

Online Degrees in as Few as 2 Years	Associate's <small>Ukiah State offers an online associate's degree in small business management. The program is designed to prepare students for entry-level positions in small business management.</small>	Certificates <small>Ukiah State offers an online certificate in small business management. The program is designed to provide students with the knowledge and skills necessary to start their own business.</small>	Doctoral <small>Ukiah State offers an online doctorate in small business management. The program is designed to prepare students for high-level positions in small business management.</small>
	Bachelor's <small>Ukiah State offers an online bachelor's degree in small business management. The program is designed to prepare students for entry-level positions in small business management.</small>	Master's <small>Ukiah State offers an online master's degree in small business management. The program is designed to prepare students for high-level positions in small business management.</small>	Other <small>Ukiah State offers an online certificate in small business management. The program is designed to provide students with the knowledge and skills necessary to start their own business.</small>

Weather: ☀ UKIAH, CA | Now: 49°F | High: 53°F | Low: 33°F | **5-Day Forecast**

Archives | Mobile | E-Edition | Subscribe

The Ukiah DAILY JOURNAL

Home | News | Opinion | Obituaries | Ukiah Sports | Community | Entertainment |

This Site Web Search powered by **YAHOO!** SEARCH

CLASSIFIEDS | AUTOS | JOBS | HOMES

City Council urges Supes to ban billboards in the Ukiah valley area

By **TIFFANY REVELLE** The Daily Journal

Updated: 03/08/2010 12:01:20 AM PST

The Ukiah City Council voted unanimously Wednesday to call on the Mendocino County Board of Supervisors to ban new billboards along the Highway 101 corridor that runs through the county and past the city.

Councilman Phil Baldwin called the number of billboards along the portion of the highway that borders the city "embarrassing," and brought the issue to the council for discussion.

He said there are 27 billboards along Highway 101 between Hopland and Highway 20, compared to fewer than 10 along the 101 in Sonoma County, and only 10 along Interstate 5 through all of Oregon.

Baldwin noted that Ukiah banned billboards 40 years ago, and has only one inside city limits, but travelers passing through the Ukiah Valley on Highway 101 see "several dozen" CBS and Stott billboards.

"And while these huge placards aren't in the city, out-of-towners and locals associate this shameless blight with Ukiah," Baldwin wrote in his letter to his fellow councilmembers.

The city wrote a letter to the Board of Supervisors in 2000 asking the body to "become more rigorous in its efforts to protect the Highway 101 corridor," but did not ask for an outright ban on new billboards, according to Baldwin.

Baldwin said the state and courts made it very difficult for local jurisdictions to get rid of existing billboards, but haven't limited local government's authority to ban new billboards.

He noted it might be "a difficult process" to get three votes on the Board of Supervisors

to support a ban.

Mayor Benj Thomas asked whether the advertising revenue goes to the owners of the property where the billboards stand.

"I've never been offered any of the revenue," Baldwin said.

"You don't own the freeway," Councilman Doug Crane said.

Baldwin continued, "And I don't know if any revenue comes from that agreement with the private property owner to the county."

He further noted that when Claudia Alta "Lady Bird" Taylor Johnson was First Lady during the better part of the 1960s, Ukiah answered her urging to local jurisdictions to ban billboards.

"Those communities sadly failing to enact a ban when Lady Bird Johnson encouraged that in the mid 1960s now suffer the ugly consequences," Baldwin wrote.

Councilwoman Mari Rodin said she thought writing a letter to the Board of Supervisors was a good idea, adding she thought the board didn't act in 2002 "out of apathy, but just became too busy and preoccupied and it just slipped by."

Advertisement

DeVry University
We major in careers.

Apply Online

Business Administration with emphasis in:

- Small Business Management and Entrepreneurship
- Human Resource Management
- Health Services Management
- Hospitality Management
- Operations Management
- Project Management
- Finance
- Accounting
- Plus More...

She called on 2nd District Supervisor McCowen, who was sitting in the audience, to bring the item before his colleagues on the county board and "keep it on the front burner."

Crane asked how far the county's jurisdiction would go in pursuing such a ban.

