



# **ARKANSAS BILLBOARD VALUATION GUIDE**

**TENTH EDITION (2024)**

Compiled and Published by  
Department of Finance and Administration  
Assessment Coordination Division

**BY AUTHORITY OF ACT 573 OF 2015, AS AMENDED**

**SANDRA CAWYER, DIRECTOR**

Arkansas Department of Finance and Administration  
Assessment Coordination Division

1900 W.7th St, Room 2140  
Ragland Building  
Little Rock, AR 72201

<https://www.arkansasassessment.com>

## **Overview**

The Arkansas Assessment Coordination Division, hereinafter referred to as AACD, has adopted using the base costs found in the Billboard Structures Valuation Guide published by the North Carolina Department of Revenue - Property Tax Section. In this guide, the base cost has already been determined with the additional improvements included in a square foot base cost. This cost per square foot has been extended out for each specific billboard structure categorized by type of construction and height above ground level (HAGL). In addition, a current depreciation schedule has been provided within the guide. The appraiser will locate the type and size of each billboard, make any necessary construction adjustments, and then apply the appropriate depreciation to determine the billboard value for assessment purposes. This guide will be updated on an annual basis.

Counties adopting these schedules should also consider this as a guide for the mass appraisal of billboards, understanding that it will not cover every possible sign type and configuration. The appraiser may need to make additional adjustments for condition, and other structures not covered in this guide.

**\*\*NOTE\*\*** In 2015, the Arkansas Legislature passed Senate Bill 756 which became Act 573 of 2015, codified as A.C.A. § 26-26-1202 (attached). This Act amends the property tax laws concerning off-premise advertising signs (billboards) and provides a valuation method for determining the market value of off-premise advertising signs (billboards).

## An Introduction to Billboards

An outdoor advertising sign in the form of a billboard consists of at least one display panel and the supporting framework. Billboards may be freestanding, mounted to buildings, or attached to other structures. Modern billboards conform to engineering standards and are constructed of steel, while older billboard structures are made of wood or angle iron frames. A billboard may be smaller than the permitted size. This allows for the addition of a cutout or extension within the square foot envelope of the permitted area. Billboards vary in display position and size, but the industry standard display faces include:

6 ft. x 12 ft. = 72 square feet

10.5 ft. x 36 ft. = 378 square feet

8 ft. x 12 ft. = 96 square feet

12 ft. x 40 ft. = 480 square feet

10 ft. x 22 ft. = 220 square feet

14 ft. x 48 ft. = 672 square feet

10 ft. x 24 ft. = 240 square feet

16 ft. x 60 ft. = 960 square feet

12 ft. x 25 ft. = 300 square feet

20 ft. x 50 ft. = 1,000 square feet

The typical arrangements of display faces include: single face, back-to-back, V-build, side-by-side, stacked, and tri-build configurations.

Billboard companies enter into sales contracts for advertising space on their billboards. Advertisements are designed and/or produced by a billboard company or an advertising agency in response to client specifications. Advertising space is often marketed for a group of billboards rather than for a single billboard. Group sales are called "showings." Showings are based on demographic information and are designed to target a market with a specified level of advertising exposure. The client has no interest in the real property.

Billboard sites are typically leased from an unrelated third party who owns the land or structure to which the billboard is affixed. The owner of the site generally has no interest in the billboard structure. A billboard site, the land or structure upon which a billboard is situated, is generally limited to an area large enough to accommodate the billboard structure and foundation, as well as enough space to provide for service and maintenance work.

## **Valuation of Billboard Structures**

The sales comparison approach requires verifiable accurate sales information of individual billboards. Outdoor advertising structures are generally sold in bulk, and the transfers include ongoing concern and host agreements. These transfers typically are not recorded on filed deeds; therefore, it may be difficult to obtain information on the sale of billboards.

The income approach requires net operating income to be capitalized into a value for a specific property. The income realized from the sale of advertising space is business income that may be difficult to obtain and may include income components that should not be considered when determining valuations for property tax purposes in Arkansas.

- § 26-1-101 (9) defines real property and lands to mean not only the land itself, whether laid out in town lots or otherwise, with all things therein contained, but also buildings, structures, improvements, and other fixtures of whatever kind thereon and all rights and privileges belonging or in anywise appertaining thereto. Once constructed, billboards are rarely voluntarily moved and should be considered permanent improvements to the land, thus considered as real property. Other like-type properties are already considered and valued as real estate in Arkansas for ad valorem taxation purposes, such as: cell towers, mobile homes, and on-premise signs (signs which advertise goods or services offered by business enterprises on the property where the sign is located – i.e. McDonald’s, Walmart, etc.).

Due to the many difficulties inherent in the appraisal of billboards when applying the sales comparison and the income approach to value, ACD recommends that, for assessment purposes in Arkansas, these structures should be treated as real estate and appraised using the cost approach (with the exception of digital display faces, which should be classified as personal property due to their shorter economic life spans). The cost approach provides an efficient methodology to uniformly value billboard structures. The replacement cost new less depreciation avoids the complicated allocation process and other issues associated with the income and sales comparison approaches. The data contained in this guide is based on information extracted from material costs, labor, and other integral components of billboard construction. The valuation of each sign will be determined by calculating the replacement cost new (RCN), and then deducting depreciation based on an actual age depreciation schedule. The depreciation schedule is based on a 20-year life for both wooden and steel structures (per Act 573). The depreciation should not be lowered more than 20 percent remaining good on wood and steel structures as long as the structure is continuing to produce a viable income stream. For the vast majority of billboards, no negative or positive adjustment is appropriate for physical condition. As long as a billboard structure can support a sign face, the physical condition most likely has little effect on the income stream, and therefore the physical condition may not be particularly

important. Only the worst structures and perhaps the very best billboards will fall outside of the recommended schedules.

## **Billboard Categories and Descriptions**

For assessment purposes, billboards are grouped into 4 structural categories based on the building materials used and the underlying support system. The four categories include wood, steel A-frame, multi-mast steel, and monopole.

### **WOOD STRUCTURE**

This class of billboards is constructed with wood post or pole supports with dimensional lumber as the secondary support (A-frame) with a wood or metal catwalk and display panel(s). Supports may be imbedded in the ground. There may be a foundation of concrete or gravel. Lighting, if present, is either fluorescent or mercury vapor.

### **STEEL A-FRAME STRUCTURE**

This class of billboards is constructed with angle iron or steel supports with metal framing, catwalk, and display panel(s). Supports may be imbedded in the ground. There may be a foundation of concrete or gravel.

### **STEEL MULTI-MAST STRUCTURE**

This class of billboards is constructed with steel poles, I-beam or equivalent as primary supports, with a catwalk, and display panel(s). Supports may be imbedded in the ground. There may be a foundation of concrete or gravel.

### **MONOPOLE STRUCTURE**

This class of billboards is constructed with a tubular steel support (of various circumferences), tubular steel framing, metal catwalk and display panel(s). The foundation is concrete.

