



February 19, 2020

Humboldt County Planning Commission
3015 H Street
Eureka, CA 95501

Re: Allpoints Outdoor, Inc. Special Permit for Reconstruction of a Legal Nonconforming Billboard Structure; Record Number PLN-2019-10629 (Eureka Area)

Dear Commissioners,

On behalf of Humboldt Baykeeper's board, staff, and members, I submit these comments on Allpoints Outdoor, Inc. Special Permit for Reconstruction of a Legal Nonconforming Billboard Structure; Record Number PLN-2019-10629 (Eureka Area). Humboldt Baykeeper works to safeguard our coastal resources for the health, enjoyment, and economic strength of the Humboldt Bay community, and is a member of the California Coastkeeper Alliance and the international Waterkeeper Alliance.

Humboldt Baykeeper objects to off-site, commercial billboards built in tidal wetlands around the Humboldt Bay area due to their impacts to public trust resources, visual/scenic resources, and other impacts to the environment that have not been assessed. In the case of the subject billboard, there are numerous outstanding issues that the staff report fails to address, which are enumerated below.

The billboard was reportedly destroyed in a windstorm on Nov. 27, 2019, and County staff is recommending approval of a Special Permit for reconstruction of the legal nonconforming billboard structure, subject to the recommended conditions, unless the Commission is unable to make the required findings.

We urge the Commission to deny the Special Permit, since the required findings cannot be made for the following reasons.

Mailing Address: 600 F Street, Suite 3 #810
Office: 415 I Street, Arcata, CA 95521
(707) 499-3678

www.humboldtbykeeper.org



- I. **The proposed development is not consistent with the purposes of the existing zone in which the site is located.**

The reconstruction of a nonconforming structure that is damaged by any casualty is subject to Section 132.5.2 of the Humboldt County Code, which says,

*The Director may approve a Special Permit for the reconstruction of a nonconforming structure that is damaged by any casualty if application is made within two (2) years after such destruction or damage **and if the Director makes all of the required findings in Chapter 2 of this Code.***

Chapter 2: 312-17 REQUIRED FINDINGS FOR ALL PERMITS AND VARIANCES states:

17.1 REQUIRED FINDINGS FOR ALL PERMITS. Unless waived by State law, the Hearing Officer may approve or conditionally approve an application for a Special Permit, Use Permit, Coastal Development Permit, or Planned Unit Development Permit **only if all of the following findings are made:**

17.1.2 **The proposed development is consistent with the purposes of the existing zone in which the site is located**, or when processed in conjunction with a zone reclassification, is consistent with the purposes of the proposed zone.

The staff analysis explains that the zoning of the subject parcel is unknown, but speculates that Agriculture Exclusive (AE) is the most fitting land use and zoning, given the property's characteristics and location. Other nearby parcels are zoned Public Facilities (PF) and Natural Resources (NR). However, **off-site/non-appurtenant signs (i.e., billboards) are not an authorized use in any of these zones.** (page 25)

- How can the finding be made that the proposed development is consistent with the purposes of the existing zone in which the site is located?

- II. **To protect public safety, billboards are not allowed below the floodwater level of stream channels upstream of highway bridges.**

The subject parcel is entirely within the FEMA Special Flood Hazard Area, FIRM Flood Rating: Zone A, Panel Number 0839G, adjacent to the Elk River, upstream of the Highway 101 bridge, in conflict with CA Bus & Prof Code § 5403 (c), which states that **No advertising display shall be placed or maintained in** "any stream or drainage channel or below the floodwater level of any stream or drainage channel where the advertising display might be deluged by flood waters and swept under any highway structure crossing the stream or drainage channel or against the supports of the highway structure."

- How can the finding be made that the proposed development and conditions under which it may be operated or maintained will not be detrimental to the public health, safety, or welfare?

III. The billboard cannot be rebuilt in its current location; therefore, potential impacts to wetlands and public trust resources have not been analyzed.

The staff analysis says that subject parcel is entirely within coastal wetlands, and that wetland impacts will be minimal because “Ground disturbance will be limited through ongoing use of a pier and post foundation and reuse of as much of the existing structure as is safely possible.” (page 26)

However, in a Feb. 10, 2020 email, a CalTrans planner wrote, “Also, you should be aware that the billboard will need to be installed outside the State right of way. The attached image shows a corner of the billboard within State right of way, **so new footings will likely be needed.**” (page 59)

According to CA Bus & Prof Code § 5403(a), **No advertising display shall be placed or maintained within the right-of-way of any highway.** In addition, CA Bus & Prof Code § 5405 states that **no advertising display shall be placed or maintained within 660 feet from the edge of the right-of-way** of, and the copy of which is visible from, any interstate or primary highway, other than any of the following: [none of the exceptions apply]. It appears that the location of the proposed development has not yet been identified.

- How can the finding be made that there no substantial evidence that the project will have a significant effect on the environment when the location of the proposed project has not been determined?

All state agencies have an affirmative duty to undertake a public trust doctrine consistency analysis for projects that may impact trust resources, such as projects occurring on submerged lands. (*San Francisco Baykeeper*, 242 Cal.App.4th 202, 242.) Here, the record does not demonstrate any public trust doctrine consistency analysis has occurred.

- Has the State Lands Commission determined whether the proposed development is below Mean Higher High Water, and therefore within the jurisdiction of the Humboldt Bay Harbor, Recreation, and Conservation District?
- How has the County addressed its responsibility to protect public trust resources?

IV. The property ownership is unclear.

In addition to questions regarding the zoning, it appears that the ownership of the subject parcel is also unclear. The staff analysis says that the zoning and land use maps from the Humboldt Bay Area Plan do not show private land between the Highway 101 right-of-way and Elk River channel, making it difficult to determine the applicable land use and zoning of the portion of the property where the existing billboard is located. (page 20). The excerpt from the ODA database shows that the property is owned by "CALIF. DIV. OF HWY." (page 50 of the County staff report).

- Has the applicant provided evidence of property ownership and evidence of permission of the property owner?

V. Findings for Granting Exceptions under County Code §312-41.1

Repair and maintenance within an Environmentally Sensitive Habitat Area requires a coastal development permit. According to California Code of Regulations Title 14, Division 5.5, Chapter 6, Subchapter 7, Section 13252, "the following extraordinary methods of repair and maintenance shall require a coastal development permit because they involve a risk of substantial adverse environmental impact...**(3) Any repair or maintenance to facilities or structures or work located in or within 50 feet of an environmentally sensitive habitat area.**"

- Has the County issued permits for repair, maintenance, and reconstruction of the structure?
- How was the fallen structure determined to be a lawfully erected, established, and maintained?
- When was the billboard originally permitted by the ODA, and what were the dimensions and materials of the permitted structure relative to the dimensions of the structure that fell down and is proposed to be rebuilt?

VI. Use of Pressure-Treated Wood in Aquatic Ecosystems

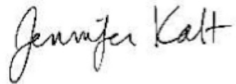
The plans for the proposed development show pressure-treated wood as the material for the structure, including all of the uprights. (page 38) Many of these products use copper, which is not recommended for applications near aquatic ecosystems because of its toxicity to aquatic organisms¹ such as Coho Salmon, which the Elk River supports.

- Will pressure-treated wood be in contact with water or wetland soils? If so, are the chemicals used for the pressure treatment considered appropriate for aquatic use?

¹ Environmental Considerations of Treated Wood National Park Service – Pacific West Region.
<https://www.doi.gov/sites/doi.gov/files/migrated/greening/buildings/upload/EnvironmentalConsideration%20TreatedWood.pdf>

We appreciate the opportunity to comment on the proposed project, and we urge the Commission to deny the Special Permit unless these outstanding questions are adequately addressed.

Sincerely,

A handwritten signature in black ink that reads "Jennifer Kalt". The signature is written in a cursive, flowing style.

Jennifer Kalt, Director

jkalt@humboldtkeeper.org

Cc:

Jesse Robertson, CalTrans District 1, Transportation Planner

Heidi Quintrell, Caltrans District I, Encroachment Permits Chief

Bob Merrill, California Coastal Commission, North Coast District Manager

Jennifer Olson, California Dept. of Fish and Wildlife, Senior Environmental Scientist

Lippre, Suzanne

From: Planning Clerk
Sent: Tuesday, February 18, 2020 3:19 PM
To: Odry, Zsofia
Subject: FW: Special Permit for Billboard

-----Original Message-----

From: Andrea Pucci <andreapucci@earthlink.net>
Sent: Tuesday, February 18, 2020 10:25 AM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Special Permit for Billboard

Hello

As a home owner and resident of Humboldt County, I would like to oppose allowing billboards in our coastal wetlands. This is a scenic area that should not be polluted by commercial signs. Please do not allow Billboards where they do not belong. Respectfully, Andrea Pucci Trinidad CA

Lippre, Suzanne

From: Planning Clerk
Sent: Thursday, February 20, 2020 9:34 AM
To: Werner, Steve; Lazar, Steve; Odry, Zsafia
Subject: FW: Bill board in Elk River wetlands

-----Original Message-----

From: Ann Wallace <annwallace53@gmail.com>
Sent: Wednesday, February 19, 2020 11:46 PM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Bill board in Elk River wetlands

Hello,

The billboard that fell over in the Elk River wetlands shouldn't be rebuilt, as it violates several regulations regarding wetlands.

Thanks for your time, Ann Wallace

Lippre, Suzanne

From: Planning Clerk
Sent: Thursday, February 20, 2020 9:32 AM
To: Werner, Steve; Lazar, Steve; Odry, Zsofia
Subject: FW: Billboards

From: Barbara Brimlow <barbara.brimlow@gmail.com>
Sent: Wednesday, February 19, 2020 8:04 PM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Billboards

Please do not rebuild the billboard on the Bay. Thank you!
Barbara Brimlow
3245 Renner Rd, McKinleyville, CA 95519
McKinleyville, Ca

Lippre, Suzanne

From: Planning Clerk
Sent: Thursday, February 20, 2020 11:53 AM
To: Lazar, Steve; Werner, Steve; Odry, Zsafia
Subject: FW: billboards

From: Barbara Copperman <barbaracopperman@yahoo.com>
Sent: Thursday, February 20, 2020 10:54 AM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: billboards

I oppose any billboards in our area. They do not represent freedom of speech. They are simply advertising. They deface our beautiful area.

Barbara Copperman

Davidson, Diane

From: Barbara Rohr <bbrrohr422@icloud.com>
Sent: Sunday, February 9, 2020 8:50 PM
To: Planning Clerk
Subject: Opposition to proposed billboards

Dear Planning Clerk,

Hereby I would like to state my strong opposition to proposed billboards south of Eureka!

This is a waste of money, creating an eyesore at this beautiful scenic corridor and entrance to Eureka, Headwaters Forest!

The billboards are very distracting and usually have nothing to do with the local community!

Please keep Humboldt naturally beautiful- Thank You!

Sent from my iPhone

Davidson, Diane

From: Jennifer Kalt <jkalt@humboldtbykeeper.org>
Sent: Thursday, February 20, 2020 9:15 AM
To: Lazar, Steve; Odry, Zsofia
Subject: CalTrans deed map - Allpoints Sign near Elk River
Attachments: 74.23_RW_Maps.pdf

Good morning,

I just received the attached document from a CalTrans CPRA request re: the Allpoints Signs billboard, which seems to indicate that the property is owned by CalTrans, as stated in the Outdoor Advertising Agency (ODA) database printout that is included in your staff report for tonight's hearing.

We raised this in our comments as an outstanding question in need of more info, and this seems to provide further evidence that this explains why the HBAP does not show any private property between the Elk River and 101 in the area of the fallen billboard.

Please let me know what you think.

Thanks,

Jennifer Kalt, Director
Humboldt Baykeeper
Office: 415 I Street in Arcata
Mail: 600 F Street, Suite 3 #810, Arcata, CA 95521
(707) 499-3678
www.humboldtbykeeper.org

Davidson, Diane

From: Planning Clerk
Sent: Thursday, February 20, 2020 1:56 PM
To: Lazar, Steve; Werner, Steve; Odry, Zsafia
Subject: FW: Elk River billboard

-----Original Message-----

From: Catherine Allen <tkallen@suddenlink.net>
Sent: Thursday, February 20, 2020 1:04 PM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Elk River billboard

I am writing to urge the Planning Commission not to approve the placement of a new billboard to replace the one that fell down in the Elk River wetlands. Billboards in a scenic area like ours do not belong. Also, they are not allowed in wetlands, flood zones or highway right-of-ways, all of which describe this location. Please do not approve of this proposed billboard.

Katy Allen
1549 Irene St.
Bayside, CA

Sent from my iPad

Davidson, Diane

From: Planning Clerk
Sent: Thursday, February 20, 2020 9:32 AM
To: Odry, Zsofia; Werner, Steve; Lazar, Steve
Subject: FW: Billboards should not be rebuilt where inappropriate.

-----Original Message-----

From: Chip Sharpe <chipsharpe@sbcglobal.net>
Sent: Wednesday, February 19, 2020 8:25 PM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Billboards should not be rebuilt where inappropriate.

A billboard does not belong in the wetlands of the Elk River plain. It did not belong there before it deteriorated and toppled, and there's no justification for rebuilding it.

Thank you.

Sincerely,

Charles Sharpe

1644 Old Arcata Road
Bayside CA 95524-9301

Sent from my iPhone

Davidson, Diane

From: Planning Clerk
Sent: Thursday, February 20, 2020 9:32 AM
To: Odry, Zsofia; Werner, Steve; Lazar, Steve
Subject: FW: Billboards should not be rebuilt where inappropriate.

-----Original Message-----

From: Chip Sharpe <chipsharpe@sbcglobal.net>
Sent: Wednesday, February 19, 2020 8:25 PM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Billboards should not be rebuilt where inappropriate.

A billboard does not belong in the wetlands of the Elk River plain. It did not belong there before it deteriorated and toppled, and there's no justification for rebuilding it.

Thank you.

Sincerely,

Charles Sharpe

1644 Old Arcata Road
Bayside CA 95524-9301

Sent from my iPhone

Davidson, Diane

From: Planning Clerk
Sent: Wednesday, February 19, 2020 4:12 PM
To: Werner, Steve; Lazar, Steve; Odry, Zsofia
Subject: FW: Do Not Approve Billboards

From: Christina Huff <christina354@gmail.com>
Sent: Wednesday, February 19, 2020 1:40 PM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Do Not Approve Billboards

Dear Commissioners:

We have endured these ugly blots on our beautiful Humboldt landscape for years. Please take this opportunity to improve the scenic, aesthetic and healthy environmental qualities of the community and comply with state and county zoning and regulations:

Billboards aren't allowed in coastal wetlands, flood zones, or the right-of-way of a highway. CalTrans says the billboard will have to be moved out of the highway right-of-way, and the entire property is coastal wetlands. Billboards aren't allowed except in commercial and industrial zones so how is it consistent with the zoning of this area which is Natural Resources, Agriculture Exclusive, or Public Facilities.?

Thank You,

Christina Huff

--

Christina Huff
495 Maple Lane
Garberville, CA 95542

707-499-1271

Davidson, Diane

From: Planning Clerk
Sent: Tuesday, February 18, 2020 3:18 PM
To: Odry, Zsofia
Subject: FW: Elk River Billboard

From: Claire Perricelli <claireperricelli@aol.com>
Sent: Tuesday, February 18, 2020 9:24 AM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Elk River Billboard

I cannot for the life of me understand why this billboard, which represents a historic mistake, being on the highway right of way and in a wetland, should be rebuilt. Please let nature take its course on this one. It's down; now is the time to allow Mother Nature to right a historic wrong and be rid of one of these blots on the landscape.

Furthermore, in this age of instant info and connected cars and people, the info and advertising on billboards is redundant. It's just SO 20th century, and so unnecessary. There is NO logical or valid reason to allow this billboard to be rebuilt. There is also no legal basis for approving it.

Thank you for your attention to my thoughts.

Claire Perricelli, Eureka, CA

Davidson, Diane

From: Planning Clerk
Sent: Wednesday, February 19, 2020 4:14 PM
To: Werner, Steve; Lazar, Steve; Odry, Zsafia
Subject: FW: Billboards

-----Original Message-----

From: ClaireRT <blessingus2@suddenlink.net>
Sent: Wednesday, February 19, 2020 4:02 PM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Billboards

Whatever revenue is derived from big billboards, it isn't enough to compensate for the marring of the beautiful view of the bay, nor the disturbance to the ecosystem each time they blow over. Can we offer a smaller sign listing the various services available in town much closer to town instead? Lots of reasons to not rebuild including zoning.

Thank you

Claire Rombalski-Talmadge-

Sent from my iPhone

Davidson, Diane

From: Planning Clerk
Sent: Thursday, February 20, 2020 9:35 AM
To: Werner, Steve; Lazar, Steve; Odry, Zsafia
Subject: FW: Highway billboards.

