

**REVENUE: No revenue impact**

**FISCAL: Minimal fiscal impact, no statement issued**

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<b>Action:</b>	Do Pass as Amended and Be Printed Engrossed
<b>Vote:</b>	10 - 0 - 0
<b>Yeas:</b>	Bailey, Bentz, Berger, Boone, Edwards D., Gilman, Kahl, Schaufler, Weidner, Beyer
<b>Nays:</b>	0
<b>Exc.:</b>	0
<b>Prepared By:</b>	Patrick Brennan, Administrator
<b>Meeting Dates:</b>	5/13

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**WHAT THE MEASURE DOES:** Directs the Oregon Department of Transportation to provide incentives for the voluntary removal of outdoor advertising signs from scenic byways. Directs the department to provide relocation credits that allow the owner of a removed sign to construct two signs along non-scenic highways. Directs department to establish standards limiting the incentive program to particularly scenic areas of scenic byways. Allows for "aggregation" of small relocation credits to create a single larger credit. Increases maximum penalty for violation from \$100 per day to \$1,000 per day. Changes reference in ORS 366.157 from employment of youth by the Department of Transportation for the prevention and cleanup of litter and vandalism to the involvement of youth for same.

**ISSUES DISCUSSED:**

- History of outdoor advertising sign regulation in Oregon
- Activities of the Sign Task Force
- Importance of enhanced penalties for violations
- Operation of relocation credits and aggregation of smaller signs

**EFFECT OF COMMITTEE AMENDMENT:** Changes reference in ORS 366.157 from employment of youth by the Department of Transportation for the prevention and cleanup of litter and vandalism to the involvement of youth for same.

**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.

The Legislative Assembly created the Sign Task Force with the passage of House Bill 2273 (2007), and directed it to examine the following issues: permitting of tri-vision signs; ownership, use and other issues regarding relocation credits; emerging technologies in the outdoor sign industry; increasing penalties for violation of outdoor sign regulations; just compensation related to required removal of outdoor advertising signs; and any other related issues deemed relevant. The task force was comprised of legislators, sign companies (both large and small), scenic interests, landowners, companies that advertise on outdoor advertising signs, the Attorney General's Office, and the Department of Transportation, which provided staff support.

SB 689-B arises from recommendation of the task force. According to the Sign Task Force Report, there are 216 outdoor advertising signs along scenic byways; about 25 of those are outside city limits. Of those, perhaps half (12 to 15) are in truly scenic areas, in existence prior to the particular highway's designation as a scenic byway, and therefore allowed to stay in the scenic byway due to "grandfathered" rights.

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***This summary has not been adopted or officially endorsed by action of the committee.***