



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

#36  
public comment  
BOS Rcvd 3/4/21

## Ordinance to Restrict Formula Businesses

1 message

Liz Ryan <liz@oakstone-winery.com>  
To: "edc.cob@edcgov.us" <edc.cob@edcgov.us>

Thu, Mar 4, 2021 at 5:35 PM

Dear Supervisor Turnboo and his Fellow Supervisors:

We wish to express our firm support to restrict the advancement of big chain stores and Formula Businesses in our rural area. I believe Daniela Devitt, President of the Fair Play Winery Association enunciated our concerns clearly, and we want to ask you all to please vote in favor of the Urgency Ordinance to implement the Formula Business Ordinance. Thank you for your attention to this important matter.

Sincerely,

Steve and Liz Ryan

Owners/Operators

Oakstone Winery

6470 Irish Acres Rd.

Fair Play CA 95684

530-919-0590

Sent from [Mail](#) for Windows 10



County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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**Fwd: Opposition to Dollar General**

1 message

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**Janet Telfer** <dsbtelfer@gmail.com>

Thu, Mar 4, 2021 at 7:15 PM

To: edc.cob@edcgov.us

Sent from my iPhone

Begin forwarded message:

**From:** Janet Telfer <dsbtelfer@gmail.com>**Date:** March 4, 2021 at 7:12:53 PM PST**To:** [edc.cob@edcgov.us](mailto:edc.cob@edcgov.us)**Subject:** **Opposition to Dollar General**

This is to state my opposition to the proposed Dollar General in Somerset next to Grays Market. The traffic and environmental impact of a Dollar General would be overwhelming to this rural area. Additionally, this store would only prove to degrade an area that the local community is trying to build up as a winery destination bringing more tax dollars and spending to this county. A better option might be a boutique farm stand where local artisans could sell products and farm fresh produce.

Regards,  
Janet Telfer  
[3032 Little Spur Rd](mailto:3032.Little.Spur.Rd@somerset.ca.us)  
Somerset, Ca 95684

Sent from my iPhone



County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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## Support for Proposed Chain Store Ordinance

1 message

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Alicia Selby <newcreation00@gmail.com>

Thu, Mar 4, 2021 at 7:19 PM

To: edc.cob@edcgov.us

Cc: Alicia Selby <newcreation00@gmail.com>

Dear Clerk of the Board,

I am writing to support and thank Supervisors Turnboo and Parlin for their recommendation that the Board adopt the Ordinance to Restrict Formula Businesses in Rural Centers.

El Dorado county has been my life-long home and I feel so blessed to live in a community that is not riddled with cheap, common, tacky, generic, and uninteresting chain and box stores. I would like to encourage the Board to adopt this ordinance, and also to take other measures that will promote local residents opening businesses here. Local residents doing business with each other fosters a sense of unity and togetherness, attributes of El Dorado county that need to be nurtured and encouraged.

Sincerely,  
Alicia Selby

***Your eyes saw my substance, being yet unformed.  
And in Your book they all were written,  
The days fashioned for me,  
When as yet there were none of them.  
~Psalm 139:16***



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## Ordinance to restrict Formula Businesses

1 message

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**Stephanie Van Vleet** <sm\_vanvleet@yahoo.com>

Thu, Mar 4, 2021 at 8:14 PM

To: edc.cob@edcgov.us

I support the proposed Ordinance to restrict Formula Businesses (Chain Stores) in Rural Centers.





County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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**Ordinance to restrict formula businesses**

1 message

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**Randy Rossi** <randy@saluticellars.com>  
Reply-To: Randy Rossi <randy@saluticellars.com>  
To: "edc.cob@edcgov.us" <edc.cob@edcgov.us>

Thu, Mar 4, 2021 at 8:37 PM

**As a small business owner in Somerset, I strongly oppose formula businesses in communities where such businesses do not already exist. The Dollar General's effort to move into Somerset, which has no formula based businesses, will place our existing businesses at a severe disadvantage.**

**One of the unique qualities of our area is that we consist of small businesses. Our area does not have commercial franchises or chains. To the contrary, without exception, our wineries and businesses are smaller, family owned and regionally focused. Dollar General, on the other hand, is a formula-based company, having the ability to take advantage of their purchasing power and the ability to realize economies of scale as a corporation with more than 16,000 locations and expanding by an additional 1000 locations this year alone. As such, our businesses will be at a severe disadvantage, many will likely fail, while Dollar General will thrive due to economies of scale and huge purchasing power.**

