

**MEMORANDUM  
PLACER COUNTY  
PLANNING DEPARTMENT**

**TO:** Board of Supervisors

**FROM:** Michael Johnson, Planning Director, AICP

**DATE:** October 23, 2006

**SUBJECT: ZONING TEXT AMENDMENT – MODIFICATION OF SECTION 135.23 OF THE SQUAW VALLEY LAND USE ORDINANCE TO ACCOMMODATE A WAYFINDING PROGRAM (PZTA T2006 0328)**

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**ACTION REQUESTED** The Board is being asked to approve a Zoning Text Amendment to amend Section 135 of the Squaw Valley Land Use Ordinance to add a new Section 135.23, to allow for a “Wayfinding” program for the Valley. “Wayfinding” is a term used to describe locations and directions to destination points. The Planning Commission has recommended that the Board take such action.

**BACKGROUND**

The Squaw Valley General Plan, adopted in 1983, was designed to serve as the Land Use Ordinance for the Valley, serving in the same capacity that the Placer County Zoning Ordinance does for most of the rest of Placer County. Within the Land Use Ordinances, Section 135 addresses sign permits and sign criteria. Section 135, as it now exists, does not provide for the type of sign program that is being proposed, which has necessitated this Zoning Text Amendment.

The Squaw Valley Business Association is sponsoring the proposed Wayfinding program, in the interest of accommodating the needs of visitors to the area. The proposed Wayfinding Sign Program would also improve pedestrian and vehicular safety, because new visitors would not need to stop, turnaround or make other unexpected vehicular movements when looking for a particular location or amenity.

If implemented, the signage program could potentially involve a number of properties of various zoning designations. The Squaw Valley MAC has voted to support the proposal.

**PLANNING COMMISSION ACTION** The proposed project was considered by the Planning Commission at its August 24, 2006 meeting. The Planning Commission members expressed support for the proposal. Commissioner Burris mentioned that this program might be useful in formulating a signage program for sales of agricultural products. Commissioner Denio cautioned against adding more sign copy than could be read by motorists.

**CEQA COMPLIANCE:** The project qualifies for a Categorical Exemption under Class 5, Minor Alterations in Land Use Limitations of the County CEQA Guidelines.

**PROJECT DESCRIPTION:**

The Squaw Valley Business Association is requesting approval of a Zoning Text Amendment to the signage section of the Squaw Valley Land Use Ordinance to provide for directional signing to key elements of the Squaw Valley community, such as the ski hill, tourist accommodation facilities, and other recreational amenities. The concept of the program is to provide informational and directional signage for persons new to the Valley, who may not be familiar with the locations of popular tourist destinations. This will be a two-phased program, with the first phase being these proposed changes to the signage section of the Land Use Ordinance, and the second being the specific design and location features of the program. Only the first phase is proposed at this time. The second phase, (i.e., approval of the individual signs) will only require Sign Permits and Design Review (which is a staff level approval).

**DISCUSSION OF ISSUES:**

**Aesthetics**

The primary issue associated with the proposal is one of aesthetics, in terms of balancing the worthwhile objective of providing useful information to visitors to Squaw Valley, while at the same time not encouraging an over-abundance of signage that would detract from the natural beauty of the area.

This proposal would simply provide for the opportunity for this type of Wayfinding program, while the second phase, the Sign Program itself, will deal with the kinds of details and site-specific evaluations that will hopefully achieve that balance.

Community acceptance will largely determine the success of the program, and in Squaw Valley, the community is served by both a local Design Review Committee (SVDRC), and a Municipal Advisory Council (SVMAC). With the involvement of those two groups, it would be anticipated that a program could be approved that would reflect community values.

**Traffic Safety**

As one of the reasons to establish this unique Sign Program is to assist travelers in finding their intended location without making unsafe stops or turning movements, the Planning Commission recommended that the first paragraph of the proposed new Section 135.23 of the Squaw Valley Land Use Ordinance be modified to read as follows:

“All signage proposed for placement and use in the Squaw Valley Wayfinding Signage project shall be designed and implemented for the purpose of promoting tourism and traffic safety and improving the Squaw Valley visitor experience...”

It is also important to point out that the Department of Public Works will be involved in the review of the design and placement of the proposed signs to insure that the signs themselves do not create traffic hazards.


**RECOMMENDATION:**

Staff recommends that the Board approve the proposed Zoning Text Amendment, based on the attached finding.

**FINDING:**

The proposed Zoning Text Amendment, that will allow establishment of a Wayfinding Sign Program will be in the public interest, by providing useful information to visitors to the Valley, and helping to achieve the objective of making Squaw Valley a year-round destination resort.

Respectfully submitted,



Michael Johnson, AICP  
Director of Planning

**EXHIBITS:**

- Exhibit A- Proposed Section 135.23
- Exhibit B- Existing Text of Section 135
- Exhibit C- Example of Sign Plan
- Exhibit D- Resolution of Approval

cc: Squaw Valley MAC

COPIES SENT BY PLANNING:  
Phil Frantz - Public Works, Transportation  
Grant Miller - Environmental Health Services  
Brent Backus - Air Pollution Control Distri  
Vance Kimbrel - Facilities, Parks  
Christa Darlington - County Counsel  
Allison Carles - CEO's Office  
John Marin - CDRA Director  
Michael Johnson - Planning Director  
Squaw Valley Design Review Committee  
Subject/chronos files

o plus/pln/billbos/zta wayfinding sign program bos memo

Section 135.23 Squaw Valley Wayfinding Signage Project  
Sign Criteria – This section describes the criteria for implementing a "Way  
Finding" sign program for the Community

