

**From:** [SR Jones](#)  
**To:** [Steve Geiger](#)  
**Cc:** [Brad Torres](#); [Deborah Gilcrest](#)  
**Subject:** FW: Notice of Availability for Public Review and Notice of Intent to Adopt a Proposed Mitigated Negative Declaration: PLN24-0089; GPA24-0003; RZN24-0003; DVP24-2; MGT24-0011; EIS24-0007 (Penn Valley Holiday Market) - District 4  
**Date:** Friday, October 17, 2025 1:27:05 PM  
**Attachments:** [image001.png](#)  
[PLN24-0089 \(Penn Valley Holiday Market\) NOA-NOI.pdf](#)

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Greetings, Mr. Geiger

I took a look at the IS and have only one small comment.

Since the project will need to be annexed to the County Sanitation District (as acknowledged in the IS), the project description should probably make note that LAFCo will need to process the annexation.

As you probably know, LAFCo will be a Responsible Agency for this project and will use the County's environmental review.

Please give me a call if you have any questions.

SR

**From:** Jodeana Patterson <[Jodeana.Patterson@nevadacountyca.gov](mailto:Jodeana.Patterson@nevadacountyca.gov)>  
**Sent:** Friday, October 17, 2025 8:59 AM  
**Cc:** Steve Geiger <[Steve.Geiger@nevadacountyca.gov](mailto:Steve.Geiger@nevadacountyca.gov)>  
**Subject:** Notice of Availability for Public Review and Notice of Intent to Adopt a Proposed Mitigated Negative Declaration: PLN24-0089; GPA24-0003; RZN24-0003; DVP24-2; MGT24-0011; EIS24-0007 (Penn Valley Holiday Market) - District 4

Good morning,

Please see the attached Notice of Availability for Public Review and Notice of Intent to Adopt a Proposed Mitigated Negative Declaration for an application to the Planning Commission for a General Plan Amendment and Zoning District Map Amendment (Rezone), Development Permit, and Management Plan to allow for the development and operation of a 30,711-square-foot grocery store located at 18805 and 18807 Pine Shadows Lane, Penn Valley, CA, for your review and comment.

The full draft initial study is available here:

<https://www.nevadacountyca.gov/DocumentCenter/View/59984/Penn-Valley-Holiday-Market-Notice-of-Availability-CEQA-Draft-Study-PLN24-0089-GPA24-0003-RZN24-0003-DVP24-2-MGT24-0011-EIS24-0007-PDF>.

For comments and questions, please contact Senior Planner Steve Geiger at (530) 265-1236 or [steve.geiger@nevadacountyca.gov](mailto:steve.geiger@nevadacountyca.gov).

Respectfully,

**From:** [Cathy Murnighan](#)  
**To:** [Steve Geiger](#)  
**Subject:** Fwd: Penn Valley Holiday Market  
**Date:** Monday, November 3, 2025 1:35:31 PM

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I am writing to share a concern about the building of the new Holiday Market in Penn Valley. I went to the public meeting at Lake Wildwood a few weeks ago. I (and I think most of the people in the room) were shocked to hear that there wasn't really going to be any road safety mitigations for the entrance/exit of the new market onto Pleasant Valley Road to/from Pine Shadows Lane.

Traffic study statistics aside, I have great safety concerns - really based in common sense thinking.

1. We were told that LWW will represent 2/3 of the customers at the new store.
2. We know that the demographic of LWW skews towards an aging population.
3. The entrance/exit from Pine Shadows Lane is in an area of Pleasant Valley road where traffic is most likely driving at the speed limit of 45mph.
4. The only way to currently turn from LWW to Pine Shadows road is using a "suicide lane", which seems like an unrealistic option for that much left hand turn traffic to turn safely. .
5. The people coming from Pine Shadows and turning on to Pleasant Valley to go back to LWW, will be trying to enter traffic that will be going up to 45 mph. This will also be very unsafe.

While we are excited at the prospect of having a 30,000 s/f new store, the ingress/egress from the road is extremely concerning.

**To me, a simple fix seems to be a stop sign intersection where those roads intersect. This would allow everyone to go in and out of Pine Shadows Rd in a safe and organized manner.**

I hope the county takes these issues into consideration, and doesn't just rely on the statistics of a traffic study.

Thank you for your time.

Cathy Murnighan, CMP  
MW Management Group  
Event Management and Promotional Product Supplier  
[cathy@mwmanagementgroup.com](mailto:cathy@mwmanagementgroup.com)  
916.202.5105

**From:** [Kidd Immel](#)  
**To:** [Steve Geiger](#)  
**Subject:** FW: Lake Wildwood Traffic Report  
**Date:** Tuesday, November 4, 2025 4:33:18 PM

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**From:** Alicia Chaturvedula <[Alicia.Chaturvedula@nevadacountyca.gov](mailto:Alicia.Chaturvedula@nevadacountyca.gov)>  
**Sent:** Tuesday, November 4, 2025 3:53 PM  
**To:** Public Works <[Public.Works@nevadacountyca.gov](mailto:Public.Works@nevadacountyca.gov)>  
**Cc:** Vera De Ferrari <[Vera.DeFerrari@nevadacountyca.gov](mailto:Vera.DeFerrari@nevadacountyca.gov)>  
**Subject:** FW: Lake Wildwood Traffic Report

Here you go.

**From:** Tandi Marks <[tandimatt@yahoo.com](mailto:tandimatt@yahoo.com)>  
**Sent:** Tuesday, November 4, 2025 3:02 PM  
**To:** CommunityDevelopment <[ComDevAgency@nevadacountyca.gov](mailto:ComDevAgency@nevadacountyca.gov)>; [board@lwwa.org](mailto:board@lwwa.org)  
**Subject:** Lake Wildwood Traffic Report

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**Subject:** Request for Updated Traffic Study – Lake Wildwood Area  
To Whom it Concerns,

I attended the meeting in October regarding the Lake Wildwood traffic survey report. After reviewing the data myself using [Placer.ai](#), I found that traffic in the area has increased by approximately **14%**. Given this significant rise, I strongly believe a new traffic study should be conducted — one that reflects current conditions rather than relying on data collected over a single day or during a period immediately following the pandemic, when travel patterns were still far from normal.

Please take the time to truly consider the experiences of those of us who live in this community. It's important that any decisions moving forward are based on accurate, up-to-date information that captures the real impact of growth and traffic on our area. Thank you for your attention and for taking our community's concerns seriously.

Tandi & Matt Marks

**From:** John Favetti  
**To:** Steve Geiger  
**Subject:** Holiday Market  
**Date:** Thursday, November 6, 2025 4:20:21 PM

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Mr. Geiger, I am a homeowner in Lake Wildwood. I am also a homeowner owner on property outside of Lake Wildwood. I also completely disagree with Lake Wildwood's position on the Holiday Market. I also shop at the Holiday Market. However, their prices are not the best nor do they have the selection a shopper always wants. The Holiday is like a quick stop. Someplace you go because you forgot milk and do not want to run into town. How many people in LWW do not agree with LWW stance on the new Holiday? I am sure there are many people who do drive into town for groceries. I actually go to Linda because the prices and selections are better.

I fully believe that you and the county know better as far as vehicular traffic and pedestrian traffic goes. If LWW does not think Pleasant Valley Road can handle the traffic let LWW pay for a bike path/blacktopped walkway/ concrete sidewalk that golf carts can use going to the new market.

Please do not let LWW dictate to the county on how to run the county. LWW needs to mind their own business. If they want a close market then let free trade take over and create a market in LWW. I doubt that would work though.

Please do what we, the taxpayers of Nevada County, pay for,; whatever is necessary.

Please feel free to contact me.  
530.913.1072

JOHN

**From:** [victor simon](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market Relocation  
**Date:** Thursday, November 6, 2025 4:38:24 PM

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Hi Steve

As a 17 year resident of Lake Wildwood,I believe the planned relocation of Holiday Market is flawed for numerous reasons.

Including ingress and egress,residence of Lake Wildwood(elderly)will not be able to use there golf carts, the traffic patterns will be conducive to gridlock!

The reason most people ,including myself,left the Bay Area and moved to rural Penn Valley, was to get out of the rat race!

The owners of Holiday Market,should make an offer to the owner of the Thai restaurant next door,and pay for his relocation or pay him off to close up(he is not doing much business and is not a likeable guy)It would be a LOT cheaper!

That way there will be room for expansion,using the location of the beauty salon,that they are already using for storage!

It would be a good PR move on the the part of the Owners of Holiday Market!

Cheers!  
Victor

**From:** [gregory hock](#)  
**To:** [Steve Geiger](#)  
**Cc:** [Lori Fox](#); [Cheryl Hock](#)  
**Subject:** Holiday Market Relocation  
**Date:** Thursday, November 6, 2025 4:44:13 PM

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Dear Mr. Geiger,

I have several concerns about the relocation of the Holiday Market in Penn Valley. My parents (and now my family) have been in Lake Wildwood for 50 years. In that time the traffic has continually increased at the intersection of Highway 20 and Pleasant Valley Road. During the evening rush hour it can back up for a mile toward the west on Highway 20. And it is common for the traffic on Pleasant Valley Road to back up PAST the turn into the shopping center where the grocery store is relocating.

As you may be aware, there is an exception that currently allows golf carts that are not "street legal" to cross from Lake Wildwood to the shopping area where the Holiday Market is currently located. This takes a large load off the traffic and parking. With the new location, every one of those trips (which are a significant number) will be additional vehicles on the road.

The County is trying to pass a "shortened" Environmental document without the necessary due diligence a project such as this rightly deserves.

My concerns include the following:

Traffic mitigation at Rte. 20 and Pleasant Valley Road will need installation of additional turn and transit lanes for the intersection. The County should provide time frames for when these mitigations will be installed. The County must furnish proof that conditions and the scope of the project have not changed since August of 2022. The County should prepare a pedestrian and vehicle flow study for the project area during full operation and construction, detailing how present traffic patterns might be disrupted.

The County should provide back-up for their claim that our Emergency Evacuation plans will not be impacted by their plans.

In addition, your Environmental Document, in its current form, is unacceptable and cannot be used to support this project.

I look forward to hearing from you regarding the county's plans to move forward.

Best,

Greg Hock  
13575 forest park cir  
penn valley, ca 95946

**From:** [Shirlyn Vogel](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market relocation  
**Date:** Thursday, November 6, 2025 4:49:52 PM

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Dear Mr. Geiger,  
I feel it would be a huge traffic problem with the proposed relocation of Holiday Market. Hwy 20 is so close to the two ways proposed to enter that area. Traffic is moving quickly and it is hard to see on coming traffic when exiting Commercial St. It would require two traffic lights which will back up traffic horribly at both lights. Often the traffic is backed up past the turning lane to wait to turn left onto HWY 20. Please this is a huge mistake.

Shirlyn

**From:** [Chris and Jill Maxwell](#)  
**To:** [Steve Geiger](#)  
**Subject:** RE: New Holiday Market  
**Date:** Thursday, November 6, 2025 4:56:45 PM

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Hi Steve,

I was sent an email from the LWW Board " Encouraging" community members to basically demand further traffic studies!

I don't support doing any further studies and I believe the "majority" living here, don't care one way or another. We are just excited that Holiday Market will be building such a beautiful market like they have in LOP, for our city. The existing market size is substandard and the parking lot no longer accommodates the traffic flow and its layout is becoming dangerous for our elderly population to safely navigate.

I've been a Penn Valley resident for the past 30 years living outside of LWW until moving into the community four years ago. As a retired builder, I know first hand how difficult and costly it is to bring these projects to fruition. Over the last few years it seems our county has been a lot more proactive getting these projects approved, I commend you on that!

If Holiday Market wants to invest in our community, my family supports them 100%. Please don't let a few comments derail a terrific project that benefits the majority. LWW loses \$500K/\$800K annually managing a restaurant that only "a small minority" use, don't let that happen with Holiday Market.

Sincerely,  
Chris Maxwell



**From:** Tom/Wendy Jacobs  
**To:** Steve Geiger  
**Subject:** Proposed new location of Holiday Market in Penn Valley  
**Date:** Thursday, November 6, 2025 5:19:59 PM

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Hello Steve,

As a resident of Lake Wildwood, I am very concerned about the proposed new location of Holiday Market. The entrance into the businesses at the intersection of Pleasant Valley Rd. and Hwy. 20 is already a disaster waiting to happen. There are cars coming around corners, cars coming out of neighborhoods and cars trying to get in and out of the businesses there, not to mention the storage facility just a few feet down the road. Even with turn lanes, it will still be a disaster, as traffic backs up quite often with people trying to make a left-hand turn from Pleasant Valley Rd. on to Hwy 20 east. There is absolutely no space between Hwy 20 and this intersection and putting a very popular and busy grocery store there will certainly lead to accidents and possibly fatalities.

Putting the grocery store will make an already horrible intersection into a disaster. I urge you to reconsider and, at the very minimum, do quite a bit more due diligence before you give the green light to a project that will spell nothing but trouble. Surely there is a better place in Penn Valley to move the grocery store, and, if a bigger store is the goal, perhaps there are options right where they are for expansion.

Thank you for your time and consideration of this critical decision for the residents of Penn Valley,

Sincerely,

Wendy and Tom Jacobs  
18581 Jayhawk Dr  
Penn Valley

**From:** [tonirob1](#)  
**To:** [Steve Geiger](#)  
**Subject:** New Holiday market  
**Date:** Thursday, November 6, 2025 5:25:08 PM  
**Importance:** High

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Please consider the items below before full approval of the new Holiday Market plan off of Pleasant Valley Road.

1. Traffic mitigation at Rte. 20 and Pleasant Valley Road to install additional turn and transit lanes for the intersection. The County should provide time frames for when these mitigations will be installed.
2. That the County furnishes proof that conditions with the scope of the project have not changed since August of 2022.
3. The County should prepare a pedestrian and vehicle flow study for the project area during full operation and construction, detailing how present traffic patterns might be disrupted.
4. The County should provide back-up for their claim that our Emergency Evacuation plans will not be impacted by their plans.

The new Market cannot be built without full traffic mitigation (new traffic control lights, additional lanes, the creation of workable traffic patterns). Additionally, the County and the Developer must be shown that their Environmental Document, in its current form, is unacceptable and cannot be used to support their project.

Regards,

Toni Johnson

17450 Incense Court

Penn Valley

**From:** [Stacy Hereford](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday market relocation  
**Date:** Thursday, November 6, 2025 5:35:15 PM

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Mr Geiger: You must feel how deeply this community has concerns about this project with out a full traffic mitigation plan,it is so important to get this right the first time, i feel Holiday Market has the right to relocate anytime they wish, but please consider all the problems that this current project will have on our traffic congestion in its current form, please make sure your decision is the proper one for all the people who will be effective.

**From:** [Mark Greenberg](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday market needs full EIR!!!  
**Date:** Thursday, November 6, 2025 5:36:55 PM

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We live in Wildwood and would be directly affected by an expanded Holiday Market in a negative way. Given especially the fire dangers, we cannot see why you and the county would approve a project that will create greater crowding!!

Traffic mitigation at Rte. 20 and Pleasant Valley Road to install additional turn and transit lanes for the intersection. The County should provide time frames for when these mitigations will be installed.

That the County furnishes proof that conditions with the scope of the project have not changed since August of 2022.

The County should prepare a pedestrian and vehicle flow study for the project area during full operation and construction, detailing how present traffic patterns might be disrupted.

The County should provide back-up for their claim that our Emergency Evacuation plans will not be impacted by their plans.

The new Market cannot be built without full traffic mitigation (new traffic control lights, additional lanes, the creation of workable traffic patterns). Additionally, the County and the Developer must show that their Environmental Document, in its current form, is unacceptable and cannot be used to support their project.

Mark Greenberg  
Jayhawk Drive

Sent from my brain.

**From:** WILLIAM FLOYD  
**To:** Steve Geiger  
**Subject:** PLN24-0089; GPA24-0003; RZN24-0003; DVP24-2; MGT24-0011; EIS24-0007 (Proposed New Holiday Market)  
**Date:** Thursday, November 6, 2025 5:47:21 PM

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Dear Mr. Geiger:

This is in regards to the subject referenced above. As long time Lake Wildwood residents, we are leaning towards endorsing the building of the new Holiday Market off of Pleasant Valley Dr., with or without further traffic mitigation measures. In our view, the benefits of this proposed project likely outweigh any potential consequences. But, before we commit our support on the record, we would like to know if the plan, as currently proposed, has been reviewed by the Penn Valley Fire District, the Nevada County Sheriff's Office, and the County's Emergency Services Dept? If so, what position have they taken?

Please advise.

Thank you.

Bill and Diane Floyd

Lake Wildwood

**From:** [Meg Porter](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market Relocation  
**Date:** Thursday, November 6, 2025 6:46:42 PM

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Dear Steve Geiger, Senior Planner, Nevada County,

I am writing to you with deep concerns regarding the new Holiday Market location. The current plans do not include full traffic mitigation, such as new traffic control lights, additional lanes, and the creation of workable traffic patterns. Additionally, the Environmental Document, in its current form, is incomplete and unacceptable and cannot be used to support the project.

The county needs:

1. Traffic mitigation at Rte. 20 and Pleasant Valley Road to install additional turn and transit lanes for the intersection. The County should provide time frames for when these mitigations will be installed.
2. The County furnishes proof that conditions within the scope of the project have not changed since August of 2022.
3. The County should prepare a pedestrian and vehicle flow study for the project area during full operation and construction, detailing how present traffic patterns might be disrupted.
4. The County should provide backup for their claim that Lake Wildwoods Emergency Evacuation plans will not be impacted by their plans.

Thank you, and we appreciate all of your hard work, dedication, and attention to this very important matter.

Jody and Megan Porter, Lake Wildwood Residents

**From:** [Sandra Patterson](#)  
**To:** [Steve Geiger](#)  
**Cc:** [Stephanie Burr](#)  
**Subject:** Move of Holiday Market - needs much more review please  
**Date:** Thursday, November 6, 2025 7:22:55 PM

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Dear Mr. Geiger:

Please do not approve the move proposed of Holiday Market in Penn Valley without further assessments!

The new Market cannot be built without full traffic mitigation (new traffic control lights, additional lanes, the creation of workable traffic patterns). Additionally, the County and the Developer must be shown that their Environmental Document, in its current form, is unacceptable and cannot be used to support their project.

Thank you for listening.

Regards,

Sandra Patterson

Owner of home in Lake Wildwood

**From:** [Lisa Cruz](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market Relocation  
**Date:** Thursday, November 6, 2025 8:05:21 PM

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Dear Steve,

Traffic lights are a necessity on Pleasant Valley Rd at the intersection of this new location for Holiday Market.

Traffic would be a nightmare without them and also causing a backup at Hwy 20 and Pleasant Valley Rd.

We are truly concerned about our community.

Sincerely,

Nick & Lisa Cruz

17548 Foxtail Dr

Penn Valley, Ca

**From:** [Ruth Jacobsen](#)  
**To:** [Steve Geiger](#)  
**Subject:** New Holiday Market  
**Date:** Thursday, November 6, 2025 8:13:12 PM

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Steve Geiger, Senior Planner, Nevada County Planning Department

I am a Lake Wildwood resident and I attended the recent town hall hosted at our club on the subject of the new Holiday Market plans for Penn Valley.

I am writing to endorse the plan and express my trust that that the owners of Holiday Market have worked to make this investment successful in all respects. I am confident that traffic concerns will prove to be manageable.

I am a very frequent shopper at the existing Holiday Market, and I anxiously await the new expanded market. I am very familiar with the Auburn store, and look for the time when we have that same awesome store here in Lake Wildwood.

Ruth Jacobsen  
13480 Lake Wildwood Dr  
Penn Valley, CA 95946

**From:** [cleve.wallace](#)  
**To:** [Steve Geiger](#)  
**Subject:** No Holiday market without solid traffic mitigation plans, full environmental report and guaranteed evacuation planning.  
**Date:** Thursday, November 6, 2025 11:02:23 PM

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I watched the video of the Lake Wildwood meeting concerning the relocation of the Holiday Market and although I would love to have a shiny new Holiday Market in the area, I cannot say that the information presented won me over. I believe that the traffic mitigation plan proposed was woefully inadequate for the very busy Hwy 20/ Pleasant Valley road intersection, the entrance by the filling station and the Pleasant Valley entrance to the Market by the storage facility. I heard no assurances that the mitigation would be in place before construction was to begin and further, no real assurances that this whole project as explained, would not interfere with a large-scale evacuation from Lake Wildwood should we have a major fire event. I also didn't hear that a full environmental impact study was completed. If this project is to go forward, the County and the developer MUST do the work to get it right before being given the go-ahead. Thank you for your time and I hope you do the right thing.

Sincerely,

Cleveland H. Wallace  
19562 Explorer Drive  
Penn Valley, Ca 95946

**From:** [Ray MacIntyre](#)  
**To:** [Steve Geiger](#)  
**Subject:** New Holiday Market  
**Date:** Friday, November 7, 2025 7:35:57 AM

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Hello Mr. Geiger, I am a Lake Wildwood full time resident and really have only one concern with the proposed access to the new Holiday Market site. I have not seen any proposed mapped roadway changes, but believe there MUST be a left turn provided on Pleasant Valley Road on the southbound lane into the access road to the new location. That left turn should be able to accommodate a minimum of four vehicles in order to keep the "non-market" southbound traffic flowing. If this has not been addressed, then in my humble opinion you are missing a very important modification of the current roadway. Thankyou for your conasideration, Sincerely,  
Ray Mac Intyre  
13480 Lake Wildwood Drive  
Penn Valley, Calif. 95946  
650-766-5676

Sent from my iPad

**From:** Cathy Herzig  
**To:** Steve Geiger  
**Subject:** Holiday market relocation concerns.  
**Date:** Friday, November 7, 2025 8:19:44 AM

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As a resident of Lake Wildwood, I would like to express the following concerns: The County is trying to pass a "shortened" Environmental document without the necessary due diligence a project such as this rightly deserves. Areas for concern are:

1. Traffic mitigation at Rte. 20 and Pleasant Valley Road to install additional turn and transit lanes for the intersection. The County should provide time frames for when these mitigations will be installed.
2. That the County furnishes proof that conditions with the scope of the project have not changed since August of 2022.
3. The County should prepare a pedestrian and vehicle flow study for the project area during full operation and construction, detailing how present traffic patterns might be disrupted.
4. The County should provide back-up for their claim that our Emergency Evacuation plans will not be impacted by their plans.

The new Market cannot be built without full traffic mitigation (new traffic control lights, additional lanes, the creation of workable traffic patterns). Additionally, the County and the Developer must be shown that their Environmental Document, in its current form, is unacceptable and cannot be used to support their project.

Respectfully,

Cathy Herzig

**From:** [Larry Cook](#)  
**To:** [Steve Geiger](#)  
**Subject:** Highway 20/ Pleasant Valley rd project  
**Date:** Friday, November 7, 2025 9:10:22 AM

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Dear Sir:

Please consider the objections and recommendations made by the LWW Association when you plan for the relocation of Holiday Market. Dr and Mrs Larry M. Cook. 18599 Wildflower Dr

**From:** [Jim Scaduto](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market Relocation  
**Date:** Friday, November 7, 2025 10:10:40 AM  
**Attachments:** [image.png](#)  
[image.png](#)  
[image.png](#)

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Steve, I am very concerned about the lack of information about the traffic mitigation for the relocation of the Holiday Market to the proposed new location on Commercial Avenue in Penn Valley.

I live in Lake Wildwood and I am in favor of building a larger Holiday Market at the new location; however I don't believe that the County has studied the traffic flow on Pleasant Valley Road well enough.

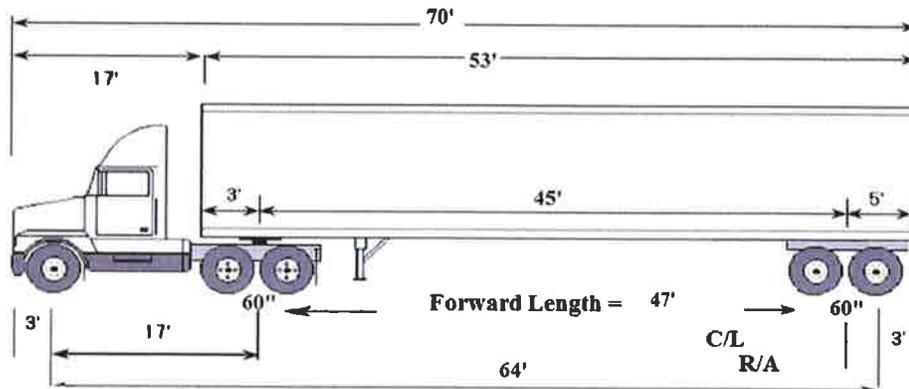
I just drove by the intersection of Pleasant Valley and Commercial yesterday 11/6 at approximately 8am. There was a large Pepsi truck and trailer on Commercial trying to take a left turn to go up Pleasant Valley Rd to Highway 20. The truck had to wait more than 5 minutes to find an opening to turn left due to traffic coming off Hwy 20 onto Pleasant Valley Rd. In addition, once an opening was available, he had a difficult time making the turn as there wasn't enough room for his trailer to turn left without cutting into the southbound lanes on Pleasant Valley. Also, the traffic on the southbound lanes on Pleasant Valley Rd. was backed up (as it does all day long) from the traffic light on Hwy 20 making it even more difficult for the truck to find an opening large enough and enough room to clear his tractor from running over the side of the road on the other side of Pleasant Valley Rd.

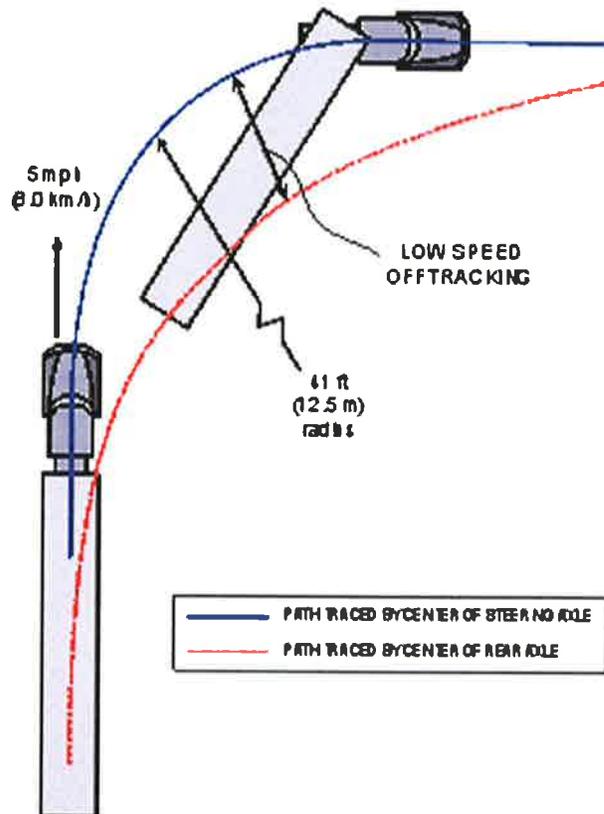
See my estimates below of the current turning situation of a big rig at the intersection of Commercial Ave and Pleasant Valley Road.

There is only approximately 90 feet from Commercial Ave for any vehicle to turn onto Pleasant Valley Road - using Google Maps



A semi with a 53-foot trailer is approximately 70 to 80 feet long in total length, with the tractor unit making up about 20-25 feet and the 53-foot trailer extending the rest of the length.





Bottom line this intersection is difficult to manage today for any car let alone a big rig. With the added car traffic for the new proposed market and a huge increase of big rigs trying to turn at this intersection, I feel we are creating a very dangerous intersection for everyone.

My main concerns are:

- higher traffic in and out of Commercial Ave. will back up onto Pleasant Valley Rd
- more backed up traffic on Pleasant Valley Rd waiting for the traffic light on Hwy 20 intersection - Blocking the Commercial to Pleasant Valley Rd intersection
- dangerous blind turn off westbound Hwy 20 on to Pleasant Valley Road - more visibility is needed
- Many more big rigs trying to turn left out of Commercial on Pleasant Valley Rd will block the intersection making for a dangerous condition
- The chances for cars to have big rig collisions will increase dramatically.

**Please consider developing a more up to date vehicle flow study to determine the safer driving environment for everyone.**

thank you for your consideration  
Jim Scaduto

**From:** [koral ilgun](#)  
**To:** [Steve Geiger](#)  
**Subject:** Comments on Penn Valley Holiday Market Project (PLN24-0089; GPA24-0003; RZN24-0003; DVP24-2; MGT24-0011; EIS24-0007)  
**Date:** Friday, November 7, 2025 10:27:06 AM

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**To:**  
Steve Geiger, Senior Planner  
Nevada County Planning Department  
950 Maidu Avenue, Suite 170  
Nevada City, CA 95959  
Email: [steve.geiger@nevadacountyca.gov](mailto:steve.geiger@nevadacountyca.gov)

**Dear Mr. Geiger,**

As a resident and homeowner in Lake Wildwood, I am writing to express my concerns regarding the proposed relocation of the Holiday Market to 18805 and 18807 Pine Shadows Lane in Penn Valley.

While I appreciate the value a modern grocery store brings to our community, I am deeply concerned that the current Mitigated Negative Declaration does not adequately address the significant **traffic and safety impacts** this project may create at the already congested Pleasant Valley Road and Highway 20 intersection. The increased traffic volumes from a 30,000+ square foot supermarket, combined with delivery trucks and daily commuter flows, warrant a **comprehensive traffic impact study** and clear **timelines for implementing mitigation measures** such as signal upgrades, dedicated turn lanes, and pedestrian improvements.

In addition, the County should demonstrate that **conditions have not materially changed** since the original traffic analysis conducted in 2022. Current traffic volumes and evacuation demands in our area have increased, particularly given wildfire preparedness concerns. The Environmental Document should therefore include an updated **vehicle and pedestrian flow study**, and the County should provide clear evidence that **emergency evacuation routes and response times** will not be compromised.

Given these factors, I respectfully urge the County to **require a full Environmental Impact Report (EIR)** or, at minimum, to **expand the traffic and evacuation analysis** before approving the project.

Thank you for the opportunity to comment and for your consideration of community safety in the review of this important proposal.

Sincerely,  
Koral ILGUN  
18910 Chickadee Ct  
Penn Valley, CA 95946

**From:** [Mimi Davis](#)  
**To:** [Steve Gelger](#)  
**Subject:** Holiday Market Relocation  
**Date:** Friday, November 7, 2025 10:56:02 AM

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Steve,

My husband and I have lived in LWW for 40 years. We have been very grateful and happy here. We have seen many changes and this Holiday Market Relocation without any traffic mitigation is NOT acceptable to me. The county and developer need to provide a FULL traffic mitigation and an environmental document that addresses 2025 timeframe and forward, not 2022.

Traffic can get backed up at the current traffic light on Pleasant Valley Road and Highway 20. Adding a new light will make it even more difficult unless added lanes and other items can be resolved. Perhaps a different location for the light would be better.

Please think this through and come up with a better solution.

Mimi Davis

**From:** [Larry Dews](#)  
**To:** [Steve Geiger](#)  
**Cc:** [Lake Wildwood Admin](#); [info@bonc.org](mailto:info@bonc.org); [info@sierraexpress.org](mailto:info@sierraexpress.org)  
**Subject:** Holiday Market Draft Initial Study/ Public Response by Nov 17  
**Date:** Friday, November 7, 2025 1:42:08 PM

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As a resident of Lake Wildwood (LWW) for 25 years I would like to bring a couple of issues to the County's attention concerning the proposed new Holiday Market and traffic mitigation located in Nevada County near the interchange of Hwy 20 and Pleasant Valley Road:

The Board of Directors of LWW have recently, Nov 6, 2025, brought the following items to your attention and I am showing my support for these issues by listing them here:

1. Traffic mitigation at Rte. 20 and Pleasant Valley Road to install additional turn and transit lanes for the intersection. The County should provide time frames for when these mitigations will be installed.
2. That the County furnishes proof that conditions with the scope of the project have not changed since August of 2022.
3. The County should prepare a pedestrian and vehicle flow study for the project area during full operation and construction, detailing how present traffic patterns might be disrupted.
4. The County should provide back-up for their claim that our Emergency Evacuation plans will not be impacted by their plans.

I have one further concern that was overlooked in LWW Board's presentation. As an avid bicyclist for the last 65 years, I find that the roadway on Pleasant Valley Road to be lacking an adequate bicycle path or adequate delineation for a designated bicycle route.

The Architectural Plan presented in the Environmental Documents show nine stations which allows 4 bicycles per station for a total of 36 bicycles to be parked at the new Holiday Market location. That certainly sounds adequate for bicycle parking; but, how do you intend to get those bicycles safely to the new Holiday Market? There does not seem to be a plan to provide bicycles an adequate or safe access from LWW or downtown Penn Valley. Traffic Mitigation and the County should include bicycle access or an adequate Class II bicycle path to and from LWW (north and main) gates along with access from the Penn Valley bicycle path to the new Holiday Market. I support the new market although the bicycle traffic mitigation is my concern.

Thanks, Lawrence Dews

**From:** [randb1959@icloud.com](mailto:randb1959@icloud.com)  
**To:** Steve Geiger  
**Subject:** New Holiday Market in Penn Valley  
**Date:** Friday, November 7, 2025 2:41:25 PM

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I live in Lakewildwood and am concerned about the traffic problems it presents. Please make sure there will not be any traffic problems.

Thankyou for giving this your attention..

Rich Ellingsoni

**From:** [Tgalustian](#)  
**To:** [Steve Geiger](#)  
**Subject:** Relocation of Holiday Market in Penn Valley Concern  
**Date:** Saturday, November 8, 2025 6:36:44 AM

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I live in Lake Wildwood, Penn Valley CA, and am very concerned over additional traffic and lack of light signal and traffic study data. Traffic is already backed up frequently at the light at Pleasant Valley and Hwy 20. In addition what impact will this make environmentally to the surrounding area? Thank you for addressing the concerns of this large community that will be impacted by the Holiday Market move.

