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BOARD OF SUPERVISORS
EL DORADO COUNTY
11:25 am, Feb 28, 2011

32

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Date 11:25 am, Feb 28, 2011



Fw: Syers Appeal re: Town Center West
The BOSFOUR to: Cynthia C Johnson
Sent by: **Brenda J Bailey**

02/28/2011 11:14 AM

----- Forwarded by Brenda J Bailey/PV/EDC on 02/28/2011 11:14 AM -----

Syers Appeal re: Town Center West

Mimi Goc to: edc.cob

02/28/2011 10:40 AM

Cc: bosone, bostwo, raynutting, bosthree, bosfour, bosfive

From: "Mimi Goc" <mimi@marketingguru.com>
To: <edc.cob@edcgov.us>
Cc: <bosone@edcgov.us>, <bostwo@edcgov.us>, <raynutting@hughes.net>, <bosthree@edcgov.us>, <bosfour@edcgov.us>, <bosfive@edcgov.us>

To Board of Supervisors Clerk Suzanne Allen de Sanchez:

Please include the attached correspondence in the packet for Item No. 32 (Syers appeal re Town Center West) for the March 1, 2011 Board hearing.

Should you have any questions, feel free to contact me.

Thank you,
Mimi Goc
Director of Public Relations
Creative Marketing Arts
916-932-2150 (phone)
916-932-2151 (fax)

800-762-1641 (toll free)
101 Parkshore Drive, Suite 100
Folsom, CA 95630
mimi@marketingguru.com



CVS Appeal Letters and Petition.pdf

11-0155.K.1

**PETITION IN SUPPORT OF APPEAL AGAINST
TOWN CENTER WEST DRUG STORE**

To: El Dorado County Board of Supervisors
c/o Clerk of the Board of Supervisors
330 Fair Lane
Placerville, CA 95667

Subject: March 1, 2011 Board of Supervisors Meeting: Appeal of Town Center West
Permitted Use Determination

The undersigned merchants hereby express their support for the appeal filed by Syers Properties against the decision to allow a 15,000 square foot, 24-hour drug store, with beer and wine sales and a drive-thru (a new CVS) at the southwest corner of Latrobe and White Rock Roads in El Dorado Hills.

We oppose and object to the County's determination. Drug store is not a permitted retail use under the Town Center West Development Plan and is not similar in nature to the allowed uses. It is a major retail and general merchandise use that is specifically limited to Town Center East. Such a use belongs in Town Center East which is approved as the retail hub and people-gathering place in El Dorado Hills. Major retail anchors, like drug stores and supermarkets, are critical to the success of Town Center East.

Town Center West was approved as a business park with limited support retail only. Placing a major retail market anchor, like CVS, with direct access off Latrobe and White Rock conflicts with the Town Center West and East approvals, and will siphon sales away from Town Center East negatively impacting the entire center as a result (e.g. leading to increased vacancies).

We request that you grant the appeal.

<u>Name</u>	<u>Business</u>
<i>[Signature]</i>	Massage Envy
<i>[Signature]</i>	Salon Cappelli Inc.
<i>[Signature]</i>	TOGO'S
<i>[Signature]</i>	Super Cuts
<i>[Signature]</i>	Market Place, Veterans Hospital
<i>[Signature]</i>	Bank Ave
_____	_____
_____	_____
_____	_____

El Dorado County Board of Supervisors
c/o Clerk of the Board of Supervisors
330 Fair Lane
Placerville, CA 95667
fax: (530) 622-3645
email: edc.cob@edcgov.us

Subject: March 1, 2011 Board of Supervisors Meeting: Appeal of Town Center West Permitted Use Determination

Dear Board of Supervisors:

I own TOBOS BASKIN ROBBINS located in the Town Center East retail shopping center in El Dorado Hills. I was surprised and disappointed to learn that the County Planning Department and Planning Commission determined that a 15,000 square foot, 24-hour drug store, with beer and wine sales and a drive-thru (a new CVS) is a permitted use under the Town Center West Development Plan and could be located at the southwest corner of Latrobe and White Rock Roads in El Dorado Hills.

