

McClenagan, Laura

Subject: draft billboard ordinance

From: Mary Gearheart <msgheart@gmail.com>

Sent: Wednesday, October 18, 2023 4:19 PM

To: COB <COB@co.humboldt.ca.us>

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I served on the county planning commission for 19 years because I thought it was important to get an updated General Plan that reflects the values of the majority of today's Humboldt County residents. Of all the discussions we had over the years, the one on the urgency and importance of a strong billboard ordinance that would protect the natural scenic beauty and sensitive habitat areas of our County stands out in my memory. Even though we as a commission very seldom had a unanimous vote on most items, when the discussion came up to protect Coastal Scenic View areas, wetlands and riparian areas from billboards, the vote was unanimous. I think the ordinance should also certainly prohibit all digital billboards, have sufficient lighting requirements and include phase-out of all existing billboards that do not meet the new ordinance regulations. Thank you for your time and consideration of these points. A strong billboard and sign ordinance is long overdue. Mary Gearheart

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