All signage proposed for placement and use in the Squaw Valley Wayfinding Signage Project ("Project") shall be designed and implemented for the purpose of the promotion of tourism and improving the Squaw Valley visitor experience. All signage shall meet the following criteria. *traffic safety, and improving*

1. Signs shall be installed only after obtaining necessary County Entitlements including, but not limited to: Sign Permit(s), Design Review, Encroachment Permits, and Building Permits. All signs, including installation and maintenance thereof, must comply with the terms and conditions of the County Entitlements. Sign Permits and Design Review approvals shall be done in accordance with the involvement of the Squaw Valley Design Review Committee (SVDRC), and, where appropriate, the Squaw Valley Municipal Advisory Council (SVMAC).
2. The text of all signs must meet one (1) of the following criteria, prior to installation. The text on all signs shall be for the principal purpose of assisting visitors in locating attractions within the Squaw Valley area to which directions are commonly sought.
  - A. The text identifies the location of a specific recreational facility such as ski lifts, cable cars, golf courses or stables.
  - B. The text identifies the location of historic location, local landmark, or point of interest such as the 1960 Olympic site.
  - C. The text identifies the location of specific public and visitor services such as parking, transit service, medical facilities, and emergency services.
  - D. The text identifies resort properties that provide a full range of on-site guest services such as shopping, dining, fitness facilities, 24 hour registration, and concierge in addition to lodging.
3. No sign submitted for approval may do any of the following:
  - A. Advertise individual businesses within a resort property.
  - B. Advertise the location or availability of denominational religious institution of events.
  - C. Advertise any business, facility or location which does not meet the criteria set forth above.
4. Signs proposed as part of a "Wayfinding Program" may employ special criteria different from that of other signage requirements of this chapter.
5. Appeals or decisions of this Section shall be conducted in accordance with the Appeals procedures as set forth in this Code.

132.12 - Approved logging activities and vegetation removal shall be accomplished consistent with the following standards:

- a) Cleared areas shall be irregular in shape.
- b) Vegetation which serves to hold snow in areas which may be subject to avalanche must be retained.
- c) Transitional zones between wooded and open areas must be preserved; harsh or abrupt edges must be avoided.
- d) In order to minimize visual impacts, approved ski trails shall be constructed with alignments which are not parallel to the line of sight from significant observation points.

#### SECTION 135 - SIGNS

##### 135.10 - Free Standing Signs

- a) Each lot in a commercial district shall be permitted one freestanding sign. The total area of the sign(s) on any one building may not constitute more than ten percent (10%) of the area of the side of said building on which the sign appears regardless of the number of businesses occupying the building. The total area of an outdoor free standing sign shall not exceed one square foot of sign area for each five (5) feet of street frontage occupied by the business or enterprise. However, no one free standing sign may exceed a maximum of thirty-six (36) square feet unless it is a valley-wide directory available for general use. Each lot in a subdivision shall be permitted one freestanding sign. The maximum permissible aggregate sign area is 50 square feet for all freestanding, directional, and projecting, building signs.

EXHIBIT B

- b) The area of a sign shall include the entire area within any type of perimeter or border which may enclose the outer limits of any writing, representation, emblem, figure, or character. The area of the sign having the perimeter or border shall be computed by enclosing the entire area within a parallelogram, circle, or triangle of the smaller size sufficient to cover the entire area of the sign and computing the area of the parallelogram, circle, or triangle. The area of the second side of a two sided sign shall only count as fifty percent (50%) of the sign area of the second face and all additional faces shall be included in determining the area of the sign.) Conforming and/or non-conforming signs in existence at the time of the enactment of this Ordinance shall be counted in establishing the permitted area of size of all new signs to be allowed on the property, unless it is a valley-wide directory available for general use.
- c) Signs shall not be placed in the setback area as defined for the zone in which the sign is located. The Design Review Committee may decrease the setback to a minimum of 5 feet if it is determined that the public will be better served with a sign located otherwise, due to site specific conditions such as steep terrain, heavy vegetation, or existing structures on the site or adjoining properties.

Section 135.12 - Building Signs

- a) Buildings, or clusters of buildings having more than one tenant, shall provide a signage plan for the entire structure. The signage plan must be designed so that it establishes a common theme or design, uses similar construction methods, has identical or compatible colors, lettering, lettering style,

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symbols, scale and size of signs and/or common background. Signage plans for office buildings must focus on the identification of the building. Individual tenants may be recognized by using small lettering on a window or door. Total signage area within the plan is subject to the maximum size.

- b) Signs may be constructed of wood, metal, glass, stone, concrete, or brick and in some circumstances, cloth. Plastic may be used in conjunction with back-lit, cut-out letters only.
- c) Light fixtures should be simple in form and mounted so they do not obscure ornamentation. The light fixtures should emphasize, the continuity of the building surface and should not clutter the building in an unorganized manner. In any zone, no spotlight, floodlight, or lighted sign shall be installed in any way which will permit the rays of such sign light to penetrate beyond the property on which such light or lighted sign is located.

Section 135.14 - Permits: Permits are required for the following signs which are allowed provided they meet the specified conditions:

- a) Free standing signs are limited to low profile signs which may not exceed a height of twelve (12) feet and shall be limited to a maximum of thirty-six (36) square feet in area unless it is a valley-wide directory available for general use. They must be incorporated into a landscape design theme or planter area having minimum dimensions of five feet by five feet (5' X 5').
- b) An entrance/exit sign is allowed at each approved driveway opening provided that each sign is no larger than two (2) square feet, no taller than three (3) feet.

