

SB 417 STAFF MEASURE SUMMARY

Joint Committee On Transportation

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Meeting Dates: 2/24, 4/8

WHAT THE MEASURE DOES:

This measure modifies provisions regarding relocation of outdoor advertising signs and digital billboards. It specifies acceptable documentation to prove landowner consent when applying for a permit for an outdoor advertising sign.

FISCAL: Minimal fiscal impact on original measure

REVENUE: Minimal revenue impact on original measure

ISSUES DISCUSSED:

- Housekeeping measure
- Transferring outdoor advertising signs

EFFECT OF AMENDMENT:

No amendment.

BACKGROUND:

Oregon's Outdoor Advertising Sign Program regulates billboards and other signage that is situated along and visible from state highways. The purpose of the program, which traces its origins back to the federal Highway Beautification Act of 1965 (P.L. 89-285), is to regulate highway signage in such manner as to preserve the recreational value of travel on state highways, preserve the natural beauty along the highways and in adjacent areas, promote public safety, and prohibit the indiscriminate use of outdoor advertising. The program is administered in Oregon by the Oregon Department of Transportation (ODOT).

Static billboards (those displaying a single, unchanging image) remain the most common type of advertising sign in Oregon; however, digital billboards (which can change messages by remote control or electronic process) may change the message and graphics on a sign as often as every eight second (the time limit for the change process is no more than two seconds). Oregon has limited the total number of advertising billboards allowed meaning that persons wishing to erect one at a new location must either take an existing one out of service, or purchase a credit for a sign previously removed. Such credits can also be used to convert static billboards to the more valuable digital advertising signs.