

SUPPLEMENTAL INFORMATION #1

For Planning Commission Agenda of February 20, 2020

- Consent Agenda Item
- Continued Hearing Item
- Public Hearing Item #H-1
- Department Report
- Old Business

Re: **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
Eureka Area

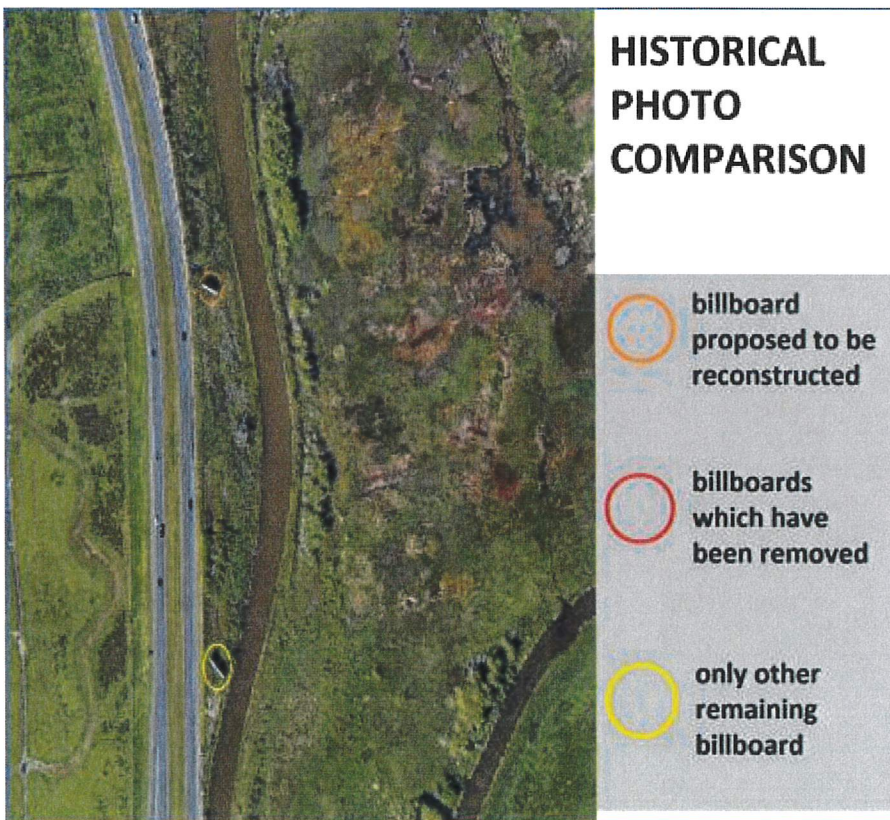
Attached for the Planning Commission's record and review are updated referral comments from the California Department of Transportation (CalTrans) as well as public comments received in response to the proposed project.

Odry, Zsafia

From: ROBERTSON, JESSE GRAHAM@DOT <jesse.robertson@dot.ca.gov>
Sent: Tuesday, February 18, 2020 11:17 AM
To: Odry, Zsafia
Cc: Lazar, Steve
Subject: FW: Request re: King Salmon billboard

Zsafia,

Since submitting our initial letter, new information has emerged about the site and having had telephone conversations with both you and Steve Lazar, I would like to clarify in writing. Jennifer Kalt, in her email below, describes both the orange and yellow circled billboards in the county prepared exhibit as “the billboard”. To clarify, the “orange billboard” at PM 74.25 (the fallen one) appears to be outside of State RW. The “yellow billboard” at PM 74.12 may extend into State RW (would need to confirmed). Caltrans provided a map that estimates the relationship of the “yellow billboard” and the RW and shows a corner of the “yellow billboard” sticking into State RW. We can provide RW and survey records to the sign owner’s land surveyor if the owner needs or wishes to locate the RW accurately.



Jesse Robertson
Transportation Planning
Caltrans District 1
707-441-4693

From: Jennifer Kalt <jkalt@humboldtbykeeper.org>
Sent: Sunday, February 16, 2020 10:26 PM
To: ROBERTSON, JESSE GRAHAM@DOT <jesse.robertson@dot.ca.gov>
Subject: Request re: King Salmon billboard

EXTERNAL EMAIL. Links/attachments may not be safe.

Hi Jesse,

I saw your letter and email to the Humboldt County planner re: the fallen billboard near King Salmon, saying the billboard will need to be installed outside the State right of way. You referenced an image that shows a corner of the billboard within State right of way.

The image was not included in the County staff report - can you please send that?

Also, just fyi, the ODA states at [CA Bus & Prof Code § 5405 \(2016\)](#) that

Notwithstanding any other provision of this chapter, 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: ...

I do not believe that any of the exceptions apply in this case, but would be interested in your interpretation of the regs. Thank you,

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



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.humboldtbaykeeper.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

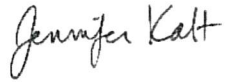
The plans for the proposed development show pressure-treated wood as the material for the structure, including all of the uprights. (page 38) Many of these products use copper, which is not recommended for applications near aquatic ecosystems because of its toxicity to aquatic organisms¹ such as Coho 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/EnvironmentalConsiderationsTreatedWood.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 cursive script that reads "Jennifer Kalt".

Jennifer Kalt, Director

jkalt@humboldtbykeeper.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

Odry, Zsofia

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

Odry, Zsofia

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.

Odry, Zsofia

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

Odry, Zsafia

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

Odry, Zsafia

From: Planning Clerk
Sent: Wednesday, February 19, 2020 4:14 PM
To: Odry, Zsafia; 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

Odry, Zsafia

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

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

Odry, Zsafia

From: Planning Clerk
Sent: Wednesday, February 19, 2020 4:12 PM
To: Werner, Steve; Lazar, Steve; Odry, Zsafia
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

Odry, Zsafia

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

Odry, Zsafia

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

Odry, Zsafia

From: Barbara Rohr <bbrohr422@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

Odry, Zsafia

From: Planning Clerk
Sent: Wednesday, February 19, 2020 4:11 PM
To: Lazar, Steve; Odry, Zsafia; 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

Odry, Zsofia

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

Odry, Zsafia

From: Planning Clerk
Sent: Tuesday, February 18, 2020 3:19 PM
To: Odry, Zsafia
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

Odry, Zsofia

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

Odry, Zsofia

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-rekowned 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

Odry, Zsofia

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

Odry, Zsafia

From: Planning Clerk
Sent: Wednesday, February 19, 2020 4:55 PM
To: Werner, Steve; Lazar, Steve; Odry, Zsafia
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
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No matter what mess the world's in, there's always a place for colored markers and glitter. Sisters of Perpetual Indulgence