Ted Galustian  
14621 Bristle Ct  
Penn Valley, Ca

Sent from my iPad

**From:** [Clark Mehr](#)  
**To:** [Steve Gelger](#)  
**Subject:** Holiday Market  
**Date:** Saturday, November 8, 2025 7:38:13 AM

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Please work at a safe traffic plan for the new Holiday Market. The local roads cannot handle additional traffic. Arline Mehr

**From:** [Terry Bichlmeier](#)  
**To:** [Steve Geiger](#)  
**Cc:** [Joseph Metzler](#)  
**Subject:** Holiday Market Relocation  
**Date:** Saturday, November 8, 2025 10:45:49 AM

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Mr. Geiger,

Please know that Holiday Market relocation without complete and proper traffic mitigation is not acceptable to us.

We are concerned about traffic backups and delays in and out of our beloved Lake Wildwood community.

Please assure all available measures are taken including but not limited to traffic signals, stop signs and additional lanes are implemented to avoid traffic backups and delays in the area of Highway 20 and Pleasant Valley.

Respectfully,

**Terry & Annette Bichlmeier**  
Residents Penn Valley, CA

**From:** [Paul Oppenheim](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market new site Lake Wildwood  
**Date:** Monday, November 10, 2025 6:15:00 AM

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Please let it be known that I disapprove of any plans without specific details of the needed traffic access and controls for that proposed new site, as that location can not handle the additional increased traffic. I also do not approve of Holiday Market moving to the proposed location planned without the needed traffic changes that are required to avoid greatly increased conditions & safety/accidents that are sure to happen.

Paul Oppenheim  
Lake Wildwood resident

**From:** [Margee Lopez](#)  
**To:** [Steve Geiger](#)  
**Subject:** Relocation of Holiday Market  
**Date:** Tuesday, November 11, 2025 11:30:32 AM

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Dear Steve,

My purpose for writing is to voice my concerns regarding the traffic mitigation plans for the proposed location of Holiday Market. The current proposal is unacceptable and seriously under researched in my opinion and is needing to be reevaluated before any decisions are made. The area already suffers from poor lane access and dangerous view points when exiting from the gas station and increased traffic will only lead to further congestion and traffic issues. What does your committee plan to do to address and improve this situation? The current plan lacks diligence and adequate steps to ensure that we are not in heightened danger as we enter and exit the area. Thank you for your attention to this important issue.

Sincerely,  
Margaret Lopez  
Homeowner in Lake Wildwood

Sent from Gmail Mobile

**From:** [John Worthing](#)  
**To:** [Steve Geiger](#)  
**Cc:** [Jim Scaduto](#)  
**Subject:** Holiday Market  
**Date:** Wednesday, November 12, 2025 8:20:36 AM

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Dear Mr. Geiger: I am a part time resident and owner of property in Lake Wildwood. My daughter's family lives in the LWW community as shares my feelings on this matter. I am opposed to the relocation of Holiday Market for two reasons which I believe are undeniable.

First: The intersection of Commercial Ave and Pleasant Valley Road is dangerous. The market will add a tremendous amount of traffic to this intersection with many turning left out of Commercial Ave which is very dangerous. Why? People coming from Hwy 20 build up more speed because they are going downhill. That downhill momentum makes braking more challenging at the Commercial Ave intersection. Secondly, due the the curve in the road, the multiple trees and the speed it is hard enough to go right out of the existing center, let alone a left. The new market will be closer to Penn Valley residents who will be forced to take a left out of the center. This intersection needs to be rebuilt, with a traffic circle or something to accommodate the enormous increase in traffic that intersection will experience if the market relocation is approved.

Second: I think you should poll the customers at the current Holiday Market to see what percentage of the store's business is from the Lake Wildwood community. I am guessing it is at least 40%. Many, like me, drive clean air golf carts to the market. Others will now have 2.8 miles round trip for every journey. Environmentally the shortened trips for Penn Valley residents will not offset the increase pollution created by the Lake Wildwood residents who are forced to drive this extra 2.8 miles.

My first objection can be solved, number 2 is a fact. In a world and area where we need less pollution this relocation is only creating more. I urge you to deny this request to relocate the market.

John L Worthing  
Worthing Capital LLC  
845 Oak Grove Ave. Suite 105  
Menlo Park, CA 94025  
(650) 333-1735

**From:** [Silvercatmcd](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market Relocation - Comments  
**Date:** Wednesday, November 12, 2025 11:34:04 AM

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Hi – I am writing to you to express my dissatisfaction with the County with respect to it's planned move to not fully evaluate the traffic impacts from the Holiday Market's new proposed location. We need traffic mitigation as it will create a bottleneck of traffic at the Rte 20 and Pleasant Valley Road intersection.

For example:

Traffic mitigation at Rte. 20 and Pleasant Valley Road is needed. Need additional turn and transit lanes implemented when the market move is implemented, not later.

Need a pedestrian and vehicle flow study for the project area during full operation and construction, detailing how present traffic patterns might be disrupted and mitigated.

Need an evaluation of how the proposed move will impact the local Emergency Evacuation plan. Need mitigation measures implemented.

Thank you for your time and consideration.

Cathy Mcdade, P.E.  
Lake Wildwood Resident

Show trimmed content

**From:** [Smith Jr, Frank C@DOT](mailto:Smith Jr, Frank C@DOT)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market  
**Date:** Thursday, November 13, 2025 8:18:46 AM

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Good Morning

I would like to start of by saying no one likes to change and that is what is going on here. The Holiday Market has been in its current location for many years. Everyone from LWW has grown a custom to it being handy to just cross Pleasant Valley Road to shop. With the current proposal it requires change to now drive two miles down the road to shop.

The current building is falling apart and needing a lot of repairs. It is small and cannot hold what the customers request Holiday to stock on their existing shelves. Holiday tried to take the Thai restaurant space, but the current tenant would not forgo his lease to let Holiday use the whole side to improve their store. I have friends that work at Holiday and the constantly talked about all the problems that they deal with daily to keep the store operating.

With the new store it is going to have more room to stock all the items everyone wants and many other options. I am hearing a deli, Starbucks, etc., will be in the store and it will be like the Holiday in LOP.

All being said it will come with some traffic heartache that everyone will get used to once it is completed and everyone will enjoy a brand-new Holiday and all the features of a new store.

I for one am looking forward to the new store and accept the change to have to drive a little farther to shop. I look at this way I don't have to drive to Grass Valley to shop for groceries.

Count me in for the new Holiday Market being built in the proposed site.

Thank you for your time.

**From:** Colin Jaques  
**To:** Steve Geiger  
**Subject:** Holiday Market relocation  
**Date:** Thursday, November 13, 2025 4:03:19 PM

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Steve,

I want to let you know that there are some of us in Lake Wildwood that feel the traffic issue has been blown out of proportion. I don't see the need for another traffic review. The increase in traffic due to a larger store foot print can be handled with the existing infrastructure in my opinion. I love the way some people can spend other people's money on mitigation and then complain about the high cost of food at Holiday Market. Stores and developers want a return on money spent building a project so it has to come from somewhere. Good luck to Holiday Market and look forward to shopping in their new location.

I will miss not having golf cart access but am sure that is an expense no one wants to incur.

Cheers,  
Colin Jaques  
13955 Strawberry Circle  
Penn Valley, CA 95946  
Sent from my iPad

**From:** [Fred Huberty](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market Project  
**Date:** Thursday, November 13, 2025 4:23:08 PM

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Dear Mr. Geiger,

I attended the town hall presentation regarding the new Holiday Market project and was very disappointed with the proposed traffic plan. I believe the traffic going to and from the market will be a significant problem particularly as they leave the market and try to go south on Pleasant Valley Rd. Another concern is the impact on evacuation routes. What is the rationale used to say that the anticipated lane striping will not confuse people during evacuation? We must count on residents to use the center lane for that second lane of escape. If left turn lanes are established, there will be added confusion during times of stress. Request the study be revisited and validated.

The study and presentation did not provide dates when any improvements/mitigation work would be completed. Please provide more information regarding when the work will be done, the cost, and impact on our property taxes/fees.

During the presentation, I understood the speakers to say that there will not be a problem. I am not convinced.

Fred Huberty  
13286 Lake Wildwood Dr.

**From:** [Barbara Tagg](#)  
**To:** [Steve Geiger](#)  
**Subject:** Travel to the new Holiday  
**Date:** Thursday, November 13, 2025 5:13:23 PM

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Any chance golf carts can get there?????t

**From:** [Denise Didario](#)  
**To:** [Steve Geiger](#)  
**Subject:** North State Grocery, Inc. - Holiday Market GeigerPLN24-0089; GPA24-0003; RZN24-0003; DVP24-2; MGT24-0011; EIS24-0007  
**Date:** Thursday, November 13, 2025 5:41:58 PM

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Mr. Geiger,

As a resident of Lake Wildwood my husband and I travel on Pleasant Valley Rd, Hwy 20 and the dangerous intersection at Commercial Ave and Pleasant Valley Rd. There have been many, MANY traffic accidents including fatalities. My niece's friend was killed in the accident on Hwy 20 between Pleasant Valley Rd and Rough and Ready Hwy this past summer.

Although I understand Holiday Market desire for a new larger location BUT the roads, intersections, entries and exits to businesses in this area are already underdeveloped and without addressing them only exacerbates an already tenuous situation. It is irresponsible to build/add a business which will undoubtedly increase the traffic without addressing how to manage the traffic. I've only lived in this area for 6 years and in that short time have seen the traffic exponentially increase without the investment and attention paid to the infrastructure to the point we are seriously considering moving out of the area. I believe the following items need to be addressed:

1. Traffic mitigation at Rte. 20 and Pleasant Valley Road to install additional turn and transit lanes for the intersection. More entry and exit points need to be added so the stress is not on the existing roads. The County should provide time frames for when these mitigations will be installed.
2. The County furnish proof that conditions with the scope of the project have not changed since August of 2022.
3. The County should prepare a pedestrian and vehicle flow study for the project area during full operation and construction, detailing how present traffic patterns might be disrupted.

4. The County should provide back-up for their claim that our Emergency Evacuation plans will not be impacted by their plans.

The new Market CANNOT be built without full traffic mitigation (new traffic control lights, additional lanes, the creation of workable traffic patterns). Additionally, the County and the Developer must show their Environmental Document, in its current form, is unacceptable and cannot be used to support their project.

We appreciate your sincere consideration of our concerns.  
Denise and Christopher Didario

**From:** [Donald Boeding](#)  
**To:** [Steve Geiger](#)  
**Cc:** [Board@lwwa.org](mailto:Board@lwwa.org)  
**Subject:** Lake Wildwood - Holiday Market Relocation  
**Date:** Friday, November 14, 2025 7:03:36 AM

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Hi Steve,

I am a resident of Lake Wildwood and I am concerned about the proposed relocation of Holiday Market to a new location.

I am emailing to add my voice to the concerns presented by the LWW Board of Directors regarding preparation of an acceptable traffic mitigation plan to support the move of the Holiday Market.

I encourage the County to work closely with the Lake Wildwood Board and community to ensure that a traffic mitigation plan will support the disruption that a Holiday Market relocation will cause to our already congested areas.

Regards,

Donald Boeding  
19984 Chaparral Circle  
Penn Valley, CA 95946

**From:** [Carolyn Anderson](#)  
**To:** [Steve Geiger](#)  
**Subject:** New location for the Holiday Market in Penn Valley  
**Date:** Friday, November 14, 2025 11:30:47 AM

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Dear Mr. Geiger,

As a resident of Lake Wildwood who evacuated this community due to fire threat in 2017, I'm aware of the danger of disbursing thousands of autos in an emergency.

**I strongly request that the new Holiday Market NOT be built without full traffic mitigation** (new traffic control lights, additional lanes, the creation of workable traffic patterns).

Thousands of lives are at risk if proper measures are not taken before this Market is relocated.

Thank you,  
Carolyn Anderson

**From:** Bruce Newland  
**To:** Steve Geiger  
**Subject:** Holiday Market  
**Date:** Friday, November 14, 2025 11:34:48 AM

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Good morning Mr. Geiger,

I want to take a moment and ask you to avoid a probable serious traffic problem by ignoring the need for a proper study of traffic congestion with the proposed Holiday Market location. Once the project is approved, if we have to deal with the inconvenience and safety problems, it will be to late.

Thank you for your attention to this matter.

Bruce Newland  
Lake Wildwood

**From:** Drew  
**To:** Steve Geiger  
**Subject:** I support Holiday Market  
**Date:** Saturday, November 15, 2025 12:37:33 PM

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Dear Sir,

My name is Drew Prakash and I live just on the other side of the Lake Wildwood fence on Black Forest road. My family and I have lived in Penn Valley for over 10 years and we love Holiday Market. We also fully support them making a sound business decision and making an improvement to our community. As far as I can tell the only people who would have a problem with them upgrading are the golf cart drivers from LWW, who probably shouldn't be driving golf carts across Pleasant Valley to begin with as well as letting their underage children drive the golf carts to the store.

Thank you for your time.

If there is to be a public meeting on this matter I plan to attend.

Drew

**From:** [John B. Field](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market/PV  
**Date:** Saturday, November 15, 2025 1:43:28 PM

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We are residents of Lake Wildwood and stand in full support of having the new Holiday Market in Penn Valley move ahead-Not backwards!

*Regards,*  
John Field

iPad

**From:** [Linda Ennis](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market at Pine Shadow Way and Pleasant Valley Road  
**Date:** Saturday, November 15, 2025 2:26:56 PM

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To: Steve Geiger

From: Linda Ennis, 11210 Marten Court, Penn Valley, CA 95946

I feel we need more due diligence to this new planned project of the Holiday Market on Pine Shadow Way and Pleasant Valley Road. As a homeowner and resident in Lake Wildwood since 2008 and my parents homeowners since 1985 I speak with a knowledge about Lake Wildwood and the surrounding area. This project is so close to the intersection of Highway 20 and Pleasant Valley Road that the traffic could cause numerous accidents. And during any evacuations this could cause deaths like the Camp Fire in Paradise. Pleasant Valley Road is 2 lanes with a middle lane for turning left or right. There is not much leeway to the sides of the lanes for moving over or stopping. During the last evacuation from LWW a few years ago it took me 45 minutes to go 1/2 mile to the first gate and another 15 minutes on Pleasant Valley Road to Hwy.20. My sister lives about 1 mile inside LWW on Kingbird Court off Hummingbird and it took her 1 1/2 hrs. to exit at the first gate. If that fire had reached inside LWW we'd all be dead. There is a lot of traffic on Pleasant Valley Road to and from Hwy.20 in the mornings and afternoons when people are going to work or school and then again coming home. Many new homes have sprung up in this area. I really feel if you plan on approving this project, Pleasant Valley Road needs to somehow be changed to 4 lanes (2 going south and 2 going north) from Hwy 20 to the first gate at LWW. Since no light can be placed at the intersection at Pine Shadow Way and Pleasant Valley Road turn lanes will have to be installed. Also that area is on a blind curve as you pass the Plaza shopping and gas area. Leaving Pine Shadow Way and turning left on Pleasant Valley will be very tricky and could cause a lot of back up problems. It would be nice to have a larger market but I'm not quite sure this is the best spot. I was told that parking was a problem where the market is now but I have never had a problem parking in all these years. Much of the building the market's in is empty except for the Thai food place. It seems if the Thai place moved to another location within the area the market could be enlarged to add what ever Holiday wants. I'm just not sure this move will be without big problems. So needless to say I am against this project as it stands today. Sincerely, Linda Ennis

**From:** [Chip Whitehouse](#)  
**To:** [Steve Geiger](#)  
**Subject:** Strong Support for the new Holiday Market Project in Penn Valley  
**Date:** Saturday, November 15, 2025 3:52:04 PM

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Dear Mr. Geiger,

My name is Chip Whitehouse, and I am a resident of Lake Wildwood in Penn Valley. I am writing to express my strongest possible support for the new, larger Holiday Market project.

For my household, this new store isn't just a "nice to have"—it's a genuine "need."

Currently, the existing Holiday Market is too small and does not have the selection we need for a full week of groceries. This forces us to drive 15-20 minutes each way to Raley's in Grass Valley, often multiple times a week.

The proposed new store, which would be only 3-5 minutes from my home, would be a life-changer. Having a full-service grocery store with the selection this new building promises would save my family an incredible amount of time, gas, and frustration. It would finally allow us to do all of our shopping right here in our own community.

I am also excited to support a 100% employee-owned local company. Please know that many of us in the community truly want and need this project to be approved.

Thank you for your time and for considering the positive impact this will have on residents like me.

Sincerely,

Chip Whitehouse

18566 Lake Forest Dr, Penn Valley, CA 95946

**From:** Ed Keegan's  
**To:** Steve Geiger; JoeM@lwwa.org; Chris Boyd  
**Subject:** Holiday Market project at Hwy 20 & Pleasant Valley Road  
**Date:** Saturday, November 15, 2025 6:51:10 PM

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Dear Mr. Geiger-

Let me begin by saying I am very supportive of Holiday Market's plans for a new and more comprehensive Market to serve our community. I would very much like to see this store come into reality.

That said, I have very serious concerns about some of the information provided to our Lake Wildwood Community at a recent Town Hall.( I was not able to attend but watched the entire recording of the project proposal).

1) The additional congestion of automobiles in proximity to the PV Road/Hwy 20 interchange. While there was a discussion of ameliorating this issue by revising striping at the current interchange to add a second left turn lane ( and a lane on Hwy 20E to receive this traffic??), There was no graphic I saw that laid out this plan- which I think could work. The issue is timing. No commitment was made or deemed possible to coordinate the essential work at this interchange with the opening of the new Facility. As a former Construction Manager for significant retail and food service projects, I can assure you and the Holiday team that the highest traffic impacts will be in the first 30-60 days as everyone comes to check out the new place- and the failure of any traffic modifications to be complete will adversely affect the facility and our community. This is ESSENTIAL- Hwy 20 revisions must be done before opening. No excuses, and I understand working with CalTrans...

2) Using Commercial St for trucks exiting the facility left to Hwy 20 is extremely problematic. Cars heading north on PV Road accelerate quickly after the light, and visibility on Commercial is extremely limited- even for a car. The time for a truck to navigate that left turn is extremely dangerous to oncoming traffic from the left, never mind the constant flow coming up the hill from the north. This is an accident waiting to happen. And even worse to all during both AM and Evening commute hours when significant backups and bad driving is evident. First request is that a provision to Project approval Strictly PROHIBIT Truck delivery and exiting from Commercial Street during the 3+ hours of morning and evening commute. Second, and a better option is that modifying the site plan to provide for exiting onto Pine Shadow. If the vast majority of deliveries are night/early AM hours, this would allow for a safer interchange for left turn south on PV road- and given what they work with at the current facility with one small driveway, should work better. I cannot support the existing idea of semi-trucks making that left turn out of Commercial as people stream home, or workers come into our community in the morning.

3) Restriping discussed did not include providing a long dedicated left turn lane into Pine Shadow from PV road heading south. Yes there is currently a "turning lane" running the length of PVR, but there is one dedicated left at Commercial, and a longer one will be needed here.

4) No discussion was made of how this interchange( from Hwy 20 down to Pine Shadow) will impact Emergency Evacuation plans. We are adding significant congestion at critical clogging point for evacuation, and this issue should be identified and addressed. People exiting this facility onto PV Road during an Evac will be a nightmare. We have Over 2800 homes in LWWA, and a couple thousand more that will be coming up PV road south in the event of a fire in the river canyon- there needs to be a plan that includes this project that is open for discussion

5) Reduce the speed on PV road north to 30 MPH until past Pine Shadow. Consideration of a Roundabout where there is a 4 way intersection at Commercial may be worth consideration. Cal Trans clearly loves them on Hwy 49. Slowing traffic and creating turn opportunities without stopping traffic could work here.

6) Lastly, the limited breadth of the Traffic study is concerning; one day, for a few hours, in the midst of a significant working at home time in our community- that has been replaced by higher traffic levels both in and out of LWW deserves to be addressed. Doesn't take much to do another study and create the data and counts, and compare results. If different, it should be addressed. It was unsettling the relatively poor presentation on traffic in this presentation.

I appreciate your time in reading my comments. I look forward to seeing how these issues are handled. I look forward to addressing both the Planning Commission and Board at the public hearings with my thoughts on how well these topics have been addressed. And I look forward to having them resolved adequately, and a Bakery being near me...!

Sincerely,

Ed Keegan  
17756 Chaparral Dr.  
Penn Valley CA 95946  
925-787-6563 ( Cell)

**From:** [Jeff Heyser](#)  
**To:** [Steve Geiger](#); [Jeff Heyser](#)  
**Subject:** Holiday Market Proposal  
**Date:** Sunday, November 16, 2025 10:17:56 AM

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Steve Geiger, Senior Planner  
Nevada County Planning Department  
[Steve.Geiger@nevadacountyca.gov](mailto:Steve.Geiger@nevadacountyca.gov)

These are my comments regarding:

File Numbers: PLN24-0089; GPA24-0003; RZN24-0003; DVP24-2; MGT24-0011; EIS24-0007

Applicant: North State Grocery, Inc. - Holiday Market

Project Location: 18805 and 18807 Pine Shadows Lane, Penn Valley, CA 95946. Project parcel is located along the south side of Pine Shadows Lane and the east side of Pleasant Valley Road, approximately 0.25 mile north of the Pleasant Valley Road/State Highway 20 intersection.

Project Description: PLN24-0089; GPA24-0003; RZN24-0003; DVP24-2; MGT24-0011; EIS24-0007: The proposed project is an application request for a General Plan Amendment and Zoning District Map Amendment (Rezone), Development Permit, and Management Plan to allow for the development and operation of a 30,711-square-foot grocery

Having a new large grocery store in Penn Valley will definitely benefit the community. Given the number of square feet in the large number of employees anticipated this store will create significant additional traffic.

The Document Has a Critical Gaps: potential traffic concern that the Traffic Impact Analysis does not thoroughly address.

**Additional traffic turning onto Commercial Avenue will impact traffic flow on Highway 20.**

- Turn lanes on Highway 20 to access Pleasant Valley Road need to be widened and lengthened.
- During peak traffic hours current turn lanes are often full. The slow-down from traffic turning onto Commercial Avenue will cause traffic to back up on Highway 20 as people are unable to enter the current turn lanes.
- This will cause unsafe driving conditions during peak traffic hours as cars stop unexpectedly on highway 20.

**Pine Shadows Lane/Pleasant Valley Road**

Additional study needs to be completed to determine the impact of dramatically increased traffic turning right and left onto Pleasant Valley Road.

Potential Problems:

1. Queuing Issues

- Left-turning vehicles would need to wait for gaps in northbound Pleasant Valley Road traffic
- During PM peak, there is heavy traffic turning off Highway 20 onto Pleasant Valley Road and returning to Lake Wildwood and beyond.
- Speed limit on Pleasant Valley Road is 45 miles per hour, but traffic is typically accelerating to 50-55 miles per hour

## 2. Sight Distance Concerns

- Document should have "sight distance exhibit and analysis"

## 3. Compounding Existing Problems on Pleasant Valley Road

- Pleasant Valley Road already experiences 800-1,000 foot southbound queuing during AM peak at Highway 20
- Adding significant left-turn movements from Pine Shadows Lane could extend queuing northward.
- Traffic traveling north on Pleasant Valley Road will be accelerating to at least the 45 mile an hour speed limit and many times the traffic on this road is at 50 mph or higher.
- Will there be sufficient visibility for drivers to make a safe entrance? Is it practical to turn left at that intersection?

**All road construction to address traffic mitigation issues need to be completed before a “certificate of Occupancy” is issued.**

**From:** [Marla Odegard](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market  
**Date:** Sunday, November 16, 2025 11:20:18 AM

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Dear Mr Geiger,

As a resident of Lake Wildwood, I am writing to you in support of the proposed new Holiday Market in Penn Valley. This market would be a huge benefit to the community so that we would not have to drive into Grass Valley for a full-service grocery store. I want the experience of going to the grocery store without having to make another trip into GV later for items that I was unable to purchase. Also, I personally am looking forward to the deli, full-service bakery & freshly made sushi right here in Penn Valley.

I believe the traffic studies and conclusions made were done by professionals who know what they are doing. This store could elevate our living standards that we value so much in LWW.

Please accept this email in support of the proposed new store.

Sincerely,  
Marla Odegard

**From:** [teresarose06@icloud.com](mailto:teresarose06@icloud.com)  
**To:** [Steve Geiger](#)  
**Subject:** New Holiday Market Store  
**Date:** Sunday, November 16, 2025 2:37:21 PM

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Dear Steve, I am writing in support of the new plan.

Sincerely,

Teresa Scott

Penn Valley homeowner

Sent from my iPhone

**From:** Kari  
**To:** Steve Geiger  
**Subject:** Holiday Market Penn Valley  
**Date:** Sunday, November 16, 2025 4:49:12 PM

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Hello Mr. Geiger,

I live in Lake Wildwood in Penn Valley and though I am sad that we will lose the market right outside the gate having a larger store with more offerings will be a treat! I am in favor of the new Holiday Market moving to its new location. I know that there are concerns about traffic etc. but overall I feel this is good for us.

I am in favor of Holiday Market moving to a new bigger location.

Thank you for your time,  
Kari Taketa  
11585 Sandpiper Way, Penn Valley CA.

**From:** Comcast  
**To:** Steve Geiger  
**Subject:** Holiday Market move  
**Date:** Sunday, November 16, 2025 5:43:40 PM

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I live in Lake Wildwood and I support their move to a new location. Is there anything else I can do to help the Holiday Market in this endeavor?

Regards  
Jim Sartori  
510-604-1628

**From:** PAULB  
**To:** Steve Geiger  
**Subject:** Re: Proposed Holiday Market Development and Zoning Change  
**Date:** Sunday, November 16, 2025 5:55:24 PM

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Sorry about that Steve, I accidentally hit the send button before I was finished. I will complete the rest of item number five, continue, and then resend all of my comments.

Thank you  
Paul Barbaria

Sent from AT&T Yahoo Mail for iPhone

On Sunday, November 16, 2025, 5:48 PM, PAULB <apb51@sbcglobal.net> wrote:

To: Steve Geiger, Senior Planner, Nevada County Planning Department

From: Paul Barbaria  
13791 Country Heights Dr  
Penn Valley

Resident of Penn Valley since 1979

I have several comments regarding this project that I will list below. My comments reflect the need for road improvements, traffic signals, evacuation needs and a comprehensive traffic study before any new development should be approved on the north side of Highway 20 and Pleasant Valley Road.

1. No major road improvements have been done to Pleasant Valley Road since the 1990s. Since then the population has probably doubled.
2. The traffic study presented for the project was done in 2022 during Covid. According to your own standards, this is an obsolete regardless of the fact that it was done during the pandemic, which we all know travel at that time was very minimal.
3. Nevada County performed a major evacuation study in 2024. In the lake Wildwood area, the study found that a timely evacuation was impossible with the current road situation. Their suggestion was widen Mooney Flat Road, widen certain parts of Pleasant Valley Road, improve the traffic signals at Highway 20 and Pleasant Valley Road. If the current standards remain the same a bottleneck at

Pleasant Valley Road and Highway 20 would prevent timely evacuation. In order for safely evacuating this area, these improvements should be done prior to any new commercial development. At the very least Mooney Flat should be developed into a 3 lane road necessary evacuation. This should be done now. Safety and loss of life should be the major concerns here. During the Lobo fire, the study showed that it took over 2 1/2 hours for residence to exit Lake Wildwood.

4. The developer is asking for a zoning change from light industrial to commercial. this will create much more traffic in this area. You don't have to be a traffic engineer to figure that out, no matter what their numbers show. The developer is planning on putting a Starbucks in their store. That by itself will create a large number of vehicles, heading to work by way of Pleasant Valley Road, stopping to grab a cup of coffee and then more than likely getting fuel and then trying to exit off a Commercial Avenue either going east or west on Highway 20. The turn lanes just aren't there right now. This improvement needs to be done prior to occupancy of a new holiday market store not down the road when monies become available which, by the way cannot be determined at this time.

5. The site plan for the new market is not what the planners in 1995 intended for that particular parcel. When the Gateway Industrial Park was developed one of the conditions of approval was to put in commercial Avenue to the end of the property line and the developers of the market parcel were supposed to continue that road through to shadow Court and create a unobstructed road for entrance and exiting all of those projects that were developed.

Sent from AT&T Yahoo Mail for iPhone

**From:** [Sarah Barbara](#)  
**To:** [Steve Geiger](#)  
**Subject:** Proposed Holiday Market Development and Zoning Change  
**Date:** Sunday, November 16, 2025 7:48:12 PM

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Hello Steve,

I have several comments regarding this project that I will list below. My comments reflect the need for road improvements, traffic signals, evacuation needs and a comprehensive traffic study before any new development should be approved on the north side of Highway 20 and Pleasant Valley Road.

1. Traffic mitigation at Rte. 20 and Pleasant Valley Road to install additional turn and transit lanes for the intersection. The County should provide time frames for when these mitigations will be installed.
2. That the County furnishes proof that conditions with the scope of the project have not changed since August of 2022.
3. The County should prepare a pedestrian and vehicle flow study for the project area during full operation and construction, detailing how present traffic patterns might be disrupted.
4. The County should provide back-up for their claim that our Emergency Evacuation plans will not be impacted by their plans.

I hope the county can take the time to address the above concerns to help keep our community safe.

Thank you for your time,

Sarah Barbara (not a golf cart owner, member of the community since 1987)  
12893 Golden Trout Way  
Penn Valley, CA 95946

**From:** [Sue Reynolds](#)  
**To:** [Steve Geiger](#)  
**Subject:** Penn Valley Holiday Market  
**Date:** Monday, November 17, 2025 8:05:47 AM

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Mr. Geiger,

This email is in regards to the Penn Valley Holiday Market move to Pleasant Valley Rd. and Hwy 20. After reading the Proposed Mitigated Negative Declaration from your office, the entrance/exit to Holiday Market will be on Pleasant Valley Road. This is a very congested area with the commerce already in place and the daily traffic for those traveling to Hwy 20. To add a 30,711 store with the same entrance/exit will simply add to the congestion. The Declaration does not include what the County plans to do at this intersection.

Questions we have:

Are additional turn and transit lanes being installed?

Are the plans from August 2022 the same plans today?

How will the traffic affect County Emergency Evacuation plans? We must reiterate the congestion on Pleasant Valley Rd.

Thank you very much for considering our concerns.

Best Regards,

Jack and Sue Reynolds

**From:** [Julie Jasper](#)  
**To:** [Steve Geiger](#)  
**Subject:** New Holiday market  
**Date:** Monday, November 17, 2025 8:26:47 AM

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Dear Mr Geiger,

I am very excited about the new Holiday market going in off of pleasant Valley road in Penn Valley. I worked for Holiday market for 19 years in the meat department and I have always enjoyed shopping there ever since I retired. I am still in contact with Brad Askland, and numerous people that I worked with for so long. I'm very happy that we will have a large market with bakery deli and I believe that the local people will really like it after it is built. I know some of the residence at lake Wildwood are being fussy, that's been the way it has been for so long. It just makes me laugh. Anyway, I just thought I'd write you and give my support. Thank you so much!

Julie Jasper

Yahoo Mail: Search, Organize, Conquer

**From:** [Sandra Turner](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market Relocation  
**Date:** Monday, November 17, 2025 10:07:57 AM

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To: Steve Geiger, Senior Planner  
Nevada County Planning Department

Have you seen the backup line of cars on HI 20 around 4 -6 p.m. turning onto Pleasant Valley Road every day? Also, the line of cars on Pleasant Valley Road at the HI 20 light at all hours of the day? What a traffic hazardous condition it will be with the current Environmental Document you have for this relocated Holiday Market project. Please do not allow the new Market to be built without a full traffic mitigation done by the Nevada County Planning Department.

Thank you for your support in this important and troubling issue before it becomes a horrible traffic situation.

Penn Valley Citizens,  
Ken and Sandy Turner

**From:** Vince Stella  
**To:** Steve Geiger  
**Subject:** Holiday market Penn Valley  
**Date:** Monday, November 17, 2025 11:02:41 AM

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Dear Mr. Geiger,

I am a Lake Wildwood resident. I would like to show my support for the new Holiday Market store near Highway 20 and Pleasant Valley Road in Penn Valley. I believe it would be a great idea to have a full service market here in Penn Valley so as not to have to drive all the way to Grass Valley to go shopping. Thank you, Vincent Stella  
Sent from my iPhone

**From:** [Marc Friedland](#)  
**To:** [Steve Geiger](#)  
**Cc:** [marc Friedland](#)  
**Subject:** In favor of Holiday Market development  
**Date:** Monday, November 17, 2025 12:08:02 PM

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Hi Steve,

I am a resident of Lake Wildwood (LWW) and I am very much in support of the development of a new Holiday Market in Penn Valley.

I know that the LWW Board of Directors has concerns about traffic mitigation, and has published a claim that "the County is trying to pass a shortened Environmental document without the necessary due diligence a project such as this rightly deserves."

Can you please let me know if there is any validity to this claim, and the more specific concerns that the LWW Board holds?

I also know that Holiday Market (according to a flyer they are distributing) is offering to contribute over \$300,000 towards the future road improvements the County has planned on Pleasant Valley Road and Highway 20.

It seems to me that improvements to mitigate traffic concerns can be (or, are being, or have been) addressed, and that there is no reason that the project cannot proceed. Also, in the spirit of community, the new Holiday Market will be an asset to all Penn Valley residents, not just LWW residents. Therefore, I am totally in support of this development!

Thank you,

MARC FRIEDLAND

**From:** Patrick Gavigan  
**To:** Steve Geiger; [customerservice@nsgrocery.com](mailto:customerservice@nsgrocery.com)  
**Subject:** Holiday Market Project  
**Date:** Monday, November 17, 2025 3:54:27 PM

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Mr. Geiger,

My wife and I are in favor of the project.

