



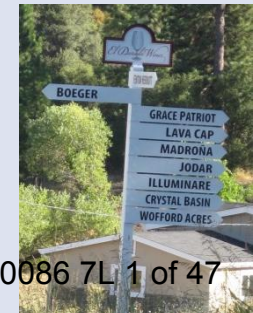
# Sign Ordinance Update

## Chapter 130.16 of Title 130 – Zoning

EL DORADO COUNTY COMMUNITY DEVELOPMENT AGENCY  
LONG RANGE PLANNING DIVISION

July 28, 2015 - Board of Supervisors Hearing

Legistar #13-0086



# Presentation Overview

- Board Direction and Project Initiation
- Project Goals, Objectives and Components
- How Project Addresses Objectives
- Project Timeline
- Public Outreach and Comment Opportunities
- Planning Commission Hearing and Deliberations
- Environmental Review and Proposed Mitigation Measure
- Legal Framework, Reed v. Gilbert (Supreme Court case)
- Compliance and Enforcement
- Planning Commission Recommendation for Board Consideration



# Board Direction and Project Initiation

- **February 12, 2008** - Board directed staff to initiate comprehensive update to the County Zoning Ordinance (ROI 44-2008), but defer updating the chapter regulating signs
- **August 7, 2012** - Board approved three special use permit (SUP) applications for off-premise advertising signs (billboards) to be located along Hwy 50 (one in Cameron Park & two in Shingle Springs)
- **August 7, 2012** - Board adopted interim Ordinance No. 4978, a 45-day moratorium on new SUP applications for “billboards” and directed staff to process an Request for Proposal (RFP) to update the County Sign Ordinance separate but concurrent with the Zoning Ordinance Update
- **September 18, 2012** - Board denied request to extend the moratorium and directed staff to proceed with a comprehensive update to the Sign Ordinance, and process a RFP to hire a consultant



# Project Goals & Objectives

- Ensure signs consistent with visual and aesthetic goals and policies set by the General Plan
- Protect County's visual character and scenic landscapes/viewsheds in designated scenic corridors
- Conform with state and federal law
- Objectives per Resolution of Intention 106-2014 adopted by the Board 7/22/14 and included in proposed Sign Ordinance (Section 17.16.010)





# How Project Addresses Objectives

<p><b><i>A. Promote economically stable and visually attractive communities</i></b></p>	<p>Allowances for sign exemptions w/limitations(.030.B); Community sign programs (.060); Home occupation sign standards (.070); Clarification on prohibited signs (.090)</p>
<p><b><i>B. Promote signs that are attractive, pleasing and harmonized with physical character of the structure and surrounding environment</i></b></p>	<p>General sign development and design standards (.070.A); Specific design standards for U.S. Hwy 50-Oriented signs (.070.J.5); Home occupation signs (.030.B.11)</p>
<p><b><i>C. Recognize distinct signage needs in urban/rural areas through distinct signage regulations</i></b></p>	<p>Distinct urban and rural sign standards established and referenced throughout the code; Table 17.16.070 broken into sub-tables for Urban/Rural Areas</p>
<p><b><i>D. Prevent inadvertent favoring of commercial speech/message over noncommercial speech/message</i></b></p>	<p>General Sign Requirements (.020) (B) Message Neutrality and (C) Message Substitution</p>
<p><b><i>E. Protect viewsheds in designated scenic corridors</i></b></p>	<p><b>Scenic Corridor Ordinance will be processed separately in 2016 pursuant to General Plan Policy 2.6.1.2: “Until such time as the Scenic Corridor Ordinance is adopted, the County shall review all projects within designated State Scenic Highway corridors for compliance with State criteria.”</b></p>