From: congamaniac <congamaniac@yahoo.com>
Sent: Thursday, February 20, 2020 8:46 AM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Highway billboards.

Not only distracting and therefore dangerous to drivers but are unnecessary and negatively impact the wetland environment. Eyesores for profit send the wrong message to tourists who seek the beauty and peace of our special homeland. Please vote NO to visual trash on our roads. Thank you from a long time Humboldt resident and home owner.

Sent via my Samsung Galaxy, an AT&T 4G LTE smartphone

Davidson, Diane

From: Planning Clerk
Sent: Wednesday, February 19, 2020 4:13 PM
To: Odry, Zsofia; Werner, Steve; Lazar, Steve
Subject: FW: Billboard

From: Connie Butler <connieb41@gmail.com>
Sent: Wednesday, February 19, 2020 3:53 PM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Billboard

We are a destination point for people because of the natural scenic beauty and quality of our coastal and river views. We do not need the interruption of commercial billboards to remind people of the areas that carry no natural vistas. It is detrimental to tourism and useless for commerce. Take all billboards off wetlands. Thank you Connie Butler

Davidson, Diane

From: Planning Clerk
Sent: Thursday, February 20, 2020 11:53 AM
To: Odry, Zsofia; Werner, Steve; Lazar, Steve
Subject: FW: Oppose permit for billboards on Arcata Bay

-----Original Message-----

From: Doctor Z <johnzugzda@gmail.com>
Sent: Thursday, February 20, 2020 11:16 AM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Oppose permit for billboards on Arcata Bay

I am writing to request that that the Planning Commission DENY the Special Permit for this, and any other billboards. They are a tremendous eye sore to our community, and really do nothing to further the businesses that use them. It's an old school form of advertising, and there are many more less invasive ways to promote a business. PLEASE, PLEASE deny the permit.

Thank you for your consideration!

Dr. John Ziugzda
707-822-4000

Davidson, Diane

From: Planning Clerk
Sent: Monday, February 24, 2020 10:12 AM
To: Werner, Steve; Odry, Zsofia; Lazar, Steve
Subject: FW: billboard in Elk River wetlands

From: Ellen E Taylor <ellenetaylor@yahoo.com>
Sent: Sunday, February 23, 2020 11:34 AM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: billboard in Elk River wetlands

Dear Planning Clerk,

Please deny a permit for a billboard in the Elk River wetlands. We are deluged with enough advertisements already what with TV, internet, phones, radio etc and to assault wetlands with more of them pushes tolerance to the point of exhaustion.

The billboard is fortuitously down. Please take advantage of that fact and obey the regulations covering the Coastal Zone and wetlands.

The public will be grateful.

Thanking you,

Ellen Taylor
629 3500

From: [Planning Clerk](#)
To: [Werner, Steve](#); [Odry, Zsafia](#); [Lazar, Steve](#)
Subject: FW: Billboard Rebuild
Date: Wednesday, February 19, 2020 4:11:56 PM

From: Ali Osgood <ali.osgood@gmail.com>
Sent: Wednesday, February 19, 2020 2:06 PM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Billboard Rebuild

To whom it may concern,

I understand that a meeting is scheduled this week to discuss the permitting regarding the rebuilding of the fallen billboard south of Eureka.

I am in support of its rebuild and would like to see more support from the county in the future regarding small businesses and the obstacles they face from existing in our rural community. Allpoints is a dedicated small business that supports lots of local causes as well as gives back to other small business while employing young people in the trade industry. We as a county should prioritize supporting business like this.

Sincerely,

Hardworking local community member,
Ali Osgood

Davidson, Diane

From: Planning Clerk
Sent: Thursday, February 20, 2020 9:57 AM
To: Werner, Steve; Lazar, Steve; Odry, Zsofia
Subject: FW: Rebuilding the Elk River Billboard

From: Gary Rees <reesgary@yahoo.com>
Sent: Thursday, February 20, 2020 9:39 AM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Rebuilding the Elk River Billboard

Dear Planning Commission,

I am strongly opposed to rebuilding the billboard which fell into the Elk River Wetlands for the following reasons;

1. Billboards aren't allowed in coastal wetlands, flood zones, or the right-of-way of a highway - but this one is in all of the above!

It's rebuilding would also be an esthetic affront to our natural environment, an echo of a long discredited insensibility to these values . I urge you to allow this sleeping dog to become a " not so fond memory."

Respectfully,

Gerald C. Rees Jr

Davidson, Diane

From: Planning Clerk
Sent: Thursday, February 20, 2020 9:34 AM
To: Lazar, Steve; Werner, Steve; Odry, Zsofia
Subject: FW: Deny Special Permit regarding billboards in wetlands 2/19/2020

From: Gordon Anderson <butssushu@gmail.com>
Sent: Thursday, February 20, 2020 1:05 AM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Deny Special Permit regarding billboards in wetlands 2/19/2020

Planning Commissioners: Deny this special permit to rebuild the billboard (or any others) that have fallen into the wetlands. This is a slam dunk since billboards aren't allowed in coastal wetlands or flood zones, as well as in the right-of-way of a highway. This billboard in question is in all three. CalTrans says the billboard must move out of the highway right-of-way, and the entire property is coastal wetlands.

The zoning is in question as billboards are only allowed in commercial and industrial zones, which this land is not. There are reasons these rules exist and there are not any sufficient reasons to sidestep these rules. As this billboard has fallen into the wetlands, it is time to comply with existing law and remove it.

Surely also there must be somewhere in the General Plan the detriment to the environmental beauty and aesthetics' especially in wetlands and dune environments which would also warrant the removal at this time. Definitely do the right thing and deny this special permit.

Sincerely, Gordon Anderson
1560 Peninsula Drive
Arcata, CA. 95521

Lippre, Suzanne

From: Greta Montagne <greta.montagne@gmail.com>
Sent: Tuesday, February 4, 2020 12:24 PM
To: Planning Clerk
Subject: Special Permit to rebuild billboard on Elk River wetlands

Dear Planning Clerk,

Please pass on my comments to the Planning Commissioners at their upcoming meeting on Feb 20.

I am fervently opposed to the Commission issuing a special permit to rebuild the billboard on the Elk River wetlands south of Eureka. This area being the scenic entrance to the bays as well as the historical town of Eureka, and with the PG&E nuclear power plant recently being decommissioned, we would do well to clean up the Elk River area of commercial influence and welcome travelers and tourists with the natural beauty of the Elk River. An attractive community has a better chance at industry, including tourism.

The billboards never should have been allowed to be erected in the wetlands there. I'm sure there are negative impacts to wildlife and water quality, and the visual clutter is unappealing. We have a world-reknowned attraction in the form of Headwaters Forest just upriver, let's capitalize on that feature and eliminate all billboards from our beautiful coastal areas. The benefits from tourism and creating scenic corridors vastly outweigh any economic benefit from a single advertising agency.

I ask my Humboldt County Planning Commissioners to please not issue any special permits for new billboards, and work to condemn and remove the ones that are standing in areas where they are no longer permitted. Removal has been proven in many communities to be an economic benefit.

Scenic America has some statistics on their website:

<https://www.scenic.org/sign-control/billboard-info/good-for-business/>

Thank you for considering my concerns,
Greta Montagne

--

Greta Montagne, RH(AHG) clinical herbalist & bodyworker
Gentle Strength Botanicals & Massage Therapy
2506 Jacoby Creek Rd
Bayside, CA 95524
707-834-0617

Davidson, Diane

From: Planning Clerk
Sent: Thursday, February 20, 2020 3:45 PM
To: Werner, Steve; Odry, Zsofia; Lazar, Steve
Subject: FW: Please deny approval of billboard!

From: Helen Azevedo-Gale <hrgale@gmail.com>
Sent: Thursday, February 20, 2020 3:41 PM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Please deny approval of billboard!

Hello,

I urge denial of the requests to approve replacing the billboard for the reasons detailed below:

Helen R. Azevedo-Gale
561.886.8860
hrgale@gmail.com

"People don't think about what they don't think about"

**From our friends at Baykeeper.
Please send your comments via email
to: Planningclerk@co.humboldt.ca.us ...or better
yet, attend Planning meeting this Thursday at 6:pm!**

The County's staff recommendation to approve a permit to rebuild the billboard that fell into the Elk River wetlands on Nov. 27 is a case study in the compartmentalization and contortions of local and state regulations - but don't worry, we spent a rainy Sunday afternoon cozied up to the computer so we can boil it down for you!

We urge the County Planning Commission to deny the Special Permit for several reasons:

1. Billboards aren't allowed in coastal wetlands, flood zones, or the right-of-way of a highway - but this one is in all of the above!
2. The County recommends approving the permit based on the claim that impacts will be minimal, since the proposal is to rebuild using the same footings. Yet CalTrans says the billboard will have to be moved out of the highway right-of-way, and the entire property is coastal wetlands.
3. Billboards aren't allowed except in commercial and industrial zones, so the Planning Commission can't make the required "finding" that the permit is consistent with the zoning (which is either Natural Resources, Agriculture Exclusive, or Public Facilities - the County isn't sure!).

There are other reasons to oppose billboards in scenic areas like the Elk River wetlands. Regardless of your reasons for objecting, we hope you will join us in urging the County Planning Commission to deny the Special Permit for this billboard.

When: Thursday, February 20 at 6 pm

Where: Humboldt County Supervisors Chambers, 825 Fifth Street in Eureka

Davidson, Diane

From: Planning Clerk
Sent: Wednesday, February 19, 2020 4:13 PM
To: Werner, Steve; Odry, Zsafia; Lazar, Steve
Subject: FW: Billboard

-----Original Message-----

From: Jan Hawkes <hawkesjan@gmail.com>
Sent: Wednesday, February 19, 2020 3:28 PM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Cc: Bohn, Rex <RBohn@co.humboldt.ca.us>
Subject: Billboard

We do not want the blown down billboard by The Elk River to be put back up! That is a beautiful wetlands area. And why do we need a billboard anyway? If a visitor is coming into town and needs gas, or tires, or somewhere to eat, they use their phone now. We were just talking about that coming into town the other day. I can't imagine if we were on a road trip and we discovered we needed a tire, that we would go looking for a billboard! They are unsightly and are not necessary.

Please do not allow that billboard to be put back up.

Jan Hawkes
Scott Eiseman
Eureka Ca

Davidson, Diane

From: Planning Clerk
Sent: Thursday, February 20, 2020 11:54 AM
To: Lazar, Steve; Werner, Steve; Odry, Zsafia
Subject: FW: Elk Creek billboard

From: Jas Tunes <jasogrowney@gmail.com>
Sent: Thursday, February 20, 2020 11:33 AM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Elk Creek billboard

I'm sorry I can't attend the meeting today as I am out-of-town.

I want to strongly stress the opinion that the billboard should NOT be replaced.

a) it shouldn't have been there in the 1st place, and 'grandfathered permitting' does not include complete reconstruction;

b) as CalTrans will require it's removal from the highway right-of-way, it loses its 'grandfather' status and it's new location must go through the full permitting process (which it will fail, being in a protected wetlands AND a flood zone).

I respectfully urge the planning department to DENY this special permit.

Thank you,

Jas O'Growney
P.O. Box 1117
Willow Creek, CA

Davidson, Diane

From: Planning Clerk
Sent: Wednesday, February 19, 2020 4:12 PM
To: Werner, Steve; Odry, Zsofia; Lazar, Steve
Subject: FW: billboards

From: Jay Moller <moller95628@gmail.com>
Sent: Wednesday, February 19, 2020 2:27 PM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: billboards

We urge the County Planning Commission to deny the Special Permit for several reasons:

1. Billboards aren't allowed in coastal wetlands, flood zones, or the right-of-way of a highway - but this one is in all of the above!
2. The County recommends approving the permit based on the claim that impacts will be minimal, since the proposal is to rebuild using the same footings. Yet CalTrans says the billboard will have to be moved out of the highway right-of-way, and the entire property is coastal wetlands.
3. Billboards aren't allowed except in commercial and industrial zones, so the Planning Commission can't make the required "finding" that the permit is consistent with the zoning (which is either Natural Resources, Agriculture Exclusive, or Public Facilities - the County isn't sure!).

Thank you. Jay Moller

Davidson, Diane

From: Planning Clerk
Sent: Thursday, February 20, 2020 9:26 AM
To: Werner, Steve; Odry, Zsofia; Lazar, Steve
Subject: FW: Billboards Elk River

From: Joel Ziegler <bioljoel@yahoo.com>
Sent: Wednesday, February 19, 2020 5:04 PM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Billboards Elk River

Let me first say Zoning is an open and transparent government process and should be accepted as a rule. Use permits should only be granted when there is some overriding public benefit is proven. In this case there has been only one benefit established and that is monetary enrichment. The application needs to be denied as it does not comply with zoning and has no public benefit. I have some interest in the Elk River estuary as my complaint to the City of Eureka led them to clean-up their dumping of debris into Elk River and nearby bank and lands as mitigation of harbor docking and development. Yours, Joel Ziegler 216 Del Norte Street, Eureka, CA 95501

Lippre, Suzanne

From: Planning Clerk
Sent: Thursday, February 20, 2020 9:36 AM
To: Werner, Steve; Lazar, Steve; Odry, Zsofia
Subject: FW: Request that Planning Commission deny special permit to rebuild billboard at Feb. 20 meeting

From: Judith Mayer <jmayer@sonic.net>
Sent: Tuesday, February 18, 2020 10:58 PM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Request that Planning Commission deny special permit to rebuild billboard at Feb. 20 meeting

Dear Humboldt County Planning Commissioners,

I am writing to request that the Humboldt County Planning Commission deny the proposed special permit to rebuild or replace the billboard that fell into the Elk River wetlands on November 27, 2019.

I believe the Commission would be justified in denying the special permit request for the following reasons:

1) Wherever the billboard was originally located, it is inappropriate to rebuild or erect a new billboard in a coastal wetland, a flood zone, or a state highway right-of-way. These are all areas where billboards should not be permitted, regardless of the past history of this particular billboard. If the billboard is rebuilt in the same location and on the same footings as the fallen billboard, then it would be in a coastal wetland and flood zone. If CalTrans requires the billboard to be relocated beyond the highway right-of-way, then it would likely still be in a coastal wetland. Either way, the location is not appropriate, and the Planning Commission should use its discretion to deny permission to erect the billboard.

2) A discretionary special permit to erect the billboard should be based on a finding that the special permit would be consistent with applicable zoning and plans for the proposed location. It is not clear how the Planning Commission could make a required finding that the special permit would be consistent with applicable zoning standards for the proposed location, if the County cannot definitively indicate which zoning standards apply to that location, whether it is for "Natural Resources", "Ag. Exclusive", or "Public Facilities".

Respectfully,

Judith Mayer

Arcata resident

Davidson, Diane

From: Planning Clerk
Sent: Tuesday, February 18, 2020 8:21 AM
To: Odry, Zsofia
Subject: FW: Elk River Billboard

From: Julie Fulkerson <juliefulkerson@mac.com>
Sent: Monday, February 17, 2020 4:39 PM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Elk River Billboard

Honorable Planning Commissioners:

There is no justifiable reason to approve a permit to rebuild the Elk River billboard.

Eureka and other communities are working hard to reduce blight. Travelers "follow the magic" as the Convention and Visitors Bureau advises. This region is especially rich with wild life, wetlands and bird habitat...all attractions to locals who need a break from commercial blight and for those who travel long distances for the beauty of this region...not to see a phone number or hype about a *single* business.

AND...

Billboards aren't allowed in coastal wetlands, flood zones, or the right-of-way of a highway.

Billboards aren't allowed except in commercial and industrial zones, so the Planning Commission can't make the required "finding" that the permit is consistent with the zoning.

This will end up in litigation that the County cannot afford.

Think of those who lived here in the distant past, those who live here now and those to come. What will be valued? A sign? or the natural beauty of the area?
It is a clear answer.

Thank you for reading and listening.

Julie Fulkerson
2614 L Street
Eureka, CA 95501

Davidson, Diane

From: Planning Clerk
Sent: Thursday, February 20, 2020 11:53 AM
To: Werner, Steve; Lazar, Steve; Odry, Zsafia
Subject: FW: ANOTHER CITIZEN AGAINST THE BILLBOARDS

-----Original Message-----

From: Julie Timmons <jtimmons88@gmail.com>
Sent: Thursday, February 20, 2020 10:21 AM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: ANOTHER CITIZEN AGAINST THE BILLBOARDS

Please add my name to those opposing any billboards or the restoration of billboards along Humboldt Bay. We need unspoiled vistas, not billboards. Thank you.

