

Oppose HB 645/SB 534 Revisions to Outdoor Advertising Laws

ALLOW LOCAL RESIDENTS TO PURSUE THEIR OWN VISIONS FOR THEIR COMMUNITIES

HB 645/SB 534 Revisions to Outdoor Advertising Laws is the latest legislation which attempts to undermine local control of billboard locations. This harmful legislation would allow billboards to be placed within municipalities where current zoning would not allow them and could increase the costs to taxpayers when billboards are required to be removed because of road building or other public infrastructure projects. We need you to oppose this legislation, allowing North Carolina towns and cities and their residents to pursue their own unique visions for their communities, and so ensure that local economies tied to those visions are protected.



BY OPPOSING THIS LEGISLATION, KNOW THAT:

- ❑ Local control of billboards is necessary to ensure that all property owners are protected. That local control reflects the individual visions of cities and towns and their residents, which are typically tied to their local economies and how they wish to pursue economic growth and attract jobs.
- ❑ Local officials take into account the interests of all local business owners when it comes to the location of billboards.
- ❑ Polling - including that commissioned by NCLM -- has consistently shown that public opinion overwhelmingly favors local control of billboards.
- ❑ This legislation would allow billboards to be placed where current zoning would prohibit them.

HB 645/SB 534 will usurp local control over the location of billboards. Local residents want that control, and local officials are best positioned to balance the interests of all property and business owners affected by these locations. Please oppose HB 645/SB 534 Revisions to Outdoor Advertising Laws to ensure that all of our towns and cities have the freedom to choose the best course for their local economies and protect their unique visions of how their communities should appear.