

Kimberly Haynie
P.O. Box 1129
Middletown, Ca 95461

August 5, 2016

Lake County California
Board of Supervisors
255 North Forbes
Lakeport CA, 95461

RE: Respect of the Middletown Area Plan

Dear Lake County California Board of Supervisors,

It is with deep sadness I write this letter. The last time I wrote you a letter it was to commend Lake County government. I expressed appreciation for the fine work done by so many county employees and gratitude for the excellent customer service I received from the Lake County Planning Department and Special Districts representatives. At that time, I did not understand why many people were so critical of county government. I am very sad to say that I am beginning to understand why many feel the Lake County Board of Supervisors often does not represent or serve them.

I spent two years contemplating where I wanted to live and ultimately I chose Middletown from a plethora of options. The Middletown Area Plan was a document that played a big part in the reason I, and others, chose to buy a home in Middletown. The fact that plan clearly describes an intention to encourage cottage type businesses, and delineates development parameters that provide the legal right to deny box store type businesses permission to locate in Middletown, was a major factor in my decision. I, along with great many of our community members, abhor the box store look, the degradation of community identity that can be initiated by their establishment in a small community, and the siphoning of monetary resources out of the local community while returning little to nothing back that frequently occurs.

Like many people that have chosen Middletown, I desperately want to live in a community that is intent on maintaining its character, and is governed by people actively supportive of the community's identity. I thought I had found both. It appears I may have been wrong, at least where the governance part is concerned. The Middletown community has strongly, clearly, and repeatedly expressed their overwhelming desire that the intention of the plan is followed and that the Dollar General store is not permitted to establish a location in Middletown.

EXHIBIT K

The argument that the board cannot deny this business permission to locate in Middletown based on the Middletown Area Plan does not hold up. The fact that the board has not used the limits set in the plan to follow the intent of the plan feels:

- 1) Dismissive of our community identity and the Middletown Area Plan – our community identity clearly does not include what is offered by box store appearance, ethics, or economics. The Plan clearly describes a development strategy that writes box stores outside what will be encouraged or permitted.
- 2) Fiscally exploitive – Middletown will not benefit in any significant way. The County might get a few tax dollars of which Middletown may see a small percent at the cost of our community identity. A few part time employees are likely to be paid wages they cannot live on and receive little or no benefits. Our current local businesses will lose revenue and their employees income.
- 3) Financially short sighted – Opening the door to Dollar General opens the door for more of the same. Tourists are not going to come to Middletown to shop at the Dollar General type stores. On the contrary, the kind of tourism that we do have will be repelled by a box store presence. As community we have worked hard to build a foundation for evolving into the kind of tourist retreat that brings real income into the community, that stays in the community and County, and that enhances our community experience. The few dollars gained by the County from a Dollar General in the short term are scant compared to the income a healthy tourist presence shopping cottage type businesses would provide. The movement toward box store culture is a movement away from tourist destination culture and real prosperity.
- 4) Parental and condescending – as though we are seen as ignorant and unable to know what is best for our community and, like children, need some authority to make decisions for us against our expressed desire and against a plan previously established for our community.
- 5) Reactionary – For some, it feels like a message about who is in charge. It feels as if the Board may be reacting to Middletown area constituents because Middletown area community members so strongly opposed the decision to put the Hope City building in the Trailside Nature Preserve. (I did not oppose the building and therefore am not polarized on that issue but do wonder if that influence the board's decision.)

We are not unaware of financial demands. We do understand the need for increased local business and County income. We share those goals. The Middletown Area Plan is not in conflict with those goal. It was, in fact, partly designed to support those goals.

If you are interested in serving the overwhelming majority of Middletown residents, you would find ways that county government could encourage and support the kind of business that the Middletown Area Plan describes are to be supported instead of approving a business that is not in alignment with the plan and that ignores the community's intense opposition.

I hoped to spend the rest of my life here. I, like many others, invested a great deal of money, time and energy into moving here, buying a house, making it home and integrating into the community. I dreamed that one day I would start a small business that both served the local community and was attractive to tourists. I am so disheartened by the ignoring of community interest, and the direction it may take our community, that am not so sure I will remain here, and I certainly do not want to start a business here if this is the way our local government supports local business and development. I have heard other members of the community express similar feelings around whether they will stay long term, and how it will impact their views of business opportunities in Middletown.

When I wrote the letter commending local government in 2014, I indicated that Lake County government had demonstrated what good governance looks like and that my confidence had be restored that government can really serve those it represents. Approving the establishment of a business in Middletown that so blatantly defies the expressed and implied intention of the Middletown Area Plan, and the expressed desires of the community, has damaged my view of the Lake County Supervisors respect of their constituents and their intent to represent their constituent's best interests.

Questions: If a land owner in Upper Lake was allowing a developer to plan a Dollar Store near the Tallman Hotel or Blue Wing Restaurant in Upper Lake would you approve that project? Do you think the owners of those businesses would object? Do you think it might affect their business?

It just does not feel like the Middletown Community's best interests are the top priority in this decision.

With a heavy heart,

Kimberly Haynie

Kimberly Haynie

CC: Lake County Planning Department, Fletcher Thorton, Moke Simon III, Monica Rosenthal, Record Bee, Lake County News, Press Democrat, Tracy Wilks

Kimberly Haynie
P.O. Box 1129
Middletown, Ca 95461

August 5, 2016

Lake County California
Board of Supervisors
255 North Forbes
Lakeport CA, 95461

RE: Respect of the Middletown Area Plan

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Like many people that have chosen Middletown, I desperately want to live in a community that is intent on maintaining its character, and is governed by people actively supportive of the community's identity. I thought I had found both. It appears I may have been wrong, at least where the governance part is concerned. The Middletown community has strongly, clearly, and repeatedly expressed their overwhelming desire that the intention of the plan is followed and that the Dollar General store is not permitted to establish a location in Middletown.

Christina Braden
Braden & Associates
PO Box 381
Middletown, CA 95461

Lake County Planning Commission
Community Development Department
Lake County Courthouse
255 North Forbes Street
Lakeport, CA

Dear Planning Commission,

My letter is pertaining to the project located at 20900 State Highway 29, Middletown, CA (APN 024-501-18). I have reviewed the newest design plan for the proposed construction of what will be a new Dollar General store. I am happy to see the revised design which is much better than that of the original design plan. I love the extra touches that Cross Development added, such as the shutters. I would like the design team at Cross Development to continue to enhance their design. I feel they are almost there, however they are missing a major design requirement of the Middletown Area Plan (MAP) because there are currently no windows in the current design plan. To avoid franchise architecture I feel windows are needed.

Since this will be a brand new building, I feel Cross Development should be able to add windows into their design. I have looked at many other Dollar General stores on line via Google images and there are many Dollar General Stores that have windows. If you observe current day Middletown all the business have windows and most of them have awnings. Even viewing old photos of what Middletown business architecture was in the 30's, 40's, 50's, not much has changed even back then they had varying height elevations, awnings, and windows.

I am a business owner in Middletown and I do support new business in our small town. I do think there is somewhat of a benefit to this new building. With that being said, I do not want to detour or take away from our rising tourism market. I really want the visitors coming into Lake County via Middletown to be impressed by what they see. I have attached an example of a Dollar General design in Florida which incorporates shutters, windows, and awnings all of which I feel meet the design elements of our MAP. I also have included a picture of Middletown back in the day as well as one of current day Middletown business fronts.

In closing, if we are going to have a Dollar General store in Middletown, I want this to be the best looking Dollar General there is. I want it to feel like Middletown-old town county charm. I would like it to not look like a franchise store, but more like a refined country building.

Respectfully,

Christina Braden
ck.braden@gmail.com
www.bradenassociates.com

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> -----Original Message-----

> From: hal muskat [<mailto:phoenix@rainbowpuddle.com>]

> Sent: Tuesday, August 16, 2016 3:05 PM

> To: Peggy Barthel

> Subject: Dollar General, Middletown Area Plan and MATH

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> Planning Commissioners,

>

> I hope it is understood at Lake County Planning Commission that Fletcher Thornton's representation of MATH at the BOS, was NOT what our members desired!

