

Shingle Springs Neighbors for Quality Living
P.O. Box 1156
Shingle Springs, CA 95682

March 19, 2012

2012 MAR 21 AM 11:15
BOARD OF SUPERVISORS
EL DORADO COUNTY

Hand Delivered

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

RE: March 27, 2012 Appeals/Public Hearings of the following Billboard applications:
Special Use Permit S11-0004 Sunset Lane at Hwy 50
Special Use Permit S11-0005 Mother Lode Drive at Hwy 50
Special Use Permit S11-0006 Cameron Park Drive/Coach Lane at Hwy 50

Dear Supervisors:

We would like to register our opposition to the placement of these three large billboards at these particular locations.

We Urge the Board of Supervisors to uphold the unanimous denial by the Planning Commission of these three applications for Special Use Permits. The following supports our rationale for this denial:

The 3 Special Use Permit applications seek to double the current number of existing large billboards along Hwy 50 between El Dorado Hills Blvd and Placerville.

Currently in the 23 mile stretch of Highway 50 between El Dorado Hills Blvd and Point View Drive east of Placerville we find only two of these super large 14 ft. by 48 ft. billboards. One double faced billboard is west of Forni Rd and one single faced billboard is east of Schnell School Rd. The 3 faces of these 2 billboards would be doubled by the 6 faces of the 3 large billboards proposed by the applicant in Shingle Springs and Cameron Park.

This county does not need to double the number of these huge billboards and it does not need to do this doubling in the short 2 mile stretch between Cameron Park Drive and Shingle Springs.

We already have far too many signs on Hwy 50 and adding these signs will worsen an already bad situation creating a negative environmental impact aesthetically and they will be contrary to the County General Plan.

The proposed billboards are out of character with the rural nature of the west slope of the Sierra.

The freeway intersections at Ponderosa Rd/ South Shingle Road and at Cameron Park Drive have become signage ghettos with far too many signs competing with each other for the public's attention. Since most existing signs face both east and west, these two freeway frontages currently have a proliferation of freeway oriented large signs. We have enough freestanding signs already and it is poor planning to keep adding more, making a bad situation worse.

As the staff report appropriately notes: one of the Shingle Springs billboards would obstruct the view of the Crystal Range and the other billboard has the potential to obstruct that same view. These Scenic views are spoken to in the General Plan and the potentially significant environmental impact from these billboards would require an EIR prior to county approvals.

We believe that this view of the Crystal Range is one of the county's greatest views and it should not be diminished or obliterated by these billboards. The proposed billboards will also draw attention of west bound traffic away from the sunset and beautiful sky views.

Staff further notes that the General Plan notes that "the rural character of El Dorado County is its most important asset."

Residents live here for the rural atmosphere of El Dorado County not to be blasted with these eyesores. These are more appropriately placed in urban areas. These billboards are as large as they get (14 ft by 48 ft) and at 50 ft. as tall as a 3 to 4 story building.

The proposed billboards are shoehorned onto their properties with no regard to aesthetics or neighboring land uses

- The Mother Lode Drive billboard will be wedged onto its parcel just 6 inches from Mother Lode Drive on one side and 6 inches from the freeway on the other side of the 50 foot tall billboard.
- The Sunset Lane bill board will have its 3 foot support column placed in the asphalt driveway and almost 30 feet of the sign will hang out over the driveway and parking lot. It will be 5 feet away from the freeway.
- The Jim Boy's existing 40 foot tall freeway sign will remain just 8 feet away from the new billboard which will cantilever out over the fast food drive thru lane.

The proposed billboards are of little to no benefit for our local economy.

The applicant has made the pitch that these billboards will benefit the local economy by advertising local businesses. Nothing could be farther from the truth.

These are the largest of off-site advertising devices, quite expensive to advertise on and the out-of-state billboard company that will own them understands that they are intended not to advertise the goods and services sold nearby but goods and services sold all over the country. Of the two existing billboards of this size discussed previously, one currently advertises Coors beer, the other advertises vacationing in Reno and the third face advertises the Red Hawk Casino; hardly Main Street Placerville fare.

Even the largest billboard company in the county opposes these proposed billboards. In a February 6, 2012 email to the Planning Commission:

"Please make the commission aware that CBS Outdoor strongly objects to the placement of any new advertising signs at this time. With the current state of the economy, it is extremely difficult to sell the signs that currently exist. These new signs will not be used to advertise the businesses locally but will benefit the businesses to the west and east of your county. It could be argued that these signs will actually damage the businesses near them by driving customers away to Sacramento and Lake Tahoe.

