



CITY OF LA CROSSE COUNCIL LEGISLATION

Ord #

4610

CAPTION:

AN ORDINANCE to amend Paragraph 20.25(O)(4)(b)(vii) of the Code of Ordinances of the City of La Crosse regarding electronic billboard signs.

REFERRAL ROUTE:

Intro. 03/10/2011
J&A
CPC

Re-REFERRED TO

MAY 12 2011

J:A
Re-REFERRED TO

JUN 09 2011

moratorium etc

ACTIONS AND DATES: (for Clerk's Office use only)

Received Second Reading
and Passed

APR 14 2011
BY COUNCIL

Reconsidered and
re-referred

MAY 12 2011

by Council

DRAFTED BY:

REQUESTED BY:

C. Member Tom Sweeney

INTRODUCED BY:

C. Member Tom Sweeney

COMMITTEE REPORT

To the Honorable Mayor and Common Council of the City of La Crosse:

Your Judiciary and Administrative Committee having under consideration the annexed ordinance to amend Paragraph 20.25(O)(4)(b)(vii) of the Code of Ordinances of the City of La Crosse regarding electronic billboard signs, and said matter having been referred to the City Plan Commission and same having made their report herein, recommends the same be referred to a Moratorium Committee.

Respectfully submitted,

Richard Becker, Chairman
Andrea Richmond, Vice Chair
Douglas Farmer
Francis Formanek
Bob Seaquist

Typed: 6-1-11

Approved:

J&A Vote: Unanimous

/

COMMON COUNCIL
CITY OF LA CROSSE

REPORT OF THE COMMITTEE OF THE WHOLE

The Committee of the Whole considered the attached matter and makes the following recommendation to the Common Council:

SUBJECT: Ord. am. 20.25(0)(4)(b)(vii) re billboards

MOTION: Com. rept. to R to moratorium Com.

MOTION:

MOTION:

	Absent	For	Against
1. Richmond			
2. Wagner			
3. Olson			
4. Johnson			
5. Schmidt			
6. Satory			
7. Bloedorn			
8. Seaquist			
9. Becker			
10. Farmer			
11. Kader			
12. Sullivan			
13. Formanek			
14. Medinger			
15. Happel			
16. Wigdahl			
17. Swantz			
TOTAL		18	

VVV

DATA ON PUBLIC HEARINGS

The following persons appeared in favor:

<u>NAME</u>	<u>ADDRESS</u>
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The following persons appeared against:

<u>NAME</u>	<u>ADDRESS</u>
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Dated: 6/7/11

Signed: Jim Schuck

**Testimony for City of La Crosse Committee of the Whole
June 7, 2011**

The council is considering an ordinance to create subsection 20.25(o)(5) of the City of La Crosse Ordinances to provide a moratorium on the erection of on premise and off premise digital or electronic signs as well as create a committee to study and advise the council regarding such signage.

The city planner is recommending approval for this ordinance asserting that the city's sign code which was updated more than a decade ago is now faced with technology changes as well as a recent change in public opinion toward electronic billboards necessitates the moratorium and the creation of a committee to review and advise the council on any changes to the sign code and the zoning code.

It is the position of Olympus Media that the City does not need to pass this ordinance.

Several individuals appeared at the J&A committee in support of this moratorium claiming, among other things, that the city needed to regulate electronic billboards; there were too many billboards in the City of La Crosse which hampered the aesthetics of the city; and that electronic billboards created safety issues.

Let me directly address these issues:

LACK OF REGULATION

While the original sign ordinance was updated more than a decade ago, within the last several years, the city, with the considerable assistance of the city planning department, amended the sign code and created a separate ordinance for off premise and on premise electronic signs.

This ordinance on electronic signs alone consists of 3 ½ pages of detail. The current City ordinance contains restrictions as to the length of time for a change of message; that the message must remain in a fixed position for a specified period of time; that certain messages are prohibited; that the location of such signs are restricted; that the distance between signs are restricted and that a set amount of billboard signage must be taken down to offset the installation of an off premise electronic billboard. Enclosed for your information is a copy of the current ordinance. In fact this same ordinance has just been recently amended in regards to the cap and trade provisions of such ordinance.

The City of La Crosse ordinance is consistent, if not even more restrictive than the Wisconsin state law governing electronic billboards. Wisconsin Statute Section 84.30(4)(bm) (a copy of which is attached) also sets forth the restrictions that the state follows regarding the allowance of electronic billboards.

*C: Council Members
Atty
Plnr.*



The City of La Crosse goes beyond the state in how far apart these electronic signs must be and also has a cap and trade provision which calls for the removal of billboards in replacement for the allowance of electronic billboards.

OVERALL REDUCTION OF BILLBOARDS

If parties truly are interested in reducing the number of billboards within the City of La Crosse they should be in favor of the existing ordinance which calls for the reduction of billboards in return for the erection of an electronic billboard. Any moratorium slows the process of billboard reduction.

TRAFFIC SAFETY

Another issue raised by some citizens and the planning department is in regards to the safety of electronic billboards. While it is easy for somebody to claim that electronic billboards are distracting and create a safety issue, there are numerous safety reports which show that the installation of electronic billboards do not increase traffic accidents within that vicinity of the electronic billboard. Enclosed is the most recent study done in the City of Rochester, Minnesota which currently has five electronic billboards. The numbers in this enclosed study clearly show that overall the number of accidents either have decreased or remain consistent from the time prior to the installation of the electronic billboards as compared to a significant period of time after they have been installed. These facts clearly show that the installation of an electronic billboard does not create additional safety issues for the driving public.

Obviously, the advent of electronic billboards is coming of new technology is in line with how our society is moving to more rapidly communicate among the public. Such benefit for having electronic billboards is the fact that they can be used for public safety purposes such as Amber alerts or emergency weather warnings by civil government authorities which cannot be accomplished by regular billboards.

Olympus Media believes that any moratorium is just a means by a small minority to seek a way to ban such electronic billboards even though they are extensively regulated by the City. The same moratorium will prohibit even on premise businesses from having electronic signs installed which sends a sign to the business community that the City does not assist its businesses in attempting to develop their business needs.

If there are specific issues with the existing ordinance, these certainly can be discussed and reviewed by the council without the need of a long term moratorium. Even if the City was to adopt a committee to review this ordinance, there certainly is no need for the City to place a moratorium on all such signs while this committee is meeting especially in light of the fact that there is already extensive and fairly recently adopted regulation on this issue. There have not been any significant changes in the market place in the last several years regarding electronic billboards which were not addressed in the existing ordinance and any such moratorium again is just a means to ban such signs by those who do not wish to have them installed.

A review of the facts in this matter clearly point out that the concerns expressed by both the City Planner and a limited number of individuals do not support the need for a moratorium or to have a committee review the electronic sign ordinance.

Thank you for taking the time to review these materials and I would be glad to answer any questions that the council may have in regards to this issue.

20.25 OFF PREMISE AND ON PREMISE SIGN AND BILLBOARD REGULATIONS.

(O) ELECTRONIC SIGNS

(1) Definitions.

(a) **Animated Sign.** An animated sign shall mean a sign projecting moving motion pictures, moving images, film, or videos.

(b) **Blanketing.** Blanketing is the unreasonable obstruction of view of a sign caused by the placement of another sign.

(c) **Directly Illuminated Signs.** Any sign designed to give any artificial light directly through any transparent or translucent material from a source of light originating within or on such sign.

(d) **Electronic Billboard Sign.** Any off-premise advertising sign that contains multiple or variable messages which are formed by using an electronic or digital display and are changed by any electronic process.

(e) **Electronic Message Unit Sign.** Any sign whose message may be changed by electronic process, including such messages as copy, art, graphics, time, date, temperature, weather, or information of products or services for sale. This also includes traveling, animated, or segmented message displays.

(f) **Illuminated Sign.** An illuminated sign is lighted from a source inside of the actual sign. Any sign designated to give any artificial light directly through any transparent or translucent material from a source of light originating within or on such sign.

(g) **Segmented Message.** A static display as provided in Operational Mode Level 1. A static or segmented message display changes with no transitions.

(h) **Static Display.** A static display is a Level 1 Operations Mode for message transitions. A static display means messages that change with no transition.

(2) Operating Modes for Message Sign Transitions

(a) **Level 1: Segmented static display only (message change with no transition).**

(b) **Level 2: Static display with "fade" or "dissolve" transitions and frame effects that do not have the appearance of moving text or images.**

(c) Level 3: Static display with "travel" or "scrolling" transitions, or similar transitions and frame effects that have text or animated and frame effects that have text or animated images that appear to move or change in size or be revealed sequentially rather than all at once.

(d) Level 4: Full animation, flashing and video.

(e) Existing electronic message unit signs already permitted in the City shall be legal non-conforming use.

(3) Illuminated Signs, Intermittent Signs, Flashing Signs, or Moving Light Signs. Any illuminated sign shall not interfere with surrounding properties or traffic. Signs may be illuminated subject to the following restrictions.

(a) Signs which contain, include or are illuminated by any flashing, intermittent, or moving lights or lights are prohibited, except those specified in (4) below, and those giving public service information such as time, date, temperature, weather, or similar information.

(b) Signs which are not effectively shielded as to prevent beams or rays of light from being directed at any portion of the traveled way of the Interstate or federal aid primary highway and which are of such intensity or brilliance as to cause glare or to impair the vision of the driver of any motor vehicle, or which otherwise interfere with any driver's operation of a motor vehicle are prohibited.

(c) No sign shall be illuminated so that it interferes with the effectiveness of, or obscures an official traffic sign, device, or signal.

(d) Signs may contain multiple or variable messages, including messages on louvers that are rotated and messages formed solely by use of lights or other electronic digital displays that may be changed by any electronic process, subject to all of the following restrictions:

(i) Each change of message shall be accomplished in one (1) second or less.

(ii) Each message shall remain in a fixed position for at least three (3) seconds.

(iii) The use of "traveling" or "scrolling" messages are prohibited.

(iv) The Chief Inspector may prohibit or establish restrictions on the illumination of messages to a degree of brightness that is greater than necessary for adequate visibility. Every Electronic Message Unit Sign shall be equipped with a light sensor.

(4) Specific Requirements

(a) Electronic Message Unit Signs.

(i) Electronic message unit signs are prohibited in all residential zoning districts as well as the TND District, Residential Planned Development Districts, and Historic Districts.

(ii) Such signs may be used only to advertise activities conducted on the premises or to present time, date, temperature, or information concerning civic events.

(iii) Operational Mode Level 2 as defined above is the upper allowable limit for electronic message unit signs, and all messages must be displayed in a fixed positions for at least three (3) seconds.

(iv) For parcels fronting on Federal Aid Primary Highways the sign face shall not exceed 100 square feet per side and a total of 200 square feet total on both.

(v) For parcels not fronting on Federal Aid Primary Highway, the sign face shall not exceed 32 square feet per side or 64 square feet total for both sides.

(vi) For parcels not fronting on Federal Aid Primary Highways and within 200 feet of a residential zoning district, the TND District, Residential Planned Development District or Historic District lot line, the sign shall not exceed eight (8) square feet per side and sixteen (16) square feet for both sides.

(b) Electronic Billboard signs are restricted to locations defined in 20.25(G). Notwithstanding any other provision of this Section, Electronic Billboard Signs are prohibited in all residential zoning districts, TND Districts, Residential Planned Development Districts, and Historical Districts. Electronic Billboard Signs shall be otherwise permitted by Conditional Use subject to the following:

(i) Each change of message shall be accomplished in one (1) second or less.

(ii) Each message shall remain in a fixed position for at least six (6) seconds.

(iii) The use of traveling messages or segmented messages is prohibited.

(iv) Operational Mode Level 1 as defined above is the upper allowable limit for electronic billboard signs.

(v) Electronic billboard signs shall have spacing of at least 1000 feet in radius.

(vi) Prohibitions or restrictions may be established on the illumination of the messages to a degree of brightness that is greater than necessary for adequate visibility. Every electronic billboard sign shall be equipped with a light sensor.

(vii) Upon erection of an electronic billboard sign, the sign company and/or owner would need to agree to remove certain billboards of its choice. Removal of billboards would be based upon two-thirds the number of advertisers on the new electronic billboard sign determined on a per minute basis. The square footage of the new electronic billboard sign shall be used to calculate the aggregate square footage of the billboards to be removed. For example, if there are six advertisers per minute on the electronic billboard sign with 12'x 24' dimensions, then four existing billboards would need to be removed with an aggregate square footage of 1,152 square feet. A billboard that is replaced with an Electronic Billboard Sign shall be credited to any removal requirement. All billboards which have been removed commencing upon the effective date of this ordinance (January 20, 2008) shall be credited to the sign company to determine compliance with the removal requirements contained herein. Notwithstanding, no credit shall be granted for any billboard on City owned or leased property or for any billboard removed for which the City paid compensation unless the sign company reimburses said amount to the City.

