
Cameron Park

Draft Sign Standards



**COUNTY OF EL DORADO
CAMERON PARK DRAFT SIGN STANDARDS**

Section 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. In addition to County Code Section 130.36.010 (Content and Applicability), the purpose of the Cameron Park 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; and
3. Promote signage that enhances the architecture of a building and its environment.

The guidelines that follow address these issues and others, and are intended to provide quality signs that add to and support the character of the Cameron Park community. These sign standards and guidelines establish sign placement, sign type, and other design-related restrictions with the intent to establish consistency and compatibility of signs in the area.

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. Signs will be reviewed for their consistency with these guidelines. Throughout the Cameron Park Sign Standards, guidelines using the words “shall” or “will” are considered standards and must be included in the project’s design. Guidelines that utilize the word “should” are intended to be applied as stated. However, an alternative measure may be considered if it meets or exceeds the intent of the guidelines. Guidelines using the words “encouraged” or “discouraged” are desirable, but are not mandatory. 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. The Cameron Park Sign Standards have been established to supersede certain standards within the County’s existing Municipal Code Chapter 130.36 (Signs) where the Community wishes to require stricter sign requirements than currently exist in Municipal Code. However, where these standards are silent, the County’s Municipal Code Chapter 130.36 (Signs) will take precedence. Where a conflict exists between these standards and other officially adopted policies, ordinances, and regulations, the more restrictive shall apply.

Section 020 - General Sign Requirements

See County Code Section 130.36.020 (General Sign Requirements).

Section 030 - Exemptions [County Code Section 130.36.030 (Exemptions)]

A. Exempt Signs With Limitations. In addition to signs listed under County Code Section 130.36.030.B (Exempt Signs with Limitations), the following section outlines more restrictive requirements for certain signs that are exempt from Sign Permit requirements, provided that they meet the size, height, and/or maximum number limitations listed below.

1. Motor Vehicle Fuel Pricing Signs: In addition to signs allowed under County Code Section 130.36.040 (Permanent Signs), each establishment dispensing any motor vehicle fuel as retail to the general public

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shall be permitted to erect and maintain one (1) freestanding monument service station price sign for the primary use of advertising motor vehicle fuel prices. The maximum sign area is 60 square feet. The sign shall comply with the provisions of California Business and Professions Code Section 13531, as it may be amended, regarding display requirements. With the exception of the maximum sign area, see Section 070.F.5 (Monument Standards) of these standards for additional requirements.

[County Code Section 130.36.030.B.6]

2. Real Estate Signs: On nonresidential and residential property suitable for investment and development, and agricultural and resource-zoned property, one (1) sign per street or road frontage, not exceeding 32 square feet in area and eight (8) feet in height. The sign shall not be illuminated.

Section 040 - Permanent Signs

See County Code Section 130.36.040(Permanent Signs).

**Section 050 - Temporary Signs [County Code Section 130.36.050
(Temporary Signs)]**

With the exception that “feather” banners and sign twirlers are prohibited as per Cameron Park Sign Standards Section 090 (Prohibited Signs), County Code Section 130.36.050 (Temporary Signs) applies. More restrictive standards for maximum sign area and location apply to the following sign type.

[County Code Section 130.36.050.A.3 – (A-Frame Signs)]

- A. Sandwich Board A-Frame Signs:-A-Frame signs shall not exceed six (6) square feet in sign area per sign and must be located within five (5) feet of an entrance to a building.

Section 060 - Community Sign Programs

See County Code Section 130.36.060 (Community Sign Programs).

**Section 070 - Sign Development and Design Standards [County Code
Section 130.36.070 (Sign Development and Design Standards)]**

A. Sign Illumination

In order to reduce visual glare, the following applies:

1. All internally illuminated signs, including monument signs, walls signs and projecting signs are encouraged to use non-reflective materials and finishes for sign surfaces over glossy or reflective surfaces.

B. Sign Area Measurement

See County Code Section 130.36.070.B (Sign Area Measurement Procedures).

C. Sign Height Measurement

See County Code Section 130.36.070.C (Sign Height Measurement).

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D. Construction requirements.

See County Code Section 130.36.070.D (Construction Requirements).

E. Sign Placement

See County Code Section 130.36.070.E (Sign Placement).

