



danderly@comcast.net
05/31/2011 02:50 PM

To Pierre Rivas <privas@co.el-dorado.ca.us>, roger.trout@co.el-dorado.ca.us
cc Eric Driever <driever@williamspluspaddon.com>, Erich Fischer <EFischer@esassoc.com>, "Layton, Jane" <janelayton@directcon.net>
bcc

Subject Off-Premise Signs - Environmental Review

Hi Pierre and Roger,

I've attached a letter I prepared regarding the need for environmental review of the proposed off-premise signs, a/k/a billboards. I've also embedded it in this e-mail in case you have trouble opening it.

Regards,

Dyana Anderly, AICP

Mr. Pierre Rivas
Mr. Roger Trout
El Dorado County Planning Department

The Planning Department has accepted an application for a project consisting of the construction of three off-premise signs to be installed along the Highway 50 corridor, beginning in Cameron Park. The applicant has expressed at a Design Review Committee meeting that the off-premise signs are categorically exempt from CEQA. I take exception to this viewpoint and offer my comments in accordance with the California Environmental Quality Act Guidelines, §21003.1 "Environmental Effects of Projects; Comments from Public and Public Agencies to Lead Agencies; Availability of Information:" ...

(a) Comments from the public and public agencies on the environmental effects of a project shall be made to lead agencies as soon as possible in the review of environmental documents including, but not limited to, draft environmental impact reports and negative declarations, in order to allow the lead agencies to identify, at the earliest possible time in the environmental review process, potential significant effects of a project, alternatives, and mitigation measures which would substantially reduce the effects.

In my opinion the project is not categorically exempt from CEQA and an environmental checklist should be prepared for the following reasons:

1. §15300.2 Exceptions (b) states, "*Cumulative Impact. All exemptions for these classes are inapplicable when the cumulative impact of successive projects of the same type in the same place, over time is significant.*"

In my opinion, the cumulative addition of three, 14' x 48' triangular off-premise signs along the

Highway 50 corridor introduces signs greater in size and height than currently exists, would constitute a visual intrusion and blight and would be inconsistent with the El Dorado County General Plan.

2. § 15300.2 EXCEPTIONS (c) indicates that “*A categorical exemption shall not be used for an activity where there is a reasonable possibility that the activity will have a significant effect on the environment due to unusual circumstances.*”

In my opinion there are “unusual circumstances” associated with the construction of an off-premise sign, specifically in the Cameron Park community, in that the Board of Supervisors’ –appointed Cameron Park Design Review Committee is finalizing sign guidelines for the community which addresses off-premise signs, and which has not been adopted yet by the Board of Supervisors. This action is consistent with the General Plan, Policy 2.4.1.2 which states,

“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 [emphasis added]*
- D. Maintenance of existing scenic road and riparian corridors*
- E. Compatible architectural design*
- F. Designs for landmark land uses*
- G. Outdoor art*

Additionally, to construct large off-premise signs in the Highway 50 corridor would severely diminish opportunities for the corridor to be deemed by the State of California as a Scenic Highway, which finds billboards to be incongruous with a Scenic Highway designation. The Highway 50 corridor is pending consideration of a “Scenic Highway” designation per the El Dorado County General Plan, Land Use section, “**OBJECTIVE 2.6.1: SCENIC CORRIDOR IDENTIFICATION**

Identification of scenic and historical roads and corridors.

Policy 2.6.1.1 A Scenic Corridor Ordinance shall be prepared and adopted for the purpose of establishing standards for the protection of identified scenic local roads and State highways. The ordinance shall incorporate standards that address at a minimum the following:

- A. Mapped inventory of sensitive views and viewsheds within the entire County;*
- B. Criteria for designation of scenic corridors;*
- C. State Scenic Highway criteria;*
- D. Limitations on incompatible land uses;*
- E. Design guidelines for project site review, with the exception of single family residential and agricultural uses;*
- F. Identification of foreground and background;*

- G. Long distance viewsheds within the built environment;
- H. Placement of public utility distribution and transmission facilities and wireless communication structures;
- I. A program for visual resource management for various landscape types, including guidelines for and restrictions on ridgeline development;
- J. Residential setbacks established at the 60 CNEL noise contour line along State highways, the local County scenic roads, and along the roads within the Gold Rush Parkway and Action Program;
- K. Restrict sound walls within the foreground area of a scenic corridor; and
- L. Grading and earthmoving standards for the foreground area.

Policy 2.6.1.2 Until such time as the Scenic Corridor Ordinance is adopted, the County shall review all projects within designated State Scenic Highway corridors for compliance with State criteria.

Policy 2.6.1.3 Discretionary projects reviewed prior to the adoption of the Scenic Corridor Ordinance, that would be visible from any of the important public scenic viewpoints identified in Table 5.3-1 and Exhibit 5.3-1 of the El Dorado County General Plan Draft Environmental Impact Report, shall be subject to design review, and Policies 2.6.1.4, 2.6.1.5, and 2.6.1.6 shall be applicable to such projects until scenic corridors have been established.

Policy 2.6.1.6 A Scenic Corridor (-SC) Combining Zone District shall be applied to all lands within an identified scenic corridor. Community participation shall be encouraged in identifying those corridors and developing the regulations.

3. Off-premises signs are not included as a categorical exemption under CEQA Guidelines §15303 New Construction or Conversion of Small Structures.

4. Although on-premise signs are categorically exempted per CEQA Guidelines §15311 “Accessory Structures,” off-premise signs are not exempted.

In preparing an environmental checklist, “*all answers must take account of the whole action involved, including off-site as well as on-site, cumulative as well as project-level, indirect as well as direct, and construction as well as operational impacts.*” In my opinion, the project may have a significant impact in that it would significantly degrade the existing visual character and quality of the sites and their surroundings and create a new source of substantial light and glare which would adversely affect day or nighttime views in the area. This is evidenced by the unsightliness of other similar off-premise signs found on Highway 50 further west of the pro locations (e.g., in Rancho Cordova).

Furthermore, in preparing an environmental checklist, consistency with Land Use and Planning must be taken into consideration. I believe that the project would have a potentially significant impact in that it would “*conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to the general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect.*” In my judgment, the project as a potentially significant

impact in that the proposed off-premise signs would conflict with the goals and objectives of the El Dorado County General Plan and the officially adopted Cameron Park Vision Statement as indicated below:

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.

From my standpoint, the proposed off-premise signs would neither serve to protect nor conserve existing communities in that they would add visual blight, thereby creating a significant impact on the environment.

OBJECTIVE 2.1.1: COMMUNITY REGIONS

... Provide opportunities that allow for continued population growth and economic expansion while preserving the character and extent of existing rural centers and urban communities, emphasizing both the natural setting and built design elements which contribute to the quality of life and economic health of the County.

In my opinion, the proposed off-premise signs would not serve to preserve the character of existing communities, would not emphasize the built design elements which contribute to the quality of life. In fact, they would degrade the character of the Highway 50 corridor where proposed.

OBJECTIVE 2.2.5: GENERAL POLICY SECTION

Policy 2.2.5.21 Development projects shall be located and designed in a manner that avoids incompatibility with adjoining land uses that are permitted by the policies in effect at the time the development project is proposed. Development projects that are potentially incompatible with existing adjoining uses shall be designed in a manner that avoids any incompatibility or shall be located on a different site.

In my opinion, the off-premise signs are incompatible with adjoining land uses in that they introduce larger, lighted signs not currently present in the proposed locations and which are unattractive.

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.

I view the off-premise signs as failing to enhance the character of surrounding communities in that they introduce larger, lighted signs not currently present in the proposed locations and which are unattractive.

GOAL 2.5: COMMUNITY IDENTITY

Carefully planned communities incorporating visual elements which enhance and maintain

the rural character and promote a sense of community.

In my opinion, the off-premise signs are not visual elements which enhance and maintain the rural character of the surrounding area and promote a sense of community in that they introduce larger, lighted signs not currently present in the proposed locations and which are unattractive as evidenced by the presence of exiting off-premise signs on more westerly sections of Highway 50 (e.g., in Rancho Cordova).

GOAL 2.6: CORRIDOR VIEWSHEDS

Protection and improvement of scenic values along designated scenic road corridors.

I believe that the off-premise signs would compromise the County's ability to obtain a "Scenic Highway" designation in that off-premises signs are considered to be inconsistent with that designation.

GOAL 2.7: SIGNS

Regulation of the size, quantity, and location of signs to maintain and enhance the visual appearance of the County.

In my opinion, the off-premise signs would not enhance visual appearance of the County as evidenced by the presence of exiting off-premise signs on more westerly sections of Highway 50 (e.g., in Rancho Cordova).

OBJECTIVE 2.7.1: SIGNS REGULATION

Regulation of the location, number and size of highway signs and elimination of billboards along identified scenic and historic routes.

Policy 2.7.1.1 The Sign Ordinance shall include design review for signs within the foreground and background of the designated scenic corridors commensurate with the goal of scenic corridor viewshed protection.

I do not believe that it is possible for the off-premise signs to enhance the visual appearance of the County as evidenced by the presence of exiting off-premise signs on more westerly sections of Highway 50 (e.g., in Rancho Cordova).

The off-premise sign proposed for Cameron Park is inconsistent with the Cameron Park Vision Statement officially adopted by the Cameron Park Community Service District and the Cameron Park Design Review Committee which states,

Cameron Park is a community committed to sustainable growth, while providing access to local and regional education, recreation, healthcare, and economic opportunities.

Preservation of our social, cultural and natural resources is the key element for development, planning and stewardship.

Future development decisions should contribute toward:

- *A transportation design that unifies Cameron Park and its bike/pedestrian friendly urban transit opportunities;*
- *An interconnecting regional park and trail system which supports a healthy and mobile lifestyle;*
- *An architecturally cohesive walkable downtown that promotes economic vitality to the region;*
- *The sustainable integration of our environmentally sensitive natural resources; and*

*· The enhancement of a safe and secure community.
Our vision, in partnership with local officials and the vibrant citizenry, will secure
Cameron Park's place in El Dorado County as "A Special Place to Live."*

Please add me to your mailing list for any future meetings regarding these off-premise signs.

Regards,

Dyana Anderly, MA, AICP
Member American Institute of Certified Planning
American Planning Association
Association of Environmental Professionals

Regards,
Dyana Anderly, AICP
3484 Chasen Drive
Cameron Park, CA 95682



(510) 913-0698 - cell Billboard - CEQA.docx

PC 2/9/12
#10c

From: Eric Driever (driever@williamspluspaddon.com)
To: driever.eric@yahoo.com;
Date: Sun, June 12, 2011 3:18:35 PM
Cc:
Subject: SUSPECT: Billboards in Downtown Cameron Park? Really?

Friends,

I need your help. Some of you may know me from youth basketball, others may know me professionally and others still may know me from my involvement with the Cameron Park Design Review Committee and other County Committees. Currently there are 3 Billboard applications being processed through the county which will ultimately be heard before the El Dorado Planning Commission (no date yet). Due to the lack of a strong signage ordinance, it is a definite possibility that these billboards will ultimately be approved. One of these billboards is planned to be located in what will become Cameron Park's beautiful walkable downtown (Coach Lane East of Cameron Park Dr.). The location of the Billboard in Cameron Park will be at Jimboy's Tacos adjacent to Hwy 50. In previous public workshops residents have unanimously opposed more tall signs in Cameron Park. Unfortunately the message was not received loud enough at the Design Review meeting for lack of attendance. I understand you all are very busy people and have very busy lives. This is why I have created the attached petition to present to the Planning Commission. Please take a moment to print the petition, fill it out, sign it and drop it off in my mailbox (3360 Oxford Road). You can also complete it, scan it and email it to me at either this email or driever.eric@yahoo.com. Since I live along a route that many travel daily I am hoping this will simplify your ability to have your voice heard. If you have some extra time (and I really am hoping you do), please print the petition out and have your neighbors sign it. Please also forward this to your local friends list. The more signatures the better.

As I understand that more than just Cameron Park residents will be adversely affected it does not matter if you live in Cameron Park. You need only be a resident of El Dorado County and are over 18 years of age. This is important to me and so I hope that you will take just a minute to complete the petition and have your friends and family complete it. I look forward to a full mailbox. Please complete the petition and return it to me before June 30th!

Please keep in mind that there is no control over what goes on these billboards (only minor censorship). There is NO guarantee that there will be any direct benefit to Cameron Park or any other community that they are located in. While these are not digital there is also little language that would prevent a digital version of this billboard. Are these billboards really something we want to have in place and allow a precedent to be set here in Cameron Park? Take a Stand now!

Or you can email your Supervisor and Planning Commissioners with the following statement:

"We the residents of El Dorado County object to the construction of the proposed off-premise signs (billboards) in Cameron Park and Shingle Springs oriented toward the Highway 50 corridor due to the negative visual impact.

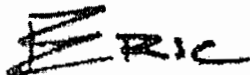
Reference Sign Permits #S 11-0006 in Cameron Park behind Jim Boys, #S11-0004 on Sunset Lane, and #S11-0005 on Motherlode Drive in Shingle Springs which proposes three 50' high, two-sided 48' wide by 14' high illuminated signs (billboards)."

Their emails are:

Clerk of the Planning Commission Char Tim: charlene.tim@edcgov.us

Supervisor District 1 John Knight; bosone@edcgov.us
 Supervisor District 2 Ray Nutting; bostwo@edcgov.us
 Supervisor District 3 Jack Sweeney; bosthree@edcgov.us
 Supervisor District 4 Ron Briggs; bosfour@edcgov.us
 Supervisor District 5 Norma Santiago; bosfive@edcgov.us

P.S. The two other Billboards "aka off premise signs" are located along highway 50 in Shingle Springs. Permit numbers S11-0004, S11-0005.



ERIC DRIEVER, AIA

PC 2/9/12
#100



Charlene M Tim/PV/EDC
06/20/2011 02:32 PM

To Deb Jensen <djensen@eldoradoartscouncil.org>
cc Aaron D Mount/PV/EDC@TCP
bcc
Subject Re: Billboards on Hwy 50

History: This message has been forwarded.

Ms. Jensen,

Thank you for submitting your public comment below. I will forward this to the Project Planner, Aaron Mount.

Char Tim
Clerk of the Planning Commission
County of El Dorado Development Services
(530) 621-5351

**Please note my new e-mail address: charlene.tim@edcgov.us

Deb Jensen <djensen@eldoradoartscouncil.org>



Deb Jensen
<djensen@eldoradoartscoun
cil.org>
06/20/2011 01:56 PM

To charlene.tim@edcgov.us
cc
Subject Billboards on Hwy 50

Dear Ms. Tim -

As a resident of El Dorado County I vehemently object to the construction of the proposed off-premise signs (billboards) in Cameron Park and Shingle Springs oriented toward the Highway 50 corridor. My objection is due to the negative visual impact of the huge, tall, lit signs. Please consider that our rugged, beautiful landscape and dark night sky are two of the county's best assets. Economic development is important, but these signs are not guaranteed to promote county businesses and there are few guidelines to monitor content.

Reference Sign Permits #S 11-0006 in Cameron Park behind Jim Boys, #S11-0004 on Sunset Lane, and #S11-0005 on Motherlode Drive in Shingle Springs which proposes three 50' high, two-sided 48' wide by 14' high illuminated signs (billboards).

Deb Jensen
Executive Director
EL DORADO ARTS COUNCIL
(530) 295-3496
www.eldoradoartscouncil.org
More Arts in More Places!

PC 2/9/12
#10c



The BOSONE/PV/EDC
Sent by: Loretta M
Featherston/PV/EDC

06/20/2011 03:53 PM

To Robert Mills <robert_h_mills@hotmail.com>
cc Aaron D Mount/PV/EDC@TCP
bcc
Subject Billboards in Cameron Park

Robert,

Thank you for sharing your comments regarding these proposed billboards with Supervisor Knight. I will see that he receives your email for his consideration.

These projects have not yet been submitted for a hearing date. Therefore, I will pass this on to the Project Planner (Aaron Mount) since that is our normal procedure when public comments are submitted prior to a project being publicly noticed for a hearing date.
Thank you.

Loretta Featherston
Assistant to Supervisor John R. Knight
District 1
Board of Supervisors, County of El Dorado
Phone: (530) 621-5650
E-Mail bosone@edcgov.us

Robert Mills --06/20/2011 03:35:31 PM--We the residents of El Dorado County object to the constructio...

Robert Mills to: bosone

06/20/2011 03:35 PM

We the residents of El Dorado County object to the construction of the proposed off-premise signs (billboards) in Cameron Park and Shingle Springs oriented toward the Highway 50 corridor due to the negative visual impact. Reference Sign Permits #S 11-0006 in Cameron Park behind Jim Boys, #S11-0004 on Sunset Lane, and #S11-0005 on Motherlode Drive in Shingle Springs which proposes three 50' high, two-sided 48'wide by 14' high illumination signs (billboards).

PC 2/9/12
#10c



Charlene M Tim/PV/EDC
06/21/2011 08:12 AM

To Linda Hartmann <lkhartmann@gmail.com>
cc Aaron D Mount/PV/EDC@TCP
bcc
Subject Re: Off-premise signs (Billboards) □

Ms. Hartmann,

Thank you for submitting your public comment below. I will forward this to the Project Planner, Aaron Mount.

Char Tim
Clerk of the Planning Commission
County of El Dorado Development Services
(530) 621-5351

**Please note my new e-mail address: charlene.tim@edcgov.us

Linda Hartmann <lkhartmann@gmail.com>



Linda Hartmann
<lkhartmann@gmail.com>
06/21/2011 06:35 AM

To charlene.tim@edcgov.us, bosone@edcgov.us,
bostwo@edcgov.us, bosthree@edcgov.us,
bosfour@edcgov.us, bosfive@edcgov.us
cc
Subject Off-premise signs (Billboards)

As residents of El Dorado County, we object to the construction of the proposed off-premise signs (billboards) in Cameron Park and Shingle Springs oriented toward the Highway 50 corridor due to the negative visual impact.

Reference Sign Permits #S 11-0006 in Cameron Park behind Jim Boys, #S11-0004 on Sunset Lane, and #S11-0005 on Motherlode Drive in Shingle Springs which proposes three 50' high, two-sided 48' wide by 14' high illuminated signs (billboards)."

Harvey and Linda Hartmann
Joyous Ann Drive, Placerville, CA

PC 2/9/12
#10c

2 pages



Charlene M Tim/PV/EDC
06/21/2011 10:37 AM

To Carol Sellwood <carolsellwood@gmail.com>
cc Aaron D Mount/PV/EDC@TCP
bcc
Subject Re: Against Billboards

Ms. Sellwood,

Thank you for submitting your public comment below. I will forward this to the Project Planner, Aaron Mount.

Char Tim
Clerk of the Planning Commission
County of El Dorado Development Services
(530) 621-5351

**Please note my new e-mail address: charlene.tim@edcgov.us

Carol Sellwood <carolsellwood@gmail.com>



Carol Sellwood
<carolsellwood@gmail.com>
06/21/2011 10:33 AM

To charlene.tim@edcgov.us, bosone@edcgov.us,
bostwo@edcgov.us, bosthree@edcgov.us,
bosfour@edcgov.us, bosfive@edcgov.us
cc
Subject Against Billboards

We object to the construction of the proposed off-premise signs (billboards) in Cameron Park and Shingle Springs oriented toward the Highway 50 corridor due to the negative visual impact. Reference Sign Permits #S 11-0006 in Cameron Park behind Jim Boys, #S11-0004 on Sunset Lane, and #S11-0005 on Motherlode Drive in Shingle Springs which proposes three 50' high, two-sided 48' wide by 14' high illuminated signs (billboards)."

After 30 years in the county we are so saddened that there seems to be no commitment from the county for Cameron Park/SS, other than Food 4 Less, bowling alley, possible animal services, 2 industry parks (off Durock and near airport), possible court house, Casino, Fast Food, gas stations, storage facilities, and most of the low income housing to the north. Thank goodness the CSD and Vision Committee has taken this huge project on to try and save Cameron Park/SS from most certainly the doomed fate of Rancho Cordova where people just keep driving through, businesses collapse, and crime is rampant.

Please do not support these billboards going up and stick to signs that will improve Cameron Park/SS ~ not make it worse. Put a sub-committee together to help the Vision Committee and make Cameron Park/SS the beautiful place it should be.

Carol and Jeff Sellwood

--

Carol Sellwood
SELLWOOD HOMES
REMAX Gold
P.O. Box 342
Rescue CA 95672
530-409-2014
FAX 530-677-6263
carolsellwood@gmail.com

PC 2/9/12
#10c



The BOSONE/PV/EDC
Sent by: Loretta M
Featherston/PV/EDC
06/21/2011 02:07 PM

To Linda Hartmann <lkhartmann@gmail.com>
cc Aaron D Mount/PV/EDC@TCP
bcc
Subject Re: Off-premise signs (Billboards)

Mr. and Mrs. Hartmann,

Thank you for sharing your comments regarding these proposed billboards with Supervisor Knight. I will see that he receives your email for his consideration.

These projects have not yet been submitted for a hearing date. Therefore, I will pass this on to the Project Planner (Aaron Mount) since that is our normal procedure when public comments are submitted prior to a project being publicly noticed for a hearing date.
Thank you.

Loretta Featherston
Assistant to Supervisor John R. Knight
District 1
Board of Supervisors, County of El Dorado
Phone: (530) 621-5650
E-Mail bosone@edcgov.us

Linda Hartmann ---06/21/2011 06:35:26 AM---As residents of El Dorado County, we object to the constru...

Off-premise signs (Billboards)

Linda Hartmann to: charlene.tim, bosone, bostwo, bosthree, bosfour, bosfive 06/21/2011 06:35 AM

As residents of El Dorado County, we object to the construction of the proposed off-premise signs (billboards) in Cameron Park and Shingle Springs oriented toward the Highway 50 corridor due to the negative visual impact.

Reference Sign Permits #S 11-0006 in Cameron Park behind Jim Boys, #S11-0004 on Sunset Lane, and #S11-0005 on Motherlode Drive in Shingle Springs which proposes three 50' high, two-sided 48' wide by 14' high illuminated signs (billboards)."

Harvey and Linda Hartmann
Joyous Ann Drive, Placerville, CA

2 pages

PC 2/9/12
#10c



Charlene M Tim/PV/EDC
06/21/2011 03:40 PM

To "Hayden, Scott A" <scott.a.hayden@intel.com>
cc Aaron D Mount/PV/EDC@TCP, Pierre Rivas/PV/EDC@TCP
bcc
Subject Re: Signs []

Mr. Hayden,

Thank you for submitting your public comment below. I will forward this to the Project Planner, Aaron Mount.

Char Tim
Clerk of the Planning Commission
County of El Dorado Development Services
(530) 621-5351

**Please note my new e-mail address: charlene.tim@edcgov.us

"Hayden, Scott A" <scott.a.hayden@intel.com>



"Hayden, Scott A"
<scott.a.hayden@intel.com>
06/21/2011 03:37 PM

To "charlene.tim@edcgov.us" <charlene.tim@edcgov.us>,
"bosone@edcgov.us" <bosone@edcgov.us>,
"bostwo@edcgov.us" <bostwo@edcgov.us>,
"bosthree@edcgov.us" <bosthree@edcgov.us>,
"bosfour@edcgov.us" <bosfour@edcgov.us>,
"bosfive@edcgov.us" <bosfive@edcgov.us>
cc

Subject Signs

Supervisors,

I've just become aware of the potential decision to allow a couple of large, high freeway billboards here in Cameron Park. It really frustrates me that I even have to take the time to write on something like this because we elect you and expect you to be wise. The residents of this area chose a rural living because we don't like the look and feel of Rancho Cordova! You don't see this type of signage in EDH because they're sensitive to what their residents think and what that would do to property values. Please be very careful in any decisions you make around this and other matters of the public interest as you represent the people.