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> He did not indicate that after three meetings, an overwhelming majority of those present opposed any box stores in Middletown.

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> He did not indicate that Dollar General's plans were NOT in compliance with the Middletown Area Plan.

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> He did not respond to DG's Developer's statement that he had "negotiated" with Fletcher.

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> Thank you,

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> Hal Muskat

> Hidden Valley Lake

>

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>

>

Michalyn DelValle

From: david lemoine <david_lemoine@att.net>
Sent: Wednesday, August 24, 2016 3:38 PM
To: Michalyn DelValle
Subject: Middletown Dollar General

Dear Michalyn,

Please record my opposition to the proposed Dollar General store as currently offered.

-The proposed store is not compatible with the 20090 HWY 29 location as it will severely impact traffic in and around four schools. Safety of the school children will most assuredly be impacted.

-The design of the building is not in keeping with the vision for Middletown - which is trending upward rather than to the demographic sought by Dollar General.

-Current Dollar Stores in Lake, Yolo, and Solano counties are not maintained to a high standard and their appearance not in keeping with the vision for Middletown.

-Middletown has suffered enough this past year and we don't need the blight that is a Dollar General store to remind us of the past. Middletown is the gateway to South County - lets not cheapen the vision with this unneeded and unwanted project.

-There is no "need" in the Middletown area for more shopping opportunities. We have a locally-owned market that "gives back" to the community continually.

-Walmart serves as the provider of the types of low-cost items found at Dollar General, and can easily be reached by public-transportation.

The Planning Commission was correct to reject this proposal initially and I urge the members to reject it again.

Thanks and regards,

David Lemoine
david_lemoine@att.net
+1 559 999 7372

Sierra Club Lake Group

15995 Lucy Circle Lower Lake, CA 95457

August 24, 2016

Lake County Planning Commission
c/o Michalyn delValle
255 N. Forbes Street
Lakeport, CA 95453
via email: michalyn.delvalle@lakecountycalifornia.gov; danae.bowen@lakecountycalifornia.gov

RE: Middletown Dollar General Design Review, item #4 on the August 25, 2016 Planning Commission agenda

Dear Commissioners:

The Sierra Club Lake Group appreciates this opportunity to express our comments and concerns regarding the above-referenced item.

As you know, on April 28, 2016, the Lake County Planning Commission denied Cross Development's application for a Major Use Permit to allow construction of a 9,100 square foot Dollar General retail store at 20900 S. State Highway 29 in Middletown. The Commission determined, among other things, that it could not make the factual findings necessary to grant a Major Use Permit under Section 51.4 of the Lake County Zoning Code, or to grant Design Review approval under Section 54.5 of that Code. It also declined to approve the Mitigated Negative Declaration prepared for the Project under CEQA, finding that the Project would in fact have significant environmental effects.

Following the Applicant's appeal, the Board of Supervisors on July 19, 2016 voted to grant the appeal and directed staff to return with findings of fact for the Board to consider and approve. Although substantial evidence was presented that the Project directly conflicts with several goals, policies and other governing provisions of the Lake County General Plan and the Middletown Area Plan (MAP) the Board did indeed adopt the findings as presented on August 23, 2016.

Before doing so, members of the Board explicitly confirmed that the Planning Commission, sitting as the Design Review Board, retains full authority to determine whether the Project as presented is in conformity with the General Plan and MAP, and that the July 19 decision to grant the Major Use Permit is, in the words of County Counsel Anita Grant, "subject to" and "contingent upon" the Commission's review of the Project. Nor is the Commission's purview strictly limited to design elements. Finding #8 states that the Cross Development appeal is approved "subject to further design *and environmental* [emphasis ours] review by the Planning Commission.

Furthermore it is the Planning Commission, not the Community Development Department, which has the authority to determine the Project's consistency with county planning policies, and is the Planning Commission that is charged with determining whether the design as presented is consistent with the Design Guidelines in the MAP. It is unacceptable for the Commission to refer decisions on these matters to planning staff at a later date, as is proposed in the Staff Report.

Because the proposed Dollar General store is flatly incompatible with numerous policies and provisions of the General Plan, MAP, and associated design guidelines, we now urge the Commission to again reject the Project on those grounds. These incompatibilities are summarized below.

Lake County General Plan Inconsistencies

General Plan policy LU-6.5: Pursue Upscale Development. The County shall pursue businesses such as upscale resorts and lodging, wineries and tasting rooms, visitor-oriented retail businesses, and other businesses that would attract high income and multi-day visitors to the County.

A Dollar General discount store is the opposite of "upscale." This policy is particularly relevant to Middletown, a community that recognizes how crucial the visitor-based economy is to any chance of future prosperity. Middletown is also the gateway by which Bay Area tourists access the rest of the county. The proposed Dollar General would be sited on a highly visible Highway 29 location, sending a message that conflicts with everything County marketing is trying to achieve.

General Plan Goal LU-7: To preserve Lake County communities' character and scale, including their design heritage and historic character.

General Plan Policy LU-7.5: Contextual and Compatible Design. The county shall ensure that new development respects Lake County's heritage by requiring that development respond to its context, be compatible with the traditions and character of each community, and develop in an orderly fashion which is compatible with the scale of surrounding structures.

Both the nature of the business and the design of the store are completely discordant with the traditions, character, heritage and historic context of the community. The Project is therefore incompatible with the foregoing General Plan policies.

Middletown Area Plan Inconsistencies

The MAP underscores the importance of Middletown's unique visual character to the County's overall economy:

The community has developed a unique character and ambiance over more than a century of existence. The community's residential and commercial structures, combined with the natural setting of topography and landscape, have defined an overall character which is cherished by its residents and recognized by its visitors. The established

character reflects a “western-style” design theme that has been continued intermittently through the years. MAP, p. 7-4.

The MAP accordingly reinforces these principles and adds more detail. An introductory list of general principles and assumptions states:

The community wishes to retain the small town, friendly, and quiet slow-paced atmosphere. The community desires to maintain the rural character of the Planning Area and prevent haphazard development. MAP, p. 2-19.

Correspondingly, the Commercial section of the Economic Development segment of the MAP provides that:

Downtown Middletown has several historic structures that were reconstructed after a fire in 1918. The historic downtown theme should be continued, encouraged and guided through the design guidelines contained in this area plan. MAP, p. 5-3.

The MAP also recognizes the critical economic importance of the tourist industry for Middletown:

The Planning Area is uniquely situated to attract visitors as they travel between the Napa County area and Clear Lake. The towns of Middletown and Coyote Valley should capitalize on developing tourist related amenities that are on, or easily accessed from the Highway 29 corridor. MAP, p. 5-5.

To accomplish these goals, the MAP sets forth the following policies:

MAP Policy 3.7.2f: Strip commercial development shall be discouraged because of its negative impact to scenic resources and negative economic impacts.

MAP policy 5.1.2a: Community Commercial land use designation and zoning shall be established in areas central to the existing communities. The localized themes and design guidelines of this plan shall support the revitalization or creation of town centers.

MAP policy 5.13b: Commercial development shall be consistent with the guidelines of this plan to provide attractive and compatible development, complimentary in theme to existing development.

MAP Policy 6.1.4b: Develop a sign program exclusively for the downtown Middletown area with specifics on sign types, maximum size allowed, sign materials and location of signs. Signage should be of a uniform design in the downtown core of Middletown to improve the overall image of the area.

No localized themes are incorporated into the design of this building, which is a generic, down-market chain retail store. Moreover, as discussed below, the Project is not compatible or complimentary in theme with existing commercial development in Middletown, and its signage diverges substantially from the prevailing thematic design of other commercial signage in the vicinity.

Design Principles and Guidelines Inconsistencies

The MAP also provides several "Design Principles" as well as specific "Design Guidelines" that directly apply to Middletown, including:

Projects should possess a "village" scale and character which is sensitive to the scale and livability of the adjacent residential areas. MAP, p. 7-3.

