From:	Geoff W
To:	Planning Clerk; Brian Mitchell; Noah Levy; srhawest@gmail.com; Peggyoneill1953@gmail.com; lonyx.landry@humboldt.edu; hrh707@outlook.com; skavdalz11@gmail.com; Ford, John; Dunn, Jacob; Bohn, Rex; Bushnell, Michelle; Wilson, Mike; Arroyo, Natalie; Madrone, Steve
Cc:	Jeff Mccuen; Jason Ripp; Dana Kennedy; Anthony Leones; Jeff Aran
Subject:	Draft sign ordinance
Date:	Friday, January 26, 2024 10:49:55 AM

Planning commissioners,

I would like to follow up on my brief comments from your last meeting on the sign ordinance. I appreciate being heard by you all on the matters, and I hope you'll continue to listen because I have a lot more to say, and Humboldt County's economy and business community need all the support it can get! As I said in the meeting, this ordinance CANNOT go through as written, and I understand we're working on fixing it now. The sign ordinance lumps together on-premise and off-premise signs; these are two different industries and operate sign types. I actually even own two separate companies, Allpoints Advertising, Inc., is my "on-premise" sign company, and Allpoints Outdoor, Inc., is my "off-premise" sign company. First, I'll address on-premise signs, and second, I'll address off-premise signs.

On-premise signs are a vital part of business success; they are also not something planners or planning commissioners know much about—it would be dumb luck if you did have knowledge of it. As such, though, you all are tasked with creating county-wide regulations about something you know nothing about. It is extremely frustrating to have my profession and the success of our entire business community's fate in the hands of 7 people who don't understand the sector they are regulating. I get three minutes to weigh in, and then I'm cut out. I want to help in any way I can; I have already submitted detailed recommendations and photos to support those recommendations to Jacob back on November 14th. I will go through and redline each section with my advice; hopefully, this time these can actually be shown to you all to try and help. In addition to my feedback, I'll be providing, I think it would be extremely helpful to allow me to continue to provide expertise on subjects outside of the public comment time. For example, during the illumination discussion, a good amount of time was dedicated to discussing adding specific limits and language about sign brightness. Signs don't have "dimmer switches"; the sign industry uses standard sign lights to illuminate them. There were lots of other instances that I could easily provide clarification on; can this happen? The comments and discussion around lighting were prompted by deceptive public comment from Jen Kalt; she opened her comment period by talking about the "extremely bright lights" at Target shining onto the bay. She was talking about a SPOTlight; they have several 1000-watt floodlights out back and one 60-watt internally illuminated sign. Please keep your common sense hats on when listening to purposefully deceptive narratives from vocal minorities that have been fighting business success for decades. From the 1940s to 1980s, Humboldt County had 4 sign shops to service our area; we are down to just me, I'm a vital industry to our entire county. If you regulate my business out of existence, our ENTIRE county will have no one to manufacture or service signs for them, and they will have to bear the incredible expense of hiring Bay Area and Sacramento-based sign shops to serve our market.

Section 87.2.10.3 of the draft ordinance dealing with off-premise signs is detrimental to my company, my investments, and most importantly, is NOT consistent with Chapter 10 of the Humboldt County general plan update. The meetings that sculpted Chapter 10 of the general

plan took place in 2014. The October 6, 2014 meeting link is attached; I'm also attaching a link to Chapter 10 of the general plan. Nothing in the meetings from 2014 nor Chapter 10 suggests that the "general plan" of Humboldt County is to not allow for the re-erection of a fallen or damaged billboard. In fact, as I said during my public comments, the general plan allowed for more billboards! I offered as a compromise to protect our current business and structures that this part could be eliminated. This was eliminated, but none of the protections were offered! Seeing as the option for new billboards is gone definitely shows me you can take my advice and easily adapt it to code. So aside from not being consistent with "the plan," I beg you that we allow for the re-erection of ALL billboards. This is my life work, my entire net worth, retirement, and kids' future pend on the one sentence of this draft. I cannot think of any other structure, building, or business in Humboldt County that would not be allowed to continue if a storm damages it. I moved to Humboldt in 2003 to attend HSU. In 2007 I started working for Allpoints, in 2012 I purchased Allpoints Advertising, Inc. In 2012 Allpoints had one employee (me) and had gross sales of $350k/year. I've grown it to now employing 8 people and we do about 1.5 million in sales. All of my employees went to Eureka high and now earn enough to own homes and raise their families here. In 2017 I purchased Hoff Outdoor, investing in myself and my community over $2,300,000; I made this investment off the clear direction in Chapter 10 of our general plan, knowing I'd be protected by the outdoor advertising act if local policy wanted to remove the boards and knowing that I'd have the right to re-erect my boards if they were damaged. I give you a quick glimpse of my story and Allpoints story because I believe my example is what our community needs to support; we need to create regulations that encourage people to move to our community, start good local businesses that create products or sell products that support our other local business. Both the on-premise and off-premise drafts of this sign code DO NOT foster a supportive environment.