10 Wis. Stats.

(g) Landmark signs lawfully in existence on October 22, 1965.

(h) Signs outside the adjacent area which are not erected with the purpose of their message being read from the main-traveled way of an interstate or primary highway.

(i) Signs on farm buildings which are utilized by owners of the building for agricultural purposes if the signs promote a Wisconsin agricultural product unless prohibited by federal law.

(j) 1. Signs erected by the Crime Stoppers, the nationwide organization affiliated with local police departments, on or before October 14, 1997, without regard to whether the department has issued a license for the sign. The department may not remove a sign authorized under this paragraph unless the sign does not conform to federal requirements. The requirements under s. 86.19 do not apply to signs described in this subdivision.

2. Notwithstanding subd. 1., whenever a sign authorized under this paragraph requires replacement due to damage or deterioration, the department shall require the sign to be licensed under sub. (10) and to meet all of the requirements of this section and s. 86.19.

(4) SIGN CRITERIA. The department shall effectively control or cause to be controlled, the erection and maintenance of outdoor advertising signs, displays and devices that are erected subsequent to March 18, 1972 in all business areas. Whenever a bona fide county or local zoning authority has made a determination of customary use, as to size, lighting and spacing such determination may be accepted in lieu of controls by agreement in the zoned commercial and industrial areas within the geographical jurisdiction of such authority. In all other business areas, the criteria set forth below shall apply:

(a) Size of signs shall be as follows:

1. The maximum areas for any one sign shall be 1,200 square feet with a maximum height of 30 feet and maximum length of 60 feet, inclusive of any border and trim but excluding the base or apron, supports and other structural members.

2. The areas shall be measured by the smallest square, rectangle, triangle, circle or combination thereof which will encompass the entire sign.

3. The maximum size limitations shall apply to each side of a sign structure and signs may be placed back-to-back, side-by-side, or in V-type construction with not more than 2 displays to each facing, and such sign structure shall be considered as one sign.

(b) Signs may be illuminated, subject to the following restrictions:

1. Signs which contain, include, or are illuminated by any flashing, intermittent, or moving light or lights are prohibited, except those specified in par. (bm) and those giving public service information such as time, date, temperature, weather, or similar information.

2. Signs which are not effectively shielded as to prevent beams or rays of light from being directed at any portion of the traveled ways of the interstate or federal-aid primary highway and which are of such intensity or brilliance as to cause glare or to impair the vision of the driver of any motor vehicle, or which otherwise interfere with any driver's operation of a motor vehicle are prohibited.

3. No sign shall be so illuminated that it interferes with the effectiveness of, or obscures an official traffic sign, device, or signal.

(bm) Signs may contain multiple or variable messages, including messages on louvers that are rotated and messages formed solely by use of lights or other electronic or digital displays, that may be changed by any electronic process, subject to all of the following restrictions:

"Zoned commercial or industrial areas" mean those areas which are not zoned by state or local law, regulation or ordinance in which there is located one or more permanent structures used for a commercial or industrial activity or on which a commercial or industrial activity is actually conducted whether a permanent structure is located thereon, and the area along the highway extending outward 800 feet from and beyond the edges of each activity. Each side of the highway will be considered in applying this definition. All measurements shall be taken from the outer edges of the regularly used buildings, parking lots, paved areas, processing and landscaped areas of the commercial or industrial activities, not from the property lines of the activities, and shall be along or parallel to the edge or pavement of the highway.

"Urban area" means any area which is an urbanized area as defined in place, as determined by the department under 23 USC 168 and regulations adopted thereunder and approved by the United States federal authority. Maps of urban area boundaries shall be available for inspection at offices of the department and copies of such maps shall be provided at cost to anyone requesting the same.

(4) "Zoned commercial or industrial areas" mean those areas which are zoned for business, industry, commerce or trade pursuant to a state or local zoning ordinance or regulation.

(5m) CONDITIONAL USES AND SPECIAL EXCEPTIONS NOT CONSIDERED. No uses of real property that are authorized by special license, special use permit, conditional use, special use permit, zoning variance or conditional permit, may be considered when determining whether the area is a business area.

(6) SIGNS PROHIBITED. No sign visible from the main-traveled way of any interstate or federal-aid highway may be erected or maintained, except the following:

(a) Directional and other official signs, including, but not limited to, signs pertaining to natural wonders, scenic and historical attractions, which are required or authorized by law, and which comply with rules which shall be promulgated by the department relative to their lighting, size, number, spacing and such other requirements as are appropriate to implement this section, but such rules shall not be inconsistent with, nor more restrictive than, such national standards as may be promulgated from time to time by the secretary of transportation of the United States under 23 USC 151 (c).

(b) Signs advertising the sale or lease of property upon which they are located if such signs comply with rules of the department.

(c) Signs advertising activities conducted on the property on which they are located if such on-property signs comply with applicable federal law and the June 1961 agreement between the department and the federal highway administrator relative to control of advertising adjacent to interstate highways. No on-property sign may be erected in a location where it constitutes a traffic hazard. If the department issues permits for outdoor advertising signs, the department is not required to issue permits for on-property signs that conform to the requirements of this paragraph. On-property signs may be illuminated, subject to the following restrictions:

1. Signs that contain, include or are illuminated by any flashing, intermittent or moving light or lights are prohibited, except electronic signs permitted by rule of the department.

2. Signs that are not effectively shielded as to prevent beams or rays of light from being directed at any portion of the traveled ways of the interstate or federal-aid primary highway and that are of such intensity or brilliance as to cause glare or to impair the vision of the driver of any motor vehicle, or that otherwise interfere with any driver's operation of a motor vehicle, are prohibited.

3. No sign may be so illuminated that it interferes with the effectiveness of or obscures an official traffic sign, device or signal.

(d) Signs located in business areas on March 18, 1972.

(e) Signs to be erected in business areas subsequent to March 18, 1972 which when erected will comply with sub. (4).

(f) Signs located in urban areas outside the adjacent area.

1. Each change of message shall be accomplished in one second or less.
2. Each message shall remain in a fixed position for at least 6 seconds.
3. The use of traveling messages or segmented messages is prohibited.
4. The department, by rule, may prohibit or establish restrictions on the illumination of messages to a degree of brightness that is greater than necessary for adequate visibility.

(c) Spacing of signs shall be as follows:

1. On interstate and federal-aid primary highways signs may not be located in such a manner as to obscure, or otherwise physically interfere with the effectiveness of an official traffic sign, signal, or device, obstruct or physically interfere with the driver's view of approaching, merging, or intersecting traffic.

2. On interstate highways and freeways on the federal-aid primary system no 2 structures shall be spaced less than 500 feet apart. Outside of incorporated villages and cities, no structure may be located adjacent to or within 500 feet of an interchange, intersection at grade, or safety rest area. Said 500 feet shall be measured along the interstate or freeway from the beginning or ending of pavement widening at the exit from or entrance to the main-traveled way.

3. On nonfreeway federal-aid primary highways outside incorporated villages and cities, no 2 structures shall be spaced less than 300 feet apart. Within incorporated villages and cities, no 2 structures shall be spaced less than 100 feet apart.

4. The spacing between structures provisions in subs. 1., 2. and 3. do not apply to structures separated by buildings or other obstructions in such a manner that only one sign-facing located within the spacing distances in subs. 1., 2. and 3. is visible from the highway at any one time.

5. a. Official and on-premises signs, as defined in 23 USC 131 (c), and structures that are not lawfully maintained shall not be counted nor shall measurements be made from them for purposes of determining compliance with spacing requirements.

b. The minimum distances between structures shall be measured along the nearest edge of the pavement between points directly opposite the signs along each side of the highway and shall apply only to structures located on the same side of the highway.

(d) 1. Signs shall not be erected or maintained which imitate or resemble any official traffic sign, signal or device.

2. Signs shall not be erected or maintained upon trees, or painted or drawn upon rocks or other natural features, except landmark signs.

3. Signs shall not be erected or maintained which are structurally unsafe or in substantial disrepair.

(5) NONCONFORMING SIGNS. (a) Signs outside of business areas which are lawfully in existence on March 18, 1972 but which do not conform to the requirements herein are declared nonconforming and shall be removed by the end of the 5th year from said date.

(b) A sign lawfully erected after March 18, 1972 and which subsequently does not conform to this section shall be removed by the end of the 5th year after it becomes nonconforming.

(bm) Signs lawfully erected, but which do not conform to the requirements of sub. (3) (c), are declared nonconforming but are not subject to removal, except as otherwise provided in this paragraph. To allow such signs to exist, to perform customary maintenance thereon or to change the advertising message thereof, does not constitute a violation of sub. (3), but to enlarge, replace or relocate such signs, or to erect additional signs, shall constitute a violation subjecting the sign to removal without compensation, unless upon completion of such work all signs upon the property conform to the requirements of sub. (3).

(c) Should any commercial or industrial activity, which has been used in defining or delineating an unzoned area, cease to

operate, the unzoned area shall be redefined or redelineated based on the remaining activities. Any signs located within the former unzoned area but located outside the unzoned area, based on its new dimensions, shall become nonconforming.

(d) The department shall give highest priority to the removal or relocation of signs advertising products of general availability in commercial channels when such signs fail to conform under this subsection.

(5m) MARS CHEESE CASTLE SIGNS IN KENOSHA COUNTY. Notwithstanding any other provision of law and any local ordinance or other restrictions on signs, the Mars Cheese Castle business in Kenosha County may relocate its on-premises signs located near the intersection of I 94 and STH 142 in Kenosha County and maintain such signs at their new location.

(6) JUST COMPENSATION. The department shall pay just compensation upon the removal or relocation on or after March 18, 1972, of any of the following signs which are not then in conformity with this section, regardless of whether the sign was removed because of this section:

(a) Signs lawfully in existence on March 18, 1972.

(b) Signs lawfully in existence on land adjoining any highway made an interstate or primary highway after March 18, 1972.

(c) Signs lawfully erected on or after March 18, 1972.

(7) MEASURE. The just compensation required by sub. (6) shall be paid for the following:

(a) The taking from the owner of such sign, all right, title and interest in and to the sign and the owner's leasehold relating thereto, including severance damages to the remaining signs which have a unity of use and ownership with the sign taken, shall be included in the amounts paid to the respective owner, excluding any damage to factories involved in manufacturing, erection, maintenance or servicing of any outdoor advertising signs or displays.

(b) The taking of the right to erect and maintain such signs thereon from the owner of the real property on which the sign is located.

(8) AGREED PRICE. Compensation required under subs. (6) and (7) shall be paid to the person entitled thereto. If the department and the owner reach agreement on the amount of compensation payable to such owner in respect to any removal or relocation, the department may pay such compensation to the owner and thereby require or terminate the owner's rights or interests by purchase. If the department and the owner do not reach agreement as to such amount of compensation, the department or owner may institute an action to have such compensation determined under s. 32.05.

(9) SIGN INFORMATION. On and after March 18, 1972 all signs, or structures on which there are displays, shall have stated thereon the names and addresses of the owner thereof, and the date of its erection; but if the address of the owner is on file with the department it need not be stated thereon.

(10) LICENSE REQUIREMENT. (a) On or after January 1, 1972, no person shall engage or continue to engage in the business of outdoor advertising in areas subject to this section without first obtaining a license therefor from the department. The fee for the issuance of a license or for the renewal thereof shall be \$250 payable in advance. Each license shall remain in force until the next succeeding December 31 and may be renewed annually.

(b) Application for license or a renewal thereof shall be made on forms to be furnished by the department, shall contain such information as the department requires and shall be verified under oath by the applicant or an authorized officer or agent. Renewal applications shall be filed on or before the December 1 preceding the expiration date. Upon receipt of an application containing all required information, in due form and properly executed, together with any bond required by par. (c) and upon payment of the required license fee, the department shall issue a license to the applicant or renew the existing license.

(c) No license to engage or continue to engage in the business of outdoor advertising shall be granted to any applicant who does

TANTALA ASSOCIATES, LLC
CONSULTING ENGINEERS

A STUDY OF THE
RELATIONSHIP BETWEEN
DIGITAL BILLBOARDS
AND TRAFFIC SAFETY IN
ROCHESTER, MN

SUBMITTED TO

THE FOUNDATION FOR OUTDOOR ADVERTISING
RESEARCH AND EDUCATION (FOARE)
1850 M STREET, NW, SUITE 1040
WASHINGTON, DC 20036-5821

BY

MICHAEL WALTER TANTALA, P.E.
ALBERT MARTIN TANTALA, SR., P.E.