Street front functionality and visual continuity should be maintained, and all projects should be sympathetic in form, scale, and height to adjacent structures. Uniform front setbacks should be maintained as much as possible to create the ideal pedestrian corridor. MAP, p. 7-3

Accordingly, when conducting design review for projects proposed in Middletown, the County is charged with implementing the following purposes:

- * Reinforce the special qualities of Middletown's visual character, including the western style. MAP, p. 7-4.
- * Encourage signage which is in scale and harmony with the architecture and character of Middletown. MAP, p. 7-5.

The Middletown Design Guidelines thus include the following specific Building/Site guidelines at pp. 7-5 through 7-6.

- #1: Design to maintain and reinforce the unique scale and character of Middletown
 - * Avoid design consisting largely of boxes with applied design elements

The design as presented is a generic box softened only by the sort of "applied design elements," such as fake shutters, proscribed by this guideline. The Project is thus inconsistent with Building/Site Design Guideline #1.

- #2: Orient building fronts toward primary corridors.
 - * Building frontages should be focused toward the main roadway/sidewalk.
 - * Parking should be avoided between building fronts and roadways.
 - * Emphasis should be placed on creating a safe, accessible pedestrian environment and a "town center" style of commercial area as opposed to "strip mall" style commercial areas.

As currently proposed, the building would sit perpendicular to the street, facing its parking lot. It is therefore inconsistent with Building/Site Design Guideline #2.

- #5: Provide a unified design around all sides of buildings
- #6: Avoid blank walls and service areas which are visible from adjacent streets and projects

As currently proposed, the back and far sides of the building would be blank. There is a residential area behind the parcel on higher ground, from which the structure would be highly visible. The Project is thus inconsistent with Building/Site Design Guideline #5 and 6.

The MAP provides additional design guidelines applicable to commercial building signage, at pp. 7-10 through 7-16, including:

#7: Relate sign colors to building colors

- * Select wall sign colors to blend with the building and storefront colors. Select from color ranges which are analogous and complementary to them.
- * Corporate branding colors will be considered, but will not be automatically approved if they are considered out of place with the building or the surrounding environment. The use of tone-down colors in the same hue family may be required in place of brighter standard corporate colors.

Here, according to the Project plans, the Project's signage will comprise Dollar General's standard corporate sign with bold black lettering over a bright yellow-orange background, designed to capture attention from a considerable distance. Neither the design nor color palette blend with the building and storefront colors. On the contrary, they are out of place with the building and surrounding environment. The Project is thus inconsistent with Signage Design Guideline #7.

In sum, the Project is directly inconsistent with several governing policies and guidelines contained in the General Plan and MAP.

The Sierra Club Lake Group accordingly urges the Commission to DECLINE to adopt Design Review Finding # 6, which falsely asserts "that the project is in conformance with any applicable community design manual criteria" until such time as the applicant presents a project design that is compatible with Sections 51.4 and 54.5 of the Zoning Code.

Sincerely,

A handwritten signature in black ink that reads "Victoria Brandon". The script is cursive and fluid, with the first name and last name clearly distinguishable.

Victoria Brandon
Conservation Chair, Sierra Club Lake Group

Law Office of Rose M. Zoia

50 Old Courthouse Square, Suite 401
Santa Rosa, California 95404
707.526.5894 . fax 707.540.6249
rzoia@sbcglobal.net

August 22, 2016

via email and USPS

Lake County Board of Supervisors
255 North Forbes Street, #109
Lakeport CA 95453

RE: Middletown Dollar General Major Use Permit; UP 15-08
Major Use Permit

Dear Supervisors:

On behalf of Middletown neighbors, please accept these comments on the above-referenced project with respect to proposed findings to support the approval of a Major Use Permit (MUP).

The MUP cannot be granted because the findings to grant such a permit cannot be made.

The property is in the C1-DR-FF-FW-SC-WW (Local Commercial-Design Review-Floodway Fringe-Floodway-Scenic-Waterway) zoning district. The purpose of the C1 zone is to establish centers for small, localized retail and service businesses which provide goods and services to surrounding residential development. (Lake County Zoning Ordinance § 21-18.1)

This Board may approve a MUP only if the findings in section 51.4 of the Lake County Zoning Ordinance can be made. These findings include whether the project is consistent with the Middletown Area Plan (MAP). This finding cannot be made.

The MAP's objectives and policies "are an area-specific supplement to the County General Plan, and reflect in more precise detail the characteristics found in the Planning Area." (MAP, pg. 2-8)

The project is inconsistent with the following objectives and policies of the MAP:

Objective 3.7.2f Strip commercial development shall be discouraged because of its negative impact to scenic resources and negative economic impacts.

As stated in the Overview to the Commercial Development section of the MAP:

Typical problems such as "strip commercial" development, sign clutter, unscreened parking lots, deteriorated buildings, and unimaginative, stark building designs are alleviated by the design review process and guidelines for all commercial and industrial projects in the Middletown Planning Area.

(MAP, pg. 7-2) The Lake County Zoning Ordinance does not define "strip commercial," which inherently is distinct from strip mall as was discussed by Board members at the July 19, 2016, hearing. Arguably, the project in combination with the Jolly Kone and gas station constitutes strip commercial development. In addition, a strip commercial development will be created should another store be placed next to the project in the future.

Objective 5.1.2c "Formula" or "franchise" business structures, signs and box stores within the Planning Area that detract from the small-town rural character shall be generally discouraged unless architecture and signage are made compatible with local themes.

Objective 6.1.1 Expand economic activity in Middletown that builds on the community's strengths and reinforces its small town character.

Policy 6.1.1d Small-scale neighborhood businesses serving commercial developments should be encouraged.

At the July 19, 2016, Board of Supervisors hearing on the MUP, Supervisor Farrington, among others, expressed the fact that this project does not reinforce Middletown's small town character but detracts from it, in violation of Objectives 5.1.2c and 6.11. Numerous other residents testified orally and in writing:

- The Dollar store would not "possess a 'village scale and character'," would not maintain the "street front ... visual continuity," would have a large "physical and visual impact" regarding parking lots, would have "blank walls and service areas visible from adjacent streets and projects," and would not "provide a richness of architectural facade depth and detail." All of these characteristics are contrary to Section 7 of the MAP.
- The construction is almost exclusively box elements. There are no plane changes in the tops and bottom sections of the building. The applicant has failed to propose a facade adapted to the character and context of the community.
- The construction fails in architectural detail. There is no continuity in materials or color.
- The signage proposed, if lighted like Dollar General's other corporate retail locations, would be exceedingly obnoxious. Furthermore the proposed sign, regardless of illumination, takes up approximately 52% of the facade, but the MAP guidelines only provide for 15%.
- According to Chapter 7 of the Middletown area plan:

Avoid visually bulky buildings: the building is just that.

Avoid blank walls and service areas: Of the 4 sides, 3 will be blank, and would create a very uninviting image to people coming into town from the north side of Highway 29.

Utilize high quality building materials and details: The proposed structure will be made with metal and the MAP specifically states to avoid using metal.

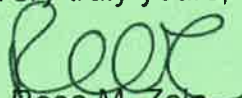
- The MAP provides us with guidelines to preserve and protect our unique identity. The project does not "possess a 'village' scale" or character which is sensitive to scale and liveability of the adjacent residential areas. Indeed it is a large industrial style structure very close to an adjacent neighborhood.

- The proposed building does not reflect the Middletown area's Basic Design Principles. It consists of almost exclusively box elements; does not respect the nearby historic buildings and unique neighborhoods of Middletown; does not appear to include pedestrian improvements, which is especially concerning due to its proximity to schools; does not appear to provide plane changes between the top and bottom sections of the buildings thereby creating a visually bulky appearance; uses metal panels,
- MAP Chapter 7 is violated as follows:
 - Orient building fronts toward primary corridors: The Dollar General Plans do not conform to this requirement in any way shape or form.
 - Avoid visually bulky buildings: The Dollar General will be a large box without any exterior trim or windows that create facade depth.
 - Avoid blank walls and service areas: The Dollar General will have three (3) or four (4) sides completely blank.
 - Utilize high quality building materials and details: Dollar General will be using metal, which is to be avoided.
 - Respect the privacy of neighboring residents: The proposed site is directly behind several houses and a large neighborhood. Due to the late hour when the store closes, 10 p.m., this is a great concern for these neighbors who would be affected.
- The Dollar General store as proposed would not "possess a 'village scale and character'," would not maintain the "street front ... visual continuity," would have a large "physical and visual impact" regarding parking lots, would have "blank walls and service areas visible from adjacent streets and projects," and would not "provide a richness of architectural facade depth and detail." All of which are contrary to Section 7 of the MAP.

