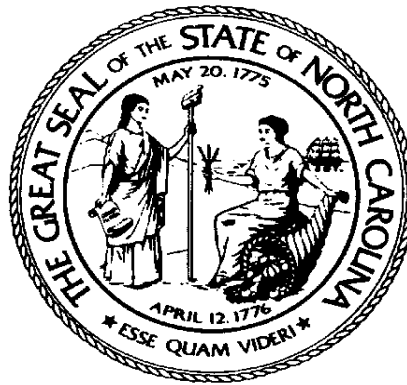


# Billboard Structures Valuation Guide

2017

(Effective for Tax Year 2017)



North Carolina Department of Revenue  
Local Government Division  
Property Tax Section

## **Overview**

Based on the experience gained with the implementation of the first Billboard Structures Valuation Guide, we have made revisions to the current manual to reflect the changes in costs associated with the construction of billboards. We feel these changes will simplify the valuation process used by the local taxing jurisdictions and enhance the uniformity and accuracy in the valuation of outdoor advertising for mass appraisal purposes. In this manual, the base cost has already been determined with the additional improvements included in the square foot base cost. This cost per square foot has been extended out to a total value for each specific class with the billboard structure categorized by type of construction, size, and height above ground level. In addition, a current depreciation schedule has been provided at the back of the manual. The appraiser will locate the type and size of each billboard, make any necessary construction adjustments, and then apply the appropriate depreciation to come up with the billboard value for assessment purposes.

The Billboard Structures Valuation Guide is effective for January 1, 2017. The methodology is based on current data and is not applicable to prior years. 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 location, conditions, and other structures not covered by these schedules.

The values provided in the classification tables on pages 11 through 16 reflect the cost conversion factor as determined from the data made available in the Producer Price Indexes prepared by the Bureau of Labor Statistics. This factor will take into consideration any changes in the cost to construct billboards and will keep the manual updated on a yearly basis.

## **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  
8 ft. x 12 ft. = 96 square feet  
10 ft. x 22 ft. = 220 square feet  
10 ft. x 24 ft. = 240 square feet  
12 ft. x 25 ft. = 300 square feet

10.5 ft. x 36 ft. = 378 square feet  
12 ft. x 40 ft. = 480 square feet  
14 ft. x 48 ft. = 672 square feet  
16 ft. x 60 ft. = 960 square feet  
20 ft. x 50 ft. = 1,000 square feet

The typical arrangements of display faces include: single face, back-to-back, or 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**

As with the appraisal of other property for local tax purposes, the three accepted approaches to value (income, sales comparison, and replacement cost less depreciation) should be considered when valuing 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. When information becomes available, an allocation of the sales price for billboard structures may be necessary.

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 property tax valuation in North Carolina. Additionally, if the income approach is used, economic rent must be applied. Therefore, careful consideration and accurate income analysis must be made or the income approach will not yield reliable results.

Due to the many difficulties inherent in the appraisal of billboards when applying the sales comparison and the income approach to value, our office recommends that, for assessment purposes in North Carolina, these structures should be treated as personal property and appraised using the cost approach. The cost approach provides an efficient methodology to uniformly value billboard structures. In fact, the use of this manual to value billboard structures has been supported and affirmed by the North Carolina Court of Appeals in the Interstate Outdoor Incorporated vs. Johnston County case filed on

September 16, 2014. The replacement cost less depreciation avoids the complicated allocation process and other issues associated with the income and sales comparison approaches. The data contained in this manual 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 effective age depreciation schedule. The effective age schedule is provided to assist appraisers in estimating loss in value due to physical depreciation, functional obsolescence, and economic obsolescence. The depreciation schedule is based on a 25-year life for wooden structures and a 50-year life for steel structures. It is recommended that the depreciation not be lowered more than 35 percent remaining good on wood structures and 35 percent remaining good on 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.

#### **WORKS CITED**

“Guidelines for the Assessment of Billboard Properties.” State of California, Board of Equalization: 2002  
International Association of Assessing Officers. “The Valuation of Outdoor Advertising Structures.” *Assessment Digest*, Volume 13, Number 4, 1991  
State of New Jersey, Department of the Treasury, Division of Taxation, Real Property Appraisal Manual of New Jersey Assessor’s, “Assessment of Billboards.”  
Oregon Department of Revenue, *Billboard Cost Factors (Off Premise Outdoor Advertising) Revised 2007*  
Wright, Jeffrey and Paul Wright. *Billboard Appraisal: The Valuation of Off-Premise Advertising Signs*. United State of America, 2001

This manual is a publication of the North Carolina Department of Revenue, Local Government Division, Property Tax Section, P.O. Box 871, Raleigh, N.C. 27602. Phone: 919-814-1129, Fax: 919-715-3107.

## **Billboard Categories and Definitions**

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 frame, multi-mast steel, and monopole.

### **CLASS 1 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 a single display panel. 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.

### **CLASS 2 STEEL A-FRAME CONSTRUCTION**

This class of billboards is constructed with angle iron or steel supports with metal framing, catwalk, and a single display panel. 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.