In 1960 my wife's great-grandaunt and uncle Lena and Percy Matheron owned much of the land which now comprises the businesses on Commercial Avenue and Highway 20 itself. My wife's mother Vernal Moran McBain inherited the land from them and my wife and I have lived in Penn Valley since 1992. We and especially my wife has seen the area develop and change the rural nature of Penn Valley in ways that are both good and bad in our eyes. What should have been preserved as rural residential land has been allowed to develop into commercial and higher density residential uses such as Lake Wildwood. Now, there is no going back. Progress is inevitable and projects such as the proposed Holiday Market will be a positive addition to what began decades ago whether we liked it then or not.

Residents of Lake Wildwood may not like to hear it but their community was as much responsible for the degradation of our rural lifestyle as anything proposed by Holiday Market. What we find ironic is that the residents of Wildwood must have enjoyed some financial success in order to afford a home there only to have the Lake Wildwood Association encourage the people they represent to deny that success to others. The ability to drive to the market directly from the golf course is not a good reason to stand in the way of progress. Have the residents of Wildwood given any thought to what might happen to the existing Holiday if the company cannot remain competitive? Residents of Penn Valley who do not live in Wildwood also shop at Holiday.

The proposed Holiday Market will provide a better shopping experience while addressing some of the traffic issues which Wildwood residents contribute a great deal to and which should have been addressed when the Commercial Avenue property was originally rezoned. Having a second entrance to the businesses which is further from Highway 20 will help alleviate what is now a very dangerous intersection.

Patrick and Susan Gavigan

P.O. Box 1235  
Penn Valley, CA 95946  
(916) 747-7188  
thegav@live.com

**From:** [Katy Davis](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market Relocation  
**Date:** Monday, November 17, 2025 4:40:32 PM  
**Attachments:** [image001.png](#)

You don't often get email from [katy.davis@c21cornerstone.com](mailto:katy.davis@c21cornerstone.com). [Learn why this is important](#)

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Mr Geiger,

I wanted to email my support and note that although the intersection at Pleasant Valley Road and Commercial Ave is tough, I enthusiastically support the move. I think having access to Pine Shadows lane will make the whole area safer.

That makes it safer for my Century 21 Office and for my husbands place at Thirsty Barrel Brewing.

I also wanted to note that I don't understand the need for a new traffic study that LWW is pushing for. I don't know of anything that would have changed the traffic in the area recently. I do live in LWW and do not share the board's opinion to stop this for more traffic studies.

Thank you. Katy



*Katy Davis*  
REALTOR® | DRE #02143467

**CENTURY 21**  
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Nevada County Masters Club Member

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**From:** [Randy Nahas](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market Project  
**Date:** Monday, November 17, 2025 9:34:25 PM

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Mr Geiger,

I am a new resident in the Wildwood development and attended the meeting that was held in the community room in Wildwood. I have now had a chance to review the handouts that were provided.

As a commercial developer for the last 50 years I am very aware of and sympathize with the motivation of Holiday Market to seek a more prominent location to appeal to a broader customer base. As a developer I have reviewed, approved and rejected many traffic studies provided by the consultants for large commercial tenants. I also am aware of the motivation that tenants have to try to minimize their impacts to the surrounding area where they are planning their new facility.

This is a very expensive site to grade, service and build the quality facility they are planning. The markets Wildwood customers are the vast majority of their current customer base, and this will probably continue even though the Market will no longer be available for golf cart access.

Reviewing the "Penn Valley Holiday Market Peak Hour Trip Distribution" leaves me to wonder why they would want to move to this location if this is all they expect to gain in customer base. This of course is not the case, what the traffic engineers are doing is trying to minimize the added use to the very dangerous left hand turn out of Commercial Ave.

If the customers of the other commercial businesses in this shopping area realize that there is a much safer exit, using Pine Shadow Ln they will use it. This is not just the Wildwood shoppers but those from elsewhere in Penn Valley who have always had to make a dangerous left hand turn out of Commercial Ave. You can now add to the 95% and 90% Pine Shadow Ln. generated by the market, a very large number of customers from the other businesses in the shopping area. If Commercial Ave. were far enough from the intersection of Pleasant Valley and Highway 20 I would propose a traffic light at Commercial Ave. Since there would not be enough space between traffic lights without having to meter their use, then the next obvious location is at Pine Shadow Ln.

You are asking the Market to pay \$800,000 into a traffic fund for the County to mainly use elsewhere. That money would be better spent on a signal where it will relieve traffic problems and provide a safer entrance and exit from the entire shopping area.

If the traffic light is not installed with the market project, it will surely be needed when the existing vacant land in the shopping area is put into commercial production.

I would be very surprised if the owners of the vacant land would not use the new Pine Shadow Ln access as an incentive to lure more commercial tenants.

The County must make the call. To go with the current plan that I believe will not produce the type of increased volume that the market is hoping for, or require a modification that will

make the entire shopping area more safe and viable.  
Thank you for your consideration.  
Randy nahas

RECEIVED

NOV 17 2025

NEVADA COUNTY  
PLANNING DEPARTMENT

November 10, 2025

Nevada County Planning Department  
950 Maidu Ave Suite 170  
Nevada City, Ca. 95959

Attn: Steve Geiger  
Senior Planner

Dear Mr. Geiger:

In regard to the proposed relocation plans of the Holiday Marlet, I have concerns about traffic flow. The intersection has seen an increase in traffic over the past 10 years. Introduction of a new and larger commercial facility will significantly impact traffic flow.

I recommend that the Nevada Planning Department consider the following when reviewing the Holiday Market application:

1. Traffic mitigation at Rte. 20 and Pleasant Valley Road to include but not limited to installation of turn and transit lanes, and transit stops at or near the Market driveway. Consideration to be given to not impact side road access along Pleasant Valley Road. The County should provide time frames for when these mitigations will be installed.
2. That the County to furnish proof that conditions with the scope of the project have not changed since August of 2022.
3. The County should prepare a pedestrian and vehicle flow study for the project area during full operation and construction, detailing how present traffic patterns might be disrupted.
4. The County should verify that Emergency Evacuation plans will not be impacted by the plans.

I believe that the new Market cannot be built without full traffic mitigation (new traffic control lights, additional lanes, the creation of workable traffic patterns). Further the environmental document MUST take into consideration Emergency Evacuation plans.

Thank You for your consideration

  
Ray Favetti  
13123 Chances R Road  
Penn Valley, Ca.  
95946



REMY | MOOSE | MANLEY  
LLP

Christopher L. Stiles  
cstiles@rmmenvirolaw.com

November 17, 2025

By Email

Steve Geiger, Senior Planner  
Nevada County Planning Department  
950 Maidu Ave., Suite 170  
Nevada City, CA 95959  
[Steve.geiger@nevadacounty.gov](mailto:Steve.geiger@nevadacounty.gov)

Re: North State Grocery, Inc. – Holiday Market (Penn Valley) Project Draft Initial Study / Negative Declaration

On behalf of the Lake Wildwood Association, we submit the following comments on the Initial Study / Mitigated Negative Declaration (MND) for the “North State Grocery, Inc. – Holiday Market (Penn Valley) Project” (the Project). As explained below, the MND is inadequate in numerous areas. Because there is substantial evidence supporting a fair argument that the Project may result in significant environmental impacts, the County must prepare a full Environmental Impact Report (EIR).

We are also providing comments on the Penn Valley Holiday Market Traffic Impact Analysis Memorandum (Traffic Memo), dated November 6, 2024. The Traffic Memo is fatally defective for numerous reasons and does not meet the requirements of the County’s Traffic Impact Analysis Guidelines (TIAG). Even with its shortcomings, the Traffic Memo and the MND acknowledge the Project will increase traffic congestion and cause other transportation-related impacts, which will adversely impact both residents and visitors alike. But the County has not identified sufficient mitigation to address these impacts, which as explained below, will likely be even worse than disclosed in the reports.

The Lake Wildwood Association does not oppose a new Holiday Market in Penn Valley, but the County must ensure that the public and the decisionmakers are fully informed, and that all the Project’s impacts are adequately analyzed, disclosed, and mitigated to the fullest extent feasible. The County has not fulfilled this obligation.

1. The “fair argument” standard purposely sets a low threshold for requiring an EIR.

A lead agency may rely on a negative declaration only where “[t]here is *no* substantial evidence, in light of the whole record before the lead agency, that the project *may* have a significant effect on the environment.” (Pub. Resources Code, § 21080, subd. (c)(1), italics added; see also *id.* § 21082.2, subd. (a).) Where a negative declaration is not possible, a mitigated negative declaration (MND) is sometimes an option, but only where mitigation measures integrated into the project will “avoid the effects or mitigate the effects to a point where *clearly* no significant effect on the environment would occur” and still “there is no substantial evidence, in light of the whole record before the lead agency, that the project, as revised, may have a significant effect on the environment.” (Pub. Resources Code, § 21080, subd. (c)(2), italics added.)

The flip side of these legal standards is that an EIR is *required* “[i]f there is [any] substantial evidence, in light of the whole record before the lead agency, that the project *may* have a significant effect on the environment.” (*Id.*, subd. (d), italics added; see also *id.* § 21082.2, subd. (d).) Stated another way, an EIR is required whenever any substantial evidence in the record supports a “*fair argument*” that significant impacts *may* occur. Even if other substantial evidence supports the opposite conclusion, the agency nevertheless must prepare an EIR. (CEQA Guidelines, § 15064, subd. (f)(1); see, e.g., *No Oil, Inc. v. City of Los Angeles* (1974) 13 Cal.3d 68, 75 (*No Oil I*); *Friends of “B” Street v. City of Hayward* (1980) 106 Cal.App.3d 988, 1000–1003; see also *Communities for a Better Environment v. South Coast Air Quality Management Dist.* (2010) 48 Cal.4th 310, 319; *Save the Plastic Bag Coalition v. City of Manhattan Beach* (2011) 52 Cal.4th 155, 171-172.)

“In the CEQA context, substantial evidence ‘means enough relevant information and reasonable inferences from this information that a fair argument can be made to support a conclusion, even though other conclusions might also be reached.’” (*Keep Our Mountains Quiet v. County of Santa Clara* (2015) 236 Cal.App.4th 714, 730, quoting CEQA Guidelines, § 15384, subd. (a).) As the courts have recognized, even non-expert lay testimony or evidence can be enough to trigger an EIR. (See, e.g., *Pocket Protectors v. City of Sacramento* (2004) 124 Cal.App.4th 903, 928 (*Pocket Protectors*); *Citizens Assn. for Sensible Development of Bishop Area v. County of Inyo* (1985) 172 Cal.App.3d 151, 173; *Keep Our Mountains Quiet, supra*, 236 Cal.App.4th 714.)

The “fair argument” standard purposely creates a “low threshold” for requiring preparation of an EIR “in order to maximize environmental protections and thereby fulfill the purposes inherent in CEQA.” (*Georgetown Preservation Society v. County of El Dorado* (2018)

30 Cal.App.5th 358, 370; see also *Sundstrom v. County of Mendocino* (1988) 202 Cal.App.3d 296, 310 (*Sundstrom*); *Citizens Action to Serve All Students v. Thornley* (1990) 222 Cal.App.3d 748, 754; *Citizens for Responsible & Open Government v. City of Grand Terrace* (2008) 160 Cal.App.4th 1323, 1331; *Save the Agoura Cornell Knoll v. City of Agoura Hills* (2020) 46 Cal.App.5th 665, 676.) The fair argument standard is founded upon the principle that, because adopting a negative declaration has a “terminal effect on the environmental review process” (*Citizens of Lake Murray Area Assn. v. City Council* (1982) 129 Cal.App.3d 436, 440), an EIR is necessary to “substitute some degree of factual certainty for tentative opinion and speculation” and to resolve “uncertainty created by conflicting assertions” (*No Oil I, supra*, 13 Cal. 3d at p. 85).

As one court put it, “[t]hese legal standards reflect a preference for requiring an EIR to be prepared.” (*Mejia v. City of Los Angeles* (2005) 130 Cal.App.4th 322, 332.) EIRs must be prepared in “doubtful case[s],” so that agencies do not make decisions “without the relevant data or a detailed study of it.” (*No Oil I, supra*, 13 Cal. 3d at p. 84.) “It is the function of an EIR, not a negative declaration, to resolve conflicting claims, based on substantial evidence, as to the environmental effects of a project.” (*Pocket Protectors, supra*, 124 Cal.App.4th at p. 935.)

As the California Supreme Court explained long ago, a project need not have an “momentous effect of semi-permanent duration” to require an EIR. (*No Oil I, supra*, 13 Cal.3d at p. 87.) Rather, an agency must prepare an EIR “whenever it perceives some substantial evidence that [a] project may have a significant effect environmentally.” (*Id.* at p. 85.) An EIR is required even if substantial evidence in the record supports a conclusion that significant impacts will not occur, if a “fair argument” supports the opposite conclusion. (*Id.* at p. 75.)

When there is conflicting evidence on the extent of the environmental effects of a project, the lead agency must conclude that the effects may be significant and prepare an EIR. (*Pocket Protectors, supra*, 124 Cal.App.4th at p. 935; *Sierra Club v. County of Sonoma* (1992) 6 Cal.App.4th 1307, 1317-18; CEQA Guidelines, § 15064, subd. (g).) In the context of reviewing an MND, “neither the lead agency nor a court may ‘weigh’ conflicting substantial evidence to determine whether an EIR must be prepared in the first instance.” (*Pocket Protectors, supra*, 124 Cal.App.4th at p. 935.) Where such substantial evidence is presented, “evidence to the contrary is not sufficient to support a decision to dispense with preparation of an EIR and adopt a negative declaration, because it could be ‘fairly argued’ that the project might have a significant environmental impact.” (*Sundstrom, supra*, 202 Cal.App.3d at p. 310.)

“While a fair argument of environmental impact must be based on substantial evidence, mechanical application of this rule would defeat the purpose of CEQA where the local agency

has failed to undertake an adequate initial study. The agency should not be allowed to hide behind its own failure to gather relevant data.” (*Id.* at p. 311.) “CEQA places the burden of environmental investigation on government rather than the public. If the local agency has failed to study an area of possible environmental impact, a fair argument may be based on the limited facts in the record. Deficiencies in the record may actually enlarge the scope of fair argument by lending a logical plausibility to a wider range of inferences.” (*Ibid.*)

As explained below, there is at least a fair argument that the Holiday Market Project may have a significant environmental impact in numerous resource areas. Therefore, the County must require an EIR for the Project.

## 2. Aesthetics

As noted above, lay testimony regarding non-technical subjects like aesthetics is sufficient to require an EIR.

While the MND acknowledges the Project will result in a change in the appearance of the site, it concludes that aesthetic impacts will be less than significant or non-existent, apparently because the Project will incorporate contemporary design standards and landscaping in accordance with County requirements. But this conclusion is not supported and there is ample substantial evidence supporting a fair argument that the Project may result in significant aesthetics impacts.

First, the lack of any photographs or visual simulations of existing or future conditions makes it virtually impossible for the public or the decision makers to understand the magnitude of the Project’s aesthetic impacts. In any event, it is readily apparent that the Project may have significant impact. The large site—which spans approximately 5.5-acres—is predominantly located along one of the County’s main thoroughfares and is therefore a significant public viewpoint for residents and visitors. The site is currently occupied well over a hundred mature trees and other vegetation, including Landmark Groves and Landmark Oak trees, with a small residence and a few small accessory buildings that are mostly shielded from public view. This will all be removed and replaced with a 30,711 square-foot building and a surface parking lot. Replacing a mostly natural wooded landscape with a giant block-shaped building and an asphalt parking lot will drastically degrade the visual character of the site and the quality of public views of the site and its surroundings. The fact that the Project will meet the County’s design and landscaping requirements does not change this fact. (See *Georgetown Preservation Society v. County of El Dorado* (2018) 30 Cal.App.5th 358.)

The County's prior analysis for a proposed Dollar General Store provides a useful comparison. There, the County prepared an EIR for three proposed Dollar General Stores, each comprising barely one acre, and each having only 9,100 square feet of building area (compared to 5.5 acres and 30,711 square feet of building area for the proposed Holiday Market Project).<sup>1</sup> Like the proposed site at issue here, the proposed Alta Sierra site was located on a main throughfare, resulting in high visibility. The surrounding area was characterized by commercial developments (including storage units), single-family homes, and areas of vacant undeveloped land. The EIR noted that the site was surrounded by asphalt or pavement on all four sides, with existing commercial development to the north and south and roads to the east and west. Although that project included landscaping and design consistent with County requirements, and mitigation to improve aesthetics, the EIR concluded that "[e]ven with these measures [] development of the Alta Sierra site as proposed would substantially change the existing visual character of the site," and therefore, the impact was significant and unavoidable. The conditions here are very similar, except the aesthetic and visual quality impacts would be substantially worse given the much larger size of the proposed Project.

The County's Dollar General EIR also concluded that aesthetic impacts would be significant and unavoidable for the proposed Rough and Ready location under similar circumstances. The change in views and visual quality would be even more drastic here.

The MND does not provide enough information to be able to assess whether signage would result in potential aesthetics impacts, including light and glare. The MND indicates that size and design details of the proposed project signage are currently being worked on and a comprehensive sign program that is consistent with Nevada County Code requirements will be required to be submitted to the Planning Department for review and approval. The County cannot defer this analysis. More importantly, without this information, there is a fair argument that the Project may have a significant impact.

### 3. Air Quality and Greenhouse Gas (GHG) Emissions

The air quality modeling includes a number of assumptions that are not explained or supported and there are numerous analytical gaps and inconsistencies. For example, the MND states that 2,306 sq. ft. of building materials and 21,945 cubic yards of soil would be exported from the site during construction. But the MND does not identify where these materials would go or how many truck trips would be required. Standard dump trucks carry 10-16 cubic yards,

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<sup>1</sup> See excerpts from the Dollar General EIR included as Attachment 1.

which means there would be at least 1,372 truck trips just to remove soil from the site. How far would those trips be? Would it go to a landfill or other type of facility? This information is necessary to analyze and understand the Project's air quality and GHG impacts. This information is also necessary to analyze other impacts related to the disposal of waste, including whether there is capacity in the local system. The Utilities and Services Systems section of the MND does not mention construction waste.

The discussion of construction and operational emissions include almost no analysis or explanation whatsoever, making it virtually impossible for the public or decisionmakers to understand the Project's impacts. Presenting raw numbers and bare conclusions without sufficient explanation does not foster public participation or informed decision-making and does not meet the requirements of CEQA.

Although the MND notes that there is a State Implementation Plan (SIP) for western Nevada County, it does not explain whether the Project is consistent with the SIP. According to the NSAQMD Guidelines, an SIP takes precedence over the thresholds of significance identified in the Guidelines.

The MND states that the air quality modeling included adjustments consistent with project-specific trip rate data provided by GHS for the proposed project but does not identify what those adjustments were (there is a footnote "1" indicated on page 31, but there is no footnote). Assuming the data is based on the Traffic Memo, the data is fundamentally flawed and severely undercounts trips and other relevant data points as explained below in the Transportation section. It is also unclear whether the air quality analysis includes the increased emissions caused by the degraded level of service that will occur at several intersections and roadways. This analysis must be redone with realistic trip counts and traffic assumptions to be able to assess the Project's air quality impacts.

The analysis also assumes that there would be no cumulative significant impacts because the Project-specific impacts would be less than significant. That is not how CEQA works. In fact, CEQA requires cumulative impacts analyses specifically for this purpose, so it can be determined whether a project in combination with other projects would result in a significant impact even though the impacts of the individual project may be less than significant.

Finally, the analysis of GHG impacts is severely flawed. Although the MND expressly acknowledges that "the primary source of GHG emissions for the project would be mobile

source emissions,” the analysis does not quantify those emissions and excludes them entirely from the impact assessment. As explained below in the Transportation section, the assumption that the Project will result in a reduction in VMT is unsupported and erroneous. The analysis must also consider delivery trucks and other mobile source emissions in addition to passenger vehicles. According to the MND, the project would require seven medium and seven heavy trucks on Fridays alone, not including deliveries on other days of the week. Adding what the MND itself describes as the Project’s “primary source” of GHG emissions to the other sources of emissions identified in the MND will very likely cause the Project to exceed the threshold of significance. The County should also explain why the identified threshold of significance is appropriate for this Project.

#### 4. Transportation

Both the transportation analysis in the MND and the Traffic Memo upon which it is based suffer numerous defects and the conclusions are either not adequately supported or are contrary to fact, or both.

First, the data used for the traffic analysis is outdated and does not meet the requirements of the County’s TIAG or CEQA. The Traffic Memo identifies Year 2022 as “existing conditions,” and uses 2022 conditions as the point of comparison to identify Project impacts. In CEQA terms, this is called the “baseline.” Under CEQA, when an agency prepares an MND, the baseline must reflect conditions that exist at the time the MND is prepared. Since the County is required to prepare an EIR, for all the reasons explained in this letter, the baseline must reflect conditions that exist when the County issues the Notice of Preparation (NOP), which has not yet occurred. Thus, using 2022 as the baseline would not meet CEQA’s requirements in any scenario. The other points of comparison (i.e., Year 2024 as future “near term” conditions and Cumulative Year 2042 conditions) are similarly off base and unhelpful for analyzing the Project’s impacts under CEQA or the TIAG.

In addition, according to the TIAG, traffic counts cannot be more than two years old. Here, the traffic counts are much older than two years. Even if the County claims the TIAG only requires traffic data to be collected within two years of the traffic study completion and not the CEQA analysis, which is illogical, the TIAG also requires updated analysis if the existing analysis is more than two years old and conditions have changed and/or the proposed project has changed. Here, traffic in the study area has increased substantially since 2022 as the County continues to recover from the Covid pandemic when traffic levels were depressed. Moreover,

traffic is normally heavier on Fridays and Weekends when the owners of second homes and relatives of full-time residents come to visit. By the Holiday Market's own admission, car traffic is heavier on weekends. There has also been a significant difference in the type of school traffic travelling on Pleasant Valley Road compared to 2022. Further, it does not appear that the Traffic Memo contemplated a Starbucks, which alone will fundamentally change the analysis, including more trips and more VMT as just two examples, and will affect both the traffic and air quality/GHG analysis.

It also appears that the Traffic Memo used outdated methodology and modeling tools. For example, the Traffic Memo cites the Highway Capacity Manual (HCM) 6th Edition (2016), but it should have followed the methodology in the most recent version of the HCM (a 7th Edition), which was released in 2022. The Traffic Memo also calculates daily and peak hour project trip generation using the Institute of Transportation Engineers (ITE) Publication Trip Generation Manual (11th Edition), while a new edition (12th Edition) was published in August 2025. The analysis must be redone using up-to-date methodology.

The Traffic Memo and MND also rely on insufficient data. For example, the Traffic Memo relies on data (e.g., traffic counts) collected on a single Tuesday in August 2022 during the AM peak and PM peak periods. According to the County's TIAG: "In general, the peak hour trip generation shall be that of a typical weekday and shall coincide with the peak hour of the roadway system (not the peak hour of the generator); however, there may be instances where a unique project use requires an analysis during different time frames." The TIAG further specifies that Peak Hour traffic counts shall be conducted between 7:00am to 9:00 am and 4:00 pm to 6:00 pm on a Tuesday, Wednesday or Thursday during the normal public-school period (i.e. September to May). Although Tuesday is one of the days identified in the TIAG, the chosen date was not within the permissible September-to-May window. Even more important, however, is that the TIAG acknowledges that a single-day traffic count, even on the specified days, is not always appropriate particularly if traffic that day does not reflect typical conditions. As already noted, the traffic counts do not reflect typical conditions and, as a result, the analysis underestimates traffic impacts. For this type of project in this area, the analysis must also consider weekend traffic. And the County should also require a worst-case analysis so that the decision-makers and the public can understand the real severity of the traffic impacts that will result from the Project.

Although the discussion of traffic modeling is far from transparent, there are some obvious flaws regarding the modeling inputs and trip generation assumptions. For example, the

modeling does not accurately reflect the fact that many trips to the current location are via golf cart or other non-auto modes that will turn into vehicle trips for the new location. The Traffic Memo appears to subtract trips from the existing store from the trip generation calculations for the new location, but that appears to be based on square footage (e.g., subtracting the trips generated by 12,870 square feet of supermarket use [current location] from the trips generated by 30,268 square feet of supermarket use [new location]). The methodology fails to reflect the unique facts that exist for this Project and must be redone to account for the project-specific circumstances.

According to the County's TIAG, traffic studies must include a discussion of any unusual circumstances anticipated during construction. Proposed transportation facility closures, construction signage, haul routes, impacts to public facilities, safety features, and detours must also be included in the analysis. Here, the Traffic Memo and the MND fail to adequately address construction-related impacts.

The Traffic Memo's discussion of site access and on-site circulation does not address all of the specific items identified in the County's TIAG. Specifically, the TIAG requires that the discussion of on-site circulation include "descriptions of the proposed access points, turn prohibitions, number of lanes proposed, on-site transit stop locations, driveway throat depth, parking supply/demand/parking aisle circulation, on-site pedestrian circulation, bicycle parking, on/off-site delivery truck circulation and any other applicable circulation issues." While the Traffic Memo discusses some of these topics, it is very general. Notably, the Traffic Memo does not specifically discuss delivery truck circulation.

Under the County's TIAG, traffic studies must also include a discussion of potential safety impacts. The TIAG specifies that the discussion should include fire safety and emergency access, and compliance with the Americans with Disabilities Act (ADA), and "may also include an analysis of residential neighborhoods impacts, discussion on potential noise and air quality impacts, etc." Here, the discussion of safety impacts in the Traffic Study is cursory and not well supported. For example, Section 13 (Summary, Mitigation, and Recommendations) states the identified mitigation will improve safety, but the discussion is conclusory.

As another example, Section 13.4 (On-Site Circulation) identifies only one potential safety impact that would be caused by the northerly extension of Commercial Drive to Pine Shadows Lane, which would divide the Holiday Market's main parking field from the supermarket building. Although Section 13.1 identifies mitigation for this impact, the Traffic

Memo does not explain why the mitigation would be effective or why other safety impacts would not occur.

The discussion of emergency access is a single sentence: "Emergency access is adequately provided through the project access driveways from Pine Shadows Lane and the northerly extension of Commercial Avenue." The Traffic Memo does not explain why the access is "adequate" or how emergency access issues would be handled on-site.

The Traffic Memo also does not discuss the project's impact on fire safety, evacuation routes/plans, compliance with the ADA, residential neighborhood impacts, or potential noise and air quality impacts that could result from increased traffic, including construction equipment and delivery trucks.

According to the County's TIAG, "if the project traffic causes an intersection or roadway segment to worsen from an acceptable LOS to an unacceptable LOS or is distributed to an intersection or roadway segment currently operating at an unacceptable LOS, the project impacts must be mitigated to an acceptable LOS to remain consistent with Nevada County General Plan Circulation Element Policies LU-4.1.1 and 4.1.2." Since the Project will cause or at least contribute to worsening LOS to an unacceptable level at certain intersections and roadways segments under certain scenarios, and will not be mitigated to an acceptable LOS, the Project is not consistent with the County's Circulation Element.

As noted in the MND and the Traffic Memo, CEQA is focused primarily, although not exclusively, on VMT-related impacts. The MND and the Traffic Memo, however, improperly omit any discussion of the Project's VMT impacts. The Traffic Memo concludes that, based on technical guidance from the Office of Planning and Research (OPR), now the Governor's Office of Land Use and Climate Innovation (LCI), "the project would likely be screened out," meaning further VMT analysis would not be required. The cited guidance indicates that "local serving" retail development, as opposed to "regional serving" retail development, tends to shorten trips and reduce VMT by adding opportunities into the urban fabric and improving retail destination proximity, and therefore, lead agencies generally may presume such development creates a less-than-significant transportation impact. The County's analysis stops there. But the guidance also states that lead agencies should also consider "any project-specific information, such as market studies or economic impacts analyses that might bear on customers' travel behavior." And the County's own TIAG acknowledges that projects that meet the screening criteria still might not be screened out if there are unique project factors that may create VMT.

Here, the County improperly relies on screening criteria to ignore the Project's VMT impacts. For example, the County is not adding a new retail opportunity for local residents but instead is moving an existing retail opportunity to a different location, resulting in new trips and further travel distances for customers. Notably, the courts have recently been critical of agencies for relying on OPR's guidance without accounting for project- or location-specific information. (See *Cleveland National Forest Foundation v. County of San Diego* (2025) 110 Cal.App.5th 948 [rejecting use of OPR's recommended VMT thresholds without considering local conditions].) The analysis also ignores VMT related to the proposed Starbucks, which will generate additional trips and VMT unique from shoppers at the grocery store. The Project's VMT impacts must be properly quantified and adequately analyzed in an EIR.

The MND also fails to address how the increased traffic will affect emergency response times and evacuation routes.

Finally, it is unclear whether the impacts resulting from the mitigation measures have been included in the analysis. This comment applies for all resource categories in the MND.

#### 5. Utilities and Service Systems

The MND improperly defers the analysis of impacts caused by sewer connections and related infrastructure. The County cannot defer this analysis. Since these are required elements of the Project, they cannot be segmented and analyzed separately (See *Banning Ranch Conservancy v. City of Newport Beach* (2012) 211 Cal.App.4th 1209 ["CEQA forbids 'piecemeal' review of the significant environmental impacts of a project."].)

#### 6. Additional impacts that are not analyzed

The MND also fails to consider other potential impacts that could result from the Project. Most notably, the MND fails to analyze the impacts caused by vacating the existing Holiday Market site. For example, it is reasonably foreseeable that the property could sit vacant and cause blight.

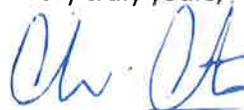
\* \* \*

Thank you for the opportunity to review and comment on the Draft MND. For all the reasons explained above, the County must require an EIR for the Project and require an updated

Steve Geiger, Senior Planner  
Nevada County Planning Department  
November 17, 2025  
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traffic analysis. This is the only way the public and the decision-makers can be fully informed, consistent with both the letter and spirit of CEQA. To reiterate, the Lake Wildwood Association does not oppose a new Holiday Market in Penn Valley. The problem is that the Project's impacts have not been adequately analyzed, disclosed, and mitigated. This includes the Project's transportation and traffic impacts, which have been given short shrift, and for which the County has not identified an adequate solution.

Very truly yours,



Chris Stiles

cc: Christopher Boyd ([Chrisb@lwwa.org](mailto:Chrisb@lwwa.org))

Attachments:

Attachment 1 – Excerpts from Nevada County Dollar General EIR

# Attachment 1

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## **4.0 AESTHETICS**

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This section addresses the existing visual resources at each of the project sites and vicinity, and discusses the potential impacts of the proposed project on aesthetics and light/glare.

### 4.0 GENERAL ENVIRONMENTAL CONDITIONS AND REGULATIONS

#### 4.0.1 ENVIRONMENTAL SETTING

##### Regional Scenic Resources

Visual resources that characterize Nevada County include the rolling vistas of foothills, valleys, mountains, meadows, forests, wetlands, and habitats unique to the Sierras. Scenic views within the county include mountain peaks such as Castle Peak, vistas of Donner Lake, and the gorge of the South Fork of the Yuba River. The county is predominantly rural in character, with development concentrated in Nevada City, Grass Valley, and Truckee. The scenic values and aggregate appearance of all the cities, towns, and suburban areas define the aesthetic quality of Nevada County. Outside of these communities, residences are scattered throughout the county. In addition, land use patterns and areas preserved as open space contribute significantly to the county's aesthetic quality. The ownership and operation of forests by the US Forest Service in the Tahoe National Forest and the open lands under the control of the Bureau of Land Management also preserve a significant portion of the county for permanent scenic quality (Nevada County 1996a, p. 18-1).

##### Scenic Highways

According to the General Plan, scenic routes in the county include Interstate 80 (I-80) and State Routes (SR) 49, 89, 174, and 267 for the entire length of the county; SR 20 from SR 49 to I-80; and Donner Pass Road from the I-80 intersection at Soda Springs to Donner State Memorial Park (Nevada County 1996b, p. 163).

According to the California Department of Transportation (Caltrans) Scenic Highway Mapping System, while I-80, SR 20, SR 49, SR 89, and SR 174 are eligible state scenic highways, the only officially designated state scenic highway in Nevada County is SR 20 from Skillman Flat Campground to a half mile east of Lowell Hill Road (Caltrans 2015).

In addition, the County has adopted a scenic corridor ordinance that applies a Scenic Corridor (SC) combining district to applicable properties along the SR 49 and SR 20 corridors. None of the project sites are identified as being within the SC combining district.

##### Light and Glare

There are two typical types of light intrusion. First, light emanates from the interior of structures and passes through windows. Second, light projects from exterior sources, such as street lighting, security lighting, and landscape lighting. "Light spill" is typically defined as the presence of unwanted and/or misdirected light on properties adjacent to the property being illuminated. Light introduction can be a nuisance to adjacent residential areas and diminish the view of the clear night sky. In addition, if the light is uncontrolled, it can disturb wildlife in natural habitat areas.

Perceived glare is the unwanted and potentially objectionable sensation as observed by a person when looking directly into the light source of a luminaire. Glare also results from sunlight reflection off flat building surfaces, with glass typically contributing the highest degree of reflectivity.

## 4.0 AESTHETICS

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### 4.0.2 REGULATORY FRAMEWORK

#### State

##### California Scenic Highway Program

The California Scenic Highway Program intends to preserve and protect scenic highway corridors from change that would diminish the aesthetic value of lands adjacent to scenic highways. The State Scenic Highway System includes a list of highways that are either eligible for designation as scenic highways or have been so designated. Cities and counties can nominate eligible scenic highways for official designation by identifying and defining the scenic corridor of the highway. The municipality must also adopt ordinances to preserve the scenic quality of the corridor or document such regulations that already exist in various portions of local codes.

SR 49, which is located 0.1 mile west of the Alta Sierra project site, and SR 20, located 0.3 mile north of the Penn Valley site, are eligible for designation as state scenic highways (Caltrans 2015).

