

**COUNTY OF EL DORADO
PLANNING AND BUILDING DEPARTMENT
PLANNING COMMISSION
STAFF REPORT**



Agenda of: February 13, 2020

Staff: Melanie Shasha

Design Review Revision

FILE NUMBER: DR-R19-0001/Holiday Market Signs

APPLICANT: McHale Sign Company, Inc.

REQUEST: A revision to approved Design Review Permit DR99-0004: proposed sign package includes all signs for Holiday Market and Tahoe Paradise Golf Course on the parcel. The signs advertising the Golf Course will be reduced from two to one; the Holiday Market freestanding sign will change in copy only; the two existing wall signs will be combined into a single sign over the entrance, and an additional sign is proposed on the south-side of the building.

LOCATION: East side of US Hwy 50 approximately 450 feet south of the intersection of US Hwy 50 and Apache Ave., in the Meyers area, Supervisorial District 5.

APN: 034-270-049

ACREAGE: 0.98 acre

GENERAL PLAN

LAND USE DESIGNATION: Adopted Plan (AP), Tahoe Regional Planning Agency (TRPA) Regional Plan, (Exhibit C)

ZONING DESIGNATION: Meyers Area Plan – Meyers Community Center 1 (MAP-1) (Exhibit D)

ENVIRONMENTAL DOCUMENT: Categorically Exempt pursuant to Section 15311 “Accessory Structures” of the CEQA Guidelines

RECOMMENDATION: Staff recommends the Planning Commission take the following actions:

1. Find the project Design Review Revision DR-R19-0001 to be exempt from California Environmental Quality Act (CEQA) pursuant to Section 15311 of the CEQA Guidelines;
2. Approve Design Review Revision DR-R19-0001 based on the Findings and subject to the Conditions of Approval as presented.

EXECUTIVE SUMMARY

In April 2018 the existing grocery was acquired by North State Grocery, Inc. The grocer is requesting to revise the onsite wall and monument signs to be consistent with their other locations.

The proposed changes include: reducing the freestanding signs advertising the Golf Course from two to one; change in copy only of the freestanding Holiday Market sign; the two existing Holiday Market wall signs will be combined into a single sign over the entrance, and an additional sign is proposed on the south-side of the building.

This application is being reviewed by El Dorado County pursuant to the expanded Memorandum of Understanding (MOU) with TRPA within the Meyers Area Plan. This staff report makes findings, and lays out conditions of approval for the project consistent with: CEQA, the General Plan, the Zoning Ordinance, the TRPA Code of Ordinances and the Meyers Area Plan. Staff has concluded that all proposed signs in the sign program to be consistent with the requirements except for sign D. Staff recommends approval of the proposed sign package excluding sign D.

OTHER PROJECT CONSIDERATIONS

The existing monument and pole signs advertising the Tahoe Paradise Golf Course were installed in approximately 1965 the same time as the construction of the golf course. The original parking lot agreement was between the golf course and the Tahoe Paradise Homes, also executed in 1965 and recently revised. It allows for shared parking, signage and egress from US HWY 50 to the golf course property. This proposal would reduce advertisement for the golf course from the two existing signs to a single legally existing, nonconforming monument sign meeting the design standards of the Meyers Area Plan.

The proposed sign on the south-side of the Holiday Market building (Exhibit J) is not consistent with the TRPA Code of Ordinances because it does not meet the definition of a wall sign; which requires a public access beneath it when along a street frontage (TRPA Code of Ordinances, Chapter 90: Definitions "Building Frontage"). The sign is also inconsistent with the Sign Provisions of the Zoning Ordinance because only a single sign facing the street frontage is allowed (Zoning Ordinance, 130.36.070.E "Sign Placement"). All other proposed signs for Holiday Market meet the design standards of the TRPA Code of Ordinances, Zoning Ordinance, and Meyers Area Plan.

BACKGROUND / HISTORY

All existing Liras Market signs (Exhibit E) are consistent with the previously adopted Sign Ordinance, the 1993 Meyers Community Plan and the TRPA Code of Ordinances. Those signs were approved with TRPA permits 20021334 and 200704 and County Building permits 129052 and 146760. The change of copy for the existing Liras Market monument sign can be approved with a building permit. This design review is required because of the relocation of the two walls signs to a single wall sign in the architectural feature over the entrance and the addition of a south-side sign.

Early Project Review, the Technical Advisory Committee and the Meyers Advisory Council have all provided comments that support the project. Neither the Department of Transportation (DOT) nor Caltrans District 3 expressed any concern with the project. No comments were received from Lake Valley Fire Protection District, the El Dorado County Sheriff's office or the El Dorado County Historical Museum.