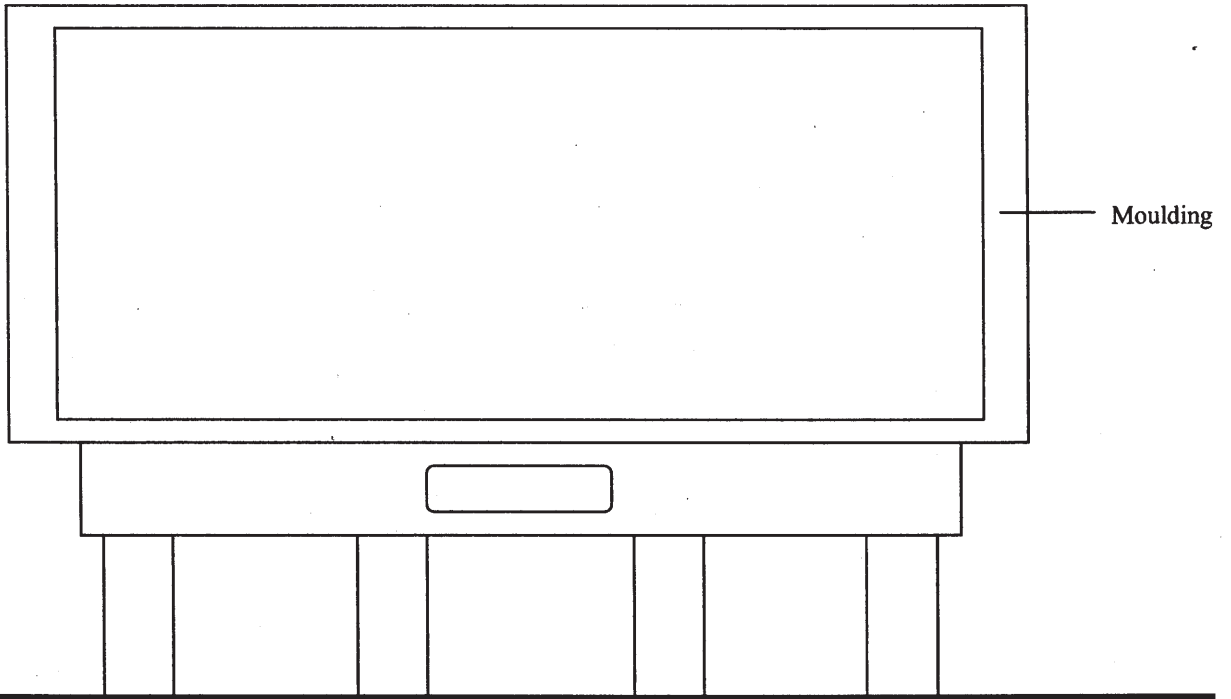
### **CLASS 3 MULTI-MAST STRUCTURE**

This class of billboards is constructed with steel poles, I-beam or equivalent as primary support, with a catwalk, and a single display panel. Lighting is fluorescent or mercury vapor.

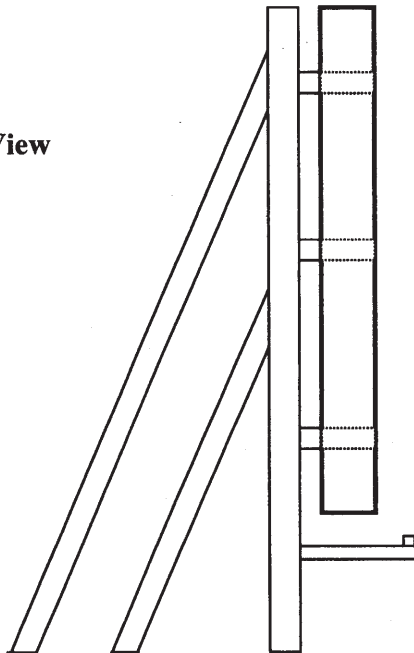
### **CLASS 4 MONOPOLE**

This class of billboards is constructed with tubular steel support (of various circumferences), tubular steel framing, metal catwalk and a single display panel. The foundation is concrete. Lighting is fluorescent or mercury vapor.

