval that is listed in a technical consideration that should fall to the Department of Transportation or other County office with the expertise to do so. Planning Commissioners, for example, do not necessarily have the expertise to determine if a sign is located outside the cross visibility area. Criteria for approval should be included in this “sign placement” subsection and should include aesthetic consideration of the design of the sign; a finding that the freestanding signs do not block scenic vistas, if it is clutter among other signs, significant buildings (like a court house); and that the sign does not significantly add to visual clutter.

This subsection requires highway-oriented signs to be separated by a minimum of 1,000 feet. Since many parcels have front property lines that are less than 1000 feet, who decides which parcel is entitled to such a sign? Is it first come, first served? Be specific here.

F. Maintenance Required.

This subsection requires repair or replacement of a dilapidated sign within 30 days of notification by the County. However, this should not be the case for temporary or A-frame signs which can be removed immediately upon notification, or within a time-frame much less than 30 days (e.g., 24 hours).

This subsection should also address time and temperature signs that are used in conjunction with commercial signs. Require that the time/temperature be maintained so that the time/temperature reads accurately.

This subsection should include consequences should the sign owner refuse to cooperate.

H. General Sign Requirements

This subsection should also refer to officially adopted community sign guidelines. The introductory paragraph to this section cites Subsection J” although there is no subsection J.

2. **Sign Illumination.** Quantify how much light spillage will be allowed.
 - a. This subsection indicates external light sources shall be directed *downward* and fully shielded to limit direct illumination of an object other than the sign. Remove the word “downward,” as wall washes and signs illuminated by small spot lights placed within landscaping can also meet the requirement that the light reflect solely on the sign.

I. Design Standards for Specific Sign Types

DRC Comment: The use of neon in signage should be addressed and deemed inappropriate on local streets.

1. **A-Frame Signs.** Begin this subsection with “*On-site* A-frame signs ... and spell out ADA (Americans with Disabilities Act).
 2. **Awning and Canopy Signs.**
 - a. Besides lettering, include the use of logos within the middle 70 percent coverage requirement.
 - b. Reword as follows, “Awning signs shall be allowed only for first- and second-story occupancies.
3. **Electric (Digital) Signs.**
 - b. See comments above regarding allowing changeable copy to change more than one time when 12 seconds has lapsed. This design standard could cause a hazard.
5. **Projecting Signs.**
 - c. **Height.** This subsection would allow a blade sign 6 feet 8 inches above grade. This height may be too low per ADA. Please check. Eight feet may be more practical.
6. **Wall Signs**

DRC Comment: Signs consisting of Individual letters (push pin) rather than those on a raceway are more attractive and should be encouraged. The proposed ordinance should address this.

17.16.070 Permanent On-Site Regulations

A. Allowed Types of Permanent On-Site Signs

DRC COMMENT: This second should include directory signs, both pedestrian-oriented and those intended to direct vehicle traffic. The latter are very useful in large multi-family developments and are essential for emergency personnel.

2. Freestanding Signs. This subsection refers to pylon signs yet pylon signs are not defined in the Definitions section.

Table 17.16.070 – Signage Standards for Permanent On-Site Signs

DRC Comments:

- The title of this table should include “Permitted Signs and Development Standards,”
- The number of signs per subdivision should be based on the number of lots within the subdivision. A
- 5-lot subdivision does not merit the same size sign as a 50-lot subdivision.
- The height of signs should take into consideration that signs as viewed by a driver of a vehicle are best viewed when a sign is no more than 6 feet from street grade. It should be recognized that El Dorado County communities are small and residents are well aware of the subdivisions and businesses within their communities. Large signs are not necessary in most instances.
- It makes no sense that in residential areas the proposed ordinance prohibits tasteful, small business identification signs on buildings but allows freestanding signs, which are more intrusive as viewed on residential streets. The chart is unclear as to whether the listed signs are intended to identify only subdivisions or in some cases individual lots. For example, in the RA-20 zoning district, why allow 1 sign per parcel that is 12 feet high. A sign this high is not necessary for adequate identification.
- Within the commercial district, the size of the building-attached signs are based on floor area rather than the width of the building facade upon which the signs are placed. Therefore, signs may be allowed that are out of scale with the width of the building and over-power narrow buildings. The area of attached signs should relate to the width of the building and NOT the square footage.
- In the commercial areas, there is no need for a multi-tenant sign which exceeds 10 feet. Please eliminate the allowance for a 20-foot sign since these signs are difficult to read from local streets that serve these facilities.

- Signs in the industrial districts should not exceed 6 feet from street grade, but addresses should be fairly large. Typically the general public does not visit these sites, and delivery trucks need only one time to find the business. Ditto for the employees within the industrial parks.

C. Standards for Permanent On-Site Signs

1. **Building-Attached Sign Allowance.** This sub-section is redundant.
2. **Free-standing Sign Allowance.** In the middle of the paragraph, eliminate “As defined in this Chapter ...”. This belongs within the Definition section.
3. **Changeable Copy Allowance.** This subsection should be clarified to indicate that changeable copy is not allowed for home-occupation uses. As written, home businesses, such as child care, beauty shops, landscaping, etc., could have changeable copy signs in residential districts. Please correct.

E. Highway-Oriented Signs

The Board of Supervisors has failed to consider including much of El Dorado County within a “designed scenic corridor.” It is outrageous to consider degrading viewsapes just because they are not with a designated scenic corridor. This section fails to recognize that there would be many eligible business which are on properties which are less than 1000 feet wide and which abut others properties of similar size. Which property would qualify for such a sign? First come, first served? This subsection also fails to indicate maximum heights and maximum areas associated with Highway-Oriented signs. These signs should be NO TALLER and NO LARGER than absolutely necessary for adequate visibility from the travelling public, and the burden of proof should be on the sign applicant.

