



Cameron Park Design Review Committee





130.60.000 Table of Contents

Section No. Sub-Section	Section Title	Page
130.16.010	Purpose and Applicability	3
A	Purpose	3
B	Applicability	3
130.16.020	General Sign Requirements	3-4
G.1	Exceptions to Limitations	3
G.2	Finding for Approval of an Exception	3-4
H	Administrative Adjustments	4
I	Reduction in Permitted Signage	4
130.16.030	Exemptions	4-5
B	Exempt Signs with Limitations	4-5
130.16.050	Temporary Signs	5
130.16.060	Community Sign Programs	6
130.16.070	Sign Development and Design Standards	6-
A.2	Sign Illumination	6
B	Sign Area Measurement Procedures	6
C	Sign Height Measurement	6-7
E	Sign Placement	7
Table 130.16.070.1	Signage Standards for Permanent On-Site Signs	8
H	Design Standards for Specific Sign Types	9-19
130.16.080	Permit Requirements and Review Procedures	20
E	Variances	20
130.16.090	Prohibited Signs	20-21
130.16.100	Illegal, Abandoned and Nonconforming Permanent Signs	21
B	Abandoned Signs	21
C	Nonconforming Signs	21
D	Unsafe Signs	21
130.16.120	Definitions	21-23



130.16.010 Purpose and Applicability

- A. Purpose.** The Cameron Park community recognizes that signs are an integral part of the built environment and, as such, can enhance or detract from the image and character of the community. The purpose of the Sign Standards is to:
1. Ensure high standards of design and construction of visually effective and aesthetically pleasing signs are maintained for all signs in Cameron Park;
 2. Protect and preserve the visual beauty, scenic views and ambiance of the Cameron Park community through the control of the number, size and types of signs;
 3. Promote signage that enhances the architecture of a building and its environment; and
 4. To carry out the mandate of the County Sign Ordinance which states, "C. Recognize the distinct signage needs and applications in the County's designated Community Regions and rural areas through distinct sign regulations."
- B. Applicability.** This Article shall apply to all property and land within the Cameron Park Community region as delineated in the General Plan Land Use Map, as well as those areas delineated on the attached map (Appendix A) which reflect the natural visual extension of the Cameron Park environment. No person, firm, corporation or other entity, that owns, occupies, or controls property in the Community of Cameron Park shall construct, maintain, display, alter or cause to be constructed, maintained, displayed or altered, a sign within the Community except in conformance with these standards. Where a conflict exists between these standards and other officially adopted policies, ordinances and regulations, the more restrictive shall apply.

130.16.020 General Sign Requirements

- G.1. Exceptions to Limitations.** Unusual site conditions or other design factors may warrant signs not otherwise permitted by these standards. A sign permit application which includes a request for exceptions to standards established by these standards is subject to Design Review Committee review and all requests for exceptions shall include reasons for the request.
- G.2 Findings for Approval of an Exception.** Granting an exception to the Sign Standards must be based on the following factors:
- A.** The exception is consistent with the purpose of the Sign Standards (130.16.010) and will not constitute a grant of special privilege or entitlement inconsistent with limitations applied to other properties in the vicinity with the same zoning; and,
 - B.** The sign exception is for superior design or artistic creativity, will not result in visual clutter and is consistent with the intent and purpose of these Sign Standards; and,



C. There are exceptional or unusual circumstances applying to the property involved which do not apply generally to properties in the vicinity with the same zoning, such as, but not limited to:

1. The presence of a legal, nonconforming use;
2. Visual obstructions;
3. Unusual building location on-site;
4. Unusual building design, architectural style, or historic significance.

H. Administrative Adjustments. Requests for modifications of the Cameron Park Sign Standards shall be referred to the Cameron Park Design Review Committee for their recommendation. The Planning Director may administratively reduce the setback requirement or increase the permitted sign area if such modifications are minor, not more than twenty-five (25) percent, and it is determined that no practical alternative exists, that the purposes of the ordinance would not be compromised and that no detrimental impact would result. Should the Planning Director not be supportive of the requested modifications, the modification may be denied or referred to the Planning Commission. The Planning Director's approval or denial action may be appealed to the Planning Commission. The action by the Planning Commission shall be final.

I. Reduction in Permitted Signage. An approved Master Sign Program or the conditions of approval for a site plan review, administrative use permit, conditional use permit, variance, or planned development may further regulate or reduce the permitted sign area, number of signs, height, location, color, material or design of signs in addition to the regulations contained with the Cameron Park Sign Standards.