There are currently plenty of signs in your county that are difficult to sell to advertisers, locally or out of the area, and the addition of 6 new faces will make the total outdoor industry in your county suffer far into the future."

Recommendation:

We strongly urge the Board of Supervisors to uphold the unanimous denial by the Planning Commission of these three applications for Special Use Permits.

Respectfully submitted,


Bradley R. Pearson
President

Attachments: Photo simulations of the proposed billboards



Billboard application S11-0005 Mother Lode Dr.
Shingle Springs

14' x 48' Billboard, 50' tall set back 6 inches southerly of the Hwy 50 freeway right of way and set back 6 inches from the Mother Lode Drive Property line.

Billboard is directly across the street from the Honda dealership. View here is looking easterly from the Ponderosa Rd. freeway over crossing. To the Left and down the freeway is the Sunset Lane proposed billboard S11-0004

Associated Files 12-0373 & 12-0380

12-0368 K.5



TOYOTA - LEXUS
The Toy Shop
Independent Specialists
HONDA • ACURA

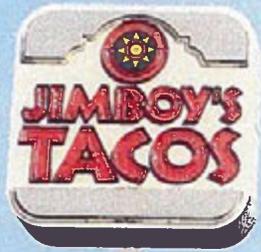
WALLEY AUTO CENTER

MATRESS SALE

Sleep
Lots of

SOFA LOVE
ONLY \$599.00

**Billboard application S11-0004 Sunset Lane,
Shingle Springs**
14' x 48' Billboard, 50' tall set back 5 feet southerly
of the Hwy 50 freeway right of way and located
at the rear of the Delta Bedding building. This billboard
is approximately 2000 feet east of S11-0005
. View here is looking easterly from the freeway.



