



*"We are a welcoming, active and business-friendly rural foothill community built on California's rich gold rush history."*

## Planning Commission Staff Report

**Meeting Date:** September 6, 2022

**Prepared By:** Kristen Hunter, Associate Planner

### PROJECT INFORMATION SUMMARY

**Case File:** Conditional Use Permit (CUP) 22-02

**Request:** Consideration of a Conditional Use Permit (CUP) to modify the existing pole sign located adjacent to the Ivy House Professional Building, per City Code Section 10-4-17 (G)2.

**Summary Recommendation:** Staff recommends denial or modification of the request.

**Table 1. Summary Table**

<u>Property Owner:</u>	Robert Duer
<u>Applicant</u>	Coldwell Banker Realty, Dustin Romero
<u>Agent:</u>	DSignArt, Inc., Sid Aslami
<u>Address:</u>	601 Main Street, Placerville, CA
<u>APN:</u>	002-153-003
<u>Lot Area:</u>	7,405 square feet (0.17 acres)
<u>Building Frontage:</u>	60 feet
<u>General Plan:</u>	Central Business District (CBD)
<u>Zoning:</u>	Central Business District (CBD)
<u>Existing Use:</u>	Professional Offices
<u>Environmental Document:</u>	Categorical Exemption (Cat. Ex.) pursuant to CEQA Guidelines §15301(g)
<u>Decision Making Authority:</u>	Placerville Zoning Ordinance §10-3-3 (Conditional Use Permit), §10-3-6 (Conditional Use Permit and Variance Procedure), and §10-4-17 (Sign Regulations).

## BACKGROUND

The proposed project area is adjacent to the Ivy House Professional Building located at 601 Main Street and within the Central Business District (CBD). The existing pole sign is situated within a landscaped area between the southern edge of the Professional Building and Main Street, as shown in Figure 1 and is positioned entirely within the City property (i.e., Ivy House Public Parking Lot), APN 002-153-002. Figure 2 shows the outline of the Ivy House Parking Lot and City property, shown in blue, in relation to the existing sign, outlined in orange.

The sign is 13 feet in height and, at its widest, 6 feet 8 in wide. It is not known when construction of the sign occurred, as there is no final building permit on record. However, Staff estimate its origin to be sometime in the late 1980's due to incomplete building permits (BPs) No. 7328 and 7397, which provide information on the initial sign design, including a 10 feet high, 55 square feet (sf) ladder sign. There is no site plan in City files.

**Figure 1. Existing Pole Sign Location**

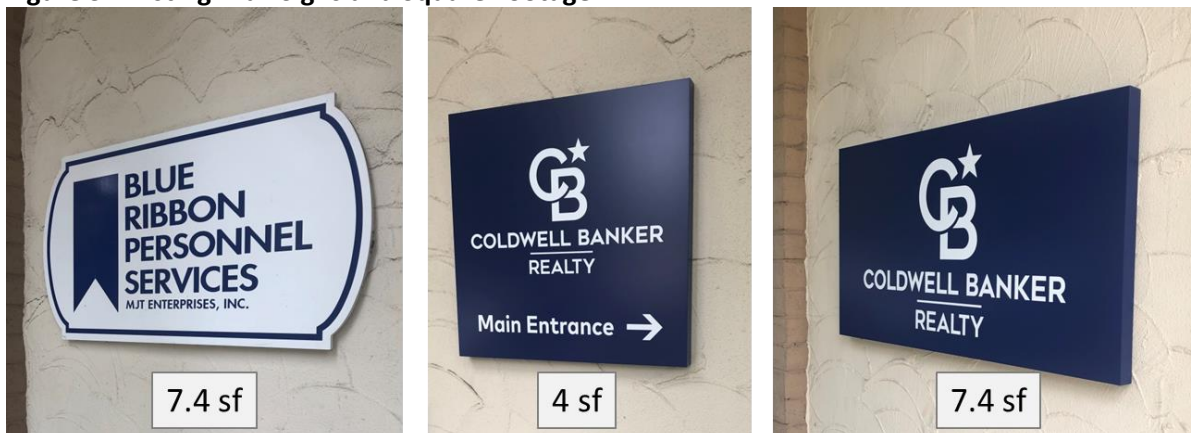


**Figure 2. Project Site In Relation to City Property**



Additional signage at 601 Main Street includes three (3) wall signs<sup>1</sup>. Figure 3 shows the wall signs and provides the square footage for each.

**Figure 3. Existing Wall Signs and Square Footage**



<sup>1</sup> Currently unpermitted.



## PROJECT DESCRIPTION

As proposed, the project would replace the building identification sign at the top of the existing structure, identifying the Ivy House Professional Building, with a similarly sized Coldwell Banker Realty non-illuminated tenant sign. A new, smaller sign identifying the building would be placed below the existing Blue Ribbon Personnel Services tenant sign. No other portion of the existing sign would be altered. The proposed modification is shown in Figure 4 below.

**Figure 4. Proposed Pole Sign Modification**



The Application Submittal Package can be found in Attachment A of this Staff Report.

## PROJECT CONSISTANCY ANALYSIS

The following section provides an overview of relevant City of Placerville General Plan Goals, Zoning Ordinance(s), and Development Guide Sections. Staff responses are provided below each italicized Goal, Ordinance, and Guideline.

Please note that, while Coldwell Banker Realty is a formula business, Staff has determined that since the building will have no outward appearance germane to Coldwell Banker Realty, only signage, a Conditional Use Permit (CUP) for the formula business was not required.

### General Plan Consistency:

#### General Plan Part II: Section VII – Community Design

*Goal J: To promote development of aesthetic and functional signage and reduce visual clutter.*

1. *The City shall only allow new signs that are appropriate in design and scale while making adequate provisions for business identification.*

The proposed alterations would provide dominant advertising to Coldwell Banker Realty over the building identification as a whole. Examples of similar pole signs with building identification are provided in Figure 5, where the name of the building is located at the top of the sign with tenants listed either below the main identification or on the building via wall signs. In addition, this trend is also prevalent in monument signs within the City (Figure 6).

Figure 5. Examples of Pole Signs for Professional Buildings



344 Placerville Drive  
Pioneer Plaza Professional Building



941 Spring Street  
El Dorado Professional Building

Figure 6. Examples of Monument Signs



629 Main Street  
Emerald Street Building



309 Placerville Drive  
Windmill Circle

Staff have determined that placement of a smaller Coldwell Banker Realty tenant sign below the existing Blue Ribbon tenant sign, fitting within the pole sign frame, is permissible by-right under the legal non-conformity zoning regulations. Use of a tenant sign on the lower portion of the existing sign would meet Goal J of the General Plan, Part II, Section VII.