J. Conditional Use Permits

For Highway 50-oriented signs, a Conditional Use Permit shall be required in order to:

1. Insure compatibility with the surrounding environment,
2. to insure that visual clutter will not result,
3. to insure that the sign does not block the view of other signs;
4. to insure that the sign does not interfere with scenic views; and
5. to insure that the sign is no taller than necessary to adequately advertise the business.

130.16.030 Exemptions

The following signs are exempt from the Cameron Park Sign Standards, but may be subject to other codes enacted by the State, Federal Government or the County of El Dorado.

B. Exempt Signs With Limitations. The following signs are exempt from Sign Permit requirements, provided that they meet the size, height, duration, and/or maximum number limitations listed below.



- A. Construction Signs:** A maximum of 4 signs located on construction sites not exceeding 16 square feet each, while a valid construction permit is active. For commercial and residential projects on sites 3 acres or larger, the maximum exempt sign area is 32 square feet per sign.
- B. Gasoline Price Signs:** As required by State and Federal law, not more than one price sign for each street frontage, not to exceed 20 square feet each sign and subject to height, and setback limits established by zoning district and when designed as part of a monument sign.
- C. Directional Signs:** Only directional signs that are devoid of any advertising, logos, or other commercial message.
- D. Commercial Real Estate Signs:** Not to exceed 8 feet in height.

130.16.050 Temporary Signs

- A.3 Temporary Sandwich Board Signs:** Temporary Sandwich board signs with an area not to exceed 6 square feet and located within 5 feet of an entrance to a building and which do not interfere with vehicular circulation or accessibility for disabled persons.



130.16.060 Master Sign Program

- E. The Cameron Park Design Review Committee may approve a sign program for a particular development or property. In this case, the requirements of the sign program supersede Sections 130.16.070 and 130.16.090 of these Sign Standards. Prior to submitting a sign permit application to the Planning Department under a sign program, the program must have been reviewed by the Design Review Committee.

130.16.070 Sign Development and Design Standards

A.2 Sign Illumination

In order to preserve the beauty of the night sky and to reduce visual glare, the following shall apply:

1. Signs shall not be illuminated after 10:00 p.m. or close of business, whichever is later.
2. Signs may be illuminated no earlier than 6:00 a.m. or the opening of business whichever is earlier.
3. All internally illuminated signs, including monument signs, walls signs and projecting signs shall avoid the use of stark contrasts (e.g., black on white) and fluorescent colors, subject to compliance with sign standards.

B Sign Area Measurement

The sign area is calculated by determining the number of square feet of the smallest rectangle(s) within which a sign face can be enclosed. In determining the area of an individual sign that has more than one face (e.g. a monument or projecting sign), the single sign face with the greatest area shall be used. For irregularly shaped signs or signs with cursive individual letter, the area of the sign may be calculated by using no more than an eight sided polygon. The total sign area is the sum of all individual sign areas.

C Sign Height Measurement

For square or rectangular-shaped signs, the height of a sign shall include its base, frame and any appurtenances, lighting etc. If, in the case that the grade surrounding a monument sign is higher than the adjacent sidewalk or right-of way, the height of the monument sign shall not exceed more than 6 feet above the adjacent right-of-way or sidewalk or 4 feet in height, whichever is greater. In addition, the height of monument sign shall not exceed 6 feet above the adjacent, building grade.

In the case that the grade surrounding a monument sign is lower than the adjacent sidewalk or public right-of-way, the monument sign may be 6 feet higher than the grade of the adjacent sidewalk or public right-of-way.



E Sign Placement

Location of Building-Attached Signs. A building sign may not be located on any portion of a roof or eave, nor shall it project above the highest point of roof or eave of any building. For additional height requirements refer to Table 130.16.070.1.

Table 130.16.070.1 Signage Standards for Permanent On-Site Signs

The following are more restrictive requirements to Ordinance 5025 Community Region Area Signage Standards for Permanent On-Site Signs (Tables 130.16.070.1a, 130.16.070.1b, 130.16.070.1c, 130.16.070.3):