I am opposed to this determination and support the appeal that has been filed. Town Center East was approved and designed to be the retail hub and people-gathering place in El Dorado Hills. Major retail anchors like drug stores, supermarkets and general merchandise stores are critical to the success of Town Center East merchants which is why they are specifically allowed in the Town Center East Development Plan.

Town Center West, however, was approved as a business park. A drug store (or similar market-type uses) is not included among the approved uses. Only ancillary "support retail" uses (e.g., copy center, shipping service) for the primary business park uses are allowed.

A drug store is not similar in nature to the limited uses permitted in Town Center West. A drug store is a major retail/general merchandise use intended for Town Center East. Placing a major retail market anchor, like a CVS, with direct access off Latrobe and White Rock not only conflicts with the Town Center West and East approvals, but will siphon sales away from Town Center East negatively impacting the entire center as a result (such as increased vacancies).

For these reasons, I strongly object to approval of a CVS (or other drug store/supermarket-type general merchandise retail use) in Town Center West and ask that you grant the appeal.

Sincerely,



Name: Laurie Bratton
Business: TOBOS BASKIN ROBBINS

El Dorado County Board of Supervisors
c/o Clerk of the Board of Supervisors
330 Fair Lane
Placerville, CA 95667
fax: (530) 622-3645
email: edc.cob@edcgov.us

Subject: March 1, 2011 Board of Supervisors Meeting: Appeal of Town Center West Permitted Use Determination

Dear Board of Supervisors:

I own Salon Capelli Inc located in the Town Center East retail shopping center in El Dorado Hills. I was surprised and disappointed to learn that the County Planning Department and Planning Commission determined that a 15,000 square foot, 24-hour drug store, with beer and wine sales and a drive-thru (a new CVS) is a permitted use under the Town Center West Development Plan and could be located at the southwest corner of Latrobe and White Rock Roads in El Dorado Hills.

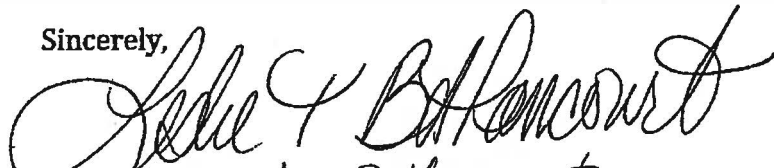
I am opposed to this determination and support the appeal that has been filed. Town Center East was approved and designed to be the retail hub and people-gathering place in El Dorado Hills. Major retail anchors like drug stores, supermarkets and general merchandise stores are critical to the success of Town Center East merchants which is why they are specifically allowed in the Town Center East Development Plan.

Town Center West, however, was approved as a business park. A drug store (or similar market-type uses) is not included among the approved uses. Only ancillary "support retail" uses (e.g., copy center, shipping service) for the primary business park uses are allowed.

A drug store is not similar in nature to the limited uses permitted in Town Center West. A drug store is a major retail/general merchandise use intended for Town Center East. Placing a major retail market anchor, like a CVS, with direct access off Latrobe and White Rock not only conflicts with the Town Center West and East approvals, but will siphon sales away from Town Center East negatively impacting the entire center as a result (such as increased vacancies).

For these reasons, I strongly object to approval of a CVS (or other drug store/supermarket-type general merchandise retail use) in Town Center West and ask that you grant the appeal.

Sincerely,


Name: Leslie Bethancourt
Business: Salon Capelli Inc.

El Dorado County Board of Supervisors
c/o Clerk of the Board of Supervisors
330 Fair Lane
Placerville, CA 95667
fax: (530) 622-3645
email: edc.cob@edcgov.us

Subject: March 1, 2011 Board of Supervisors Meeting: Appeal of Town Center West Permitted Use Determination

Dear Board of Supervisors:

I own LA BOU located in the Town Center East retail shopping center in El Dorado Hills. I was surprised and disappointed to learn that the County Planning Department and Planning Commission determined that a 15,000 square foot, 24-hour drug store, with beer and wine sales and a drive-thru (a new CVS) is a permitted use under the Town Center West Development Plan and could be located at the southwest corner of Latrobe and White Rock Roads in El Dorado Hills.


