

Public Comment
on H.1

 Outlook

Elk River Billboard

From Edge Gerring <gerring.edge2@gmail.com>

Date Mon 2/9/2026 7:54 AM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

I am opposed to renewing the billboard lease. I vote to have the billboard removed as originally planned.

Edith (Edge) Gerring

Loleta

Sent from my iPad



Outlook

Elk River Billboard

From Davin Peterson <davinsemail@gmail.com>

Date Mon 2/9/2026 3:05 AM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Dear Board of Supervisors,

As a resident of Eureka, CA, I am writing to urge you to deny the request by Allpoints Signs to extend their permit.

The existing permit required the removal of the billboard and the restoration of the wetlands by September 29, 2025. Under current standards, this billboard would not be permitted as it sits within a wetland, a flood zone, and a highway right-of-way. These regulations are in place for critical environmental and safety reasons.

I strongly encourage you to deny the extension request and take the necessary steps to ensure the billboard is removed and the wetlands are restored as soon as possible.

Best regards,

Davin Peterson

Elk River billboard

From Karpani Burns <blisshiker@gmail.com>

Date Sun 2/8/2026 11:49 PM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

To: Clerk of the Board,

I am emailing to urge the Members of the Humboldt Count Board of Supervisors to vote No, denying the request of a permit modification by Allpoints Signs to allow the Elk River billboard to remain dumped or standing in our precious wetlands.

No billboard would ever be allowed in a **coastal wetland** by today's standards. Nor are they allowed in **flood zones** or **highway rights of way**, but this billboard is within all of the above!

Again, I am calling for the Board to deny Allpoints Signs' request for permit modification and remind Allpoints of the 2020 permit rmandate that the billboard be removed by Sept. 29, 2025.

Sincerely concerned,

Karpani

from Goudi'ni (so-called Arcata, California) unceded ancestral lands of the Wiyot People



Outlook

Agenda item H1

From Wendy Ring <wring123@gmail.com>

Date Sun 2/8/2026 8:40 PM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Please don't backpedal on the council's earlier decision to remove the Elk River billboard. I hope you will pass the resolution prepared by staff and direct staff to enforce removal of what remains of the billboard, which is now overdue. Wetlands are climate mitigation and protection from sea level rise. These benefits to the community far outweigh the commercial interests of one individual.

Thanks,
Wendy Ring

Public comment for Board of Supervisors: Require removal of the Elk River billboard south of Eureka

From Judith Mayer <jmayer@sonic.net>

Date Sun 2/8/2026 8:11 PM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Please forward these comments to each county supervisor, regarding an item that they will consider on their February 10 agenda:

Allpoint Signs has applied for a permit modification to allow its billboard to remain near the Elk River.

Please do NOT approve the permit modification, and require that the sign be removed immediately, as required by the existing permit.

When the Board of Supervisors allowed the sign to be rebuilt after the sign fell down in 2019, the permit stipulated that it must be removed 5 years later. That deadline passed in September 2025. The billboard is still there.

No billboard would ever be allowed in that location today (in a **coastal wetland**, floodway, and highway right-of-way).

It's time to retire this "grandfathered" sign.

Judith Mayer (Arcata)



Outlook

Removing billboard

From Tom Hinz <tlhinz@gmail.com>

Date Sun 2/8/2026 7:59 PM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

I support the removal of the billboard. Tom Hinz 5928 Stover Road, Blue Lake 707-498-0134

(No subject)

From Garberville Chiropractic <garbervillechiropractic@gmail.com>

Date Sun 2/8/2026 7:54 PM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

If ALL POINT SIGNS did Notnot figure out FIVE YEARS (5), then whatever else will we also be unable to trust them. By the way we can not trust them to remove that broken and fallen over billboard within 5 years?

I know you Humboldt workers and Supervisors have brains that work, did THEY think you'd forget by now?

This site is on coastal wetlands
please DO NOT allow any Billboard company to put any sign there.

Especially REQUIRE 'ALL POINT SIGNS" ro remove it
AND to insure the pollution from the decay of it IS ALSO removed
because we all want OUR County to be FOREVER safe for ourselves
AND the local plants and wildlife.

Thank you all.

