



**COMMUNITY DEVELOPMENT AGENCY
LONG RANGE PLANNING DIVISION**

INTEROFFICE MEMORANDUM

Date: May 27, 2015
To: Planning Commission
From: Shawna Purvines, Principal Planner
Subject: **Sign Ordinance Update – Follow-up Item from Planning Commission Meeting on March 26, 2015**

At the Planning Commission meeting on March 26, 2015, the Commission continued the hearing on the Sign Ordinance Update to May 28, 2015. This memo includes a discussion of the following items requested by the Commissioners:

1. Additional clarification on certain sections of the draft Ordinance;
2. Additional terms to be considered for inclusion in the Definitions Section 17.16.120; and
3. Specific policy related items for further deliberation during the May 28th meeting.

Revisions related to edits/typos will be included on a revised Errata Sheet that will be taken to the Board along with the Commission's final recommendation.

Following the Board's adoption of the updated Sign Ordinance, staff plans to return to both the Commission and the Board in about a year with an update on how implementation of the Sign Ordinance is going. The Commission may want to include a requirement for this 12-month review as part of its recommendation/motion to the Board.

A. CLARIFICATION ITEMS

(Items identified by the Commission on March 26, 2015)

Section 17.16.010 (page 1) – Content and Applicability

1. Urban Areas: Commissioner Pratt commented that references to "urban" be replaced with "suburban." **Response**: The "urban" term is used for consistency with the General Plan and the Zoning Ordinance. The proposed draft Sign Ordinance (a Chapter of the Zoning Ordinance) uses the term "urban" to "apply to those areas designated in the County General Plan Land Use Diagram as Community Regions." General Plan Objective 2.1.1 identifies the Community Region boundaries depicted on the General Plan land use map is the established urban limit line. The Community Regions are identified as: Camino/Pollock Pines, El Dorado Hills, Cameron Park, El Dorado, Diamond Springs, Shingle Springs, and the City of Placerville and immediate surroundings. The U.S. Census Bureau classifies urban areas as areas with a population density of at least 1,000 people per square mile; and rural areas as all other areas not classified as urban; suburban areas are not classified.

Sec. 17.16.030 (A)(6) – Exempt Signs Without Limitations

2. Curb Painting of Property Address Numbers: Commissioner Stewart commented whether curb painting of street address signs should be added to this provision. **Response**: Property address numbers are not considered signs, and therefore are not regulated under the Sign

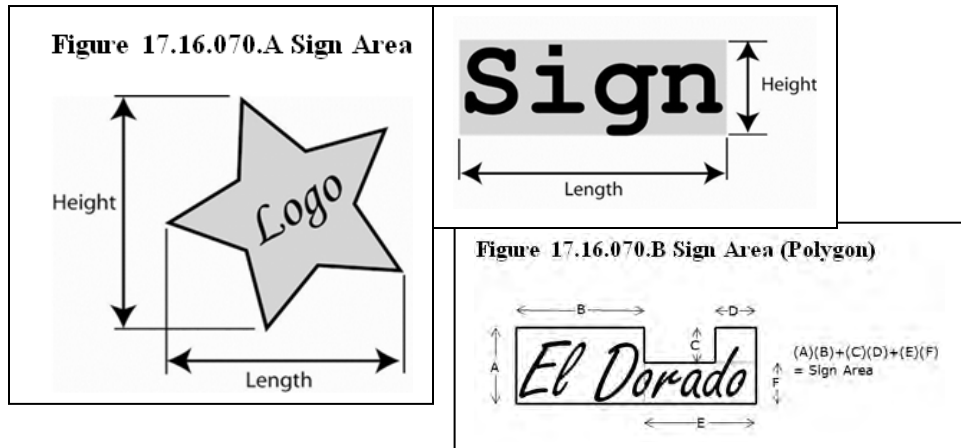
Ordinance. Sec. 110.04.040 of the County Code of Ordinances regulates property address numbers.

Sec. 17.16.060 (A) – Community Sign Programs

3. Tourist Industry definition: Commissioner Stewart commented that a definition of “tourist industry” be added to the Definitions section. **Response**: The Sign Ordinance Definitions (Sec. 17.16.120) includes terms specific only to Signs. A “tourist industry” definition could be added to the Zoning Ordinance glossary.

