

#28 25-0901
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7/28/25

Board Agenda Item 25-0901– Tobacco Zoning Ordinance 5210 and Tobacco Retail License (TRL) Ordinance 5211

From Ashley Freitas <Ashley.F@strauchco.com>

Date Mon 7/28/2025 8:15 AM

To bosone@edc.gov.us <bosone@edc.gov.us>; bostwo@edc.gov.us <bostwo@edc.gov.us>; bostthree@edc.gov.us <bostthree@edc.gov.us>; BOS-District IV <bosfour@edcgov.us>; Brooke Laine <Brooke.Laine@edcgov.us>

Cc BOS-Clerk of the Board <edc.cob@edcgov.us>; AD-EDCCAO <edccao@edcgov.us>; Marc Strauch <Marc.s@strauchco.com>; Leticia Ramirez <lramirez@thatchlaw.com>

📎 1 attachment (52 KB)

El Dorado County TRL & Zoning Ordinance Letter - Marc Strauch 7-28-25.pdf;

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**Strauch & Company
Cameron Park Petroleum**

July 28, 2025

VIA ELECTRONIC MAIL

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

bosone@edc.gov.us

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brooke.laine@edcgov.us

Re: Board Agenda Item 25-0901 – Tobacco Zoning Ordinance 5210 and Tobacco Retail License (TRL) Ordinance 5211

Dear Honorable Members of the El Dorado County Board of Supervisors,

My name is Marc Strauch. My brother and I own 3 ARCO AMPM's in El Dorado County and have operated here for over 20 years. This county is my home —It is where I am raising my family. It's where I've built my stores, created jobs, paid taxes that support local services and support the local community. Before I begin, I want to thank the county for engaging with businesses and listening — not just for our sake, but for our employees and customers too. I also want to Thank Ande Flower, Anna Quan and Bianca Dinkler who have been helping me though entitling 2 new locations in the county.

I want to focus my comments on what these tobacco ordinances mean to local businesses who are deciding whether to invest and establish new gas stations because I believe that these ordinances will limit future growth and investment in unincorporated El Dorado County.

Tobacco sales represent 25 to 30 percent of my in-store sales. When the ordinance passed in November 2024, I was completely surprised because ordinance 5210 created a setback, that would make it so I could not sell tobacco and therefore we would not be able to build the locations. I have already invested 3 million dollars. Without tobacco sales, the projects would no longer be penciled. At that point, I had been working on entitlements for 4 and 5 years. Fortunately, the Board and staff were willing to hear our concerns and now Options C and D are proposing to amend the TRL Ordinance (Ordinance 5211) to grandfather businesses with pending development applications to address projects like mine. However, I don't want any future gas station owners to go through the same thing. Developing a gas station takes years and while an owner may select a location that is beyond the 1,000 foot setback or 1,500-foot setback for a sensitive use – a sensitive use like a day care center can quickly establish and those owners will have the same problem that I had, which causes a lot of uncertainty and is not business-friendly. I believe eliminating the setbacks for gas stations will encourage future C- store/ gas station development in El Dorado County. Additionally, the density limit under Option D also stifles the development of gas stations as I believe the County has already exceeded that amount. Eliminating the setbacks and density limits for gas stations means more jobs and more opportunities for residents.

Lastly, we also support Options A and B which would repeal the TRL Ordinance because it would eliminate an unnecessary layer of local control – our businesses are already heavily regulated by the state. But if the Board wants to keep the TRL Ordinance under Options C or D, we ask that you eliminate the setback and density limits for gas stations. Thank you again to county staff who have listened to the stakeholders' needs.

Sincerely,

A handwritten signature in black ink, appearing to read "Marc Strauch", with a stylized, flowing script.

Marc Strauch
Strauch & Company
Cameron Park Petroleum Inc

Strauch & Company

Cameron Park Petroleum

July 28, 2025

VIA ELECTRONIC MAIL

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Marc Strauch

Strauch & Company

Cameron Park Petroleum Inc