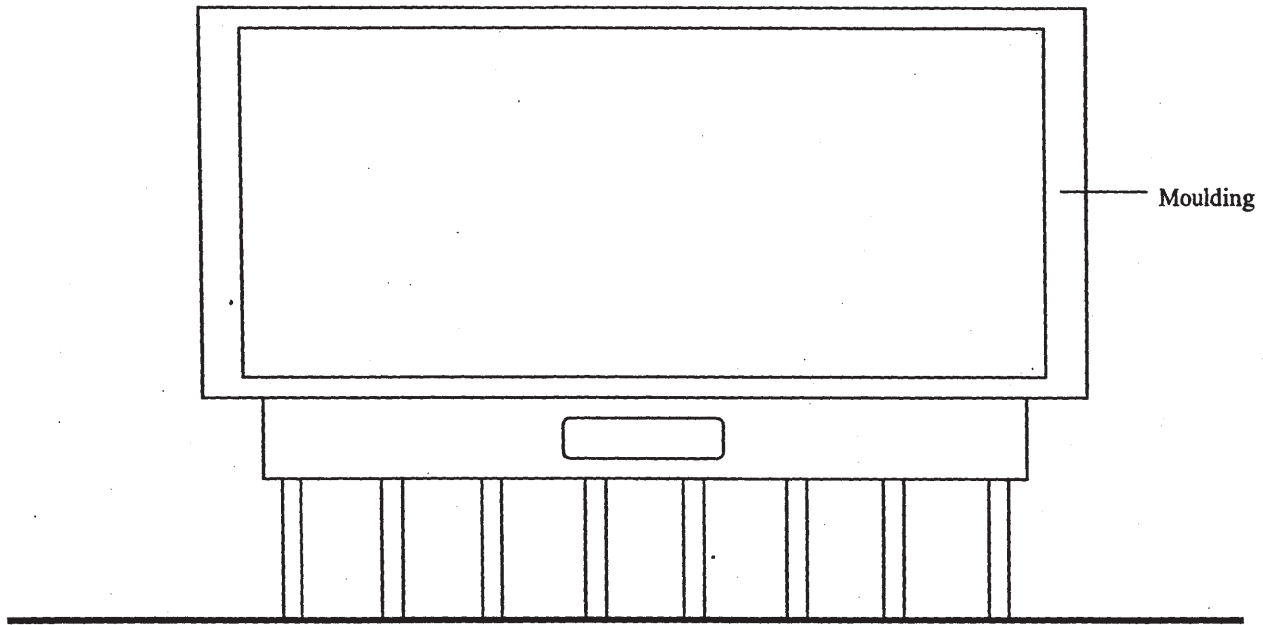
## Illustrations of Wooden Billboards



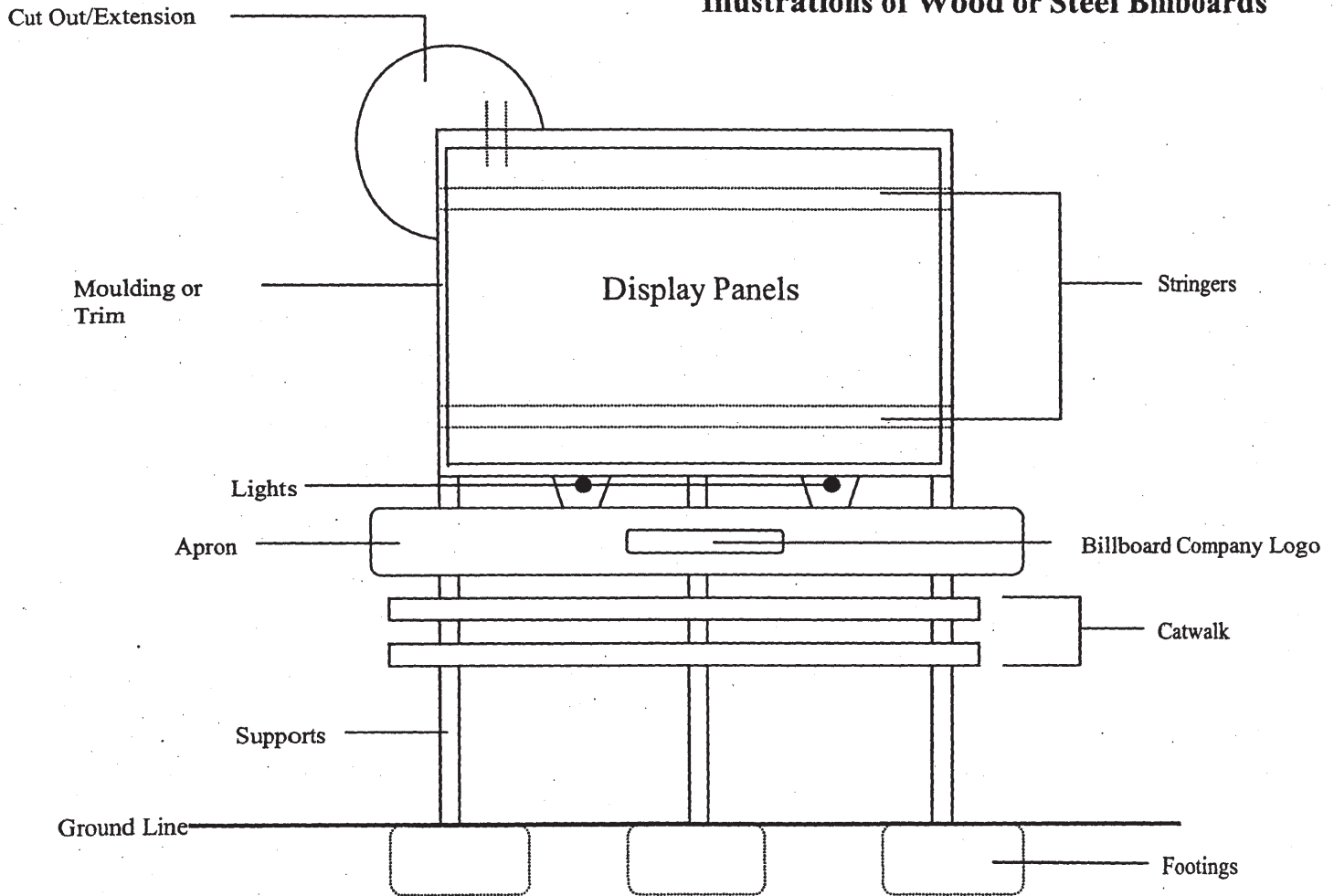
**Wooden Billboard Side View**



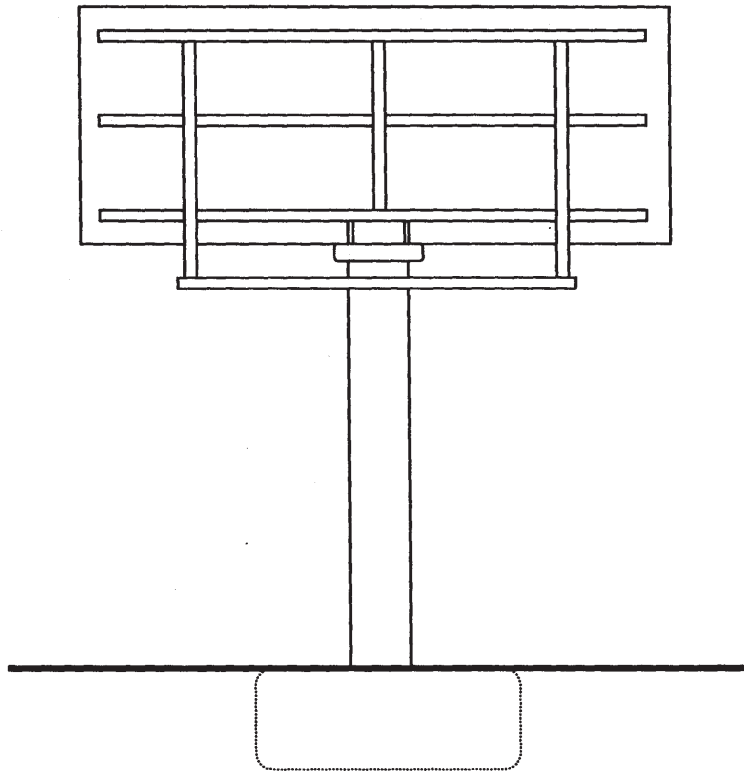
## Illustrations of Steel Billboard



## Illustrations of Wood or Steel Billboards

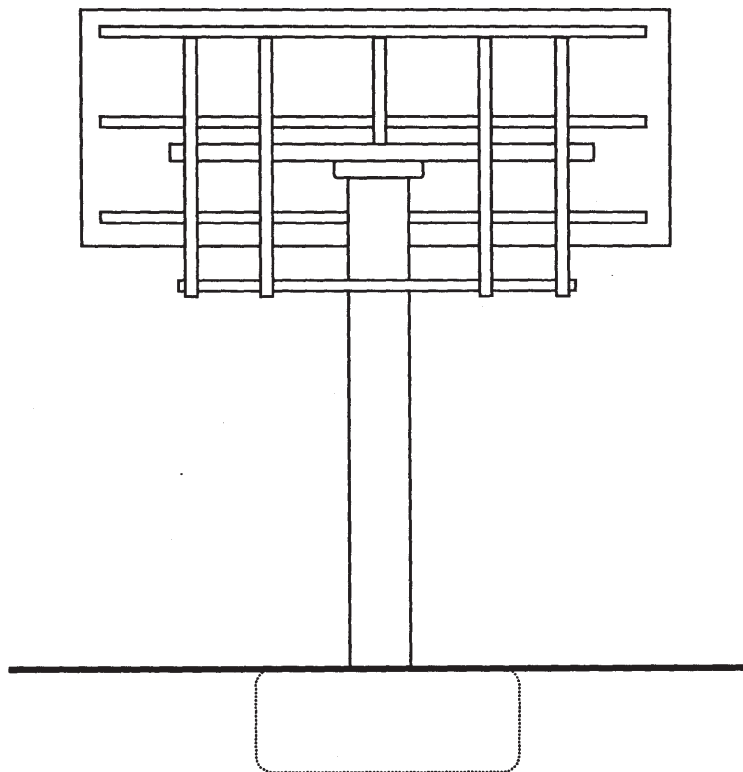


### Illustrations of Monopole Billboard Construction



Center Mount

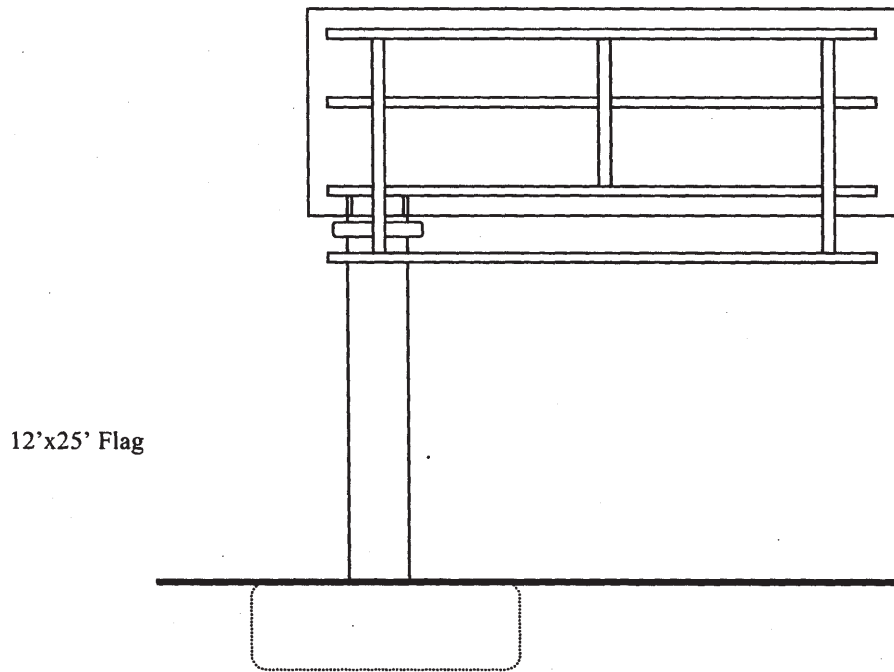
### Illustrations of Monopole Billboard Construction Back View



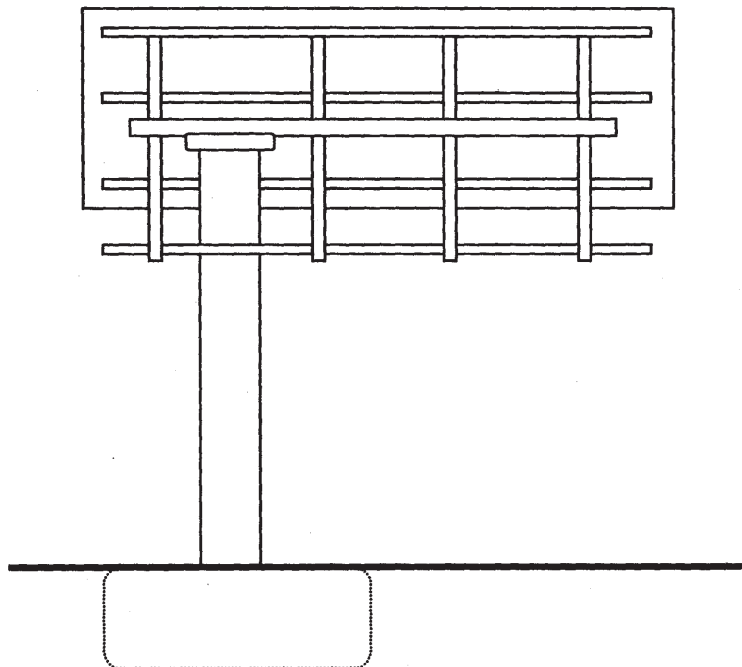
Center Mount



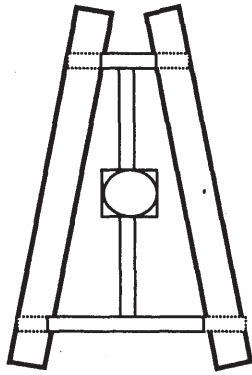
## Illustrations of Monopole Billboard Construction



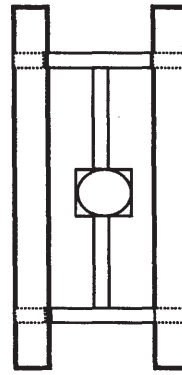
