

 **Fwd: Proposed billboard signs along Hwy 50**

1 message

**The BOSONE** <bosone@edcgov.us>  
To: Cindy Johnson <cynthia.johnson@edcgov.us>

Thu, Mar 22, 2012 at 3:56 PM

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

From: **Linda Hartmann** <lkhartmann@gmail.com>  
Date: Wed, Mar 21, 2012 at 8:13 AM  
Subject: Proposed billboard signs along Hwy 50  
To: bosone@edcgov.us

Please DO NOT approve the appeal for these billboard signs.  
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  
Harvey and Linda Hartmann  
4910 Joyous Ann Drive  
Placerville, CA 94553

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Thank you.

**Fwd: VOTE NO on Billboards**

1 message

The BOSONE <bosone@edcgov.us>  
 To: Cindy Johnson <cynthia.johnson@edcgov.us>

Thu, Mar 22, 2012 at 3:56 PM

—— Forwarded message ——

From: **Stacey** <cabodywraps@gmail.com>  
 Date: Wed, Mar 21, 2012 at 10:06 AM  
 Subject: VOTE NO on Billboards  
 To: bosthree@co.el-dorado.ca.us, bosfour@edcgov.us, bosfive@edcgov.us, bostwo@edcgov.us, bosone@edcgov.us, kitcarson@directcon.net

**Dear Jack Sweeney, Ron Briggs, Norma Santiago, Ray Nutting, and 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 extreme 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 VOTE NO and do not allow any billboard signage on our corridor... Do you see EDH or Placerville having such oversized, tacky and unsightly signage like this? NO! The residents and their planning commission know how ridiculous they would be and how they detract from the beauty of their communities....Show some class and vote no on billboards in CP and SS!!**

**Please keep me on your list to notify about the appeal. My hope is that it will get A NO VOTE AGAIN and the ordinance will be written to not allow such boards in our area.**

**Sincerely, a very concerned community member,**

**Stacey and Evan Williams  
 Cameron Park Resident  
 (530) 363-5334**

—  
**To your health!**

**Stacey Williams**  
 Diamond Exec. **ItWorks! Global**  
**530.363.5334**  
 www.cabodywraps.com  
 cabodywraps@gmail.com  
 www.facebook.com/wrap2slimyou  
 Find me on Twitter: swilliams4life

VIEW A VIDEO - What is the Wrap??  
[http://www.youtube.com/watch?v=Gf4tHop~JMU&feature=player\\_embedded](http://www.youtube.com/watch?v=Gf4tHop~JMU&feature=player_embedded)

**Loyal Customer Toll Free: 800-537-2395**  
**Hours: Monday-Thursday 9:30a-6p EST and Friday 9:30a-5p EST (GMT-5:00)**

12-0368. N, 12-0373.N and 12-0380.N

Page 2 of 28 PUBLIC COMMENT

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3/26/12

**Edcgov.us Mail - Fwd: VOTE NO on Billboards**

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Thank you.

**Fwd: Appeal on Special Use Permits for Placement of Double Faced Billboards**

1 message

**The BOSONE** <bosone@edcgov.us>  
 To: Cindy Johnson <cynthia.johnson@edcgov.us>

Thu, Mar 22, 2012 at 3:56 PM

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

From: **Charlie Downs** <cdowns@anovanexus.com>

Date: Wed, Mar 21, 2012 at 11:59 AM

Subject: Appeal on Special Use Permits for Placement of Double Faced Billboards

To: "bosone@edcgov.us" <bosone@edcgov.us>, "bostwo@edcgov.us" <bostwo@edcgov.us>, "bostthree@edcgov.us" <bostthree@edcgov.us>, "bosfour@edcgov.us" <bosfour@edcgov.us>, "bosfive@edcgov.us" <bosfive@edcgov.us>

Greetings Supervisors of El Dorado County,

I would like to voice my strong opposition to the above reference appeal to approve the 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 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 the applicants appeal in the interest of long term goals around differentiation that will ultimately support a more robust economy.

