



County of Santa Cruz Board of Supervisors

Agenda Item Submittal

From: Board of Supervisors - Third District

Subject: Opposition to Assembly Bill 770 (González and Pacheco) -
Outdoor Advertising

Meeting Date: May 20, 2025

Formal Title: Direct the Chair of the Board to send a letter expressing opposition to Assembly Bill 770 to the bill's authors and to our legislative delegation

Recommended Actions

Direct the Chair of the Board to send a letter expressing opposition to Assembly Bill 770 to the bill's authors and to our legislative delegation.

Executive Summary

Assembly Bill 770 (AB 770) 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. Given these concerns, the Board of Supervisors should register opposition to AB 770 by sending letters to the bill's authors and to our local legislative delegation.

Discussion

Assembly Bill 770, introduced by Assemblymembers Mark González and Blanca Pacheco, proposes to significantly expand the definition of "customary maintenance" for outdoor advertising structures. 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 and environment across the state of California where such structures occur. This bill would restrict County's ability to regulate planning principles and values that our community has established regarding these structures throughout California.

Financial Impact

The recommended action does not have a financial impact.

Strategic Initiatives

Operational Plan - Sustainable Environment, Operational Excellence

Submitted By:

Justin Cummings, Third District Supervisor

Recommended By:

Carlos J. Palacios, County Executive Officer

Artificial Intelligence Acknowledgment:

Artificial Intelligence (AI) did not significantly contribute to the development of this

agenda item.