

★ Roll Call Number

Agenda Item Number

64

Date February 12, 2007

Request from Council Member Tom Vlassis to speak regarding digital billboards.

Moved by _____ to

COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT
COWNIE				
COLEMAN				
HENSLEY				
KIERNAN				
MAHAFFEY				
MEYER				
VLASSIS				
TOTAL				
MOTION CARRIED			APPROVED	

CERTIFICATE

I, DIANE RAUH, City Clerk of said City hereby certify that at a meeting of the City Council of said City of Des Moines, held on the above date, among other proceedings the above was adopted.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal the day and year first above written.

Mayor

City Clerk

Vlassis, Thomas D.

Subject: FW: Electronic Billboards

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Scenic America, Change is inevitable. Ugliness is not.

(This site also includes information on telecommunication towers, underground utilities, etc)

<http://www.scenic.org/>

Judge affirms Minnetonka's decision on electronic billboards

Friday, February 2, 2007 *(The city of Minnetonka stopped technology in its tracks and other municipalities seem to be*

applauding the move)http://www.mnsun.com/articles/2007/02/03/local_news_update/tw08billboard.prt

St. Paul Places Temporary Ban on Digital Billboards

(Even before they reach the consciousness of the majority of citizens, digital billboards are feeling push-backs from different communities across the country... Driver safety experts, too, have claimed that digital billboards are hazardous.)

<http://www.mediabuyerplanner.com/2007/01/25/st-paul-places-temporary-ban-on-digital-billboards/>

Minnesota City Refuses to Power Clear Channel Billboards

(Other cities in the area, including St. Paul and Eagan, have put a halt to advertising on the signs until further research can be done to assess the aesthetic and safety issues surrounding the billboards.)

<http://www.mediabuyerplanner.com/2007/01/30/minnesota-city-refuses-to-power-clear-channel-billboards/>

Digital Billboards Hazardous, Say Driver Safety Researchers

(Billboard companies must obtain permits from local governments to convert traditional billboards to digital, and can expect to be asked to negotiate on everything from a quota on the signs to a limit to the brightness of the images)

<http://www.mediabuyerplanner.com/2007/01/11/digital-billboards-hazardous-say-driver-safety-researchers/>

Boston Rejects Video Billboard by Highway

*(the city allows such signs **only in entertainment districts**)*

http://www.mediabuyerplanner.com/2006/07/28/boston_rejects_video_billboard/

Rhode Island Updates Billboard Regulations

(citing a provision in the draft that would ban flashing or moving lights)

http://www.mediabuyerplanner.com/2006/10/18/rhode_island_updates_billboard/

OAA: Michigan's New Billboard Ban Strikes 'Fair Balance'

(Companies can also trade three existing permits for a single new permit that will allow them to erect a new sign at any location, with no time limit.)

<http://www.mediabuyerplanner.com/2006/12/15/oaa-michigans-new-billboard-ban-strikes-fair-balance/>

Digital Billboards: The Wave of the Future

(One of the biggest obstacles facing digital billboards is the safety concern expressed by government and state agencies. All municipalities are different, but most have bans on the use of movement or flashing lights in signs, only allowing still images on billboards.)

http://www.mediabuyerplanner.com/2006/02/14/digital_billboards_the_wave/

Digital billboard impact under study

(Experts are saying that because of the animated format and bright lighting, the digital boards could potentially create a real distraction for drivers and thus compromise safety on the road)

<http://www.onlinemadison.com/main.asp?SectionID=1&SubSectionID=1&ArticleID=18158&TM=77452.04>

Research Review Of Potential Safety Effects Of Electronic Billboards On Driver Attention And Distraction (US Department of Transportation, Federal Highway Administration)
<http://www.fhwa.dot.gov/REALESTATE/elecbbbrd/chap2.htm>

Here's a list of cities and states that have enacted restrictions:

Cities With Tough Billboard Regulations

Charleston, SC
Charlotte, NC
Little Rock, AR
Raleigh, NC
Tampa, FL
Washington, DC

States Prohibiting All Billboards

Vermont - Removed all billboards in 1970s
Hawaii - Removed all billboards in 1920s
Maine - Removed all billboards in 1970s and early 80s
Alaska - *State referendum passed in 1998 prohibits billboards*

States Prohibiting Construction of New Billboards

Rhode Island- Since 1990
Oregon - Capped the number of billboards statewide on state and federal roads in 1975

Cities That Have Capped the Number of Billboards

Colorado Springs, CO
~~Denver, CO~~
Mobile, AL
Philadelphia, PA
Portland, OR
Seattle, WA