Office of Brian M. Ormond, D.C

Chiropractic and Functional Medicine

Office of Brian M. Ormond, D.C

Chiropractic and Functional Medicine

CA 95542

Allpoints Signs permit modification request

From PatriciaAnne WinterSun <p-aws@sbcglobal.net>

Date Sun 2/8/2026 7:36 PM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Supervisors: Please deny Allpoints Signs' request for [permit modification](#). Clearly the board intended to end billboard in Elk River in September 2025, beyond which we now find ourselves.

Please take the necessary steps to **require removal** of the billboard and restore the wetlands as soon as possible.

No billboard would ever be allowed in a **coastal wetland** by today's standards. Nor are they allowed in **flood zones** or **highway rights of way**, but this billboard is within all of the above! But this sign was built long before current state and local rules governing billboards were adopted.

--

Yours in least waste,
PatriciaAnne WinterSun

Without courage, we cannot practice any other virtue with consistency. We can't be kind, true, merciful, generous, or honest.

– Maya Angelou

Billboard removal

From Terry Wilson <terrywilson16@gmail.com>

Date Sun 2/8/2026 6:17 PM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Please insist the fallen billboard be removed and do not allow any billboards to be built along our fragile coastline. Such an unnecessary eyesore, taking away from the natural beauty of our bay.

Thank you

Terry Wilson

File: 25-1477; PLN 2025-19401; Opposition to Reconstruction of Billboard in a Wetland

From Kimberly Tays <kimkat067@gmail.com>

Date Sat 2/7/2026 1:51 PM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Dear Board of Supervisors:

I am writing this email in opposition to the request to modify a special permit to reconstruct a billboard in the wetlands along Highway 101 in the Lower Elk River area (at the intersection of Herrick Avenue) that will be considered at the upcoming February 10, 2026, meeting.

I am opposed to billboards in our wetlands and bay. That is the last place billboards should be standing. We have enough visual blight in our communities and need some open spaces to be free of man-made structures and to be set aside for wildlife. Our wetlands (and bay) have already been so heavily impacted by commercial and industrial development. Please let us progress beyond the "billboards in our wetlands and Bay era" and restore these environmentally important areas to a more natural state whenever possible. There are numerous other locations where this applicant can erect billboards advertising his business without impacting our scenic waterways and wetlands.

Please DENY this request to modify a special permit and extend the term for this billboard.

Thank you for considering my thoughts on this important issue.

Kimberly Tays
Resident of Arcata, CA

Sent from my iPad



Outlook

Billboard comment

From g1cat <g1cat@yahoo.com>

Date Sun 2/8/2026 2:00 PM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

To All Supervisors

Please **deny the permit modification and/or rebuild request for the Elk River Billboard** and take the necessary steps to **require removal** of the billboard and restore the wetlands as soon as possible.

No billboard would ever be allowed in a **coastal wetland** by today's standards. Nor are they allowed in **flood zones** or **highway rights of way**, but this billboard is within all of the above!

This sign was built long before current state and local rules governing billboards were adopted and it has been laying on the ground for several years - which is past the deadline to remove it.

We need all our wetlands!

Thank you,

Gisèle Albertine

Arcata, CA 95521

billboard

From dennis tuite <dtuite@suddenlink.net>

Date Sun 2/8/2026 2:07 PM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Dear clerk; Please allow the elkriver billboard to be removed, It is an eyesore. It was agreed upon to have it removed after five years from 2020 and was supposed to be removed in september of 2025. Please rule to make them keep their pledge. Thankyou Dennis R. Tuite concerned citizen of humboldt county.



Outlook

Past due for removal of billboard in Elk River wetland area

From Trisha Lee <trishaleeshade@gmail.com>

Date Sun 2/8/2026 2:06 PM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Dear Humboldt County Board of Supervisors,

The Elk River billboard located south of Eureka fell down in November 2019, as you know. It was supposed to be removed by September 29, 2025. Not only has it not been removed, but now Allpoints Signs has applied for a modification of the permit, to allow it to remain standing indefinitely.

As you Board of Supervisors will consider this request on **Tuesday, Feb. 10**, we hope you will **deny the request** and take the necessary steps to **require removal** of the billboard and restore the wetlands as soon as possible.