SUBMITTED ON

APRIL 6, 2009



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A STUDY OF THE RELATIONSHIP BETWEEN DIGITAL BILLBOARDS AND TRAFFIC SAFETY IN ROCHESTER, MN

TOC

OVERVIEW

STUDY REGION

BILLBOARD CHARACTERISTICS

TRAFFIC VOLUME DATA

ACCIDENT DATA

ANALYSIS

RESULTS

FINDINGS

REFERENCES

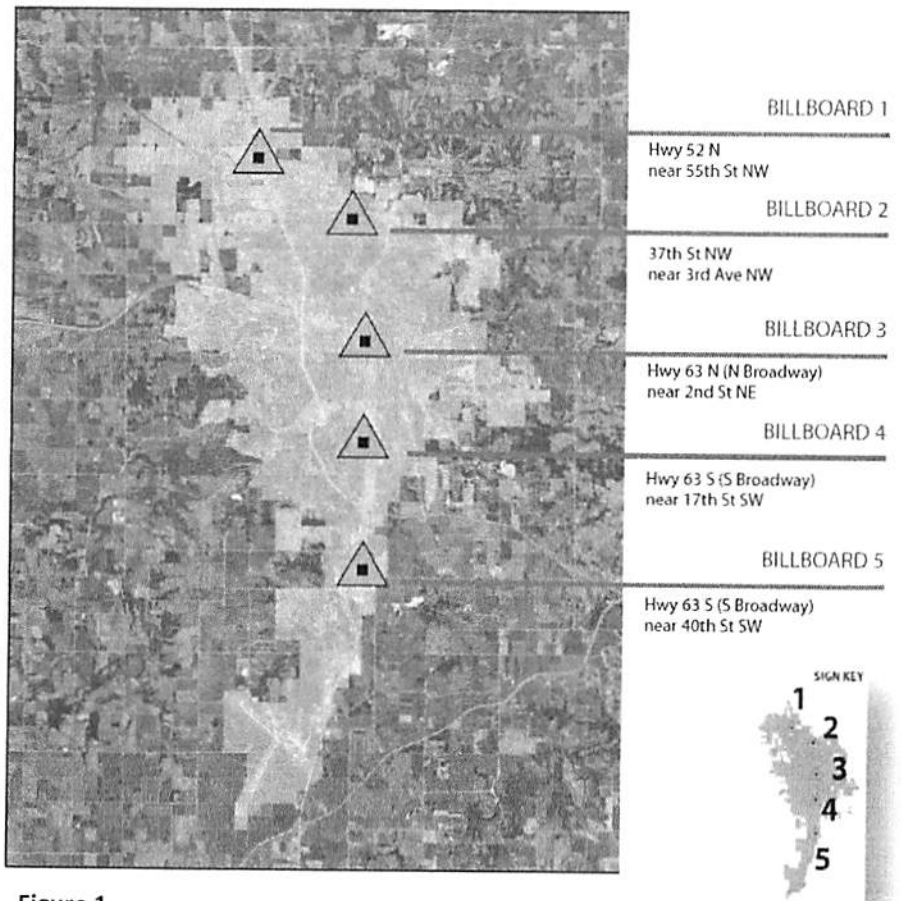


Figure 1.
Digital Billboard locations in Rochester

The overall conclusion of the study is that digital billboards in Rochester have no statistically significant relationship with the occurrence of accidents.

OVERVIEW

The purpose of this study is to examine the statistical relationship between digital billboards and traffic safety in Rochester, Minnesota. This study analyzed traffic and accident data along local roads near five existing, digital billboards (see Figure 1) with traffic volumes collectively representing 56 million vehicles per year. The study uses official data as collected, compiled and recorded independently by the Rochester Police Department.

The study included five years of accident data representing approximately 18,000 accidents. Temporal and spatial statistics were summarized near billboards within multiple vicinity ranges from 0.2 to 1.0 miles upstream and downstream of the billboards. Additionally, subsets of accident day for daytime and nighttime accidents were analyzed for before and after comparisons.

The overall conclusion of the study is that digital billboards in Rochester have no statistically significant relationship with the occurrence of accidents. This conclusion is based on the Rochester Police Department's own data and an objective statistical analysis; the data shows no increase in accident rates.

STUDY REGION

The City of Rochester, in Olmstead County, Minnesota was chosen for study, because the City has multiple digital billboards in service for several years. The City is populated with 100,000 people and 41,000 households. The city is served by three U.S. highways (U.S. 14, U.S. 52, and U.S. 63), and the southern edge of Rochester is near Interstate Highway 90 and State Highway 30. In Rochester, approximately 40,000 workers commute, with a mean travel time of 15 minutes compared with 22 minutes statewide and 26 minutes nationwide. Rochester has one commercial airport.

BILLBOARD CHARACTERISTICS

Digital billboards are a relatively new technology in outdoor advertising. Digital billboards display static messages which, when viewed, resemble conventional painted or printed billboards. With digital technology, a static copy "dwells" and includes no animation, flashing lights, scrolling, or full-motion video. The static display on each of these digital billboards has a "dwell time" of eight seconds.

The digital billboards were designed and manufactured by Daktronics, and use red, green, and blue light-emitting-diode (LED) technology to present text and graphics. The digital billboards compensate for varying light levels, including day and night viewing, by automatically monitoring and adjusting overall display brightness and gamma levels. A photocell is mounted on each of the digital billboards to measure ambient light. All five digitals are owned and operated by Magic Media, Inc.

Each of the five digital billboards are freestanding, single-pole, double-faced structure with one digital face that measures 10-feet 6-inches high and 36-feet wide (a face area of 378 square feet).

The digital billboards are number 1 to 5 from north to south. The locations of the five billboards in Rochester are shown in Figures 2 and 3 which summarize direction, sizes and other sign characteristics. These are the only digital billboards within Rochester. The boards and their surroundings were observed during day and night conditions.

Figure 4 summarizes conversion dates. The billboards have various conversion dates between 2006 and 2008 which allows for before/after comparisons in excess of 4.2 years individually; or for 5 billboards, average of 3.2 years data and cumulative 16 years data.

Additional billboard-location photos, aerials, and map references for each billboard number are also included within this report.

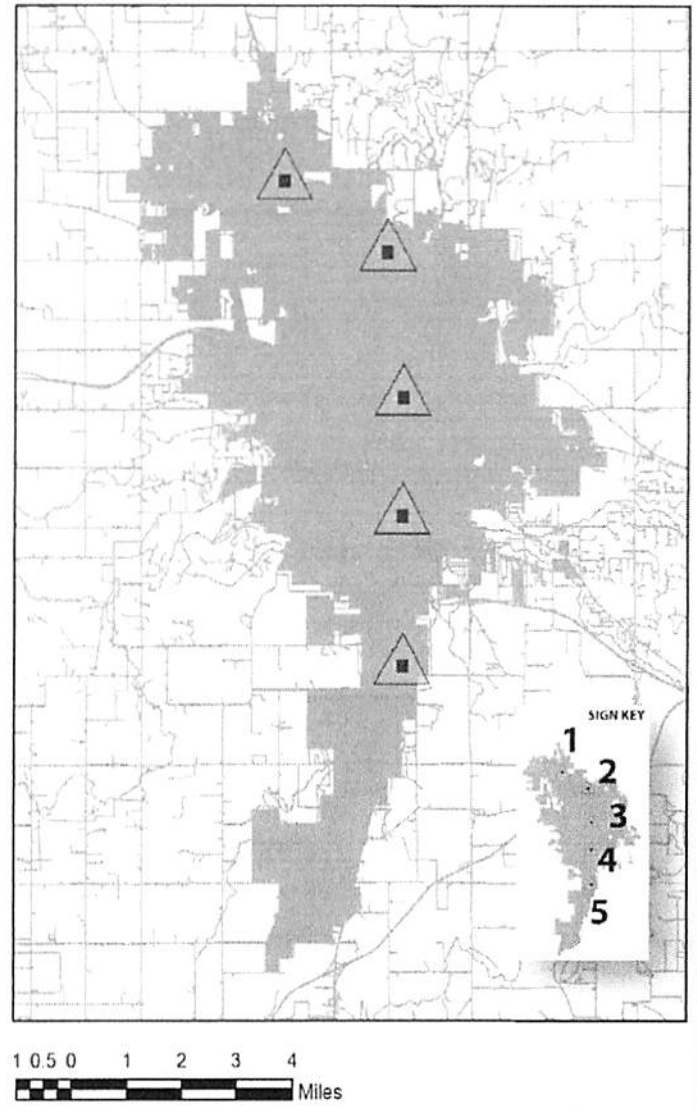


Figure 2.
Digital Billboard locations in Rochester

The static display on each of these digital billboards has a "dwell time" of eight seconds.

Billboard No.	Location	Digital Facing	Face Size	Configuration	Reader side
1	Hwy 52 N near 55th St NW	North	10' 6" x 36'	Free standing, Flag	Right
2	37th St NW near 3rd Ave NW	West	10' 6" x 36'	Free standing, Flag	Right
3	Hwy 63 N (N Broadway) near 2nd St NE	North	10' 6" x 36'	Free standing, Vee, Flag	Left
4	Hwy 63 S (S Broadway) near 17th St SW	South	10' 6" x 36'	Free standing, Flag	Right
5	Hwy 63 S (S Broadway) near 40th St SW	South	10' 6" x 36'	Free standing, Vee, Flag	Right

Figure 3.
Digital Billboard direction, sizes
and other sign characteristics

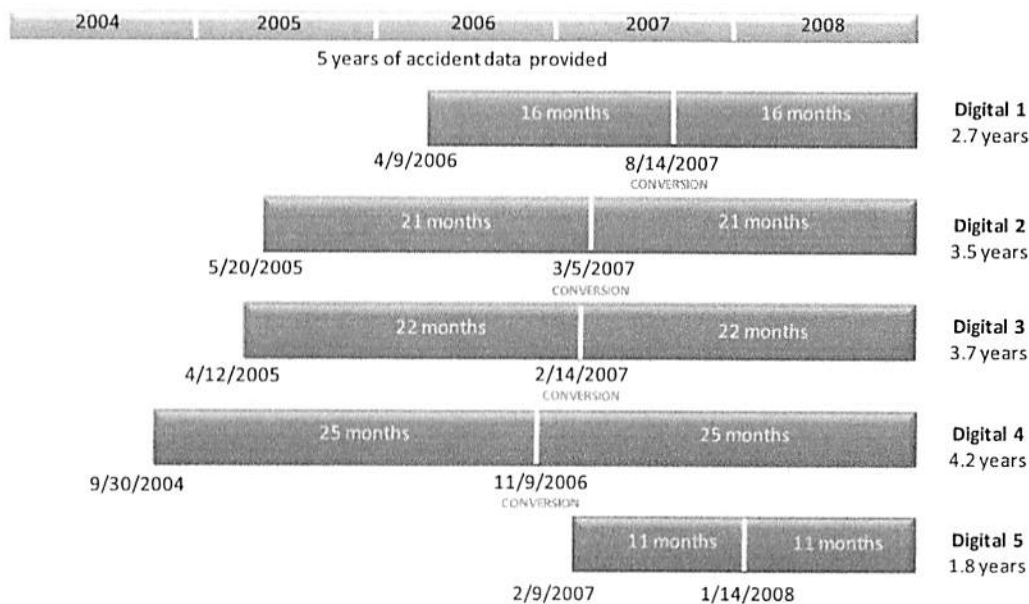


Figure 4.
Digital Billboard Conversion Dates

Billboard No. 1 faces north, advertises to traffic on the southbound lanes of Highway 52 North near 55th Street NW. Billboard No. 1 is a right-hand reader with a parallel-faced, flag configuration. Figure 8 shows the location in an oblique aerial. Figure 5 is a photo of the digital face. The digital face was converted from a conventional face on the existing structure.



Figure 5. Digital 1

Billboard No. 2 faces west, advertises to traffic on the eastbound lanes of 37th Street NW near 3rd Avenue NW. Billboard No. 2 is a right-hand reader with a parallel-faced, flag configuration. Figure 9 shows the location in an oblique aerial. Figure 6 is a photo of the digital face. The digital face was converted from a conventional face on the existing structure.



Figure 6. Digital 2

Billboard No. 3 faces north, advertises to traffic on the southbound lanes of North Broadway (Highway 63 North) near 2nd Avenue NE. Billboard No. 3 is a cross reader with a vee flag configuration. Figure 10 shows the location in an oblique aerial. Figure 7 is a photo of the digital face. The digital face was part of a new sign; there was no existing billboard at this location.