Because the Project is incompatible with the MAP and Design Guidelines, the findings required by section 51.4 of the Lake County Zoning Ordinance cannot be made.

Thank you for your close attention to this matter.

Very truly yours,



Rose M. Zola

cc: Michalyn DelValle
Senior Planner

August 22, 2016

Michalyn DelValle
Community Development Department Planning Division
255 N. Forbes Street
Lakeport, California 95453

RE: Middletown Dollar General, IS 15-10

Dear Ms. DelValle and Planning Commissioners,

"Formula" or "franchise" business structures, signs and box stores within the Planning Area that detract from the small-town rural character shall be generally discouraged unless architecture and signage are made compatible with local themes.

--Item 5.1.2c, Middletown Area Plan

Our community invested much time and energy to develop the Middletown Area Plan, adopted August 17, 2010. As the Dollar General proposal is the first development to take place in the town since the Plan's adoption, it is imperative that we set a precedent for future development to follow the guidelines set forth in the Plan.

The board members of the Middletown Area Merchants Association have identified three key elements that define the small-town, rural character of Middletown and that shall be incorporated in the design of the proposed Dollar General store. (Notated references from the Middletown Area Plan and photographs from Middletown storefronts that support these elements accompany this letter.)

Façade

In keeping with the character of Middletown, the design shall include a gabled portico at the entrance to the store. In addition, there shall be at least three significant level changes.

Windows

The design shall incorporate inset windows with awnings and/or shutters on all four sides of the building.

Signage and Color

A single identifying sign in muted colors shall be painted on the building. Otherwise a pushpin letter sign on the building front is acceptable. No freestanding "strip commercial style" signs shall be installed. Any installed sign shall not contain internal lighting but be illuminated with fully shielded downlights.

The Middletown Area Merchants Association represents businesses in Cobb, Hidden Valley Lake, Middletown, and the surrounding area. We unite businesses to promote a thriving, local economy.

Adherence to the Middletown Area Plan design guidelines is critical to the economic vitality of our area for our community members and our future (see attached speech, "The Impact of Chain Stores on Community," by Stacy Mitchell of ILSR). The guidelines in the plan require that the design reinforce the "small-town, rural character" of Middletown. In section 7.2, Middletown Design Guidelines, the Planning Commission is charged with the implementation:

These design guidelines will be used by Planning Staff, the Planning Commission, and Middletown Design Review Board in evaluating changes to existing properties and new construction. [emphasis added]

-- Middletown Area Plan, page 7-4; in reference to Section 7, Design Guidelines.

While Joe Dell of Cross Development, builder for the Dollar General store, did meet with a committee of the MAMA Board, he did not incorporate our suggestions in the design provided to the Board of Supervisors. We expect that Mr. Dell will work with us and our community to make sure this store conforms with the character of our town.

Mr. Dell testified that the Appellant wishes to do everything necessary to mitigate the concerns of the public.

--Lake County Board of Supervisors, Finding of Fact and Decision, In the Matter of the Appeal of the Cross Development, LLC (AB 16-02), page 8, lines 21-22.

Dollar General has modified the façade and signage to reflect the character of various locales in other areas. One such example is in Maryland.

According to a news release, the Poolesville officials worked closely with Dollar General to ensure the new store fit into the vision and character of the town and was visually appealing to residents.

--August 13, 2015, by Sonya Burke

www.mymcmedia.org/new-dollar-general-store-opens-in-poolesville

The Middletown Area Merchants Association is certain that our community leaders, in cooperation with Cross Development, can achieve a small-town, rural look for the proposed Middletown Dollar General according to the guidelines set forth in the Middletown Area Plan. We are happy to lend our assistance.

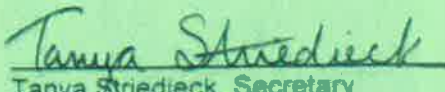
Sincerely,

The Middletown Area Merchants Association Board of Directors

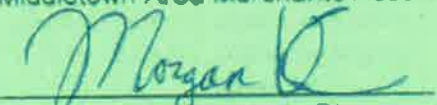
Sincerely,

The Middletown Area Merchants Association Board of Directors

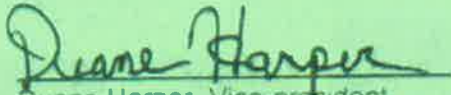

Beth Rudiger, President
Middletown Area Merchants Assoc


Tanya Striedieck, Secretary
Middletown Area Merchants Assoc


Mark Rudiger, Director
Middletown Area Merchants Assoc



Morgan Vogel-Chinnock, Director
Middletown Area Merchants Assoc.

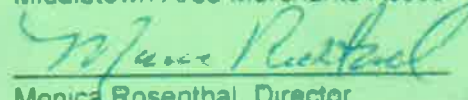

Rani Patentreger, Director
Middletown Area Merchants Assoc.


Duane Harper, Vice-president
Middletown Area Merchants Assoc


Christina Braden, Treasurer
Middletown Area Merchants Assoc.


Annette Lee, Director
Middletown Area Merchants Assoc


Rita Caroni, Director
Middletown Area Merchants Assoc.


Monica Rosenthal, Director
Middletown Area Merchants Assoc.

Supporting documentation

Middletown Area Merchant Association letter to the Planning Commission.
Hearing on proposed Dollar General store in Middletown, August 25, 2016.

Page 1 of 3

Photos are of businesses in Middletown; several have been remodeled since the 2010 adoption of MAP.



Barrel arches on awning, cornice, and inset windows, textural variety



Framed windows, projecting awning, roofline



Framed windows, covered walkway, inset door, siding, multiple level changes at roofline



Inset windows, applied and integrated design elements, cornice



Framed windows, barn door, exposed rafters. Plants and curtains bring small-town, rural charm



Multiple level changes at roofline, post supported awning, barn door



Gabled portico supported by columns, inset windows

Supporting documentation

Middletown Area Merchant Association letter to the Planning Commission.
Hearing on proposed Dollar General store in Middletown, August 25, 2016.

Page 2 of 3

Middletown Area Plan highlights

Façade

- Avoid design consisting largely of boxes with applied design elements. (Page 7-5; 1)
- Provide horizontal wall plane changes along street frontages and areas easily viewed from residential properties to provide some building articulation. (Page 7-6; 4)
- Use a mix of materials that have a smaller scale (e.g., stone, brick, wood siding, and shingles). Avoid concrete block and metal siding or panels. (Page 7-6; 4)
- Design with a scale consistent with neighboring character, particularly when neighboring residential uses. (Page 7-7; 8)
- Express columns and beams on the building's exterior. (Page 7-7; 9)
- Provide a number of façade layers (e.g., front of columns or pilasters, wall plan, window frame, window glass). (Page 7-7; 9)
- Finish wall tops with overhangs, projecting cornices, and column caps that provide a strong visual terminus to the structure. (Page 7-7; 9)
- Use applied and integrated design elements (e.g., exposed rafter tails on sloped roofs, cornice moldings, applied medallions). (Page 7-7; 9)

Windows

- Inset windows as much as possible from wall faces to provide some visual depth to façades. Where interior uses make this difficult, provide exterior trim around windows to achieve some façade depth. (Page 7-6; 4)
- Avoid ribbon windows and other types of large window areas (Page 7-7; 7)
- Limit the amount of typical commercial storefront treatments in favor of smaller window openings. (Page 7-7; 7)

Signage and Color

- Muted tones are generally preferred with stronger accent colors limited to smaller areas of trim. Thoughtful consideration should be given to the selection of color hues. (Page 7-7; 11)
- In most cases, a range of analogous or complementary colors is preferred over painting all wall surfaces with the same paint color and shade. (Page 7-7; 11)
- Strong building colors that are used for branding or advertising purposes may not be approved. (Page 7-7; 11)

7. Relate sign colors to building colors (Page 7-11; 7)

- Select wall sign colors to blend with the building and storefront colors. Select from color ranges which are analogous and complementary to them. (Page 7-11; 7)
- Corporate branding colors will be considered, but will not be automatically approved if they are considered out of place with the building or the surrounding environment. The use of toned-down colors in the same hue family may be required in place of brighter standard corporate colors. (Page 7-11; 7)

Supporting documentation

Middletown Area Merchant Association letter to the Planning Commission.
Hearing on proposed Dollar General store in Middletown, August 25, 2016.