4. Area.

a. This paragraph should not start out with “Generally.” Please eliminate. Again, maximum areas should be described as only the area necessary for adequate identification and in any case no larger than 200 square feet. As written, It is not clear if the 200 square feet is the maximum per sign or a maximum for each tenant on the sign. Also, it is not clear as written how large (maximum) ancillary components of the sign can be. Is the maximum 50 square feet (25 percent of the total sign area)? Please re-write to clarify.

b. Freestanding sign area. This subsection says that when a business has a highway-oriented sign it cannot also have a freestanding sign. Highway-oriented

signs are to be located between a business and the highway. If there is no freestanding sign allowed, the business on the local street which serves its may not be adequately identified. A modest, attractive free-standing sign should be permitted when a business faces both the highway and a local street.

5. Height

a. This subsection refers to the height of a highway-oriented sign “within designated scenic corridors,” yet another section indicates that they are not permitted within the designated scenic corridors. This second must be corrected. In no case must the height of any highway-oriented sign exceed 24 feet. What is considered adequate for visibility in a scenic corridor, i.e., 24 feet high, should be adequate in other areas.

b. In no case should a sign ever reach 60 feet high. The heights mentioned in this subsection conflict with the maximum height of 40 feet mentioned earlier in the proposed ordinance.

17.16.080 Temporary On-Site Sign Regulations

DRC Comment: Please note that this section is missing any standards for temporary on-site signs.

The title of this subsection refers to “Regulations” yet the introductory paragraph refers to “standards.” Please correct.

A. Time Duration

1. Eliminate the word “Generally.”

2. **Subdivision Signs.** This subsection refers to subdivisions yet the last sentence refers to apartments, which merit a separate subsection. Signs for new of substantially renovated apartments do not belong under the heading of “Subdivision Signs.” Regardless, apartment signs be removed 6 months from opening or when the vacancy is 5 percent or less, whichever comes first.

Table 17.16.080 – Allowed Temporary On-Sit Sign Standards

DRC Comment:

- The title of the chart should include “On-Site Subdivision Signs.”
- Five flag poles per street, up to a maximum of 15 poles, is excessive. Please reduce and indicate that the number of poles should relate to the size of the subdivision.

17.16.090 Off-Site Sign Regulations

A. General Prohibition

DRC Comment: Eliminate the word “Generally” which begins this subsection. This subsection fails to indicate that off-site signs are permitted when associated with some agricultural uses.

B. Subdivision Ladder Signs

3. This subsection allows for “deviations” due to an “unusual situation” when “determined by the County.” This subsection fails to indicate what a “deviation” is (definition?), or unusual situations (got up on wrong side of the bed?), or who in “the County” has the authority to grant an exception. Please clarify. Examples would help.

4. This subsection requires approval of the “property owner” on “public property.” Who has the authority in this instance to approve a subdivision ladder sign on public property? Clarify. Also, this subsection allows ladder signs subject to approval by the “Director.” Director of what? Public Works, Engineering, Planning? Clarification is necessary. The definition of Director should be included in the Definition section.

6. At the end of this subsection, eliminate the words, “as originally approved.”

C. Community Sign Program

1. This subsection differs somewhat from the definition of a Community Sign Program found in the “Definition” section. Please enhance the Definition section and in this subsection simply refer to the Definition section.

17.16.100 Allowed Signs on Public Property

DRC Comment: Change title to “Signs Allowed on Public Property”

F. Community Directional Sign Program

DRC comment: This subsection contains a lot of redundancy.

17.16.110 Illegal, Abandoned, and Nonconforming Signs

A. Illegal Signs

- This subsequent would allow a 30-day “opportunity to cure” illegal temporary signs. This makes no sense. Illegal temporary signs should be removed immediately.

- This subsection indicates that a notice tells parties “to cure by conformance to current law and/or current permit, to abate by removal “or other remedial action.” What is “other remedial action.” Please indicate.
- This subsection indicates that when there is a sign which poses a danger to the public, the sign may be abated by the court. Ridiculous! It takes eons to get such actions through the court system. The County should remove the sign immediately if there is a danger.

B. Abandoned Signs

3. This subsection states that abandoned signs may be abate4d by the County “and reimbursed by the property owner.” It should be made clear that the cost of removal and storage of the sign must be reimbursed by the property owner.

C. Nonconforming Signs.

DRC Comments:

- Make clear herein exactly which signs will be considered “nonconforming signs.”
- Begin the paragraph with “All signs which become nonconforming” rather than “Any sign which becomes nonconforming ...”
- This paragraph states that “The County shall order the sign to be abated by the property owner and/or person responsible for its installation and/or maintenance. The responsible “person” may be one of many individuals working for a sign company. Please correct.

C.1. Relocation and Alternation.

This subsection states that no nonconforming sign shall be moved, enlarged in size, or raised in height unless to do so would bring the sign into conformance with the Sign Ordinance. Please strike “enlarged in size” and “raised in height” since neither would ever be needed to bring a nonconforming sign into a conforming status.

C.2. Restoration of Damaged Signs.

This subsection again refers to a “Director” but the Sign Ordinance does not indicate who the Director is.

C.3. Building Facade Modifications.

This subsection indicates that nonconforming signs must be brought into conformance when there are major modifications to the exterior of a building facade “as determined by the County.” Who in the County is responsible for determining if a modification is “major”? Please clarify.

The nonconforming signs must be brought into conformance or abated within the time limits established or “upon completion of legally required inventory and noticing of nonconforming

signs by the Director, whichever is later.” Again, who is the “Director”? Is there a plan and time line in place for the inventory and noticing?

17.16.120 Definitions

A. Abandoned Sign. This definition fails to indicate how long a business has ceased operation before a sign is considered abandoned. It should also include signs that have been allowed to deteriorate over time.

B. A-Frame Sign. An A-Frame sign should have a maximum height and area before being considered an A-Frame Sign. Include in definition.

XXX Insert a definition of an awning sign, or at least reference the definition of a canopy sign.

D. Billboard: Use the correct wording for a billboard, such as referred to as a “General Advertising Sign.”

- The definition of a billboard includes a permanent structure Remove the word “permanent” in that it conflicts with its nonconforming status.
- The definition of a permanent structure sign indicates it constitutes a principal, separate, or secondary use, as opposed to an accessory use, of the parcel on which it is located. This status depends on the intensity of the use of the property upon which the sign is located. This definition does not make sense, so suggest its removal.