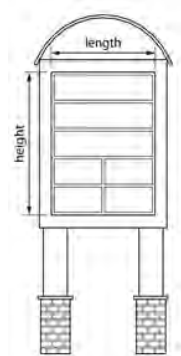
Sec. 17.16.070 (B)(1) – Sign Area Measurement Procedures

4. Sign Area: Commissioner Stewart commented that eight-sided polygon doesn’t match Figure 17.16.070.A. **Response**: The polygon is Figure 17.16.070.B which was added to this section at the request of the Cameron Park Design Review Committee. Figure 17.16.070.A is the star and rectangle shaped signs. The text above the figures references the different figures.



Sec. 17.16.070 (B)(3) – Sign Area Measurement Procedures

5. Freestanding Sign Area: Commissioner Stewart commented on the monument-style figure with the arch, message in arch area should count toward total sign area. **Response**: The monument-style figure shown does not have a message in the arch area, which is why it does not include the arch area in the sign area computation. The text above the figure explains that the total height of the sign face is computed. Therefore, if the arch area includes some signage, then it would be included in the sign area computation.



Sec. 17.16.070 (H)(2)(d) – Awning and Canopy Signs

6. Lighting Restrictions: Commissioner Stewart suggested expanding lighting restrictions for awning signs to other similar uses (e.g., tent lighting). **Response**: Tents are considered temporary structures and tent signs are considered temporary signs. Sec. 17.16.050(B) does not allow temporary signs to be illuminated.

Sec. 17.16.070 (J)(1)(a) – U.S. Highway-Oriented Signs

7. 1,000-foot Sign Separation Limit: Commissioner Stewart commented that the 1,000-foot sign separation limit may preclude some establishments from being able to have signage and suggested reducing the limit. **Response**: The 1,000-foot spacing between signs is consistent with Caltrans’ regulation for signs along U.S. Hwy 50 per the Outdoor Advertising

Act and Regulations, CA Business and Professions Code Section 5405(d)(1) which states "No message center display may be placed within 1,000 feet of another message center display on the same side of the highway." This Caltrans regulation is applicable to off-site signs (e.g. "general advertising for hire" signs.) The proposed sign ordinance also includes a setback standard of 100 feet from U.S. Highway 50. On-site signs located farther than 100 feet of U.S. Highway 50 could be spaced closer together than 1,000 feet.

Sec. 17.16.100 – Illegal, Abandoned, and Nonconforming Signs

8. **Compliance:** Commissioner Pratt commented how the new sign standards will be enforced and suggested considering incentives for sign compliance. **Response:** Code Enforcement has limited staff resources. Additional County staff resources (or utilization of community volunteers such as the S.T.A.R. Program (Sheriff's Team of Active Retirees) would be a Board decision. There is also some grant funding (such as the Community Development Block Grant program) that may be available to provide incentives for compliance. The California Sign Association (CSA) can also provide assistance with establishing a sign code administration program funded by an annual "sign users fee" for all businesses with signs in the County's jurisdiction. This program was implemented in the City of San Diego for about 10 years. The CSA is currently working with the City of Los Angeles to potentially implement the program.

Sec. 17.16.100 (C)(4) – Illegal, Abandoned, and Nonconforming Signs

9. **Nonconforming Signs, Restoration of Damaged Signs:** Commissioner Stewart asked for clarification on how the (Planning) Director will determine the percentage of sign loss due to fire or other calamities, not including intentional acts. **Response:** Based on the assessed value of the structure and is handled on a case by case basis.

Sec. 17.16.070 (H)(3)(c) – Design Standards for Specific Sign Types, Electronic (Digital) Signs

10. **Brightness Level Formula:** Commissioner Stewart commented on whether the proposed formula (per Mitigation Measure 3.1.4 in the Draft EIR) was correct and adequate to limit digital sign brightness to no more than 0.3 foot-candles above ambient light. Are there alternate methods for determining maximum sign brightness at various viewing locations/distances? **Response:** On page 3.1-10 of the Draft EIR cites the research of Lewin (2008) in support of the proposed 0.3 foot-candle limit as the eye illuminance level of low ambient electric light that is unlikely to be objectionable to most persons. This research is also cited in an International Sign Association (ISA) report, *Recommended Night-time Brightness Levels for On-Premise Electronic Message Centers (EMC's)* published in April 2011 (and updated in October 2013). This report is available on the ISA website at: <http://www.signs.org/LinkClick.aspx?fileticket=ojOGTVXmiiw%3d&tabid=763>

In 2008, the International Sign Association (ISA) retained Dr. Ian Lewin, Ph.D. of Lighting Sciences and past chair of the Illuminating Engineering Society of North America (IES), to help the industry develop scientifically-researched, understandable recommendations for EMC brightness. In Dr. Lewin's report "*Digital Billboard Recommendations and Comparisons to Conventional Billboards*," it states "As a result of this research, the recommended night-time brightness level for on premise EMCs is 0.3 foot candles above ambient light conditions when measured at an appropriate distance. This is a lighting level that works in theory and in practice." The research and the recommendations contained in this report pertain only to EMCs, not internally illuminated signs. EMC's use a different lighting technology and as such the scientific approach differs.