#### Local

##### Nevada County General Plan

The Nevada County General Plan includes policies intended to protect the visual character of the county and promote visually attractive development through appropriate site and architectural design. The Aesthetics Element includes policies that are designed to protect scenic resources and reduce light and glare impacts. General Plan Aesthetics Element project-related policies include the following:

- Policy 18.6 Discretionary development in Rural Regions and in Community Regions near the Community Boundary shall, wherever possible, preserve natural landmarks and avoid ridge-line placement of structures.
- Policy 18.7 Encourage protection of scenic corridors wherever feasible.
- Policy 18.11 New Commercial, Industrial and Multiple Family development shall utilize fixtures and light sources that minimize nighttime light pollution.

##### Nevada County Land Use and Development Code

###### Section L-II 2.7.7 – Scenic Corridor Combining District (SC)

The Nevada County Land Use and Development Code, Chapter II, Article 2.0, Section L-II 2.7.7, includes regulations applicable in the Scenic Corridor combining district. The purpose is to protect and preserve the scenic resources of areas adjacent to highways and roads that have been identified as having high scenic quality and requiring protection for the benefit of residents and visitors.

###### Chapter II, Article 4.0 – Comprehensive Site Development Standards

Chapter II, Article 4.0 provides regulations to guide the design, location, and development of new land uses and the alteration of existing uses in the unincorporated county. The standards assist in furthering numerous Nevada County General Plan goals, objectives, and policies that provide for the preservation and enhancement of Nevada County's rural quality and small-town character.

They also assist in promoting General Plan provisions for maintaining the county's high quality natural landscape and scenic resources, as well as protecting existing historic resources.

*Division L-II 4.2 – Community Design Standards*

The County's community design standards are intended as a framework to assist in understanding the County's goals and objectives for high quality development. They provide design interpretations for commercial, industrial, and residential development. The community design standards address building height, building setbacks, height limits for fencing and hedges located within yard setbacks, landscaping requirements, parking lot design standards, requirements for permanent open space and maximum impervious surfaces, equipment screening, and signage standards.

*Section L-II 4.2.8 – Lighting*

Chapter II, Article 4.0, Section L-II 4.2.8 establishes standards to provide for efficient, safe, and attractive outdoor lighting while minimizing nighttime light pollution and energy waste. This section of the code requires all discretionary projects that propose to install outdoor lighting to submit a lighting plan. The code section also requires all outdoor light fixtures to be fully shielded to prevent the light source or lens from being visible from adjacent properties and roadways and requires the use of fixtures with high efficiency lamps. Light poles in the rural zoning districts, including the proposed project sites, are restricted to a maximum height of 15 feet.

*Section L-II 4.2.10 – Permanent Open Space/Maximum Impervious Surface*

Chapter II, Article 4.0, Section L-II 4.2.10 was established to conserve and maintain the natural and historic beauty of Nevada County, to promote soil conservation, surface water quality and groundwater recharge, to enhance residential and commercial areas, and to ensure permanent open space and maximum impervious surfaces for all development. Permanent open space is required in all commercial, industrial, multiple-family, public, and recreational zoning districts. For projects that are one acre or more in size and located at less than 4,000 feet elevation, the requirement is a minimum of 15 percent of the total site acreage.

*Section L-II 4.3.17 – Watercourses, Wetlands and Riparian Areas*

Chapter II, Article 4.0, Section L-II 4.3.17 was established to preserve the integrity and minimize the disruption of watersheds and watercourses. The section establishes minimum non-disturbance buffers along various types of waterbodies in which development may not occur unless a Management Plan is prepared by a qualified biologist or botanist that avoids or minimizes impacts to the resource.

*Section L-II 5.3 – Design Review*

Chapter II, Article 5.0, Section 5.3 outlines a procedure by which new development is reviewed for compatibility with surrounding development, natural resources, and/or historic features within the project area. Design review ensures that a proposed development project reflects and retains the rural and historic, small-town character of the county; ensures each community's unique character, identity, and distinctiveness; encourages visual relief through varied forms, patterns, and styles unified through landscaping, screening, and selected architectural features; and retains natural landforms and native landscaping, protects sensitive environmental resources, and encourages open space. Design review is required for all development permits and use permits for commercial, industrial, and multi-family projects, for structural changes to the exterior of

## 4.0 AESTHETICS

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commercial or industrial buildings, and for exterior visual changes to a project approved by a previous land use permit, unless specifically exempted in a specific section or article of Chapter II of the Land Use and Development Code.

### Western Nevada County Design Guidelines

The Western Nevada County Design Guidelines include a menu of design concepts and techniques to assist project developers in enhancing the character of Nevada County by encouraging the highest level of design quality while at the same time providing the flexibility necessary to promote economic viability. The guidelines promote new development that encourages a sense of place and that adds to community identity by inviting pedestrian activity, i.e., placing buildings closer to roads, limiting building size to a human scale, clustering buildings, placing parking behind buildings, breaking up parking lots with trees and walkways, and creating clearly visible entries and public places (Nevada County 2002).

### 4.0.3 IMPACT METHODOLOGY

#### **Standards of Significance**

The impact analyses below are based on the following State CEQA Guidelines Appendix G thresholds of significance, which state that a project would have a significant aesthetic impact if it would:

- 1) Have a substantial adverse effect on a scenic vista.
- 2) Substantially damage or fail to protect and preserve scenic resources, including, but not limited to, trees, rock outcroppings, and historic buildings within a state scenic highway.
- 3) Substantially degrade the existing visual character or quality of the site and its surroundings, including failing to promote and provide for aesthetic design in new development which reflects existing character.
- 4) Create a new source of substantial light or glare which would adversely affect day or nighttime views in the area.

#### **Methodology**

The following analyses are based on field observations, aerial photography, and review of the topographic conditions from GIS maps and Google Earth for the project sites and surrounding areas. For the purposes of this analysis, proposed site plans, building elevations, and photosimulations were used to determine how the projects would alter the existing conditions on the sites. The County's General Plan, site development standards, and applicable design guidelines were reviewed to determine what visual elements have been deemed valuable by the community. The analysis focuses on the manner in which development could alter the visual elements or features that exist in or near the project site, within the visual range or view corridor of each project.

The analysis further considers whether the anticipated alterations to the visual character of the sites would constitute a substantial adverse effect on existing views and scenic resources, which would result in a significant environmental impact. The determination of which changes to the visual environment cross a threshold of "substantial adverse effect" or degradation is based on

the criteria described in the following methodology summary. Following professionally accepted practice in visual analysis, visual impacts are defined as a consequence of three primary factors:

- The existing scenic quality of an area;
- The level of viewer exposure and concern with visual change; and
- The level of actual visual change caused by the project.

The overall visual sensitivity of each location is first established based on existing visual quality, viewer exposure, and viewer concern. These factors are then considered together with the level of expected visual change or contrast, and significance. Visual change is an overall measure of contrast in basic visual attributes such as form, line, color, and texture as a result of the proposed project. Thus, a substantial adverse effect can occur when viewers with high levels of overall visual sensitivity (i.e., high viewer concern and visual exposure, in settings of high existing visual quality) encounter high levels of visual change (contrast) or scenic view obstruction as a result of the proposed project.

#### Thresholds Not Evaluated

There are no state-designated scenic highways in any of the project areas and none of the sites can be seen from a county-designated scenic highway. The sites are not located in the SC combining district. Therefore, the proposed projects would have no effect on scenic resources within a state scenic highway. There would be no impact relative to Standard of Significance 2, and this impact is not further evaluated for any of the project sites.

### **4.1 ALTA SIERRA SITE**

#### **4.1.1 PROJECT-SPECIFIC SETTING**

##### **Visual Character of the Site**

The Alta Sierra project site is located in the western Sierra Nevada foothills between Alta Sierra Drive and Little Valley Road and consists of three parcels. The 1-acre parcel on which the store would be constructed is vacant, is covered entirely with hardwood and conifer trees, and is situated on a hillside that generally slopes to the south. The septic system tight line and leach field would be constructed on two parcels immediately north of the store site which are developed with commercial uses. Elevations on the store parcel range from approximately 1,994 feet in the north to 1,964 feet near the southeastern and southwestern property corners. The site can be seen from Alta Sierra Drive and Little Valley Road, as well as from surrounding properties.

A Management Plan for Oak Resources was prepared for the project site (Costella 2015). According to this plan, the canopy cover within the proposed store site includes approximately 74 oak trees, of which 71 are black oaks and 3 are small valley oaks (Costella 2015, p. 4). The County does not identify the site as being within a scenic corridor or a scenic viewshed, nor is the site located along a state scenic highway.

Photographs of the Alta Sierra project site from a series of key viewpoints in the vicinity, as well as a map showing the location of these viewpoints, are provided in **Figures 4.0-1** through **4.0-5**.

## 4.0 AESTHETICS

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### Visual Character of Surrounding Uses

The area surrounding the Alta Sierra site is characterized by commercial developments, a scattering of single-family homes, and areas of vacant undeveloped land. The store site is surrounded by asphalt or pavement on all four sides, with existing commercial development to the north and south of the site and Alta Sierra Drive and Little Valley Road to the west and east, respectively. West of Alta Sierra Drive are two undeveloped parcels. Other uses to the west include single-story commercial development, with a personal storage facility, a real estate office, and the Oak View Center. Directly east of Little Valley Road is a developed residential parcel. The next closest residential dwelling is approximately 100 feet from the northeastern property boundary and approximately 400 feet from the proposed building. Rural residential uses dominate the landscape east of Little Valley Road, including the Alta Sierra residential subdivision. To the south of the project site is the Alta Sierra Market. To the north of the project site is another developed property with three commercial buildings. Farther north/northwest along Alta Sierra Drive are other commercially developed properties consisting of a variety of uses, including but not limited to a gas station, a bike shop, a pizza parlor, and a specialty wine shop.

### Light and Glare

Given the rural character of the Alta Sierra site and the surrounding area, it is expected that only minimal nighttime lighting is visible on or near the site associated with existing residences and vehicles traveling on area roadways. Similarly, there is minimal daytime glare visible in the area associated with glass and other reflective building materials and vehicle windows.

#### 4.1.2 REGULATORY FRAMEWORK

There are no additional regulations, policies, or standards that pertain to the Alta Sierra site other than those described in Subsection 4.0.2, above.

#### 4.1.3 IMPACTS AND MITIGATION MEASURES

### Adversely Affect a Scenic Vista and/or Substantially Degrade the Visual Character of the Site (Standards of Significance 1 and 3)

**Impact 4.1.1(AS)** Development of the Alta Sierra project site as proposed would convert vacant land to commercial development. Such a conversion would fundamentally alter the visual character of the site. **(Significant and Unavoidable)**

A scenic vista is a viewpoint that provides expansive views of a highly valued landscape for the benefit of the general public. While the General Plan does not establish specific scenic vistas in the county, it does identify visual resources that characterize Nevada County. These include the rolling vistas of foothills, valleys, mountains, meadows, forests, wetlands, and habitats unique to the Sierras. Additionally, scenic views within the county are identified as mountain peaks such as Castle Peak, vistas of Donner Lake, and the gorge of the South Fork of the Yuba River (Nevada County 1996a, p. 18-1).

Implementation of the proposed project would convert the approximately 1-acre store site from a wooded, undeveloped state to a commercial development. New uses would include a 9,100-square-foot, 27-foot-high commercial building; 20,260 square feet of surfaced area with 34

parking spaces;<sup>1</sup> two concrete block screening/retaining walls along the eastern and southern sides of proposed building and parking lot that would vary in height with the natural topography from 6 to 12 feet high; and 7,481 square feet of landscaped area. Proposed building elevations are shown in **Figure 2.0-11**. Further, development of the project would impact 85 oak trees, including four landmark oak trees on the site and the site of the proposed off-site sewer improvements on two adjacent parcels. The specifics on the oak tree impact and mitigation are discussed in Section 6.0, Biological Resources. All of these activities would affect the visual character of the site and adjacent parcels.

As shown on **Figure 2.0-5**, the project site is located between Alta Sierra Drive and Little Valley Road, with Alta Sierra Drive a main thoroughfare, resulting in high visibility from both approaches. The project site is set within a cluster of small-scale commercial retail operations surrounded by rural, wooded properties. Immediately north of site is a single-story, multi-tenant commercial center. These structures are set back from Alta Sierra Drive and appear as low-rise, single-story buildings set among trees. From Little Valley Road, views of these buildings are largely blocked by existing trees and vegetation. Farther north are heavily wooded rural residential properties. Immediately east of the site is Little Valley Road and a developed residential property located at the bottom of a small hill below the grade of the project site on the east side of the roadway. Rural residential uses dominate the landscape east of Little Valley Road, including the Alta Sierra residential subdivision. Immediately south of the project site is the Alta Sierra Market, with scattered rural residential properties located farther south. Alta Sierra Market is readily visible from the Alta Sierra Drive/Little Valley Road intersection. However, the building is single-story with a low roof and is not visually prominent. Immediately west of the project site is Alta Sierra Drive and an undeveloped, wooded parcel. Farther north/northwest along Alta Sierra Drive are other commercially developed properties consisting of a variety of uses. The project site is located within an established commercial center, and its development with a commercial use would be a logical expansion of the center and would be visually compatible with existing uses as viewed from Alta Sierra Drive. However, the project would be visually inconsistent with the scale and style of the existing structures and the nearby residential uses as viewed from Little Valley Road.

**Figure 4.0-1** shows the location of a series of key viewpoints of the project site from the surrounding area. Photographs of the site in its existing condition, along with a visual simulation of the proposed development at each of these viewpoints, are provided in **Figures 4.0-2** through **4.0-5**. As shown, the proposed development would be clearly visible from viewpoints A and B but would be visually compatible with the adjacent commercial development and would not result in a substantial change in views. Viewpoint C represents views from the existing residential property located immediately east of the site as well as for motorists traveling northbound on Little Valley Road, which provides access to residential properties to the north and east. As shown in the figure, views at this viewpoint would change dramatically due to the scale of the proposed building and screening/retaining walls and the site's elevation above the roadway. This viewpoint shows an 18.5-foot building façade atop a retaining wall that is up to 12 feet in height, representing up to 30 feet of solid wall that would be visible along Little Valley Road. From viewpoint D, the proposed development would be almost entirely obscured by the existing trees and vegetation on the northeastern corner of the site and the adjacent parcel.

Per Section L-II 5.3, Design Review, of the Nevada County Zoning Regulations, the proposed project must be reviewed for consistency with applicable, adopted design standards, including the Western Nevada County Design Guidelines (WNCDG), prior to issuance of development permits. The WNCDG encourages environmentally sensitive site design that is consistent with the

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<sup>1</sup> Surfaced area includes parking lot and driveway paved areas, hardscape surrounding building, sidewalks, ramps, and curbs.

## 4.0 AESTHETICS

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overall architectural character of the project and community. Consistent with the WNCDG, the Alta Sierra project includes building materials and colors that would blend with the surrounding environment and landscape and help to screen the urban nature of the proposed building. The project features some architectural details along the side and rear exterior walls and screening/retaining wall including low stone veneer columns and an awning. However, the project does not incorporate sufficient architectural features such as windows, structural bays, roof overhangs, and other details to visually break up the appearance of the proposed exterior walls on some of the façades, particularly the walls of the proposed building facing Little Valley Road. The project also fails to comply with the WNCDG by proposing a building with a flat roofline, failing to use a height and scale that is compatible with that of surrounding development, and by failing to design the building as a group of simple forms to reduce its overall bulk.

**MM AS-4.1.1a** requires the addition of architectural features on the eastern and southern exterior walls and along the roofline to further break up the mass of the 30-foot-high structure. To provide further screening of the project site from the adjacent uses, particularly the residential uses to the east, the project proponent would be required to provide a 10-foot-wide landscape buffer in accordance with the Nevada County Code. The proposed landscaping plan shows the retention of eight oak trees and two pine trees along the east edge of the site and extensive landscaping along its entire perimeter with the exception of the access point on Alta Sierra Drive. **MM AS-4.1.1b** would require the project contractor to protect these and other trees on the site to ensure they are successfully retained after construction. In addition, as described previously, the project applicant has proposed two screening/retaining walls just inside of the landscape buffer. However, as proposed, a 30-foot-wide gap would occur between the two walls, which would not provide adequate screening of the site from the residential uses east of Little Valley Road. To further screen the project, mitigation measure **MM AS-4.1.1c** requires the addition of a third wall or extension of the currently proposed walls to close the gap.

The project would also include open space per County requirements and landscaping throughout the site that would serve as an additional buffer for adjacent uses. Implementation of mitigation measures **MM AS-4.1.1a** through **AS-4.1.1d** would reduce the project's anticipated visual impacts by requiring the addition of architectural features to further break up exterior walls and screening/retaining walls, requiring existing mature trees to be preserved, requiring a continuous wall to better screen the site from the adjacent roadway and residential uses, and requiring more aesthetically-pleasing signage.

Even with these measures, however, development of the Alta Sierra site as proposed would substantially change the existing visual character of the site particularly when viewed from the residential area to the east. As shown in the visual simulations in **Figures 4.0-2** through **4.0-5**, the combined retaining wall and rear façade of the building would still result in a substantial degradation of public views from Little Valley Road. The site is considered to be visually sensitive, as neighbors and community members consider the existing wooded character of the site to be of high visual quality, numerous public comments have been received on the project expressing concern with the change in visual character, and there is a substantial level of visual change caused by the project from a wooded, undeveloped condition to a developed state. Given the substantial degradation and change of public views of a visually sensitive site, this would be a significant impact. A reduced-size project would likely be able to reduce the severity of this impact. However, the design of such a change to the project would be subject to design and fiscal constraints that are beyond the scope of this Draft EIR. Therefore, a reduced project alternative is addressed in Chapter 16.0, Alternatives of this Draft EIR, for consideration by the Planning Commission. Given the area available for landscaping and size of the façades, additional landscaping would likely not reduce the perceived scale of the building from Little

Valley Road. No other mitigation measures are available to eliminate or substantially reduce this impact; therefore, this impact would be **significant and unavoidable**.

Mitigation Measures

**MM AS-4.1.1a** The proposed building design shall be modified to better comply with the Western Nevada County Design Guidelines to create greater visual interest and to break up the mass of building and the roofline. Design modifications could include the incorporation of structural bays, roof overhangs, awnings, and other details along the buildings eastern and southern exterior walls as well as varying the roofline so that it transitions from the height of adjacent buildings to the maximum height of the proposed building and articulating the flat roofline with cornices. No windows shall be added to the buildings eastern or southern exterior walls.

*Timing/Implementation: Prior to approval of improvement plans*

*Enforcement/Monitoring: Nevada County Planning Department*

**MM AS-4.1.1b** The 17 existing mature trees on the project site and off-site improvement area that will be retained after construction shall be identified on all grading and improvement plans as "trees to be retained." Prior to grading permit issuance, the Planning Department shall verify that this requirement has been met. Additionally, the developer shall flag the trees in the field that will be retained following construction and shall provide and maintain adequate protection measures for the trees for the duration of all site construction activities. These measures shall include providing highly visible protective barriers around the trees such plastic construction fencing and prohibiting vehicle access and storage of materials, equipment or waste within the protective barriers. The Building Department shall verify that the trees to be retained have been properly marked in the field and protected during the first grading inspection. Construction personnel shall be made aware of these protected trees and the significance of the field markings and protection measures by the general contractor prior to commencing construction activities to minimize potential direct and indirect impacts.

*Timing/Implementation: Prior to grading permit issuance and throughout construction*

*Enforcement/Monitoring: Nevada County Building Department and Planning Department*

**MM AS-4.1.1c** To minimize potential conflicts between the commercial use of this site and existing residential uses east of Little Valley Road, the developer shall revise project plans to either (1) add a third six foot tall split block face wall designed consistently with other existing walls in the area that will fill the gap shown on the preliminary plans or (2) connect the two proposed screen walls to completely screen the parking lot area. Prior to issuance of final occupancy, the Planning Department shall verify in the field that the wall has been constructed consistent with the approved plans.

## 4.0 AESTHETICS

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*Timing/Implementation:* Prior to grading permit issuance and throughout construction

*Enforcement/Monitoring:* Nevada County Building Department and Planning Department

**MM AS-4.1.1d** The developer shall revise project plans and elevations to include the use of channel letter signage. Cabinet-style signage shall be prohibited. Prior to issuance of final occupancy, the Planning Department shall verify in the field that project signage is consistent with the approved plans.

*Timing/Implementation:* Prior to approval of final occupancy

*Enforcement/Monitoring:* Nevada County Planning Department

### Create New Sources of Light and Glare (Standard of Significance 4)

**Impact 4.1.2(AS)** Development of the Alta Sierra project site as proposed would introduce new sources of light and glare. **(Less than Significant with Mitigation Incorporated)**

The Alta Sierra project would introduce a variety of building materials to the site. Glass, roofing, and car windshields, among others, have the potential to reflect light and create glare visible for some distance from the site. However, as discussed under Impact 4.1.1 (AS) above, the proposed project would be reviewed for consistency with the Western Nevada County Design Guidelines prior to issuance of a development permit. The guidelines require that new projects avoid bare metal, highly reflective surfaces (glass, metallic paint, etc.), illuminated roofing, and high contrast or brightly colored glazed tile. Compliance with the design guidelines would substantially reduce the potential for glare from the proposed project. Impacts from glare would be **less than significant**.

The Alta Sierra project would also introduce new sources of light that currently do not exist on the project site. The nearest residential uses sensitive to light and glare in the project area are located on lots to the east and southeast. The closest home is located approximately 100 feet from the subject property line to the east. Other homes are within 180 to 600 feet of the project site. The plans for the proposed project identify multiple downward-facing wall light fixtures mounted along the parapets of the building, as well as two pole-mounted lights in the parking lot. The proposed signage would be externally illuminated. The Nevada County Zoning Ordinance's standards for exterior lighting require such lighting to be shielded and directed downward to prevent the light source or lens from being visible from adjacent properties and roadways. The project developer has submitted a site lighting plan (**Figure 4.0-6**). This plan includes a photometric detail showing the amount of light spill from each individual light. Based on a review of this plan, the majority of the lighting from the project site will be kept within the property boundaries, but there are three areas where light is shown to spill off-site. Therefore, this impact would be **potentially significant**.

The County's Land Use and Development Code Section L-II 4.2.8(D)(2) states that "all outdoor lighting fixtures shall be fully shielded to prevent the light source or lens from being visible from adjacent properties and roadways..." According to the site lighting plan submitted by the applicant, all light fixtures are designed to meet International Dark Sky requirements, including being fully shielded. With shielded lighting, the Alta Sierra project would be consistent with the County Lighting Ordinance and would not be anticipated to create a new source of substantial light or glare which would adversely affect day or nighttime views in the area. However, implementation of mitigation measures **MM AS-4.1.2a** and **MM AS-4.1.2b** would be necessary to ensure that project lighting would not expose adjacent properties and roadways to substantial

light or glare, consistent with the Nevada County Land Use and Development Code. With mitigation, this impact would be **less than significant**.

Mitigation Measures

**MM AS-4.1.2a** Prior to building permit issuance, the developer shall submit a final Site Lighting Plan/Photometric Detail that demonstrates that all light spill will be retained on the project site. Potential methods for reducing light trespass onto neighboring roads and properties include replacing the two 400-watt light fixtures located on the southwest and southeast corners of the building with light fixtures of lesser wattage and/or providing additional screening of those features. Additionally, for the northern parking lot lighting, similar or alternative methods, such as reducing the wattage of the lighting fixture or moving the pole farther into the interior of the site, shall be utilized to ensure all new lighting and glare is kept on site. The developer shall install and maintain all lighting consistent with the approved Final Site Lighting Plan. Prior to issuance of final occupancy, the Planning Department shall perform a site visit, during the dark hours, to verify that the installed lighting does not trespass onto neighboring roads or properties.

*Timing/Implementation:* Prior to issuance of building permit and prior to issuance of final occupancy

*Enforcement/Monitoring:* Nevada County Planning Department

**MM AS-4.1.2b** All lighting for advertising must meet the County Lighting and Signage Ordinance requirements. Internally illuminated signage shall be prohibited. All lighting for exterior signage or advertising shall be top mounted light fixtures which shine light downward directly onto the sign. Said lighting shall be fully shielded consistent with International Dark Sky standards. Prior to building permit issuance, the applicant shall submit a final signage plan that eliminates any reference to internally lighted signage and provides details for establishing top mounted lighting for both the monument and wall signs. Additionally, any proposed sign lighting shall be shown and taken into account in the photometric detail in the revised project site lighting plan as required by mitigation measure MM AS-4.1.2a. Prior to issuance of final occupancy, the Planning Department shall perform a site inspection to ensure that the sign lighting is installed consistent with this mitigation measure and the County Zoning Code standards.

*Timing/Implementation:* Prior to issuance of building permit and prior to issuance of final occupancy

*Enforcement/Monitoring:* Nevada County Planning Department

## 4.0 AESTHETICS

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### 4.2 PENN VALLEY SITE

#### 4.2.1 PROJECT-SPECIFIC SETTING

##### **Visual Character of the Site**

The Penn Valley site is in the Sierra Nevada foothills approximately 6 miles west of Grass Valley on a 1.2-acre portion of a 5.95-acre parcel. The general topography of the property is characterized by slightly rolling and flat terrain. Average elevation in the project area is approximately 1,400 feet above mean sea level. The change in grade over the project site is approximately 7 feet.

Vegetation on the site is dominated by annual grassland and a scattering of trees, including valley oak, Oregon ash, white alder, and arroyo willow along the perimeter of the site. In addition, Squirrel Creek is located on the 5.95-acre parcel, but not within the proposed 1.2-acre project area. The area between the stream and proposed development includes flat terrain that is vegetated primarily with non-native grass species. An unnamed drainage on the northern border of the project site flows into Squirrel Creek.

The Penn Valley site is located in an area with commercial development, some small-lot single-family homes, and areas of vacant land. The County does not identify the site as being within a scenic corridor or a scenic viewshed, nor is the site located along a state scenic highway.

Photographs of the Penn Valley site from two key viewpoints in the vicinity, as well as a map showing the location of these viewpoints, are provided in **Figures 4.0-7** through **4.0-9**.



Source: MPA Architects, Inc., 2016



Not To Scale

**FIGURE 4.0-1**

Alta Sierra Site Key Viewpoints Location Map

**Michael Baker**  
INTERNATIONAL



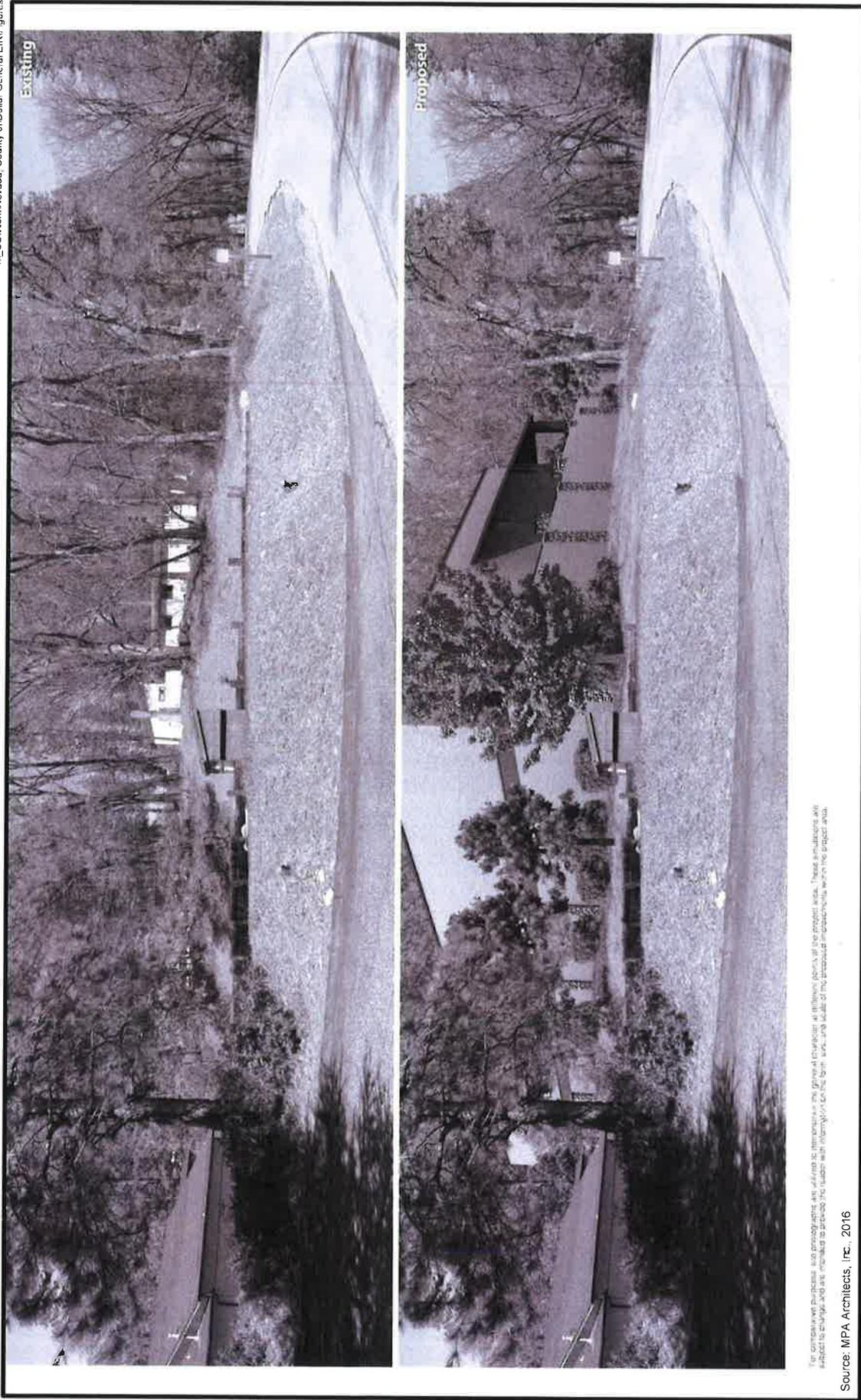
**FIGURE 4.0-2**  
Alta Sierra Site Viewpoint A



For comparative purposes, site photographs were utilized as compared to the proposed structure as defined herein as all lines project areas. These simulations are subject to change and are intended to provide the reader with information on the form, size, and scale of the proposed improvements within the project area.

