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Press release from Metropolitan Service District

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MR ERNEST RAE BONNER
2836 S.E. MAIN
PORTLAND OREGON 97214

150415Z MAR 80

I AM PLEASED TO INFORM YOU THAT YOU HAVE BEEN APPOINTED AS ONE OF THE 25 MEMBERS OF THE NATIONAL ADVISORY COMMITTEE ON OUTDOOR ADVERTISING AND MOTORIST INFORMATION. YOU WILL BE CONTACTED IN THE VERY NEAR FUTURE WITH FURTHER DETAILS. SHOULD YOU HAVE QUESTIONS IN THE MEANTIME PLEASE CALL ELEANOR LEWIS ON MY STAFF AT 202-426-4277.

NEIL GOLDSCHMIDT
SECRETARY OF TRANSPORTATION
DEPARTMENT OF TRANSPORTATION
WASHINGTON DC 20590

AMPO

Metropolitan Service District

527 SW Hall Portland, Oregon 97201 503/221-1646

Press Release

For Release: Immediately

Date: March 28, 1980

For more information phone: Caryl Waters
Karen Hiatt

503/221-1646

BONNER NAMED TO NATIONAL HIGHWAY COMMITTEE

Metro Councilor Ernie Bonner has been appointed to the National Advisory Committee on Outdoor Advertising and Motorist Information by U.S. Secretary of Transportation Neil Goldschmidt.

Bonner represents District 8 on the Metro Council and is the former planning director for the City of Portland. He joins 24 other panel members from throughout the United States including representatives from state and local governments, the outdoor advertising industry, environmental groups, highway users, and the tourist industry. The Committee will assist the Federal Highway Administration in reassessing the Highway Beautification Program which was established in 1965.

Secretary Goldschmidt stated, "The proper direction of the highway beautification program is a high-priority concern, particularly because of its fiscal impact on the states. We are re-examining the program in order to see that it serves the purpose for which it was established."

The beautification program is designed to control outdoor advertising signs along Interstate and primary highways by requiring states to ban the erection of certain new signs and to provide for removal of certain existing signs. The program also contains provisions for junk yard screening and removal.

The newly formed committee will examine the program and make recommendations for improvement to Goldschmidt.

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U. S. Department of Transportation

NEWS:



Office of Public Affairs
Washington, D.C. 20590

FOR RELEASE MONDAY
March 17, 1980

DOT 36-80
Contact: Ed O'Hara
Phone : (202) 426-4321

GOLDSCHMIDT NAMES HIGHWAY BEAUTIFICATION PANEL

Secretary of Transportation Neil Goldschmidt today announced formation of a national advisory committee on the Highway Beautification Program.

The 25-member National Advisory Committee on Outdoor Advertising and Motorist Information will assist the Federal Highway Administration in making a complete reassessment of the program, Goldschmidt said.

The beautification program was established in 1965 to control outdoor advertising signs along Interstate and primary highways by requiring states to ban the erection of certain new signs and to provide for removal of certain existing signs. (The program also contains provisions for junk yard screening and removal.)

Secretary Goldschmidt said, "This distinguished group will carefully examine the program and make recommendations on how it can be improved."

"The proper direction of the highway beautification program is a high-priority concern, particularly because of its fiscal impact on the states," the Secretary said. "We are re-examining the program in order to see that it serves the purpose for which it was established."

The panel includes representatives of state and local government, the outdoor advertising industry, environmental groups, highway users, and the tourist industry.

Thomas W. Bradshaw Jr., North Carolina's Secretary of Transportation, will serve as interim chairman until the panel elects a chairman.

- more -

At various times, the states, the outdoor advertising industry, environmental groups, the academic community, advertisers, and federal, state, and local legislators and officials have expressed concerns about the Highway Beautification Program. This has resulted in many amendments to the law and, in turn, administrative changes.

Several other specific factors also figured in the decision to reassess the program. First, in 1978, the GAO issued a report which was critical of the program and concluded that the existing program may never achieve the objectives of the Highway Beautification Act. Second, the FHWA, as a result of an earlier Congressional mandate, recently completed a study of the national standards for directional signs and issued a report on options for motorist travel information systems. Finally, the Surface Transportation Assistance Act of 1978 included several significant amendments to the act. The appropriate method of implementing these legislative changes has been the source of considerable concern.

One amendment permits the placement of electronic, changeable-message signs on business premises along highways in states covered by bonus agreements. Another permits the placement off the highway right-of-way of signs informing drivers that free coffee is available from nonprofit agencies at nearby points.

Another provision requires that compensation be paid for the removal of all signs that do not conform with the act, including those in violation of local zoning ordinances which previously could have been amortized or removed by local government without compensation. The removal of a sign without compensation by a state or local government would now subject the state to a penalty of a 10 percent reduction in Federal-aid highway funds.

As a result of these matters, FHWA is reassessing the program.

As part of this effort, FHWA last year held a series of public hearings on the program. The advisory committee will review the comments made in the hearings and come up with recommendations for Secretary Goldschmidt.

The other members of the committee are:

Ross Barrett, senior vice president, Metromedia, Inc., Los Angeles; Ruth H. Becker of Broomall, Pa., executive director of the Pennsylvania Roadside Council; Ernest R. Bonner, a planning consultant in Portland Ore., and planning director of Portland from 1973 to 1978; William M. Cox, president of WEBA Corp., Madisonville, Ky., and Federal Highway Administrator in 1977-78; Ronald Crisman, secretary, Vermont department of transportation.

Bert K. Dart, vice president and regional manager, Foster & Kleiser, outdoor advertising firm, Chicago; Charles F. Floyd, professor and head of the department of real estate and legal studies, University of Georgia, Athens, Ga.; Thomas H. Gibson, executive vice president of Skyline Caverns, Inc., Front Royal, Va.

George Hagemester, vice president, Eller Advertising Corp., Fairfield, N.J., and president of the Outdoor Advertising Association of N.J.; Gerald P. Joyce, president of Patrick Outdoor Media, Inc., Dunmore, Pa.; Mathias Kemeny, president of Travel Information Centers, Portland, Ore.; Thomas Kimball, executive vice president, National Wildlife Federation, Washington, D.C.

Virginia W. Lacey, Deep South regional director, National Council of State Garden Clubs, Holly Springs, Miss.; Edward J. Leary, vice president, American Sign & Indicator Corp., Spokane, Wash.; Daniel R. Mendelker, law professor and director of urban studies, Washington University in St. Louis.

Yale Maxon, Berkeley, Calif., head of the California Roadside Council's committee on planning and conservation; Frederick Middleton, attorney with the Sierra Club Legal Defense Fund, Washington, D.C.; Charles E. Novel, president of Sanlyn & Associates, an advertising agency in Germantown, Tenn., and president, National Electric Sign Association in 1977-78.

Fred O'Cheskey, chief highway administrator for the state of New Mexico; Jessie M. Rattley, city council member, Newport News, Va., president-elect, National League of Cities, and chairperson of the National Black Caucus; Bobby G. Richardson, highway commissioner for the state of Mississippi.

Margaret H. Rush, commissioner, South Carolina department of highways and public transportation; Jane Schmidt, executive vice president, Colorado-Wyoming Hotel and Motel Association and secretary, Colorado Highway Users Conference Board; and George Viverette, assistant director of highways, American Automobile Association, Falls Church, Va.

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