

Department of Legislative Services  
Maryland General Assembly  
1999 Session

FISCAL NOTE

House Bill 586 (Montgomery County and Prince George's County Delegations)  
Commerce and Government Matters

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Montgomery and Prince George's Counties - State Highway Administration Road  
Signage Pilot Program  
MC/PG 6-99

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The bill requires the State Highway Administration (SHA) to establish a road signage pilot program to promote economic development in Montgomery and Prince George's counties. Montgomery and Prince George's counties, in consultation with the Department of Business and Economic Development (DBED) and SHA, may participate in the program by placing signs along State highways for the purpose of providing information to the driving public on the availability of gas, food, lodging, shopping, and other attractions. The participating counties are required to adopt rules and regulations governing such signs which conform to federal standards. The business or attraction participating in the program must pay for the full administrative and operational cost of procurement, installation, and maintenance of the sign.

Additionally, SHA must prepare a report for the Governor and the General Assembly on the results of the pilot program by January 31, 2001. The pilot program sunsets on September 30, 2001.

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Fiscal Summary

**State Effect:** SHA and DBED could handle any duties related to the bill with existing resources.

**Local Effect:** None. The cost for procuring, installing, and maintaining a sign will be borne by the business or attraction identified in the sign.

**Small Business Effect:** Potential meaningful. The bill would give small businesses that participate in the road signage pilot program an additional source of advertising. The greater

visibility may lead to an increased customer base which may ultimately result in greater revenues.

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**Information Source(s):** Maryland Department of Transportation (State Highway Administration), Montgomery County, Prince George's County, Department of Legislative Services

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