No billboard would ever be allowed in a **coastal wetland** by today's standards. Nor are they allowed in **flood zones** or **highway rights of way**, but this billboard is within all of the above!

It's time for it to be removed once and for all!

Sincerely,

Trisha Shade
Eureka, CA

TrishaLeeShade@gmail.com

ELk River billboard

From Mary Gearheart <msgheart@gmail.com>

Date Sun 2/8/2026 2:17 PM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Dear Supervisors: Please vote to finally require complete removal of the Elk River billboard. The quality of our coastal wetlands and significant coastal views don't deserve to be spoiled by a billboard advertising a single business' interests. Thanks, Mary Gearheart



Outlook

That Billboard...

From Eugene Perricelli <ceperr@sbcglobal.net>

Date Sun 2/8/2026 2:19 PM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

IMHO they never should have been allowed to put it back up after it fell down. Big mistake. Now they want to re-write the agreement from that time. Just say no. Thanks, Claire Perricelli



Outlook

Please don't renew the Elk River billboard permit

From Joe Tyburczy <coloradojoe@gmail.com>

Date Sun 2/8/2026 2:20 PM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Dear Humboldt County Supervisors,

I urge you not to renew the permit for the billboard that lies in the coastal wetland along the Elk River. There is no compelling need for commercial advertising in this space. However, it is destructive to the coastal wetland habitat and natural open viewshed.

Please stand up for the public interest and stick to the original agreement – and require Allpoints Signs to remove it in the near future as agreed back in 2020.

Thank you for standing up for the public interest.

Sincerely,

Joe Tyburczy

Humboldt County resident since 2012

Item 25-14: Request to extend wetland billboard permit

From Daniel Chandler <dwchandl@gmail.com>

Date Sun 2/8/2026 2:26 PM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Dear Supervisors,

I hope that you will read (the whole thing!) and adopt the Resolution prepared by staff. Really an amazing document which leaves no doubt what the Board must do: deny the request to modify the Special Permit (PLN-2025-19401). We need to protect our wetlands – their amazing biodiversity and carbon sequestration capacities. And there's no shame in continuing Lady Bird Johnson's highway beautification campaign.

Thanks for considering my views.

Daniel Chandler

, Trinidad, CA 95570

Email: dwchandl@gmail.com

Elk River Billboard

From diane ryerson <adryerson7@gmail.com>

Date Sun 2/8/2026 2:29 PM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

February 8, 2026

Humboldt County Board of Supervisors

Dear Supervisors,

As a long-time resident of Humboldt County who appreciates our natural environment, I urge you to vote to deny the billboard corporation's request and take necessary steps to permanently remove the Elk River Billboard that was scheduled to be removed last year.

Thank you for your consideration of my request.

Diane Ryerson,

Arcata, CA 95521

Elk River Billboard

From dkh <dorrekiddhoward@gmail.com>

Date Sun 2/8/2026 2:32 PM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Dear BOS,

Please do NOT extend the permit for this atrocity! In fact, please REQUIRE that Allpoints remove the remnants of the fallen billboard and perform any remediation necessary to restore the area.

Sincerely,

Dorre Kidd Howard

Fortuna, CA

dorrekiddhoward@gmail.com



Outlook

File:25-1477; PLN 2025-19401; Opposition to Reconstruction of Billboard in a Wetland

From Stanley Binnie <stanbinnie1@gmail.com>

Date Sun 2/8/2026 2:48 PM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

To Humboldt County Board of Supervisors:

I am writing regarding your upcoming discussion and decision regarding the permit to reconstruct the billboard in the wetlands along Highway 101 in the lower Elk River area. I want to add my name to those in opposition to approval.

I disapprove of billboards in general and especially those placed in wetlands. There is already too much man-made blight in our natural areas and we should be working to reduce this blight rather than maintaining or increasing it.

Please vote in opposition to this request to approve the reconstruction of this billboard.

Stanley W. Binnie
Resident of Arcata, CA



Outlook

Elk River billboard

From Tina Garsen <tina62696@sbcglobal.net>

Date Sun 2/8/2026 3:30 PM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Hello everyone

Please get rid of that billboard. It is blight.

I live in Eureka and I vote

Thanks!