There's a petition circulating which I expect you'll see but just know that the VAST majority of the local residents are against freeway signage and though you may not see them all on the petition, know that this is due to the difficulty of getting the word out and signatures back rather than the fact that they don't care or are in favor of it.

This will not generate revenue, it will depress property values (property tax revenue) as it clutters the look of our pretty rural community.

Scott and Michelle Hayden
CP Resident since 1990

Reference Sign Permits #S 11-0006 in Cameron Park behind Jim Boys, #S11-0004 on Sunset Lane, and #S11-0005 on Motherlode Drive in Shingle Springs which proposes three 50' high, two-sided 48' wide by 14' high illumination signs (billboards).

pc 2/9/12
#10c



The BOSONE/PV/EDC
Sent by: Loretta M
Featherston/PV/EDC

06/21/2011 04:49 PM

To Bob Nisson <sheolraver@sbcglobal.net>

cc Aaron D Mount/PV/EDC@TCP

bcc

Subject Re: NO BILLBOARDS □

Mr. Nisson,

Thank you for sharing your comments regarding these proposed billboards with the Supervisors . I will see that Supervisor Knight receives your email for his consideration.

These projects have not yet been submitted for a hearing date. Therefore, I will pass this on to the Project Planner (Aaron Mount) since that is our normal procedure when public comments are submitted prior to a project being publicly noticed for a hearing date.

Thank you.

Loretta Featherston

Assistant to Supervisor John R. Knight

District 1

Board of Supervisors, County of El Dorado

Phone: (530) 621-5650

E-Mail bosone@edcgov.us

Bob Nisson ---06/21/2011 04:16:52 PM---Hello Mr. Sweeney, My name is Robert Nisson, I reside at 4260...

NO BILLBOARDS

Bob Nisson to: bosfour

06/21/2011 04:16 PM

Cc: bosone, bostwo, bosthree, bosfive

Hello Mr. Sweeney,

My name is Robert Nisson, I reside at 4260 Maverick Rd in Shingle Springs in District 3. Please do not approve any new billboards along highway 50. Not now, or ever.

Thank you

Robert L. Nisson

530 677-917

PC 2/9/12
#10c



Stacey
<swilliams.willowhouse@gma
il.com>

06/21/2011 06:56 PM

To "Aaron.Mount@edcgov.us" <Aaron.Mount@edcgov.us>

cc

bcc

Subject: Billboard hearing

We the residents of El Dorado County object to the construction of the proposed off-premise signs (billboards) in Cameron Park and Shingle Springs oriented toward the Highway 50 corridor due to the negative visual impact.

Reference Sign Permits #S 11-0006 in Cameron Park behind Jim Boys, #S11-0004 on Sunset Lane, and #S11-0005 on Motherlode Drive in Shingle Springs which proposes three 50' high, two-sided 48'wide by 14' high illuminated signs (billboards).

Please do not allow any billboard signage on our corridor... Do you see EDH or Placerville having tacky signs like these? NO! Show some class and vote no on billboards in CP and SS!!

Please keep me on your list to notify if this gets to hearing for vote. My hope is that it won't go to vote and the ordinance will be written to not allow such boards in our area.

**Stacey Williams
(530)363-5334**

PC 2/9/12
#10c



Charlene M Tim/PV/EDC
06/22/2011 08:05 AM

To James Polaski <jcpolaski@sbcglobal.net>
cc Aaron D Mount/PV/EDC@TCP
bcc
Subject Re: Website email

Mr. Polaski,

Thank you for submitting your public comment below. I will forward this to the Project Planner, Aaron Mount.

Char Tim
Clerk of the Planning Commission
County of El Dorado Development Services
(530) 621-5351

**Please note my new e-mail address: charlene.tim@edcgov.us

James Polaski <jcpolaski@sbcglobal.net>



James Polaski
<jcpolaski@sbcglobal.net>
06/21/2011 07:54 PM

To charlene.tim@edcgov.us
cc
Subject Website email

We the residents of El Dorado County object to the construction of the proposed off-premise Park and Shingle Springs oriented toward the Highway 50 corridor due to the negative visual Reference Sign Permits #S 11-0006 in Cameron Park behind Jim Boys, #S11-0004 on Sunset Motherlode Drive in Shingle Springs which proposes three 50' high, two-sided 48' wide by 14 (billboards)."

PC 2/9/12
#10c

The BOSONE/PV/EDC
Sent by: Loretta M
Featherston/PV/EDC

To <sullivan.brian@sbcglobal.net>
cc Aaron D Mount/PV/EDC@TCP
bcc

06/22/2011 10:39 AM

Subject Re: No more billboards!

Brian,

Thank you for sharing your comments regarding these proposed billboards with the Supervisors . I will see that Supervisor Knight receives your email for his consideration.

These projects have not yet been submitted for a hearing date. Therefore, I will pass this on to the Project Planner (Aaron Mount) since that is our normal procedure when public comments are submitted prior to a project being publicly noticed for a hearing date. He will add your email to the project files and it will be presented to the Planning Commission when the projects go to hearing. Thank you.

Loretta Featherston
Assistant to Supervisor John R. Knight
District 1
Board of Supervisors, County of El Dorado
Phone: (530) 621-5650
E-Mail bosone@edcgov.us

"Brian Sullivan" ---06/21/2011 10:11:19 PM---"We the residents of El Dorado County object to the constru...

No more billboards!

Brian Sullivan to: bosone, bostwo, bosthree, bosfour, bosfive

06/21/2011 10:11 PM

Please respond to sullivan.brian

"We the residents of El Dorado County object to the construction of the proposed off-premise signs (billboards) in Cameron Park and Shingle Springs oriented toward the Highway 50 corridor due to the negative visual impact.

Reference Sign Permits #S 11-0006 in Cameron Park behind Jim Boys, #S11-0004 on Sunset Lane, and #S11-0005 on Motherlode Drive in Shingle Springs which proposes three 50' high, two-sided 48'wide by 14' high illuminated signs (billboards)."

PC 2/9/12
#10c



The BOSONE/PV/EDC
Sent by: Loretta M
Featherston/PV/EDC

06/22/2011 10:40 AM

To The Clarks <dwc95672@yahoo.com>

cc Aaron D Mount/PV/EDC@TCP

bcc

Subject Re: Unwanted Billboards

Daniel,

Thank you for sharing your comments regarding these proposed billboards with the Supervisors . I will see that Supervisor Knight receives your email for his consideration.

These projects have not yet been submitted for a hearing date. Therefore, I will pass this on to the Project Planner (Aaron Mount) since that is our normal procedure when public comments are submitted prior to a project being publicly noticed for a hearing date. He will add your email to the project files and it will be presented to the Planning Commission when the projects go to hearing. Thank you.

Loretta Featherston

Assistant to Supervisor John R. Knight

District 1

Board of Supervisors, County of El Dorado

Phone: (530) 621-5650

E-Mail bosone@edcgov.us

The Clarks ---06/22/2011 08:18:54 AM---We the residents of El Dorado County object to the construction...

Unwanted Billboards

The Clarks to: charlene.tim, bosone, bostwo, bosthree, bosfour, bosfive

06/22/2011 08:18 AM

We the residents of El Dorado County object to the construction of the proposed off-premise signs (billboards) in Cameron Park and Shingle Springs oriented toward the Highway 50 corridor due to the negative visual impact.

Reference Sign Permits #S 11-0006 in Cameron Park behind Jim Boys, #S11-0004 on Sunset Lane, and #S11-0005 on Motherlode Drive in Shingle Springs which proposes three 50' high, two-sided 48'wide by 14' high illuminated signs (billboards).

Daniel Clark

4920 Kenworth Dr.

Shingle Springs

PUBLIC COMMENT
12-0380.J.20

PC 2/9/12
#10c



Charlene M Tim/PV/EDC
06/22/2011 10:41 AM

To "Ted & Gail" <tgduffy@sbcglobal.net>
cc Aaron D Mount/PV/EDC@TCP
bcc
Subject Re: Cameron Park Billboards

Thank you for submitting your public comment below. I will forward this to the Project Planner, Aaron Mount.

Char Tim
Clerk of the Planning Commission
County of El Dorado Development Services
(530) 621-5351

**Please note my new e-mail address: charlene.tim@edcgov.us

"Ted & Gail" <tgduffy@sbcglobal.net>



"Ted & Gail"
<tgduffy@sbcglobal.net>
06/22/2011 10:30 AM

To <charlene.tim@edcgov.us>
cc
Subject Cameron Park Billboards

We the residents of El Dorado County object to the construction of the proposed off-premise signs (billboards) in Cameron Park and Shingle Springs oriented toward the Highway 50 corridor due to the negative visual impact. Reference Sign Permits #S 11-0006 in Cameron Park behind Jim Boys, #S11-0004 on Sunset Lane, and #S11-0005 on Motherlode Drive in Shingle Springs which proposes three 50' high, two-sided 48' wide by 14' high illumination signs (billboards).

Ted & Gail Duffy
3844 Ziana Road
Cameron Park, CA 95682

PC 2/9/12
#100

The BOSONE/PV/EDC
Sent by: Loretta M
Featherston/PV/EDC



06/22/2011 10:41 AM

To "Karen Rounsley" <krounsley@sbcglobal.net>
cc Aaron D Mount/PV/EDC@TCP
bcc
Subject Re: billboards

Dear Karen,

Thank you for sharing your comments regarding these proposed billboards with the Supervisors . I will see that Supervisor Knight receives your email for his consideration.

These projects have not yet been submitted for a hearing date. Therefore, I will pass this on to the Project Planner (Aaron Mount) since that is our normal procedure when public comments are submitted prior to a project being publicly noticed for a hearing date. He will add your email to the project files and it will be presented to the Planning Commission when the projects go to hearing. Thank you.

Loretta Featherston
Assistant to Supervisor John R. Knight
District 1
Board of Supervisors, County of El Dorado
Phone: (530) 621-5650
E-Mail bosone@edcgov.us

"Karen Rounsley" ---06/22/2011 08:24:04 AM---"We the residents of El Dorado County object to the cons...

Karen Rounsley to: bosone, bostwo, bosthree, bosfour, bosfive

06/22/2011 08:24 AM

"We the residents of El Dorado County object to the construction of the proposed off-premise signs (billboards) in Cameron Park and Shingle Springs oriented toward the Highway 50 corridor due to the negative visual impact. Reference Sign Permits #S 11-0006 in Cameron Park behind Jim Boys, #S11-0004 on Sunset Lane, and #S11-0005 on Motherlode Drive in Shingle Springs which proposes three 50' high, two-sided 48'wide by 14' high illuminated signs (billboards)."

Thank you,
Karen Rounsley

PC 2/9/12
#10c



The BOSONE/PV/EDC
Sent by: Loretta M
Featherston/PV/EDC

06/23/2011 09:04 AM

To fred klein <dasklein@sbcglobal.net>

cc Aaron D Mount/PV/EDC@TCP

bcc

Subject Re: billboard

Dear Fred,

Thank you for sharing your comments regarding these proposed billboards with the Supervisor . I will see that Supervisor Knight receives your email for his consideration.

These projects have not yet been submitted for a hearing date. Therefore, I will pass this on to the Project Planner (Aaron Mount) since that is our normal procedure when public comments are submitted prior to a project being publicly noticed for a hearing date. He will add your email to the project files and it will be presented to the Planning Commission when the projects go to hearing. Thank you.

Loretta Featherston

Assistant to Supervisor John R. Knight

District 1

Board of Supervisors, County of El Dorado

Phone: (530) 621-5650

E-Mail bosone@edcgov.us

fred klein ---06/23/2011 06:32:17 AM---Supervisor District 1 John Knight We the residents of El Dorado C...

billboard

fred klein to: bosone

06/23/2011 06:32 AM

Supervisor District 1 John Knight

We the residents of El Dorado County object to the construction of the proposed off-premise signs (billboards) in Cameron Park and Shingle Springs oriented toward the Highway 50 corridor due to the negative visual impact. Reference Sign Permits #S11-006 in Cameron Park behind Jim Boys, #S11-004 on Sunset Lane and #S11-005 on Motherlode Drive in Shingle Springs which proposes three 50' high two-sided 48' wide by 14' high illuminated signs (billboards).

Regards,

Fred Klein, 30-year El Dorado county property owner and resident

PUBLIC COMMENT
12-0380.J.23

2 pages

PC 2/9/12
#10c



The BOSONE/PV/EDC
Sent by: Loretta M
Featherston/PV/EDC

06/23/2011 11:56 AM

To: Kathe Hughes <kathehughes@sbcglobal.net>

cc: Aaron D Mount/PV/EDC@TCP

bcc:

Subject: Re: FYI: Billboards in Cameron Park

Dear Bill,

Thank you for taking the time to share your concerns regarding these proposed billboards with the Supervisor. I will see that Supervisor Knight receives your email for his consideration and I know he will appreciate the follow up with the reasons why you oppose the signs in Cameron Park.

These projects have not yet been submitted for a hearing date. Therefore, I will pass this on to the Project Planner (Aaron Mount) since that is our normal procedure when public comments are submitted prior to a project being publicly noticed for a hearing date. He will add your email to the project files and it will be presented to the Planning Commission when the projects go to hearing. Thank you.

Loretta Featherston

Assistant to Supervisor John R. Knight
District 1
Board of Supervisors, County of El Dorado
Phone: (530) 621-5650
E-Mail bosone@edcgov.us

Kathe Hughes ---06/23/2011 10:36:27 AM---Good morning John, I am not certain whether you are aware...

FYI: Billboards in Cameron Park

Kathe Hughes to: John Knight

06/23/2011 10:36 AM

Cc: Alan Clarke, danderly, Eric Driever, efischer, Kathryn Gilfillan, Mark Harris, mike.webb, T Abraham, Bill Hughes

Good morning John,

I am not certain whether you are aware of the three "off-premise-sign" (aka: billboard) applications being processed with the Planning Commission. However, the proposed double-sided, illuminated billboard projects (14' high x 44' wide 50' in the air) are to be located adjacent to Highway 50 in Cameron Park, Sunset Lane, and Motherlode Drive (Sign Permit application #S11-0006, #S11-0004, and #S11-0005). The Cameron Park location (adjacent to the freeway on Jim Boy's Taco parking lot (#S11-0006) is an "open sign board" that is non restricted in language, and will sell or lease the signboards that identify any product or service that meets Constitutional requirements.

PUBLIC COMMENT
12-0380.J.24

I am, as a former business owner, aware of the necessity for signing, and guideline restrictions. However, my opposition to these off-premise-signs, particularly the Cameron Park location, is that the public has indicated in two well-attended previous public workshops that they oppose any further "tall-signs." In fact, would prefer that the existing tall signs be removed.

I am opposed to the billboards because there is no local control regarding the content of the signs. The advertising may not be in the interest of promoting the public's desire of a "walkable-downtown" or businesses/products/services offered and available in Downtown Cameron Park.

I am opposed to the billboards as they will visually impact the image and visual perception of the community of Cameron Park, "A Special Place." A sign that is the size of a two-car garage, the top of which is 50 feet above ground visible from two directions day and night is not in the best interests of creating a friendly downtown.

As a resident of Cameron Park, I am opposed to the billboards because they will visually impact the level of light in the community. The public workshops attendees were adamant regarding maintaining the low level of lighting in Cameron Park.

The Cameron Park Design and Review Committee, appointed through the County Planning Committee, is moving forward in creating signing guidelines for the Cameron Park community. I ask that these applications be denied as they would be in direct opposition to the desires of the community of Cameron Park. In addition, they do not meet the vision of the recently adopted Cameron Park Vision Statement through the year 2030.

Sincerely submitted,

Bill Hughes
Chair, Cameron Park Vision Sub-Committee
2815 Vista Verde Drive, Cameron Park, CA 95682
(916) 402-8958

PC 2/9/12
#10 C

The BOSONE/PV/EDC
Sent by: Loretta M
Featherston/PV/EDC

06/24/2011 02:40 PM

To Aaron D Mount/PV/EDC@TCP

cc

bcc

Subject billboards

billboards

Mary Rich to: bosone

06/23/2011 08:38 PM

Dear Mr. Knight,

Please heed our voices. Cameron Park needs to be beautified and unified; surely there is a classier way to promote business in our community. As a Shingle Springs resident, I heartily oppose billboards junking up our lovely local highways.

“We the residents of El Dorado County object to the construction of the proposed off-premise signs (billboards) in Cameron Park and Shingle Springs oriented toward the Highway 50 corridor due to the negative visual impact.

Reference Sign Permits #S 11-0006 in Cameron Park behind Jim Boys, #S11-0004 on Sunset Lane, and #S11-0005 on Motherlode Drive in Shingle Springs which proposes three 50’ high, two-sided 48’ wide by 14’ high illuminated signs (billboards).”

Sincerely,

Mary Rich

----- Forwarded by Loretta M Featherston/PV/EDC on 06/24/2011 02:40 PM -----

Billboard

Nikki G to: bosone

06/24/2011 02:03 PM

We the residents of El Dorado County object to the construction of the proposed off-premise signs (billboards) in Cameron Park and Shingle Springs oriented toward the Highway 50 corridor due to the negative visual impact. Reference Sign Permits #S 11-0006 in Cameron Park behind Jim Boys, #S11-0004 on Sunset Lane, and #S11-0005 on Motherlode Drive in Shingle Springs which proposes three 50’ high, two-sided 48’ wide by 14’ high illumination signs (billboards).

PUBLIC COMMENT
12-0380.J.26

pc 2/9/12
#10c



Charlene M Tim/PV/EDC
06/27/2011 08:27 AM

To Mary Rich <maryfrich@sbcglobal.net>
cc Aaron D Mount/PV/EDC@TCP
bcc
Subject Re: Website email

Thank you for submitting your public comment below. I will forward this to the Project Planner, Aaron Mount.

Char Tim
Clerk of the Planning Commission
County of El Dorado Development Services
(530) 621-5351

**Please note my new e-mail address: charlene.tim@edcgov.us

Mary Rich <maryfrich@sbcglobal.net>



Mary Rich
<maryfrich@sbcglobal.net>
06/23/2011 08:36 PM

To charlene.tim@edcgov.us
cc
Subject Website email

Dear Ms. Tim,

Please heed our voices. Cameron Park needs to be beautified and unified; surely there is a classier way to promote business in our community. As a Shingle Springs resident, I heartily oppose billboards junking up our lovely local highways.

“We the residents of El Dorado County object to the construction of the proposed off-premise signs (billboards) in Cameron Park and Shingle Springs oriented toward the Highway 50 corridor due to the negative visual impact.

Reference Sign Permits #S 11-0006 in Cameron Park behind Jim Boys, #S11-0004 on Sunset Lane, and #S11-0005 on Motherlode Drive in Shingle Springs which proposes three 50’ high, two-sided 48’wide by 14’ high illuminated signs (billboards).”

Sincerely,
Mary Rich

PC 2/9/12
#10c



Charlene M Tim/PV/EDC
06/27/2011 08:28 AM

To Nikki G <teachingnik@yahoo.com>
cc Aaron D Mount/PV/EDC@TCP
bcc
Subject Re: Billboard

Thank you for submitting your public comment below. I will forward this to the Project Planner, Aaron Mount.

Char Tim
Clerk of the Planning Commission
County of El Dorado Development Services
(530) 621-5351

**Please note my new e-mail address: charlene.tim@edcgov.us

Nikki G <teachingnik@yahoo.com>



Nikki G
<teachingnik@yahoo.com>
06/24/2011 02:03 PM

To charlene.tim@edcgov.us
cc
Subject Billboard

We the residents of El Dorado County object to the construction of the proposed off-premise signs (billboards) in Cameron Park and Shingle Springs oriented toward the Highway 50 corridor due to the negative visual impact. Reference Sign Permits #S 11-0006 in Cameron Park behind Jim Boys, #S11-0004 on Sunset Lane, and #S11-0005 on Motherlode Drive in Shingle Springs which proposes three 50' high, two-sided 48' wide by 14' high illumination signs (billboards).

PC 2/9/12
#10c



The BOSONE/PV/EDC
Sent by: Loretta M
Featherston/PV/EDC
06/27/2011 10:32 AM

To David Yancey <dkyancey@gmail.com>
cc Aaron D Mount/PV/EDC@TCP
bcc
Subject Re: No tall signs or billboards

David,

Thank you for taking the time to share your concerns regarding these proposed billboards with the Supervisors. I will see that Supervisor Knight receives your email for his consideration.

These projects have not yet been submitted for a hearing date. Therefore, I will pass this on to the Project Planner (Aaron Mount) since that is our normal procedure when public comments are submitted prior to a project being publicly noticed for a hearing date. He will add your email to the project files and it will be presented to the Planning Commission when the projects go to hearing. Thank you.

Loretta Featherston
Assistant to Supervisor John R. Knight
District 1
Board of Supervisors, County of El Dorado
Phone: (530) 621-5650
E-Mail bosone@edcgov.us

David Yancey ---06/27/2011 07:46:48 AM---*As a resident of El Dorado County, I object to the constructi...

No tall signs or billboards

David Yancey to: charlene.tim, bosone, bostwo, bosthree, bosfour, bosfive 06/27/2011 07:46 AM

As a resident of El Dorado County, I object to the construction of the proposed off-premise signs (billboards) in Cameron Park and Shingle Springs oriented toward the Highway 50 corridor due to their negative visual impact. Specifically, this is in regard to Sign Permits #S 11-0006 in Cameron Park behind Jim Boys, #S11-0004 on Sunset Lane, and #S11-0005 on Motherlode Drive in Shingle Springs which proposes three 50' high, two-sided 48'wide by 14' high illuminated signs (billboards).

David Yancey

2825 Vista Verde Dr.

Cameron Park, CA 95682

PC 2/9/12
#10c

2 pages



The BOSONE/PV/EDC
Sent by: Loretta M
Featherston/PV/EDC

To sherri <sherri@thedonlonfamily.com>
cc Aaron D Mount/PV/EDC@TCP

06/27/2011 10:39 AM

bcc
Subject Re: FW: new billboards

Dear Sherri,

Thank you for taking the time to share your concerns regarding these proposed billboards with the Supervisors. I will see that Supervisor Knight receives your email for his consideration.

These projects have not yet been submitted for a hearing date. Therefore, I will pass this on to the Project Planner (Aaron Mount) since that is our normal procedure when public comments are submitted prior to a project being publicly noticed for a hearing date. He will add your email to the project files and it will be presented to the Planning Commission when the projects go to hearing. Thank you.