### **Zoning Classification and Regulation Consistency:**

#### Placerville Zoning Ordinance Section 10-4-17, Sign Regulations:

#### **(G) Regulations for On-Premise Signs**

##### *1. General Regulations:*

- b. Aggregate Area of Signs: Unless otherwise authorized herein, the aggregate area of on-premise signage shall not exceed two (2) square feet of sign area for each (1) lineal foot of business frontage for each business, entity, or occupancy, unless authorized by Planning Commission, under the provisions of the Master Sign Plan or Conditional Use Permit referenced herein.*

As proposed, the new signage (including unpermitted wall signage) is within the allowable aggregate square footage for signs as permitted under Placerville Zoning Ordinance 10-4-17(G)1.b. Frontage along Main Street is a total of 60 linear feet, resulting in an allowable aggregate sign cover of 120 sf. Table 2 below provides a comparison of existing and proposed sign square footages.

**Table 2. Square Footage of Signage on 601 Main Street – Existing vs Proposed**

	<b>Existing SF</b>	<b>Proposed SF</b>
<b>Wall Signs</b>		
Coldwell Banker Suite ID	7.4 <sup>2</sup>	7.4
Coldwell Banker Directional	4.0 <sup>3</sup>	4.0
Blue Ribbon Suite ID	7.4	7.4
<b>Pole Signs</b>		
Coldwell Banker	--	16.66
Blue Ribbon	7.4	7.4
Ivy House Professional Building	22.22	6.84
<b>Total Signage SF:</b>	<b>48.4</b>	<b>49.7</b>

<sup>2</sup> Currently unpermitted.

<sup>3</sup> Currently unpermitted.

## 2. Pole Signs – Regulations and Transferability:

- a. *Pole signs permitted herein must be approved by the Planning Commission in accordance with Section 10-3-6, Conditional Use Permit and Variance Procedure, of this Title and shall be subject to the following criteria:*

The installation of the existing pole sign would have pre-dated the current sign ordinance adopted May 14, 2002 (Ordinance No. 1585). Therefore, although the sign exceeds 10 ft, which would otherwise have triggered the need for a variance request, it is considered a non-conforming use.

1. *Pole signs permitted herein must be setback from the front property line one (1) foot for each foot of sign height, unless otherwise approved by the Planning Commission.*

As previously mentioned, Staff has determined the sign to be legally non-conforming and that the proposed alteration does not require a variance request. However, complete replacement of the sign structure would require both a CUP and variance to approve the new signage and location.

4. *Pole signs shall not exceed the structure height restriction of the zone in which the pole sign is placed. In reviewing and/or approving pole signs, the Planning Commission, or City Council upon appeal, shall limit the height and area of pole signs to the minimum level necessary to serve the purpose for which the sign is intended. The applicant shall have the burden to submit evidence which demonstrates the necessity for the height and area requested.*

The maximum building height for the CBD zone is forty feet (40'). The proposed pole sign modification would not exceed this maximum building height limit.

5. *The pole(s) or support structure shall be decoratively treated in such a manner using materials and colors which are complementary to the site or surrounding area.*

The existing building identification sign is approximately 10 feet from the ground and reaches a height of 13 feet, approximately 22.2 sf, and made of wood. The existing signage is visually similar with a wood base painted cream/white, a rounded rectangular shape, and a boarder along the edge.



The newly proposed sign to replace the topmost Ivy House Professional Building sign would: 1) maintain the same height (13 feet), 2) be 16.7 sf, and 3) be made of aluminum. This sign is a hollow wrap-around sign that would be installed by sliding the sign over the top of the existing poles, lowering the sign to the appropriate height, and using screws on each side (north and south, respectively) to attach to the frame. More information can be found on page G.3 of the Applicant's submitted sign elevations (Attachment A). The new proposed building identification sign would be approximately 7 sf and made of vinyl. Both proposed new signs would be rectangular in shape. A font and color scheme similar to the existing sign is proposed for the new, smaller building identification sign. However, the Coldwell Banker Realty sign would be navy blue with the Coldwell Banker insignia.

Based on the above, it is Staff's opinion that the modification would not be complimentary to the building and the existing style of signage.

### **Placerville Development Guide Consistency:**

#### **Chapter XIII – Signage**

##### *A. General Guidelines*

- 2. All signs should be of professional quality, utilizing materials and finishes and trim elements that complement those in adjacent architecture and site design.*

The proposed new sign copy and building identification are of professional quality. However, as previously mentioned, it is the opinion of Staff that the modification would not be complimentary to the surrounding architecture and the existing style of signage.

- 4. Signs for individual tenants should be well designed with a consistent theme and should be logically placed on building face.*

As stated in the General Plan, Part II, Section VII – Community Design, “*Commercial signs can have either a positive or negative influence on their surroundings...City control of signs allows all business establishments to compete with the same set of rules and prevents large, well-financed corporations from starting an expensive “arms race” with local businesses.*” It is Staff's interpretation that the placement of a large tenant on the top of the structure provides dominant advertising Coldwell Banker Realty. Further, Staff recommends that the topmost sign should remain the identification for the professional building to be consistent with other existing professional business signage.

**Environmental Review:** The City has reviewed this request and has determined that it is categorically exempt from environmental review pursuant to California Environmental Quality Act (CEQA) Section 15301 (Existing Structure), in that it involves new copy on an existing sign.

**Conclusion:** Based on findings of the consistency analysis, Staff recommends denial of or the modification of the proposed project due to the prominence of sign copy.

## **RECOMMENDED PLANNING COMMISSION ACTION**

Staff recommends that the Planning Commission take the following action:

- I. Adopt the Staff Report as part of the Public Record.
- II. Deny, or modify, the request for a Conditional Use Permit (CUP) to modify the existing pole sign for the Ivy House Professional Building, to replace the topmost building identification sign with a tenant sign and place a new building identification sign towards the bottom of the sign frame as shown in Figure 4 of the Staff Report.

Should the Commission modify and approve the pole sign, staff recommends that the Commission adopt the following findings subject to the following conditions of approval.

- III. Make the Following Findings:
  - a. The request is exempt from the California Environmental Quality Act (CEQA) per CEQA Guidelines Section 15301, which exempts projects including replacement of new copy on an existing sign.
  - b. The request is consistent and in harmony with the General Plan, as it will provide adequate provisions for business identification.
- IV. Approve the request, as modified, subject to the following conditions of approval:
  - a. Approve CUP 22-02 allowing for a 13-foot height, 16.7 square foot in area pole sign located within the planted area within the City owned Ivy House Parking Lot adjacent to 601 Main Street.
  - b. Applicant to submit a revised sign elevation subject to approval by staff.
  - c. Owner shall obtain an encroachment agreement with the City of Placerville subject to the approval of the City Engineer.