E. Building-Attached Sign.

Please note that the subsections of this E. Building-Attached Sign definition should be numeric rather than alphabetic. In addition, many of the alphabetic characters are lower case and then change to upper case. Sloppy and should be changed.

b. A canopy Sign can also be over a faux window or door.

c. Projecting Sign.

ii. **Marquee.** Although marquee is defined, marquees are not addressed or mentioned in the body of the proposed ordinance. Marquees should either be addressed in the ordinance or the definition should be removed.

d. **Under Canopy Sign.** Although “Under Canopy Sign” is defined, it is not addressed or mentioned in the body of the proposed ordinance. Either address it in the body of the ordinance or eliminate the definition.

e. Window Sign. The definition indicates a window sign includes signs, letters, characters, etc. which are situated within 3 feet of a window. The 3-foot distance is too restrictive. Recommend changing to 1 foot.

F. Can Sign. Include in the definition an example of a typical can sign, such as “typically a metal frame with an acrylic cover over letters and logos and usually internally illuminated.”

G. Changeable Copy Sign. Eliminate reference to 12 seconds. Too short.

H. Cannel Letter Sign. This type of sign appears to be the “push pin” sign referenced in the body of the proposed ordinance. For consistency, use either channel letter sign or push pin. If push pin is used, it should be in this Definition section. !!! The graphic for the channel letter sign shows a common mounting apparatus, which is not how a channel letter sign is defined, which include “air space” between the letters. This type of sign depicted is often referred to as a “raceway” sign due to the common electrical connection.

J. Community Sign Program. The title of this definition is PROGRAM, yet the definition refers to a sign that would be allowed as part of a program. Amend.

K. Construction Sign. If the definition would include the maximum measurement of a construction sign, anything larger would not be considered a construction sign and would not be a legal sign.

M. Cross-visibility Area. At an Encroachment onto the Roadway. This is where a graphic should be inserted to show how this area is created. The wording is very confusing. Please show graphic and amend wording.

MM. XXXX There should be a definition of a “digital” sign.

O. Directory Sign. The definition indicates this sign is pedestrian-oriented only, but directory signs may also be found in large multi-family developments to direct vehicles. These directory signs which are viewed from vehicles are especially important for emergency vehicles. This should be addressed in the body of the ordinance.

Q. Exempt Sign. This is incorrect!! For example, A-frame signs do not require plan check approval, yet they are not exempt.

R. Face Change. In addition to indicating that a face change does not involve the sign structure or mounting device, the size or location of the sign should also be indicated as not part of a face change as well as whether or not the change is to digital, which should then not be considered a face change.

T. Freestanding Sign. The definition indicates that a freestanding sign can be connected or attached to a sign structure, fence, or wall that is not an integral part of a building. REMOVE THIS. This is not necessary as part of a definition; and, further, to allow the attachments mentioned may be aesthetically displeasing.

The pylon graphic should not include all the signs shown, and the monument sign and multi-tenant sign graphics should show a larger base. (Any landscaping planted around it would hide the sign.)

b. The definition of a pole sign is very poor as any creative person could come up with a pole sign that meets this definition but not the spirit of the ordinance. It is very confusing.

V. Highway-Oriented Sign. Remove reference to “officially designated scenic corridor.”

Z. Inflatable Balloon Sign. Balloons are not made only of metallic and/or cloth material!! Poor definition.

CCC Include a definition of a “multi-tenant” sign.

FF. Nonconforming Sign. Poor definition. Rewrite.

The definition says “that does not comply with the provisions of this title.” *When* does a sign become nonconforming? That is also the question that should be addressed as part of this definition.

GG. Off-Site Sign. The definition in the third bullet is so confusing that one cannot discern its meaning. Try using examples.

NNN. There is no definition here of a pylon sign.

OO. Real Estate Sign. The definition states that the real estate sign **MAY** include contact information of the person and/or company handling such sale, lease or rent. What else might it include, or can it be whatever anyone wants? Create a better definition.

QQ. There is no title to this subsection other than Signs, but apparently the list of text not considered a sign. Correct this error.

TT. Temporary Promotional Sign. The beginning sentence of this definition should be rewritten. It says “any flag displaying a commercial/promotional message, pennant, streamer, banner, All banners, etc., should be indicated along with the flag.



Fwd: Agriculture presentation regarding the Sign Ordinance

1 message

The BOSFOUR <bosfour@edcgov.us>

Fri, Aug 30, 2013 at 1:25 PM

To: EDC COB <edc.cob@edcgov.us>

----- Forwarded message -----

From: **Valerie Zentner** <valeriez@edcfb.com>

Date: Thu, Aug 29, 2013 at 5:25 PM

Subject: Agriculture presentation regarding the Sign Ordinance

To: bostwo@edcgov.us, bosone@edcgov.us, The BOSTHREE <bosthree@edcgov.us>, The BOSFOUR <bosfour@edcgov.us>, bosfive@edcgov.us

Cc: Shawna Purvines <shawna.purvines@edcgov.us>, Charlene Carveth <charlene.carveth@edcgov.us>, David Defanti <david.defanti@edcgov.us>

Dear Supervisors,

I wanted to share with you the PowerPoint that we presented to the Ag Commission and Planning Commission concerning the proposed draft Sign Ordinance. This also includes my notes that address the content on each of the slides.

We see numerous concerns for rural signage in the proposed ordinance. Farm Bureau will be working to finalize our official written comments that will be submitted by the September 9 deadline. In the meantime, should you have questions on the attachment or wish to have a dialogue on this matter, please do not hesitate to contact me and we'll be happy to arrange a time.

Valerie Zentner, Executive Director

El Dorado County Farm Bureau

530.622.7773

NOTICE: This e-mail and any files transmitted with it may contain confidential information, and are intended solely for the use of the individual or entity to whom they are addressed.

Any retransmission, dissemination or other use of the information by persons other than the intended recipient or entity is prohibited.

If you receive this e-mail in error please contact the sender by return e-mail and delete the material from your system.

Thank you.

AC Sign Ord Presentation_notes.pdf
1688K

CHAPTER 17.16 – SIGNS

PUBLIC DRAFT DATED 7-8-13

Agricultural Commission Meeting
August 14, 2013
Review and Discussion

General Comments



Ordinance was not developed with input from affected industries & economic impacts not analyzed per GP - - 10.1.2.4.1 and 10.1.2.5 – unintended consequences?