The Lewin report also cites the formula for the measurement distance based on the Sign Area:

The measurement distance may be calculated with the following formula:

$$\text{Measurement Distance} = \sqrt{\text{Area of Sign Sq. Ft.} \times 100}$$

This formula is consistent with the proposed formula for measuring the brightness levels of digital signs of different sizes in Mitigation Measure 3.1.4 in the Draft EIR. This formula was also confirmed as the sign industry standard by a Watchfire Signs company representative (Ian White). Dr. Lewin's 2008 report referenced above is available online at:

<http://www.policouncil.org/polc2/DigitalBillboardsIanLewin.pdf>

Staff received a report of 168 jurisdictions (nationwide), 7 State Departments of Transportation, and the U.S. territory of Puerto Rico that have adopted the 0.3 foot-candle threshold.

Following are some examples of applying the measurement distance formula to some of the sign types with different sign face display area sizes allowed in the proposed Sign Ordinance:

Sign Type	Maximum Allowed Area (square feet)	Digital Display Limit (50% of Max. Area)	Illumination Brightness Level Measurement Distance = $\sqrt{\text{Area of Sign Sq. Ft.} \times 100}$
U.S. Highway 50-Oriented (Multi-tenant)	200 sf	100 sf	$\sqrt{100 \times 100} = \mathbf{100 \text{ feet}}$
U.S. Highway 50-Oriented (Single-tenant)	60 sf	30 sf	$\sqrt{30 \times 100} = \mathbf{55 \text{ feet}}$
Freestanding Commercial (Integrated Development)	80 sf	40 sf	$\sqrt{40 \times 100} = \mathbf{63 \text{ feet}}$
Freestanding Commercial (Individual Establishment)	50 sf	25 sf	$\sqrt{25 \times 100} = \mathbf{50 \text{ feet}}$

These examples demonstrate that smaller signs must meet the 0.3 foot-candle limit at a measurement distance closer to the sign face than larger signs.

The proposed Sign Ordinance includes standards for electronic (digital) signs in Section 17.16.070 (H)(3). Digital display is limited to 50 percent of the total allowable display face area of any particular sign. Standards for U.S. Highway 50-Oriented signs are in Section 17.16.070 (J). Standards for other permanent building-attached and freestanding on-site signs are included in Section 17.16.070 (K).

B. SUPPORTING DOCUMENTATION

Following is a list of studies, reports, research papers, articles and other publications reviewed by staff and the consultant in preparing the draft Sign Ordinance Update, Draft Environmental Impact Report (EIR), CEQA Findings of Fact and Statement of Overriding Considerations. The first two documents listed below are cited in the Draft EIR in support of the proposed Mitigation Measure 3.1.4 for regulating the brightness levels of digital signs (electronic message centers, EMC's) to reduce aesthetic environmental impacts on light and glare. The draft CEQA Findings of Fact and Summary of Overriding Considerations presented to the Commission on March 26, 2015 will be revised to include references of these supporting documents when appropriate and

contain substantial evidence in support of the findings and overriding considerations when the documents are submitted to the Board.