## Illustrations of Monopole Billboard Construction Back View



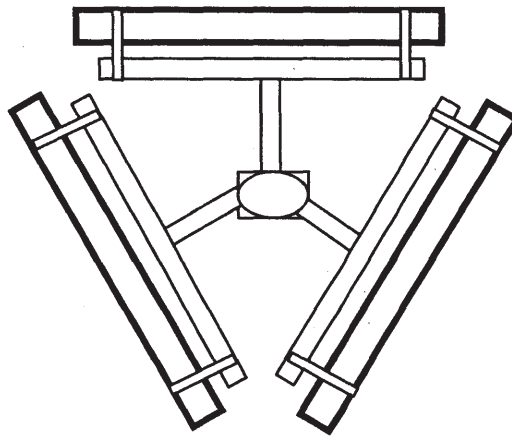
# Illustrations of Monopole Billboard Construction Topview



The V Face



Double Face



12'x25' Triangle

## CLASS 1-WOOD POLE A FRAME CONSTRUCTION

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### BASE SPECIFICATIONS

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1. STRUCTURE - Wood support poles or posts.
2. FOUNDATION - Embedded in ground or equivalent.
3. PLATFORM OR CATWALK -Included in Base.
4. PANELS - Included in Base.
5. APRON - Included in Base.
6. LIGHTING - Included in Base.
7. ADDITIONAL PANELS - None.

