



736 F Street
Arcata, CA 95521

City Manager
(707) 822-5953

Environmental Services
822-8184

Police
822-2428

Recreation
822-7091

Community Development
822-5955

Finance
822-5951

Public Works
822-5957

Transportation
822-3775

March 18, 2015

Velessata Kelley, Office Chief
Department of Transportation
Division of Traffic Operations
Office of Outdoor Advertising
P.O. Box 942874, MS-36
Sacramento, CA 94274-0001

James Arbis, Northern Area Manager
Department of Transportation
Division of Traffic Operations
Office of Outdoor Advertising
P.O. Box 942874, MS-36
Sacramento, CA 94274-0001

Dear Ms. Kelley and Mr. Arbis:

The City Council of the City of Arcata here requests that the Caltrans Office of Outdoor Advertising (ODA) revoke the permits for the billboards on the west side of U.S. Route 101 between the southbound South G Street exit and the Bayside Cutoff, three of which are located within the City Limits of the City of Arcata, and two within Arcata's Sphere of Influence. The five billboards include:

<u>Caltrans Permit No.</u>	<u>Billboard Serial No.</u>	<u>Current Advertiser, March 2015</u>
6261	005883	Bailey Mortgage
6257	00817A	Fisch Drilling
6262	005603	Living Styles
6264	005913	Shell
6265	005120	Bear River Casino

All of these billboards stand on North Coast Railroad Authority (NCRA) property and right-of-way. The NCRA has repeatedly stated that it does not want them on its land and has refused for many years to cash rent checks for the billboards. The NCRA is currently issuing updated letters requesting the immediate removal of each of the billboards listed above.

The ODA recently revoked permits for three billboards just north of Eureka citing Business and Professions Code section 5354, which states: "The applicant for any permit shall offer evidence that both the owner or other person in control or possession of the property upon which the location is situated and the city or county with land use jurisdiction over the property upon which the location is situated have consented to placing of the advertising display." Since both the

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NCRA and the City of Arcata are not consenting to the presence of the billboards on property which they control or have land use jurisdiction over, it is clear that these five billboards should be removed. Several of the billboards also lie within the path of the Arcata-to-Bracut portion of the Humboldt Bay Bicycle and Pedestrian Trail. With work on this trail scheduled to begin this year, these billboards must be removed.

In addition to the need to remove some of the billboards for construction of the Humboldt Bay Trail, the City of Arcata's General Plan supports billboard removal through Policy OS-2 Natural Resources Protection and Enhancement, which states: The Arcata Bay and tidelands represent an important natural edge and open space feature of the City. Buildings, landform alterations, or access routes in this area shall be of a design and scale that preserves open space and natural characteristics and maintains public views of the Bay."

A recent petition calling for the removal of all billboards along the Route 101 Corridor that block views of the Bay garnered over 1200 signatures from local residents. Further, the California Coastal Commission has requested that as many billboards as possible between Arcata and Eureka be removed as a condition of the permitting for the Indianola Road interchange.

Again, the City of Arcata formally requests immediate revocation of the permits for the above-mentioned billboards that lie within the City Limits of Arcata and its Sphere of Influence.

Thank you for your prompt attention to this matter.

Sincerely,



Michael Winkler
Mayor

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cc: Mike McGuire, California State Senate, District 2
Jim Wood, California State Assembly, District 2
Jared Huffman, U.S. Congressman, California 2nd District
Bob Merrill, District Manager, North Coast District, California Coastal Commission
Mitch Stogner, Executive Director, North Coast Railroad Authority
Richard Marks, Director, North Coast Railroad Authority
Estelle Fennel, Director, North Coast Railroad Authority
Chris Neary, Legal Counsel, North Coast Railroad Authority
Charlie Fielder, District Director, Caltrans District 1
Brad Mettam, Deputy District Director for Planning and Local Assistance, Caltrans District 1
Mike Wilson, Commissioner, Humboldt Bay Harbor, Recreation and Conservation District