Betina Garsen

Eureka



Outlook

Please remove...

From Arlin Martin <amartin8759@gmail.com>

Date Sun 2/8/2026 3:33 PM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

The Elk River billboard once and for all!

It has no place in the wetlands.

It's an eyesore and needs to be gone forever.

Please deny Allpoint Sign's request to erect a new sign.

Thank you for reading and voting appropriately.

Sincerely,

Allison and Arlin Martin
Humboldt Hill



Outlook

Remove the elk River billboard

From AScott Greer <ascottg@mac.com>

Date Sun 2/8/2026 3:41 PM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

I Would like all of the board of supervisors to vote once again, but do the right thing this time and remove the billboard on elk River. I am a voting Humboldt County resident who lives off elk River. Replacement of the billboard violates multiple and should not be allowed to remain.

Andrew Greer

Eureka, CA 95503



Outlook

Do not let the billboard in the wetland get rebuilt please

From Stephanie Tatge <statge@formerstudents.ucdavis.edu>

Date Sun 2/8/2026 4:11 PM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Hi, I'm a resident of Arcata up Fickle Hill and I care deeply about the coastal wetland areas in our county. The billboard which fell over and got rebuilt was supposed to be removed in Sept 2025 - why is it still there? Please remove this! Many thanks for your consideration -

Stephanie Tatge

Please Remove Billboard once and for all from the wetlands at Elk River

From Meighan O'Brien <meighanobrien@yahoo.com>

Date Sun 2/8/2026 4:24 PM

To COB <COB@co.humboldt.ca.us>

Cc Jen Kalt <jkalt@humboldtwaterkeeper.org>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

To Humboldt County Supervisors and all Planning Staff-

Please heed the good sense and legally corroborated position by your Staff and deny this application for a new special permit.

Not only would the billboard never be allowed today under coastal commission requirements, but the owners have done no good faith efforts to follow the terms of their last special permit.

The Humboldt County Staff outline the legal grounds the Supervisors have to deny this appeal for a special permit.

That the Board of Supervisors:

1. Adopt the resolution (Attachment 1) which does the following:

a. Finds that denial of the project is exempt from environmental review pursuant to Section 15270 of the State CEQA

Guidelines; and

b. Finds there is insufficient evidence to approve a modification to the permit to allow the billboard to remain at the site;

and

c. Denies the permit modification request filed by Geoff Wills on behalf of OutFront Media.

2. Direct the Clerk of the Board to notify the applicant and any interested parties of the decisions made by the Board.

STRATEGIC PLAN:

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

Area of Focus: Core Services/Other

Strategic Plan Category: 9999 - Core Services/Other

Please follow the law and help preserve the coastal wetlands for all Humboldt County citizens and visitors and do not allow one lone individual, who has not kept his word, to continue to abuse the privilege he was granted in 2020.

Many thanks for your consideration-
Meighan

Meighan O'Brien

meighanobrien@yahoo.com

No on Elk River billboard!

From Ted Pease <ted.pease@gmail.com>

Date Sun 2/8/2026 4:31 PM

To COB <COB@co.humboldt.ca.us>

Cc Madrone, Steve <smadrone@co.humboldt.ca.us>; Wilson, Mike <Mike.Wilson@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Dear Humboldt Supervisors.

I am writing to urge the County to put a stop to billboards defacing our precious and pristine wetland and coastal areas, and in particular to remove the Elk River billboard that fell down in 2019 and apparently is now being considered for a new permit. When this matter was last decided, the permit allowed the Allpoint Signs billboard to remain for five years. So it should have been removed by September 2025.

Allpoint Signs should NOT be permitted to extend the life of this eyesore. I urge the Supervisors to deny their request for a permit modification, and that the company be required to remove the billboard down to its footings and restore the wetlands area immediately.

I agree with the Humboldt Waterkeeper's call to deny the permit and to order the sign removed. Further, I hope the County will move to remove all billboards remaining in our coastal wetlands and along highways. They are ugly eyesores. Take 'em down!

Thank you for your attention.

Sincerely,
Ted Pease

Ted Pease

ted.pease@gmail.com





Outlook

bill board

From Diane D. <dianedenby@hotmail.com>

Date Sun 2/8/2026 4:36 PM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Hello, I would like the bill board , known as the elk river billboard that fell down in 2019, to be carefully removed and no more bill boards in its place.