## WOOD STRUCTURE EXAMPLES



**WOOD SINGLE FACE**



**WOOD DOUBLE FACE**



**WOOD V-BUILT**



**WOOD DOUBLE FACE  
(STACKED DISPLAYS)**

## STEEL A-FRAME STRUCTURE EXAMPLES



**STEEL A-FRAME SINGLE FACE**



**STEEL A-FRAME SINGLE FACE  
(SIDE-BY-SIDE DISPLAYS)**

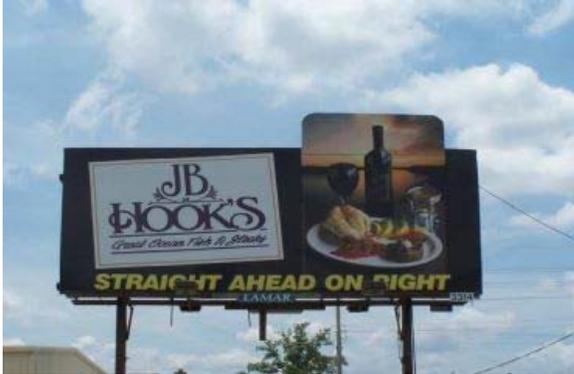


**STEEL A-FRAME SINGLE FACE  
(SIDE-BY-SIDE DISPLAYS)**

**STEEL MULTI-MAST STRUCTURE EXAMPLES**



**STEEL MULTI-MAST SINGLE FACE**



**STEEL MULTI-MAST SINGLE FACE**



**STEEL MULTI-MAST SINGLE FACE  
(SIDE-BY-SIDE DISPLAYS)**



**STEEL MULTI-MAST DOUBLE FACE  
(STACKED DISPLAYS)**

## MONOPOLE STRUCTURE EXAMPLES



**MONOPOLE SINGLE FACE  
(CENTER MOUNT)**



**MONOPOLE DOUBLE FACE  
(FULL FLAG MOUNT)**



**MONOPOLE DOUBLE FACE  
(CENTER MOUNT)**



**MONOPOLE DOUBLE FACE  
(PARTIAL FLAG MOUNT)**

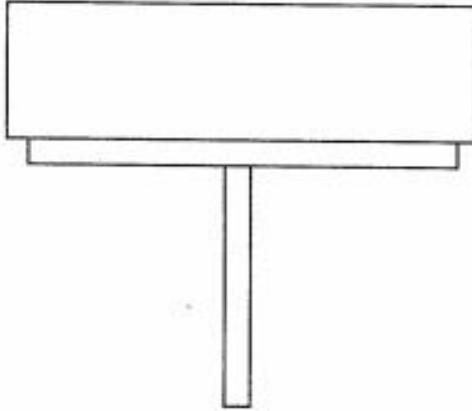


**MONOPOLE SINGLE FACE  
(SIDE-BY-SIDE DISPLAYS ~ CENTER MOUNT)**

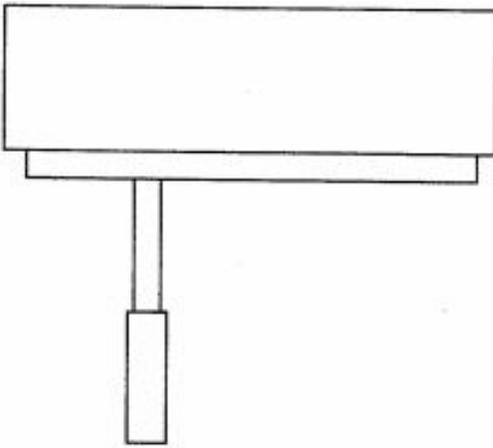


**MONOPOLE DOUBLE FACE  
(STACKED DISPLAYS ~ PARTIAL FLAG MOUNT)**

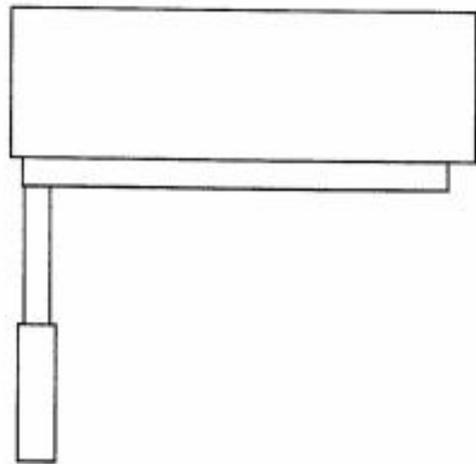
**MONOPOLE CONSTRUCTION ILLUSTRATIONS**



**CENTER MOUNT**

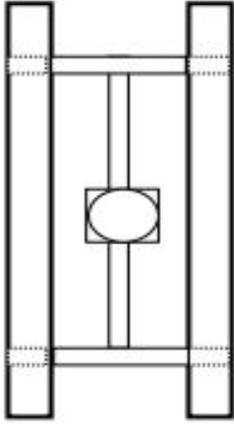


**PARTIAL FLAG MOUNT**

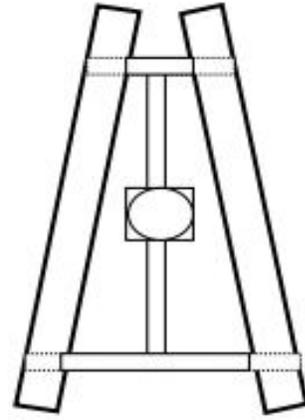


**FULL FLAG MOUNT**

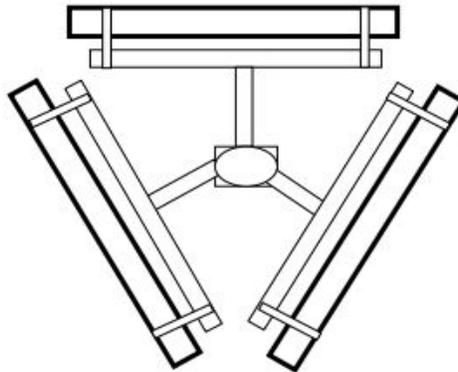
## MONOPOLE CONSTRUCTION ILLUSTRATIONS (TOPVIEW)



**DOUBLE FACE**



**V-BUILT or V-FACE**



**TRI-BUILT or TRIANGLE**

## **Special Construction Adjustments**

### **STACKED DISPLAYS**

Up to two display panels are included in the base cost per structure as indicated in the stacked display cost tables. For billboard structures with more than two display panels, where the panels are stacked one on top of the other, add an additional 25% (for each panel) of the indicated value for the non-stacked display back into the value of the stacked display to account for the additional construction costs.

### **SIDE-BY-SIDE DISPLAYS**

Where the billboard structure configuration is indicated to be horizontally side-by-side, appraise this constructed arrangement as one billboard structure. Add the square footage of the faces together to determine the size of the structure.

### **SALVAGE VALUE**

To account for a salvage value, a 10 percent remaining good can be utilized for structures that are still standing but have reached the end of their economic life and are no longer producing a viable income stream. This salvage value should not be used for structures that are just temporarily vacant due to the lack of a current advertising contract.

### **CATWALK**

This is the platform located underneath the sign face, either in front or in the back of the billboard sign, used as support for the maintenance crew. The cost for the platform or catwalk is included in the base cost, deduct 5% when no platform or catwalk is present.

### **APRON**

This is the decorative trim at the bottom of the billboard sign where a billboard company logo is typically displayed. The cost for the apron is included in the base cost, deduct 5% when no apron is present.

## **Tri-Vision or Tri-Fold Sign Structures**

A Tri-Vision or Tri-Fold billboard is an outdoor advertising sign with a slatted face that allows three different copy messages that revolve at intermittent intervals. Enhancements may include a control board, louver alignment, and options for rotating louvers in either eye-catching quick-turn or in a mesmerizing wave effect. These signs are typically controlled remotely.



To account for the additional construction costs and value of Tri-Vision display faces, use the table below to determine the positive adjustment that should be applied to the base structure cost. The adjustment amount is based on the total square footage of the display face.

<b><u>Total Square Footage of Display Face</u></b>	<b><u>Construction Adjustment</u></b>
0 – 300 square feet	15%
301 – 400 square feet	20%
401 – 600 square feet	25%
Over 600 square feet	30%

## Digital Billboards

A digital display billboard is an outdoor advertising sign with a light-emitting diode (LED) face. This allows multiple messages to be displayed for varying intervals on a single board. Messages can be changed from a remote location without the need to go to the sign or to print advertising copy. Display periods can range from a few seconds to a constant view.



Steel support structures have a much longer life, typically 20 years or more, than the digital sign faces. For this reason ACD recommends that, for assessment purposes in Arkansas, the digital sign faces should be treated as personal property and appraised using the cost approach. This will require appraisers to utilize a two-part process when appraising billboard sign structures with digital faces.

