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| STATE OF CALIFORNIA • DEPARTMENT OF TRANSPORTATION | EXHIBIT |
| **APPRAISAL OF OUTDOOR ADVERTISING SITE VALUE** | 7-EX-10 (Rev. 8/95) |
| (Form #) | Page 1 of 3 |

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|  |  |  |  |  |  |  |  |
|  | Dist |  | Co |  | Rte |  | KP (P.M.) |
|  |  | | |  |  | | |
|  | Exp Auth | | |  | Parcel or Sign No | | |

1. Deed restrictions
2. Marketability of vacant land
3. Supply of land available
4. Does the dominant H. & B. U. require a strong identity?

**Sign and Site Characteristics**

1. Signs are: \_\_\_\_ Best use \_\_\_\_ Compatible use \_\_\_\_ Interim use
2. Site rentals: $\_\_\_\_\_\_\_\_\_\_\_\_\_ per year
3. Can sign site be split off as separate economic parcel?
4. Estimated economic rent is: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Influences on Economic Life of Sign use**

1. Will future use of larger parcel require the physical area of the sign?

If yes, explain \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Can sign visibility be impaired by construction on another ownership?

Probability \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Does sign adversely affect performance (potential) of dominant use?

How?

1. Do existing zoning ordinances permit sign?

If not, how long can non-cinforming use be continued?

If permitted until structure changes, when is this probable?

1. What zoning changes are contemplated and when?
2. Will H. & B. U. of larger parcel change in foreseeable future?

Will the sign(s) remain compatible to new use?

1. Are traffic diversions away from this site contemplated and when?
2. Can the outdoor ad firm easily replace this site?

Why?

1. Estimated recapture period for sign use is \_\_\_\_ years; recapture rate is \_\_\_\_\_\_\_\_.

**Valuation**

1. Estimated market value of land of larger parcel: \_\_\_\_ @ $\_\_\_\_\_\_ = $
2. Area used by sign(s) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

19a Value of sign area as part of larger parcel: $ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Rental value of larger parcel (incl. signs): $ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Est. expenses as % of gross \_\_\_\_\_\_\_%

1. Percent of income from sign \_\_\_\_\_\_\_% of gross \_\_\_\_\_\_\_\_% of net
2. Rent loss to dominant use due to presence of sign: $ \_\_\_\_\_\_\_\_\_\_\_\_\_

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1. Overall return required to market larger parcel \_\_\_\_\_\_\_\_%

Estimated net return to market larger parcel \_\_\_\_\_\_\_\_\_%

1. Sign rent less reduction in dominant use rent is $\_\_\_\_\_\_\_\_\_\_\_\_\_(net sign rent)
2. Capitalized value of net sign rent at larger parcel capitalization rate plus recapture is $\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. If sign uses a definite land area, contribution is (line 25 less 19a) $\_\_\_\_\_\_\_\_\_
4. The contribution of the sign rental is \_\_\_\_ Nominal \_\_\_\_ Marginal \_\_\_\_ Substantial
5. Final estimate of market value contribution from signs is $\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Place any necessary answer explanation below or on a separate sheet with reference to the line number.

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# Comparable Sign Board Site Rental Adjustment Chart

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  | *Ratings Compared to Subject* | | | | | | |  |
|  |  |  | *Effect.* |  |  |  |  | *Ease of* |  | *Overall* |
|  | *Annual* | *Size* | *Circu-* |  | *Posi-* | *Block-* | *Constr.* | *Replace-* | *Rerout-* | *Relation-* |
| *Location* | *Rent* | *Sign* | *lation* | *Quality* | *tion* | *age* | *Cost* | *ment* | *ing Risk* | *ship* |
| SUBJECT |  |  |  |  |  |  |  |  |  |  |
| 1 |  |  |  |  |  |  |  |  |  |  |
| 2 |  |  |  |  |  |  |  |  |  |  |
| 3 |  |  |  |  |  |  |  |  |  |  |
| 4 |  |  |  |  |  |  |  |  |  |  |
| 5 |  |  |  |  |  |  |  |  |  |  |
| 6 |  |  |  |  |  |  |  |  |  |  |
| 7 |  |  |  |  |  |  |  |  |  |  |