**Please don't do this to our small businesses.**

**Randy Rossi**  
**Owner,**  
**Saluti Cellars**



public comment 36  
 County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

BOS Rcvd 3/5/21

## item 21-0378 03-08-21Dollar General in Fair Play

1 message

**Bonnie Porter** <bonnieporter1600@gmail.com>

Fri, Mar 5, 2021 at 1:10 AM

To: edc.cob@edcgov.us

I am a 48 year resident of south El Dorado County. I live 2 miles from the proposed building site. This corner that the store will be on is notorious for failure. Over the years businesses have included video rental, real estate, mexican restaurant, pizza parlor, barber shop, hair salon, a diner type restaurant wine tasting room and a bar. The only business that has lasted is the gas station/mini-mart which sells hard alcohol and has changed ownership many times over the years. With the addition of a large store at this location, there will be an increase in traffic, pollution of water, the runoff from the parking lot will end up in the Middle Fork of the Cosumnes River (the source of drinking water for the families of Outingdale) by way of Perry Creek which travels behind said property. An increase in air pollution from the increase in traffic. Not many people live close to the site, they have to travel quite far. Some of the roads in close proximity, are not even two lanes wide. They do not have a line down the middle. That becomes a safety hazzard, this is a rural area, sometimes horses are ridden along the roads. I have been to the Dollar Generals in Pioneer, Pine Grove and West Point, I have observed the stores in daylight and at night. I am concerned about the light pollution. These stores have exterior lighting mounted to the exterior of the walls. There are also flood lights mounted on poles. Parking lots are bright enough, a baseball game could break out. I chose where I live because of the quiet, I can hear the birds and other animals during the day or night. The total darkness makes it possible to set up a telescope to teach my grandkids about space. We like to lay out and watch the Perseid meteor shower. We also search for the International Space Station and the planets. My 6 year old grandson Alex wants to go to Mars when he grows up. If my sky is polluted by extraneous light, then my life has been altered in a negative way. Futures are being formed by laying on a blanket looking up at a dark sky.

I feel this is not the proper place for a business like this. The impact on the water, roads and sky would be humongous. There would be an increase in litter along our roadways, and with budgets being tight, getting people out this way to pick up garbage is minimal. The wine tourists are not going to like this behemoth sticking out like a sore thumb. I am sure the tax income from wine will be more than a chain store in this area. If the wine people get turned off, then we lose even more.

From my observation, there are only 2 people per shift and 2 shifts per day. Meaning employment possibilities are minimal.

There were no fresh fruits or vegetables or meat to be found in these stores. I believe the healthiest thing I saw in the stores was, bottled water.

Pic 1, pioneer Dollar General behind the store.

Pic 2. Pioneer front parking lot.

Pic 3. View from across Hwy 88.

Pic 4. The sign at the West Point store (the only one not mounted on a pole approx 30 ft. high that I observed that day).

Pic 5. The entrance to the Pine Grove store.

Pic 6. The entrance to the West Point Dollar General.

I hope you all can understand how much of a blow this would be if this company came to our little hamlet.

Thank you

Bonnie Porter-Kotzebue

Perry Creek Rd

Fair Play

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### 7 attachments

**IMG\_20210225\_191200530.jpg**  
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**IMG\_20210225\_190728179.jpg**  
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**IMG\_20210225\_174934332.jpg**  
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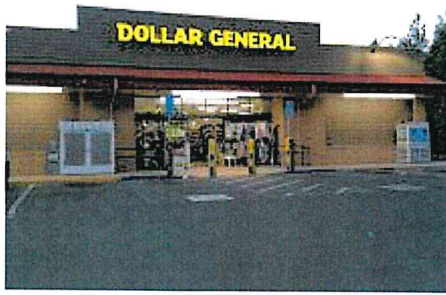


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County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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**Regarding Item #36, on the 3/9/21 Agenda, File #21-0378 Urgency Ordinance 5140**

1 message

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**Sue Taylor** <sue-taylor@comcast.net>  
To: Clerk of the Board <edc.cob@edcgov.us>

Fri, Mar 5, 2021 at 6:47 AM

Regarding Item #36, on the 3/9/21 Agenda, File #21-0378 Urgency Ordinance 5140

Dear Board of Supervisors,

Representing Save Our County, we support the Board in the action to "Adopt and authorize the Chair to sign Urgency Ordinance 5140, pursuant to California Government Code Section 65858 and 65090, to adopt interim restrictions on the establishment of Formula Businesses pending the study and consideration of zoning and other land use regulations pertaining to such businesses, with the ordinance being in effect for forty-five (45) days from the date of adoption."

Thank you,

Sue Taylor  
for Save Our County

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 **Comments for BOS Urgency Ordinance 5140\_3-9-21.pdf**  
121K



3-5-21

El Dorado County Board of Supervisors  
County of El Dorado  
330 Fair Lane  
Placerville, CA 95667

Regarding Item #36, on the 3/9/21 Agenda, File #21-0378 Urgency Ordinance 5140

Dear Board of Supervisors,

Representing Save Our County, we support the Board in the action to "Adopt and authorize the Chair to sign Urgency Ordinance 5140, pursuant to California Government Code Section 65858 and 65090, to adopt interim restrictions on the establishment of Formula Businesses pending the study and consideration of zoning and other land use regulations pertaining to such businesses, with the ordinance being in effect for forty-five (45) days from the date of adoption."

This ordinance is critical in stopping the inflex of box stores and chains in our most historic rural town centers. We have been waiting for such an ordinance for decades. Long ago area plans were created for our individual communities in order to protect our sense of place, way of life, and connection with community. Then in 2004 those plans were abolished and replaced with the 2004 General Plan. In keeping with the area plans, policies were included in the 2004 General Plan to address protecting these existing communities by the way of creating rural centers.