Loretta Featherston
Assistant to Supervisor John R. Knight
District 1
Board of Supervisors, County of El Dorado
Phone: (530) 621-5650
E-Mail bosone@edcgov.us

sherri ---06/27/2011 10:16:30 AM---Thanks! Sherri Donlon

FW: new billboards

sherri to: bosone, bostwo, bosthree, bosfour, bosfive

06/27/2011 10:16 AM

Thanks!
Sherri Donlon

----- Forwarded Message

From: "Gibbs, Louise" <louise.gibbs@intel.com>
Date: Mon, 27 Jun 2011 10:01:05 -0700
To: "Harmoning, Lynette M" <lynette.m.harmoning@intel.com>, "Harmoning, Lance" <lance.harmoning@intel.com>, "Spangler, Steve J" <steve.j.spangler@intel.com>, "Callaway, Matthew B" <matthew.b.callaway@intel.com>, "Rankin, Stuart" <stuart.rankin@intel.com>, "Hasko, AJ" <aj.hasko@intel.com>, Mike Donlon <mike.donlon@intel.com>, <geeflood@att.net>, <AAstainless@aol.com>, <pamgreever@yahoo.com>, Sherri Donlon <sherri@thedonlonfamily.com>, Tracy Procter <tgprocter@sbcglobal.net>, "Howard-Hogue, Val" <val.howard-hogue@intel.com>, <bprotteau@hotmail.com>, <bethaknee_99@yahoo.com>, <delhaven@sbcglobal.net>, <djpolster@pacbell.net>
Subject: FW: new billboards

PUBLIC COMMENT
12-0380.J.30

Friends - Please forward to anyone who might be interested in getting this stopped !!!

All,
Building permits have been submitted for huge electronic billboards along Hwy 50 in Cameron Park and Shingle Springs.
If you are opposed to these eye sores as am I, please see attached and e-mail ALL on the list.
Regards,

Please e-mail the supervisors today!!!

Thanks,

Louise

----- End of Forwarded Message



bad_billboards.PDF

PC 2/9/12
#10c



Charlene M Tim/PV/EDC
06/27/2011 09:42 AM

To "Gibbs, Louise" <louise.gibbs@intel.com>
cc Aaron D Mount/PV/EDC@TCP, Pierre Rivas/PV/EDC@TCP
bcc
Subject Re: Do Not approve the bill boards in CP!!!!!!

Thank you for submitting your public comment below. I will forward this to the Project Planner, Aaron Mount.

Char Tim
Clerk of the Planning Commission
County of El Dorado Development Services
(530) 621-5351

**Please note my new e-mail address: charlene.tim@edcgov.us

"Gibbs, Louise" <louise.gibbs@intel.com>



"Gibbs, Louise"
<louise.gibbs@intel.com>
06/27/2011 09:40 AM

To "charlene.tim@edcgov.us" <charlene.tim@edcgov.us>, "bostwo@edcgov.us" <bostwo@edcgov.us>
cc
Subject Do Not approve the bill boards in CP!!!!!!

TO: El Dorado County Supervisors,

"We the residents of El Dorado County object to the construction of the proposed off-premise signs (billboards) in Cameron Park and Shingle Springs oriented toward the Highway 50 corridor due to the negative visual impact.

Reference Sign Permits #S 11-0006 in Cameron Park behind Jim Boys, #S11-0004 on Sunset Lane, and #S11-0005 on Motherlode Drive in Shingle Springs which proposes three 50' high, two-sided 48' wide by 14' high illuminated signs (billboards)."

Please do not try to turn CP into another urban area!!!!!! By placing these bill boards you will be eroding the rural feel of our area. We need to preserve what we have left.

Louise T. Gibbs

PC 2/9/12
#10c



The BOSONE/PV/EDC
Sent by: Loretta M
Featherston/PV/EDC

06/28/2011 01:53 PM

To Janis Mccarty <thecuda@sbcglobal.net>

cc Aaron D Mount/PV/EDC@TCP

bcc

Subject Re: Giant Billboards

Dear Bill and Janis,

Thank you for taking the time to share your concerns regarding these proposed billboards with the Supervisors. I will see that Supervisor Knight receives your email for his consideration.

These projects have not yet been submitted for a hearing date. Therefore, I will pass this on to the Project Planner (Aaron Mount) since that is our normal procedure when public comments are submitted prior to a project being publicly noticed for a hearing date. He will add your email to the project files and it will be presented to the Planning Commission when the projects go to hearing. Thank you.

Loretta Featherston

Assistant to Supervisor John R. Knight
District 1
Board of Supervisors, County of El Dorado
Phone: (530) 621-5650
E-Mail bosone@edcgov.us

Janis Mccarty ---06/28/2011 01:15:20 PM---Bill and Janis McCarty residents of El Dorado County object t...

Giant Billboards

Janis Mccarty to: charlene.tim, bosone, bosthree

06/28/2011 01:15 PM

Bill and Janis McCarty residents of El Dorado County object to the construction of the proposed off-premise signs (billboards) in Cameron Park and Shingle Springs oriented toward the Highway 50 corridor due to the negative visual impact.

Reference Sign Permits #S 11-0006 in Cameron Park behind Jim Boys, #S11-0004 on Sunset Lane, and #S11-0005 on Motherlode Drive in Shingle Springs which proposes three 50' high, two-sided 48'wide by 14' high illuminated signs (billboards)."

Thank you.

Janis & Bill McCarty
4556 foothill dr
shingle springs

PC 2/9/12
H/O C



Charlene M Tim/PV/EDC
07/05/2011 08:11 AM

To "Peter Reese (pjreese)" <pjreese@micron.com>
cc Aaron D Mount/PV/EDC@TCP, Pierre Rivas/PV/EDC@TCP
bcc
Subject Re: Say NO to freeway signage in Cameron Park. □

Thank you for your submitting your public comment. I am forwarding this to the Project Planner, Aaron Mount.

Char Tim
Clerk of the Planning Commission
County of El Dorado Development Services
(530) 621-5351

**Please note my new e-mail address: charlene.tim@edcgov.us

"Peter Reese (pjreese)" <pjreese@micron.com>



"Peter Reese (pjreese)"
<pjreese@micron.com>
07/01/2011 04:55 PM

To "charlene.tim@edcgov.us" <charlene.tim@edcgov.us>,
"bosone@edcgov.us" <bosone@edcgov.us>,
"bosthree@edcgov.us" <bosthree@edcgov.us>,
"bosfour@edcgov.us" <bosfour@edcgov.us>,
"bosfive@edcgov.us" <bosfive@edcgov.us>
cc "Peter Reese (pjreese)" <pjreese@micron.com>
Subject Say NO to freeway signage in Cameron Park.

"I am a resident of El Dorado County object to the construction of the proposed off-premise signs (billboards) in Cameron Park and Shingle Springs oriented toward the Highway 50 corridor due to the negative visual impact. Even if the casinos are raining donations on your PAC's. Once these signs are up they are forever up and usually tend to get larger and electrified with the coming flat panel technology. Reference Sign Permits #S 11-0006 in Cameron Park behind Jim Boys, #S11-0004 on Sunset Lane, and #S11-0005 on Motherlode Drive in Shingle Springs which proposes three 50' high, two-sided 48' wide by 14' high illuminated signs (billboards)."

Thanks for your support
Peter Reese

pc 2/9/12
#10c

Planning Commission / Board of Supervisors
County of El Dorado
c/ o Aaron Mount, Associate Planner
El Dorado County Planning Department
2850 Fairlane, Building C
Placerville, CA 95667

11 SEP 26 PM 1:10
RECEIVED
PLANNING DEPARTMENT

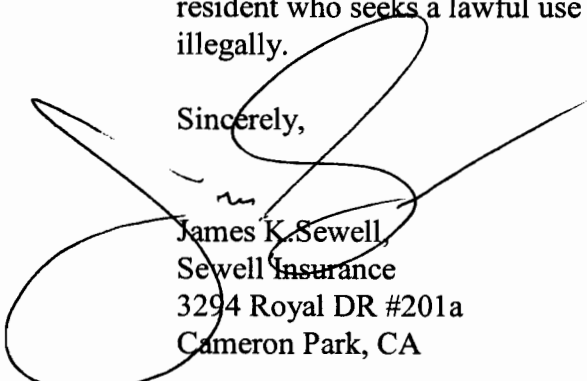
Re: Special Use Permit Nos. S11-0004, S11-0005, S11-0006,
Special Use Permit for Off-Premise Signs.

Dear Planning Commission / Board of Supervisors:

I am a resident of Cameron Park. I also run my own local Insurance Agency in Cameron Park. From what I see the above sign applications are for locations where the signs are allowed. If so, I believe they should be approved.

With all the illegal signs in El Dorado County why in the world would El Dorado County citizens resist lawful sign applications but do nothing about illegal signs? It sends the wrong message. A resident who seeks a lawful use should not end up worse than someone who does the same thing illegally.

Sincerely,



James K. Sewell,
Sewell Insurance
3294 Royal DR #201a
Cameron Park, CA

pc 2/9/12
20 pages #10c

LAW OFFICES OF JOHN DAVID PEREIRA

John David Pereira

3161 Cameron Park Drive, Suite 210
Cameron Park, CA 95682

Telephone (530) 672-9577

Facsimile (530) 672-9579

September 27, 2011

Aaron Mount, Associate Planner
El Dorado County Development Services
2950 Fairlane, Building C
Placerville, CA 95667

Re: Application for Special Use Permits:
S 11-0004, S 11-005 S 11-0006

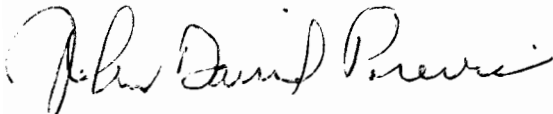
Dear Aaron:

Enclosed please find a variety of letters from residents and business owners in El Dorado County regarding the above-referenced SUP Applications. I know that two members of the Cameron Park Design Review Committee have spearheaded some opposition to my applications. Thus far I've remained silent about this limited opposition because the dissidents do not appear fully informed about these applications.

I want Planning / the Board of Supervisors to see the other side: constituents who are informed about the applications and applicable land use rules, and who expect their government and elected officials to follow those rules and approve uses that are allowed by code and which likely will help El Dorado County attract business from travelers along the Highway 50 corridor.

Please place these letters in the file for consideration during any decision-making process.

Very truly yours,



John David Pereira

11 SEP 27 AM 11:30
RECEIVED
PLANNING DEPARTMENT

PC 2/9/12
#10c

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

C/O Aaron Mount Planning Department

RE: Billboard applications along highway 50

Dear County Board of Supervisors:

I am the owner a several highway commercial properties within El Dorado County. I hereby respectfully ask you to approve the 3 sign applications that have been applied for. It is important to remember that signs along the highway play a very important role in our counties economic vitality. My tenants require highway and roadway signs in order to keep their doors open. I have been asked several times by many businesses and tenants for increased sign space along the highway.

I have also been made aware that the Cameron Park Design Review Committee is urging the county to adopt over 30 pages of new sign regulations, which would make it almost impossible to put a new sign or replace an existing sign that would be large enough for anyone to see. This type of irresponsible sign restrictions flies in the face of any business or resident in this county. The Design Review Committee has obviously not contacted any commercial property owners or businesses that might be negatively affected by such overbroad and ill thought out regulation and prohibition. It seems to me that the current sets of sign regulations are ample at this time. Please do not attempt to make our commercial and industrial zones along the highway resemble Monterey were it is next to impossible to locate a business.

Sincerely,



Chris G. Fusano
Investment Properties

PC 2/9/12
#10c

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

Subject: Signs Proposed along Highway 50 In Shingle Springs and Cameron Park.

To whom it may concern:

It is my understanding that there are there new signs proposed to be constructed along highway 50. I am writing this letter in support of approving these applications. I am a small business owner and believe we need some additional sign space along highway 50.

Thank you.



Roy Fulmer
Fulmers Auto Body

PC 2/9/12

#10c

Planning Commission / Board of Supervisors
County of El Dorado
c/ o Aaron Mount, Associate Planner
El Dorado County Planning Department
2850 Fairlane, Building C
Placerville, CA 95667

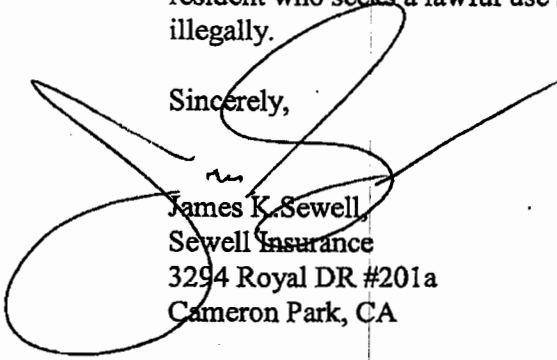
Re: Special Use Permit Nos. S11-0004, S11-0005, S11-0006,
Special Use Permit for Off-Premise Signs.

Dear Planning Commission / Board of Supervisors:

I am a resident of Cameron Park. I also run my own local Insurance Agency in Cameron Park. From what I see the above sign applications are for locations where the signs are allowed. If so, I believe they should be approved.

With all the illegal signs in El Dorado County why in the world would El Dorado County citizens resist lawful sign applications but do nothing about illegal signs? It sends the wrong message. A resident who seeks a lawful use should not end up worse than someone who does the same thing illegally.

Sincerely,



James K. Sewell,
Sewell Insurance
3294 Royal DR #201a
Cameron Park, CA

pc 2/9/12

10c

Mark Rodriguez

Sundale Ct., El Dorado Hills, CA

September 8, 2011

El Dorado County Planning
C/O Aaron Mount

C/O El Dorado County Board of Supervisors

RE: Applications for Off-Premises Signs (Billboards) along highway 50

Aaron:

I am in support of each one of the proposed signs. I have read and reviewed both the General Plan and County Sign Ordinance. It is clear to me after my review that each sign is in conformance and does not conflict with the goals of the general plan, and in fact the county ordinance allows the requested uses on each parcel that the applicant seeks approval for. Although I know that signs can be a sensitive issue at times it is very important that our County elected officials follow the laws and ordinances that are in place even if they might not personally agree with such projects. These applications should be approved as proposed. Thank you for all the hard work your department does for the citizens of our county.

Sincerely



Mark Rodriguez
Resident

PC 2/9/12

#10c

9/12/11

El Dorado County Board of Supervisors
El Dorado County Planning Dept.
Placerville, CA 95667

Dear Supervisors and Planning,

My family has owned property in El Dorado County going back to the late 1800's. I am in support of the three applications for signs in the commercial area of Cameron Park and Shingle Springs.

As an owner of a larger portion of land in the more rural part of the community I do support the rights of the individual property owner and what he or she should be able to do on their land. Do we need a ton of signs, not really, but I do not feel adding three signs is an issue.

We can preserve the look of the rural community as well as have a balance with the commercial areas of the county. These signs are in a commercial area along the highway and seemed to be located in areas in which the county allows.



Dan Naygrow
Brandon Ranch
Shingle Springs, CA

PHONE

FAX

WEB

PC 2/9/12
#100

County Board of Supervisors

September 14, 2011

Planning Department: Aaron Mount

Highway 50 signs Use Permits

Aaron:

My wife and I are long-term citizens of the County. We reside in Cameron Park. I am writing this letter to ask the Supervisors and your department to approval the sign applications. Our community will benefit from additional tax revenues generated when travelers see the signs and stop off at our exits and spend their dollars with our County businesses. The signs are located along highway 50 in commercial/business areas and seem to be a good fit.

Thank you



Tim Cockrell
Resident Cameron Park

PC 2/9/12
#10c



9/15/11

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

RE: New signs on Hwy 50 and Sign Regulations

C/O: Aaron Mount and ED Co. Supervisors

Dear Planning / BOS:

My name is Mark Crusha and I am a long time El Dorado county resident and Remax Gold agent in El Dorado Hills, as you well know signs are a very important part of my business. I was glad to see that the Board chose not to go ahead with a sign moratorium for this county, we already have enough regulations as it is. I have read the new guidelines that Cameron Park is trying to impose and strongly feel we do not need over 30 pages of new regulations in this area.

I would also be in support of any new sign along Hwy 50 that could allow Remax as well as agents like myself another way to advertise and grow our business which is positive for this county.

Thank you for your time,



Mark Crusha
Cameron Park, CA

Mark Crusha RE/MAX Gold ♦ crusha@sbcglobal.net

PUBLIC COMMENT
12-0380.J.43

PC 2/9/12
#10c

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

Sept. 20, 2011

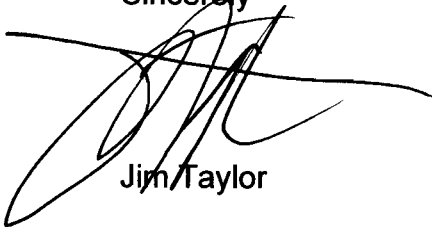
Aaron Mount

RE: 3 Off Site Sign applications for Highway 50

Dear Board of Supervisors:

As a property owner and local business owner I respectfully ask for your approval of all the sign applications. I believe our County should always protect individual property owner rights when it has the opportunity. It is my opinion that these signs will be very beneficial to our local business by allowing them a much needed increase in highway visibility.

Sincerely

A handwritten signature in black ink, appearing to read "Jim Taylor", written over a horizontal line.

Jim Taylor

PC 2/9/12
#10c

Sept-20-2011

To El Dorado Co. Planning and Supervisors,

As a 42 year resident of Placerville and Cameron Park, and former business owner in this county, I have seen this area grow leaps and bounds over the years. When I first moved here, Cameron Park had a gas station and Sams Town. As the counties urban areas grow, signs are a necessary part of the community to promote businesses. As a property owner here in El Dorado County, I also am a very firm believer in our private property rights.

As a former business owner and general contractor, I have seen the arguments of the no-growthers over the years, these people will always hate growth and always hate signs. One day I would like to see one of them open a business and not be able to put up a sign to get people off the freeway or to promote there business and see how long they survive.

As far as these three new signs, I would support the planning commission and board to approve these signs in our community.

Sincerely,



Edwin C. Beck
El Dorado Co. Resident

STATON SIGN CO.

4070 Kingswood Tr.
Pollock Pines, Ca. 95726
Cont. Lic. 444577
Phone (530) 644-5892
Fax (530) 644-5126
George@statonsigns.com

September 21, 2011

Dear EDC Board of Supervisors and EDC Planning Department,

It has come to our attention that the Cameron Park Design Review Committee has proposed new sign criteria, ignoring those outlined in the general plan. Currently, Cameron Park does not have a specific plan regarding signage. While those of us who own businesses in El Dorado County appreciate that excessive or distracting signs should be avoided, the Cameron Park Design Review committee is proposing not allowing pole signs or with few exceptions, internally illuminated signage .

Now, more than ever, business needs to remain visible or they will simply go away. And that is happening enough already without new sign restrictions placed on business.

We believe that those who have set out the footprint for building and zoning in this county, have done so in a responsible manner. What the Cameron Park DRC is suggesting is reckless and will ultimately have a negative impact on the future of business in this county.

We understand that the proposals by this committee have already been dismissed, but we believe that there are a couple of rogue committee members who are trying to add 30 pages of sign regulations, those that the business community would not embrace. That local fundraiser at the high school hasn't got a chance without a couple of directional signs reminding the public that they are there if these propels are approved..

We all know that some signs can cause blight if not removed in a timely manner. But really, from the small cardboard signs placed by the kids at the local schools or by the church who is holding a flea market, to the illuminated bill boards that offer the same service but on a grander level, we depend on people knowing where we are and what we have to offer. Don't allow this committee to over-regulate something that has enough policing already.

Sincerely,
George and Fern Staton
Staton Sign Co.

pc 2/9/12
#100

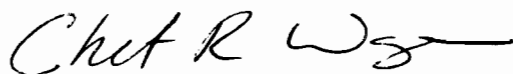
9/21/11

Dear Supervisors/Planning Dept,

I am a local Honda sales rep. in Shingle Springs, I would like to strongly support these new signs which as I understand will be placed near our dealership on Hwy 50. Business for us is slow during these economic times and we really need a way to get travelers to know we are here, and to not go to Folsom or Sacramento all the time to buy their cars.

Radio, TV, and Newspaper are very expensive for us and do not get the average person traveling up Hwy 50 (maybe to Apple Hill or Tahoe), to think about stopping by our dealership, or just letting them know we even exist.

Sincerely,



Chet Wagoner
Buena Vista Dr.
Cameron Park, CA

PC 2/9/12
#10 c

September 21, 2011

**Board of Supervisors
330 Fair Lane
Placerville, CA 95667**

Aaron Mount

RE: Proposed Highway Signs

To: El Dorado County

I am a resident of El Dorado County. Our community needs to continue to find creative ways to bring in more business off highway 50. I am in support of the three signs.

Thank you.


**Dave Worthington
County Resident**

PC 2/9/12

#10c

*Strings
Restaurant
Group*

September 22, 2011

El Dorado County Planning Services /
Planning Commission / Board of Supervisors
County of El Dorado
c /o Aaron Mount, Associate Planner,
2850 Fairlane, Building C
Placerville, CA 95667

Re: Special Use Permit Nos. S11-0004, S11-0005, S11-0006,
Special Use Permit for Off-Premise Signs.

Dear Planning Commission:

I am a resident of Cameron Park. My company, Strings Restaurant Group, Inc. has a restaurant in El Dorado Hills, California and many restaurants across the State of California. I believe the above sign applications should be approved. As a business owner in El Dorado County, I can attest to the fact our County suffers from inadequate advertising to bring business to our commercial areas.

There are very few signs between the County line, west, and Placerville. Adding three off-premise commercial and / or noncommercial signs will not upset the balance between a semi-rural / urban look and the ability send messages to the massive number of travelers along Highway 50. I believe our restaurant in El Dorado Hills could benefit from exactly the type of signs proposed—to alert travelers that El Dorado Hills offers what they may need along their route.

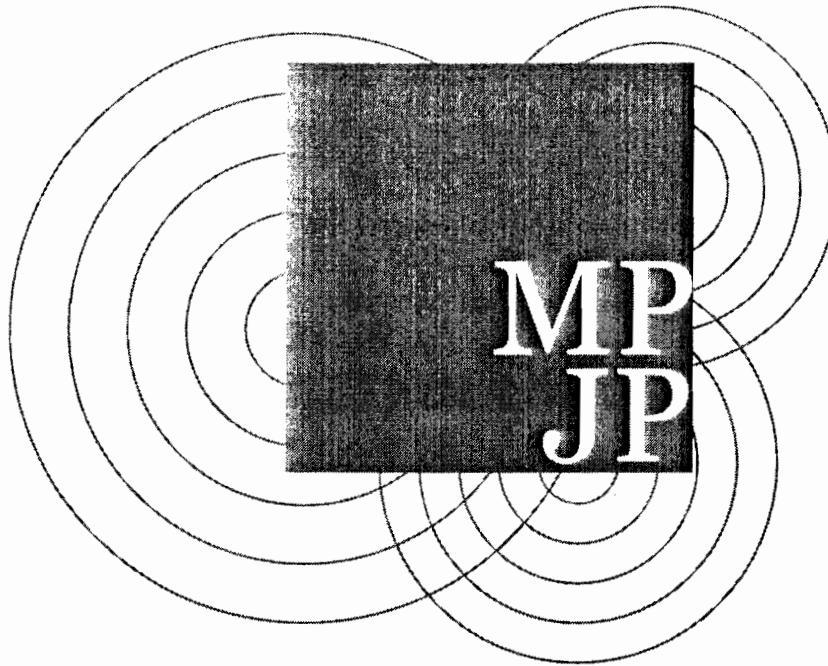
I trust the officials we elect will properly grant land uses that are allowed under the Zoning Ordinance and the General Plan.

Respectfully,

Al Decaprio

Albert Decaprio, President,
Strings Restaurant Group, Inc. and
Cameron Park resident.