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### TOTAL BASE COST PER STRUCTURE

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#### 1A- SINGLE FACE WOOD A FRAME

Size	0-20' HAGL	21-30' HAGL	31-40' HAGL	41-55' HAGL	56-80' HAGL	80+' HAGL
300'	\$ 7,050	\$ 7,830	\$ 9,380	\$ 10,230		
378'	\$ 8,260	\$ 9,190	\$ 11,060	\$ 11,890		
480'	\$ 9,760	\$ 11,480	\$ 14,930	\$ 15,530		
672'	\$ 13,190	\$ 15,530	\$ 20,240	\$ 20,980		

#### 1B- DOUBLE FACE WOOD A FRAME

Size	0-20' HAGL	21-30' HAGL	31-40' HAGL	41-55' HAGL	56-80' HAGL	80+' HAGL
300'	\$ 9,190	\$ 10,230	\$ 12,300	\$ 13,250		
378'	\$ 10,690	\$ 11,890	\$ 14,290	\$ 15,420		
480'	\$ 13,140	\$ 15,420	\$ 20,030	\$ 20,880		
672'	\$ 17,840	\$ 20,980	\$ 27,240	\$ 28,280		

#### 1C- V BUILT AND SIDE BY SIDE WOOD A FRAME

Size	0-20' HAGL	21-30' HAGL	31-40' HAGL	41-55' HAGL	56-80' HAGL	80+' HAGL
300'	\$ 14,080	\$ 15,640	\$ 18,790	\$ 20,340		
378'	\$ 16,530	\$ 18,350	\$ 22,010	\$ 23,900		
480'	\$ 19,510	\$ 22,950	\$ 29,850	\$ 30,990		
672'	\$ 26,460	\$ 31,090	\$ 40,380	\$ 41,950		

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### CONSTRUCTION ADJUSTMENTS

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See worksheet for construction adjustments

## CLASS 2- STEEL A FRAME CONSTRUCTION

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### BASE SPECIFICATIONS

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1. STRUCTURE - Steel pole, angle iron, I beam or equivalent as primary support.
2. FOUNDATION - Concrete gravel or equivalent.
3. PLATFORM OR CATWALK -Included in Base.
4. PANELS - Included in Base.
5. APRON - Included in Base.
6. LIGHTING - Included in Base.
7. ADDITIONAL PANELS - None.

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### TOTAL BASE COST PER STRUCTURE

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#### 2A- SINGLE FACE A FRAME STEEL

Size	0-20' HAGL	21-30' HAGL	31-40' HAGL	41-55' HAGL	56-80' HAGL	80+' HAGL
300'	\$ 18,130	\$ 20,150	\$ 23,990			
378'	\$ 18,960	\$ 22,300	\$ 28,580			

#### 2B- DOUBLE FACE A FRAME STEEL

Size	0-20' HAGL	21-30' HAGL	31-40' HAGL	41-55' HAGL	56-80' HAGL	80+' HAGL
300'	\$ 24,450	\$ 27,180	\$ 32,360			
378'	\$ 26,630	\$ 31,340	\$ 40,170			

#### 2C- V BUILT A FRAME STEEL

Size	0-20' HAGL	21-30' HAGL	31-40' HAGL	41-55' HAGL	56-80' HAGL	80+' HAGL
300'	\$ 36,200	\$ 40,230	\$ 47,900			
378'	\$ 37,900	\$ 44,600	\$ 57,180			

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### CONSTRUCTION ADJUSTMENTS

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See worksheet for construction adjustments

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### CLASS 3- MULTI MAST STEEL

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#### BASE SPECIFICATIONS

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1. STRUCTURE - Steel pole, angle iron, I beam or equivalent as primary support.
2. FOUNDATION - Concrete gravel or equivalent.
3. PLATFORM OR CATWALK -Included in Base.
4. PANELS - Included in Base.
5. APRON - Included in Base.
6. LIGHTING - Included in Base.
7. ADDITIONAL PANELS - None.

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#### TOTAL BASE COST PER STRUCTURE

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##### 3A- SINGLE FACE MULTI MAST STEEL

Size	0-20' HAGL	21-30' HAGL	31-40' HAGL	41-55' HAGL	56-80' HAGL	80+' HAGL
300'	\$ 21,590	\$ 23,990	\$ 28,560			
378'	\$ 25,710	\$ 28,580	\$ 34,030			
480'	\$ 29,870	\$ 33,170	\$ 39,500			
672'	\$ 35,480	\$ 39,440	\$ 46,950			

##### 3B- DOUBLE FACE MULTI MAST STEEL

Size	0-20' HAGL	21-30' HAGL	31-40' HAGL	41-55' HAGL	56-80' HAGL	80+' HAGL
300'	\$ 29,180	\$ 32,430	\$ 38,610	\$ 45,970		
378'	\$ 35,100	\$ 39,010	\$ 46,430	\$ 55,270		
480'	\$ 39,760	\$ 44,170	\$ 52,590	\$ 62,610		
672'	\$ 46,690	\$ 51,880	\$ 61,760	\$ 73,540		

##### 3C- V BUILT MULTI MAST STEEL

Size	0-20' HAGL	21-30' HAGL	31-40' HAGL	41-55' HAGL	56-80' HAGL	80+' HAGL
300'	\$ 35,100	\$ 39,010	\$ 46,430	\$ 55,270		
378'	\$ 43,230	\$ 48,040	\$ 57,180	\$ 68,060		
480'	\$ 49,070	\$ 54,510	\$ 64,890	\$ 77,280		
672'	\$ 58,380	\$ 64,840	\$ 77,210	\$ 91,900		

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#### CONSTRUCTION ADJUSTMENTS

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See worksheet for construction adjustments

## CLASS 4- STEEL MONOPOLE CONSTRUCTION

### BASE SPECIFICATIONS

1. STRUCTURE - Tubular Steel Supports.
2. FOUNDATION - Poured concrete.
3. PLATFORM OR CATWALK -Included in Base.
4. PANELS - Included in Base.
5. APRON - Included in Base.
6. LIGHTING - Included in Base.
7. ADDITIONAL PANELS - None.

### TOTAL BASE COST PER STRUCTURE

#### 4A- SINGLE POLE SINGLE FACE CENTER MOUNTED MONOPOLE

Size	0-20' HAGL	21-30' HAGL	31-40' HAGL	41-55' HAGL	56-80' HAGL	80+' HAGL
300'	\$ 23,530	\$ 25,980	\$ 30,890	\$ 35,780	\$ 45,590	\$ -
378'	\$ 24,670	\$ 28,790	\$ 37,050	\$ 45,280	\$ 61,760	\$ -
480'	\$ 36,070	\$ 39,760	\$ 47,160	\$ 54,560	\$ 69,490	\$ -
672'	\$ 48,060	\$ 51,850	\$ 59,480	\$ 67,090	\$ 82,420	\$ 95,990
960'	\$ 57,540	\$ 61,360	\$ 68,970	\$ 76,580	\$ 91,910	\$ 112,890
1000'	\$ 63,590	\$ 67,390	\$ 75,010	\$ 82,630	\$ 97,970	\$ 118,930