- d. Any maintenance or modification to existing landscaping located in the City property is subject to review and approval by the Director of the Community Services Department.

## **ATTACHMENTS**

- A. Applicant Submittal Package

## **ATTACHMENT A**

### **APPLICANT SUBMITTAL PACKAGE**





**City of Placerville  
Development Services  
Department**

**CONDITIONAL USE PERMIT  
APPLICATION CHECKLIST**

**FILING INSTRUCTIONS:** Complete application must be received by the Planning Division well in advance of a scheduled Planning Commission meeting to allow staff to review application for completeness, to prepare, publish and post public hearing notifications, and to prepare staff's report to the Planning Commission. An appointment is required to submit the application.

**PROCESSING PROCEDURE:** Use Permit applications are reviewed during a public hearing by the Planning Commission in accordance with the Development Code, Title 16, Chapter 16.76, and unless otherwise advised by the Planning Division, applicants or their authorized representatives are required to attend the meeting to present their project to the commission. A copy of the agenda and staff report will be mailed no later than seventy-two (72) hours prior to the commission meeting.

**1) POSTING REQUIREMENTS:** See attached, *City of Placerville Policy For Posting Properties For Development Projects*

**2) APPLICATION SUBMISSION CHECKLIST REQUIREMENTS (Include this checklist with your submission):** Unless otherwise determined by the Planning Division, an application for a Conditional Use Permit must include the following:

**Applications and Fees**

- ☐ Completion of the Planning Application Form
- ☐ Conditional Use Permit Application fee
  - Major: Should project require a California Environmental Quality Act (CEQA) Initial Study / Negative Declaration/ Environmental Impact Report be required;
  - Minor: Should project be CEQA categorically or statutorily exempt.
- ☐ Environmental Information Form
- ☐ Environmental Assessment / Initial Study fee (if Major Conditional Use Permit)

**Plans and Exhibits**

- ☐ **Site Plan**, accurately drawn to scale. Include the following:
  - ☐ General location/vicinity map of proposed site in relation to major streets and adjacent properties.
  - ☐ Scale, north arrow and date.
  - ☐ Name and phone number of person preparing plan. A licensed architect, landscape architect and/or civil engineer should wet stamp and sign off final plans as appropriate.
  - ☐ All property lines with distances, including existing and proposed easements.
  - ☐ All existing features on the site including topography, any structures, street frontage improvements (i.e. curbs, gutters, sidewalks, edge of paving), utilities, power poles, easements, parking areas, trees, creeks, etc. and name of adjoining streets, or right-of-way easements and nearest cross street.
  - ☐ Identify any structures, utilities or trees (location and species) to be removed.

- ☐ Locations and dimensions of proposed uses, including all buildings, accessory structures, driveways, parking spaces, service or loading areas, trash enclosures, outdoor storage, seating or use areas, fencing, landscape areas, mechanical equipment/control panels.
- ☐ Include distance from all structures to property lines.

☐ **Floor Plan**, accurately drawn to scale:

- ☐ Proposed interior use of building.
- ☐ Include total square footage of any areas proposed for different uses (i.e. retail, customer service, storage, office, manufacturing, etc.).

☐ **Existing and Proposed Elevations**, accurately drawn to scale, if exterior building modifications are proposed.

☐ **Submission requirements:**

- ☐ Ten (10) copies of the following at no larger than 24" x 36" (unless otherwise directed by Department staff):
  - ☐ Site Plan
  - ☐ Floor Plan
  - ☐ Existing and Proposed Elevations
- ☐ One (1) reduced copy of the required plans and exhibits to accompany full-size plans
- ☐ PDF of Exhibits: High quality PDF files of all exhibits are required. Files may be submitted on disc with the planning application or may be emailed to the Department.
- ☐ Environmental Information Form (complete)
- ☐ Additional studies (traffic, sewer, water, etc.) as required by Department staff.
- ☐ Completion of the following as to how your request conforms to the following questionnaire. Use additional pages as necessary:

**3) CONDITIONAL USE PERMIT QUESTIONNAIRE:** On separate page(s) as necessary, provide responses to the following:

1. Describe how and why the intended conditional use is necessary or desirable for the development of the community; is in harmony with the various elements or objectives of the City's General Plan, City Code, and is not detrimental to existing uses or uses specifically permitted in the zone in which the proposed use is to be located.
2. Describe how and why the site for the intended conditional use is adequate in size and shape to accommodate such use and all the yards, setbacks, walls or fences, landscaping, and other features required in order to adjust such use to those existing or permitted future uses on land in the neighborhood.
3. Describe how and why the proposed conditional use on the subject property will not increase traffic in the area beyond the capacity of existing streets and highways.
4. Describe how and why the proposed conditional use will not be materially detrimental to the public health, safety and general welfare, or injurious to the property or improvements in such vicinity and zone in which the property is located.

I, Sid Aslami, hereby acknowledge that the above information is true and correct.

Sid Aslami Digitally signed by Sid Aslami  
DN: cn=Sid Aslami, o=DSignArt,  
email=sid@dsignart.com, c=US  
Date: 2022.07.23 09:00:26 -07'00'

Applicant Signature

07/21/2022

Date

Sid Aslami

Applicant Printed Name

**APPEAL PROCEDURE:** Any applicant or person claiming to be directly and adversely affected by any action of the Planning Commission may, within ten (10) days after said action, file a written appeal along with the appropriate fee, with the City Clerk for transmittal to the City Council. Said appeal shall stay the issuance of any permits in connection with the action, pending the decision of the City Council. Upon the receipt of an appeal, the City Council shall, after receiving a report from the Planning Commission, and after at least one (1) Public Hearing, render a decision sustaining, amending, or overruling the Planning Commission action.