# How Project Addresses Objectives

<p><b><i>F. Encourage individuality among communities and businesses through signage</i></b></p>	<p>Community Sign Programs including: Community Directional, Identity, Events and Industry Association Signs (.060)</p>
<p><b><i>G. Encourage consolidation of signs to reduce visual clutter</i></b></p>	<p>Community directional signs (.060.A); Design standards for subdivision sales signs (.070.I); Prohibited signs (.090)</p>
<p><b><i>H. Improve traffic safety and efficient flow of pedestrians, bicyclists &amp; vehicles to destinations</i></b></p>	<p>Signs adjacent to public right-of-way: Real estate signs (.030.B.6.a); Freestanding signs (070.E.4); A-Frame signs (.070.H.1); Subdivision signs (.070.I.6); Illegal signs (.100.A); Temporary signs (.110.D); Off-site signs in rural areas (.110.E)</p>
<p><b><i>I. Direct persons to various activities and enterprises for maximum public convenience</i></b></p>	<p>Standards for on-site and off-site directional signs (.030.B); Subdivision Signs (.040.B); Community Sign Programs - Directional, Identity, Events, &amp; Industry Assoc. Signs (.060); Design Standards, Off-Site Subdivision Signs (.070.I)</p>



# Project Timeline

	Date	2012		2013				2014				2015			
		Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
<b>Project Initiation Phase</b>															
Board directed staff to proceed with project and process RFP for consultant for comprehensive update and prepare EIR	8-7-12	■													
Contract executed with Pacific Municipal Consultants (PMC)	Dec 2012		■												
Joint Workshop with Board & Planning Commission	1-28-13			■											
<b>Draft Sign Code Development &amp; Review Phase</b>															
Board authorized release of first Public Review Draft (PRD)	6-24-13				■										
First PRD released for 60-day review period	7-8-13					■									
PRD 7-8-13 presented at six (6) public meetings	Aug 2013					■									
Draft Sign Ordinance Comments Deadline	9-10-13					■									
Project update to Board (Sign Law presentation by R. Morrison)	12-17-13						■								
Second PRD released	7-22-14									■					
Third PRD released with NOP	10-1-14										■				
Fourth PRD released with Draft EIR (Appendix B)	12-31-14											■			
<b>Environmental Review Phase</b>															
Board adopts ROI (No. 106-2014) and authorizes prep of EIR	7-22-14									■					
NOP of Draft EIR released for 30-day review period	10-1-14										■				
Public Scoping meeting 10-23-14 (9 individuals attended)	10-23-14											■			
NOP Public Comments Submittal Deadline	10-31-14											■			
NOA of Draft EIR released for 45-day review period	12-31-14											■			
Public Meeting to receive Draft EIR comments	1-29-15												■		
Draft EIR Public Comments Submittal Deadline	2-17-15												■		
Final EIR March 2014 posted on project web page	3-12-15														
<b>Adoption Phase</b>															
Planning Commission Hearing	3-26-15 5-28-15												■	■	
Board Hearing	7-28-15														■





# Public Outreach/Comment Opportunities

- Six revised drafts of the proposed Sign Code were released for public review/comments (First on 7/8/13 and last on 6/23/15)
- Initial 7/8/13 draft presented at six public meetings in August 2013
- Project taken to the Board four times: 1/28/13, 6/25/13, 12/17/13, 7/22/14
- Dedicated project webpage launched 1/27/14; written comments on each of the Public Review Drafts posted on the webpage
- One Public Scoping meeting 10/23/14 on NOP for comments on scope and content of EIR
- NOP Comments Received 10/31/14: 9 individuals & 5 agencies/groups submitted comments; most were project related - not on the Draft EIR
- Public meeting 1-29-15 to receive comments on Draft EIR: 12 individuals attended
- Public Hearing with Planning Commission for two days: 3/26/15 and 5/28/15
- At these public meetings, staff offered to meet with any member of the public to discuss the project/answer questions



# Public Notification Methods

- **County Website postings** - on County home page (News & Hot Topics)
- **Email notices** - to County News & Hot Topics subscription list (1,400+), Long Range Planning subscription list (1,300+) and to individuals and agencies that submitted comments (100)
- **Direct mailings** - to 20 sign companies
- **Hard copy notices (NOP & NOA) posted** - in County libraries
- **Press Releases** - to County media list & posted on County website
- **Legal Notices** - of release of Draft EIR and Planning Commission 3/26/15 hearing placed in Mountain Democrat and Georgetown Gazette



# Planning Commission Hearing, Review Draft EIR/Project & Deliberations

- Planning Commission hearing held on March 26, 2015 and continued on May 28, 2015 (*total of 16 hours*)
- On March 26, staff provided full project background. Commission did a thorough review of the draft Sign Ordinance and received public comment.
- On May 28, staff provided the Commission with a detailed list of items raised during the March 26 meeting. The Commission deliberated and finalized their recommendation on policy topics and additional defined terms for Board consideration.
- The Commission recommends adding 12 defined terms to the Definitions section and 22 policy items for the Board's consideration; PC Recommendation included in PC Minutes of May 28, 2015 (*see attachment 7I*).