Julie Timmons

jtimmons88@gmail.com

707-444-2670

<https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.redwoodcoastbiz.com&data=02%7C01%7CPlanningclerk%40co.humboldt.ca.us%7C3065f68e6f4d401727a108d7b6319765%7Cc00ae2b64fe844f198637b1adf4b27cb%7C0%7C1%7C637178196417673955&sdata=3%2B%2BGTqi%2BEbXV4EQI%2FCaWVkWZCCK7jb7Effm2Hcso u9I%3D&reserved=0>

Davidson, Diane

From: Planning Clerk
Sent: Thursday, February 20, 2020 9:33 AM
To: Werner, Steve; Lazar, Steve; Odry, Zsafia
Subject: FW: Billboards

From: kathleenkelcey <kathleenkelcey@att.net>
Sent: Wednesday, February 19, 2020 9:00 PM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Billboards

I would not like to see billboards replaced or placed anywhere adjacent to hwy 101. I think there is a new one near Arcata on the 101 that I had not seen. I saw it Tuesday driving home from Arcata to Mckinleyville. Billboards are unattractive disruptions of the beauty of the wetlands surrounding our community. NO BILLBOARDS! Please. Kathleen kelcey Mckinleyville, Ca.

Sent from Samsung tablet

Davidson, Diane

From: Planning Clerk
Sent: Thursday, February 20, 2020 1:56 PM
To: Lazar, Steve; Werner, Steve; Odry, Zsafia
Subject: FW: Elk River billboard

-----Original Message-----

From: Catherine Allen <tkallen@suddenlink.net>
Sent: Thursday, February 20, 2020 1:04 PM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Elk River billboard

I am writing to urge the Planning Commission not to approve the placement of a new billboard to replace the one that fell down in the Elk River wetlands. Billboards in a scenic area like ours do not belong. Also, they are not allowed in wetlands, flood zones or highway right-of-ways, all of which describe this location. Please do not approve of this proposed billboard.

Katy Allen
1549 Irene St.
Bayside, CA

Sent from my iPad

Davidson, Diane

From: Planning Clerk
Sent: Wednesday, February 19, 2020 4:13 PM
To: Werner, Steve; Odry, Zsofia; Lazar, Steve
Subject: FW: Oppose Special Permit to Allow Reconstruction of Billboard in Wetlands

From: Kimberly Tays <kimkat067@gmail.com>
Sent: Wednesday, February 19, 2020 3:25 PM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Oppose Special Permit to Allow Reconstruction of Billboard in Wetlands

Dear Humboldt County Planning Commissioners:

I am writing to ask you to please DENY the Special Permit to allow for the reconstruction of the billboard that fell into the Elk River wetlands on November 27, 2019.

This is our chance to finally reclaim a part of this scenic coastal wetland from the blight of commercial signage. Wetlands should be protected for birds and other wildlife, not man-made clutter like this that should never have been allowed here in the first place.

Even though this wetland area is within the County's jurisdiction, it is the southern gateway to Eureka. Recently, the City of Eureka submitted a video to the TV show HGTV in a competition to win a makeover of the community. Eureka is in desperate need of aesthetic improvements, and a step in the right direction to enhance Eureka's image would be to cleanup and beautify the southern and northern entrances to the city by removing billboard blight. The chance for this visual improvement, in addition to protecting the scenic and biologic significance of the Elk River wetlands, should be grounds enough to DENY this Special Permit.

Regards,
Kimberly Tays
Resident of Arcata, CA

Davidson, Diane

From: Planning Clerk
Sent: Thursday, February 20, 2020 9:35 AM
To: Lazar, Steve; Werner, Steve; Odry, Zsafia
Subject: FW: Oppose permit for billboards on Arcata Bay

-----Original Message-----

From: Laura Zugzda <lauraz@forestboyz.com>
Sent: Thursday, February 20, 2020 8:31 AM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Oppose permit for billboards on Arcata Bay

I am writing to request that that the Planning Commission DENY the Special Permit for this, and any other billboards. They are a tremendous eye sore to our community, and really do nothing to further the businesses that use them. It's an old school form of advertising, and there are many more less invasive ways to promote a business. PLEASE, PLEASE deny the permit.

Thank you for your consideration!
Laura Z.
707-822-6000

Davidson, Diane

From: Planning Clerk
Sent: Thursday, February 20, 2020 1:56 PM
To: Lazar, Steve; Werner, Steve; Odry, Zsafia
Subject: FW: Billboards on the Bay

-----Original Message-----

From: Margaret Dickinson <ppotter1931@gmail.com>
Sent: Thursday, February 20, 2020 12:25 PM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Billboards on the Bay

Please transmit this letter to the
Planning Commissioners: I am unable to attend tonight's meeting in person.

There is a great deal of money and effort dedicated to attracting tourists to our area, especially our beautiful Bay. How stupid and self-defeating to then clutter our glorious views with garish billboards. It makes the Bay look trashy and uncared for.

Please do NOT approve the resurrection of the collapsed billboard! Please require the removal of the remaining, ugly, footing. Let's respect our Bay and stop embarrassing ourselves with lies about our pristine environment. Let's live up to our own advertising!

Thank you, Margaret Dickinson

-

Sent from my iPhone

Davidson, Diane

From: Planning Clerk
Sent: Tuesday, February 18, 2020 3:47 PM
To: Odry, Zsofia
Subject: FW: input/citizen comment for the February 20th 2020 Hearing re fallen billboards

From: Maggi Draper <maggi@humboldt1.com>
Sent: Tuesday, February 18, 2020 2:47 PM
To: Bohn, Rex <RBohn@co.humboldt.ca.us>; Fennell, Estelle <EFennell@co.humboldt.ca.us>; Wilson, Mike <Mike.Wilson@co.humboldt.ca.us>; Bass, Virginia <VBass@co.humboldt.ca.us>; Madrone, Steve <smadrone@co.humboldt.ca.us>; Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: input/citizen comment for the February 20th 2020 Hearing re fallen billboards

Dear Planning Commission and Humboldt County Board of Supervisors:

This is my written input/citizen comment for the February 20th 2020 Planning Commission Hearing

It is my understanding that there is an attempt being made to *rebuild* fallen billboards in the scenic viewshed along 10 between Arcata and Eureka.

Thanks to California Coastal Commission, Humboldt Bay National Wildlife Refuge, City of Arcata, Caltrans District 1, Humboldt County Association of Governments, Keep Eureka Beautiful, and MANY other individuals who have worked for a long time to permanently rid this part of Humboldt Bay of billboards, this particular storm damage is a blessing and no rebuilding of signs should be permitted. It is simply absurd to even consider rebuilding them: a) Billboards aren't allowed in coastal wetlands, flood zones, or the right-of-way of a highway (in this case, all of these apply);

b) While staff appears to recommend approving the permit based on the claim that impacts will be "minimal," the impact is not minimal, given the longstanding effort to improve tourism values here by attracting travelers to see our beautiful coast. The fact that footings remain has no bearing on the issues that have been in public discourse for decades: the impact to scenic values, tourism, and the will of the people who live here. Also, CalTrans states the billboard will have to be moved out of the highway right-of-way in any case, and additionally the entire property is coastal wetlands.

c) Billboards are forbidden in all but commercial and industrial zones. This area is not so zoned, and the County appears to be uncertain whether the current zoning is Natural Resources, Agriculture Exclusive, or Public Facilities. In any case, such a sign is inconsistent with the zoning as it stands. Certainly, no changes, variances, or waivers of any kind regarding zoning should be made given the longstanding opposition to billboards in the viewshed in the area.

I certainly urge the County Planning Commission to deny the Special Permit for this billboard.

Sincerely,

Margaret Draper

--

Margaret Draper
Attorney at Law

POB 176
Bayside, CA 95524

707.826.9072

Opinions, conclusions, or material in this message unrelated to the official business of my firm shall be understood as neither given nor endorsed by it.

Davidson, Diane

From: Planning Clerk
Sent: Thursday, February 20, 2020 3:45 PM
To: Lazar, Steve; Werner, Steve; Odry, Zsafia
Subject: FW: Special Permit

From: Mark Chaet <chaetmark@sbcglobal.net>
Sent: Thursday, February 20, 2020 2:18 PM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Special Permit

Please deny the special permit for the billboard that fell in November.

Mark Chaet
Arcata
707 840 6070

[Sent from AT&T Yahoo Mail for iPhone](#)

Davidson, Diane

From: Planning Clerk
Sent: Wednesday, February 19, 2020 4:14 PM
To: Odry, Zsofia; Werner, Steve; Lazar, Steve
Subject: FW: Special Permit to rebuild billboard

From: Mary Gearheart <msgheart@gmail.com>
Sent: Wednesday, February 19, 2020 4:00 PM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Special Permit to rebuild billboard

Dear Commissioners: I urge you to deny the special permit for rebuilding the billboard that fell into the Elk River wetlands last November. In 2012, in the midst of preparing a draft General Plan to be forwarded to the Board of Supervisors, the Planning Commission voted to not permit billboards in scenic areas. Surely we can all agree now that not only should billboards be prohibited from scenic areas, but our wetlands need to be protected as well. The fact that nature has removed this billboard allows us as a county to reconsider whether it meets the requirements to be rebuilt and gives us the opportunity to right a past wrong. Thanks, Mary Gearheart,

--

Mary Gearheart
613 Park Ave
Arcata CA 95521
707-822-6674

Davidson, Diane

From: Planning Clerk
Sent: Thursday, February 20, 2020 9:34 AM
To: Odry, Zsofia; Lazar, Steve; Werner, Steve
Subject: FW: Elk River Billboard

From: Mike Mulderig <m.j.mulderig@gmail.com>
Sent: Thursday, February 20, 2020 8:14 AM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Elk River Billboard

Please honor the sanctity of the coastal zone and **do not allow** the rebuilding of the billboard near Elk River or anywhere similar. We are constantly bombarded with advertisements everywhere we turn.

Michael Mulderig
347 H Street
Arcata, Ca

Proudly sent from my iPod

Davidson, Diane

From: Planning Clerk
Sent: Thursday, February 20, 2020 9:34 AM
To: Lazar, Steve; Odry, Zsofia; Werner, Steve
Subject: FW: Billboard permit

-----Original Message-----

From: Mike and Nancy Tout <mikeandnancy_tout@yahoo.com>
Sent: Thursday, February 20, 2020 8:29 AM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Billboard permit

My husband and I are very opposed to putting up the billboard that fell at the Elk River wetlands. It should never have been there to begin with!
It's bad enough having the billboards along the safety corridor obscuring the bay, and this one should never have been there to begin with.
Mike and Nancy Tout

Sent from my iPhone

Davidson, Diane

From: Planning Clerk
Sent: Wednesday, February 19, 2020 4:55 PM
To: Werner, Steve; Lazar, Steve; Odry, Zsofia
Subject: FW: Billboards

From: Pamela Brown <pamela.brown@humboldt.edu>
Sent: Wednesday, February 19, 2020 4:46 PM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Billboards

I would like to express my desire to see all billboards removed from along Hwy 101. I have 2 reasons for this. First, they are an eyesore that invades our otherwise beautiful Bay Area. These cheapen the bay and coastline. Giving these a priority in an area that is a natural (aside from existing businesses) area reduces the importance to all of us of enjoying and respecting our local natural environment. I have wanted these removed ever since I moved here 30 years ago and still cannot believe we are having to deal with this.

Secondly, having the billboards increases the risks for accidents or near accidents if people are expected to read them while driving, something that seems pretty obvious. Given the times, most of us do not rely on billboards or even phone books anymore, but online to access businesses or services. This mode of advertising is outmoded, unnecessary and a blight in our area.

Thank you and I really hope the planning commission moves to have these removed and institutes a policy that forbids any billboards in the future.

Pam
Pamela Ann Brown, Professor Emerita
pb4@humboldt.edu
www.chronologicallygifted.org/
www.Arcatadogpark.com

No matter what mess the world's in, there's always a place for colored markers and glitter. Sisters of Perpetual Indulgence

Davidson, Diane

From: Planning Clerk
Sent: Thursday, February 20, 2020 9:33 AM
To: Werner, Steve; Lazar, Steve; Odry, Zsofia
Subject: FW: Please do not permit any more billboards

From: Trisha Lee <trishale@sonic.net>
Sent: Wednesday, February 19, 2020 8:36 PM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Please do not permit any more billboards

To the Humboldt County Planning Commission:

Billboards are a thing of the past. Nobody looks at Billboards. It is time to restore the wetlands to their original beauty and end antiquated ways of advertising. Everyone has GPS, or the old fashioned people like myself, go onto a search for maps and directions to get to my destination. We look for Costco or choose any gas station along the way to keep our cars full of gas.

I want to ask the County Planning Commission to rightfully deny the Special Permit.

First of all, Billboards aren't allowed in coastal wetlands, flood zones, or the right-of-way of a highway. This billboard is in all of the above!

A person or corporation can't just say the impacts will be minimal. There needs to be studies to show all the impacts of the billboards. The billboard block our view. If people actually look at them, this causes distracted driving. Cell phones are illegal, but looking at a billboard is legal while driving. There are no valid reasons for approving the permit. The entire property is coastal wetlands, and needs to be restored to it's original beauty..

Laws are already on the books stating that billboards are not allowed except in commercial and industrial zones, so the Planning Commission can't make the required "finding" that the permit is consistent with the zoning (which is either Natural Resources, Agriculture Exclusive, or Public Facilities - the County isn't sure!).

I am asking you, the County Planning Commission, to deny the Special Permit for this billboard re-building and any future billboard building.

Thank you for considering my comments.

Sincerely,

Patricia Lotus

Eureka, CA

Davidson, Diane

From: Planning Clerk
Sent: Thursday, February 20, 2020 9:34 AM
To: Werner, Steve; Odry, Zsofia; Lazar, Steve
Subject: FW: proposed billboard

From: Patti Rose <p.rose@suddenlink.net>
Sent: Thursday, February 20, 2020 8:28 AM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: proposed billboard

I oppose giving a permit to re-erect the fallen billboard. You probably know of all the reasons like wetland, commercial zone etc. so I don't feel that I need to reiterate that. To me it is just plain ugly. My friends who visit from out of state never fail to remark that the view has not been ruined by billboards. We are a unique community and the absence of billboards that impair our beauty is just another example of what makes us so special.

Patti Rose
Mckinleyville, CA
839-0588

Davidson, Diane

From: Planning Clerk
Sent: Wednesday, February 19, 2020 4:11 PM
To: Lazar, Steve; Odry, Zsofia; Werner, Steve
Subject: FW: permit to rebuild the billboard (Hearing on Feb 20)

From: Richard Salzman <richard.w.salzman@gmail.com>
Sent: Wednesday, February 19, 2020 1:32 PM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: re: permit to rebuild the billboard (Hearing on Feb 20)

Dear Planning Commission,

Please do not allow the rebuilding of ANY billboard in our viewshed of Arcata Bay. This is the jewel of our community and we the public should all be allowed to enjoy our view of the bay without having to see private sector commerce profiting from our public byways.

I implore you to please deny the Special Permit for this billboard!

Thank you,
Richard Salzman

Richard Salzman
1751 Charles Ave
Arcata CA 95521
707.822.5500 /voice
707.845.3700 /text
707.825.6600/fax

richard.w.salzman@gmail.com

RichardSalzman.com

Davidson, Diane

From: Planning Clerk
Sent: Monday, February 24, 2020 9:18 AM
To: Werner, Steve; Lazar, Steve; Odry, Zsofia
Subject: FW: billboards

From: Rich/Freiman Family <flotsam11@suddenlink.net>
Sent: Thursday, February 20, 2020 9:06 PM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: billboards

Dear County Planning Commision,

While perusing the HUMBOLDT COUNTY CODE ZONING REGULATIONS TITLE III LAND USE AND DEVELOPMENT DIVISION 1 PLANNING regulations, I found the following:

87.2.2.8 Non-appurtenant signs (i.e., billboards) may be permitted in any CH, MH, C or U Zone, where the General Plan designates the area for commercial or industrial development with a use permit. (Former Section INL#316-18(g); Added by Ord. 2213, Sec. 1, 4/25/00)

This doesn't include coastal wetlands, flood zones or the right-of-way of a highway. Therefore billboards are not to be erected in these areas. Therefore no permit for billboards in these areas can be issued.....right?

Aside from what appears to be an attempt to side-step these regulations, billboards are unsightly and block views of our gorgeous area. Just say No.

