



COUNTY OF HUMBOLDT

For the meeting of: 4/22/2025

File #: 25-553

To: Board of Supervisors

From: Supervisor Mike Wilson

Agenda Section: Consent

Vote Requirement: Majority

SUBJECT:

Letter of Opposition to Assembly Bill 770 (Assembly Members Mark Gonzalez and Pacheco) - Outdoor Advertising

RECOMMENDATION(S):

That the Board of Supervisors:

1. Authorize the Chair to sign the Letter of Opposition; and
2. Direct the Clerk of the Board to send the letter to Assemblymember Rodgers and all others copied in the letter; and
3. Direct the Clerk of the Board to provide a signed copy of the letter to the County Administrative Office.

STRATEGIC PLAN:

This action supports the following areas of your Board's Strategic Plan.

Area of Focus: Sustainable Natural Resources & Infrastructure Stewardship

Strategic Plan Category: 5005 - Implement landscape stewardship through the General Plan

DISCUSSION:

The Board of Supervisors would like to oppose Assembly Bill 770 which proposes to significantly expand the definition of "customary maintenance" for outdoor advertising structures in a manner that undermines local authority, compromises public safety, and endangers the environmental and cultural resources we work diligently to protect. The bill would circumvent this local planning authority by allowing billboard owners to engage in substantial structural changes without triggering local review or permitting processes. This level of unregulated construction could also pose unnecessary hazards to the public leading to safety issues. AB 770 could allow for reorientation or repositioning of these structures without any requirement for survey, environmental analysis, or public transparency. This could create the potential for further encroachment onto public resources and a diminished quality of life for Humboldt residents. This Bill would restrict Humboldt County's ability to regulate planning principles and values that Humboldt communities have established.

SOURCE OF FUNDING:

General Fund

FINANCIAL IMPACT

There is no financial impact to submitting a letter of opposition, however passage of this bill could affect local revenue for permitting and discretionary revenue for signs on county property.

OTHER AGENCY INVOLVEMENT:

None

File #: 25-553

ALTERNATIVES TO STAFF RECOMMENDATIONS:

Board discretion.

ATTACHMENTS:

Letter of Opposition

PREVIOUS ACTION/REFERRAL:

Meeting of: N/A

File No.: N/A