# Draft Sign Ordinance Revisions (After 12/11/14)

Public Review Draft 10-01-14 Revised 12-11-14 included in Draft EIR as Appendix B

Minor Revisions (e.g., edits, typos)

- Highlighted on Errata Sheet dated June 23, 2015 (7F - Exhibit D) and shown in Track Changes on Draft Sign Code revised 6-23-15 (7G - Exhibit E)

Additional Minor Revisions (*Not on Errata Sheet or on Draft revised 6-23-15*)

- Section 17.16.010 (Content). Add underline text below at end of first sentence: This Chapter replaces the existing Chapter 130.16 pertaining to the regulation of signs and supersedes all previously adopted standards and ordinances regarding signs, and applies prospectively only.
- Section 17.16.100 (A)(2) - “...emergency abatement ~~should~~ may be...”

Planning Commission Recommended Revisions (Board Policy-Related)

- Minutes of PC meeting on May 28, 2015 (Attachment 7I)
- Highlighted Track Changes on Draft Sign Code Revised 6-23-15 (7G - Exhibit E)



# Planning Commission Recommended Revisions to Draft Sign Code

Description	Sec.	Page No.
1. Replace all references to “urban” with “Community Region(s)”	Various	1, 2, 3, 6, 10, 18, 19, 20, 21, 22, 30
2. Trespass Sign Spacing - Allow flexibility when 200 foot separation is too restrictive; allow to be spaced closer than 200 feet in some instances	.030 (B)(5)	5
3. Residential Property - Revise “residential-zoned property” to “single-family home and improved multi-family property for 2 to 4 units” and remove “On weekends and holidays.”	.030 (B)(6)(a)	5
4. Nonresidential Property - Add “residential property suitable for investment of development	.030 (B)(6)(b)	6
5. On-Site Directional - Apply rural area height standards when in a Community Region above 3,000 foot elevation	.030 (B)(8)	6
6. Off-site Commercial - Revise language as shown in highlighted track changes	.030 (B)(9)	6



# Planning Commission Recommended Revisions to Draft Sign Code

Description	Sec.	Page No.
7. Temporary Signs with noncommercial messages - During election periods, reduce the time duration allowed for larger sign area (32 sf) from 90 to 45 days before and from 3 to 2 weeks after election.	.030 (B)(10)(b)	6
8. Permanent, U.S. Highway 50-Oriented Signs - clarify 100 feet is from Caltrans right-of-way.	.040 (A)(4)	7
9. Temporary, Banner Signs - Add “feather banners”; allow only on-site; add limits to allow only one per establishment per street frontage; max. height 12 ft and max. sign area 30 sf to Table 17.16.050.1	.050 (A)(2)(3)	8, 9
10. Temporary, A-Frame Signs - Add “sign twirlers”; allow only on-site; add sign size limit (6 ft x 2 ft or 12 sf) and twirler height limit (8 ft) to Table 17.16.050.1	.050 (A)(3)	8, 9
11. Temporary Signs - Add provision that illegal signs to be removed immediately	.050 (D)	8