**CITY OF PLACERVILLE  
PLANNING APPLICATION**

Date: \_\_\_\_\_  
Zoning: \_\_\_\_\_ GP: \_\_\_\_\_  
File No: \_\_\_\_\_  
Filing Fee (PZ) \_\_\_\_\_  
Filing Fee (EN) \_\_\_\_\_  
Receipt No: \_\_\_\_\_

**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:**

Modify existing double faced non-illuminated monument sign to identify Coldwell Banker Realty

ITEMS ABOVE THIS LINE FOR OFFICE USE ONLY

\*\*\*\*\*

*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 Coldwell Banker Realty / DSignArt, Inc.  
MAILING ADDRESS 601 Main St.  
Placerville, CA  
PHONE 916.216.4779 925-933-9677  
EMAIL Erin.Toves@realogy.com / sid@dsignart.com

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

NAME DSignArt, Inc.  
MAILING ADDRESS 3428 Hillcrest Ave. Suite 150  
Antioch, CA 94531  
PHONE 925-933-9677  
EMAIL info@dsignart.com

**PROPERTY OWNER(S)**

NAME Robert Duer PHONE 930-304-9436  
MAILING ADDRESS 2010 Cambridge Ave, Cardiff CA 92007  
EMAIL ADDRESS bobrsd@aol.com

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

NAME \_\_\_\_\_ PHONE \_\_\_\_\_  
MAILING ADDRESS \_\_\_\_\_  
EMAIL ADDRESS \_\_\_\_\_  
I have notified the mortgage holder, which is: \_\_\_\_\_

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

STREET ADDRESS 601 Main Street Placerville, CA  
ASSESSOR'S PARCEL NO.(S) 022-153-003  
Above described property was acquired by owner on \_\_\_\_\_

Month Day Year

**CITY OF PLACERVILLE  
DEVELOPMENT SERVICES DEPARTMENT—PLANNING DIVISION  
3101 CENTER STREET, PLACERVILLE, CA 95667, (530) 642-5252**



List or attach any Covenants, Conditions or Restrictions, concerning use of property, of improvements contemplated; as well as yard setback and area or height requirements that were placed on the property by **subdivision** tract developers. Give date said restrictions expire.

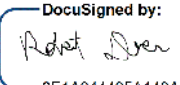
I hereby certify that the statements and information contained in this application, including the attached drawings and the required findings of fact, are in all respects true and correct. I understand that all property lines must be shown on the drawings and be visible upon site inspection. In the event that the lines and monuments are not shown or their location found to be incorrect, the owner assumes full responsibility.

I further understand that if this request is subsequently contested, the burden will be on me to establish: that I produced sufficient factual evidence at the hearing to support this request; that the evidence adequately justifies the granting of the request; that the findings of fact furnished by me are adequate, and further that all structures or improvements are properly located on the ground. Failure in this regard may result in the request being set aside, and structures being built in reliance thereon being required to be removed at my expense.

PROPERTY OWNER agrees to and shall hold the CITY, its officers, agents, employees and representatives harmless from liability for damage or claims for damage for personal injury, including death, and claims for property damage which may arise from the direct or indirect operations of the PROPERTY OWNER or those of his contractor, subcontractor, agent, employee or other person acting on his behalf which relate to this project. PROPERTY OWNER agrees to and shall defend the CITY and its officers, agents, employees and representatives from actions for damages caused or alleged to have been caused by reason of the PROPERTY OWNER'S activities in connection with the project. This hold harmless agreement applies to all damages and claims for damages suffered or alleged to have been suffered by reason of the operations referred to in this paragraph, regardless of whether or not the CITY prepared, supplies or approved plans or specifications or both for the project.

PROPERTY OWNER further agrees to indemnify, hold harmless, pay all costs and provide a defense for CITY in any action challenging the validity of PROPERTY OWNER'S project.

<b>Sid Aslami</b> <small>Digitally signed by Sid Aslami DN: cn=Sid Aslami, o=DSignArt, email=sid@dsignart.com, c=US Date: 2022.07.23 09:00:56 -07'00'</small>	<b>Sid ASlami</b>	<b>7-21-22</b>
Applicant's Signature	Printed Name of Applicant(s)	Date

As owner of the property involved in this request, I have read and understood the complete application and its consequences to me as a	<b>DocuSigned by:</b>  <small>0E1A344405A140A...</small>	<b>Robert Duer</b>	<b>7/22/2022</b>
Signature of Property Owner	Printed Name of Property Owner	Date	

Signature of Property Owner	Printed Name of Property Owner	Date
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NOTICE: Section 10-3-9 of the Placerville Municipal Code prohibits the occupancy of a building or a release of utilities prior to the issuance of a Certificate of Occupancy by the Building Division AND the completion of all zoning requirements and conditions imposed by the Planning Commission or City Council UNLESS a satisfactory performance bond or other acceptable security has been posted to insure completion. VIOLATIONS may result in prosecution and/or disconnection of utilities.

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A Notice of Public Hearing and Staff Report will be prepared for applications requiring public hearing(s). Staff Report will be sent to the Applicant and Owner. Notices and Staff Reports will be sent via email if addresses have been provided; if not, the documents will be sent to the mailing addresses provided on this form. Please list below any alternate or additional recipients, along with their contact information, or any alternate instructions for sending these materials to the Applicant or Owner.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

File Number: \_\_\_\_\_

Date Filed: \_\_\_\_\_

CITY OF PLACERVILLE

**ENVIRONMENTAL INFORMATION FORM**

(To Be Completed By Applicant)

This form is required to be completed, returned and accepted as complete by the City prior to the application for the project is determined complete.

**A. GENERAL INFORMATION**

Project Title or

Name: 601 Main St. Monument Sign

City: Placerville

Name of Owner: Robert Duer Telephone: 930-304-9436

Address: 2010 Cambridge Ave, Cardiff CA 92007

Name of Architect, Engineer or Designer: \_\_\_\_\_

Address: \_\_\_\_\_ Telephone: \_\_\_\_\_

Project Location: 601 Main St. Placerville, CA

Assessor's Parcel Number(s): 022-153-003

General Plan Designation: \_\_\_\_\_

Zoning: \_\_\_\_\_

Property size

Gross (sq. ft./acre): \_\_\_\_\_

Net (sq. ft./acre) (total minus areas of public streets and proposed dedications) : \_\_\_\_\_

\*\*\*\*\*

Please answer all of the following questions as completely as possible.

**B. PROJECT DESCRIPTION**

1. Type of project and description: Modify existing monument sign

2. What is the number of units/parcels proposed? \_\_\_\_\_

3. What is the gross number of units per acre? \_\_\_\_\_

4. Site Size: \_\_\_\_\_

5. Square footage of each use: \_\_\_\_\_

6. Number of floors of construction: \_\_\_\_\_

7. Amount of off-street parking provided: \_\_\_\_\_

8. Attach plans showing streets, utilities, existing and proposed contours (grading), drainage, all existing large trees (24" in circumference), existing and proposed buildings surrounding uses and/or buildings, landscape areas, parking areas, driveways, pedestrian walkways, exterior lighting, trash collection area, sign locations.