Source: MPA Architects, Inc., 2016

**FIGURE 4.0-3**  
Alta Sierra Site Viewpoint B



**FIGURE 4.0-4**

Alta Sierra Site Viewpoint C

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**FIGURE 4.0-5**  
Alta Sierra Site Viewpoint D



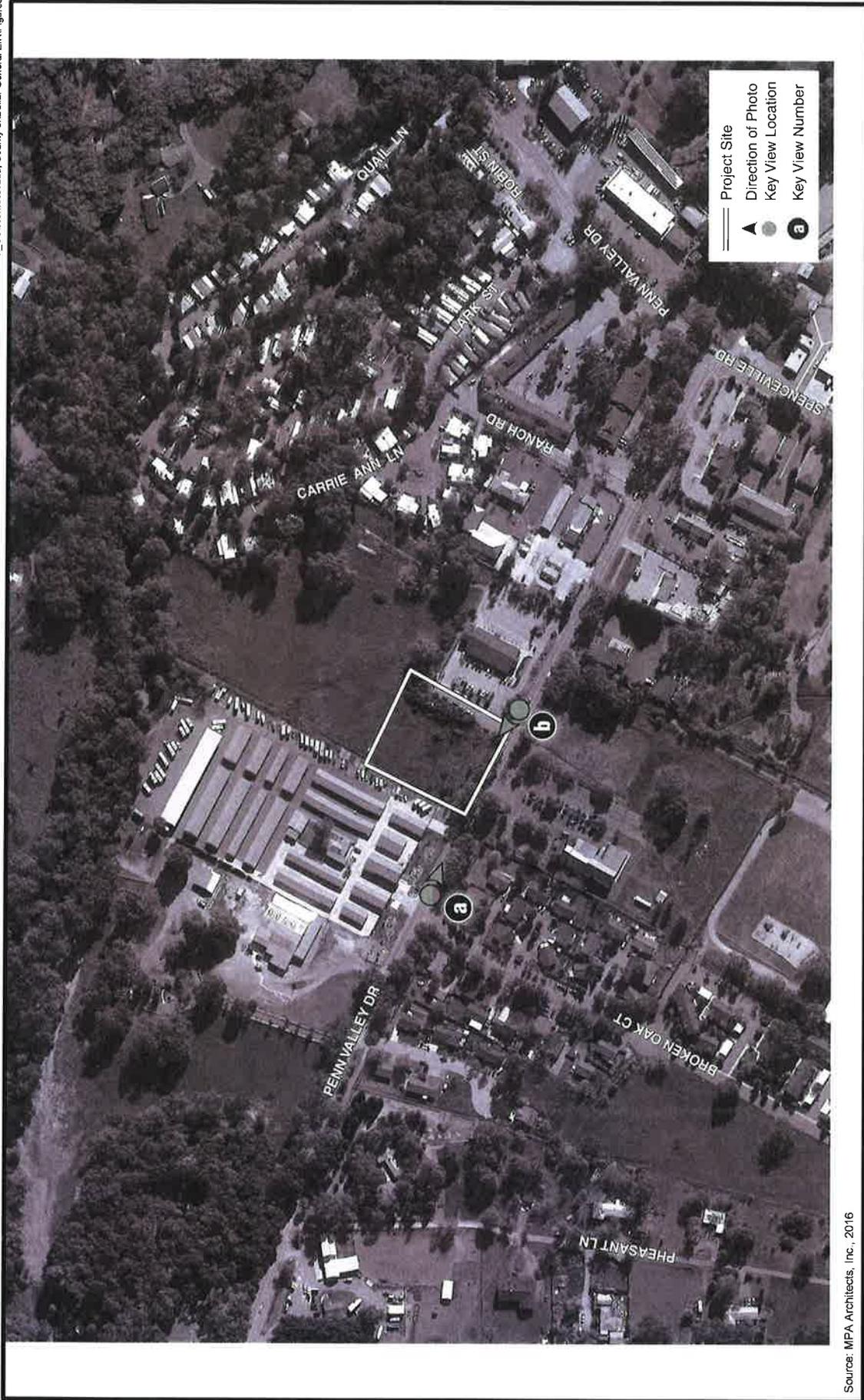


FIGURE 4.0-7

Penn Valley Site Key Viewpoints Location Map

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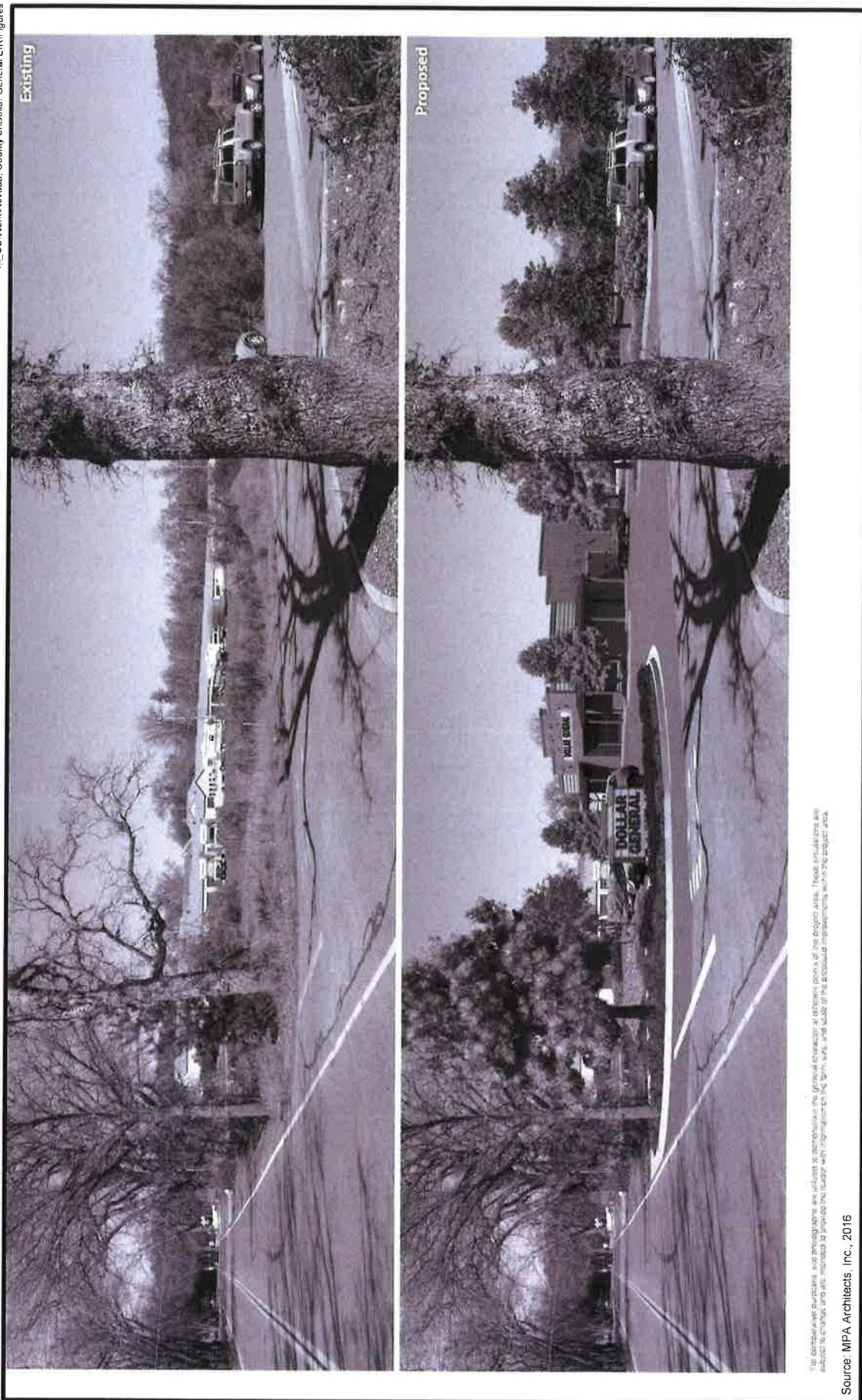
Not To Scale





**FIGURE 4.0-8**  
Penn Valley Site Viewpoint A

**Michael Baker**  
INTERNATIONAL



The drawings were prepared in accordance with the project master plan and are subject to change and are not intended to be used for construction purposes. These drawings are subject to change and are not intended to be used for construction purposes.

Source: MPA Architects, Inc., 2016

**FIGURE 4.0-9**  
Penn Valley Site Viewpoint B

**Michael Baker**  
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### Visual Character of Surrounding Uses

As shown in **Figure 2.0-6**, the project site is located in an area with existing development. To the south is Penn Valley Drive, with the Penn Valley Seventh-day Adventist Church and the Penn Valley Gardens residential subdivision farther to the south. A US Post Office, a gas station, and the Penn Valley Shopping Center are located east of the site. Northeast of the site is vacant land, followed by the Creekside Village mobile home park. Directly north of the site is vacant land and SR 20. Penn Valley Mini Storage is located west of the site.

### Light and Glare

The Penn Valley site is located adjacent to a US Post Office and the Penn Valley Mini Storage. Farther east of the site are a gas station and the Penn Valley Shopping Center. All of these uses may generate daytime glare and nighttime lighting levels in the area. However, the County has standards to provide for efficient, safe, and attractive outdoor lighting while minimizing nighttime light pollution and energy waste, as well as design standards which require that projects avoid bare metal, highly reflective surfaces (glass, metallic paint, etc.), illuminated roofing, and high contrast or brightly colored glazed tile. These requirements assist in the reduction of daytime glare and nighttime lighting in the Penn Valley area.

#### 4.2.2 REGULATORY FRAMEWORK

##### Penn Valley Village Center Area Plan

Chapter III of the Penn Valley Village Center Area Plan includes design guidelines for commercial, industrial, multi-family, and public use development. The guidelines pertain to site planning, building design, signage, lighting design, landscape design, pedestrian and bicycle access, and multi-family residential development (Nevada County 2000).

#### 4.2.3 IMPACTS AND MITIGATION MEASURES

##### Adversely Affect a Scenic Vista and/or Substantially Degrade the Visual Character of the Site (Standards of Significance 1 and 3)

**Impact 4.2.1(PV)** Development of the Penn Valley project site as proposed would convert vacant land to commercial development. Such a conversion would fundamentally alter the visual character of a portion of the site. **(Less than Significant)**

There are no officially designated scenic vistas in the project area. However, the project is located in Penn Valley and as stated previously, views of valleys are considered an important factor in Nevada County's scenic quality.

The Penn Valley project would convert approximately 1.2 acres of the project site from undeveloped land to a commercial development. New uses would include a 9,100-square-foot, 18- to 27-foot-high commercial building; 24,511 square feet of surfaced area with 46 parking spaces; and 7,039 square feet of landscaped area. All of these components would affect the visual character of the site. Elevations of the proposed building are shown in **Figure 2.0-12**.

**Figure 4.0-7** shows the location of two key viewpoints of the project site from the surrounding area. Photographs of the site in its existing condition, along with a visual simulation of the proposed development at each of these viewpoints, are provided in **Figures 4.0-8** and **4.0-9**. As shown, the

## 4.0 AESTHETICS

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proposed development would be clearly visible to motorists and pedestrians traveling along Penn Valley Drive in both directions. However, given the commercially developed nature of the area, the proposed development would be visually compatible and would not represent a substantial negative change to views in the area.

Per Section L-II 5.3, Design Review, of the Nevada County Zoning Ordinance, the Penn Valley project would be reviewed for consistency with applicable, adopted design standards, including the Western Nevada County Design Guidelines and the design guidelines in the Penn Valley Village Center Area Plan, prior to issuance of development permits. Both the Western Nevada County Design Guidelines and the Penn Valley Village Center Area plan encourage environmentally sensitive site design that is consistent with the overall architectural character of the project and community. Consistent with the design guidelines, the Penn Valley project was designed using building materials and colors that would blend with the surrounding environment and landscape and help to screen the urban nature of the proposed building. As shown in **Figure 2.0-12**, the building's exterior walls would incorporate architectural features to increase visual interest. These features include varying rooflines, building materials and colors, awnings, and decorative building-mounted lighting fixtures and door hardware.

In addition, the project would include open space per County requirements and would include landscaping throughout the site that would serve as a buffer for adjacent uses.

The project would add to a change in the existing scenic quality of Penn Valley. However, this change would be consistent with existing adjacent uses and the existing aesthetic qualities of the area. The site is not considered visually sensitive given the surrounding context of development in the area. Further, compliance with the applicable design guidelines and incorporation of open space and landscaping would reduce the project's visual intrusion by blending the proposed improvements with the surrounding environment. Therefore, development of the Penn Valley site as proposed would result in a **less than significant** impact to scenic vistas and visual character.

### Mitigation Measures

None required.

### **Create New Sources of Light and Glare (Standard of Significance 4)**

**Impact 4.2.2(PV)** Development of the Penn Valley project site as proposed would introduce new sources of light and glare. **(Less than Significant with Mitigation Incorporated)**

Development of the Penn Valley project site as proposed would introduce a variety of building materials to the site that may create glare. However, the proposed project would be reviewed for consistency with the Western Nevada County Design Guidelines, as well as the design guidelines contained in the Penn Valley Village Center Area Plan, prior to issuance of development permits. Compliance with the design guidelines would substantially reduce the potential for glare from the proposed project. Impacts from glare would be **less than significant**.

The proposed project would introduce new sources of light that currently do not exist on the Penn Valley site. The nearest residential uses sensitive to light and glare in the project area are located on lots to the southwest. The closest homes are located approximately 150 feet from the subject property line to the southwest. The plans for the proposed project identify 15 downward-facing wall light fixtures mounted along the parapets of the building, as well as 5 pole-mounted parking lot lights. The Nevada County Zoning Ordinance's standards for exterior lighting require such lighting to be shielded and directed downward to prevent the light source or lens from being

visible from adjacent properties and roadways. The lighting plan for the Penn Valley site submitted by the project applicant is shown in **Figure 4.0-10**. Based on a review of this plan, the majority of the lighting from the project site will be kept within the property boundaries, but there are areas identified where light is shown to spill off-site. Therefore, this impact would be **potentially significant**.

The County's Land Use and Development Code Section L-II 4.2.8(D)(2) states that "all outdoor lighting fixtures shall be fully shielded to prevent the light source or lens from being visible from adjacent properties and roadways..." According to the site lighting plan prepared by the applicant, all light fixtures are designed to meet International Dark Sky requirements, including being fully shielded. With shielded lighting, the Penn Valley project would be consistent with the County Lighting Ordinance and would not be anticipated to create a new source of substantial light or glare which would adversely affect day or nighttime views in the area. However, implementation of mitigation measures **MM PV-4.2.2a** and **PV-4.2.2b** would be necessary to ensure that project lighting would not expose adjacent properties and roadways to of substantial light or glare, consistent with the Nevada County Land Use and Development Code. With mitigation, this impact would be **less than significant**.

Mitigation Measures

**MM PV-4.2.2a** Prior to building permit issuance, the developer shall submit a final Site Lighting Plan/Photometric Detail that demonstrates that all light spill will be retained on the project site. Potential methods for reducing light trespass onto neighboring roads and properties include replacing the 400-watt parking lot light fixtures located on the south and east with light fixtures of lesser wattage, and/or providing additional screening of those features, and/or moving light poles farther into the interior of the site. The developer shall install and maintain all lighting consistent with the approved Final Site Lighting Plan. Prior to issuance of final occupancy, the Planning Department shall perform a site visit, during the dark hours, to verify that the installed lighting does not trespass onto neighboring roads or properties.

*Timing/Implementation:* Prior to issuance of building permit and prior to issuance of final occupancy

*Enforcement/Monitoring:* Nevada County Planning Department

**MM PV-4.2.2b** All lighting for advertising must meet the County Lighting and Signage Ordinance requirements. Internally illuminated signage shall be prohibited. All lighting for exterior signage or advertising shall be top mounted light fixtures which shine light downward directly onto the sign. Said lighting shall be fully shielded consistent with International Dark Sky standards. Prior to building permit issuance, the applicant shall submit a final signage plan that eliminates any reference to internally lighted signage and provides details for establishing top mounted lighting for both the monument and wall signs. Additionally, any proposed sign lighting shall be shown and taken into account in the photometric detail in the revised project site lighting plan as required by mitigation measure MM PV-4.2.2a. Prior to issuance of final occupancy, the Planning Department shall perform a site inspection to ensure that the sign lighting is installed consistent with this mitigation measure and the County Zoning Code standards.

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*Timing/Implementation:* Prior to issuance of building permit and prior to issuance of final occupancy

*Enforcement/Monitoring:* Nevada County Planning Department

### 4.3 ROUGH AND READY HIGHWAY SITE

#### 4.3.1 PROJECT-SPECIFIC SETTING

##### **Visual Character of Site**

The Rough and Ready Highway project site has an existing commercial building that would be demolished as a part of project development. The project site lies on the west slope of the Sierra Nevada foothills at an elevation of  $\pm 2,500$  feet and is a fairly level parcel. The site contains mostly non-native varieties of horticultural plants, with the exception of one ponderosa pine and three gray pines.

The site is located in an area developed with rural residential single-family homes, higher-density residential uses including a transitional housing facility and mobile home parks, and areas of vacant undeveloped land. The County does not identify the site as being within a scenic corridor or a scenic viewshed, nor is the site located along a state scenic highway.

Photographs of the Rough and Ready Highway project site from a series of key viewpoints in the vicinity, as well as a map showing the location of these viewpoints, are provided in **Figures 4.0-11** through **4.0-14**.

##### **Visual Character of Surrounding Uses**

The project site is located in a rural residential neighborhood; however, as noted above, there is an existing commercial building on the property. Adjacent land uses include two single-family residences and other rural residential uses to the west. Directly east of the site is West Drive and single-family residential uses, followed by a small mobile home park. South of the site are single-family residential uses. Across Rough and Ready Highway are single-family residential uses and transitional housing, followed by vacant undeveloped land farther to the north. In general, the project area and lands further east and southeast are largely built out with residential uses on relatively small parcels. Land further north and west of the project area is more rural with lower densities and large areas of undeveloped land.

##### **Light and Glare**

Given the rural character of the Rough and Ready Highway site and the surrounding area, it is expected that only minimal nighttime lighting is visible on or near the site associated with existing residences and vehicles traveling on area roadways. Similarly, there is daytime glare visible in the area associated with glass and other reflective building materials and vehicle windows.

#### 4.3.2 REGULATORY FRAMEWORK

There are no additional regulations, policies, or standards that pertain to the Rough and Ready Highway site other than those described in Subsection 4.0.2, above.

### 4.3.3 IMPACTS AND MITIGATION MEASURES

#### **Adversely Affect a Scenic Vista and/or Substantially Degrade the Visual Character of the Site (Standards of Significance 1 and 3)**

**Impact 4.3.1(RR)** Development of the Rough and Ready Highway project site as proposed would maintain the existing commercial use but at a greater scale. Given the rural residential character of the surrounding area, this conversion would be considered to substantially degrade the visual character of the project area. **(Significant and Unavoidable)**

A scenic vista is a viewpoint that provides expansive views of a highly valued landscape for the benefit of the general public. While the General Plan does not establish specific scenic vistas in the county, it does identify visual resources that characterize Nevada County. These include the rolling vistas of foothills, valleys, mountains, meadows, forests, wetlands, and habitats unique to the Sierras. Additionally, scenic views within the county are identified as mountain peaks such as Castle Peak, vistas of Donner Lake, and the gorge of the South Fork of the Yuba River (Nevada County 1996a, p. 18-1).

There are no officially designated scenic vistas in the area of the Rough and Ready Highway site. However, the site is located in the foothills of the Sierra Nevada, views of which are considered an important factor in the county's scenic quality.

Currently, an existing single-story commercial building and associated parking lot are on the project site. The proposed Rough and Ready Highway project would maintain the existing type of use on the 1.02-acre project site as a commercial development. The proposed development includes construction of a 9,100-square-foot, 18- to 27-foot-high commercial building, along with 19,354 square feet of surfaced area, 29 parking spaces, and 8,451 square feet of landscaped area. The proposed project's building elevations are shown in **Figure 2.0-13**. The proposed development would be of substantially greater height, size, and scale compared to the existing single-story building and immediately adjacent development, which consists of one-story, single-family detached homes in a rural residential setting. It would also be substantially taller than development on the north side of Rough and Ready Highway, which consists of a combination of one-story, single-family homes and higher-density residential uses including a transitional housing facility and mobile home parks (see **Figure 2.0-7**). Surrounding the area are rural residential properties and large expanses of wooded vacant land as well as some vineyards directly to the south.

**Figure 4.0-11** shows the location of three key viewpoints of the project site from the surrounding area. Photographs of the site in its existing condition, along with a visual simulation of the proposed development at each of these viewpoints are provided in **Figures 4.0-11** through **4.0-14**. As shown, given the rural nature of the surrounding area, the proposed development would substantially change the visual character and quality of the site and would degrade views of the site from the immediately surrounding residential uses.

The proposed development would be reviewed for consistency with applicable, adopted design standards, including the Western Nevada County Design Guidelines, prior to issuance of development permits. The design guidelines encourage environmentally sensitive site design that is consistent with the overall architectural character of the project and community. The Rough and Ready Highway project includes building materials and colors that would blend with the surrounding environment and landscape and help to screen the urban nature of the proposed building. As shown in **Figure 2.0-13**, the building's exterior walls would incorporate architectural

## 4.0 AESTHETICS

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features to increase visual interest. These features include varying rooflines, building materials and colors, awnings, and decorative building-mounted lighting fixtures and door hardware. In addition, the project would preserve a portion of the site as open space per County requirements and would include landscaping throughout the site that would serve as a buffer for adjacent uses. However, the proposed reduction in parking standards allows a larger building design, and the proposed structure would be substantially larger than any other building in the immediate vicinity. Development of the Rough and Ready Highway site as proposed would result in a building that is out of scale with the development in the area and would substantially change views. Given the rural residential nature of the area, such a change would be considered to degrade the visual character and quality of the site and its surroundings.

The existing scenic quality of the project area is largely defined by small-scale rural residential development, which comprises the neighborhood. The level of viewer exposure from public roadways and concern about changes in the viewshed from Rough and Ready Highway and West Drive is high, resulting in visual sensitivity of the site to larger forms that are out of scale with the existing neighborhood. A reduced-size project would likely be able to reduce the severity of this impact. However, the design of such a change to the project would be subject to design and fiscal constraints that are beyond the scope of this Draft EIR. Therefore, a reduced building alternative is addressed in Chapter 16.0, Alternatives of this Draft EIR for consideration by the Planning Commission. Increasing the size of the property to result in less coverage is not possible due to adjacent land ownership. Blocking views of the building from the roadway would not meet with the commercial nature of the project and the need for visibility to the travelling public. The design of the structure meets County standards; however, the impact is substantially adverse in terms of the proportional size and scale of the structure relative to other smaller structures in the vicinity and the visual sensitivity of the site. Given that there are no feasible mitigation measures available to reduce this impact, this impact would be **significant and unavoidable**.

### Mitigation Measures

None available.

### **Create New Sources of Light and Glare (Standard of Significance 4)**

**Impact 4.3.2(RR)** Development of the Rough and Ready Highway project site as proposed would introduce new sources of light and glare. **(Less Than Significant with Mitigation Incorporated)**

Development of the Rough and Ready Highway site as proposed would introduce a variety of building materials to the site that may create glare. However, the proposed project would be reviewed for consistency with the Western Nevada County Design Guidelines prior to issuance of development permits. Compliance with the design guidelines would substantially reduce the potential for glare from the proposed project by discouraging the use of reflective materials and requiring materials to be painted using a neutral color palette. Impacts from glare would be **less than significant**.

As stated previously, there is an existing commercial building on the site. The existing use does not have parking lot pole-mounted lights. The only outdoor lighting appears to be spot lights mounted on the building exterior. All of this lighting would be removed with demolition of the existing building.

Implementation of the proposed project would introduce new sources of light that currently do not exist on the project site. The nearest residential uses sensitive to light and glare in the project area are single-family homes located immediately south and west of the site. The plans for the

proposed project identify 11 downward-facing wall light fixtures mounted along the parapets of the building, as well as 2 pole-mounted parking lot lights. The Nevada County Zoning Ordinance includes standards for exterior lighting that require such lighting to be shielded and directed downward to prevent the light source or lens from being visible from adjacent properties and roadways. The lighting plan for the Rough and Ready Highway site provided by the project applicant is shown in **Figure 4.0-15**. Based on a review of this plan, the majority of the lighting from the project site will be kept within the property boundaries, but there are areas identified where light is shown to spill off-site. Therefore, this impact would be **potentially significant**.

The County's Land Use and Development Code Section L-II 4.2.8(D)(2) states that "all outdoor lighting fixtures shall be fully shielded to prevent the light source or lens from being visible from adjacent properties and roadways..." According to the site lighting plan prepared by the applicant, all light fixtures are designed to meet International Dark Sky requirements, including being fully shielded. With shielded lighting, the Rough and Ready Highway project would be consistent with the County Lighting Ordinance and would not be anticipated to create a new source of substantial light or glare which would adversely affect day or nighttime views in the area. However, implementation of mitigation measures **MM RR-4.3.2a** and **RR-4.3.2b** would be necessary to ensure that project lighting would not expose adjacent properties and roadways to of substantial light or glare, consistent with the Nevada County Land Use and Development Code. With mitigation, this impact would be **less than significant**.

#### Mitigation Measures

**MM RR-4.3.2a** Prior to building permit issuance, the developer shall submit a final Site Lighting Plan/Photometric Detail that demonstrates that all light spill will be retained on the project site. Potential methods for reducing light trespass onto neighboring roads and properties include light fixtures of lesser wattage, and/or providing additional screening of those features, and/or moving light poles farther into the interior of the site. The developer shall install and maintain all lighting consistent with the approved Final Site Lighting Plan. Prior to issuance of final occupancy, the Planning Department shall perform a site visit, during the dark hours, to verify that the installed lighting does not trespass onto neighboring roads or properties.

*Timing/Implementation:* Prior to issuance of building permits and prior to issuance of final occupancy

*Enforcement/Monitoring:* Nevada County Planning Department and Building Department

**MM RR-4.3.2b** All lighting for advertising must meet the County Lighting and Signage Ordinance requirements. Internally illuminated signage shall be prohibited. All lighting for exterior signage or advertising shall be top mounted light fixtures which shine light downward directly onto the sign. Said lighting shall be fully shielded consistent with International Dark Sky standards. Prior to building permit issuance, the applicant shall submit a final signage plan that eliminates any reference to internally lighted signage and provides details for establishing top mounted lighting for both the monument and wall signs. Additionally, any proposed sign lighting shall be shown and taken into account in the photometric detail in the revised project site lighting plan as required by mitigation measure MM RR-4.3.2a. Prior to issuance of final occupancy, the Planning Department shall perform a site inspection to ensure that the sign

## 4.0 AESTHETICS

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lighting is installed consistent with this mitigation measure and the County Zoning Code standards.

*Timing/Implementation:* Prior to issuance of building permit and prior to issuance of final occupancy

*Enforcement/Monitoring:* Nevada County Planning Department

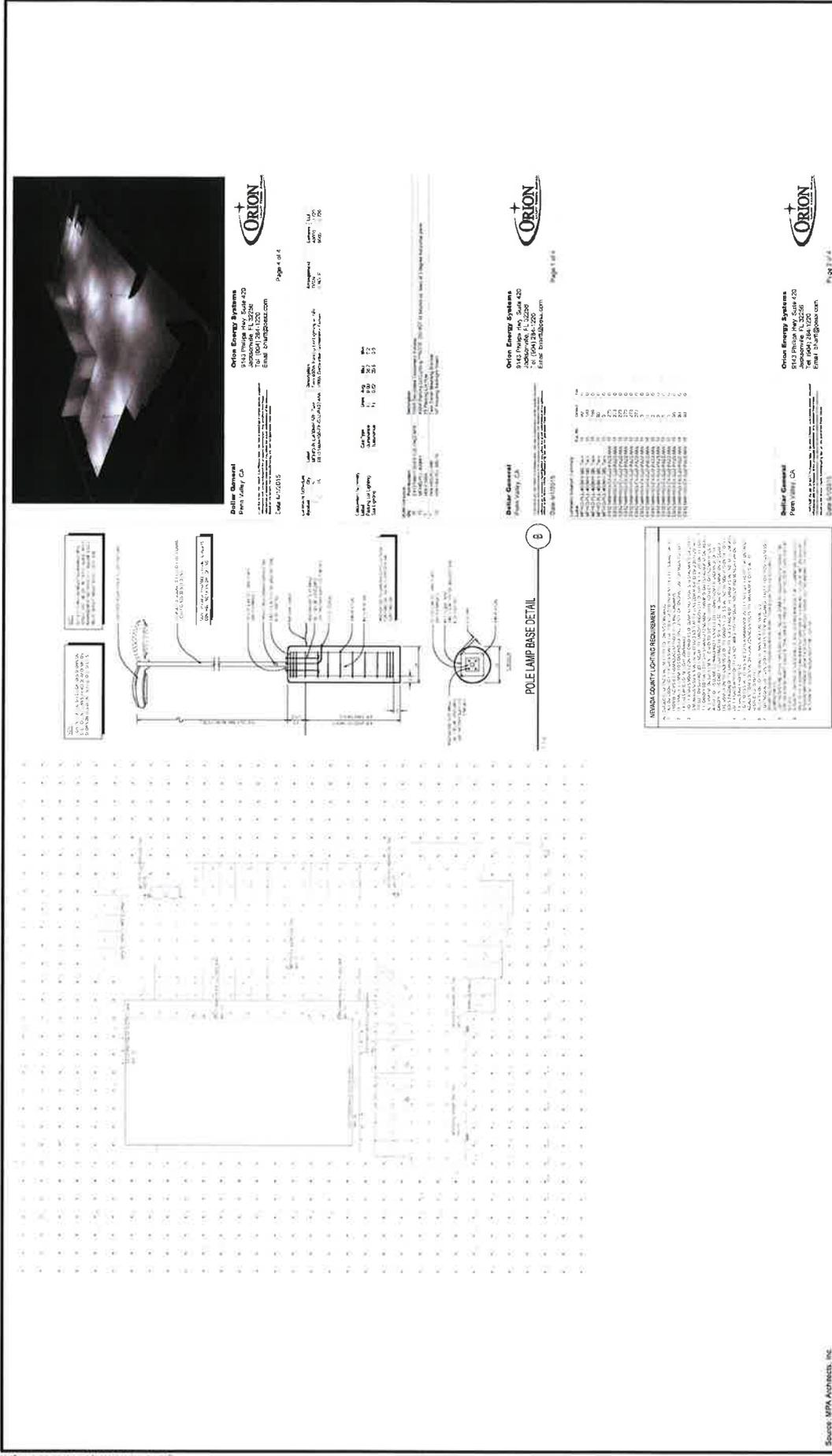
### 4.4 CUMULATIVE SETTING, IMPACTS, AND MITIGATION MEASURES

#### CUMULATIVE SETTING

The cumulative setting for visual resources consists of each of the project sites, as well as all existing, approved, proposed, and reasonably foreseeable development in the visible range of each project site.

**Alta Sierra Site:** The cumulative setting for the Alta Sierra site is characterized by rural commercial development, hillside residential development, and open space. To guide the future uses in the area, the Nevada County General Plan designates the immediate area as a Rural Center with commercially designated land uses (Highway Commercial [HC] and Neighborhood Commercial [NC]) to the immediate north, south, and west of the site. Surrounding the Rural Center are properties identified with the General Plan land use designation of Planned Residential Community (PRC) to the east, Estate (EST) to the south and west, and Urban Medium Density (UMD) to the north. As shown in **Table 17.0-1** in Section 17.0, Other CEQA Considerations, the closest approved project in the surrounding area is Forest Springs Mobile Home Park, which is located approximately 1,800 feet north of the Alta Sierra Rural Center and approximately 1.0 mile from the project site. Hundreds of trees were recently removed from this site as the project began construction, and the tree removal is highly visible from SR 49. However, the Dollar General site is not readily visible to travelers along SR 49 as the project site is approximately 0.10 of a mile from and approximately 50 feet lower in elevation than SR 49, which is the major public view corridor of the Forest Springs Mobile Home Park. Due to these factors and the intervening development on SR 49, these projects lack any substantive visual connection.

**Penn Valley Site:** The cumulative setting for the Penn Valley site is characterized by commercial development, medium-density residential development, and open space. The Nevada County General Plan identifies the immediate area as a part of the Penn Valley Village Center with Community Commercial (CC) land uses adjacent to the site. Surrounding General Plan land uses include Urban Medium Density to the southwest and northeast. There are three Penn Valley projects included in **Table 17.0-1** in Section 17.0, Other CEQA Considerations, which is a list of approved and proposed projects in the surrounding area. None of these three projects is on Penn Valley Drive or in the Penn Valley Village Center. Because none of these projects has visual connection to the proposed Penn Valley Dollar General project, they are not included in the cumulative visual setting and analysis.



**FIGURE 4.0-10**  
 Proposed Lighting Plan – Penn Valley

Not To Scale

**Michael Baker**  
 INTERNATIONAL



Source: MPA Architects, Inc., 2016



Not To Scale

**FIGURE 4.0-11**  
Rough and Ready Highway Site Key Viewpoints Location Map



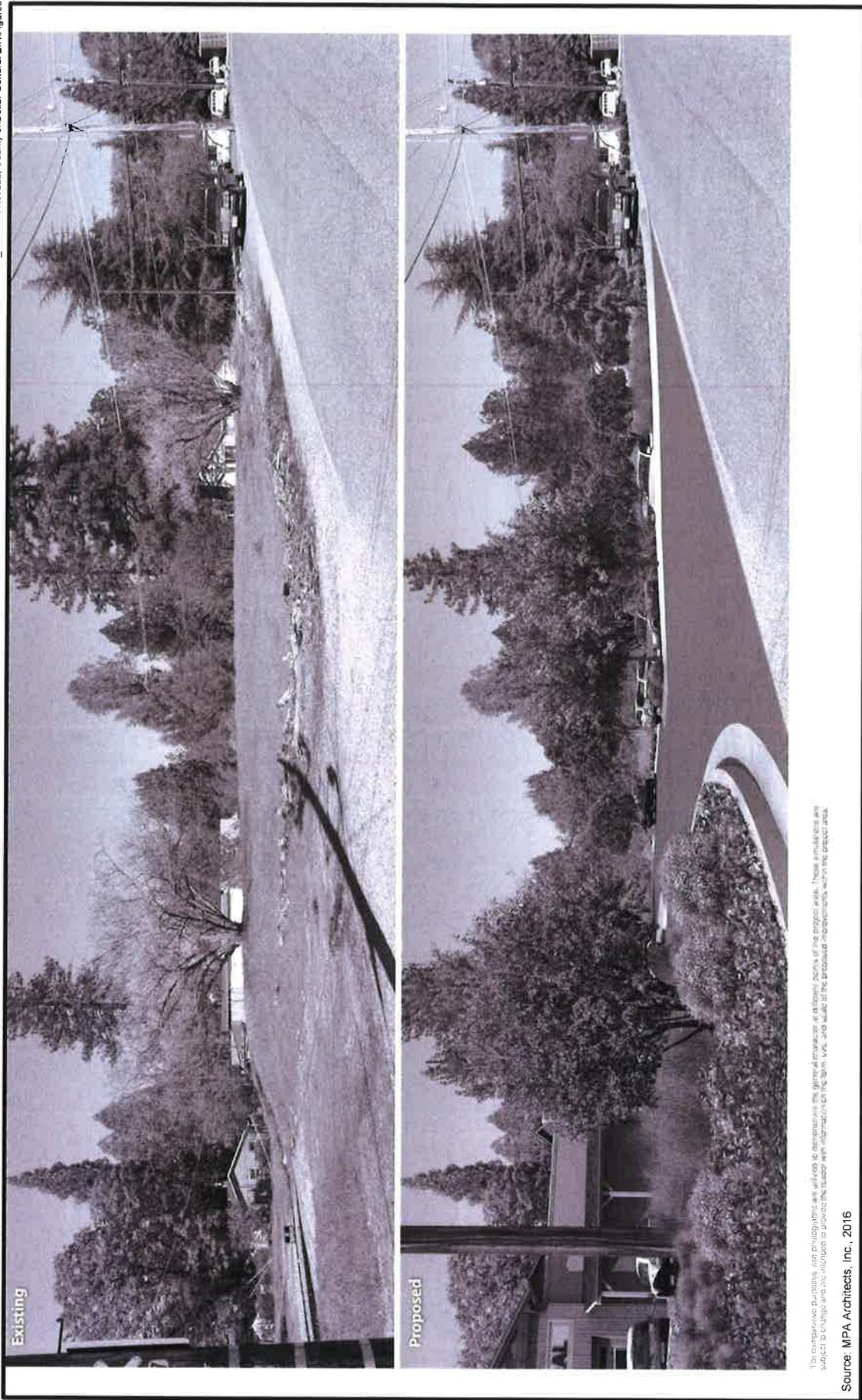
**FIGURE 4.0-12**  
Rough and Ready Highway Site Viewpoint A



1. All construction practices will be subject to the same standards as those in the project area. These standards are subject to change and are not subject to the same standards as those in the project area.

