

Billboard Advertising is an American Institution serving motorists, property owners and communities ever since we became a mobile society. Americans will never give up their cars and even with today's electronic technology billboards remain an effective cost efficient advertising medium that allows all businesses to compete to attract customers while they are in the position to buy a particular product or service.

Property owners benefit greatly from income they receive from billboard companies who lease space on their property. Nationally, this represents hundreds of millions of dollars each year that helps to pay property taxes, business expenses and contributes to the economy. A property owners right to benefit from this income must always be protected and all bodies that regulate billboards, i.e. federal, state, & local agencies must work toward protecting this right by allowing non-conforming signs on a property to be relocated or rebuilt if damaged and to provide vegetation control in areas where plantings may destroy the value of a billboard causing it to be removed.

If billboards are in the path of development controlled by a federal, state or local agency all options to relocate the billboard on the property owners remaining property or adjoining properties should be explored so as not to penalize both the property owners and the sign owners. If all alternatives have been explored and the sign must be removed then they must be compensated fairly for this loss.

Billboards are assets to the companies who operate them, property owners, businesses who utilize them to sell goods and services and to the communities where they are located. Regulations are necessary in all businesses and I think governing bodies should consider alternative methods to protecting these assets and at the same time conserving taxpayer dollars.

Thank you

David Scott