Sincerely,
Barbara Rich

Davidson, Diane

From: Planning Clerk
Sent: Thursday, February 20, 2020 9:28 AM
To: Lazar, Steve; Werner, Steve; Odry, Zsofia
Subject: FW: Comment regarding re-erecting fallen billboard on the bay

From: Robert Jensen <jensen43@gmail.com>
Sent: Wednesday, February 19, 2020 6:58 PM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Comment regarding re-erecting fallen billboard on the bay

Dear Planning Commission,

I strongly urge you to deny the Special Permit to re-erect the fallen billboard on Humboldt Bay. This billboard took root at a time when zoning codes were lax (or non-existent) and property owners did as they wished without permission or consideration for impacts. Billboards are not allowed in wetlands or floodzones by today's standards, so why would they be allowed to be re-erected? Even if the existing footings are utilized (which most certainly do not meet seismic or building code standards) the visual impacts and location within wetlands must be considered. At the very least, the project should require a conditional use permit with public input and full assessment of all impacts. The public relies on you as Commissioners to use sound judgement and your moral compass in situations like these, and remain vigilant despite outside pressure. Thanks for your upstanding service.

Robert Jensen
McKinleyville, CA 95519

Davidson, Diane

From: Planning Clerk
Sent: Thursday, February 20, 2020 9:27 AM
To: Werner, Steve; Odry, Zsofia; Lazar, Steve
Subject: FW: Billboard

From: Sarah Brooks <sarahbv72@gmail.com>
Sent: Wednesday, February 19, 2020 5:17 PM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Billboard

Please don't allow the fallen billboard to be rebuilt in the wetlands. We need natural space for wildlife more than we need advertising. Thank you, Sarah Brooks

Davidson, Diane

From: Planning Clerk
Sent: Thursday, February 20, 2020 1:56 PM
To: Lazar, Steve; Werner, Steve; Odry, Zsofia
Subject: FW: Oppose Special Permit to allow Reconstruction of Billboard in Wetlands

From: Stanley Binnie <stanbinnie1@gmail.com>
Sent: Thursday, February 20, 2020 1:22 PM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Oppose Special Permit to allow Reconstruction of Billboard in Wetlands

To Humboldt County Planning Commissioners:

I am writing to encourage you to deny the Special Permit to allow the reconstruction of the downed billboard that fell into the Elk River wetlands at the south entrance to Eureka along the 101 highway on November 27, 2019.

This billboard , along with several others in the area, should never been allowed here in the first place. The presence of these billboards detract from the appearance of the entrance to the City of Eureka. Maybe just one billboard does not seem like much, but other opportunities may present themselves in the future to eliminate others. Encouraging tourism to the Eureka area seems to be a high priority issue and the presence of unsightly billboards does nothing to support this priority.

Construction of billboards, as well as other man-made structures, interfere with the presence of native wetland plants and animals that inhabit these areas. For these reasons I encourage you to deny this special permit.

Stan Binnie
3515 Hadley Pl

Arcata, CA 95521

Davidson, Diane

From: Planning Clerk
Sent: Wednesday, February 19, 2020 4:13 PM
To: Werner, Steve; Lazar, Steve; Odry, Zsafia
Subject: FW: billboard

-----Original Message-----

From: Sylvia De Rooy <oftheforest02@gmail.com>
Sent: Wednesday, February 19, 2020 2:31 PM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: billboard

I am requesting that the fallen billboard not be permitted to be re-built for all of the reasons cited by Humboldt Baykeeper. In addition they are an eyesore and take away from the natural beauty that should get a priority status.
Thank you,
Sylvia De Rooy

Davidson, Diane

From: Planning Clerk
Sent: Thursday, February 20, 2020 9:33 AM
To: Werner, Steve; Lazar, Steve; Odry, Zsofia
Subject: FW: Please do not permit any more billboards

From: Trisha Lee <trishale@sonic.net>
Sent: Wednesday, February 19, 2020 8:36 PM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Please do not permit any more billboards

To the Humboldt County Planning Commission:

Billboards are a thing of the past. Nobody looks at Billboards. It is time to restore the wetlands to their original beauty and end antiquated ways of advertising. Everyone has GPS, or the old fashioned people like myself, go onto a search for maps and directions to get to my destination. We look for Costco or choose any gas station along the way to keep our cars full of gas.

I want to ask the County Planning Commission to rightfully deny the Special Permit.

First of all, Billboards aren't allowed in coastal wetlands, flood zones, or the right-of-way of a highway. This billboard is in all of the above!

A person or corporation can't just say the impacts will be minimal. There needs to be studies to show all the impacts of the billboards. The billboard block our view. If people actually look at them, this causes distracted driving. Cell phones are illegal, but looking at a billboard is legal while driving. There are no valid reasons for approving the permit. The entire property is coastal wetlands, and needs to be restored to it's original beauty..

Laws are already on the books stating that billboards are not allowed except in commercial and industrial zones, so the Planning Commission can't make the required "finding" that the permit is consistent with the zoning (which is either Natural Resources, Agriculture Exclusive, or Public Facilities - the County isn't sure!).

I am asking you, the County Planning Commission, to deny the Special Permit for this billboard re-building and any future billboard building.

Thank you for considering my comments.

Sincerely,

Patricia Lotus

Eureka, CA

Davidson, Diane

From: Planning Clerk
Sent: Thursday, February 20, 2020 1:56 PM
To: Werner, Steve; Odry, Zsofia; Lazar, Steve
Subject: FW: Billboard

From: Wendy Harden <wndharden4@gmail.com>
Sent: Thursday, February 20, 2020 12:38 PM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Billboard

I urge you not to approve restoring the billboard in the Elk River wetlands. There are a number of reasons for you to not approve but the most important to me is keeping the wetlands pristine. I hope you will withdraw your intention to approve. We need to protect the beauty and environmental integrity where we live.

Wendy Harden
1691 Tasi Lane
McKinleyville

Speak Out

Action Alert: Hearing on Rebuilding Fallen Billboard, Thursday, February 20 (/get-involved/speak-out/1386-action-alert-hearing-on-rebuilding-fallen-billboard-thursday-february-20)

👤 Jennifer Kalt Speak Out (/Get-Involved/Speak-Out) 🕒 Last Updated: 17 February 2020



The County's [staff recommendation](https://humboldtbykeeper.us7.list-manage.com/track/click?u=d7b03e1ea143d010820bb2ca0&id=94f6eaf88e&e=c2f9aa9a39) (https://humboldtbykeeper.us7.list-manage.com/track/click?

u=d7b03e1ea143d010820bb2ca0&id=94f6eaf88e&e=c2f9aa9a39) to approve a permit to rebuild the billboard that [fell into the Elk River wetlands on Nov. 27](https://humboldtbykeeper.us7.list-manage.com/track/click?u=d7b03e1ea143d010820bb2ca0&id=09c8d794d3&e=c2f9aa9a39) (https://humboldtbykeeper.us7.list-manage.com/track/click?

u=d7b03e1ea143d010820bb2ca0&id=09c8d794d3&e=c2f9aa9a39) is a case study in the compartmentalization and contortions of local and state regulations - but don't worry, we spent a rainy Sunday afternoon coozied up to the computer so we can boil it down for you!

We urge the County Planning Commission to deny the Special Permit for several reasons:

1. Billboards aren't allowed in coastal wetlands, flood zones, or the right-of-way of a highway - but this one is in all of the above!
2. The County recommends approving the permit based on the claim that impacts will be minimal, since the proposal is to rebuild using the same footings. Yet CalTrans says the billboard will have to be moved out of the highway right-of-way, and the entire property is coastal wetlands.
3. Billboards aren't allowed except in commercial and industrial zones, so the Planning Commission can't make the required "finding" that the permit is consistent with the zoning (which is either Natural Resources, Agriculture Exclusive, or Public Facilities - the County isn't sure!).

There are other reasons to oppose billboards in scenic areas like the Elk River wetlands. Regardless of your reasons for objecting, we hope you will join us in urging the County Planning Commission to deny the Special Permit for this billboard.

When: Thursday, February 20 at 6 pm

Where: Humboldt County Supervisors Chambers, 825 Fifth Street in Eureka

To submit a comment via email, write to Planningclerk@co.humboldt.ca.us

(<mailto:Planningclerk@co.humboldt.ca.us>) and your comments will be distributed to all of the Commissioners.

Next (/get-involved/speak-out/1357-action-alert-eureka-101-broadway-corridor-workshop-wed-nov-12)

Search ...Q

Current Projects

[Nordic AquaFarms \(/nordic-aquafarms\)](#)

[Mercury Assessment \(/mercury-assessment\)](#)

[Sea Level Rise \(/climate-change-impacts-sea-level-rise\)](#)

[Dredging \(/dredging\)](#)

[Billboards on the Bay \(/billboards-on-the-bay\)](#)

[101 Corridor \(/101-corridor\)](#)

[Advocacy in Action \(/advocacy-in-action\)](#)

[Our Supporters \(/our-supporters\)](#)

Donate



[\(/index.php/news/101-report-a-spill-here\)](/index.php/news/101-report-a-spill-here)



[\(http://www.cacoastkeeper.org/\)](http://www.cacoastkeeper.org/)



[\(http://www.waterkeeper.org/\)](http://www.waterkeeper.org/)



[\(http://www.theswimguide.org/\)](http://www.theswimguide.org/)



[\(https://www.facebook.com/humboldtBaykeeper/\)](https://www.facebook.com/humboldtBaykeeper/)
[\(https://twitter.com/humboldtBaykeeper/\)](https://twitter.com/humboldtBaykeeper/)
<https://www.youtube.com/channel/UC1386-Action-Alert-Hearing-on-Rebuilding-Fallen-Billboard-Thursday-February-20>
[\(https://www.instagram.com/humboldtBaykeeper/\)](https://www.instagram.com/humboldtBaykeeper/)
lang=en)

Copyright © 2020 Humboldt Baykeeper. All Rights Reserved.

Web Development by Network Help To Go (<https://networkhelptogo.com>)

SUPPLEMENTAL INFORMATION #2

For Planning Commission Agenda of May 7, 2020

- Consent Agenda Item
- Continued Hearing Item **G-1**
- Public Hearing Item
- Department Report
- Old Business

Re: **Allpoints Outdoor, Inc. Special Permit for Reconstruction of a Legal Nonconforming Billboard Structure**
Record Number PLN-2019-16029
Assessor Parcel Numbers 305-031-007, 305-031-008, and 305-031-009
Eureka Area

Attached for the Planning Commission's record and review are the following additional public comments received since the February 20th, 2020 Planning Commission Hearing:

1. Sarah Brooks	25. Lynn Ryan
2. Joel Ziegler	26. Mary Scott
3. Ellen E. Taylor	27. Michele McKeegan
4. Christina Huff	28. Rees Hughes
5. Barbara Rich	29. Richard Salzman
6. Geoff Wills (Applicant)	30. Stanley Binnie/K. Tays
7. John Rogerson	31. Stanley Binnie #2
8. Alicia Adrian	32. Michele Kirste
9. Jessie Wheeler	33. Patrick Carr
10. David Beard	34. Dave Meserve
11. Rob McBeth	35. Bruce Cambell
12. Laura Zugzda	36. Tyler Shuler
13. Robert Schultze	
14. Eugene Perricelli	
15. Kimberly Tays	
16. Hum95534	
17. Sue Roberts	
18. Andrew Greer	
19. Alex Stillman	
20. Jennifer Kalt	
21. Charles Powell	
22. Jessie Wheeler #2	
23. Julie Fulkerson	
24. Kimberly Tays #2	

Lippre, Suzanne

From: Planning Clerk
Sent: Thursday, February 20, 2020 9:27 AM
To: Werner, Steve; Odry, Zsofia; Lazar, Steve
Subject: FW: Billboard

From: Sarah Brooks <sarahbv72@gmail.com>
Sent: Wednesday, February 19, 2020 5:17 PM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Billboard

Please don't allow the fallen billboard to be rebuilt in the wetlands. We need natural space for wildlife more than we need advertising. Thank you, Sarah Brooks

Lippre, Suzanne

From: Planning Clerk
Sent: Thursday, February 20, 2020 9:26 AM
To: Werner, Steve; Odry, Zsafia; Lazar, Steve
Subject: FW: Billboards Elk River

From: Joel Ziegler <bioljoel@yahoo.com>
Sent: Wednesday, February 19, 2020 5:04 PM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: Billboards Elk River

Let me first say Zoning is an open and transparent government process and should be accepted as a rule. Use permits should only be granted when there is some overriding public benefit is proven. In this case there has been only one benefit established and that is monetary enrichment. The application needs to be denied as it does not comply with zoning and has no public benefit. I have some interest in the Elk River estuary as my complaint to the City of Eureka led them to clean-up their dumping of debris into Elk River and nearby bank and lands as mitigation of harbor docking and development. Yours, Joel Ziegler 216 Del Norte Street, Eureka, CA 95501

Lippre, Suzanne

From: Planning Clerk
Sent: Monday, February 24, 2020 10:12 AM
To: Werner, Steve; Odry, Zsofia; Lazar, Steve
Subject: FW: billboard in Elk River wetlands

From: Ellen E Taylor <ellenetaylor@yahoo.com>
Sent: Sunday, February 23, 2020 11:34 AM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: billboard in Elk River wetlands

Dear Planning Clerk,

Please deny a permit for a billboard in the Elk River wetlands. We are deluged with enough advertisements already what with TV, internet, phones, radio etc and to assault wetlands with more of them pushes tolerance to the point of exhaustion.

The billboard is fortuitously down. Please take advantage of that fact and obey the regulations covering the Coastal Zone and wetlands.

The public will be grateful.

Thanking you,

Ellen Taylor
629 3500

Lippre, Suzanne

From: Planning Clerk
Sent: Tuesday, February 25, 2020 10:26 AM
To: Werner, Steve; Lazar, Steve; Odry, Zsafia
Subject: FW: Do Not Approve Billboards

From: Christina Huff <bubbe354@icloud.com>
Sent: Monday, February 24, 2020 9:03 PM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Cc: Christina Huff <christina354@gmail.com>
Subject: Do Not Approve Billboards

Billboards aren't allowed in coastal wetlands, flood zones, or the right-of-way of a highway. CalTrans says the billboard will have to be moved out of the highway right-of-way, and the entire property is coastal wetlands. Billboards aren't allowed except in commercial and industrial zones so how it be consistent with the zoning of this area which is Natural Resources, Agriculture Exclusive, or Public Facilities.?

I have despised these ugly blots on our beautiful Humboldt landscape for years. Please take this opportunity to improve the scenic, aesthetic qualities of the community .

Lippre, Suzanne

From: Planning Clerk
Sent: Monday, February 24, 2020 9:18 AM
To: Werner, Steve; Lazar, Steve; Odry, Zsofia
Subject: FW: billboards

From: Rich/Freiman Family <flotsam11@suddenlink.net>
Sent: Thursday, February 20, 2020 9:06 PM
To: Planning Clerk <planningclerk@co.humboldt.ca.us>
Subject: billboards

Dear County Planning Commision,

While perusing the HUMBOLDT COUNTY CODE ZONING REGULATIONS TITLE III LAND USE AND DEVELOPMENT DIVISION 1 PLANNING regulations, I found the following:

87.2.2.8 Non-appurtenant signs (i.e., billboards) may be permitted in any CH, MH, C or U Zone, where the General Plan designates the area for commercial or industrial development with a use permit. (Former Section INL#316-18(g); Added by Ord. 2213, Sec. 1, 4/25/00)

This doesn't include coastal wetlands, flood zones or the right-of-way of a highway. Therefore billboards are not to be erected in these areas. Therefore no permit for billboards in these areas can be issued.....right?

Aside from what appears to be an attempt to side-step these regulations, billboards are unsightly and block views of our gorgeous area. Just say No.

Sincerely,
Barbara Rich

Lippre, Suzanne

From: Planning Clerk
Sent: Monday, February 24, 2020 9:19 AM
To: Werner, Steve; Odry, Zsafia; Lazar, Steve
Subject: FW: Public comments affecting outcome/commissioners personal feelings

From: Geoff W <geoffwills33@yahoo.com>
Sent: Friday, February 21, 2020 12:14 PM
To: Ford, John <JFord@co.humboldt.ca.us>; Lazar, Steve <SLazar@co.humboldt.ca.us>; Odry, Zsafia <zodry1@co.humboldt.ca.us>; Planning Clerk <planningclerk@co.humboldt.ca.us>
Cc: Bohn, Rex <RBohn@co.humboldt.ca.us>; Fennell, Estelle <EFennell@co.humboldt.ca.us>; Wilson, Mike <Mike.Wilson@co.humboldt.ca.us>; Bass, Virginia <VBass@co.humboldt.ca.us>; Madrone, Steve <smadrone@co.humboldt.ca.us>
Subject: Public comments affecting outcome/commissioners personal feelings

John, Steve and Zsafia-

I really appreciate your hard work and research you've put into my project. I cannot find emails for each commissioner so I hope this email can reach them. I am also CC the board as you've all pointed these commissioners, and I'm troubled by some of their actions.