Source: MPA Architects, Inc., 2016

**FIGURE 4.0-13**  
Rough and Ready Highway Site Viewpoint B



**FIGURE 4.0-14**  
Rough and Ready Highway Site Viewpoint C

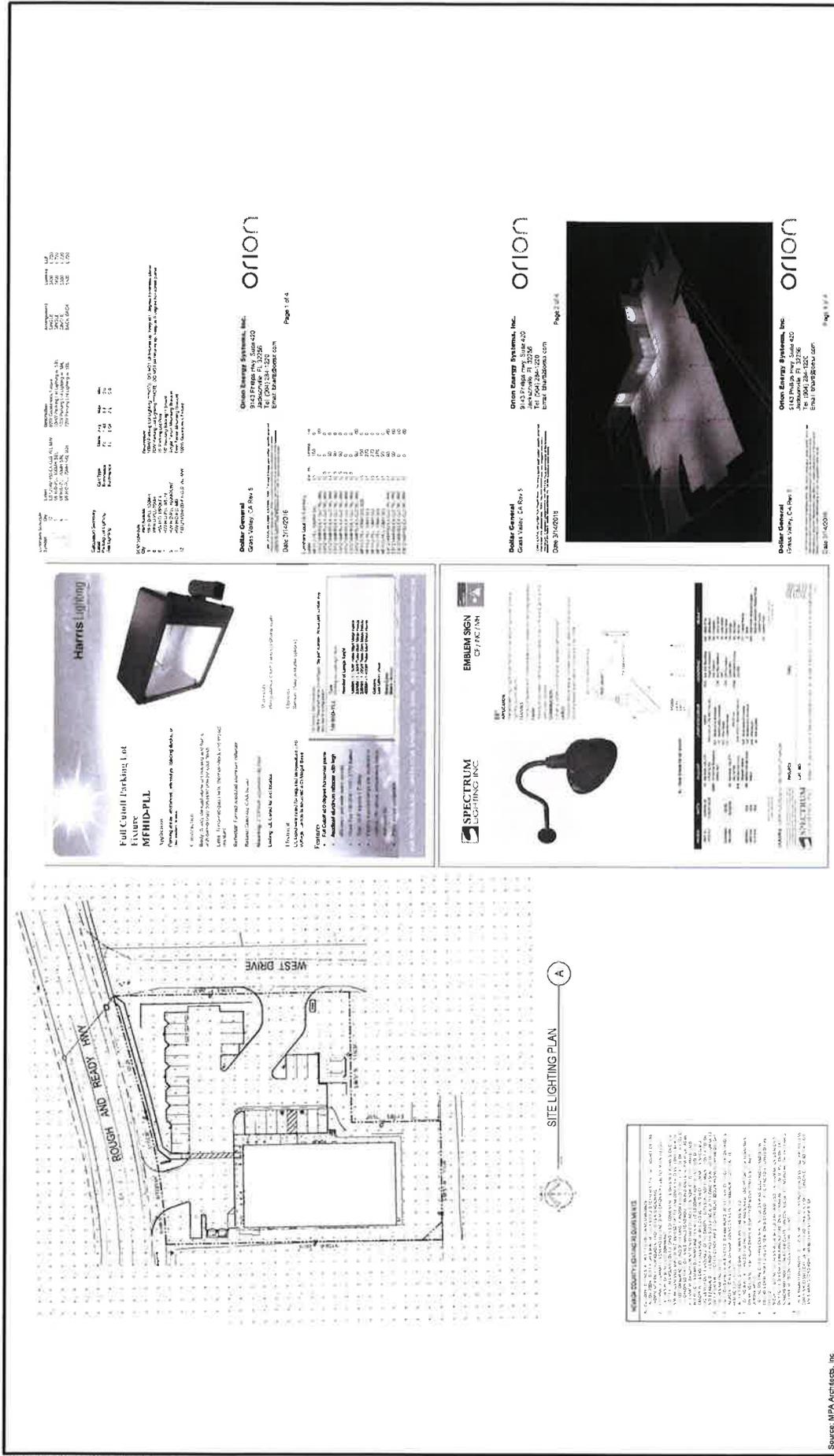


FIGURE 4.0-15  
Proposed Lighting Plan – Rough and Ready Highway  
Michael Baker  
INTERNATIONAL

Not To Scale

**Rough and Ready Highway Site:** The cumulative setting for the Rough and Ready Highway site is characterized by rural commercial development, single-family residential development, and open space. A large community church is also located approximately one-half mile east of the site, although it is not within the same Sunset neighborhood and cannot be seen from the site. The Nevada County General Plan designates the adjacent lands as Neighborhood Commercial land uses. Surrounding General Plan land uses include Urban High Density, Estate, and Residential. As shown in the list of approved and proposed projects in the surrounding area in **Table 17.0-1** in Section 17.0, Other CEQA Considerations, of the approved and proposed projects known at this time, Yuba River Charter School is the nearest approved project. It is located on the Rough and Ready Highway corridor nearly 1 mile east of the proposed Dollar General project. Between the two projects is a large tract of open space and the Sunset neighborhood. Although the Yuba River Charter School project is on the same public road corridor as the proposed Rough and Ready Highway Dollar General, the distance between the two projects precludes its inclusion in the cumulative visual setting of the proposed Dollar General store.

#### CUMULATIVE IMPACTS AND MITIGATION MEASURES

##### **Cumulative Aesthetic and Lighting Impacts – Alta Sierra**

**Impact 4.4.1(AS)** The Alta Sierra project site is located in a largely developed rural commercial center surrounded by rural residential development and a highway. Cumulative development in the area would substantially alter the existing visual character of the area and generate substantial new light or glare. **(Cumulatively Considerable and Significant and Unavoidable)**

Cumulative development in the vicinity of the Alta Sierra project site, as guided by the Nevada County General Plan, would result in the ongoing conversion of vacant and underutilized properties to more urbanized uses. This ongoing conversion will result in a gradual transition from a rural environment dominated by natural features and scattered development to a more urban environment dominated by development. Future development projects would be subject to the County's development standards and adopted design guidelines, which are intended to protect existing uses, minimize light spillage, and design new development to blend with the character of the surrounding area. Development consistent with these standards and guidelines would ensure cumulative lighting would not result in a significant impact. However, a general conversion from rural to urban uses would result in substantial changes to the visual character of the area that cannot be fully mitigated. Therefore, this would be a **significant** cumulative impact.

As described in Impact 4.1.1(AS) above, development of the Alta Sierra project site would have a significant and unavoidable impact on the visual character and quality of the site and surrounding area. There are no mitigation measures available that could reduce this impacts to a level of insignificance. Therefore, the proposed project's contribution to this cumulative impact would be **cumulatively considerable** and **significant and unavoidable**.

##### Mitigation Measures

None available.

##### **Cumulative Aesthetic and Lighting Impacts – Penn Valley**

**Impact 4.4.2(PV)** The Penn Valley project site is located in an area developed with similar commercial uses along a developed corridor. Cumulative development would contribute to the ongoing transition of the area to urban uses. Compliance with

## 4.0 AESTHETICS

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existing development standards and applicable design guidelines would reduce cumulative aesthetic and lighting impacts. **(Less than Cumulatively Considerable)**

Development in the vicinity of the Penn Valley project site includes commercial uses consistent with the Nevada County General Plan and the Penn Valley Center Area Plan. Future development in the area would represent a logical expansion of the existing commercial center that serves the surrounding community. Each development project would be subject to the County's development standards and adopted design guidelines, which are intended to protect existing uses, prevent light spillage, and ensure that new development blends with the character of the surrounding area. Therefore, the cumulative impact would be **less than cumulatively considerable** and development of the proposed project would not alter the significance of the overall change.

### Mitigation Measures

None required.

### **Cumulative Aesthetic and Lighting Impacts – Rough and Ready Highway**

**Impact 4.4.3(RR)** The Rough and Ready Highway project site is located in an area dominated by rural residential development and open space. Cumulative development in the area would substantially alter the existing visual character of the area and generate substantial new light or glare. **(Cumulatively Considerable and Significant and Unavoidable)**

Based on existing zoning and General Plan designations, cumulative development in the vicinity of the Rough and Ready Highway project site would result in the conversion of vacant and underutilized properties to residential and commercial uses in the Sunset neighborhood viewshed. A general conversion from the existing rural residential area to a more developed area would result in a change to the existing visual environment that would be subject to the County's development standards and adopted design guidelines, which are intended to protect existing uses, minimize light spillage, and ensure that new development blends with the character of the surrounding area.

As described in Impact 4.3.1 (RR) above, the proposed project is larger in scale and size than other commercial uses in the vicinity. The church which is located 0.5 mile to the east on Rough and Ready Highway is an institutional use, which differs in nature from a commercial use. Due to the size and scale of the Rough and Ready Highway project relative to the existing residential development in the immediate vicinity, and the sensitivity of the site which is based on the high level of viewer exposure from Rough and Ready Highway and West Drive, and concern of residential viewers, the project would have significant and unavoidable impacts on the visual character of the site and surrounding area. The larger scale of the proposed project would in turn contribute to the likelihood of the proposal of additional commercial development that, in order to relate aesthetically and economically to the Dollar General store, would also be out of scale with the existing neighborhood. There are no mitigation measures available that could reduce this impact to less than significant. Because of the project's prominence along Rough and Ready Highway and its scale relative to the surrounding uses, the proposed project's contribution to this cumulative impact would be **cumulatively considerable** and **significant and unavoidable**.

### Mitigation Measures

None available.

**REFERENCES**

Caltrans (California Department of Transportation). 2015. California Scenic Highway Mapping System. [http://www.dot.ca.gov/hq/LandArch/16\\_livability/scenic\\_highways/index.htm](http://www.dot.ca.gov/hq/LandArch/16_livability/scenic_highways/index.htm).

Costella (Costella Environmental Consulting). 2015. *Management Plan for Oak Resources Dollar General - Alta Sierra and Addendum to the Biological Inventory*.

Nevada County. 1996a. *Nevada County General Plan, Volume 1: Goals, Objectives, Policies and Implementation Measures*. Updated 2008, 2010, and 2014.

———. 1996b. *Nevada County General Plan, Volume 2: Background Data and Analysis*.

———. 2000. *Penn Valley Village Center Area Plan Nevada County, California*.

———. 2002. *Western Nevada County Design Guidelines*.

## 4.0 AESTHETICS

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**From:** Dominic Perri  
**To:** Steve Geiger  
**Subject:** New Holiday market  
**Date:** Tuesday, November 18, 2025 7:54:37 AM

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My name is Nick Perri. I have lived in Lake Wildwood for 10 years. Im sending you this email in support of the new Holiday market project. Every person I talk to here are very much looking forward to a new Holiday market . Please dont let the few who live here that are upset because they will no longer be able to drive their golf cart to the store have any influence on this project. Thank you.....Nick Perri  
Sent from my iPad

**From:** [Perla Lovejoy](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market in Penn Valley  
**Date:** Tuesday, November 18, 2025 8:47:21 AM

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Dear Mr. Geiger:

The idea of a larger market for our community in Penn Valley is a wonderful concept. Holiday Market is an important resource for food and other goods for those of us who live in Penn Valley. We welcome the move and having access to a larger store. Holiday Market is very receptive to our requests and concerns, and a new larger store will allow the employee owned business to grow even more and offer the convenience of shopping locally.

Perhaps for some folks who happen to live across the street and happily drive there with their golf carts is not such a good idea.

As for the rest of us, this market is very important to us not only for what they sell but also providing employment to people who are so friendly and courteous.

Thank you

Perla Lovejoy  
13755 Gold Country Rd Penn Valley

**From:** Sharon Sands  
**To:** Steve Geiger  
**Subject:** Support for Holiday Market  
**Date:** Tuesday, November 18, 2025 11:21:39 AM

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Hi Mr Geiger,

We are letting you know that we are in support of the proposed new Holiday Market plans being approved as soon as possible.

Thanks for noting or approval.

Best regards,  
Sharon and John Langford

(Former LWW residents currently living in Canyon Creek Estates)  
Penn Valley, CA

**From:** [JAS. M TILLMAN JR](#)  
**To:** [Steve Geiger](#)  
**Subject:** New Holiday Market in Penn Valley  
**Date:** Tuesday, November 18, 2025 12:58:36 PM

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Hi Steve,

I am Pat Tillman and live in Penn Valley. First could you email me a better map of the proposed New Holiday Market. Mainly cannot see the clear streets, store etc. Thanks.

Second, The Lake Wildwood Assn. should have no more say than the people on the outside of the Assn. I happen to be one of them. I live in Penn Valley on Horton St. This store is for the good of all the people in Penn Valley. Plus, another thought, the older Golf Cart generation that lives in Lake Wildwood would not be able to just jet across Pleasant Valley to the store. Sometimes, people need to think of others. Give up the golf carts. Use your cars like the rest of us. Golf carts can't be driven on Pleasant Valley Road and that might be a reason the Lake Wildwood Assn. does not seem to want the new store????? Maybe the Assn. and the store can make a back road for the golf carts?????

Many of the people in Lake Wildwood are renters not homeowners. Therefore there is a possibility that they will not be staying/living in Lake Wildwood forever like most of us homeowners. Second, the population growth in Penn Valley is growing everyday and we need a larger market to fulfill the needs of all of the citizens of our area.

I am a retired educator and see the needs of all people in the area. Change is and has been coming in the area for a long time. People need to change with the times and meet the needs of those people.

Our family is FOR building the New Holiday Market!

Have a very nice day.

Sincerely,

Pat Tillman  
P. O. Box 12

Rough and Ready, CA 95975

**From:** Brian Foss  
**To:** Steve Geiger  
**Subject:** FW: Voice message from DANIEL COLLINS[5302636475] MB: 6628  
**Date:** Tuesday, November 18, 2025 4:22:29 PM  
**Attachments:** [682877.wav](#)

---

Hi Steve,

Voice mail in support of the Holiday Market for the record.

-----Original Message-----

From: George Schureck <George.Schureck@nevadacountyca.gov>  
Sent: Tuesday, November 18, 2025 3:56 PM  
To: Brian Foss <Brian.Foss@nevadacountyca.gov>  
Subject: FW: Voice message from DANIEL COLLINS[5302636475] MB: 6628

Brian,

This voice message is regarding the potential relocation of the Penn Valley Holiday Market store.

George

-----Original Message-----

From: Building Department <BuildingDept@nevadacountyca.gov>  
Sent: Tuesday, November 18, 2025 3:44 PM  
To: George Schureck <George.Schureck@nevadacountyca.gov>  
Subject: FW: Voice message from DANIEL COLLINS[5302636475] MB: 6628

-----Original Message-----

From: DANIEL COLLINS <donotreply@nevcounty.net>  
Sent: Tuesday, November 18, 2025 11:22 AM  
To: Building Department <BuildingDept@nevadacountyca.gov>  
Subject: Voice message from DANIEL COLLINS[5302636475] MB: 6628

Message length: 92 s. (380 kb.)

**From:** [JOHN & SYLVIA WRIGHT](#)  
**To:** [Steve Geiger](#)  
**Subject:** Yes on new Holiday Market  
**Date:** Tuesday, November 18, 2025 5:42:35 PM

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I regret that I missed the Nov. 17 deadline for public comment. Please include my comments in the record if possible.

I support the location and design of the new Holiday Market in Penn Valley. I understand the concerns about traffic and I believe the county staff will address problems that arise. Or, we'll just sit and wait for our chance to turn on Pleasant Valley Road. It's not a big deal. I support the addition of a second left-turn lane from Pleasant Valley Road onto SR 20 eastbound.

I want to be able to shop in Penn Valley and not have to drive to Grass Valley for all the groceries I need that don't fit in the current store. The new store will eliminate two trips per week to GV for my family. That makes us safer, saves us gas money, and reduces air pollution.

I say YES to the market as proposed.

Sylvia Wright  
14460 Lodgepole Drive  
Penn Valley, CA 95946



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## Central Valley Regional Water Quality Control Board

17 November 2025

Steve Geiger  
Nevada County Community Development Agency  
950 Maidu Avenue, Suite 170  
Nevada City, CA 95959-7902  
[steve.geiger@nevadacountyca.gov](mailto:steve.geiger@nevadacountyca.gov)

**COMMENTS TO REQUEST FOR REVIEW FOR THE , PLN24-0089; GPA24-0003; RZN24-0003; DVP24-2; MGT24-0011; EIS24-0007 (PENN VALLEY HOLIDAY MARKET) PROJECT, NEVADA COUNTY**

Pursuant to the Nevada County Community Development Agency's 17 October 2025 request, the Central Valley Regional Water Quality Control Board (Central Valley Water Board) has reviewed the *Request for Review* for the PLN24-0089; GPA24-0003; RZN24-0003; DVP24-2; MGT24-0011; EIS24-0007 (Penn Valley Holiday Market) Project, located in Nevada County.

Our agency is delegated with the responsibility of protecting the quality of surface and groundwaters of the state; therefore our comments will address concerns surrounding those issues.

### **I. Regulatory Setting**

#### **Basin Plan**

The Central Valley Water Board is required to formulate and adopt Basin Plans for all areas within the Central Valley region under Section 13240 of the Porter-Cologne Water Quality Control Act. Each Basin Plan must contain water quality objectives to ensure the reasonable protection of beneficial uses, as well as a program of implementation for achieving water quality objectives with the Basin Plans. Federal regulations require each state to adopt water quality standards to protect the public health or welfare, enhance the quality of water and serve the purposes of the Clean Water Act. In California, the beneficial uses, water quality objectives, and the Antidegradation Policy are the State's water quality standards. Water quality standards are also contained in the National Toxics Rule, 40 CFR Section 131.36, and the California Toxics Rule, 40 CFR Section 131.38.

The Basin Plan is subject to modification as necessary, considering applicable laws, policies, technologies, water quality conditions and priorities. The original Basin Plans were adopted in 1975, and have been updated and revised periodically as required, using Basin Plan amendments. Once the Central Valley Water Board has

adopted a Basin Plan amendment in noticed public hearings, it must be approved by the State Water Resources Control Board (State Water Board), Office of Administrative Law (OAL) and in some cases, the United States Environmental Protection Agency (USEPA). Basin Plan amendments only become effective after they have been approved by the OAL and in some cases, the USEPA. Every three (3) years, a review of the Basin Plan is completed that assesses the appropriateness of existing standards and evaluates and prioritizes Basin Planning issues. For more information on the *Water Quality Control Plan for the Sacramento and San Joaquin River Basins*, please visit our website:

[http://www.waterboards.ca.gov/centralvalley/water\\_issues/basin\\_plans/](http://www.waterboards.ca.gov/centralvalley/water_issues/basin_plans/)

### **Antidegradation Considerations**

All wastewater discharges must comply with the Antidegradation Policy (State Water Board Resolution 68-16) and the Antidegradation Implementation Policy contained in the Basin Plan. The Antidegradation Implementation Policy is available on page 74 at:

[https://www.waterboards.ca.gov/centralvalley/water\\_issues/basin\\_plans/sacsjr\\_2018\\_05.pdf](https://www.waterboards.ca.gov/centralvalley/water_issues/basin_plans/sacsjr_2018_05.pdf)

In part it states:

*Any discharge of waste to high quality waters must apply best practicable treatment or control not only to prevent a condition of pollution or nuisance from occurring, but also to maintain the highest water quality possible consistent with the maximum benefit to the people of the State.*

*This information must be presented as an analysis of the impacts and potential impacts of the discharge on water quality, as measured by background concentrations and applicable water quality objectives.*

The antidegradation analysis is a mandatory element in the National Pollutant Discharge Elimination System and land discharge Waste Discharge Requirements (WDRs) permitting processes. The environmental review document should evaluate potential impacts to both surface and groundwater quality.

## **II. Permitting Requirements**

### **Construction Storm Water General Permit**

Dischargers whose project disturb one or more acres of soil or where projects disturb less than one acre but are part of a larger common plan of development that in total disturbs one or more acres, are required to obtain coverage under the General Permit for Storm Water Discharges Associated with Construction and Land Disturbance Activities (Construction General Permit), Construction General Permit Order No. 2009-0009-DWQ. Construction activity subject to this permit includes clearing, grading, grubbing, disturbances to the ground, such as stockpiling, or excavation, but does not include regular maintenance activities performed to restore the original line, grade, or capacity of the facility. The Construction General Permit requires the development and implementation of a Storm Water Pollution Prevention

Plan (SWPPP). For more information on the Construction General Permit, visit the State Water Resources Control Board website at:

[http://www.waterboards.ca.gov/water\\_issues/programs/stormwater/constpermits.shtml](http://www.waterboards.ca.gov/water_issues/programs/stormwater/constpermits.shtml).

#### **Industrial Storm Water General Permit**

Storm water discharges associated with industrial sites must comply with the regulations contained in the Industrial Storm Water General Permit Order No. 2014-0057-DWQ. For more information on the Industrial Storm Water General Permit, visit the Central Valley Water Board website at:

[http://www.waterboards.ca.gov/centralvalley/water\\_issues/storm\\_water/industrial\\_general\\_permits/index.shtml](http://www.waterboards.ca.gov/centralvalley/water_issues/storm_water/industrial_general_permits/index.shtml).

#### **Clean Water Act Section 404 Permit**

If the project will involve the discharge of dredged or fill material in navigable waters or wetlands, a permit pursuant to Section 404 of the Clean Water Act may be needed from the United States Army Corps of Engineers (USACE). If a Section 404 permit is required by the USACE, the Central Valley Water Board will review the permit application to ensure that discharge will not violate water quality standards. If the project requires surface water drainage realignment, the applicant is advised to contact the Department of Fish and Game for information on Streambed Alteration Permit requirements. If you have any questions regarding the Clean Water Act Section 404 permits, please contact the Regulatory Division of the Sacramento District of USACE at (916) 557-5250.

#### **Clean Water Act Section 401 Permit – Water Quality Certification**

If an USACE permit (e.g., Non-Reporting Nationwide Permit, Nationwide Permit, Letter of Permission, Individual Permit, Regional General Permit, Programmatic General Permit), or any other federal permit (e.g., Section 10 of the Rivers and Harbors Act or Section 9 from the United States Coast Guard), is required for this project due to the disturbance of waters of the United States (such as streams and wetlands), then a Water Quality Certification must be obtained from the Central Valley Water Board prior to initiation of project activities. There are no waivers for 401 Water Quality Certifications. For more information on the Water Quality Certification, visit the Central Valley Water Board website at:

[https://www.waterboards.ca.gov/centralvalley/water\\_issues/water\\_quality\\_certification/](https://www.waterboards.ca.gov/centralvalley/water_issues/water_quality_certification/)

#### **Waste Discharge Requirements – Discharges to Waters of the State**

If USACE determines that only non-jurisdictional waters of the State (i.e., “non-federal” waters of the State) are present in the proposed project area, the proposed project may require a Waste Discharge Requirement (WDR) permit to be issued by Central Valley Water Board. Under the California Porter-Cologne Water Quality Control Act, discharges to all waters of the State, including all wetlands and other waters of the State including, but not limited to, isolated wetlands, are subject to State regulation. For more information on the Waste Discharges to Surface Water

NPDES Program and WDR processes, visit the Central Valley Water Board website at: [https://www.waterboards.ca.gov/centralvalley/water issues/waste to surface water/](https://www.waterboards.ca.gov/centralvalley/water%20issues/waste%20to%20surface%20water/)

Projects involving excavation or fill activities impacting less than 0.2 acre or 400 linear feet of non-jurisdictional waters of the state and projects involving dredging activities impacting less than 50 cubic yards of non-jurisdictional waters of the state may be eligible for coverage under the State Water Resources Control Board Water Quality Order No. 2004-0004-DWQ (General Order 2004-0004). For more information on the General Order 2004-0004, visit the State Water Resources Control Board website at:

[https://www.waterboards.ca.gov/board decisions/adopted orders/water quality/2004/wqo/wqo2004-0004.pdf](https://www.waterboards.ca.gov/board%20decisions/adopted%20orders/water%20quality/2004/wqo/wqo2004-0004.pdf)

### **Dewatering Permit**

If the proposed project includes construction or groundwater dewatering to be discharged to land, the proponent may apply for coverage under State Water Board General Water Quality Order (Low Threat General Order) 2003-0003 or the Central Valley Water Board's Waiver of Report of Waste Discharge and Waste Discharge Requirements (Low Threat Waiver) R5-2018-0085. Small temporary construction dewatering projects are projects that discharge groundwater to land from excavation activities or dewatering of underground utility vaults. Dischargers seeking coverage under the General Order or Waiver must file a Notice of Intent with the Central Valley Water Board prior to beginning discharge.

For more information regarding the Low Threat General Order and the application process, visit the Central Valley Water Board website at:

[http://www.waterboards.ca.gov/board decisions/adopted orders/water quality/2003/wqo/wqo2003-0003.pdf](http://www.waterboards.ca.gov/board%20decisions/adopted%20orders/water%20quality/2003/wqo/wqo2003-0003.pdf)

For more information regarding the Low Threat Waiver and the application process, visit the Central Valley Water Board website at:

[https://www.waterboards.ca.gov/centralvalley/board decisions/adopted orders/waivers/r5-2018-0085.pdf](https://www.waterboards.ca.gov/centralvalley/board%20decisions/adopted%20orders/waivers/r5-2018-0085.pdf)

### **Limited Threat General NPDES Permit**

If the proposed project includes construction dewatering and it is necessary to discharge the groundwater to waters of the United States, the proposed project will require coverage under a National Pollutant Discharge Elimination System (NPDES) permit. Dewatering discharges are typically considered a low or limited threat to water quality and may be covered under the General Order for *Limited Threat Discharges to Surface Water* (Limited Threat General Order). A complete Notice of Intent must be submitted to the Central Valley Water Board to obtain coverage under the Limited Threat General Order. For more information regarding the Limited Threat General Order and the application process, visit the Central Valley Water Board website at:

PLN24-0089; GPA24-0003; RZN24-0003; - 5 -  
DVP24-2; MGT24-0011; EIS24-0007  
(Penn Valley Holiday Market) Project  
Nevada County

17 November 2025

[https://www.waterboards.ca.gov/centralvalley/board\\_decisions/adopted\\_orders/general\\_orders/r5-2016-0076-01.pdf](https://www.waterboards.ca.gov/centralvalley/board_decisions/adopted_orders/general_orders/r5-2016-0076-01.pdf)

**NPDES Permit**

If the proposed project discharges waste that could affect the quality of surface waters of the State, other than into a community sewer system, the proposed project will require coverage under a National Pollutant Discharge Elimination System (NPDES) permit. A complete Report of Waste Discharge must be submitted with the Central Valley Water Board to obtain a NPDES Permit. For more information regarding the NPDES Permit and the application process, visit the Central Valley Water Board website at: <https://www.waterboards.ca.gov/centralvalley/help/permit/>

If you have questions regarding these comments, please contact me at (916) 464-4684 or Peter.Minkel2@waterboards.ca.gov.



Peter G. Minkel  
Engineering Geologist

**From:** [Jeannie Gleason](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market  
**Date:** Wednesday, November 19, 2025 1:18:39 PM

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11/19/25

Dear Mr. Geiger,

I support the idea of building a new Holiday Market on Pleasant Valley Road in Penn Valley as Holiday Market has proven to be so useful to the residents in Western Nevada County. I vote yes for a new store.

Sincerely,

Jeannie Gleason, Penn Valley resident

**From:** [Kristen Adams](#)  
**To:** [Steve Geiger](#)  
**Subject:** Penn Valley Holiday Market  
**Date:** Wednesday, November 19, 2025 6:46:51 PM

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Dear Steve,

It is my understanding that the new Holiday Market that is proposed to be built in Penn Valley is not a "done deal." I am writing to show support of the project and encourage final approval. I, along with SO many others, shop at the Holiday Market multiple times per week. I am so excited to have a new, bigger store with more options for we consumers.

Thank you!

Kristen Adams



Kristen Adams, Realtor

530-802-0723

776-B Freeman Lane  
Grass Valley, CA 95949

[www.kristenadamsrealtor.com](http://www.kristenadamsrealtor.com)

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Masters Club

California Association of Realtors Certified Master Negotiator

Accredited Buyer's Representative (ABR)

Seniors Real Estate Specialist (SRES)

Certified Full-Service Professional (CFSP)

**From:** [Debbie Dajas](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market Penn Valley  
**Date:** Wednesday, November 19, 2025 6:49:06 PM

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Hello Steve,

as a resident and an employee in the Penn Valley area I just want to tell you that I and so many of my friends, family and acquaintances are very much looking forward to the opening of our new Holiday Market!!! I shop at the one on Combie road whenever I go to Auburn as it is so much larger than our store so naturally has a much larger selection to offer.

I have always loved our little Holiday Market and I think the new, larger store will be a big boost to this area, I really hate having to go into Grass Valley to go to the grocery store!

I realize that Lake Wildwood is trying to have their residents throw up roadblocks for this move, please keep in mind that this is not Lake Wildwood's personal store. Having it further down Pleasant Valley Road will help with the traffic congestion at the intersection at Wildwood's main gate as well as providing more parking for the customers, I all too often have trouble parking at the current location.

I think this is a great move and will benefit everyone in this community, Please help this to happen ASAP!

Respectfully,

Debbie Dajas

***Delta S***

***Penn Valley Veterinary Associates***

*P.O. Box 369*

*17404 Penn Valley Drive*

*Penn Valley, CA 95946*

*(530) 432-3125 phone*

*(530) 432-3460 fax*

**From:** [Jon and Julie Tucker](#)  
**To:** [Steve Geiger](#)  
**Subject:** New Holiday Market Store  
**Date:** Wednesday, November 19, 2025 7:05:05 PM

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I wanted to write in my support of the new Holiday Market store moving locations. This is wonderful news and we fully support it! There is so much growth opportunities for new jobs and overall be a great thing for Holiday market and the area!  
Sincerely,  
Julie Tucker a Lake Wildwood resident

**From:** [Carissa Gannon](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday market Penn valley  
**Date:** Wednesday, November 19, 2025 7:17:32 PM

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Steve Geiger,

Please receive this email to voice my support of the development of a new holiday market grocery store location in Penn valley. Our community serves far more than just lake wildwood residence and having a bigger grocery store that can better serve our diverse population as well as providing much needed improvements to accessing some of our existing businesses in the area is a win for our community.

Sincerely

A Penn valley resident  
Carissa Gannon

**From:** [Jerriann Wasson](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market  
**Date:** Wednesday, November 19, 2025 7:45:08 PM

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Hi,

I'm writing in response to a letter someone posted online from Holiday Market. I live on Pleasant Valley road. We absolutely need a larger store in Penn Valley. If Lake wild Wood is opposing this new venture shame on them. The current store is too small. Penn Valley is in dire need of a deli and bakery. Places to shop and eat are very limited here as I'm sure you know. Lake Wild Wood golf carts crossing Pleasant Valley road is a hazard anyway. They have problems in their cars trying to decide if it's their turn to go or not. Please support Holiday Market.

Thank you,

Jerriann Wasson

**From:** [Sharon Blume](#)  
**To:** [Steve Geiger](#)  
**Subject:** I support a New Holiday Market  
**Date:** Wednesday, November 19, 2025 8:43:52 PM

---

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I'm a Penn Valley resident & homeowner.

Holiday Market needs to expand & replace the dilapidated stinky building they occupy. It is an unpleasant experience to go in that store.

Please support Holiday in their plans to expand & build a new store for the residents of the area.

Lake Wildwood residents must be very selfish & entitled to try to oppose this positive endeavor.  
Thank you.

Sincerely,  
Sharon Blume  
15320 Chisum Trail  
Penn Valley CA 95946

Sent from my iPhone

**From:** Bert Tomasino  
**To:** Steve Geiger  
**Subject:** New Holiday Market Store  
**Date:** Wednesday, November 19, 2025 8:53:02 PM

---

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Steve,

I support the new Holiday Market in Penn Valley.

You had me at Deli and Bakery.

Bert Tomasino  
Lake Wildwood Resident

Sent from Yahoo Mail for iPhone

**From:** [svbass](#)  
**To:** [Steve Geiger](#)  
**Subject:** Proposed Holiday Market in Penn Valley  
**Date:** Wednesday, November 19, 2025 11:13:48 PM

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Dear Mr. Geiger,

I am writing, as a resident family of Lake Wildwood, to support the approval of a new market location in Penn Valley. My preference would have been for Holiday Market to expand at their current location, but it's my understanding that that is not possible.

Holiday Market is a great neighborhood market, and it would be a disaster if the community were to lose them. Please do all that is possible to expedite their approval.

Thank you,

Isaac and Susan Bass  
28956 Chaparral Drive  
Penn Valley, CA 95946  
Sent from my iPad

**From:** [Mary Rist](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market in Penn Valley  
**Date:** Thursday, November 20, 2025 12:04:57 AM

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Hello Steve,

My name is Mary Rist, I grew up in Nevada County and have been a Penn Valley resident since 1990, 35 years. I was excited to hear of the new Holiday Market location as I felt it would be a better location with easier access and surly I would shop there more instead of driving into Grass Valley.

However, today I read some negative views regarding the development, many coming from Lake Wildwood residents about not being able to drive their golf carts to the new location.

It will be a great dis-service to both Penn Valley and Lake Wildwood residents if this project is held up, delayed or canceled due to a few ridiculous claims by a handful of people. And it sounds like there may be some direct access planned from Lake Wildwood to the new location anyway.

Thank you for taking my opinion into account. I hope the new market project goes smoothly and I hope you will support this project as well.

Kind Regards,

Mary Rist  
13875 Oak Ridge Rd.  
Penn Valley, CA 95946  
(530) 798-3554

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**From:** [Bonnie Field](#)  
**To:** [Steve Geiger](#)  
**Subject:** Support for the new Holiday Market  
**Date:** Thursday, November 20, 2025 6:57:31 AM

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Hello Steve,

As owners of property at Lake Wildwood since 1980, our family has seen many changes to the shopping center at Wildwood. The Holiday Market has been an anchor tenant and has shown the ability to relevantly adapt to market demands, albeit within a small footprint and with limited parking.

Our family is wholeheartedly in support of the new proposed market at Highway 20 / Commercial Avenue. From what we've learned of the project, the larger market will address even more of our neighbor's needs, manage access and egress efficiently, and provide a much larger selection of products. We like the concept of it being employee owned and we witness the dedication to service to patrons each time we shop there.

Thank you for counting this in the "Pro" column for the moved and improved Holiday Market.

