

35. 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 ()



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.

AMENDED IN ASSEMBLY MARCH 3, 2025

CALIFORNIA LEGISLATURE—2025–26 REGULAR SESSION

ASSEMBLY BILL

No. 770

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

February 18, 2025

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:

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

3 5208.3. “Customary maintenance” means an activity performed
4 on a display for the purpose of maintaining the display ~~in~~ *with* its
5 existing ~~physical configuration~~, *advertising copy area dimensions*,
6 including, but not limited to, replacing structural members, such
7 as posts and internal bracing, and using stronger materials, ~~without~~
8 ~~increasing~~ *while keeping or reducing* the number of posts.

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11 **REVISIONS:**

12 **Heading—Line 2.**

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