- 1) *Digital Billboard Recommendations and Comparisons to Conventional Billboards*, Lewin, Ian, Ph.D., Lighting Sciences, Inc., Scottsdale, AZ, 2008
<http://www.policouncil.org/polc2/DigitalBillboardsIanLewin.pdf>
- 2) *Recommended Night-time Brightness Levels for On-Premise Electronic Message Centers (EMC's)*, A Compilation Summary with Extracts from Industry Reports, International Sign Association (ISA), April 2011 (updated October 2013), ISA website:
<http://www.signs.org/LinkClick.aspx?fileticket=rM2MX-2IsKI%3d&tabid=763&mid=3788>
- 3) *Digital Billboards Brightness Recommendations and Measurement Techniques*, Lewin, Ian, Ph.D., Lighting Sciences, Inc. Scottsdale, AZ, commissioned by the Outdoor Advertising Association of America (OAAA), 2008
- 4) List of U.S. Jurisdictions and States that have adopted the 0.3 foot-candle standard, International Sign Association, Carpentier, James, May 5, 2015
- 5) *Explanation of OAAA Recommended Brightness Guidelines*, Outdoor Advertising Association of America, December 2013
- 6) *Digital Billboard Lighting Measurement, How to Measure Footcandles in the Field – Without Sign Company Knowledge*, Outdoor Advertising Association of America, December 2013
- 7) *Differences between EMC's and Digital Billboards*, EMC Resource Center, International Sign Association website:
<http://www.signs.org/LinkClick.aspx?fileticket=FJtFskX%2fO30%3d&tabid=763>
- 8) *Electronic Message Center Specifications and Operational Criteria Acknowledgement*, Centennial Community Development, Centennial, Colorado
- 9) *10 Facts About Electronic Message Centers, Helping to Build Safe, Vibrant, Growing Communities*, Watchfire Signs, 2012
- 10) *The Economic Value of On-Premise Signage*, prepared for the Signage Foundation, Inc. by the Economics Center, University of Cincinnati, August 2012
- 11) *The Basics of Digital Signage and Energy Consumption*, Young, Gregory
- 12) *Finding Common Ground: Answers to Common Questions About Electronic Message Centers (EMCs)*, International Sign Association, 2012
- 13) *Finding Common Ground – EMC and Digital Sign Issues, Vital Signs, Vibrant Communities*, PowerPoint Presentation, Freeborg, Mike, YESCO Electronics, Planning for Sign Code Success – Portland, Oregon, June 27, 2014
- 14) *Model Code Provisions for Electronic Signs*, Finding Common Ground presentation, Freeborg, Mike, YESCO Electronics, July 7, 2011

- 15) *A Legal and Technical Exploration of On-Premise Sign Regulation: An Evidence Based Model Sign Code*, Urban Design Associates
- 16) *LED Sign Buyer's Guide, Making Digital Advertising Work for You*, Watchfire Signs
- 17) *Watchfire Case Studies of Electronic Message Centers*, Watchfire Signs, 2012
- 18) Testimonial video from Assistant City Manager of Centennial, Colorado that adopted the 0.3 foot-candle standard for EMC's and does not have brightness issues.
[https://www.dropbox.com/s/ct0m9w8h5tt5emu/Centennial%20Regulations 2.0-web.mov?dl=0](https://www.dropbox.com/s/ct0m9w8h5tt5emu/Centennial%20Regulations%20web.mov?dl=0)
- 19) *Regulating Electronic Message Centers*, webcast sponsored by APA County Planning Division, September 2014 <https://www.youtube.com/watch?v=lsTMKEICbTc>
- 20) *Summary of FHWA Study Digital Sign Safety*, International Sign Association, January 2014
- 21) *Statistical Analysis of the Relationship between On-Premise Digital Signage and Traffic Safety*, H. Gene Hawkins, Jr., Ph.D., P.E. and Dominique Lord, Ph.D., Zachry Department of Civil Engineering, Texas A&M University; Pei-Fen Kuo, Texas A&M Transportation Institute, December 17, 2012, ISA website link:
<http://www.signs.org/LinkClick.aspx?fileticket=0vbCoRWAZ7E%3d&tabid=1446>
- 22) *A Study of the Relationship between Digital Billboards and Traffic Safety in Cuyahoga County, Ohio*, Submitted to The Foundation for Outdoor Advertising Research and Education (FOARE), Washington, DC on July 7, 2007, ISA website link:
<http://www.signs.org/LinkClick.aspx?fileticket=pNUQ5yCVluo%3d&tabid=768>
- 23) *Driving Performance and Digital Billboards*, Executive Summary of Final Report, Prepared for: Foundation for Outdoor Advertising Research and Education, Suzanne E. Lee, Melinda J. McElheny and Ronald Gibbons, Virginia Tech Transportation Institute, Center for Automotive Safety Research, March 22, 2007, ISA website link:
<http://www.signs.org/LinkClick.aspx?fileticket=lpJsDwbYvps%3d&tabid=768>
- 24) *Electronic Message Center Sign at 10955 Ellis Avenue, City of Fountain Valley, California*, Draft EIR, October 2014
- 25) *Digital Sign and Billboard Ordinance*, Township of Plainfield
- 26) *The Benefits of Sao Paulo's Ban on Billboards*, December 2011, Snider, Colin. M.
<https://americasouthandnorth.wordpress.com/2011/12/24/the-benefits-of-sao-paulos-ban-on-billboards/>
- 27) *City of Sacramento, Report to Council on Leases - Digital Billboards on City-owned Sites*, May 11, 2010
- 28) *Sign Codes/Ordinances for other jurisdictions including: CA Cities of Elk Grove, Rancho Cordova, Atherton, Lemoore, Napa, Pinole, Manteca, Patterson, Rancho Cucamonga, San Jose, San Luis Obispo; Sparks, Nevada; Little Elm, Texas*

- 29) *Sign Code Best Practices*, prepared for the City of San Jose by PMC, June 2009
- 30) *The Signage Sourcebook: A Signage Handbook*, U.S. Small Business Administration and the Signage Foundation for Communication Excellence, October 2003
- 31) Various legal resources related to sign law including Constitution First and Fifth Amendments; Virginia Pharmacy Board v. Virginia Consumer Council (commercial vs. non-commercial speech).