Zoning District	Allowable Sign Types	Building-Attached (restricted to one of the following sign types)	Freestanding	Illumination	Special Restrictions
Residential	Monument	Not Allowed	Monument Sign – Not to exceed 24 square feet of copy with a maximum height of 6 feet.	Refer to Section 130.16.070-A.2	Multi-family and Neighborhood Developments Only
			Directory Signs – 1 maximum not to exceed 12 square feet and a letter height of 6 inches.		Multi-family Only
Commercial and Industrial	All Sign Types	Wall Signs – 1 sign per tenant space per street frontage, not to exceed 15 percent of building face.	Monument Sign – Not to exceed 24 square feet of copy with a maximum height of 6 feet.	Refer to Section 130.16.070-A.2	When adjacent to a vehicle access point to a roadway, the setback shall be at least 10 feet.
		Window Signs – Up to 25% coverage permitted.	Shopping Center Identification Signs – Not to exceed a height of 16 feet.		1. To be used in lieu of Monument Sign. 2. Not allowed at Industrial Zones
		Awning Signs – When placed on skirt of awning, 1 per tenant space not to exceed 25 percent of the awning face.	Directory Signs – 1 maximum not to exceed 12 square feet and a letter height is 6 inches.		
		Projecting Signs – 1 per tenant space not to exceed 8 square feet.			
		Hanging and Suspended Signs – 1 per tenant space not to exceed 8 square feet.			



H Design Standards for Specific Sign Types

In general all signs are to be constructed of durable, natural materials and be consistent with the architectural style and aesthetic of the building or development and the character of the Cameron Park Community in the Sierra Nevada foothills. This section is intended to be used in conjunction with other standards contained in these Sign Standards. In no case may the maximum number or size of signs, or their illumination levels, exceed the standards provided by Table 130.16.070.1 and Section 130.16.070-A.2 of these standards, respectively.

A. Wall Signs



Signage Standards

Wall signs include most types of signage that are attached to the face of a building wall. Wall signs should be oriented to achieve balanced composition and harmony with other architectural elements of a building façade or windows. Wall signs should be installed flush with the building surface and should not be placed over architectural building features.

Location

At least one (1) wall sign shall be located on a building face that has a public entrance.



B. Window Signs



Signage Standards

Window signs should be scaled to the pedestrian and oriented to window shoppers on the sidewalk, as opposed to vehicles passing by. Window signs should be limited to small graphics and text that serve to frame a window or to provide information. A window sign should not obscure the view into a store or place of business.

Location

There is no specific location requirement or limit to the number of window signs allowed. A window sign is a sign that is painted on or attached to a window or located within 12-inches of the face of a window. Window signs do not include business hours of operation or open/closed signs. Window displays, including merchandise displays, graphics and text, that are located more than 12 inches from the face of a window are not considered signs for the purposes of these standards.



C. Awning Signs



Signage Standards

Signage is to be an integral part of the awning and limited to the skirt of the awning. Signage may be placed on the awning face if there is no other adequate location for signage. The area of a sign located on an awning shall be counted toward the total sign area permitted for an establishment.

Location

Signs may be located on awnings subject to size criteria. Awnings must maintain a minimum clearance of 8 feet above any public right-of-way or private sidewalk area.



D. Projecting Signs



Signage Standards

Projecting signs are attached to a building face and project out perpendicular to the building wall or 45 degrees if located at the building corner. Projecting signs are very effective when oriented to pedestrians on the sidewalk level and are encouraged. Appropriate materials include wood and metal with carved or applied lettering, or any other material that is architecturally compatible with the building to which the sign is attached. Multiple projecting signs shall not be installed within 10 feet of each other if on the same property and shall be separated from projecting signs on adjacent properties by at least 10 feet to insure adequate visibility.

Location

Projecting signs must be attached to building façades that have a public entrance and must maintain a minimum clearance of 8 feet above the public right-of-way or private sidewalk area.



E. Hanging and Suspended Signs



Signage Standards

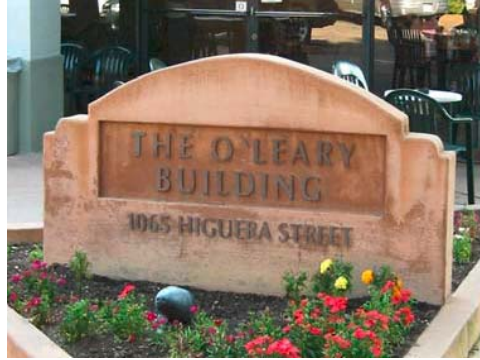
Hanging signs, or suspended signs, may be used to help define entries and identify business names to pedestrians. They shall be small and can hang over a building entry if the appropriate clearance is provided. Hanging signs can be particularly useful for storefronts that have multiple tenants.

Location

Hanging or suspended signs must be attached to building façades that have a public entrance and must maintain a minimum clearance of 8 feet above any public right-of-way or private sidewalk area.



F. Monument Signs



Signage Standards

Monument signs shall be used where building setbacks, orientation or design make it difficult to provide other types of signage, such as wall signs, that are plainly visible to people that are trying to identify a use. Monument signs shall have a solid base that the sign face is installed upon or above. The style of the sign and its base are to be consistent with the architecture of the buildings on the site. They are typically oriented perpendicular to the adjacent street and sidewalk and have a maximum of two sign faces.