Respectfully,

**Charles D. Downs, AIA**  
 Senior Principal

Sacramento Office  
 T 916.443.5911 F 916.443.2965  
 www.anovanexus.com

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Thank you.

12-0368. N, 12-0373.N and 12-0380.N  
 Page 4 of 28 PUBLIC COMMENT



 **Fwd: Please NO billboards**

1 message

**The BOSONE** <bosone@edcgov.us>  
To: Cindy Johnson <cynthia.johnson@edcgov.us>

Thu, Mar 22, 2012 at 3:56 PM

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

**From: Christine and Paul Schelin** <team.schelin@hotmail.com>  
**Date:** Wed, Mar 21, 2012 at 2:23 PM  
**Subject:** Please NO billboards  
**To:** bosthree@co.el-dorado.ca.us, bosfour@edcgov.us, bosfive@edcgov.us, bostwo@edcgov.us, bosone@edcgov.us

Please vote NO to billboards in Cameron Park and Shingle Springs. I am a Cameron Park resident and I strongly oppose to any billboards along highway 50.  
Thank you.

Sincerely,

Christine Schelin  
Cameron Park Resident

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Thank you.

 **Fwd: New Billboards along Hwy 50**

1 message

The **BOSONE** <bosone@edcgov.us>  
To: Cindy Johnson <cynthia.johnson@edcgov.us>

Thu, Mar 22, 2012 at 3:57 PM

——— Forwarded message ———

From: **TONY COKELY** <tcokely@yahoo.com>  
Date: Wed, Mar 21, 2012 at 3:20 PM  
Subject: New Billboards along Hwy 50  
To: bosone@edcgov.us

Mr. Knight,

Please consider this note as my opposition to new billboards on the Hwy 50 corridor. Whereas they will generate a significant revenue for the owners, that fact should not outweigh the impact they will have on all of us looking at them for the rest of our lives.

Thank you for your consideration.

B. A. "Tony" Cokely  
941 Cottage St.  
Placerville, Ca. 95667

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Thank you.

Cindy Johnson &lt;cynthia.johnson@edcgov.us&gt;

 **Fwd: Public Hearings on the following Billboard applications:**

1 message

**The BOSONE** <bosone@edcgov.us>  
To: Cindy Johnson <cynthia.johnson@edcgov.us>

Thu, Mar 22, 2012 at 4:13 PM

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

From: **Janis McCarty** <thecuda@sbcglobal.net>  
Date: Wed, Mar 21, 2012 at 6:54 PM  
Subject: Public Hearings on the following Billboard applications:  
To: bosthree@co.el-dorado.ca.us, bosfour@edcgov.us, bosfive@edcgov.us, bostwo@edcgov.us, bosone@edcgov.us

Dear Jack Sweeney, Ron Briggs, Norma Santiago, Ray Nutting, John Knight:

As a El Dorado County resident, I request that it be recorded that I am **OPPOSED** to the following Billboards being allowed. I ask that you deny these applications at the March 27 appeals hearing. I am unable to attend this meeting in order to provide care to my Mother following her surgery scheduled for this day.

Special Use Permit **S11-0004 Sunset Lane at Hwy 50** - 50 foot tall billboard behind the Delta Bedding Bldg at the edge of Hwy 50. This billboard is to be located about 2000 feet easterly of the Mother Lode Dr. billboard.

Special Use Permit **S11-0005 Mother Lode Drive at Hwy 50** - 50 foot tall billboard across from the Honda dealer at the edge of Hwy 50 next to the "Dental - Mortgage" building.

Thank you,

Janis McCarty  
4556 Foothill Dr  
Shingle Springs, CA 95682

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Thank you.



