



Public Comment #36  
County of El Dorado Clerk of the Board <edc.cob@edcgov.us>  
BOS rec'd 3/8/21

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**Letter for March 9 Supervisor's Meeting re: Dollar General**

1 message

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**Stephen Tann** <smtann13@gmail.com>

Fri, Mar 5, 2021 at 4:59 PM

To: edc.cob@edcgov.us

Dear Board Members,

Please add this letter to that from the Fairplay Winery Association regarding the matter of Dollar General Store at Gray's Corner on Fairplay Rd, to be discussed at your meeting on March 9.

With gratitude,

Stephen M. Tann, MD  
Crush Pad vacation rental  
Boar's Nest Vignoble  
7401 Fairplay Rd.  
Somerset, CA 95684  
(775) 219 8660



**Letter\_EI\_Dorado\_Co\_Bd\_of\_Supervisors\_Dollar\_General\_opposition.docx**  
15K

5 March 2021

To: The El Dorado County Board of Supervisors

From: Stephen M. Tann, MD  
The Crush Pad/Boar's Nest Vignoble  
7401 Fairplay Rd.  
Somerset, CA 95684

re: Opposition to Dollar General at Gray's Corner

Dear El Dorado County Board of Supervisors:

I pen this statement to add my name to the growing list of concerned property and business owners in the Fairplay AVA who strongly oppose Dollar General's effort to open one of its stores in the Gray's Corner area of Fairplay Road.

I have owned the property at 7401 Fairplay Road since the summer of 2016. Here, we have a vacation rental cottage which provides accommodation primarily to guests who come to the Fairplay AVA to experience our vineyards and our wines. We have 8 acres of grapes, that are used each year to make exceptional wines which we are proud to say are beautifully representative of the Fairplay winemaking region.

Over the last 5 years, we have invested a significant amount of time, resources, and money into improving, expanding, and beautifying our property. We plan to continue to invest our resources into the property and the area, as we truly believe in the potential of the Fairplay AVA to continue to develop and blossom into a superior wine producing region.

We know firsthand, from our many loyal guests, that what brings them to Fairplay, and keeps them coming back, is not just the wonderful wines, but the quiet, natural beauty and charm of the area. Over and over, we receive comments from our guests about how wonderful they feel our area of the world is, because what they find there is non-commercialism: small businesses and wineries where they can meet and interact with the people who live, work, cook, bake, brew, and make wines there. The gentler pace, the accessibility and affability of the winemakers and their crews, the natural and preserved beauty, the small businesses which have grown significantly in just the last few years .... these are things that make our community exceptional and unique, and this is what our guests tell us again and again. This all would absolutely be threatened by the introduction onto the doorstep of our community a formula driven, corporate 'box store' like Dollar General.

I completely agree with the sentiments put forth in the letter to you from the Fairplay Winery Association: the presence of a Dollar General would put our small businesses in the Fairplay AVA at a severe disadvantage, and would threaten many, if not all, of them, ours included. As someone who hosts guests in a cottage on Fairplay Road, I am particularly sensitive to the safety concerns raised in the FPWA's letter, which is supported by evidence that shows the serious risk for increased drug and gun violence that accompanies the introduction of a Dollar General store. This is absolutely not what we want or need within a short distance of our area's finest vineyards and guest accommodations.

In my view, the ethos of the Fairplay AVA, of our community of winemakers and hostesses/hosts and cooks and grape growers and grape tenders, is one of small, local, personal, unpretentious care and attention for what we do and how we care for those who make the effort to visit us. I believe, as do my friends and colleagues in the FPWA, that small businesses in Fairplay are beginning to thrive and grow, as is the production of superior wines which represent our area very well on the world stage. I believe we will continue to do so, if given the right nurturing and opportunity.

I ... we ... implore the El Dorado County Board of Supervisors to stop the efforts of Dollar General to bring one of its stores to Gray's Corner, and in so doing, to show its support for, and confidence in, Fairplay's dedicated, passionate, and forward-looking small business and property owners.

With respect and gratitude,

Stephen M. Tann, MD  
Crush Pad vacation rental  
Boar's Nest Vignoble  
Fairplay Rd, Somerset  
member, Fairplay Winery Association



County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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**File #21-0378 - Support**

1 message

**Dave Cox** <dave@elewendy.com>

Fri, Mar 5, 2021 at 5:02 PM

To: "edc.cob@edcgov.us" &lt;edc.cob@edcgov.us&gt;

To whom it may concern,

My family and I, residing within El Dorado County, specifically in Cool 95614 (Auburn Lake Trails) support the ordinance to restrict Formula Businesses (Chain Stores) in rural centers. Please add my support for this ordinance to the public record.

Small towns like Cool and others in our area (Somerset, etc.) have a certain charm that is fast being obliterated from the maps, the American dream of running a small business that serves the best interests of your local community is being eroded by large corporations who seek merely to increase their footprint, shareholder value, and revenues. When these businesses move in, small business is pushed out. Those are my neighbors and friends who will have their businesses ravaged by "low cost leaders" who don't have any care for the community they become located in. And when those businesses fail (due to economic or other reasons) they simply pack up and leave, and our infrastructure will have to play catch up in order to restart the businesses that were ended when the national chains came in.

Small grocers, gifts, food and beverage, pet supplies, and other businesses choose small towns so they can get to know their customers and provide exemplary service. Chain stores often look for the cheapest employee cost, the cheapest product cost, and forego service in pursuit of profits.

It's too late for the Dollar General in Cool to be stopped, but I strongly urge the board to consider adopting and authorizing Urgency ordinance 5140 to place interim restrictions on Formula Businesses, before the flood gates open and El Dorado County becomes the same as everything surrounding us, cookie cutter, zero personality, zero charm, zero care business zones.

Thank you,

Dave Cox  
2440 Otter Trl.  
Cool, CA 95614

*"Anything less than the best, is a felony." – V. Ice*



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## Ordinance -Chain Businesses

1 message

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**Colleen Hearn** <colleenhearn17@gmail.com>

Fri, Mar 5, 2021 at 5:43 PM

To: edc.cob@edcgov.us

I support the ordinance to restrict chain businesses within the rural areas of the County with the caveat that some chain businesses may fit the culture and atmosphere in certain rural areas.

I support the concept that an evaluation should be done to ensure any chain that is placed in a rural area should fit in with the culture of the community as determined by a panel comprised of vested stakeholders (i.e. community leaders, design review and citizens).

Lastly, I believe Cameron Park should be included in this ordinance and quite frankly, I am surprised it is not.

Colleen Hearn, Citizen of Cameron Park



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## EDCBOSOrdinance.doc

1 message

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**Aloha Adams** <adams2810@sbcglobal.net>  
To: edc.cob@edcgov.us

Fri, Mar 5, 2021 at 7:56 PM

Please see, and distribute, this letter to all BOS members.

Thank you

Aloha Adams



**EDCBOSOrdinance.doc**  
32K

*Aloha N. Adams  
2810 Gillespie Road  
P. O. Box 365, Cool, CA 95614  
Cell 530-320-0887  
Email: [adams2810@sbcglobal.net](mailto:adams2810@sbcglobal.net)*

March 5, 2021

[edc.cob@edcgov.us](mailto:edc.cob@edcgov.us)  
El Dorado County Board of Supervisors  
330 Fair Lane  
Placerville, CA 95667

RE: Urgency Ordinance 5140

Honorable Board Members:

As a native and resident of Cool, and on behalf of the **Cool Pilot Hill Advisory Committee**, I strongly support adoption of interim restrictions on the establishment of Formula Businesses. The Ordinance is proposed for Rural Centers in El Dorado County, which includes the Town of Cool, as well as 29 other Rural Centers.