PC 2/9/12
#10c



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

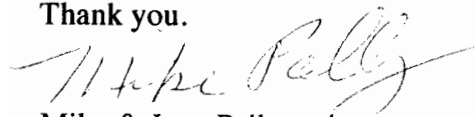
Attn: Aaron Mount

Subject: Proposed Signs on Highway 50

Dear Supervisors:

My wife and I are 30 year residents of El Dorado County. We are in favor of the Board of Supervisors approving the three signs proposed along Highway 50. These signs will be of great benefit to our local economy by allowing our restaurants, gas stations and local business a way to further reach the traveling public and bring them off of highway 50 to spend dollars in our County. In these difficult economic times it is important for our governing leaders to consider every feasible way to promote commerce within our County.

Thank you.


Mike & Joan Palley

September 22, 2011

PC 2/9/12
#10c

September 23, 2011

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

C/O Aaron Mount Planner

RE: Application numbers S11-0004, S11-0005, S11-0006 for billboard signs in Shingle Spring and Cameron Park.

Dear Aaron & Supervisors:

I am in support of the three sign applications. As a local business owner and resident I have first hand knowledge on how important roadside and highway signage opportunities are to the success of local community business. Our business community, residents and local economy would certainly benefit from these outdoor adverting opportunities . I believe the approval of the proposed signs would be a step in the right direction.

Sincerely,



Dave Morrill

PC 2/9/11
#10c

Planning Commission / Board of Supervisors
County of El Dorado
c/ o Aaron Mount, Associate Planner
El Dorado County Planning Department
2850 Fairlane, Building C
Placerville, CA 95667

Re: Special Use Permit Nos. S11-0004, S11-0005, S11-0006,
Special Use Permit for Off-Premise Signs.

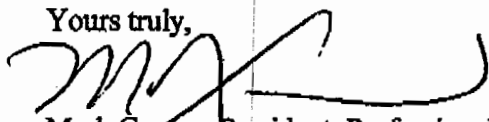
Dear Planning Commission / Board of Supervisors:

I am a resident of Placerville and owner of an business in Cameron Park. The applicant for the above-referenced applications is a friend of mine. I support his applications not based on our friendship, but because the use is allowed by Ordinance in El Dorado County and since modest advertising opportunities for business only help the community.

Before sending this letter I looked up something on signs. Business and Professions Code Section 5226 says "Outdoor advertising is a legitimate commercial use of property adjacent to roads and highways. Outdoor Advertising is an integral part of the business and marketing function, and an established segment of the national economy, and should be allowed to exist in business areas, subject to reasonable controls in the public interest."

If El Dorado County allows of off-premise signs in commercial areas these applications are appropriate uses of land for an admittedly legitimate purpose and County officials should be mindful of that fact when considering these applications. They should be approved.

Yours truly,



Mark Carson, President, Professional Courier and Logistics, Inc.
Cameron Park, CA,



9/23/11

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

Attention: Aaron Mount

Subject: Highway 50 Sign Applications Shingle Springs & Cameron
 Park

Board of Supervisors:

I am a long time resident and business owner of El Dorado County. I am writing this letter to ask that you support and approve the proposed highway 50 signs. There is a lack of good sign opportunities for businesses to reach the traveling public. Our County should take this time to capitalize on this project. These types of signs our very expensive to build and currently we have only a few along our highways. The addition of three signs would certainly be beneficial to our county businesses located adjacet to highway 50.

Very truly yours.

A handwritten signature in black ink, appearing to read "Chuck Lidberg", written over a large, stylized circular flourish.

Chuck Lidberg
 EL Dorado Homes
 Business Owner & Resident

pc 2/9/12

10c

SEPTEMBER 25, 2011

Board of Supervisors

C/O Planning Department Aaron Mount Planner

Regarding: Highway 50 Signs between Shingle Spring and Cameron Park.

Dear Supervisors:

It has come to my attention that there are 3 new sign applications for billboards along highway 50. I am writing you this letter to urge you to approve these applications when they come before you. My wife and I have been County residents for more than twenty years. Many of our business are in very desperate shape. If you take the time to speak with many of them most of them will tell you the same thing " we really need a way to help pull people off highway 50" These signs make a lot of sense and I hope you will approve them.

Thanks



Kevin & Sue Kolbo
Pollock Pines CA

PC 2/9/12
#10c

September 26, 2011

El Dorado County
Board of Supervisors

C/O Aaron Mount

Regarding: New Signs along Highway 50

Dear Board:

My name is Don and I am the owner of Mosquito Creek Outfitters in Placerville. My business is located just off highway 50 with restricted visibility. I can tell you we are in need of additional signs especially billboards that could be used to direct people off of highway 50 and into our store and other businesses in the area. Please vote in favor of all three applications.

Thank you



Don Rood

PC 2/9/12

#10c

From the desk of MARK VAN DEUSEN

Planning Commission / Board of Supervisors
County of El Dorado

NOV 12 11:31
RECEIVED
PLANNING DEPARTMENT

Re: Special Use Permit Nos. S11-0004, S11-0005, S11-0006,
Special Use Permit for Off-Premise Signs.

Dear Planning Commission / Board of Supervisors:

I have been a resident of El Dorado County for 14 years and I currently reside in Cameron Park. I write to express my support for the above-referenced applications for off-premise commercial and non-commercial signs because they appear compliant with the zoning ordinance currently in effect in El Dorado County. It is my understanding that our zoning ordinance at 17.16.120 permits off-premise signs through a Special Use Permit process. I understand that the Special Use Permit process is governed by Section 17.22. The criteria for evaluation of a Special Use Permit is consistent with the General Plan in terms of location, size and display of the sign.

The sign applications indicate the signs will be 50' high and 14' x48'. Again, it's my information that the height of the proposed signs does not exceed the maximum height allowed, in general, for signs in El Dorado County and there are no sign size restrictions in El Dorado County for off-premise signs. The applicant has indicated the signs fall below the maximum size allowed under California law. I've been told that the California Department of Transportation has sent a letter indicating it is prepared to issue a permit for these signs and that they comply with state law. Also, I've been told *none* of the proposed signs are in an established scenic corridor.

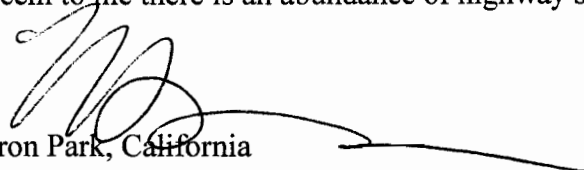
Finally, it is my understanding that our County has historically taken the position that if a land use is not prohibited by the General Plan the use is deemed consistent.

If my understanding and information is correct, regardless of any person's feelings about any particular land use, the applications must be approved. Although citizens have the right to voice their concerns, land use decisions cannot be made based on the decibel of public clamor.

These signs, whether supported by some faction of the community or not, appear to meet local, state, and federal law. I do not want elected officials to authorize a land use by ordinance then deny the very land rights allowed simply because they or some personally don't like it.

I cannot say whether the signs will bring business to El Dorado County. It does not really matter if they are allowed by Code. But this County is sorely in need of a mechanism to bring tourists off the highway and into our gas stations, restaurants, stores, wineries and other businesses in the community. It does not seem to me there is an abundance of highway signs from the County line east into Placerville.

Mark Van Deusen
3180 United Drive, Cameron Park, California



PUBLIC COMMENT
12-0380.J.56

PC 2/9/12
#10.C

4520 Lon Court
Diamond Springs, CA 95619
February 3, 2012

El Dorado County Planning Commission
County of El Dorado Planning Services
2850 Fairlane Court,
Placerville, CA 95667

Subject: Appeal

Special Use Permit S11-0004/Sunset Lane Off-Premise Advertising Sign

Special Use Permit S11-0005/Mother Lode Drive Off-Premise Advertising Sign

Special Use Permit S11-0006/Coach Lane Off-Premise Advertising Sign

Dear Planning Commissioners:

I am appealing the issuing of any special use permits for the three projects cited above.

I am very worried one of my favorite scenic views in El Dorado County will be damaged if these permits are allowed to proceed. I do not enjoy cities; I love our "rural" county. For me, our rural county begins when I see the Crystal Range framed by the Ponderosa Road overcrossing on Highway 50. My favorite viewing time is when the snow fields on top of the Sierra are painted pink by the setting sun. I am very concerned the three lighted road signs proposed in Shingle Springs will seriously damage my version of an Ancil Adams picture.

Please find a way to get these projects into the traditional planning processing mode and schedule appropriate hearings.

Sincerely,



Robert A. Smart, Jr.

RECEIVED
PLANNING DEPARTMENT
12 FEB -3 AM 11:43

Dear Roger,

As indicated in my voice mail message to you, I am mystified as to why you would choose to recommend approval of the applications for two off-premise signs along Highway 50 in light of the fact that there are inconsistencies with the General Plan with this proposal. I am also puzzled that you elect to find that the projects are categorically exempt from CEQA when there is evidence that the projects are NOT categorically exempt and an initial study should be prepared. My opinions are based on the following:

THERE ARE NUMEROUS GENERAL PLAN POLICIES AND GUIDELINES WHICH INDICATE THAT OFF PREMISE SIGNS AS PROPOSED ARE NOT CONSISTENT WITH THE GENERAL PLAN. THEY ARE ENUMERATED BELOW:

PRINCIPLES

The General Plan establishes a land use development pattern that makes the most efficient and feasible use of existing infrastructure and public services.

The General Plan provides guidelines for new and existing development that promotes a sense of community.

The General Plan defines those characteristics which make the County "rural" and provides strategies for preserving these characteristics.

The General Plan provides opportunities for positive economic growth such as increased employment opportunities, greater capture of tourism, increased retail sales, and high technology industries.

The General Plan provides guidelines for new development that maintains or enhances the quality of the County.

My observation: There is absolutely NO evidence to show that installation of off-premise signs will maintain or enhance the quality of the County.

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.

My observation: There is no evidence that installation of off-premise signs will protect and conserve the existing community.

OBJECTIVE 2.1.1: COMMUNITY REGIONS

Purpose: The urban limit line establishes a line on the General Plan land use maps demarcating where the urban and suburban land uses will be developed. The Community Region boundaries as depicted on the General Plan land use map shall be the established urban limit line.

Provide opportunities that allow for continued population growth and economic expansion while preserving the character and extent of existing rural centers and urban communities, emphasizing both the natural setting and built design elements which contribute to the quality of life and economic health of the County.

My observation: There is no evidence that installation of off-premise signs would preserve the character and extent of existing rural centers and urban communities, nor would they emphasize both the natural setting and built design elements which contribute to the quality of life and economic health of the County.

Policy 2.2.5.21 Development projects shall be located and designed in a manner that avoids incompatibility with adjoining land uses that are permitted by the policies in effect at the time the development project is proposed. Development projects that are potentially incompatible with existing adjoining uses shall be designed in a manner that avoids any incompatibility or shall be located on a different site.

My observation: There is no evidence that installation of off-premise signs would be compatible with existing development projects. All graphic illustrations provided by the project proponent failed to address visual impacts from adjacent land uses at a pedestrian scale or from Coach Lane.

VISUAL RESOURCES AND COMMUNITY DESIGN

GOAL 2.3: NATURAL LANDSCAPE FEATURES

Maintain the characteristic natural landscape features unique to each area of the County.

My observation: There is no evidence that installation of off-premise signs would maintain the characteristic natural landscape features unique to local views of the surrounding hillsides and the Sierras.

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

My observation: This task cited above has not been carried out by staff; however, this task with respect to Cameron Park has been completed to the extent that draft sign guidelines are ready to be processed and include a prohibition of off-premise signs. These guidelines could be processed prior to the public hearing of the proposed off-premise signs.

GOAL 2.5: COMMUNITY IDENTITY

Carefully planned communities incorporating visual elements which enhance and maintain the rural character and promote a sense of community.

My observation: There is no evidence that installation of off-premise signs would enhance and maintain the rural character and promote a sense of community.

- **GOAL 2.7: SIGNS**
- **Regulation of the size, quantity, and location of signs to maintain and enhance the visual appearance of the County.**

My observation: There is no evidence that installation of off-premise signs would neither maintain nor enhance the visual appearance of the County. With regard to the General Welfare Standard: (*Hawkins v. County of Marin* (1976) 54 Cal.App.3d 586), the term “public welfare” includes aesthetic impacts and clearly there is nothing to support billboards as features that contribute in a positive way to the aesthetic value of a community. Conversely, appears that they have a significant and unavoidable negative visual impact on the community.

GOAL 2.8: LIGHTING

Elimination of high intensity lighting and glare consistent with prudent safety practices.

OBJECTIVE 2.8.1: LIGHTING STANDARDS

Provide standards, consistent with prudent safety practices, for the elimination of high intensity lighting and glare.

Policy 2.8.1.1 Development shall limit excess nighttime light and glare from parking area lighting, signage, and buildings. Consideration will be given to design features, namely directional shielding for street lighting, parking lot lighting, sport field lighting, and other significant light sources, that could reduce effects from nighttime lighting. In addition, consideration will be given to the use of automatic shutoffs or motion sensors for lighting features in rural areas to further reduce excess nighttime light.

My observation: There is no evidence that installation of off-premise signs, which are illuminated in any manner and such as proposed, would not contribute to nighttime light and glare; rather, the purpose of illuminated off-premise signs is to draw attention from nighttime sky to illuminated advertising.

• **MEASURE LU-1**

Inventory potential scenic corridors and prepare a Scenic Corridor Ordinance, which should include development standards, provisions for avoidance of ridgeline development, and off-premise sign amortization. [Policies 2.6.1.1 through 2.6.1.7] Responsibility:	Planning Department and Department of Transportation,
Time Frame:	Begin inventory immediately following General Plan adoption. Adopt ordinance within 18 months.

My observation: The project applicant points to the lack of scenic highway designation as a reason to approve the proposed off-premise signs. However, staff has failed to address the scenic highway designation in the areas of Cameron Park and Shingle Springs as directed in the General Plan. This failure on the part of staff, in my opinion, cancels out the applicant's contention that lack of scenic highway designation would allow the installation of off-premise signs.

**APPLICATION OF THE CALIFORNIA ENVIRONMENTAL QUALITY ACT
RELATING TO THE APPLICATIONS FOR OFF-PREMISE SIGNS**

Your staff informs me that two of the billboards are exempt from CEQA per 15061(b)(3) which states,

The activity is covered by the general rule that CEQA applies only

to projects which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant on the environment, the activity is not subject to CEQA. [My emphasis.]

I disagree with the conclusion of your staff. I find this decision on your part to be inconsistent with your office's typically more conservative approach to environmental paperwork and erroneous in light of the following:

- CEQA Section 15311, Accessory Structures, specifically exempts ON-PREMISE signs, but does NOT exempt billboards, which are classified as OFF-PREMISE signs.
- There could not have been a significant and proper visual analysis by your staff of the impact of the proposed billboards with which to make such a determination given the inadequate visual simulations submitted by the applicant. For example, there were no visual simulations addressing near-view impacts.
- CEQA Section 15300.2(b) Exemptions states, "All exemptions for these classes are inapplicable when the cumulative impact of successive projects of the same type in the same place, over time is significant." Given the cumulative impacts of the proposed billboards on the area, an exemption should not be allowed. Furthermore, any approval of the billboards would have the potential of setting a precedent for more billboards along Highway 50.
- The State's Evaluation of Environmental Impacts addresses potential impacts, including aesthetic impacts. Questions regarding aesthetic impacts ask if the project would "substantially degrade the existing visual character or quality of the site and its surrounding" or "create a new source of substantial light or glare which would adversely affect day or nighttime views in the area." The billboards are the largest and most visually obtrusive signs yet proposed for the areas at issue along Highway 50. They are of regional significance. They are 50 feet high and almost as wide, triangular in shape, and illuminated. By your staff indicating that the billboards are exempt from CEQA, they do not have to answer these very significant questions posed in the initial study!
- CEQA Section 15064 (c) states, "In determining whether an effect will be adverse or beneficial, the Lead Agency shall consider the views held by members of the public in all areas affected as expressed in the whole record before the lead agency...." You were advised by way of a formal response of the Cameron Park Design Review Committee that the proposed billboards would have a significant aesthetic impact and also by me as an individual. I do not believe that your staff can indicate that our views are inaccurate. In addition, I will be submitting petitions signed by members of the public objecting to the billboards.

- CEQA Section 15064(f) states, “The decision as to whether a project may have one or more significant effects shall be based on substantial evidence in the record of the lead agency.” In my opinion, there was not an adequate visual analysis of the project with which to make this determination given the meager visual simulations submitted by the applicant. Accordingly, I have attached pictures of billboards in California which are similar in size or smaller and which demonstrate that the proposed billboards would be visually obtrusive and therefore have a significant environmental impact from an aesthetic standpoint. These pictures include one which demonstrates that there is also a significant visual impact as viewed by pedestrians, bicyclists and motorists on local streets. Additional pictures will be forthcoming.

- CEQA Section 15064(f)(1) states,

If the lead agency determines there is substantial evidence in the record that the project may have a significant effect on the environment, the lead agency shall prepare an EIR (*Friends of B Street v. City of Hayward* (1980) 106 Cal.App.3d 988). Said another way, if a lead agency is presented with a fair argument that a project may have a significant effect on the environment, the lead agency shall prepare an EIR even though it may also be presented with other substantial evidence that the project will not have a significant effect.

As you are aware, one of the purposes of CEQA is to provide information to decision makers that help them to make meaningful and informed decisions. By your staff indicating that no environmental information whatsoever is necessary for El Dorado County decision makers to make an appropriate decision on the largest billboards in the region is absurd in my opinion and a slight to members of the Planning Commission and the Board of Supervisors. I hope that you will reconsider the staff's position on the installation of off-premise signs and its interpretation with respect to CEQA.

Regards,

/s/ Dyana Anderly

Dyana Anderly, AICP

PC 2/9/12
#10.c

3520 El Dorado Rd.
Placedrville, CA 95667
February 3, 2012

Planning Commission
2850 Fairlane Ct.
Placerville, CA 95667

Re: Highway 50 billboards

I'm very surprised that new billboards (advertising signs not associated with a business at the same spot) would even be considered for highway 50, or anywhere else for that matter.

Yes, people have a right to do what they wish on their own property. If I want to park eighteen junk cars on my front lawn, I think that's my business, but billboards are far worse. They're distracting to drivers and an egregious daily assault on everyone who uses the road.

Sincerely,



Jon Vilhauer, dvm

RECEIVED
PLANNING DEPARTMENT
FEB -6 AM 11:37

PUBLIC COMMENT
12-0380.J.64

PC 2/9/12
#10.C

February 6, 2012

El Dorado County Planning Commission
2850 Fairlane Court
Placerville, CA 95667

Dear Commissioners:

We would like to register our strong opposition to the placement of the three large double face billboards being proposed at the following locations:

- Sunset Lane at Hwy 50 (Special Use Permit S11-0004) at Highway 50 behind the Delta Bedding Building
- Mother Lode Drive at Hwy 50 (Special Use Permit S11-0005) at Highway 50 in the vacant lot across Mother Lode Drive from the Honda car dealership
- Cameron Park Drive/Coach Lane at Hwy 50 (Special Use Permit S11-0006) at Hwy 50 behind Jim Boy's Tacos

We urge you to deny these three applications for Special Use Permits because these proposed bill boards are the largest billboards available, will double the current number of existing large billboards along Hwy 50 between El Dorado Hills Blvd and Placerville. 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. There are too many signs already between these two points.

We, the residents, live here for the rural atmosphere of El Dorado County and should 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. are as tall as a 3 - 4 story building.

These proposed billboards are out of character with the rural nature of the west slope of the Sierra which is a very important asset of El Dorado County. The construction of two of these very large billboards will obstruct the view of the Crystal Range. We believe that this view of the Sierra Nevada Mountains is one of the county's greatest views and it should not be diminished or obliterated by these billboards.

We disagree with the applicant that these signs will benefit the local economy by advertising local businesses. The existing large bill boards advertise goods sold nationwide rather than local goods and services. Because of the high cost of advertising on these very large billboards, we do not believe that our local merchants will use them and therefore will not benefit from them but it will benefit the out-of-state bill board company which will own these signs.

In conclusion, we urge you to deny these three applications for Special Use Permits.

Thank you for your consideration.

CURTIS & BRENDA TATE
4680 RIDGE PR.
SHINGLE SPRINGS, CA 95632

12 FEB - 8 AM 8:46
RECEIVED
PLANNING DEPARTMENT

PUBLIC COMMENT
12-0380.J.65

PC 2/9/12
#10.C



Aaron Mount <aaron.mount@edcgov.us>

New billboard placements

1 message

Johnson, Kevin R <kevin.johnson@cbsoutdoor.com>

Mon, Feb 6, 2012 at 3:33 PM

To: "aaron.mount@edcgov.us" <aaron.mount@edcgov.us>

Cc: "Grover, Brad R" <brad.grover@cbsoutdoor.com>, "Smith, Collin D" <collin.smith@cbsoutdoor.com>

Aaron,

Thank you for your time on the phone last week. I looked into our McDonald's sign you had mentioned and found the sign was built by Scott Brothers and it took place over 40 years ago. It has been covered by state permit 21946 since that time.

Also, please make the commission aware of our objections:

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 business 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.

Thank you again for your time and please feel free to contact me with questions and concerns on any CBS Outdoor sign.

Kevin Johnson

PC 2/9/12

#10.C

Aaron Mount <aaron.mount@edcgov.us>



Fwd: Opposed to the proposed billboards

1 message

Planning Unknown <planning@edcgov.us>
To: Aaron Mount <aaron.mount@edcgov.us>

Tue, Feb 7, 2012 at 2:57 PM

----- Forwarded message -----

From: <ed-donna@comcast.net>
Date: Tue, Feb 7, 2012 at 2:52 PM
Subject: Opposed to the proposed billboards
To: planning@edcgov.us

El Dorado County Planning Commission:

This message is to lodge our opposition to the three large billboards proposed for Cameron Park and Shingle Springs. My wife and I, longtime residents of Shingle Springs, strongly urge you to deny their permits.

We live in Shingle Springs instead of other places to surround ourselves with a rural environment. To us, the proposed billboards are completely inconsistent with a rural community and would be an affront to the very reason that we shop and pay property taxes in this county. Our rural environment is what differentiates this county and makes this a desirable place to live. If these billboards were erected, we would certainly hold whoever advertises on them in contempt and they would get no business from us.

The three billboards are described within the applications for Special Use Permits S11-0004, S11-0005, and S11-0006. We have spoken to a number of other neighbors who are also dismayed at the prospect of seeing these billboards erected and expect that you have been contacted by many of them as well. If government is of, by, and for the people, then we ask that you recognize that the People don't want our community to go down the road that these permits will take us.

Again, we respectfully ask that you deny these three permits.

Edward L Trevino

Donna T Trevino

4566 Foothill Drive

Shingle Springs, CA 95682

ed-donna@comcast.net

3 pages

PC 2/9/12
#10.C

Cheryl Langley
5010 Mother Lode Drive
Shingle Springs, CA 95682

12 FEB -8 AM 9:13
RECEIVED
PLANNING DEPARTMENT

Mr. Aaron Mount, Project Planner
EDC Development Services Department
2850 Fairlane Court, Placerville, CA 95667

February 8, 2012

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

Dear Mr. Mount:

In regard to the special use permits identified in the subject line of this letter, I ask the Planning Department to **recommend denial of the special use permits** for advertising displays based upon the mandates identified in the California Outdoor Advertising Act, Business and Professions Code Sections 5200, et seq. Specifically, the following issues may provide the basis for denial.