- Take the descriptive information about the sign and determine the base cost using the cost tables in this guide to calculate the replacement cost new (RCN). Apply the percent good factor from the depreciation schedule in this guide to the RCN to arrive at the current value of the sign structure itself. The current value for the sign structure should be assessed as real estate and a note should be made in the comments section that the structure contains a digital face that is assessed as personal property. The Personal Property Account Number (PPAN) that contains the digital face assessment should also be listed in the comments section.
- Based on the size of the sign face, determine the replacement cost new (RCN) for the digital face using the digital face cost table on the next page of this guide. Apply the percent good factor from the depreciation schedule to the RCN to arrive at the current value of the digital sign face. This current value should be submitted to the Personal Property Department to be used in the personal property assessment of the digital sign face or compared for accuracy to the value submitted by the owner on their personal property rendition. The real estate parcel number of the sign structure should be listed in the comments section of the personal property assessment.

## **Digital Sign Faces**

The valuation of each digital display face will be determined by calculating the replacement cost new (RCN) using the cost table below, then deducting depreciation based on an actual age depreciation schedule listed below. LEDs in the displays have a typical average useful life of about 100,000 hours or 11 years of continuous use. The depreciation schedule is based on a 7-year life for digital sign faces (per Act 573). The depreciation should not be lowered more than 20 percent remaining good as long as the digital sign face is continuing to produce a viable income stream.

<b><u>Size of Digital Face</u></b>	<b><u>Total Cost</u></b>	<b><u>Cost per sq. ft.</u></b>
10.5 ft. x 36 ft.	\$92,500	\$245.00
14 ft. x 48 ft.	\$155,000	\$230.00

\* For digital faces that are of different sizes than listed above, use the cost per square foot as a guide.

### **Depreciation Schedule**

<b><u>Actual Age</u></b> <b><u>In Years</u></b>	<b><u>Remaining Life</u></b> <b><u>Percent</u></b>
1	89%
2	77%
3	66%
4	54%
5	43%
6	31%
7	20%

## **Billboard Structures Depreciation Schedules**

Determine the base cost using the cost tables in this guide to calculate the replacement cost new (RCN). Apply the percent good factor from the depreciation schedule below to the RCN to arrive at the current value of the sign structure itself.

<b>Actual Age</b>	<b>20 Year Life % Good</b>
1	96%
2	92%
3	88%
4	84%
5	80%
6	76%
7	72%
8	68%
9	64%
10	60%
11	56%
12	52%
13	48%
14	44%
15	40%
16	36%
17	32%
18	28%
19	24%
20	20%

<b>WOOD CONSTRUCTION</b>			
<b>BASE SPECIFICATIONS</b>			
1. STRUCTURE - Wood support poles or post.			
2. FOUNDATION - Embedded in ground or equivalent.			
3. CATWALK - Included in Base - <b>(Deduct 5% when none present).</b>			
4. PANELS - Included in Base.			
5. APRON - Included in Base - <b>(Deduct 5% when none present).</b>			
6. ELECTRICAL - Included in Base - <b>(Deduct 5% for no electrical connection).</b>			
7. ADDITIONAL PANELS - None.			
<b>TOTAL BASE COST PER SQUARE FOOT OF SIGN FACE</b>			
<b>SINGLE FACE ~ WOOD</b>			
<b>Sign Height</b>	<b>Code</b>	<b>Type</b>	<b>\$ per Sq Ft</b>
0-20' HAGL	BBWOOD	SF20	\$ 26.81
21-30' HAGL	BBWOOD	SF30	\$ 30.63
31-40' HAGL	BBWOOD	SF40	\$ 38.27
41-55' HAGL	BBWOOD	SF55	\$ 40.60
<b>No electricity</b>	BBWOOD	SFNE	<b>\$ (1.70)</b>
<b>DOUBLE FACE ~ WOOD</b>			
<b>Sign Height</b>	<b>Code</b>	<b>Type</b>	<b>\$ per Sq Ft</b>
0-20' HAGL	BBWOOD	DF20	\$ 35.47
21-30' HAGL	BBWOOD	DF30	\$ 40.52
31-40' HAGL	BBWOOD	DF40	\$ 50.62
41-55' HAGL	BBWOOD	DF55	\$ 53.60
<b>No electricity</b>	BBWOOD	DFNE	<b>\$ (2.25)</b>
<b>V-BUILT &amp; SIDE-BY-SIDE ~ WOOD</b>			
<b>Sign Height</b>	<b>Code</b>	<b>Type</b>	<b>\$ per Sq Ft</b>
0-20' HAGL	BBWOOD	VB20	\$ 53.66
21-30' HAGL	BBWOOD	VB30	\$ 61.22
31-40' HAGL	BBWOOD	VB40	\$ 76.42
41-55' HAGL	BBWOOD	VB55	\$ 81.10
<b>No electricity</b>	BBWOOD	VBNE	<b>\$ (3.41)</b>
*HAGL (Height Above Ground Level) - measured from the ground to the bottom of the display face.			

<b>WOOD CONSTRUCTION</b>			
<b>STACKED DISPLAYS</b>			
<b>BASE SPECIFICATIONS</b>			
1. STRUCTURE - Wood support poles or post.			
2. FOUNDATION - Embedded in ground or equivalent.			
3. CATWALK - Included in Base - <b>(Deduct 5% when none present).</b>			
4. PANELS - Included in Base.			
5. APRON - Included in Base - <b>(Deduct 5% when none present).</b>			
6. ELECTRICAL - Included in Base - <b>(Deduct 5% for no electrical connection).</b>			
7. ADDITIONAL PANELS - None.			
<b>TOTAL BASE COST PER SQUARE FOOT OF SIGN FACE</b>			
<b>SINGLE FACE ~ WOOD ~ STACKED DISPLAYS</b>			
<b>Sign Height</b>	<b>Code</b>	<b>Type</b>	<b>\$ per Sq Ft</b>
0-20' HAGL	BBWOST	SF20	\$ 33.51
21-30' HAGL	BBWOST	SF30	\$ 38.29
31-40' HAGL	BBWOST	SF40	\$ 47.84
41-55' HAGL	BBWOST	SF55	\$ 50.75
No electricity	BBWOST	SFNE	\$ (2.13)
<b>DOUBLE FACE ~ WOOD ~ STACKED DISPLAYS</b>			
<b>Sign Height</b>	<b>Code</b>	<b>Type</b>	<b>\$ per Sq Ft</b>
0-20' HAGL	BBWOST	DF20	\$ 44.34
21-30' HAGL	BBWOST	DF30	\$ 50.65
31-40' HAGL	BBWOST	DF40	\$ 63.29
41-55' HAGL	BBWOST	DF55	\$ 67.02
No electricity	BBWOST	DFNE	\$ (2.82)
<b>V-BUILT &amp; SIDE-BY-SIDE ~ WOOD ~ STACKED DISPLAYS</b>			
<b>Sign Height</b>	<b>Code</b>	<b>Type</b>	<b>\$ per Sq Ft</b>
0-20' HAGL	BBWOST	VB20	\$ 67.09
21-30' HAGL	BBWOST	VB30	\$ 76.53
31-40' HAGL	BBWOST	VB40	\$ 95.53
41-55' HAGL	BBWOST	VB55	\$ 101.37
No electricity	BBWOST	VBNE	\$ (4.26)
*HAGL (Height Above Ground Level) - measured from the ground to the bottom of the display face.			

