

April 20, 2017

Julie Richardson
2839 Marina View Drive
Kelseyville, CA 95451

To: All Lake County Supervisors
255 N. Forbes St.
Lakeport, CA 95453

RE: Cross Development Appeal to place a Dollar General in the Clear lake Riviera Area of Kelseyville.

I am writing you all this letter to express my opposition to the Application to place a Dollar General on the corner of Pt. Lake view Rd. and Soda Bay Rd. The bold type in this letter is copied directly from the Riviera Area Plan.

Please listen to and follow the findings of the Planning Commissioners who denied the Project. Also please listen to the input from the members of the Clearlake Riviera Community Association, the Kelseyville Business Association and most of all the wishes of the constituents you represent. Over 1600 petitions were signed by residents in opposition of this store. You were voted into your positions as County Supervisors to represent the wishes and best interests of Lake County Residents, not an Out-of State Corporation.

According to Sections 5.1.1 and 5.1.2 of the Riviera Area Plan, a Dollar General in this location is not in compliance with the area plan. **5.1.1 Well-designed retail and service uses, which would attract both tourists and local patrons and conveniently serve residential areas, are encouraged. 5.1.2 Encourage commercial development that increases local employment opportunities and draws tourists to the area, particularly for existing underutilized facilities.**

When you vote please factor in how placing a Dollar General in this location does not comply with the Riviera Area Plan. This type of business does not draw tourists to shop. We need more small stores that offer what tourists would be interested in going into a store plus products that many of us can't find here and purchase on the internet. If you "Google" Dollar General, they don't have a reputation of providing many jobs. Most jobs are part-time, minimum wage. There is also some history of classifying full-time employees as management, so overtime pay is not required. We already have a full service grocery store in the area. We don't need what they provide.

Roadways are not adequate to serve existing or anticipated development. Pedestrian facilities are lacking throughout the entire planning area, especially adjacent to commercial uses. Narrow road widths limit opportunities for pedestrian and bicycle usage of County roads, particularly Soda Bay Road and Point Lakeview Road. Safety improvements, traffic control and signs along Highway 281 and Soda Bay Road are needed. Circulation is poor in commercial areas.

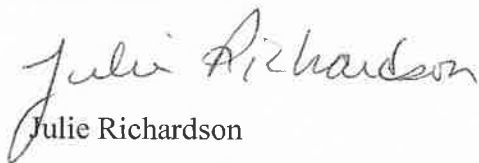
The roads in the area are already not adequate to serve existing development. Allowing a Dollar General at the corner of Soda Bay Road and Point Lakeview Road will make this issue worse. A better location would be along Highway 29 in the Lower Lake area where there is much better vehicle access and there is not currently a grocery store.

I was surprised to hear and/or read that the Middletown Dollar General was approved partly because "any business is better than no business or a vacant lot". We do have some vacant commercial buildings in the area. Two empty stores up the street have new tenants moving in soon. Some are vacant because of landlords raising rents and lack of maintenance. The property owned by Bob and Lynn Harvey is vacant mostly because of lack of building maintenance. Many of the businesses that were in that building have moved to other locations nearby or to downtown Kelseyville. If a Dollar General is allowed in the Clearlake Riviera Area, we may see even more vacant stores in that area and at Kitts Corner.

In addition the Lake County Chamber of Commerce and Lake County Marketing have spent thousands of dollars to bring tourists to our County. The existing Dollar General stores are NOT members of the Lake County Chamber of Commerce. They DO NOT advertise in the Destinations Guide. Dollar General is NOT the type of business the Lake County Chamber of Commerce and Lake County Marketing are spending money to attract or that they envision will encourage tourists to come to our area.

Other tourist areas nearby like Calistoga, Ft. Bragg, Healdsburg, Hopland and Mendocino don't have stores like a Dollar General. They have antique shops, art galleries, souvenir shops, gift shops, clothing stores, shoe stores, table ware and kitchen supply stores, home decor shops, wine tasting rooms, sports equipment, outdoor adventure supply shops, garden shops, gourmet food stores, flower shops, restaurants and cafes. Those are the type of stores we need in that shopping center. This area is close to access to the Lake and the two State Parks. A store that sells kayaks, boat supplies and bird watching equipment would be a good fit. Dollar General is Not!

Please pay particular attention to the Mitigated Negative Declaration found by the Planning Commissioners and deny the appeal to place a Dollar General in the Clearlake Riviera Area. There isn't really any way they can make changes to overturn those findings. This project must be denied!


Julie Richardson



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Moth Moon Healing

Annette Lee

*Woodland
Community College*

Board of Supervisors of Lake County, California

April 21, 2017

Expectations are everything. When we expect a certain outcome, we make it more likely to happen. The best we can do as parents, as teachers, as role models and government leaders is to have high expectations for those we influence.

At the Economic Outlook presentation made at Twin Pine Event Center on December 9 of 2015, Christian Ahlmann of Six Sigma Ranch in Lower Lake made the point that Lake County is poised to rise from being one of the bottom counties in the state's socioeconomic ladder. He said that we have a beautiful lake, outdoor adventure, and great food and wine. If we continually push to get that message across, businesses will come that will add value to our county and we all will rise. He's right. It's already happening. It will take time for the county to feel the effects. We all must be patient and keep delivering the message, over and over.

We have a great opportunity RIGHT NOW because of our recent fires and headlines. People are sympathetic to us. People know our name. Let's teach them that Lake County is a land of riches: beautiful lake, outdoor adventure, great food and wine.

The visitors will come. The businesses will come. The money will come. Just as it did in Napa long ago. We compare ourselves to Napa because we have the same roots, the same beginnings. We CAN achieve their median income level if we have that expectation. And we can do it better since we can learn from their mistakes!

When we don't hold out for our best version of Lake County, when we cave in to the demands of the present, we lose our opportunity to prosper.

The Dollar General brand is a rapacious corporate entity that brings with it the mark of economic distress. That's because Dollar General specifically seeks out communities marked as low income. The presence of a Dollar General store in a community creates an expectation of poverty for residents, visitors and, notably, FUTURE residents and business leaders.

We urge you to hold out for Lake County's best. Have high expectations and we will rise to them. Quick fixes are just a finger in the dike.

Sincerely,

The Board of Directors of the Middletown Area Merchants Association

(Hard copy with signatures to follow next week)

P.O. Box 872, Middletown, CA 95461 ~ info@middletownareamerchants.com

Carolyn Purdy

From: Connie Rystad <rystad@pacific.net>
Sent: Monday, April 24, 2017 12:49 PM
To: Rob Brown
Cc: Moke Simon; Jeff Smith; Jim Steele; Tina Scott; Carolyn Purdy
Subject: Stand strong for Lake County community businesses....

To: Lake County Board of Supervisors:
Rob Brown, Tina Scott, Jim Steele, Moke Simon, Jeff Smith

Re: NO on Dollar General

Please join me and many other community minded neighbors in saying NO to corporate greed and gluttony, aka Dollar General. Dollar General has one mission here in Lake County, and that is to suck out as much money from our community as it can, sending it to corporate headquarters out-of-state. As conscious people, it is our duty to stand up for our small community businesses that give so much to all of us. Do we want to be known as the generation that supports "givers," or the one that supports "takers"? Let your vote count toward protecting our Lake County home. Send Dollar General back to their home emptyhanded.

Thank you.
Constance Rystad
Kelseyville