

February 26, 2018

E-mailed to carolyn.purdy@lakecountyca.gov

County of Lake Board of Supervisors
c/o Clerk of the Board of Supervisors
255 N. Forbes Street
Lakeport, CA 95453

**RE: Additional Information Regarding Appeal of
Planning Commission Denial of UP 17-06 and DR 17-07
(Stott Outdoor Advertising) APN 004-055-37**

Dear Board of Supervisors,

Thank you for considering our appeal on Tuesday, February 27th. Many reasons to grant the appeal and reverse the Planning Commission's denial have already been provided in the letter dated November 1st, 2017 (provided as Exhibit D of the staff report), particularly in the three-page "Grounds for Appeal" document which the staff report does not respond to in any meaningful way. Nevertheless, I believe that the Board's consideration would be better informed with a few additional items of information, which are being provided with this letter.

Please find attached several documents which provide additional information to allow for a fully informed decision-making process, including a brief description of each.

Attachment 1 – Study Regarding Driver Distraction. Several commissioners asserted that billboards are distracting to drivers, but presented no evidence supporting that assertion. In response, please find attached the Executive Summary of a study conducted by the Virginia Tech Transportation Institute titled "Driving Performance in the Presence and Absence of Billboards". This scientific study tracked the eye glances and driving behavior of study participants to determine whether billboards are distracting and present any additional risk to the driving public. To quote from the study, "The overall conclusion from this study is that the presence of billboards does not cause a change in driver behavior in terms of visual behavior, speed maintenance, or lane keeping..." and "Thus, even in the presence of the most visually attention-getting billboards, neither visual behavior nor driving performance changed."

Attachment 2 – Site Plan. The site plan which was prepared for the project and submitted with the original application in May of 2017 was not provided to the Planning Commission. This document includes precise dimensions for the property, as well as an accurate depiction of the size of the sign in relation to the size of the property. As shown on the Site Plan, the proposed sign will only occupy a small portion of the site, which is more than adequate to accommodate the sign structure.

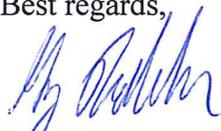
Attachment 3 – Project Description. The project description which was prepared for the project and submitted with the original application in May of 2017 was not provided to the Planning Commission. This document includes: detailed descriptions of how, when, and where the sign is to be constructed; the physical characteristics of the sign; and the scope of ongoing operational and maintenance activities.

Attachment 4 – Example Findings For Approval. The staff report indicates that there are difficulties in making all required findings for approval. We would respectfully disagree with that assessment, and have provided some examples of how findings might be made to support approval of the project. Stott would be happy to work with staff to craft appropriate findings and conditions for approval of the project.

Lastly, I would ask you to consider the Montgomerys. Larry and Fran Montgomery are longtime Lakeport residents who own this property and the two adjacent properties. For over 15 years, they've paid taxes and kept the weeds under control, but have never generated any income from these three properties – properties which are zoned C3-DR, located inside the Nice Community Growth Boundary, and specifically called out as a location suitable for intensive commercial development in both the General Plan and Upper Lake - Nice Community Plan. Now, they have an opportunity to partner with an independent outdoor advertising company and begin a low-impact commercial use of the site, finally seeing some sort of return from one of these properties. Please allow the Montgomerys the opportunity to earn some income – income which will be circulated in Lake County, strengthening the local economy.

I look forward to seeing you at the Board of Supervisors meeting, and would be happy to answer any questions you may have. Should you wish to discuss matters or ask questions prior to the meeting, please call me at (530) 762-9355 or send an e-mail to gredeker@stottoutdoor.com.

Best regards,



Greg Redeker, AICP
Real Estate Manager
Stott Outdoor Advertising, Applicant

GR: lf

Attachments:

1. Study Regarding Driver Distraction – *“Driving Performance in the Presence and Absence of Billboards, Executive Summary. Virginia Tech Transportation Institute, Center for Crash Causation and Human Factors. (2003)”*
2. Site Plan – New Outdoor Advertising Sign dated 5/12/17
3. Project Description for New Off-Site Advertising Sign dated 5/12/17
4. Example Findings for Approval dated 2/26/18