<b>STEEL A-FRAME CONSTRUCTION</b>			
<b>BASE SPECIFICATIONS</b>			
1. STRUCTURE - Steel pole, angle iron, I-beam, or equivalent as primary support.			
2. FOUNDATION - Concrete, gravel, or equivalent.			
3. CATWALK - Included in Base - <b>(Deduct 5% when none present).</b>			
4. PANELS - Included in Base.			
5. APRON - Included in Base - <b>(Deduct 5% when none present).</b>			
6. ELECTRICAL - Included in Base - <b>(Deduct 5% for no electrical connection).</b>			
7. ADDITIONAL PANELS - None.			
<b>TOTAL BASE COST PER SQUARE FOOT OF SIGN FACE</b>			
<b>SINGLE FACE ~ A-FRAME STEEL</b>			
<b>Sign Height</b>	<b>Code</b>	<b>Type</b>	<b>\$ per Sq Ft</b>
0-20' HAGL	BBSAF	SF20	\$ 69.53
21-30' HAGL	BBSAF	SF30	\$ 79.29
31-40' HAGL	BBSAF	SF40	\$ 97.82
No electricity	BBSAF	SFNE	\$ (4.11)
<b>DOUBLE FACE ~ A-FRAME STEEL</b>			
<b>Sign Height</b>	<b>Code</b>	<b>Type</b>	<b>\$ per Sq Ft</b>
0-20' HAGL	BBSAF	DF20	\$ 95.52
21-30' HAGL	BBSAF	DF30	\$ 109.08
31-40' HAGL	BBSAF	DF40	\$ 134.62
No electricity	BBSAF	DFNE	\$ (5.65)
<b>V-BUILT ~ A-FRAME STEEL</b>			
<b>Sign Height</b>	<b>Code</b>	<b>Type</b>	<b>\$ per Sq Ft</b>
0-20' HAGL	BBSAF	VB20	\$ 138.90
21-30' HAGL	BBSAF	VB30	\$ 158.49
31-40' HAGL	BBSAF	VB40	\$ 195.49
No electricity	BBSAF	VBNE	\$ (8.21)
*HAGL (Height Above Ground Level) - measured from the ground to the bottom of the display face.			

<b>STEEL A-FRAME CONSTRUCTION</b>			
<b>STACKED DISPLAYS</b>			
<b>BASE SPECIFICATIONS</b>			
1. STRUCTURE - Steel pole, angle iron, I-beam, or equivalent as primary support.			
2. FOUNDATION - Concrete, gravel, or equivalent.			
3. CATWALK - Included in Base - <b>(Deduct 5% when none present).</b>			
4. PANELS - Included in Base.			
5. APRON - Included in Base - <b>(Deduct 5% when none present).</b>			
6. ELECTRICAL - Included in Base - <b>(Deduct 5% for no electrical connection).</b>			
7. ADDITIONAL PANELS - None.			
<b>TOTAL BASE COST PER SQUARE FOOT OF SIGN FACE</b>			
<b>SINGLE FACE ~ A-FRAME STEEL ~ STACKED DISPLAYS</b>			
<b>Sign Height</b>	<b>Code</b>	<b>Type</b>	<b>\$ per Sq Ft</b>
0-20' HAGL	BBSAFS	SF20	\$ 86.93
21-30' HAGL	BBSAFS	SF30	\$ 99.13
31-40' HAGL	BBSAFS	SF40	\$ 122.27
<b>No electricity</b>	BBSAFS	SFNE	<b>\$ (5.14)</b>
<b>DOUBLE FACE ~ A-FRAME STEEL ~ STACKED DISPLAYS</b>			
<b>Sign Height</b>	<b>Code</b>	<b>Type</b>	<b>\$ per Sq Ft</b>
0-20' HAGL	BBSAFS	DF20	\$ 119.42
21-30' HAGL	BBSAFS	DF30	\$ 136.37
31-40' HAGL	BBSAFS	DF40	\$ 168.29
<b>No electricity</b>	BBSAFS	DFNE	<b>\$ (7.07)</b>
<b>V-BUILT ~ A-FRAME STEEL ~ STACKED DISPLAYS</b>			
<b>Sign Height</b>	<b>Code</b>	<b>Type</b>	<b>\$ per Sq Ft</b>
0-20' HAGL	BBSAFS	VB20	\$ 173.62
21-30' HAGL	BBSAFS	VB30	\$ 198.10
31-40' HAGL	BBSAFS	VB40	\$ 244.34
<b>No electricity</b>	BBSAFS	VBNE	<b>\$ (10.27)</b>
*HAGL (Height Above Ground Level) - measured from the ground to the bottom of the display face.			

<b>STEEL MULTI-MAST CONSTRUCTION</b>			
<b>BASE SPECIFICATIONS</b>			
1. STRUCTURE - Steel pole, angle iron, I-beam, or equivalent as primary support.			
2. FOUNDATION - Concrete, gravel, or equivalent.			
3. CATWALK - Included in Base - <b>(Deduct 5% when none present).</b>			
4. PANELS - Included in Base.			
5. APRON - Included in Base - <b>(Deduct 5% when none present).</b>			
6. ELECTRICAL - Included in Base - <b>(Deduct 5% for no electrical connection).</b>			
7. ADDITIONAL PANELS - None.			
<b>TOTAL BASE COST PER SQUARE FOOT OF SIGN FACE</b>			
<b>SINGLE FACE ~ MULTI-MAST STEEL</b>			
<b>Sign Height</b>	<b>Code</b>	<b>Type</b>	<b>\$ per Sq Ft</b>
0-20' HAGL	BBSMM	SF20	\$ 80.15
21-30' HAGL	BBSMM	SF30	\$ 89.09
31-40' HAGL	BBSMM	SF40	\$ 106.05
No electricity	BBSMM	SFNE	\$ (4.59)
<b>DOUBLE FACE ~ MULTI-MAST STEEL</b>			
<b>Sign Height</b>	<b>Code</b>	<b>Type</b>	<b>\$ per Sq Ft</b>
0-20' HAGL	BBSMM	DF20	\$ 107.65
21-30' HAGL	BBSMM	DF30	\$ 119.60
31-40' HAGL	BBSMM	DF40	\$ 142.40
41-55' HAGL	BBSMM	DF55	\$ 169.52
No electricity	BBSMM	DFNE	\$ (6.74)
<b>V-BUILT ~ MULTI-MAST STEEL</b>			
<b>Sign Height</b>	<b>Code</b>	<b>Type</b>	<b>\$ per Sq Ft</b>
0-20' HAGL	BBSMM	VB20	\$ 132.17
21-30' HAGL	BBSMM	VB30	\$ 146.84
31-40' HAGL	BBSMM	VB40	\$ 174.83
41-55' HAGL	BBSMM	VB55	\$ 208.10
No electricity	BBSMM	VBNE	\$ (8.27)
*HAGL (Height Above Ground Level) - measured from the ground to the bottom of the display face.			

<b>STEEL MULTI-MAST CONSTRUCTION STACKED DISPLAYS</b>			
<b>BASE SPECIFICATIONS</b>			
1. STRUCTURE - Steel pole, angle iron, I-beam, or equivalent as primary support.			
2. FOUNDATION - Concrete, gravel, or equivalent.			
3. CATWALK - Included in Base - <b>(Deduct 5% when none present).</b>			
4. PANELS - Included in Base.			
5. APRON - Included in Base - <b>(Deduct 5% when none present).</b>			
6. ELECTRICAL - Included in Base - <b>(Deduct 5% for no electrical connection).</b>			
7. ADDITIONAL PANELS - None.			
<b>TOTAL BASE COST PER SQUARE FOOT OF SIGN FACE</b>			
<b>SINGLE FACE ~ MULTI-MAST STEEL ~ STACKED DISPLAYS</b>			
<b>Sign Height</b>	<b>Code</b>	<b>Type</b>	<b>\$ per Sq Ft</b>
0-20' HAGL	BBSMMS	SF20	\$ 100.19
21-30' HAGL	BBSMMS	SF30	\$ 111.35
31-40' HAGL	BBSMMS	SF40	\$ 132.57
<b>No electricity</b>	BBSMMS	SFNE	<b>\$ (5.74)</b>
<b>DOUBLE FACE ~ MULTI-MAST STEEL ~ STACKED DISPLAYS</b>			
0-20' HAGL	BBSMMS	DF20	\$ 134.57
21-30' HAGL	BBSMMS	DF30	\$ 149.50
31-40' HAGL	BBSMMS	DF40	\$ 178.00
41-55' HAGL	BBSMMS	DF55	\$ 211.91
<b>No electricity</b>	BBSMMS	DFNE	<b>\$ (8.42)</b>
<b>V-BUILT ~ MULTI-MAST STEEL ~ STACKED DISPLAYS</b>			
<b>Sign Height</b>	<b>Code</b>	<b>Type</b>	<b>\$ per Sq Ft</b>
0-20' HAGL	BBSMMS	VB20	\$ 165.22
21-30' HAGL	BBSMMS	VB30	\$ 183.55
31-40' HAGL	BBSMMS	VB40	\$ 218.53
41-55' HAGL	BBSMMS	VB55	\$ 260.13
<b>No electricity</b>	BBSMMS	VBNE	<b>\$ (10.34)</b>
*HAGL (Height Above Ground Level) - measured from the ground to the bottom of the display face.			