Suburban/urban ordinance – doesn't consider rural needs – one size does NOT fit all

Into the Weeds!



Ordinance is redundant, confusing & internally inconsistent - - must flip through multiple sections that are in conflict with one another (i.e., definitions)

Zoning code references include old zone designations & some new designations . . .

Confusion - is this 17.16 or is it 17.36 (17.36 Signs. *Reserved*)

All off-site signs are not the same - - billboards whose purpose is to sell advertising vs. brick & mortar businesses promoting same

Sign permit processes are yet "to be developed". Fee schedules are not addressed. How can we analyze and comment on the impact to business?

Highway-oriented sign permits – inconsistent - - is it *just* Highway 50 or will it affect 49, 193, 88 - - others?

Community sign programs - - could address rural signage but not yet developed - - how can we analyze and comment?

Policies for Sign Regulations (Page 2)

- General Prohibitions (17.16.020E) – “Permanent signs not expressly permitted by this Article are prohibited”.

Permit Requirements (Pages 3-5)

- (17.16.030A.1.) – “Sign permits shall be required for all permanent signs (building attached or freestanding) prior to...” installation unless exempted.
- (17.16.030A.3.) – Community Sign Program (Top of page 4)
 - ❖ The BOS is the decision-making authority for all new Community Sign Programs
 - ❖ Sign permit shall be similar to an administrative permit
 - ❖ Development and design standards are listed in Section 17.16.090C

Ordinance approach is “if it isn’t listed here, it is prohibited” vs. “these uses are excluded and all else is allowed”

Community Sign Program - - could it be applied to association signage?

Community Directional Sign Program – Would this program work for agricultural signage?

- (17.16.030A.3.a.) – (Top of page 4) states, “Said program shall establish **directional wayfinding signs as off-site signs on public streets or public rights-of-way** to encourage, facilitate, and assist visitors and residents to find points of interest, recreational areas, and tourist industries in the county, such as rafting, **wineries, and ranch marketing**.”
- (17.16.090C) – Community Sign Program (Bottom of page 22) states, “**The following development and design standards apply.**”
 - ❖ 1. “Community Directional: The community directional sign program is **limited to signs placed by the county** on county roads to direct residents and visitors to points of interest, recreational areas, and tourist industries in the county. Where applicable, the use of ladder signs shall be required in higher density areas to reduce sign clutter.”

Community Directional Sign Program is a subset of the community program - - for directional and wayfinding signs (off-site) - - this seems hopeful

Signs that are off-site must be installed by the county – estimated \$400 to \$500 per each sign to install

The second bullet says the “following development & design standards apply” but then don’t include design standards – but more conflicting definitions are given

Community Directional Signs?????



Examples of common off-site signs in the Rural Regions - - ladder sign on the left, monument sign on the right, and a Farm Trails directional sign next to it

Individual business signage is needed too

Exempt Signs (Page 5)

- (17.16.040) – “The following sign types are expressly exempted from the Sign Permit requirements of this Article but must satisfy any and all other applicable permit requirements when necessary (e.g., Building, Electrical, Plumbing, Grading, Encroachment).

Exempt Signs continued (Page 6)

- 11. “Agricultural Industry Association **on-site** identification signs, as approved by the Board of Supervisors, such as those offered by the El Dorado County Farm Bureau, Farm Trails, Apple Hill Growers, and similar associations”.
 - ❖ Does NOT include directional wayfinding signs that are off-site (e.g., winery association ladder or monument signs)
 - ❖ Does NOT include directional association signs that are off-site (e.g., Apple Hill Growers, Farm Trails, etc.)

Exempt signs allows the agricultural industry related signs - - but only exempts ON SITE signage

The importance of logo signage and mapped routes is the ability for WAYFINDING and DIRECTIONAL signs - - businesses need these to draw customers

Does NOT exempt certification signs



This is not an association sign, but it is a certified program that tells a positive story - - it is not an exempt sign

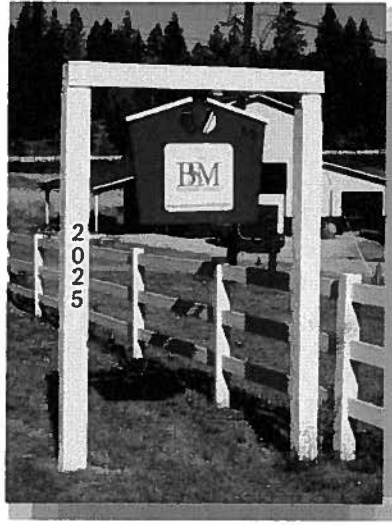
These off-site signs are NOT exempt



Again, these off-site signs will not be exempted in the proposed draft, they will have to be placed in the right of way by the county

Here is the Apple Hill signage book that has mapped every sign with the logo – 32 signs x \$500 = \$16,000 for this one area alone if these were installed today

Are these on-site signs exempt?



Are these on-site business signs exempt?

Prohibited Signs (Pages 8-9)

- The signs listed in this Section are inconsistent with the requirements of this Chapter as described below and as such are prohibited in all zones, unless specifically authorized by another requirement of this Article.
 - ❖ A. Any sign not specifically in accordance with the requirements of this Chapter.
 - ❖ C. **Roof signs** or signs placed above the roofline.
 - ❖ **Roof Sign defined** (page 33). A sign erected, constructed, **painted, or placed upon** or over a roof or parapet wall of a building and which is wholly or partly supported by the building or roof structure.
 - ❖ E. Pennants, banners, balloons, or other paraphernalia composed of paper, cloth, or other flexible material, except as otherwise permitted.