A company should not profit from land that is fragile and the public doesn't need to see blight.

Thank you

Diane

Arcata



Outlook

Elk River Billboard

From peggy darm <namipsi@gmail.com>

Date Sun 2/8/2026 4:44 PM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Please remove this eyesore immediately.

When obstacles arise the wise rejoice and the foolish flee.



Outlook

Dear Board of Supervisors, Please remove the Elk River billboard immediately. It is wrong for it to be there in so many ways. I vote in every election in which I am eligible to vote. Thank you for your attention, Peggy Darm Eureka CA

From peggy darm <namipsi@gmail.com>

Date Sun 2/8/2026 4:50 PM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

When obstacles arise the wise rejoice and the foolish flee.



Outlook

Billboard in a wetland

From Greta Montagne <greta.montagne@gmail.com>

Date Mon 2/9/2026 8:53 AM

To COB <COB@co.humboldt.ca.us>; Wilson, Mike <Mike.Wilson@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Dear Clerk, please make sure my comments are sent to all of the Supervisors and Staff.

Dear Humboldt County Supervisors and Staff,

I am writing to record my strong opposition to a request for a permit modification by Allpoints Signs for the rebuilding of a billboard in the Elk River Slough area south of Eureka. This wetland area is the entrance to Eureka, should be free of visual pollution, and restoring its former natural beauty will greatly improve the entrance to Eureka and add deep value to our tourism industry.

The Elk River Tidal Marsh Enhancement Project has used taxpayer funds to convert degraded land back into functional tidal wetlands and a billboard is very out of place here. The wetlands in the immediate area provide critical habitat for the Coho Salmon, Longfin Smelt, and Tidewater Goby and 155 bird species use this area. I'm also concerned about any impacts to native plants such as the Humboldt Bay Owl's Clover. Further, this billboard is located in an area that is a flood zone and highway right of way, which is illegal.

It's time for the Board of Supervisors to require this crass commercialization in the form of a billboard to be removed immediately, in fact the permit required its removal by Sept 29, 2025.

Sincerely,
Greta Montagne
Bayside, CA

February 9, 2026

NAME: Virginia (Gina) Rogers

AGENDA ITEM: #25-1477

Request to Modify a Special Permit Which Authorized Reconstruction of a Destroyed Legal Nonconforming Billboard Subject to a 5-Year Term Limit Requiring That the Billboard Structure be Removed by Sept. 29, 2025.

I strongly urge you to DENY the permit modification request filed by Geoff Wills on behalf of OutFront Media asking to extend the permit on what we call the "*Elk River Billboard*". No billboard should ever be allowed in a coastal wetland, flood zones or highway rights of way, and this billboard is within all of the above!

DON'T THINK – what difference can one sign make?
Instead, THINK – we need to make a strong stand for environmental conservation every opportunity we have!!

There are so many important reasons to ensure the sign comes down:

- DO IT to protect the wetlands!** Humboldt Bay has lost approximately 90% of its salt marshes since 1900, with the loss of shoreline and salt marshes heightening the need for protection of this vibrant habitat for flora and fauna.
- DO IT because you already promised**, for all the right reasons, to have the sign taken down by September 29, 2025, a deadline that has already passed.
- DO IT for the birds!!** Humboldt County is a world-renowned birding hot spot because of the diversity of the habitat here, with our wetlands habitats a major contributor. Events like our annual Godwit Days bring people to the county from all over the country, and provide an important economic boost to the area. Protect birding habitat!!

I would also like to encourage you to provide monitoring of the sign removal process to ensure that the wetlands are restored and that environmental damage during the process is minimized, with fines to be implemented if careful procedures are not followed.

Thank you for your important vote to DENY the permit modification request and enforce REMOVAL OF THE ELK RIVER BILLBOARD!!

