

May 7, 2025

The Honorable Mark Gonzalez
Speaker of the Assembly
California State Assembly
1021 O Street, Suite 6150
Sacramento, California 95814

The Honorable Blanca Pacheco
Assembly Member
California State Assembly
1021 O Street, Suite 4510
Sacramento, California 95814

RE: Opposition to Assembly Bill 707

Dear Assembly Members Mark Gonzalez and Blanca Pacheco,

On behalf of the City of Eureka ("City") and the Eureka City Council, I am writing to express opposition to AB 770. As currently drafted, this bill would amend the Outdoor Advertising Act by redefining "customary maintenance" of outdoor advertising structures so that billboard owners can bypass local planning review. By doing so, The City of Eureka has concerns related to public safety, environmental preservation, and public oversight of commercially driven advertising activity.

The City's location on the northern coast includes scenic waterfront, forest, and other iconic landscapes. The City employs land use policies and regulates signage to protect these landscapes. AB 770 will reduce the City's local planning authority oversight by allowing display owners to have the ability to upgrade display structures without seeking a new permit. The broad expansion of "maintenance" will result in reconstruction or redevelopment without regulatory or compliance oversight. In short, unregulated construction poses significant risks to the public and environment.

Additionally, the City has concerns that AB 770 would result in misuse. For example, the current procedure for permitting of expanded materials and structural reconfigurations of signage ensures that environmental analysis and local input occur. This bill would undermine the procedural safeguards that provide the public an opportunity to be informed about activity that significantly reshapes the visual and natural resources within the City.

Due to its potential to compromise public safety and efforts to protect environmental resources, as well as undermining public oversight of commercial interests, I oppose AB 707.

Sincerely,

Kim Bergel
Mayor
City of Eureka