The adoption of this Ordinance is critical for the survival of small mom and pop businesses throughout El Dorado County, that rely on local trade to stay in business, they do not need the competition of chain stores. We do NOT need, nor do we want a series of chain stores in this county. El Dorado County consists of mainly rural areas that are attractive to the local residents, we are not interested in chain stores taking over our areas.

I personally disagree with the comment that this urgency ordinance **will not apply to the Dollar General in Cool, because that application is deemed complete. In my opinion this application is NOT complete because we have yet to see the results of the EIR. Please take this into consideration in your deliberations.**

Thank you for your considerations.

Sincerely yours,

Aloha Adams  
Chair,CPHAC



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## Chain stores

1 message

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**Angela Wademan** <princessangela3201@yahoo.com>

Fri, Mar 5, 2021 at 8:34 PM

To: edc.cob@edcgov.us

To Whom It May Concern,

As a new homeowner in Georgetown PLEASE do not allow chain stores to build here. We LOVE the individuality of our rural little community shops.

Sincerely,

Angela Wademan  
Georgetown





County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## No Chain Stores in Rural Areas!!!

1 message

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**Susan Fulmer** <hawksblessing@yahoo.com>

Fri, Mar 5, 2021 at 8:40 PM

To: edc.cob@edcgov.us

To Whom it May Concern:

A Dollar Store at Gray's Mart in Fairplay would be so out of place and look cheap for the area. The best place to put something like that may be next to the Mt. Aukum Post Office as there's already a strip mall there. Why not there?...or any other store/s?

Susan Fulmer  
hawksblessing@yahoo.com  
(530) 620-2031  
7421 Perry Creek Rd.  
Somerset, CA 95684



County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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**Dollar General in Somerset**

1 message

carolyn &lt;eweturn@gmail.com&gt;

Sat, Mar 6, 2021 at 1:42 AM

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

Please enter this letter into the agenda for the board of supervisor's meeting.

See attached same letter.

Carolyn Holmes

530 503-5883

Proposed Building of the Dollar General Store at [6715 Fairplay Rd Somerset, CA 95684](#)

Permit Number 0337520 County of El Dorado

Dear El Dorado County Board of Supervisors;

Thank you for taking the time to read this—and to hopefully support us in our mission to stop Dollar General from building another new store, but in our tiny rural neighborhood. The small scrap of dirt intended for this store is less than 1.5 acres and is almost on top of one home and it will be in the middle of 3-4 other private residences. Dollar General has a vast history of driving established businesses out of business. It would be in direct competition to Gray's next door, which is established, Somerset Market, which also has a long history and the Mt. Aukum store and hardware which has also been in the area for a very long time. It will be directly across the street from Pioneer Park, a stone's throw to Pioneer Bible Church and both the Elementary and Jr Hi School. Maybe this is the attraction but...This is our town! We moved here for the quiet! We moved here for the star-filled dark nights. We moved her for the sound of the wind in the pine trees. We calculated, measured, and decided- this is a good distance from the city for our families. These are people's homes, where they are raising their families, living a quiet life in safe rural South County away from Lights, Noise, Traffic, Stores, and Commercial Districts, The place where we know our neighbors by name. We made a life decision to be away from the commercial zones, noise, hustle and bustle to live and enjoy peace in the quietness of

Somerset.

We are requesting assistance, appealing from the bottom of our heart and soul to ask for your help. The plans to build this new store have been kept very private in order to prevent community uproar. We only found out from a concerned neighbor who posted it on our local community social media page. We find the building plans have been submitted. Perhaps some have nothing against Dollar General, but this location is not in keeping with our desired rural lifestyle. It will have a huge detrimental effect on the value of our homes, and the problems these stores bring will negatively impact our quiet community. The negative effects will far outweigh any positive benefit this location could provide.

Our community is primarily Rural Residential and Ag zoned. It is a highly desired area that has easy access to the Sacramento area and for our tourist trade who frequent our Thriving Viticulture in Fairplay and the surrounding areas. Our wine-tasting rooms are beautiful upscale lovely places to visit where folks can enjoy a quiet afternoon wine-tasting, enjoying our beautiful weather with the occasional herd of deer or flock of turkeys grazing nearby.

Our area is alive with an abundance of deer, bear, turkey, mountain lions, possum, skunks, raccoon and even the bald eagle. The environmental impact alone will be disastrous. Wild animals are attracted to trash, smells, and lights. A store like this in our area will attract all kinds of wild things trying to cross the road. Our coveted "NIGHT SKY" will disappear especially for all the local homes within the sphere of the bright lights of the store's parking lot and interior. We are loathe to imagine the sounds of delivery trucks, forklifts, pallet jacks, air brakes while trying to enjoy a lovely afternoon on the deck watching the clouds go by or missing the next perfect night for stargazing because of the light pollution.

After doing some research, I find even more objections to this "chain store". They target the low income, disadvantaged, the elderly, and disabled with what seems to be "cheap goods" that are packaged in low quantity but at higher prices. None of the money goes back into the community, the employee turnover is huge and it operates with few employees and no security. These stores become magnets for the poor, they are drawn to them.

How in 1.4 acres of land do you build a 10,000 sq. ft. store, drill a well, install a septic system and leach field and parking lot with ample space for at least 40 ft. of truck and trailer?

How do you protect the water supply? Where is the environmental impact report?

Imagine the drone of a reefer truck, air brakes, people driving in and out of the parking lot, increased traffic, probably a stop sign and then a traffic light at Fairplay and Mt. Aukum road, car crashes impacting our struggling fire district and sheriff department. Daily trash trucks, alarms going off. Trash left by tourists... please, I implore you....

Not here and not for us.

# Carolyn Holmes

## Introduction

### Context:

- Rural population decline.
- Brick and mortar retail apocalypse.
- **Global pandemic.**
- And yet... Dollar General continues to grow in rural Illinois.

**DOLLAR GENERAL**

### This phenomenon prompts many questions:

- What drives Dollar store expansion when other stores are closing?
- Why so much expansion in rural communities?
- Who benefits from this investment into rural communities?
- How can communities respond to the Dollar store phenomenon?

### Purpose of this presentation:

- Report on research into the growth and impacts of Dollar General and other "dollar" stores on the rural Illinois retail landscape.
- Encourage your comments about the topic.



## 1. Overview of Dollar General Stores

No. 1 US retailer for opening stores in 2019.

- 75% of locations in towns < 20,000 people.
- Big-box stores typically expand into regions of economic growth.
  - Growing suburbs prior to the retail apocalypse.
  - Target, Sears, Macy's and so forth...
- Dollar General is expanding into regions of economic and demographic decline (See following maps).
  - Counterintuitive business model.