Virginia (Gina) Rogers
– Humboldt County resident

AGENDA ITEM #25-1477: Please vote to DENY the Elk River Billboard modification request

From Gina Rogers <gina.rogers72@gmail.com>

Date Mon 2/9/2026 8:57 AM

To COB <COB@co.humboldt.ca.us>

 1 attachment (15 KB)

Letter in support of DENIAL of ELK RIVER BILLBOARD permit extension.docx;

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

NAME: Virginia (Gina) Rogers

Agenda Item #: 25-1477 for February 10, 2026 Board of Supervisors Meeting.

I am attaching a letter strongly recommending enforcement of your already-approved vote to remove the Elk River Billboard. The Supervisors should DENY the request to modify the special permit that allowed this billboard to remain standing on a temporary basis and ensure that the wetlands are restored.

I am also including the text of the letter below in case having it within the body of this email is helpful.

Sincerely,

Virginia (Gina) Rogers

— Humboldt County Resident

NAME: Virginia (Gina) Rogers

AGENDA ITEM: **#25-1477**

Request to Modify a Special Permit Which Authorized Reconstruction of a Destroyed Legal Nonconforming Billboard Subject to a 5-Year Term Limit Requiring That the Billboard Structure be Removed by Sept. 29, 2025.

I strongly urge you to DENY the permit modification request filed by Geoff Wills on behalf of OutFront Media asking to extend the permit on what we call the "**Elk River Billboard**". No billboard should ever be allowed in a coastal wetland, flood zones or highway rights of way, and this billboard is within all of the above!

DON'T THINK – what difference can one sign make?

Instead, THINK – we need to make a strong stand for environmental conservation every opportunity we have!!

There are so many important reasons to ensure the sign comes down:

--DO IT to protect the wetlands! Humboldt Bay has lost approximately 90% of its salt marshes since 1900, with the loss of shoreline and salt marshes heightening the need for protection of this vibrant

habitat for flora and fauna.

--DO IT because you already promised, for all the right reasons, to have the sign taken down by September 29, 2025, a deadline that has already passed.

--DO IT for the birds!! Humboldt County is a world-renowned birding hot spot because of the diversity of the habitat here, with our wetlands habitats a major contributor. Events like our annual Godwit Days bring people to the county from all over the country, and provide an important economic boost to the area. Protect birding habitat!!

I would also like to encourage you to provide monitoring of the sign removal process to ensure that the wetlands are restored and that environmental damage during the process is minimized, with fines to be implemented if careful procedures are not followed.

Thank you for your important vote to DENY the permit modification request and enforce REMOVAL OF THE ELK RIVER BILLBOARD!!

Virginia (Gina) Rogers
Arcata, CA 95521 – Humboldt County resident



Outlook

Elk River billboard removal

From Lynn Harvey <lynn@carsonparkdesign.com>

Date Sun 2/8/2026 2:04 PM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Please get rid of this environmental and visual blight.

--

Lynn Harvey
[carsonparkdesign.com](mailto:lynn@carsonparkdesign.com)

Elk River billboard

From Charis Arlett <paddle-on@hotmail.com>

Date Sun 2/8/2026 5:32 PM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

To Board of Supervisor members:

The Elk River billboard was supposed to be removed in September of 2025, it wasn't & now I hear Allpoints Signs has applied to have it stand indefinitely. Please deny the request & have it removed! Coastal wetlands are no place for a billboard. . .it's an eyesore (right as Eureka is being enter no less)!

Thank you, Charis Arlett

(Eureka homeowner)

Sent from my iPad

Elk River billboard

From Katy Allen <tkallen@suddenlink.net>

Date Mon 2/9/2026 9:16 AM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

I am writing in support of permanently removing the billboard that is in the Elk River wetlands. A commercial billboard has no business being in a wetland, plain and simple. When it collapsed several years ago it was given a 5 year reprieve. That time has more than passed. Please do not grant a permit modification. It's high time that it be removed.

Thank you for considering this.

Katy Allen

Bayside, CA

Sent from my iPad

Elk River billboard

From Alicia Hamann <alicia@eelriver.org>

Date Mon 2/9/2026 9:26 AM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Greetings Supervisors,

I'm writing to express my support for the board to follow through with their plan back in 2020 to permanently remove the Elk River billboard by September 29, 2025. It is now several months past that deadline and I understand that Allpoint Signs has applied for a permit modification that would allow the billboard to remain indefinitely. Please follow through with your original plan and ensure the billboard is removed.