#### LAND USE

##### **GOAL 2.1: LAND USE**

**Protection and conservation of existing communities and rural centers; creation of new sustainable communities; curtailment of urban/suburban sprawl; location and intensity of future development consistent with the availability of adequate infrastructure; and mixed and balanced uses that promote use of alternate transportation systems.**

These are the townsites that are being considered in this ordinance:  
Camino, Cedar Grove, Coloma, Cool, Fairplay, Garden Valley, Greenwood, Georgetown, Grey's Corner, Grizzly Flat, Kelsey, Kyburz, Latrobe, Little Norway, Lotus, Mosquito, Mount Ralson, Mt. Aukum, Nashville, Oak Hill,

Phillips, Pilot Hill, Pleasant Valley, Pollock Pines, Quintette, Rescue, Somerset, Strawberry, and Chrome Ridge.

Currently the only rural center that has chain stores within them is Pollock Pines, in which chain stores that are already existing would be grandfathered. It's important to note that the Pollock Pines Rural Center goes all the way down on Sly Park Road to almost Mt. Aukum Road. It stops just short of the Mt. Aukum Rural Center. A chain store would not be appropriate in that corridor nor in any of these historic townsites listed above.

Below are a few of the many policies in our General Plan that have yet to be implemented. Adopting this ordinance is step one in actions that should have taken place decades ago in order to protect our most precious communities along with preventing needless lawsuits and anxiety among residents, business owners and visitors:

Policy 2.1.2.4 Rural Centers shall be evaluated for their status as historic districts. The Historic Design combining zoning district shall be applied to each Rural Center which meets the criteria **to conserve the unique historic character.**

**GOAL 2.4: EXISTING COMMUNITY IDENTITY**

**Maintain and enhance the character of existing rural and urban communities, emphasizing both the natural setting and built design elements which contribute to the quality of life, economic health, and community pride of County residents.**

Policy 2.4.1.2 The County shall develop community design guidelines in concert with members of each community which will detail specific qualities and features **unique to the community** as Planning staff and funds are available. Each plan shall contain design guidelines to be used in project site review of all discretionary project permits. Such plans may be developed for **Rural Centers** to the extent possible.

The guidelines shall include, but not be limited to, the following criteria:

- A. Historic preservation
- B. Streetscape elements and improvements
- C. Signage
- D. Maintenance of existing scenic road and riparian corridors
- E. Compatible architectural design
- F. Designs for landmark land uses
- G. Outdoor art

## Cultural Resources:

Policy 7.5.1.4 Promote the registration of historic districts, sites, buildings, structures, and objects in the National Register of Historic Places and inclusion in the California State Office of Historic Preservation's California Points of Historic Interest and California Inventory of Historic Resources.

Policy 7.5.1.5 A Cultural Resources Preservation Commission shall be formed to aid in the protection and preservation of the County's important cultural resources. The Commission's duties shall include, but are not limited to:

A. Assisting in the formulation of policies for the identification, treatment, and protection of cultural resources (including historic cemeteries) and the curation of any artifacts collected during field collection/excavation;

B. Assisting in preparation of a cultural resources inventory (to include prehistoric sites and historic sites and structures of local importance);

C. Reviewing all projects with identified cultural resources and making recommendations on appropriate forms of protection and mitigation; and

D. Reviewing sites for possible inclusion in the National Register of Historic Places, California Register, and other State and local lists of cultural properties.

The County shall request to become a Certified Local Government (CLG) through the State Office of Historic Preservation. Certification would qualify the County for grants to aid in historic preservation projects. The Cultural Resources Preservation Commission could serve as the Commission required for the CLG program.

Policy 7.5.2.1 Create Historic Design Control Districts for areas, places, sites, structures, or uses which have special historic significance.

Policy 7.5.2.2 The County shall define Historic Design Control Districts (HDCDs). HDCD inclusions and boundaries shall be determined in a manner consistent with National Historic Preservation Act (NHPA) Historic District standards.



- A. The County shall develop design guidelines for each HDCD. These guidelines shall be compatible with NHPA standards.
- 

The most invasive element to degrade a historic townsite is the introduction of chain stores. If the County created an ordinance to prevent chains at these sites, that would eliminate most of the concerns of these communities in regards to retaining the existing character of their sense of place. A bonus would be to add the requirement of a few simple design standards for those that do build commercial projects in these areas such as following a Western or Victorian theme for the exterior facades.

This has never been complicated. Unfortunately, past Supervisors, lobbyists, and special interests have blocked the passing of these policies ever since the 2004 General Plan was adopted. Save Our County and Residents Involved in Positive Planning (RIPP) sponsored Measure G in order to have the County finally implement these types of policies. That failed due to the misinformation campaign by strong development lobbyists, but the requirement to implement these protections is still in the General Plan. Three of the current Supervisors, prior to being Supervisors, assisted with those Measures. Around 2012-2014, I remember Supervisor Veerkamp spoke to the community of Camino at a Townhall meeting and brought up the concern and need to protect Camino's historic downtown core from chain stores.