F. Design Standards for Specific Sign Types [County Code Section 130.36.070.H (Design Standards for Specific Sign Types)]

All signs shall 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. For all signs listed thereof, it is encouraged to use softer colors, such as ivory or light ecru in place of white. Additionally, all addresses should be posted on the building façade that has a public entrance. This section serves to provide additional design standards beyond what is outlined in Article 3, Chapter 130.36 – Signs.

1. Wall Signs [County Code Section 130.36.070.H.6 (Wall Signs)]



a. Wall Sign Standards [County Code Section 130.36.070.H.6.a and b]

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.

b. Location and Number

At least one (1) wall sign should be located on a building façade that has a public entrance (no more than one (1) wall sign per tenant per street frontage).

c. Area

See County Code Section 130.36.070 (Sign Development and Design Standards) for maximum sign area by Zone District for building-attached signs.

d. Illumination

See County Code Section 130.36.070.A.2. (Sign Illumination).

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a. Architecture

The appropriate materials are architecturally compatible with the building to which the sign is affixed. Where no architectural theme is present, the projecting sign shall incorporate natural materials in its design (such as metal, concrete, natural stone, brick, wood, and/or glass).

2. Window Signs [County Code Section 130.36.030.B.1 (Exempt Signs With Limitations)]



a. Window Sign 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 shall not obscure the view into a store or place of business. The window sign area shall be counted toward the total building-attached sign area permitted for an establishment.

b. Location

There is no specific location requirement or limit to the number of window signs allowed. A window sign (considered a building-attached sign) is a sign that is painted on or affixed to a window or located within 18 inches of the face of a window. Per County Code Section 130.36.030.B.1 (Exempt Signs with Limitations), no more than 25 percent of total window area shall be obscured by signs. 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 18 inches from the face of a window are not considered signs for the purposes of these standards.

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3. Awning Signs [County Code Section 130.36.070.H.2 (Awning and Canopy Signs)]



a. Awning Sign Standards

Signage shall be incorporated as part of the awning and limited to the skirt of the awning. The area of a sign located on an awning shall be counted toward the total building-attached sign area permitted for an establishment.

b. Location

See County code Section 130.36.070.H.2.c and e.

c. Area

Lettering not to exceed 25 percent of the awning skirt area. Awning sign area shall be counted toward total building-attached wall sign (building-attached) maximum area (see Section 070.F.1.Wall Signs).

4. Projecting Signs [County Code Section 130.36.070.H.5 (Projecting Signs)]



a. Projecting Sign Standards

Projecting signs, as defined by County Code Section 130.36.070.H.5. (Sign Development and Design Standards), are attached to a building face and project out perpendicular to the building wall or 45 degrees if located at the building corner. The projecting sign area shall be counted toward the total

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building-attached sign area permitted for an establishment. Projecting signs are very effective when oriented to pedestrians on the sidewalk level and are encouraged.

b. Location [County Code Section 130.36.070.H.5.a]

See County code Section 130.36.070.H.5 for standards relating to location, height, projection, suspension, and multiple projecting signs.

c. Area

One (1) projecting sign per tenant not to exceed eight (8) square feet in area.

d. Architecture

The appropriate materials are architecturally compatible with the building to which the sign is affixed. Where no architectural theme is present, the projecting sign shall incorporate natural materials in its design (such as metal, concrete, natural stone, brick, wood, and/or glass).



5. Monument Signs [County Code Section 130.36.040.A.2 (Freestanding Signs)]



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a. Monument Sign Standards

Monument signs shall have a solid base that the sign face is installed upon or above. Monument signs are typically oriented perpendicular to the adjacent street and sidewalk and have a maximum of two sign faces.

b. Location and Number

No more than one (1) monument sign per street frontage. Monument signs may be located in front street yards for any given zone, subject to the approval of the El Dorado County Planning Director, and shall not impair line of sight and vehicle or pedestrian safety.

c. Area

The largest single sign face is used to calculate the area of monument signs, regardless of whether it is single- or double-faced. Monument signs are not to exceed 24 square feet in sign area.

d. Landscaping

Accent landscaping shall be incorporated around the bases of all monument signs, extending beyond the sign a minimum of two (2) feet in all directions.

e. Height

Monument signs shall not exceed six (6) feet in height.

f. Architecture

The style of the sign and its base shall use similar materials consistent with the exterior materials of the buildings on the site. Where no architectural theme is present, the monument sign base shall incorporate natural materials in its design (such as metal, concrete, natural stone, brick, wood, and/or glass).