Your constituents have made clear over and over again that we do not support keeping billboards in coastal wetlands. A new sign in that location could never be permitted today. Please don't lose our trust by allowing this sneaky permit modification to go through.

Sincerely,
Alicia

Alicia Hamann (*she/her*)
Executive Director

Friends of the Eel River

remove the Elk River Billboard

From sue <suejh@humboldt1.com>

Date Mon 2/9/2026 9:45 AM

To COB <COB@co.humboldt.ca.us>

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I'm encouraging all the supervisors to go along with the staff recommendation and tell the billboard company to follow the conditions of the permit they signed 5 years ago and take the billboard on 101 by Herrick Avenue down.

thank you

Sue Hilton

Arcata



Outlook

Let's get rid of that ugly Elk River billboard!

From Jess O <xingyiquan5@yahoo.com>

Date Mon 2/9/2026 10:28 AM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

I hope the Board of Supervisors decides against renewing this ugly billboard that damages our views of our most precious natural beauty here in Humboldt County.

Thanks for listening!

Sincerely,

Jess O'Brien
Arcata, CA

billboard

From Robert Thoman <halfwayhere3361@gmail.com>

Date Mon 2/9/2026 10:55 AM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Please do not allow allpoints to keep ruining the beautiful view from the 101 as people are about to enter Eureka. We live in an incredibly wonderful part of the planet and a large advertisement in the middle of that land to the right of the highway destroys that panorama. It should have never been rebuilt.

Thanks for reading this,
Robert Thoman

Item 25-1477, Elk River Billboard: require removal per existing permit

From Gary Falxa <garyfalxa@gmail.com>

Date Mon 2/9/2026 11:02 AM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Dear Supervisors,

I am a resident of the Cutten area. I often drive by the location of the billboard in question, along Elk River next to Highway 101. In 2020, I submitted comments opposing the rebuilding of the destroyed billboard along the Elk River. At that time, I provided several reasons for not permitting the rebuilding of the billboard, including:

- a billboard at this location is inconsistent with current zoning and the Coastal Act
- the billboard is an eyesore for travelers along Highway 101
- the billboard supports were as close as 4 horizontal feet from the edge of a tidal side channel of Elk River, based on my on-the-ground measurements, an inadequate setback
- my inspection showed that the billboard was not structurally sound at the time it blew over, due to substantial rot of its supports and lack of maintenance. Because of this, the request of a permit to "repair" the billboard was a stretch...it required rebuilding.

On Sept. 29, 2020, the Board of Supervisors conditionally approved a Special Permit for five years and for five years only for that billboard, with conditions that included:

- Apply to the Coastal Commission for a CDP to remove the sign not later than Sept. 29, 2024.
- Apply for a Demolition Permit not later than May 29, 2025.
- Remove the sign not later than Sept. 29, 2025.

None of these deadlines have been complied with, and any billboard at this location is still inconsistent with zoning and the Coastal Act.

Please deny the request for modifications to the permit and require removal of the billboard within a short period, such as 4-6 weeks, consistent with the Special Permit issued in 2020.

Thank you,

Gary Falxa
Eureka, CA



Outlook

(No subject)

From Anna Hamilton <annasonewriter@gmail.com>

Date Mon 2/9/2026 11:25 AM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Please deny the application to rebuild the Elk River billboard. That was supposed to be removed already!

Thank you,

Anna Hamilton

Eureka



February 9, 2026

Humboldt County Board of Supervisors
825 Fifth Street
Eureka, CA 95501

Re: Support for Staff Recommendation re: Request to Modify a Special Permit Which Authorized Reconstruction of a Destroyed Legal Nonconforming Billboard Subject to a 5-Year Term Limit Requiring That the Billboard Structure be Removed by Sept. 29, 2025 (#25-1477).

Dear Supervisors,

In 2020, Humboldt County Resolution 20-90 adopted findings and evidence that the subject billboard is not allowed in the Zoning that applies to the parcel it was built on; is built within a wetland, contrary to the County's Coastal Wetland Areas Combining Zone provisions found in Section 313-38.1; and conflicts with provisions of the Humboldt Bay Area Plan, which within any of the Land Use Designations applicable to the property nor are they allowed in Environmentally Sensitive Habitat Areas (Findings 5j and 5k).