## How Dollar Stores Became Magnets for Crime and Killing

Discount chains are thriving — while fostering violence and neglect in poor communities.

by Alec MacGillis, June 29, 6 a.m. EDT

in 2020 propublica and the new yorker published a report about the growing

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"The philosophy of the classroom today will be the philosophy of government tomorrow." Abraham Lincoln

 **letter to the BOS.pdf**  
44K

Proposed Building of the Dollar General Store at 6715 Fairplay Rd Somerset, CA 95684

Permit Number 0337520 County of El Dorado

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We are requesting assistance, appealing from the bottom of our heart and soul to ask for your help. The plans to build this new store have been kept very private in order to prevent community uproar. We only found out from a concerned neighbor who posted it on our local community social media page. We find the building plans have been submitted.

Perhaps some have nothing against Dollar General, but this location is not in keeping with our desired rural lifestyle. It will have a huge detrimental effect on the value of our homes, and the problems these stores bring will negatively impact our quiet community. The negative effects will far outweigh any positive benefit this location could provide.

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frequent our Thriving Viticulture in Fairplay and the surrounding areas. Our winetasting rooms are beautiful upscale lovely places to visit where folks can enjoy a quiet afternoon wine-tasting, enjoying our beautiful weather with the occasional herd of deer or flock of turkeys grazing nearby.

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After doing some research, I find even more objections to this "chain store". They target the low income, disadvantaged, the elderly, and disabled with what seems to be "cheap goods" that are packaged in low quantity but at higher prices. None of the money goes back into the community, the employee turnover is huge and it operates with few employees and no security. These stores become magnets for the poor, they are drawn to them.

How in 1.4 acres of land do you build a 10,000 sq. ft. store, drill a well, install a septic system and leach field and parking lot with ample space for at least 40 ft. of truck and trailer?

How do you protect the water supply? Where is the environmental impact report?

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Not here and not for us.

Carolyn Holmes



County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

**Urgency Ordinance 5140**

1 message

Nanette Franceschini <goingdogs2@gmail.com>  
To: edc.cob@edcgov.us

Sat, Mar 6, 2021 at 10:36 AM

***Nanette Franceschini***  
**3031 Sweetwater Trail, Cool, CA 95614**

March 5, 2021

[edc.cob@edcgov.us](mailto:edc.cob@edcgov.us)  
El Dorado County Board of Supervisors  
330 Fair Lane  
Placerville, CA 95667

RE: Urgency Ordinance 5140

Honorable Board Members:

I have lived in Cool for 3 years. The main reason I moved to Cool, and El Dorado County, is that it is a rural area. I want to keep the rural living as do most of the people I have met. I can get to any shopping off the divide that is necessary in a short time. I do not believe we need a series of chain stores in this county. Many other residents in the area with whom I have discussed this matter agree.

I strongly support adoption of interim restrictions on the establishment of Formula Businesses. The Ordinance is proposed for Rural Centers in El Dorado County, which includes the Town of Cool, as well as 29 other Rural Centers. The adoption of this Ordinance is critical for the survival of small mom and pop businesses throughout El Dorado County that rely on local trade to stay in business; they do not need the competition of chain stores.

Further, I believe the comment that this urgency ordinance will not apply to the Dollar General in Cool is erroneous because that application is deemed complete. I do not believe this application is complete because we have yet to see the results of the EIR. Also, since I have moved to Cool traffic has greatly increased and I think the placement of the Dollar General will negatively impact the flow of traffic which will lead to accidents. Please take this into consideration in your deliberations.

Thank you for your considerations.

Sincerely yours,

Nanette Franceschini  
510-299-7568

Virus-free. [www.avast.com](http://www.avast.com)





County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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**Retail Business Ordinance I am in favor.**

1 message

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**Steven Proe** <trails-first@att.net>  
Reply-To: Steven Proe <trails-first@att.net>  
To: "edc.cob@edcgov.us" <edc.cob@edcgov.us>

Sat, Mar 6, 2021 at 1:13 PM

Dear Supervisor's this is my LETTER OF SUPPORT FOR THIS ORDINANCE  
To" STOP THE INFLEX OF BOX STORES AND CHAINS IN OUR MOST HISTORIC TOWN CENTERS. "

Email the Clerk of the Board at [edc.cob@edcgov.us](mailto:edc.cob@edcgov.us) (the one email will be forwarded to all 5 Supervisors.

I hereby support " Item #36, File #21-0378 on the 3/9/21 Agenda to sign Urgency Ordinance 5140."

<https://eldorado.legistar.com/LegislationDetail.aspx?ID=4814505&GUID=519FE23D-8886-42D9-88C5-B8B8CC485C12>.  
Please adopt this much needed ordinance to protect our rural lifestyle from these types of Chain Store operations that threatens our way of life and also relies on less than desirable subsidies that many small local businesses are prohibited from using giving these Chain Stores a unfair advantage. Sincerely Steven Proe P.O. Box 94, Sliger Mine Road , Greenwood Ca. 95635

Sent from AT&T Yahoo Mail on Android



County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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## Support for Urgency Ordinance 5140 regarding Chain Stores in EDC

1 message

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**geoff smith** <geoffreysmith@comcast.net>  
To: edc.cob@edcgov.us

Sun, Mar 7, 2021 at 2:16 AM

Attn: Clerk of the Board

I own property in the Fairplay area in El Dorado County and am concerned about the recent permit application to build a Dollar General store at [6715 Fairplay Road](#). I only heard about it by chance a few days ago from a Fairplay Nextdoor message and shortly after that seeing the site itself with its property lines marked off seemingly ready for construction to begin, assuming its permit approval is forthcoming.

My concern is on several levels. First and more generally it seems there is no automatic mechanism in place to allow public input to this process particularly for chain stores like Budget General that do not reflect the natural character of an area, and if built, actually have a negative impact on that character. In my opinion a vetting opportunity should be automatically triggered and not just left to chance.

Second, the Fairplay area itself has a fairly concentrated group of vineyards and wineries, that continue to expand. I am not a vineyard or winery owner. However, in my opinion Fairplay has great potential to become a major destination for visitors injecting more money and jobs and tax base into the area. It is particularly suited to producing wines that are similar to those currently produced in Spain, Southern France and Italy, on a level comparable to that of the cabernet, pinot noir and chardonnay wines of Napa and Sonoma, and maybe eventually even better. However, a wine region also has a certain character and image to maintain, and a Dollar General is not consistent with that. What is consistent with that are highly prized small, unique, local businesses and restaurants like the Gold Vine, the Creekside Cork and Brew, well run mom and pop markets and grocery stores, and more upscale small to medium sized stores like the Holiday Market, perhaps a small Raley's, Ace Hardware, etc. The placement of a Dollar General at Gray's Corner, in my opinion, will detract from the desirability, development and ultimate disposition and nature of the Fairplay wine district.

Furthermore, to my knowledge there has been no review of the design of the proposed Dollar General either, which are typically very box like, uninteresting looking structures, with no attention paid to aesthetic appeal, or consistency with local character. Also, net employment in an area is often reduced, not increased when a Dollar General is put in place, since local stores are forced to cut back, and Dollar General adds only a very small, often parttime and very low paid staff.

There are other issues that need to be addressed at this location as well, including the capacity of the roads to handle increased traffic, the cost of increasing services to the area, traffic control, sewage disposal, environmental concerns, etc.

In summary, I support approval of the Urgency Ordinance 5140 regarding Chain Stores in EDC to be considered at Tuesday's BOS meeting.

Sincerely....Geoffrey Smith



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## No chain or formula businesses in El Dorado county!