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- c) Changeable copy signs may only be used in conjunction with theaters or master address identification signs in conjunction with a signage plan.
- d) Window signs may be placed in or upon any window, provided that no more than twenty percent (20%) of the total transparent area of the window is obscured. This will be counted in the signage area.
- e) Cut-out, back-lit illuminated letters are allowed, provided that the letters are no higher than eighteen (18) inches.
- f) Directional or guide signs may be a maximum of sixteen (16) square feet.
- g) Projecting signs may not project more than thirty-six (36) inches from the face of the building to which they are attached. They must have at least eight (8) feet of ground clearance and cannot be higher than the building to which they are attached. Projecting signs may not extend beyond the applicants' property.
- h) Signs promoting events sponsored by civic, charitable, educational, or other non-profit organizations may be erected up to three (3) weeks in advance of the event being promoted. These signs shall be removed within five (5) days following the conclusion of the event. No such signs shall be permitted on public property or within public rights of way.
- i) Hanging signs may be placed anywhere underneath an approved canopy, awning, or colonnade, as long as it does not project beyond the same. They must have at least eight (8) feet of ground clearance and cannot be higher than the building to which they are attached.

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- j) Neighborhood identification - not more than two (2) permanent (non-tract) signs containing appurtenant sign copy of not more than fifty (50) square feet in aggregate sign area and not more than six (6) feet in height shall be allowed to identify a neighborhood or other residential area comprising not less than three (3) acres in size.

Section 135.16 - Signs Prohibited: No person shall erect, alter, maintain, or relocate any sign specified in Section a) - n) as follows, in any zone.

- a) Signs Creating Traffic Hazards. No sign shall be erected at or near any public street or the intersection of any streets in such a manner as to create a traffic hazard by obstructing vision or at any location where it would interfere with, obstruct the view of, or be confused with any authorized traffic sign.
- b) Hazardous Signs. No sign shall be erected or maintained which, due to structural weakness, design defect, or other reason, constitutes a threat to the health, safety, and welfare of any person or property.
- c) Signs Resembling Traffic Signals or Signs. No sign shall be constructed, erected, or maintained which purports to be or resembles an official traffic sign or signal except those signs officially authorized and installed by Placer County.
- d) A-frame Signs. Any portable sign or structure composed of two (2) sign surfaces mounted or attached back to back in such a manner as to form a basically triangular vertical cross section through the faces.

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- e) Flashing Signs. Any sign which contains an intermittent or flashing light source, or which includes the illusion of intermittent or flashing light by means of animation, or an externally mounted intermittent light source. Automatic changing signs, such as public serve time, temperature and date signs, or electronically controlled message centers are not classified as flashing signs.
- f) Electronic Message Signs. A permanent free-standing roof, wall, or other sign which changes copy electronically using switch and electric lamps.
- g) Off-premise Signs and Billboards. Out-door advertising sign which advertises goods, products, or services not sold on the premises on which said sign is located.
- h) Roof Signs. Any sign erected partly or wholly on or over the roof of a building, including ground signs that rest on or overlap a roof.
- i) Animated Signs. A rotating or revolving sign, all or a portion of which moves in some manner.
- j) Wind Signs. Any propeller, whirling, or similar device which is designed to flutter, rotate, or display other movement under the influence of the wind. This shall not be construed to include flags or banners.
- k) Illuminated Signs. Standard "cabinet" illuminated signs.
- l) Mobile or Portable Signs. A sign not permanently attached to the ground or building.
- m) Video Signs. Animated visual messages which are projected on a screen.
- n) Tree Sign. Any type of sign whatsoever attached to a tree.

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Section 135.18: The following signs are not regulated and no permit shall be required if the following standards are met. They shall be regulated by the following and shall not be included when calculating permitted sign area for any parcel, use or development.

- a) Nameplates (Residential). One nameplate shall not exceed one square foot in area.
- b) Political Signs. Signs relating to nomination or election of any individual for public office or advocacy or any measure to be voted upon at a scheduled special or general election. Political signs are temporary and shall be removed within five (5) days following the election. Political signs may not be placed on or posted on any public property or structure, including lamp or sign posts.
- c) Vacancy Signs. Vacancy signs are allowed only for those buildings which are permitted for nightly rentals. Vacancy signs may be a maximum of two (2) square feet.
- d) Solicitation Sign. One "no solicitors" sign not to exceed one square foot, is allowed per major entrance to any building or apartment complex.
- e) Hours of Operation Sign. One hours of operation sign is allowed per entry way. Each sign may not exceed one square foot in area.
- f) Trespassing Signs. Trespassing signs may be posted on doors, windows or other property entrances, or on fence or property lines. They may not exceed one square foot in area.
- g) Addressing Numbers. Addressing numbers may be no higher than twelve (12) inches. When placed on commercial buildings, they may be taken into account in the review of the signage plan.

- h) Interior Signs. Signs which are on the interior of buildings not intended for display to persons outside the building, or signs on privately owned walls or plazas that are located as to be oriented to the signage plan.
- i) Flags, Symbols, or Insignia. The flag of the United States, the California or other flags or insignia of governmental entities or agencies may be displayed.
- j) Real Estate Signs. One four square foot real estate sign per property for sale, except that when one brokerage has a listing for more than one condominium unit in the same complex, only one sign shall be used. The sign must be completely located within the property lines of the property for sale.
- k) Real Estate Signs for Vacant Land. One four foot by four foot (4' x 4') two-sided "for sale" sign may be used on parcels of land greater than one acre, however, this would not be applicable to single family lots in platted subdivisions. Such signs must maintain the required setbacks for structures in that zone. Parcels smaller than one acre may use only one four (4) square foot standard real estate sign.
- l) Special Sale Sign. Merchants may advertise special sales with temporary window signs that do not cover more than twenty percent (20%) of the total transparent area of any window for a maximum of seven (7) days in any thirty (30) day period.

