

"Placerville, a Unique Historical Past Forging into a Golden Future"



City of Placerville Planning Commission
STAFF REPORT

MEETING DATE: AUGUST 15, 2017

SUBJECT: AMENDMENTS TO DEVELOPMENT GUIDE – CHAPTER XIII. SIGNAGE

PROJECT DESCRIPTION: To consider a recommendation to City Council to amend Chapter XIII – Signage of the City of Placerville Development Guide. Text and graphic additions and amendments are intended to help illustrate for the user of the Development Guide as to appropriate placement locations for sign types, and to bolster existing guidelines relative to sign materials and sign illumination generally within Placerville, and within the City’s historic commercial corridor along Main Street.

ENVIRONMENTAL REVIEW: This project is exempt from environmental review under the “general rule” at Section 15061(b)(3) of the State CEQA Guidelines because it can be seen with certainty that there is no possibility that the proposal may have a significant effect on the environment.

RECOMMENDED COMMISSION ACTION: Recommend to City Council to adopt amendments to the City of Placerville Development Guide guidelines.

BACKGROUND: The purpose of the Development Guide is to assist applicants, the public, the Planning Commission, City Council and staff in providing guidelines for planning and design of projects. The Development Guide was created and adopted by City Council in 1992 as an Implementation Program within the General Plan. In 2016 it was updated by City Council Resolution No. 8434.

On April 4, 2017, the Planning Commission conducted a workshop where staff presented suggested changes to Chapter XIII, and Commission members and the public provided staff with comments on the potential amendments.

On June 6, 2017, the Planning Commission conducted a hearing where staff presented changes to Chapter XIII for the Commission to make its recommendation to City Council. The Commission directed staff to return to the Commission with revised modifications to label each photo and referenced in the text if applicable; and, retain sentence shown as ~~strikeout~~ on Page III-3 B(A)6.

The Commission further suggested that staff review Zoning Ordinance and reference the Development Guide. This suggestion is noted but is beyond the scope of these amendments to Chapter XIII of the Development Guide.

Attachment A contains the Commission suggested changes to Chapter XIII for recommendation to City Council.

PREPARED BY:

ANDREW PAINTER, CITY PLANNER

ATTACHMENT A

**Development Guide Chapter XIII. Signage, With Draft Amendments
Shown Using Underline And Strikethrough**

XIII. Signage

Uniformity and consistency of standards for sign elements is essential to ensure the success of the community design concept. Note that all signs, with the exception of those specified in the City of Placerville's adopted Sign Ordinance, require a permit. Most are subject to approval by the City of Placerville's Planning Commission prior to installation. Signs subject to all standards, size limitations, and placement restrictions set forth in the City of Placerville's adopted Sign Ordinance. Please contact the Development Services Department before placing any exterior sign within the City.

A. General Guidelines

1. Signs will be maintained in good condition, including the display surface. Signs should be kept clean, legible, and free of graffiti or other disfigurements. The adjacent landscaped area will also be consistently maintained.
2. All signs should be of professional quality, utilizing materials and finishes and trim elements that complement those used in the adjacent architecture and site design (Fig. A.).
3. Developments that accommodate several tenants ~~shall~~ should utilize a single sign structure ~~identifying the overall project name only~~. Monument signs of this nature ~~shall~~ should be designed with an appropriate base or pedestal that integrates the sign with the architectural and/or landscape design elements (Fig. B.).
4. Signs for individual tenants should be well designed with a consistent theme and should be logically placed on the building face (Fig. C).

Fig. A



Signs should utilize materials and trim elements that compliment those used in the adjacent site design.

Fig. B



Monument signs should be designed with an appropriate base or pedestal integrated with architectural and/or landscape design elements.

Fig. C



Signs should be well designed and logically placed on the building face.

- 5. Some sign types are inappropriate within the City and are not allowed:
 - a. Billboards or similar advertisements that will change on a regular basis (Fig. D).

Fig. D



- b. Inflatable signs.

Fig. E



- c. Animated, moving, or rotating signs.
- d. Exposed fluorescent tubing. This does not include neon signs (neon signs have been utilized historically within the City, including the Main Street Historic Area).
- e. Flashing signs.
- f. Signs that do not meet the signage standards of [Section 10-4-17](#) of the City of Placerville's *Zoning Ordinance*.
- g. Colored plastic panel signs (Generally not compatible with the City's architectural style and are not allowed unless approved by the Planning Commission) (Fig. F).

Fig. F



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B. Main Street Historic Area

(A) General Design Characteristics

1. Signs in this area in particular ~~shall~~ should respect the character of the architectural design and respond to the proportion and style of details and ornamentation.
2. Signage programs should minimize signs and avoid clutter. One well designed, well placed sign on the face of the building is preferred. Free-standing pole mounted signs are not allowed in the historic area.
3. Color selection should demonstrate harmony and continuity with the colors of the building.
4. Quality materials and professional fabrication are essential for signs of any sort in the historic area.
5. Signs that re-create traditional approaches are encouraged, such as wall-painted signage, flush wall-mounted signs, or signs hanging from the interior against the window.
6. Hanging signs that project into the sidewalk space perpendicular to the walk are also consistent with the historic elements of Main Street and are encouraged. Hanging signs may extend no more than four (4') feet beyond the building or wall upon which they are placed, and must maintain a minimum vertical clearance of eight (8) feet to the sidewalk (Fig. G).

Fig. G.



