



3350 Country Club Drive #202  
Cameron Park, California 95682

February 16, 2023

Isabel Rodriguez  
City of Placerville  
3101 Center Street  
Placerville, California 95667

RE: 415 Placerville Drive  
Master Sign Plan Modification application

Ms. Rodriguez,

Attached please find the site plan and elevation representing the existing sign on 415 Placerville Drive Suite 1. As you are aware this sign was added without a master sign plan amendment being requested or approved. The request for a Master Sign Plan amendment is attached herein.

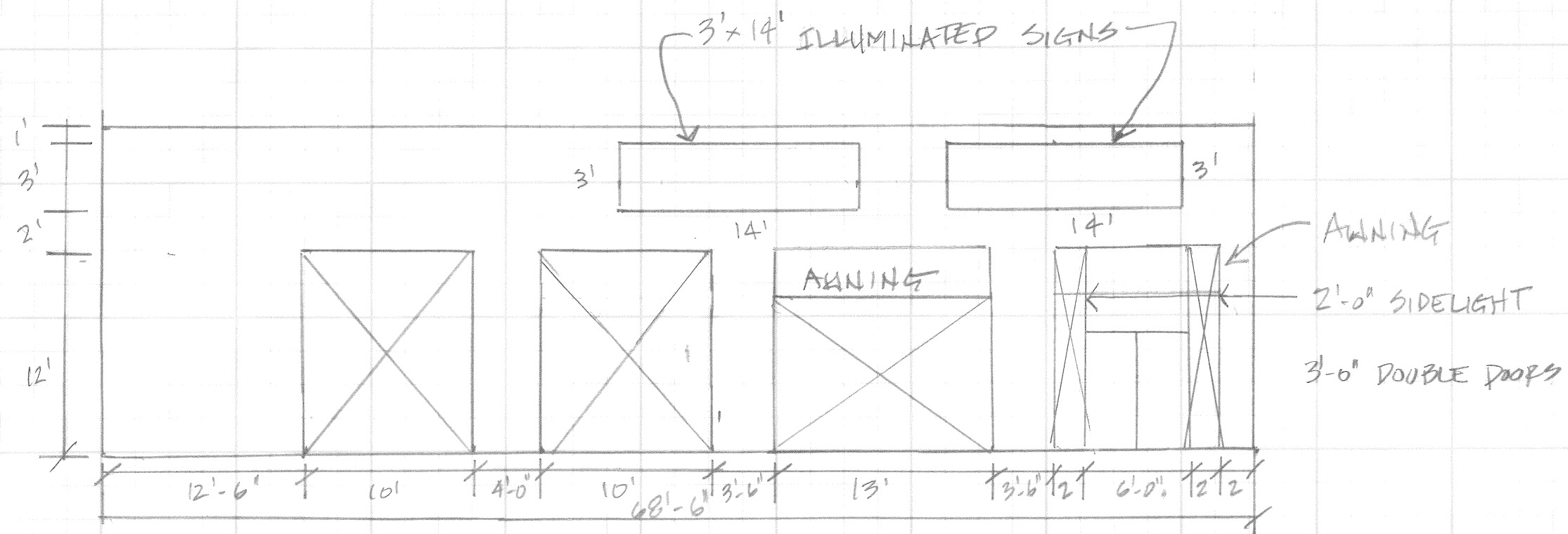
The new signs are 2 – 3'x14' signs that are illuminated and are attached to the building using expansion anchors into the tilt up construction concrete walls. The attachment to the building and electrical service to the new signs appears existing from old signs from the previous occupant of the building. As the total area of the new signs are 84 sf and the frontage of Unit 1 at 415 Placerville drive is 68 feet, The signs are over the allowable sign frontage of 1 sf' of sign for every 1' of building frontage. Additionally, the signs are Green on White instead of the permitted Black on White.

It is notable that the new signage are standard national signs from the companies that they advertise, Minuteman Press, United States Postal Service (USPS), UPS and FedEx. I've included a picture of the signs for reference. If you need any additional information please feel free to give n=me a call.