Figure 7. Digital 3

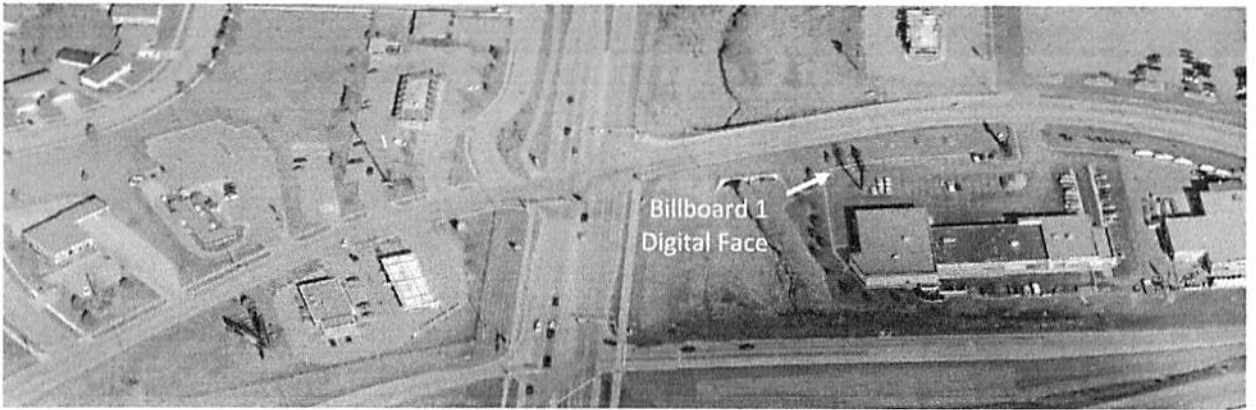


Figure 8. Oblique Aerial of Digital 1



Figure 9. Oblique Aerial of Digital 2

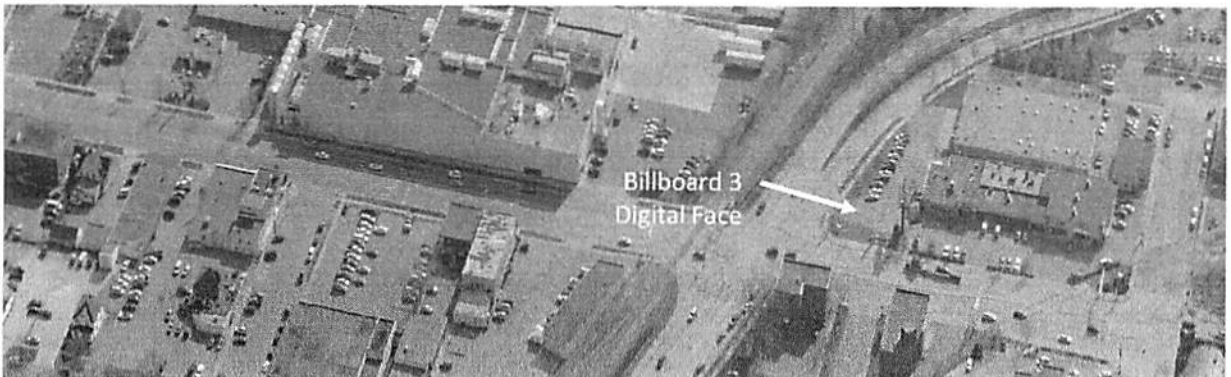


Figure 10. Oblique Aerial of Digital 3

Billboard No. 4 faces south, advertises to traffic on the northbound lanes of South Broadway (Highway 63 South) near 17th Street SW. Billboard No. 4 is a right-hand reader with a parallel-faced, flag configuration. Figure 13 shows the location in an oblique aerial. Figure 11 is a photo of the digital face. The digital face was converted from a conventional face on the existing structure.



Figure 11. Digital 4

Billboard No. 5 faces south, advertises to traffic on the northbound lanes of South Broadway (Highway 63 South) near 40th Street SW. Billboard No. 5 is a right-hand reader with a vee flag configuration. Figure 14 shows the location in an oblique aerial. Figure 12 is a photo of the digital face. The digital face was converted from a trivision face on the existing structure. Some roadway and construction work had occurred during the service life of the billboard. The digital was removed from this location and relocated in late December 2008.



Figure 12. Digital 5

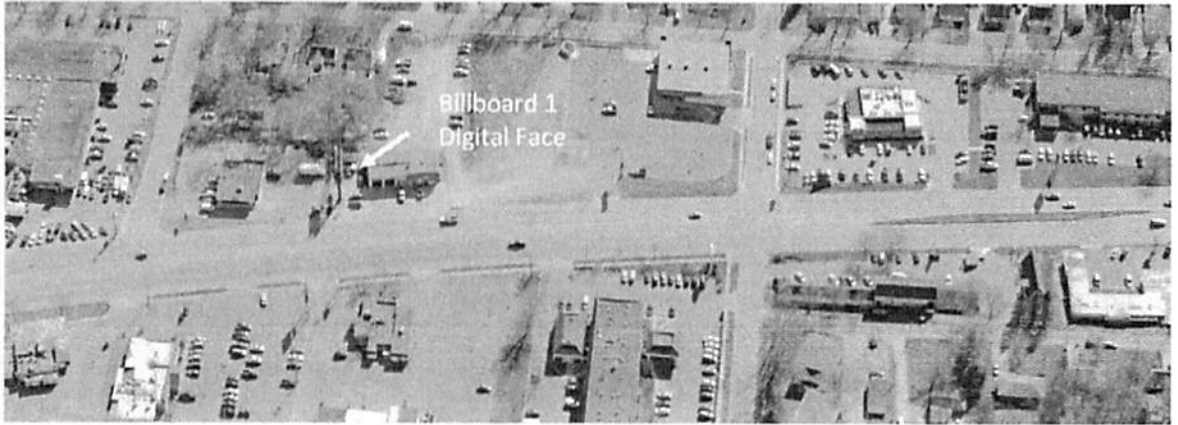


Figure 13. Oblique Aerial of Digital 4



Figure 14. Oblique Aerial of Digital 5

AADT ranges individually near the five billboards from 21,000 to 44,000 vehicles per day, or equivalently 7.7 to 16 million vehicles per year.

TRAFFIC VOLUME DATA

Traffic volume data for the City of Rochester was obtained from the Minnesota Department of Transportation (DOT) included the annual average daily traffic (AADT), which is the average of 24-hour counts collected every day in the year. AADT Traffic volumes were recorded in Rochester between 1994 and 2008.

The AADT values of are summarized in Figures 15 and 16. AADT ranges individually near the five billboards from 21,000 to 44,000 vehicles per day, or equivalently 7.7 to 16 million vehicles per year. For all five billboards, this collectively represents 155,000 vehicles per day or 56 million vehicles per year.

Traffic Volume Data
AADT 2006 listed

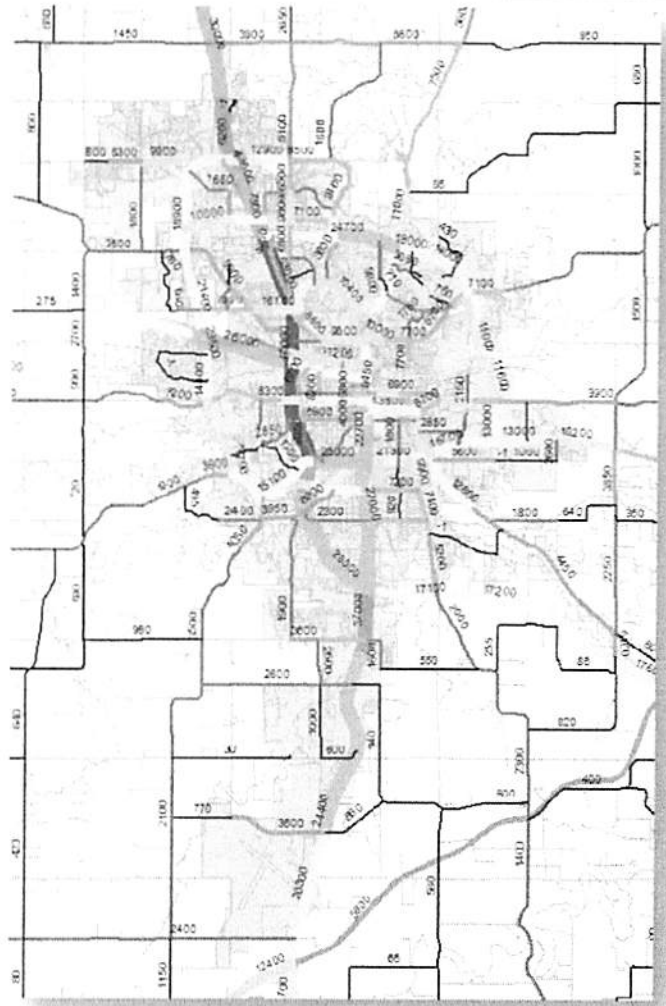


Figure 15. AADT Traffic Volume Data in Rochester

Year	Sign 1	Sign 2	Sign 3	Sign 4	Sign 5
1994	29,000	20,700	18,500	21,900	17,400
1996	28,600		18,200	20,600	17,800
1998	33,600	23,600	18,200	20,700	19,600
2000	33,200	23,000	17,900	23,300	21,100
2002	38,500	25,500	18,600	23,400	22,600
2004	40,000	31,100	24,000	30,000	24,400
2006	43,000	24,700	21,600	27,000	24,400
2008	43,500	32,000	24,000	30,500	25,200

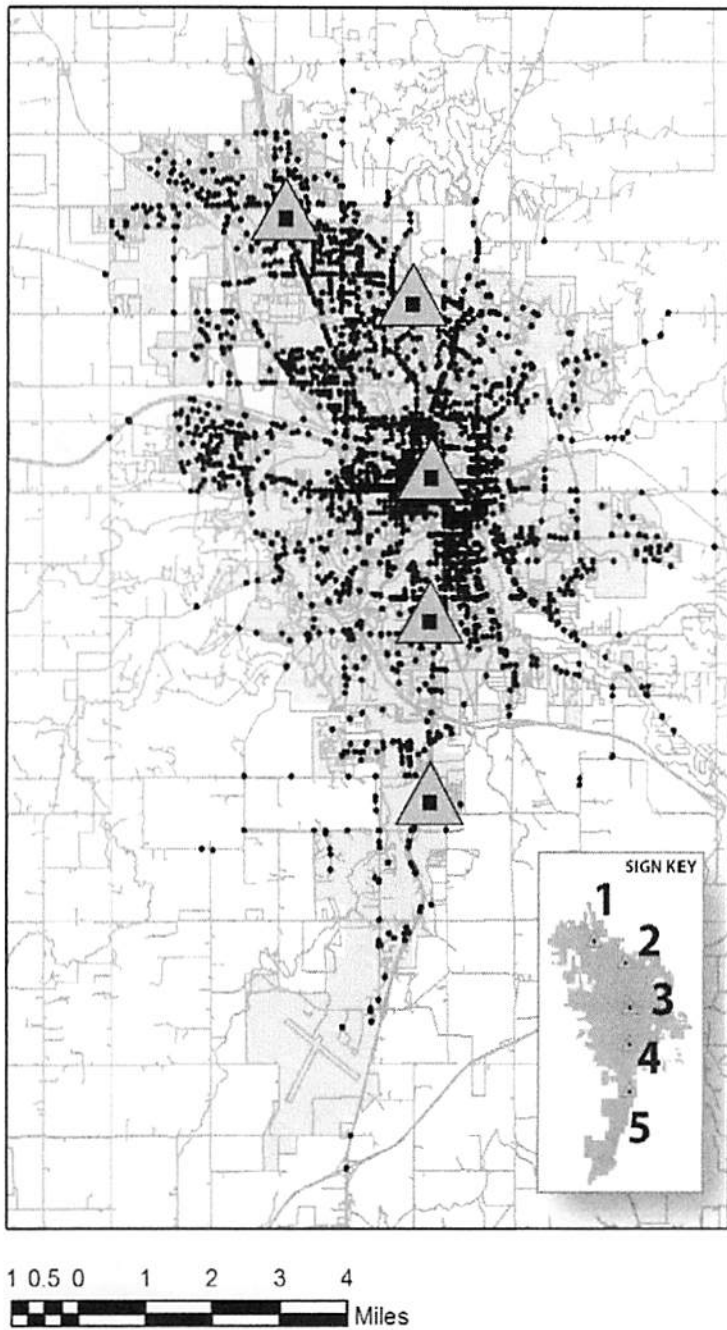
Figure 16. AADT Traffic Volume Data near digital billboards

ACCIDENT DATA

In Rochester, Minnesota, the majority of accident reports are investigated and recorded by the Rochester Police Department, data is maintained by the City and by Minnesota Department of Public Safety, Driver and Vehicle Services. Within ten days of a crash, law enforcement officials are required to submit reports on crashes they investigate that meet the reporting threshold provided by statute, which is one thousand dollars or

more in property damage, or that anyone was injured, or killed in the crash. Data generally conforms to the American National Standards Institute's (ANSI) Standard D16.1 – 1996, Manual on Classification of Motor Vehicle.

The accident data set provided by the Rochester Police Department includes 18,000 accidents in over five years of data between 2004 and 2009. Most of the data is specified by addresses and intersections. Figure 17 shows the geocoded accident locations in Rochester.



