

Public Comment #38
BOS RCUD. 2-24-25

From: ntcostello@sbcglobal.net
Sent: Monday, February 24, 2025 10:52 AM
To: Tom R. Purciel
Cc: BOS-Clerk of the Board
Subject: Comment Letter to the Proposed Sign Ordinance Update
Attachments: Sign Ordinance Update Comment Letter 2-24-25.docx

This Message Is From an Untrusted Sender

You have not previously corresponded with this sender.

Report Suspicious

Tom,
Please see attached my comment letter to the proposed El Dorado County Sign Ordinance Update.
Thank you,
Tim Costello

Clerk of the Board,
Please forward my attached comment letter to each Board of Supervisors member in advance of tomorrow's BOS meeting.
Thank you,
Tim Costello

Via email: tom.purciel@edcgov.us

February 24, 2025

El Dorado County Planning and Building Department
2850 Fairland Court, Building C
Placerville, CA 95667

ATTN: Tom Purciel, Senior Planner

**RE: Comment to Proposed El Dorado County Sign Ordinance Update
Board of Supervisors Meeting Item #25-0301, February 25, 2025**

Dear Mr. Purciel:

I am writing to comment on the proposed El Dorado County Sign Ordinance Update to be discussed in the February 25, 2025 Board of Supervisors meeting.

Background

For background, I reviewed and commented on the original sign ordinance document in 2014. Preparation of that document was influenced, at least in part, by the County's approval of the three large lit billboards along Highway 50 – two in Shingle Springs and one in Cameron Park.

The billboard located just east the Ponderosa Road freeway exit is especially offensive as it mars the iconic view of the Crystal Range of the Sierra Nevada mountains as one travels eastbound on Highway 50. Further, lights on the billboard are located at the base of the sign and are oriented upwards, degrading the dark night sky.

Approval of the three billboards was originally denied by the Board of Supervisors but then approved in the following Board of Supervisors meeting without further public input in response to a letter the project applicant prepared threatening to sue the County unless the billboards were approved. The Sign Ordinance document was then prepared to establish defined parameters regarding allowable signs. One significant feature included in the drafts of the Sign Ordinance document was the inclusion of an amortization schedule to eventually remove the three large billboards. However, when the document was finalized and issued all language regarding the amortization schedule was unexpectedly removed, reportedly at the direction of County Council, thereby eliminating the opportunity to remove the billboards within the proposed 7-year timeframe.

Comment

I would like to see the amortization schedule reinserted into the Sign Ordinance Update as originally intended so that at least the one most offensive billboard – the one marring the iconic view of the Crystal Range just east of the Ponderosa Road exit along Highway 50 - can be removed. While I would also like to see the other two large billboards removed, targeting the single most damaging billboard first may be more achievable than tackling all three billboards together.

Please consider my comment while revising the El Dorado County Sign Ordinance. Thank you.

Sincerely,

Tim Costello
Shingle Springs
ntcostello@sbcglobal.net
timcostello3903@gmail.com

Cc: Clerk of the Board edc.cob@edcgov.us

From: BOS-District IV on behalf of Lori Parlin
Sent: Monday, February 24, 2025 1:38 PM
To: BOS-Clerk of the Board
Subject: Political Sign Timeframe and Request to Explore Billboard Amortization as part of Sign Ordinance update Agenda Item #38 File #25-0301

Dear Clerk of the Board,

Please distribute to all BOS members and include in the public record.

Dear Board Members,

I regret that I am not in attendance to participate in this important discussion.

I would like for the BOS to provide direction to staff to explore amortizing nonconforming legal billboards that were allowed due to a processing error back around 2013. Specifically, the most egregious billboard is the one just east of the Ponderosa Interchange that blocks the view of the Sierras as you drive east on Highway 50. That billboard was not supported by the BOS or the community but a processing error caused its approval. During the 2014 sign ordinance update the BOS had included amortization of nonconforming legal billboards in the draft ordinance but it was not in the final ordinance. I understand that it is a challenging process to amortize billboards, but the natural beauty of the county is precious and invaluable and something that I'd like to see the BOS support.