<b>MONOPOLE CONSTRUCTION ~ SINGLE FACE</b>			
<b>BASE SPECIFICATIONS</b>			
1. STRUCTURE - Tubular Steel Supports.			
2. FOUNDATION - Poured concrete.			
3. CATWALK - Included in Base - <b>(Deduct 5% when none present).</b>			
4. PANELS - Included in Base.			
5. APRON - Included in Base - <b>(Deduct 5% when none present).</b>			
6. ELECTRICAL - Included in Base - <b>(Deduct 5% for no electrical</b>			
7. ADDITIONAL PANELS - None.			
<b>TOTAL BASE COST PER SQUARE FOOT OF SIGN FACE</b>			
<b>SINGLE FACE ~ CENTER MOUNTED MONOPOLE</b>			
<b>Sign Height</b>	<b>Code</b>	<b>Type</b>	<b>\$ per Sq Ft</b>
0-20' HAGL	BBMSF	SFC20	\$ 86.74
21-30' HAGL	BBMSF	SFC30	\$ 95.16
31-40' HAGL	BBMSF	SFC40	\$ 112.04
41-55' HAGL	BBMSF	SFC55	\$ 128.88
56-80' HAGL	BBMSF	SFC80	\$ 162.73
80+' HAGL	BBMSF	SFC80+	\$ 190.40
No electricity	BBMSF	SFCNE	\$ (6.47)
<b>SINGLE FACE ~ PARTIAL FLAG MONOPOLE</b>			
<b>Sign Height</b>	<b>Code</b>	<b>Type</b>	<b>\$ per Sq Ft</b>
0-20' HAGL	BBMSF	SFP20	\$ 90.06
21-30' HAGL	BBMSF	SFP30	\$ 98.89
31-40' HAGL	BBMSF	SFP40	\$ 116.50
41-55' HAGL	BBMSF	SFP55	\$ 134.13
56-80' HAGL	BBMSF	SFP80	\$ 169.28
80+' HAGL	BBMSF	SFP80+	\$ 198.03
No electricity	BBMSF	SFPNE	\$ (6.72)
<b>SINGLE FACE ~ FULL FLAG MONOPOLE</b>			
<b>Sign Height</b>	<b>Code</b>	<b>Type</b>	<b>\$ per Sq Ft</b>
0-20' HAGL	BBMSF	SFF20	\$ 117.83
21-30' HAGL	BBMSF	SFF30	\$ 125.59
31-40' HAGL	BBMSF	SFF40	\$ 143.11
41-55' HAGL	BBMSF	SFF55	\$ 149.81
56-80' HAGL	BBMSF	SFF80	\$ 181.20
80+' HAGL	BBMSF	SFF80+	\$ 212.19
No electricity	BBMSF	SFFNE	\$ (7.75)
*HAGL (Height Above Ground Level) - measured from the ground to the bottom of the			

<b>MONOPOLE CONSTRUCTION ~ SINGLE FACE STACKED DISPLAYS</b>			
<b>BASE SPECIFICATIONS</b>			
1. STRUCTURE - Tubular Steel Supports.			
2. FOUNDATION - Poured concrete.			
3. CATWALK - Included in Base - <b>(Deduct 5% when none present).</b>			
4. PANELS - Included in Base.			
5. APRON - Included in Base - <b>(Deduct 5% when none present).</b>			
6. ELECTRICAL - Included in Base - <b>(Deduct 5% for no electrical connection).</b>			
7. ADDITIONAL PANELS - None.			
<b>TOTAL BASE COST PER SQUARE FOOT OF SIGN FACE</b>			
<b>SINGLE FACE ~ CENTER MOUNTED MONOPOLE ~ STACKED DISPLAYS</b>			
<b>Sign Height</b>	<b>Code</b>	<b>Type</b>	<b>\$ per Sq Ft</b>
0-20' HAGL	BBMSFS	SFC20	\$ 108.42
21-30' HAGL	BBMSFS	SFC30	\$ 118.95
31-40' HAGL	BBMSFS	SFC40	\$ 140.05
41-55' HAGL	BBMSFS	SFC55	\$ 161.10
56-80' HAGL	BBMSFS	SFC80	\$ 203.41
80+' HAGL	BBMSFS	SFC80+	\$ 238.00
<b>No electricity</b>	BBMSFS	SFCNE	<b>\$ (8.08)</b>
<b>SINGLE FACE ~ PARTIAL FLAG MONOPOLE ~ STACKED DISPLAYS</b>			
<b>Sign Height</b>	<b>Code</b>	<b>Type</b>	<b>\$ per Sq Ft</b>
0-20' HAGL	BBMSFS	SFP20	\$ 112.58
21-30' HAGL	BBMSFS	SFP30	\$ 123.62
31-40' HAGL	BBMSFS	SFP40	\$ 145.62
41-55' HAGL	BBMSFS	SFP55	\$ 167.66
56-80' HAGL	BBMSFS	SFP80	\$ 211.60
80+' HAGL	BBMSFS	SFP80+	\$ 247.54
<b>No electricity</b>	BBMSFS	SFPNE	<b>\$ (8.41)</b>
<b>SINGLE FACE ~ FULL FLAG MONOPOLE ~ STACKED DISPLAYS</b>			
<b>Sign Height</b>	<b>Code</b>	<b>Type</b>	<b>\$ per Sq Ft</b>
0-20' HAGL	BBMSFS	SFF20	\$ 147.29
21-30' HAGL	BBMSFS	SFF30	\$ 156.99
31-40' HAGL	BBMSFS	SFF40	\$ 178.88
41-55' HAGL	BBMSFS	SFF55	\$ 187.26
56-80' HAGL	BBMSFS	SFF80	\$ 226.51
80+' HAGL	BBMSFS	SFF80+	\$ 265.24
<b>No electricity</b>	BBMSFS	SFFNE	<b>\$ (9.68)</b>
*HAGL (Height Above Ground Level) - measured from the ground to the bottom of the display face.			