Accident and Billboard Locations (between 2004-2009)

- Accident
- ▲ Digital Billboard Location

Figure 17. Traffic Accident in Rochester, 2004-2009

Figure 18 summarizes the traffic accident data of the past five years in Rochester and shows the distribution of accidents by year, month, day of week and time of day. This represents a consistent pattern of data and illustrates that more accidents occur on weekdays and at rush hour (before and after work).

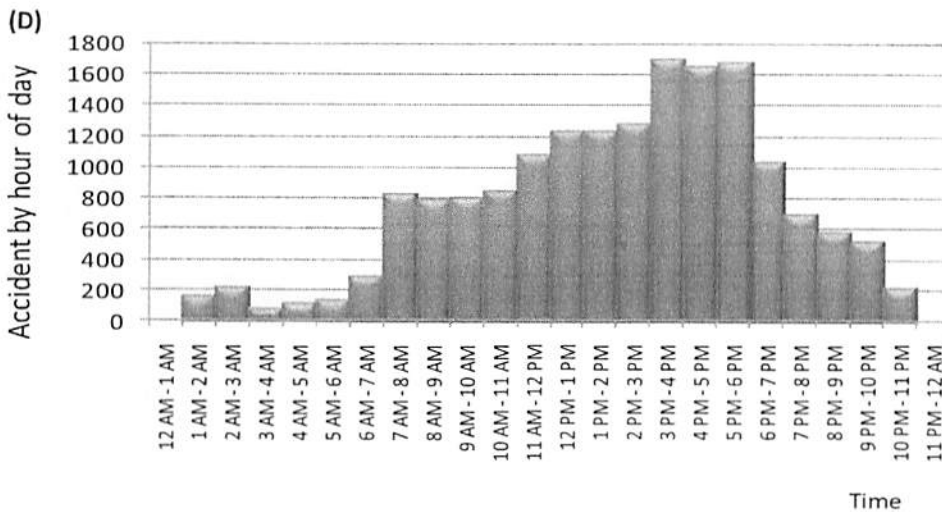
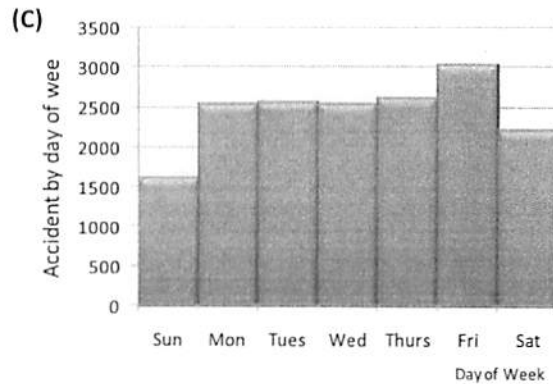
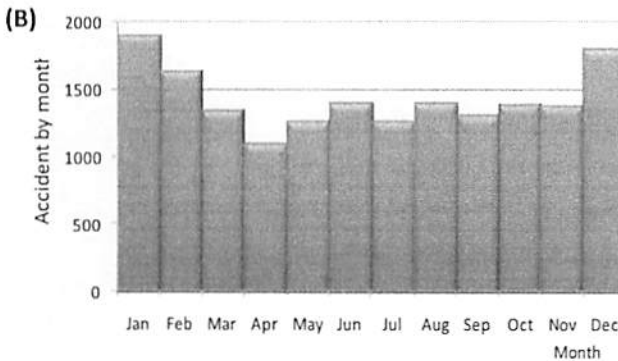
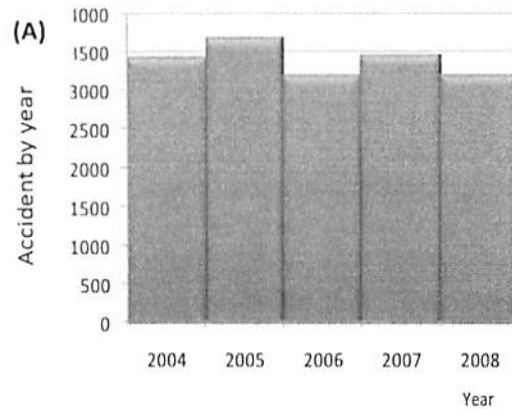


Figure 18. Histogram of traffic accident data of the past five years in Rochester by (A) year, (B) month, (C) day of week and (D) time of day

The analysis of this robust data, involves an engineering-statistics based approach and uses a widely accepted method to show what happened when these five digital were installed in Rochester.

ANALYSIS

The analysis of this robust data, involves an engineering-statistics based approach and uses a widely accepted method to show what happened when these five digital were installed in Rochester. The analysis has two parts.

a, involves an engineering-statistics based approach and uses a widely accepted method to show what happened when these five digital were installed in Rochester. The analysis has two parts.

In the first part, the temporal analysis, the incidence of traffic accidents near the digital billboards is examined for an equal length of time before and after the boards were installed and activated, for the purpose of establishing if traffic accidents occurred more or less frequently with the presence of the digital billboards. From information collected from police accident reports, the temporal analysis uses metrics such as traffic volumes, the accident rates values (APV) and the maximum number of accidents during any given month.

For comparison, accident statistics were summarized near billboards within multiple vicinity ranges of 0.2, 0.4, 0.6, 0.8 and 1.0 miles both upstream and downstream of the billboard. These vicinity ranges were also sampled: (1) for accidents along the principal roads to which the digital directly advertises (2) for roads, ramps and local roads adjacent to the primary road where the digital may also advertise to, (3) for accidents recorded as occurring within the intersection of the primary road and any cross roads and (4) for crossroad accidents within a reasonable distance from the primary road to include drivers turning onto or leaving the primary road. Accident data for roads to which the digital does not advertise or wasn't connected were excluded even if there were within the desired vicinity range.

The second part, the spatial analysis, establishes statistical correlation coefficients between the digital billboards and accidents. Correlation coefficients are statistical measures of the "association" between two sets of data, for example, billboards and traffic accidents. The results are analyzed for various scenarios between accident density to billboard density (the number of billboards) and to billboard proximity (the distance from the accident to the nearest billboard).

Additionally, subsets of accident data for daytime and nighttime accidents were analyzed for before and after comparisons.

For a more lengthy discussion of analysis methods, please refer to previous studies (see References 6 and 7).

The number of accidents and rates of accidents near the five digital billboards decreased in all vicinity ranges.

Results

Figure 19 shows a comparison of the accident metric for before and after conversion near the five digital billboards in the City Rochester. The statistics are summarized for vicinity ranges within 0.2, 0.4, 0.6, and 1.0 miles of the billboard.

The metric include the total number of accidents, the average number of accidents in any given month, and the peak number of accidents in any given month. Other metrics including rates and vehicle miles traveled were also analyzed.

The number of accidents and rates of accidents near the five digital billboards decreased in all vicinity ranges. The benchmark 0.6 mile vicinity experience a 5% decrease in accidents over the average 3.2 year span for all signs.

Consistent results were obtained for daytime and nighttime comparisons. Low correlation coefficients were calculated for the spatial analysis.

		DISTANCE RANGE FROM BILLBOARD (MILES)				
		0.2	0.4	0.6	0.8	1.0
Prior to Installation	Total Accidents as Conventional Billboard	489	1162	1883	2783	4088
	Average Number of Accidents in a Month	17	42	65	87	117
	Peak Number of Accidents in Any Given Month	35	82	123	169	238
Digital Billboard	Total Accidents as Digital Billboard	408	1087	1784	2660	3914
	Average Number of Accidents in a Month	15	41	63	85	114
	Peak Number of Accidents in Any Given Month	29	71	116	163	210
% Change	Total Accidents per month	-17%	-6%	-5%	-4%	-4%

Figure 19. Summary accident statistics near all five digital billboards in Rochester, MN

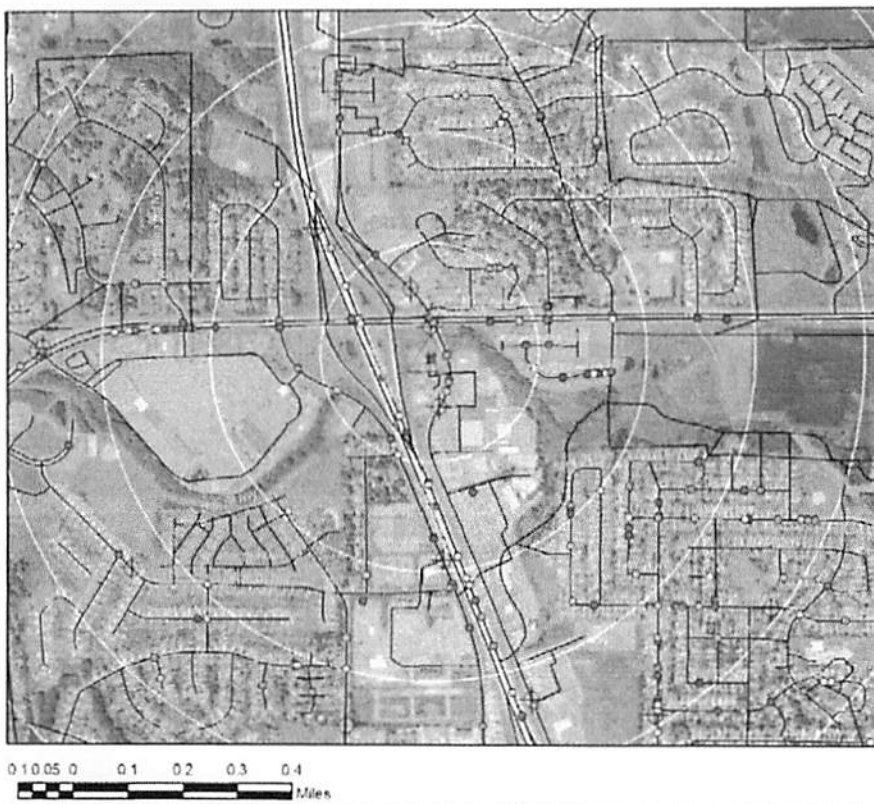
Specific Results for Billboard 1

Figures 20 summarizes the statistics and composite accident metrics for billboard number 1 for all vicinity distances. Figure 21 shows the billboard location, geocoded accident records and approximate vicinity ranges. Figure 22 shows the 0.6 mile vicinity histogram as an example for before and after the conversion of the billboard centered on the conversion date of the board to digital format.

These figures represent a 32 month window (16 before and 16 after) of accidents within various vicinities. A comparison of the histograms of accidents (on either a monthly basis) at the location before and after the digital conversion indicates no substantial change in accident patterns. Comparing 2.7 years of data for this location, indicates that the total number of accidents on any given month increased insignificantly from 244 to 252 (3%) within 0.6 miles, after the introduction of the digital billboard at the location; the average number of accidents in any given month remained about the same at 20 per month.