Best regards,

Bonnie Field  
19139 Jayhawk Drive  
Penn Valley

**From:** [Steven Kuester](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday market  
**Date:** Thursday, November 20, 2025 9:07:19 AM

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Steve,

I totally support the plan for Holiday Market's move to new location in Penn Valley.

Steven Kuester  
[skuester1@gmail.com](mailto:skuester1@gmail.com)

**From:** Cheri  
**To:** Steve Geiger  
**Subject:** Holiday's new market in Penn Valley  
**Date:** Thursday, November 20, 2025 10:29:38 AM

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Yes, yes, yes. It's golf cart people probably making the worst of the complaints. Maybe ensure we can get a listing of all the complaints to date, and ask for any other complaints....then give a detailed reason those complaints can easily be fixed. Then do an open poll that will be sent to all homeowners. Board Meetings don't catch most of the owners. A well planned poll that goes in Wildwood News, and ebits, that we all see will give you a more honest version of how many people really want a good version of Holiday Market so close to us. I've already sent my long opinion on NextDoor. But I am all in for this to work out! Thanks for the representation Steve.

Sent from my iPad  
Cheri Merrifield  
(512) 897-8022  
[charingm@comcast.net](mailto:charingm@comcast.net)

**From:** [Nancy Guenther](#)  
**To:** [Steve Geiger](#)  
**Subject:** New Holiday Market  
**Date:** Thursday, November 20, 2025 11:34:57 AM

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Dear Mr Geiger:

My husband and I have lived in LWW for 17 years and I do a lot of shopping at Holiday Market but by virtue of its size, it lacks a lot of items that makes it necessary to drive up the hill to shop in Grass Valley about once a week or so.

We both support Holiday's plans to build a new store, but we have significant concerns about safely entering and exiting Commercial Avenue from Pleasant Valley Road, especially during high traffic times of the day. It is already dangerous to pick up a pizza for dinner at Players Pizza as there is so much traffic coming from the left (south) that time of the day as you exit. At first, I thought a traffic light would be the answer, but worry about that creating traffic backing up onto Hwy 20 as Commercial Avenue is so close to Hwy 20.

Register us as two Lake Wildwood residents in favor but concerned about safety and traffic flow. I look forward to the meeting on December 2nd to find out more.

Nancy and Ross Guenther  
19798 Explorer Dr  
Penn Valley, CA 95946

**From:** [Ali Gencarelle](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market - In favor of move  
**Date:** Thursday, November 20, 2025 11:51:06 AM

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Good Day-

I am writing in support of the Holiday Market moving to its new location in Penn Valley. As a resident and homeowner, my view is the new larger location will be advantageous to the whole community. I realize it may be a nuisance to those who like to drive their golf carts to the store, but they should not be put ahead of the community at large. It's a small inconvenience, unless your drinking alcohol... I also have seen the store have to put up cones several times to keep the golf carts from parking in walkways etc, and one golf cart driver simply removed the cones and parked in the illegal spot anyway.

Good luck pleasing the masses on this one, please let me know if there is any further action I might take in support of the move.

All the best-  
Ali Gencarelle  
10718 Willow Lane  
Penn Valley, CA 95946  
916.337.7521

**From:** [Susan Rappaport](#)  
**To:** [Steve Geiger](#)  
**Subject:** New Holiday Market  
**Date:** Thursday, November 20, 2025 12:48:34 PM

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I would love to have the new Holiday Market proposed to be built off Commercial Avenue in Penn Valley.

I live in the Wildwood Ridge Development, just north of the Lake Wildwood Development.

I have no idea why the Lake Wildwood Association would oppose driving just a few minutes longer to get to an enlarged Holiday Market.

Please do what you can to get the larger Holiday Market plans approved.

Thank you,

Susan Rappaport  
13305 Gold Court  
Penn Valley, Ca. 95946

**From:** Constance LaTrelle  
**To:** Steve Geiger  
**Subject:** Holiday Market  
**Date:** Thursday, November 20, 2025 3:05:24 PM

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I am a resident of Penn Valley. I am contacting you in support of the proposed Holiday Market in Penn Valley. It will be nice to have a big store here in Penn Valley.

Constance LaTrelle

**From:** [Len Stevens](#)  
**To:** [Steve Geiger](#)  
**Subject:** PV Holiday Market  
**Date:** Thursday, November 20, 2025 3:53:37 PM

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Hi Steve,

Just a short note in support of the proposed new Holiday market in Penn Valley at its new location, I believe it will be a great and beneficial improvement to our community.

Thanks

Len Stevens

Len Stevens  
President  
Len Stevens Construction, Inc.  
[len@lenstevensconstruction.com](mailto:len@lenstevensconstruction.com)  
[www.lenstevensconstruction.com](http://www.lenstevensconstruction.com)  
Cell: 530-913-3589 / Office: 530-432-3643

**From:** [Colin Irwin](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market  
**Date:** Thursday, November 20, 2025 6:55:14 PM

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This is in regards to the proposed new Holiday Market in Penn valley. We recently learned that some complaints have been registered from Lake Wildwood residents about this new store.

We live in Penn Valley, though not in Lake Wildwood and a larger market with a better selection of products is a win/win to us. The new Penn Valley location is going to be similar to The Holiday Market store in Lake of the Pines and it is always a nice place to shop, when I head south and get down there. My guess is that it will be inconvenient to some of those Lake Wildwood residents since they won't be able to drive their golf carts to the new store as they do now. That seems very petty and not a reason to hold up this new market which we see as a benefit for the larger Penn Valley community.

Colin Irwin  
David Schiffelbein

**From:** [Kiso Cannon](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market  
**Date:** Thursday, November 20, 2025 7:08:45 PM

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Dear Steve Geiger & Planning and Development Team,

I am writing to express my strong support for the establishment of a new Holiday Market location in Penn Valley. As a local resident, I have closely followed the discussions and assessments regarding this project and am pleased with the updated traffic count results, which affirm the viability of the original traffic management plan.

The introduction of the new Holiday Market location to our community is a promising development that promises not only to enhance our local shopping experience but also to invigorate the surrounding small businesses along Highway 20. The increased foot traffic resulting from the market's presence can lead to a significant boost in patronage for these businesses, thus contributing positively to our local economy.

I am confident that with thoughtful planning and execution, the new Holiday Market location will seamlessly integrate into our community, offering convenience and growth opportunities while maintaining the quality of life we cherish. I urge you to consider the many benefits this project brings and look forward to seeing it come to fruition.

Thank you for considering my support.

Sincerely,  
Kiso Cannon

**From:** [Charles Carroll](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Facility  
**Date:** Friday, November 21, 2025 9:31:04 AM

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Mr. Geiger,

I have lived in Lake Wildwood over 30 years, and have shopped at Holiday regularly.

While I understand neighbors' concern about traffic, I believe the benefit of a larger, Holiday with more features would outweigh the predicted problem.

Good jobs are badly needed in our area, and I believe that too many obstacles are presented to those attempting to improve service and employment through their business plans.

I support the proposed Holiday Market.

Charles "Chuck" Carroll

Penn Valley

**From:** [Ken Rohrbach](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market  
**Date:** Friday, November 21, 2025 10:47:57 AM

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Mr Geiger, My name is Ken Rohrbach and I have lived in LWW since 1987.  
I want to express my support to Holiday Market and their need to relocate.  
That folks would try to prevent that so they can drive a golf cart to the market  
is selfish and thoughtless.

Please support the market;s choice and help expedite the journey through red tape.

Thank you  
Ken Rohrbach  
18507 songSparrow ct  
Penn Valley, Ca 95946

**From:** gbmcdermott  
**To:** Steve Geiger  
**Subject:** Holiday Market Move  
**Date:** Friday, November 21, 2025 11:04:27 AM

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Mr. Geiger,

As long time Lake Wildwood residents, we are quite concerned with the lack of analysis associated with the Holiday Market move to the rt. 20 and Pleasant Valley Rd. intersection. Holiday market is so important to our community, and there needs to be more study on the pedestrian and traffic flow... and probably some additional turn lanes installed to get the project done correctly. More due diligence is needed, as this change will affect thousands of people and families.

Thank you,

Bruce and Lynn McDermott

**From:** [jansway@comcast.net](mailto:jansway@comcast.net)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market in Penn Valley, CA  
**Date:** Friday, November 21, 2025 11:48:49 AM

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Dear Steve,

I am 100% for the new Holiday Market to be built. I have lived in LWW for 19 years and it's time for some long needed changes.

Wayne Siegfried (my husband) wants the new store too. He misses a Deli!

Thank you.

Janis & Wayne Siegfried

19115 Chaparral Drive

Penn Valley, CA 95946

Cell 408-499-4954

Sent from my iPhone

**From:** Geni Whitehouse  
**To:** Steve Geiger  
**Subject:** Support for New Holiday market  
**Date:** Friday, November 21, 2025 2:26:23 PM

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Steve,

Please approve this much needed improvement in Penn Valley shopping options!

I am a resident of Lake Wildwood and would love to see this happen,

Geni

Geni Whitehouse

[https://linkprotect.cudasvc.com/url?](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fwww.geniwhitehouse.com&c=E,1,hrsFjJh3wJhPPolZaDYmtlCunSmKsh-BE68uh6q5BUnu5p3RRlhTa687_WhF9hoAUG3kEIfHUK8pahIRre1CjKn_vzeiGBt3haBp{kFZ4w.,&typo=1)

[a=https%3a%2f%2fwww.geniwhitehouse.com&c=E,1,hrsFjJh3wJhPPolZaDYmtlCunSmKsh-BE68uh6q5BUnu5p3RRlhTa687\\_WhF9hoAUG3kEIfHUK8pahIRre1CjKn\\_vzeiGBt3haBp{kFZ4w.,&typo=1](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fwww.geniwhitehouse.com&c=E,1,hrsFjJh3wJhPPolZaDYmtlCunSmKsh-BE68uh6q5BUnu5p3RRlhTa687_WhF9hoAUG3kEIfHUK8pahIRre1CjKn_vzeiGBt3haBp{kFZ4w.,&typo=1)  
925 202 1980

@evenanerd

**From:** [John Favetti](#)  
**To:** [Jodeana Patterson](#)  
**Cc:** [Steve Geiger](#)  
**Subject:** Re: FW: Notice of Public Hearing (for special PC 12/2/25 meeting): Penn Valley Holiday Market (PLN24-0089; GPA24-0003; RZN24-0003; DVP24-2; MGT24-0011; EIS24-0007)  
**Date:** Friday, November 21, 2025 2:28:40 PM  
**Attachments:** [image001.png](#)

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Please do not succumb to LWW objection to this. They do not speak for everyone in LWW.

On Fri, Nov 21, 2025 at 11:21 AM Jodeana Patterson  
<[Jodeana.Patterson@nevadacountyca.gov](mailto:Jodeana.Patterson@nevadacountyca.gov)> wrote:

Good morning,

Please see the attached Notice of Public Hearing for a *special meeting* of the Planning Commission on Tuesday, December 2, at 1:30 p.m. for a General Plan Amendment and Zoning District Map Amendment (Rezone), Development Permit, and Management Plan to allow for the development and operation of a 30,711-square-foot grocery store located at 18805 and 18807 Pine Shadows Lane, Penn Valley, CA, for your review and comment.

For comments and questions, please contact Senior Planner Steve Geiger at (530) 265-1236 or [steve.geiger@nevadacountyca.gov](mailto:steve.geiger@nevadacountyca.gov).

Respectfully,

*Jodeana Patterson*

Administrative Assistant II

Clerk to the Planning Commission

Clerk to the Zoning Administrator

**From:** [Sandi Weyand](#)  
**To:** [Steve Geiger](#)  
**Subject:** Penn valley holiday market  
**Date:** Saturday, November 22, 2025 10:35:08 AM

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Dear Mr. Geiger:

I am writing this message in support of Holiday Market. Penn Valley continues to grow and we need a larger store. The people in Lake Wild Wood seem to think the market belongs to them. They are wrong, just selfish as they won't be able to drive their golf carts to the new store. I live in LWW and I totally support the new store.

**From:** [Jeremy Hale](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market  
**Date:** Sunday, November 23, 2025 7:52:05 AM

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Dear Steve,

I am writing in support of the Holiday Market Pleasant Valley Rd project in the hopes that the county planning department will not delay in approving this important and beneficial local business and community asset.

This is exactly the kind of project the county should be trying to expedite as it brings so many benefits to the community.

Thank you for the work that you do sir.

Sincerely,

Jeremy Hale

**From:** [Mark Danckert](#)  
**To:** [Steve Geiger](#)  
**Subject:** New Holiday Store / Lake Wildwood  
**Date:** Sunday, November 23, 2025 3:43:36 PM

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Hi Steve,

My wife and I have been Lake Wildwood residents for over a decade and missed the recent meeting on the topic of the new Holiday store over by Players.

I don't understand why anyone would be opposed - a beautiful new store with everything we need to avoid the drive to Grass Valley seems like a great idea. Only downside is not being able to drive a golf cart for those who own them. Just curious if you'd be willing to point me in the right direction for information.

What's the score on this - is it game over, just delayed or is there a tight margin? My neighbor is a previous board member so I can get some information from him, but the existing store has a flyer with your contact info so I thought I'd start with you.

I'm willing to become active on the issue but need a better understanding of the opposition and obstacles. Any information or guidance would be greatly appreciated.

Best regards,

Mark Danckert  
Danckertm@gmail.com  
1.925.918.0400

**From:** [dave watt](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday market  
**Date:** Monday, November 24, 2025 6:47:41 AM

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Good morning..I am responding to the rude manager brought in to our local holiday checkout group. Not only did he not respect my opinion about moving our neighborhood store, he belittled me for being selfish by wanting to keep the current location. He claims we should be in favor of the move for the good of all folks in area. I am against the move and feel insulted by the offer from Holiday (\$300,000) to pay the county towards approval. The current location is accessible using a golf cart and should be kept open, at least an adequate satellite site

Sincerely  
Dave Watt  
Longtime Lake Wildwood resident

**From:** Paulette Snyders  
**To:** Steve Geiger  
**Subject:** Proposed Penn Valley Holiday Market  
**Date:** Monday, November 24, 2025 9:41:43 AM

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Steve

As a current resident of Penn Valley since 1999 (26 years), 12 of those years in Lake Wildwood, I am very excited about the new site/Holiday Market expansion.

Lake Wildwood is not the only population of the area that uses Holiday Market and the planning department needs evaluate the entire area not just one area (and the ability to drive a golf cart to the store).

The current Holiday market has served the community well. When I moved here the market was very tiny - ended at the current entry door with a restaurant next door that eventually closed and they did small expansion into that space. They carried the basics but any "big shopping" took me to Grass Valley to shop - more gas, more time, more pollution etc. And the limited space for delivery trucks is a hazard to those driving into the store parking lot.

There is no room in the current location for expansion. The new location is about a mile from current location (much less than 10 miles to Grass Valley), will provide more parking, expanded grocery selection and much less distance to drive for "big"grocery" shopping. I have been to the new store at Combie Road and was amazed at the size and selection it provided.

Paulette Snyders  
Sent from my iPhone

**From:** [Tom Drummond](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday market application new store , Penn valley - hwy 20 intersection  
**Date:** Monday, November 24, 2025 12:19:47 PM

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Sir,

My hope is that the transportation department will follow all the guidelines for space requirements for the spacing of traffic lights and will not cut corners to assist the holiday market for approval of their new store front..

Also Caltrans should have a lot to say as traffic will backup on the highway and across the street to Penn Valley Drive.

The ingress from the Wildwood Mini Storage that grade has to be lower than 20%..

The holiday market store needs to find ingress thru Hwy 20 along the frontage road east of the light at Hwy 20 a Pleasant Valley Road.

The traffic at the intersection is going to be a mess. Effect ingress and egress on our daily lives. Please do your job, follow the guidelines, so the community can have a safe intersection..

Thank you

Thomas Drummond  
Resident since 1972

Make it a Prosperous Day,

**Thomas F. Drummond**

*Network Real Estate  
22262 Pleasant Valley Rd.  
Penn Valley, CA 95946*

c:(530) 575-6006  
o:(530) 432-8885  
f: (530) 272-8703  
DRE# 00852272

**From:** [Gay Vail](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market  
**Date:** Monday, November 24, 2025 12:31:58 PM

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Greetings,

We have lived in Lake Wildwood for 5 years & love having the convenience of Holiday Market being so close. However, we understand that the new Holiday Market will be a vast improvement in many ways.

We are in support of this project & are excited for the new larger location!

With gratitude,

Stan & Gay Vail  
12755 Roadrunner Drive  
Penn Valley, CA 95946

Sent from my iPhone

**From:** [Lynda Murphy](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market  
**Date:** Monday, November 24, 2025 1:16:38 PM

---

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Nevada County Planning Department,  
Steve Geiger

I love Holiday Market. For years I frequented Holiday in Chester, CA visiting friends at Lake Almanor. Fourteen years ago, we moved to Lake Wildwood where I am a frequent shopper at Holiday. I am delighted with the service, the produce, meat selection, and the amount of product packed in our little store - it has expanded once since we moved here.

I was disappointed I could not attend the Holiday Market Lake Wildwood presentation you had here due to illness. I was unaware that the Lake Wildwood Association is encouraging its members to protest this project. I will be looking into this. I served on the public relations committee when I first moved to LWWA helping build public relations with Grass Valley and Nevada City joining the Chambers of both and developing a Lake Wildwood Brochure.

My suggestion for Holiday is to hire a Greyhound Bus and take those who are protesting to Holiday Market Lake of the Pines. I believe most who are in opposition are ignorant of the benefits of having a full-service store nearby. I am looking forward to the full-service Deli and Bakery. As I am getting older I will use the convenience of the store. Yes, I will be disappointed that I will drive a few more minutes, but the benefits outweigh the current convenience. I'd gladly be a spokesperson if you need one.

Sincerely,

Lynda Murphy  
18159 Jayhawk Drive  
PV, CA 95946

*Lynda* ~ [H 530-460-1921 C & Text -530-388-0695](tel:530-460-1921)

**From:** [Julie Moore](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market Support  
**Date:** Monday, November 24, 2025 2:14:51 PM

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Hi Steve,

I live in Lake Wildwood and I think expanding the Holiday Market in the new location is a great idea. The current Holiday Market is too small to carry all the items we need, so many of us travel to Grass Valley to go to larger stores. A larger market would solve many problems and be a nice addition to the area.

Alternatively, I think the owner of the building they are currently in is out of his/her mind for not letting them expand there. Nobody eats at that tiny restaurant next door. I say give 'em the boot.

Growth is inevitable. Holiday sounds like they have planned well and are generously considering the neighborhood roads.

Best regards,  
Julie Moore  
[juliemooredesign.com](http://juliemooredesign.com)  
650-793-2225

**From:** [Naia Hall](#)  
**To:** [Planning](#); [Steve Geiger](#)  
**Subject:** Regarding the Holiday Market Project :PLN24-0089; GPA24-0003; RZN24-0003; DVP24-2; MGT24-0011; EIS24-0007  
**Date:** Monday, November 24, 2025 2:27:40 PM

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Dear Planning Department,

Has a comprehensive traffic study been conducted for this project? I live at the end of Pine Shadows Lane and will be bordering the store property. I am very concerned that the increase in traffic on Pine Shadows and Commercial Street could create a serious traffic hazard. Is there a plan for a 4-way stop or roundabout at Pine Shadows to keep traffic moving safely? During peak hours in the morning and evening, it is extremely difficult to turn left onto Pleasant Valley Road from Pine Shadows and Commercial Streets toward Hwy 20. Making the left turn into Pine Shadows and Commercial from Pleasant Valley Drive is also difficult, not to mention the potential increase in backups on Hwy 20 when turning right onto Pleasant Valley heading toward Lake Wildwood. How will these issues be addressed?

Additionally, I am concerned about privacy, noise and light pollution, as well as the security of the properties bordering the area due to increased vehicle and foot traffic. What visual and spacial buffer will there be between the properties to ensure privacy and security?

Thank you,

Naia Hall

Naia Hall  
Cell: +1 530-362-2201  
Tahiti: +689.87.20.99.62  
[naia19@mac.com](mailto:naia19@mac.com)

**From:** [Rene Randall](#)  
**To:** [Steve Geiger](#)  
**Subject:** Penn Valley Holiday Market move  
**Date:** Monday, November 24, 2025 4:26:18 PM

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Hi Steve, my husband and I have lived in LWW for over 25 yrs and want you to know we have complete support for the PV Holiday to make this wonderful move just down Pleasant Valley Drive. Most neighbors I've spoken to agree. I think the only ones worried about the move are those that drive golf carts to the market. We all need to look at the bigger picture. The new store will offer so much more and allow the employee owned store to grow. It will also bring more quality shopping to all of Penn Valley. Not everyone lives in LWW! I think it's selfish to not consider the advantages to more residents by moving it up the road and expanding. Feel free to count my vote for the new location! Thanks Rene Randall



**Rene Randall**

**Senior Loan Officer | NMLS #328955**

Direct: 530.913.6793 | Office: 530.271.1850

[rene.randall@apmortgage.com](mailto:rene.randall@apmortgage.com)

10138 Commercial Ave, #100 Penn Valley, CA 95946



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**From:** [Nancy Shaw](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market  
**Date:** Monday, November 24, 2025 4:37:25 PM

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Hi Steve,

My husband and I are appalled at the entitled and misguided behavior of the Lake Wildwood Association in regard to the change of location for a new and improved Holiday Market. They do not represent the Penn Valley community at large, but rather they are a privileged few with loud voices looking after their own interests.

I look forward to driving 2 minutes out of my way to a brand-new Holiday Market with more services and product selection.

Can you email me a copy of the letter I picked up at the Holiday Market regarding this issue along with your email? I would like to send it to all my friends and neighbors in the community. I have spoken to a number of them who shop at Holiday and none are opposed to the expansion plans. In fact, like me, quite the opposite.

Please put me down for the record as supporting Holiday's new location and expansion plans. My husband is sending his support in a separate email.

Hoping for a speedy resolution in favor of the expansion.

Happy holidays,

Nancy Shaw  
13782 Gold Country Dr.  
Penn Valley, CA 95946

**From:** [Larry Strauss](#)  
**To:** [Steve Geiger](#)  
**Subject:** Penn Valley Holiday Market  
**Date:** Monday, November 24, 2025 8:49:19 PM

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Dear Steve,

While I was disappointed that Holiday Market was not able to close the deal to expand at the current location, I strongly support the move up Pleasant Valley Road. Had our community boycotted the restaurant standing in the way of expansion at the current location with the zeal some are applying to the new Holiday Market, perhaps we would not be where we are today. I support Holiday Market's efforts to improve the shopping experience in our Penn Valley community. I trust Holiday Market and the county will create appropriate infrastructure to manage possible traffic issues should any arise.



**Larry Strauss**  
415.851.1978

Catch & release, artificial bait, single barbless hooks.

**From:** [Cynthia Turner](#)  
**To:** [Steve Geiger](#)  
**Subject:** New Proposed Holiday Market for Penn Valley  
**Date:** Tuesday, November 25, 2025 9:11:39 AM

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Dear Mr. Geiger

I'm sending you this email because I just found out that Lake Wildwood Association is encouraging everyone to protest the project of the new store and it's location.

Lets start by saying LWVA are a bunch of snobs. A lot or most people that live there are always complaining about one thing or the other. They feel entitled because they live in a beautiful gated community, which has golf cart access to the current Holiday Market. How nice that must be and what a shame if they have to actually get in their cars and drive to the store like the rest of us. And they would have to drive further to the store like the rest of us have to do now. Perhaps they should form their own town and disconnect from Penn Valley where us humble folks live.

From what I've read, Holiday has put in time and thousands of dollars to comply and work out ways to make everyone happy, not just LWW. We need a bigger store, so we don't have to drive to Grass Valley as often just to shop for groceries. It sounds like they have everything figured out, except how to please the LWVA. They are not the only ones who live in the area so they shouldn't be the deciding factor.

I hope enough people step forward so that we get a nicer, newer store. Otherwise, if I were Holiday, I'd close the store and open somewhere else like maybe Smartsville. I'm sure the residents of Smartsville would be grateful for a grocery store.

Thank you for your time,

Cynthia Turner  
Penn Valley Resident FOR the new store location

**From:** [NANCY BALDWIN](#)  
**To:** [Steve Geiger](#)  
**Subject:** Penn Valley Holiday Market  
**Date:** Tuesday, November 25, 2025 9:26:00 AM

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Hello Steve -

I understand this might be past a deadline for submitting comments, but still wanted to provide our thoughts on the new Penn Valley Holiday Market and lack of traffic mitigation. My husband and myself attended the Lake Wildwood Town Hall meeting and found the traffic mitigation proposal unacceptable for a number of reasons:

A traffic report being used from pandemic years is unacceptable. A lot has changed in the last 4-5 years and it is prudent that we all keep this in mind while planning for updates to our lovely community.

I personally didn't leave the community during the pandemic - as there was no where to go. I moved here, worked from home and rarely left the LWW gate. Since then, I'm in and out of the community on a daily basis. Again, a lot has changed in 4-5 years since that report was conducted.

While we understand change is inevitable and this is an expensive undertaking for the Holiday Market, we, and I mean all of us, must find it in our heart and soul to do the right thing and keep our little gem of a community "small" without destroying the home-town charm and providing safe and sound updates. We know more traffic is inevitable - with or without a new market. It's just the way it is. Again, while this is an expensive undertaking for the Holiday Market, it's necessary for all of their customers to feel safe and easily access and depart the market. It's part of the responsibility that come with change and growth!

A new study must be performed in order to satisfy the influx of traffic that will be occur to the current bottleneck of Pleasant Valley Road and Highway 20.

Thank you for your time and consideration.

Kind Regards,

Nancy and Bob Baldwin

**From:** [Kalina Watanabe](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market  
**Date:** Tuesday, November 25, 2025 9:47:25 AM

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Dear sir,

I would like to address the proposed building of a new Holiday Market. The Lake Wildwood Association and a majority of residents of Lake Wildwood don't want the store to move because then they would have to drive like normal people to go to the store instead of illegally driving their golf carts across the road and taking up parking spaces. It would be more of an inconvenience to them to have to drive further. The rest of us have to do that anytime we need to go to the store or we go to Grass Valley. I think the new store and it's location would be a wonderful idea. And it sounds like the store has already jumped through hoops, paid a ton of money and agreed to help with future highway improvement costs so why not allow them to move? The people of Lake Wildwood act like they own the area, and are very spoiled and snobby and their opinions shouldn't outweigh the opinions of the rest of Penn Valley and surrounding areas that shop at that market.

Put it to a vote to be fair if you can't decide to do the right thing on your own. I'm sure more people want this move than those that do not.

Thank you  
Kalina Watanabe

**From:** WILLIAM FLOYD  
**To:** Steve Geiger  
**Subject:** Re: PLN24-0089; GPA24-0003; RZN24-0003; DVP24-2; MGT24-0011; EIS24-0007 (Proposed New Holiday Market)  
**Date:** Tuesday, November 25, 2025 10:09:41 AM

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Thank you for your response, Mr. Geiger. We support the plan as proposed.  
Bill and Diane Floyd  
Lake Wildwood

> On Nov 25, 2025, at 10:00 AM, Steve Geiger <Steve.Geiger@nevadacountyca.gov> wrote:  
>  
> Good morning,  
>  
> In answer to your comments/question below, the project was circulated to the Penn Valley Fire Protection District, County Fire Marshal's office, and other interested County departments. No concerns including potential impacts to evacuation routes have been expressed.  
>  
> Steve Geiger  
> Senior Planner  
>  
>  
> Planning Department  
> 950 Maidu Ave. Suite 170  
> PO Box 599002, Nevada City, CA 95959-7902  
> Main (530) 265-1222 Direct (530)265-1236  
>  
>  
>  
> -----Original Message-----  
> From: WILLIAM FLOYD <Wwalton2@aol.com>  
> Sent: Thursday, November 6, 2025 5:47 PM  
> To: Steve Geiger <Steve.Geiger@nevadacountyca.gov>  
> Subject: PLN24-0089; GPA24-0003; RZN24-0003; DVP24-2; MGT24-0011; EIS24-0007 (Proposed New Holiday Market)  
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>  
>  
> Dear Mr. Geiger:  
> This is in regards to the subject referenced above. As long time Lake Wildwood residents, we are leaning towards

endorsing the building of the new Holiday Market off of Pleasant Valley Dr., with or without further traffic mitigation measures. In our view, the benefits of this proposed project likely outweigh any potential consequences. But, before we commit our support on the record, we would like to know if the plan, as currently proposed, has been reviewed by the Penn Valley Fire District, the Nevada County Sheriff's Office, and the County's Emergency Services Dept? If so, what position have they taken?

> Please advise.

> Thank you.

> Bill and Diane Floyd

> Lake Wildwood

**From:** Tom Watson  
**To:** Steve Geiger  
**Subject:** Holiday Market  
**Date:** Tuesday, November 25, 2025 10:45:28 AM

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Wanted to let you know, I fully support the construction of the new Holiday Market.

Janet Watson  
L.WW resident  
Sent from my iPhone

**From:** [Terrance Logue](#)  
**To:** [Steve Gelger](#)  
**Subject:** Holiday Market Penn Valley  
**Date:** Tuesday, November 25, 2025 12:54:44 PM

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I support the new Holiday Market Plan. Hoping you agree!

Fran Logue  
14199 Sun Forest Dr, Penn Valley, CA 95946

**From:** [Guy Sotomayor](#)  
**To:** [Steve Geiger](#)  
**Subject:** New Holiday Market location  
**Date:** Tuesday, November 25, 2025 3:17:10 PM

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Hi,

I've heard that there is some concern about the proposed new location for Holiday Market in Penn Valley.

Frankly, moving to the new location would be a boon to the area as the new location would allow for a much larger (and better stocked store). Currently my wife and I go to Holiday Market for "quick trips" (e.g. a step up from a convenience store) as the current store isn't large enough to satisfy the majority of our grocery shopping needs. This requires us to drive into Grass Valley. This easily triples our mileage. A larger store would make Holiday Market our primary store for groceries. I believe many others are in the same position. This should reduce traffic on CA20 into Grass Valley.

Thank you for your consideration on this topic.

Guy Sotomayor

**From:** [Diane L. Myers](#)  
**To:** [Steve Geiger](#)  
**Subject:** Penn valley Holiday Market  
**Date:** Tuesday, November 25, 2025 4:01:43 PM

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Please allow Holiday Market to relocate. I don't know why the BOD are against it. I live on Wildflower and use the second gate, but it only makes sense congestion will be less at the front gate. I can understand the golf cart population's regrets, and it is too bad that can't be resolved by a cart path to the new location.

Diane L Myers  
18204 Wildflower Dr  
Penn Valley

5307018204  
[Get Outlook for iOS](#)

**From:** [Lisa McGrath](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday market  
**Date:** Tuesday, November 25, 2025 4:26:16 PM

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Dear Steve,

I am in favor of the new holiday market. I think it will be a great asset to our community.

Lisa McGrath  
Sent from my iPhone

**From:** [Cathy Fagan](#)  
**To:** [Steve Geiger](#)  
**Subject:** New Holiday Market  
**Date:** Tuesday, November 25, 2025 4:31:55 PM

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As a long-time resident of Lake Wildwood, I fully support the plan for a new, larger market to be built as outlined in the plans. I do not see any problems with ingress and egress and I am sure all of that has been considered in proposing this new site.

Cathy Fagan

Lake Wildwood Resident since 1997.

**From:** [JAMES HOOK](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market  
**Date:** Tuesday, November 25, 2025 5:00:19 PM

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Steve... Thanks for the Email. I sincerely hope the new market comes to pass. I don't live in LWW, but do live in Wildwood Ridge, which is just north of LWW. I have friends that live in LWW, and I can tell you the prime reason for those LWW residences to try to stop the new market. It is Soley due to their wanting to continue using their golf carts to get to the store, and will dredge anything up that would stop them from doing so. I love the store and am in full accord in building the new Holiday on the proposed site.

Jim and Susan Hook  
(530) 432-5593

**From:** [Nancy Estill](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market at Penn Valley: Overwhelming YES for the project!  
**Date:** Tuesday, November 25, 2025 5:43:42 PM

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Please add my vote to the YES side of the new development! Having lived in Lake Wildwood for 15 years, I love the market, but it is limited, so you end up driving up to Raley's for fill in. What a waste of gas, time and money! I want to support Penn Valley as much as possible!

So excited for the prospect!

Nancy Estill  
18961 Jayhawk Drive  
Penn Valley

**From:** [Melissa Hindt](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday market in PV  
**Date:** Tuesday, November 25, 2025 5:45:55 PM

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I just wanted to say I support the new proposed Holiday Market. It will definitely save me some miles and I look forward to having a full service market close to home. The current Holiday is good. I look forward to the "LOP" version! Let's make PV a great place to live.

Melissa P. Hindt  
35 year Smartsville/Big Oak Valley Resident.

**From:** [miloschmidt](#)  
**To:** [Steve Geiger](#)  
**Subject:** Support for New Holiday Market Penn Valley  
**Date:** Tuesday, November 25, 2025 5:50:42 PM

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Dear sir.

I am a resident of Lake Wildwood and wish to voice my complete backing for a new Holiday Market in Penn Valley. Any delays in building would not be a service to residents of Penn Valley and Nevada County. Note also Board of Lake Wildwood has not surveyed residents on this to see how we feel.

Milo Schmidt  
18769 Chaparral Dr.  
Penn Valley

Sent from my Galaxy

**From:** Mary Clark  
**To:** Steve Geiger  
**Subject:** New Holiday  
**Date:** Tuesday, November 25, 2025 7:00:13 PM

---

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I am a community member on Mooney Flat Road. I have been shopping at Holiday Market since it moved to Pleasant Valley Road!! I love this Market and all its employees. I support the move and expanded store! Please approve this!!

