Outdoor Advertising: The Next Five Years

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Peering into the Crystal Ball
Will All Billboards be Digital?
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*I SAY NO*
Wall Signs
Wall Signs
Showdown
Conforming vs. Nonconforming Nomenclature
At a Crossroad

Where do we go from here?
Innovative Pilot Programs
Mixed Use Zoning
Commercial Signs in the ROW
Commercial Signs in the ROW
Commercial Signs in the ROW

- Rest area commercialization
AASHTO Survey Results

• 28/35 states (80%) support federal statutory changes
  – Outright repeal: 46%
  – A pilot program to test commercialization: 33%
  – More limited commercialization activities: 24%

• If repealed, 80% of the respondents would consider commercialization
Enforcement Expectations
New Technologies
Science Fiction or Science Fact?
Proactive Industry Standards

- Continually monitor new technology
- Develop standards and regulations
  - QR codes
  - Facial recognition
Questions

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