



City of Twentynine Palms
6136 Adobe Road
Twentynine Palms, CA 92277
760-367-6799 – FAX 760-367-4890
www.ci.twentynine-palms.ca.us

NEWS RELEASE – MARCH 3, 2009

LAMAR TO BE RECOGNIZED BY CITY COUNCIL ON MARCH 10

The City Council will present a special recognition award to Lamar Advertising Company at its next regular meeting on Tuesday, March 10. The outdoor advertising specialist and owner of 10 billboard signs in Twentynine Palms, two of which are equipped for night illumination, is being recognized for their efforts in preserving the city's dark night sky.

Last December, in response to a request by then Mayor Elaine Bernal, representatives from Lamar's Palm Springs division, General Manager Bill Houck and Real Estate Manager Betsy Hayes, met with City staff to discuss possible lighting adjustments for the two illuminated billboards located on Highway 62. A McDonald's billboard on the east end of the city and one in the Indian Cove area had lighting fixtures mounted at the bottom of the structure and pointing skyward. To comply with the city's Night Sky Ordinance, the Lamar managers promptly modified the fixtures at considerable expense and remounted them on the top of the signs, with the light redirected downward and the fixtures shielded to reduce projected light pollution.

Lamar's Palm Springs plant manages 360 billboard structures along I-10 from San Bernardino to Thermal and on Highway 62 through Twentynine Palms. In consideration of preserving the night sky and combating light pollution in the desert region, Lamar's lamps are designed to shine directly on the boards, with blinders and angle adjustments to mitigate light shine where necessary, according to Hayes. "We are also cutting back on lights from three and four to two on the structures and turning off lights when there is not an advertiser on the structure," Hayes said.

Bill Houck and Betsy Hayes of Lamar Palm Springs will be present to receive the recognition award. The public is invited to attend the City Council meeting at 6 p.m., Tuesday, March 10, at Twentynine Palms City Hall, 6136 Adobe Road.

###