I am opposed to this determination and support the appeal that has been filed. Town Center East was approved and designed to be the retail hub and people-gathering place in El Dorado Hills. Major retail anchors like drug stores, supermarkets and general merchandise stores are critical to the success of Town Center East merchants which is why they are specifically allowed in the Town Center East Development Plan.

Town Center West, however, was approved as a business park. A drug store (or similar market-type uses) is not included among the approved uses. Only ancillary "support retail" uses (e.g., copy center, shipping service) for the primary business park uses are allowed.

A drug store is not similar in nature to the limited uses permitted in Town Center West. A drug store is a major retail/general merchandise use intended for Town Center East. Placing a major retail market anchor, like a CVS, with direct access off Latrobe and White Rock not only conflicts with the Town Center West and East approvals, but will siphon sales away from Town Center East negatively impacting the entire center as a result (such as increased vacancies).

For these reasons, I strongly object to approval of a CVS (or other drug store/supermarket-type general merchandise retail use) in Town Center West and ask that you grant the appeal.

Sincerely,


Name: Chin Wong
Business: LA BOU

El Dorado County Board of Supervisors
c/o Clerk of the Board of Supervisors
330 Fair Lane
Placerville, CA 95667
fax: (530) 622-3645
email: edc.cob@edcgov.us

Subject: March 1, 2011 Board of Supervisors Meeting: Appeal of Town Center West Permitted Use Determination

Dear Board of Supervisors:

I own Supercuts located in the Town Center East retail shopping center in El Dorado Hills. I was surprised and disappointed to learn that the County Planning Department and Planning Commission determined that a 15,000 square foot, 24-hour drug store, with beer and wine sales and a drive-thru (a new CVS) is a permitted use under the Town Center West Development Plan and could be located at the southwest corner of Latrobe and White Rock Roads in El Dorado Hills.

I am opposed to this determination and support the appeal that has been filed. Town Center East was approved and designed to be the retail hub and people-gathering place in El Dorado Hills. Major retail anchors like drug stores, supermarkets and general merchandise stores are critical to the success of Town Center East merchants which is why they are specifically allowed in the Town Center East Development Plan.

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For these reasons, I strongly object to approval of a CVS (or other drug store/supermarket-type general merchandise retail use) in Town Center West and ask that you grant the appeal.

Sincerely,



Name: Sheri L Seeb
Business: Super cuts

El Dorado County Board of Supervisors
c/o Clerk of the Board of Supervisors
330 Fair Lane
Placerville, CA 95667
fax: (530) 622-3645
email: edc.cob@edcgov.us

Subject: March 1, 2011 Board of Supervisors Meeting: Appeal of Town Center West Permitted Use Determination

Dear Board of Supervisors:

I own *Marketplace Veterans Hospital* located in the Town Center East retail shopping center in El Dorado Hills. I was surprised and disappointed to learn that the County Planning Department and Planning Commission determined that a 15,000 square foot, 24-hour drug store, with beer and wine sales and a drive-thru (a new CVS) is a permitted use under the Town Center West Development Plan and could be located at the southwest corner of Latrobe and White Rock Roads in El Dorado Hills.

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For these reasons, I strongly object to approval of a CVS (or other drug store/supermarket-type general merchandise retail use) in Town Center West and ask that you grant the appeal.

Sincerely,



Name:
Business:

Marketplace Veterans Hospital

El Dorado County Board of Supervisors
c/o Clerk of the Board of Supervisors
330 Fair Lane
Placerville, CA 95667
fax: (530) 622-3645
email: edc.cob@edcgov.us

Subject: March 1, 2011 Board of Supervisors Meeting: Appeal of Town Center West Permitted Use Determination

Dear Board of Supervisors:

I own Robin Mizell located in the Town Center East retail shopping center in El Dorado Hills. I was surprised and disappointed to learn that the County Planning Department and Planning Commission determined that a 15,000 square foot, 24-hour drug store, with beer and wine sales and a drive-thru (a new CVS) is a permitted use under the Town Center West Development Plan and could be located at the southwest corner of Latrobe and White Rock Roads in El Dorado Hills.