Section 135.20 - Temporary Signs: Temporary signage is to be used only in conjunction with the original sale of units and the identification of a project which is under construction. Permits for temporary signs will only be approved if a Planning Department approval has been issued for the construction being performed. Complete applications for temporary signs will be reviewed by the Design Review Committee.

- a) The amount of signage each project is allowed is dependent upon the number of units or amount of commercial space initially for sale. The amount of signage allowed will be applied on a project by project basis with six (6) square feet allowed per unit or six (6) square feet per one thousand (1,000) square feet of commercial space. However, the maximum amount of temporary signage allowed for any one project is sixty-four (64) square feet.
- b) All temporary signs must be set back at least ten (10) feet from the property line.
- c) Temporary signs may be allowed for a period of one year.

Section 135.22 - "Sign Programs": "Sign programs" should be prepared for multiple occupancy buildings such as shopping centers and office complexes. Such programs promote design compatibility, ensure equitable sign allowance between tenants, and facilitate sign permit processing.

Section 135.24 - When possible, signs should not be high intensity and glaring in nature. The larger the sign, the lower the level of illumination should be. Illumination of the letters is preferred over illumination of the sign background. Light bulbs shall not be exposed.

Section 135.26- Signs should be located to respect pedestrian and driver safety. Projecting signs shall clear sidewalks by eight (8) feet and shall project no closer than two (2) feet from the curblines. Height allowance over driveways, alleys and parking areas shall be a minimum of 13'6". Signs should be placed to avoid conflicts with door openings. Signs are not permitted in the road right-of-way.

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PHASE 1 SIGN PROGRAM

05.13.03

prepared by  
Weidner Architectural Signage  
Ross/Luthin Creative

EXHIBIT C

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### **Enhancing The Squaw Valley Experience**

The Squaw Valley experience begins at Hwy 89 with the bold statement made by the Tower of Nations. From there, the quality of the experience becomes dependant on what visitors encounter along Squaw Valley Road. The road is the "front door" to the valley; the place where first impressions become reality. The road experience must instill in visitors the spirit of the Valley.

#### **Observations**

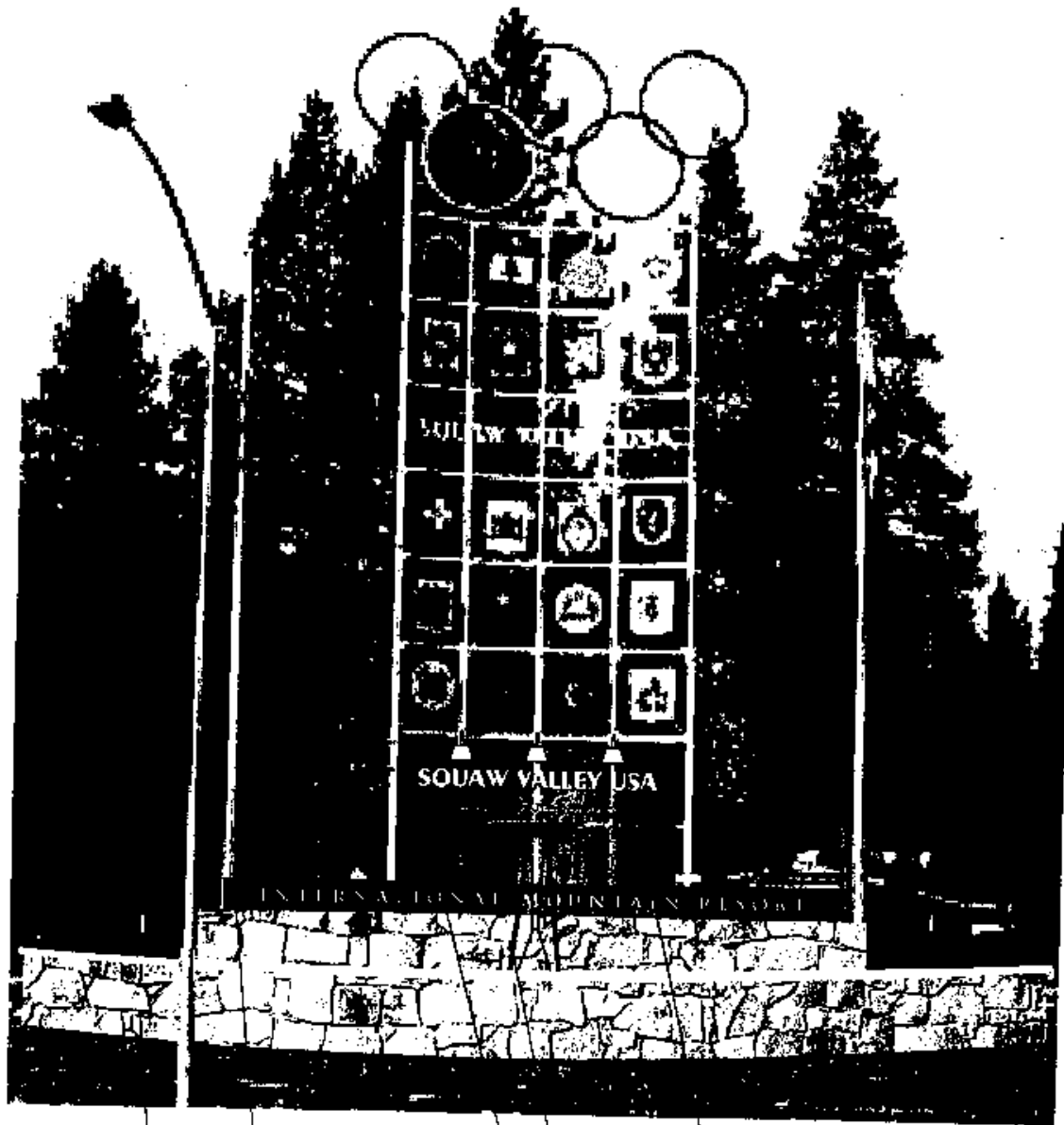
There are a number of existing features that contribute to the unique quality of Squaw Valley. The Tower of Nations, international medallions, large landscape boulders and cross rail fencing to name a few. Drawing from these features, a palette of materials can be assembled that can be applied to enhance different areas of the Valley.