Again, the ordinance states that any sign not specified is prohibited

Roof signs are prohibited - - erected, painted, or placed upon or over a roof

Pennants, banners, etc., unless they are approved in another permit process (CUP) are prohibited

Prohibited Signs continued (Page 9)

- ❖ **F. Pole signs**, as defined in this Title. Note that freestanding signs constructed with poles as the substructure where the poles are encased to incorporate design features are not considered pole signs.
- ❖ **Pole Sign defined** (page 31). A freestanding sign detached from a building and supported by one or more structural elements that are either; (a) **architecturally dissimilar to the design of the sign**; or (b) **less than one-quarter the width of the sign face**.
- ❖ **H. Signs placed on the public right-of-way**...or signs on private property **affixed to a fence**; or signs **affixed to a tree, shrub, rock, or other natural object on private property**.
- ❖ **J. Signs painted upon a fence**.
- ❖ **N. Signs that are dilapidated, abandoned, or in disrepair or dangerous condition**.

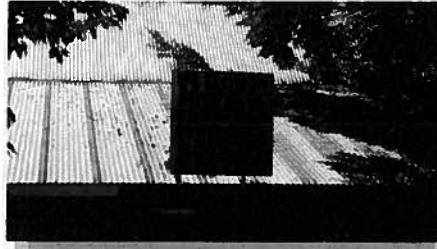
Pole signs are prohibited - - a free-standing sign where less than one-quarter the width of the sign face is the supporting pole

Signed in the public right of way - - including affixed to a fence, tree, shrub, rock . . Etc.

Signs painted on a fence

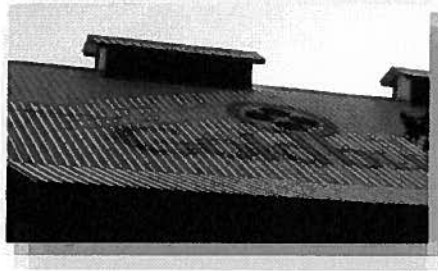
And abandoned signs - - which we'll address more later

Prohibited Signs....(Roof Signs)



Hmmm . . . See any familiar roof mounted signs here? This also affects our Rural Centers, bottom right corner. Is this really a problem?

Prohibited signs???



Hmmm. . . . See these familiar roof painted signs? They would be prohibited in the new ordinance. These will become non-conforming after amortization . . . Stay tuned.

Prohibited signs (is this a pole sign?)



These are common pole signs - - including the Ag District sign placed by the county to promote agricultural areas & the Hooverville wayfinding sign

Prohibited Signs...



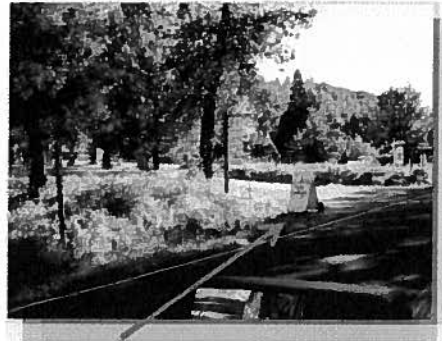
Our visitors also need what I call “reassurance” signs - - this tells them they are on the right track - - it keeps them from feeling lost - - or we lose business

Design Standards for Specific Sign Types (Page 14)

- 1. **A-Frame Signs.** A-frame signs, where permitted under Section 17.16.080 (Temporary On-Site Sign Regulations), shall be placed at least five feet behind the **face of curb** and **outside the County right-of-way**...A-frame signs shall be removed during all times when the business is closed.”



Off-site and in County ROW



In County ROW

Other prohibited signs include A-frame signs in a right of way and outside of the right of way must be temporary, and brought in at night

A-frame signs are common off-site signage for businesses where the store front is not visible from the road and there is no curb in sight!

The “cross-visibility area” (CVA) is different in a rural setting than in a suburban setting - - and that needs to be analyzed differently.

Design Standards for Specific Sign Types (Page 15)

- **5. Projecting Signs.** Projecting signs, including but not limited to, blade signs, bracket signs, and marquee signs, shall be considered wall signs for the purposes of sign area calculation purposes. Projecting signs shall only be permitted as follows:

Would this regulation
work in our rural areas?



Here is a grange hall that uses projecting signs, banners and blade signs -
- none of these meet the requirements specified in the proposed ordinance

Is it really a problem in our rural communities that we should address?

Permanent On-Site Sign Regulations (Page 16)

- 17.16.070 Table:
 - ❖ Freestanding sign allowances are unchanged from current zoning ordinance for agricultural zones.
 - ❖ Current zoning ordinance does not address building-attached signs in agricultural zones, therefore in this draft, they are not allowed.
 - ❖ Building-attached signs are allowed in commercial zones (see page 17). The proposed Draft Zoning Ordinance recognizes commercial activities on agricultural lands. **Building-attached signage needs to be addressed.**
- 17.16.070F. (Page 20) **Ranch marketing, winery, and bed and breakfast inn signs shall be subject to requirements and standards under Sections 17.14.190, 17.14.200, and 17.14.220, respectively.**

The number of free-standing signs allowed has not changed from the current zoning ordinance for agricultural zones

The current zoning ordinance does not address building attached signs - - the proposed ordinance does not allow them in agricultural zones
We need to be allowed building attached signs - - did not include in the slide show - - but I could come back and show you some! (i.e., Bavarian Hills)

This last paragraph states that these signs are subject to the standards in these sections . . . But in the proposed zoning code all of that signage was to be moved to section 17.36 – Signs (*reserved*) so this is inconsistent with the current draft ordinance being studied

Off-Site Sign Regulations (Page 21)

- **17.16.090**

- ❖ **A. "General Prohibition.** Generally, all new off-site commercial signage is prohibited within the county. Existing off-site commercial signs are considered nonconforming signs as regulated by Section 17.16.110 (Illegal, Abandoned, and Nonconforming Signs)."
- ❖ **C. Community Sign Programs.**
 - ❖ **1. Community Directional:** (Development and design standards section – none listed).