Cindy Johnson <cynthia.johnson@edcgov.us>

**Fwd: STOP the BILLBOARDS in Shingle Springs and Cameron Park**

1 message

The **BOSONE** <bosone@edcgov.us>  
To: Cindy Johnson <cynthia.johnson@edcgov.us>

Thu, Mar 22, 2012 at 4:13 PM

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

From: **Jeanette West** <sarahsmommywest@netscape.net>  
Date: Wed, Mar 21, 2012 at 8:39 PM  
Subject: STOP the BILLBOARDS in Shingle Springs and Cameron Park  
To: bosthree@co.el-dorado.ca.us, bosfour@edcgov.us, bosfive@edcgov.us, bostwo@edcgov.us, bosone@edcgov.us

Mr. Sweeney, Mr. Briggs, Mr. Santiago; Mr. Nutting and Mr. Knight...

Please deny the petition for the proposed billboards... They are unnecessary, way too large and will infringe on the view along Hwy 50. I've been a resident of EDC for over 20 years... moving here from the Bay Area to raise my daughter in a more rural atmosphere... Adding billboards of this size detract from the wonderful rural "look and feel" of our county. Most, if not all, of the businesses in our county can't afford to pay the rental fee they would charge, leaving only national companies or casinos to advertise... neither of which we need more of in this beautiful area. I'd much rather have a view of the Crystal Range, one of the few views of Pyramid Peak along the highway!!!

Please vote no...

jeanette west  
Placerville and Grizzly Flats

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Thank you.

**2 attachments**



**Cameron\_Park\_Billboard\_Photo\_Sim\_2\_email.jpg**  
543K



**Motherlode-Sunset\_Billboards\_JPEG\_email.jpg**  
404K

12-0368. N, 12-0373.N and 12-0380.N  
Page 9 of 28 PUBLIC COMMENT

**Fwd: Special Use Permits S11-0004 S11-0005 S11-0006 50 foot tall billboards;**

1 message

The **BOSONE** <bosone@edcgov.us>  
To: Cindy Johnson <cynthia.johnson@edcgov.us>

Thu, Mar 22, 2012 at 4:13 PM

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

From: **Kathy McCoy** <kathymccoy230@att.net>  
Date: Wed, Mar 21, 2012 at 3:15 PM  
Subject: Special Use Permits S11-0004 S11-0005 S11-0006 50 foot tall billboards;  
To: bosone@edcgov.us

March 21<sup>st</sup>, 2012

Supervisor John Knight

District 1

El Dorado County, CA

bosone@edcgov.us

Dear Supervisor,

I am writing to you to express my dismay over the proposed billboards along Highway 50 between Cameron Park and Shingle Springs. Living in a county which elects supervisors who run on a campaign of "Keep it Rural", these billboards fly in the face of the taxpaying residents.

People have moved "up the hill" to avoid the urban clutter of the "flat lands" where highways are lined with billboards and tacky frontage buildings. The desire is to find tree lined vistas and views of the brush covered hills. We have enough of the latter in the area where the signs are proposed to be placed. Why would we want to add the former? I know we are all searching for sources of revenue to the county, but we really need to take a long-term approach.

Please re-think this proposal and vote against the placement of massive billboards along our highway to the gold country.

Sincerely,

Kathleen McCoy

El Dorado, CA

kathy@mccoypartners.com

530.642.8511

12-0368.N, 12-0373.N and 12-0380.N  
Page 10 of 28 PUBLIC COMMENT

3/26/12

Edgov.us Mail - Fwd: Special Use Permits S11-0004 S11-0005 S11-0006 50 foot tall billboards;

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Thank you.

Cindy Johnson &lt;cynthia.johnson@edcgov.us&gt;

**Fwd: OPPOSITION to Special Use Permit S11-004, S11-005 and S11-006**

1 message

**The BOSONE** <bosone@edcgov.us>  
To: Cindy Johnson <cynthia.johnson@edcgov.us>

Thu, Mar 22, 2012 at 4:13 PM

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

From: &lt;harpie@comcast.net&gt;

Date: Thu, Mar 22, 2012 at 12:28 PM

Subject: OPPOSITION to Special Use Permit S11-004, S11-005 and S11-006

To: bosthree@co.el-dorado.ca.us, bosfour@edcgov.us, bosfive@edcgov.us, bostwo@edcgov.us, bosone@edcgov.us

Board of Supervisors for the County of El Dorado,

I am writing to express my complete opposition to the Special Use Permits (S11-004,S11-005 and S11-005) which would allow 50 foot 14'x48'Billboards to be placed in our county along Highway 50. The Planning Commission has denied these requests; however, it is critical that you uphold that denial at the March 27th meeting.

