

FLORIDA HOUSE OF REPRESENTATIVES FINAL BILL ANALYSIS

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BILL #: [CS/HB 4075](#)

TITLE: Town of Davie, Broward County

SPONSOR(S): Gottlieb

COMPANION BILL: None

LINKED BILLS: None

RELATED BILLS: None

FINAL HOUSE FLOOR ACTION: 115 Y's 0 N's

GOVERNOR'S ACTION: Pending

SUMMARY

Effect of the Bill:

The bill provides an exemption to outdoor advertising laws to allow a sign on a specific agricultural property owned by the Town of Davie (Town) in Broward County.

Fiscal or Economic Impact:

The Economic Impact Statement submitted for the bill estimates the Town would incur \$750,000 in costs to erect the sign and \$40,000 per year in maintenance costs thereafter, while the sign would generate \$500,000 a year in revenue.

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ANALYSIS

EFFECT OF THE BILL:

The bill provides an exemption to [outdoor advertising laws](#) to allow a sign on a specific agricultural property owned by the [Town of Davie](#) (Town) in Broward County. The sign must comply with all other statutory requirements for outdoor signage. The bill is not intended to approve outdoor advertising signs on any other property within the Town. (Section [1](#))

Subject to the Governor's veto powers, the effective date of this bill is upon becoming a law. (Section [2](#))

FISCAL OR ECONOMIC IMPACT:

LOCAL GOVERNMENT:

The Economic Impact Statement submitted for the bill estimates the Town would incur \$750,000 in costs to erect the sign and \$40,000 per year in maintenance costs thereafter, while the sign would generate \$500,000 a year in revenue.

RELEVANT INFORMATION

SUBJECT OVERVIEW:

[Outdoor Advertising Laws](#)

The Highway Beautification Act of 1965 (HBA) called for control of outdoor advertising, including removal of certain types of signs, along the nation's growing Interstate System.¹ The HBA allows the location of billboards in commercial and industrial areas, mandates each state create a compliance program, requires the development of state standards, promotes the expeditious removal of illegal signs, and requires just compensation for takings.² The HBA also provides that states may enact stricter laws than those stipulated by the HBA.³ The Department of Transportation enforces state law as well as federal regulations, based on an agreement signed with the United

¹ U.S. Dept. of Transportation, [How the Highway Beautification Act Became a Law](#) (last visited Feb. 5, 2026).

² 23 U.S.C. s. 131.

³ 23 U.S.C. s. 131(k).

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States Department of Transportation in 1972.⁴ This enforcement occurs via reduction in the amount of federal highway funds that are apportioned to the state.⁵ Current law permits outdoor advertising signs only in commercial or industrial zones, as determined by the local government in their comprehensive plan.⁶ Commercial and industrial zones are defined for the purpose of this requirement as “areas appropriate for commerce, industry, or trade, regardless of how those areas are labeled.”⁷ If a local government approves a sign that results in a reduction of federal highway funds, the state Department of Transportation is authorized to reduce transportation funding apportioned to the local government by an equivalent amount.⁸

Town of Davie

The Town of Davie (Town) is a municipality of approximately 107,000 residents across 35 square miles within central Broward County.⁹ The Town is located among the Florida Turnpike, I-595, and I-75, and is close to the Fort Lauderdale-Hollywood International Airport and Port Everglades. The Town is governed by a council/manager form of government consisting of five members, one of whom is mayor elected at-large.¹⁰

The Town is seeking authorization to install a digital billboard at a Town-owned property known as the Farm Park.¹¹ The property is located on the western edge of the Town bordering I-75 to the west. The 80-acre parcel is in the development phase and will include an educational center, a pavilion, stables, a riding arena, equestrian trails, a farmer’s market, a playground, and an overlook area. The Town is requesting approval to install the billboard on land that is zoned for agricultural use and the Town does not want to re-zone the property to a commercial or industrial zone as it would not be compatible with the surrounding area. The billboard will face the I-75 corridor and all anticipated revenue will be earmarked for the sole purpose of operations at Farm Park.

Local Bill Forms

The Florida Constitution prohibits the passage of any special act unless a notice of intention to seek enactment of the bill has been published as provided by general law or the act is conditioned to take effect only upon approval by referendum vote of the electors in the area affected.¹² A legal advertisement of the proposed bill must be placed in a newspaper of general circulation or published on a publicly accessible website¹³ at least 30 days prior to the introduction of the local bill in the House or Senate.¹⁴ The bill was noticed in the [Sun Sentinel on November 16, 2025](#).

The House local bill policy requires a completed and signed Local Bill Certification Form and Economic Impact Statement Form be filed with the Clerk of the House at the time the local bill is filed or as soon thereafter as possible.¹⁵ Under the policy, a committee or subcommittee may not consider a local bill unless these forms have been filed. The following forms have been submitted for the bill:

- [Local Bill Certification Form](#)
- [Economic Impact Statement Form](#)

⁴ [S. 479.02\(1\), F.S.](#)

⁵ 23 U.S.C. s. 131(b).

⁶ [S. 479.024, F.S.](#)

⁷ *Id.*

⁸ [S. 479.024\(8\), F.S.](#)

⁹ Town of Davie, [About the Town](#) (last visited Feb. 5, 2026).

¹⁰ Town of Davie, [Mayor and Town Councilmembers](#) (last visited Feb. 5, 2026).

¹¹ Letter from Judy Paul, Mayor, Town of Davie to Robert Mayersohn, Executive Director, Broward Delegation Office, [Re: Bill to Authorize a Sign Construction on Town-owned Agriculturally Zoned Parcel \(Oct. 17, 2025\)](#) (last visited Feb. 5, 2026).

¹² [Art. III, s. 10, Fla. Const.](#)

¹³ [S. 50.0311\(2\), F.S.](#)

¹⁴ [S. 11.02, F.S.](#) If there is no newspaper circulated throughout or published in the county and no publicly accessible website has been designated, notice must be posted for at least 30 days in at least three public places in the county, one of which must be at the courthouse.

¹⁵ Intergovernmental Affairs Subcommittee, [Local Bill Policies and Procedures Manual](#), p. 11 (last visited Feb. 5, 2026).