9. Proposed scheduling: \_\_\_\_\_

10. If residential, include the number of units, schedule of unit sizes, range of sale prices or rents, and type of household size expected: \_\_\_\_\_

11. If commercial, indicate the type, whether neighborhood, city or regionally oriented, square footage of sales area, and loading facilities: \_\_\_\_\_

\_\_\_\_\_

12. If industrial, indicate type, estimated employment per shift, and loading facilities

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13. If institutional, indicate the major function, estimated employment per shift, estimated occupancy, loading facilities, and community benefits to be derived from the project:\_\_\_\_\_

14. If the project involves a variance, conditional use or rezoning application, state this and indicate clearly why the application is required:\_\_\_\_\_

15. Provide an analysis of traffic generated by the project and how it will impact existing traffic.

16. If the project is in a location of known mining activity, a complete geological analysis shall be submitted.

Are the following items applicable to the project or its effects? Discuss below all items checked yes (attach additional sheets as necessary).

	YES	NO
17. Change in existing features of any hills or substantial alteration of ground contours.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
18. Change in scenic views or vistas from existing residential areas or public lands or roads.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
19. Change in pattern, scale or character of general area of project.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
20. Significant amounts of solid waste or litter.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
21. Change in dust, ash, smoke, fumes or odors in vicinity.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
22. Change lake, stream or ground water quality or quantity, or alteration of existing drainage patters.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
23. Substantial change in existing noise or vibration levels in the vicinity.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
24. Site on filled land or on slope of 10 percent or more.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
25. Use of disposal of potentially hazardous materials, such as toxic substances, flammables or explosives.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
26. Substantial change in demand for municipal services (police, fire, water, sewage, etc.).	<input type="checkbox"/>	<input checked="" type="checkbox"/>
27. Substantially increase fossil fuel consumption (oil, natural gas, etc.)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
28. Is this project part of a larger project or series of projects.	<input type="checkbox"/>	<input checked="" type="checkbox"/>

## ENVIRONMENTAL SETTING

29. Describe the project site as it exists before the project, including information on topography, soil stability, plants and animals, and any cultural, historical or scenic aspects. Describe any existing structures on the site, and the use of the structures. Attach photographs of the site. Snapshots or Polaroid photos will be accepted. \_\_\_\_\_

Existing double non-illuminated monument sign

30. Describe the surrounding properties, including information on plants and animals and any cultural, historical or scenic aspects. Indicate the type of land use (residential, commercial, etc.), intensity of land use (one-family, apartment houses, shops, department stores, etc.), and scale of development (height, frontage, setback, rear yard, etc.). Attach photographs of the vicinity. Snapshots or Polaroid photos will be accepted. \_\_\_\_\_

N/A

## GEOLOGY AND SOILS

31. Identify the percentage of land in the following slope categories: (The applicant may wish to submit a map showing slopes.)  
\_\_\_ 0 to 10% \_\_\_ 11 to 15% \_\_\_ 16 to 20% \_\_\_ 21 to 29% \_\_\_ 30 to 35% \_\_\_ Over 35
32. Have you observed any building or soil settlement, landslides, rock falls mining or avalanches on this property or in the nearby surrounding area? \_\_\_\_\_ N/A  
If yes, please explain: \_\_\_\_\_
33. Describe the amount of cut and fill necessary for the project: \_\_\_\_\_ N/A

## DRAINAGE AND HYDROLOGY

34. Is the project located within a flood plain? If so, describe and show area subject to flooding on a map. \_\_\_\_\_ N/A
35. What is the distance to the nearest body of water, stream or year round drainage channel? Name of the water body: \_\_\_\_\_ N/A
36. Will the project result in the direct or indirect discharge of silt or any other particles in noticeable amounts into any streams? \_\_\_\_\_ N/A
37. Will the project result in the physical alteration of a natural body of water or drainage way? If so, in what way? \_\_\_\_\_ N/A
38. Does the project area contain any wet meadows, marshes or other perennially wet areas? \_\_\_\_\_ N/A If so, delineate this area on Site Plan.

## VEGETATION AND WILDLIFE

39. What is the predominant vegetative cover on the site (trees, brush, grass, etc.)? Estimate percentage of each: \_\_\_\_\_ N/A
40. How many trees of 7.5-inch diameter or 20 feet high will be removed when this project is implemented? \_\_\_\_\_ N/A



41. What is the nearest emergency source of water for fire protection purposes?  
(Hydrant, pond, etc.):

42. What is the distance to the nearest fire station? N/A

43. Will the project create any dead-end roads greater than 300 feet in length? N/A

44. Will the project involve the burning of any material, including brush, trees and construction materials? N/A

45. Is the project near a heavy commercial area, industrial area, freeway or major highway? If so, how far? N/A

46. What types of noise would be created by the establishment of this land use, both during and after construction? N/A

47. Would any noticeable amounts of air pollution, such as smoke, dust or odors be produced by this project? N/A

**WATER QUALITY**

48. What is the proposed water source: <sup>N/A</sup>   EID <sup>N/A</sup>   City of Placerville <sup>N/A</sup>   Well   Other

49. What is the water use? (residential, agricultural, industrial or commercial): N/A

50. Is the site listed on California Environmental Protection Agency's Hazardous Site List? N/A

If yes, what is the regulatory identification number: N/A

Date of list:

51. Will the project obstruct scenic views from existing residential areas, public lands, public bodies of water or roads? N/A

52. Do you know of any archaeological or historical areas within the boundaries or adjacent to the project? (example: Indian burial grounds, gold mines, etc.): N/A

53. What is the proposed method of sewage disposal? N/A

N/A Septic System N/A City Sewer N/A Other: N/A

54. Would the project require a change in sewage disposal methods from those currently used in the vicinity? N/A

## TRANSPORTATION

55. Will the project create any traffic problems or change any existing roads, highways, or existing traffic patterns? N/A
56. Will the project reduce or restrict access to public lands, parks or any public facilities? N/A
57. Will the project change the L.O.S. on any existing roads? N/A

## GROWTH INDUCING IMPACTS

58. Will the project result in the introduction of activities not currently found within the community? N/A
59. Could the project serve to encourage development of presently undeveloped areas, or increases in development intensity of already developed areas (examples: include the introduction of new or expanded public utilities, new industry, commercial facilities or recreation activities)? N/A
60. Will the project require the extension of existing public utility lines? N/A If So, identify and give distances: \_\_\_\_\_

## GENERAL

61. Will the project involve the application, use or disposal of potentially hazardous materials, including pesticides, herbicides, other toxic substances or radioactive material? N/A
62. Will the proposed project result in the removal of a natural resource for commercial purposes (including rock, sand, gravel, trees, minerals or top soil)? N/A
63. Could the project create new, or aggravate existing health problems (including, but not limited to flies, mosquitoes, rodents and other disease vectors)? N/A
64. Will the project displace any community residents? N/A

Discuss any yes answers to the previous questions, use additional sheets if necessary.