Thanks, Mary Clark

11967 Mooney Flat Road  
Smartsville, Ca 95977

Yes I am a resident of Nevada County!! 50+ years

**From:** [Molly Hale](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market  
**Date:** Tuesday, November 25, 2025 9:12:07 PM

---

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Dear Mr. Geiger,

I am writing in support for the new location for Holiday Market. Having a full service market available locally would be an asset to our community. Holiday Market does a great job in their present location but the building is too small for full service requiring traveling out of town for groceries. Please move forward with approving Holiday Market's new location in Penn Valley.

Sincerely,  
Molly Hale

Sent from my  
iPhone

**From:** Ron Brogdon  
**To:** Steve Geiger  
**Subject:** We want a new Holiday Market!  
**Date:** Tuesday, November 25, 2025 10:14:11 PM

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Resident Lake Wildwood  
RonB  
Sent from my iPhone

**From:** [Margaret Aarons](#)  
**To:** [Steve Geiger](#)  
**Subject:** New Holiday Market  
**Date:** Wednesday, November 26, 2025 8:01:34 AM

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I am in support of the new market and hoping it will be approved. Penn Valley is in need of a quality market and it will only enhance our community. Additionally, it will save us from traveling up highway 20 for groceries, which is especially appreciated when in need of only a few items.

Please support this new project.

Margaret Aarons  
Sent from my iPad

**From:** [PETER FRACZEK](#)  
**To:** [Steve Geiger](#)  
**Subject:** New Holiday Market  
**Date:** Wednesday, November 26, 2025 8:16:45 AM

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I support the new Holiday Market. It is needed. It will also increase the tax revenue for the county.  
Getting a little tired of the minority squeaky wheels opposing what the majority wants and needs.  
Thank You.  
Peter Fraczek- Lake Wildwood resident  
Have a good day and a Happy Thanksgiving.

**From:** [Lawrence L. Kiser](#)  
**To:** [Steve Geiger](#)  
**Subject:** Moving our Holiday Market  
**Date:** Wednesday, November 26, 2025 9:32:28 AM

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I am writing in support of building a new Holiday market store. I have shopped at the current one for nearly 27 years and while it provides many good basics, it no where near offers what other markets, like SPD or Brier Patch offer , in variety or baking or meat market. Other Holiday Markets already offer much more than our current store.

It makes no sense to me that we would have a massive increase in traffic, a store only serves those who conveniently live nearby or offer something unique. This new store would be a great addition to our community and save us having to drive to NC or Grass Valley for other items not offered.

It is time to upgrade! Besides Starbucks or some other chain might put in a decent coffee shop.

Sincerely,

Lawrence L Kiser  
13413 Buttermilk Bend  
North San Juan , Ca 95960

**From:** Barbara Tandy  
**To:** Steve Geiger  
**Subject:** Holiday/ Lake Wildwood  
**Date:** Wednesday, November 26, 2025 10:28:26 AM

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Hello, I live in Lake Wildwood and am completely in favor of the new Holiday Market especially since it will reduce my trips to Grass Valley.

However the traffic issue is a real problem and you must acknowledge this. There need to be lights at both the Holiday driveway and Commercial Street. Otherwise traffic coming from Lake Wildwood will be extremely backed up waiting for a chance to turn into the two driveways against oncoming traffic coming off 20, much of it headed for Lake Wildwood. I don't see why this is a question, it is a problem for you to solve. My additional comment is that the new store will of course be drawing many people from outside Lake Wildwood and increasing traffic that we do not currently have going to the current smaller store.

--Barbara Tandy, Lake Wildwood

**From:** [Tralee Dobson](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market  
**Date:** Wednesday, November 26, 2025 11:28:26 AM

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Please throw your support behind the new Holiday Market planned for Penn Valley.

The current location is old, decrepit, and a constant repair problem with roof leaks and water leaks inside store on floor. The 50 year old building has been patched and expanded but seems now to be too small to waste any more repair \$\$ on.

The new store location will be able to become a store the size of the one at Higgins Corner. That would add things like bakery, deli, expanded meat dept., and coffee service, even a few tables to sit at and enjoy one's coffee and sandwich.

It would be such a joy for the area's aging population, to enjoy without driving up to GV or NC. Something local for us instead of having meals and groceries delivered.

Your traffic studies seem to support the new store, so not sure why the delay. If in fact after it is built the traffic is too much for Pleasant Valley Road and/or Hwy 20, some changes can be made-like re-timing traffic lights or lengthening turn lanes.

Let's get the project off the ground, the sooner the better.

I've owned my place here in PV for 35 years. My husband is in the PV cemetery. I'm staying.

Thank you

Sincerely,

Tralee W. Dobson

Sent from my iPhone

**From:** [Greg Marshall](#)  
**To:** [Steve Geiger](#)  
**Subject:** Penn Valley Holiday Market  
**Date:** Wednesday, November 26, 2025 12:46:02 PM

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Steve -

My name is Greg Marshall and my wife and I are 20+ year residents of Lake Wildwood in Penn Valley. I wanted to put in my 2 cents in favor of the new Holiday Market. We seem to have a vocal group of whiners here in Wildwood who are upset they will no longer be able to drive their golf carts to the market or who are worried about a potential traffic problem. I attended the presentation at the clubhouse where, I believe, you addressed traffic mitigation. The new larger market will be a great addition to the area, not just Wildwood and, I think, should be fast tracked not delayed for more traffic studies.

Thanks

Greg Marshall

**From:** [Karen Festersen](#)  
**To:** [Steve Geiger](#)  
**Subject:** New Holiday Market in Penn Valley  
**Date:** Wednesday, November 26, 2025 3:46:43 PM

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Dear Steve,

I would like to express my husbands and my support for the new Holiday Market. But we still have some concerns about the traffic turning to and from Pleasant Valley Road via Commercial Ave. or Pine Shadows. It has been mentioned that traffic studies were done, but unless a turn lane onto Pine Shadows is developed, I only see problems. Turning right onto Pleasant Valley after visiting the Holiday should be fairly easy, but turning left may be a nightmare.

I am not sure if we will be able to attend the meeting December 2 at 1:30, but hope you will take our concerns into consideration.

Thank you.

Karen and Joe Festersen  
Lake Wildwood residents

**From:** [Vicster](#)  
**To:** [Steve Geiger](#)  
**Subject:** New Bigger Holiday mkt for Penn valley  
**Date:** Wednesday, November 26, 2025 5:52:26 PM

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Mr Geiger

I live in LWW and support the new proposed market site. This store has supported this community for many years and with the growth in the community ( which btw, I don't hear complaints about) the store is to small to offer what the community is asking for.

There will always be a small majority that doesn't like change that is human nature. However I believe these FEW just feel in titled and want to be heard. We hear them and acknowledge them, but I think they are only thinking of themselves. If there are those few who can only get to the market via a golf cart, I'm sure the market will look at perhaps offering a limited delivery service or look at other ways to assist these folks.

Please do not stop this project.

Thank you

Vicki Graham

LWW resident

[Sent from Yahoo Mail for iPhone](#)

**From:** [Jenna Beauchamp](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday market in PV  
**Date:** Wednesday, November 26, 2025 8:11:39 PM

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Dear Steve,

I am in support of a larger Holiday Market! I'm a current resident in PV and think it's a great addition to have more options and have it be not so far down Pleasant Valley Rd .

Thanks for taking everyone's thoughts into consideration.

Regards,  
Jenna Beauchamp  
Sent from my iPhone

**From:** [Mijares, Lucas](#)  
**To:** [Steve Geiger](#)  
**Subject:** Yes for Holiday!  
**Date:** Wednesday, November 26, 2025 9:30:04 PM

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Hi Steve,

I live in the Penn Valley area. I am a huge supporter for Holiday to move to the commercial Avenue location. It would be a huge blessing to my family and I believe that will be a success for our community.

Thank you for reading this and taking it into consideration!

Lucas J. Mijares CFP®CKA®CRPC®AAMS®  
Founder | Wealth Advisor  
Zion Capital

For all administrative and scheduling needs, please contact Janessa Paladini at 530-955-5402 or [janessa@zioncapital.io](mailto:janessa@zioncapital.io)

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**From:** [cynthia chapman](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday market  
**Date:** Thursday, November 27, 2025 4:56:17 PM

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Hi

I live in lake wildwood and I strongly support the new store. I will not be happy if you vote against it. Please support the new store

Cynthia chapman

**From:** [Yancy Satlin](#)  
**To:** [Steve Geiger](#); Planning  
**Subject:** Yes on Penn Valley Holiday Market  
**Date:** Friday, November 28, 2025 10:51:48 AM

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Hi Steve and Planning staff,

I strongly encourage you to expedite the construction of the new Holiday Market closer to Highway 20. People in our area of Nevada County frequently have to make long trips to get basic and essential goods, and in many cases take our business into Marysville and Yuba City for lack of access to services locally. Even simple goods like fresh bread and meat can be hard to come by, not to mention the sundry goods available at larger grocery stores. Our local Holiday employees work hard to serve our needs, but they simply do not have the space required to provide all the essentials. The expanded store would also provide economic opportunities for local residents and encourage development of our modest commercial quarter. The employee-owners of Holiday should be supported in their investment to improve our community. Thank you for your time.

Yancy Satlin  
Nevada County resident  
Big Oak Valley

**From:** [Terri Harmon](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market  
**Date:** Friday, November 28, 2025 1:25:40 PM

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Hello Steve,

I am a homeowner living in Penn Valley just off Pleasant Valley Road about a mile north of Holiday Market's current location.

I shop at Holiday Market regularly, and support their efforts to move to the new location they have been pursuing with Nev Co Planning Dept.

The current location is fairly small - a larger store would be beneficial to Penn Valley in multiple ways.

I would enjoy having a larger selection of products, and have no concerns about possible traffic congestion impact on Pleasant Valley Road if the new location is approved.

Respectfully,  
Terri S. Harmon  
homeowner  
13002 Country Heights Dr.  
Penn Valley

**From:** [John Michael \(Mike\) Connor](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday market  
**Date:** Friday, November 28, 2025 3:24:50 PM

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I support the plans for the new Holiday Market in Penn Valley. It will be a welcome addition to the community to have an expanded, modern market and deli. Increased traffic into the area is a concern, but I think it can be resolved suitably with the additional access street.

John Michael Connor  
15061 Pleasant Valley Road  
Penn Valley CA 95946  
[jmconnor@ucdavis.edu](mailto:jmconnor@ucdavis.edu)  
530-277-1507

**From:** [Don Stevens](#)  
**To:** [Planning](#)  
**Subject:** Holiday market Penn Valley  
**Date:** Friday, November 28, 2025 4:42:01 PM

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I live on Waxwing Ct in Lake Wildwood. I have no issue with new development

Don Stevens

**From:** [weldontravis@gmail.com](mailto:weldontravis@gmail.com)  
**To:** Planning  
**Cc:** [letters@theUnion.com](mailto:letters@theUnion.com)  
**Subject:** Penn Valley Holiday Market relocation  
**Date:** Friday, November 28, 2025 8:32:12 PM

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There are several negative issues to the proposed relocation of the Penn Valley Holiday Market.

- Its proximity to Hwy 20 and high cross-traffic flow, and therefor:
- Its dangerous conditions for ingress and egress.
- It eliminates the ease of golf-cart crossing at Lake Wildwood's main gate.
- Starbuck's Coffee has had corporate policy of tastily refusing service to Peace Officers (of which I am one).  
Therefore Peet's Coffee should be strongly encouraged.

Weldon C. Travis  
Rough And Ready, CA  
(530) 432-8866  
Retired Peace Officer (Sergeant), Marin County Sheriff's Office

**From:** [Leslye leslyerobbins.com](mailto:leslye@leslyerobbins.com)  
**To:** Steve Geiger  
**Subject:** Support for the new Holiday Market location  
**Date:** Friday, November 28, 2025 9:36:43 PM

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Hi Steve,

I live in Wildwood Ridge and I am thrilled about the possibility of a new location for Holiday Market. I am writing to let you know that I wholeheartedly support the move to the new location so Holiday Market can become a larger and higher quality market for Penn Valley residents.

It's the only grocery in town and I believe an upgrade will fully benefit our community.

Kind regards,

Leslye  
Robbins

Leslye Robbins, LCSW  
Licensed Clinical Social Worker  
[leslye@leslyerobbins.com](mailto:leslye@leslyerobbins.com)

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Leslye Robbins, LCSW  
Work VM: 415-675-5772  
Mobile/ Text 415-307-6994  
[leslye@leslyerobbins.com](mailto:leslye@leslyerobbins.com)

**From:** MATTHEW HEILMANN  
**To:** [Planning](#)  
**Cc:** [Sue Hoek](#)  
**Subject:** New Holiday Market  
**Date:** Saturday, November 29, 2025 10:28:01 AM

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Hello Susan and Steve,

I grew up in Nevada County and returned in 2000 after a 15 year period in Santa Cruz county. I highly support the site and concept for the Holiday Market proposal. To be clear, I have no vested interest in that business, but I think very highly of it from my experience thus far. It's obvious they have outgrown the current location for some years now and from what I can tell as a long time customer, they are a responsible business. I think it is an attractive proposal to have a full service supermarket in our area as it continues to grow while providing employee owned benefits to their workers/stakeholders.. That they have planned two means of egress speaks to both safety and convenience concerns. Please give this proposal your careful consideration.

Matt Heilmann  
Penn Valley resident  
530-798-8051

**From:** [marc.gifford](#)  
**To:** [Planning](#)  
**Subject:** New Holiday Market Penn Valley  
**Date:** Saturday, November 29, 2025 8:26:35 AM

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Planning Department:

I live here in Penn Valley and support the building of a new Holiday Market. There are a handful of Lake Lockup residents with golf carts that have contested the new Holiday because they will no longer be able to drive their carts to the store. This is selfishly foolish.

Regards,

Marc Gifford

**From:** [Doug and Shirley](#)  
**To:** [Planning](#)  
**Subject:** Penn Valley Holiday Market Project  
**Date:** Saturday, November 29, 2025 1:29:37 PM

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**Nevada County Planning Commission:**

We are homeowners in Lake Wildwood of 16 years, and would like to voice our adamant support for the approval of the plans for the new construction of Holiday Market on Pine Shadows Lane in Penn Valley as presented to the Planning Commission. Holiday Market has met all of the criteria for the approval of this project. County staff have been very thorough in their review of the plans and requirements for this project. Please vote to approve this project. Thank you very much.

Sincerely,

Douglas and Shirley Moon  
11889 Kingbird Court  
Penn Valley, Ca 95946  
925-989-6743

**From:** [Georgia Martinson](#)  
**To:** [Steve Geiger](#)  
**Subject:** Support for the Penn Valley Holiday Market Project  
**Date:** Saturday, November 29, 2025 7:30:27 PM

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I am wholeheartedly supporting the Holiday Market Project! As a Holiday Market customer and resident of Rough and Ready, a new updated market with more space, more parking and more amenities will be greatly welcomed. And the mitigation of the traffic congestion on Pleasant Valley Road is absolutely essential. Thank you for your consideration.

Georgia Martinson  
17937 Gray Oak Drive  
Rough and Ready, Ca 95975

Sent from my iPhone

**From:** Maria Perdue  
**To:** Steve Geiger  
**Subject:** Holiday Market Support  
**Date:** Sunday, November 30, 2025 9:07:42 AM

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Dear Steve

I would like to thank you for your service in our Nevada County Planning Department, I know sometimes it is not an easy job. May you grow in wisdom as you make decisions for the well being our our County.

I am writing in support of a new Holiday market in Penn Valley, as you know the plans to rebuild just up the street from the store located at the main gate of Lake Wildwood. I live in Wildwood Ridge development I love that store. I understand it will be a little bit further down the road but I am looking forward to it being a bit more modern and a bit larger. It is a fabulous store and great people and would love to see the employee run market thrive here in Penn Valley.

With that said, **I am in support of the development.** I pray that the money the store has provided into the research for proper planning to successfully mitigate the impacts, will not be wasted.

Again, thank you Steve as you consider the my support. I pray this stores value to our community will out weigh the protests from Lake Wildwood association.

Sincerely

Maria Perdue

Cell 919-641-5247

13792 Mica Ct  
Penn Valley, Ca  
95946

**From:** [Melinda Hershon](#)  
**To:** [Steve Geiger](#)  
**Cc:** [Gary Hershon](#); [Melinda Hershon](#)  
**Subject:** Support for NEW Holiday Market - Penn Valley  
**Date:** Sunday, November 30, 2025 12:30:48 PM

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Nevada County Planning Department  
950 Maidu Avenue, Suite 70  
Nevada City, CA 95959  
[Steve.geiger@nevadacountyca.gov](mailto:Steve.geiger@nevadacountyca.gov)

Dear Mr. Geiger,

We are writing to support the new Holiday Market location.

A new Holiday Market will improve circulation patterns by providing two ways to access the store and Commercial Avenue (via either Pine Shadows or Commercial Avenue), reducing truck traffic and congestion on Pleasant Valley Road. In addition, if the project is approved, we may receive ~\$300,000 towards the future road improvements the county has planned on Pleasant Valley Road and Highway 20. If the project is not approved, we fear that Holiday market will discontinue servicing Penn Valley and Lake Wildwood residents.

Please support this move.

Kind regards,  
Melinda & Gary Hershon  
19507 Explorer Dr.  
Penn Valley, CA 95946  
925-464-8734  
925-200-3609

**From:** [Scott Frederickson](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market in PV  
**Date:** Sunday, November 30, 2025 2:06:05 PM

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Hi Steve,

I just recently noticed a post on the NextDoor app about the proposed Holiday market in Penn Valley.

I definitely believe it would be a great benefit to the PV area to have a newer, and bigger store (and I have been in the LOP store in Auburn a few times and noted the differences between the two stores). In fact, I think about two decades ago Holiday (PV) should have moved into a bigger location, even back then!

*I do have some concerns however...* I live on Branding Iron Rd (directly across from the gas station on the other side of Pleasant Valley Rd. As it is now, it has been a real safety concern going straight or making a left hand turn from my road onto Pleasant Valley Rd. I would be very curious what the plans will be for dealing with traffic?

How many stoplights are needed? How would that affect traffic from the LWW direction coming to the intersection of Hwy 20? Would that back up traffic all the way down to the storage facility? If an intersection is added where my road is, how will that blend in with the existing intersection at Hwy 20?

Can Pleasant Valley Rd accommodate all the traffic? It sounds like the public needs more information and specifics on how this flow of constant traffic will be dealt with.

Again, I will say PV needs a bigger and better Holiday grocery store; but we need allot more insight on what options (if any) would work on Pleasant Valley Rd.

Sincerely,

Scott Frederickson  
Penn Valley

**From:** [Lain](#)  
**To:** [Steve Geiger](#)  
**Subject:** Regarding the new Wildwood development  
**Date:** Sunday, November 30, 2025 2:31:37 PM

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Dear sir,

I am contacting you regarding the new Holiday Market development in Penn Valley by Highway 20.

My partner and I were born and raised in Nevada county and have watched its growth and development through forty years. Since we were able to work, we have worked in Nevada county, and lived principally in Penn Valley.

What we have noticed over the years, like an elephant in the room, is the congestion at one of the most vital stores in Penn Valley. I speak of the intersection between Lake Wildwood's first gate and the current Holiday Market storefront on Pleasant Valley Drive. At times, traversing this four-way stop sign intersection can be harrowing and unpredictable. There are not only out-of-towners en route to the river, but also long-time residents complacent and reckless with regards to basic traffic laws. It is due to this congestion that there is a general danger just outside of Lake Wildwood. This is in addition to Holiday Market's current confusing parking lot layout, which never seems to be free of aggressive drivers.

In summary, the local population has vastly outgrown the current Penn Valley Holiday Market's abilities to serve its community. The infrastructure cannot bear the demands now placed upon it. It is bursting at the seams and hemorrhaging potential revenue.

The new development initiated by Holiday Market to place the storefront more close to Highway 20, and to the greater Penn Valley area, is the perfect answer to address the people's concerns. The new location would provide much-needed breathing room and an increase in amenities and services. The store and its employees serve a very important need for this region by providing fresh produce, affordable supplements, and quality, healthy foods. I said that Holiday supplies for this region and not just this county, because a huge portion of Yuba county travels to Holiday market for such needs. No options for fresh foods are available until either Grass Valley or Yuba City, and there are simply no other options in Penn Valley.

There is a counter-movement to protest Holiday Market's new development proposed officially by the Lake Wildwood Association. This is an obvious play by people of wealth to punish those without means. I won't speak of what I personally believe to be the root causes, but I will say that it speaks to the principles of the Lake Wildwood Association (or lack thereof) that they would be more than happy to sacrifice their community for comfort. Even if the association were to have their way, they would ultimately end up with neither. After all, Holiday is not some aggressive multinational chain eager to exploit our community, but it is employee owned and operated with strong roots in the northern California region.

It is our duty as members of the community to work together and consider everyone's needs. From someone who lives on the outskirts of Nevada county, a good deal of strategy is required just for a basic grocery run. Having a thoroughly improved Holiday market location would bring not only a greater source of revenue for the county, it would also beautify the local area and provide much-needed goods,

services, and employment opportunities for its citizens.

The store in its current form is already a grocery staple of Penn Valley. For it to continue, critical improvements need to be made. The new development that Holiday proposes can only be a net gain for everyone involved.

I implore you to consider the needs of the average person in Nevada county by approving of this new development project. The needs of the many outweigh the needs of the few.

We of the common people may not have net worths in the millions or mansions in gated communities. Don't we still have the right to affordable, quality foods?

With sincerely warm regards,

A concerned citizen of Nevada county.

**From:** Pam Wolfe  
**To:** Steve Geiger  
**Subject:** Holiday Market  
**Date:** Monday, December 1, 2025 8:18:34 AM

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Dear Mr. Geiger,

We want to express our support for the Holiday Market move and expansion. An expanded market with the new location will be a boon for the people like us who live in Rough and Ready, Penn Valley and areas further west down Hiway 20.

Please approve the project so that everyone (not just Lake Wildwood residents who drive golf carts) can get easy access to an expanded supermarket and avoid the need to drive into Grass Valley or Brunswick to visit a supermarket.

Thanks  
Tom and Pam Wolfe  
Rough and Ready

**From:** [Sue Scardina](#)  
**To:** [Steve Geiger](#)  
**Subject:** PENN VALLEY HOLIDAY MARKET PLAN  
**Date:** Monday, December 1, 2025 8:30:02 AM

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Please know that the LWW Board does not speak for most of LWW residents. Those complaining are those who do not want their ability to drive their golf carts to the present Holiday Market taken away. Ignore them. They want everything to always stay the same and not progress. The proposed entrances to the new store are far enough away from the LWW entrance so as not to cause congestion at the LWW gate.

**From:** [Rob Tribble](#)  
**To:** [Steve Geiger](#)  
**Subject:** New store  
**Date:** Monday, December 1, 2025 8:30:21 AM

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I am a local customer, I approve of a new Holiday market, I find NO rational reason to NOT approve. Seems like a lot of fear, and no rational facts

**From:** [Marie Nelson](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market  
**Date:** Monday, December 1, 2025 8:47:05 AM

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Good morning Steve,

We live in Wildwood Heights and shop regularly at Holiday Market. My husband and I strongly support Holiday Market's expansion plans for their new location. The store and its owner-employees are a real asset to our community and we should endeavor to keep them here.

Thank you.

Sincerely,

Marie and Jon Nelson



**From:** Mary Long  
**To:** Steve Geiger  
**Subject:** Holiday Market  
**Date:** Monday, December 1, 2025 1:13:13 PM

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Hello Mr. Geiger,

I am not a resident of Lake Wildwood, I live on Broken Oak Court in Penn Valley.

My veterinarian is in the strip mall on Commercial Way and it can be difficult at times to make a left hand turn out of there because of the traffic on Pleasant Valley Road. The two maps provided by Holiday Market on the back of their plea for support were impossible to decipher so I can not tell where the shoppers will be exiting the parking lot. I am asking you to please not allow the exit be on Commercial Way. There is already a steady flow of cars entering and exiting that street, and with the existing traffic on Pleasant Valley Road, a left hand turn will be huge test of patience. The intersection of Pleasant Valley Road and Highway 20 is congested anyway!

Why does Holiday Market need a bigger store anyway? I have never been unable to find parking there or have I found the store jam packed with customers. I believe there has been several businesses in the building they share that have closed. Why didn't Holiday expand there and then? Just reading their letter to customers regarding support for this project they have lost my confidence anyway. I don't care how much they have already spent nor do I believe for one minute this project could ever "improve truck traffic and congestion on Pleasant Valley Road." The letter ended with so much junk trying to make us believe we were practically taking food from the mouths of their employee's children if we did not support their employee owned business in their endeavor. The entire letter was disingenuous and desperate.

Thank you,  
Mary Long

**From:** [Christie Brockett](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market in Penn Valley  
**Date:** Tuesday, December 2, 2025 12:48:44 AM

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Hello,

I'm a resident in Penn Valley living in Lake Wildwood for the past 6 1/2 years.

I'd just like to voice my support for the new store that Holiday Market wants to build here. I shop at the current store fairly often and have to say it is much too small for it being the only grocery store in Penn Valley.

I read an article today about how some residents in Lake Wildwood are unhappy because they won't be able to drive their golf carts to the new store. I can assure you that anyone living in this community that owns a golf cart, also owns at least one automobile and most likely two.

Having a larger grocery store is, in my opinion, needed more than those people being a little inconvenienced.

Please build this new store!

Thank you,  
Christie Brockett  
[Sent from Yahoo Mail for iPhone](#)

**From:** [Kasandra Klassy](#)  
**To:** [Planning](#)  
**Subject:** Zoning district map amendment in Penn Valley  
**Date:** Tuesday, December 2, 2025 12:16:34 PM

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- >
- > A message to the planning dept:
- >
- > I am not able to be at the 1:30 meeting today about the rezone project due to a very busy work and performance schedule with Music in the Mountains Youth Orchestra today. Otherwise I would definitely be there.
- >
- > I have owned 2 acres off Country Lane for over 20 years, very near the proposed rezone area (18601 Country Lane). It is now a rental property which funds my ability to work in the community as a music teacher, and is the only retirement plan that I have, since I am 67 years old.
- >
- > I am VERY concerned that this project will affect my tenants in such a way that they might not want to live there if this re-zone goes through. Starting with all of the clear cutting of oak trees this is going to produce tremendous noise and mess from the building project. I also object to cutting so many tree down in a residential area near everyone's homes.
- >
- > I don't understand why this development has to happen right in the middle of such a residential neighborhood when there are so many other options in the town of Penn Valley! I am concerned that this will create a neighborhood that no one wants to live in any more and devalues our property that many residents have worked so hard to pay for over decades. I can imagine that having a store, there will be constant vehicles and noise, and even an outdoor cafe. This does not fit in at all with the type of neighborhood so many of us chose to buy homes in.
- >
- > I am also wondering if there is any benefit if this project does go through. Will any of us ever have access to the city water and waste disposal that will need to be put in for the project? Will tenants be compensated in any way for the way this project affects our property values and neighborhood desirability?
- >
- > I also wonder what will be done to address traffic going to the new store in an area that is already very congested?
- >
- > Since I cannot be at the meeting today I am hoping there will be more meetings to address all of the many concerns residents will have. Can you please confirm that you received this email?
- >
- > Thank you, Kasandra Klassy

**From:** SHANE ONEIL  
**To:** Steve Geiger  
**Subject:** Holiday Market  
**Date:** Tuesday, December 2, 2025 6:08:36 PM

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Dear Steve,

I want to show my support for the proposed new Holiday Market in Penn Valley.

Thank you,  
Shane ONeil  
13345 Wildwood Heights Drive  
Penn Valley, CA 95946  
415-298-8677  
Sent from my iPhone

**From:** Joelle Lake  
**To:** Steve Geiger  
**Subject:** Yes, on a new Holiday location  
**Date:** Wednesday, December 3, 2025 11:54:59 AM

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Dear Steve,

The new Holiday location and proposed improvements are essential to keeping shopping for groceries and daily necessities updated for LWW residents!

In addition, the proposed new location and improvements is a HUGE draw to shoppers! I know because I have been a Nevada County resident for 48 years, and shopped all its grocery stores over the years. Now, we literally head out of town, down Hwy 49, to shop at the Holiday market and other services that are available at Lake of the Pines! Why? They best meet our needs in so many ways!

Sincerely,

Joelle Lake

Longtime Resident of Nevada County

Retired

Sent from my iPhone

**From:** [Richard French](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Matket  
**Date:** Wednesday, December 3, 2025 2:01:26 PM

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I support the building of a new building/location for the Penn Valley Holiday Market, it's good for the community.  
Sincerely  
Richard French  
18247 Indian Springs Road  
Penn Valley, CA 95846

Sent from my iPhone

**From:** Pamela Halloran  
**To:** Steve Geiger  
**Subject:** Holiday market in Penn Valley  
**Date:** Wednesday, December 3, 2025 4:05:00 PM

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Hello,

We live in Penn Valley, off Indian Springs, and would welcome this new location. I shop at the other Holiday Market, when I am driving home from So County, and am excited to have a market of that caliber in our area.

I hope you approve the move.

Thank you,

James and Pamela Halloran

**Pamela Gilchrist Halloran**  
Real Estate Broker

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925 323 4100

[pamela@pamelahalloran.com](mailto:pamela@pamelahalloran.com)

[www.pamelahalloran.com](http://www.pamelahalloran.com)

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**From:** [Tanya Lancaster Beisert](#)  
**To:** [Steve Geiger](#)  
**Subject:** New Holiday Market  
**Date:** Wednesday, December 3, 2025 4:13:04 PM

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In support of the new Holiday market!

**From:** Nancy Reno  
**To:** Steve Geiger  
**Subject:** Holiday Market Solution!  
**Date:** Sunday, December 7, 2025 6:55:14 PM

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1. Money saving
2. Does not alter Hwy 20/Pleasant Valley Road. (PVR)
3. Creates continuous traffic flow with no stops.
4. No left turn congestion from grocery store delivery trucks.
5. No additional traffic congestion at the Lake Wildwood gate.
6. Enter and exit Commercial Street smoothly from both directions off PVR.

As the latest traffic circles have proven quite successful, a new circle would prove the three points above as a tested, viable solution.

The circle would be created on Pleasant Valley Road and Commercial Street.

Submitted December 7, 2025  
Nancy Reno  
nancyreno44@gmail.com

Sent from my iPad

**From:** Sarah  
**To:** Steve Geiger  
**Subject:** Penn Valley Holiday Market  
**Date:** Monday, December 8, 2025 6:21:03 PM

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Hello Steve,

I would like to share my support for a new Holiday Market. I shop both the Holiday Markets in Cool and Lake of the Pines. I love the larger store and be able to make sandwich and sushi purchases at their deli. I live in Penn Valley and would shop at a new market instead of going to Grass Valley.

Thank you for your time, Sarah Wood

**From:** [Raymond Scott](#)  
**To:** [Steve Geiger](#)  
**Subject:** Penn Valley New Store  
**Date:** Thursday, December 11, 2025 4:23:07 PM

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Good afternoon, We are all for the plans for the new larger store in Penn Valley. We have been Holiday market shoppers for many, many years. We have shopped at many locations, Pleasant Valley, Cool, Auburn / Grass Valley and Penn Valley. We absolutely love the Auburn store, yet it is a way for us to go from Loma Rica. Penn Valley store is very convenient for us, but there are downsides to the location. At times, it is very hard to get in and out of this location with only one entrance / exit. The store itself is small and many times very, very busy. Telling us the larger location is needed along with a larger selection of items. Just saying, we are from Loma Rica and Holiday Market is our store to shop. It's not just a private store for the residents of wildwood. Please keep us up to date on the progress moving forward for the new store. Thank you Ray and Cynthia Scott

Steve Seiger  
Nevada County  
Planning Dept

11/28/25

RECEIVED

DEC 19 2025

NEVADA COUNTY  
PLANNING DEPARTMENT

Please count me as a  
"pro" vote on the building  
of a new Holiday Market off  
Pleasant Valley Road and  
Hwy 20.

The community needs an  
updated market and a  
bakery and deli. The new  
store will have these much  
needed improvements in the  
Renn Valley area.

There are some traffic  
concerns that opponents bring  
up, but those concerns have  
been addressed.

Sincerely,

Linda McKay  
10881 Red Lane  
Smartsville, CA  
95977

**From:** [John Camperi](#)  
**To:** [Steve Geiger](#)  
**Subject:** Support for the new Holiday location  
**Date:** Tuesday, December 23, 2025 11:11:55 AM

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To whom it may concern,

My name is JP Camperi. I own the Lifting Vault Gym located behind the new Holiday Store location.

I am in full support of the new Holiday location in Penn Valley, California.

Please let me know if there's anything I can do for you.

Warmly,

J.P. Camperi

Owner/Head Coach at The Lifting Vault Strength & Mobility Training.

**From:** [Donald Bogart](#)  
**To:** [Steve Geiger](#)  
**Subject:** Holiday Market Penn Valley  
**Date:** Saturday, December 27, 2025 9:01:40 AM

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Mr. Geiger, I'm contacting you regarding the proposed new Holiday Market in Penn Valley. I support approval of a plan which allows this project to move forward. I'm aware of the issues and trust you to mitigate the negative impacts.  
Thank you for your attention to this matter.

Don Bogart  
18684 Meadowlark ct  
Penn Valley CA 95946

**From:** [Kimberly Carlson](#)  
**To:** [Steve Geiger](#)  
**Subject:** I STRONGLY SUPPORT the plans for the new Holiday Market in Penn Valley  
**Date:** Sunday, January 11, 2026 4:39:39 PM

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Hello Mr. Geiger,

I first moved to Lake Wildwood in 1992, and have lived in and out of the gates in Penn Valley ever since, living in my most recent house in Lake Wildwood for the last eleven years. I shop at the current Holiday Market almost daily.

I STRONGLY SUPPORT the plans for the new Holiday Market at Pine Shadows and Commercial. I am very excited about having a larger store with many more options. I am excited for the neighbors throughout Penn Valley and Smartsville to have easier access to the market.

I am disappointed that our current Board of Directors is encouraging members to protest the project.

Thank you for your consideration,

Kimberly Carlson  
14499 Sun Forest Drive  
Penn Valley