Surely you have been to other areas of the state (and country) where billboard of this size are present. They encompass the entire area, blocking views and distracting drivers. In addition, there is little control over the content of their advertisement. Please remember the billboard on Highway 50 off Camino that advertised a real bargain on Breast Implants.....\$380 for the pair!! That billboard was the butt of many jokes for a very long time at El Dorado County's expense. There are many things that affect our county that we do not have control over; but this is something where you can personally make a difference.

I did not move to El Dorado County 25 years ago to have my view of the Crystal Range of the Sierra Nevada compromised by the latest fast food bargain. Is it really more important to you to know that the dollar menu at McDonald's has added more unhealthy items or have that albeit brief glimpse of the wonder of nature.

Please deny these special use permits.

Phyllis Goldie

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Thank you.

 **Fwd: billboards**

1 message

**The BOSONE** <bosone@edcgov.us>  
To: Cindy Johnson <cynthia.johnson@edcgov.us>

Thu, Mar 22, 2012 at 4:17 PM

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

From: **James Polaski** <jcpolaski@sbcglobal.net>  
Date: Wed, Mar 21, 2012 at 7:36 AM  
Subject:  
To: bosone@edcgov.us

**STOP THE BILLBOARDS!!!!**

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Thank you.

 **Fwd: proposed billboards**

1 message

**The BOSONE** <bosone@edcgov.us>  
To: Cindy Johnson <cynthia.johnson@edcgov.us>

Thu, Mar 22, 2012 at 4:20 PM

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

**From:** Tuzi Goot <tuzi1014@yahoo.com>  
**Date:** Thu, Mar 22, 2012 at 3:53 PM  
**Subject:** proposed billboards  
**To:** bosone@edcgov.us

Dear Mr. Knight,

This area is so unique with its beautiful landscape and pristine look. But now that's all being threatened by a group of money hungry people who don't give a hoot about us. Head west on the 50 and you'll see just how ugly billboards are. Do we really want that here? I hardly think so. Please do not reverse the decision of the Planning Commission.

Thank you,  
Carole Tomaszek

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Thank you.

 **Fwd: billboards along the 50**

1 message

**The BOSONE** <bosone@edcgov.us>  
To: Cindy Johnson <cynthia.johnson@edcgov.us>

Thu, Mar 22, 2012 at 4:20 PM

## —— Forwarded message ——

From: <rockcita@netscape.net>  
Date: Thu, Mar 22, 2012 at 4:17 PM  
Subject: billboards along the 50  
To: bosone@edcgov.us

Dear Mr. Knight,

Please uphold the decision made by the Planning Commission concerning the proposed billboards. We have such great beauty all around us, and now its being threatened by a group of greedy people. Not only will the billboards be ugly, but they will be a distraction to drivers whose eyes should be only on the road.

Sincerely,  
Dawn Figgins

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Thank you.

**M Billboard's on I-50**

1 message

**RUBEN Garcia** <chasencampnorth@hotmail.com>

Mon, Mar 26, 2012 at 1:02 PM

To: bosthree@co.el-dorado.ca.us, bosfour@edcgov.us, bosfive@edcgov.us, bostwo@edcgov.us, bosone@edcgov.us

Dear board member,

This is in regards to use permit. We are in total opposition to the billboard's on I-50. If it were to create some jobs, for say fifteen or twenty people, we would say fine. Although not for one person to be drawing big bucks, and us to have to see the billboard's every day. We would not like Cameron Park to look like Palm Springs , CA.

