

MAY 2025

IN THIS ISSUE:

RENEWALS, REMINDERS AND RESOURCES

The California Department of Transportation (Caltrans) Outdoor Advertising Program (ODA) strives to ensure that our stakeholders have easy access to the information they need to foster transparency and enhance their overall experience.

LICENSE RENEWAL & REMINDERS

License fees are due by
June 30, 2025

- Initial Permit Fee
- Update Contact Information

DISPLAY SIZE

- Display sizes must comply with all state and federal laws and regulations

RESOURCES

- ODA Map Viewer
- ODA Web Page

LICENSE RENEWAL

License renewal fees are **due by June 30, 2025**. Payments postmarked after this date will incur a \$100 penalty.

Licensed customers should have already received their 2025-2026 License Renewal Notice through an automated email from FIP_do_not_reply@dot.ca.gov. Please add this email address to your contacts to prevent it from going to your spam folder. If you did not receive a renewal notice, please contact Caltrans at ODA@dot.ca.gov or leave a message at (916) 654-6473.

Business and Professions Code Section 5484:

Class A – 5484(a) For customers with 6 or less outdoor advertisement sign or structure permits: The license fee is **two hundred fifty dollars (\$250)** for an original license and for each annual renewal thereof for any applicant maintaining six or less sign or structure permits.

Class B – 5484(b) For customers with 7 or more outdoor advertisement sign or structure permits: The license fee is **five hundred dollars (\$500)** for an original license and for each annual renewal thereof for any applicant maintaining seven or more sign or structure permits.

(Continued on next page)

LICENSE RENEWAL (Continued from previous page)

If you did not pay your 2024-2025 license renewal fee last year, you must make payments (including any penalty) for both the 2024 and 2025 renewal periods to avoid the risk of license cancellation and permit revocation as a result of non-payment.

When submitting payment, please make checks payable to “Department of Transportation” and include your license number in the memo line. If you prefer to pay by credit card, a Caltrans ODA representative will contact you upon receiving your invoice. Do not enter the credit card information on the invoice.

For security reasons, payments cannot be accepted through email. Caltrans is committed to safeguarding your financial data.



REMINDERS

INITIAL PERMIT FEE

The initial permit fee is due when you submit your application in addition to the application fee. Failure to pay the permit and application fees at the time your application is submitted will result in processing delays.

UPDATE CONTACT INFORMATION

We strive to keep our records up-to-date with your current contact information and provide you with timely correspondence by phone, email, and mail. To update your contact information, please complete the DOT ODA-0024, “[Business Name, Address and Contact Name Change Form](#)” and email the form to ODA@dot.ca.gov.



Display Size

Pursuant to the Business and Professions Code Section 5408(a), advertising displays must not exceed 1,200 square feet in total advertising area with a maximum display panel height of 25 feet and a maximum display panel length of 60 feet, including border and trim. This includes decorative aesthetics or community identifiers anywhere on the display structure, but excludes the base or apron supports and other structural members.

This applies to each facing of an advertising display. The area shall be measured by the smallest square, rectangle, triangle, circle, or combination thereof, which will encompass the entire advertisement.

Two advertising displays not exceeding 350 square feet each may be erected in a facing.



BILLBOARD DISPLAY RULES - BPC § 5484

- ✓ Max 1,200 sq ft per facing
- ✓ Max height: 25 ft ✓ Max length: 60 ft
- ✓ Includes trim, border & decoration (not base/supports)
- ✓ Area measured by smallest shape encompassing the entire advertisement
 - ➔ Max 2 signs per facing ➔ Each sign must be 350 sq ft or less

APPLIES TO ALL CONFIGURATIONS:

Single-faced, Double-faced, back-to-back, V-type display, or wallscapes

RESOURCES



ODA Map Viewer

To further improve customer service, Caltrans launched an [Interactive Map and List of Permitted Displays](#) in early 2023. This innovative tool provides both the public and outdoor advertising customers with the ability to easily search and view data on California's active permitted displays.

With quick, user-friendly access to ODA permit data, you can make informed decisions when submitting new applications for billboards or temporary political signs, helping you identify the most suitable locations for your displays.

If you need assistance navigating these tools, please contact Caltrans at ODA@dot.ca.gov.



ODA Webpage

Visit the [Outdoor Advertising web page](#) for the latest program updates, resources, [frequently asked questions](#), and other useful information, as we are constantly making improvements to better serve the public and outdoor advertising customers.

Ensure you are using the most current [DOT ODA-0002, "Outdoor Advertising \(ODA\) Display Permit Application"](#) form.

If you would like to unsubscribe from our emailing list, please notify us through email by clicking the link below.

[Click Here to Unsubscribe](#)