

The background features a large, faint, circular seal of the Arkansas State Highway Commission. The seal contains the text "SEAL OF ARKANSAS STATE HIGHWAY COMMISSION" around the perimeter and "ARKANSAS" in the center. In the center of the seal is a shield with a plow, a sheaf of wheat, and a cotton plant, with a star above it.

Restore Sign Visibility Policy (RSVP)

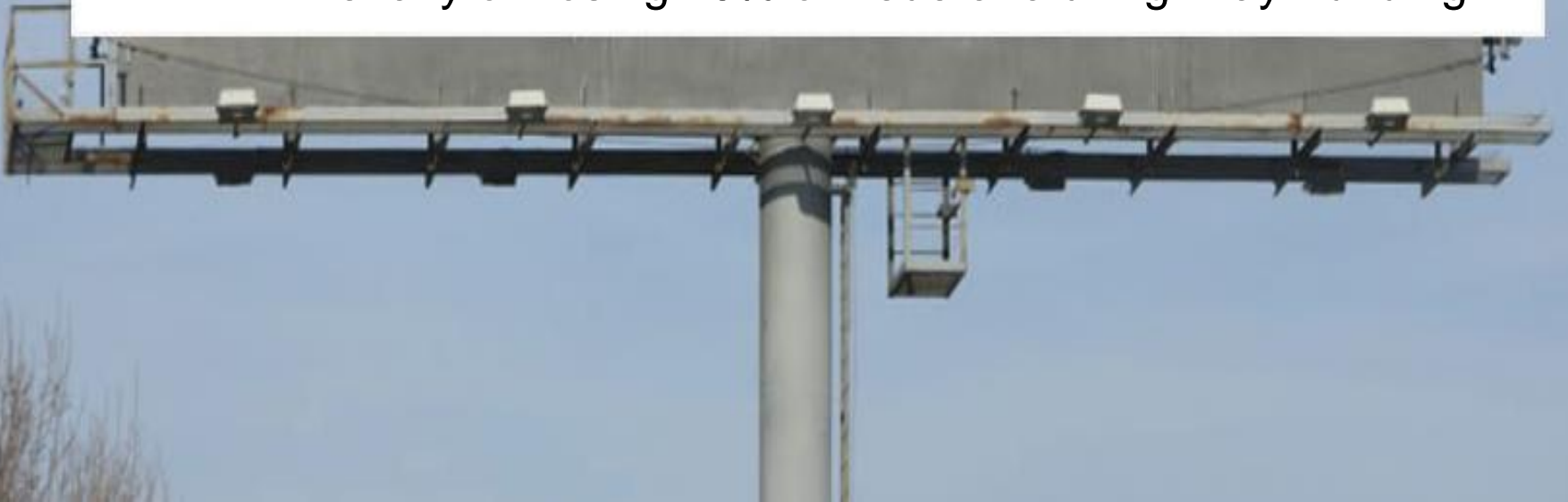
Restore Sign Visibility Policy



Restore Sign Visibility Policy

➤ **1965** – Congress Enacted the “Highway Beautification Act”

- Limit Spread of Billboards and Junkyards along the Interstates and Federal Primary Highway System (NHS)
- Each State Must Enforce
- Penalty of Losing 10% of Federal-aid Highway Funding



Restore Sign Visibility Policy

- **1965** – Congress Enacted the “Highway Beautification Act.”
- **1967** – Arkansas General Assembly Enacted “Act 640”
 - Highway Commission Must Establish and Enforce Billboard Regulations Consistent with Federal Requirements



Restore Sign Visibility Policy

- **1965** – Congress Enacted the “Highway Beautification Act”
- **1967** – Arkansas General Assembly Enacted “Act 640”
- **1972** – State Permits Required
for Billboards and Off-Premise Signs



Restore Sign Visibility Policy

➤ **Conforming Permits (Class A)**

Commercial or Industrial Areas

➤ **Non-Conforming Permits (Class B)**

- NOT in Commercial or Industrial Areas
- “Grandfathered In”
- Disappear by Attrition
- Replacement signs could not be erected unless land developed.



Restore Sign Visibility Policy

➤ 1975 – Law Changed

- Signs Beyond 660 feet
- State Scenic Byways



Restore Sign Visibility Policy

➤ **Original Regulations - Vegetation Control Not Allowed**



Restore Sign Visibility Policy

- **Original Regulations - Vegetation Control Not Allowed**
- **1995 – Sign Effectiveness Enhancement Policy (SEE)**



Restore Sign Visibility Policy

- **Original Regulations - Vegetation Control Not Allowed**
- **1995 – An informal Sign Effectiveness Enhancement Policy (SEE) was put in place to allow limited vegetation control**
- **2000 – a more detailed policy was developed and called the Restore Sign Visibility Policy (RSVP)**



Restore Sign Visibility Policy

- **2006 – RSVP - some changes were made with industry input**
- **2010 – Violation of RSVP Permit – Requires Forfeit of Billboard Permit and Removal of Sign**



GREAT CAREERS
LAST A LIFETIME.



TRAINING
FOR ONE
DOESN'T
HAVE TO.



SEAN CURRAN
http://sean.curi

020002 © Channel





YellowWood
Tough on Dirt, Decay & Termites

BEST PIZZA DRIVEY IN INDIA





EXIT 20
Dyer
1 MILE

Explore
Main Street Van Buren
EXIT 7 TO ELECTRIC COWBOY EXIT 11





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CLEAR CHANNEL







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YellaWood

THE END OF LOGWOOD



Clarksville

Exit 58

Enter at McDonald's



Restore Sign Visibility Policy

- **2010** – Violation of RSVP Permit – Requires Forfeit of Billboard Permit and Removal of Sign
- **2011** – RSVP Revisions Began



Restore Sign Visibility Policy

- **2010** – Violation of RSVP Permit – Requires Forfeit of Billboard Permit and Removal of Sign
- **2011** – RSVP Revisions Began
- **2013** – Public Hearing and Public Comment Period



Major Points of RSVP Permit

- **Creates a uniform permit system for vegetation control on the highway way right of way in front of off-site billboards**
- **Allows mowing 500 feet on either side of the sign, for a total of 1000 feet of vegetation control**
- **Provides an administrative hearing process to review permitting decisions.**
- **Protects the right of way from clear cutting of trees over six (6) inches**



BILLBOARD INDUSTRY CONCERNS

- Opposes provision to deny RSVP applications if applicant has illegal/abandoned signs.
- Opposes losing sign as penalty. Prefer \$1,000 fine. The Commission agreed to provide an administrative hearing, providing alternative remedies of a \$10,000 fine and/or the loss of the sign permit.
- Opposes provision that requires written permission from adjacent landowner before mowing in front of their property.
- Opposes the requirement that a Non-Conforming sign be removed to mow in front of another Non-Conforming sign.



Restore Sign Visibility Policy