#### 4B- SINGLE POLE SINGLE FACE PARTIAL FLAG MONOPOLE

Size	0-20' HAGL	21-30' HAGL	31-40' HAGL	41-55' HAGL	56-80' HAGL	80+' HAGL
300'	\$ 24,460	\$ 27,030	\$ 32,120	\$ 37,260	\$ 47,370	\$ -
378'	\$ 25,770	\$ 30,060	\$ 38,610	\$ 47,160	\$ 64,280	\$ -
480'	\$ 37,460	\$ 41,330	\$ 49,050	\$ 56,760	\$ 72,290	\$ -
672'	\$ 49,700	\$ 53,750	\$ 61,760	\$ 69,790	\$ 85,770	\$ 99,740
960'	\$ 59,630	\$ 63,640	\$ 71,690	\$ 79,700	\$ 95,680	\$ 117,460
1000'	\$ 65,890	\$ 69,900	\$ 77,930	\$ 85,970	\$ 101,840	\$ 123,750

#### 4C- SINGLE POLE SINGLE FACE FULL FLAG MONOPOLE

Size	25' HAGL	40' HAGL	50' HAGL	70' HAGL	100' HAGL
300'	\$ 36,690	\$ 38,480	\$ 44,860	\$ -	\$ -
378'	\$ 38,660	\$ 42,780	\$ 51,020	\$ 59,270	\$ 75,740
480'	\$ 52,750	\$ 56,020	\$ 62,610	\$ 69,170	\$ 82,520
672'	\$ 56,860	\$ 60,730	\$ 68,440	\$ 76,160	\$ 91,520
960'	\$ 66,520	\$ 70,330	\$ 77,930	\$ 85,550	\$ 100,900
1000'	\$ 73,820	\$ 77,520	\$ 84,930	\$ 92,340	\$ 106,950

### CONSTRUCTION ADJUSTMENTS

See worksheet for construction adjustments

**CLASS 4- STEEL MONOPOLE CONSTRUCTION (CONTINUED)**

**BASE SPECIFICATIONS**

1. STRUCTURE - Tubular Steel Supports.
2. FOUNDATION - Poured concrete.
3. PLATFORM OR CATWALK -Included in Base.
4. PANELS - Included in Base.
5. APRON - Included in Base.
6. LIGHTING - Included in Base.
7. ADDITIONAL PANELS - None.

**TOTAL BASE COST PER STRUCTURE**

**4D- SINGLE POLE DOUBLE & V FACE CENTER MOUNTED MONOPOLE**

Size	0-20' HAGL	21-30' HAGL	31-40' HAGL	41-55' HAGL	56-80' HAGL	80+' HAGL
300'	\$ 34,410	\$ 36,330	\$ 40,170	\$ -	\$ -	\$ -
378'	\$ 37,460	\$ 39,540	\$ 43,710	\$ 47,900	\$ 56,350	\$ -
480'	\$ 43,520	\$ 47,270	\$ 54,790	\$ 62,290	\$ 77,210	\$ -
672'	\$ 52,210	\$ 56,250	\$ 64,280	\$ 72,290	\$ 88,460	\$ 106,410
960'	\$ 60,970	\$ 65,320	\$ 73,970	\$ 82,630	\$ 99,960	\$ 122,910
1000'	\$ 66,930	\$ 71,270	\$ 79,910	\$ 88,580	\$ 105,910	\$ 128,960

**4E- SINGLE POLE DOUBLE & V FACE PARTIAL FLAG MONOPOLE**

Size	0-20' HAGL	21-30' HAGL	31-40' HAGL	41-55' HAGL	56-80' HAGL	80+' HAGL
300'	\$ 35,700	\$ 37,710	\$ 41,720	\$ -	\$ -	\$ -
378'	\$ 38,920	\$ 41,110	\$ 45,490	\$ 49,870	\$ 58,630	\$ -
480'	\$ 45,220	\$ 49,150	\$ 56,960	\$ 64,780	\$ 80,350	\$ -
672'	\$ 54,090	\$ 58,340	\$ 66,780	\$ 75,210	\$ 92,020	\$ 127,180
960'	\$ 63,430	\$ 67,920	\$ 76,890	\$ 85,870	\$ 103,920	\$ 147,020
1000'	\$ 69,690	\$ 74,170	\$ 83,160	\$ 92,110	\$ 110,180	\$ 154,100

**4F- SINGLE POLE DOUBLE & V FACE FULL FLAG MONOPOLE**

Size	0-20' HAGL	21-30' HAGL	31-40' HAGL	41-55' HAGL	56-80' HAGL	80+' HAGL
300'	\$ 48,300	\$ 50,170	\$ 53,880	\$ -	\$ -	\$ -
378'	\$ 52,640	\$ 54,670	\$ 58,740	\$ 62,810	\$ 71,040	\$ -
480'	\$ 52,990	\$ 57,490	\$ 66,460	\$ 75,440	\$ 93,500	\$ -
672'	\$ 57,760	\$ 62,610	\$ 72,290	\$ 82,010	\$ 101,520	\$ 116,330
960'	\$ 71,160	\$ 75,440	\$ 83,980	\$ 92,560	\$ 109,960	\$ 135,020
1000'	\$ 76,480	\$ 80,960	\$ 89,920	\$ 98,900	\$ 116,960	\$ 142,000

**CONSTRUCTION ADJUSTMENTS**

See worksheet for construction adjustments

**CLASS 4- STEEL MONOPOLE CONSTRUCTION (CONTINUED)**

**BASE SPECIFICATIONS**

1. STRUCTURE - Tubular Steel Supports.
2. FOUNDATION - Poured concrete.
3. PLATFORM OR CATWALK -Included in Base.
4. PANELS - Included in Base.
5. APRON - Included in Base.
6. LIGHTING - Included in Base.
7. ADDITIONAL PANELS - None.

**TOTAL BASE COST PER STRUCTURE**

**4G- TRI-SIDED CENTER MOUNTED**

Size	25' HAGL	40' HAGL	50' HAGL	70' HAGL	100' HAGL
300'					
378'					
480'					
672'		\$ 109,960	\$ -	\$ 142,000	\$ 200,840
960'					
1000'					

**4H- TRI-SIDED STACKED CENTER MOUNTED**

Size	25' HAGL	40' HAGL	50' HAGL	70' HAGL	100' HAGL
300'					
378'					
480'					
672'		\$ 102,780			
960'					
1000'					

**CONSTRUCTION ADJUSTMENTS**

See worksheet for construction adjustments



## **Billboard Valuation Worksheet**

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

Construction Adjustments

Stacked Displays—Add 25% + \_\_\_\_\_

No Illumination—Deduct 5% - \_\_\_\_\_

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

Less Depreciation (100% - Percent Good from  
Depreciation Schedule) - \_\_\_\_\_

Less Additional Adjustments (if needed)

Physical Depreciation - \_\_\_\_\_

Functional Obsolescence - \_\_\_\_\_

Economic Obsolescence - \_\_\_\_\_

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

### **Special Information**

**Stacked Displays** – Up to two display panels are included in the base cost per structure as indicated in the tables. For billboard structures with more than 2 display panels, where the panels are stacked one on top of the other, add 25% of the indicated value back into that value to account for the additional construction costs.

