



Sign Ordinance Update

EL DORADO COUNTY COMMUNITY DEVELOPMENT AGENCY
LONG RANGE PLANNING DIVISION

May 28, 2015 - Planning Commission Hearing

Legistar #13-0086



Overview

- Continuation of Hearing from Planning Commission meeting on March 26, 2015 (Agenda Item 6)
- During the March 26th portion of the hearing, staff provided a full background on the project including:
 - Board Direction & Project Initiation
 - Board Project Goal & Objectives
 - How Project Addresses the Board's Objectives
 - Project Components and Sign Law 101 Presentation
 - Public Outreach and Notification Methods
 - Project Comment Opportunities
 - Project Development Timeline
 - Environmental Review and Proposed Mitigation Measure



Overview

- Following the close of public comments on March 26th, each Commissioner identified topics they wanted to discuss further, and continued the hearing to today.
- The staff memo provided for today's hearing addresses the items identified by the Commissioners. The memo:
 - Provides clarification on identified topics
 - Identifies defined terms for possible inclusion in the Definitions section as suggested by the Commission and public
 - Captures the policy topics identified by the Commission for further discussion, and
 - Does not include new staff recommendations, nor does it change staff's recommendations presented in March



Commission's Recommendation

- Staff's recommendation from March 26th is a starting point for the Commission's deliberations
- The Planning Commission's recommendation may include:
 - Specific identified language changes (captured in track changes - underline and strikeout)
 - More general recommendations that capture the Commission's intent but don't identify specific language changes
 - A combination of specific and general
- PC recommendation for Board action scheduled for July 28, 2015



Staff Recommendation from March 26th

1. Adopt Resolution Certifying the EIR to amend County Zoning Ordinance Chapter 130.16 (see *Exhibits A, G & H*); Make Findings of Fact and Issue Statement of Overriding Considerations (see *Exhibit A-1*)
2. Adopt Resolution 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 (see *Exhibit B*)
3. Approve final draft Sign Ordinance Update with the recommended mitigation measure (see *Exhibits D, E & F*)
4. Adopt Mitigation Monitoring and Reporting Program (see *Exhibit C*)



Draft Sign Code Clarification Items

Description	Sec. 17.16.
1. Urban versus Suburban terminology	.010
2. Curb Painting of Property Address Nos.	.030 (A)(6)
3. Tourist Industry definition	.060 (A)
4. Sign Area Figures 17.16.070(.A) and (.B)	.070 (B)(1)
5. Freestanding Sign Area Figure 17.16.070.C	.070 (B)(3)
6. Lighting Restrictions for Awning Signs	.070 (H)(2)(d)
7. 1,000-foot sign separation restriction for U.S. Highway 50-Oriented Signs	.070 (J)(1)(a)
8. Compliance and enforcement	.100
9. Damaged signs (% of sign loss due to fire, etc.)	.100 (C)(4)



Draft Sign Code Clarification Items

10. Brightness Level Standard for On-Site Digital Signs .100 (C)(4)

- Staff researched and confirmed **0.3 foot-candles above ambient light conditions** is recommended standard for eye illuminance level of low ambient electric light that is unlikely to be objectionable to most persons*
- Currently adopted by at least 168 jurisdictions nationwide, 7 State DOTs and the U.S. Territory of Puerto Rico

*Source: *“Recommended Night-time Brightness Levels for On-Premise Electronic Message Centers (EMC’s),* October 2013 (based on 2008 research by Ian Lewin, Ph.D., Lighting Sciences, Inc., Scottsdale, Arizona)



Draft Sign Code Clarification Items

Brightness Measurement Methodology Distance Formula for Electronic Message Centers (EMC's) based on the Sign Area

- Staff researched and confirmed formula per Draft EIR Mitigation Measure 3.1.4 is sign industry standard used to measure illuminance of EMC's with sign faces of various sizes
- **Measurement Distance = $\sqrt{\text{Area of Sign Sq. Ft.} \times 100}$**

Source: *"Recommended Night-time Brightness Levels for On-Premise Electronic Message Centers (EMC's),* International Sign Association, October 2013 (based on research by Dr. Ian Lewin, Ph.D., Lighting Sciences, Inc., *"Digital Billboard Recommendations and Comparisons to Conventional Billboards,"* 2008)



Draft Sign Code Clarification Items

Brightness Measurement Formula 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.





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)

Supporting Documentation

- Staff memo contains detailed list of studies, reports, research papers, articles and other publications reviewed by staff/consultant in preparing the draft Sign Ordinance Update, Draft EIR, CEQA Findings of Fact and Statement of Overriding Considerations.
- References to specific documents to be added to the CEQA Findings of Fact / Statement of Overriding Considerations for 7/28/15 Board meeting.



Additional Terms and Definitions

The following terms and definitions were proposed by the Commission and public for inclusion in the Definitions Section 17.16.120 of the draft Ordinance

- ✓ Banner
- ✓ Commercial Directional Sign
- ✓ Digital Display - added EMC's
- ✓ Feather Banner
- ✓ General Advertising for Hire
- ✓ Mobile Billboard
- ✓ Gas Pricing Signs - revise to Motor Vehicle Fuel Pricing Signs
- ✓ Moving Sign
- ✓ Sign Twirler
- ✓ Vehicle Sign



Policy Items

- Items identified by the Commission for deliberation and potential recommendation to Board for revisions to proposed Sign Ordinance
- Substantive changes to project description may necessitate additional environmental review and potential recirculation of the Draft EIR.