First and foremost, I would like to express my extreme displeasure with the commissions opting to delay my application, causing another \$2,500 in lost income to my company, over the false statements of a public speaker. Especially when I corrected her error. Jen Kalt said that no billboard can be within 660' of the state right of way, that is completely incorrect. The law states that no billboards shall be within 660' of the state right of way WITHOUT having a Caltrans permit. Caltrans only regulates and governs boards that are within 660'. Since this billboard is located closer than 660', its required to have a permit, which it does. As the only person in that room last night that has permitted and installed both billboard repairs and new projects, when I correct a false statement from someone with a clear agenda, that should have been it. You also could have easily followed staff recommendation, approved the project and conditioned your approval that I meet all other jurisdictions requirements. We did not need to delay this for another month.

My level of frustration and complete shock with some members of our planning commissions is at an all time high. Our planning commissions needs to have the intelligence and self control to separate their personal and friends feelings from their job to represent the well being of the entire county. At no point should any planning commissioner feel like they need to publicly state that the will of the people of our county is to have billboards removed, yet Melanie stated that last night and was prepared to vote with that sentiment in mind. One cannot make that statement or judgment without any evidence to back it up. As I said, our county has 136,000 people in it, there has been no research conducted to have any idea the true will of the people of this county. Staff and commissioners have heard from far less than 1% of our population. Since people are sharing their opinions, I'll share one, I'd venture to guess that 134,000 people don't even care either way, 1,500 people don't like them and 500 people like them, but sharing un validated stats are pointless and should be kept out of planning decisions that actually affect peoples daily lives. I can give you some real facts and provide evidence to back it up if needed, 42 local business choose to spend \$1,658,868.00 on billboards in 2019. These 42 business and our other local business are the entire backbone of this county. Melanie, you publicly stated that the 8 jobs my company provides does not matter, I found that statement to be incredibly offensive. Humboldt county need policy that does everything possible to help create and maintain jobs so long as there are no negative effects. There is absolutely no evidence that there is any negative effect from our legal billboards, aside from the opinions of .000% of the public, the staff report goes into great detail showing there is no environmental effects.

I agree that we need to develop clear policy to prevent future permits from the burden of being subject to the current board/director/commissions feelings. But until there is a clear policy, the commission should not delay or deny my project against staffs recommendation.

If/when there is a clear defined policy and if that policy has determined that legal non conforming structures/business should be removed to benefit the public, I then ask, as a private property owner and business owner who is very invested in these signs, that the government follow the 5th admentment and compensate private property owners. Don't use permits, codes and zoning changes to skirt the rights of private property, that is not fair and will ruin peoples lives by taking away there means to provide for themselves.

Thanks for (hopefully) taking the time to read this.

Geoff Wills

Allpoints advertising, Inc

Ca Lic # 1000990 C-45

Office 707-442-7781

Cell 714-655-0763

Fax 707-442-8304

From: [john rogerson](#)
To: [Planning Clerk](#)
Subject: Bill Boards have been an issue since 72
Date: Monday, May 4, 2020 9:14:33 PM

Hello, Why are Bill Boards even appropriate any more? They are a blight and an offense to the public space to my eye. Please adopt a coherent policy that limits these intrusions into public life. As if there aren't a million other ways to advertise these days. thank you

From: [alicia.adrian](#)
To: [Planning Clerk](#)
Subject: Billboard in Elk River Wetlands
Date: Monday, May 4, 2020 3:38:27 PM

Hello,

I am appalled that replacing the Elk River billboard is even up for consideration! If we want to improve our image and to also show that we value our landscape by not harming our environment then this needs to be absolutely denied. Billboards pull the eye from nature's beauty and directly harm wildlife in the reconstructing of footings and of rebuilding.

Please, think about the impact of this. Will you point out to visitors how you helped replace a monstrosity or instead draw their attention to our gorgeous landscape?

Sincerely,
Alicia Adrian

From: [Jessie Wheeler](#)
To: [Planning Clerk](#)
Subject: Billboard repair
Date: Tuesday, May 5, 2020 8:43:23 AM

Allpoints Outdoor, Inc. Special Permit for Reconstruction of a Legal Nonconforming Billboard Structure Record Number PLN-2019-10629 Assessor Parcel Numbers 305-031-007, 305-031-008, and 305-031-009

Please do not approve this repair. These bill boards have always been an eyesore and very detrimental to the view for locals and visitors entering Eureka.

I am amazed that this is even being considered. These are not welcoming signs, they are attempts to make profits by using one of our many beautiful stretches of highway that should be a welcoming sight to those entering the City of Eureka, please show some pride in our community and stop this blot on our scenic viewshed.

A 6th generation member of Humboldt county
Jessie A Wheeler
4398 Roberts drive
Eureka, ca 95503

From: [David Beard](#)
To: [Planning Clerk](#)
Subject: Billboards along 101 in the Bay Area
Date: Monday, May 4, 2020 4:56:45 PM

Sirs,

I am opposed to ANY billboards on this section of 101. They are unnatural and frankly just an eyesore.

I was disturbed to learn the machinations the board went through to justify the replacement of a collapsed board. Natural removal of these undesirable objects should not be mitigated by replacement or repair. It should just be hauled off as the garbage that it is.

I also question the boards biases!. Citing the Humboldt BayKeeper report this month(May), "The County Planning Department has bent over backward to justify approving a Special Permit to rebuild this billboard, even though it doesn't comply with County or State rules. Now County staff is claiming that rebuilding it is considered "customary maintenance" - because that is the only way it could ever be approved. " I disapproval of the board's/staff's motivations and actions actions in general.

David Beard
525 Herrick Ave,
Eureka 95503
Property Tax Payer

From: [Rob McBeth](#)
To: [Planning Clerk](#)
Subject: Elk rive billboardr repair
Date: Monday, May 4, 2020 5:13:31 PM
Attachments: [image001.png](#)

Dear Planning commissioner members

I would like to add my support to the rebuilding of the elk river billboard as outlined in the county planning staff report. I view this as a repair to the billboard and feel it will have insignificant environmental impact. Thank you

Rob McBeth | O&M Industries

5901 Ericson Way | Arcata, CA 95521

Phone: 707-822-8800 | E-mail rmcbeth@omindustries.com



From: [Laura Zugzda](#)
To: [Planning Clerk](#)
Subject: Elk River Billboard hearing: Thursday, May 7
Date: Tuesday, May 5, 2020 8:14:13 AM

I am writing to request that that the Planning Commission DENY the Special Permit to rebuild the Elk River billboard South of Eureka. And I'm also requesting that they discontinue the use of billboards on scenic routes. They are a tremendous eye sore to our community, and really do nothing to further the businesses that use them. It's an old school form of advertising, and there are many more less invasive ways to promote a business. People use their phones to search or find something... not a billboard. It's a high cost for very brief exposure, and they will always be vulnerable to weather issues and vandalism.

PLEASE, PLEASE deny the permit and consider a new billboard policy.

Thank you for your consideration!
Laura Z.
707-822-6000

From: [Schultze/Huff](#)
To: [Planning Clerk](#)
Subject: Elk River billboards
Date: Monday, May 4, 2020 6:18:03 PM

Sirs:

I would like to register my opinion in favor of denying a County permit to rebuild the fallen billboard near the Elk river.

These outdated billboards are a blight on the landscape, require construction in coastal wetlands, and should be eliminated.

Sincerely,
Robert Schultze
Eureka

From: [Eugene Perricelli](#)
To: [Planning Clerk](#)
Subject: Elk River Wetlands Billboard Hearing, May 7
Date: Monday, May 4, 2020 1:49:00 PM

I find it hard to understand any rationale for issuing a special permit to rebuild the collapsed billboard in the Elk River Wetlands. This billboard is not in need of routine maintenance, it is collapsed beyond repair. It does not conform with County or State rules. There needs to be a consistent county wide policy on billboards before considering rebuilding this collapsed billboard under the false pretenses of "customary maintenance".

Billboards do NOT belong in wetlands. Please uphold appropriate environmental and aesthetic standards when deciding what to do with this issue.

Thank you for your attention to my thoughts. Claire Perricelli, 2259 16th St. Eureka, CA 443- 0493

From: [Kimberly Tays](#)
To: [Planning Clerk](#)
Subject: Fwd: Oppose Special Permit to Allow Reconstruction of Billboard in Wetlands
Date: Monday, May 4, 2020 8:57:29 PM

Dear Planning Clerk:

Please redistribute this email to the County Planning Commissioners for consideration at their upcoming May 7 meeting.

Thank you, Kimberly Tays

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

From: **Kimberly Tays** <kimkat067@gmail.com>
Date: Wed, Feb 19, 2020 at 3:25 PM
Subject: Oppose Special Permit to Allow Reconstruction of Billboard in Wetlands
To: <Planningclerk@co.humboldt.ca.us>

Dear Humboldt County Planning Commissioners:

I am writing to ask you to please DENY the Special Permit to allow for the reconstruction of the billboard that fell into the Elk River wetlands on November 27, 2019.

This is our chance to finally reclaim a part of this scenic coastal wetland from the blight of commercial signage. Wetlands should be protected for birds and other wildlife, not man-made clutter like this that should never have been allowed here in the first place.

Even though this wetland area is within the County's jurisdiction, it is the southern gateway to Eureka. Recently, the City of Eureka submitted a video to the TV show HGTV in a competition to win a makeover of the community. Eureka is in desperate need of aesthetic improvements, and a step in the right direction to enhance Eureka's image would be to cleanup and beautify the southern and northern entrances to the city by removing billboard blight. The chance for this visual improvement, in addition to protecting the scenic and biologic significance of the Elk River wetlands, should be grounds enough to DENY this Special Permit.

Regards,
Kimberly Tays
Resident of Arcata, CA

From: [hs](#)
To: [Planning Clerk](#)
Subject: Billboards near water
Date: Monday, May 4, 2020 2:20:42 PM

Are you people out of your mind?
Planning Commissioners, PLEASE do the right thing and do NOT take any action to rebuild the Elk River billboard.
Now is the time to create an actual POLICY on billboards throughout the County.

From: [Sue Roberts](#)
To: [Planning Clerk](#)
Subject: Rebuilding of the billboard on Elk River
Date: Monday, May 4, 2020 4:19:06 PM

There are plenty of places to place the advertising billboards besides on the wetlands. The wetlands are a big part of what makes the Humboldt bay area so special. I personally do not want to see those eyesores around or on the wetlands.

Sue Roberts
Humboldt Hill
Eureka CA

From: [A. Scott Greer](#)
To: [Planning Clerk](#)
Subject: Roadside billboards
Date: Monday, May 4, 2020 4:25:16 PM

A coherent policy would be helpful, but best of all would be no billboards. There are enough legitimate ways to advertise that don't include making our environment any more ugly than it has with little or no planning. Unless the commission members are receiving bribes from the billboard owners, it is a no brainer. No Billboards on HWY 101. None. Period.

I vote and will gladly do what I can to see the commission replaced by individuals who represent people, citizens, not companies, corporate interests or whoever can slip a few bucks under the table to get their needs met.

Do not approve rebuilding the Elk River Billboard and let's remove the remaining ones from the bayside area of Hwy 101 as well.

Andrew Greer
7250 Berta Rd
Eureka, CA 95503

From: [Alex Stillman](#)
To: [Planning Clerk](#)
Subject: Bill Boards
Date: Tuesday, May 5, 2020 12:26:06 PM

Dear Humboldt County Planning Department:

Visual access to Humboldt Bay is an experience which needs to be enjoyed by locals, travelers and visitors and should be not obstructed by manmade elements. I support the elimination of all objects that are not transportation oriented around Humboldt Bay. Thank you,

Alex Stillman
PO Box 1194, Arcata, CA. 95518
707-845-3900
alexnacv@gmail.com



May 5, 2020

Humboldt County Planning Commission
3015 H Street
Eureka, CA 95501

Re: Allpoints Outdoor, Inc. Special Permit for Reconstruction of a Legal Nonconforming Billboard Structure; Record Number PLN-2019-10629 (Eureka Area)

Dear Commissioners,

On behalf of Humboldt Baykeeper's board, staff, and members, I submit these comments on Allpoints Outdoor, Inc. Special Permit for Reconstruction of a Legal Nonconforming Billboard Structure; Record Number PLN-2019-10629 (Eureka Area).

Humboldt Baykeeper works to safeguard our coastal resources for the health, enjoyment, and economic strength of the Humboldt Bay community, and is a member of the California Coastkeeper Alliance and the international Waterkeeper Alliance. Humboldt Baykeeper objects to off-site, commercial billboards built in tidal wetlands around the Humboldt Bay area due to their impacts to public trust resources, visual/scenic resources, and other impacts to the environment that have not been assessed.

We urge the Commission to deny the Special Permit until the County's sign ordinance is revised to implement the billboard policies approved in the 2017 General Plan's Scenic Resources Implementation Measure 2 of the Conservation and Open Space Element:

SR-IM2. Sign Ordinance Revision. Amend the sign ordinance to implement adopted policies for off-premise billboards and to consider other revisions to ensure community compatibility.

While we support the prohibition of pressure-treated wood that has been added in response to our Feb. 19, 2020 comments, this requirement illustrates the need for a Countywide policy on reconstructing non-conforming off-site billboards.

Mailing Address: 600 F Street, Suite 3 #810
Office: 415 I Street, Arcata, CA 95521
(707) 499-3678

www.humboldtbykeeper.org

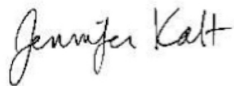


Rather than developing County policy which has the potential to set precedent based on a specific project or permit, the County ought to initiate the public process called for in the General Plan, which itself was the result of nearly two decades of public hearings, many of which focused on billboards. It is unfair to both the project proponent and concerned members of the public to develop new interpretations of the County Code that could have ramifications for future permits involving these controversial non-conforming signs.

In addition, the County's 1984 Framework Plan called for developing a policy to regulate billboards as part of a scenic highway system, which surely would include the section of 101 between the Elk River and Humboldt Bay where the subject sign stood before it collapsed last winter. Non-conforming, off-site billboards have long drawn the ire of Humboldt County residents, and it's long past time to develop a policy to eliminate them from lands not zoned for commercial or industrial uses.

We appreciate the opportunity to comment on the proposed project, and we urge the Commission to deny the Special Permit unless these outstanding questions are adequately addressed.

Sincerely,

A handwritten signature in black ink that reads "Jennifer Kalt". The signature is written in a cursive, flowing style.

Jennifer Kalt, Director

jkalt@humboldtkeeper.org

Cc:

Heidi Quintrell, Caltrans District I, Encroachment Permits Chief

Bob Merrill, California Coastal Commission, North Coast District Manager

Jennifer Olson, California Dept. of Fish and Wildlife, Senior Environmental Scientist

From: [Charles Powell](#)
To: [Planning Clerk](#)
Subject: Special Permit to rebuild billboard located by the Elk River
Date: Wednesday, May 6, 2020 11:18:27 AM

Good morning,

I'm writing to ask that the Commission deny the special application to construct a replacement billboard for the existing one which has collapsed adjacent to the Elk River bridge on South Highway 101.

The fallen billboard was constructed within the Coastal Zone and wetlands.

It is inappropriate to allow for reconstruction to occur within these sensitive areas.

Furthermore the concept that County staff considers the rebuilding to be considered "customary maintenance" is ludicrous.

I drive by this area and have seen the wreckage of the previous billboard. The idea that this would be "customary maintenance" and not require a new construction permit is similar to saying a car that is totaled and undriveable needs a "tune up"

At the very least the Commission needs to require a permit for new construction.

Thank you for your consideration and service.

Charles Powell

PO Box 261

Bayside, CA. 95524

From: [Jessie Wheeler](#)
To: [Planning Clerk](#)
Subject: Re: Billboard repair
Date: Tuesday, May 5, 2020 7:05:36 PM

Here is letter I sent to planning commission grrrrrrrr

On Tue, May 5, 2020 at 8:43 AM Jessie Wheeler <bridgevillepioneer@gmail.com> wrote:

Allpoints Outdoor, Inc. Special Permit for Reconstruction of a Legal Nonconforming Billboard Structure Record Number PLN-2019-10629 Assessor Parcel Numbers 305-031-007, 305-031-008, and 305-031-009

Please do not approve this repair. These bill boards have always been an eyesore and very detrimental to the view for locals and visitors entering Eureka.

I am amazed that this is even being considered. These are not welcoming signs, they are attempts to make profits by using one of our many beautiful stretches of highway that should be a welcoming sight to those entering the City of Eureka, please show some pride in our community and stop this blot on our scenic viewshed.

A 6th generation member of Humboldt county

Jessie A Wheeler

4398 Roberts drive

Eureka, ca 95503

May 6, 2020

Greetings Planning Commissioners!

Humboldt Bay is the heart of our county, our region. Many communities are linked by its shoreline. Countless watersheds filter water from miles away into this beauty. It pristinely represents the best of what we do here.