## MITIGATION MEASURES

Proposed mitigation measures for any of the above questions where there will be an adverse impact, use additional sheets if necessary: N/A

## CERTIFICATION

I hereby certify that the statements furnished above and in the attached exhibits present the data and information required for this initial evaluation to the best of my ability, and that the facts, statements, and information presented are true and correct to the best of my knowledge and belief.

07/21/22

Date

CD-021-P  
3/15

**Sid Aslami**

Digitally signed by Sid Aslami  
DN: cn=Sid Aslami, o=DSignArt,  
email=sid@dsignart.com, c=US  
Date: 2022.07.23 09:03:10 -07'00'

Signature

For Sid Aslami

## **CITY OF PLACERVILLE POLICY FOR POSTING PROPERTIES FOR DEVELOPMENT PROJECTS**

It is the policy of the City of Placerville that notice is provided to the persons who may be affected by a development project as soon as possible. The Council has determined that the best way to accomplish this is to post the property proposed to be developed at the time an application is filed for development. The responsibility for posting will be the applicant for the development. The process will be as follows:

1. **INITIAL CONTACT** -The applicant will contact the Planning Division regarding the potential of developing a property. If the applicant decides to continue, they will be provided a development application which will include the City policy on posting properties.
2. **SECONDARY CONTACT**- The applicant will contact the Planning Division prior to the construction of the required sign(s) to acquire the "Project No." information.
3. **SUBMITTAL OF APPLICATION** -The applicant will submit the completed application to the City. At the time the applicant will provide evidence that the property has been posted in accordance with the City's posting policy.

The attached detail provides the minimum requirements for the construction of the sign. It is the responsibility of the applicant to provide for the construction of the sign and the applicant is also responsible for the placement and to maintain the sign.

For the following application requests, the sign shall be two feet (2') by two feet (2') in size: Zone Changes, Subdivisions and General Plan Amendments, Parcel Maps, Conditional Use Permits, Variances, Historic District Reviews, Site Plan Reviews or any other application that will require a public hearing.

The sign shall be black letters on a yellow background and read as follows:

### **NOTICE OF DEVELOPMENT**

**AN APPLICATION FOR DEVELOPMENT OF THIS PROPERTY  
HAS BEEN FILED WITH THE CITY OF PLACERVILLE  
PROJECT NO. \_\_\_\_\_**

**FOR MORE INFORMATION CALL THE PLANNING DIVISION  
AT (530) 642-5252**

A minimum of one sign shall be posted on each street on which the property has frontage. Signs shall be posted facing the street about every two hundred feet (200') apart along the street frontage of the property. There shall be a minimum of two signs posted on corner lots and through lots, one facing each street.

Where the property does not have street frontage on or is not easily visible from the street, the sign(s) shall be posted in a location deemed suitable by the Planning or Engineering staffs.

The sign shall be posted no more than five feet (5') from the street line and shall be visible and readable from the street for the entire time of its posting.

The sign(s) shall remain posted until final action has been taken on the application.

The sign(s) shall be constructed of materials suitable to remain standing during the estimated posting time and to hold up to the weather.

Date: August 1, 2022

From: Coldwell Banker Realty  
691 Main St. Placerville, CA

To: City of Placerville Development Services Department

Re: Monument sign modification at 691 Main. St.

## **CONDITIONAL USE PERMIT QUESTIONNAIRE / RESPONSE**

1. Describe how and why the intended conditional use is necessary or desirable for the development of the community; is in harmony with the various elements or objectives of the City's General Plan, City Code, and is not detrimental to existing uses or uses specifically permitted in the zone in which the proposed use is to be located.

***The intended signage will bring awareness and visibility to the Coldwell Banker office which assists residents in the purchasing and selling of their properties in the Placerville region.***

2. Describe how and why the site for the intended conditional use is adequate in size and shape to accommodate such use and all the yards, walls or fences, landscaping, and other features required in order to adjust such use to those existing or permitted future uses on land in the neighborhood.

***The proposed signage simply replaces the current signage already in place. The new sign is relatively the same size as the existing sign, and will not interfere with any existing fencing, landscaping, other features, or be a hindrance to walking traffic on the adjacent sidewalk.***

3. Describe how and why the proposed conditional use on the subject property will not increase traffic in the area beyond the capacity of the existing streets and highways

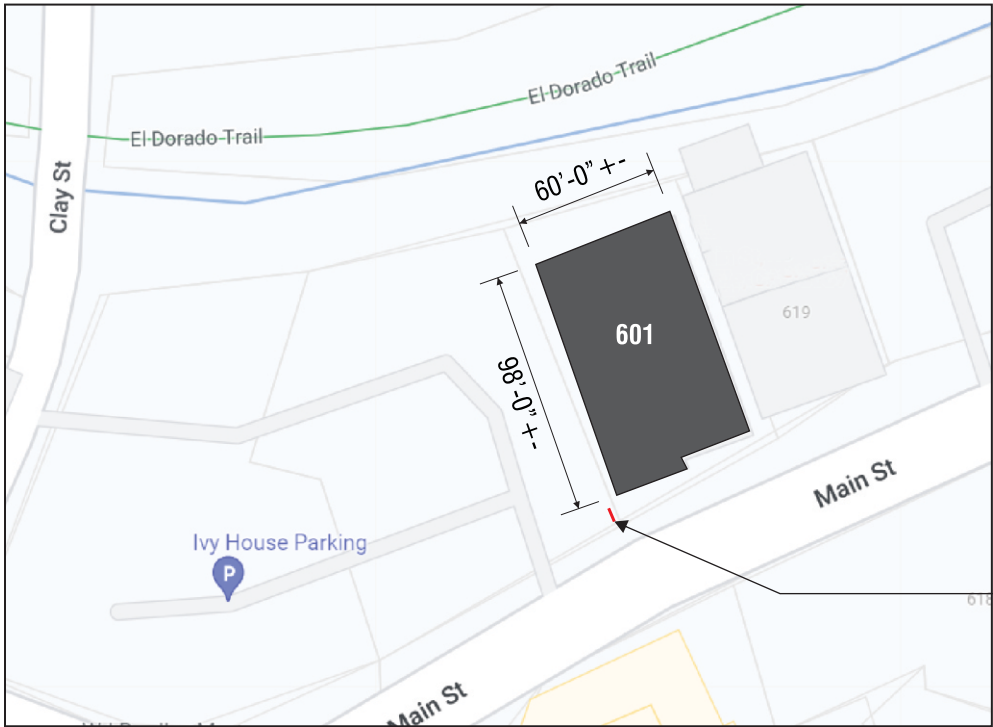
***The proposed signage will simply bring awareness to the location of the new Coldwell Banker office to the existing traffic in the area. Signage will not increase traffic in the proposed location.***

4. Describe how and why the proposed conditional use will not be materially detrimental to the public health, safety and general welfare, or injurious to the property or improvements in such vicinity and zone in which the property is located.