DRIVE THRU

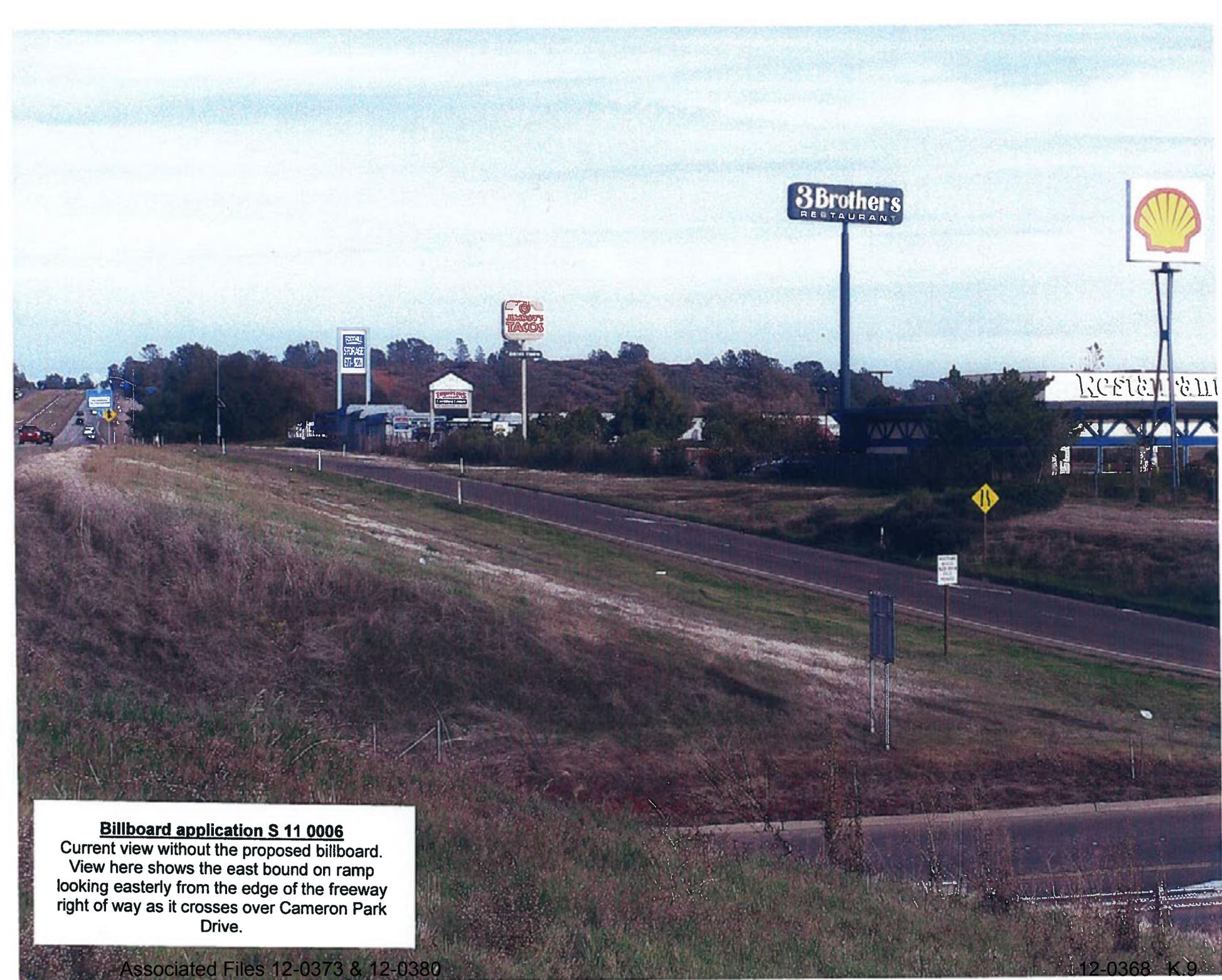
Billboard application S 11 0006

14' x 48' Billboard, 50' tall app. 8' southerly of the existing 40' tall Jimboy's Taco pole sign which will remain after the new Billboard is built next to it. View here is looking easterly from the NW corner of the Jimboy's parcel at the edge of the freeway right of way.



Billboard application S 11 0006

14' x 48' Billboard, 50' tall app. 8' southerly of the existing 40' tall Jimboy's Taco pole sign which will remain after the new Billboard is built next to it. View here is looking easterly from the edge of the freeway right of way as it crosses over Cameron Park Drive.



Billboard application S 11 0006
Current view without the proposed billboard.
View here shows the east bound on ramp
looking easterly from the edge of the freeway
right of way as it crosses over Cameron Park
Drive.

22, 23 + 24

Cheryl Langley
5010 Mother Lode Drive
Shingle Springs, CA 95682

RECEIVED
BOARD OF SUPERVISORS
EL DORADO COUNTY

2012 MAR 23 AM 10:46

Mr. John R. Knight, Supervisor
EDC Board of Supervisors
330 Fair Lane, Placerville, CA 95667

March 21, 2012

SUBJECT: SPECIAL USE PERMITS S11-0004, S11-0005 and S11-0006 FOR ADVERTISING DISPLAYS

Dear Mr. Knight:

In regard to the special use permits identified in the subject line of this letter, I ask the Board of Supervisors to **deny the special use permits** for advertising displays based upon mandates identified in the California Outdoor Advertising Act, Business and Professions Code Sections 5200, et seq.

I personally oppose approval of these special use permits based upon the following:

- **Motor vehicle safety.** The primary goal of these billboards is to “grab” the attention of passing motorists, thus calling into question the impact they have on safety, especially when located at or near freeway interchanges where motorists may be merging or exiting a freeway.
- **Placement of advertising displays represents an “old way” of doing business** in a world dominated by advertising conducted on television, the internet and through various forms of social media (i.e., Facebook).
- **Community aesthetics.** How do we want to present our community to the “outside world”? It is more important than ever to carefully assess our priorities as we move forward to build a community we hope will attract businesses and residents that can benefit from the amenities the community has to offer. No doubt businesses play an important role in the future of our community, but if we allow a few businesses to degrade those amenities, how will that impact community development?

Keeping the community attractive has become increasingly important in light of the recent news that an influential travel guide publisher (Lonely Planet) has picked Northern California’s Gold Country for its 2012 list of top 10 destinations in the United States (as described in a January 20, 2012, article by Mark Anderson in the Sacramento Business Journal). The guide points out that Gold Country “...boasts wineries that rival those of Napa and Sonoma counties...” Thus, it is more important than ever for the county to maintain a pleasing appearance to attract tourism dollars.

In conclusion, I respectfully **request denial** of the special use permits for the placement of advertising displays. If you have any questions or comments, please feel free to contact me. Thank you in advance for your attention to this matter.

Sincerely,



Cheryl Langley
clangley@cdpr.ca.gov
(530) 677-5927

LATE DISTRIBUTION

DATE 3/23/12 12-0368 K.10