1 message

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**Russ Hosier** <russincool@yahoo.com>  
Reply-To: Russ Hosier <russincool@yahoo.com>  
To: "edc.cob@edcgov.us" <edc.cob@edcgov.us>

Sun, Mar 7, 2021 at 7:31 AM

We strongly support this ordinance to prevent any & all Chain & Formula businesses from locating in our rural areas thus crippling our local & small businesses & making it impossible for them to survive.  
Please DO NOT let this happen.

Russel & Kathy Hosier  
Auburn Lake Trails  
Cool, CA. 95614

Sent from Yahoo Mail on Android



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## Historic Placerville

1 message

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**Diane Primicerio** <diprimo@pacbell.net>

Sun, Mar 7, 2021 at 9:12 AM

To: edc.cob@edcgov.us

I support Item #36, File #21-0378 on the 3/9/21 Agenda to sign Urgency Ordinance 5140.



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## Ordinance to Restrict Formula Businesses

1 message

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**Chuck Bloss** <cbcool46@yahoo.com>  
To: "edc.cob@edcgov.us" <edc.cob@edcgov.us>

Sun, Mar 7, 2021 at 1:37 PM

Clerk of The Board,  
I support the Ordinance to Restrict Formula Businesses in El Dorado County.  
Chuck Bloss, Cool CA.



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## Support for Urgency Ordinance 5140

1 message

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**sarah fike** <sarah\_fike@yahoo.com>  
Reply-To: sarah fike <sarah\_fike@yahoo.com>  
To: "edc.cob@edcgov.us" <edc.cob@edcgov.us>

Sun, Mar 7, 2021 at 5:08 PM

Good afternoon,

I am writing to express my support for Urgency Ordinance 5140.

Rural El Dorado County is not the place for formula business and chain stores. One of the reasons we chose to live in this quiet, beautiful place is the absence of such businesses.

To allow a business such as Dollar General to open across from our gem of a park, would certainly tarnish the parks' country feel.

To allow such a business to open in what is the gateway to our lovely wine region, will definitely cheapen the appeal of a day at the wineries.

Please support this ordinance, and any future efforts to prevent the commercialization of our rural areas.

Thank you,  
Sarah Fike  
Fairplay Resident

Sent from Yahoo Mail on Android



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## Urgency Ordinance 5140, Item #36

1 message

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**Susan Statti** <susanstatti@gmail.com>  
To: edc.cob@edcgov.us

Sun, Mar 7, 2021 at 7:14 PM

Dear Clerk of the Board,

I want to voice my strong support for the proposed ordinance to restrict Formula Businesses in El Dorado County's Rural Centers.

Please forward this email to all five of our county Supervisors.

Thank you,

Susan Statti

Shingle Springs



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## Ordinance 5140

1 message

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**Support-Update.** <dolan@wildblue.net>  
To: mailto:edc.cob@edcgov.us

Sun, Mar 7, 2021 at 9:54 PM

Clerk of the Board,

I wholeheartedly support Supervisors Parlin and Turnboo in their proposal to keep 'chain stores' out of rural regions of El Dorado County.

Don Dolan  
1730 Larelyn Lane--PO Box 1697  
Shingle Springs CA 95682





County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## Ordinance to restrict formula businesses

1 message

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**Donna Muller** <dcmuller@sbcglobal.net>

Sun, Mar 7, 2021 at 10:55 PM

To: edc.cob@edcgov.us

I support the Ordinance to restrict formula businesses in rural areas. Please support this request.

Sent from my iPhone



County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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**CHAIN STORE**

1 message

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**Stephanie Harvey** <feezard@yahoo.com>  
To: "edc.cob@edcgov.us" <edc.cob@edcgov.us>

Sun, Mar 7, 2021 at 11:33 PM

I am writing in support of allowing chain stores into the rural areas of the county. Having lived here for 49 years, I'm both tired of having to go 'down the hill' for major store shopping, the gas it uses, the wear on my vehicles going up & down the hills & the guilt of having local vendors not liking me to do it. This by no means states that I want the west slope to turn into Rancho Cordova & become that commercial. But a few, well selected stores like a Winco & Costco would greatly benefit county residents while also being actually GOOD jobs. The impact of this type of development would not only benefit us by providing jobs, but would also help the environment (while seemingly counter-intuitive) by reducing commutes & vehicle emissions. Those who live in the very rural areas listed in this proposal I think would welcome less travel, particularly in dangerous weather times of year when snow & ice is present while also boosting property values. Any very rural areas like Grizzly Flats have & will never become well populated simply because of it's isolation. We have no Dollar Generals in this county, so although it's a chain, it would be a different type of store than what we have. Yes, our 'unique' & 'quirky' mom & pop businesses are charming, but they're also very expensive. Pleasant Valley has no particular businesses that would be singularly targeted by a Dollar General, nor threatened by it, as it has so few to begin with. Holiday Market is expensive, very limited, & still requires a trip into Placerville for most things, you know, to the chain stores. Driving less for needed items, just using Pleasant Valley residents for example, would save them gas, vehicle wear, time, & even lower their insurance rates as they're in part based on how many miles a year are driven. I've always loved that our county is rural & trust our neighbors & residents to protect it's rural character. But I also know that 'some' chain store development, kept well in moderation, could be beneficial for all of us.

Thank you for your time & consideration.

Stephanie Harvey

Sent from Mail for Windows 10



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## Support for Urgency Ordinance 5140

1 message

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**Darrell Robinson** <darrell.robinson@earthlink.net>

Sun, Mar 7, 2021 at 11:34 PM

Reply-To: drobinso@darrellrobinson.net

To: edc.cob@edcgov.us

The purpose of this email is to let the El Dorado County Board of Supervisors know that I support the proposed Urgency Ordinance 5140, which will adopt interim restrictions on the establishment of Formula Businesses pending the study and consideration of zoning and other land use regulations pertaining to such businesses.

I urge you to vote Yes on the adoption of this ordinance.

Darrell Robinson  
4544 Fawn St  
Shingle Springs, CA 95682



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## Dollar General

1 message

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**Kate Vithanage** <katepv1@gmail.com>

Mon, Mar 8, 2021 at 5:54 AM

To: edc.cob@edcgov.us

I am very much opposed to Dollar General going in FairPlay. It doesn't belong in our rural community. And we don't need this big box type of store that will bring riff raff to our small community at all hours of the day and night. Further, we don't have the EDSO a man power to keep watch over the undesirable people who will be hanging out at the store at all hours of the day and night.

Please keep our community small and rural and keep this eye sore out of our community.

Thanks!

Kathleen



County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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## Ordinance to restrict Formula Businesses (Chain Stores) in Rural Centers

1 message

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**L Dobro** <ldobrokk@gmail.com>

Mon, Mar 8, 2021 at 6:48 AM

To: edc.cob@edcgov.us

Hello.

I support the proposed Ordinance to restrict Formula Businesses (Chain Stores) in Rural Centers that compete with or potentially displace local businesses unless the majority of the community vote in favor. Residents should have a say in how their communities are developed.

I do not support a Dollar General in Cool. I would strongly support an immediate care clinic in Cool. Having the existing medical facilities (dentist, pharmacy, optometrist, physical therapist, etc.) improves the lives of residents. These are the types of businesses I heartily support.

Preserve our rural lifestyle.