Speaking of "environment," somehow our wildlife and natural resources are brought up with signs all the time and seem to be a HUGE factor in lots of these regulations. I will be honest, I'm at a total loss for the connection between signs and wildlife/natural resources.

Wildlife interaction with signs is not something I believe has been studied nor should anyone waste the time doing so; common sense can address this one.

Wetlands and billboards have coexisted all throughout Humboldt County since the 1940s with ZERO evidence or any harm done to the wetlands during the 5-10 day construction period or the 80 years of existence thereafter. I own 10 billboards in mapped wetlands between Humboldt Hill and King Salmon; they were permitted and approved by the Coastal Commission in the late 1980s; if that totalitarian agency determined they are ok, I think you can as well. Furthermore, almost all our billboards in our county's wetlands reside next to cattle; you do not need to create laws and regulations to "protect" natural resources from a wood post in the ground if you have 5,000 head of cattle trampling through those same grounds unregulated. Never mind the fact the homeless continue to trash our wetlands with zero consequence while our county spends tens of thousands fighting a local sign company on the grounds of "protecting the environment."

The words "night sky" were said over 20x in the last meeting. Remember, on-premise signs are 99.999% of the time in heavily populated business districts. To combat light pollution our code should encourage internally illuminated signs; their lighting is designed to only light the sign for legibility (standard brightness as mentioned above); they will emit around 800 lumens, more often than not these signs at business's are located next to parking lot and floodlights emitting 30,000 lumens. Go drive down central ave in Mckinleyville or 4th/5th

street in Eureka, the RED/GREEN lights of traffic signals are brighter than all the internally illuminated signs. Having idealistic goals that have no relevance to the regulations being created in not good policy. If you want to regulate to help the night sky there are a lot of items in line to address before you get to sign lights.

The only natural resources a sign can and does affect is viewshed; however, this is a highly SUBJECTIVE item. You cannot let a vocal minority of 100 people persuade you to enact regulations for a population of 140,000 and a business sector that is trying to earn a living and contribute to our community. In terms of on-premise signs this will be a non-factor as the signs are in developed areas. For off-premise signs, we are not trying to add any more, just keeping the status quo and our investments safe. What holds more value, a family affording to buy groceries from the increased business their billboard brings in or Jen Kalt's opinion of pretty views? Humboldt County is a gorgeous place and for a large majority of us, the reason we live here; we have pretty scenery everywhere. Humboldt County is not a thriving business community. Please don't add regulation to make it worse, as offered above, regulation to prevent more billboards is not objected to.

Thank you for taking the time to read this and please reach out to me with any questions about how to regulate this industry properly.

2014 BOS meeting on chapter 10
https://humboldt.granicus.com/player/clip/886?view_id=5&redirect=true&h=b8d6dfa95231813d527b1214b5b30339

Chapter 10

chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://humboldtgov.org/DocumentCenter/View/61986/Chapter-10-Conservation-and-Open-Space-Elements-PDF