6. Flags [County Code Section 130.36.030.B.3 (Exempt Signs With Limitations)]

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a. Flag Sign Standards

Flags are defined per County Code Section 130.36.120 (Definitions). This section serves to provide additional design standards beyond what is outlined in Article 3, Chapter 130.36 – Signs.

b. Location and Number

Flagpoles shall be located outside of the public right-of-way. One (1) flagpole is permitted per 50 feet of building façade. Where a building façade is less than 50 feet, one (1) flagpole is permitted.

c. Area and Height

The maximum size area of the flag is as follows:

Ground Set Poles	
Pole Height	Flag Maximum Size Area
15'-20'	15 sf
21'- 25'	24 sf
26'-30'	30 sf

Roof-mounted poles are prohibited in Community Regions with the exception of residential areas. One (1) flagpole is allowed per residence (not excluding any subdivision or Homeowner Association rules and regulations) for all nation, state, or local government flags. Flagpole height shall not exceed the base Zone District height limits set forth in the County’s Municipal Code.

Section 080 - Permit Requirements and Review Procedures [County Code Section 130.36.080 (Permit Requirements and Review Procedures)]

A. Permit Requirements

See County Code section 130.36.080 A through G for the appropriate permit requirements.

B. Review Procedures

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Consistent with Article 5 (Planning Permit Processing) Chapter 130.52 (Permit Requirements, Procedures, Decisions, and Appeals) where signs are permitted, no planning permit is required, and where signs require an administrative permit, the Director shall be the review authority of original jurisdiction. Per Chapter 130.52, the Cameron Park Design Review Committee shall review and provide a recommendation to the Director. The Director may approve or deny the permit. For all other signs, the Cameron Park Design Review Committee shall provide review and recommendations to the Director for review by the Zoning Administrator or Planning Commission for conformance with the Cameron Park Sign Standards herein.

Section 090 - Prohibited Signs [County Code Section 130.36.090 (Prohibited Signs)]

The following signs are prohibited in addition to the signs stated in County Code Section 130.36.090 (Prohibited Signs). The Community of Cameron Park has a compelling interest to prohibit the following signs to further the Purpose (Section 010) of these Sign Standards unless as otherwise allowed in the Cameron Park Sign Standards.

- A. Attention Attracting Devices: Pennants, streamers, spinners, sign twirlers, "feather" banners, balloons, inflatable signs, search lights, beacons, flashing lights or messages and other similar attention-attracting 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. Highly Reflective, Fluorescent or Neon Signs: Signs made wholly or partially of highly reflective material and fluorescent, neon or day-glow painted signs.
- D. 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.
- E. 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.
- F. 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.
- G. Pole Signs. Defined in County Code 130.36.120 (Definitions).
- H. Internally illuminated conventional plastic faced box or can signs: Signs which contain all the text and/or logo symbols within a single enclosed cabinet and whose light is inside the sign itself.
- I. Electronic (Digital) Message Sign (also referred to as Electronic Message Center): Defined in County Code 130.36.120 (Definitions).

Section 100 - Illegal, Abandoned and Nonconforming Permanent Signs

See County Code Section 130.36.100 (Illegal, Abandoned, and Nonconforming Permanent Signs).

Section 110 - Signs on County Property

See County Code Section 130.36.110 (Signs on County Property)

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Section 120 - Definitions [County Code Section 130.36.120 (Definitions)]

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

“Attention attracting 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.

“Billboard” See “Billboard” (also referred to as “Outdoor Advertising Display”) as defined in County Code 130.36.120 (Definitions).

“Commercial zone” Commercial zone refers to all non-residential zones including Commercial Community (CC), Commercial General (CG), Commercial Limited (CL), Commercial Mainstreet (CM), Commercial Professional Office (CPO), and Commercial Regional (CR).

“Design Review” Refers to the Design Review-Permit as described in Section 130.52.030 (Design Review Permit) in Article 5 of the El Dorado County Zoning Ordinance.

“Design Review Committee” A committee established by resolution of the County Board of Supervisors consistent with Chapter 130.60.070 (Design Review Committee) of the County Zoning Ordinance.

“Nonconforming” A nonconforming sign is a sign which was erected legally, but is not in conformance with prevailing standards, such as these Cameron Park Sign Standards.

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

“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 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 per establishment per calendar year (provided the exceptions outlined in County Code 130.36.030([Exemptions])