Lorna Dobrovolny  
Cool, CA



County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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**Ordinance to restrict Formula Businesses (we support this)**

1 message

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**Tom Castro** <tcastro08@gmail.com>

Mon, Mar 8, 2021 at 6:54 AM

To: edc.cob@edcgov.us

EDC Board of Supervisors,

Please support the Ordinance to restrict Formula Businesses as this will protect the integrity and character of our communities as well as the businesses and livelihoods of our neighbors. We choose to live here and enjoy our unique small town character and seek to preserve this wonderful environment for us, our family and friends. Also, this preservation allows for a unique experience for visitors and attracts the visitors we wish to see and engage.

Sincerely,

Tom and Julie Castro

Lotus



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## Support for restriction

1 message

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**PATRICIA G CHELSETH** <pattie@mysistersfarm.com>  
To: edc.cob@edcgov.us

Mon, Mar 8, 2021 at 7:15 AM

### **I support the proposed Ordinance to restrict Formula Businesses (Chain Stores) in Rural Centers!**

In Service to Freedom, Love and Laughter

Pattie Chelseth  
916-704-4372

Know your Farmer  
If you don't have one, find one  
If you can't find one, become one

My Sisters' Farm

"Government is not reason, it is not eloquence, it is force. And force like fire, is a demanding servant and a fearful master. A fire not to be quenched, it demands a uniform vigilance to prevent its bursting into a flame, lest instead of warming it should consume. Never for a moment should it be left to irresponsible action." -George Washington

3/8/2021

Edcgov.us Mail - No more chain stores!



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## No more chain stores!

1 message

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**Kristen Hauck** <khauck@hotmail.com>  
To: edc.cob@edcgov.us

Mon, Mar 8, 2021 at 7:21 AM

We are opposed to ANY chain stores coming to any parts of El Dorado county! Keep our local business in business!!  
Thank you, Kristen Hauck

Sent from my iPhone





County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## Chain Stores

1 message

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**Greg Hauck** <greg01hauck@hotmail.com>

Mon, Mar 8, 2021 at 8:03 AM

To: edc.cob@edcgov.us

Hello Board,

Please don't allow any more chain stores in El Dorado County in a effort to protect our small businesses.

Thank you,

Greg Hauck



County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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## Ordinance to Restrict Formula Businesses; Item #36, File #21-0378 on the 3/9/21 Agenda

1 message

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**Deborah Dyer** <deborahdyer@me.com>

Mon, Mar 8, 2021 at 8:03 AM

To: edc.cob@edcgov.us

Dear Supervisor Turnboo and El Dorado County Supervisors:

We wish to express our firm support to restrict the advancement of big chain stores and Formula Businesses in our rural area.

The proposed Dollar General in Somerset next to Grays Market would create significant negative impacts to the rural character of our community. The traffic impacts alone would be overwhelming to this small intersection. The visual impacts, in terms of aesthetics and light pollution, would be negative and severe. The establishment would be out of character for the area.

Please visit our area, and then consider approving something more in tune with our community's wishes and flavor. Dollar General, a formulaic chain store, is not in the best interest of the community.

Please vote in favor of the Urgency Ordinance to implement the Formula Business Ordinance. Thank you for your attention to this important matter.

Sincerely,

Deborah Dyer & Tania Love  
Love Acres Dairy Goats  
4934 Vogelsang Lane  
Placerville, CA, 95667  
916-628-2374



County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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**Item #36, File #21-0378 on the 3/9/21 Agenda to sign Urgency Ordinance 5140**

1 message

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**Jolyne Kaiser** <jojokaiser94@gmail.com>

Mon, Mar 8, 2021 at 8:19 AM

To: "edc.cob@edcgov.us" &lt;edc.cob@edcgov.us&gt;

I am writing in support of Item #36, File #21-0378 on the 3/9/21 Agenda to sign Urgency Ordinance 5140. I have been in the Somerset for nearly 20 years, and as a previous business owner in Somerset, I would say there is a great balance of small , family owned businesses. We don't need a dollar general at all! We moved here to get away. I'm sure the house next door or across the street, from the proposed location, won't appreciate the extra traffic, or light pollution. If we want cheap China products, we will drive to Walmart!

Thank you  
Jolyne Kaiser



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## No Chain Stores in Rural Areas please

1 message

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**Danlinda Baryliuk** <dlbaryliuk@gmail.com>

Mon, Mar 8, 2021 at 9:27 AM

To: edc.cob@edcgov.us

We both support the "No Chain Stores in Rural Areas"

Sincerely,

Dan and Linda Baryliuk

Shingle Springs CA



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## ordinance to restrict formula businesses in rural areas

1 message

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**Susan Hennessy** <susanhennesy101@gmail.com>

Mon, Mar 8, 2021 at 9:17 AM

To: edc.cob@edcgov.us

I support this as a temporary measure to allow time to study the issue. There are pros and cons to these types of services in any area.

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Susan Hennessy



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## Public Comments 3/9 Item 38 - TOT Allocation

1 message

**Andy Nevis** <andynevis@gmail.com>

Mon, Mar 8, 2021 at 9:38 AM

To: Edc Cob <edc.cob@edcgov.us>, bosone@edcgov.us, bostwo@edcgov.us, The BOSTHREE <bosthree@edcgov.us>, The BOSFOUR <bosfour@edcgov.us>, bosfive@edcgov.us, Donald Ashton <don.ashton@edcgov.us>, tiffany.schmid@edcgov.us

Good morning Supervisors,

Please see attached for the Taxpayers Association's Comments on Item 38, TOT Allocation.

Andy Nevis  
President, Taxpayers Association of El Dorado County



**TPA TOT Allocation Final.pdf**

125K



TAXPAYERS ASSOCIATION OF EL DORADO COUNTY  
Post Office Box 58      ✉      Placerville, California 95253  
Founded in 1958

**DATE:**        **March 8, 2021**

**TO:**            **El Dorado County Board of Supervisors**

**FROM:**       **Andy Nevis, President, Taxpayers Association of El Dorado County**

**RE:**           **3/9 Item 38 – TOT Tourism Marketing Fund Allocation**

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The Taxpayers Association of El Dorado County appreciates the Board's policy change to include funding to address the impacts of tourism in its allocation of Transient Occupancy Tax (TOT) revenue.

This shift in policy requires a reduction in the proportion of TOT revenue dedicated towards tourism promotion. As the Board determines how to achieve this reduction, your goal should be preserving the greatest return on investment possible for the county and its tourism-supported businesses. While we do not take a position for or against any of the possible contracts for tourism marketing, we must insist that the decision be based on an objective and data-driven evaluation of the choices before you. We are concerned that staff's recommendation to fully eliminate funding for the California Welcome Center (CWC) while keeping funding level for the other tourism promotion contractors appears to rest solely on a survey of state chamber executives and does not consider the El Dorado CWC's benefits to our economy and community. Each of the contracts should face the same strict scrutiny.

Visit California awards CWCs on a competitive basis. If El Dorado County's center is forced to close it is unlikely the county will be awarded a new one if sentiments change in the future. Your Board needs to have a clear-eyed view the center's impact and what will be lost. We encourage you to continue this item and ask staff to return with a cost/benefit analysis of each of the possible contracts. We would also encourage an examination of possible alternatives, such as partnering with other jurisdictions to fund the CWC, or an across-the-board reduction for all contractors. This will ensure that you can make a fully informed decision on how to allocate limited tourism promotion funds.