<b>MONOPOLE CONSTRUCTION ~ DOUBLE &amp; V-FACE</b>			
<b>BASE SPECIFICATIONS</b>			
1. STRUCTURE - Tubular Steel Supports.			
2. FOUNDATION - Poured concrete.			
3. CATWALK - Included in Base - <b>(Deduct 5% when none present).</b>			
4. PANELS - Included in Base.			
5. APRON - Included in Base - <b>(Deduct 5% when none present).</b>			
6. ELECTRICAL - Included in Base - <b>(Deduct 5% for no electrical connection).</b>			
7. ADDITIONAL PANELS - None.			
<b>TOTAL BASE COST PER SQUARE FOOT OF SIGN FACE</b>			
<b>DOUBLE &amp; V-FACE ~ CENTER MOUNTED MONOPOLE</b>			
<b>Sign Height</b>	<b>Code</b>	<b>Type</b>	<b>\$ per Sq Ft</b>
0-20' HAGL	BBMDV	DVC20	\$ 107.42
21-30' HAGL	BBMDV	DVC30	\$ 114.67
31-40' HAGL	BBMDV	DVC40	\$ 129.14
41-55' HAGL	BBMDV	DVC55	\$ 135.48
56-80' HAGL	BBMDV	DVC80	\$ 163.86
80+' HAGL	BBMDV	DVC80+	\$ 174.08
No electricity	BBMDV	DVCNE	\$ (6.87)
<b>DOUBLE &amp; V-FACE ~ PARTIAL FLAG MONOPOLE</b>			
<b>Sign Height</b>	<b>Code</b>	<b>Type</b>	<b>\$ per Sq Ft</b>
0-20' HAGL	BBMDV	DVP20	\$ 111.57
21-30' HAGL	BBMDV	DVP30	\$ 119.16
31-40' HAGL	BBMDV	DVP40	\$ 134.27
41-55' HAGL	BBMDV	DVP55	\$ 140.92
56-80' HAGL	BBMDV	DVP80	\$ 170.47
80+' HAGL	BBMDV	DVP80+	\$ 208.09
No electricity	BBMDV	DVPNE	\$ (7.37)
<b>DOUBLE &amp; V-FACE ~ FULL FLAG MONOPOLE</b>			
<b>Sign Height</b>	<b>Code</b>	<b>Type</b>	<b>\$ per Sq Ft</b>
0-20' HAGL	BBMDV	DVF20	\$ 135.62
21-30' HAGL	BBMDV	DVF30	\$ 143.41
31-40' HAGL	BBMDV	DVF40	\$ 158.95
41-55' HAGL	BBMDV	DVF55	\$ 161.11
56-80' HAGL	BBMDV	DVF80	\$ 192.47
80+' HAGL	BBMDV	DVF80+	\$ 225.30
No electricity	BBMDV	DVFNE	\$ (8.47)
*HAGL (Height Above Ground Level) - measured from the ground to the bottom of the			

<b>MONOPOLE CONSTRUCTION ~ DOUBLE &amp; V-FACE STACKED DISPLAYS</b>			
<b>BASE SPECIFICATIONS</b>			
1. STRUCTURE - Tubular Steel Supports.			
2. FOUNDATION - Poured concrete.			
3. CATWALK - Included in Base - <b>(Deduct 5% when none present).</b>			
4. PANELS - Included in Base.			
5. APRON - Included in Base - <b>(Deduct 5% when none present).</b>			
6. ELECTRICAL - Included in Base - <b>(Deduct 5% for no electrical connection).</b>			
7. ADDITIONAL PANELS - None.			
<b>TOTAL BASE COST PER SQUARE FOOT OF SIGN FACE</b>			
<b>DOUBLE &amp; V-FACE ~ CENTER MOUNTED MONOPOLE ~ STACKED</b>			
<b>Sign Height</b>	<b>Code</b>	<b>Type</b>	<b>\$ per Sq Ft</b>
0-20' HAGL	BBMDVS	DVC20	\$ 134.28
21-30' HAGL	BBMDVS	DVC30	\$ 143.34
31-40' HAGL	BBMDVS	DVC40	\$ 161.44
41-55' HAGL	BBMDVS	DVC55	\$ 169.35
56-80' HAGL	BBMDVS	DVC80	\$ 204.83
80+' HAGL	BBMDVS	DVC80+	\$ 217.60
<b>No electricity</b>	BBMDVS	DVCNE	<b>\$ (8.59)</b>
<b>DOUBLE &amp; V-FACE ~ PARTIAL FLAG MONOPOLE ~ STACKED DISPLAYS</b>			
<b>Sign Height</b>	<b>Code</b>	<b>Type</b>	<b>\$ per Sq Ft</b>
0-20' HAGL	BBMDVS	DVP20	\$ 139.46
21-30' HAGL	BBMDVS	DVP30	\$ 148.95
31-40' HAGL	BBMDVS	DVP40	\$ 167.84
41-55' HAGL	BBMDVS	DVP55	\$ 176.15
56-80' HAGL	BBMDVS	DVP80	\$ 213.09
80+' HAGL	BBMDVS	DVP80+	\$ 260.11
<b>No electricity</b>	BBMDVS	DVPNE	<b>\$ (9.21)</b>
<b>DOUBLE &amp; V-FACE ~ FULL FLAG MONOPOLE ~ STACKED DISPLAYS</b>			
<b>Sign Height</b>	<b>Code</b>	<b>Type</b>	<b>\$ per Sq Ft</b>
0-20' HAGL	BBMDVS	DVF20	\$ 169.53
21-30' HAGL	BBMDVS	DVF30	\$ 179.27
31-40' HAGL	BBMDVS	DVF40	\$ 198.69
41-55' HAGL	BBMDVS	DVF55	\$ 201.39
56-80' HAGL	BBMDVS	DVF80	\$ 240.59
80+' HAGL	BBMDVS	DVF80+	\$ 281.64
<b>No electricity</b>	BBMDVS	DVFNE	<b>\$ (10.59)</b>
*HAGL (Height Above Ground Level) - measured from the ground to the bottom of the display face.			

<b>MONOPOLE CONSTRUCTION ~ SPECIAL TYPES</b>			
<b>BASE SPECIFICATIONS</b>			
1. STRUCTURE - Tubular Steel Supports.			
2. FOUNDATION - Poured concrete.			
3. CATWALK - Included in Base - <b>(Deduct 5% when none present).</b>			
4. PANELS - Included in Base.			
5. APRON - Included in Base - <b>(Deduct 5% when none present).</b>			
6. ELECTRICAL - Included in Base - <b>(Deduct 5% for no electrical connection).</b>			
7. ADDITIONAL PANELS - None.			
<b>TOTAL BASE COST PER SQUARE FOOT OF SIGN FACE</b>			
<b>TRIANGLE OR TRI-BUILT (3 FACES) ~ CENTER MOUNTED MONOPOLE</b>			
<b>Sign Height</b>	<b>Code</b>	<b>Type</b>	<b>\$ per Sq Ft</b>
0-40' HAGL	BBMTB	TBC40	\$ 205.74
41-80' HAGL	BBMTB	TBC80	\$ 265.68
80+' HAGL	BBMTB	TBC80+	\$ 375.77
<b>No electricity</b>	BBMTB	TBCNE	<b>\$ (14.12)</b>
<b>TRIANGLE OR TRI-BUILT (3 FACES) ~ CENTER MOUNTED MONOPOLE</b>			
<b>STACKED DISPLAYS</b>			
<b>Sign Height</b>	<b>Code</b>	<b>Type</b>	<b>\$ per Sq Ft</b>
0-40' HAGL	BBMTBS	TBC40	\$ 257.19
41-80' HAGL	BBMTBS	TBC80	\$ 332.10
80+' HAGL	BBMTBS	TBC80+	\$ 469.72
<b>No electricity</b>	BBMTBS	TBCNE	<b>\$ (17.65)</b>
*HAGL (Height Above Ground Level) - measured from the ground to the bottom of the display face.			