# Planning Commission Recommended Revisions to Draft Sign Code

Description	Sec.	Page No.
12. Temporary, A-Frame Signs - Add that A-frame signs are allowed during daylight hours, require removal from dusk to dawn; add “or event is over”	.050 (A)(3)	8
13. Community Identity Signs - Remove max. 250 sf limit	.060 (B)	10
14. Sign Area Measurement Procedures - Revise procedure to allow for max. use of available display area for signs that are not four-sides; revise Figures 17.16.070.A and .B	.070 (B)(1)	11
15. Design Standards, Electronic (Digital) Signs - Clarify measurement procedure shall follow accepted industry measurement standards; revise mitigation measure language to include industry standard of measurement and carry requirement into the ordinance.	.070 (H)(3)(c)	15
16. Standards for U.S. Highway 50-Oriented Signs - Clarify on-site signs within 100 feet of U.S. Highway 50 is measured from edge of the highway right-of-way.	.070 (J)	17



# Planning Commission Recommended Revisions to Draft Sign Code

Description	Sec.	Page No.
17. U.S. Highway 50-Oriented Signs Location - Remove 1,000 foot separation spacing between signs restriction	.070 (J)(1)(a)	17
18. U.S. Highway 50-Oriented Signs Area - Provide Planning Commission or Board of Supervisors discretion to consider max. sign area of up to 500 sf	.070 (J)(3)(a)	18
19. U.S. Highway 50-Oriented Signs Height - For multi-tenant signs, reduce max. height limit from 60 ft to 50 ft	.070 (J)(4)(b)	18
20. Table 17.16.070.3 - Sign Standards for Home Occupation Signs - Increase allowed building-attached sign area from 1 sf to 2 sf	.070 (K)	26
21. Prohibited Signs - Add Movable Signs with commercial messages	.090 (B)	31
22. Illegal, Abandoned, and Nonconforming Signs - Clarify this section applies to Permanent signs only	.100 (A)	31







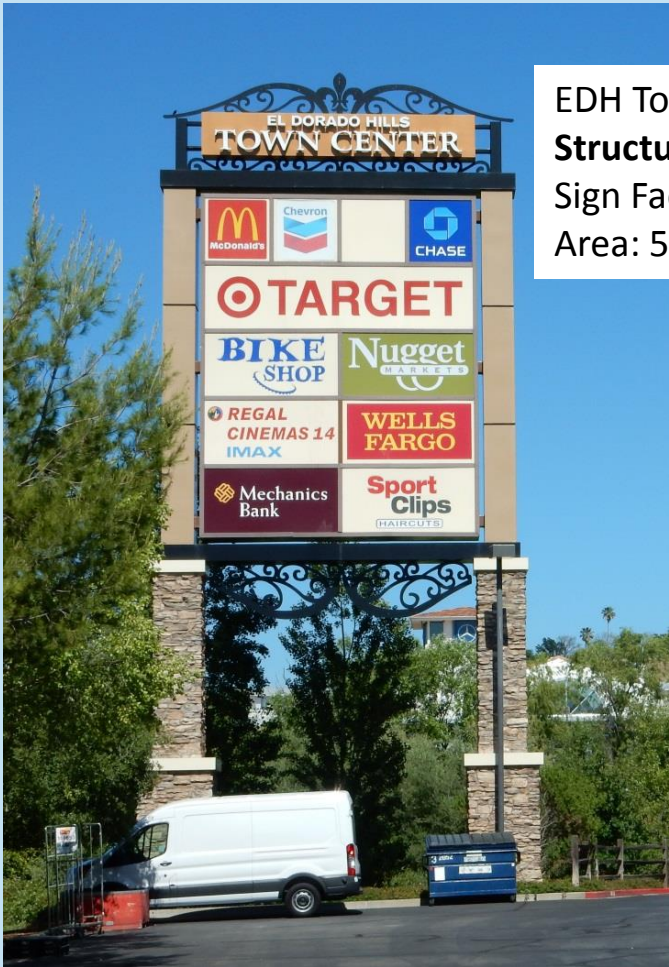
## General Advertising for Hire Billboards

U.S. HWY 50 & MOTHER LODE DR / CAMERON PARK DR

# Clarification on 60-foot Max. Height Limit

- Applies only to Multi-tenant signs along Highway 50 (see Section 17.16.070(J)); Single-tenant sign height limit is 30 feet
- Height limit based on existing conditions (El Dorado Hills Town Center is 60-feet tall)
- Prospector Plaza sign is 50 feet tall; ROSS tenant sign obstructed from view for motorists traveling eastbound
- Planning Commission recommending reducing to 50-feet
- Uniform Sign Program required for all new multi-tenant developments
- Deviations up to 20 percent over the max. limits allowed through the Uniform Sign Program