Page 3 of 3

The Impact of Chain Stores on Community

A speech Stacy Mitchell delivered at the annual conference of the American Planning Association, April 2000. Stacy Mitchell is a researcher for the Institute for Local Self-Reliance (ILSR), a national nonprofit organization advancing community-oriented economic development through research and educational activities.

Synopsis:

Chain store proliferation has weakened local economies, eroded community character, and impoverished civic and cultural life. Moreover, consolidation has reduced competition and may harm consumers over the long-term. Contrary to conventional wisdom, the decline of independent businesses is not inevitable, nor is it simply the result of free market forces. Rather, public policy has played a major role, particularly through tax incentives and other development subsidies that give national chains a significant advantage. Meanwhile, a growing number of communities are taking a different approach. They are adopting land use rules that deter chain stores and actively encourage local ownership.

###

Stacy's elucidating speech can be found at <https://ilsr.org/impact-chain-stores-community/>

Law Office of Rose M. Zoia

50 Old Courthouse Square, Suite 401
Santa Rosa, California 95404
707.526.5894 . fax 707.540.6249
rzoia@sbcglobal.net

August 24, 2016

via email and USPS

Lake County Development Review Committee
Community Development Department
255 North Forbes Street
Lakeport CA 95453

RE: Middletown Dollar General Major Use Permit; UP 15-08
Design Review Permit for Major Use Permit

Dear Development Review Committee Members:

On behalf of Middletown neighbors, please accept these comments on the above-referenced project with respect to a Design Review Permit.

A Design Review Permit should not be granted because the findings to grant such a permit, as required in section 54.5 of the Lake County Zoning Ordinance, cannot be made.

The property is in the C1-DR-FF-FW-SC-WW (Local Commercial-Design Review-Floodway Fringe-Floodway-Scenic-Waterway) zoning district. The purpose of the CI zone is to establish centers for small, localized retail and service businesses which provide goods and services to surrounding residential development. (Lake County Zoning Ordinance § 21-18.1) The purpose of the DR (Design Review) combining district is to ensure aesthetic compatibility between uses, protect and enhance property values, protect scenic qualities, and promote community character through use of community design manuals.

Uses of land within the DR combining district must comply with the regulations of the CI base zoning district as well as additional regulations of the DR combining district. The Middletown Area Plan's Commercial Design Guidelines apply to this project.

A Major Use Permit and Design Review are required for this project. This Commission, as the design review authority, may approve or conditionally approve a Design Review Permit only if the findings in section 54.5 of the Lake County Zoning Ordinance can be made. These findings include whether the project is consistent with the Middletown Area Plan and the Middletown Commercial Design Guidelines. To wit,

a) The Review Authority shall only approve or conditionally approve a design review permit if all of the following findings are made:

* * *

4. That the project is in conformance with the applicable provisions and policies of this Chapter, the Lake County General Plan and any approved zoning or land use study or plan.

5. That the placement and design of buildings and structures are compatible with existing development and will not detract from the visual setting.

6. That the project is in conformance with any applicable community design manual criteria.

(§ 54.5(a)4, 5, 6) These findings cannot be made.

The Law of General Plans

"The general plan is the fundamental source of local land use policy and law, and heads up the hierarchy of government review as the "constitution for all future developments."¹ "[A] project's consistency with some general plan policies will not overcome inconsistencies with a policy that is fundamental, mandatory and clear.² Even if only a single policy is violated, a project approval may be set aside if that policy is fundamental, mandatory, and the inconsistency with it is clear.³

¹ *Ideal Boat & Camper Storage v. County of Alameda* (2012) 208 Cal.App.4th 301, 311

² *Id.*, 208 Cal.App.4th 301, 311-312.

³ *Endangered Habitats League, Inc. v. County of Orange* (2005) 131 Cal.App.4th 777, 782.

Area plans contains goals and policies with respect to specific geographic areas and must be consistent with the larger General Plan. As such, area plans hold as much import in land use decisions as does the general plan.⁴

Middletown Area Plan (MAP)

The MAP's objectives and policies "are an area-specific supplement to the County General Plan, and reflect in more precise detail the characteristics found in the Planning Area." (MAP, pg. 2-8)

The project is inconsistent with the following objectives and policies of the MAP:

Objective 3.7.2f Strip commercial development shall be discouraged because of its negative impact to scenic resources and negative economic impacts.

As stated in the Overview to the Commercial Development section of the MAP:

Typical problems such as "strip commercial" development, sign clutter, unscreened parking lots, deteriorated buildings, and unimaginative, stark building designs are alleviated by the design review process and guidelines for all commercial and industrial projects in the Middletown Planning Area.

(MAP, pg. 7-2)

Objective 5.1.2c "Formula" or "franchise" business structures, signs and box stores within the Planning Area that detract from the small-town rural character shall be generally discouraged unless architecture and signage are made compatible with local themes.

Objective 6.1.1 Expand economic activity in Middletown that builds on the community's strengths and reinforces its small town character.

Policy 6.1.1d Small-scale neighborhood businesses serving commercial developments should be encouraged.

⁴ Government Code secs. 65454, 65455.

Middletown Design Guidelines

The Basic Design Principles of the Guidelines provide that “[p]rojects should possess a ‘village’ scale and character which is sensitive to the scale and livability of the adjacent residential areas.” (Guidelines, pg. 7-3) The Guidelines themselves mandate “[d]esign to maintain and reinforce the unique scale and character of Middletown” by, among other things, “[a]void[ing] design consisting largely of boxes with applied design elements.” (Guidelines, pg. 7-5)

The Project is Incompatible with the MAP and Guidelines

At the July 19, 2016, Board of Supervisors hearing on the Major Use Permit, Supervisor Farrington, among others, expressed the fact that this project does not reinforce Middletown’s small town character but detracts from it in violation of Objectives 5.1.2c and 6.11. Numerous other residents testified orally and in writing:

- The Dollar store would not "possess a 'village scale and character'," would not maintain the "street front ... visual continuity," would have a large "physical and visual impact" regarding parking lots, would have "blank walls and service areas visible from adjacent streets and projects," and would not "provide a richness of architectural facade depth and detail." All of these characteristics are inconsistent with Section 7 of the MAP.
- The construction is almost exclusively box elements. There are no plane changes in the top and bottom sections of the building. The facade does not adapt to the character and context of the community.
- The construction fails in architectural detail. There is no continuity in materials or color.
- The signage proposed, if lighted like other Dollar General corporate retail locations, would be exceedingly obnoxious. Furthermore the proposed sign, regardless of illumination, takes up approximately 52% of the facade, but the MAP guidelines only provide for 15%.
- According to Chapter 7 of the MAP:

Avoid visually bulky buildings.

Avoid blank walls and service areas: Of the four (4) sides, three (3) will be blank and create a very uninviting image to people coming into town from the north side of Highway 29.

Utilize high quality building materials and details: The proposed structure will be made with metal and the MAP specifically states to avoid using metal.

- The MAP provides guidelines to preserve and protect Middletown's unique Identity. The Dollar General project does not "possess a 'village' scale" or character which is sensitive to scale and livability of the adjacent residential areas." Indeed, it is a large industrial style structure very close to the adjacent neighborhood.
- The proposed building does not reflect the Middletown area's Basic Design Principles. It consists of almost exclusively box elements; does not respect the nearby historic buildings and unique neighborhoods of Middletown; does not appear to include pedestrian improvements, which is especially concerning due to its proximity to schools; does not appear to provide plane changes between the top and bottom sections of the buildings thereby creating a visually bulky appearance; uses metal panels,
- MAP Chapter 7 is violated as follows:

Orient building fronts toward primary corridors: The Dollar General project does not conform to this requirement.