#### **Signage Colors:**

ICI-354 Timer Trail - (Dark)

ICI-360 Sidesaddle - (Medium)

ICI-475 Honeysweet (Accent)



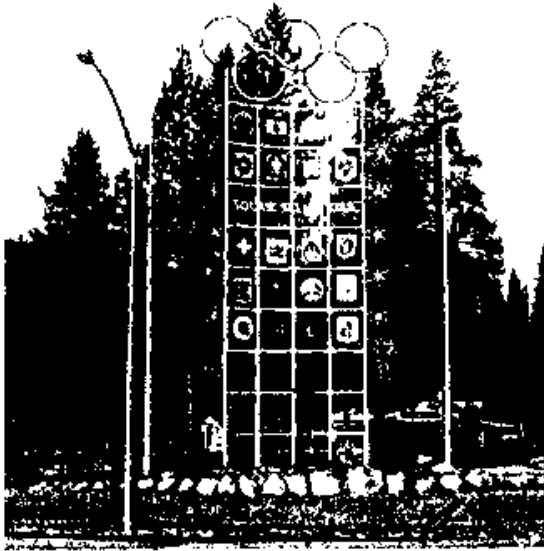
Sign band w/  
silver metallic letters

Exist. Torch — New down  
lights

New stone  
landscape walls

Metal screen w/  
Gray w/silver metallic letters





EXISTING

**A1** Tower of Nations

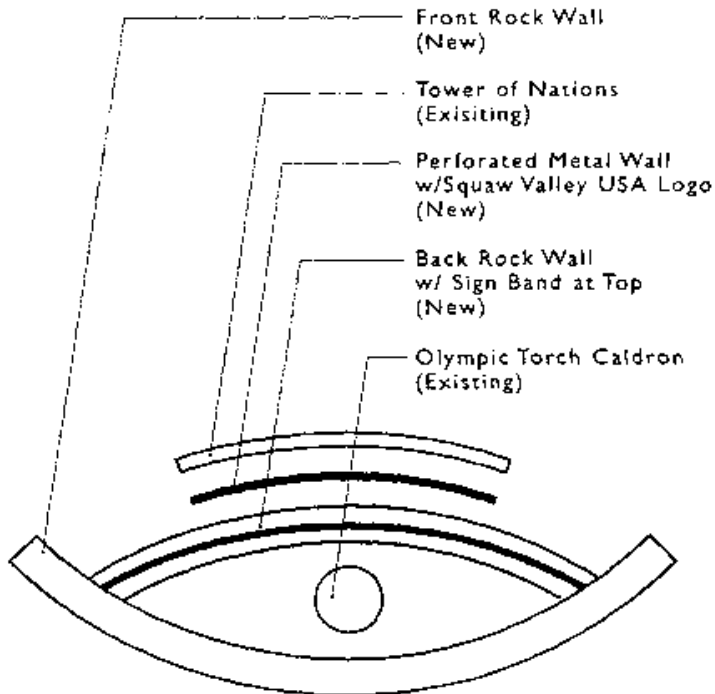
Observations:

The Tower of Nations and the Torch are original Olympic features and should remain unaltered. Together, they make a strong initial statement about the greatness that was, and is Squaw Valley. The spirit of that statement isn't repeated until visitors arrive at the Cable Car building and Funitel at the end of the valley.

The area around the Torch at the base of the Tower is in need of definition and upgrading. Currently the Torch sits in an open space disconnected from the Tower.

Recommendations:

- Add landscape walls to define the base area
- Create a terrace as a place of honor for the Torch
- Add Identity that is World-Class Resort quality
- Light the ID elements using Tower mounted downlights.



**PLAN VIEW**

TOWER OF THE VALLEY SIMILAR



**A2** Tower of The Valley

Observations:

The tower at the South side of Squaw Valley Road currently carries graphic panels that all have the same background color with white international symbols for the activities found in the Valley. An internally illuminated sign cabinet is attached to the tower with Squaw Valley, USA identity in vinyl on a white background. A torch also stands on front of the tower.

The uniformity of the symbol panels and bulk and simplicity of the sign cabinet make the South Tower lack the visual interest and the international character of the Tower of Nations to the North.

As with the Tower of Nations, the area around the Torch at the base of the Tower is in need of definition and upgrading. This Torch also sits in an open space disconnected from the Tower.

