

DEPARTMENT OF TRANSPORTATION

DIVISION OF TRAFFIC OPERATIONS

OUTDOOR ADVERTISING BRANCH

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Date

«Company_Name»

«Address»

«City», «State» «Zip_Code»

To Whom It May Concern:

The California Department of Transportation (Department), Outdoor Advertising Program would like to notify new home builders that placing displays visible from interstate or primary highway requires a state permit. This permit requirement pertains to any outdoor advertising display that is not located on the same property as the housing development regardless of its size, design, content or whether the display is viewable during the week or only on weekends. The regulation and enforcement of outdoor advertising displays is mandated through the provisions of the Business and Professions Code, Sections 5200-5486, commonly referred to as the Outdoor Advertising Act.

During the past several years the Department has received numerous complaints from the general public regarding the uncontrolled proliferation of homebuilder advertising displays located along the public highways. The Department requests your cooperation to ensure compliance with the Outdoor Advertising Act. Section 5485 of the Act requires the Department to pursue penalties in the amount of \$10,000 per occurrence and assess a fine of \$100 a day for any display that does not conform to the statutes of the Act. The Department prefers to avoid taking such action by educating its customers and ensuring compliance.

If you have any questions please contact the Department's Outdoor Advertising Program at (916) 654-6473 or visit our website at www.dot.ca.gov.

Sincerely,

MONICA WILSON-POUGH, Chief
Outdoor Advertising Program