Thank you for the opportunity to provide our thoughts on this matter.



County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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**Dollar General**

1 message

**Robert van der Vijver** <woodenshoewine@gmail.com>

Mon, Mar 8, 2021 at 10:34 AM

To: edc.cob@edcgov.us

Cc: bosone@edcgov.us, "bostwo@edcgov.us" &lt;bostwo@edcgov.us&gt;, bosthree@edcgov.us, bosfour@edcgov.us, bosfive@edcgov.us

Dear members of the board,

It has come to our attention that you are considering allowing a dollar general to be build on Fairplay Road.

We are strongly opposed to that.

First there are several stores, locally owned nearby with everything we need. It will be an eyesore and bring down the value of our property. The jobs provided will be low pay and no benefits. The corporate profit will be shipped off to Tennessee and not stay in our local community.

On top of all this it will not save people money. This corporation has smaller packaging for brand name every day supplies. So while it seems cheaper, it is not.

Last, but certainly not least, is that it is across from Pioneer park. It will add too much traffic for safety reason and noise. The park is used daily by families with children and often breakfast and lunch is served for our elderly residents.

This store goes against everything this part of the county stands for. And a little shout out to our supervisor George Turnboo reminding him of what a small town and rural lifestyle means and that he ran his campaign defending our lifestyle.

Sincerely,

The van der Vijver family



*Van der Vijver Estate Winery*



Robert van der Vijver  
7451 Fairplay Rd  
Somerset, CA 95684  
(530)409-7451  
[woodenshoewine@gmail.com](mailto:woodenshoewine@gmail.com)  
[www.vdvwinery.com](http://www.vdvwinery.com)

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County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

**Item 36, 3/9/2020**

1 message

leocauchon@netscape.net &lt;leocauchon@netscape.net&gt;

Mon, Mar 8, 2021 at 10:37 AM

Reply-To: leocauchon@netscape.net

To: "edc.cob@edcgov.us" &lt;edc.cob@edcgov.us&gt;

Dear Board of Supervisors,

I am emailing to request your support for item 36: "Urgency Ordinance 5140. It is both my understanding from both experience and research that chain stores such as Dollar General, Dollar Tree, and others have an adverse effect on the economy of rural centers. In addition they certainly detract from the uniqueness of each rural center. I would urge that the time achieved through such an urgency ordinance be invested in identifying unmet needs in rural centers and ways the county can be supportive towards meeting them that do not have the negative effects of chain stores. These negative effects include higher cost items on a size comparison basis, usually lower numbers of local goods, and less investment of profits in the local economy.

The allure of seemingly lower prices comes at the cost of diminished overall prosperity.

Sincerely,

Leo Bennett-Cauchon

*"... (D)ollar stores perpetuate and exacerbate community economic decline as a "secondary invasive species." They provide little if any fresh food, create few jobs, and provide few economic multipliers for a local economy. ...*

*Relying on a lean labor market, dollar stores typically have a staff of eight or nine people, which is less even than small independent grocery stores that employ an average of 14 workers. And although they tout low prices, dollar stores package many of their products in smaller quantities than traditional grocery stores. Sticker prices are lower, but per item costs are higher.*

*Despite their limited supply of food items, the arrival of a dollar store typically spells doom for a neighborhood's surviving grocery stores. Reports from many communities suggest that when a Dollar General opens, sales drop by 30 percent in the pre-existing supermarket. That's not sustainable for a business with razor-thin margins. ..." <https://nonprofitquarterly.org/urban-and-rural-communities-take-on-dollar-store-scourge/>*

*"David Procter, director of the Center for Engagement and Community Development at Kansas State University, helps run a rural grocery initiative started in 2006 to provide resources to sustain independent rural grocery stores. ...*

*"What grocers have told us is the middle-of-the-store items generate the highest percentage of profit, the shelf stable items" of the sort dollar stores sell, Procter says. "Small town grocery stores operate at a small profit margin to begin with. It is an area that dollar stores are strongest [in] and it strikes at the best profit area of grocery stores."*

*Procter thinks independent grocers still have some advantages over their dollar store competitors, including greater variety of products, higher quality customer service, civic spaces within stores, and better relationships with local communities. ... So what we*

find is more and more communities are banding together to build and run grocery stores.” “ <https://progressive.org/magazine/dollar-stores-prey-on-the-poor-sainato-191001/>



County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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**Urgency Ordinance 5140**

1 message

**Pam Sheil** <pamsheil@hughes.net>

Mon, Mar 8, 2021 at 11:07 AM

To: "edc.cob" &lt;edc.cob@edcgov.us&gt;

To the Board of Supervisors:

I support the proposed Ordinance to restrict Formula Businesses (Chain Stores) in Rural Centers.

I request that the Board of Supervisors:

- 1) Adopt and authorize the Chair to sign Urgency Ordinance 5140, pursuant to California Government Code Section 65858 and 65090, to adopt interim restrictions on the establishment of Formula Businesses pending the study and consideration of zoning and other land use regulations pertaining to such businesses, with the ordinance being in effect for forty-five (45) days from the date of adoption, unless extended by the Board; and
- 2) Find that the urgency ordinance is exempt from the California Environmental Quality Act (CEQA) pursuant to State CEQA Guidelines 15308, 15060(c)(2) and 15060(c)(3).

Regards,

Pam Sheil



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## Ordinance 5140

1 message

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**Jamie Beutler** <beutlerjamie@gmail.com>

Mon, Mar 8, 2021 at 11:11 AM

To: Jim Mitrisin <edc.cob@edcgov.us>

Dear Supervisors,

I support Ordinance 5140 which temporarily restricts the establishment of formula business on Rural Centers and Rural Regions of the County.

Additionally, please include historic downtown Placerville in this ordinance.

Thank you,

Jamie Beutler



County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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**Dollar General Store on Fairplay Rd.**

1 message

**Ian Glenn** <ianglenn24@gmail.com>

Mon, Mar 8, 2021 at 11:03 AM

To: edc.cob@edcgov.us

Cc: bosone@edcgov.us, "bostwo@edcgov.us" &lt;bostwo@edcgov.us&gt;, bostthree@edcgov.us, bosfour@edcgov.us, bosfive@edcgov.us

Dear members of the board,

It has come to our attention that you are considering allowing a Dollar General store to be built on the corner of Fairplay Road and Mt Aukum Road.

We are strongly opposed to that, this store goes against everything this part of the county stands for.

First there are several stores, locally owned nearby with everything we need.

It will be an eyesore and bring down the value of our property.

The jobs provided will be low pay and no benefits.

The corporate profit will be shipped off to Tennessee and not stay in our local community.

On top of all this it will not save people money. This corporation has smaller packaging for brand name every day supplies. So while it seems cheaper, it is not.

Last, but certainly not least, is that it is across from Pioneer park. It will add too much traffic for safety reasons and noise.

The park is used daily by families with children and often breakfast and lunch is served for our elderly residents.

Sincerely,

The Glenn Family

Ian and Kimberly Glenn

3720 Wilson Loop

Placerville, CA 95667



Public Comment #36  
County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## Letter of Opposition to Dollar General Permit Application

1 message

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**Cantiga Wineworks** <info@cantigawine.com>  
To: edc.cob@edcgov.us

Mon, Mar 8, 2021 at 11:56 AM

Good morning,

Please see attached letter.


