

**COUNTY OF EL DORADO DEVELOPMENT SERVICES  
BOARD OF SUPERVISORS  
STAFF REPORT**



**Agenda of:** December 15, 2015

**Staff:** Aaron Mount

**SPECIAL USE PERMIT**

**FILE NUMBER:** S15-0006/Georgetown Divide Community Signs

**APPLICANT:** Divide Chamber of Commerce

**AGENT:** Spot On Signs and Graphics

**OWNERS:** APN 104-250-10 Pilot Hill LLC  
APN 074-100-28 Ace Hardware Georgetown Divide Supply LLC  
APN 060-690-41 Cara Lee Cenini

**REQUEST:** A special use permit request for three County-owned community identity signs to be placed on the Georgetown Divide at the entry points of the communities of Pilot Hill, Greenwood, and Garden Valley. (Supervisory District 4)

**LOCATION:** (Exhibit A)

**APNs:** 104-250-10 Pilot Hill  
074-100-28 Greenwood  
060-690-41 Garden Valley

**ENVIRONMENTAL DOCUMENT:** Categorically Exempt pursuant to State CEQA Guidelines Section 15303

**RECOMMENDATION:** Staff recommends the Board of Supervisors to take the following actions:

1. Find that the project is exempt from CEQA pursuant to State CEQA Guidelines Section 15303; and
2. Conditionally approve Special Use Permit S15-0006 based on the Findings and subject to the Conditions of Approval as presented.

## **STAFF ANALYSIS**

### **Project Description:**

The request is to install signs to identify three unincorporated communities within the Georgetown Divide area of El Dorado County. Each sign would be approximately 13 square feet in size and a total height of approximately 6.5 feet. These signs are intended to promote community identity and pride and to be informative to motorists by being located at the main points of entry into each community. The Divide Chamber of Commerce consulted with the contracted sign company to ensure the content and location of the signs was appropriate for each community.

The request for the community identity signs is being processed as a special use permit as the County-owned signs would be placed on private property. The County is required to be consistent with the Zoning Ordinance when County-owned structures are placed on property not owned by the County.

The signs are being funded through a grant from the County's Cultural and Community Development Grant Program which disperses funds generated from Transient Occupancy Tax revenue. The grant money was awarded to the Divide Chamber of Commerce which has contracted a sign company to construct and install the signs.

Sign locations: Final sign locations will be evaluated by the County prior to installation. If the sign location is on County-owned property or County right-of-way, a building permit may not be required. The Transportation Division will ensure that there are no line of sight issues for driver safety. Caltrans reviewed the applicable signs and had no comments as they are proposed to be located outside of their right-of-way. Additional permits may be required if the signs must be located within Caltrans right-of-way.

The signs are proposed to be located as follows:

- 1) The Pilot Hill sign would be located at the intersection of Rattlesnake Bar Road and State Highway 49 outside of the Caltrans right-of-way.
- 2) The Greenwood sign would be located along State Highway 193 in front of the Divide Supply Ace Hardware store. It would be located outside of the Caltrans right-of-way.
- 3) The Garden Valley Sign would be located on Marshall Road near the intersection with Mt. Murphy Road. The sign may be located in the County right-of-way for Marshall Road.

The three sign locations are all located adjacent to the most used path of travel along the main points of entry into the unincorporated communities that they intend to promote.

## **Project Issues:**

**Consistency with new Sign Ordinance:** On July 28, 2015, the Board of Supervisors approved the adoption of a comprehensive update to the existing Sign Ordinance (Chapter 130.16 of Title 130 in the El Dorado County Code of Ordinances). The new Ordinance (No. 5025) became effective 30 days after adoption on August 27, 2015.

The following ordinance section applies to this project:

### **“Section 130.16.060 Community Sign Programs**

The Board is the decision-making authority for all new Community Sign Programs. Program descriptions are outlined below.

**B. Community Identity.** Community identity sign programs shall establish a means for individual communities within the county to designate their name at main point(s) of entry to their community. Such signage can be unique to each community as a means to define their character, quality, or historic contribution to the county. The community identity sign program is limited to monument signs. Specific development and design details will be considered and decided by the Board of Supervisors.”

Staff conclusion: The project was submitted prior to adoption of the new sign ordinance and is inconsistent as the proposed signs are not monument signs. However, due to reduced visibility at the signs’ locations it is recommended that the identity signs be approved at the proposed height.

**Content of Signs and Free Speech:** Private ownership would allow a constitutionally protected noncommercial message of any type to be substituted in whole or in part for the message displayed without consideration of message content. Such substitution of message could be made without any additional approval or permitting. This is meant to prevent any favoring of commercial speech over noncommercial speech or favoring of any particular protected noncommercial message over any other protected noncommercial message. Staff conclusion: County ownership of the signs ensures County control over the content of the signs.

## **ENVIRONMENTAL REVIEW**

This project is Categorically Exempt from CEQA pursuant to State CEQA Guidelines Section 15303. Class 3 consists of construction and location of limited numbers of new, small facilities or structures. A \$50.<sup>00</sup> processing fee is required by the County Recorder to file the Notice of Exemption. The filing of the Notice of Exemption is optional, however, not filing the Notice extends the statute of limitations for legal challenges to the project from 30 days to 180 days.

## SUPPORT INFORMATION

### Attachments to the Staff Report:

Findings	
Conditions of Approval	
Exhibit A.....	Location Map
Exhibit B.....	Pilot Hill Community Sign Location/Site Plan
Exhibit C.....	Pilot Hill Community Sign Elevation
Exhibit D.....	Pilot Hill Community Sign Assessor's Parcel Number Map
Exhibit E.....	Pilot Hill Community Sign Visual Simulation
Exhibit F.....	Greenwood Community Sign Location/Site Plan
Exhibit G.....	Greenwood Community Sign Elevation
Exhibit H.....	Greenwood Community Sign Assessor's Parcel Number Map
Exhibit I.....	Greenwood Community Site Plan
Exhibit J.....	Garden Valley Community Sign Location/Site Plan
Exhibit K.....	Garden Valley Community Sign Elevation
Exhibit L.....	Garden Valley Community Sign Assessor's Parcel Number Map