***The new signage will clean up and refresh the existing monument sign at the location. The installation will include cleanup of the landscaping around the sign, and overall refresh/beautification of the space. The new sign will not impede any of the sidewalk traffic for pedestrians. Installation will also include a new panel for the "Ivy House" to mark the historical building name.***



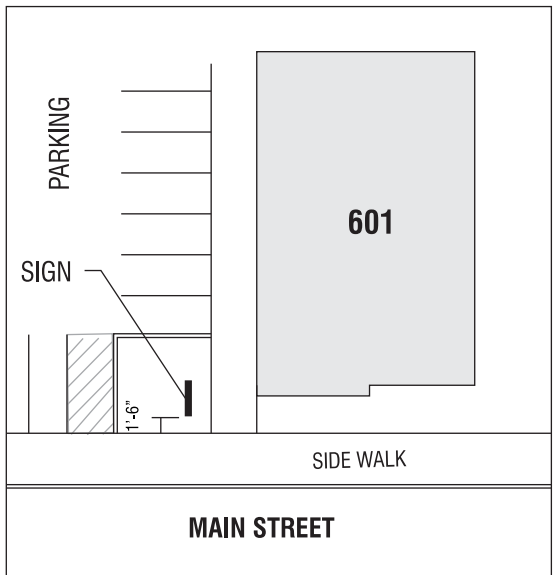
VICINITY MAP



SITE MAP



EXISTING MONUMENT AS IS



SIGN LOCATION

SCALE: 1/32" = 1'-0"



3428 Hillcrest Avenue  
Suite 150  
Antioch, CA  
94531-8238  
T. 925.933.9677  
F. 925.933.9784  
E. Info@dsignart.com  
<http://www.dsignart.com>

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Project:



601 Main Street  
Placerville, CA 95667

Phase:

- ☒ Conceptual
- ☐ Design Development
- ☐ Construction Drawing

Date: 4-27-22

Drawn by: JH

Scale:

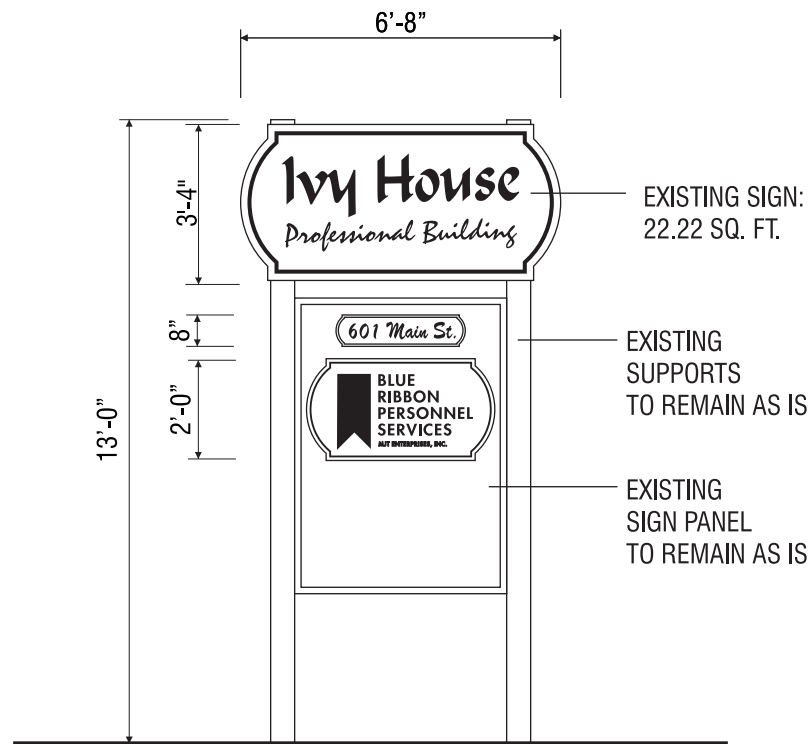
Dwg #:

Revision: 7-21-22

Title:

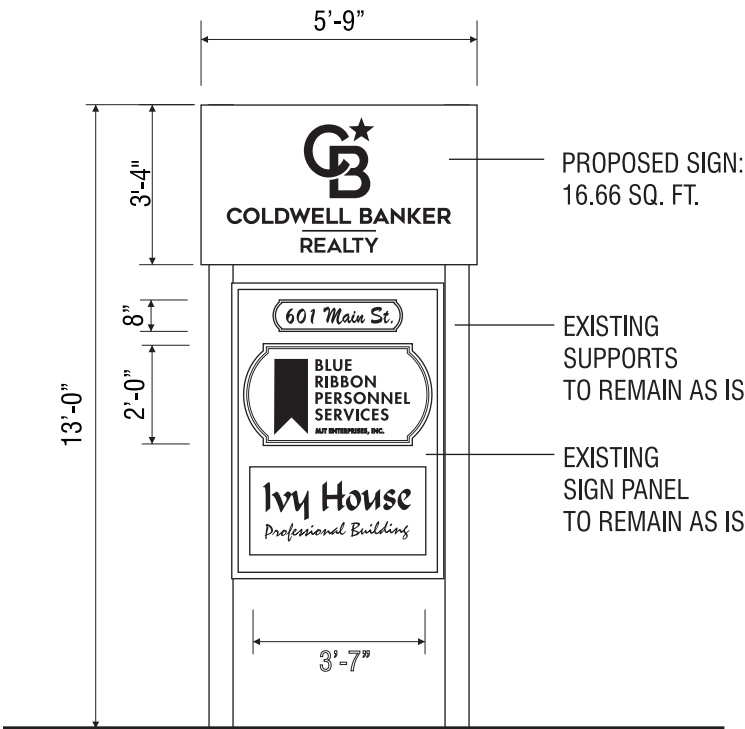
Page #: G.1





EXISTING SIGN ELEVATION

SCALE 1/4" = 1'-0"



EXISTING SIGN MODIFIED ELEVATION

SCALE 1/4" = 1'-0"