For these and other reasons, the County Planning Commission denied the Special Permit, but the County Supervisors agreed to grant the Special Permit subject to a permit term limit of five years, following which the billboard must be removed from the site. The Conditions of Approval of the Special Permit include requirements that the applicant shall: Apply to the Coastal Commission for a CDP to remove the sign not later than Sept. 29, 2024; Apply for a Demolition Permit not later than May 29, 2025; Remove the sign not later than Sept. 29, 2025.

These deadlines have all passed without compliance by the applicant, and the time has now come to remove the billboard as required by the Special Permit and the findings in Resolution 20-90. We urge you to follow the staff recommendations and deny the requested modifications to the now-expired Special Permit, take the steps necessary to remove this billboard once and for all, and require restoration of the wetlands.

Sincerely,

Jennifer Kalt, Executive Director
jkalt@humboldtwaterkeeper.org



Arcata, CA 95521

www.humboldtwaterkeeper.org





Outlook

Comments re: Elk River Billboard, File #25-1477

From Jennifer Kalt <jkalt@humboldtwaterkeeper.org>

Date Mon 2/9/2026 11:36 AM

To COB <COB@co.humboldt.ca.us>

Cc Ford, John <JFord@co.humboldt.ca.us>

 1 attachment (157 KB)

Humboldt Waterkeeper Comments-25-1477-Billboard.pdf;

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Good morning,

Please circulate the attached comments to the Board and staff, and please include them in the administrative record for this agenda item.

Thank you,

--

Jennifer Kalt, Executive Director
[Humboldt Waterkeeper](#)

Arcata, CA 95521



Outlook

Remove the Elk River Billboard Permanently!

From Barbara Goldberg <bag4@humboldt.edu>

Date Mon 2/9/2026 11:48 AM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

The Board of Supervisors will be considering a request on Tuesday, February 10 to modify the permit and allow the continued presence of this billboard. Please DENY any request that allows a billboard in this sensitive location. Further, the deadline has long passed for the billboard to be removed—an order that has long been ignored. This billboard would never meet current environmental regulations that prohibit its location in sensitive wetlands, in a flood zone, and in a highway right of way. Please take strong measures to assure that the Elk River billboard is permanently removed and the wetlands restored.

Thank you,
Barbara Goldberg

Arcata, CA 95521

February 10 BOS Agenda Item H.1

From Peter LaVallee <peterlav@sbcglobal.net>

Date Mon 2/9/2026 11:51 AM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Dear Supervisors,

I am asking that you deny the Allpoint Signs permit modification requesting the Elk Rivers billboard be allowed to remain standing indefinitely and take the necessary steps to require removal of the billboard and restore the wetlands as soon as possible.

Peter LaVallee

Eureka, CA 95501

peterlav@sbcglobal.net



Outlook

Elk River Billboard

From Julie Fulkerson <juliefulkerson@mac.com>

Date Mon 2/9/2026 1:51 PM

To Arroyo, Natalie <narroyo@co.humboldt.ca.us>; Madrone, Steve <smadrone@co.humboldt.ca.us>; Wilson, Mike <Mike.Wilson@co.humboldt.ca.us>

Cc COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Please deny the request for billboard modification.

Not only is billboards a blight on our community and region, they are unfair to many other businesses.

Our wetlands, Bay, harbors, marshes, trails, even the freeway are community spaces that need to be protected.

Please do what you can to keep this region attractive to travelers...and the rest of us.

With gratitude,

Julie

PS. I am ccing District Supervisors where I have/had property and businesses.

 Outlook

Billboard removal

From Important Update! <kathleenkelcey@att.net>

Date Mon 2/9/2026 2:37 PM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

No billboards anywhere. Money interests want them people don't! Kathleen kelcey mckinleyville , ca

[Sent from AT&T Yahoo Mail on Android](#)



Outlook

Elk River billboard

From carilyn hammer <carilynah@gmail.com>

Date Mon 2/9/2026 3:15 PM

To COB <COB@co.humboldt.ca.us>

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Remove it now PLEASE!!

Carilyn Goldammer
2012 Maria Ct