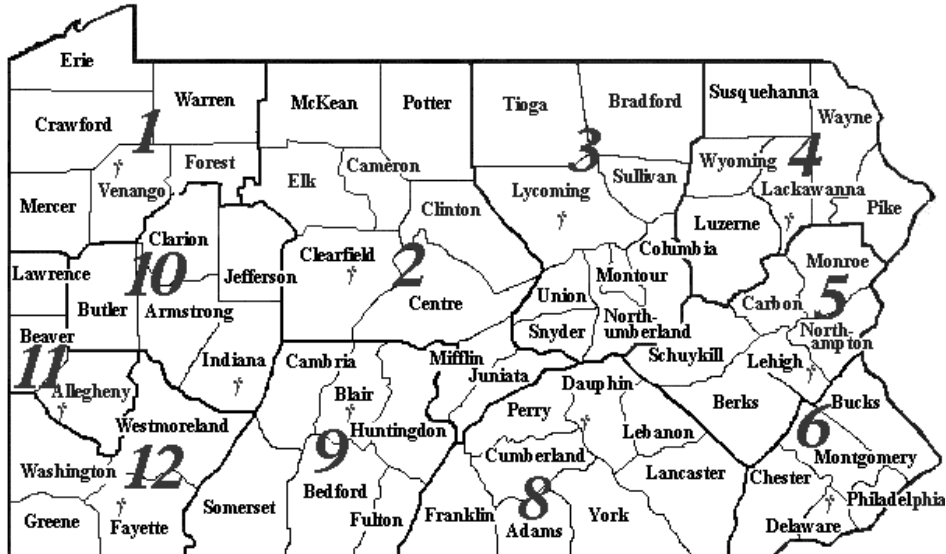


Appendix A:

The best source of information on billboard control along Pennsylvania's Interstates and FAP Highways is from your local PENNDOT Regional District Office. The outdoor advertising and junkyard control programs are generally the responsibility of the Right of Way Section in the regional office.

Map of Pennsylvania Department of Transportation Regional Engineering Districts:³⁹



- | | | | |
|--------------|---------------------------------------------------------------------------------------|---------------|-------------------------------------------------------------------------------|
| District 1 – | 255 Elm Street
Oil City, Pa 16301
(814) 678-7085 | District 6 - | 7000 Geerdes Boulevard
King of Prussia, PA 19405-1525
(610) 205-6700 |
| District 2 – | 1924-30 Daisy Street
P.O. Box 342
Clearfield County, PA 16830
(814) 765-0400 | District 8 - | 2140 Herr Street
Harrisburg, PA 17103-1699
(717) 787-6653 |
| District 3 – | 715 Jordan Avenue
P.O. Box 218
Montoursville, PA 17754-0218
(877) 723-6830 | District 9 - | 1620 North Juniata Street
Holidaysburg, PA 16648
(814) 696-7250 |
| District 4 – | O'Neill Highway
Dunmore, PA 18512
(570) 963-4061 | District 10 – | 2550 Oakland Avenue
P.O. Box 429, Indiana, PA 15701-0429
(724) 357-2800 |
| District 5- | 1713 Lehigh Street
Allentown, PA 18103-4727
(610) 798-4100 | District 11 - | 45 Thorns Run Road
Bridgeville, PA 15017
(412) 429-5000 |
| | | District 12 - | 825 North Gallatin Avenue
Unionville, PA 15401-2105
(724) 439-7315 |

³⁹ PENNDOT District Map was obtained from the state website www.dot.state.pa.us, under Regional Information

Appendix B: Billboard and Outdoor Advertising Survey Form

Exact Address of Billboard (use nearest building address if unclear or use cross streets and compass direction)

Company Name _____

Billboard tag number _____

Type of Sign:

- | | |
|----------------------------------------------------------------|-----------------------------------------------------------------|
| <input type="checkbox"/> Poster or flyer | <input type="checkbox"/> Large billboard (approx. 48' x 14') |
| <input type="checkbox"/> Small billboard (approx. 12' x 6') | <input type="checkbox"/> Mobile advertising (bus, van, trailer) |
| <input type="checkbox"/> Medium billboard (approx. 12' by 25") | <input type="checkbox"/> Other type _____ |

Billboard Structure:

- On wall free standing – describe structure: _____

Area is mostly:

- | | |
|---------------------------------------------------------|---------------------------------------------------------|
| <input type="checkbox"/> Industrial (factories, plants) | <input type="checkbox"/> Business (stores and shops) |
| <input type="checkbox"/> Residential | <input type="checkbox"/> Mixed residential and business |

Can any of the following be seen nearby? (You can check more than one)

- | | | |
|-------------------------------------|-----------------------------------------|--------------------------------------------|
| <input type="checkbox"/> Homes | <input type="checkbox"/> Schools | <input type="checkbox"/> Places of worship |
| <input type="checkbox"/> Parks | <input type="checkbox"/> Playgrounds | <input type="checkbox"/> Hospitals |
| <input type="checkbox"/> Cemeteries | <input type="checkbox"/> Historic sites | <input type="checkbox"/> Other: |

Does the billboard advertise a business or service located on the same property?

How many other billboards are visible nearby, and are they larger, smaller, or same size?

This outdoor advertisement of special concern because:

- | | | |
|---------------------------------------------------------|--------------------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> badly maintained | <input type="checkbox"/> too near a school or park, | <input type="checkbox"/> possible safety hazard |
| <input type="checkbox"/> too close to other signs | <input type="checkbox"/> blocks scenic / historic view | <input type="checkbox"/> too large |
| <input type="checkbox"/> obtrusive / blocks other views | | |

Other Concerns or Comments:

Photographed: _____

Mapped: _____

Appendix C:

There are a number of books, websites, and articles that can provide additional information on the issue of outdoor advertising, the visual environment, legal issues in land use regulation and community planning. Some of those resources are included below. (Please note that some website addresses change frequently and may not be accurate at a later date.)

