



Agenda Item 12a

Humboldt Bay Management Plan Billboard Policy Amendment

Staff Recommendation: Amend the Humboldt Bay Management Plan with a clear policy regarding permitting of billboards.

Background: Billboards occur within the District's regulatory jurisdiction. The District regularly permits construction and maintenance of similar structures (e.g., docks). However, billboards do not currently have District permits. There is a policy question regarding whether the District will permit maintenance or construction of billboards, particularly since billboards are not consistent with the public trust.

Existing District Policy

Humboldt Bay Management Plan: Does not provide clear policy on billboards.

Ordinance 7: “Signs and related structures, other than those that are necessary and approved by the District for navigational, public safety, resource management and identification purposes shall be eliminated and prohibited from the tidal and submerged lands within the jurisdiction of the District.”

Billboard Permitting Policy

Proposed Action in District Jurisdiction	Permitting Policy for Proposed Action
Construct New Billboard	
Expand Footprint of Existing Billboard	
Re-Erect Billboard that has Collapsed	
Routine Maintenance of Existing Billboard Structures	