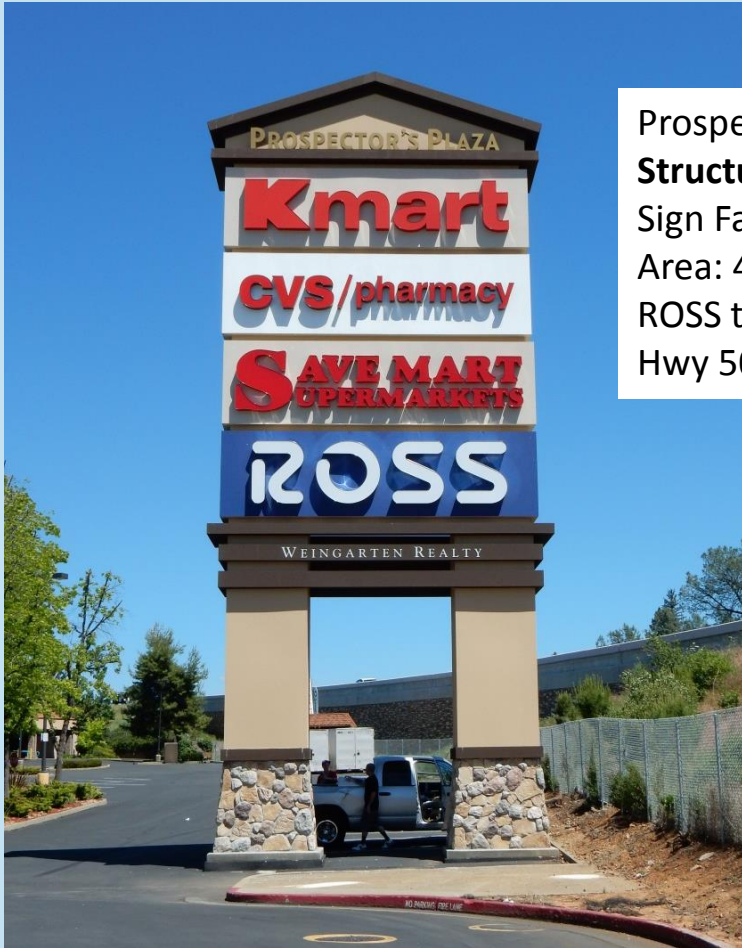
EDH Town Center  
**Structure Height: 59-1/2 ft**  
 Sign Face: 21 ft L x 26-1/2 ft H  
 Area: 557 sf

Safeway Center  
**Structure Height: 50 ft**  
 Sign Face:  
 14 ft L x 22 ft H  
 Area: 308 sf