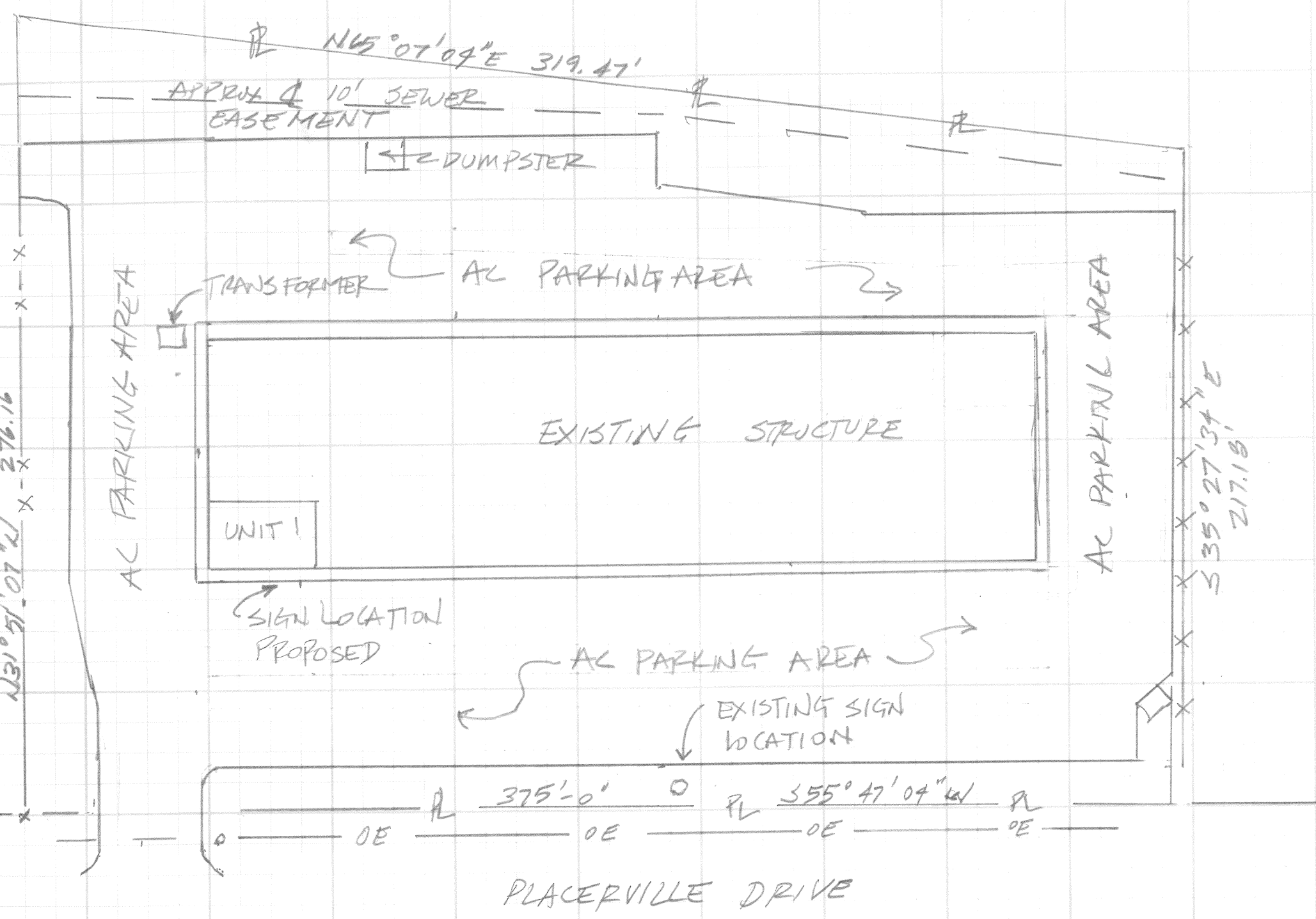
Sincerely,

A handwritten signature in black ink, appearing to read "Keith Flaherty". The signature is written in a cursive, flowing style.

Keith Flaherty P.E.

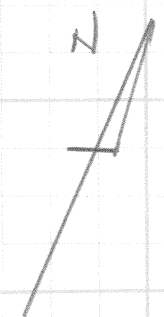


415 PLACERVILLE DR.  
 FRONT ELEVATION  
 S.C. 1/8" = 1'-0"



ZONING  
 APN  
 LOT SIZE

COMERCIAL  
 323-100-003  
 2.08 AC



SITE PLAN  
 415 PLACERVILLE DRIVE  
 1" = 40'

**Mountain Mail**

**FedEx**



**USPS.COM**

**MP Minuteman Press**  
WE DESIGN, PRINT & PROMOTE...YOU!

**OPEN**



PROMOTIONAL PRODUCTS

MARKETING SERVICES

CREATIVE DESIGN

BANNERS AND SIGNS

Ste B

Ste A



419 Placeville Drive Ste.  
530.626.1634

Hours  
Monday - Friday  
9:00am - 5:00pm  
Saturday  
10:00am - 2:00pm  
Sunday  
Closed





**Development Services Department**  
3101 Center Street, Placerville, California 95667  
(530) 642-5252

## Master Sign Plan Required Information

City Sign Regulations (City Code Section 10-4-17) require that new signage for a Commercial Center, any site with three (3) or more nonresidential occupants, businesses, or uses, or a site occupying more than one acre in area, shall submit a Master Sign Plan to the Development Services Department. Such plan must be approved by The Planning Commission prior to issuance of any permit for signs.