C. ADDITIONAL TERMS AND DEFINITIONS

(Items identified by the Commission on March 26, 2015)

The following proposed additional terms and definitions requested by the Commission and the public during public comments may be considered by the Commission for inclusion in the Definitions Section 17.16.120 of the proposed Ordinance. In some instances when the term is not currently used in the Ordinance, direction from the Commission on how these terms should be applied (e.g. sections to be included) in the Ordinance would need to be determined.

- **Banner.** Any sign made of cloth, lightweight fabric, bunting, plastic, vinyl, paper or similar material that is permanently or temporarily placed on, or affixed to, real property in a location where the message or image displayed is visible to the public from outside of the building or structure. A flag, as defined, shall not be considered a banner.
- **Commercial Directional Sign.** A sign whose primary function is to provide directional information for an establishment offering retail sales to the general public, when the establishment does not have access through frontage on a county road.
- **Digital Display.** Add “Electronic Message Center (EMC) to “Also known as...”
- **Feather Banner.** A pole (typically flexible) with an attachment generally made of fabric and in the shape of a feather or quill, used to attract attention and/or present some visually communicative image to public view. Also known as feather flag, quill flag and similar names.
- **General Advertising for Hire.** The enterprise of advertising or promoting other businesses, establishments or causes using methods of advertising, in contrast to self-promotion or on-site advertising. The term applies regardless of whether a given message is commercial, noncommercial, or “public service” in nature. Also known as general advertising.
- **Mobile Billboard.** A vehicle which parks upon public land or traverses upon public roads for the primary purpose of displaying general advertising for hire.
- **“Gas Pricing Signs” changed to Motor Vehicle Fuel Pricing Signs.** Signs identifying the brand, type, octane rating, etc., of ~~gasoline~~ motor vehicle fuel for sale, as required by state law.
- **Moving Sign.** A sign that can easily be moved from one place to another, typically by mounting it on a vehicle or trailer, or by attaching wheels to it.

- **Sign Twirler.** A human being, or a robotic imitation of a human being, displaying signs visible from the public right of way by holding the physical sign and twirling or spinning for the purpose of attracting public attention. Also known as sign spinner.
- **Vehicle Sign.** A sign mounted upon a vehicle which may legally be parked on or move on public roads as well as a sign mounted upon a water vessel which may legally move upon the waters.

D. POLICY ITEMS

The following policy discussion items were identified by the Commission for further deliberations. The Commission's final recommendations will be submitted to the Board for consideration and potential revision to the proposed Sign Ordinance Update. Any substantive changes to the project description may necessitate additional environmental review and potential recirculation of the EIR.

Sec. 17.16.030 (A)(7) – Exempt Signs Without Limitations

1. **Community Services Districts (CSDs):** Commissioner Stewart commented whether CSDs should be added as exempt under this provision. **Response:** Staff and County Counsel consulted with outside Counsel who did not recommend that CSDs be exempt from the County's Sign Ordinance regulations. Exemption of CSDs (and other special districts such as enterprise/utility districts) from the Sign Ordinance may open the possibility of "general advertising for hire" signs to be installed on public lands not owned by the County, which would be inconsistent with the County's General Plan goals, objectives and policies applicable to signs. Current policy allows CSDs to bring special signage requests to the Board for review/approval.

Sec. 17.16.030 (A)(8) – Exempt Signs Without Limitations

2. **Gas Pricing Sign Height:** Commissioner Stewart asked if gas pricing sign height can be limited, and if so, what height? **Response:** State law on motor vehicle fuel pricing signs does not regulate sign height. California Business and Professions Code B&P 13471 regulates the location and visibility of fuel pricing signs and Section 13473 regulates that size of letters and figures. At least one motor vehicle fuel pricing sign shall be allowed at each vehicle entrance to the fuel station. A height limit for motor vehicle fuel pricing signs may be recommended for the Board to consider. However, the County's sign law consultant does not recommend regulating motor vehicle fuel pricing signs, and to defer to state law.