Additionally, it is my recollection that our 2 cities, Placerville and SLT, have 60-day timeframes for political signs. So, I would support shortening the County's time for political signs to 60 days to provide uniformity throughout the county. Right now it is very confusing as to when and where signs are allowed during political campaigns because of the overlapping jurisdictional boundaries with different requirements.

Please give direction to staff today to research and initiate the process to amortize this most egregious billboard, and to consider shortening the time for political signs to 60 days.

Thank you,

Lori Parlin

El Dorado County District IV Supervisor

Phone: (530) 621-6513

[Sign Up for District IV Email Updates](#)

CONFIDENTIALITY NOTICE: This electronic communication with its contents may contain confidential and/or privileged information. It is solely for the use of the intended recipient(s), except as otherwise permitted. Unauthorized interception, review, use, or disclosure is prohibited and may violate applicable laws including the Electronic Communications Privacy Act. If you are not the intended recipient, or authorized to receive for the intended recipient, please contact the sender and destroy all copies of the communication. Thank you for your consideration.

From: BOS-District I
Sent: Monday, February 24, 2025 2:36 PM
To: BOS-Clerk of the Board
Subject: FW: Sign Ordinance

For item #25-0301.

Cindy Munt

Assistant to Supervisor Greg Ferrero, District 1
Board of Supervisors, County of El Dorado
Phone: (530) 621-5650

[Supervisor Ferrero Facebook](#)

[Supervisor Ferrero Nextdoor](#)



From: Stephen Ferry <stephenferry@edhcsd.org>
Sent: Monday, February 24, 2025 2:33 PM
To: Stephanie McGann Jantzen <smjantzen@edhcsd.org>
Cc: BOS-District II <bostwo@edcgov.us>; wrdehaven@comcast.net; BOS-District I <bosone@edcgov.us>
Subject: Sign Ordinance

This Message Is From an External Sender

This message came from outside your organization.

Report Suspicious

I have spoken about this for a very long time. Stephanie, you are new to this conversation however. It is hard to believe that CP can move this along and we cannot get an illuminated sign for the CSD and other public buildings such as our libraries.

<https://www.eldoradocounty.ca.gov/Land-Use/Planning-and-Building/Long-Range-Planning-Division/Active-Projects/Zoning-Ordinance-Updates>

Thank you Supervisor Ferrero for pointing this out....

Sincerely,

Stephen Ferry
Board President
StephenFerry@edhcsd.org

From: wrdehaven@comcast.net
Sent: Monday, February 24, 2025 3:52 PM
To: BOS-Clerk of the Board
Subject: EDC sign ordinance - Comment

This Message Is From an Untrusted Sender

You have not previously corresponded with this sender.

[Report Suspicious](#)

Dear EDC Board of Supervisors,

I am writing on behalf of the Serrano Men's Book Club in El Dorado Hills. Our group, affiliated with Serrano Country Club, was formed in 2006 and consists of approximately 30 EDH residents. Since 2009, this generous group of men has made annual donations to the EDH Public Library. Many improvements, programs, and services at the library have been supported by our Book Club donations including the 3D Print Lab. Donations to date exceed **\$114,000**.

In 2024, we have designated our donation (\$11,700) to go towards **replacing the EDH library's marquee sign** located off Silva Valley Parkway. The current library sign is outdated and in a severe state of disrepair. The plan for a replacement is a digital, LED sign similar to the signs found at Rolling Hills Middle School, Silva Valley Elementary School, and Oak Meadow Elementary School – all within 1 mile of the Library. The new sign will allow the library to effectively promote its many programs and projects that support EDH residents of all ages.

It has come to our attention that this sign would be prohibited by current county ordinance. The Serrano Men's Book Club is requesting you to take whatever measures you deem appropriate to change the ordinance, grant the library an variance, or otherwise allow this project to go forward.

We thank you for your consideration of this comment and our request.

W. Ron DeHaven
6254 Western Sierra Way
El Dorado Hills, CA 95762