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MEMORANDUM

TO: All House Members

FROM: Representative William F. Adolph, Jr.
165th Legislative District

DATE: February 11, 2011

SUBJECT: Outdoor Advertising Control Act Legislation (Former HB 2032)

I plan to introduce legislation amending the Outdoor Advertising Control Act (P.L. 596, No. 160). Specifically, the legislation I am proposing would increase the annual fee that is paid to the Commonwealth for each billboard within its jurisdiction. Currently, the fees range from \$10 to \$30 per year and have not been adjusted for many years. The fees are based upon the size of the billboard. The revenue generated through this program are deposited in the Highway Beautification Fund, and used to protect and improve the environment along our state highways.

The outdoor advertising sign or billboard is one that is typically large and, given their characteristics, can pose a potential safety threat to motorists and pedestrians, and present a detrimental impact to the adjacent properties. In many instances communities, even with robust sign ordinances, are forced to accept these structures. The legislation I plan to introduce will hopefully provide some assistance to local communities and provide an increased source of funding for an important environmental program.

If you are interested in joining me as a cosponsor please e-mail Carole Reddecliff at creddecl@pahousegop.com or Vicki Hoffman at vhoffman@pahousegop.com.

WFAjr/csr