- **B&P Section 13471. Sign; location; visibility**

Each sign required by this article shall be placed in a conspicuous place on the dispensing apparatus and if service of gasoline or other motor fuel may be made from more than one side of such dispensing apparatus the sign shall be so placed as to be visible from at least two sides of the dispensing apparatus.

- **B&P Section 13473. Sign; size of letters and figures**

Unless otherwise provided, all letters, figures, or numerals on each sign required by this article, however affixed, marked, imprinted, placed, or embossed, shall be at least three-fourths of an inch in height and all lines or marks used in the making or forming of all the letters, figures, or numerals which are a part of the sign shall be at least one-eighth of an inch in width.

Existing vehicle fuel pricing sign dimensions vary (as shown in table below):

Location	Dimensions of Sign Face (Length x Height)	Area of Sign Face (Approx. Square Feet)	Sign Structure Total Height (in feet)
Safeway Fuel, Missouri Flat Rd	5 ft 7 in L x 5 ft 9 in H	28 sf	10 ft
Chevron / Fresh Pond Trading Post, Hwy 50, Pollock Pines	8 ft L x 4 ft 8 in H	37 sf	22 ft
Arco, Merrychase Dr, Cameron Park (digital sign)	5 ft 9 in L x 8 ft 10 in	50 sf	40 ft
Chevron, Motherlode Dr Shingle Springs	4 ft 2 in L x 12 ft 6 in H	52 sf	15 ft

Sec. 17.16.030 (B)(5) – Exempt Signs With Limitations

3. Trespass Sign Spacing: Commissioner Stewart commented re: Trespass signs: Consider removing the “200 feet apart” restriction or add language allowing exceptions (e.g., 100 feet apart near roads/trails...) **Response**: The Commission may recommend a revision to this regulation for the Board to consider.

Sec. 17.16.030 (B)(6)(a) – Exempt Signs With Limitations

4. Real Estate Signs: Commissioner Stewart commented that 5 foot height restriction for signs on property currently for sale, lease or rental may be too low and to consider changing to “up to 7 feet” or consistent with current practice. **Response**: The 5 foot height limit is the real estate industry practice and standard sign measures – assuming the potential to add a “reader” such as “Sale Pending”, “Sold”, “Open Sunday” on top of the cross bar.

Sec. 17.16.030 (B)(8) – Exempt Signs With Limitations

5. On-site Directional Signs: Commissioner Stewart commented that 42 inch height limit for urban areas seems too low; and 12 foot height limit in rural areas seems too high (e.g., drive-through signs). **Response**: These height limits were based on field measurements for a wide range of directional signs for various land use types and the practical reading height for drivers navigating to a site.

Sec. 17.16.030 (B)(9) – Exempt Signs With Limitations

6. Off-site Commercial Directional Signs along rural area private roads: Based on verbal and written comments received from a Fairplay region vineyard owner, following are proposed revisions to this section:

“Off-site commercial directional signs on private property within the designated rural areas of the County, for establishments that are not directly abutting County roads. For establishments that solely derive access from a private road, each establishment is allowed 1 non-illuminated commercial directional sign with a maximum sign area of 16 square feet and a maximum height of 12 feet at the intersection of the private road with the county road. Additional commercial directional signs are allowed for the establishment at other intersecting points along the private road to provide guidance to the establishment. Each additional commercial directional sign shall have a maximum allowed area of 12 square feet and a maximum allowed height of 12 feet. Such signs may be permanent or temporary and require property owner consent. This provision does not allow general advertising for hire.”

Sec. 17.16.030 (B)(10)(b) – Exempt Signs With Limitations

7. Political Election Signs: Commissioner Stewart commented that allowing 3 weeks after an election to reduce noncommercial message signs to the 6 square foot limit is too long and suggested shortening the time period to 1 week.

Sec. 17.16.050 (A)(2) – Temporary Signs

8. A-Frame Signs: Commissioner Pratt commented that enforcement of the time limits will be an issue and noted that establishments open 24/7 (e.g., gas stations) could have A-Frame signs displayed all the time. **Response**: After the Sign Ordinance Update is approved and becomes effective, public notifications will be posted on the County website and emails sent to various subscriber lists. Press releases will also be sent to the County’s media contact list including local newspapers. The Commission may consider suggesting adding a limitation that A-Frame signs shall only be displayed during daylight hours.

Sec. 17.16.050 – Temporary Signs

9. Sign “Twirlers”: Commissioner Stewart commented that “sign twirlers” (e.g., people holding signs and moving the signs up and down with their hands) should not be allowed on public right-of-way. **Response**: The proposed Sign Ordinance does not allow any off-site “general advertising” signs. Language could be added to the proposed Sign Ordinance to regulate “Sign Twirlers. For example, allowed on the legal parcel of the establishment the sign is advertising or promoting and within 10 feet of entrance to the establishment.