Location

Monument signs may be located in required street yards for any given zone, subject to the approval of the El Dorado County Planning Director, and when they do not impair line of sight, vehicle, or pedestrian safety. For new developments, the location of monument signs must be reflected as part of the planning application.

Size

Where two or more uses are located on the same premises, the sign area for monument signs must be shared. The largest single sign face is used to calculate the area of monument signs, regardless of whether it is single or double faced.



Landscaping

Accent landscaping shall be incorporated around the bases of all monument signs, extending beyond the sign a minimum of 6 feet in all directions and must be reflected on all discretionary planning development applications.

Gas Stations (including State Regulatory Signs)

Signs associated with gas stations, including State regulatory signs, shall be placed within a solid base faced with naturally occurring materials. Signs composed of individual letters are encouraged with back lit or indirectly lit individual letters. Ground mounted monument signs are encouraged.



G. Murals



Signage Standards

Certain building walls present opportunities for murals. Murals do not contain text, unless relevant to the subject of the mural, or any specific commercial message. Murals that do not contain text or any specific commercial message can be considered public art and are not counted toward allowable sign number of area. There is no specific limit on the number of murals permitted. Murals are subject to the approval of the Cameron Park Design Review Committee.

Location

Murals may be located on any building wall.

Size

Murals may be any size, subject to the approval of the Cameron Park Design Review Committee..

Zoning

Murals may be located in all zones, subject to the approval of the Cameron Park Design Review Committee.



H. Shopping Center Identification Signs



Signage Standards

Shopping center identification signs shall be compatible with the design theme of the development. They may identify multiple tenants, but larger shopping centers with more than 5 tenants shall avoid listing all individual tenants, other than the project anchors, to avoid sign clutter. The sign structure shall contain elements of the design theme of the buildings in the center. Shopping Centers shall have master sign programs that shall be adhered to by each new tenant.

Landscaping

Accent landscaping shall be incorporated around the sign base, extending beyond the sign a minimum of 4 feet in all directions.



I. Flags



Signage Standards

Flags shall be limited to official government flags and shall be sized appropriately for the height and diameter of the proposed pole.

Location and Number

Flag poles shall be located outside of required setback areas. Only one flag pole is permitted per premises.

Size

The size of the flag shall commensurate with the height and diameter of the pole as follows:

Ground Set Poles		Roof-Mounted Poles	
Exposed Pole Height	Flag Size	Exposed Pole Height (Ground to Top of Pole)	Flag Size
15'-20'	3'x5'	15'	4'x6'
25'	4'x6'	20'-30'	5'x6'
30'	5'x6'	30'	5'x6'



J. Directory Signs



Signage Standards

Directory signs may be used for multi-tenant buildings to provide a directory of tenant locations within the building. They may also serve as the address sign for the property. Directory signs shall be of a small scale and oriented to pedestrians.

Location

Directory signs may be freestanding or may be fixed on an exterior wall.



130.16.080 Permit Requirements and Review Procedures

When applications for new development or additions to existing developments are submitted to the County for review, plans shall reflect sign size, number and placement. This requirement will insure that the signs are consistent with the architecture of the building, do not conflict with parking lot light standards, do not interfere with vehicular circulation or visibility, and are included as an integral part of the landscaping plan.

E. Variances

Signs which do not fall under exceptions category may be considered under the provision of a variance. The purpose of the County's Variance provision is to authorize, in specific cases, departure from the terms of the County's Zoning Ordinance if not contrary to the public interest where, owing to special conditions that would otherwise interfere with adequate visibility of the sign. Applications for Variances shall be processed in accordance with Chapter 17.22 of the Zoning Ordinance after being referred to the Cameron Park Design Review Committee for their recommendation.

Applications for sign variances shall be referred to the Cameron Park Design Review Committee for their recommendation. If the action of the Design Review Committee supports approval of the variance, the Planning Director, or the Planning Commission upon referral by the Director may grant a Variance only when it can be determined that there are special conditions or circumstances peculiar to the property involved in terms of topography or physical obstructions that would prevent adequate visibility of a sign placed in accordance with the El Dorado County Sign Ordinance and the Cameron Park Sign Standards, no practical alternative exists, and the purposes of the Ordinance would not be compromised. If the action of the Design Review Committee does not support approval of the variance application, the application may be referred to the Planning Commission. The action by the Planning Director is final unless appealed. The action of the Planning Commission shall be final.