Policy Items

Description	Sec. 17.16.
1. Whether CSD's should be exempt?	.030 (A)(7)
2. Motor Vehicle Fuel Pricing Sign height limit?	.030 (A)(8)
3. Trespass Sign Spacing (200 feet apart)	.030 (B)(5)
4. Real Estate Sign Height Limit (5 feet)	.030 (B)(6)(a)
5. On-Site Directional Sign Height Limit (Urban 3-1/2ft, Rural 12ft)	.030 (B)(8)
6. Off-site Commercial Directional Signs along rural private roads	.30 (B)(9)
7. Political Election Signs (3 weeks to reduce signs to 6 sf limit)	.030(B)(10)(b)
8. A-Frames (limit display to daylight hours only)	.050 (A)(3)
9. Sign Twirlers (prohibit or allow with/without limitations)	?
10. Feather Banners (prohibit, or allow with or without limitations)	.050



Policy Items

Description	Sec.17.16.
11. Community Sign Programs (allow CSDs to regulate their own ?)	.060 (A-C)
12. Community Identification Sign Size Limit (250 sf)	.060 (B)
13. Illumination of non-digital signs (standards for regulating brightness)	.070 (A)(2)(a-e)
14. Illumination of Interior Signs (standards for regulating brightness)	.030 (A)(2)
15. U.S. Hwy 50-Oriented Sign Area Limit (200 sf for multi-tenant)	.070 (J)(3)(a)
16. U.S. Hwy 50-Oriented Sign Height Limit (60 ft for multi-tenant)	.070 (J)(4)(b)
17. Roof Signs (allow in Community Regions with limitations)	.070 (K)
18. Variances versus SUPs (allow SUPs for more signs than only Uniform Sign Programs)	.080 (E)



Sign Face: 14 ft L x 22 ft H (308 sf)
Structure Height: 50 ft



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

SAFeway CENTER, MISSOURI FLAT ROAD



Sign Face: 20 ft L x 24 ft H (480 sf)
Structure Height: 50 ft

ROSS sign not visible from Hwy 50
eastbound lane



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

PROSPECTOR'S PLAZA, MISSOURI FLAT RD



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

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

EL DORADO HILLS TOWN CENTER



EDH Town Center Sign Face:
 18 ft L x 8 ft H (144 sf)
 Structure Height: 23 ft

Tenant Signs (7): 49 ft L x 5 ft H (245 sf)
 Structure Height: 8-1/2 ft



U. S. Hwy 50-Oriented Multi-Tenant Sign

U.S. HWY 50 EASTBOUND (BEHIND BLUE CROSS CORP HQ)



Sign Face: 16' 7" L x 11' 5" H (190 sf)
Structure Height: 50 ft

Multi-Tenant Signs

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

47 ft L x 10 ft H (470 sf)



Community Identification

U.S. HIGHWAY 50 EASTBOUND TOWARD LATROBE RD



15 ft L x 15 ft H (225 sf)



25 ft L x 5 ft H (125 sf)



35 ft H

14'4" L x 5' H (72 sf)

Community Identification

COOL, CAMERON PARK, SHINGLE SPRINGS



Community Event Sign

DUROCK / SOUTH SHINGLE RDS



A-Frame Signs

K-MART/MISSOURI FLAT RD & MOTHER LODE/S.SHINGLE



Banner Signs

CAMERON PARK DR/COACH LN & MOTHER LODGE/S. SHINGLE



Feather Banners

MISSOURI FLAT RD, SOUTH SHINGLE/DUROCK RDS



Off-Site Commercial Directional Signs

FAIRPLAY VINEYARDS/WINERIES



Structure Height: 10 ft



Sign Face: 5'7" L x 5'9" H (28 sf)

Motor Vehicle Fuel Pricing Signs

SAFEWAY CENTER, MISSOURI FLAT ROAD

Sign Face: 4'2"L x 12'6"H
Structure Height: 15 ft



Motor Vehicle Fuel Pricing Signs

MOTHER LODE DR / SOUTH SHINGLE RD

Sign Face: 5'9"L x 8'10"H
Structure Height: 40 ft



Motor Vehicle Fuel Pricing Digital Sign

U.S. HWY 50 / CAMBRIDGE RD



Motor Vehicle Fuel Pricing Signs

CAMERON PARK DR / COACH LN



Structure Height: 5 ft

Real Estate Sign

CAMERON PARK DR / COUNTRY CLUB DR



Mobile Billboard, Moving Sign (Prohibited)

DUROCK / SOUTH SHINGLE RDS



U.S Hwy 50-Oriented Signs

CAMERON PARK DRIVE EASTBOUND OFF-RAMP



General Advertising for Hire Billboards

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



Person



Sign Twirlers



09.04.11

Mannequin

Sign Twirlers

COURTESY OF BING IMAGES ARCHIVE

Next Steps

Description	2015			
	May	July	Aug	Sep
Planning Commission Recommendation Today 5-28-15 to take to the Board on 7-28-15	◆			
Board Public Hearing 7-28-15 (Certify EIR, Approve GP Amendment & Sign Ordinance Update, Adopt Mitigation Monitoring and Reporting Program		◆		
Ordinance effective 30-days after Board approval			◆	
Ordinance Code updated on Municode				◆