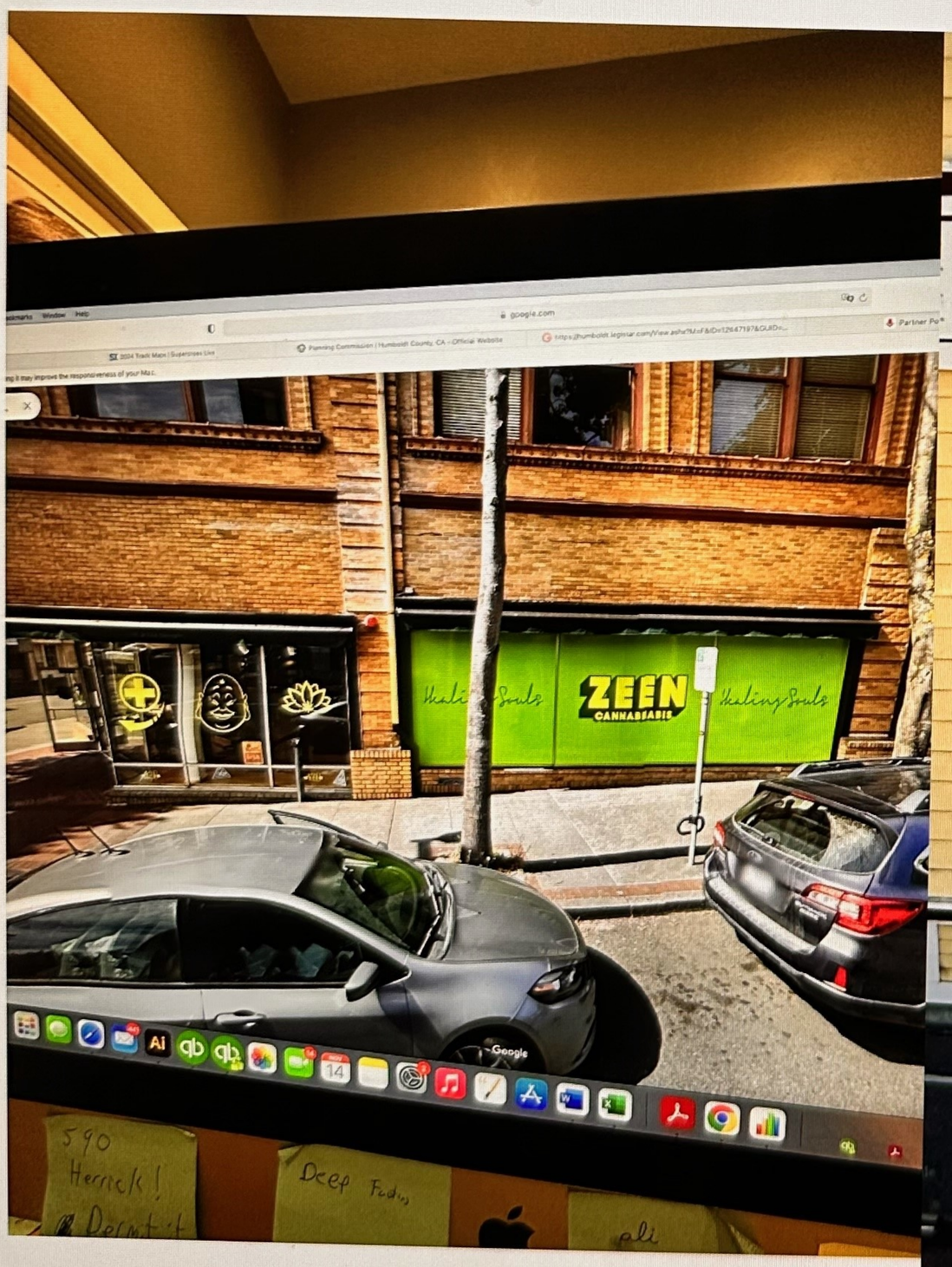
Geoff Wills
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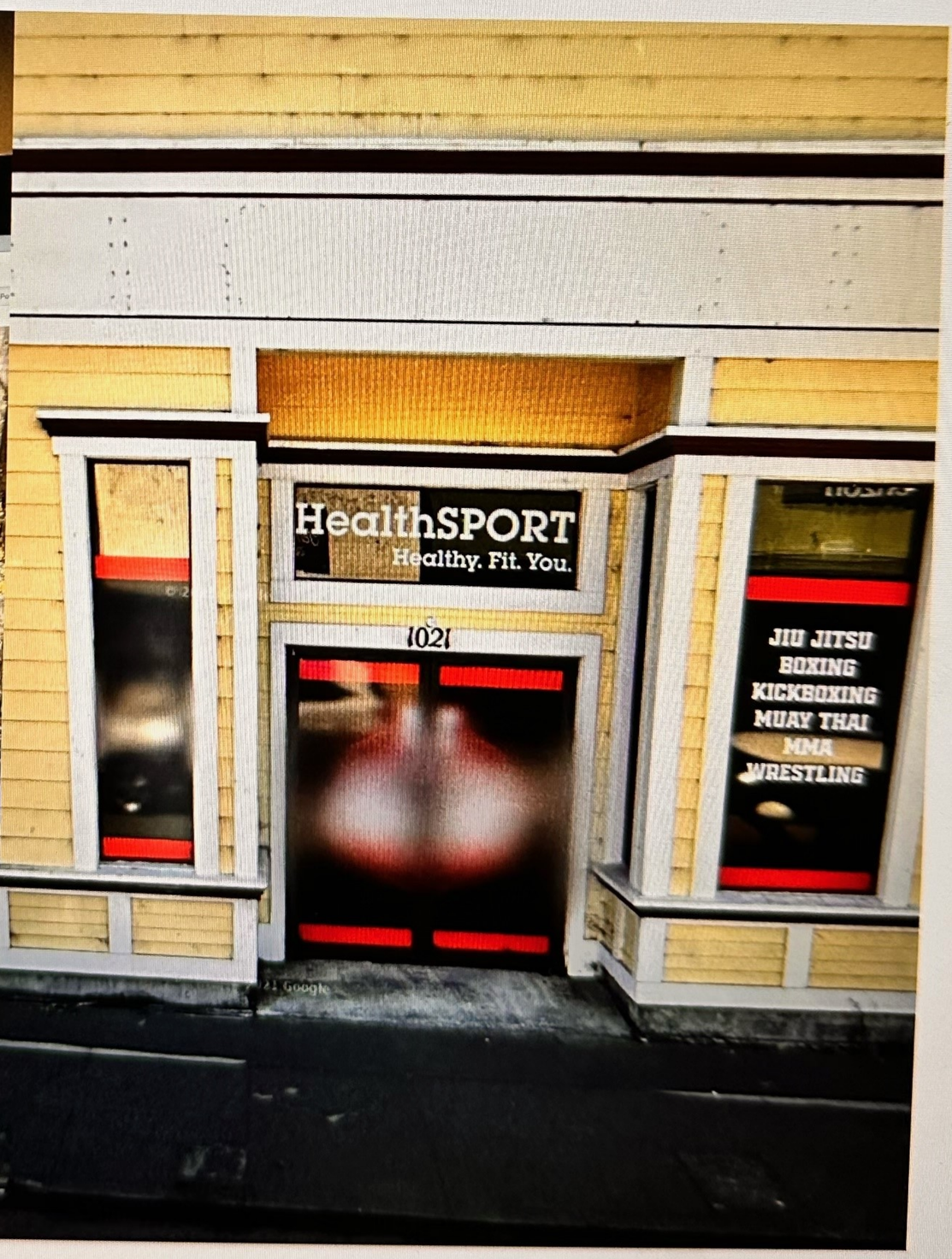
From: Geoff Wills
To: Dunn, Jacob
Subject: Sign code examples
Date: Tuesday, December 12, 2023 12:17:00 PM
Attachments: image0.jpeg
image1.jpeg
image2.jpeg
image3.jpeg
image4.jpeg