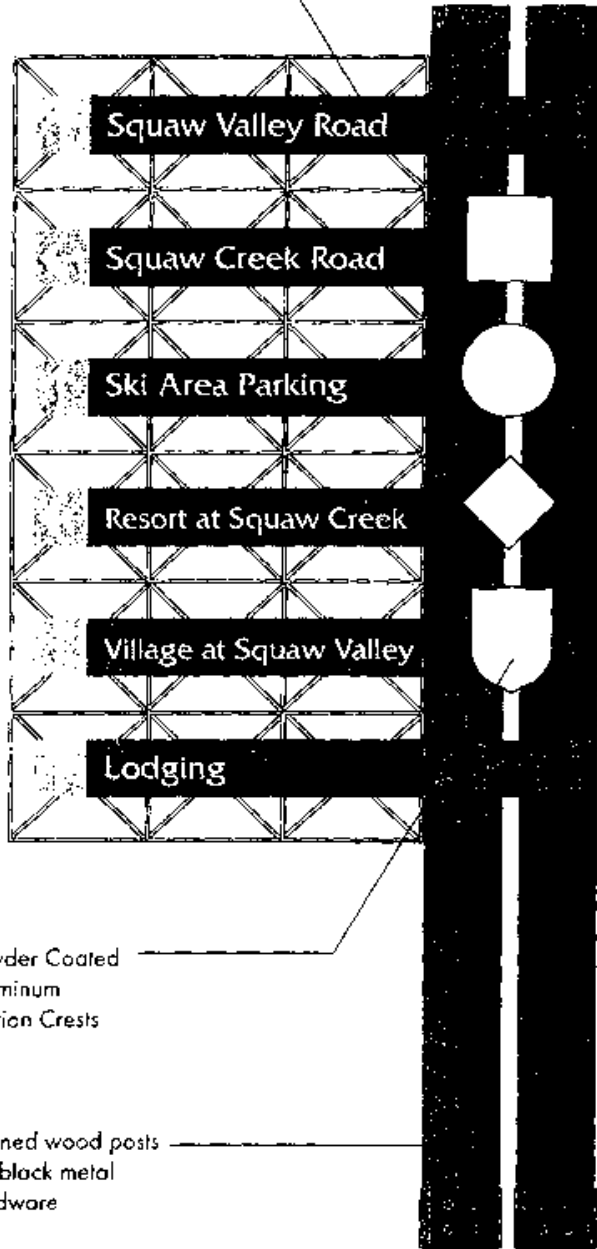


EXISTING

Recommendations:

- Add landscape walls to define the base area
- Create a terrace as a place of honor for the Torch
- Add Identity that is World-Class Resort quality
- Light the ID elements using Tower mounted downlights.
- Eliminate the internally illuminated sign cabinet
- Replace the uniform sign panels with colorful medallions
- Medallions graphic possibilities:
  - Symbols for Valley destinations
  - Colorful symbols representing Valley activities
  - International medallions of attendees of the 2002 Olympics that did not attend 1960

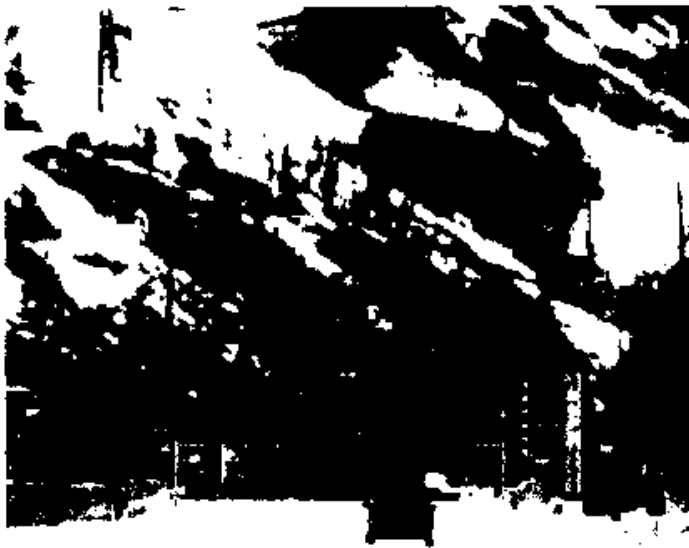
Metal framework w/  
Powder Coated  
Aluminum Panels



Concrete Base



Squaw Valley Rd. at Squaw Creek Rd.



Squaw Valley Road at Chamonix

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### Directional Signs

Sign Messages (East Sides Shown):

**D1** - 100 yds before Squaw Creek Rd intersection

- Squaw Valley Road
- Squaw Valley USA Ski Area
- Village at Squaw Valley
- Lodging
- Resort at Squaw Creek

**D2** - In front of Post Office

- Ski Area Valet Parking
- Village at Squaw Valley USA
- Lodging
- Medical Clinic (seasonal)
- General Parking