-Ruben Garcia & Rosita Garcia

3428 Chasen Drive Cameron Park, CA.

( S11-0004  
S11-0005  
S11-0006)

RECEIVED  
BOARD OF SUPERVISORS  
EL DORADO COUNTY  
11:58 am, Mar 27, 2012



## the signs

fred klein <dasklein@sbcglobal.net>

Fri, Mar 23, 2012 at 6:49 AM

To: bosthree@co.el-dorado.ca.us, bosfour@edcgov.us, bosfive@edcgov.us, bostwo@edcgov.us, bosone@edcgov.us

I am opposed to the proposed new signs along Hwy 50 in Cameron Park and Shingle Springs.

These are the reasons;

1 Eye pollution, due to the size and location.

2 Sight impairment at night. I commute down Hwy 50 early in the morning while it is dark. The Folsom Auto Mall sign changes advertisements to a lighter color. The changing contrast is temporarily blinding even if you are not looking directly at it. That could mean a multiple car accident at the Cameron Park Drive East bound on ramp. Cameron Park residents would have to pay for the ambulance and fire and not the perpetrators of the problem.

3 Road side advertisements of no real value.

More and more people use their cell phones for locations and directions.

The only retail information signs with value are erected by Caltrans that indicate food, fuel and lodging available this exit.

4 Income loss to El Dorado County and its citizens.

No local construction jobs would be created as the contract would be to a firm that has previous experience with this type of construction. Probably from LA or the Bay area.

The income would probably be leaving this area as well.

Lets try this one on for size, a car full of folks is on the way up Hwy 50 to Red Hawk Casino.

The signs advertise unbelievable specials at Jackson Rancheria. How much local business could be lost, possibly a lot

5 Misleading advertising. The warm puppy sympathy card was played to sway public opinion. Every pet shelter I have seen is on a very tight budget with mostly volunteer help. I don't see there being the money to advertise on these proposed signs. Since advertising is aimed to get the most viewing, ads at premium prices would run during the commute periods. These can run in the \$19.80/minute range. Off hour time rents in the less than \$10.00/minute range.

Did some internet research on this one. Part of the push is that it will be good for local business. How many local business owners have \$1,188.00 per hour.

If a thorough environmental impact study had been completed these proposals would have not made it to the BOS for review.

During the elections each of you ran as an advocate for the El Dorado County lifestyle. If you feel this proposal is beneficial then you are on the wrong Board of Supervisors. San Jose is calling!

## Special Use Permits for signage

**campbell9453@att.net** <campbell9453@att.net>

Thu, Mar 22, 2012 at 4:16 PM

To: bosthree@co.el-dorado.ca.us, bosfour@edcgov.us, bosfive@edcgov.us, bostw o@edcgov.us, bosone@edcgov.us

Dear Supervisor,

As a resident and home owner in Cameron Park for almost 22 years, I write to tell you of my opposition to Special Use permits S11-0004, 0005 and 0006. The locations of these proposed very large signs are already *cluttered* with large signs. As in the past a majority of residents oppose the erection of signs along Highway 50...for obstruction of the beautiful views to the east and as eye pollution in and of themselves. There are surely better, even more effective, ways to market products and/or services. I urge you to deny these permits.

Respectfully,

Nancy Campbell  
3276-B Heights Dr.  
Cameron Park, CA 95682  
530-676-8144

 **Say No to Billboards****Shane Freeno** <freeno@sbcglobal.net>

Fri, Mar 23, 2012 at 8:31 AM

As a resident, I am strongly opposed to the approval of any new billboards. Ask yourself as a Supervisor and resident, will you be proud of approving these billboard installations when you drive by them on the 50 corridor? If the answer is yes, I would like to know why and so would the public. I moved to this area to get away from the City life and I ask that you vote NO and prevent ANY new billboard installations now and in the future. These applicants need to seek other ways to make a buck rather than ruin the views that we enjoy and should safeguard.

