

Project Description for New Off-Site Advertising Sign at 2325 E. State Hwy 20, Nice, APN 004-055-37

This project description is intended to be read in conjunction with the other application materials submitted to the Lake County Planning Division on May 16, 2017.

Stott Outdoor Advertising proposes to construct a new outdoor advertising sign in Lake County. The project site is a vacant 0.2 acre parcel located on the south side of Highway 20 in Nice, approximately 800 feet east of the Nice-Lucerne Cutoff. The site is generally level, with a gentle downward slope towards the southwest corner of the property. No trees or shrubs are present on the property. Adjacent properties are similarly vacant, with the exception of a single-family residence located at the southwest corner of the property. Photos of the project site are provided for reference.

The site is zoned C3-DR (Service Commercial with the Design Review combining district), a zoning district which allows off-site advertising signs subject to approval of a use permit by the Planning Commission. All adjacent properties on the south side of Highway 20 are also zoned C3-DR. Property across Highway 20 to the north is zoned PDC.

The off-site advertising sign will be a steel structure with two 10' x 30' sign faces arranged in a "V" configuration with an end plate facing the road. Overall height will be 22 feet above grade, and the edge of the sign will be 10 feet from front property line. A single steel column in a concrete footing will support the sign, and a faux stone veneer will be placed over the column. Each sign face will be externally illuminated by two LED luminaires mounted at the top of each sign face, oriented downward with full cutoff shields. Illumination will be from dusk to midnight daily. Electricity will be provided via a new service drop from the nearby power pole.

With the exception of the lighting (which is the newer, more efficient LED type instead of the older, less efficient metal halide type) the new sign will be the same design as a sign we constructed in Upper Lake several years ago, approximately 3 ½ miles to the west along Highway 20. Photos of all four sides of this existing sign are provided.

Subsequent to obtaining required approvals from Lake County but prior to construction, Stott will obtain all required permits from Caltrans authorizing placement of the sign.

Construction will last approximately a week. Construction will occur during the dry season so that the ground can adequately support the weight of construction vehicles, and so that drainage patterns are unaffected. All construction activities will comply with applicable local and state standards regarding hours of work, idling duration, dust control, and other measures which reduce construction impacts, specifically including applicable criteria contained in LCC Article 41.

After the sign has been built, a single pickup truck will visit the sign a few times per year to change the sign copy and perform any needed maintenance.

Prepared by:

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