

ADOPTED  
SIGN TASK FORCE MINUTES  
September 5<sup>TH</sup>, 2008

MEMBERS PRESENT: Senator Metsger, Representative Read, Amy Joyce, Rich Gaston, Chris Zukin, Pete Frost, Phil Schradle, Dale Clark, Chris Colvin, Chris Daugherty and Terry Sandblast

MEMBERS ABSENT: Kris Levesque and Kevin Howard

Meeting called to order 1:30 pm

Introductions: Chris Colvin/Lamar Outdoor Advertising

Minutes from August 1<sup>st</sup>, 2008 approved

Pete Frost yielded his time for the topic, Height Limits

Amy Joyce gave a short overview on the “Pilot” LED Program proposal she submitted for the Department.

1. Up to 5 trial structures allowed
2. Minimum change time: 1 second
3. Minimum message time: 8 seconds
4. No rotating parts
5. No video
6. Restricted from Scenic Byways, Scenic Area, Interchanges, Protected Areas, & Purchased locations
7. Subject to height and spacing regulations
8. Must incorporate renewable energy, green tags or carbon credit
9. Amber Alert agreement
10. Auction for the 5 available structures, cash, relocation credits or combination
11. Penalty for malfunction
12. After 5 year period trial goes to legislature for final determination

Open discussion

Terry Sandblast raised several issues

1. Only 5 permits, amber alerts need a network to be effective
2. Location & spacing, questioned the 2000ft spacing regulation based on the dynamics of site.
3. 1000ft from residence; when residential areas back up to commercial/industrial zones, how do you place sign without impacting a residence?

4. Height restrictions. May need to increase height to 48' depending on site
5. No explanation of "Green Tag or Carbon Footprint"
6. How to pay for auction of 5 LED structures; Cash bids, can anyone with a business license (sign program) bid, what is the benefit to the program? Do the monies go to the operating fund or the highway fund? Would a portion be set aside for the sign program or monies go to other programs with higher priorities?
7. Feels that the 5 year period is too short. Would like to have more conversation about it.

Dale Clark had the following comments

1. Thought that existing sites could be used as locations for the pilot structures.
2. The 1000' from residence needs to have more thought
3. Mentioned LED signs along state highway; example Hood to Coast but some appear to be for advertising private businesses

Open discussion

Amy Joyce clarified that most of these are used as official traffic control and are different in size and type of lights used. There is a company in Salem that rents them out.

Phil Schradle wanted to know how many LED billboards there are.

Terry Sandblast stated there are 4.

Pete Frost asked why these couldn't be used for the Pilot billboards. Also mentioned that the FEDS will have a report about LED signs out in October of this year and why can't the pilot's wait until then.

Chris Zukin wanted to make sure that on premise and OAS are not confused. Some local jurisdictions allow them.

Terry Sandblast commented that they have been studied to death and doesn't think there will be any decisive data.

Representative Read mentioned that the timing is important, that something will probably go to the legislature in January.

Terry Sandblast questioned what constitutes a changeable message. Message that change twice a week in the middle of the night would not be a variable message sign. He also stated he would like the part about height and light taken out entirely or made more specific. He asked whether it would be open or sealed bids for the auction of relocation credits.

Rich Gaston said that CBS had penciled it out and it would take a 10 year minimum to make it worth the expenditure.

Chris Colvin agreed with the 10 year time frame.

Phil Schradle asked about using the same static structures to help offset the cost.

Rich Gaston responded that the structure is only 5-10% of the cost.

Chris Colvin stated the life expectancy of the modules on a LED structure is 5 years.

Representative Read questioned using the 10year scenario if the modules need replacing within 5 years.

Dale Clark answered so you can get your money back.

Rich Gaston stated 5 years pays for actual cost but need 10 to justify expenses.

Chris Daugherty asked whether the 5 pilot signs were sign face or back to back structures.

Amy Joyce responded that they would be back to back.

Chris Daugherty questioned the bidding process for the 5 pilot signs. Specifically if you have no relocation credits to use for bidding how you do participate?

Representative Read answered that cash could be an accepted form in the bidding process.

Terry Sandblast stated he would respond in writing as there may be other issues he would like to address.

Pete Frost raised the issue of how to select the 5 locations. He recommended that the process involve the traffic engineers help in determining a location that factors in the safety issues.

**Senator Metsger recommended we move on with the agenda after any public comment.**

Linda Nelson and Lynn Chiotti read letters to the Task Force.

**Senator Metsger asked if there were any additional comments.**

Phil Schradle asked if only allowing in urban areas would be a common solution.

Terry Sandblast stated that they are only allowed in industrial and commercial areas now.

Senator Metsger allowed that there needed to be more discussion on locations of pilot signs.

**Senator Metsger and Representative Read acknowledged that the topic of Vegetation and Height will be postponed.**

**Representative Read opened the next topic of an assessment on relocation credits. He recognizes that these are assets. Open for discussion.**

Terry Sandblast had the following issues

1. Appropriation without compensation. Asked if this was the role of government? He feels government's role is to regulate not enter into the business.
2. How does the state benefit? Where does the money go?
3. Feels that this is directed to those that have to allow those that don't to compete in the market. Felt it was a direct attack on Clear Channel
4. Asked why the state can't create a bank of credits to auction.

Chris Zukin agrees that the credits are assets but that the state establishes their value by limiting the number of permits allowed.

Rich Gaston commented

1. Thought the issue was done with.
2. Wanted to know what the cost is, 1cent or 1 dollar
3. Jobs are being eliminated this is a big deal

Representative Read answered that the cost has not been determined yet and the pilot program will create new jobs.

Rich Gaston commented that they had been good players but if this goes forward that will change. He also commented that monopoly comes from intent and there was no intent here. The majority of the credits came from the Beautification Act 30 or 40 years ago when the state purchased our signs.

Representative Read asked if this was credit holding issue or is the question the rate.

Chris Zukin stated they have always paid fees it is the loss of credits.

Terry Sandblast wanted to know where the money would go considering the proposed increase in penalties.

Representative Read asked for any other perspectives

Chris Daugherty stated he appreciates the states intention to limit the amount of billboards. This is a consequence of only a few companies benefiting from relocation

credits. He also asked what the intent was if credits haven't been used in 10-15 years. He suggested it was an effort to control competition.

Chris Zukin stated they are valuable assets. It has become harder to find legal locations with city and county regulations becoming more stringent.

Senator Metsger asked for public comment.

None

Senator Metsger requested we move on to the next topic of vegetation.

Amy Joyce sent had communicated with the districts and asked if they had any issues. She had received no response and assumes the system is working and that there are no major issues.

Pete Frost asked about height restrictions and specifically wanted to know if there are height restrictions everywhere.

Terry Sandblast commented if there are sign codes there are height restrictions.

Peter Frost stated he will prepare a proposal and send out to members.

Representative Read thanked everyone for the interesting comments. He requested that comments be submitted as soon as possible so they can be addressed at the next meeting.

Representative Read wanted confirmation of the date when comments are due to the legislature.

Chris Daugherty stated they are due November 1<sup>st</sup>, 2009

Terry Sandblast commented that the report could say we need more time.

Phil Schradle requested that everyone submit their suggestions even if they hate the idea of credit auction.

Meeting adjourned at 3:20 pm.