Not that long ago, we relied on phone books to look for a business to call. Today, we access worldwide information from our phones and homes. Look up or ask Siri for well-digging, towing, cannabis, burgers, motels and a plethora of choices appear with phone numbers, recommendations and maps! Billboards are dinosaurs.

Fortunately, the tiniest fraction of businesses feel the need to post their business cards on the Bay and estuaries. Still, that relatively small number detracts from the simple reminder that we live in one of the most beautiful places in the world.

As someone who has worked on economic development and job creation and retention for decades, I understand. Businesses thrive because they have valuable, extraordinary service and useful, quality products, not because they advertise on the Bay.

We are smart. We can focus on business and the beauty of the Bay. We do not need a giant postcard to obstruct the real thing.

Thank you for the important decisions you make for the present and our future.

Julie Fulkerson
2614 L Street
Eureka, CA 95501

From: [Kimberly Tays](#)
To: [Planning Clerk](#)
Subject: Elk River Wetland Billboard Special Permit - HumCo PLN #2019-16029
Date: Wednesday, May 6, 2020 7:09:52 AM

Dear Planning Clerk:

In reading the public comments for the above agenda item, I noticed that my written public comments, submitted to you on Feb. 19, 2020, were not included in the packet of materials for this agenda item

I am concerned that my written comments were not forwarded to the Planning Commissioners. Can you please confirm that they received my Feb. 19, 2020 written comments, in addition to my May 4 email, in which I resubmitted my Feb. 20 comments, and the new public comments I submitted yesterday, May 5 (that email may have shown the sender's email address as sbinnie1@icloud.com).

Also, will you please publish my public comments with the materials for this agenda item so they are part of the public record and are accessible to other public members that may be interested in reading them.

Thank you,
Kimberly Tays
Arcata, CA

From: [Lynn Ryan](#)
To: [Planning Clerk](#)
Cc: [Gregg J. Gold](#); [ned forsyth](#); [lynn ryan](#)
Subject: Elk river wetland billboards
Date: Tuesday, May 5, 2020 3:36:41 PM

Dear Humboldt Planning,

Any billboards that at any time have their feet in the water must disappear. No rebuild permits should be issued. There should be a countywide billboard policy which includes this point.

Currently there is an Elk River wetland billboard that has fallen into the wetland. No special permit should be issued. Climate change and other factors will cause more wetland depth in Humboldt. Billboards are inappropriate in wetlands.

For years the North Group Redwood Chapter Sierra Club, of which i am an active member, has been writing to question CalTrans and Humboldt County decisions to issue permits, special permits, or supposed 'customary maintenance' on billboards. Replacing footings and digging around in wetlands is not 'customary maintenance.' Does this comply with current State or County rules?

Is the holder of the permit in communication with you? Have they filled out the necessary paperwork for their lease period? Is the actual landowner in communication with you? My personal experience in the past about rebuilding permits for collapsed or dilapidated billboards included no paperwork, deceased landowners, no next of kin communication with Humboldt County or CalTrans, and letters from CalTrans legal counsel saying they would no longer communicate with me or North Group Redwood Chapter Sierra Club. I am hoping Humboldt County Planning is more receptive to citizen comments than is CalTrans about billboards.

I am not officially representing our local Sierra Club in this matter, but our group of 'question the billboard permits' activists are paying attention. We care about our sensitive wetlands, about clutter in natural areas, and quality of life in Humboldt including respect for the sense of place we hold dear.

Sincerely,

Lynn Ryan RN
1693 J. St.
Arcata, CA 95521

From: [Mary Scott](#)
To: [Planning Clerk](#)
Cc: [Northcoast Environmental Center](#)
Subject: Elk River Billboard Hearing | May 7
Date: Wednesday, May 6, 2020 9:26:04 AM

To: Humboldt County Planning Commission
From: Mary Scott and Ward Estelle
Subject: Elk River Billboards

We strongly object to the rebuilding of the billboard on the Elk River Estuary. It was an eyesore for many years and now it has fallen it should not be rebuilt. It would require much greater rebuilding than would be termed "routine maintenance". It would be wrong and go against the intent of the law for the Commission to allow such a designation and rebuild to proceed.

Please live up to your responsibility to uphold our local, state and national regulations and laws and deny the request to rebuild the billboard on the Elk River Estuary.

Thank you Mary Scott and Ward Estelle
1274 Iowa Street Ashland OR 97520
formally of 5200 Walnut Drive Cutten

From: [Michele McKeegan](#)
To: [Planning Clerk](#)
Subject: Eel River billboard
Date: Tuesday, May 5, 2020 1:15:49 PM

Please do not approve restoration of this billboard. The board and volunteers of Keep Eureka Beautiful are horrified by the staff's recommendation to ok this move.

We need to be diminishing the number of billboards not allowing downed ones to be re-erected. Not only are billboards visual pollution but this particular one is in an environmentally sensitive location. It is totally inappropriate.

We need to develop a policy on all billboards, one that Humboldt's citizens support, before allowing this downed billboard to be restored in such a sensitive area.

Michele McKeegan
Chair, Keep Eureka Beautiful

From: [Rees Hughes](#)
To: [Planning Clerk](#)
Subject: Comment on the Proposed Special Permit to Reconstruct Elk River Slough Billboard
Date: Tuesday, May 5, 2020 2:01:39 PM

I am writing with the hope that the Planning Commission and County Planning Department staff will **not** permit the reconstruction of the billboard blown down in November, 2019 in the Elk River Slough adjacent to US 101. This seems like an ideal opportunity to move a little closer to achieving the broader goals I first read about in the [Humboldt Bay Wetland Review and Baylands Analysis](#) (Dec, 1979) more than 40 years ago that advocated for billboard removal along the scenic route between the King Salmon exit and Elk River on 101. I was also in attendance at the Coastal Commission meeting in 2013 where removal of billboards along Humboldt Bay was incorporated into the Corridor Improvement Project.

The decision to allow billboards to be erected in our wetlands and in the midst of such scenic areas of our community reflects a different time and different set of community values than exist in 2020. A lot of things have changed since those billboards were first erected . . . that was a time when we had scores of local teepee burners, tourism was an afterthought, there were fewer alternative ways to promote and publicize local services. I feel like it would be a short-sighted mistake to permit the return of that billboard. It will be very, very difficult (and if the Humboldt Bay billboards are any indication, expensive) to remove the billboard in the future. Take advantage of this golden opportunity and do not permit its return.

Rees Hughes
1660 Brigid Lane
Arcata, CA 95521

--

Rees Hughes

Check out the 1,300+ posts on www.pcttrailsidereader.com as you 'shelter at home' this spring . . .

From: [Richard Salzman](#)
To: [Planning Clerk](#)
Subject: Billboard / Elk River
Date: Monday, May 4, 2020 1:38:27 PM

Dear Planning,

No more billboards on public lands. If you believe in capitalism, then keep the private market private. No using our public lands, and certainly not wetlands, for commercial advertisements. Just stop it, please.

Thank you,
Richard

From: [Stanley Binnie](#)
To: [Planning Clerk](#)
Subject: Special Permit for Rebuilding Billboard in Elk River Wetlands
Date: Tuesday, May 5, 2020 9:12:46 PM

Dear Humboldt County Planning Commissioners:

I submitted an earlier email in opposition to this project, but I am submitting a second email to voice my support for Humboldt Baykeeper's request that the County draft a countywide policy on billboards and deny the Special Permit that would allow this billboard to be rebuilt in the Elk River wetlands.

Humboldt County is already plagued with too much blight—too many derelict buildings, too many structures in disrepair, too many junky properties, too many billboards, ugly electronic signage, power poles with messy overhead lines and cables, invasive plants destroying native plant communities, etc. One way to improve the aesthetics of Humboldt County is to rid our wetlands of billboard blight.

Please take a step in the right direction and deny this Special Permit, as the Elk River wetland should never have been degraded with billboard development in the first place.

Sincerely,
Kimberly Tays
Arcata, CA
Email: kimkat067@gmail.com

Sent from my iPad

From: [Stanley Binnie](#)
To: [Planning Clerk](#)
Subject: Oppose Special Permit to allow Reconstruction of Billboard in Wetlands
Date: Thursday, February 20, 2020 1:22:32 PM

To Humboldt County Planning Commissioners:

I am writing to encourage you to deny the Special Permit to allow the reconstruction of the downed billboard that fell into the Elk River wetlands at the south entrance to Eureka along the 101 highway on November 27, 2019.

This billboard , along with several others in the area, should never been allowed here in the first place. The presence of these billboards detract from the appearance of the entrance to the City of Eureka. Maybe just one billboard does not seem like much, but other opportunities may present themselves in the future to eliminate others. Encouraging tourism to the Eureka area seems to be a high priority issue and the presence of unsightly billboards does nothing to support this priority.

Construction of billboards, as well as other man-made structures, interfere with the presence of native wetland plants and animals that inhabit these areas. For these reasons I encourage you to deny this special permit.

Stan Binnie
3515 Hadley Pl
Arcata, CA 95521

From: [Michele Kirste](#)
To: [Planning Clerk](#)
Subject: Rebuilding Billboards
Date: Wednesday, May 6, 2020 1:24:33 PM

Please do not let the Eel River billboard be rebuilt. And I personally think the owners should be fined for leaving that pile junk for so long.

-Humboldt County is beautiful, and Eureka has a lot of potential, but billboards are tacky looking, distracting eyesores and I think they turn off tourists.

-They are unnecessary in this age of smart phones. Tourists looking for pot or a restaurant can just google it. And 10x20 foot photo of some buxom woman leaning over the hood of a new car is not likely to convince me or any other locals to buy one. Most of us would rather have an uninterrupted view of the kingfishers and kites.

-How much damage is cleaning up that mess and rebuilding a new one going to cause?

Don't let them do it, it really is for the good of the county, and especially Eureka.

Michele Kirste

From: [Patrick Carr](#)
To: [Planning Clerk](#)
Subject: Elk River billboard Special Permit
Date: Wednesday, May 6, 2020 3:15:36 PM

Planning Commissioners,

I fail to understand why the Planning Commission or the County would rush to approve the reconstruction of a billboard in the Elk River wetlands under the claim that this is a maintenance project.

The county needs to develop specific guidelines for the placement of billboards, which I believe are widely seen as a form of visual blight. Can't we leave advertising to print and electronic media, and leave the view of open spaces as they are?

I hope very much that you will not rush to approve this collapsed billboard's reconstruction.

Sincerely,
Patrick Carr
1704 Virginia Way
Arcata CA 95521

From: [Dave Meserve](#)
To: [Planning Clerk](#)
Subject: May 7 meeting, item G, Allpoints billboard rebuilding
Date: Wednesday, May 6, 2020 8:39:14 PM

Commissioners:

Regarding the rebuilding of the Allpoints billboard on the Elk River, south of Eureka, I am requesting that you withhold approval of the project, until the Planning Commission develops a comprehensive policy on billboard construction or re-construction in environmentally sensitive areas and in public view sheds.

It is ironic that the project is referred to as “reconstruction of a *legal non-conforming* billboard structure”.

How can it be both “legal” and “non-conforming”?

There is nothing wrong with billboards in urban areas, but they should not be built or re-built in areas where they interfere with the public’s right to enjoy beautiful views of the bay, the ocean, or pristine areas of river valley.

Please keep this project on hold, and create a policy that protects the environment and the view sheds of our county from commercial intrusion or re-intrusion.

Thank you,
Dave Meserve
Arcata, CA
707-834-3612

From: [Bruce Campbell](#)
To: [Planning Clerk](#)
Subject: Elk R billboard reconstruction proposal (do not see agenda on website to get exact item #)
Date: Wednesday, May 6, 2020 4:56:57 PM

May 6, 2020

Humboldt County Planning Commission

Re: possible permit for collapsed Elk River area billboard (which needs rejection)

To whom it may concern at the Humboldt County Planning Commission and otherwise:

Thank you for this opportunity to comment on whether it is legal and proper to permit reconstruction of a billboard that collapsed during a windstorm between the Elk River / Elk River Slough area and Highway 101 just south of Eureka in Humboldt County, California.

A permit to reconstruct that billboard would appear only to be valid if the billboard is NOT within the Highway 101 Right-of-Way – and if other requirements are met as well. Caltrans staff has indicated not only that it is improper to have a billboard within the highway right-of-way, but that a survey would be needed to determine whether the billboard is within the 200-foot Hwy. 101 Right-of-Way or not. (Most highway rights-of-way are 200 feet wide for straight sections of Highway 101 in the region.)

I note that the Senior Environmental Scientist Specialist with the California Dept. of Fish and Wildlife, Jennifer Olsen, writes that, “I don’t think access through our wildlife area is feasible, given they’d need to impact wetlands and cross the Elk River to get to the billboard site from APN 305-031-011.” I note in some documents on the Humboldt County Planning Commission website that it states “If encroachment permits are not attainable from CalTrans, access may also be attained from the slough or with permission to cross neighboring state-owned lands to the north. CalTrans referral comments also state that reconstruction of the fallen billboard is subject to compliance with the Outdoor Advertising Act.” So the accessing of that billboard site via the slough would not be allowed, while permission would be needed to get to the site from other directions.

(By the way, it is the Outdoor Advertising Act that at least on paper claims that a billboard would not be allowed within a highway right-of-way – whether such tends to be enforced or not.)

The document on the Planning Commission site further notes that “Mapping from the National Wetland Inventory denotes the project site to be within a freshwater emergent wetland. In the Coastal Zone, wetlands are recognized as Environmentally Sensitive Habitat Areas (ESHA) and eligible for protection from development activities.” (A California Coastal

Commission authorization would be required as well for reconstruction activities.)

Let us say a survey occurs as to the exact extent of the Highway 101 Right-of-Way near that Elk River Slough area. If that survey finds that, for instance, one would need to site a billboard further inland to get out of the Highway 101 Right-of-Way, I would object because the billboard must not get any closer to the sensitive Elk River which supports important anadromous fish species such as the Coho salmon, Coastal Cutthroat trout, and Steelhead trout. Plus, moving the billboard pilings/posts even closer to Elk River would certainly have negative impacts in terms of increased sedimentation into the Elk River since there would be a lot of removal of current and relocation of pilings/posts. And increased sedimentation in the Elk River would negatively impact those anadromous fish species.

I notice in the documentation that there is discussion of a “structure” and possible rebuilding of such structure. First, seeing that I have not been on the North Coast since the billboard collapsed, I am not sure if the debris remains, or whether some has been removed and just the posts remain. So if the collapsed billboard remains, then all but some pilings/postings would need to be removed in my understanding. But, ask yourself these questions. When the billboard site has had debris and some pilings/posts removed, can those several remaining pilings/posts be considered “a structure” under CEQA 15302 or otherwise?

Under CEQA 15301, though it says the examples given are not all-inclusive in terms of whether something can be reconstructed, I note that section (d) is more related to a possible billboard reconstruction than are (a) through (c) since certainly the collapsed billboard area near Elk River is could not be considered a “facility” or “mechanical equipment”. However under (d) it says “Restoration or rehabilitation of deteriorated or damaged structures, facilities or mechanical equipment to meet current standards of public health and safety, UNLESS IT IS DETERMINED THAT THE DAMAGE WAS SUBSTANTIAL AND RESULTED FROM AN ENVIRONMENTAL HAZARD SUCH AS EARTHQUAKE, LANDSLIDE, OR FLOOD;” (the capitalization emphasis is mine). The windstorm which resulted in collapse of the Elk River area billboard is certainly an “environmental hazard” act of nature, and the damage to the billboard was substantial. So it appears that the example given most applicable to reconstructing a “structure” under CEQA 15301 does not allow such reconstruction in this case since certainly there was substantial damage to the billboard (interfering with its function of advertising something to passerbys), and certainly it was due to an environmental hazard delivered by Mother Nature – a windstorm.

Before the (a) through (d) part, the document mentions “The key consideration is whether the project involves negligible or no expansion of use.” I just pointed out in the previous paragraph that CEQA 15301 does not appear applicable in the case of this Elk River area billboard. If a survey is conducted to determine the exact extent of the Highway 101 Right-of-Way in the area, and the billboard site happens to be in that right-of-way, then it would need

to be moved closer to the Elk River which not only would result in problems of increased sediment input into Elk River/Elk River Slough (as already mentioned) but also would be an “expansion of use” and thus also not qualify for reconstruction because instead of leaving certain posts/pilings preceding their proposed billboard reconstruction, all would apparently be removed or relocated closer to Elk River. There could be a debate as to whether leaving some pilings/posts and removing some others, and then adding some new ones to reconstruct the billboard, is “negligible” since it would involve lots of digging and may impact rare plant species of the area (plus getting some heavy and bulky items to and from the site). How would those who might reconstruct the billboard access the area, and with what equipment? Allegedly, vehicles and heavy equipment would not be related to the reconstruction of the billboard project. So how will the heavy posts/pilings (both to be removed or added) be transported to the billboard site? I almost visualize a couple very large wheel-barrows with workers trying hard to keep poles from rolling off into the general wetland landscape. What rare plants or wetland values might be impacted by wheel-barrows or however workers plan to get heavy pilings/poles to the collapsed billboard site?