This general prohibition, we believe, is intended to address billboards but other new "off-site commercial" signage could be negatively impacted . . . They are deemed non-conforming and then are subject to abatement

Again the Community Sign Programs refers to a section for design standards - - but none are listed

Illegal, Abandoned, and Nonconforming Signs (Pages 25-26)

- 17.16.110

- ❖ **A. Illegal Signs** will be abated, if not removed or brought into conformance within 30 days notice.
- ❖ **B. Abandoned Signs** "...shall be replaced with blank sign copy within 90 days of the close of the business..."
- ❖ **C. Nonconforming Signs** "...shall be considered to be an illegal sign after the amortization period provided in Table 17.16.110...has expired and conformance has not been accomplished"

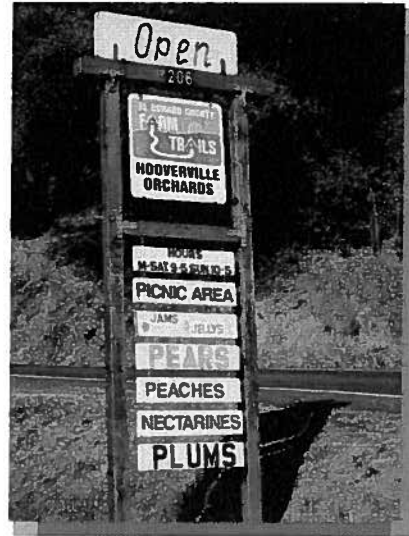
Type of Nonconforming Sign	Time for Compliance
Architectural banners, awning/canopy signs, under-canopy signs, advertising artwork, and blade signs	2 years
Other building signs (e.g., roof signs)	4 years
Freestanding signs and all other signs	7 years

This is the abatement and non-conforming sign section. Basically illegal signs have 30 days to be brought into conformance after notice is given. Abandoned signs must place blank copy within 90 days of the close of the business and will be allowed for up to a year with blank signage, then they must be removed or abated. This is too short a timeframe for rural businesses that may be for sale although not in operation. It is a consideration that was discussed during the draft zoning ordinance update process.

So, taken literally, all nonconforming signs (read: all of the ones we just showed you) will follow the amortization schedule here . . . If they are not brought into conformance they will be noticed and abated if necessary.

Recommendation/Comments:

- Rural Signage Section to address agricultural/natural resource signage needs



Ideally, if the Board of Supervisors wants to address the billboard issues quickly we would recommend they bifurcate the process to deal with it separately.

We request that a separate section be developed to address rural signage in the draft sign ordinance - - to adequately address the needs of the community in the agricultural and natural resource zones, the rural regions & the rural centers. This would include the Rural Lands zones as the home occupations & other rural businesses have the same needs as our agricultural businesses.

Keep the suburban/urban ordinance for those areas to which it can easily apply. Develop two tracks if necessary.

The Ag Commission supported this with a recommendation that signage in rural areas be addressed and administered separately from signage in urban areas.



EDC COB <edc.cob@edcgov.us>

Response to Draft Sign Ordinance

1 message

Spot-On Signs Info <info@spot-on-signs.com>
To: charlene.tim@edcgov.us
Cc: david.defanti@edcgov.us, edc.cob@edcgov.us

Mon, Sep 9, 2013 at 1:54 PM

Charlene,

Attached is our response the Draft Sign Ordinance. Please distribute this to the Planning Commission members for their review.

We appreciate having had the opportunity to provide input on the Sign Ordinance Update.

Trish & Bill Tratos

SPOT-ON SIGNS
& GRAPHICS

Providing ideal sign solutions_____

Spot-On Signs & Graphics

(530) 295-8285 Work
(530) 295-8169 Business Fax
info@spot-on-signs.com

6166 Enterprise Dr. Suite G
Diamond Springs, CA 95619

www.spot-on-signs.com

2 attachments

13-0086 2C 45 of 52



County of El Dorado
Community Development Agency
2850 Fairlane Court
Placerville, CA 95667

Via email: Charlene.Tim@edcgov.us
Cc: David.defanti@edcgov.us & edc.cob@edcgov.us

Sep. 9, 2013

Re: Draft Sign Ordinance

To the members of the El Dorado County Planning Commission and the Board of Supervisors:

As owners of a sign company located in El Dorado County we have first-hand experience with signage located throughout the County. We recognize the challenges inherent in developing a sign ordinance that finds a balance between visual clutter that creates an eye-sore, supporting local businesses in a way that ensures the economic vitality of our County and protecting the health and safety of our residents and visitors.

Since we are often in a position of helping our clients understand the rules, we have looked very closely at the proposed Sign Ordinance. There are many details we could get into but, for the purpose of this letter, we will try to address the larger issues we see and provide examples supporting our concerns. We'd be happy to meet with any one of you to discuss the finer details.

Our biggest concern is the number of existing signs that will become non-conforming once the new ordinance is put in place and how enforcement will be handled. It has been our experience that many business owners and other sign company owners often want to avoid or ignore the sign code because it is too restrictive and / or costly.

- Section 17.16.020 which prohibits any sign "not expressly permitted" is a highly restrictive approach and is sure to lead to more confusion and frustration rather than help to clarify what is and is not allowed. For instance, channel letters are defined as "individual letters that are independently mounted to a wall or other surface and internally illuminated with a covered surface." Not all channel letters are internally illuminated, some are "halo-lit" / "back-lit" and many are not illuminated at all. Will all such signs become non-conforming?
- Section 17.16.040 B (1) restricts window signs to 25% coverage for "natural surveillance" reasons. If this restriction is enforced then all tinted windows, windows with shades in place, and big name franchises that cover their windows with marketing materials will need to be addressed. There does not appear to be a provision to get a permit for more than 25% coverage. Should the County insist on this restriction, perhaps a more reasonable approach would be to allow 25% for permanent signage and 50% total for permanent and temporary signage. Enforcement of this section will be extremely difficult.
- Section 17.16.050, Prohibited Signs, is of special concern.
 - Pole signs cover a broad spectrum of standard sign design. As defined, this is a highly restrictive ordinance and subjective in its interpretation. Many signs around the County, including some the County has installed, will become non-conforming.
 - Some signs like roof signs or signs painted on roofs and fences are in character with the County's historical and agricultural environment. The number of existing roof signs presents a challenge similar to the number of existing pole signs when it comes to enforcement.