Sec. 17.16.050 – Temporary Signs

10. Feather Banners: Currently not specified in the proposed Sign Ordinance. The Commission may recommend these types of signs be added to the Prohibited Signs Section 17.16.090 or limited use (e.g. similar to A-Frame temporary signs (see Section 17.16.050)).

Sec. 17.16.060 (A-C) – Community Sign Programs

11. Community Services Districts: Commissioner Pratt commented on whether CSDs should be allowed to regulate their own sign programs (e.g., use digital technology, monuments, tablets, etc.). **Response**: The proposed Sign Ordinance notes that the Board is the decision-making authority for all new Community Sign Programs. This is to ensure that such programs are consistent with the County’s applicable goals and objectives set forth in the General Plan. If CSDs (and other Districts) were exempt from the proposed Sign Ordinance regulations, it is possible that “general advertising for hire” (e.g., billboards) could be installed.

Sec. 17.16.060 (B) – Community Sign Programs

12. Community Identity Signs: Commissioner Stewart commented that the 250 square foot limit seems too big. **Response**: Staff conducted field research to measure the size and area of the community identification signs currently located in Cameron Park, Cool, El Dorado Hills, and Shingle Springs, as shown on the following table.

Community	Approx. Dimensions (L x H)	Approx. Area (Square Feet)
Cameron Park "A Special Place to Live" (Cameron Park Drive/ Country Club Dr)	25 ft L x 5 ft H	125 sf
Welcome to Cool	15 ft L x 15 ft H	225 sf
El Dorado Hills (rock monument on hill east of Folsom)	47 ft L x 10 ft H	470 sf
Welcome to Shingle Springs (S. Shingle Dr/Durock Rd) At the base of the Union 76/my goods monument sign*	14 ft 4 in L x 5 ft H (35 ft total height)	72 sf

Sec. 17.16.070 (A)(2) – Sign Development and Design Standards

13. Illumination of Non-Digital Signs: Commissioner Stewart suggested adding specific standard(s) for regulating sign brightness for non-digital signs or using the same 0.3 foot-candle brightness at a specified distance used for digital signs. **Response:** Illumination standards for non-digital signs is included in the proposed Sign Ordinance under Section 17.16.070(A)(2). The recommended night-time brightness level for on-site electronic (digital) signs (referred to as Electronic Message Centers or EMC's by the sign industry) is 0.3 foot candles above ambient light conditions when measured at an appropriate distance. This illumination standard developed by Dr. Ian Lewin (as documented in *Digital Billboards Brightness Recommendations and Measurement Techniques*, Lewin, Ian, Ph.D., Lighting Sciences, Inc., 2008) pertains only to EMC's, not traditionally internally illuminated signs. As a result of this research, EMC's use a different lighting technology than most of the non-digital illuminated signs.

Generally, internally illuminated signs are manufactured in accordance with standardized sign-industry practices which have remained essentially the same for more than 50 years. These signs are not designed to conform to any particular ambient lighting environment. They are designed to provide adequate illumination of the sign's message.

Sec. 17.16.070 (A)(2) – Sign Development and Design Standards

14. Illumination of Interior Signs: Commissioner Stewart commented that specific standards for regulating illumination of interior signs be added. **Response:** The proposed Sign Ordinance does not regulate interior signs located entirely within a building or other enclosed structure and are not visible from the exterior or located at least 3 feet from the window on the interior of the structure (See Definitions section 17.16.120 for "Sign" (f).)

Sec. 17.16.070 (J)(3)(a) – Standards for U.S. Highway 50-Oriented Signs

15. Maximum Allowed Area: Commissioner Stewart commented that 200 square-foot limit may be too small for multi-tenant signs. **Response:** The 200 square-foot limit was based on a comparison of other California jurisdictions identified by the consultant as somewhere close to an average. Caltrans and others have standards regarding readability, distance and speed, but mostly for letter height. This is flexible, but the 200 square-foot sign area hasn't been challenged in any jurisdiction PMC (consultant who prepared the draft Sign Ordinance) has worked. Section 17.16.020(G) includes Variance provision for Exceptions to Limitations.

Staff researched the following existing multi-tenant signs located along U.S. Highway 50 and found the dimensions of the proposed signs on the sign plans that were submitted to the County for approval.