		DISTANCE RANGE FROM BILLBOARD (MILES)				
		0.2	0.4	0.6	0.8	1.0
Prior to Installation	Total Accidents as Conventional Billboard	69	116	244	304	478
	Average Number of Accidents in a Month	6	10	20	25	40
	Standard Deviation	3	4	8	9	14
	Peak Number of Accidents in Any Given Month	12	17	34	39	64
	Minimum Number of Accidents in	1	1	11	15	22
Digital Billboard	Total Accidents as Digital Billboard	47	108	252	296	441
	Average Number of Accidents in a Month	4	9	21	25	37
	Standard Deviation	4	7	12	12	16
	Peak Number of Accidents in Any Given Month	12	25	48	53	71
	Minimum Number of Accidents in	0	1	6	8	12
% Change	Total Accidents	-32%	-8%	3%	-3%	-6%

Figure 20. Summary accident statistics near digital billboard 1 Location with 0.2, 0.4, 0.6, 0.8, and 1.0 mile vicinities



**Accident and Billboard Locations
(between 2004-2008)**

• Accident

▲ Digital Billboard Location

Radius (Miles)

- 1.0
- 0.8
- 0.6
- 0.4
- 0.2

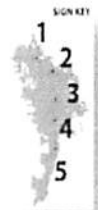


Figure 21. Aerial of Accident data near digital billboard 1 Location with 0.2, 0.4, 0.6, 0.8, and 1.0 mile vicinities

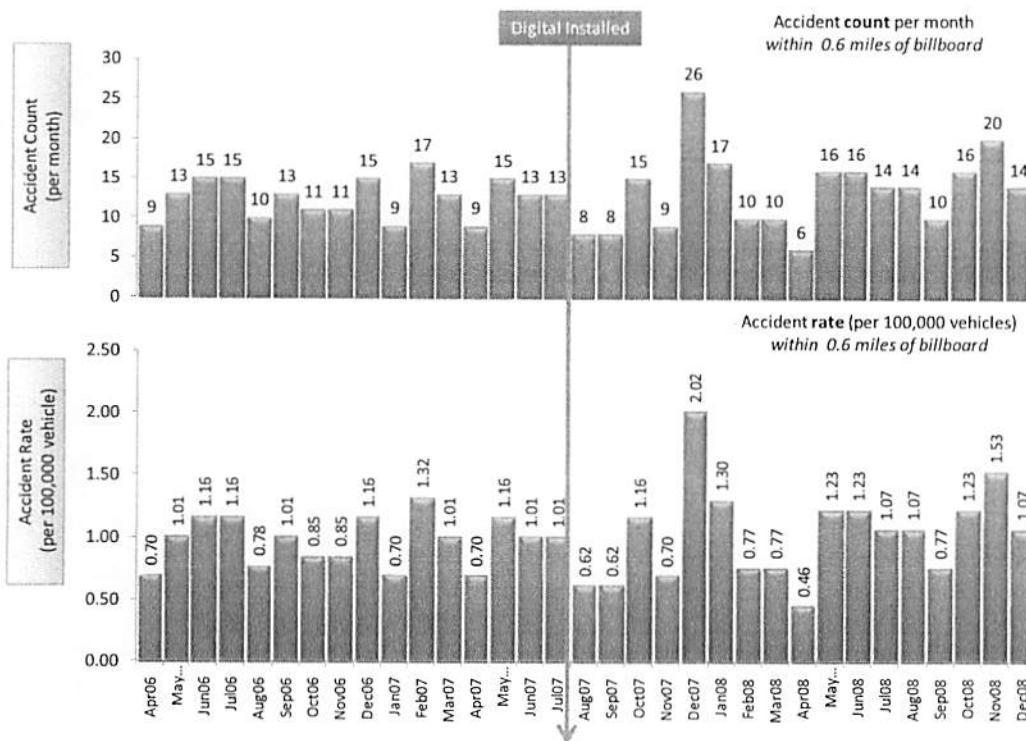


Figure 22. Accident Counts per month and Accident Rates per 100,000 vehicles near digital billboard 1 within 0.6 mile vicinity

Specific Results for Billboard 2

Figures 23 summarizes the statistics and composite accident metrics for billboard number 1 for all vicinity distances. Figure 24 shows the billboard location, geocoded accident records and approximate vicinity ranges. Figure 25 shows the 0.6 mile vicinity histogram as an example for before and after the conversion of the billboard centered on the conversion date of the board to digital format.

These figures represent a 42 month window (21 before and 21 after) of accidents within various vicinities. A comparison of the histograms of accidents (on either a monthly basis) at the location before and after the digital conversion indicates no substantial change in accident patterns. Comparing 3.5 years of data for this location, indicates that the total number of accidents on any given month decreased from 206 to 165 (20%) within 0.6 miles, after the introduction of the digital billboard at the location; the average number of accidents in any given month decreased from 17 to 14 per month.

		DISTANCE RANGE FROM BILLBOARD (MILES)				
		0.2	0.4	0.6	0.8	1.0
Prior to Installation	Total Accidents as Conventional Billboard	54	152	206	395	553
	Average Number of Accidents in a Month	5	13	17	33	46
	Standard Deviation	2	4	5	9	14
	Peak Number of Accidents in Any Given Month	7	18	24	46	60
	Minimum Number of Accidents in	2	5	6	11	15
Digital Billboard	Total Accidents as Digital Billboard	48	118	165	302	457
	Average Number of Accidents in a Month	4	10	14	26	38
	Standard Deviation	3	3	3	7	13
	Peak Number of Accidents in Any Given Month	9	16	20	39	61
	Minimum Number of Accidents in	1	5	9	13	17
% Change	Total Accidents	-11%	-22%	-20%	-24%	-17%

Figure 23. Summary accident statistics near digital billboard 1 Location with 0.2, 0.4, 0.6, 0.8, and 1.0 mile vicinities

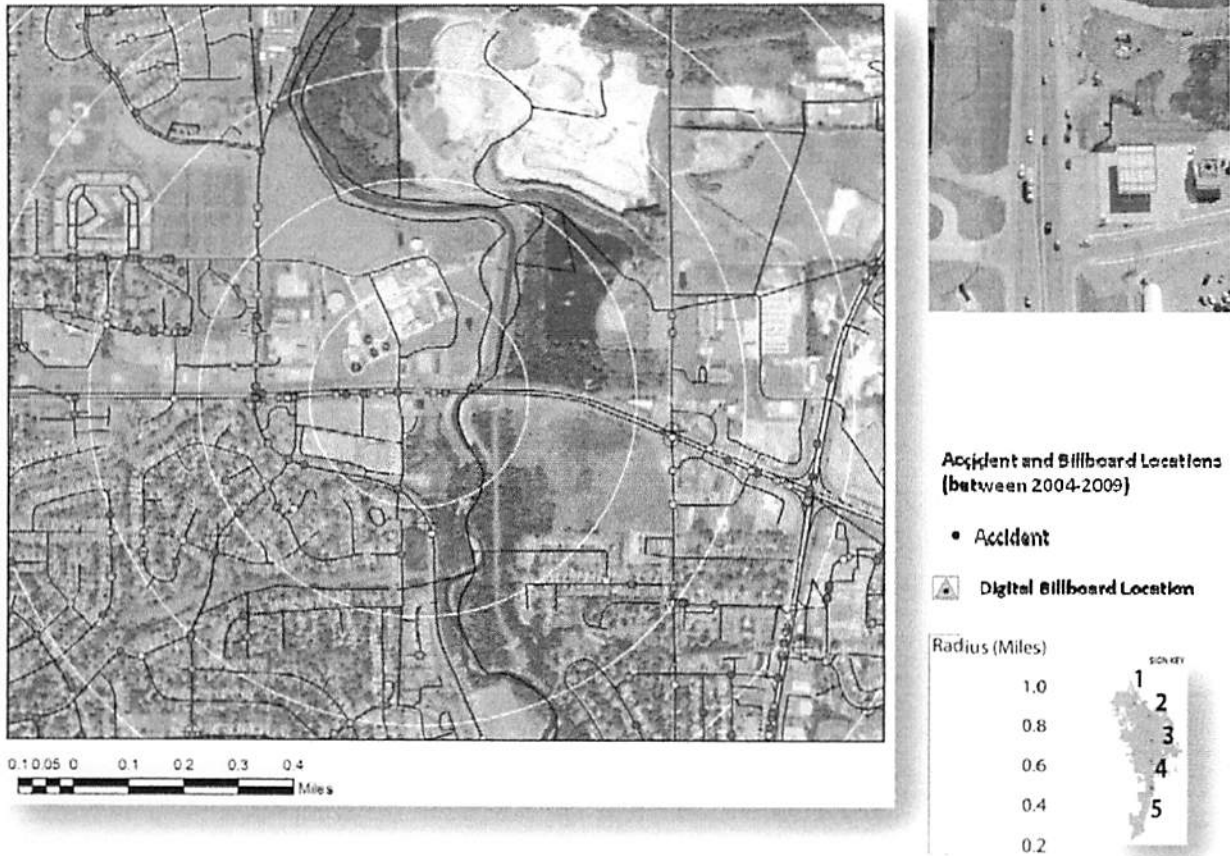


Figure 24. Aerial of Accident data near digital billboard 2 Location with 0.2, 0.4, 0.6, 0.8, and 1.0 mile vicinities

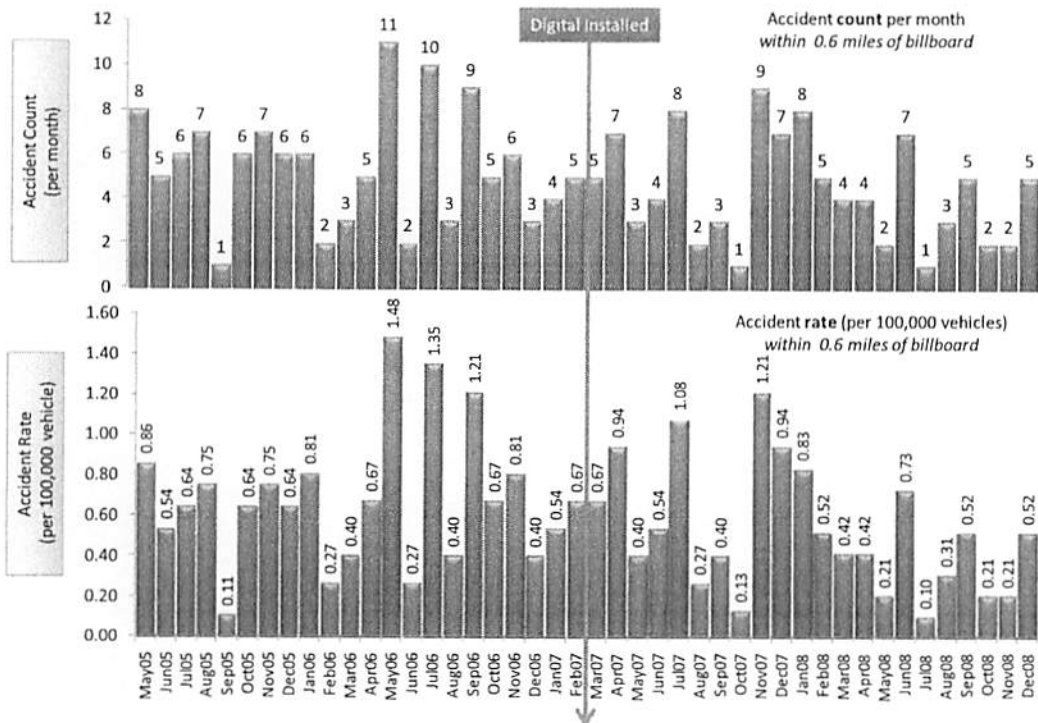


Figure 25. Accident Counts per month and Accident Rates per 100,000 vehicles near digital billboard 2 within 0.6 mile vicinity

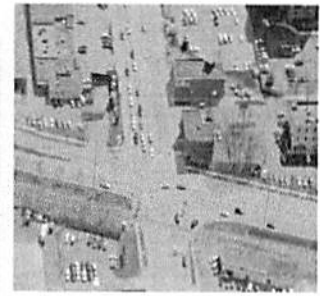
Specific Results for Billboard 3

Figures 26 summarizes the statistics and composite accident metrics for billboard number 1 for all vicinity distances. Figure 27 shows the billboard location, geocoded accident records and approximate vicinity ranges. Figure 28 shows the 0.6 mile vicinity histogram as an example for before and after the conversion of the billboard centered on the conversion date of the board to digital format.

These figures represent a 44 month window (22 before and 22 after) of accidents within various vicinities. A comparison of the histograms of accidents (on either a monthly basis) at the location before and after the digital conversion indicates no substantial change in accident patterns. Comparing 3.7 years of data for this location, indicates that the total number of accidents on any given month decreased from 1135 to 1094 (4%) within 0.6 miles, after the introduction of the digital billboard at the location; the average number of accidents in any given month decreased from 95 to 91 per month. This represents a high volume area that remained consistent after the conversion.