Avoid visually bulky buildings: The project will be a large box without exterior trim or windows that create facade depth.

Avoid blank walls and service areas: The project will have three (3) out of four (4) sides completely blank.

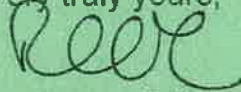
Utilize high quality building materials and details: Dollar General will be using metal which is specifically called out in the MAP.

Respect the privacy of neighboring residents: The proposed site of Dollar General is directly behind several houses and a large neighborhood. Due to the late hour when the store closes, 10 p.m., this is a great concern for these neighbors who would be affected.

Because the Project is incompatible with the MAP and Guidelines, the findings required by section 54.5 of the Lake County Zoning Ordinance, cannot be made.

Thank you for your close attention to this matter.

Very truly yours,

A handwritten signature in black ink, appearing to read 'Rose M. Zoia', written in a cursive style.

Rose M. Zoia

cc: Michalyn DelValle
Senior Planner

August 23, 2016

NAME: TARA GARDNORADDRESS: 18257 NORTH SHORE DR
AVC 95467PHONE: 707 890 2678E-MAIL TARAGARDNOR8@GMAIL.COMCOMMENTS ON THE DOLLAR GENERAL ELEVATIONS:

1. DROUGHT RESISTANT, NATIVE PLANTS, SHRUBS, TREES, FLOWERS - POSSIBLY SIGNAGE THAT ENCOURAGES OBSERVERS TO ALSO PLANT THEM.
2. USAGE OF ROPE MATERIALS AND NO METAL
3. REAR WINDOWS TO ENCOURAGE LIGHT & SECURITY.
4. COLORS THAT BLEND WITH THE LANDSCAPE.
5. AN ATTRACTIVE SIGN
6. COMMUNITY AREA & PARK, SITTING AREA

MATH

August 23, 2016

NAME: Beth Rudiger

ADDRESS: PO Box 1340 Middletown 95461

PHONE: 707-326-1291

E-MAIL beth@icjazz.com

COMMENTS ON THE DOLLAR GENERAL ELEVATIONS:

- ① ^{Multiple} Inset windows on all 4 sides
no insets? frame +/- or shutters
(similar to the multiple windows on
most bldgs downtown)
- ② Landscaping - mature trees, space for
benches in landscaped areas.
- ③ A gabled portico with posts at entrance
- ④ more changes to siding - multiple
materials + looks w/ patterns of A-B-C-
A-B-C
(or more)
rather than current design of A-B-A-B.
- ⑤ No metal siding.
- ⑥ All asphalt/paving - to side + behind store.
- ⑦ Back needs to be attractive for neighborhood behind.

- NOT a Bulky Building 7-6
- NOT metal 7-6 as plan states
- Scale to match Plan 7-2 & 7-6
- No Blank wall 7-7
- Wood stone Brick (NOT metal) 7-7
- Color to match Plan 7-7
- Sign Blend with Building 7-11
- windows match plan 7-6 & 7-7
smaller inset, NOT commercial
- Brought to the front of log
as plan indicates

Sign Scale

Make it follow to character
scale & design heritage &
historic character of Middleton
as the plan ~~indicate~~ indicates

Read / ~~For~~ Follow the Plan

Please

Kimberly Haynes

PO Box 1129 Middleton CT
lightwareworks@gmail.com

MATH

August 11, 2016

NAME: Melissa Naid
ADDRESS: PO BOX 1406
Middletown CA 95461
PHONE: 707 809 5634
E-MAIL: _____

COMMENTS ON DOLLAR GENERAL ELEVATIONS:

- * Metal siding, in the MAP, it states that metal is to be avoided.
- * TOO far back
- * More windows
- * Driveway entrance is too large, cutting tree??
- * Landscaping in back for sound buffer
- * connect parking area with Jolly Kone
- * Benches and park space
- * Roof line needs changed
- * Middletown Area Plan is not being met, the design standards of ch. 7
- * Too many large blank walls
- * Too much beige
- * Bright Yellow sign does not blend

MATH

August 23, 2016

NAME: K.D. Nowell

ADDRESS: 20800 Vape Ave
Middletown Ca.

PHONE: 410 972 1698

E-MAIL Kdnowell@gmail.com

COMMENTS ON THE DOLLAR GENERAL ELEVATIONS:

Design is very tacky!

Simple stated - the design Must meet
the Middletown Area Plan or should ~~not~~ be allowed
to proceed!

MATH

August 23, 2016

NAME: KATRINA JOHNSON

ADDRESS: 18935 FORD FLAT RD

MIDDLETOWN

PHONE: 349-3037

E-MAIL Krjarch@gmail.com

COMMENTS ON THE DOLLAR GENERAL ELEVATIONS:

- too flat / cookie cutter *
 - really ugly colors
 - awnings should have - or seem to have - "real" support - such as posts & beams or structural brackets w/ historic style (not modern steel pipe etc)
 - roof line: more differences in height & shape. could be different 'false front' profiles or the addition of gables.
- * add windows, trim / shadow boards, cornices. with true 3D attributes
- siding should be wood (or hardie) & have historic style - clapboard & board-&-batten for instance.

MATH

August 23, 2016

NAME: Jim Gilkeson

ADDRESS: 22970 Shady Grove Rd.

Middletown, CA 95461

PHONE: 987-2825

E-MAIL jgilkeson@earthlink.net

COMMENTS ON THE DOLLAR GENERAL ELEVATIONS:

I Prefer:

Loading in back;

"Village-compatible" design (Lisa Kaplan's photo);

Elevation should pass muster ^{with} ~~of~~ an architect. This comment comes ~~from Trina's~~ ^{from Trina's} ~~statement~~ ^{statement} after Trina's statement that the dimensions on the elevation do not square with the actual dimensions of the lot, street, etc.

(an architect)*

MATH

August 11, 2016

NAME: VERNON CLEVELAND

ADDRESS: 9529 ANGELLY WAY - PO BOX 1448
COBB, GA 75426

PHONE: 707 355-7033

E-MAIL: VCLEVELAND@HOTMAIL.COM

COMMENTS ON DOLLAR GENERAL ELEVATIONS:

AS FAR AS I AM CONCERNED MY ELEVATION
THAT IS ~~AND~~ GROWN IS UNACCEPTABLE.



MATH

August 11, 2016

NAME: EVELYN WACHTEL

ADDRESS: HONEY HILL DR, MIDDLETOWN 05461

PHONE: 707 987 3742

E-MAIL: evelyn.wachtel@mchsi.com

COMMENTS ON DOLLAR GENERAL ELEVATIONS:

Building is extremely unattractive. Boxy and uninspired architecture. Need to provide design drawings showing plantings, awnings & other features that would dress up the exterior walls and soften the boxy, warehouse look.

Parking is necessary but should be out of sight. so that the property does not have a "mall" look that does not fit with the look of a small town.

Aesthetics is important. Consistency with community look is critical.

Should not impinge on creek & habitat.

MATH

August 23, 2016

NAME: Barbara Thornton

ADDRESS: 19936 McKinley Dr. P.O. Box 769
M' Town 95461

PHONE: 707-987-9352

E-MAIL Barb@toplinecattle.net

COMMENTS ON THE DOLLAR GENERAL ELEVATIONS:

NEEDS TO BE SOFTENED TO GET AWAY
FROM THE INDUSTRIAL LOOK. LANDSCAPING
WHICH IS MAINTAINED WOULD HELP
ACHIEVE THIS. TREES, PLANTINGS AROUND
THE BUILDING.