# U.S. Highway 50-Oriented Multi-Tenant Signs

EL DORADO HILLS TOWN CENTER & SAFEWAY CENTER

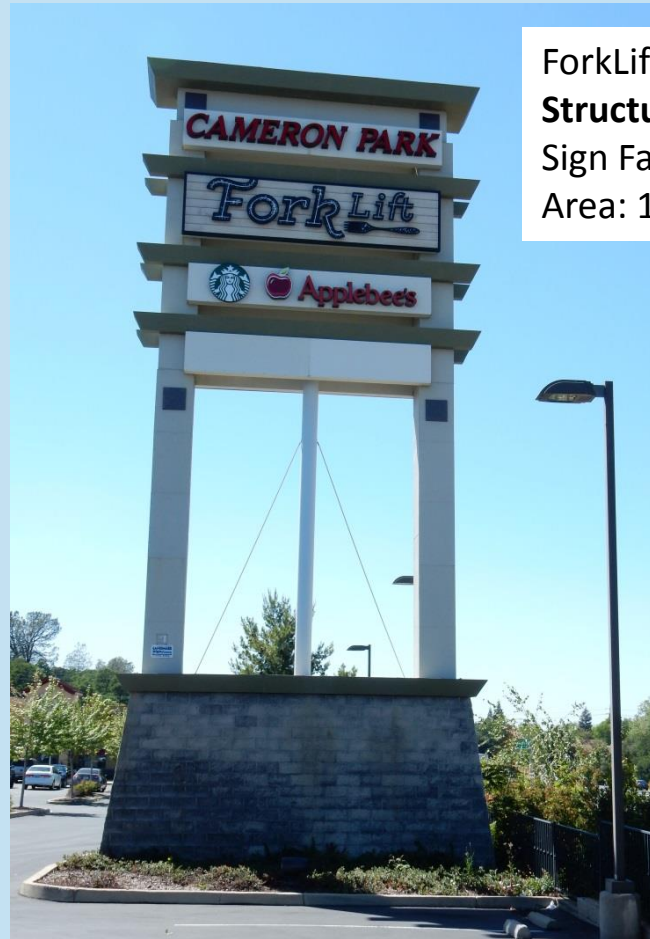


Prospector's Plaza  
**Structure Height: 50 ft**  
Sign Face: 20 ft L x 24 ft H  
Area: 480 sf  
ROSS tenant sign not visible from  
Hwy 50 eastbound lane



## U.S. Highway 50-Oriented Multi-Tenant Sign

PROSPECTOR'S PLAZA, MISSOURI FLAT RD



ForkLift  
**Structure Height: 50 ft**  
Sign Face: 16' 7" L x 11' 5" H  
Area: 190 sf

## U.S. Highway 50-Oriented Multi-Tenant Signs

U.S. HWY 50 - CAMERON PARK DR, COACH LN

# Clarification on Proposed Digital Signs

- Proposed digital signs are also known as Electronic Message Centers (EMCs) that use the latest illumination technology in which the illumination of the display creates the message, rather than an internal or external light source illuminating the message. (See definition in Section (17.16.120))
- These signs are only allowed on the premises of the establishment for which the goods and or services displayed on the sign.
- Existing sign code allows both internally and externally illuminated signs.
- Benefit of digital signs over other illuminated signs - display has a light-sensing device that adjusts the brightness of the sign as ambient light conditions change throughout the day.





Digital Sign Face: 7 ft L x 3 ft H (21 sf)

0.3 foot-candle measurement distance =  $\sqrt{21 \times 100} = \sim 46$  feet

## Digital Electronic Message Center Sign

BIG O TIRE STORE, PLACERVILLE DR (5/14/15)

# Clarification on Proposed Digital Signs

Are NOT digital billboards like the ones along Highway 50 in Sacramento County (e.g., Folsom Auto Mall)



- Proposed Sign Code prohibits new billboards on private property (Section 17.16.090(A)(2) and definition in Section 17.16.120)
- Also prohibits any existing billboard from being converted to digital (Section 17.16.030(A)(1))
- Also prohibits animated, flashing scrolling, digital or video screen signs where message is displayed for less than 8 seconds (Section 17.16.090(B)(4)).



# Clarification on Local Community Sign Standards

- Local communities may choose to develop their own sign standards or guidelines:
  - Local signs can be more restrictive than the County’s adopted Sign Ordinance, but cannot be illegal or conflict with the County’s goals, objectives and policies related to Signs in the County adopted General Plan
- At the request of the Cameron Park Design Review Committee, the following provision was added to the draft Sign Code (Section 17.16.080)
  - “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 local community sign guidelines fall under the Community Identity goal, objective and Policies in the General Plan and are subject to Board approval.





15 ft L x 15 ft H (225 sf)



25 ft L x 5 ft H (125 sf)



47 ft L x 10 ft H (470 sf)

## Community Identification

COOL, CAMERON PARK, SHINGLE SPRINGS



## A-Frame, Banner & Feather Signs

MOTHER LODE/S.SHINGLE



## Mobile Billboard, Moving Sign (Prohibited)

DUROCK / SOUTH SHINGLE RDS



## Off-Site Commercial Directional Signs

FAIRPLAY VINEYARDS/WINERIES



# U.S. Hwy 50-Oriented Signs

CAMERON PARK DRIVE EASTBOUND OFF-RAMP



Person

Sign Twirlers



Mannequin

# Sign Twirlers

COURTESY OF BING IMAGES ARCHIVE

# Environmental Review

- Draft Environmental Impact Report (EIR) prepared as a Program EIR in conformance with the California Environmental Quality Act (CEQA).
- Primary Purpose: To analyze the potential significant physical impacts of the project and determine whether an impact is significant (based on physical conditions when Notice of Preparation was published).
- Draft EIR for this Project evaluates the environmental effects on **aesthetics** and **visual resources**.





