

Letter: Say 'no' to electronic digital signs

To the community,

Several people have said to me that they do not want to see electronic digital signs in our beautiful county. So why are digital signs included in the proposed new sign ordinance? Does the majority of the public even know that digital signs are being proposed in the new sign ordinance? The county confirmed that it did not perform any surveys or polls to see if residents want the digital signs.

El Dorado County residents must speak up and voice their concerns to the Board of Supervisors if they do not want to see electronic digital signs in El Dorado County. People visit and live in El Dorado County to get away from the hustle and bustle of the city, not to be bombarded with digital signage. It would be in our best interest to find less invasive and more aesthetically pleasing ways to promote local businesses and events.

The Board of Supervisors will hold a hearing on the proposed new sign ordinance on July 28 at 2pm. Make your concerns heard by either emailing the supervisors or attending the meeting.

Email the Board of Supervisors:

1. Ron Mikulaco, Supervisor District I, 530.621.5650, bosone@edcgov.us
2. Shiva Frentzen, Supervisor District II, 530.621.5651, bostwo@edcgov.us
3. Brian Veerkamp, Supervisor District III, 530.621.5652, bosthree@edcgov.us
4. Michael Ranalli, Supervisor District IV, 530.621.6513, bosfour@edcgov.us
5. Sue Novasel, Supervisor District V, 530.621.6577,

bosfive@edcgov.us.

The agenda for the July 28 meeting will be posted here when available.

A photo example of the digital signs is available here.

This is our chance to stand up and defend our beautiful county. Please join me.

Jeannette Maynard, Shingle Springs