MATH

August 11, 2016

NAME: Susie Knowles

ADDRESS: P.O. Box 764 - Middleton

PHONE: _____

E-MAIL: TS 3624 @ Yahoo.com

COMMENTS ON DOLLAR GENERAL ELEVATIONS:

I like the design

Western Theme is good

MATH

August 11, 2016

NAME: Christina Braden
ADDRESS: 18177 North Shore Dr. HVL, CA 95467
(Business address) 21130-A Calistoga Rd, Middletown, CA 95461
PHONE: 707-291-5420
E-MAIL: ck.braden@gmail.com

COMMENTS ON DOLLAR GENERAL ELEVATIONS:

I feel the architecture needs to have windows. I appreciate they added Shutters, however to Avoid Franchise architecture which I feel goes against our Middletown Area Plan, they need to add windows. I do welcome new business, and I'm ok with the DG however I really am concerned with the look of building. I would appreciate it if they please continue to enhance the design. Lets have the best looking DG store in CA.

MATH

August 23, 2016

NAME: Janis Irvin

ADDRESS: 11674 Oakwood Rd
Middletown CA 95461

PHONE: 510-289-7110

E-MAIL janisirvin11685@gmail.com

COMMENTS ON THE DOLLAR GENERAL ELEVATIONS:

NEEDS/PROS

- ① windows
- ② Plants/Trees
shade in park lot
- ③ Night Lighting - Low
intensity
- * ④ Flip plan so parking
area is adjacent to
Jolly Kone parking
- ⑤ Park like area around
parking - Green zone
- ⑥ gable roof
- * ⑦ mural on north side
depicting Mtown history/
interesting Lake Co attractions see #4

CONS / un-desirables

- metal siding
- no windows
- excess trash dropped
- excess asphalt
- sign too large
- ugly building, colors,
lighting, parking,
goods
- poor quality goods
- see ^{inside} store in Glenhaven
Sedona Bay Area for
example

MATH

August 23, 2016

NAME: Lisa Kaplan

ADDRESS: 19535 Moonridge Rd / Encinitas

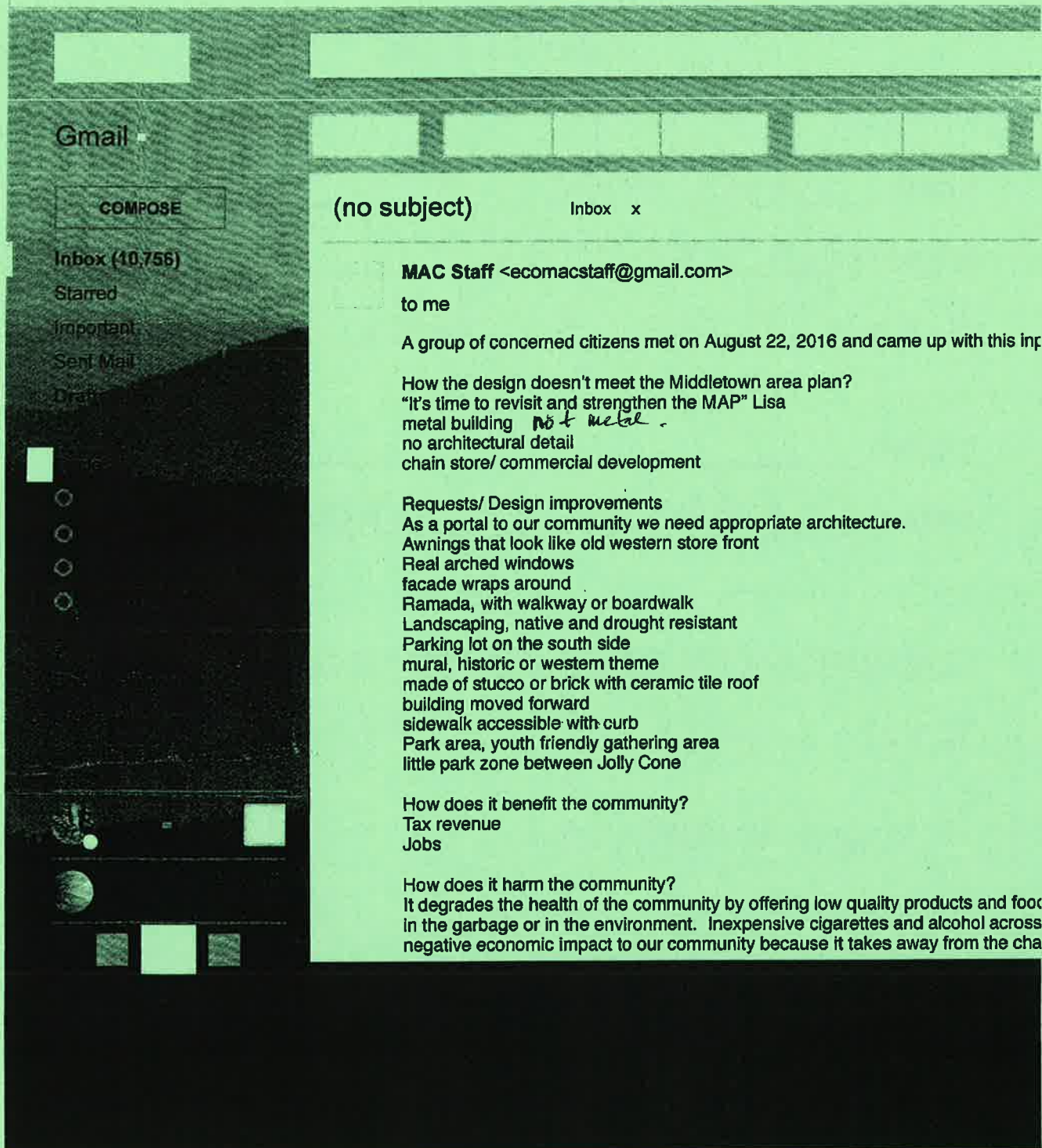
PHONE: _____

E-MAIL _____

COMMENTS ON THE DOLLAR GENERAL ELEVATIONS:

lisa kaplan

You're running low on storage space. Try freeing up space or purchase additional storage.



Take me to Inbox

MATH

August 23, 2016

NAME: James Conlin

ADDRESS: PO Box 833
Winnipeg, CA 95461

PHONE: _____

E-MAIL jconlin21@yahoo.com

COMMENTS ON THE DOLLAR GENERAL ELEVATIONS:

1. more windows on Front & side
2. Arched windows
3. Awning
4. porch
5. columns
6. A park like atmosphere

MATH

August 23, 2016

NAME: Marlene Elder

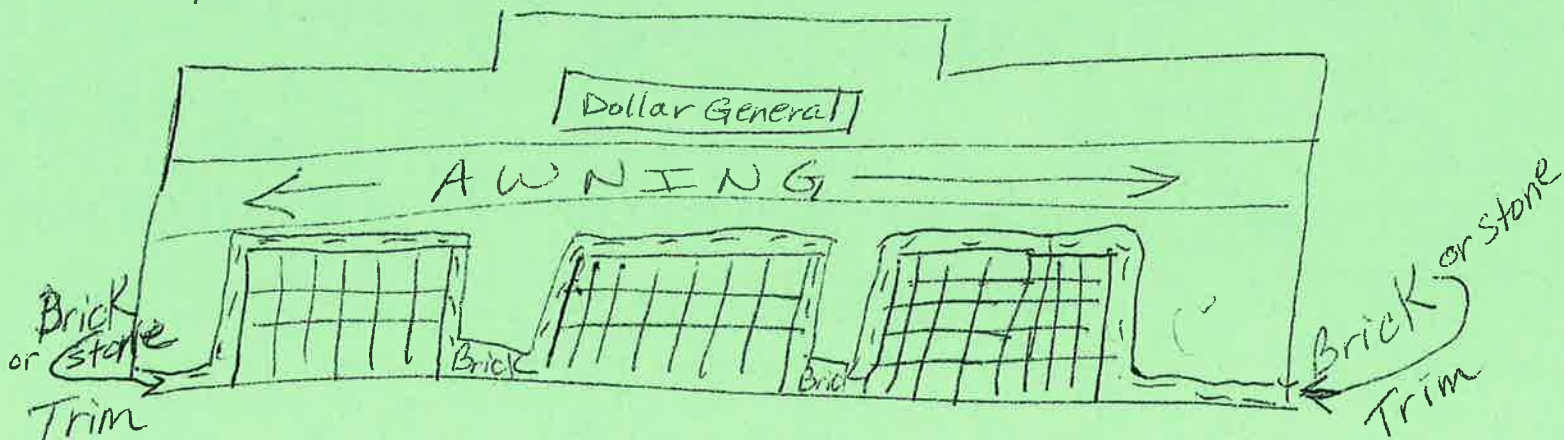
ADDRESS: POB 88
Middletown, CA 95461

PHONE: (707) 295-9288

E-MAIL marleneelder@att.net

COMMENTS ON THE DOLLAR GENERAL ELEVATIONS:

The right side of the front elevation
should be incorporated with the
left side of the building.
more windows in the front.