It's about time that we fix this and forever protect these most precious sites that are an important element of our heritage, sense of place, and have so far been protected through good stewardship of the property owners for generations.

By adopting this urgency ordinance and then hopefully a permanent one, many of our General Plan Policies can finally be considered implemented.

Thank you for your consideration,

Sue Taylor for  
Save Our County



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## Formula Businesses

1 message

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**Sally DePietro** <sallycarl@gmail.com>

Fri, Mar 5, 2021 at 7:12 AM

To: edc.cob@edcgov.us

We support the proposed ordinance to restrict Formula Businesses in rural centers.

Carl and Sally DePietro  
Cool, Ca



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## CHAIN STORE ORDINANCE; Parlin and Turnbo

1 message

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**fm Hunt** <frmahunt@gmail.com>

Fri, Mar 5, 2021 at 7:59 AM

To: edc.cob@edcgov.us

I support this ordinance completely as written.

Fred Hunt

4001 Hickory Ln

Somerset, CA 95684

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fmhunt





County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## Urgency Ordinance 5140

1 message

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**Ashley Bertram** <baileebenni@gmail.com>  
To: Edc.cob@edcgov.us

Fri, Mar 5, 2021 at 8:17 AM

Let the Board know please let the Biard know that I support Item #36, File #21-0378 on the 3/9/21 Agenda to sign Urgency Ordinance 5140.

Ashley Bertram



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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**#21-0378**

1 message

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**lucia bernal** <annaluciabernal@yahoo.com>  
To: edc.cob@edcgov.us

Fri, Mar 5, 2021 at 8:18 AM

Dear El Dorado County,

Please do not let the permit go through for a dollar store where I live in Somerset.

Thank you  
Lucia A. Bernal

Sent from Yahoo Mail for iPhone



County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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## Ordinance to restrict Formula Businesses (Chain Stores) in Rural Centers

1 message

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**priscillajcortez@gmail.com** <priscillajcortez@gmail.com>

Fri, Mar 5, 2021 at 8:46 AM

To: edc.cob@edcgov.us

I live in Somerset near Grays Corner and am very concerned about the plans to construct a Dollar General store here. I support the proposed Ordinance to restrict Formula Businesses (Chain Stores) in Rural Centers.

*Priscilla J. Cortez ("PJ")*

[priscillajcortez@gmail.com](mailto:priscillajcortez@gmail.com)



Public Comment #36  
 County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

BOS BOARD 3/5/21

## Re: Fair Play Winery Association supports Ordinance to Restrict Formula Businesses in Rural Centers

1 message

**DANIELA DEVITT** <devittdaniela@comcast.net>  
 To: County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

Thu, Mar 4, 2021 at 5:10 PM

We would like this email to be forwarded to the Board of Supervisors and added to the public comments for the BOS meeting 3/2021, Item 36.

Dear Board of Supervisors,

The Fair Play Winery Association representing 22 wineries in the Fair Play/Somerset area strongly opposes Dollar General's effort to move into our area. We are a lovely rural community that attract visitors because of the areas' beauty and uniqueness.

Over the past several years, we have made progress to make our area unique and attractive. One of the exceptional qualities of our area is that we consist of small businesses. Our area does not have commercial franchises or chains. To the contrary, without exception, our wineries and business are smaller, family owned and regionally focused. Dollar General, on the other hand, is a formula-based company, being able to exercise their huge purchasing power and the ability to realize economies of scale as a corporation with more than 16,000 locations, expanding by an additional 1000 locations this year alone.

There are many examples of how Dollar General have moved into areas where local businesses have been undercut and closed. See attachment A

As such, our businesses will be at a severe disadvantage, many will likely fail, and our community will be faced with picking up the pieces. In short, this expansion may very well decimate our community and businesses.

Fairplay road is the gateway to the Fair Play Wine Region. Our brand is that of a quaint country settings that are designed to blend with our beautiful vineyard vistas. Dollar General does not fit in with our clients expectations of our area in that location.

For the above reasons, all the members of Fair Play Winery Association strongly oppose this radical change to our culture and to our business community.

Daniela Devitt  
 President  
 Fair Play Winery Association  
 916 216-3306



On 03/04/2021 10:56 AM County of El Dorado Clerk of the Board <edc.cob@edcgov.us> wrote:



Hi Daniela,

We do not have a posted Agenda item specific to Dollar General. We do have on posted Agenda for Board of Supervisor meeting on 3/9/21, Item 36, File id 21-.0378. Would you like your email attached as public comment for this item or would you just like your emailed forwarded to the Board of Supervisors and the Planning Department? I have attached the Agenda so you can review Item 36.