"I was under the impression that there were no new signs, except for those that were exempt, which would be on tribal land, for instance," Crane said. "I'm not aware of any new signs that didn't fit that criteria for replacement."

He said he knew a billboard at Parducci Road was slated to be taken down and not replaced.

Baldwin said he believed the number of billboards along the section of Highway 101 in question had doubled since 2000, and were being added at a rate of "a new one every six months" at points south between Santa Rosa and Hopland.

He said people traveling through see the billboards and "shake their head and say, oh, that's Ukiah." And to me, that's embarrassing."

Thomas noted Crane's perception that the number of billboards hasn't grown and Baldwin's perception that the number is growing, and said he wanted to know "what the facts are."

Landis supported sending the letter.

"Creating a corridor that goes right through our valley that is scenic - because it is a scenic valley - is a good idea," Landis said.

During public comment, J.R. Rose said the billboards offer tourists information about where to eat and sleep.

"You may think it takes away from the beauty, and I guess it does, but it also takes away from the convenience of somebody coming into our county that's looking for a place to stay, or something to eat," Rose said.

Crane said he had questions for someone sitting in the audience - again referring to McCowen - who had served on the planning commission and who he said "probably has some pretty good information about what it takes to put up a billboard, in terms of permissions, if the county's involved at all."

McCowen came forward, saying he had served on the county planning commission five years.

"I don't really know the answer to the questions posed," McCowen said. "I do have a memory that I wouldn't swear to that a new billboard would only be allowed in commercial zoning."

He suggested phrasing the letter to the Board of Supervisors to ask whether new billboards are allowed and under what conditions, to express the council's concern about the "possible proliferation" of new billboards, and to ask for a ban.

Baldwin noted that state-sponsored logo signs feature the names of area restaurants and hotels to help travelers find their way. He further noted that the land where new billboards were going up along Highway 101 south of Hopland "is definitely not commercial zoning."

Tiffany Revelle can be reached at udjtr@pacific.net, or at 468-3523.

More News Articles

- Local agencies seeking to help poor by funneling grant money to non-profits
- Ukiah's first barter market: People trade goods and wares while getting a crash course on alternative currency
- City Council urges Supes to ban billboards in the Ukiah valley area
- Escareno sentenced to 10 years in coast killing
- What Goes Around: Bluebird Cafe
- Nuestra Casa meeting set March 11

Ukiah Forecast Sponsored by **REALTHY WORLD**
SELZER REALTY

Most Viewed Most E-Mailed



(From the last 12 hours)

- Ukiah's first barter market: People trade goods and wares while...
- What Goes Around: Bluebird Cafe
- City Council urges Supes to ban billboards in the Ukiah valley area
- Meth arrest on coast
- Escareno sentenced to 10 years in coast killing
- Local agencies seeking to help poor by funneling grant money to...
- 565 marijuana plants seized; 4 arrested

Homes Cars Jobs Rentals

ALL LISTINGS

BOOK-MARK

Print Email Font Resize Return to Top

The Daily Journal does not monitor nor control the content of information posted on Topix by others, and instead we simply link to Topix which provides a service by allowing users to access information that has been made available. That link should not imply

that the Daily Journal endorses or controls in any way the Topix content. Topix also does not control the Content posted via the Service and does not guarantee the accuracy, integrity or quality of such Content. You acknowledge that by using the Service, you may be exposed to Content that is offensive, indecent or objectionable.

POST YOUR COMMENTS:

[Read all 18 comments »](#)

Type in your comments to post to the forum

Name
(appears on your post)

Comments

Type the numbers you see in the image on the right:



Please note by clicking on "Post Comment" you acknowledge that you have read the [Terms of Service](#) and the comment you are posting is in compliance with such terms. **Be polite.** Inappropriate posts may be removed by the moderator. Send us your [feedback](#).

<p>Mobile Billboard Advertising Choose from a variety of trucks in any market. www.emcoutdoor.com</p>	<p>Sacramento Electricians Find Sacramento Electricians and Electric Contractors at yellowpages.com</p>	<p>HUD Foreclosure Listings We Got HUD Foreclosure Listings. See Home Auctions in Your Foreclosed-Home-Listings.net</p>
---	--	---

Ads by Yahoo!