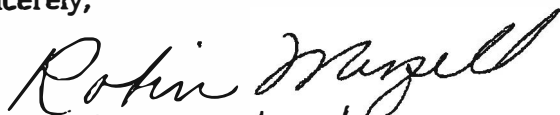
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For these reasons, I strongly object to approval of a CVS (or other drug store/supermarket-type general merchandise retail use) in Town Center West and ask that you grant the appeal.

Sincerely,



Name: Robin Mizell
Business: Bark Ave

El Dorado County Board of Supervisors
c/o Clerk of the Board of Supervisors
330 Fair Lane
Placerville, CA 95667
fax: (530) 622-3645
email: edc.cob@edcgov.us

Subject: March 1, 2011 Board of Supervisors Meeting: Appeal of Town Center West Permitted Use Determination

Dear Board of Supervisors:

I own Fire Rain Gallery located in the Town Center East retail shopping center in El Dorado Hills. I was surprised and disappointed to learn that the County Planning Department and Planning Commission determined that a 15,000 square foot, 24-hour drug store, with beer and wine sales and a drive-thru (a new CVS) is a permitted use under the Town Center West Development Plan and could be located at the southwest corner of Latrobe and White Rock Roads in El Dorado Hills.

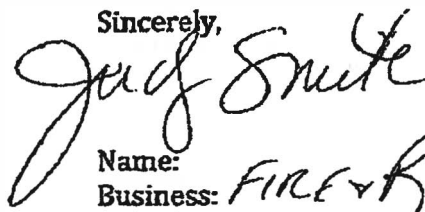
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For these reasons, I strongly object to approval of a CVS (or other drug store/supermarket-type general merchandise retail use) in Town Center West and ask that you grant the appeal.

Sincerely,



Name:

Business:

FIRE & RAIN GALLERY

El Dorado County Board of Supervisors
c/o Clerk of the Board of Supervisors
330 Fair Lane
Placerville, CA 95667
Fax: (530) 622-3645
Email: edc.cob@edcgov.us

Subject: March 1, 2011 Board of Supervisors Meeting: Appeal of Town Center West Permitted Use Determination

Dear Board of Supervisors:

I own Luxury Nails located in the Town Center East retail shopping center in El Dorado Hills. I was surprised and disappointed to learn that the County Planning Department and Planning Commission determined that a 15,000 square foot, 24-hour drug store, with beer and wine sales and a drive-thru (a new CVS) is a permitted use under the Town Center West Plan and could be located at the southwest corner of Latrobe and White Rock Roads in EL Dorado Hills.

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For these reasons, I strongly object to the approval of a CVS (or other drug store/supermarket-type general merchandise retail use) in Town Center West and ask that you grant the appeal.

Sincerely,


Name: Sandy Nguyen
Business: Luxury Nails

El Dorado County Board of Supervisors
c/o Clerk of the Board of Supervisors
330 Fair Lane
Placerville, CA 95667
Fax: (530) 622-3645
Email: edc.coh@edcgov.us

Subject: March 1, 2011 Board of Supervisors Meeting: Appeal of Town Center West Permitted Use Determination

Dear Board of Supervisors:

I own Round Table Pizza located in the Town Center East retail shopping center in El Dorado Hills. I was surprised and disappointed to learn that the County Planning Department and Planning Commission determined that a 15,000 square foot, 24-hour drug store, with beer and wine sales and a drive-thru (a new CVS) is a permitted use under the Town Center West Plan and could be located at the southwest corner of Latrobe and White Rock Roads in EL Dorado Hills.

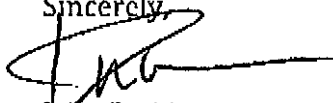
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For these reasons, I strongly object to the approval of a CVS (or other drug store/supermarket-type general merchandise retail use) in Town Center West and ask that you grant the appeal.

Sincerely,



John Budd
Vice President

Valley Pizza, Inc. DBA Round Table Pizza