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LANCE M. LARSON
Director of Legislative Affairs

April 14, 2009

The Honorable Robert D. Dutton
California State Senate
State Capitol
Sacramento, CA 95814

RE: **SB 567 (Dutton)** - As Amended 3/31/09 - **SUPPORT**

Dear Senator Dutton:

The San Bernardino County Board of Supervisors is pleased to support SB 567, your legislation authorizing an advertising display adjacent to a section of a landscaped freeway by a city, county, or public education facility subject to specified conditions.

As you know, the Outdoor Advertising Act provides for limited exemptions and specified exceptions to the prohibition on advertising along landscaped freeways, including exemptions for on-premise displays. In addition, since 1995, a number of bills have created exemptions for particular cities.

According to Caltrans, outdoor advertising displays along freeways can rent for tens of thousands of dollars per month, depending on how many vehicles travel the route. This rent is paid to outdoor advertising companies by the advertiser. As a result of the significant economic downturn, schools, cities and counties throughout California are cutting their budgets and staff. Providing these entities with an additional source of revenue will help to reduce these cuts.

SB 567 would exempt public schools, cities and counties from the landscaped freeway ordinance, provided that the placement of the sign has been approved by the city or county. Allowing schools, cities and counties to put up advertisements will provide them with additional revenues and help to alleviate budgetary constraints.

For these reasons, the San Bernardino County Board of Supervisors is in support of SB 567. If you have any questions, please do not hesitate to contact Lance Larson, the County's Director of Legislative Affairs at (909) 387-4821. The Board thanks you for your attention in this matter.

Sincerely,

GARY C. OVITT
Chairman, Board of Supervisors

The mission of the government of the County of San Bernardino is to satisfy its customers by providing service that promotes the health, safety, well being, and quality of life of its residents according to the County Charter, general laws, and the will of the people it serves.