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

Geoff Wills
Allpoints Advertising, Inc.
Cell 714-655-0763
Fax 707-442-8304
Sent from my iPhone

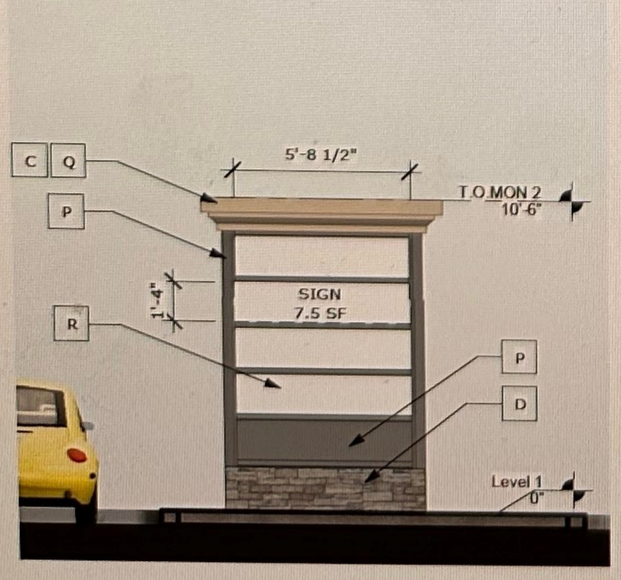
Window.
Allow for entire window to be covered. I don’t see any reason to limit bussiness in this way.





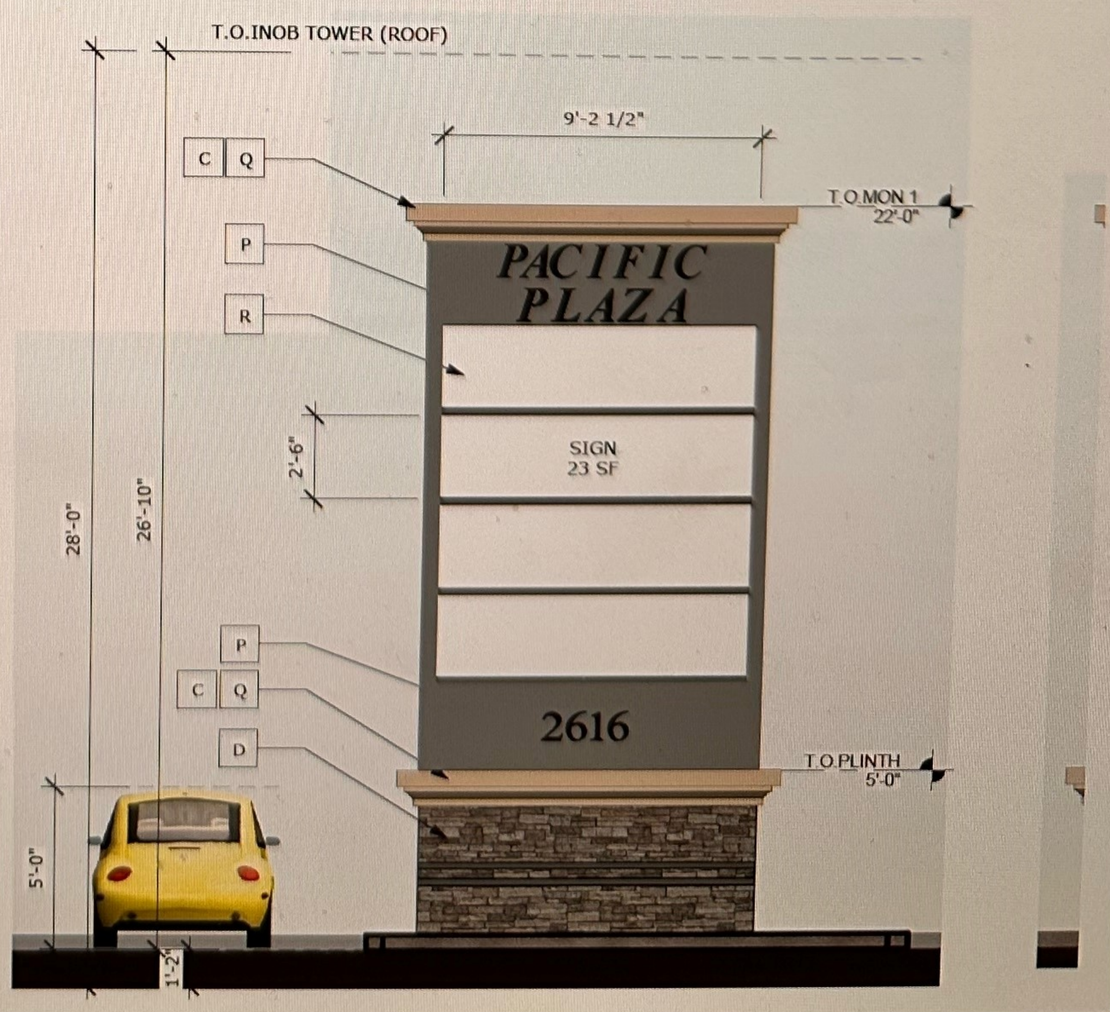
Monument signs.
Quantity- One per frontage
Area-125 sqft
Height- 24-32’
No limit to width as height, area and location will provide natural limit.
There are not a lot of monument signs in the height and sqft range I’m suggesting but there are tons of freestanding signs in that size range. IMO it should always be encouraged to have a monument vs a freestanding so they should be allowed the same limits as freestanding.