In regards to whether CEQA 15302 could lead to an exemption, if a similar size billboard is erected on the current site then it may be able to qualify but only if a few pilings/posts (once the collapsed debris is removed if it has not been so far) can be legally considered a “structure”. And this is if all other regulations are met pertaining to the Outdoor Advertising Act, abiding by zoning requirements, etc.

The document on the Planning Commission website also says, “The project site is located between US 101 and the Elk River, south of the City of Eureka, on the east side of Highway 101. THE ZONING AND LAND USE MAPS FROM THE HUMBOLDT BAY AREA PLAN DO NOT SHOW PRIVATE LAND BETWEEN THE HIGHWAY 101 RIGHT-OF-WAY AND ELK RIVER CHANNEL, MAKING IT DIFFICULT TO DETERMINE THE APPLICABLE LAND USE AND ZONING OF THE PORTION OF THE PROPERTY WHERE THE EXISTING BILLBOARD IS LOCATED. LANDS IMMEDIATELY WEST OF THE ELK RIVER CHANNEL ON APN: 305-031-007 ARE DESIGNATED PUBLIC FACILITIES AND THE RIVER IS DESIGNATED NATURAL RESOURCES (NR).” Though the document indicates the Agriculture Exclusive (AE) zone may be most applicable for the site, yet the pictures indicate that the billboard is in an in-between type area thus certainly not in an agricultural field that is grazed by cattle. And Ms. Olsen of CDFW believed that the actual zoning is “wetlands” and since it is in the Coastal Zone, there can be no net loss of wetlands, and the area is considered an ESHA (Environmentally Sensitive Habitat Area) and any reconstruction would need Coastal Commission approval. “NONE OF THESE ZONES AND THEIR ATTENDANT LAND USE DESIGNATIONS EXPLICITLY AUTHORIZE OFF-SITE/NON-APPURTENANT ADVERTISING OR SIGNS (I.E. BILLBOARDS).”

So I note any possible declaration of exemption for the Elk River area billboard reconstruction would point to CEQA Sections 15301 and 15302 as their regulations

justification. But I have made the point that 15301 does not apply, and it is stretching it to claim that 15302 would apply since a collapsed billboard leaving just a few posts should not meet the definition of “structure” and all those other items such as abiding by zoning, no significant environmental impact, no net loss of wetlands would need to be checked off in order to be able to approve the project. If the Planning Commission is unsure as to whether certain regulations / goal-posts are abided by and whether the environmental impact relating to transporting and digging relating to the project are significant, they are required to reject the proposal. The document says “This (non-approval) alternative should be selected if the Commission is unable to make all of the required findings.”

As to whether certain projects should get an exemption, the mentioned CEQA sections point to other regulations having to do with whether a certain proposed reconstruction project would be exempt from further environmental review. However the sections generally pointed to have to do with “Agricultural Housing”, “Affordable Housing”, and “Residential Infill” – none of which apply in this case of the proposed billboard reconstruction near the Elk River south of Eureka. Thus I don’t believe all items can be checked on the environmental checklist, and the cited CEQA guidelines in the Humboldt County Planning Commission document appear not to be applicable. Plus Ms. Olsen pointed out that they would need more specifics on plans for transporting material and digging, so as to possibly advise improvements which would cause less damage to the sensitive area of this general wetland area.

Sincerely yours,

Bruce Campbell
10008 National Bl. # 163
Los Angeles, CA 90034

From: [tyler shuler](#)
To: [Planning Clerk](#)
Subject: Planning commission meeting
Date: Thursday, May 7, 2020 8:57:06 AM

I support approving the reconstruction of the elk river billboard.

Sent from my iPhone

DeBeni, Leslie

From: Rick Poletski <rick@poletskis.com>
Sent: Thursday, May 7, 2020 3:48 PM
To: Planning Clerk; Ford, John
Subject: Elk River Billboard

Dear Planning commissioner members I would like to add my support to the rebuilding of the elk river billboard as outlined in the county planning staff report. Thank you!

Sincerely,

Rick Poletski | President/Owner

Poletski's Appliance Center
Eel Valley Appliance
(707)445-3138 office
(509)438-8482 cell
rick@poletskis.com
341 W. Harris St. Eureka, Ca. 95503
Websites:
www.poletskis.com
www.eelvalleyappliance.com

DeBeni, Leslie

From: orahorace <orahorace@sbcglobal.net>
Sent: Thursday, May 7, 2020 3:48 PM
To: Planning Clerk
Subject: REPAIRING BILLBOARD

Humboldt County Planning Commission

Just learned that you folks will be hearing the application from Geoff Wills to rebuild & repair the billboard display that was blown down in the 2019 Thanksgiving windstorm.

I was fortunate to be able to present my support for the County Staff recommendation to permit this project at one of your prior meetings.

This display has been part of our tourism industry over many decades by presenting the messages of local fish markets, restaurants, hotels & gas stations. Especially now with CV19 impacting our fragile economy, you must not, in conscience, harm our local businesses by keeping them from replacing their permitted, legal and legacy property.

As a Humboldt County resident for 55 years, and current member of the Eureka Design Review Committee and the Headwaters Fund Board, it is my personal opinion that many well intentioned actions by Municipal and County Commissioners have incrementally and progressively strangle our economy over the last 50 years.

Please support our tourism industry, & the small businesses that use outdoor displays to advertise their businesses to the traveling public. Please approve this project as per the original and continuing Staff recommendations.

Thank you for your wise consideration, Chuck Ellsworth,
Eureka.

Sent via the Samsung Galaxy S7, an AT&T 4G LTE smartphone

From: [FRIESEN - Nevin](#)
To: [Planning Clerk](#)
Cc: [Geoff W](#)
Subject: 16029 PC re-notice All Points
Date: Thursday, May 7, 2020 9:10:28 AM
Attachments: [image001.png](#)
[image002.png](#)

Dear Planning commissioner members I would like to add my support to the rebuilding of the elk river billboard as outlined in the county planning staff report.

Thank you,

Nevin Friesen

Friesen Design Build, LLC
Finance/Office Manager

phone: (707) 725-1999 x 4 fax: (707) 725-1991

office: 115 Main Street, Fortuna, CA 95540

mail: PO Box 813, Fortuna, CA 95540

email: nevin@friesendb.com

*Check out our available offerings.
Download brochures below!*

[custom homes](#) | [manufactured homes](#)
[pre-cut garages](#) | [custom workshops](#) | [additional dwelling units](#)

From: [Woods PestControl, Inc.](#)
To: [Planning Clerk: Ford, John](#)
Subject: Support for Elk River Billboard
Date: Thursday, May 7, 2020 9:56:03 AM

Dear Planning Commissioner Members,

I would like to add my support to the rebuilding of the Elk River billboard as outlined in the county planning staff report.

Thank you,

Jacqui Clark



5610 West End Rd, Ste 101
Arcata, CA 95521
(707)443-8644
payables@woodspestcontrol.com

From: [Jesse](#)
To: [Ford, John](#); [Planning Clerk](#)
Subject: Elk River billboard
Date: Thursday, May 7, 2020 10:15:09 AM

Hello

Planning commissioner members I would like to add my support to the rebuilding of the elk river billboard as outlined in the county planning staff report. Especially during this difficult time with pandemic someone might be able to advertise to succeed in there business to get out of the hole. Billboards has been big part of small communities especially when it comes to tourists to drop few bucks in our community.

Thank you”

SUCCESS in Business requires Training, Discipline & Hardwork

From: [Jesse](#)
To: [Ford, John](#); [Planning Clerk](#)
Subject: Elk River billboard
Date: Thursday, May 7, 2020 10:12:19 AM

Hello

Planning commissioner members I would like to add my support to the rebuilding of the elk river billboard as outlined in the county planning staff report. Especially during this difficult time with pandemic someone might be able to advertise to succeed in there business to get out of the hole. Billboards has been big part of small communities especially when it comes to tourists to drop few bucks in our community.

Thank you"

SUCCESS in Business requires Training, Discipline & Hardwork

From: [Joel Mielke](#)
To: [Planning Clerk](#)
Subject: No to Elk River Billboard!
Date: Thursday, May 7, 2020 9:34:40 AM

Commissioners:

Please do not allow this eyesore to be rebuilt—on a lovely wetland, no less.

Joel Mielke
Carson Park Design
707.444.2644
carsonparkdesign.com

From: [Kristi Wrigley](#)
To: [Planning Clerk](#)
Subject: Billboard
Date: Thursday, May 7, 2020 12:20:13 PM

Please do not allow rebuild of the ugly billboard on Elk River. Please take steps to increase the enjoyment of t.he natural beauty in the area. The benefits of doing so are exponential. They may not Beas tangible as money but they are more valuable to the community and tourists passing through here.

Thank you,
Kristi Wrigley
2550 Wrigley Rd
Eureka CA 95503

Sent from my iPad

From: [Matt Allen](#)
To: [Planning Clerk](#); [Ford, John](#); [team: allpoints signs](#)
Subject: Eviction Moratorium, Bill Board, Private Property Rights
Date: Thursday, May 7, 2020 9:16:56 AM

Dear Planning Commissioner Members,
I would like to voice my concerns regarding eviction and rent moratorium as well as add my support to the rebuilding of the elk river billboard. I encourage you to support private property rights and **capitalism**. I applaud your efforts in this difficult time, please don't let fear drive your votes towards socialism!
Appreciate your time,
Matt Allen

Owner Broker
Humboldt Equity Inc.
656 Main St.
Fortuna, Ca 95540
Cell 707 498-3063
CA DRE # 01305904



From: [Max Drachman](#)
To: [Planning Clerk: Ford, John](#)
Subject: Elk River Billboard
Date: Thursday, May 7, 2020 9:57:53 AM

Dear Planning Commissioner Members,

Our firm has done extensive work in media in the Eureka market, and we would like to pledge our support for rebuilding the Elk River billboard as outlined in the county planning staff report. AllPoints is a local business, striving to provide advertising solutions for local companies, and should be rewarded for their ethical entrepreneurship. Taking down the sign sends the wrong message to local business owners, especially during this time of great uncertainty.

Thank you for your time.

Max Drachman

KALIL & CO., INC.

2960 North Swan Road, Suite 134

Tucson, Arizona 85712

(520) 795-1050

(520) 322-0584 FAX

www.kalilco.com

This transmittal is intended exclusively for the use of the individual or entity to whom it is addressed, and may be protected from disclosure under applicable state and or federal law. If the reader of this message is not the intended recipient, you are hereby notified that any unauthorized dissemination, distribution, or copy of this communication is strictly prohibited. If you have received this communication in error, please notify us immediately or telephone (520) 795-1050, and destroy the original message. Thank you.

From: [Chris McBeth](#)
To: [Planning Clerk](#)
Cc: [Ford, John](#)
Subject: Billboard Repair
Date: Thursday, May 7, 2020 9:13:50 AM

Dear Planning commissioner members I would like to add my support to the rebuilding of the elk river billboard as outlined in the county planning staff report.

Thank you,

Chris McBeth
1824 P st
Eureka, CA

From: mjc750@gmail.com
To: [Planning Clerk](#)
Subject: Billboards.
Date: Thursday, May 7, 2020 12:07:07 PM

Hello. Just adding my no vote to billboards of any kind, anywhere. Unnecessary, distracting and invasive to ecosystems for building them and maintaining them.

..

I especially want to also ask Humboldt County to ban any and ALL digital electric signs. They are garish, tacky and incredibly distracting for drives.

We aren't Las Vegas. We aren't LA. Let's preserve what's left of our Humboldt dignity and our natural environment, which is ultimately what appeals to tourists. They do not need billboards, they have planned their trips, they have the internet. Billboards are pointless.

Thanks. Melissa Carrau, resident, Eureka

Sent from [Mail](#) for Windows 10

Lippre, Suzanne

From: FRIESEN - Nevin <nevin@friesendb.com>
Sent: Thursday, May 7, 2020 9:10 AM
To: Planning Clerk
Cc: Geoff W
Subject: 16029 PC re-notice All Points

Dear Planning commissioner members I would like to add my support to the rebuilding of the elk river billboard as outlined in the county planning staff report.

Thank you,



Nevin Friesen

phone: (707) 725-1999 x 4 fax: (707) 725-1991
office: 115 Main Street, Fortuna, CA 95540
mail: PO Box 813, Fortuna, CA 95540
email: nevin@friesendb.com

*Check out our available offerings.
Download brochures below!*

custom homes | manufactured homes
pre-cut garages | custom workshops | additional dwelling units

Lippre, Suzanne

From: Chris McBeth <cmcbeth@omindustries.com>
Sent: Thursday, May 7, 2020 9:14 AM
To: Planning Clerk
Cc: Ford, John
Subject: Billboard Repair

Dear Planning commissioner members I would like to add my support to the rebuilding of the elk river billboard as outlined in the county planning staff report.

Thank you,

Chris McBeth
1824 P st
Eureka, CA

From: [Surinder Heer](#)
To: [Planning Clerk; Ford, John](#)
Date: Thursday, May 7, 2020 9:21:02 AM

Dear Planning commissioner members,

I would like to add my support to the rebuilding of the elk river billboard as outlined in the county planning staff report.

Thank you

Surinder Heer

From: [Amandip Heer](#)
To: [Ford, John](#); [Planning Clerk](#)
Subject: Elk River Billboard
Date: Thursday, May 7, 2020 9:24:52 AM

Dear Planning commissioner members,

I would like to add my support to the rebuilding of the elk river billboard as outlined in the county planning staff report.

Thank you

Amandip Heer

Lippre, Suzanne

From: Joel Mielke <joel@carsonparkdesign.com>
Sent: Thursday, May 7, 2020 9:35 AM
To: Planning Clerk
Subject: No to Elk River Billboard!

Commissioners:

Please do not allow this eyesore to be rebuilt—on a lovely wetland, no less.

Joel Mielke
Carson Park Design
707.444.2644
carsonparkdesign.com

From: [Amanda Rojas](#)
To: [Planning Clerk](#); [Ford, John](#)
Cc: [Geoff W](#)
Subject: Humboldt Planning Commission - Elk River Billboard
Date: Thursday, May 7, 2020 9:48:52 AM

Dear Planning Commissioner Members,

I would like to add my support to the rebuilding of the Elk River billboard as outlined in the County Planning staff report. Thank you for your time and consideration.

Amanda Rojas

United Sign Systems

5201 Pentecost Drive

Modesto, CA 95356

Office (209) 543-1320

accounting@unitedsign.net

From: [Woods PestControl, Inc.](#)
To: [Planning Clerk; Ford, John](#)
Subject: Support for Elk River Billboard
Date: Thursday, May 7, 2020 9:56:03 AM

Dear Planning Commissioner Members,

I would like to add my support to the rebuilding of the Elk River billboard as outlined in the county planning staff report.

Thank you,

Jacqui Clark



5610 West End Rd, Ste 101
Arcata, CA 95521
(707)443-8644
payables@woodspestcontrol.com

From: [Max Drachman](#)
To: [Planning Clerk](#); [Ford, John](#)
Subject: Elk River Billboard
Date: Thursday, May 7, 2020 9:57:53 AM

Dear Planning Commissioner Members,

Our firm has done extensive work in media in the Eureka market, and we would like to pledge our support for rebuilding the Elk River billboard as outlined in the county planning staff report. AllPoints is a local business, striving to provide advertising solutions for local companies, and should be rewarded for their ethical entrepreneurship. Taking down the sign sends the wrong message to local business owners, especially during this time of great uncertainty.

Thank you for your time.

Max Drachman

KALIL & CO., INC.

2960 North Swan Road, Suite 134

Tucson, Arizona 85712

(520) 795-1050

(520) 322-0584 FAX

www.kalilco.com

This transmittal is intended exclusively for the use of the individual or entity to whom it is addressed, and may be protected from disclosure under applicable state and or federal law. If the reader of this message is not the intended recipient, you are hereby notified that any unauthorized dissemination, distribution, or copy of this communication is strictly prohibited. If you have received this communication in error, please notify us immediately or telephone (520) 795-1050, and destroy the original message. Thank you.

From: [Elizabeth Finger](#)
To: [Planning Clerk](#)
Subject: Elk River billboard
Date: Thursday, May 7, 2020 10:01:36 AM

Dear Humboldt County Planning Commissioners,

I am writing in regards to the proposed special permit that would allow for the rebuilding of the Elk River billboard. By no stretch of the imagination is the construction and erecting of another billboard in that location "maintenance".