		DISTANCE RANGE FROM BILLBOARD (MILES)				
		0.2	0.4	0.6	0.8	1.0
Prior to Installation	Total Accidents as Conventional Billboard	301	718	1135	1546	2072
	Average Number of Accidents in a Month	25	60	95	129	173
	Standard Deviation	8	17	24	31	42
	Peak Number of Accidents in Any Given Month	35	82	123	169	238
	Minimum Number of Accidents in	5	25	45	64	90
Digital Billboard	Total Accidents as Digital Billboard	260	701	1094	1500	2009
	Average Number of Accidents in a Month	22	58	91	125	167
	Standard Deviation	4	9	14	20	22
	Peak Number of Accidents in Any Given Month	29	71	116	163	210
	Minimum Number of Accidents in	16	38	65	92	130
% Change	Total Accidents	-14%	-2%	-4%	-3%	-3%

Figure 26. Summary accident statistics near digital billboard 1 Location with 0.2, 0.4, 0.6, 0.8, and 1.0 mile vicinities



Accident and Billboard Locations (between 2004-2009)

• Accident

□ Digital Billboard Location

Radius (Miles)

1.0

0.8

0.6

0.4

0.2



Figure 27. Aerial of Accident data near digital billboard 3 Location with 0.2, 0.4, 0.6, 0.8, and 1.0 mile vicinities

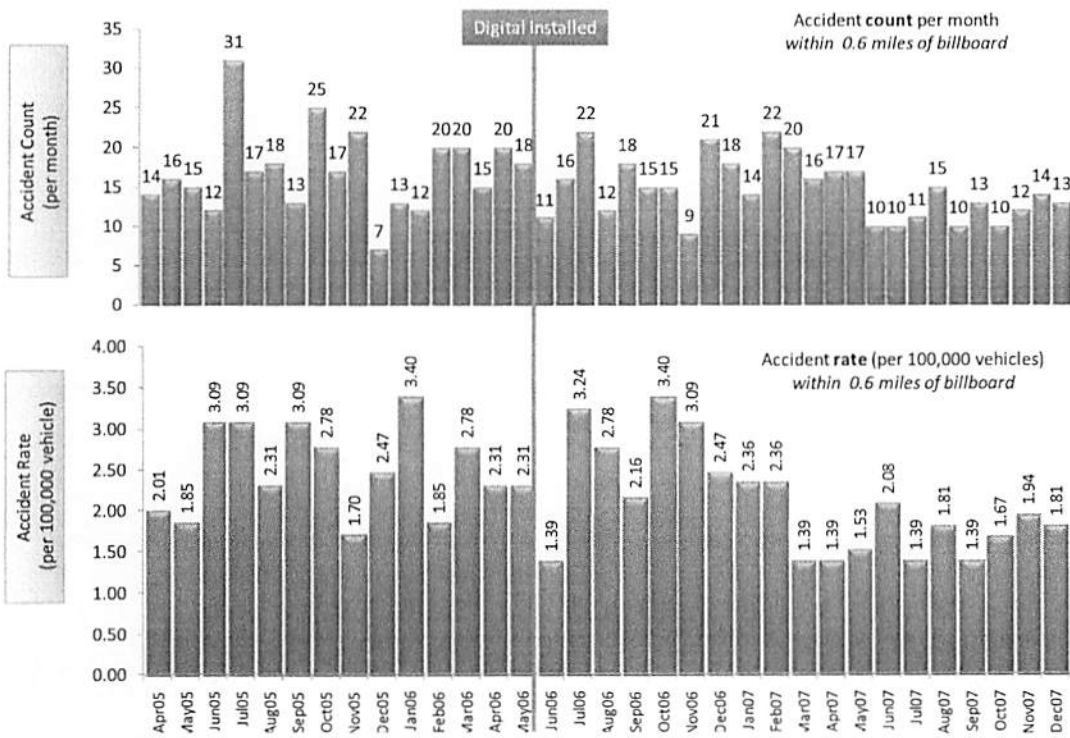


Figure 28. Accident Counts per month and Accident Rates per 100,000 vehicles near digital billboard 3 within 0.6 mile vicinity

Specific Results for Billboard 4

Figures 29 summarizes the statistics and composite accident metrics for billboard number 1 for all vicinity distances. Figure 30 shows the billboard location, geocoded accident records and approximate vicinity ranges. Figure 31 shows the 0.6 mile vicinity histogram as an example for before and after the conversion of the billboard centered on the conversion date of the board to digital format.

These figures represent a 50 month window (25 before and 25 after) of accidents within various vicinities. A comparison of the histograms of accidents (on either a monthly basis) at the location before and after the digital conversion indicates no substantial change in accident patterns. Comparing 4.2 years of data for this location, indicates that the total number of accidents on any given month decreased from 275 to 247 (10%) within 0.6 miles, after the introduction of the digital billboard at the location; the average number of accidents in any given month decreased from 23 to 21 per month. This represents a longer term period (4.2 years) that remained consistent after the conversion.

		DISTANCE RANGE FROM BILLBOARD (MILES)				
		0.2	0.4	0.6	0.8	1.0
Prior to Installation	Total Accidents as Conventional Billboard	65	163	275	506	945
	Average Number of Accidents in a Month	5	14	23	42	79
	Standard Deviation	2	5	6	11	18
	Peak Number of Accidents in Any Given Month	10	19	33	69	124
	Minimum Number of Accidents in	2	5	12	27	57
Digital Billboard	Total Accidents as Digital Billboard	53	149	247	529	967
	Average Number of Accidents in a Month	4	12	21	44	81
	Standard Deviation	2	5	7	10	22
	Peak Number of Accidents in Any Given Month	9	20	32	61	130
	Minimum Number of Accidents in	1	3	13	29	56
% Change	Total Accidents	-18%	-9%	-10%	5%	2%

Figure 29. Summary accident statistics near digital billboard 1 Location with 0.2, 0.4, 0.6, 0.8, and 1.0 mile vicinities



Accident and Billboard Locations (between 2004-2009)

◆ Accident

▲ Digital Billboard Location

Radius (Miles)

- 1.0
- 0.8
- 0.6
- 0.4
- 0.2

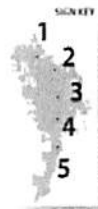


Figure 30. Aerial of Accident data near digital billboard 3 Location with 0.2, 0.4, 0.6, 0.8, and 1.0 mile vicinities

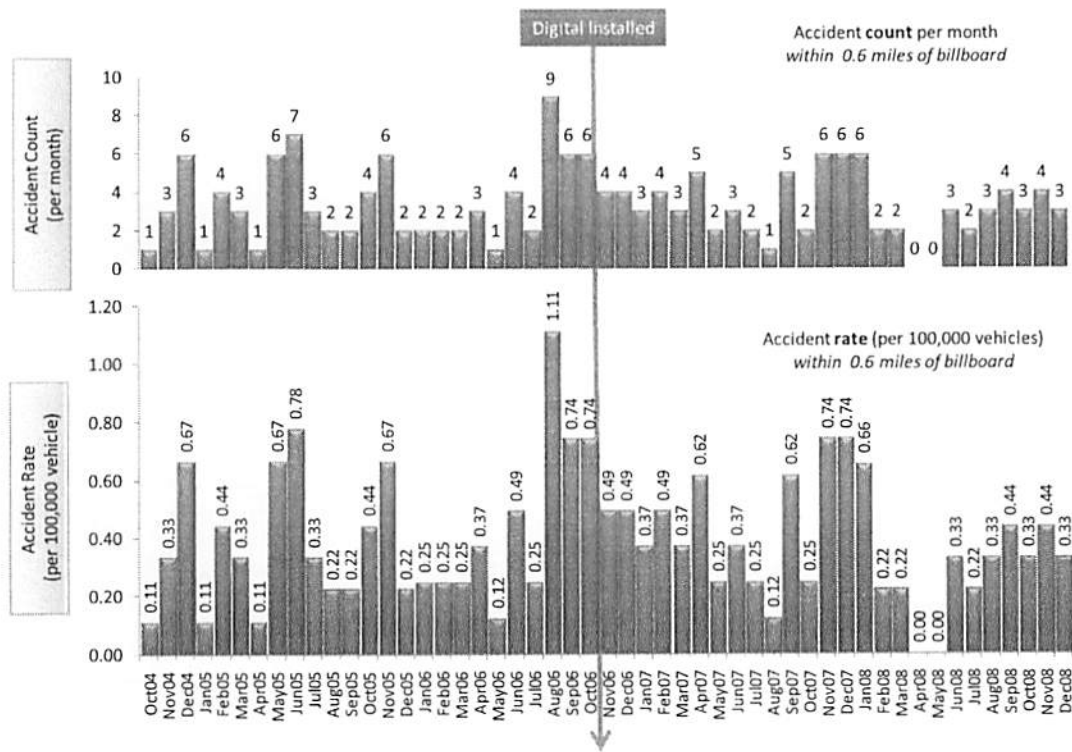


Figure 31. Accident Counts per month and Accident Rates per 100,000 vehicles near digital billboard 4 within 0.6 mile vicinity

Specific Results for Billboard 5

Figures 32 summarizes the statistics and composite accident metrics for billboard number 1 for all vicinity distances. Figure 33 shows the billboard location, geocoded accident records and approximate vicinity ranges. Figure 34 shows the 0.6 mile vicinity histogram as an example for before and after the conversion of the billboard centered on the conversion date of the board to digital format.

These figures represent a 22 month window (11 before and 11 after) of accidents within various vicinities. A comparison of the histograms of accidents (on either a monthly basis) at the location before and after the digital conversion indicates no substantial change in accident patterns. Comparing 1.8 years of data for this location, indicates that the total number of accidents on any given month increased from 23 to 26 (13%) within 0.6 miles, after the introduction of the digital billboard at the location; the average number of accidents in any given month remained the same with 2 per month. Limited data was available for this location because of the length of operation of the billboard. Additionally, roadwork was performed during the service life of the billboard.

		DISTANCE RANGE FROM BILLBOARD (MILES)				
		0.2	0.4	0.6	0.8	1.0
Prior to Installation	Total Accidents as Conventional Billboard	0	11	23	32	39
	Average Number of Accidents in a Month	0	1	2	3	3
	Standard Deviation	0	1	1	2	2
	Peak Number of Accidents in Any Given Month	0	2	4	5	7
	Minimum Number of Accidents in	0	0	0	0	1
Digital Billboard	Total Accidents as Digital Billboard	0	11	26	33	40
	Average Number of Accidents in a Month	0	1	2	3	3
	Standard Deviation	0	1	2	2	2
	Peak Number of Accidents in Any Given Month	0	3	7	7	9
	Minimum Number of Accidents in	0	0	0	0	1
% Change	Total Accidents	0%	0%	13%	3%	3%

Figure 32. Summary accident statistics near digital billboard 1 Location with 0.2, 0.4, 0.6, 0.8, and 1.0 mile vicinities

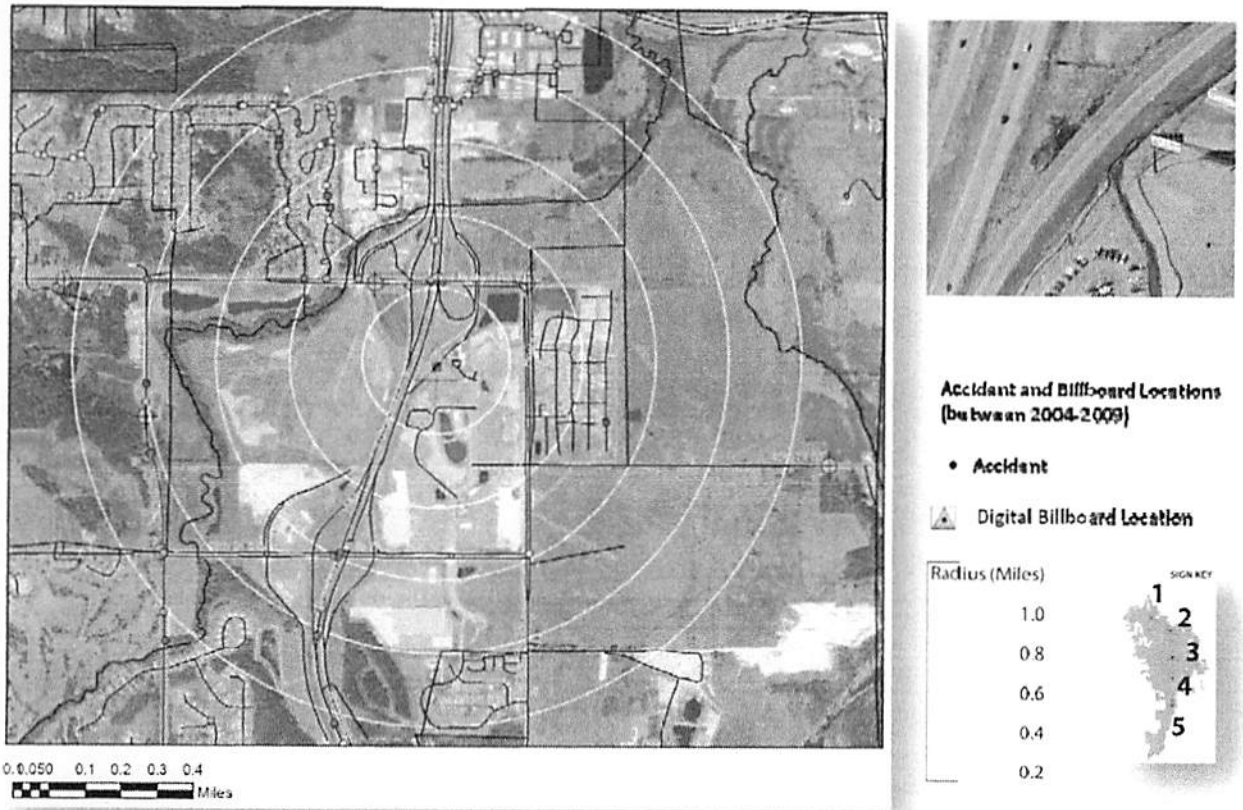


Figure 33. Aerial of Accident data near digital billboard 5 Location with 0.2, 0.4, 0.6, 0.8, and 1.0 mile vicinities