3 MONUMENT SIGN (MINOR)
1/4" = 1'-0"

MONUMENT SIGN (MINOR) DIMENSIONS: 7'-10" (W) x 10'-6" (H) x 2'-4"(D)
DIMENSIONS PENDING STRUCTURAL REVIEW



Freestanding Signs.
These signs absolutely has to be principally permitted, this should not have been removed!
Quantity- One per frontage
Area-125 sqft
Height- 24-32'
No limit to width as height, area and location will provide natural limit.
These are all examples of signs in my suggested range and none of these are principally permitted in the proposed ordinance.











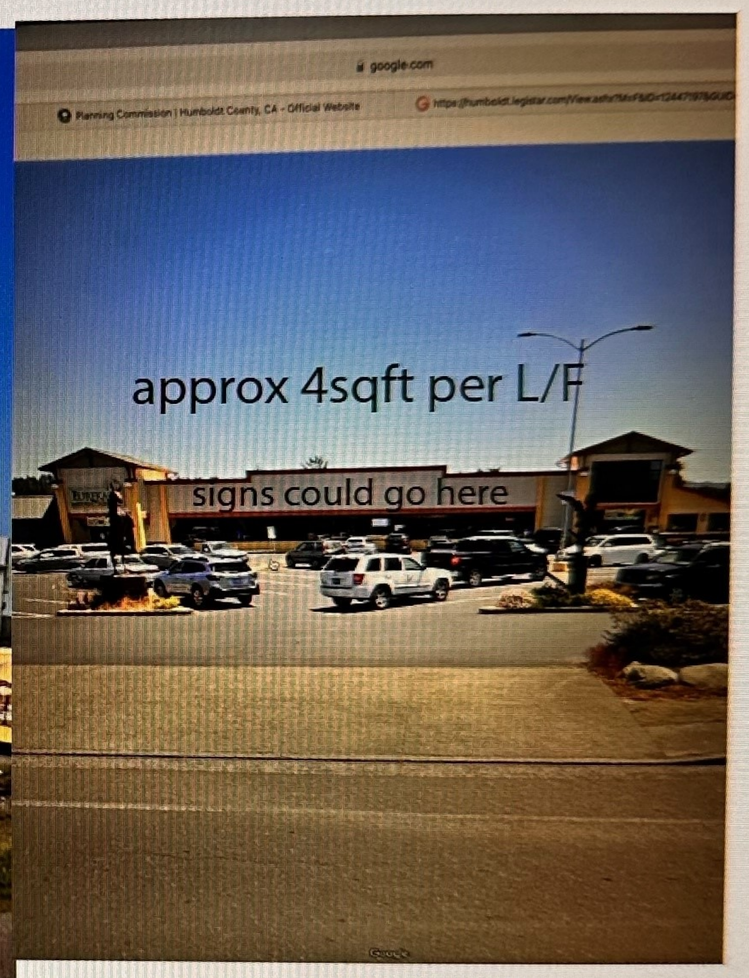




Wall sign AND ROOF SIGNS-
Quantity- no limit
Area-3 sqft per building linear ft.
Depth-18″
There is no reason to not allow roof signs. Examples below show thei
place and these sign types should be allowed.









Projecting and banner.
Quantity- no limit
Area-3 sqft per vertical ft of building
Projection- 8′