Respectfully,

Shane Freeno

**RE: Billboards S11-0004, S11-0005, S11-0006**

CEO Fig <fig0103@yahoo.com>

Fri, Mar 23, 2012 at 4:37 PM

Reply-To: CEO Fig <fig0103@yahoo.com>

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

Dear Mr. Knight:

We live in a beautiful area and that is why I am writing to ask you to vote AGAINST the appeals listed above. We do not need the El Dorado County portion of Highway 50 looking like the sections in the Folsom and Rancho Cordova areas.

Thanking you in advance for your careful considerations of these appeals.

Bill Harmon  
Placerville

**M Fw: Public Hearings on the following Billboard applications:**

1 message

**William McCarty** <cudashubby@att.net>

Sun, Mar 25, 2012 at 7:12 AM

To: bosthree@edcgov.us, bosfour@edcgov.us, bosfive@edcgov.us, bostwo@edcgov.us, bosone@edcgov.us

**Subject:** Public Hearings on the following Billboard applications:

Dear Jack Sweeney, Ron Briggs, Norma Santiago, Ray Nutting, John Knight:

As a El Dorado County resident, I request that it be recorded that I am **OPPOSED** to the following Billboards being allowed. I ask that you deny these applications at the March 27 appeals hearing. I am unable to attend this meeting in order to provide care to my Mother in-law following her surgery scheduled for this day.

Special Use Permit **S11-0004 Sunset Lane at Hwy 50** - 50 foot tall billboard behind the Delta Bedding Bldg at the edge of Hwy 50. This billboard is to be located about 2000 feet easterly of the Mother Lode Dr. billboard.

Special Use Permit **S11-0005 Mother Lode Drive at Hwy 50** - 50 foot tall billboard across from the Honda dealer at the edge of Hwy 50 next to the "Dental - Mortgage" building.

Thank you,

William McCarty  
4556 Foothill Dr  
Shingle Springs, CA 95682

 **Halt the billboards in Shingle Springs**

1 message

---

**Andrew Bullinger** <abullinger@sbcglobal.net>

Sun, Mar 25, 2012 at 8:26 PM

To: bosthree@co.el-dorado.ca.us, bosfour@edcgov.us, bosfive@edcgov.us, bostwo@edcgov.us, bosone@edcgov.us

Hello Board of Supervisors,

Please deny the three proposed billboards in Shingle Springs!

If approved they would be an eyesore which would clutter the great views of the Sierras when coming through our town. They are equivalent of highway litter, not to mention large highway litter. There is already more than enough signage around the area.

Please listen to the local community and do not approve this project.

Best Regards, Andrew

The BOSONE &lt;bosone@edcgov.us&gt;

**M RE: El Dorado Planning S11-0004, S11-0005, S11-0006 BILLBOARDS**

1 message

SAS EXECUTIVE &lt;sasexec@gmail.com&gt;

Sat, Mar 24, 2012 at 7:07 PM

To: bosone@edcgov.us

**Dear Supervisor Knight:****Please vote against the appeals pending of the Planning Commission rulings on the above billboard applications because:**

**A) These billboards will most likely advertise for businesses not in the local area. (ie: Reno and Tahoe Casinos, etc.). Local residents would have to view these billboards daily and maybe never use the businesses advertised. Highway signs advertising the location of a business (Jim Boys Tacos, McDonalds, etc) are more logical (even if they are also undesirable) as they, at least, advertise local businesses.**

**B) Billboards are very unattractive. It is sad that there are as many as currently exist along Highway 50. The areas in Folsom and Rancho Cordova where billboards are excessive are examples of the unattractiveness of the structures. Once these 3 are approved then many more applications will surely follow. The outdoor advertising companies charge thousands monthly for the space on the billboards and the county and its residents receive very few, if any benefits.**

**C) Billboards are a distraction to drivers. We already have too much sign-age along the roadways. More hazards are not needed or wanted.**

