



Humboldt County
Planning Commission
Community Development Department
3015 H Street Eureka, CA 95503

May 19, 2011

Dear Commissioners and Staff:

Humboldt Baykeeper thanks the Humboldt County Planning Commission and Staff of the Humboldt County Planning Department for the opportunity to comment on the Humboldt County General Plan Update Section 10.7 Scenic Resources.

SR-P6. Limit the Term of Off-Premise Billboards.

Humboldt Baykeeper supports Alternative A because it identifies new and existing billboards by ordinance and not with a use agreement. It is important to have a quantifiable ordinance with the responsible party to avoid possible abandonment, derelict boards and blight within our County. Alternative A also includes language to prohibit off-premise billboards on Scenic Roadways. This is important because the beauty of our County brings tourism and off-premise billboards would be inappropriate for Scenic Roads.

SR-P7. Billboards in Sensitive Habitat Areas.

Humboldt Baykeeper supports Alternative A/B because the construction of billboards in sensitive habitats has the potential to damage these habitat and disrupt sensitive species within the habitats.

SR-S6. New Off-Premise Billboards.

Humboldt Baykeeper supports Alternative A because the maximum term should be 5 years to match the term in the Outdoor Advertising Act. The term needs to be clearly identified, and is more easily regulated with a single term.

SR-IM5. Removal of Illegal Billboards.

Humboldt Baykeeper suggests adding "out of compliance billboards" in the identification of billboards.

Humboldt Baykeeper would also like to highlight the City of Arcata Appeal with Viacom Outdoor, Inc. (Viacom), which states that local ordinances preempt California's Outdoor Advertising Act. This conclusion exemplifies the importance of the General Plan Update to have clear quantifiable ordinances. The Appeal is submitted to Staff.

Thank you for your consideration of these comments. Humboldt Baykeeper looks forward to continuing to work with the County to ensure that a General Plan is developed and implemented for Humboldt County that accurately reflects the vision of our community.

Beth Werner
Humboldt Baykeeper Staff