# Environmental Review

- Draft EIR identifies and analyzes four aesthetic impacts.
- Determined impact from light and glare may be potentially significant.
- All sign lighting has the potential for light or glare that could adversely affect daytime or nighttime views.
- Both the existing and proposed sign ordinance contain provisions that regulate sign illumination.
- Proposed project will allow on-site signs to utilize electronic (digital) technology.



# Aesthetic Impacts

Proposed Project Impacts	Level of Significance Without Mitigation	Mitigation Measure	Resulting Level of Significance
Would not result in substantial adverse effect on <b>scenic vistas</b> .	Less than Significant	None Required	Less than Significant
Would not substantially damage <b>scenic resources</b> .	Less than Significant	None Required	Less than Significant
Would not substantially degrade existing <b>visual appearance or quality</b> of a site and its surroundings.	Less than Significant	None Required	Less than Significant
Would not create a <b>new source of light or glare</b> that would adversely affect daytime or nighttime views.	<b>Potentially Significant</b>	Amend Proposed Code Section 17.16.070 (H)(3)(c)	<b>Significant and Unavoidable</b>

Source: Draft EIR, Table ES-1, Page 1.0-4



# Proposed Mitigation Measure

Amend Code Section 17.16.070(H)(3)(c) as follows:

Digital signs shall not operate at brightness levels of more than 0.3 foot-candles above ambient light, as measured using ~~a foot-candle meter~~ industry standard procedures at a distance of ~~250 feet~~ from the sign face as determined by the following formula:

$$\text{measurement distance} = \sqrt{\text{Area of sign in square feet} \times 100}$$

*(See pages 3.1-10,11 in Draft EIR)*

*Mitigation Measure based on research by Ian Lewin Ph.D., FIES, L.C. (2008) and the International Sign Association (2011)*



# Mitigation Measure Calculation Example

U.S. Highway 50-Oriented Sign maximum allowed digital display area: (Single-tenant = 30 sf, Multi-tenant = 100 sf)

Measurement Distance =  $\sqrt{30 \times 100} = 54.77$  feet

Measurement Distance =  $\sqrt{100 \times 100} = 100$  feet

Example demonstrates that smaller digital signs must meet the 0.3 foot-candle limit at a measurement distance closer to the sign face than larger digital signs.



# Why Mitigation Measure Is Proposed

- To account for differing light intensities from digital signs of different sizes
- Distance a measurement for illuminance is taken depends on the surface area of the sign generating the light
- Ensure digital sign size considered when determining appropriate light levels
- Digital sign light levels can be adjusted for ambient light levels (not typical for conventional lighted signs)
- May result in less light intrusion than conventional signs; With mitigation, impact would be considered less than significant



# Project Alternatives

## 1) No Project Alternative

- No changes to existing Sign Code (has not been updated in 35 years)
- Broadly written and provides limited guidance
- Would not achieve project objectives
- Would allow for approval of new billboards



# Project Alternatives

## 2) No Digital Signs Alternative

- Would also not achieve project objectives
- Digital signs will encourage consolidation of signs to reduce visual clutter
- Digital signs may provide economic benefits to businesses - allows flexibility in message changes at any time, reducing cost of static sign production



# Statement of Overriding Considerations\*

## Supporting Documentation Examples

- **Fiscal and Economic Considerations** - *The Economic Value of On-Premise Signs*, Economics Center, University of Cincinnati
- **Social Considerations** - *The Benefits of San Palo's Ban on Billboards*, Colin M. Snider
- **Environmental Considerations** - *Recommended Night-Time Brightness Levels for On-Premise Electronic Message Centers (EMC's)*, International Sign Association