American Planning Association has published a number of books on both on-premise and off-premise sign control. These titles are available from the APA bookstore, through their website at www.planning.org/bookservice or by calling the organization at (312) 786-6344.

Context-Sensitive Signs Available as Audio tape or as a PDF document download from the "Knowledge Exchange" section of the APA website www.planning.org/documents/index.htm

Street Graphics and the Law Daniel R. Mandelker, William R. Ewald 1988 revised ed. 207 p.

Sign Regulation for Small and Midsize Communities (PAS 419) Gary J. Raso, Eric Damian Kelly,

Aesthetics and Land-Use Controls (PAS 399) Christopher J. Duerksen, APA Planning Advisory Service 1986 45p.

Enforcing Zoning and Land-Use Controls (PAS 409) Eric Damian Kelly , APA Planning Advisory Service 1988 30p.

Preparing a Conventional Zoning Ordinance (PAS 460) Charles A. Lerable APA Planning Advisory Service, 1995 61p.

A Citizen's Guide to Zoning Herbert H. Smith APA Planners Press 1983 242 p.

Building Citizen Involvement Mary L. Walsh, International City/County Management Association 1997 125p.

Scenic America also has several useful publications. These publications can be ordered from their website at www.scenic.org, or by calling the organization at (202) 543-6200;

Fighting Billboard Blight: An Action Guide for Citizens and Public Officials (1999) Frank Vespe Washington, D.C. Scenic America 90 p.

America the Beautiful: Promise vs. Performance in Federal Policies and Practices for Scenic Conservation. (2001) Thomas Pelikan, Esq. Washington D.C.: Scenic America 106 p.

The Highway Beautification Act: A Broken Law (1997) B1-HBa Washington, D.C. Scenic America 90 p.

Useful Websites: There are a number of organizations who have a significant amount of material on their websites regarding signs, billboards, and control of outdoor advertising. Some good sites to review are:

Federal Highway Administration at www.fhwa.dot.gov

Under FHWA Programs, in the Planning and Real Estate Services program, there is information on outdoor advertising control, including a history of the Highway Beautification Act.

National Association of Highway Beautification Agencies at www.nahba.org

An unincorporated, nonprofit association comprised of individuals interested in the study and development of practices and programs related to highway beautification. They are good resource for information on how the HBA is applied in each state.

Pennsylvania Department of Transportation at www.dot.state.pa.us

Although the PENNDOT website does not provide any information on the state outdoor advertising control program or billboard issues, it does provide information on the state scenic byways program, under Special Interest Areas: PA Byways.

American Planning Association at www.planning.org

The American Planning Association's website, although a little confusing to navigate, has a wealth of information on community appearance, planning and sign control.

Scenic America at www.scenic.org

Scenic America, as Washington D.C. based scenic advocacy group has a useful website with useful links to local state scenic affiliates and partner organizations.

Citizens for Scenic Florida at www.scenicflorida.org

A state affiliate of Scenic America, Scenic Florida has a large and extensive website with links to court cases, billboard issues both in Florida and nationwide, and any other scenic issue you could think of.

Citizens Against Ugly Street Spam at www.causs.org

A web-based informal association of citizens who loath illegal signs, their discussion forum is probably the best resource for taking action against illegal nuisance signs posted on utility poles and in road right-of-ways. Contributors to the forum discuss how to track down responsible parties, and what organizations are responsible for nuisance signs both regionally and nationally.

Outdoor Advertising Association of America at www.oaaa.org

This trade association is a major player in the outdoor advertising industry. As they note in their website "*the OAAA is dedicated to promoting, protecting and advancing outdoor advertising interests in the U.S. With nearly 1,100 member companies, the OAAA represents more than 90% of industry revenues.*". Their website is extensive and provides a great deal of information on the industry and their standards and policies. Useful Outdoor Advertising company websites include:

Clear Channel at www.clearchanneloutdoor.com or www.clearchannel.com

Lamar Outdoor Advertising at www.lamaroutdoor.com

NextMedia Group at www.nextmediagroup.com

Viacom Outdoor at www.infoutdoor.com or www.viacom.com

Steen Outdoor at www..steen.com

Keystone Outdoor at www.keystoneoutdoor.com

Morgan Outdoor Media at www.barashgroup.com

Local Organizations: Several Pennsylvania organizations are involved in enhancing and protecting the visual and scenic environment. Some of these include:

SCRUB: A Philadelphia based group, the Society Created to Reduce Urban Blight specializes in handling legal challenges to Philadelphia's sign control regulations, and in assisting Philadelphia neighborhoods in enhancing the visual environment of their streetscapes and commercial corridors. Their website is www.urbanblight.org or they can be contacted at 215-731-1796

PRC: A statewide environmental education organization, Pennsylvania Resources Council has ongoing litter and billboard control programs to help improve Pennsylvania's roadscapes and preserve its scenic beauty. The website is www.prc.org or call 610-353-1555.

Keep the Vision: A Bucks county organization formed to fight new billboard placements in Upper Southampton Township. Their website is www.keepthevision.org

10,000 Friends of Pennsylvania: A statewide alliance of organizations concerned about the quality of life in Pennsylvania, they have extensive knowledge on state and municipal law, public policy and its effect on sprawl, blight, and economic wellbeing. Their website is www.10000friends.org or they can be contacted at (877) 568-2225