



OFFICE OF THE GOVERNOR

OCT 13 2025

To the Members of the California State Senate:

I am returning Senate Bill 783 without my signature.

This bill would re-extend the sunset for the redevelopment agency project area exemption to the Outdoor Advertising Act until January 1, 2029.

As a former mayor, I have seen firsthand how outdoor advertising displays generate revenue and visibility for local economies and businesses. Yet extending the redevelopment agency exemption under the Outdoor Advertising Act simply continues a pattern of short-term fixes that avoid addressing the underlying issue. For more than a decade, this area of law has been managed through temporary extensions rather than a comprehensive solution.

There are over 40 former redevelopment agency legacy displays throughout California. A lasting resolution should address them directly — whether through targeted statutory changes to the Act, administrative adjustments, or simply bringing the displays into compliance with existing law. That approach is far more durable and legally sound than repeated exemptions, which only create uncertainty, increase risk, and jeopardize critical funding that supports thousands of jobs at the state and local level.

I encourage the Legislature and stakeholders to work with my Administration on a durable solution that provides stability while balancing economic benefits with the state's fiscal and regulatory responsibilities.

For this reason, I cannot sign this bill.

Sincerely,

A handwritten signature in black ink, appearing to be "Gavin Newsom", written over a horizontal line. The signature is stylized with a large, sweeping initial "G" and a long, horizontal tail.

Gavin Newsom