Allowing a billboard in the wetlands area in the Coastal Zone is not appropriate, and approval of it would violate your duty to protect the public trust. Commercial interests should not override other values, nor justify disregard of existing rules.

Humboldt County needs to create and implement protocols and policies on billboards, with input from a diversity of stakeholders and agencies. Until then, I urge you to deny this special permit, and enact a moratorium on further billboard approval.

Thank you for your consideration.

Sincerely,
Elizabeth Finger

From: [Jesse](#)
To: [Ford, John; Planning Clerk](#)
Subject: Elk River billboard
Date: Thursday, May 7, 2020 10:12:19 AM

Hello

Planning commissioner members I would like to add my support to the rebuilding of the elk river billboard as outlined in the county planning staff report. Especially during this difficult time with pandemic someone might be able to advertise to succeed in there business to get out of the hole. Billboards has been big part of small communities especially when it comes to tourists to drop few bucks in our community.

Thank you"

SUCCESS in Business requires Training, Discipline & Hardwork

From: [Elizabeth Finger](#)
To: [Planning Clerk](#)
Subject: Re: Elk River billboard
Date: Thursday, May 7, 2020 10:13:23 AM

To clarify, my comment with the subject line "Elk River billboard" is in regards to May 7 agenda item G1: Allpoints Outdoor, Inc. Special Permit for Reconstruction of a Legal Nonconforming Billboard Structure, Record Number PLN-2019-10629

Thank you,

Elizabeth Finger

On Thu, May 7, 2020 at 10:01 AM Elizabeth Finger <elizabethfinger1@gmail.com> wrote:
Dear Humboldt County Planning Commissioners,

I am writing in regards to the proposed special permit that would allow for the rebuilding of the Elk River billboard. By no stretch of the imagination is the construction and erecting of another billboard in that location "maintenance".

Allowing a billboard in the wetlands area in the Coastal Zone is not appropriate, and approval of it would violate your duty to protect the public trust. Commercial interests should not override other values, nor justify disregard of existing rules.

Humboldt County needs to create and implement protocols and policies on billboards, with input from a diversity of stakeholders and agencies. Until then, I urge you to deny this special permit, and enact a moratorium on further billboard approval.

Thank you for your consideration.

Sincerely,
Elizabeth Finger

From: [Jesse](#)
To: [Ford, John; Planning Clerk](#)
Subject: Elk River billboard
Date: Thursday, May 7, 2020 10:15:09 AM

Hello

Planning commissioner members I would like to add my support to the rebuilding of the elk river billboard as outlined in the county planning staff report. Especially during this difficult time with pandemic someone might be able to advertise to succeed in there business to get out of the hole. Billboards has been big part of small communities especially when it comes to tourists to drop few bucks in our community.

Thank you"

SUCCESS in Business requires Training, Discipline & Hardwork

From: [pedro](#)
To: [Ford, John](#)
Cc: [Planning Clerk](#)
Subject: All points signs
Date: Thursday, May 7, 2020 10:25:10 AM

I find it reprehensible the county is even considering preventing the replacement of a billboard on a private property. I fully support Geoff's rebuild, and hope you do the same. I will be letting my supervisor (rex) know as well.

I appreciate concerns, but feel this sets a dangerous precedent. Imagine if a less moral person takes control of planning, and uses this to prevent any business a few folks didn't like from being able to repair or replace structures on their property.

I vote with my dollars. When I find a business offensive I take my dollars elsewhere. When enough people agree with my position that business is forced to change. When few agree with me, that business continues. It's the American way.

Sent from my Verizon, Samsung Galaxy smartphone

From: [Brenda Pease](#)
To: [Planning Clerk](#); [Ford, John](#)
Subject: Allpoints Outdoor, Inc.
Date: Thursday, May 7, 2020 11:26:08 AM

Dear Planning Commission Members,

I recently moved to Washington after living in Humboldt County for 30 years. I still have friends, relatives, and business associates in Humboldt County and am compelled to write to you in regards to Allpoints Outdoor, Inc.'s permit to reconstruct the recently damaged billboard.

I am in support of its reconstruction as outlined in the county planning staff report. The billboard is personal property, has been in its current location since before zoning regulations were established, and the reconstructed billboard will be comparable in size to what it was prior to being blown down. The billboard has a favorable impact on the local economy. The advertising provided by this billboard contributes to the economic health and prosperity of Humboldt County by supporting businesses that continue to employ local residents and keep funds in circulation.

Thank you for your consideration.

Brenda Pease
1415 NE Everett St
Camas, WA 98607
(707) 407-6218

From: [stan elcock](#)
To: [Planning Clerk](#)
Subject: Elk river Billboard
Date: Thursday, May 7, 2020 11:45:24 AM

Dear Planning commissioner members:

I support the rebuilding/repair of the Elk River Billboard as outlined in the county planning staff report.

Thank you for the opportunity to comment,

Stan Elcock

From: mjc750@gmail.com
To: [Planning Clerk](#)
Subject: Billboards.
Date: Thursday, May 7, 2020 12:07:07 PM

Hello. Just adding my no vote to billboards of any kind, anywhere. Unnecessary, distracting and invasive to ecosystems for building them and maintaining them.

..

I especially want to also ask Humboldt County to ban any and ALL digital electric signs. They are garish, tacky and incredibly distracting for drives.

We aren't Las Vegas. We aren't LA. Let's preserve what's left of our Humboldt dignity and our natural environment, which is ultimately what appeals to tourists. They do not need billboards, they have planned their trips, they have the internet. Billboards are pointless.

Thanks. Melissa Carrau, resident, Eureka

Sent from [Mail](#) for Windows 10

From: [Kristi Wrigley](#)
To: [Planning Clerk](#)
Subject: Billboard
Date: Thursday, May 7, 2020 12:20:13 PM

Please do not allow rebuild of the ugly billboard on Elk River. Please take steps to increase the enjoyment of t.he natural beauty in the area. The benefits of doing so are exponential. They may not Beas tangible as money but they are more valuable to the community and tourists passing through here.

Thank you,
Kristi Wrigley
2550 Wrigley Rd
Eureka CA 95503

Sent from my iPad

From: [Randy Gans](#)
To: [Planning Clerk](#); [Ford, John](#); [Bohn, Rex](#); [Fennell, Estelle](#); [Wilson, Mike](#); ybass@co.humboldt.ca.us; [Madrone, Steve](#)
Subject: Elk River - Damged Billboard
Date: Thursday, May 7, 2020 1:39:35 PM

Dear Planning Commissioners/Supervisors,

I would like to add my support to the rebuilding of the existing billboard sign near Elk River on Allpoint Advertising's private property.

This sign has been part of the landscape of Humboldt County for many years, it just quietly sits there, on private property, promoting various tax paying, job creating small businesses while its owner diligently pays property taxes and income taxes on the revenue that this quiet existing structure sitting on private property creates.

In light of today's news that California is facing a **\$54.3 billion dollar deficient** and unemployment is at unprecedented levels, it is time for each and every respective elected official, appointed official (such as a planning commissioner or even better yet a [Coastal Commissioner](#)), government employee and any other publicly funded entity or group representatives to recognize and appreciate the new endangered species in California named the **"THE PRIVATE SECTOR"** and its closely related subspecies named **"THE SMALL BUSINESS"**.

Without taxpaying, job creating Private Sector creatures of all kinds and sizes such as this little, quiet billboard sitting on private property that depends solely on **PRIVATE COMMERCE**, there will be no more tax revenues to support California's bloated public sector payrolls, pensions, facilities, institutions and, of course...its **way to numerous and overbearing regulations and regulators**.

Perhaps we should require California's elected and/or appointed officials whose decisions lead to the extinction of their taxpaying **PRIVATE SECTOR/SMALL BUSINESSES** to personally hand out the thousands of forthcoming pink slips to every the government employee, school teacher, professor, park ranger, police officer or fireman who can no longer be funded.

Therefore, when casting your vote tonight, your view of the economic future of California's private and public sectors will be reflected...ideological vs. pragmatic...dreamland vs. reality...jobs vs. no jobs... I can go on and on.

It all starts with a simple decision regarding one taxpaying, quiet existing structure, promoting private sector business, sitting on a piece of private property.

Sincerely,

Randy Gans

3533 Newburg Road

Fortuna, CA

From: [Randy Gans](#)
To: [Planning Clerk](#); [Ford, John](#); [Bohn, Rex](#); [Fennell, Estelle](#); [Wilson, Mike](#); vbass@co.humboldt.ca.us; [Madrone, Steve](#)
Subject: Elk River - Damged Billboard
Date: Thursday, May 7, 2020 1:39:35 PM

Dear Planning Commissioners/Supervisors,

I would like to add my support to the rebuilding of the existing billboard sign near Elk River on Allpoint Advertising's private property.

This sign has been part of the landscape of Humboldt County for many years, it just quietly sits there, on private property, promoting various tax paying, job creating small businesses while its owner diligently pays property taxes and income taxes on the revenue that this quiet existing structure sitting on private property creates.

In light of today's news that California is facing a **\$54.3 billion dollar deficient** and unemployment is at unprecedented levels, it is time for each and every respective elected official, appointed official (such as a planning commissioner or even better yet a Coastal Commissioner), government employee and any other publicly funded entity or group representatives to recognize and appreciate the new endangered species in California named the **"THE PRIVATE SECTOR"** and its closely related subspecies named **"THE SMALL BUSINESS"**.

Without taxpaying, job creating Private Sector creatures of all kinds and sizes such as this little, quiet billboard sitting on private property that depends solely on **PRIVATE COMMERCE**, there will be no more tax revenues to support California's bloated public sector payrolls, pensions, facilities, institutions and, of course...its **way to numerous and overbearing regulations and regulators**.

Perhaps we should require California's elected and/or appointed officials whose decisions lead to the extinction of their taxpaying **PRIVATE SECTOR/SMALL BUSINESSES** to personally hand out the thousands of forthcoming pink slips to every the government employee, school teacher, professor, park ranger, police officer or fireman who can no longer be funded.

Therefore, when casting your vote tonight, your view of the economic future of California's private and public sectors will be reflected...ideological vs. pragmatic...dreamland vs. reality...jobs vs. no jobs... I can go on and on.

It all starts with a simple decision regarding one taxpaying, quiet existing structure, promoting private sector business, sitting on a piece of private property.

Sincerely,

Randy Gans

3533 Newburg Road

Fortuna, CA

From: [Sean Farrow](#)
To: [Planning Clerk](#)
Subject: PLN-2019-16029
Date: Thursday, May 7, 2020 9:18:04 AM

Dear Planning Commission Members,

I would like to add my support to the rebuilding of the Elk River Billboard as outlined in the county planning staff report. As we begin to recover our local economy from the Shelter in Place order we are going to need as many avenues for local small business income as possible. Not allowing for rebuilding of the billboard will be negatively affecting a local business which in turn affects us all.

Thank you,

Sean Farrow

HLP Advertising/Harper Motors/Mid City Motor World/Sole Savers

707-268-1450 (Direct)

707-845-2160 (Cell)

707-443-3839 (Fax)

This message and any attachments are intended for the sole use of the individual and entity to which it is addressed and may contain information that is privileged, confidential, and exempt from disclosure under applicable law. If you are not the intended addressee nor authorized to receive for the intended addressee, you are hereby notified that you may not use, copy, disclose, or distribute to anyone the message or any information contained in the message. If you have received this message in error, please immediately advise the sender by contacting the sender at 707-443-7311 and then deleting the message and its attachments. Thank you for your respect to privacy. See our Privacy Policy <https://www.harpermotors.com/CCPA> regarding privacy practices.

From: [stan elcock](#)
To: [Planning Clerk](#)
Subject: Elk river Billboard
Date: Thursday, May 7, 2020 11:45:24 AM

Dear Planning commissioner members:

I support the rebuilding/repair of the Elk River Billboard as outlined in the county planning staff report.

Thank you for the opportunity to comment,

Stan Elcock

From: [Surinder Heer](#)
To: [Planning Clerk: Ford, John](#)
Date: Thursday, May 7, 2020 9:21:02 AM

Dear Planning commissioner members,

I would like to add my support to the rebuilding of the elk river billboard as outlined in the county planning staff report.

Thank you

Surinder Heer

From: [pedro](#)
To: [Ford, John](#)
Cc: [Planning Clerk](#)
Subject: All points signs
Date: Thursday, May 7, 2020 10:25:10 AM

I find it reprehensible the county is even considering preventing the replacement of a billboard on a private property. I fully support Geoff's rebuild, and hope you do the same. I will be letting my supervisor (rex) know as well.

I appreciate concerns, but feel this sets a dangerous precedent. Imagine if a less moral person takes control of planning, and uses this to prevent any business a few folks didn't like from being able to repair or replace structures on their property.

I vote with my dollars. When I find a business offensive I take my dollars elsewhere. When enough people agree with my position that business is forced to change. When few agree with me, that business continues. It's the American way.

Sent from my Verizon, Samsung Galaxy smartphone

From: [Amanda Rojas](#)
To: [Planning Clerk: Ford, John](#)
Cc: [Geoff W](#)
Subject: Humboldt Planning Commission - Elk River Billboard
Date: Thursday, May 7, 2020 9:48:52 AM

Dear Planning Commissioner Members,

I would like to add my support to the rebuilding of the Elk River billboard as outlined in the County Planning staff report. Thank you for your time and consideration.

Amanda Rojas

United Sign Systems

5201 Pentecost Drive

Modesto, CA 95356

Office (209) 543-1320

accounting@unitedsign.net

From: [Amandip Heer](#)
To: [Ford, John](#); [Planning Clerk](#)
Subject: Elk River Billboard
Date: Thursday, May 7, 2020 9:24:52 AM

Dear Planning commissioner members,

I would like to add my support to the rebuilding of the elk river billboard as outlined in the county planning staff report.

Thank you

Amandip Heer

From: [Brenda Pease](#)
To: [Planning Clerk: Ford, John](#)
Subject: Allpoints Outdoor, Inc.
Date: Thursday, May 7, 2020 11:26:08 AM

Dear Planning Commission Members,

I recently moved to Washington after living in Humboldt County for 30 years. I still have friends, relatives, and business associates in Humboldt County and am compelled to write to you in regards to Allpoints Outdoor, Inc.'s permit to reconstruct the recently damaged billboard.

I am in support of its reconstruction as outlined in the county planning staff report. The billboard is personal property, has been in its current location since before zoning regulations were established, and the reconstructed billboard will be comparable in size to what it was prior to being blown down. The billboard has a favorable impact on the local economy. The advertising provided by this billboard contributes to the economic health and prosperity of Humboldt County by supporting businesses that continue to employ local residents and keep funds in circulation.

Thank you for your consideration.

Brenda Pease
1415 NE Everett St
Camas, WA 98607
(707) 407-6218

From: [Elizabeth Finger](#)
To: [Planning Clerk](#)
Subject: Elk River billboard
Date: Thursday, May 7, 2020 10:01:36 AM

Dear Humboldt County Planning Commissioners,

I am writing in regards to the proposed special permit that would allow for the rebuilding of the Elk River billboard. By no stretch of the imagination is the construction and erecting of another billboard in that location "maintenance".

Allowing a billboard in the wetlands area in the Coastal Zone is not appropriate, and approval of it would violate your duty to protect the public trust. Commercial interests should not override other values, nor justify disregard of existing rules.

Humboldt County needs to create and implement protocols and policies on billboards, with input from a diversity of stakeholders and agencies. Until then, I urge you to deny this special permit, and enact a moratorium on further billboard approval.

Thank you for your consideration.

Sincerely,
Elizabeth Finger

From: [Elizabeth Finger](#)
To: [Planning Clerk](#)
Subject: Re: Elk River billboard
Date: Thursday, May 7, 2020 10:13:23 AM

To clarify, my comment with the subject line "Elk River billboard" is in regards to May 7 agenda item G1: Allpoints Outdoor, Inc. Special Permit for Reconstruction of a Legal Nonconforming Billboard Structure, Record Number PLN-2019-10629

Thank you,

Elizabeth Finger

On Thu, May 7, 2020 at 10:01 AM Elizabeth Finger <elizabethfinger1@gmail.com> wrote:
Dear Humboldt County Planning Commissioners,

I am writing in regards to the proposed special permit that would allow for the rebuilding of the Elk River billboard. By no stretch of the imagination is the construction and erecting of another billboard in that location "maintenance".

Allowing a billboard in the wetlands area in the Coastal Zone is not appropriate, and approval of it would violate your duty to protect the public trust. Commercial interests should not override other values, nor justify disregard of existing rules.

Humboldt County needs to create and implement protocols and policies on billboards, with input from a diversity of stakeholders and agencies. Until then, I urge you to deny this special permit, and enact a moratorium on further billboard approval.

Thank you for your consideration.

Sincerely,
Elizabeth Finger