\*Section M in attachment 7C - Exhibit A-1





# Legal Framework (Protection) for Signs

- **Signs are a form of speech (First Amendment)**
  - **Best Practice: Sign rules based on Time, Place and Manner.** Greatly reduces litigation risk.
  - Sign rules cannot favor commercial speech over non-commercial.
  - **Solution: Message substitution - noncommercial in place of commercial.**
- **Sign codes must provide due process**
  - Includes review, appeal, and exception processes
- **TPM test - easiest to satisfy - applies when:**
  - Rules are content neutral
  - Serve substantial governmental interest
  - Leave open effective alternatives



# REED v. TOWN OF GILBERT, AZ

## 135 S.Ct. 2218 (June 18, 2015)

- Town's Sign Code - prohibited display of outdoor signs without a permit, but exempts 23 categories including ideological, political, and directional signs
- Supreme Court Holding:
  - Categories defined by message content; Content based regulation;
  - Does not satisfy standard of justification; UNCONSTITUTIONAL
- Solution: Allow message substitution of noncommercial messages; El Dorado County's proposed code includes this solution (*see Section 17.16.020(C)*)



# Sign Medium v. Message

- It is THEORETICALLY possible to base sign rules on message content
- Requires standard of justification that is extremely difficult to satisfy. Rare example: *Burson v. Freeman*, 504 U.S. 191 (1992).
- Sign Regulator's Motto: *The medium is NOT the message. Government regulates the medium, not the message.*



# Existing Nonconforming Billboards

California state law treats billboards and store signs as completely separate categories, each with its own rules.

- **Billboard Amortization**

- In general, a billboard that was legally installed cannot be amortized without compensation; either the gov't must buy it or negotiate a relocation agreement (Business and Professions Code 5412)

- **Billboard Relocation**

- State law (B&P 5412) authorizes relocation agreements. Each agreement separately negotiated.
- Proposed Sign Code includes provision for digital billboards on county land. (Section 17.16.110(C)(5) and (F))



# Existing Nonconforming Store Signs

Store sign amortization (B&P 5490 et seq.) (applies to permanent, on-site signs that were legally erected and have at least a 15 year expected useful life)

## 1. Three step process:

- 1) Adopt new ordinance that is more restrictive and sets up amortization process;
- 2) Conduct inventory to determine which signs will be subject to amortization;
- 3) After completion of inventory, hold reconfirmation hearing (adopt the new ordinance again)

## 2. Fifteen year grace period

- Individual signs can be abated before grace period has run, but compensation must be paid based on 15-year, straight-line depreciation schedule.



# Compliance and Enforcement

## Post-Adoption Board Policy Question

What to do about existing signs that are illegal, abandoned or nonconforming?

- **Education & Outreach** - Planning Commission recommended education and outreach efforts be implemented, and identify incentive ways to bring existing structures into conformance and assist with code enforcement and compliance
- **Code Enforcement** - Primary Purpose to protect health and safety of County residents by enforcing property maintenance standards and abatement of public nuisances.
- **Staff Resources** - Current Code Enforcement Unit consists of 1 full-time Supervising Code Enforcement Officer; Recruiting for one Limited Term Code Enforcement Officer I/II (closes 7/28/15); 1 year position to be reassessed end of FY 15/16



# Planning Commission Recommendation

1. Adopt Resolution (No. 129-2015) Certifying the EIR to amend County Zoning Ordinance Chapter 130.16 (*7B - Exhibit A*); Make Findings of Fact and Issue Statement of Overriding Considerations (*7C - Exhibit A-1*)
2. Adopt Resolution (No. 130-2015) to Amend County General Plan Land Use Element Objective 2.7.1 and Policy 2.7.1.2 in accordance with state and federal law (*7D - Exhibit B*)
3. Approve final draft Sign Ordinance Update with the recommended mitigation measure and proposed revisions (*7G - Exhibit E*)
4. Adopt Mitigation Monitoring and Reporting Program with recommended mitigation (*7E - Exhibit C*)
5. Direct staff to return within approximately one year of adoption or earlier, if necessary to review implementation of the Ordinance.