**D3** - At new bridge

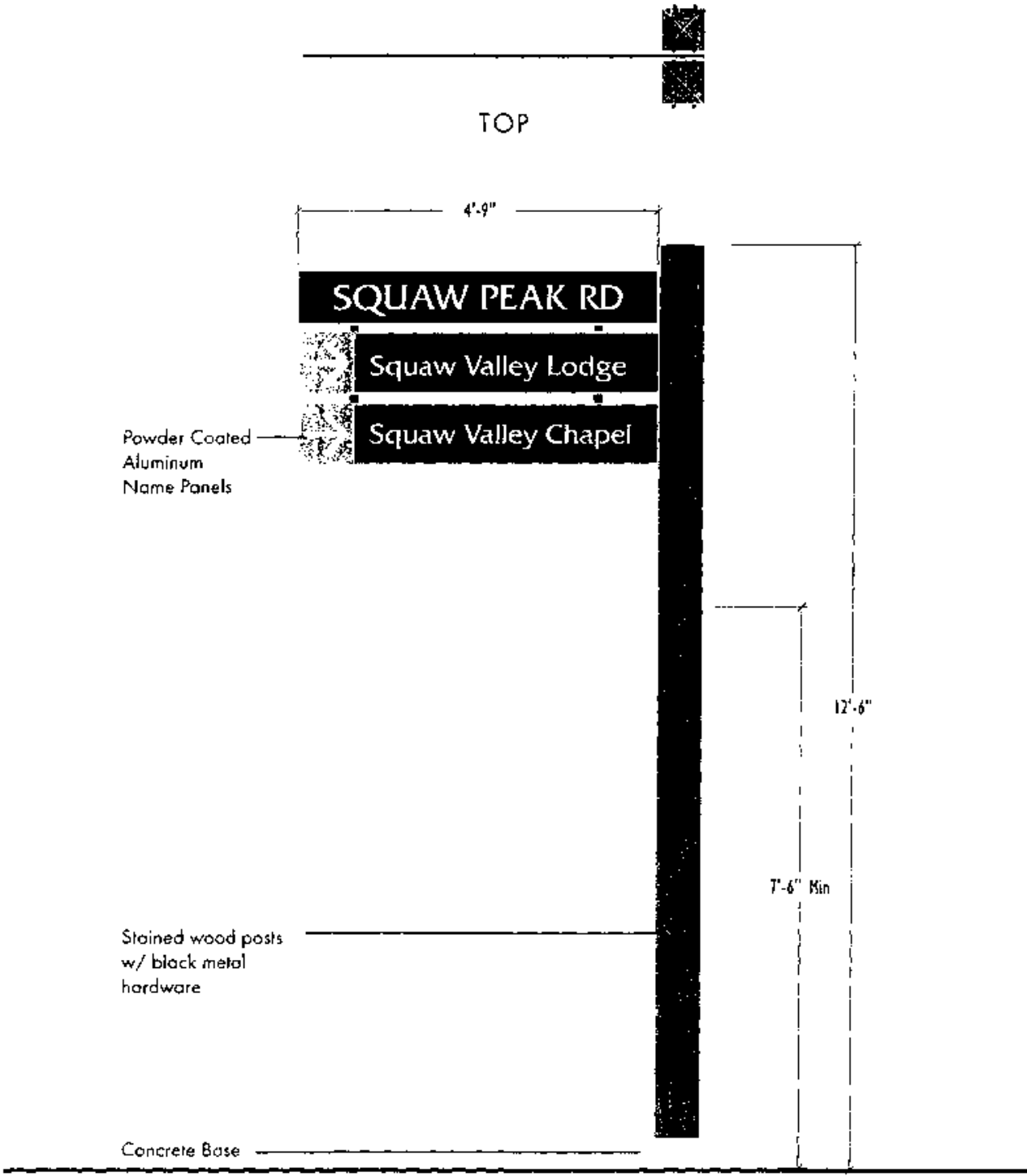
- Ski Area Valet Parking
- Village at Squaw Valley USA
- General Parking
- Lodging
- Red Wolf Lodge

**D4** - 100 yds before Chamonix Place intersection

- Ski Area Valet Parking
- PlumpJack /Squaw Valley Inn
- Squaw Valley Lodge
- Cable Car
- Olympic Village Lodge
- General Parking

**D4** **D3** **D2**

**D1**



STREET NAME/DIRECTIONAL

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 **Street Name Signs**

**Recommendation**

Custom street name signs help establish an area as a special place and define the boundaries of a region. Northstar and Mas'Ti are two examples of areas that define themselves using custom signage.

**Primary Sign Intersections:**

- Squaw Creek Road
- Squaw Loop Road
- Chamonix Place
- Squaw Peak Road
- Village Road

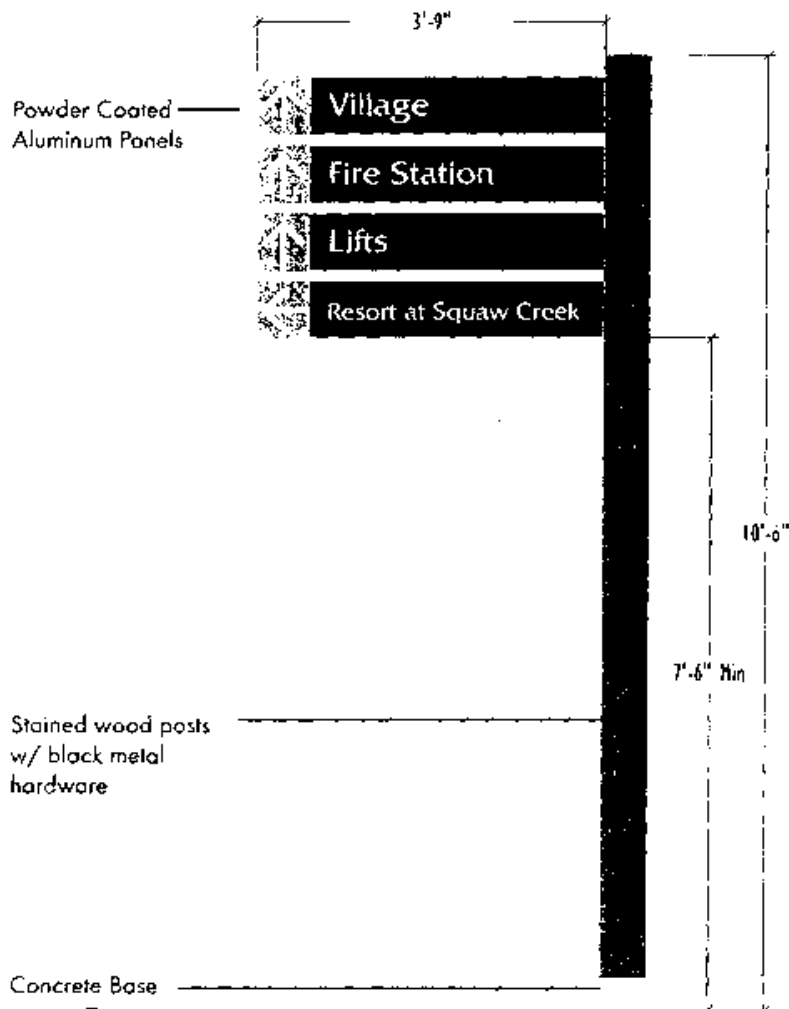
**Secondary Sign Intersections**

- All residential streets intersecting Squaw Valley Rd.