## Billboard Data Collection Form

### Ownership and Location Data

Company Name: \_\_\_\_\_  
Person Contacted: \_\_\_\_\_  
Date Contacted: \_\_\_\_\_  
Telephone Number: \_\_\_\_\_  
Company Asset Number: \_\_\_\_\_  
AHTD Permit Number: \_\_\_\_\_  
Parcel Number: \_\_\_\_\_  
Location of Structure: \_\_\_\_\_

### Construction Data

Date Built: \_\_\_\_\_  
Actual Age: \_\_\_\_\_  
Height Above Ground: \_\_\_\_\_  
Largest Display Surface: Height \_\_\_ x Width \_\_\_  
Number of Faces: \_\_\_\_\_  
Stacked Displays: Yes \_\_\_ NO \_\_\_  
Illuminated Displays: Yes \_\_\_ NO \_\_\_

### Construction Type

Wood \_\_\_ Steel A-Frame\_ Multi-Mast Steel \_\_\_ Monopole \_\_\_

#### Face Type

Single Face \_\_\_\_\_  
Double Face \_\_\_\_\_  
V-Built \_\_\_\_\_  
Side-by-Side \_\_\_\_\_  
Tri-Vision or Tri-Fold \_\_\_\_\_  
Digital Display \_\_\_\_\_

#### Monopole Mount Type

Center Mount \_\_\_\_\_  
Partial Flag Mount \_\_\_\_\_  
Full Flag Mount \_\_\_\_\_  
Triangle or Tri-Built \_\_\_\_\_

### Additional Comments:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## **Billboard Valuation Worksheet**

Base Cost of Structure \_\_\_\_\_

Construction Adjustments

Tri-Vison Display (% adjustment) + \_\_\_\_\_

Additional Stacked Displays (add 25%) + \_\_\_\_\_

No electric, catwalks, or aprons (% adjustment) (-) \_\_\_\_\_

Structure Replacement Cost New (RCN) = \_\_\_\_\_

Depreciation

Percent Good Factor x \_\_\_\_\_

**TOTAL BILLBOARD STRUCTURE VALUE** = \_\_\_\_\_

If applicable:

**DIGITAL DISPLAY FACE COST NEW (RCN)** \_\_\_\_\_

Depreciation

Percent Good Factor x \_\_\_\_\_

**TOTAL DIGITAL DISPLAY FACE VALUE** = \_\_\_\_\_

**ABOVE TOTAL BILLBOARD STRUCTURE VALUE** + \_\_\_\_\_

**TOTAL BILLBOARD VALUE** = \_\_\_\_\_

## Examples of How to Appraise a Billboard Structure

### Example #1

The description shows a Double Face, Wood Structure at a 20' HAGL (Height Above Ground Level measured from the ground to the bottom of the display face) with the largest panel face at 10.5 ft. x 36 ft. (378 square feet). The structure has 4 panel faces and is in a stacked configuration. The panel faces are illuminated (lighted). The structure was originally built in 2004.

Using the Wood Construction – Stacked Displays cost table in this guide, the base cost for the structure indicates a value of \$14,806 ( $378 \times 44.34 = 16,760.52$ ). The stacked displays are already included in the base costs since you are using the stacked displays table, so no adjustment is needed for the stacked configuration. The cost for illumination (lighting) has already been included in the base cost so no additional reduction in cost is necessary. So, the replacement cost new (RCN) of the structure would be \$16,761. The original year of construction was 2005 so it has been determined that the actual age for the 2024 valuation is 19 years. From the depreciation table in this guide, a structure that has an actual age of 19 years old, has a 24% good factor (76% depreciation). The percent good factor is applied to the RCN of the structure for a final appraised value of **\$4,023** ( $16,761 \times .24 = 4,022.64$ ).

## Examples of How to Appraise a Billboard Structure

### Example #2

The description shows a Single Face, Center mounted Monopole Structure at a 35' HAGL (Height Above Ground Level – measured from the ground to the bottom of the display face) with a Tri-Vision panel face at 12 ft. x 25 ft. (300 square feet). The panel face is illuminated (lighted). The structure was originally built in 2015.

Using the Monopole Construction – Single Face cost table in this guide, the base cost for the structure indicates a value of \$33,612 ( $300 \times 112.04 = 33,612$ ). The additional cost for the Tri-Vision face using the Tri-Vision costs table based on a 300 square foot sign face is \$5,042 ( $33,612 \times .15 = 5,041.80$ ). This brings the structure's adjusted base cost to \$38,654 ( $33,612 + 5,042 = 38,654$ ). The cost for illumination (lighting) has already been included in the base cost so no additional reduction in cost is necessary. So, the replacement cost new (RCN) of the structure would be \$38,654. The original year of construction was 2016 so it has been determined that the actual age for the 2024 valuation is 8 years. From the depreciation table in this guide, a structure that has an actual age of 8 years old, has a 68% good factor (32% depreciation). The percent good factor is applied to the RCN of the structure for a final appraised value of **\$26,285** ( $38,654 \times .68 = 26,284.72$ ).

## Examples of How to Appraise a Billboard Structure

### Example #3

This is an example of how to appraise a billboard structure that has a digital sign face.

The description shows a Double Face, Partial Flag mounted Monopole Structure at a 40' HAGL (Height Above Ground Level – measured from the ground to the bottom of the display face) with one static face at 14 ft. x 48 ft. (672 square feet) and one digital face at 14 ft. x 48 ft. (672 square feet). The panel faces are illuminated (lighted). The structure was originally built in 2009. The one digital face was added new to the billboard in 2016.

Using the Monopole Construction – Double Face cost table in this guide, the base cost for the structure indicates a value of \$90,229 ( $672 \times 134.27 = 90,229.44$ ). The cost for illumination (lighting) has already been included in the base cost so no additional reduction in cost is necessary. So, the replacement cost new (RCN) of the structure would be \$90,229. The original year of construction was 2010 so it has been determined that the actual age for the 2024 valuation is 14 years. From the depreciation table in this guide, a structure that has an actual age of 14 years old, has a 44% good factor (56% depreciation). The percent good factor is applied to the RCN of the structure for a final appraised value of **\$39,701** ( $90,229 \times .44 = 39,700.76$ ). This is the value of the billboard sign structure that would be assessed as real estate, it does not include the value of the one digital sign face.

Using the Digital Sign Faces table in this guide, the base cost for the digital face indicates a value of \$155,000. So, the replacement cost new (RCN) of the digital sign face is \$155,000. The digital sign face was added new to the billboard in 2017 and has an actual age of 7 years for the 2024 valuation. From the depreciation table listed in the Digital Sign Faces section, a digital face that has an actual age of 7 years, has a 20% good factor (80% depreciation). The percent good factor is applied to the RCN of the digital sign face for a final appraised value of **\$31,000** ( $155,000 \times .20 = 31,000$ ). This is the value of the digital sign face that would be assessed as personal property.

So the final appraised value of the complete sign (structure and digital display face) would be **\$70,701** ( $39,701 + 31,000 = 70,701$ ).

## **Billboard Sites (Land Valuation)**

As stated earlier in this guide, billboard sites are typically leased from an unrelated third party who owns the land or structure to which the billboard is affixed. The owner of the site generally has no interest in the billboard structure. A billboard site, the land or structure upon which a billboard is situated, is generally limited to an area large enough to accommodate the billboard structure and foundation, as well as enough space to provide ingress and egress for service and maintenance work.

The portion of land that the billboard is located on should be assessed as commercial property to recognize the income stream that is being produced by the ground lease, ACD recommends using the following guidelines when valuing the portion of land where the billboard is located.

If the land that the billboard is located on is already being appraised as commercial property then no adjustments are needed to the land valuation.

However, if the land that the billboard is located on is not being appraised as commercial property then a portion of the land needs to be allocated as commercial use and appraised as such. ACD recommends allocating 0.25 acre for the billboard site and appraising that site using one of the following methods.

- Appraise the billboard site portion of the land using the same commercial land rates that are being used for other commercial properties in the same area.
- Develop a commercial billboard site rate for the 0.25 acre that can be utilized for all billboard sites located within the county.

## **Billboard Structures Definitions**

**Additional Panels:** For purposes of appraisal in the Billboard Valuation Guide, up to two sign panels per side are included in the base cost per structure as indicated in the stacked displays tables. More than two sign panels per side (additional panels) on one structure would require a positive adjustment in the valuation of the total structure.

**Apron:** Decorative trim at the bottom of the billboard sign where a billboard company logo is typically displayed.

**Back-To-Back:** Billboard structure configurations where two display panel faces are parallel to one another such that the backs of the advertising (back view) face each other. The advertising on each panel of the billboard structure faces in opposite directions.

**Base Cost Per Structure:** All of the component costs related to the construction of the billboard structure itself such as material costs, labor, permit fees, freight costs, engineering costs, and installation costs. This is not a conclusive list, but it is provided to indicate that all costs whether direct or indirect are included in the base cost amount unless specifically noted.