**I am sure the Planning Commission had valid reasons for denying these applications. As a member of the Board of Supervisors you should only consider overturning the denial if it is determined that the Planning Commission ruling was in error. The profit motives of the companies filing the appeals should not be a consideration.**

**Thanking you in advance for you consideration of my request.**

**Bob Figgins****Cameron Park****Voter, Homeowner, Resident**

**M Proposed Highway 50 Billboards**

1 message

**Bob Figgins** <1.logical.liberal@gmail.com>

Sat, Mar 24, 2012 at 6:09 PM

To: bosone@edcgov.us

Dear Mr. Knight:

I am writing to encourage you to not overturn the El Dorado Planning Commission denial of billboard applications S11-0004, S11-0005, and S11-0006.

I do not feel the approval of these billboards would do anything to improve the quality of life in our county.

Adding any further unattractive, traffic distractions to the El Dorado County portion of Highway 50 would be a serious mistake in my opinion.

Thank you

Betsy Schrichland

Shingle Springs, resident and voter



**M Billboard signs in Cameron Park/Shingle Springs**

1 message

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

Mon, Mar 26, 2012 at 10:38 AM

To: "bosthree@co.el-dorado.ca.us" <bosthree@co.el-dorado.ca.us>, "bosfour@edcgov.us" <bosfour@edcgov.us>, "bosfive@edcgov.us" <bosfive@edcgov.us>, "bosone@edcgov.us" <bosone@edcgov.us>

Supervisors,

I have been a resident of Cameron Park/Shingle Springs for over 22 years. My family has been in El Dorado County since 1957. There have been many changes since then, not all of them good.

I am requesting that you do not approve the Billboards in the Cameron Park/Shingle Springs. They were denied previously, and they should be denied on Tuesday March 27<sup>th</sup> as well. We are fighting to preserve our area, to keep it rural as possible. I know that it's impossible to not have some progress, but adding blight to our area is unwarranted. Huge freeway signs belong in urban areas not in ours. These signs do not improve our area in any way and should not be approved.

Thank you for your time and consideration,

Louise T. Gibbs

3550 Castlebrook Rd.

Cameron Park, CA 95682

l.gibbs@sbcglobal.net



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**Stan and Joan** <sunmountain@directcon.net>  
To: bosone@edcgov.us

Mon, Mar 26, 2012 at 4:18 PM

Dear Supervisor Knight,

The use of billboards for advertising represents an outdated practice reminiscent of an earlier age. Marketing now relies almost exclusively on electronic media. More importantly, billboards constitute a blight to our rural landscape and distract from the beauty of El Dorado County. In particular, the proposed placement of the billboards obstructs the view of the snow-capped range and the scenic beauty of the Highway 50 corridor.

We strongly urge you to deny the installation of the proposed billboard signs.

Sincerely yours,

Stanley Geel

 **No Billboards please**  
1 message

**Bob Nisson** <sheolraver@sbcglobal.net>  
To: bosone@edcgov.us

Mon, Mar 26, 2012 at 10:12 PM

Dear Mr. Knight:

I am a 24 year resident and small business owner in Cameron Park and Shingle Springs. The proposed billboards detract from the quality of life which we enjoy in this county. Billboards in a city? No problem. Billboards in our county? NO WAY!!!! I find them to be in poor taste and to be abhorrent in every sense of the word. No billboards anyw here in this county!!!! Please do what you can to remove the existing ones.

Robert Nisson  
4260 Maverick Rd, Shingle Springs  
530 677-9173

 **Large Billboards**  
1 message

**jillcrowley722@gmail.com** <jillcrowley722@gmail.com>  
Reply-To: jillcrowley722@gmail.com  
To: bosone@edcgov.us

Tue, Mar 27, 2012 at 5:34 AM

I would like to register my opposition to the placement of 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 greatly increase 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 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 would be 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 marvelous views. Obstructing any or all of them would hurt the county travel industry, among other things.

Additionally, these signs will 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 begun 2 small businesses in El Dorado County since moving here. 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