



8/20/2025 FOR IMMEDIATE RELEASE

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**8/23/2025 STATEWIDE RALLIES TO PROTEST SENATE BILL 79:
BILL SACRIFICES NEIGHBORHOODS FOR PROFITS – HUGE SAFETY RISKS**

LOS ANGELES — On Saturday, August 23, Californians in Los Angeles, San Diego, the Bay Area and elsewhere will rally against Senate Bill 79. SB 79 would allow developers to build large, high-density projects as tall as 15 stories, based solely on proximity to transit stops – even **proposed, not-yet-built ones**. The bill overrides local safety standards, infrastructure limits and community input.

SB 79 is dangerous, unnecessary and counterproductive. It's the worst of a spate of recent legislation that seeks to force cities to replace single family and smaller multifamily homes with mini high rises, everywhere in California, regardless of safety concerns or local needs. Like those other laws, SB 79 barely mentions affordability.

“This bill lets developers pack massive developments into neighborhoods with no guarantee of infrastructure, fire safety, or affordability,” said Marcella Bothwell, Chair of Neighbors for a Better California, one of the rally’s co-organizers. “It’s a one size fits all mandate from Sacramento that puts short-term profit over long-term safety.”

That’s why thousands of Californians are saying “enough.” There are two rally locations in Los Angeles: Pacific Palisades , and the San Fernando Valley, at Sunland Park. Both rallies begin at 10 a.m. and will last approximately two hours, with featured speakers, music, and interaction.

Jessica Rogers, President of the Pacific Palisades Residents Association, notes “Unscrupulous developers and investors already tried taking advantage of existing laws to build multifamily in the Palisades where it is completely inappropriate. We exposed and helped stop them. SB 79 would be 100 times worse — literally — allowing dozens of units on single family parcels. We must stop this reckless bill, not just for the Palisades, but for Altadena and the hundreds of other vulnerable neighborhoods in our state.”

Our Neighborhood Voices President Lori Richards echoed Rogers’s points, summing up “We all want more affordable housing. But this bill risks creating preventable tragedies statewide.”

More than two dozen grassroots groups, including tenants’ rights groups, affordable housing advocates and neighborhood coalitions, are working together to organize these grassroots rallies.

RALLY INFORMATION

Date: Saturday, August 23, 2025

Time: 10 a.m. (unless otherwise indicated)

SOUTHERN CALIFORNIA

Hermosa Beach

Southwest corner of Hermosa Ave. and 10th St.

Los Angeles

Pacific Palisades US Bank Parking Lot, 15305 W Sunset Blvd., Los Angeles, CA 90272

San Fernando Valley note: 9 a.m.

7937 Foothill Blvd., Sunland, CA 91040

San Diego

4421 Bannock Ave, San Diego, CA 92101

Torrance

Charles H. Wilson Park, 2200 Crenshaw Blvd., Torrance, CA 90501

NORTHERN CALIFORNIA

San Francisco note: 11 a.m.

City Hall Steps, 1 Dr. Carlton B. Goodlett Pl., San Francisco, CA 94102

Marin County

Larkspur Ferry Terminal Parking Lot, 101 E. Sir Francis Drake Blvd., Larkspur, CA 94939

About Our Neighborhood Voices

Our Neighborhood Voices is a grassroots 501c3 nonprofit that advocates for safe, livable and affordable housing. ONV opposes giving away land use authority to

corporate developers and speculators, and supports policies that expand homeownership for all Californians.