

McClenagan, Laura

Subject: Proposed Sign Ordinance hearing Oct 19

From: Michele McKeegan <mikeymcke@gmail.com>

Sent: Wednesday, October 18, 2023 4:08 PM

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

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To the Planning Commission:

As head of Keep Eureka Beautiful, I want to urge you to take this opportunity to create a billboard ordinance with real teeth

Surveys show that an overwhelming majority of Americans feel that billboards are not just intrusive but off putting. Historically some in the business community have seen them as good marketing tools but with more and more Americans relying on Google searches to find whatever they are looking for, even this rationale shrivels,

Humboldt County has some of the loveliest scenery in the state and the presence of billboards mar this natural beauty just as they contribute to the ugly jumble of signs in our cities. They have no good role to play.

Thank you for considering this and thank you for your service to our County,

Michele McKeegan