

**Paul L Evans**  
**STATE REPRESENTATIVE**  
**DISTRICT 20**



**HOUSE OF REPRESENTATIVES**

Representative Brian Clem  
Chairman, House Committee on Agriculture and Land Use  
Oregon House of Representatives  
900 Court Street NE  
Salem, Oregon 97301

Chairman Clem:

Thank you for holding a hearing on House Bill 2560. It is intended to solve a problem – a legitimate, growing problem – experienced throughout the State of Oregon: visual pollution of our commons. This visual pollution results from the expanded placement of cellular phone towers and similar use structures outside of our urban areas – often into some of our most critical tourism areas.

House Bill 2560 seeks to realign our policies: ensuring our investments in tourism are not offset by the growing blight polluting our farm and forestlands. As drafted, this measure provides us with a mechanism for a statewide conversation about how we can implement appropriate practices for mitigating the impacts of these structures. It is not an attempt to thwart placement, but rather to lessen the significant impacts of the placement of these structures.

Oregon has spent much of the past five decades building an international brand: Oregon is the place where natural wonders are common – where our agriculture and tourism industry are crafting a special kind of tourism where aesthetics play an increasingly prominent role. In fact, this Legislative Session it is likely that we will advance several pieces of legislation aimed specifically at making our distilleries and wineries more inviting for guests from near and far to enjoy our vistas at least as much as our whiskey and our wine.

Unfortunately, we have no real statewide standards. No consistent enforcement instruments. And no clear expectations for those who profit from placing industrial structures into our shared “visual commons.” Current law does not require so much as a thin coating of paint to mitigate the impact upon our aesthetic values. While our partners at the Bureau of Land Management, as well as several cities and counties throughout our state have established standards – we have no consistency, and very little enforcement because of a lack of a statewide consensus.

This bill would establish a taskforce. However, if the committee seeks a more robust response to this problem, we have an amendment in drafting that would serve as a baseline standard upon which local governments would be empowered to expand. We have it in our power to defend our visual commons and to bring the existing hodgepodge of guidelines and rules into a simple, straightforward standard – thereby ensuring the aesthetic value of our precious landscapes without overburdening our partners in business and commerce.

In conclusion, I want to thank you – and your committee again – for allowing me the opportunity to share with you some information about House Bill 2560. The growing number of unmitigated industrial structures dotting our landscape is a problem that can easily be resolved. With your assistance we can begin the process of making our state optimize our landscapes.

Sincerely,

A handwritten signature in blue ink, appearing to read "Paul L. Evans". The signature is fluid and cursive, with a long horizontal stroke at the end.

Representative Paul L Evans