

**ORDINANCE NO.\_\_\_\_\_**

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF PLACERVILLE ZONING  
ORDINANCE AMENDMENT (ZOA) 25-03) AMENDING TITLE 10, CHAPTER 4, SECTION 10-  
4-17 (SIGN REGULATIONS) OF THE PLACERVILLE MUNICIPAL CODE TO ADD AN  
EXCEPTION ALLOWING REGULATED A-FRAME/SANDWICH BOARD SIGNS ON MAIN  
STREET WITHIN THE HISTORIC DISTRICT**

**NOW, THEREFORE, BE IT RESOLVED** that the City of Placerville City Council makes the following findings and determinations with respect to the proposed Zoning Ordinance Amendment:

**SECTION 1. FINDINGS**

The City Council finds and declares as follows:

The City's existing Sign Ordinance (Section 10-4-17) prohibits temporary freestanding signs, including A-frame and sandwich board signs, to protect public safety, welfare, and the historic aesthetic character of the community.

B. In February 2024, the City Council directed staff to explore amendments to support downtown businesses while addressing increasing unauthorized use of such signs on Main Street.

C. Allowing limited, regulated A-frame/sandwich board signs on Main Street within the Historic District will enhance economic vitality by providing affordable promotional opportunities for businesses, consistent with General Plan Economic Development Goal ED-1.

D. The proposed standards preserve the historic character (General Plan Historic Preservation Goal HP-1), ensure pedestrian safety and ADA compliance through a minimum 48-inch clear pathway, and align with practices in comparable historic downtowns.

E. This amendment is exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Sections 15060(c)(2) and (3), 15061(b)(3) (common sense exemption), and 15305 (Class 5: Minor alterations in land use limitations), as it involves no potential for significant environmental effects.

**SECTION 2. AMENDMENT TO SECTION 10-4-17**

Section 10-4-17 of Title 10, Chapter 4 of the Placerville Municipal Code is hereby amended by adding a new subsection (to be inserted appropriately, e.g., as Subsection (H) or as an exception under prohibited signs) to read as follows:

Exception for A-Frame/Sandwich Board Signs on Main Street in the Historic District Notwithstanding any provision in this section prohibiting temporary freestanding signs, A-frame or sandwich board signs may be placed on public sidewalks along Main Street within the Historic District boundaries (generally from Canal Street to Sacramento Street), subject to obtaining an annual Sign Permit from the Development Services Department and strict compliance with the following standards:

1. Sign Permit Requirement: An annual Sign Permit is required. The application shall include sign design, materials, proposed placement (with photo or site sketch), and content. Fee: Approximately

\$50 (or as established by City resolution) for administrative cost recovery. Permits may be revoked for non-compliance.

2. Number of Signs: Limited to one (1) sign per building, regardless of the number of businesses or tenants.
3. Size: Maximum six (6) square feet per side (e.g., 24 inches wide by 36 inches tall).
4. Materials: Constructed of durable, non-plastic materials (e.g., wood, metal, chalkboard) compatible with the historic aesthetic. No illuminated, digital, or reflective elements.
5. Content: Limited to daily specials, menus, or temporary events/promotions. No permanent business identification or off-site advertising.
6. Placement: Placed immediately adjacent to the building façade (within 12 inches of the wall).
7. Ensure a continuous minimum 48-inch (4-foot) clear pedestrian pathway along the sidewalk, measured as the unobstructed width between the sign and the curb edge (or any other obstruction), in compliance with Public Rights-of-Way Accessibility Guidelines (PROWAG) and ADA standards.
8. If sidewalk width at the location does not permit a 48-inch clear path with the sign in place, no permit shall be issued.
9. Displayed only during business hours; must be removed and stored indoors when the business is closed.
10. No obstruction of doorways, ramps, fire hydrants, utilities, crosswalks, driveways, or sight lines.
11. Safety and Maintenance: Signs must be stable and weighted to resist wind; no attachment to public fixtures.
12. Full compliance with ADA/PROWAG, California Fire Code, and City safety standards.
13. Signs must be maintained in good repair; damaged or non-compliant signs are subject to immediate removal at the owner's expense.

### **SECTION 3. SEVERABILITY**

If any section, subsection, sentence, clause, or phrase of this ordinance is for any reason held to be invalid or unconstitutional by a decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this ordinance.

### **SECTION 4. EFFECTIVE DATE AND PUBLICATION**

This ordinance shall take effect thirty (30) days after its adoption. The City Clerk shall publish this ordinance, or a summary thereof, in a newspaper of general circulation within fifteen (15) days after its adoption.

The foregoing Ordinance was introduced at a regular meeting of the City Council of the City of Placerville held on January 27, 2026, by \_\_\_\_\_ who moved its adoption. The motion was seconded by \_\_\_\_\_.

**PASSED AND APPROVED**, by the City Council of the City of Placerville on January 27, 2026, by the poll taken as follows:

**AYES:**

**NOES:**

**ABSENT:**

**ABSTAIN:**

**MOVED, PASSED AND ADOPTED**, this 27th day of January 2026, upon second reading by the following roll call vote:

**AYES:**

**NOES:**

**ABSTAIN:**

**ABSENT:**

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Mayor John Clerici

Attest:

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Regina O'Connell, CPMC, City Clerk