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

## **Electronic/Digital, Tri-Fold, and Tri-Vision Sign Appraisal Methodology**

County appraisers should utilize a three-part process when appraising Electronic/Digital, Tri-Fold, and Tri-Vision billboard sign structures.

1. Take the descriptive information about the sign from the I-1 listing form schedule and then determine the base cost using the cost tables in this manual. Then apply the percent good factor from the depreciation schedule on page 31 to the base cost to arrive at the value of the sign structure itself.
2. Take the cost of the display face equipment from the I-1 listing form schedule and apply the I-8 depreciation schedule (found on page 30) percent good factor to that cost figure. This action provides the value of the sign face equipment.
3. Add together the sign structure value and the sign face equipment value to obtain the grand total value of the billboard sign.

See Example #3 given on page 20 which utilizes the above methodology for valuing these types of billboard signs.

## Examples of How to Appraise a Billboard Structure

**Refer to sample schedule I-1 on page 22 for data needed for the understanding of the examples which follow:**

### **Example #1**

Using Page 11 in the manual, the description shows a **1-C Side-By-Side Wood “A” Frame Structure** at a 25’ HAGL with the largest panel face at 300 square feet. The structure has 4 panel faces and is in a side-by-side configuration. The panel faces are not illuminated (lighted) and the structure was originally built in 2005.

The base cost using the data provided indicates an amount of \$15,640. Because there are 2 additional panel faces, the appraiser must add 25% to the base cost. So,  $\$15,640 + \$3,910$  (25% of  $\$15,640 = \$3,910$ ) =  $\$19,550$ . Because the structure is not illuminated, the appraiser must subtract 5% from the total cost of  $\$19,550$ . So,  $\$19,550 - \$978$  (5% of  $\$19,550 = \$978$  rounded) =  $\$18,572$ . The year of original construction was 2005, so the sign is 12 years old for the 2017 listing of this asset. From the depreciation table on page 31 of the manual, a wood constructed billboard structure that is 12 years old, has a 52% good factor of value remaining, or 48% depreciation applied to the adjusted base cost. So, the appraiser applies 48% depreciation to  $\$18,572$  (48% of  $\$18,572 = \$8,915$  rounded) by subtracting  $\$8,915$  for a final appraised value of **\$9,657**.

### **Example #2**

Using page 13 in the manual, the description shows a **3-B Double Face Multi Mast Steel Structure** at a 40’ HAGL with the largest panel face at 378 square feet. The structure has 4 panel faces and is in a stacked configuration. The panel faces are illuminated (lighted) and the structure was originally built in 2008.

The base cost for the data provided indicates an amount of \$46,430. Because there are 2 additional faces and the structure is in a stacked configuration, the appraiser must add 25% to the base cost. So,  $\$46,430 + \$11,608$  (25% of \$46,430 = \$11,608 rounded) = \$58,038. The cost for illumination (lighting) has already been included in the base cost so no additional reduction in cost is necessary. The year of original construction was 2008, so the sign is 9 years old for the 2017 listing of this asset. From the depreciation table on page 31 of the manual, a steel constructed billboard structure that is 9 years old, has an 82% good factor of value remaining, or 18% depreciation applied to the adjusted base cost. So, the appraiser applies 18% depreciation to \$58,038 (18% of \$58,038 = \$10,447 rounded) by subtracting \$10,447 for a final appraised value of **\$47,591**.

### **Example #3**

This is an example of how to appraise a billboard structure that has either a digital sign face or a tri-vision/tri-fold sign face:

Using page 14 in the manual, the description shows a **4-A Single Pole Single Face Center Mounted Monopole Structure** at a 40' HAGL with the panel face at 378 square feet. The panel face has a cost of \$150,000 due to being a digital or tri-vision constructed component and the panel face is illuminated (lighted).

The base cost for the data provided indicates an amount of \$37,050. The cost for illumination (lighting) has already been included in the base cost so no additional reduction in cost is necessary. The year of original construction was 2009, so the sign is 8 years old for the 2017 listing of this asset. From the depreciation table on page 31 of the manual, a steel constructed billboard structure that is 8 years old, has an 84% good factor of value remaining, or 16% depreciation applied to the adjusted base cost. So, the appraiser applies 16% depreciation to \$37,050 (16%

of  $\$37,050 = \$5,928$ ) by subtracting  $\$5,928$  for an adjusted value attributable to the structure of  **$\$31,122$** .

Next, the  $\$150,000$  cost reported by the sign owner is depreciated using the I-8 Schedule from the 2017 North Carolina Department of Revenue Cost Index & Depreciation Schedules. This depreciation schedule is listed on page 30 in this guide book and on page 21 of the 2017 Cost Index & Depreciation Schedules document and it has a 25% good factor of value remaining in the 8th year. Therefore, 75% depreciation is applied to the sign face cost reported by the owner. So, the appraiser applies 75% depreciation to  $\$150,000$  ( $75\%$  of  $\$150,000 = \$112,500$ ) by subtracting  $\$112,500$  for an adjusted value attributable to the sign face of  **$\$37,500$** .

The last step is to combine the adjusted value of the sign structure with the adjusted value of the sign face. So, by adding the structure value of  **$\$31,122$**  to the sign face value of  **$\$37,500$**  gives a final appraised value of  **$\$68,622$** .



## **Billboard Structures Definitions**

**Additional Panels:** For purposes of appraisal in the Billboard Structures Valuation Guide, up to two sign panels are included in the base cost per structure as indicated in the tables. More than two sign panels (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.

**Base Index Year:** For purposes of appraisal in the Billboard Structures Valuation Guide, the year 2009 has been established as the base index year from which all increases or decreases to the construction costs of erecting a billboard is determined.

**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 or steel beams.

**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.

**Cost Conversion Factor:** A factor that represents the percentage price increase or decrease of a cost amount over a previous 12-month period after establishing a base index year.