Hanging signs that project that project into the sidewalk space perpendicular to the walk are also consistent with the historic elements of Main Street.

(B) Placement: Signage should be installed in appropriate “sign areas” as defined by the existing architecture of the façade. [See Figures H and I for examples of appropriate sign areas, and Figure J for inappropriate examples.]

1. Placement or location should not obscure or cover a vertical architectural element such as a column or pilaster.

2. Signage should fit entirely within horizontal divisions (e.g. sign band).

3. Where no architectural divisions exist or are evident, signage should be proportionately scaled to the façade and placed to respect window and door openings.

4. Sign should not cover the entire width of any façade.

Fig. H

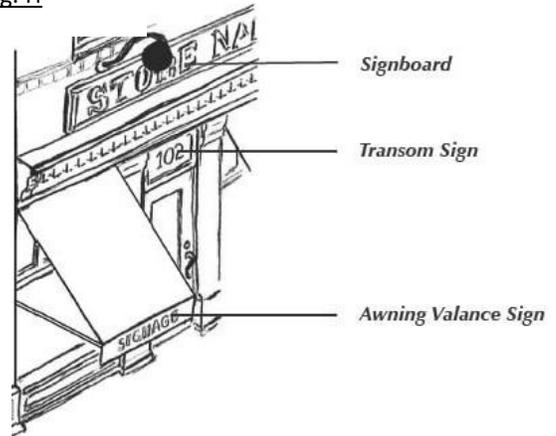
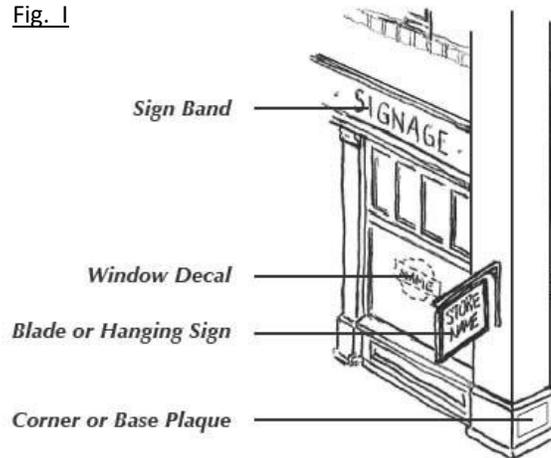


Fig. I



Appropriate Sign Placement Areas that respect the architectural scale of the façade.

Fig. J



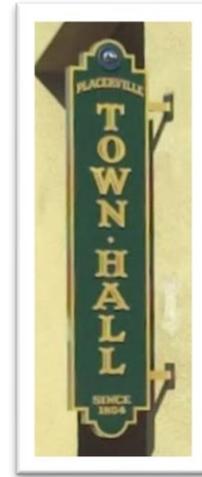
Inappropriate Sign Placement Areas that ignore the architectural scale of the façade and cross or obscure horizontal and vertical elements will not be allowed.



(C) Material: Sign materials should be consistent with the traditional character of the Main Street Historic Area. Appropriate materials are:

- Metal (Iron, Steel, brass, copper, aluminum and other natural finishes) (Fig. K);

Fig. K



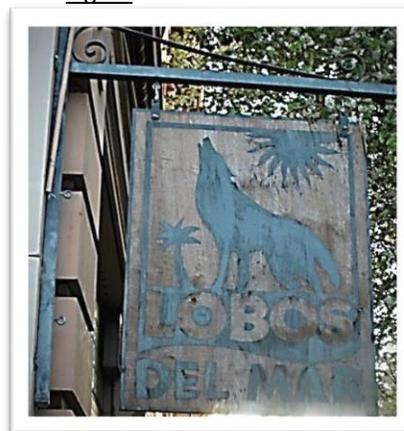
- Painted metal, including powder-coated or enameled metal (Fig.L);

Fig. L



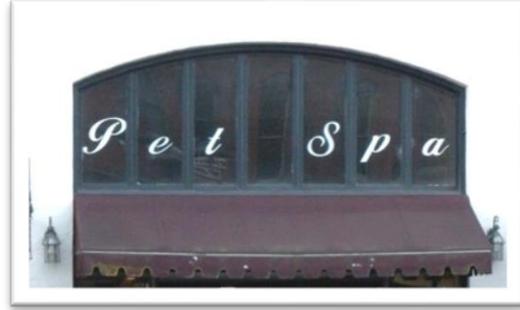
- Wood (painted or natural, including carved or sand-blasted lettering) (Fig. M);

Fig. M



- Glass (Fig. N);

Fig. N



- Fiberglass, high-density urethane foam, and similar “cast” or formed materials to create 3-dimensional objects, including individual lettering (Fig.O), and

Fig. O



- Other painted lettering (Fig. P)

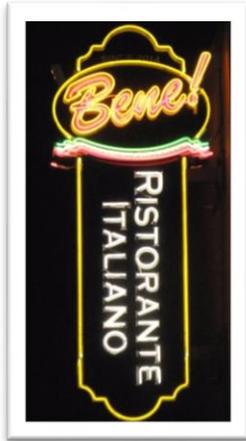
Fig. P



(D) Illumination: Signs may be illuminated or non-illuminated. Illuminated signage shall use lighting forms consistent with the traditional character of the Main Street Historic area, including:

- Internally- lit gas filled neon tubes

Fig. Q



- Indirect illumination (gooseneck type)

Fig. R



- Silhouetted back-lit

Fig. S