Office of the Clerk of the Board  
El Dorado County  
[330 Fair Lane, Placerville, CA 95667](mailto:330FairLane@elcogov.com)  
530-621-5390

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On Thu, Mar 4, 2021 at 10:36 AM DANIELA DEVITT <[devittdaniela@comcast.net](mailto:devittdaniela@comcast.net)> wrote:

Dear Board of Supervisors,

The Fair Play Winery Association representing 22 wineries in the Fair Play/Somerset area strongly opposes Dollar General's effort to move into our area. We are a lovely rural community that attract visitors because of the areas' beauty and uniqueness.

Over the past several years, we have made progress to make our area unique and attractive. One of the exceptional qualities of our area is that we consist of small businesses. Our area does not have commercial franchises or chains. To the contrary, without exception, our wineries and business are smaller, family owned and regionally focused. Dollar General, on the other hand, is a formula-based company, being able to exercise their huge purchasing power and the ability to realize economies of scale as a corporation with more than 16,000 locations, expanding by an additional 1000 locations this year alone.

There are many examples of how Dollar General have moved into areas where local businesses have been undercut and closed. See attachment A

As such, our businesses will be at a severe disadvantage, many will likely fail, and our community will be faced with picking up the pieces. In short, this expansion may very well decimate our community and businesses.

Fairplay road is the gateway to the Fair Play Wine Region. Our brand is that of a quaint country settings that are designed to blend with our beautiful vineyard vistas. Dollar General does not fit in with our clients expectations of our area in that location.

For the above reasons, all the members of Fair Play Winery Association strongly oppose this radical change to our culture and to our business community.

Daniela Devitt  
President  
Fair Play Winery Association  
916 216-3306



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**2 attachments**



**FPWA Opposition Attachment A to Dollar General permit.pdf**

415K



**Fair Play Winery Association Opposes Dollar General - Mar 4 2021 -.pdf**

449K





## Attachment A

NPR "How Dollar General is transforming rural America  
Progressive.org " How Dollar stores prey on the poor"  
Washington Post "2019/02/15 As Dollar Stores move in residents see a steep downside"  
fastcompany.com " Dollar General and Family Dollar are harming communities  
propublica.org "How Dollar Stores became magnets for crime and killings" - 200 violent incidents  
involving guns since 2017 including 50 deaths . Lot of drugs.  
Our area has only one supermarket that is full service with meat fruit, vegetables and bakery. This is  
providing a healthy food source unlike Dollar General would be. Dollar General could seriously affect the  
viability of this local supermarket and the local gas station with convenience store. We cannot afford to  
lose these or any of our other local business.

Review of this application and the El Dorado County Plan  
Strategic Goals Themes and Priorities

"Encourage and support through policy and resources the pursuit of local, state and federal,  
private and public funding opportunities to support and promote healthy communities"

Need to support our local supermarket, Dollar General does not promote healthy food.

Economic Development

"Retain, develop and attract businesses that provide economic sustainability and quality job  
creation" Dollar General is likely to destroy the economic sustainability of businesses

"Nurture the County and Community's business friendly environment"

Dollar General is not business friendly.



County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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## Chain Store Urgency Ordinance

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Joann Eisenbrandt <bluelakewriter@gmail.com>  
To: edc.cob@edcgov.us

Fri, Mar 5, 2021 at 8:58 AM

I strongly support the Chain Store Urgency Ordinance.

As a former journalist who covered land use issues in El Dorado County for years, I have seen firsthand the decades-long debate over how the "rural" nature of the West Slope will be defined.

The county's General Plan points with pride to the county's rural atmosphere, but the Board of Supervisors often has made decisions that put that rural future in jeopardy.

Your choice of whether or not to allow a plethora of "formula businesses" like Dollar General to overtake the landscape will ultimately determine its future configuration. Years ago, I moved from bustling Orange County in Southern California to a small mountain town in the Southern Sierra. None of the conveniences of an urban area were there, but many other much more rewarding things were. I chose the rural life as I believe so many who live here also have done.

I covered the initial application of Dollar General to put a store in downtown Georgetown. I attended the Board of Supervisors meeting where a large turnout of Georgetown residents pleaded, sometimes in tears, with the Board to deny this application and preserve the historic rural character of their town. At that meeting, the Board did not listen. I hope they are listening now and approve the Chain Store Urgency Ordinance.

It is truly "urgent," as the county is at the tipping point of whether it will retain its historic rural character so many people moved here to enjoy, or slowly but surely transform into another Folsom.

Joann Eisenbrandt  
2914 Tree View Lane  
Placerville, CA 95667



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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**Item 36, file #310378**

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**Schuyler Bayless** <schuyler.bayless@gmail.com>  
To: edc.cob@edcgov.us

Fri, Mar 5, 2021 at 9:20 AM

STOP THE INFLEX OF BOX STORES AND CHAINS IN OUR MOST HISTORIC TOWN CENTERS.