**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 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”.



# Billboards and Outdoor Advertising Structures Instructional Page

Follow these instructions when filing information related to Schedule I – 1:

- 1 Complete the top section of the Schedule I-1 form by providing your company name, the county account number, the name of the county where the asset is located and the year of listing. See area "1" on diagram below.
- 2 Provide your company's billboard panel identification number. If there are multiple panels/faces on one structure, indicate all the panel numbers that are associated with that one structure. See area "2" on diagram below.
- 3 Fill in the NC Department of Transportation Permit Number assigned to this specific billboard if applicable. Refer to DOT form OA-1, "Application for Outdoor Advertising Permit" for permit number. Write "N/A" in column if DOT permitting is not required. See area "3" on diagram below.
- 4 Give a brief description of the sign location by using street names and mileage distances from nearby intersections. Please record the county parcel identification number (PIN) for this site if available. See area "4" in diagram below.
- 5 Indicate what jurisdiction the billboard sign is located in. Record city name, fire or special district name, or "none" if the billboard sign is in the county jurisdiction only. See area "5" in diagram below.
- 6 Provide the year the billboard sign was originally constructed and completed. For situations where a digital face is added to an established billboard structure, populate the cell with the original year of construction first, and then show the year the digital face was added. See area "6" in diagram below.
- 7 From the NC Department of Revenue's "Billboard Structures Valuation Guide", show the Class and Type of Billboard construction indicated in the description pages. See area "7" in diagram below.
- 8 Indicate the HAGL in feet (HAGL is the distance from the ground level to the bottom edge of the billboard face). HAGL is the acronym for "Height Above Ground Level". See area "8" in diagram below.
- 9 Calculate the total square footage of the display panel face and record the data. For structures with more than one (1) panel face, populate the cell with the square footage amount of the largest panel face on the structure. Do not add all the panel face square footages together. Just show the square footage amount of the largest panel face on the structure. See area "9" in diagram below.
- 10 Indicate whether the billboard faces are stacked one on top of the other in a vertical configuration. Record a "Y" for Yes or an "N" for No. See area "10" in diagram below.
- 11 Indicate whether the billboard faces are side by side in a horizontal configuration. Record a "Y" for Yes or an "N" for No. See area "11" in diagram below.
- 12 Indicate whether the billboard sign is illuminated (lighted) or not. Record a "Y" for Yes or an "N" for No. See area "12" in diagram below.
- 13 Provide all costs related to the construction of the Digital billboard face. Include the cost of any partial Digital sign face superimposed over a typical billboard display. Also, list all costs related to the construction of any Tri-Vision or Tri-Fold billboard face. If the guide is followed, the county appraiser will value these sign faces on an I-8 depreciation schedule. Then the county appraiser will use the additional information in columns "2" through "12" to appraise the billboard structure itself minus the billboard face. The calculated value of the face will be added to the calculated value of the structure for a total valuation for digital and tri-vision/tri-fold billboard signs. Area "13" on the diagram below is the place for listing the cost of the face of the Digital and Tri-Vision/Tri-Fold signs.
- 14 The last column is reserved for county use to assign a county identification number for internal tracking purposes. See area "14" in diagram below.

The "Billboard Structures Valuation Guide" can be viewed by going to: [www.dornc.com](http://www.dornc.com)  
Click on "Local Government"  
Click on the word, "Publications" under the heading "Property Tax Section."  
Scroll down the page to "Billboard Structures Valuation Guide" under the heading, "Valuation and Technical Manuals."

A printable blank copy of the "Billboard Listing Form" (Schedule I-1) may be retrieved by clicking on the word, "Forms" under the heading, "Property Tax Division". Scroll down to the bottom of this page and click on the words, "Listing Forms" under the heading "Other Forms".

Note: Report any "Construction In Progress" expenditures on Page 1 under the Group 2 section.

Business Name 1 \_\_\_\_\_ Account \_\_\_\_\_ County \_\_\_\_\_ Year \_\_\_\_\_

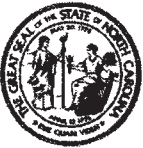
SCHEDULE I-1

BILLBOARDS - OUTDOOR ADVERTISING STRUCTURES

13

2	3	4	5	6	7	8	9	10	11	12	13	14
Panel Numbers	DOT Permit Number	Location	City/District/None	Build Date	Class and Type	HAGL Feet	Display Face Sq. Ft.	Stacked Display? (Y or N)	Side-By-Side Display? (Y or N)	Illuminated? (Y or N)	Original Display Face Equipment Cost for Electronic/Digital or Tri-Vision	County Identification Number

2017 Cost Index and Depreciation Schedules

		State of North Carolina						Page 21					
		Department of Revenue						Effective 1/1/2017					
		Property Tax Section											
Schedules H, I, Valuation Table													
Historical (Original) Cost													
Percent Good Factors													
		Schedule H						Schedule I					
Year		Trend	Life				Trend	Life					
Acq'd	Age	Factor	4	5	10	20	Factor	5	8	10	12		
2016	1	1.00	75	80	90	95	1.00	80	87	90	92		
2015	2	1.00	50	60	80	90	0.99	59	74	79	82		
2014	3	1.01	25	40	71	86	0.99	40	62	69	74		
2013	4	1.02	25	25	61	82	0.99	25	50	59	66		
2012	5	1.03			52	77	1.00		37	50	58		
2011	6	1.04			42	73	0.99		25	40	50		
2010	7	1.07			32	70	0.99			30	42		
2009	8	1.08			25	65	0.99			25	33		
2008	9	1.09				60	0.97				25		
2007	10	1.13				57	0.96						
2006	11	1.14				51	0.95						
2005	12	1.18				47	0.95						
2004	13	1.20				42	0.95						
2003	14	1.22				37	0.93						
2002	15	1.22				31	0.94						
2001	16	1.22				25	0.94						
2000	17	1.22					0.95						
1999	18	1.22					0.96						
Do not apply the trend factors to the percent good factors. The percent good factors already have the trend factors incorporated. This is true for all schedules in this manual.													

## BILLBOARD DEPRECIATION SCHEDULE

EFFECTIVE AGE (in years)	25 YEAR LIFE (wood)	50 YEAR LIFE (steel)
1	96%	98%
2	92%	96%
3	88%	94%
4	84%	92%
5	80%	90%
6	76%	88%
7	72%	86%
8	68%	84%
9	64%	82%
10	60%	80%
11	56%	78%
12	52%	76%
13	48%	74%
14	44%	72%
15	40%	70%
16	36%	68%
17	35%	66%
18	35%	64%
19	35%	62%
20	35%	60%
21	35%	58%
22	35%	56%
23	35%	54%
24	35%	52%
25	35%	50%
26		48%
27		46%
28		44%
29		42%
30		40%
31		38%
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