- 1. The landscaped freeway clause may negate the ability of the applicant to place advertising displays in the requested areas.**

Section 5440: "...no advertising display may be placed or maintained on property adjacent to a section of a freeway that has been landscaped if the advertising display is designed to be viewed primarily by persons traveling on the main-traveled way of the landscaped freeway." (Implemented by **4CCR Section 2451[b][1]**: a sign may not be placed "...adjacent to a landscaped freeway when the sign is designed to be viewed primarily by a person traveling on an Interstate or a primary highway.")

I have not confirmed with the California Department of Transportation that this portion of the freeway has been formally designated "landscaped freeway." If it has, this would certainly preclude the placement of advertising displays in each of the areas identified in the special use permits. On the other hand, I'm not certain such a designation is necessary in view of the following: the definition of "landscaped freeway" (**Section 5216**) "...means a section or sections of a freeway that is now, or hereafter may be, improved by the planting at least on one side or on the median of the freeway right-of-way of lawns, trees, shrubs, flowers, or other ornamental vegetation requiring reasonable maintenance." In other words, even if these areas are not formally designated "landscaped freeway" at this time, if there is *intent* to landscape in the future, this can stand as cause to deny the special use permits. This is especially appropriate in the case of the Shingle Springs interchange which is not only a gateway to the Shingle Springs community, but is the site of the CHP Officer Douglas "Scott" Russell memorial.

The Cameron Park interchange is also a community gateway, and is not only landscaped along the freeway, but community residents have landscaped a portion on the north side of the freeway, clearly in an attempt to beautify the community. Aesthetics matter. **Section 5226** states" ...the regulation of advertising displays adjacent to any interstate highway or primary highway ...is hereby declared to be necessary to... preserve the scenic beauty of lands bordering on such highways..."

In summary, we can think of it this way: Why was the landscaping done in the first place? Wasn't the intent to improve the aesthetics of the area? Doesn't intent speak louder than formal designation? In any case, a request could be made to reclassify these sections of the freeway as landscaped freeway at any time (**4CCR Section 2512**).

2. It is possible that the advertising displays may not meet the restrictions imposed in the following section:

- **Section 5408(d):** This section identifies several placement issues, i.e., "No advertising display shall be placed within 500 feet from another advertising display..." etc. (The section continues to list other distance restrictions.) In addition, **Section 5408.3** states: "Notwithstanding Section 5408, a city or a county with land use jurisdiction over the property may adopt an ordinance that establishes standards for the spacing and sizes of advertising displays that are more restrictive than those imposed by the state."

3. The county could negate the special use permits by exercising its authority to impose restrictions more stringent than those imposed by state law.

- **Section 5230:** The governing body of any city, county, or city and county may enact ordinances, including, but not limited to, land use or zoning ordinances, imposing restrictions on advertising displays adjacent to any street, road, or highway equal to or greater than those imposed by this chapter, if Section 5412 is complied with." (Section 5412 pertains to the removal of lawfully erected advertising displays without compensation.)
- **Section 5405(d)(4):** "This subdivision does not prohibit the adoption by a city, county, or city and county of restrictions or prohibitions affecting off-premises message center displays which are equal to or greater than those imposed by this subdivision, if that ordinance or regulation does not restrict or prohibit on-premises advertising displays..."

In closing, I oppose approval of these special use permits based upon the following:

- **The belief that 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). Therefore, if approved, permit

approval should include a **sunset clause** to enable the county to easily reevaluate the cost/benefit to the community in the near future.

- **Motor vehicle safety.** If the advertising structure is intended to be an “illuminated message center” –a device which is illuminated and upon which messages change every four seconds or more (I’m not sure what “lighted” means in the context of this special use permit)—such messaging centers are already “under fire” in many communities because residents find them offensive, and in some situations, hazardous. The primary goal of these messaging centers 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.
- **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...”

In conclusion, I respectfully request the following:

- A recommendation for denial of the special use permits coupled with a **request to the California Department of Transportation to classify the Cameron Park, Shingle Springs interchanges (exits 36 and 37) as landscaped freeway under 4CCR Section 2512** to protect these areas from current and future requests for the placement of advertising displays (if the classification has not already been established).
- The inclusion of a **sunset clause** if permit approval is recommended. This will enable the county to manage these specific advertising displays in the future.

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

PC 2/9/12
#10.c

February 8, 2012

Norma Santiago
John Knight
Jack Sweeney
Ray Nutting
Ron Briggs
County Planners
Planning Commission

FEB -8 PM 12:15
RECEIVED
PLANNING DEPARTMENT

I would like to express my feelings about the proposal for the new billboards along Highway 50 around Cameron Park and Shingle Springs. I am absolutely opposed to approving these signs. They are offsite signs. Offsite signs have been illegal in El Dorado County. Hopefully, this has not changed or we will have a county cluttered with signs, obstructing the views. These billboards are incredibly oversized and they are an eyesore for our beautiful county. Billboards were removed years ago along Highway 50 to enhance the beauty of El Dorado County and our State, thanks to Lady Bird Johnson. Why would you go back in time to destroy what was improved here? Tourists and locals love the beauty of our county and they don't want to look at billboards instead of the countryside.

If you start this eyesore by approving billboards, many businesses will want to post offsite billboards and other offsite signage. Property owners who own freeway frontage will follow suit and start selling advertising on billboards on their property also.

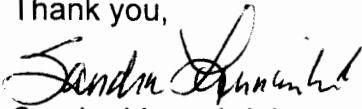
Counties have sign ordinances so their towns and highways aren't littered with large signs. If we wanted our highway littered with billboards, we could live in southern California.

We used to have Scenic Highway status through our county but our county officials continue to violate that status by violating the rules. We all know why. It's because we don't get funds from the State of California for the status and we can get money from developers. It is a wonderful status and we should be proud of it. Many tourists look at a map and see Highway 50 through El Dorado County is a scenic route and they choose that route. We need tourists in our county. If tourists want to look at billboards, they could travel up Highway 80 instead of Highway 50.

Please don't destroy the beauty of our county by approving billboards and setting precedence for others to follow.

LEAVE OUR COUNTY SCENIC and FREE OF BILLBOARDS! Remember the Beautification Act.

Thank you,


Sandra Linnenbrink

PUBLIC COMMENT
12-0380.J.71

2 pages PC 2/9/12
#10.C
Aaron Mount <aaron.mount@edcgov.us>



Fwd: FW:

Planning Unknown <planning@edcgov.us>
To: Aaron Mount <aaron.mount@edcgov.us>

Wed, Feb 8, 2012 at 8:39 AM

----- Forwarded message -----

From: **Mark Mog** <MMog@srgnc.com>
Date: Wed, Feb 8, 2012 at 7:57 AM
Subject: FW:
To: "planning@edcgov.us" <planning@edcgov.us>

Comments regarding special use permit S11-0004 S11-0005 S11-0006.

-----Original Message-----

From: Administrator
Sent: Wednesday, February 08, 2012 4:36 AM
To: Mark Mog
Subject:

This E-mail was sent from "RNPEE3EA3" (Aficio MP C3300).

Scan Date: 02.08.2012 07:35:42 (-0500)
Queries to: administrator@srgnc.com

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Thank you.

20120208073542895.pdf
24K

February 7, 2012

El Dorado County Planning Commission
2850 Fairlane Court
Placerville, CA 95667

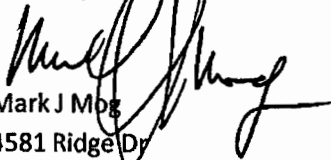
Dear Commissioners:

RE: Special Use Permit S11-0004 S11-0005 S11-0006

As a long time resident of Shingle Springs for the past thirty years I urge you to approve the special use permit applications for all three signs, both government and local residents need to reach out in support our local merchants to help promote more business within the county.

All three proposed locations are in commercial area which is the most logical place to install them, I see no impact on the surrounding residential properties.

Sincerely,



Mark J Moberg
4581 Ridge Dr
Shingle Springs, CA.
95682

PC 2/9/12
#10.C

Aaron Mount <aaron.mount@edcgov.us>

Fwd: No to Billboards

1 message

Planning Unknown <planning@edcgov.us>
To: Aaron Mount <aaron.mount@edcgov.us>

Wed, Feb 8, 2012 at 9:16 AM

----- Forwarded message -----

From: **Kathleen Newell** <knewell@live.com>
Date: Wed, Feb 8, 2012 at 9:10 AM
Subject: No to Billboards
To: planning@edcgov.us

February 8, 2012

Attention El Dorado County Planning Commission,

I am a resident of El Dorado County, and object to the construction of the proposed off-premise signs (billboards) in Cameron Park and Shingle Springs oriented toward the Highway 50 corridor due to the negative visual impact.

Reference Sign Permits #S 11-0006 in Cameron Park behind Jim Boys, #S11-0004 on Sunset Lane, and #S11-0005 on Motherlode Drive in Shingle Springs which proposes three 50' high, two-sided 48' wide by 14' high illuminated signs (billboards)."

Kathleen Newell
4576 Foothill Drive
Shingle Springs, CA 95682
KathleenNewell.com

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Thank you.

PC 2/9/12
#10.C

Aaron Mount <aaron.mount@edcgov.us>



Fwd: Special Use Permit S11-004 through S11-006

1 message

Planning Unknown <planning@edcgov.us>
To: Aaron Mount <aaron.mount@edcgov.us>

Wed, Feb 8, 2012 at 1:21 PM

----- Forwarded message -----

From: **Justin Wixom** <jwixom@constructioncrime.com>
Date: Wed, Feb 8, 2012 at 12:01 PM
Subject: Special Use Permit S11-004 through S11-006
To: planning@edcgov.us

Dear Commissioners:

I would like to register my strong opposition to the placement of the three large double face billboards being proposed at the following locations:

Sunset Lane at Hwy 50 (Special Use Permit S11-0004) at Highway 50 behind the Delta Bedding Building

Mother Lode Drive at Hwy 50 (Special Use Permit S11-0005) at Highway 50 in the vacant lot across Mother Lode Drive from the Honda car dealership

Cameron Park Drive/Coach Lane at Hwy 50 (Special Use Permit S11-0006) at Hwy 50 behind Jim Boy's Tacos

I urge you to deny these three applications for Special Use Permits because these proposed bill boards are the largest billboards available, will double the current number of existing large billboards along Hwy 50 between El Dorado Hills Blvd and Placerville. 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. There are too many signs already between these two points.

I live here for the rural atmosphere of El Dorado County and should 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. are as tall as a 3 - 4 story building.

These proposed billboards are out of character with the rural nature of the west slope of the Sierra which is a very important asset of El Dorado County. The construction of two of these very large billboards will obstruct the view of the Crystal Range. I believe that this view of the Sierra Nevada Mountains is one of the county's greatest views and it should not be diminished or obliterated by these billboards.

I disagree with the applicant that these signs will benefit the local economy by advertising local businesses. The existing large bill boards advertise goods sold nationwide rather than local goods and services. Because of the high cost of advertising on these very large billboards, I do not believe that our local merchants will use them and therefore will not benefit from them but it will benefit the out-of-state bill board company which will own these signs.

In conclusion, I urge you to deny these three applications for Special Use Permits.

Thank you for your consideration.

Justin Wixom

Executive Director
Construction Industry Crime Prevention Program
Northern CA and NV
3095 Beacon Blvd.
West Sacramento, CA 95691
Ph: 916-509-3992
Cell: 916-712-9006
Fax: 916-720-0625
e-mail: jwixom@constructioncrime.com

PUBLIC COMMENT
12-0380.J.75

PC 2/9/12
#10.C

Aaron Mount <aaron.mount@edcgov.us>



Fwd: Hwy 50 Billboards

1 message

Planning Unknown <planning@edcgov.us>
To: Aaron Mount <aaron.mount@edcgov.us>

Wed, Feb 8, 2012 at 1:21 PM

----- Forwarded message -----

From: **Jeanette West** <sarahsmommywest@netscape.net>
Date: Wed, Feb 8, 2012 at 12:37 PM
Subject: Hwy 50 Billboards
To: planning@edcgov.us

To: El Dorado County Planning Commission
Dear Commissioners:

I would like to register my strong opposition to the placement of the three large double face billboards being proposed at the following locations:

- Sunset Lane at Hwy 50 (Special Use Permit S11-0004) at Highway 50 behind the Delta Bedding Building
- Mother Lode Drive at Hwy 50 (Special Use Permit S11-0005) at Highway 50 in the vacant lot across Mother Lode Drive from the Honda car dealership
- Cameron Park Drive/Coach Lane at Hwy 50 (Special Use Permit S11-0006) at Hwy 50 behind Jim Boy's Tacos

I urge you to deny these three applications for Special Use Permits because these proposed billboards are out of character with the rural nature of the west slope of the Sierra which is a very important asset of El Dorado County. The construction of two of these very large billboards will obstruct the view of the Crystal Range. I believe that this view of the Sierra Nevada Mountains is one of the county's greatest views and it should not be diminished or obliterated by these billboards and one I enjoy every time I drive west on Hwy 50 or Mother Lode Drive.

I disagree with the applicant that these signs will benefit the local economy by advertising local businesses. The existing large bill boards advertise goods sold nationwide rather than local goods and services. Because of the high cost of advertising on these very large billboards, I do not believe that our local merchants will use them and therefore will not benefit from them but it will benefit the out-of-state bill board company which will own these signs.

In conclusion, I urge you to deny these three applications for Special Use Permits.

Thank you for your consideration.

jeanette west
1285 Roxie Court
Placerville, CA 95667

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Thank you.

PC 2/9/12
#10.C

Aaron Mount <aaron.mount@edcgov.us>



Fwd: Billboards, "No"

1 message

Planning Unknown <planning@edcgov.us>
To: Aaron Mount <aaron.mount@edcgov.us>

Wed, Feb 8, 2012 at 1:22 PM

----- Forwarded message -----

From: ebowlinjr@gmail.com <ebowlinjr@gmail.com>
Date: Wed, Feb 8, 2012 at 1:13 PM
Subject: Billboards, "No"
To: planning@edcgov.us

Dear Commissioners:

I would like to register my strong opposition to the placement of the three large double face billboards being proposed at the following locations:

Sunset Lane at Hwy 50 (Special Use Permit S11-0004) at Highway 50 behind the Delta Bedding Building

Mother Lode Drive at Hwy 50 (Special Use Permit S11-0005) at Highway 50 in the vacant lot across Mother Lode Drive from the Honda car dealership

Cameron Park Drive/Coach Lane at Hwy 50 (Special Use Permit S11-0006) at Hwy 50 behind Jim Boy's Tacos

I urge you to deny these three applications for Special Use Permits because these proposed bill boards are the largest billboards available, will double the current number of existing large billboards along Hwy 50 between El Dorado Hills Blvd and Placerville. 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. There are too many signs already between these two points.

I live here for the rural atmosphere of El Dorado County and should 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. are as tall as a 3 - 4 story building.

These proposed billboards are out of character with the rural nature of the west slope of the Sierra which is a very important asset of El Dorado County. The construction of two of these very large billboards will obstruct the view of the Crystal Range. I believe that this view of the Sierra Nevada Mountains is one of the county's greatest views and it should not be diminished or obliterated by these billboards.

I disagree with the applicant that these signs will benefit the local economy by advertising local businesses. The existing large bill boards advertise goods sold nationwide rather than local goods and services. Because of the high cost of advertising on these very large billboards, I do not believe that our local merchants will use them and therefore will not benefit from them but it will benefit the out-of-state bill board company which will own these signs.

In conclusion, I urge you to deny these three applications for Special Use Permits.

Thank you for your consideration.

Ed Bowlin

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Thank you.

PC 2/9/12
#10.C

Aaron Mount <aaron.mount@edcgov.us>

Fwd: Proposed Billboards

1 message

Planning Unknown <planning@edcgov.us>
To: Aaron Mount <aaron.mount@edcgov.us>

Wed, Feb 8, 2012 at 1:22 PM

----- Forwarded message -----

From: **Liana Wilcher** <lianawilcher@comcast.net>
Date: Wed, Feb 8, 2012 at 12:44 PM
Subject: Proposed Billboards
To: planning@edcgov.us

Dear Commissioners:

I would like to register my strong opposition to the placement of the three large double face billboards being proposed at the following locations:

Sunset Lane at Hwy 50 (Special Use Permit S11-0004) at Highway 50 behind the Delta Bedding Building

Mother Lode Drive at Hwy 50 (Special Use Permit S11-0005) at Highway 50 in the vacant lot across Mother Lode Drive from the Honda car dealership

Cameron Park Drive/Coach Lane at Hwy 50 (Special Use Permit S11-0006) at Hwy 50 behind Jim Boy's Tacos

I urge you to deny these three applications for Special Use Permits because these proposed bill boards are the largest billboards available, will double the current number of existing large billboards along Hwy 50 between El Dorado Hills Blvd and Placerville. 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. There are too many signs already between these two points.

I live here for the rural atmosphere of El Dorado County and should 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. are as tall as a 3 - 4 story building.

These proposed billboards are out of character with the rural nature of the west slope of the Sierra which is a very important asset of El Dorado County. The construction of two of these very large billboards will obstruct the view of the Crystal Range. I believe that this view of the Sierra Nevada Mountains is one of the county's greatest views and it should not be diminished or obliterated by these billboards.

I disagree with the applicant that these signs will benefit the local economy by advertising local businesses. The existing large bill boards advertise goods sold nationwide rather than local goods and services. Because of the high cost of advertising on these very large billboards, I do not believe that our local merchants will use them and therefore will not benefit from them but it will benefit the out-of-state bill board company which will own these signs.

In conclusion, I urge you to deny these three applications for Special Use Permits.

Thank you for your consideration.

Liana Wilcher

4720 Fawn Street
Shingle Springs, CA 95682

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Thank you.

PUBLIC COMMENT
12-0380.J.78



2 pages
 Aaron Mount <aaron.mount@edcgov.us>
 PC 2/9/12
 #10.C

Fwd: billboards

2 messages

Planning Unknown <planning@edcgov.us>

Wed, Feb 8, 2012 at 1:22 PM

To: Aaron Mount <aaron.mount@edcgov.us>

----- Forwarded message -----

From: **drboylan** <drboylan@sbcglobal.net>

Date: Wed, Feb 8, 2012 at 12:38 PM

Subject: billboards

To: planning@edcgov.us

El Dorado County Planning Commission

2850 Fairlane Court

Placerville, CA 95667

Dear Commissioners:

I would like to register my strong opposition to the placement of the three large double face billboards being proposed at the following locations:

Sunset Lane at Hwy 50 (Special Use Permit S11-0004) at Highway 50 behind the Delta Bedding Building

Mother Lode Drive at Hwy 50 (Special Use Permit S11-0005) at Highway 50 in the vacant lot across Mother Lode Drive from the Honda car dealership

Cameron Park Drive/Coach Lane at Hwy 50 (Special Use Permit S11-0006) at Hwy 50 behind Jim Boy's Tacos

I urge you to deny these three applications for Special Use Permits because these proposed bill boards are the largest billboards available, will double the current number of existing large billboards along Hwy 50 between El Dorado Hills Blvd and Placerville. 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. There are too many signs already between these two points.

I live here for the rural atmosphere of El Dorado County and should 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. are as tall as a 3 - 4 story building.

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I disagree with the applicant that these signs will benefit the local economy by advertising local businesses. The existing large bill boards advertise goods sold nationwide rather than local goods and services. Because of the high cost of advertising on these very large billboards, I do not believe that our local merchants will use them and therefore will not benefit from them but it will benefit the out-of-state bill board company which will own these signs.

In conclusion, I urge you to deny these three applications for Special Use Permits.

Thank you for your consideration.

Dr. Richard Boylan

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Planning Unknown <planning@edcgov.us>

Wed, Feb 8, 2012 at 1:22 PM

To: Aaron Mount <aaron.mount@edcgov.us>

----- Forwarded message -----

From: **Patricia Chelseth** <pattie@mysistersfarm.com>

Date: Wed, Feb 8, 2012 at 1:00 PM
Subject: billboards
To: planning@edcgov.us

I am opposed to the giant billboards that are proposed for the 2 mile stretch along hwy 50. They are out of character for our rural community. The projects are as follows:

Sunset Lane at Hwy 50 (Special Use Permit S11-0004) at Highway 50 behind the Delta Bedding Building
Mother Lode Drive at Hwy 50 (Special Use Permit S11-0005) at Highway 50 in the vacant lot across Mother Lode Drive from the Honda car dealership
Cameron Park Drive/Coach Lane at Hwy 50 (Special Use Permit S11-0006) at Hwy 50 behind Jim Boy's Tacos

I live in Shingle Springs and feel these extra large billboards just don't fit. Please deny the special use permits. Thank you for your consideration.

In Service to Freedom, Love and Laughter

Pattie Chelseth
916-704-4372

Know your Farmer!
If you don't have one, find one!
If you can't find one, become one!

My Sisters' Farm

[Quoted text hidden]

PC 2/9/12
#10.C

Aaron Mount <aaron.mount@edcgov.us>

Fwd: Billboards

2 messages

Planning Unknown <planning@edcgov.us>
To: Aaron Mount <aaron.mount@edcgov.us>

Wed, Feb 8, 2012 at 1:23 PM

----- Forwarded message -----

From: **Tim McFadden** <tjm3333@gmail.com>
Date: Wed, Feb 8, 2012 at 12:54 PM
Subject: Billboards
To: planning@edcgov.us

El Dorado County Planning Commission

2850 Fairlane Court

Placerville, CA 95667

RE: CUPs S11-004, 005, 006

Dear Commissioners:

I would like to register my strong opposition to the placement of the three large double face billboards being proposed at the following locations:

1. Sunset Lane at Hwy 50 (Special Use Permit S11-0004) at Highway 50 behind the Delta Bedding Building
2. Mother Lode Drive at Hwy 50 (Special Use Permit S11-0005) at Highway 50 in the vacant lot across Mother Lode Drive from the Honda car dealership
3. Cameron Park Drive/Coach Lane at Hwy 50 (Special Use Permit S11-0006) at Hwy 50 behind Jim Boy's Tacos

I urge you to deny these three applications for Special Use Permits because these proposed bill boards are the largest billboards available, will double the current number of existing large billboards along Hwy 50 between El Dorado Hills Blvd and Placerville. 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. There are too many signs already between these two points.

I live here for the rural atmosphere of El Dorado County and should 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. are as tall as a 3 - 4 story building.

These proposed billboards are out of character with the rural nature of the west slope of the Sierra which is a very important asset of El Dorado County. The construction of two of these very large billboards will obstruct the view of the Crystal Range. I believe that this view of the Sierra Nevada Mountains is one of the county's greatest views and it should not be diminished or obliterated by these billboards.

I disagree with the applicant that these signs will benefit the local economy by advertising local businesses. The existing large bill boards advertise goods sold nationwide rather than local goods and services. Because of the high cost of advertising on these very large billboards, I do not believe that our local merchants will use them and therefore will not benefit from them but it will benefit the out-of-state bill board company which will own these signs.

In conclusion, I urge you to deny these three applications for Special Use Permits.

Thank you for your consideration.