Location	Dimensions of Sign Face (Length x Height)	No. of Tenant Signs	Area of Sign Face (Approx. Square Feet)	Sign Structure Total Height (in feet)
Safeway Center Missouri Flat Rd	14 ft L x 22 ft H	3 major 4 minor	308 sf	50 ft
Prospector's Plaza Missouri Flat Rd	20 ft L x 24 ft H	4 major	480 sf	50 ft
ForkLift - formerly Food4Less (Coach Ln in Cameron Park)	16 ft 7 in L x 11.5 ft H	Cam Pk ID 1 major 2 minor	190 sf	50 ft
ForkLift – at entrance	8 ft L x 5 ft H	1 major 2 minor	40 sf	10 ft
El Dorado Hills Town Center (by Nugget Market)	21 ft L x 26 ft 6 in H	Town Ctr ID 4 major	557 sf	59 ft 6 in
El Dorado Hills Town Center (upper sign by Blue Shield)	18 ft L x 8 ft H	EDH TC 3 major	144 sf	23 ft
El Dorado Hills Town Center (lower sign by Blue Shield)	49 ft L x 5 ft H	7 minor	245 sf	8 ft 6 in

Sec. 17.16.070 (J)(4)(b) – Standards for U.S. Highway 50-Oriented Signs

16. Height limit for Multi-Tenant Signs: Commissioner Stewart commented that 60-foot height limit seems too high. Commissioner Pratt commented that height limit should consider site-specific topography and surrounding area (e.g. Kmart sign may be too low; signs on slopes may be too high). **Response:** The 60-foot height limit was based on a comparison of other California jurisdictions identified by the consultant as somewhere close to an average. Review of the sign plans submitted for the multi-tenant signs listed above show that existing multi-tenant signs along U.S. Highway 50 vary in height between 50 feet and just under 60 feet. Staff observed these signs while traveling along U.S. Highway 50 and noted that the recent addition of the ROSS logo to the Prospector's Plaza sign is barely visible from the eastbound lanes. The ROSS lettering is approximately 5 feet 6 inches high, and is the fourth tenant listed from the top. In order for ROSS to be seen from eastbound U.S. Highway 50, the total height of the monument sign would need to be approximately 56 feet. The Commission may recommend a specific sign height limit or "XX feet or the height of the building, whichever is less." However, this height limit does not apply to approved community or uniform sign programs.

Sec. 17.16.070 (K) – Standards for Permanent On-Site Signs and Sec. 17.16.090 (B)(3) – Prohibited Signs

17. Roof Signs: Commissioner Stewart commented that roof signs should be allowed in urban/suburban areas with limitations. **Response:** The Board initially desired to prohibit all roof signs, with the exception of roof-mounted signs in the rural area following a request by the Agricultural community.

Sec. 17.16.080 (E) – Permit Requirements and Review Procedures

18. **Variations:** Commissioner Pratt commented regarding thresholds for variations versus Special Use Permits (SUP) and the possible allowance for signs exceeding development standards to be approved by an SUP versus a Variance. **Response:** Under the proposed Sign Ordinance, the Uniform Sign Program for all new multi-tenant developments allows for a deviation up to 20 percent from the proposed sign standards (see Section 17.16.080[B]) and would require a Special Use Permit (SUP) reviewed and approved by the County Zoning Administrator if all the following findings are met:

1. Issuance of the permit is consistent with the general plan;
2. Proposed use would not be detrimental to the public health, safety and welfare, or injurious to the neighborhood; and
3. Proposed use is specifically permitted by special use permit pursuant to this Title.

All other new individual signs allowed by the Sign Ordinance that do not meet the limitations and/or exceed the sign standards in the proposed Sign Ordinance require a Variance regulated under Section 130.22 of the County's Zoning Ordinance and state law. For a variance to be granted, all of the following findings must be met:

- A. There are exceptional or extraordinary circumstances or conditions applying to the land, building, or use referred to in the application, which circumstances or conditions do not apply generally to land, buildings or uses in the vicinity and the same zone, and have not resulted from any act of the owner or applicant;
- B. The strict application of the provisions of the ordinance requested to be varied would deprive the applicant of the reasonable use of the land or building, allowed for other land in the vicinity and the same zone;
- C. The variance is the minimum necessary for the reasonable use of the land or building;
- D. The variance is in conformity with the intent of this chapter and not detrimental to the public health, safety and welfare, or injurious to the neighborhood.

County processing time and cost for an SUP or a Variance is approximately the same. The SUP is more flexible than a Variance. Section 17.16.080 of the proposed Sign Ordinance includes a Table which shows the different sign permits required for each sign type (see Table 17.16.080.1).