Thanks very much,

Christine Rorden

--

Cantiga Wineworks  
(530) 621-1696  
info@cantigawine.com

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 **Letter of Opposition to Dollar General.pdf**  
185K



*Cantiga*  
Wineworks LLC

PO Box 66 / 5980 Meyers Ln, Somerset, CA 95684  
PH: (530) 621-1696 Fax: (530) 621-1693

March 5, 2021

RE: Dollar General Permit

Dear El Dorado County Board of Supervisors:

We would like to express our concern and opposition to the permit application under review for Dollar General in South County. It is our position that this is not the sort of business we wish to attract to our corner of the county. As owners of one of Fair Play's many boutique wineries, it is our desire to preserve the uniqueness and beauty of the area. Bringing in a large chain outlet would undermine this goal.

Our concerns extend to the economic impact the approval of this application would have on surrounding businesses. As we all know, large chain stores, with their purchasing power and ability to undercut their competition, regularly drive small, family-owned enterprises out of business. Should this application be approved, we would have real reason for concern over the fate of all the hard-working business owners and employees in South County.

We urge you to deny Dollar General's application and help protect our business community.

Yours truly,

*Christine Rorden*

Rich & Christine Rorden  
Owners





County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## Urgency Ordinance 5140

1 message

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Sara SK <skpriority@earthlink.net>  
To: EDC COB <edc.cob@edcgov.us>

Mon, Mar 8, 2021 at 12:03 PM

To the El Dorado County Board of Supervisors,

We write to express our strong support for Urgency Ordinance 5140. Our county is a destination for visitors who desire a unique shopping and rural experience, and we all receive income from those visitors directly or indirectly. Chain stores would diminish this visitor experience. Studies show that large chain stores drive small, unique, boutique establishments out of business. The erosion of our unique character would hurt our local economy internally, and reduce our income from visitors who would find us less charming and not worth a stop should chain stores make us look like everywhere else.

Also, we oppose the approval of Dollar General in Cool because it would greatly harm the small businesses, local economy, and charm of that destination. As far as we know, the approval process is not complete and this application should not have an exemption from Urgency Ordinance 5140.

Thank you for your service to our beautiful County, and for all you can do to keep us a vibrant place to live and to visit with healthy small businesses left intact.

Sincerely,

*Sara and Tim Schwartz C.R. Kendall, Garden Valley  
Carol Meridieth, Garden Valley  
And the Barefoot Singers of El Dorado County, including:  
Kimberly Petree, Placerville  
Mary Coburn, Georgetown  
Elizabeth Butterfield, Kelsey*



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## Formula/chain businesses

1 message

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**Willow Lyons** <willow.lyons@gmail.com>

Mon, Mar 8, 2021 at 12:07 PM

To: edc.cob@edcgov.us

I am writing to simply say that I am strongly opposed to formula/chain businesses in and around my community of Lotus/Coloma. I believe not only that these businesses detract from the quality and character of our locality but that they will undoubtedly have a negative impact on traffic, residents, local small business and the general attractiveness of our community. Please do not allow this!

Thank you.

Willow Lyons



County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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## Urgency Ordinance 5140

1 message

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**Joanne Thornton** <joanne\_thornton@hotmail.com>  
To: edc.cob@edcgov.us

Mon, Mar 8, 2021 at 12:10 PM

To all the Board of Supervisors of El Dorado County,

As a concerned Divide Area Resident of Cool for 29 years, and am vested in the rural community atmosphere, I STRONGLY support the passage of Ordinance 5140.

These formula businesses are literally the death of so many small mom and pop businesses across rural America. Also, we are no exception. With a small population in the Cool area of approximately 2500, our local businesses already struggle to keep their doors open. We already have vacant commercial space, as small businesses have had to open, then close, within our town.

I take exception to the idea that we cannot stop the proposed Dollar General store because it is deemed "complete". We are still awaiting the final EIR, so, is it really complete?

I am a member of the Cool Pilot Hill Advisory Committee (CPHAC), and support your concerned efforts in preventing large corporations, with BAD, AND WELL DESERVED, reputations, from creating blight upon our rural communities. As a constituent, I am looking forward for your approval of Ordinance 5140.

Thanking you for your consideration,  
Joanne Thornton



County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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## Chain Store Urgency Ordinance

1 message

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**ROBERT CUSHMAN** <bobcush2@yahoo.com>  
Reply-To: ROBERT CUSHMAN <bobcush2@yahoo.com>  
To: EDC COB <edc.cob@edcgov.us>

Mon, Mar 8, 2021 at 12:32 PM

My wife and I fully support the ordinance as proposed by Supervisors Parlin and Turnboo. I urge you to pass it to protect the character of our county.

Bob Cushman  
Board Member, Friends of the River  
Please help us protect California's rivers and join today.  
[www.friendsoftheriver.org](http://www.friendsoftheriver.org)  
925-785-8151



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## Chain Retail Stores

1 message

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**CYNTHIA FLEWELLING** <cynthiaflew@comcast.net>  
To: "edc.cob@edcgov.us" <edc.cob@edcgov.us>

Mon, Mar 8, 2021 at 12:54 PM

I support the proposed ordinance to disallow chain stores in rural areas of El Dorado County. Those who prefer megachains can move down the hill. The unique charm of our smaller hamlets would suffer irreparable harm.



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## Chain stores

1 message

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**Ellen Katz** <ellen.k4575@gmail.com>

Mon, Mar 8, 2021 at 1:18 PM

To: edc.cob@edcgov.us

These stores should be monitored carefully so they don't overrun the rural areas. Location is very important. Shingle Springs doesn't have a "normal business district" but if only one was placed there it wouldn't be too out of place. I

Ellen Katz  
Shingle Springs



County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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## Chain Store Ordinance

1 message

**Scott Marquise** <smarquise40@gmail.com>

Mon, Mar 8, 2021 at 1:21 PM

To: edc.cob@edcgov.us

The proposed Urgency Ordinance will do nothing to stimulate local businesses. Contrary, the ordinance will likely prevent any new businesses from starting up or developing at all. Really, what business is there that does not share at least two standardized features with another 10 businesses in the entire Country!? No more Mexican Restaurants or Taco Shops. No more Wineries or Breweries. No more Gift Shops, or Antiques Stores, or Florist Shops. No more Grocery Stores.

Is this really progress? Do the County residents want a ban on Dollar General and Grocery Outlet (the only two recent attempts to build anything in the rural areas) so bad that they are willing to sacrifice all businesses? This ordinance is targeted at ALL owners of Commercial Properties in the County and will deprive them of the rights they invested in when they bought their property. This infringes on their right to build within the confines of the Zoning Ordinance and lease to whomever will rent.

A county that purports to want economic progress, but denies permitting new business in the county is doing nothing more than blowing smoke. Of course everyone wants a farmer's market. What farmer would pay the exorbitant rent needed to make such a venture profitable? Or how about the indoor public pool? Really, how would that make sense? Should a property owner shell out for a 7-figure loan and then try to make it back charging \$30 per month to people while also fighting to keep the lights on and pay the liability insurance?

Let's not forget that the primary goal of any business is to make money for the owner. Many seem to think that all commercial property in the county is only there to provide the services that they want. The County does not own, develop, or operate the commercial establishments on commercial property. Those costs are borne by the property owners and developers, who are in business to make money. If it doesn't make money, why would anybody want to go through over two years of fighting just to get permission to build what is already permissible by the zoning ordinance already existing.