Carry the design around to the left and right
elevations

MATH

August 23, 2016

NAME: DIANE TEGTMETER

ADDRESS: 22970 SHADY GROVE
MIDDLETOWN, CA 95461

PHONE: 707-987-2825

E-MAIL dianeteg@gmail.com

COMMENTS ON THE DOLLAR GENERAL ELEVATIONS:

- 1) It doesn't comply on many factors to the MAP
- 2) Add: awnings
sidewalk access
Sloped roof.

If we don't honor the efforts of those who contributed to the MAP, what can we expect when we ask citizens to contribute to other plans.

MATH

August 23, 2016

NAME: Lia Jennings

ADDRESS: 116070 Rainbow Drive Cobb

PHONE: 707 9285753

E-MAIL lindfind@gmail.com

Where is the loading dock - I see deliveries happening in the front of the building, which is supposedly the attractive side of the building, during peak traffic in the morning.

COMMENTS ON THE DOLLAR GENERAL ELEVATIONS:

We need more windows all around. Arched in the style of current Middletown buildings. We need a substantial green belt of trees particularly at the right elevation so that trees are the first thing noticed, not the vast expanse of two tone hardieboard. A parklike atmosphere, with a place to sit, for our substantial elderly and disabled ^{populations} and our youth. The current elevation is not representative nor is it in the spirit of the Middletown Area Plan. This plan is stark and urban. That isn't welcome here. We want quaint and village-like buildings. Change the roof to gabled, like the library & Colpine.

MATH

August 23, 2016

NAME: Laura Helton

ADDRESS: 21685 Daycreek Court off
Middletown

PHONE: 707-987-8734

E-MAIL carleyhelton@att.net

COMMENTS ON THE DOLLAR GENERAL ELEVATIONS:

I like the plan submitted but a
~~gabled roof~~ would be nice. more windows
in front

MATH

August 23, 2016

NAME: JOE SPEZZA

ADDRESS: PO Box 1755

21460 Valley Oak Drive
MIDDLETOWN, CA 95461

PHONE: 707-367-8996

E-MAIL

COMMENTS ON THE DOLLAR GENERAL ELEVATIONS:

I do not approve of Dollar General being in Middletown. If it is built I demand that it be built in strict accordance with the Middletown Area Plan, include a park area, an integrated design including accessible walkways between Jollycone, Dollar General, Store 24 and the adjacent neighborhood. I also want it to look historic with a gabled roof,
(please see other side)

MATH

August 23, 2016

NAME: Carolyn Spezza

ADDRESS: PO Box 1755, Middletown

PHONE: 707-295-7886

E-MAIL Carolyn@spezza.net

COMMENTS ON THE DOLLAR GENERAL ELEVATIONS:

- Please review Middletown Area Plan for specific guidelines of how to design building to be line with our community's Plan to protect historic, ~~historic~~ village experience.

For instance:

- less metal
- non-commercial, large style windows
- add residential style windows on sides
- add sloped roof
- add additional landscaping in front
- add trees behind to preserve property values of neighborhood
- gabled roof
- Please use Senior Center/Library built in Middletown as a model. -- Dollar General will be more successful if they do. The charm added to match rest of town + Middletown Area Plan will be strategic.
- Add park area with benches and child play area
- Add awnings; change large windows to faux french doors

MATH

August 23, 2016

NAME: Linda Gornhart

ADDRESS: 21252 Jackson St.
Middletown, CA 95461

PHONE: 707-~~987-27~~ 295-6288

E-MAIL lindaagi@stl.net

COMMENTS ON THE DOLLAR GENERAL ELEVATIONS:

more windows

sloped roof = more home-style (at least a 6-12 pitch)

follow Middletown town plan design styles

park/landscaping areas with benches for kids +
elderly waiting for rides

For what it's worth, I agree with what Ms. Haynie wrote, in particular the underlined portions below.

August 9, 2016

Thanks!

*Jim Michelson,
Middletown resident*

Kimberly Haynie
P.O. Box 1129
Middletown, Ca 95461

Lake County California Board of Supervisors
255 North Forbes
Lakeport CA, 95461

RE: Respect Middletown Area Plan

Letter to the Editor,

It is with deep sadness I write this letter. I am not a person who views government as the enemy. In fact, the last time I wrote a letter to the Lake County Board of Supervisors (BOS) it was to commend Lake County government. This time I am writing to communicate my deep frustration and disappointment that the Lake County BOS approved the major use permit for the Dollar General store in Middletown.

The Middletown Area Plan (MAP) clearly describes an intention to encourage cottage type businesses, and defines development parameters that provide grounds to deny box store type businesses permission to locate in Middletown. Like many community members, I spent a great deal of time, energy, and money deciding where I wanted to live, relocating, buying a home and integrating into the local community, and the MAP was a major factor in my decision to do so. I, along with great many of our community members, abhor the box store look, the degradation of community identity that can be initiated by their establishment in a small community, and the siphoning of resources out of the local community while returning little to nothing back that frequently occurs.

Like many people that have chosen Middletown, I desperately want to live in a community that is intent on maintaining its character and guiding its development, and is governed by people actively supportive of the community's identity. I thought I had found both. It appears I may have been wrong. The Middletown community has strongly, clearly, and repeatedly expressed their overwhelming desire that the intention of the Middletown Area Plan is followed and that the Dollar General store is not permitted to establish a location in Middletown.

From my perspective, and in the perspective of many Middletown community members with whom I have conversed, the decision by the Lake County BOS to approve a Major Use Permit for the Dollar General store project does not align with the intent of the Middletown Area Plan or the community's expressed voice. I find the decision to be:

- 1) Dismissive of our community identity and the Middletown Area Plan – our community identity does not include what is offered by box store appearance, ethics, or economics. The Plan clearly describes a development strategy in which box stores will not be encouraged or permitted.

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September 13, 2016

via email and USPS

Michalyn DelValle
Lake County Senior Planner
Community Development Department
255 North Forbes Street
Lakeport CA 95453

RE: Cross Development Dollar General Project

Dear Ms. DelValle:

Thank you for your email communication dated September 13, 2016, in response to mine dated September 6, 2016, regarding the processes that have accompanied the county's consideration of the Cross Development on behalf of Dollar General.

It is my understanding that on April 28, 2016, the Planning Commission considered and denied the Mitigated Negative Declaration (MND), Major Use Permit (UP), and Design Review for the project. Cross appealed. On July 19, 2016, the Board of Supervisors granted the UP, took no action on the MND, and sent Design Review back to the Planning Commission. Then, on August 23, 2016, the Board of Supervisors approved Findings of Fact and the UP, and remanded back to the Planning Commission for Design Review and environmental review. On August 25, 2016, the Planning Commission held a hearing on Design Review and made no decision. Staff is currently working on reviewing the Initial Study for the project and waiting on a response from the applicant concerning the design.

In short, the Planning Commission denied the UP and MND then the Board of Supervisors approved the UP *before* approving the environmental document, i.e., the MND. This is putting the cart before the horse. An agency may not approve the project, i.e., the UP, before approving the environmental document, i.e., the MND. (CEQA Guidelines (14 Cal. Code Regs.), § 15092, subd. (a); see also <http://resources.ca.gov/ceqa/flowchart/>) My clients request the Board of Supervisors set aside its approval of the UP.

Thank you for your attention to this matter.

Very truly yours,



Rose M. Zoia

cc: Lake County Counsel
Lake County Board of Supervisors
✓ Lake County Planning Commission

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SEP 15 2016

LAKE COUNTY COMMUNITY
DEVELOPMENT DEPT.

