



Jim Mitrising <jim.mitrising@edcgov.us>

Fwd: Comment on Sign Ordinance Update, File #13-0086

EDC COB <edc.cob@edcgov.us>

Mon, Jul 27, 2015 at 7:17 AM

To: Jim Mitrising <jim.mitrising@edcgov.us>

Thank you. Appropriate public comment provided for upcoming agenda items will be added to the corresponding file.

Office of the Clerk of the Board
 El Dorado County
 330 Fair Lane, Placerville, CA 95667
 530-621-5390

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

From: Sara SK <skpriority@earthlink.net>

Date: Thu, Jul 23, 2015 at 10:29 AM

Subject: Comment on Sign Ordinance Update, File #13-0086

To: edc.cob@edcgov.us

Subject: Comment on Sign Ordinance Update, File #13-0086

Date: July 23, 2015 at 10:21:35 AM PDT

To: "Sup. Ron Mikulaco" <bosone@edcgov.us>, "Sup. Shiva Frentzen" <bostwo@edcgov.us>, "Sup. Brian Veerkamp" <bosthree@edcgov.us>, "Sup. Michael Ranalli" <bosfour@edcgov.us>, "Sup. Sue Novasel" <bosfive@edcgov.us>

To our Supervisors,

I am very strongly against any increased signage in our beautiful El Dorado County, whether it be a billboard, or even worse, some of those horrible lighted signs you see down the hill. Not very far, unfortunately. I literally have had to put on my sunglasses when driving back home on Hwy 50 at 9pm at night because the glare from those signs was so bright I had a hard time seeing the road and other cars. They are ugly, dangerous, and a blight that we must not have here in our county. Large signs are pollution that should not ever be allowed in our county that is known for its natural beauty.

I don't know what has changed since Brenda Bailey reassured me in 2010 that we are a scenic environment and will not have ugly signs here. I suspect the usual culprit, money -- that a very few are trying to profit from the suffering of us, the many, by the destruction of our beautiful viewscape and natural environment.

Please, be strong leaders for all of us and stand up for the quality of life that we enjoy. Please, do not approve digital signs in the Sign Ordinance. Please, do not change our Sign Ordinance to allow urban signage to El Dorado County. And please stand up for our

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scenic viewsheds and do not approve 60' tall signs along Highway 50.

I had the Planning Department come present to us at the Coloma Grange and they assured us that billboards will “never” be allowed. However, now I hear that it is more complicated. We deserve to know the truth. Please tell staff that they should listen to public requests for clarification of proposed policies. Creating a simple matrix to clarify the differences between the existing ordinance and the proposed ordinance could have alleviated much of the public's confusion and concerns about transparency of the process.

Thank you,

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