

AMENDED IN ASSEMBLY MARCH 3, 2025

CALIFORNIA LEGISLATURE—2025–26 REGULAR SESSION

## ASSEMBLY BILL

**No. 770**

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**Introduced by Assembly Members Mark González and Pacheco**  
**(Coauthor: Assembly Member Gipson)**

February 18, 2025

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An act to add Section 5208.3 to the Business and Professions Code, relating to outdoor advertising.

### LEGISLATIVE COUNSEL’S DIGEST

AB 770, as amended, Mark González. Advertising displays: customary maintenance.

The Outdoor Advertising Act regulates placement of advertising displays adjacent to and within specified distances of highways that are part of the national system of interstate and defense highways and federal-aid highways. The act prohibits limitations on the customary maintenance of a lawfully erected advertising display within the state by any governmental entity without payment of compensation, as specified.

This bill would authorize, as part of customary maintenance, an activity performed for the purpose of maintaining an advertising display ~~in its existing physical configuration~~, *with its existing advertising copy area dimensions*, including, but not limited to, replacing structural members and using stronger materials, as specified.

Vote: majority. Appropriation: no. Fiscal committee: yes.  
State-mandated local program: no.

*The people of the State of California do enact as follows:*

SECTION 1. Section 5208.3 is added to the Business and Professions Code, to read:

5208.3. “Customary maintenance” means an activity performed on a display for the purpose of maintaining the display ~~in~~ *with* its existing ~~physical configuration~~, *advertising copy area dimensions*, including, but not limited to, replacing structural members, such as posts and internal bracing, and using stronger materials, ~~without increasing~~ *while keeping or reducing* the number of posts.

REVISIONS:

Heading—Line 2.