- Trying to regulate minor things like pennants and balloons could very well be an exercise in futility for the County and a waste of taxpayer money.
- Section 17.16.060 H (2a) requires “external light sources shall be directed downward ...”. Many monument signs and building signs are illuminated with ground flood lights. There is no basis for excluding properly installed flood lighting. Will such signs now be non-conforming?
- Section 17.16.070 restricts “building-attached” signs in agricultural zones which will cause many signs in our rural / agricultural areas to become non-conforming. Commercial endeavors in these areas are further challenged by topography and street visibility – further restriction on their ability to advertise their location does not support the economic vitality of our agri-businesses.

Our second major concern with the proposed sign code is the amortization periods for non-conforming signs. The time allowed for amortization does not begin to cover the *economic life* of a sign, i.e. the period of time a fixed asset provides benefit to the owner. A sign continues to reap financial benefit to the owner long after the actual cost has been depreciated. Also, there is no provision in the code for a notice to the owners of non-conforming signs – especially those that were previously conforming but are now rendered non-conforming by these new regulations - as there is for illegal signs. There should be an equitable process for a “path to citizenship”, i.e. becoming compliant, that does not unduly burden business owners. Designating these signs as illegal for the sake of conformity will be burdensome. The three triggers, as stated in 17.16.110, that require bringing a sign into compliance along with 17.16.040 A (1) should be sufficient. In time, non-compliant signs will gradually be replaced with compliant signs. This will also relieve the County of the burden of “just compensation” as required by State Law.

As conscientious sign company owners we have been at a competitive disadvantage many times because we choose not to ignore the sign code. Many of the provisions of the new code will only make it that much harder for us to compete. We are not the enforcers of the sign code but we strive to uphold it and advise our clients about the requirements. Are we being put in a position of having to notify clients when replacing the name on a sign face that their legal sign is now non-compliant? They will simply go to a competitor who is willing to ignore the code.

Although sign permit fees are not part of this ordinance update we would like to mention that the fee structure is often a deterrent to business owners installing a legal (permitted) sign. The \$150.00 fee for a \$500.00 sign is significant. A more reasonable fee structure tied to the value of the sign would encourage people to get a permit for their sign. Again, we have found ourselves at a competitive disadvantage when we refuse to install an unpermitted sign.

Thank you,

Trish & Bill Tratos
Spot-On Signs & Graphics



EDC COB <edc.cob@edcgov.us>

Comment on Comprehensive Sign Ordinance, File #13-0086

1 message

Susan Statti <susanstatti@gmail.com>

Mon, Sep 9, 2013 at 6:04 AM

To: The BOSONE <bosone@edcgov.us>, bostwo@edcgov.us, bosthree@edcgov.us, bosfour@edcgov.us, bosfive@edcgov.us, roger.trout@edcgov.us, edc.cob@edcgov.us, rich.stewart@edcgov.us, dave.pratt@edcgov.us, tom.heffin@edcgov.us, walter.mathews@edcgov.us, brian.shinault@edcgov.us

Dear Board of Supervisors and Planning Commission,

I support the approval of a **simple** Sign Ordinance, such as the existing Chapter 17.16 Sign Ordinance, to address offensive billboards or billboards placed in a scenic corridor. I would like the new ordinance approved as soon as possible to rid the county of unwanted billboards and sign clutter.

Thank you,

Susan Statti
Shingle Springs



Proposed Sign Ordinance

2 messages

Langley, Cheryl@CDPR <Cheryl.Langley@cdpr.ca.gov>

Mon, Sep 9, 2013 at 5:02 PM

To: "lillian.macleod@edcgov.us" <lillian.macleod@edcgov.us>

Cc: "bosfive@edcgov.us" <bosfive@edcgov.us>, "bosfour@edcgov.us" <bosfour@edcgov.us>, "bosone@edcgov.us" <bosone@edcgov.us>, "bosthree@edcgov.us" <bosthree@edcgov.us>, "bostwo@edcgov.us" <bostwo@edcgov.us>, "roger.trout@edcgov.us" <roger.trout@edcgov.us>, "edc.cob@edcgov.us" <edc.cob@edcgov.us>, "rich.stewart@edcgov.us" <rich.stewart@edcgov.us>, "dave.pratt@edcgov.us" <dave.pratt@edcgov.us>, "tom.heflin@edcgov.us" <tom.heflin@edcgov.us>, "walter.mathews@edcgov.us" <walter.mathews@edcgov.us>, "brian.shinault@edcgov.us" <brian.shinault@edcgov.us>

Please see attached file for comments on the proposed sign ordinance...

 **SignOrdinanceComments.Sep2013.docx**
24K

Lillian Macleod <lillian.macleod@edcgov.us>

Tue, Sep 10, 2013 at 8:01 AM

To: "Langley, Cheryl@CDPR" <Cheryl.Langley@cdpr.ca.gov>

Cc: "bosfive@edcgov.us" <bosfive@edcgov.us>, "bosfour@edcgov.us" <bosfour@edcgov.us>, "bosone@edcgov.us" <bosone@edcgov.us>, "bosthree@edcgov.us" <bosthree@edcgov.us>, "bostwo@edcgov.us" <bostwo@edcgov.us>, "roger.trout@edcgov.us" <roger.trout@edcgov.us>, "edc.cob@edcgov.us" <edc.cob@edcgov.us>, "rich.stewart@edcgov.us" <rich.stewart@edcgov.us>, "dave.pratt@edcgov.us" <dave.pratt@edcgov.us>, "tom.heflin@edcgov.us" <tom.heflin@edcgov.us>, "walter.mathews@edcgov.us" <walter.mathews@edcgov.us>, "brian.shinault@edcgov.us" <brian.shinault@edcgov.us>

Dear Ms. Langley:

Thank you so much for your comments on the draft Sign Ordinance. I will be forwarding them on to Kim Kerr, David Defanti, and Shawna Purvines who are working with the consulting firm to revise the draft based on consideration of public comments such as yours. Any future concerns you have regarding the draft can be sent directly to them, as well.

Lillian MacLeod, Senior Planner
El Dorado County Community Development Agency
Planning Services Division
2850 Fairlane Court
Placerville, CA 95667

(530) 621-6583

e-mail: lillian.macleod@edcgov.us

On Mon, Sep 9, 2013 at 5:02 PM, Langley, Cheryl@CDPR <Cheryl.Langley@cdpr.ca.gov> wrote:

Please see attached file for comments on the proposed sign ordinance...

