

"Placerville, a unique historical past forging into a golden future."

City Manager's Report
March 26, 2019, City Council Meeting
Prepared by: Cleve Morris, City Manager
Item #: 12.3



Subject: Consider request by the El Dorado Winery Association to modify and place additional signage on the Welcome to Placerville Sign.

Purpose: The El Dorado Winery Association (EDWA) has a desire to increase awareness of El Dorado County as a Wine Region. A request has been made to modify the Welcome to Placerville Sign to identify the "El Dorado Wine Country".

Background:

In September of 2018, the EDWA provided a letter (Attachment 1) to the Mayor and City Manager requesting permission to modify the Welcome to Placerville sign to add language identifying with El Dorado Wine Country. Since that time we have had a few conversations on the topic as well as other efforts by EDWA to increase awareness. Recently EDWA contacted the City and requested the process to move this issue forward.

Discussion: The request would place an additional panel on the Welcome to Placerville sign stating "El Dorado Wine Country". The purpose is to identify Placerville as a Gateway to local wineries and encourage visitors to enquire about additional information. Currently information is available at the Chamber of Commerce, and additional plans are being made to establish other venues to distribute information.

EDWA has approached the Rotary Club requesting permission to add the panel to the sign. Rotary has provided a letter agreeing and encouraging the addition (Attachment 2). In addition, EDWA has requested support from the El Dorado County Visitor's Authority. The Visitor's Authority has expressed their support for the project (Attachment 3).

Staff is seeking Council direction on this project. Staff is not opposed however, we do have the following comments for consideration. In June of 2015, the Placerville Downtown Association requested permission to modify the sign to make visitors aware of City events (Attachment 4). This was initially received well from Rotary but later the approval was withdrawn. When brought to the City Council, this proposal was rejected. Staff's only other concern is that the current design for the EDWA sign seems to put the Wine Country notice above that of "Welcome to Placerville" which is the main purpose of the sign. If approved, perhaps the design should be modified to emphasize "Welcome to Placerville". The designs provided by the Downtown Association may present some ideas.

Options:

1. Approve the request as submitted by EDWA.
2. Approve the request with modifications.
3. Request revisions to the sign and bring back at a later date.
4. Deny the request.

Cost: It is our understanding that all costs would be borne by EDWA.

Budget Impact: None at this time.

Recommendation: Consider request by the El Dorado Winery Association to modify and place additional signage on the Welcome to Placerville Sign.



M. Cleve Morris, City Manager

Attachment 1: EDWA Letter Requesting Approval

Attachment 2: Rotary Letter Agreeing to Change

Attachment 3: Visitor's Authority Letter of Support

Attachment 4: PDA 2015 Proposed modification