Tim McFadden
3880 Walnut Drive
Rescue, CA 95672
530-3-6-9383

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PUBLIC COMMENT

12-0380.J.81

PC 2/9/12
#10.C



Aaron Mount <aaron.mount@edcgov.us>

Fwd: Proposed billboards

1 message

Planning Unknown <planning@edcgov.us>

Wed, Feb 8, 2012 at 1:38 PM

To: Aaron Mount <aaron.mount@edcgov.us>

----- Forwarded message -----

From: <don@juvetwoodwork.com>
Date: Wed, Feb 8, 2012 at 1:30 PM
Subject: Proposed billboards
To: planning@edcgov.us

Dear Commissioners:

I would like to register my strong opposition to the placement of the three large double face billboards being proposed at the following locations:

Sunset Lane at Hwy 50 (Special Use Permit S11-0004) at Highway 50 behind the Delta Bedding Building

Mother Lode Drive at Hwy 50 (Special Use Permit S11-0005) at Highway 50 in the vacant lot across Mother Lode Drive from the Honda car dealership

Cameron Park Drive/Coach Lane at Hwy 50 (Special Use Permit S11-0006) at Hwy 50 behind Jim Boy's Tacos

I urge you to deny these three applications for Special Use Permits because these proposed bill boards are the largest billboards available, will double the current number of existing large billboards along Hwy 50 between El Dorado Hills Blvd and Placerville. 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. There are too many signs already between these two points.

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These proposed billboards are out of character with the rural nature of the west slope of the Sierra which is a very important asset of El Dorado County. The construction of two of these very large billboards will obstruct the view of the Crystal Range. I believe that this view of the Sierra Nevada Mountains is one of the county's greatest views and it should not be diminished or obliterated by these billboards.

I disagree with the applicant that these signs will benefit the local economy by advertising local businesses. The existing large bill boards advertise goods sold nationwide rather than local goods and services. Because of the high cost of advertising on these very large billboards, I do not believe that our local merchants will use them and therefore will not benefit from them but it will benefit the out-of-state bill board company which will own these signs.

In conclusion, I urge you to deny these three applications for Special Use Permits.

Thank you for your consideration.

Don Juvet
Placerville, California
Foothills of The Sierra Nevada Mountains
United States of America

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PC 2/9/12
#10.C

If you receive this e-mail in error please contact the sender by return e-mail and delete the material from your system.
Thank you.

Planning Unknown <planning@edcgov.us>
To: Aaron Mount <aaron.mount@edcgov.us>

Wed, Feb 8, 2012 at 1:59 PM

----- Forwarded message -----
From: <jillcrowley722@gmail.com>
Date: Wed, Feb 8, 2012 at 1:58 PM
Subject: Billboards
To: planning@edcgov.us

To Whom It May Concern:

I would like to register my opposition to the placement of the 3 large double-faced billboards proposed at the following locations:

1. Sunset Lane at Highway 50 behind the Delta Bedding Building
2. Mother Lode Drive at Highway 50 in the vacant lot across Mother Lode Drive from Honda car dealership
3. Cameron Park Drive & Coach Lane at Highway 50 behind Jim Boy's Tacos

These proposed billboards are the largest available and will double the current number of existing large billboards along 50 between El Dorado Hills Blvd and Placerville. There are already too many signs between these points.

I live in Placerville as opposed to in Sacramento where I work as a Government Analyst for the State or in the Bay Area from where I was originally transferred for the rural atmosphere of El Dorado County. These would be eyesores and would obstruct the wonderful vistas & rural lifestyle we all enjoy. They'd as tall as 3 - 4 story buildings. In these small rural communities, this is completely out of place.

The view of the Sierras & the western slope is a very important asset for El Dorado County. Two of these will *specifically* obstruct the view of the Crystal Range. This is one of the county's greatest views. These would diminish and/or obliterate it. Why would this be an asset? Vacationers pay to come to El Dorado County for these views. Obstructing this marvelous view would hurt the county travel industry, among other things.

These signs will also not benefit the local economy by advertising local businesses. The existing large billboards advertise national brands rather than local goods and services. Because of their high cost of advertising, our local merchants will not use them and therefore will not benefit from them. My husband and I have also begun 2 small businesses in El Dorado County. We certainly would not desire to advertise in this method or at this cost.

In conclusion, I urge non-approval of these billboards. Thank you for your attention.

Cordially,
Jill Crowley-Proulx
Placerville, CA
Sent from my Verizon Wireless BlackBerry

[Quoted text hidden]

6 pages
PC 2/9/12
#10.S
Aaron Mount <aaron.mount@edcgov.us>



Fwd: Bill Board appeals, Feb 9 PC agenda

1 message

Planning Unknown <planning@edcgov.us>
To: Aaron Mount <aaron.mount@edcgov.us>

Wed, Feb 8, 2012 at 2:42 PM

----- Forwarded message -----

From: **Brad Pearson** <kitcarson@directcon.net>
Date: Wed, Feb 8, 2012 at 2:32 PM
Subject: Bill Board appeals, Feb 9 PC agenda
To: planning@edcgov.us
Cc: Brad Pearson <kitcarson@directcon.net>

Planning Commissioners:

Attached and pasted in below is our letter in opposition to the subject 3 billboard applications for Shingle Springs and Cameron Park.

Thank you for your consideration of our request.

Brad Pearson
President
Shingle Springs Neighbors for Quality Living

Shingle Springs Neighbors for Quality Living

P.O. Box 1156
Shingle Springs, CA 95682

February 6, 2012

SENT VIA EMAIL AND U.S. MAIL

El Dorado County Planning Commission
2850 Fairlane Court
Placerville, CA 95667

RE: Feb 9, 2012 Appeals/Public Hearings of the following:
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 Commissioners

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

We Urge the Planning Commission to deny 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.

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.

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 bill boards 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.

Should local businesses wish to advertise along the freeways to attract business to El Dorado county, they best do this down in the valley to attract visitors from down there rather than trying to attract visitors already here and already driving past the Cameron Park and Shingle Springs exists.

Recommendation:

We strongly urge the Planning Commission to DENY the subject Billboard applications.

In the event that the Planning Commission were to approve any of these billboard applications, we recommend the following additional conditions of approval so that the proposed billboards fit into rather than dominate their local outdoor advertising environment.

- 1.) No billboard shall include internal illumination or be a digital/video billboard. (this clarification makes it crystal clear that this type of signage is not allowed with this approval.)
- 2.) Each sign face shall be no larger than the lesser of the following: 200 sq. ft. per sign face or the size of the largest existing sign or billboard face (that has been legally permitted) within 500 feet of each proposed billboard location..
- 3.) The maximum height of the billboard (above the average grade measured within a 50 ft. radius of the sign base) billboard, shall not exceed 30 ft.
- 4.) Only one, not two billboards, should be allowed at the Shingle Springs location. Two would be too close to each other and would define the image of Shingle Springs as "that place with the big bill boards".
- 5.) The billboards should be time conditioned to a life of 7 years to be removed at that date.
- 6.) The base of the billboards should be heavily landscaped with evergreen trees and shrubs to obscure the pole structure up to the base of the actual sign.

Respectfully submitted,

Bradley R. Pearson
President

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Billboard appeal Letter to El Dorado County Planning Commission 2-6-12.doc

34K

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

February 6, 2012

SENT VIA EMAIL AND U.S. MAIL

El Dorado County Planning Commission
2850 Fairlane Court
Placerville, CA 95667

RE: Feb 9, 2012 Appeals/Public Hearings of the following:
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 Commissioners

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

We Urge the Planning Commission to deny 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.

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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.

2

PUBLIC COMMENT
12-0380.J.87

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.

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 bill boards are of little to no benefit for our local economy.

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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.

Should local businesses wish to advertise along the freeways to attract business to El Dorado county, they best do this down in the valley to attract visitors from down there rather than trying to attract visitors already here and already driving past the Cameron Park and Shingle Springs exists.

Recommendation:

We strongly urge the Planning Commission to DENY the subject Billboard applications.

In the event that the Planning Commission were to approve any of these billboard applications, we recommend the following additional conditions of approval so that the proposed billboards fit into rather than dominate their local outdoor advertising environment.

- 1.) No billboard shall include internal illumination or be a digital/video billboard. (this clarification makes it crystal clear that this type of signage is not allowed with this approval.)
- 2.) Each sign face shall be no larger than the lesser of the following: 200 sq. ft. per sign face or the size of the largest existing sign or billboard face (that has been legally permitted) within 500 feet of each proposed billboard location..
- 3.) The maximum height of the billboard (above the average grade measured within a 50 ft. radius of the sign base) billboard, shall not exceed 30 ft.
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- 5.) The billboards should be time conditioned to a life of 7 years to be removed at that date.
- 6.) The base of the billboards should be heavily landscaped with evergreen trees and shrubs to obscure the pole structure up to the base of the actual sign.

Respectfully submitted,

Bradley R. Pearson
President



2 pages

PC 2/9/12
#10.C

Aaron Mount <aaron.mount@edcgov.us>

Fwd: Billboard Signs

2 messages

Planning Unknown <planning@edcgov.us>

Wed, Feb 8, 2012 at 2:53 PM

To: Aaron Mount <aaron.mount@edcgov.us>

----- Forwarded message -----

From: **Bob And Jenni** <bobandjenni@prodigy.net>

Date: Wed, Feb 8, 2012 at 2:48 PM

Subject: Billboard Signs

To: planning@edcgov.us

Dear Commissioners:

I would like to register my strong opposition to the placement of the three large double face billboards being proposed at the following locations:.

Sunset Lane at Hwy 50 (Special Use Permit S11-0004) at Highway 50 behind the Delta Bedding Building

Mother Lode Drive at Hwy 50 (Special Use Permit S11-0005) at Highway 50 in the vacant lot across Mother Lode Drive from the Honda car dealership

Cameron Park Drive/Coach Lane at Hwy 50 (Special Use Permit S11-0006) at Hwy 50 behind Jim Boy's Tacos

I urge you to deny these three applications for Special Use Permits because these proposed bill boards are the largest billboards available, will double the current number of existing large billboards along Hwy 50 between El Dorado Hills Blvd and Placerville. 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. There are too many signs already between these two points.

I live here for the rural atmosphere of El Dorado County and should 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. are as tall as a 3 - 4 story building.

These proposed billboards are out of character with the rural nature of the west slope of the Sierra which is a very important asset of El Dorado County. The construction of two of these very large billboards will obstruct the view of the Crystal Range. I believe that this view of the Sierra Nevada Mountains is one of the county's greatest views and it should not be diminished or obliterated by these billboards.

I disagree with the applicant that these signs will benefit the local economy by advertising local businesses. The existing large billboards advertise goods sold nationwide rather than local goods and services. Because of the high cost of advertising on these very large billboards, I do not believe that our local merchants will use them and therefore will not benefit from them but it will benefit the out-of-state bill board company which will own these signs.

In conclusion, I urge you to deny these three applications for Special Use Permits.

Thank you for your consideration.

Jennifer Young

El Dorado County Resident for 24 years

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If you receive this e-mail in error please contact the sender by return e-mail and delete the material from your system.
Thank you.

Aaron Mount <aaron.mount@edcgov.us>
To: John David Pereira <jdplawoff@sbcglobal.net>

Wed, Feb 8, 2012 at 3:00 PM

Aaron Mount, Associate Planner
El Dorado County Development Services Department
2850 Fairlane Court, Placerville, CA 95667
530-621-5355 530-642-0508 FAX
aaron.mount@edcgov.us

[Quoted text hidden]



Planning Unknown <planning@edcgov.us>

Bill boards

JoAnne Rogers <jorogers12@gmail.com>

Wed, Feb 8, 2012 at 4:35 PM

To: planning@edcgov.us

To: El Dorado County Planning Commission

Re: 3 new billboards proposed on Hyw 50

As a resident of El Dorado County (my family has been here for 5 generations) I am strongly opposed to the unsightly explosion of signs along Highway 50.

It is wonderful to pass the town of Placerville and be on the designated "Scenic Highway 50" where billboards are not allowed. I would like to see stricter regulations on all signs and the prohibition of billboards within the county.

JoAnne Latimer Rogers



PC 2/9/12
2 pages #10c

Planning Unknown <planning@edcgov.us>

Billboards

Cathy Conner <cathy@hangtowntravel.com>

Wed, Feb 8, 2012 at 4:54 PM

To: planning@edcgov.us

El Dorado County Planning Commission

2850 Fairlane Court

Placerville, CA 95667

Dear Commissioners:

I would like to register my strong opposition to the placement of the three large double face billboards being proposed at the following locations:.

Sunset Lane at Hwy 50 (Special Use Permit S11-0004) at Highway 50 behind the Delta Bedding Building

Mother Lode Drive at Hwy 50 (Special Use Permit S11-0005) at Highway 50 in the vacant lot across Mother Lode Drive from the Honda car dealership

Cameron Park Drive/Coach Lane at Hwy 50 (Special Use Permit S11-0006) at Hwy 50 behind Jim Boy's Tacos

I urge you to deny these three applications for Special Use Permits because these proposed bill boards are the largest billboards available, will double the current number of existing large billboards along Hwy 50 between El Dorado Hills Blvd and Placerville. 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. There are too many signs already between these two points.

I live here for the rural atmosphere of El Dorado County and should 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. are as tall as a 3 - 4 story building.

These proposed billboards are out of character with the rural nature of the west slope of the Sierra which is a very important asset of El Dorado County. The construction of two of these very large billboards will obstruct the view of the Crystal Range. I believe that this view of the Sierra Nevada Mountains is one of the county's greatest views and it should not be diminished or obliterated by these billboards.

I disagree with the applicant that these signs will benefit the local economy by advertising local businesses. The existing large billboards advertise goods sold nationwide rather than local goods and services. Because of the high cost of advertising on these very large billboards, I do not believe that our local merchants will use them and therefore will not benefit from them but it will benefit the out-of-state bill board company which will own these signs.

In conclusion, I urge you to deny these three applications for Special Use Permits

Cathy Conner



I Oppose Billboards

Laurie Hanly <lauriehanly@suddenlink.net>

Wed, Feb 8, 2012 at 5:59 PM

To: planning@edcgov.us

Dear Commissioners:

I would like to register my strong opposition to the placement of the three large double face billboards being proposed at the following locations:.

Sunset Lane at Hwy 50 (Special Use Permit S11-0004) at Highway 50 behind the Delta Bedding Building

Mother Lode Drive at Hwy 50 (Special Use Permit S11-0005) at Highway 50 in the vacant lot across Mother Lode Drive from the Honda car dealership

Cameron Park Drive/Coach Lane at Hwy 50 (Special Use Permit S11-0006) at Hwy 50 behind Jim Boy's Tacos

I urge you to deny these three applications for Special Use Permits because these proposed bill boards are the largest billboards available, will double the current number of existing large billboards along Hwy 50 between El Dorado Hills Blvd and Placerville. 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. There are too many signs already between these two points.

The residents live here for the rural atmosphere of El Dorado County and should 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. are as tall as a 3 - 4 story building.

These proposed billboards are out of character with the rural nature of the west slope of the Sierra which is a very important asset of El Dorado County. The construction of two of these very large billboards will obstruct the view of the Crystal Range. I believe that this view of the Sierra Nevada Mountains is one of the county's greatest views and it should not be diminished or obliterated by these billboards.

I disagree with the applicant that these signs will benefit the local economy by advertising local businesses. The existing large bill boards advertise goods sold nationwide rather than local goods and services. Because of the high cost of advertising on these very large billboards, I do not believe that our local merchants will use them and therefore will not benefit from them but it will benefit the out-of-state bill board company which will own these signs.

In conclusion, I urge you to deny these three applications for Special Use Permits.

Thank you for your consideration.

Laurie Ogden-Hanly
Diamond Springs, California



3 pages

PC 2/9/12

#10c

Planning Unknown <planning@edcgov.us>

(no subject)

Anton <detales135@yahoo.ca>

Wed, Feb 8, 2012 at 6:06 PM

Reply-To: Anton <detales135@yahoo.ca>

To: "planning@edcgov.us" <planning@edcgov.us>

El Dorado County Planning Commission

2850 Fairlane Court

Placerville, CA 95667

Dear Commissioners:

I would wonder why, given the **Federal Highway Beautification Act of 1965**, such an absurd proposal as the three two faced billboards you are about to pass on are even within your scope of consideration. The work of the work of Douglas T. Snarr might be educational in this regard.

Nearly every day I drive through our County, including the three locations* which are now threatened by billboards, and always comment out loud about what a beautiful area we are blessed to live in. I also use a DVR to record my favorite TV shows. What's common between these? It is my appreciation of beauty and substance and my loathing for being force fed ad-crap for a myriad things I neither buy nor even care to think about. And now you have a consideration before you that offers you the opportunity to reject an absurd and useless, never mind blankety blank ugly, intrusion on our senses and sensibilities.

I would like to register my very strong opposition to the placement of all three large junk boards being proposed at those locations and my very strong opposition to any such billboards that might ever be proposed in the future. Perhaps we will gain in maturity and the question won't come up again?

I also strongly urge you to deny these three applications for Special Use Permits

PUBLIC COMMENT

12-0380.J.96

because these proposed bill boards are the largest billboards available, will double the current number of existing large billboards along Hwy 50 between El Dorado Hills Blvd and Placerville. 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. There are too many signs already between these two points.

I live here for the rural atmosphere of El Dorado County and should 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. are as tall as a 3 - 4 story building.

These proposed billboards are out of character with the rural nature of the west slope of the Sierra which is a very important asset of El Dorado County. The construction of two of these very large billboards will obstruct the view of the Crystal Range. I believe that this view of the Sierra Nevada Mountains is one of the county's greatest views and it should not be diminished or obliterated by these billboards. I marvel at these views daily, and cannot comprehend how any commercial ugliness will enhance our economy or quality of life when the reason people come up this way is precisely to see those views!!!

I disagree with the applicant that these signs will benefit the local economy by advertising local businesses. The existing large bill boards advertise goods sold nationwide rather than local goods and services. Because of the high cost of advertising on these very large billboards, I do not believe that our local merchants will use them and therefore will not benefit from them but it will benefit the out-of-state bill board company which will own these signs. I certainly won't, and i will discourage others from doing so.

Please use your good sense and deny these three applications for Special Use Permits.

Thank you for your consideration.

Anton Nemeth, County Resident

*Sunset Lane at Hwy 50 (Special Use Permit S11-0004) at Highway 50 behind the Delta Bedding Building

Mother Lode Drive at Hwy 50 (Special Use Permit S11-0005) at Highway 50 in the vacant lot across Mother Lode Drive from the Honda car dealership

Cameron Park Drive/Coach Lane at Hwy 50 (Special Use Permit S11-0006) at Hwy 50 behind Jim Boy's Tacos



Billboards

Terri Kline <tkline54@sbcglobal.net>

Wed, Feb 8, 2012 at 6:47 PM

To: planning@edcgov.us

El Dorado County Planning Commission

2850 Fairlane Court

Placerville, CA 95667

Dear Commissioners:

I would like to register my strong opposition to the placement of the three large double face billboards being proposed at the following locations:.

Sunset Lane at Hwy 50 (Special Use Permit S11-0004) at Highway 50 behind the Delta Bedding Building

Mother Lode Drive at Hwy 50 (Special Use Permit S11-0005) at Highway 50 in the vacant lot across Mother Lode Drive from the Honda car dealership

Cameron Park Drive/Coach Lane at Hwy 50 (Special Use Permit S11-0006) at Hwy 50 behind Jim Boy's Tacos

I urge you to deny these three applications for Special Use Permits because these proposed bill boards are the largest billboards available, will double the current number of existing large billboards along Hwy 50 between El Dorado Hills Blvd and Placerville. 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. There are too many signs already between these two points.

I live here for the rural atmosphere of El Dorado County and should 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. are as tall as a 3 - 4 story building.

These proposed billboards are out of character with the rural nature of the west slope of the Sierra which is a very important asset of El Dorado County. The construction of two of these very large billboards will obstruct the view of the Crystal Range. I believe that this view of the Sierra Nevada Mountains is one of the county's greatest views and it should not be diminished or obliterated by these billboards.

I disagree with the applicant that these signs will benefit the local economy by advertising local businesses. The existing large bill boards advertise goods sold nationwide rather than local goods and services. Because of the high cost of advertising on these very large billboards, I do not believe that our local merchants will use them and therefore will not benefit from them but it will benefit the out-of-state bill board company which will own these signs.

In conclusion, I urge you to deny these three applications for Special Use Permits.

Thank you for your consideration.

Terri Kline

530-626-8379



PC 2/9/12
2 pages #10C
Planning Unknown <planning@edcgov.us>

NO Billboards!!

Sharlene <sharlene.mccaslin@sbcglobal.net>
To: planning@edcgov.us

Wed, Feb 8, 2012 at 6:50 PM

El Dorado County Planning Commission
2850 Fairlane Court
Placerville, CA 95667

Dear Commissioners:

I vigorously oppose the placement of the three large double face billboards being proposed at the following locations:.

Sunset Lane at Hwy 50 (Special Use Permit S11-0004) at Highway 50 behind the Delta Bedding Building

Mother Lode Drive at Hwy 50 (Special Use Permit S11-0005) at Highway 50 in the vacant lot across Mother Lode Drive from the Honda car dealership

Cameron Park Drive/Coach Lane at Hwy 50 (Special Use Permit S11-0006) at Hwy 50 behind Jim Boy's Tacos

I urge you to deny these three applications for Special Use Permits because these proposed billboards are the largest billboards available, will double the current number of existing large billboards along Hwy 50 between El Dorado Hills Blvd and Placerville. These billboards are as large as they get (14 ft by 48 ft) and at 50 ft. are as tall as a 3 - 4 story building.

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. There are too many signs already between these two points. I live here for the rural atmosphere of El Dorado County and should not to be blasted with these eyesores.

These proposed billboards are out of character with the rural nature of the west slope of the Sierra which is a very important asset of El Dorado County. The construction of two of these very large billboards will obstruct the view of the Crystal Range. I believe that this view of the Sierra Nevada Mountains is one of the county's greatest views and it should not be diminished or obliterated by these billboards.

some stretches of Highway 50 are designated as Scenic, as should this stretch with its magnificent views of the Sierra.

I disagree with the applicant that these signs will benefit the local economy by advertising local businesses. The existing large bill boards advertise goods sold nationwide rather than local goods

and services. Because of the high cost of advertising on these very large billboards, I do not believe that our local merchants will use them and therefore will not benefit from them, but it will benefit the out-of-state billboard company which will own these signs.

In conclusion, I urge you to deny these three applications for Special Use Permits.

Thank you for your consideration.

Sharlene McCaslin

Placerville



PC 2/9/12
2 pages #10 C
Planning Unknown <planning@edcgov.us>

Double faced billboards

John A. Westsmith <jawslink@earthlink.net>
To: planning@edcgov.us

Wed, Feb 8, 2012 at 7:54 PM

El Dorado County Planning Commission

2850 Fairlane Court

Placerville, CA 95667

Dear Commissioners:

I understand that you are considering approval of placing the three large double face billboards at the following locations:.

Sunset Lane at Hwy 50 (Special Use Permit S11-0004) at Highway 50 behind the Delta Bedding Building

Mother Lode Drive at Hwy 50 (Special Use Permit S11-0005) at Highway

50 in the vacant lot across Mother Lode Drive from the Honda car dealership

Cameron Park Drive/Coach Lane at Hwy 50 (Special Use Permit S11-0006) at Hwy 50 behind Jim Boy's Tacos

I urge you to deny these three applications for Special Use Permits because these proposed billboards are out of character with the rural nature of the west slope of the Sierra which is a very important asset of El Dorado County. I believe that this view of the Sierra Nevada Mountains as one drives up Hwy 50 is one of the county's greatest assets and it should not be diminished or obliterated by these humongous eyesores.