EXISTING SIGN ELEVATION



PROPOSED MODIFIED SIGN ELEVATION



DSIGNART

3428 Hillcrest Avenue  
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Date: 4-27-22

Drawn by: JH

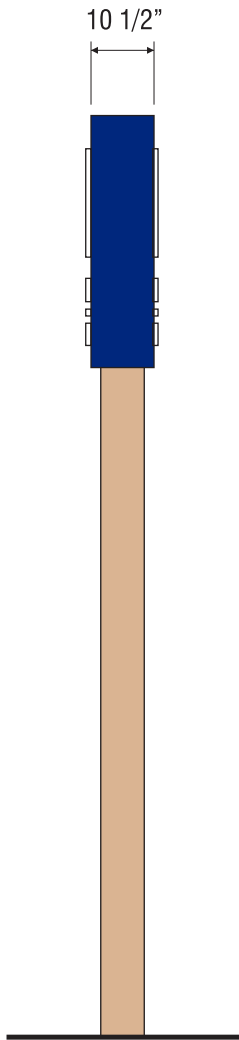
Scale:

Dwg #:

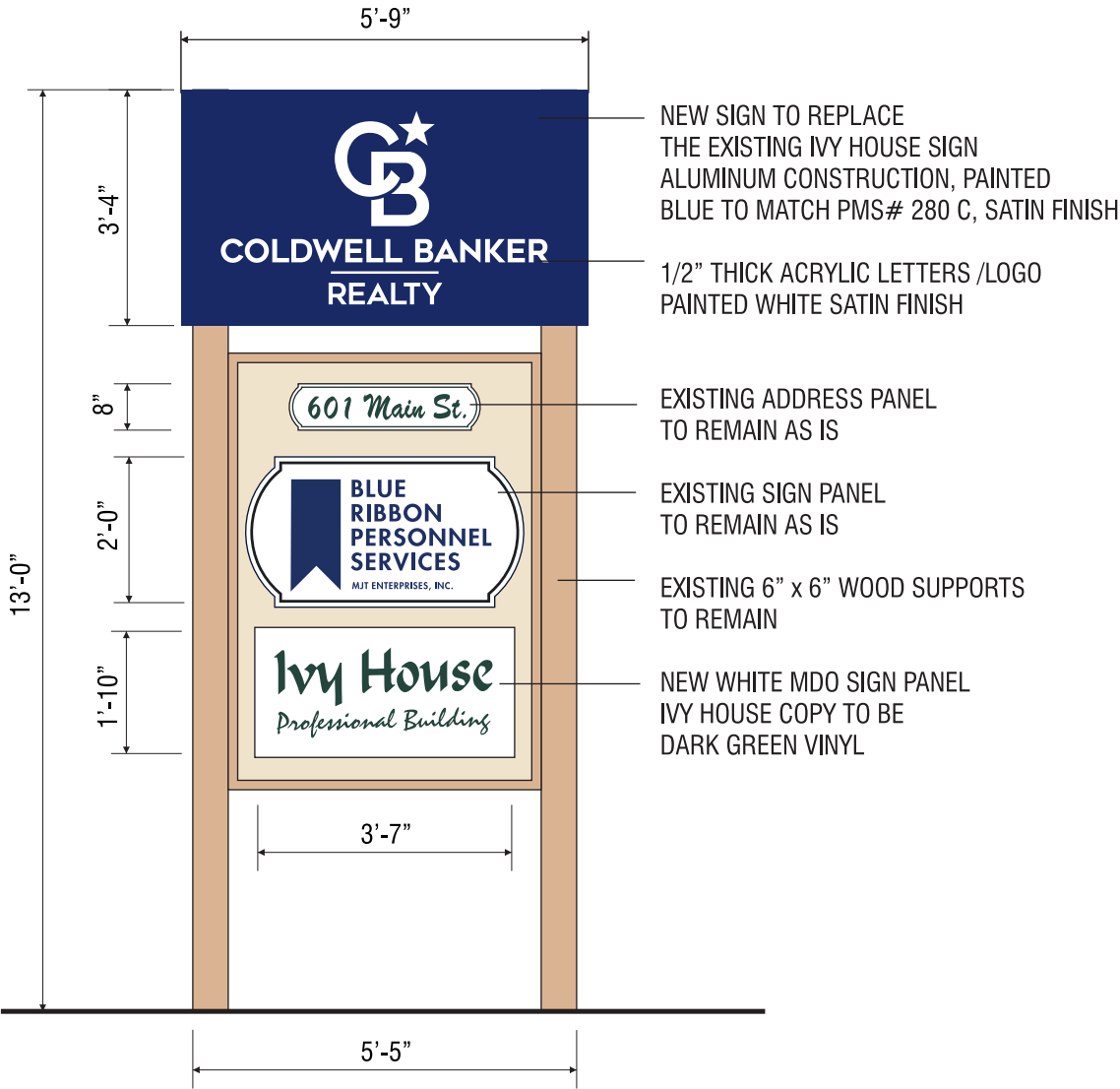
Revision: 7-21-22

Title:

Page #: G.2



SIDE VIEW

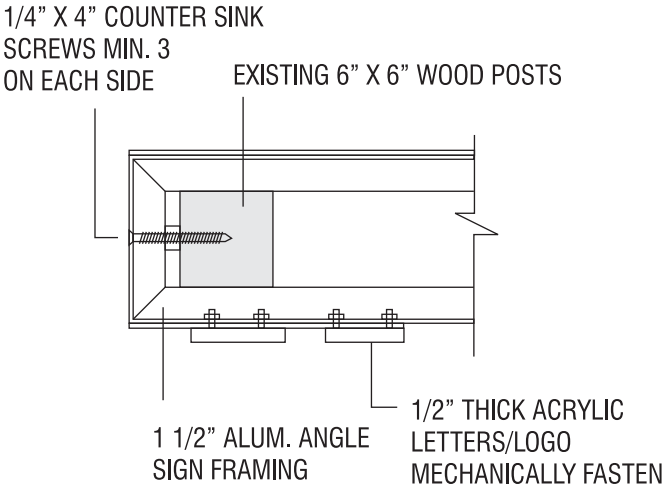


MODIFY EXISTING NON-ILLUMINATED DOUBLE FACE MONUMENT SIGN

QUANTITY: ONE (1) DOUBLE FACED

SCALE: 3/8"=1'-0"

REMOVE EXISTING IVY HOUSE PANELS FROM THE TOP AND DISPOSE  
ATTACH NEW COLDWELL PANEL ON TOP  
INSTALL NEW IVY HOUSE PANEL BELOW



PLAN VIEW - ATTACHMENT DETAIL



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Project:



601 Main Street  
Placerville, CA 95667

Phase:

- ☒ Conceptual  
☐ Design Development  
☐ Construction Drawing

Date: 4-27-22

Drawn by: JH

Scale:

Dwg #:

Revision: 7-21-22

Title:

Page #: **G.3**