

## **NOTICE TO THE PUBLIC**

### **BILLBOARD ENFORCEMENT IN PHILADELPHIA**

Most billboards throughout the City of Philadelphia are now subject to refined license and information requirements, and disputes about these billboards will be resolved through a timely, binding arbitration process, open to the public, where the decision is final. Any billboard determined to be illegal by the arbitrator under these requirements will be removed promptly.

#### **1. Which billboards?**

About 90% of all existing billboards in the City are subject to these requirements. They include all of those owned by three of the largest outdoor advertising companies, Clear Channel Outdoor, CBS Outdoor (formerly Viacom) and Steen Outdoor. Since August 2006, the companies have removed 950 of their small billboards from neighborhoods in the City pursuant to these requirements.

It is important to note that “billboards” as commonly used do *not* include what are known as “accessory” signs, that is, signs on a store or business that only display the name of the business or goods and services sold on the premises. These signs are subject to different rules and regulated separately.

#### **2. What requirements?**

The three companies have paid a license fee for each sign face on their billboards, and they must display an identifying “tag” number on each sign face. Each of the companies has also submitted an inventory listing all of its billboards, with information such as the location (address), the size of the billboard, and the number of sign faces on the billboard.

All of this is public information and the billboard inventories have been posted on the City’s Website at [www.phila.gov/records](http://www.phila.gov/records) so that it is readily available to the public. We urge you to be aware of the information contained in the inventories, and to work with the City to enforce these requirements and to remove any illegal billboards.

#### **3. How is the public involved?**

The cooperation and assistance of Philadelphia citizens and community groups can greatly assist our efforts to effectively monitor and remove illegal billboards throughout the City. We encourage residents to review the information available in the inventories, compare it with billboards in their neighborhoods, and communicate with us by e-mail at [LICUSTSERV@phila.gov](mailto:LICUSTSERV@phila.gov), or by telephone to 215-686-2463. Let us know of billboards you believe may be illegal or oversized, and give us your questions or comments.

**4. How are billboard issues resolved?**

For Clear Channel, CBS and Steen billboards, all disputes will be resolved by retired Pennsylvania Supreme Court Justice Russell M. Nigro, a former Philadelphia attorney and Common Pleas Court judge. The City will evaluate all of the information including the documents required from the company involved and information, if any, provided by the community and individuals. If we dispute the legal validity of the billboard or its size we will proceed directly to a mandatory arbitration hearing. Justice Nigro will receive documentary evidence and conduct a public hearing. After the hearing he will issue a binding decision, which may not be appealed further. If he rules the billboard is illegal, it must be removed promptly by the company.