



Outlook

Re: File 25_1477 Elk River billboard Sierra Club letter

From Robin Gray <grayseaturtle@gmail.com>

Date Tue 2/10/2026 1:23 PM

To Gregg Gold <greggjgold@aol.com>

Cc COB <COB@co.humboldt.ca.us>

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Great letter! I make a motion that we send Gregg's letter about the Elk River billboard to the Board of Supervisors and I vote yes.

Robin

On Mon, Feb 9, 2026 at 23:56 Gregg Gold <greggjgold@aol.com> wrote:

To Whom It May Concern,

Please see the attached letter from the North Group Sierra Club urging the board of supervisors to deny a permit to rebuild the billboard that fell down along the Elk River,

Thank you,

Gregg J. Gold, Ph.D

Vce-Chair, Redwood Chapter, North Group Sierra Club



Outlook

Billboard in wetlands

From Elizabeth Johnson <wholenessone@gmail.com>

Date Tue 2/10/2026 5:51 AM

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

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Good morning,

As much as I appreciate information being shared with all, I do not believe the wetlands is the place for billboards. I am opposed to the billboard remaining in its current location. Please do not extend or accept modifications.

Thank you.

Elizabeth P Johnson

re: 25-1477 H. Public Hearings Planning & Building Dept. 1. re: proposed billboard reconstruction at end of Elk River

From Bruce Campbell <madroneweb@aol.com>

Date Tue 2/10/2026 2:15 AM

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

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Dear Humboldt County Supervisors,

I can't believe that we are still discussing this heap of a billboard which should have been removed long ago. But at least I am heartened by the proposal before the Supervisors to act on the wise recommendation by staff to not allow the re-construction of the collapsed non-conforming billboard in the area where the Elk River meets Highway 101 on its way to Wigi.

Even if there is a half-way valid reason to keep the billboard standing, due to the applicant and company missing their deadline by which the billboard remnants were supposed to be removed several months ago, that is another reason that they should be disqualified from seeking to erect essentially a new (or else extremely rag-tag) billboard at this key ecological site.

So here I applaud the planning commission for their recommendation early in the decade favoring the removal of the billboard, as well as the County staff coming up with the wording before you today. To win my applause, all the Supervisors need to do is to adopt the simple wording before you. I generally favor environmental reviews and am not mechanically-inclined, but the damage from the removal of the billboard remnants at the mouth of Elk River should be quite minimal (unless they take some bizarre path with heavy damaging machines). Look first to seek to remove the billboard without needing to access the immediate area with vehicles. I bet humans and perhaps a donkey or horse could help carry the bulk of the billboard to the side of Highway 101 which could be done in a short period of time and loaded onto a truck to haul onward. Or perhaps haul the billboard remnants in another direction from the collapsed billboard if that makes more sense but please give the reason why if such is pursued. But it is pretty basic and it is unnecessary to destroy more trees for major documentation of this very simple task. So please vote to APPROVE 25-1477 and let's get going at last on the removal of this pathetic remnant of a billboard.

Thanks so much for your consideration.

Sincerely yours,

Bruce Campbell

P.S. Please forward if you can, but sorry, cannot get multiple copies to the hearing area.



Outlook

Elk River Billboard Gone Please

From Koa Muchekehu-Lavery <koamapping@gmail.com>

Date Tue 2/10/2026 12:49 AM

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

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Hello. Please ensure the Elk River Billboard is permanently removed.



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File 25_1477 Elk River billboard Sierra Club letter

From Gregg Gold <greggjgold@aol.com>

Date Mon 2/9/2026 11:56 PM

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

 1 attachment (58 KB)

File 25_1477 Elk River billboard.pdf;

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To Whom It May Concern,

Please see the attached letter from the North Group Sierra Club urging the board of supervisors to deny a permit to rebuild the billboard that fell down along the Elk River,

Thank you,

Gregg J. Gold, Ph.D

Vce-Chair, Redwood Chapter, North Group Sierra Club



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2/9/26

RE: File number 25-1477, permit for Elk River billboard

Dear Board of Supervisors,

The North Group Sierra Club Executive Committee has voted to strongly support the Staff recommendation to deny Mr. Wills a permit to rebuild the billboard that fell down along Elk River. The Sierra Club has long opposed billboards in scenic areas, as our picturesque vistas are a primary attraction for both residents and visitors. Billboards, by their very nature, are not only ugly, but they are also, in our experience of many years, virtually impossible to remove once they are permitted. It seems the only way to remove them once they are built is for nature herself to take them down, as has happened in this case. Thus, we urge the supervisors to take advantage of this rare opportunity to remove an eyesore from our county by following the staff recommendation to deny the permit.

Sincerely,

Gregg Gold

Gregg J. Gold, Ph.D.
Vice-Chair, Redwood Chapter, North Group Sierra Club



Outlook

101 billboard

From Jonathan Lee <jonleebugs@gmail.com>

Date Mon 2/9/2026 6:20 PM

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

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Dear Clerk of the Board,

Please do not allow the billboard at the south end of Eureka to be displayed. It's an eyesore and gives a terrible intro to Eureka for anyone driving into Eureka from the south. Eureka has enough ugliness problems already.

Thank you,
Jon Lee, Eureka



Outlook

Item 25-14, Elk River billboard removal

From Lee Dedini <dedinilee@gmail.com>

Date Mon 2/9/2026 6:19 PM

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

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Clerk of the Board,

On item 25-14, please approve the Resolution prepared by the staff. It is time to remove the old Elk River billboard and restore the wetlands.

Thank you, Lee Dedini, Bayside