

4/24/2019

Edcgov.us Mail - V18-0004, CUP19-0002\_EDH CSD Digital Monument Sign



PC 4-25-2019  
Item # 4  
(4 pages)  
Planning Department <planning@edcgov.us>

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## V18-0004, CUP19-0002\_EDH CSD Digital Monument Sign

1 message

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Sara SK <skpriority@earthlink.net>

Tue, Apr 23, 2019 at 10:01 PM

To: Planning Department <planning@edcgov.us>

Cc: Emma Carrico <emma.carrico@edcgov.us>

To the Planning Department Staff:

Please find attached a letter to the Planning Commission re: V18-0004, CUP19-0002\_EDH CSD Digital Monument Sign.  
A number of us are against this proposed sign.


Please let me know if you have any problem with the attachment.

Thank you,  
Sara Schwartz C.R. Kendall

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Sara Schwartz C.R. Kendall  
skpriority@earthlink.net  
(530) 295-3488

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 Letter.pdf  
8782K

April 24, 2019

To the El Dorado Planning Department < [planning@edcgov.us](mailto:planning@edcgov.us) >  
Attn: Emma Carrico, Project Planner

Re: V18-0004, CUP19-0002\_EDH CSD Digital Monument Sign

To Planning Commissioners Vegna, Miller, Hansen, Williams, and Shinault:

We, the undersigned residents of El Dorado County, request that you deny the Conditional Use Permit Revision application for a Monument Digital Sign requested by the El Dorado Hills Community Services District. Large physical signs erode the rural beauty of El Dorado County, and digital signs erode it even further.

As stated in the General Plan, "El Dorado County is blessed with abundant natural resources and has long been recognized for its spectacular beauty. ... The rural character of the County is its most important asset." (Page 2). Digital signs degrade rural beauty and have no place in El Dorado County.

The proposed sign is especially large. It is also unnecessary. Because the EDHCSD is a well established and well known community organization, residents know or can quickly learn to visit its various channels for information about its programs, such as its website (<https://www.eldoradohillscsd.org/>), its email newsletters, its phone number (916.933.6624), its Facebook page (@ElDoradoHillsCSD) its Twitter feed (@EDHCSD), its Instagram account ([www.instagram.com/edhcsd/](https://www.instagram.com/edhcsd/)), and its printed materials.

It may be helpful for the center to have different physical signs in the style of other towns and organizations, images of which have been shared with you in prior comments about this project including those from Mr. Campo. However, a digital sign is unacceptable.

This sign would need to be approved as a variance, but it does not follow the requirement that it be "not detrimental to the public health, safety, and welfare or injurious to the neighborhood" in the following manners:

1. Public health

Green space is important to mental health as has been established by many scientific studies. Illuminated signs are distracting, stress-inducing, and interfere with the health benefits of viewing green space. Anyone who has driven our beautiful tree-lined roads, and enjoyed the views of winding hills and distant snow-capped peaks, has experienced the calming and health benefits of traveling in an unimpeded natural viewscape. As a note, visitors also enjoy our rural viewscape, and we should keep offering a peaceful environment to tourists for our County's economic benefit, as well as our own health benefits.

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## 2. Safety

Residents have concerns about the erosion of neighborhood safety as an effect of this sign, as reflected in Mr. Schildt's comment about traffic accidents already at that intersection without such a distraction. Signs are designed to attract drivers' attention at the expense of concentrating on their driving, and digital signs are especially distracting. Even though we are assured there will not be flashing or scrolling, the proposed sign is a driving hazard.

## 3. Welfare or injurious to the neighborhood

For all the reasons stated above, a digital sign's adverse effects on the neighborhood are injurious to the area's rural character, neighborhood safety, and the mental health of residents and visitors.




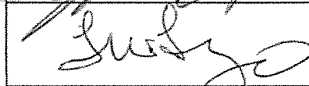

Please deny the Conditional Use Permit Revision V18-0004, CUP19-0002\_EDH CSD Digital Monument Sign. Thank you for protecting the rural quality of El Dorado County.

Sincerely,

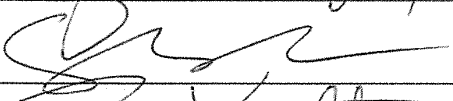
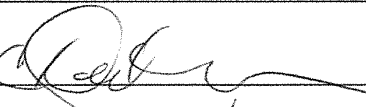


Sara Schwartz C.R. Kendall  
PO Box 172, Coloma CA 95613

And the following El Dorado County residents:

	Timothy C. Kendall
Liz Butterfield	Elizabeth Butterfield
Mary Coburn	Mary Coburn
	Julia McIver
	Joseph G. Petrosky
	TW LONGO
	Amy Briggs

(2)

Robert P. Day Jr	Robert P. DAY Jr
Margrit Petrofsky	Margrit Petrofsky
	Skye Livingston
Tim Kulston	Tim Kulston
Deborah Kruse	Deborah Kruse
William Deitchman	William Deitchman 
Denise delange-Hansen	Denise delange-Hansen

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