NOTICE: This e-mail and any files transmitted with it may contain confidential information, and are intended solely for the use of the individual or entity to whom they are addressed.

Any retransmission, dissemination or other use of the information by persons other than the intended recipient or entity is prohibited.

If you receive this e-mail in error please contact the sender by return e-mail and delete the material from your system.

Thank you.

**Cheryl Langley
5010 Mother Lode Drive
Shingle Springs, CA 95682**

To: lillian.macleod@edcgov.us

cc: <bosone@edcgov.us>, <bostwo@edcgov.us>, <bosthree@edcgov.us>, <bosfour@edcgov.us>, <bosfive@edcgov.us>, <roger.trout@edcgov.us>, <edc.cob@edcgov.us>, <rich.stewart@edcgov.us>, <dave.pratt@edcgov.us>, <tom.heflin@edcgov.us>, <walter.mathews@edcgov.us>, brian.shinault@edcgov.us

Subject: Comment on Comprehensive Sign Ordinance, File #13-0086

Dear Ms. MacLeod,

First of all, I must qualify my comments by saying I have been unable to attend the workshops conducted on this topic, so my comments may be a little out-of-step with current thinking, and I had very little time to develop these comments. Please bear with me. My main concerns involve the following areas of the proposed ordinance:

17.16.050(H) Prohibited Signs

- I'm concerned this section may not be restrictive enough, and may in fact allow for the posting of more signs than are currently allowed. For instance, **17.16.090(C)(3) Off-Site Sign Regulations, Community Sign Programs, Community Events**, seems to modify the prohibition on signs posted in the County rights-of-way. This section reads: "*Street banners, signs, or other displays on County streets for any civic or public events/activities shall be allowed to be displayed up to 30 days prior to the event and shall be removed within 3 days after the event has ended.*"

Does "County streets" mean "County rights-of-way"? If so, I'm assuming this means signs (including signs on wire, on wooden stakes, etc.) could be posted anywhere in the county on the right-of-way along any county roads for the duration specified (30 days) because, even though section **17.16.050 Prohibited Signs** states signs are prohibited that are "...placed on the public right-of-way or affixed to an element or structure on the public right-of-way..." it also adds the caveat "*UNLESS specifically authorized by another requirement of this article.*" I'm assuming **17.16.090** allows such signs to be posted on the county right-of-way. Thus, residents of rural residential areas can expect a plethora of community event signs along virtually any road in the county for 30 days? To confuse matters, **17.16.100(C)** states, "*Unless specifically authorized by this Section, no signs may be displayed on County property by private parties.*" What constitutes a private party? What constitutes a "community event"—a meeting, fund drive or performance? (For instance, do Tea Party meeting signs represent a community event, or are they "private" postings?) All this being said, Section **7.16.100(5)(D) and (F)** (Allowed Signs on Public Property) seems to provide for community direction signs, but not community event signs, so am I to assume from this no community event signs are allowed on the rights-of-way?

Couldn't we instead allow event sponsors to post events on an "Event Ladder Sign" placed in appropriate, pre-determine (permanent) area(s) of the county—like a community bulletin board? This would be convenient for the public, and reduce clutter along the county roads. It would also lessen the amount of out-of-date signs going to land fill.

17.16.060(I)(3) General Sign Design Standards, Electric (Digital) Signs

- No specific size is specified for digital signs—only that changeable copy is limited to 50% of the total sign area. Does this mean that approved billboards, or larger highway oriented signs can be electronic/digital? I’m hoping not, obviously. I don’t believe digital signs with changeable copy have a place in this County.

1716070(E)(3) (a)(b) and (4)(a) Highway-Oriented Signs

- This portion of the ordinance allows developments or “*Sites with a single tenant of 10 acres or more*” to place a 60 to 200 square foot sign on properties within 100 feet of U.S Highway 50. Please. Let’s not. This is akin to allowing billboards, only on a slightly smaller scale.

17.16.080(A)(2) Temporary On-Site Sign Regulations—Subdivision Signs

- This section of the proposed ordinance allows subdivision signs to remain in place until “*...10 days after all lots in the subdivision are sold.*” For some subdivisions, especially those with long build-out times, this could be 10+ years (San Stino, for instance). Do local residents really have to tolerate the advertisement that long, especially in low-density residential areas?

17.16.090(B)(4) Off-Site Sign Regulations, Subdivision Ladder Signs

- This section allows the placement of subdivision ladder signs on public or private property. I request that no subdivision ladder signs be allowed off-site, and that placement be allowed on private property only.

17.16.110(A) Illegal Signs

- The proposed ordinance reads, “*Illegal signs shall be abated by the property owner or person responsible for installing or maintain the sign.*” “*Such notice shall give such parties a 30-day opportunity to cure by conformance...*” Thus, illegal signs will be allowed to remain for 30 days. For many who post such signs, this is probably all the time they need to accomplish their goals. Where is the dis-incentive to place illegal signs? (30 days is the same time period allowed for event advertisement). Also, it doesn’t appear as though any fines are assessed. Why not? Perhaps a shorter abatement period is appropriate—say 5-7 days with an imposed fine if abatement doesn’t occur within that period.

17.16.040 (B), section 10(b): Exempt Signs with Limitations, Election Signs

- It is not clear if election signs will be allowed on the County rights-of-way—it would be nice to have this clarified. This is another case where a publicly placed ladder sign might be a better approach (rather than having election signs posted county-wide). Otherwise, I fear the candidate with the greatest number of postings wins—and that’s no way to select a public official.

ENFORCEMENT

As currently proposed, it appears the ordinance is enforced via complaints from the public—or does Environmental Management review specific areas of the County periodically? (Currently, Environmental Management responds to complaints by posting notices on illegal signs, but enforcement is still fundamentally achieved through public complaint.) It would be nice if the public didn’t have to do all the leg work on this one.

In closing, I am concerned that this ordinance will to some extent spawn signage, rather than discourage it. But I believe the Board of Supervisors, Environmental Management and the Planning

Commission are fundamentally committed to keeping this County a place where aesthetics are valued. Thank you for providing me with the opportunity to comment on this proposed ordinance.