Themed signs at Masa'Ti define the character of the area even before construction begins





PEDESTRIAN DIRECTIONAL

F

**F Pedestrian Info Signage**

**Recommendations**

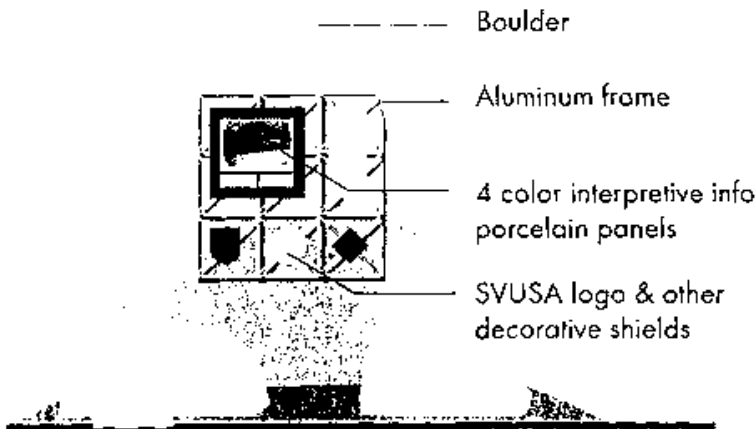
Squaw Valley has a system of pedestrian pathways that make it possible for visitors to explore the Valley on foot, by bicycle or on skates. A system of directional signs and interpretive displays will enhance the pedestrian's experience of the valley. Directional signs will point the way to Valley destinations while interpretive wayside signs tell of the Valley's history and natural resources.

**Directional sign locations:**

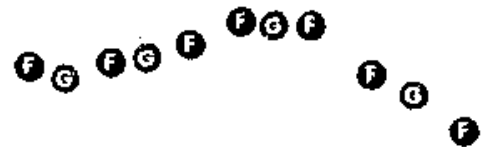
- Pedestrian decision points
- Path connections to roads

**Interpretive sign locations:**

- Scenic vista points
- Historical sites
- Locations of unique natural features



INTERPRETIVE SIGN



Locate signs along pedestrian paths and trails Valley-wide  
Specific locations TBD



# Before the Board of Supervisors County of Placer, State of California

In the matter of:

Ordinance No: \_\_\_\_\_

An Ordinance approving a Zoning Text Amendment (PZTA T20060328) to modify section 135.23 of the Squaw Valley Land Use Ordinance.

The following ORDINANCE was duly passed by the Board of Supervisors of the County of Placer at a regular meeting held \_\_\_\_\_, by the following vote on roll call:

Ayes:

Noes:

Absent:

Signed and approved by me after its passage.

\_\_\_\_\_  
Chairman, Board of Supervisors

Attest:  
Clerk of said Board

\_\_\_\_\_  
Ann Holman

WHEREAS, the Board has considered the recommendation of the Placer County Planning Commission and finds the proposed modification to be in the best interest of the Community,

NOW, THEREFORE, BE IT ORDAINED, that the Board takes action to approve the subject Zoning Text Amendment, and that Section 135.23 is hereby amended as shown in the attached document.

EXHIBIT D

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Section 135.23 Squaw Valley Wayfinding Signage Project  
Sign Criteria – This section describes the criteria for implementing a "Way  
Finding" sign program for the Community

All signage proposed for placement and use in the Squaw Valley Wayfinding Signage Project ("Project") shall be designed and implemented for the purpose of the promotion of tourism and improving the Squaw Valley visitor experience. All signage shall meet the following criteria. *traffic safety, and improving*

1. Signs shall be installed only after obtaining necessary County Entitlements including, but not limited to: Sign Permit(s), Design Review, Encroachment Permits, and Building Permits. All signs, including installation and maintenance thereof, must comply with the terms and conditions of the County Entitlements. Sign Permits and Design Review approvals shall be done in accordance with the involvement of the Squaw Valley Design Review Committee (SVDRC), and, where appropriate, the Squaw Valley Municipal Advisory Council (SVMAC).
2. The text of all signs must meet one (1) of the following criteria, prior to installation. The text on all signs shall be for the principal purpose of assisting visitors in locating attractions within the Squaw Valley area to which directions are commonly sought.
  - A. The text identifies the location of a specific recreational facility such as ski lifts, cable cars, golf courses or stables.
  - B. The text identifies the location of historic location, local landmark, or point of interest such as the 1960 Olympic site.
  - C. The text identifies the location of specific public and visitor services such as parking, transit service, medical facilities, and emergency services.
  - D. The text identifies resort properties that provide a full range of on-site guest services such as shopping, dining, fitness facilities, 24 hour registration, and concierge in addition to lodging.
3. No sign submitted for approval may do any of the following:
  - A. Advertise individual businesses within a resort property.
  - B. Advertise the location or availability of denominational religious institution of events.
  - C. Advertise any business, facility or location which does not meet the criteria set forth above.
4. Signs proposed as part of a "Wayfinding Program" may employ special criteria different from that of other signage requirements of this chapter.
5. Appeals or decisions of this Section shall be conducted in accordance with the Appeals procedures as set forth in this Code.