*Please provide the following items for the City of Placerville to review. Incomplete application packages will not be accepted.*

1. **A COMPLETED APPLICATION FORM:** One copy of a completed, signed Planning Application, including the property owner's signature or letter from the property owner authorizing agent signature. Application form can be obtained from the City website: [www.cityofplacerville.org](http://www.cityofplacerville.org), or from the Planning Division, 2<sup>nd</sup> Floor, City Hall, 3101 Center Street, Placerville.
2. **WRITTEN PROJECT DESCRIPTION – DESIGN INTENT NARRATIVE:** A summary of the project proposal should include such things as the design concept; the relation of existing or proposed buildings, structures, improvements on and off the site to the proposed signs and uses; a statement of the reasons for any requested modifications to the City's Sign Regulations; a discussion of the materials, colors proposed and their relation to existing and proposed buildings, structures and site improvements; a discussion of illumination details, if any, of proposed signs.

Applicants should consider the Site Plan Review Criteria (Zoning Ordinance Section 10-4-9(G)), the Sign Regulations (Zoning Ordinance Section 10-4-17), and the City of Placerville Development Guide regarding signage before developing any Master Sign program.

3. **SIGN PLAN:** Ten (10) copies containing the following information shall be submitted on 24" x 36" sheets or smaller. One reduction plan set shall be submitted at 8 ½" x 11", along with an electronic copy of the plan set in PDF.
  - a. **Site Plan:** A plan, drawn to scale, delineating the site proposed to be included within the signage program and the locations of all signs, prepared by a licensed professional.
  - b. **Project Information:** Provide the following project data on a cover sheet or the site plan:  
 Zoning       Assessor Parcel Number       Dimensional Property Lines       Lot/Parcel Area  
 Location of Sign(s)       North Arrow       Scale and Graphic Scale
  - c. **Sign Elevations:** The following shall be prepared by a licensed professional.
    - (1) Drawings, sketches and color samples/renderings indicating the dimensions, sign area and materials used for all proposed signs, sign support structures, and all existing signs.
    - (2) Drawings and/or sketches indicating the exterior surface details of all buildings on the site on which wall signs, and directory signs, or projecting signs are proposed.
4. **FEES** (See City of Placerville Fee Schedule) Fee Schedule can be obtained from the City website: [www.cityofplacerville.org](http://www.cityofplacerville.org) , or from the Development Services Department.

RECEIVED

APR 12 2024



CITY OF PLACERVILLE  
DEVELOPMENT SERVICES DEPT  
PLANNING APPLICATION

Date: 24/12/2024  
Zoning: C GP: C  
File No: SPR 85-04-R  
Filing Fee (PZ): \$350.00  
Filing Fee (EN): \_\_\_\_\_  
Receipt No: 18783

**REQUEST FOR:**

- Annexation  Boundary Line Adjustment  Certificate of Compliance  Conditional Use Permit
- Environmental Assessment  Environmental Impact Report  Final Subdivision Map  General Plan Amendment
- General Plan Consistency  Historic District Review  Landscape Plan Review  Map Amendment  Merger
- Minor Deviation  Planned Development  Preliminary Plan Review  Sign Package Review/ Amendment
- Site Plan Review  Temporary Commercial Coach  Temporary Use Permit  Tentative Parcel Map
- Tentative Subdivision Map  Variance  Zone Change

**DESCRIPTION:**

Revision of the approved master sign Plan for 415 Placerville Drive for units A & B.

**ITEMS ABOVE THIS LINE FOR OFFICE USE ONLY**

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City Ordinance #1577 established a Fee & Service Charge System. In some cases, project review will require the services of specialists under contract to do work that City Staff cannot perform. In these cases, the applicant shall pay the direct cost of these services plus fifteen percent (15%) for City Administration.

**PROJECT APPLICANT**

NAME: Phillip Terrazas  
MAILING ADDRESS: 415 Placerville Drive Ste A-C  
Placerville, Ca 95667  
PHONE: 530-621-1650  
EMAIL: phillip@cynergyhq.com

**APPLICANT'S REPRESENTATIVE (if different)**

NAME: Keith Flaherty  
MAILING ADDRESS: 3350 Cameron Park Drive Ste 202  
Cameron Park, Ca 95682  
PHONE: 916-826-3943  
EMAIL: keith@flahertyeng.com

**PROPERTY OWNER(S)**

NAME: MARTHA WADDELL OLSON Trust \*\* PHONE: 530-672-5488  
MAILING ADDRESS: PO Box 1600 Sutter Creek, CA 95685  
EMAIL: DStorm@selectproprmtg.com. \*\*Derren Storm, Select Prop Management Authorized to Act as Agent On File

**SURVEYOR, ENGINEER, ARCHITECT, OR OWNER'S REPRESENTATIVE (if applicable)**

NAME: Keith Flaherty PHONE: 916-826-3943  
MAILING ADDRESS: 3350 Cameron Park Drive Ste 202 Cameron Park, Ca 95682  
EMAIL: keith@flahertyeng.com

**DESCRIPTION OF PROPERTY (Attach legal deed description)**

STREET ADDRESS: 415 Placerville Drive Ste A-C, Placerville Ca 95667  
ASSESSOR'S PARCEL NO.(S): 323-400-003

Above described property was acquired by owner on \_\_\_\_\_  
Month Day Year