EXISTING CONDITIONS

The current site of Holiday Market was first used in 1851 as a trading post and inn. The site changed owners but remained in use and expanded to include a toll house, pony express stop, and waystation. By 1960 the Tahoe Paradise Corporation had created the roads, golf course, park, commercial zone and infrastructure for the planned subdivision. The surrounding uses include the Tahoe Paradise Golf Course and California Conservation Corps dormitory. The existing signs are shown in Exhibit E.

PROJECT DESCRIPTION

The proposed project consists of a revision to approved Design Review Permit DR99-0004 to adopt a sign package that includes: removal of a nonconforming pole sign B and retention of the legally existing nonconforming monument sign E for the off-site golf course (Exhibit H); copy change of the existing monument sign C from "Lira's Market" to "Holiday Market"(Exhibit I); relocation of two wall signs for Holiday Market facing the frontage to a single wall sign A over the entrance (Exhibit G); and a new sign D on the south-side of the building (Exhibit J). The table below summarizes the proposed changes.

<u>Sign Id: Location</u>	<u>Light Source</u>	<u>Existing Size</u>	<u>Proposed Size</u>
Sign A: Holiday Market Entrance Sign	Internally Illuminated	Two wall mounted signs at a total of 40 square feet	40 square feet
Sign B: Golf Course Pole Sign	Un-illuminated	Estimated at 50 square feet	0.0 square feet
Sign C: Holiday Market Monument Sign	Externally Illuminated	42.3 square feet	42.3 square feet
Sign D: Holiday Market South-Side Wall Sign	Internally Illuminated	0.0 square feet	39.7 square feet
Sign E: Golf Course Monument Sign	Un-illuminated	Estimated at 50 square feet	Estimated at 50 square feet
<u>Total</u>		<u>182.3 square feet</u>	<u>172 square feet with Sign D</u> <u>132.3 square feet without D</u>

STAFF ANALYSIS

All Holiday Market signs in the submittal package are consistent with the Meyers Area Plan except the new sign on the south-side of the building (Exhibit J). Findings for the retention of a single golf course sign are made as part of the TRPA and Meyers Area Plan consistency rationales.

General Plan Consistency: Policy 2.10.1.1 states that the “County shall apply the standards of the Regional Plan for the Tahoe Basin and the Code of Ordinances and other land use regulations adopted for proposed land uses in the Tahoe Basin”. Except for Sign D (Exhibit J), this Design Review revision has been found to be fully consistent with the permitting and review requirements of the General Plan, specifically the sign package is consistent with requirements of the General Plan and TRPA Code of Ordinances and reduces the number of billboards.

Zoning Ordinance Consistency: The Zoning Ordinance states that the sign chapter is not applicable to lands subject to regulatory authority of the Tahoe Regional Planning Agency. However, portions of the sign chapter are used to make findings for the TRPA and Meyers Area Plan consistency rationales.

Design Standards and Guidelines: Pursuant to the MOU with TRPA, the design guidelines used are from the TRPA Code of Ordinances and, where amended, from the Meyers Area Plan.

Environmental Review: This project has been found to be Categorically Exempt from the requirements of CEQA pursuant to Section 15311 of the CEQA Guidelines stating that Class 11 exemptions consist of “construction, or replacement of minor structures accessory to (appurtenant to) existing commercial, industrial, or institutional facilities, including but not limited to: (a) on-premise signs”.

Pursuant to Resolution No. 240-93, a \$50.00 processing fee is required by the County Recorder to file the Notice of Exemption. The filing reduces the statute of limitations for legal challenges to the project from 180 days to 35 days.

SUPPORT INFORMATION

Attachments to Staff Report:

Findings

Conditions of Approval

Exhibit A.....	Vicinity Map
Exhibit B.....	Parcel Map
Exhibit C.....	General Plan Map
Exhibit D.....	Meyers Area Plan Map (Zoning Ordinance Map)
Exhibit E.....	Existing Conditions
Exhibit F.....	Preliminary Site Plan
Exhibit G.....	Proposed Elevation, Holiday Entrance Wall Sign (A)
Exhibit H.....	Proposed Elevation, Tahoe Paradise Golf Monument Sign (B/E)
Exhibit I.....	Proposed Elevation, Holiday Monument Sign (C)
Exhibit J.....	Proposed Elevation, Holiday South-side Wall Sign (D)
Exhibit K.....	2019 Parking Easement Agreement
Exhibit L.....	TRPA Design Review Guidelines Manual Appendix B, Approved Pantone Colors