130.16.090 Prohibited Signs

The following signs are prohibited. The Community of Cameron Park has a compelling interest to prohibit the following signs to further the Purpose (130.16.010) of these Sign Standards.

- A. Attention Getting Devices:** Pennants, streamers, spinners, "feather" banners, balloons, inflatable signs, search lights, beacons, flashing lights or messages and other similar attention-getting devices, unless authorized in conjunction with a temporary use permit or special event permit.
- B. Backlit / Internally Illuminated Translucent Awning Signs:** Any sign located on an awning that is translucent or semi-transparent and illuminated from a light source under or within the awning.



- C. Billboards and Off-Premise Signage (a.k.a. Outdoor Advertising Displays and Off-Site Signs):** Outdoor advertising displays such as billboards and all off-site commercial signs are prohibited.
- D. Highly Reflective, Fluorescent and Neon Signs:** Signs made wholly or partially of highly reflective material and fluorescent, neon or day-glow painted signs.
- E. Signs that Block Ingress or Egress:** Any sign placed or maintained so as to interfere with free ingress to or egress from any door, window or fire escape, or vehicle access.
- F. Simulated Traffic Signs:** Any sign which simulates or imitates in size, color, lettering or design any traffic sign or signal, or which makes use of words, symbols or characters in such a manner as to interfere with, mislead, or confuse pedestrian or vehicular traffic.
- G. Vehicle and Trailer Signs:** Signs attached or painted to vehicles or trailers and parked in a position and location with the primary purpose of displaying the sign.
- H. Free Standing Pole Signs.**
- I. Internally illuminated conventional plastic faced box or cabinet signs.**
- J. Electronic Message Centers.**

130.16.100 Illegal, Abandoned and Nonconforming Permanent Signs

- B. Abandoned Signs.** Any sign, including its supporting structure, which no longer identifies the current occupant after a lapse of 60 days, shall be deemed an abandoned sign and shall be removed by the owner of the property on which it is located.
- C. Legal Nonconforming Signs**
 - 2. Maintenance and Repair.** All signs, including legal nonconforming signs, must be maintained in the same condition as when the sign was installed. Normal wear and tear of aged signs shall be repaired when they detract from the visible quality of the sign. When signs are repaired, they must be done so in a manner (paint colors shall match, etc.) that is consistent with the approved sign permit or Cameron Park Design Review Committee approval for the sign. When signs are removed, the wall behind the sign shall be repaired and painted to match the rest of the building wall.



130.16.120 Definitions

As used in this Article, the following terms and phrases are defined as follows:

“Attention-getting device” Any sign with moving parts, flashing lights, and/or neon colors, or signs incorporating pennants, streamers, large helium balloons or any similar visual device used for the purpose of drawing attention.

“Building face” The building face means a side of the building excluding the roof, typically the side of the building facing the public right-of-way or with a public entry.

“Commercial zone” Commercial zone refers to all non-residential zones, regardless of how the property is actually used.

“Design Review” Refers to the Design Review process as defined in the El Dorado County General Plan, its amendments, Ordinances and Policies

“DRC” or “Design Review Committee” The Committee with the jurisdiction to perform Design Review, per the El Dorado County General Plan, its amendments, Ordinances and Policies. When these Sign Standards refer specifically to the DRC or Design Review Committee, review by the Committee is required.

“Illegal sign” An illegal sign is any sign which does not meet the requirements of this code and which has not received legal, nonconforming status.

“Major Street Frontage” A major street frontage is any major two-lane or larger road as defined in the County’s Transportation and Circulation Element.

“Non-conforming” A non-conforming sign is a sign which was erected legally, but which does not now comply with these subsequently enacted Sign Standards.

“Outdoor advertising display” An outdoor advertising display is a sign, such as a billboard, that advertises a product or display

“Premises” Premises means a lot or series of lots under common ownership and/or developed together as a single development site, regardless of how many uses occupy the site.

“Public entrance” The public entrance is one or more places of entry to a premises that are accessible to the general public.

“Prohibited” Those signs and its attendant features which are inconsistent with Community Standards.

“Sign face” The sign face is the visible portion of the sign, including all characters, symbols, and structural or nonstructural background (e.g. cabinet frame or painted border), but not including the base of a monument sign, or free standing sign.



Cameron Park Design Review Committee

“Storefront” A storefront is a distinct architectural feature that is immediately accessible from a public sidewalk and consisting of window displays and entry doors to a one or more uses.

“Temporary Sign” A temporary sign is a sign that is temporary in nature and that is displayed for no more than 45 days in a row, or no more than 90 days within any 365 day period.

End of Cameron Park Sign Standards