

REVENUE: No revenue impact

FISCAL: Minimal fiscal impact, no statement issued

Action: Do Pass
Vote: 5 - 0 - 1
Yeas: Burdick, Edwards, Girod, Starr, Beyer
Nays: 0
Exc.: Atkinson
Prepared By: Richard Berger, Administrator
Meeting Dates: 2/28

WHAT THE MEASURE DOES: Defines a digital billboard as an advertising sign that is static and changes messages no more than every eight seconds through a process that is accomplished in no more than two seconds. Exempts digital billboards from list of signs which are not permitted to be erected if the billboards do not create the appearance of movement, operate at a low light intensity level, automatically adjust intensity of light, and freeze the display in the case of malfunction. Declares emergency, effective on passage.

ISSUES DISCUSSED:

- Use of digital billboards for emergency alerts and public notices
- Conformance with Federal Highway Administration requirements

EFFECT OF COMMITTEE AMENDMENT: No amendment.

BACKGROUND: Oregon laws regulate the placement of signs to protect the state's beauty and to improve driver safety by reducing the visual distraction that some signs can cause. Signs are also regulated to comply with federal laws. The Oregon Department of Transportation states that failure to meet minimum federal requirements could result in the state being penalized as much as 10 percent of some annual highway funding, about \$30 million per year in potential lost highway construction and maintenance funds. In 2006, the Oregon Supreme Court ruled that Oregon's sign permit requirement violated the state's constitutional guarantee of free expression. The 2007 Legislative Assembly revamped the laws to correct that problem so the regulation of signs could continue and Oregon could still receive full federal funding.