**Billboard:** A large panel or flat surface that is intended for viewing an advertisement or notice from extended distances and is typically constructed of wooden posts, steel beams, or steel monopoles.

**Catwalk:** The platform located underneath the sign face, either in front or in back of the billboard sign, used as support for the maintenance crew.

**Center Mount:** Steel monopole structure in which the supporting column is affixed to the center of the display panel.

**Cut Outs:** The portions of the panel display which are attached to or cut out from the face in order to emphasize a certain figure and draw the attention of the sign reader.

**Depreciation Schedule:** A valuation table that calculates the product of a trending factor and a straight-line depreciation factor to arrive at the replacement cost new less depreciation. The percentage amounts are also known as the percent good factors.

**Digital Display:** Light emitting diode (LED) panel faces that are internally illuminated matrix displays constructed with tiny silicon chips that are capable of producing light in a variety of colors.

**Display Face (Panel):** The flat area normally rectangular in shape where the advertisement is displayed.

**Double Face:** A billboard structure that has two display panels, also known as back-to-back configuration, which are parallel to each other and facing in opposite directions.

**Economic Obsolescence:** A loss in remaining value due to reasons external to the property.

**Extension:** A part of the advertisement display that extends beyond the typical rectangular face in order to create better visual impact.

**Flag Mount:** A steel monopole structure in which the supporting column is affixed to the left or the right of the center of the display panel.

**Footings:** The concrete pad sunk into the ground which is used to solidify the structure keeping it in an upright position.

**Foundation:** The material used at the base of a billboard structure to keep the structure in an upright position. The foundation could be the natural soil composition, poured in gravel, or poured in concrete.

**Functional Obsolescence:** A reduction in functional capacity or efficiency that impacts the value of the property which is caused by factors inherent in the property itself.

**Height Above Ground Level (HAGL):** The distance in feet from the ground level to the lowest edge of the bottom molding of the billboard display face (panel).

**Illumination:** Light fixtures attached to a sign so that the message is visible in hours of darkness.

**Leased Billboard Site:** The location where a billboard structure is erected that is typically owned by an unrelated third party who receives rental income through a contract with the billboard owner.

**Lighting:** Fixtures attached to the billboard structure that provides illumination during hours of darkness.

**Molding:** Decorative frame surrounding the printed message on the display face.

**Multi-Mast Steel:** A billboard structure that is constructed with several steel poles or I-beam steel supports.

**Panel (Display Face):** The flat area normally rectangular in shape where the advertisement is displayed.

**Physical Depreciation:** The loss in value due to physical wear and tear.

**Replacement Cost New (RCN):** The cost to replace the utility of a property with new construction using the best available materials and construction methodology.

**Side-By-Side:** A type of billboard configuration where two faces are arranged together in a horizontal line, one beside the other, with both display panels facing in the same direction.

**Single Face:** A billboard structure that has one display panel facing in one direction.

**Stacked Display:** Billboard structure that contains multiple display panels which are set above one another in a vertical configuration.

**Steel A-Frame:** A billboard structure that is constructed with angle iron or steel supports with metal framing and a single display panel. The supports are imbedded in the ground at an angle that resembles the letter "A".

**Steel Monopole:** A billboard structure that is constructed with a single tubular steel support imbedded in a concrete footing pad.

**Stringers:** Wooden or steel braces attached to the back of a billboard panel that functions to support the display face. These are also known as cross-members.

**Triangle or Tri-Built:** A billboard structure having three display panels arranged in the shape of a triangle with each panel facing in a different direction.

**Tri-Vision or Tri-Fold:** A type of billboard structure where the panel display face is made with triangular louvered narrow vertical panels that periodically rotate to display three different advertising messages in a predetermined sequence.

**Uprights (Supports):** Vertical posts, pipes, or beams, mounted into the ground that keep a billboard structure in an erect position.

**V-Built:** A billboard structure having two or more display panels that are not parallel to each other, facing in opposite directions where the configuration resembles the letter "V".

**Wood Pole A-Frame:** A billboard structure that is constructed with wooden post supports and a single display panel. The supports are imbedded in the ground at an angle that resembles the letter "A".

## WORKS CITED

North Carolina Department of Revenue, Local Government Division, Property Tax, *Billboard Structures Valuation Guide*. 2023.

Oregon Department of Revenue, Property Tax Division, Assessment & Taxation Section. *Billboard Cost Factors (Off-premise Outdoor Advertising – Series 150)*. 2007 (Supplements added 2008 & 2009).

State of New Jersey, Department of the Treasury, Division of Taxation. *Real Property Appraisal Manual for New Jersey Assessors (Assessment of Billboards section)*. 2005.

Missouri State Tax Commission. *State Tax Commission of Missouri Assessor Manual (Billboards – Cost Approach to Value section)*. 2009.

State of California, State Board of Equalization, Property and Special Taxes Department. *Guidelines for the Assessment of Billboard Properties*. 2002.

International Association of Assessing Officers. "The Valuation of Outdoor Advertising Structures", *Assessment Digest, Volume 13, Number 4*. 1991.

Wright, Jeffrey and Wright, Paul. *Billboard Appraisal: The Valuation of Off-Premise Advertising Signs*. 2001.

## Addendum

### A.C.A. § 26-26-1202

**(a)**

**(d)** Each separate parcel of real property shall be valued at its true market value in money, excluding the value of crops growing thereon.

**(e)** The price at which the real estate would sell at auction or at a forced sale shall not be taken as the criterion of the true value.

**(b)** Each tract of land belonging to the state or to any county, city, town, or charitable institution, whether incorporated or unincorporated, and saline, swamp, seminary, school, or mineral lands held under a lease exceeding five (5) years and not exceeding ten (10) years shall be valued at the price the county assessor believes could be obtained at a private sale for the leasehold estate.

**(c)**

**(1)** Personal property of any description shall be valued at the usual selling price of similar property at the time of listing.

**(2)** If any personal property shall have no well-fixed or determined value in that locality at the time, then it shall be appraised at such price as in the opinion of the county assessor could be obtained at that time and place.

**(1)** Investments in bonds, stocks, joint-stock companies, or otherwise shall be valued at their value in money, and the quotations and selling price thereof may be considered in determining their values.

**(2)** Money, whether in possession or on deposit in this state, or out of it subject to the order or control of the person listing, shall be entered in the statement at the full amount thereof.

**(3)** Every credit for a sum certain, payable either in money, property of any kind, labor, or service, shall be assessed according to its true value. If for a specified number or quantity of any article of property, for a certain amount of labor, or for services of any kind, it shall be assessed according to its true value.

**(4)** Annuities or moneys receivable at a stated period shall be rated at the price which they may be worth in money.

**(5)** Where the fee of the soil in any tract, parcel, or lot of land is in any person, natural or artificial, and the right to any mineral therein is in another, it shall be valued and listed agreeably to the ownership, in separate entries, and taxed to the parties owning it respectively.

**(i)**

**(1)**

- The market value of an off-premises advertising sign shall be determined using the cost approach to avoid the inclusion of exempt intangible personal property in the valuation.
- The market value of an off-premises advertising sign shall not be determined using the income approach or the sales comparison approach.

10 An adjustment shall not be made for the traffic count or other factors relating to the location of an off-premises advertising sign in determining the market value of an off-premises advertising sign.

**(3)**

10.5 The depreciation period used in determining the market value of an off-premises advertising sign shall not exceed twenty (20) years for a static off-premises advertising sign and seven (7) years for a digital off-premises advertising sign.

10.6 For purposes of depreciation, the residual value of an off-premises advertising sign shall not exceed twenty percent (20%) of the cost of the off-premises advertising sign.

**(C)**

A To promote uniform taxation of off-premises advertising signs, straight-line depreciation shall be used in determining the market value of an off-premises advertising sign.

B The effective age of an off-premises advertising sign shall not be used for purposes of depreciation.