







Project Area Analysis as requested by  
Community Development Department for  
UP 19-30 (Stott Outdoor Advertising)

## **Project Description for New Off-Site Advertising Sign at 2450 Stokes Avenue, Nice, APN 004-055-230**

This project description is intended to be read in conjunction with the other application materials submitted to the Lake County Planning Division on September 11, 2019.

Stott Outdoor Advertising proposes to construct a new outdoor advertising sign in Lake County. The project site is on 1.26 acre parcel located on the south side of Highway 20 in Nice, approximately 400 feet west of the intersection of Highway 20 and Stokes Avenue. The site is generally level, with a gentle downward slope towards the southwest corner of the property. A metal building used for storage is located on the eastern portion of the property, and a six foot perimeter fence surrounds the property. Access is via two vehicle gates on Stokes Avenue. Several mature oak trees and one pine tree are present on the property, as well as some shrubs. No changes are proposed to any existing structures, trees, fencing, or other improvements. Adjacent properties on the south side of Highway 20 are developed with a garden supply store, tow yard, storage, and other commercial uses. Properties across Highway 20 to the north are either vacant commercial or large lot residential. The sign location and the route construction vehicles will take to reach it has been subject to regular weed abatement for decades.

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. Adjacent properties on the south side of Highway 20 are also zoned C3-DR. Property across Highway 20 north of the sign location is zoned PDC, while other property further east across Highway 20 is zoned SR.

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. The edges of the sign will be a minimum of 1 foot from both the rear and side property lines, and 6 feet from the communications lines along Highway 20. A single steel column will support the sign, set in a 4' x 8' x 9' deep concrete footing. Total footing excavation will be approximately 11 cubic yards. 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.

The new sign will be the same as two other signs we've constructed in Lake County, in Upper Lake several years ago and approximately 600 feet to the west of this location earlier this year. Visual simulations depicting the view from Highway 20 currently and after sign construction 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: Greg Redeker, Real Estate Manager    Revised 10/22/19





Current view from eastbound Highway 20



View from eastbound Highway 20 after sign is built