I disagree with the applicant that these signs will benefit the local economy by advertising local businesses. The existing large bill boards advertise goods sold nationwide rather than local goods and services. Because of the high cost of advertising on these very large billboards, I do not believe that our local merchants will use them and therefore will not benefit from them but it will benefit the out-of-state bill board company which will own these signs.

In conclusion, I urge you to deny these three applications for Special Use Permits.

Thank you for your consideration.

John Westsmith

P.O. Box 1719

Pollock Pines, CA 95726



Proposed billboards in Cameron Park and Shingle Springs

Joyce Pogue <gjogue@jps.net>
Reply-To: Joyce Pogue <gjogue@jps.net>
To: planning@edcgov.us

Wed, Feb 8, 2012 at 8:25 PM

Planning Commission
El Dorado County

Dear Commissioners:

We want you to know that we are opposed to the placement of the proposed billboards in the Cameron Park/Shingle Springs area.

First of all, they will do nothing to help the local economy. Contrary to what the applicant says, these huge billboards are designed for businesses that are nation wide.

Second, at least one of the signs will block local businesses that have contributed a great deal to the local economy, businesses like Honda that have followed signage rules for many years and have repeatedly donated and supported groups such as the El Dorado County Fair.

Third, the large signs would block views of the Sierras, views that are the pride of our county.,

Fourth, the signs would be a blight on the area and detract from the rural nature of our community.

I know that if the residents of our area were all aware of the proposed billboards, they would agree and support our views.

Please consider the will of the people in this area as you vote on this project.

Sincerely,

Gary and Joyce Pogue
5310 Lost Creek Road
Shingle Springs, CA 95682
5306772316
gjogue@jps.net



Giant Billboards!

Kelley Rogers <canyondweller1972@gmail.com>

Wed, Feb 8, 2012 at 11:27 PM

To: "planning@edcgov.us" <planning@edcgov.us>

I am writing to voice my opposition to the proposed giant billboards in Shingle Springs. Not a good idea at all. Please do not let it happen.

Thanks,
Kelley Rogers

Sent from my iPhone



Opposition To Huge Billboards

James D Clark <jnvicki@pacbell.net>

Wed, Feb 8, 2012 at 11:50 PM

To: planning@edcgov.us

Dear Commissioners:

I would like to register my strong opposition to the placement of the three large double face billboards being proposed at the following locations:.

Sunset Lane at Hwy 50 (Special Use Permit S11-0004) at Highway 50 behind the Delta Bedding Building

Mother Lode Drive at Hwy 50 (Special Use Permit S11-0005) at Highway 50 in the vacant lot across Mother Lode Drive from the Honda car dealership

Cameron Park Drive/Coach Lane at Hwy 50 (Special Use Permit S11-0006) at Hwy 50 behind Jim Boy's Tacos.

I urge you to deny these three applications for Special Use Permits because these proposed bill boards are the largest billboards available, will double the current number of existing large billboards along Hwy 50 between El Dorado Hills Blvd and Placerville. 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. There are too many signs already between these two points.

I live here for the rural atmosphere of El Dorado County and should 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. are as tall as a 3 - 4 story building.

These proposed billboards are out of character with the rural nature of the west slope of the Sierra which is a very important asset of El Dorado County. The construction of two of these very large billboards will obstruct the view of the Crystal Range. I believe that this view of the Sierra Nevada Mountains is one of the county's greatest views and it should not be diminished or obliterated by these billboards.

Those in the county seem to be aware of the locations of the businesses in that vicinity, if they are look for a particular business, they seem to locate them.

People do not come to this county to see signs blocking the beautiful surrounding, that we are so fortunate to live in.

Why do our elected officials continue to insist on making our city and county look like Rancho Cordova? Is the money worth this type of changes that we will all have to live with? The added traffic, pollution, and crime?

That is not why we live here, stay here, or moved here.

I disagree with the applicant that these signs will benefit the local economy by advertising local businesses. The existing large bill boards advertise goods sold nationwide rather than local

PUBLIC COMMENT

goods and services. Because of the high cost of advertising on these very large billboards, I do not believe that our local merchants will use them and therefore will not benefit from them but it will benefit the out-of-state bill board company which will own these signs.

In conclusion, I urge you to deny these three applications for Special Use Permits.

Let the opinions of those, that are not developers, matter.

Thank you for your consideration.

Vicki Clark



2 pages

10c

Planning Unknown <planning@edcgov.us>

Billboards

sue-taylor@comcast.net <sue-taylor@comcast.net>

Thu, Feb 9, 2012 at 12:02 AM

To: planning@edcgov.us

Dear Commissioners:

I would like to register my strong opposition to the placement of the three large double face billboards being proposed at the following locations:.

Sunset Lane at Hwy 50 (Special Use Permit S11-0004) at Highway 50 behind the Delta Bedding Building

Mother Lode Drive at Hwy 50 (Special Use Permit S11-0005) at Highway 50 in the vacant lot across Mother Lode Drive from the Honda car dealership

Cameron Park Drive/Coach Lane at Hwy 50 (Special Use Permit S11-0006) at Hwy 50 behind Jim Boy's Tacos

I urge you to deny these three applications for Special Use Permits because these proposed bill boards are the largest billboards available, will double the current number of existing large billboards along Hwy 50 between El Dorado Hills Blvd and Placerville. 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. There are too many signs already between these two points.

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

These proposed billboards are out of character with the rural nature of the west slope of the Sierra which is a very important asset of El Dorado County. The construction of two of these very large billboards will obstruct the view of the Crystal Range. I believe that this view of the Sierra Nevada Mountains is one of the county's greatest views and it should not be diminished or obliterated by these billboards.

I disagree with the applicant that these signs will benefit the local economy by advertising local businesses. The existing large bill boards advertise goods sold nationwide rather than local goods and services. Because of the high cost of advertising on these very large billboards, I do not believe that our local merchants will use them and therefore will not benefit from them but it

will benefit the out-of-state bill board company which will own these signs.

I urge you to deny these three applications for Special Use Permits.

In conclusion, I would suggest you come up with design guidelines for the Highway 50 corridor section that is not included in the Scenic Corridor so that our scenic corridor does not become a blighted eyesore.

Thank you for your consideration.

Sue Taylor



2 pages
PC 2/9/12
#10C
Roger Trout <roger.trout@edcgov.us>

Special Use Permits S11-0004, -0005 & -0006

1 message

Charlie Downs <cdowns@anovanexus.com>
To: "planning@edcgov.us" <planning@edcgov.us>
Cc: "roger.trout@edcgov.us" <roger.trout@edcgov.us>

Thu, Feb 9, 2012 at 7:12 AM

El Dorado County Planning Commission

2850 Fairlane Court

Placerville, CA 95667

Commissioners,

I would like to voice my strong opposition to the above reference Special Use Permits for the placement of double faced billboards along the Highway 50 corridor. The presence of such large lighted highway advertisement does not in my opinion represent a longer term strategy for improving the business climate in El Dorado County. Certainly both the owner of the billboards and those business' able to afford the lease space will see financial benefit; however it is not consistent in supporting the economic clusters of food & agriculture, tourism and others. Such installations represent a degrading of our natural assets that are currently being marketed in a variety of economic clusters including even home and business construction.

Like many business owners in El Dorado County, we continue to struggle with the economic realities of these times. Despite these challenges it's important to focus on the long term benefit for the greater number. I urge you to demonstrate that our leadership recognizes that our natural assets are a differentiator which can be further leveraged to increase our economic vitality County wide and in the region. Lastly, virtually the entire population can articulate why they chose to live in El Dorado County with common themes around the great natural resources we enjoy every day. Clearly these billboards represent the antithesis of those assets.

I urge you to vote against approving these permits in the interest of long term goals around differentiation that will ultimately support a more robust economy.

Respectfully,

Charles D. Downs, AIA
Senior Principal

PUBLIC COMMENT
12-0380.J.111



Placerville Office

T 530.626.1810 F 530.626.1931

www.anovanexus.com



Three Billboards

CAROL AND ERNIE LOUIS <carollouis4re@sbcglobal.net>

Thu, Feb 9, 2012 at 7:17 AM

To: planning@edcgov.us

Cc: Carol Louis <carollouis4re@sbcglobal.net>

To: El Dorado County Planning Commission

Please deny the special use permit for the billboards on Sunset Lane and Motherlode Dr. in Shingle Springs. Also the one to be place at Cameron Park Dr. and Coach Lane.

As the past charter president of the El Dorado Hills Chamber of Commerce and small business owner, we had worked diligently to prevent off-site signs, large over-sized signs and the cluttering of roads with billboards.

The idea of advertising on large billboards to promote businesses in El Dorado County will produce a "me too" competition.

This is not the Bay Area, Elk Grove, Stockton or Del Paso Heights.

We appear to "NOT" be learning from areas that are trying to clean up their cities and towns from the assault of large signs and billboards.

I am asking for the denial of these permits for these types of signage.

Respectfully

Carol Louis

Resident of Placerville,(Shingle Springs area) Realtor, small business owner

(Submitted at hearing
by Dyana Andely)
19 pages

PC 2/9/12
#10. C

Petition Against Proposed Billboards

We the residents of El Dorado County object to the construction of the proposed off-premise signs (billboards) in Cameron Park and Shingle Springs oriented toward the Highway 50 corridor due to the negative visual impact.

Reference Sign Permits #S 11-0006 in Cameron Park behind Jim Boys, #S11-0004 on Sunset Lane, and #S11-0005 on Motherlode Drive in Shingle Springs which proposes three 50' high, two-sided 48' wide by 14' high illuminated signs (billboards).

By signing below, I certify that I am a resident of El Dorado County over the age of 18.

Printed Name:

Signature:

Address:

GARY ALESSANDRO	<i>[Signature]</i>	2878 OSBORNE RD. C.P. 95682
Debra Alessandro	<i>[Signature]</i>	2878 Osborne Rd. CP 95682
Becky Harwood	<i>[Signature]</i>	Po box 583 Pollock Pines CA 95726
Lori Mullin	<i>[Signature]</i>	2537 Deer Trail Lane CPCA 95682
David Barnes	<i>[Signature]</i>	3041 Fallen Leaf Rd Cameron Park
Mary Dahl	<i>[Signature]</i>	3260 Chasen Dr. CP 95682
Janice J. Warner	<i>[Signature]</i>	2870 Osborn Rd C.P. 95682
Denise Koupal	<i>[Signature]</i>	2864 OSBORNE RD CP 95682
Terry Koupal	<i>[Signature]</i>	2864 OSBORNE RD CP 95682
FRED SKETCHLEY	<i>[Signature]</i>	2856 OSBORNE RD 95682
EAYE SKETCHLEY	<i>[Signature]</i>	2856 OSBORNE RD 95682
Barbara Terrill	<i>[Signature]</i>	3721 Hackspur Ln 95682
Jakes Terrill	<i>[Signature]</i>	3721 Hackspur Ln CA 95682
Tom Rockenbaugh	<i>[Signature]</i>	2886 Osborne Rd CP 95682
Charlotte Robus	<i>[Signature]</i>	3099 Twin Oaks Rd CA 95682
Elizabeth Kelly	<i>[Signature]</i>	5041 Wegatta Wy 9595682
Melba Perry	<i>[Signature]</i>	2925 Kumbuk Pollock
Vivian C. Meyer	<i>[Signature]</i>	1251 Zandonella Dr. S. 95619
CONNIE OWINGS	<i>[Signature]</i>	8061 Mosquit Rd Placer
Carol Partin	<i>[Signature]</i>	2876 La Crescenta Dr. apt 135 Cameron Park 95682

Petition Against Proposed Billboards

We the residents of El Dorado County object to the construction of the proposed off-premise signs (billboards) in Cameron Park and Shingle Springs oriented toward the Highway 50 corridor due to the negative visual impact.

Reference Sign Permits #S 11-0006 in Cameron Park behind Jim Boys, #S11-0004 on Sunset Lane, and #S11-0005 on Motherlode Drive in Shingle Springs which proposes three 50' high, two-sided 48' wide by 14' high illuminated signs (billboards).

By signing below, I certify that I am a resident of El Dorado County over the age of 18.

Printed Name:

Signature:

Address:

<u>MYRA M. MOSBY</u>	<u>Myra M Mosby</u>	<u>4358 Vega Loop, Shingle Springs, CA 95682</u>
<u>Donna M. Kamrath</u>	<u>Donna M. Kamrath</u>	<u>4260 Vega Loop Shingle Springs CA 95682</u>
<u>Wendy Sire</u>	<u>wendy Sire</u>	<u>4040 Strickland mine</u>
<u>Cynthia Thompson</u>	<u>Cynthia Thompson</u>	<u>4236 N. Star Drive, Shingle Springs</u>
<u>Dianne Lee</u>	<u>Dianne Lee</u>	<u>4218 Vega Loop, Shingle Springs</u>
<u>Anita Jeanne Alfoldy</u>	<u>Anita Jeanne Alfoldy</u>	<u>4400 Vega Loop, Shingle Springs</u>
<u>Madeline Henry</u>	<u>Madeline Henry</u>	<u>3057 Pasadena 95682</u>
<u>JOYCE FORTUNE</u>	<u>Joyce Fortune</u>	<u>4120 Vega Loop 95682</u>
<u>THOMAS R. FORTUNE</u>	<u>Thomas Fortune</u>	<u>420 Vega Loop 95682</u>
<u>Carl E. Gentry Jr.</u>	<u>Carl E. Gentry Jr.</u>	<u>3057 Pasadena Rd. 95682</u>
<u>Beth Tanis</u>	<u>Beth Tanis</u>	<u>2786 Knollwood Dr 95682</u>
<u>Bob Tanis</u>	<u>Bob Tanis</u>	<u>2786 Knollwood Dr. 95682</u>
<u>Heidi Gonzalez</u>	<u>Heidi Gonzalez</u>	<u>9072 Riverwood Dr Placerville, CA 95667</u>
<u>Alice Fawcett</u>	<u>Alice Fawcett</u>	<u>2808 Montebello Way, Cameron Park CA 95688</u>
<u>Kathie Sabato</u>	<u>KATHIE SABATO</u>	<u>222 Judy Dr Div 1 CA 95688</u>
<u>Lori Tanis</u>	<u>Lori Tanis</u>	<u>2786 Knollwood Dr 95682</u>
_____	_____	_____
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6

Petition Against Proposed Billboards

We the residents of El Dorado County object to the construction of the proposed off-premise signs (billboards) in Cameron Park and Shingle Springs oriented toward the Highway 50 corridor due to the negative visual impact.

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By signing below, I certify that I am a resident of El Dorado County over the age of 18.

Printed Name:	Signature:	Address:
Sarah E. Spears	<i>Sarah Spears</i>	5656 Columbine Wy.
Michele D. Torres	<i>Michele</i>	3227 United Dr #4 Cameron Park
Elwyn Fowler	<i>Elwyn Fowler</i>	3889 Rustic Rd CP
Angela Lay	<i>Angela Lay</i>	3133 Cambridge Rd. #6 C.P.
Stanley Geel	<i>STANLEY GEEL</i>	3000 N. CANYON RD, CAMINO
Rolando Huereis	<i>R. Huereis</i>	4300 Carson Way Deer Spr.
Judith Jenkins	<i>Judith Jenkins</i>	6510 Sky Park Rd, Placerville
Mitchel R. Bassell	<i>Mitchel</i>	4980 Stoney Cr Placerville
Maria T. Pizzicore	<i>Maria Pizzicore</i>	6741 Ribbon Lane, Placerville
Joan Geel	<i>Joan Geel</i>	3000 N. Canyon
Juanita von Huene	<i>JUANITA VON HUENE</i>	4300 CARLSON WAY, Deer Spr.
Joan Mulvaney	<i>Gary B. Mulvaney</i>	1142 Elm Ct Placerville
Joan Mulvaney	<i>Joan Mulvaney</i>	1142 Elm Ct. Placerville
Sharon Jenkins	<i>Sharon</i>	6510 Sky Park Rd, Placerville
Doug Brenton	<i>Doug Brenton</i>	6250 Sky Park Rd Placerville
Linda Brenton	<i>Linda Brenton</i>	6250 Sky Park Rd., Placerville
Dianne Wohler	<i>Dianne Wohler</i>	2020 Piratino Ln Placerville
_____	_____	_____
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Petition Against Proposed Billboards

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Signature:

Address:

<u>Ernie Brownell</u>	<u>ERNIE BROWNELL</u>	<u>7829 CANFIELD CIR.</u>
<u>Steve Davies</u>	<u>S. Davies</u>	<u>3040 VILIA FIOR PLACE, SBH</u>
<u>Trish Bist</u>	<u>TRISH BIST</u>	<u>2100 VALLEYVIEW PARKWAY EDH</u>
<u>Susie Morton</u>	<u>Susie Morton</u>	<u>2526 Path Ct. Placerville CA</u>
<u>Callie Mirsky</u>	<u>Callie Mirsky</u>	<u>3871 YELLOWSTONE LANE, EDH</u>
<u>Cary Lane</u>	<u>Cary Lane</u>	<u>4409 WOODTHRUSH DR. EDH</u>
<u>ERICH FISCHER</u>	<u>Erich Fischer</u>	<u>2420 KNOLLWOOD DR, CP</u>
<u>Cathleen Watson</u>	<u>Cathleen Watson</u>	<u>3158 Cellingwood Dr EDH</u>
<u>Tracy Iverson</u>	<u>Tracy Iverson</u>	<u>2593 Shadowfax Ln. EDH</u>
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Petition Against Proposed Billboards

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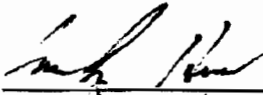
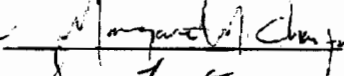
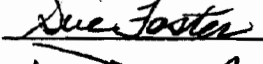

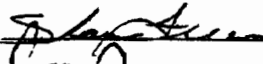
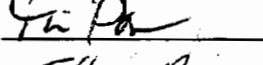
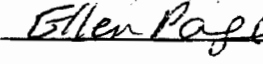
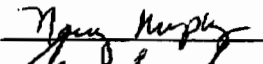
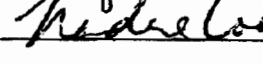
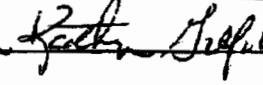
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Printed Name:

Signature:

Address:

Mark Harris		3451 Fairway Dr. Cameron Park, Ca
Margaret Chirzin		5081 Metate Tr. Placerville, CA
SUE FOSTER		3158 FAIRWAY DR, CAMERON PARK CA
DAVE HOSKINS		2580 CROWN DR, EL DORADO ARMS,
SHANE FREED		2910 ANDERSON WAY PLACERVILLE
TIN PAGE		1510 Golf Way Placerville CA
Ellen Page		1510 Golf Way, Peaville
David		
NANCY MURPHY		1348 Sherwood LN. DAVOOD SPRING S CA
NADINE LOVE		465 main st Placerville
Kathryn Gilfillan		3451 Fairway Dr. Cameron Park, Ca

6-30-11

Return to Jane Clayton

PUBLIC COMMENT

Petition Against Proposed Billboards

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Printed Name:	Signature:	Address:
<u>E. MUELDER</u>	<u>E. MUELDER</u>	<u>3493 Chasen Dr</u>
<u>Gayle P. Dyer</u>	<u>G.P. Dyer</u>	<u>3511 Culver Ln C.P.</u>
<u>NANCY DYER</u>	<u>Nancy Dyer</u>	<u>3511 Culver Ln CP</u>
<u>Bill Box</u>	<u>Bill Box</u>	<u>3569 Culver Ln,</u>
<u>Paul Fusaro</u>	<u>Paul Fusaro</u>	<u>3580 Culver Ln</u>
<u>Wayne Summers</u>	<u>Wayne Summers</u>	<u>3771 Clinton Way</u>
<u>Kathy Summers</u>	<u>Kathy Summers</u>	<u>3771 Clinton Way</u>
<u>BOB FIGGINS</u>	<u>Bob Figgins</u>	<u>3331 Chasen Dr 95682</u>
<u>CAROLE FIGGINS</u>	<u>Carole Figgins</u>	<u>3331 CHASEN DR. CP 95682</u>
<u>LARRY CHAPMAN</u>	<u>Larry Chapman</u>	<u>3318 CHASEN DR. CP. 95682</u>
<u>JEANNINE CHAPMAN</u>	<u>Jeannine Chapman</u>	<u>3318 Chasen Dr</u>
<u>JOAN R MARTINS</u>	<u>Joan R Martins</u>	<u>3568 Culver Ln C.P. CA 95682</u>
<u>Denette Valencia</u>	<u>Denette Valencia</u>	<u>821 Kentfield Ct. 95682</u>
<u>Rosita Garcia</u>	<u>Rosita Garcia</u>	<u>3428 Chasen Dr. 95682</u>
<u>Ruben A Garcia</u>	<u>Ruben A Garcia</u>	<u>3428 Chasen Dr. 95682</u>
<u>Arlene Dixon</u>	<u>Arlene Dixon</u>	<u>3475 Chasen Dr 95682</u>
<u>Rick Dyer</u>	<u>Rick Dyer</u>	<u>3475 Chasen Dr. 95682</u>
<u>Lindley Dixon</u>	<u>Lindley Dixon</u>	<u>3475 Chasen Dr CP 95682</u>
<u>RON ANDERLY</u>	<u>Ron Anderly</u>	<u>3484 CHASEN DR CP 95682</u>
<u>Kaitlin Wheaton</u>	<u>Kaitlin Wheaton</u>	<u>3452 Raven Way, CP 95682</u>

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Signature:

Address:

<u>DYANA ANDERLY</u>	<u>Dyana Anderly</u>	<u>3484 Chasen C.P.</u>
<u>Mary Stubbe</u>	<u>Mary Stubbe</u>	<u>1352 Village Ln</u>
<u>Beverley Wilkie</u>	<u>Beverley Wilkie</u>	<u>4531 Panorama Dr.</u>
<u>Janet J. Murphy</u>	<u>Janet J. Murphy</u>	<u>499 COLD SPRINGS BL - P11-</u>
<u>Kimberly Craft</u>	<u>Kimberly Craft</u>	<u>2940 Bomise Way, Pville</u>
<u>Jackie Haags</u>	<u>JACKIE HAAGS</u>	<u>2812 Bronzecrest St, Plev</u>
<u>Jody Franklin</u>	<u>Jody K</u>	<u>685 Knewell R Pvc</u>
<u>Erni Bolduc</u>	<u>ERNESTINE BOLDUC</u>	<u>2579 MORNEUE DR</u>
<u>Barbara Gutierrez</u>	<u>Barbara Gutierrez</u>	<u>3233 Brevort Rd P11/95667</u>
<u>NOBEN SCOTT</u>	<u>Norm Scott</u>	<u>2641 BETHBRIDGE DE P11.9566</u>
<u>Jacqueline Kankneeband</u>	<u>Jacqueline Kankneeland</u>	<u>2095 Smith Flat Rd P11/95667</u>
<u>Brandon Daws</u>	<u>Brandon Daws</u>	<u>6725 Diablo View Tr P11.95667</u>
<u>Howard Brewster</u>	<u>Howard Brewster</u>	<u>4399 PARKWOODS RD P11/95667</u>
<u>Beth Clark</u>	<u>Beth Clark</u>	<u>4452 1/2 Kern Dr P11.95667</u>
<u>Trae Fonseca</u>	<u>Trae Fonseca</u>	<u>2857 Hidden Springs Placerville</u>
<u>Julianne Saunders</u>	<u>Julianne Saunders</u>	<u>4449 Voltaire Dr CP 95682</u>
<u>Gayne Miller</u>	<u>Gayne Miller</u>	<u>3487 Chasen Drive CP 95682</u>
<u>Dee Barbat</u>	<u>Dee Barbat</u>	<u>3487 Chasen Dr CP Ca 95682</u>
<u>JE MUELDER</u>	<u>Je - ller</u>	<u>3493 Chasen Dr Ca 95682</u>

