

REVENUE: No revenue impact

FISCAL: Minimal fiscal impact, no statement issued

Action: Do Pass as Amended and Be Printed Engrossed

Vote: 4 - 1 - 0

Yeas: George, Schrader, Starr, Metsger

Nays: Verger

Exc.: -

Prepared By: Jim Stembridge, Administrator

Meeting Dates: 4/22, 4/23, 4/27

WHAT THE MEASURE DOES: Prohibits a city or county from prohibiting replacement of an existing outdoor advertising sign that has a permit issued by the Oregon Department of Transportation. Requires sign replaced to be replaced within one year.

ISSUES DISCUSSED:

- Provisions of the original measure and proposed amendment, including electronic billboards
- Unfair negotiation position of landowners where advertising sign cannot be replaced
- Bargaining power of landowner when exiting sign cannot be replaced
- Local non-conforming use regulation
- Time required for negotiation and permit-processing
- Potential for unintended consequences, including the proliferation of billboards
- Limitations of definition of “outdoor advertising sign”

EFFECT OF COMMITTEE AMENDMENT: Replaces the measure.

BACKGROUND: Outdoor advertising signs (“billboards”) must have permits in order to be installed in locations visible from state highways. Oregon has a “cap and replace” sign permit system, with the number of permits capped at the 1977 level when the program went into existence. To get a permit to build a new sign, an owner must remove a permitted sign, trading the permits. “Banking” of permits is allowed; a banked permit is called a relocation credit. Currently, there are about 1700 permits for existing billboards, with another 700 “banked” relocation credits.

Most relocation credits are owned by a few billboard owners, not land owners. If a current sign is in a location prohibited by a city or county, currently “grandfathered”, it cannot be replaced by a sign from another billboard company, leaving the land-owner at a perceived disadvantage when negotiating with the owner of the sign.