

# A-Board Signs

10-4-17: **SIGN REGULATIONS:**

(A) Purpose: The purpose of this chapter is to provide minimum standards to safeguard life, health, property, and the public welfare in keeping with the unique aesthetic and historic character of the City of Placerville by regulating and controlling the size, height, design, quality of materials, construction, location, electrification, and maintenance of all permanent and temporary exterior signs and sign structures and to accomplish the following results.

1. To promote and maintain healthy commercial centers and property values for effective communication as to the nature of goods and services available and the avoidance of wasteful and unsightly competition in signs;
2. To protect and enhance the character of residential neighborhoods, open views and vistas and property values by prohibiting incompatible or unsafe signs;
3. To encourage signs which are well designed and pleasing in appearance and to provide latitude for variety, design, spacing and location and to provide a reasonable and comprehensive system for the control of signs consistent with the goals and policies of the City General Plan;
4. To attract and direct persons to various activities and enterprises in order to provide for the maximum public convenience;
5. To enhance the economic value of the entire community through the regulation of the size, location, design and illumination of all signs;
6. To preserve and enhance the historic and scenic character of the city and of the State designated Scenic Highway Corridors.

(B) Definitions:

**A-BOARD:** A temporary portable sign capable of standing without support or attachment. An A-Board sign includes an A-Frame sign.

**ABANDONED BUSINESS:** One that has not operated on a regular and active basis for a period of one hundred eighty (180) days or more, during which the business advertised has not carried on those activities which are necessary and incidental to the operation of a business of like type or character.

**ACCESSORY SIGN:** A sign that identifies the business or organization located on the premises or advertises or informs about business, products, or services sold or rendered on the premises.

**ADVERTISING STRUCTURE:** Any structure or device erected for the purpose of supporting any sign or other advertising or informational media in the framework of the sign.

**ALTERATION:** Any change in the size, shape, method of illumination, copy, construction, or supporting structure of the sign.

**ANIMATED SIGN:** Any sign that uses movement or a change of lighting to depict action or create a special effect or scene.

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Staff is requesting direction from City Council regarding A-Board signs and whether new regulations should be created to permit A-Board signs on the sidewalk.

# Current Ordinance

## Section 10-4-17: Sign Regulations

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- Subsection (B) Definitions:

*A-Board: A temporary portable sign capable of standing without support or attachment. An A-Board sign includes an A-Frame sign.*

- Subsection (D) Prohibited Signs:

*#3. “A-Board signs, sandwich board, sidewalk menu signs, or any other freestanding temporary sign”*

**MODIFICATION OF ZONING ORDINANCE §10-4-17 TO PERMIT A-BOARD SIGNS WITHIN CITY RIGHT-OF-WAY**

← NO

YES →

Direct DSD Director to abate existing A-board signs

Direct DSD Director to begin Zone Change to permit A-board signs upon City sidewalks

**Permitting Considerations**

1. Maximum size
2. Number per business
3. Number per building (multi-story buildings)
4. Retail vs restaurant
5. Materials and Style
6. Placement

# MAXIMUM SIZE

*Allowable dimensions of signs*





# NUMBER PER BUSINESS



# NUMBER PER BUILDING

*Number of signs for multi-story, multi-tenant buildings*



# RETAIL VS RESTAURANT

*Permitting considerations for restaurants, retail, and professional offices*



# MATERIALS & STYLE

*Allowable materials (plastic, wood, metal, etc.) and A-board vs other temporary signage.*





# PLACEMENT

*Location on right-of-way allowing for safe path of travel and accessibility.*





Prohibited advertisements