I support Item #36, File #21-0378 on the 3/9/21 Agenda to sign Urgency Ordinance 5140.  
Sent from my iPhone



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

**Ordinance 5140**

Scot Telfer <stelfer@live.com>

Fri, Mar 5, 2021 at 9:29 AM

To: "edc.cob@edcgov.us" <edc.cob@edcgov.us>

Good Morning,

I am emailing in support of Ordinance 540 and in support of both Supervisors Parlin and Turnboo in preventing Chain Stores from coming into Fairplay, and South County. The idea of Dollar General wanting to occupy the lot in Fairplay is absurd. We do not need them here, and the Traffic and other issues that will arise from this store being here or allowing rapid growth in our rural community is not acceptable. Once one chain comes in, it will open the doors for others to come in and destroy our rural community and our way of life. Keep them out !

Sincerely,

Scot Telfer

Scot Telfer  
Telfer Investigations  
CA PI Lic 187987  
916 952-2673  
[Http://www.telfercdi.com](http://www.telfercdi.com)

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County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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## Support for Ordinance to Restrict Chain Stores in Rural Areas

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Susan Sutter <susan9694@att.net>  
To: edc.cob@edcgov.us

Fri, Mar 5, 2021 at 9:39 AM

We ask for your representation and support for the proposed Ordinance to restrict Chain stores from being built in the rural areas of El Dorado county.

As residents of the Georgetown Divide, we made a conscious choice to live away from major commerce and commercialism to improve our quality of life. We have chosen quality over convenience and quantity. Our small local businesses provide for our needs and are an asset to our lives. They maintain the character and integrity of our rural space.

Please do not allow for business entities / chain establishments to alter this landscape and destroy the historical and community-minded aspects of our life in rural El Dorado county.

Suzy Sutter and Dana Fennie  
Greenwood, Ca

Sent from my iPhone



County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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**For distribution to Board of Supervisors Meeting; for agenda package 3/9/21**

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**Linnea Marengo** <ldmarengo@yahoo.com>  
To: "edc.cob@edcgov.us" <edc.cob@edcgov.us>

Fri, Mar 5, 2021 at 9:57 AM

To: El Dorado County Board of Supervisors

From: Linnea Marengo, Property Owner, Cool

Date: March 5, 2021

I am writing to support the following Urgency Order which is on the Board of Supervisors agenda on March 9, 2021.

- 1) Adopt and authorize the Chair to sign Urgency Ordinance 5140, pursuant to California Government Code Section 65858 and 65090, to adopt interim restrictions on the establishment of Formula Businesses pending the study and consideration of zoning and other land use regulations pertaining to such businesses, with the ordinance being in effect for forty-five (45) days from the date of adoption, unless extended by the Board; and
- 2) Find that the urgency ordinance is exempt from the California Environmental Quality Act (CEQA) pursuant to State CEQA Guidelines 15308, 15060(c)(2) and 15060(c)(3). (4/5 vote required).

I have lived in Cool, El Dorado County, for nearly 20 years now. Formula businesses do not fit the rural character of our town and could negatively impact our rural lifestyle and possibly property values. A strip mall, for example, with discount chain stores, such as Dollar General and Grocery Outlet, do not fit in with the nature of our small town Rural Center. Please let us speak for ourselves to determine our Rural Center identity.

Secondly, one or both of these stores could cause a great traffic problem at the proposed location. Why? The business area of Cool is located at the intersection of Highway 49 and Highway 193. Both of these highways are major commute routes which already generate a substantial amount of traffic, not just from locals but especially from commuters traveling across El Dorado County, between Highway 80 and [Highway 50 via Highway 49](#).

I repeat, Cool, at Highway 49, is the major, if not sole, route from Highway 80 over to Highway 50 and thus warrants special consideration. To place formula discount chain stores, which would not be utilized simply by locals, but rather commuters, could generate substantial traffic and associated issues, on Highway 49 especially.

Please, take some time to evaluate what types of new businesses, if any, would be welcomed by our local community property owners and consumers. The restrictions placed on people by the corona virus have placed enough stress on us already. Now is the time to slow up major decisions



regarding what types of new businesses are approved by the Board in Rural Centers and Rural Regions.

Thank you.



County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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## Chain Store "Urgency" Ordinance

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Kelly McElligott &lt;westk062@gmail.com&gt;

Fri, Mar 5, 2021 at 10:01 AM

To: edc.cob@edcgov.us

My husband and I moved to Pleasant Valley in May of 2020. We moved here and bought our forever/retirement home. We chose Pleasant Valley due to its rural setting, peacefulness and distance from everything commercial or "Chain". Our hearts would be broken if the Chains and Big Boxes were allowed to invade our peaceful, serene country environment! We, as well as many others, live here to escape the hectic life of the suburbs and cities.

We respectfully request that you please pass this urgent Ordinance and uphold and respect our beautiful, relaxed country living.

Thank you for your urgent reaction to this concern. Thank you for being our voice and putting a stop to the "Chains" who are attempting to invade the peaceful corners of our beautiful county. Thank you for bringing this issue to the attention of our community members and allowing us to have a voice.