What small business start-up can afford the money, let alone the time, it takes to permit anything that is Commercial? Why are we even trying to dress this up as an emergency? If no businesses are being built in the rural county (except one), what is the emergency?



County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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**Please adopt Urgency Ordinance 5140**

1 message

Dean Martucci &lt;dmartucc@pacbell.net&gt;

Mon, Mar 8, 2021 at 2:06 PM

To: edc.cob@edcgov.us

The pending permit for a Dollar General store at Gray's Corner in Fairplay should be carefully assessed for the impact on our rural community. The county's General Plan has specific requirements for how to maintain the unique nature of Rural Centers. As a concerned resident, I respectfully request a formal study begin of how/if Formula Businesses can integrate in a Rural Center community in compliance with the General Plan prior to any consideration of this specific building permit.

Respectfully,  
Dean Martucci  
Fair Play, CA





County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## Support of Urgency Ordinance 5140

1 message

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**Peggy Lindsay** <pmlindsay55@sbcglobal.net>

Mon, Mar 8, 2021 at 2:38 PM

To: edc.cob@edcgov.us

Hello,

I am writing to express support of this Ordinance which will restrict Formula Businesses (Chain Stores) in Rural Centers.

I am in complete support of protecting our rural areas from chain stores and encouraging small businesses and local people.

Thank you,  
Peggy Lindsay  
375 Hwy 49  
Coloma, CA

Sent from my iPhone



County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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## Concerns about the Dollar General store permit

1 message

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**Debra Martucci** <debramartucci@yahoo.com>

Mon, Mar 8, 2021 at 2:50 PM

To: edc.cob@edcgov.us

The pending permit for a Dollar General store at Gray's Corner in Fairplay should be carefully assessed for the impact on our rural community. The county's General Plan has specific requirements for how to maintain the unique nature of Rural Centers. As a concerned resident, I respectfully request a formal study begin of how/if Formula Businesses can integrate in a Rural Center community in compliance with the General Plan prior to any consideration of this specific building permit.

Respectfully,  
Debra Martucci  
Fair Play, CA



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## Formula business proposal

1 message

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**Ken Calhoon** <ken@kencalhoon.com>  
To: "edc.cob@edcgov.us" <edc.cob@edcgov.us>

Mon, Mar 8, 2021 at 2:43 PM

Please forward my attached letter to the Board of Supervisors.

Thank you.

*Ken Calhoon*

**Broker, GRI, CRB**

**Office: 530-885-9590**

**Cell: 530-320-3003**

[www.kencalhoon.com](http://www.kencalhoon.com)

BRE # 01054362

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March 8, 2021

[edc.cob@edcgov.us](mailto:edc.cob@edcgov.us)

El Dorado County Board of Supervisors

330 Fair Lane

Placerville, CA 95667

RE: Urgency Ordinance 5140

Honorable Board Members:

Those of us who live and work in the county's more rural areas are naturally protective of our chosen lifestyle. There is value in designated rural areas having written design guidelines that are consistent with the local character of the area.

Since the adoption of the General Plan, there has been adequate time and county resources available for rural centers and rural regions to adopt community action plans including design reviews for proposed developments. Some rural areas have, and most have not. When rural communities have no adopted written guidelines, development is often subject to a developer's preference or the personal and subjective interpretations from many individuals.

Both developers and rural residents benefit from written community design guidelines. In their absence we have zoning regulations.

Prior to the adoption of our General Plan, rural regions and rural centers conducted community meetings regarding land use. The communities understood the importance of leaving a limited supply of commercial property in their region where future business could locate. There is only a small fraction of commercially zoned property in rural areas. Zoning regulations incorporated the communities' intended land use.

Property owners should be able to rely on designated zoning laws. Zoning provides a homebuilder the security of knowing they can build a home in a residentially zoned neighborhood as it should for an owner of a commercial property making the decision what is allowed "by right" to build.

Absent written design standards, government should not decide what style home a builder will be allowed to build on their property, and it is alarming when government decides what type of business should be permitted to build on a property that has been so entitled.

There are reasonable arguments for the regulation of formula business in downtown areas or communities who have adopted design standards. Those arguments have less merit when there are no downtown or other designed historical commercial districts or when no other efforts have been undertaken to protect its distinctive character.

There is no evidence that a single general store in Fairplay or Cool "will hamper and irreparably impact the County's goal of a diverse business base" as referenced in the Draft Ordinance. There is little diverse business in Fairplay, and the community is not serviced by a general store.

The reality of the marketplace is that a formula business has access to capital and resources that isn't normally available to local independents. County development/building regulations, impact and permitting fees and lawsuits are a financial obstacle to building anything, anywhere, by anyone. However, a formula business generally has the resources required. When locals are financially unable or unwilling to open or build in an allowed commercially zoned areas, there should be economically viable alternatives.

There is also no evidence requiring an urgency ordinance "for the immediate preservation of the public health, safety and welfare." If a formula business is prohibited from opening in Fair Play, it is unlikely that another will. How many other pending applications are there from formula businesses looking to open in Fairplay or other rural areas? Certainly not enough to jeopardize the county's health, safety, and welfare. This proposed urgency ordinance appears to be in response to a single application for a General Store. If so, it is discriminatory.

County land policies should be consistent and equal. They should not be arbitrarily changed to reflect special interest or political favor. It sets a poor precedent when property owners cannot rely on the county's existing zoning and adopted land use regulations.

Respectfully,

Ken Calhoon  
Pilot Hill



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## Proposed ordinance on formula business

1 message

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**Graydon Garlough** <rippingstreamers@gmail.com>  
To: edc.cob@edcgov.us

Mon, Mar 8, 2021 at 3:21 PM

Hello,

As a resident of El dorado county since the mid eighties, I support the ordinance to restrict formula businesses. Please help us and support our small local businesses.

Cheers

Graydon Garlough

[www.riseuprivertrips.com](http://www.riseuprivertrips.com)



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## File #21-0378 support

1 message

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**Casey Jower** <cjower@gmail.com>  
To: edc.cob@edcgov.us  
Cc: Kris Jower <krisjower@gmail.com>

Mon, Mar 8, 2021 at 3:23 PM

To Whom It May Concern:

This email is in support of Supervisor Parking and Supervisor Turnboo's recommendation to adopt and authorize Urgency Ordinance 5140 and exempt the ordinance from CEQA.

I am a resident of Cool and strongly oppose the proposed construction of the Dollar General store in our town. Chain/formula businesses do not provide the economic and cultural benefit that residents of rural areas are seeking. Please consider my email for submission prior to the 3/9/21 Board of Supervisors' meeting to discuss these matters.

Regards,  
Casey Jower  
530.401.4640



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## Urgency Ordinance 5140

1 message

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**Jeannette Maynard** <jeannette.maynard@yahoo.com>  
To: Edc Cob <edc.cob@edcgov.us>

Mon, Mar 8, 2021 at 3:55 PM

Dear Clerk of the Board,

I strongly oppose chain stores doing business in the rural areas of El Dorado County.

Thus, I strongly support the proposed ordinance to restrict Formula Businesses in El Dorado County's Rural Centers.

Please forward my email to the five EDC Supervisors. Thank you very much.

Respectfully,

Jeannette Maynard  
District 2 Resident

Sent from my iPhone