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Address:

<u>Phyllis J Goldie</u>	<u>Phyllis J Goldie</u>	<u>2408 Patton CRT Placerville</u>
<u>Judith A. Geister</u>	<u>Judith A. Geister</u>	<u>2408 Patton CRT Placerville, CA 95667</u>
<u>Barbara Smiley</u>	<u>Barbara Smiley</u>	<u>3820 4th 3103 Cambridge Rd CP 95682</u>
<u>Wendy S. Ri</u>	<u>Wendy S. Ri</u>	<u>4040 Strickland Mine Rd Plv.</u>
<u>Jody Soto</u>	<u>Jody Soto</u>	<u>3801 Strickland Mine Rd, Plsv</u>
<u>Jana Morgan</u>	<u>Jana Morgan</u>	<u>4404 Cash Boy Rd, D.S. 95619</u>
<u>Kathleen Walter</u>	<u>Kathleen Walter</u>	<u>3961 Strickland Mine Rd Placerville, CA 95667</u>
<u>Kathleen Petrie</u>	<u>Kathleen Petrie</u>	<u>5581 Ivy Knoll, Placerville</u>
<u>Coral Anne Stratton</u>	<u>Coral Anne Stratton</u>	<u>4163 Cason Rd. Camino</u>
<u>SAVON TREDMAN</u>	<u>Savon Tredman</u>	<u>3755 Clinton, Cameron Park 95709</u>
<u>Roger Tredman</u>	<u>Roger Tredman</u>	<u>3755 Clinton Way Cameron Park</u>
<u>KEVIN DASEN</u>	<u>Kevin Dasen</u>	<u>3155 CHASEN DR S. SPRINGS CA 95682</u>
<u>JANE DASEN</u>	<u>Jane Dasen</u>	<u>3155 CHASEN DR S. SPRINGS CA 95682</u>
<u>Mary Eileen Kara</u>	<u>Mary Eileen Kara</u>	<u>3292 CHASEN DR Cameron Park</u>
<u>RICHARD L. MURPHY</u>	<u>Richard L. Murphy</u>	<u>3280 CHASEN DR C.P.</u>
<u>THOMAS GUNDELBERG</u>	<u>Thomas Gundelberg</u>	<u>3480 RABEN WAY, CP.</u>
<u>Jennifer Lane</u>	<u>Jennifer Lane</u>	<u>3480 Raben Way CP</u>
<u>CHRISTOPHER LANE</u>	<u>Christopher Lane</u>	<u>3480 RABEN WAY CP</u>
<u>DANE MCKERNAN</u>	<u>Dane McKernan</u>	<u>3480 RABEN WAY CP</u>
<u>Jeanne Wheaton</u>	<u>Jeanne Wheaton</u>	<u>3452 Raben Wy CP</u>

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Printed Name:	Signature:	Address:
<u>William D. Couch</u>	<u>[Signature]</u>	<u>3481 CHASEN DR. CP.</u>
<u>Gale D. Couch</u>	<u>[Signature]</u>	<u>3481 Chasen Dr. CP</u>
<u>Liz Gleason</u>	<u>[Signature]</u>	<u>3226 Chasen Dr</u>
<u>Lino Cannesece</u>	<u>[Signature]</u>	<u>3470 Chasen Dr</u>
<u>FRANK OBER</u>	<u>[Signature]</u>	<u>3478 CHASEN DR.</u>
<u>Kathleen Ober</u>	<u>[Signature]</u>	<u>3478 Chasen Dr.</u>
<u>TED BERNARD</u>	<u>[Signature]</u>	<u>3456 CHASEN DR</u>
<u>Jenna Bernard</u>	<u>[Signature]</u>	<u>"</u>
<u>Cathy Cattabiano</u>	<u>[Signature]</u>	<u>5010 Ashland Dr</u>
<u>Shelley Bresnahan</u>	<u>[Signature]</u>	<u>Cameron Pk</u>
<u>Eleonore Langolf</u>	<u>[Signature]</u>	<u>3415 Chasen Dr.</u>
<u>Werner Langolf</u>	<u>[Signature]</u>	<u>3449 Chasen Dr.</u>
<u>Kereny King</u>	<u>[Signature]</u>	<u>" "</u>
<u>Nendy Actery</u>	<u>[Signature]</u>	<u>3429 Chasen Dr</u>
<u>JASBIR BRAN</u>	<u>[Signature]</u>	<u>3429 Chasen Dr.</u>
<u>SHIRLEY PERNA</u>	<u>[Signature]</u>	<u>3444 Chasen Dr</u>
<u>Kathleen Mousin</u>	<u>[Signature]</u>	<u>3444 CHASEN DR</u>
<u>CAROL KOVAC</u>	<u>[Signature]</u>	<u>3416 Chasen Dr</u>
<u>Kristine Adreigo</u>	<u>[Signature]</u>	<u>3407 Chasen Dr</u>
<u>ANDREW W. HERRON</u>	<u>[Signature]</u>	<u>3384 Chasen Dr.</u>
<u>Maura Picarella</u>	<u>[Signature]</u>	<u>3452 Chasen Way CP</u>
<u>Ton Picarella</u>	<u>[Signature]</u>	<u>4016 Ito Court CP</u>
		<u>4016 Ito Court C.P.</u>

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Address:

<u>Angie Ruberto</u>	<u>Angie Ruberto</u>	<u>3293 Chasen Dr.</u>
<u>CLARA RUBERTO</u>	<u>Clara Ruberto</u>	<u>3293 Chasen Dr. Cameron</u>
<u>RUBEN GARCIA</u>	<u>Ruben Garcia</u>	<u>3428 CHASEN DR CAMERON</u>
<u>ROSITA GARCIA</u>	<u>Rosita Garcia</u>	<u>3429 CHASEN DR CAP</u>
<u>Thomas KAM</u>	<u>Thomas Kam</u>	<u>3292 Chasen Dr. Cameron Pa</u>
<u>JEN SOMPLACK</u>	<u>Jen Somplack</u>	<u>3260 CHASEN DR C.P.</u>
<u>Robert Dalton</u>	<u>Robert Dalton</u>	<u>3283 Chasen Dr. C.P.</u>
<u>MARVIO ECKARD</u>	<u>Marvio Eckard</u>	<u>3192 Chasen Dr. C.P.</u>
<u>Armen Bejian</u>	<u>Armen Bejian</u>	<u>3455 CHASEN DR. CP</u>
<u>DEWEY LEE</u>	<u>Dewey Lee</u>	<u>2680 LITTLE OAK LN RESCUE</u>
<u>Dandaleen A. Lee</u>	<u>Dandaleen A. Lee</u>	<u>2680 Little Oak Lane Rescue</u>
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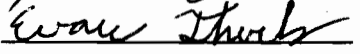

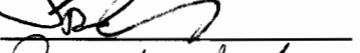

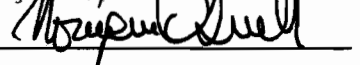
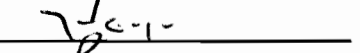
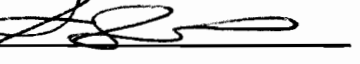
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Signature:

Address:

STEVEN ANDERLY		3112 QUAD LN, CAMERON PARK
KEITH THURLO		3109 QUAD LN CAMERON PARK
Evan Thurlow		3109 Quad Lane Cameron Park
Dorey Nelson		3118 Quad Lane Cameron Park
Rachel Nelson		3118 Quad Lane Cameron Park
RALPH SNELL		3124 QUAD LANE CAMERON, PARK
Mouque Snell		3124 Quad Lane Cameron Park
JAMES CAYAFAS		3102 QUAD LANE CAMERON PARK, CA
Steve Shields		3017 Tri Lane Cameron park Ca

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Printed Name:

Signature:

Address:

Romaine Haux

Romaine Haux

3375 Strolling Hills Rd. Cameron Park 95682

Brad Haux

Brad Haux

3375 Strolling Hills Rd. Cameron Park Ca. 95682

Austin Haux

Austin Haux

" "

Jane Layton

Jane Layton

3121 Strolling Hills Rd CP. 95682

Dan Layton

Dan Layton

3121 Strolling Hills Rd. CP 95682

MARIA B DAVIS

MARIA B DAVIS

3040 Vila Flor Pl. EDH 95762

Petition Against Proposed Billboards

We the residents of El Dorado County object to the construction of the proposed off-premise signs (billboards) in Cameron Park and Shingle Springs oriented toward the Highway 50 corridor due to the negative visual impact.

Reference Sign Permits #S 11-0006 in Cameron Park behind Jim Boys, #S11-0004 on Sunset Lane, and #S11-0005 on Motherlode Drive in Shingle Springs which proposes three 50' high, two-sided 48' wide by 14' high illuminated signs (billboards).

By signing below, I certify that I am a resident of El Dorado County over the age of 18.

Printed Name:

Signature:

Address:

ELAINE SIMMONS

Elaine Simmons 3571 Sudbury Cameron Park

Lorna Roscoe

Lorna L Roscoe 1281^{#30} Pleasant Valley Rd. Diamond Spr CA 95682

Harlene Barrett

Harlene Barrett 4001 Vintage Trail, El Dorado 95619

Nancy J. Campbell

Nancy J. Campbell 3276-B Heights Dr., Cameron Park, CA 95622-155

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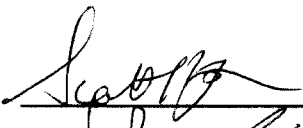

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Printed Name:

Signature:

Address:

<u>Scott Hayden</u>	<u></u>	<u>2970 Strolling Hills Rd, CP 95682</u>
<u>Taylor Hayden</u>	<u></u>	<u>" "</u>
<u>Michelle Hayden</u>	<u>Michelle Hayden</u>	<u>2970 Strolling Hills Rd., CP95682</u>
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Signature:

Address:

<u>ROBERT A. MILLS</u>	<u></u>	<u>770 LAZO CT EDH, CA</u>
<u>DIANA L MILLS</u>	<u>Diana R Mills</u>	<u>770 LAZO CT EDH, CA</u>
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Printed Name:

Signature:

Address:

Dorothy Olsen



4860 Studebaker Rd - Piville
95667

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Printed Name:	Signature:	Address:
Ted Duffy Dale Kluffey	Ted Duffy GAIL DUFFY	3844 Ziana Road, CP 3844 Ziana Road, CP

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Printed Name:	Signature:	Address:
Diane Kissinger	<i>Diane Kissinger</i>	3270 Knollridge Dr. EDH
Sue Crisp	<i>Sue Crisp</i>	4304 Maverick Rd. Sh Sp. Ca 95762
Kenneth L. Meyer	<i>Kenneth L. Meyer</i>	1251 Zandonella Rd. Diamond Springs

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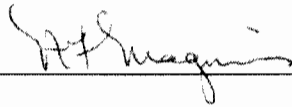
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Printed Name:

Signature:

Address:

AF MAGUIRE



121 SLATE RIDGE CT
EL DORADO HILLS, CA 95762

FINDINGS FOR DENIAL

1. The issuance of the permit is not consistent with the general plan and any other officially adopted policies and design guidelines, namely
 - a. The General Plan "Principles" states in part, "The General Plan provides guidelines for new development that maintains or enhances the quality of the County. There is no evidence to show that the installation of the proposed off-premise signs will maintain or enhance the quality of the County; rather, their size would cause them to be visually intrusive and incompatible with surrounding development, they would block a scenic vista, and they would block the signs and structures of existing local businesses.
 - b. *General Plan GOAL 2.1: LAND USE* calls for the "Protection and conservation of existing communities and rural centers ..." and there is no evidence that installation of the proposed off-premise signs will protect and conserve the existing communities of Cameron Park and Shingle Springs. These communities could be negatively impacted by the installation of off-premises signs as proposed in that scenic vistas, existing business identification signs and building would be obscured;
 - c. General Plan OBJECTIVE 2.1.1: COMMUNITY REGIONS states, "Provide opportunities that allow for continued population growth and economic expansion while preserving the character and extent of existing rural centers and urban communities, emphasizing both the natural setting and built design elements which contribute to the quality of life and economic health of the County." The proposed off-premise signs fail to emphasize the natural setting and built design elements which contribute to the quality of life and economic health of the County in that the signs are out of scale with surrounding development and are therefore visually objectionable.
 - d. General Plan Policy 2.2.5.21 states, "Development projects shall be located and designed in a manner that avoids incompatibility with adjoining land uses that are permitted by the policies in effect at the time the development project is proposed. Development projects that are potentially incompatible with existing adjoining uses shall be designed in a manner that avoids any incompatibility or shall be located on a different site." The project has not been designed or redesigned to be compatible with existing adjoining uses in that they are larger and out of scale with surrounding uses.
 - e. The General Plan Section on VISUAL RESOURCES AND COMMUNITY DESIGN, GOAL 2.3: NATURAL LANDSCAPE FEATURES, states, "Maintain the characteristic natural landscape features unique to each area of the County." The evidence shows that the off-premise signs proposed would interfere with a scenic vista. The design of the off-premise signs and its copy are designed to draw drivers' attention away from local visual attributes and toward the signs.
 - f. The General Plan GOAL 2.4: EXISTING COMMUNITY IDENTITY, states, General Plan Policy 2.4.1.2 states, "*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*

This task with respect to Cameron Park has been completed to the extent that draft sign guidelines are ready to be processed and include a prohibition of off-premise signs.

- g. General Plan GOAL 2.5: COMMUNITY IDENTITY, includes a statement which says, “Carefully planned communities incorporating visual elements which enhance and maintain the rural character and promote a sense of community.” There is no evidence that installation of off-premise signs would enhance and maintain the rural character and promote a sense of community. The copy on off-premise signs cannot be controlled by the County and may include promoting businesses and activities outside El Dorado County and/or the immediate vicinity.
- h. General Plan GOAL 2.7: SIGNS, i. “Regulation of the size, quantity, and location of signs to maintain and enhance the visual appearance of the County.” There is no evidence that installation of off-premise signs would either maintain or enhance the visual appearance of the County; conversely, due to their 672 square feet per sign face, the heights, and the three signs, they are out of scale with surrounding development and so would neither maintain nor enhance the visual appearance of the County.
- i. The General Plan indicates that the areas in which the signs are proposed to be located are not currently within a Scenic Corridor, the area is, however, designated to be studied for inclusion. Although the General Plan indicates that State standards are to be used to judge off-premise signs until completion of the study, that study was to have been completed within 18 months of the adoption of the General Plan, which has long since past. Because several years have passed beyond which that study was to have been completed, this section is no longer relevant in terms of evaluating off-premise signs.

2. The proposed off-premise signs would be detrimental to the public welfare in that there would be a significant negative aesthetic impact associated with the construction of the signs.
3. The proposed signs are not consistent in design and scale with other permitted surrounding uses in the area.
4. The proposed signs are specifically permitted by special use permit pursuant to this title (17.22.540 Findings Required).

5 pages

PC 2/23/12
#10.d

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

February 21, 2012

SENT VIA EMAIL AND HAND DELIVERED

El Dorado County Planning Commission
2850 Fairlane Court
Placerville, CA 95667

RE: Feb 21, 2012 Appeal/Public Hearing of the following:
Special Use Permit S11-0006 Cameron Park Drive/Coach Lane at Hwy 50

Dear Commissioners

We would like to register our opposition to the placement of this large billboard at this particular location.

We Urge the Planning Commission to deny this application for Special Use Permit. The following supports our rationale for this denial:

The Special Use Permit application seeks to increase 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.

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

The proposed billboard is out of character with the rural nature of the west slope of the Sierra.

The freeway intersection at Cameron Park Drive has become a signage ghetto with far too many signs competing with each other for the public's attention. Since most existing signs face both east and west, this freeway frontage currently has a proliferation of freeway oriented large signs. We have

RECEIVED
PLANNING DEPARTMENT
FEB 21 AM 9:44

enough freestanding signs already and it is poor planning to keep adding more, making a bad situation worse.

Staff notes that the General plan holds 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 bill board is of little to no benefit for our local economy.

The applicant has made the pitch that this billboard 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.

Should local businesses wish to advertise along the freeways to attract business to El Dorado county, they best do this down in the valley to attract visitors from down there rather than trying to attract visitors already here and already driving past the Cameron Park and Shingle Springs exists.

Recommendation:

We strongly urge the Planning Commission to DENY the subject Billboard application.

Respectfully submitted,


Bradley R. Pearson
President

Attachment: Three photo simulations of the proposed Cameron Park Billboard

(3 photos - Distributed at meeting
submitted by Bird
Person)

PC 2/23/12
#10.d

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
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
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.

(Distributed at
meeting by
Dyana Anderly)
2 pages

PC 2/23/12
#10.d

GENERAL PLAN PRINCIPLES

The General Plan provides guidelines for new development that maintains or enhances the quality of the County.

GOAL 2.1: LAND USE

Protection and conservation of existing communities and rural centers;

OBJECTIVE 2.1.1: COMMUNITY REGIONS

Provide opportunities that allow for continued population growth and economic expansion while preserving the character and extent of existing rural centers and urban communities, emphasizing both the natural setting and built design elements which contribute to the quality of life and economic health of the County.

Policy 2.2.5.21 Development projects shall be located and designed in a manner that avoids incompatibility with adjoining land uses that are permitted by the policies in effect at the time the development project is proposed. Development projects that are potentially incompatible with existing adjoining uses shall be designed in a manner that avoids any incompatibility or shall be located on a different site.

VISUAL RESOURCES AND COMMUNITY DESIGN

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.

GOAL 2.5: COMMUNITY IDENTITY

Carefully planned communities incorporating visual elements which enhance and maintain the rural character and promote a sense of community.

- **GOAL 2.7: SIGNS**
- **Regulation of the size, quantity, and location of signs to maintain and enhance the visual appearance of the County.**

- **MEASURE LU-1**

<p>Inventory potential scenic corridors and prepare a Scenic Corridor Ordinance, which should include development standards, provisions for avoidance of ridgeline development, and off-premise sign amortization. [Policies 2.6.1.1 through 2.6.1.7] Responsibility:</p>	<p>Planning Department and Department of Transportation,</p> <p>Comment: This does not mean it must conform to State Scenic Corridor standards as each community can develop its own standards.</p>
<p>Time Frame:</p>	<p>Begin inventory immediately following General Plan adoption. Adopt ordinance within 18 months. THIS WAS NEVER DONE.</p>

VIEW FROM JIMBOYS

(Distributed at meeting
by Dycina Anderly)

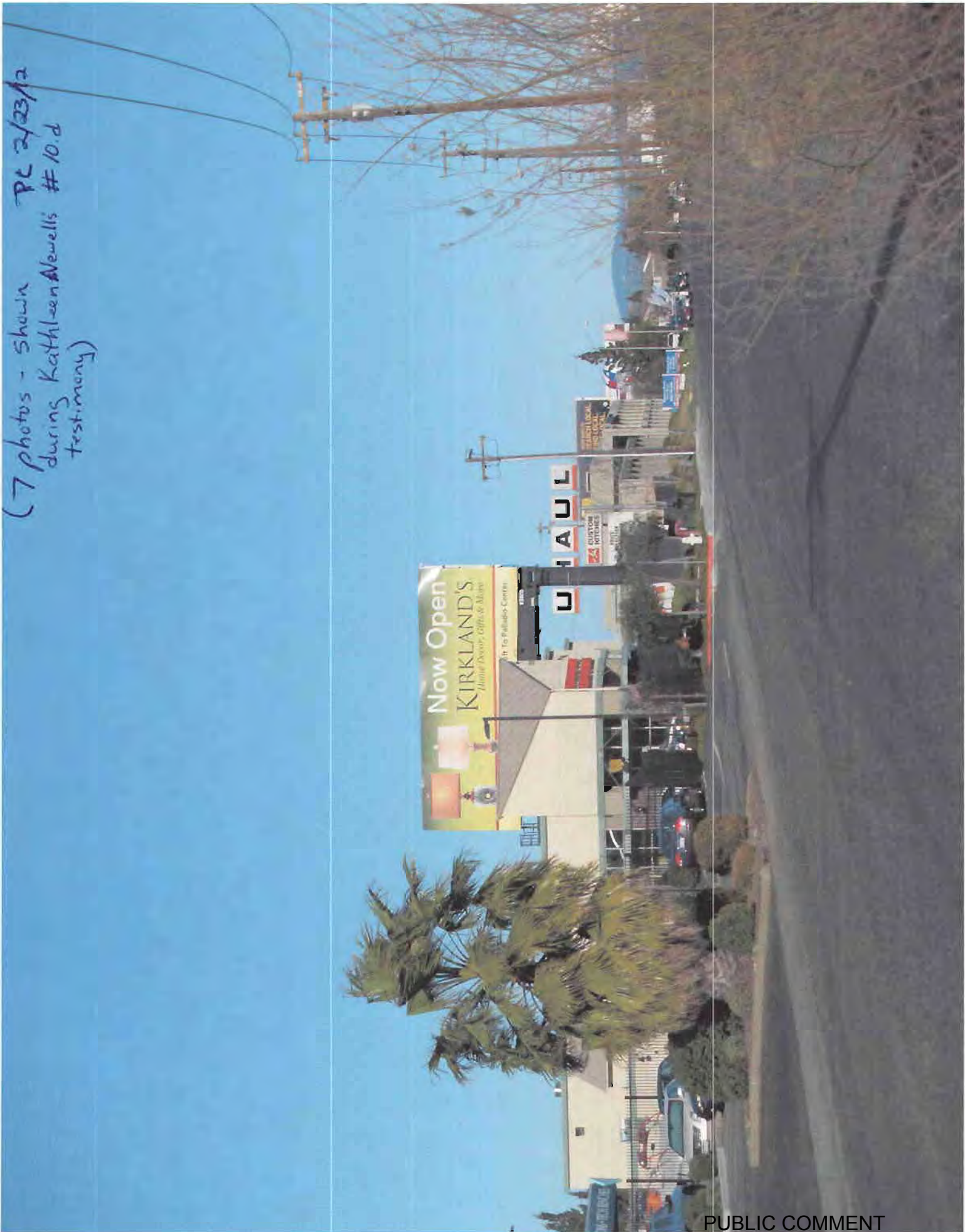
PC 2/23/12
#10.d



DRIVE THRU
←

02.15.2012

(7 photos - shown
during Kathleen Newell's #10.d
testimony)







Shingle Springs Subaru

Only 17 Minutes From Here

Only 17 Minutes From Here

Hwy 50 at Ponderosa Road Exit

ShingleSpringsSubaru.com

The All-Wheel Drive Subaru WRX® STI.



SUBARU



Confidence in Motion



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PUBLIC COMMENT
12-0380.J.148