With Gratitude,

John and Kelly McElligott  
4233 Dayspring Court  
Pleasant Valley, CA

916-806-4415



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## Urgency Ordinance 5140. 3/9/2021 Board Meeting, Item #36

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Theresa La Voie <tivequinelawyer@gmail.com>

Fri, Mar 5, 2021 at 10:42 AM

To: "edc.cob@edcgov.us" <edc.cob@edcgov.us>

Dear Clerk of Board,

I have attached my letter in support of Urgency Ordinance 5140 to be distributed to the 5 Supervisors for the March 9, 2021 Board meeting, and to be added to the public record.

Thank you,

Theresa La Voie



**Dollar General - support ordinance.docx**

19K

Theresa La Voie  
P.O. Box 800  
Somerset, CA 95684

March 5, 2021

Re: Proposed Urgency Ordinance 5140

To: El Dorado County Board of Supervisors

I am a resident of Somerset, California, and have resided here since 1995 on my forty-acre ranch where I breed and raise horses.

I fully support the adoption of the proposed Ordinance to restrict formula businesses (chain stores) in Rural Centers El Dorado County. This support reflects specifically my opposition to the Dollar General's application to build one of its chain stores in Somerset.

In rural areas, when dollar stores start opening, they spell economic trouble. Dollar General (including its competitor Dollar Tree) is one of the fastest growing retailers in the United States and has been rapidly expanding into a county's most vulnerable communities: small, rural towns. When that happens, these chain dollar stores essentially take over the market, making it impossible for independent local retailers, like small grocery stores (i.e. Holiday Market in Pleasant Valley) to compete and thrive. In doing so, dollar stores essentially ensure that people living in the areas they target will struggle to access healthy food. While affordable, dollar stores rarely offer and food beyond highly processed options. The Dollar General primarily sells junk food, leading or contributing to obesity and health problems in rural areas. Case in point, among other examples, the Foodliner, a mom-and-pop store owned by a local in Haven, Kansas (population of around 1,200 people), went out of business shortly after a Dollar General opened in that town.

Co-authors Maire Donahue and Stacey Mitchell of the Institute for Local Self Reliance (ILSR) write:

“Although dollar stores sometimes fill a need in places that lack basic retail services, there's growing evidence that these stores are not merely a byproduct of economic distress. They're a cause of it. . . . “In small towns and urban neighborhoods alike, dollar stores are leading full-service grocery stores to close. And their strategy of saturating communities with multiple outlets is making it impossible for new grocers and local businesses to take root and grow.”

Furthermore, Dollar General only employ around eight people, and small independent groceries employ an average of 14, according to federal data. David Proctor, an expert on community development and director of the Rural Grocery Initiative at Kansas State University said that the effects of local stores disappearing are even broader. “The problem is that if the



grocery store closes, this impacts the town in a big way. Our research shows grocers are barometers for other businesses in town: as goes the grocery store, so goes other independent businesses in that community.” Additionally, locally owned groceries have a better sense of community needs than large national chains, and would offer delivery of fresh food to seniors or people with mobility needs who couldn’t easily access stores. Dollar General does not.

In the years that I have lived in Somerset, I have witnessed a growing and vibrant rural community with an increase in wineries, tourism, thriving small local businesses and restaurants in Pleasant Valley, Somerset and Mt. Aukum. The economy in Somerset and the surrounding communities has not been depressed, but is burgeoning, and attracting more desirable enterprises – all of which have employed tradesmen and good paying jobs. Dollar General chain stores, on the other hand, make neighborhoods seem run-down and repressed, and not prosperous or desirable. This is not the image the residents in Somerset want portrayed in their community.

The glowing signs of the dollar store discount chains have not only become markers of a geography of the places that have been neglected and written off, but magnets for crime, drugs, and undesirables. The Dollar General chains have historically done little to maintain order in the stores nor are they well managed. They tend to be thinly staffed and exist in a state of physical disarray. Violence at dollar stores is connected to issues with the lack of security and being understaffed. Richard Rosenfeld, a criminologist at the University of Missouri-St. Louis, said “Crime is opportunistic. If there’s no opportunity, there’s no crime.”

According to recent reports from The New Yorker and Pro-Publica, dollar store employees and customers are at a higher risk of being a target of robberies and shootings. Hundreds of violent incidents involving guns have been reported at Dollar General stores. These incidents include carjacking in parking lots, drug deals gone bad, and altercations inside the stores. ProPublica has linked dollar stores to around 50 gun fatalities since 2017. GBP Radio, an NPR affiliate in Georgia, spoke about a slew of dollar store robberies in the Macon region: “They know they’re not going to be getting a lot of money. It’s just the convenience of being able to get in and get out quickly and have a couple of dollars in your pocket.” The result is a deadly wave of retail crime.

In 2017, there were 33 armed robberies at 18 Dollar Generals and Family Dollars in Dayton, Ohio. In 2018, there were 24 robberies, not including violence over drug deals outside the Dollar Generals. All told, the Dayton police received an average of nearly 1,000 calls for service to the stores each year. Four years ago, police in Placerville said a man fired a gun inside the Dollar Tree store on Broadway during a robbery.

