

# Billboard Impacts on Communities



The more a community does to enhance its unique natural, scenic, historic and architectural assets, the more tourism and business it attracts.

Communities can thrive without billboards. Leaders in tourism, real estate and land development believe that better aesthetics leads to better economies for communities. (1)



In a 2017 Reno poll, 78% surveyed said they wanted the ban on new billboard construction enforced and 80% said they would object to seeing a billboard outside their home or office window. (7)



Traditional billboards cause reductions of up to \$31,000 in the sale price of nearby homes. (5)

\$31,000



Studies show that the more a digital sign succeeds in attracting driver attention, the more they represent a safety threat along our busiest streets and highways, where these signs tend to be located. (2)



Washoe County, City of Reno and hundreds of communities nationwide are banning new billboard construction and prohibiting digital conversions. (3)



## Footnotes:

(1) <http://scenic.org/resources/videos/houston-2014-conference-presentations>

(2) <http://www.scenic.org/storage/PDFs/billboard%20safety%20study%20compendium%20updated%20february%202018.pdf>

(3) <http://scenic.org/billboards-a-sign-control/the-truth-about-billboards/100-billboard-control-is-good-for-business>

(4) <https://fitsmallbusiness.com/how-much-does-billboard-advertising-cost/>

(5) [http://scenic.org/storage/PDFs/Beyond\\_Aesthetics.pdf](http://scenic.org/storage/PDFs/Beyond_Aesthetics.pdf)

(6) <http://scenic.org/billboards-a-sign-control/public-opinion-on-billboards/99-public-opinion-polls>

(7) <http://scenicnevada.org/wp-content/uploads/17-04-10-RenoResults-voter-poll.pdf>



Vermont took down its last billboard in 1975. From 1976-1978, tourism revenues increased by over 50 percent. (3)



Billboards spoil scenic views and degrade community character, leading to clutter and blight.



In poll after poll throughout the country, surveys shows a vast majority of Americans are anti-billboard. (6)



Billboard control contributes to scenic beauty, which is an economic driver that boosts tourism economies. (3)



A 2010 study of a freeway location in Israel shows that all crashes decreased by 60% when an existing billboard was covered from view. Injury and fatal crashes decreased by 39% and property damage crashes, 72%. (2)

## Billboard Control and Local Economies

Communities don't need billboards to be successful. Cities, counties and states that enact tough billboard controls enjoy strong economic growth.

For example, Hawaii, Alaska, Maine and Vermont prohibit billboards, and they have successful tourism industries.

Indeed, a five-year study of 35 cities by the Mississippi Research and Development Center concluded, "The way a community looks affects how both residents and visitors feel about it. An attractive community has a better chance at industry, including tourism."

The billboard industry sees digital displays as cash cows but the benefits to business and residents are lacking. Business owners don't need them. In fact, advertising industry giant David Ogilvy questioned their relevancy.

"I cannot believe that the free-enterprise system would be irreparably damaged if (billboards) were abolished. Who is in favor of them? Only the people who make money out of them." – David Ogilvy, in "Ogilvy on Advertising."

Sign owners can reap about \$14,000 a month per ad in larger cities for standard billboards. In the same market, digitals that rotate eight ads every six to eight seconds, night and day bring in about \$10,000 per ad or about \$80,000 per month. (4)

Digital billboards also cost taxpayers far more than traditional displays. The cost to remove a traditional billboard is high; the price tag for an electronic one is astronomical. In St. Paul, Minn., one digital billboard removed for a bridge project cost taxpayers \$4.3 million in 2013.

So, who really needs them? The billboard industry does.