



# COMMUNITY DEVELOPMENT AGENCY

## LONG RANGE PLANNING

2850 Fairlane Court, Placerville, CA 95667  
Phone (530) 621-4650, Fax (530) 642-0508

### COUNTY OF EL DORADO

#### NOTICE OF PREPARATION AND NOTICE OF PUBLIC SCOPING MEETING

#### DRAFT EIR FOR SIGN ORDINANCE UPDATE

**FILED**

OCT 01 2014

Date: October 1, 2014

To: Interested Parties

From: El Dorado County Community Development Agency

Subject: Notice of Preparation of an Environmental Impact Report for the Sign Ordinance Update  
(SCH # 2014102001)

WILLIAM E. SCHULTZ, Recorder-Clerk

By 

The County of El Dorado (County) is the lead agency under the California Environmental Quality Act (CEQA) for preparation of an environmental impact report (EIR) for the comprehensive update to the County Sign Ordinance (Zoning Ordinance, Title 17, Chapter 17.16). The purpose of this notice of preparation (NOP) and notice of public scoping meeting is to solicit comments from public agencies and interested persons regarding the scope and content of the environmental information and analyses, including the significant environmental impacts, reasonable alternatives, and mitigation measures that should be included in the draft EIR.

One public scoping meeting is required to be held during the 30-day public review period of the NOP. The meeting has been scheduled on **Thursday, October 23, 2014, at 6:00 p.m.** in the Planning Commission Hearing Room, 2850 Fairlane Court, Building C, Placerville, CA 95667. County staff will provide a brief overview of the project, followed by a question and answer session and an open house.

All interested parties are invited to attend the public scoping meeting and to submit written comments on the environmental issues that will be analyzed in the EIR. Due to time limits mandated by state law, written comments to this NOP must be received by the County within 30 days of the date of this notice, but not later than **5:00 p.m. on Friday, October 31, 2014**. There will be another opportunity to submit detailed comments when the draft EIR is released for public review.

Please email, fax, mail or hand deliver your comments to:

Anne Novotny, Senior Planner

El Dorado County Community Development Agency, Long Range Planning  
2850 Fairlane Court, Placerville, CA 95667

**Email:** [anne.novotny@edcgov.us](mailto:anne.novotny@edcgov.us)

**Fax:** (530) 642-0508

The project location, project description, proposed entitlement requests, and potential environmental effects of the proposed Sign Ordinance Update are summarized in the attached materials. For more information, visit the project website at:

[http://www.edcgov.us/Government/LongRangePlanning/LandUse/Sign\\_Ordinance\\_Update.aspx](http://www.edcgov.us/Government/LongRangePlanning/LandUse/Sign_Ordinance_Update.aspx)



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### NOTICE OF PREPARATION OF A DRAFT ENVIRONMENTAL IMPACT REPORT (EIR) FOR THE SIGN ORDINANCE UPDATE

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**Project Location:** El Dorado County is located in the Sierra Nevada Mountains in east-central California. The terrain varies from a portion of Folsom Lake and rolling foothills in the western portion of the county to the high mountain peaks, Lake Tahoe, and the Nevada state line to the east. The County's landscapes include rolling rangeland, oak woodlands, vast forests, canyons, and high-altitude alpine terrain. The proposed Sign Ordinance Update (Project) will be implemented throughout the unincorporated areas of El Dorado County with the exception of lands in the Tahoe Basin subject to the regulatory authority of the Tahoe Regional Planning Agency

**Project Description:** The proposed project consists of the adoption and implementation of an update to the County's existing Sign Ordinance (Chapter 17.16 of the Code of Ordinances) and related General Plan amendments to Objective 2.7.1 and Policy 2.7.1.2 as approved in Resolution of Intention to Amend the Sign Ordinance (Resolution No. 106-2014). The proposed update to the Sign Ordinance would ensure that signs are consistent with the visual and aesthetic goals and policies set by the El Dorado County General Plan to protect the County's visual character and scenic landscapes. The County's intentions in updating the Sign Ordinance are as follows:

- A. Promote economically stable and visually attractive communities within the County;
- B. Promote signs and graphics that are attractive, pleasing, and harmonized with the physical character of the structure and environment of surrounding properties;
- C. Recognize the distinct signage needs and applications in the County's designated urban and rural areas through distinct sign regulations;
- D. Prevent an inadvertent favoring of commercial speech over noncommercial speech or favoring of any particular noncommercial message over any other noncommercial message;
- E. Protect viewsheds in designated scenic corridors;
- F. Encourage individuality among communities and businesses through signage;
- G. Encourage consolidation of signs to reduce visual clutter;
- H. Improve traffic safety and the smooth and efficient flow of pedestrians, bicyclists and vehicles to their destinations; and
- I. Direct persons to various activities and enterprises, in order to provide for maximum public convenience.



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The existing Sign Ordinance is broadly written and currently provides limited guidance that would help the County achieve its goal to protect the visual character of the County, while promoting the use of signs for business and for conveying important information to the public. The existing Sign Ordinance restricts signs from looking too much like traffic signs, creating a safety hazard, lighted signs that blink or cause objectionable glare, moving signs, and three-dimensional signs. Minor restrictions are also placed on the number of signs and where they may be located, such as in a public right-of-way or off-premises.

The proposed Sign Ordinance Update would generally be more restrictive than the existing ordinance and provides specific sign development and design standards regarding sign type, sizing, quantity, location placement, illumination, etc. The intent of the standards is to ensure that signage is consistent with its physical surroundings and does not detract from the surrounding visual character or cause safety hazards. Additionally, the proposed update generally prohibits all off-site commercial signage (e.g. billboards) on private property. The proposed update also provides for the use of electronic (digital) signs that may use animation, flashing, scrolling, or video screens under certain conditions. This change will be addressed in the draft EIR.

An update of the County's Sign Ordinance itself would not create impacts on the physical environment. However, implementation of the Sign Ordinance Update would result in changes to the visual character of signs that could be placed within the county. The draft Sign Ordinance Update can be viewed at the El Dorado County Community Development Agency, Long Range Planning, 2850 Fairlane Court, Placerville, CA 95667; or online on the County website at:

[http://www.edcgov.us/Government/LongRangePlanning/LandUse/Sign\\_Ordinance\\_Update.aspx](http://www.edcgov.us/Government/LongRangePlanning/LandUse/Sign_Ordinance_Update.aspx)

**Proposed Entitlement Requests:** The proposed project is intended to bring the Sign Ordinance into compliance with the General Plan. The project would not require any new entitlements.

**Potential Environmental Effects:** Based on a preliminary environmental analysis of the project, the potential significant impacts that may occur as a result of implementation of the proposed Sign Ordinance update are related to aesthetic/visual resources. The draft EIR may address additional impacts, based on the comments received on the NOP and at the public scoping meeting. Comments and suggestions are requested regarding the environmental issues that will be analyzed in the EIR.