In summary, the introduction of a Dollar General store in the Somerset community will depress our economy, and endanger local businesses such as the Holiday Market and small businesses in Pleasant Valley, and the Somerset General Store and market in Mt. Aukum. The Somerset area is expanding into a premiere tourist destination with wineries, quaint restaurants, and wholesome rural agricultural foods including homemade jams and local grown olive oil products, historic places to visit and Inns. A Dollar General would not only be a blight on the

prosperous character and rural culture created by the residents of Somerset, but it would also attract more crime, including drugs and violence, and lower property values.

I strongly urge the Board of Supervisors to vote for the proposed Ordinance with restricts the formula businesses (chain stores) in rural areas, and specifically reject the Dollar General application to build a store in Somerset.

Sincerely,

Theresa La Voie



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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**(no subject)**

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**Jennifer O'Connor** <jenoasis@gmail.com>  
To: "edc.cob@edcgov.us" <edc.cob@edcgov.us>

Fri, Mar 5, 2021 at 10:50 AM

I support the proposed Ordinance to restrict Formula Businesses (Chain Stores) in Rural Centers.

Jennifer O'Connor  
3413 Sweetwater Trail  
Cool, CA



County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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## Support of Ordinance to Restrict Formula Businesses in Rural Centers

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**Belinda Cappelli** <belindacappelli@gmail.com>  
To: edc.cob@edcgov.us

Fri, Mar 5, 2021 at 12:33 PM

Good Morning,

I'm writing to you today to express my deep concerns about the proposed Dollar General store in Somerset. We are part of a community of people that have worked hard to help transform this area into a world class wine region and tourist destination. The development of this area has been the vision of entrepreneurs who recognize our unique terroir, history and the natural beauty of this area. The last thing that we want is to place a discount store at the doorstep of the Fairplay Wine Loop. The memory of littered parking lots with security lights beaming down onto a building of no architectural interest or character comes to mind. The stores that I have been in have been dirty and unkept.

In addition to the absence of any fit with the surrounding area and detriment to the uniqueness of our area, chain stores are also bad for existing businesses. The buying power of these chains, and their policy of understaffing the stores and using a predominately part-time, minimum wage, workforce gives the box stores great advantages to undercut the independent locally owned store, like Holiday Market, that pays better wages and offers benefits to their employees. They could expect to see a 30% loss in revenue and with low grocery margins, that could be catastrophic. The Somerset store, less than 3 miles away, would also be greatly impacted as well as the Mt. Aukum store, which is less than 5 miles away in the opposite direction. We do not need another convenience store. Dollar General targets low income people in rural areas by selling unhealthy, addictive foods and packages things in small quantities to keep prices deceptively low.

Please stop Dollar General and prevent a precedent of being set that allows chain stores. The success of our area and what draws people to us is what makes us different, not what makes us the same as every other town.

Thank you for taking the time to read my letter and consider our viewpoint.

Sincerely,

Belinda Cappelli





County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## Support of Legistar 21-0378

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**Beverly Savage** <beverlysavage50@gmail.com>

Fri, Mar 5, 2021 at 2:09 PM

To: edc.cob@edcgov.us

I am a resident of Camino and I support the Urgency Ordinance to Restrict Formula businesses in El Dorado County. We need to protect our local businesses and the unique character of our communities.

Thank you

Beverly Savage



County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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## Proposed Ordinance to Restrict Formula Business in Rural Centers

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**Laurel Posey** <llp.trail.runner@gmail.com>

Fri, Mar 5, 2021 at 2:29 PM

To: edc.cob@edcgov.us

I am writing to express my strong support for the Proposed Ordinance to Restrict Formula Business in Rural Centers.

As a resident of Cool I am very concerned that formula businesses are starting to invade this area and the negative impact is going to be devastating to this community and to other rural areas of El Dorado County.

I request that the Board of Supervisors  
unanimously approve the ordinance.

Thank you.

Laurel Posey  
Cool, CA



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## ordinance to restrict formal business

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Carolynne Angleton <CWAngleton@comcast.net>

Fri, Mar 5, 2021 at 3:17 PM

To: Edc Cob <edc.cob@edcgov.us>

I am writing to you today to let you know of my complete support of the proposed Ordinance to restrict Formula Businesses (Chain Stores) in Rural Centers. I love the perfect location that I live. We have chosen to live here and raise our families because of the environment. The environment being a small quiet and quaint location. I am confident most of us live here because we chose to live away from the Chain stores, Chain restaurants and traffic. I urge you to vote for this ordinance, to allow us to continue living in the neighborhoods we chose. We don't need or want this type of business in our County's little towns, these drive small businesses, that we all enjoy doing business with, out of business.

Thank you so much for keeping all of our best interests at heart.

Sincerely,

Carolynne Knisley



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## Urgency order Dollar General in Fairplay

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**Christina Seale** <cseale1327@gmail.com>  
To: edc.cob@edcgov.us

Fri, Mar 5, 2021 at 2:49 PM

Hi my name is Christina Seale and I live (rent) in Fairplay. I support this urgency order, to help stop this big chain store from building and operating in Fairplay/ rual areas.

I thought you should know that even renters not just property and business owners oppose this type of development in our community.

Thank you,  
Christina Seale