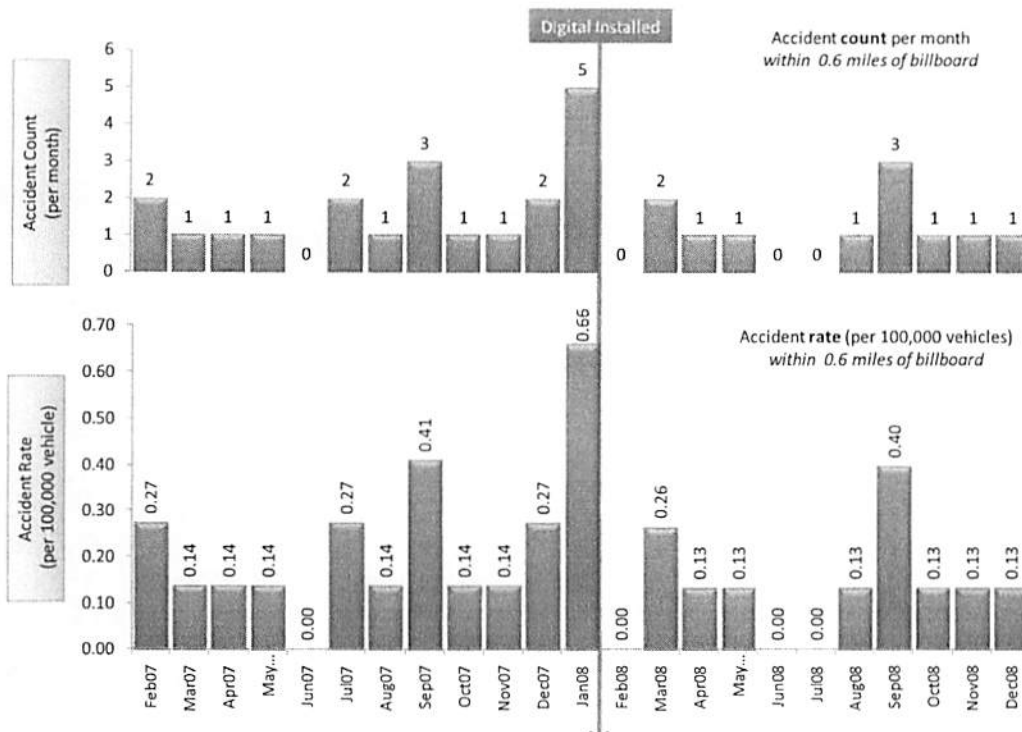


Figure 34. Accident Counts per month and Accident Rates per 100,000 vehicles near digital billboard 5 within 0.6 mile vicinity

Simply stated, the data shows no increase in the incidence of accident rates near these billboards.

FINDINGS

Rochester was a unique opportunity for study about the statistical associations between digital billboards and traffic safety using robust data sets and analyzing multiple locations for periods in excess of four years. The overall conclusion is that the digital billboards in Rochester have no statistically significant relationship with the occurrence of accidents. This conclusion is based on the Rochester Police Department's own data and an objective statistical analysis.

The specific conclusions of this study of Rochester indicate the following:

- The rate of accidents near the five digital billboards shows that there was an 5% decrease in the rate of accidents within 0.6 miles of all digital over an average 3.2 years. Similar decreases occur within smaller or larger vicinities.
- The accident statistics and metrics remain consistent, exhibiting statistically insignificant variations, at each of the digital billboards. The metrics include the total number of accidents in any given month, the average number of accidents over the 10- to 24-month periods, the peak number of accidents in any given month, and the number of accident-free months. These conclusions account for variations in traffic-volume and other metrics.
- The accident statistics and metrics remain consistent for before and after comparisons of daytime only accidents and for nighttime only accidents.
- The correlation coefficients demonstrate no statistically significant relationship between accidents and these billboards.
- Accidents occur with or without billboards (digital or conventional). The accident statistics on sections and roads near these billboards are comparable to the accident statistics on similar sections that have no billboards.

Simply stated, the data shows no increase in the incidence of accident rates near these billboards.

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10. **Ang, A., W. Tang, Probability Concepts in Engineering Planning and Design, John Wiley and Sons, Inc., 1975.**
11. **Garber, N. and L. Hoel, Traffic and Highway Engineering, PWS Publishing, 2nd edition (Revised Printing), 1999.**
12. **Harr, M., Reliability Based Design in Civil Engineering, General Publishing Company, Ltd., 1987.**
13. **National Oceanic & Atmospheric Administration (NOAA), U.S. Department of Commerce, Historical Weather Data for Minnesota, 2001-2006.**
14. **Federal Highway Administration. Manual on Uniform Traffic Control Devices (MUTCD), Washington, DC: Federal Highway Administration, 2003.**
15. **American National Standards Institute (ANSI D16.1), Manual on Classification of Motor Vehicle Accidents, 1996.**
16. **Continuous Traffic Recorder Reports and date, Minnesota Department of Transportation, Office of Transportation Data and Analysis, various years**
17. **Plat Maps and MN/DOT Right of Way Maps, County of Olmstead, Various locations and dates.**
18. **GIS BaseMap: planning level set of data at a scale of 1:24000, Minnesota Department of Transportation.**
19. **Manual on Identification, Analysis, and Correction of High Accident Locations. Missouri Highway & Transportation Department - 2nd Edition, 1990.**

COMMON COUNCIL CITY OF LA CROSSE

The following Committee(s) considered the attached matter and make(s) the following recommendation to the Common Council:

An Ordinance re-referred to amend Paragraph 20.25(O)(4)(b)(vii) of the Code of

Subject: Ordinances of the City of La Crosse regarding electronic billboard signs.

JUDICIARY & ADMINISTRATION COMMITTEE

A NA R AF RF NR

Refu to Monatorium
Committee

VOTE:	<u>ABSENT</u>	<u>FOR</u>	<u>AGAINST</u>
BECKER	_____	_____	_____
FORMANEK	_____	_____	_____
FARMER	_____	_____	_____
RICHMOND	_____	_____	_____
SEAQUIST	_____	_____	_____
Total	_____	_____	_____

MOTION: 2nd

MOTION: 2nd

MOTION: 2nd

Date MAY 31 2011 Signed Douglas L Farmer

HIGHWAYS, PROPERTIES & UTILITIES COMMITTEE

A NA R AF RF NR

VOTE:	<u>ABSENT</u>	<u>FOR</u>	<u>AGAINST</u>
BLOEDORN	_____	_____	_____
JOHNSON	_____	_____	_____
MEDINGER	_____	_____	_____
SATORY	_____	_____	_____
SULLIVAN	_____	_____	_____
WAGNER	_____	_____	_____
Total	_____	_____	_____

MOTION: 2nd

MOTION: 2nd

MOTION: 2nd

Date _____ Signed _____

FINANCE & PERSONNEL COMMITTEE

A NA R AF RF NR

VOTE:	<u>ABSENT</u>	<u>FOR</u>	<u>AGAINST</u>
HAPPEL	_____	_____	_____
KADER	_____	_____	_____
OLSON	_____	_____	_____
SCHMIDT	_____	_____	_____
SWANTZ	_____	_____	_____
WIGDAHL	_____	_____	_____
Total	_____	_____	_____

MOTION: 2nd

MOTION: 2nd

MOTION: 2nd

Date _____ Signed _____

Please put the legislation number from referred matters list beside the appropriate committee(s).

J&A # 1

HPU _____

F&P _____

TAN

COMMITTEE HEARING REGISTRATION SLIP

Name: Keith Carlson Date: 5-31-11

PLEASE PRINT

Address: 2621 Sunrise DR

I represent: Olympus Medical

Legislation: I Y3 Trade in on SIGAS for Electronic Digital SIGAS

(Please fill out a separate sheet for each piece of legislation in which you are interested.)

Please check only one (1) of the following six (6):

I wish to **speak** in favor of the legislation.

I wish to **speak** in opposition of the legislation

I wish to **register** in favor of the legislation

I wish to **register** in opposition of the legislation

I'm in favor of the legislation, but only here to answer questions

I'm in opposition of the legislation, but only here to answer questions

Please put the legislation number from referred matters list beside the appropriate committee(s).

J&A _____ \

HPU _____

F&P _____

TAN

DE O

COMMITTEE HEARING REGISTRATION SLIP

Name: Carmen DeYoe Date: May 31, 2011
PLEASE PRINT

Address: 317 22nd St N LAX

I represent: _____

Legislation: Formula change

(Please fill out a separate sheet for each piece of legislation in which you are interested.)

Please check only one (1) of the following six (6):

- I wish to **speak** in favor of the legislation.
- I wish to **speak** in opposition of the legislation
- I wish to **register** in favor of the legislation
- I wish to **register** in opposition of the legislation

Formula change

- I'm in favor of the legislation, but only here to answer questions
- I'm in opposition of the legislation, but only here to answer questions

Please put the legislation number from referred matters list beside the appropriate committee(s).

J&A |

HPU

F&P

TAN

COMMITTEE HEARING REGISTRATION SLIP

Name: RICH KASTENSCHMIDT Date: 5.31.11
PLEASE PRINT

Address: 919 MILSON CT. LACROSSE

I represent: MYSELF

Legislation: _____

(Please fill out a separate sheet for each piece of legislation in which you are interested.)

Please check only one (1) of the following six (6):

() I wish to **speak** in favor of the legislation.

() I wish to **speak** in opposition of the legislation *Formula change*

() I wish to **register** in favor of the legislation

() I wish to **register** in opposition of the legislation

() I'm in favor of the legislation, but only here to answer questions

() I'm in opposition of the legislation, but only here to answer questions

Please put the legislation number from referred matters list beside the appropriate committee(s).

J&A 1

HPU _____

F&P _____

TAN

COMMITTEE HEARING REGISTRATION SLIP

Name: Bruce B. Erdmann Date: 5/31/11
PLEASE PRINT

Address: 914 Milson Ct

I represent: Home owner

Legislation: Formula change + moratorium

(Please fill out a separate sheet for each piece of legislation in which you are interested.)

Please check only one (1) of the following six (6):

() I wish to **speak** in favor of the legislation.

I wish to **speak** in opposition of the legislation

for mula change

() I wish to **register** in favor of the legislation

I wish to **register** in opposition of the legislation

#

() I'm in favor of the legislation, but only here to answer questions

() I'm in opposition of the legislation, but only here to answer questions

Please put the legislation number from referred matters list beside the appropriate committee(s).

J&A _____ | _____

HPU _____

F&P _____

TAN

COMMITTEE HEARING REGISTRATION SLIP

Name: JANET D. WOLLAM Date: May 31 2011
PLEASE PRINT

Address: 521 Losey Blvd N.

I represent: _____

Legislation: ~~Moratorium~~ & Formula Change

(Please fill out a separate sheet for each piece of legislation in which you are interested.)

Please check only one (1) of the following six (6):

() I wish to **speak** in favor of the legislation.

() I wish to **speak** in opposition of the legislation #1 Formula change

() I wish to **register** in favor of the legislation

() I wish to **register** in opposition of the legislation

() I'm in favor of the legislation, but only here to answer questions

() I'm in opposition of the legislation, but only here to answer questions

Please put the legislation number from referred matters list beside the appropriate committee(s).

J&A _____

HPU _____

F&P _____

TAN

COMMITTEE HEARING REGISTRATION SLIP

Name: GLENN JENKINS
CAROLYN JENKINS
PLEASE PRINT Date: 5/31/11

Address: 2642 HACKBERRY LANE LA CROSSE

I represent: _____

Legislation: _____

(Please fill out a separate sheet for each piece of legislation in which you are interested.)

Please check only one (1) of the following six (6):

() I wish to **speak** in favor of the legislation.

I wish to **speak** in opposition of the legislation Formula change

() I wish to **register** in favor of the legislation

() I wish to **register** in opposition of the legislation

() I'm in favor of the legislation, but only here to answer questions

() I'm in opposition of the legislation, but only here to answer questions

Please put the legislation number from referred matters list beside the appropriate committee(s).

J&A #1

HPU

F&P

TAN

COMMITTEE HEARING REGISTRATION SLIP

Name: CHRIS LA SHORNE Date: 5/31/11
PLEASE PRINT

Address: 3643 BAKER COULEE RD.

I represent: MY SELF

Legislation: (1)

(Please fill out a separate sheet for each piece of legislation in which you are interested.)

Please check only one (1) of the following six (6):

I wish to **speak** in favor of the legislation.

I wish to **speak** in opposition of the legislation

I wish to **register** in favor of the legislation

I wish to **register** in opposition of the legislation

I'm in favor of the legislation, but only here to answer questions

I'm in opposition of the legislation, but only here to answer questions

Please put the legislation number from referred matters list beside the appropriate committee(s).

J&A # 1

HPU _____

F&P _____

TAN

COMMITTEE HEARING REGISTRATION SLIP

Name: Lawrie Gabrielson Date: 5-31-11

PLEASE PRINT

Address: 315 Green Coulee Rd Onalaska

I represent: Homeowner / small business

Legislation: # 1 Formula change

(Please fill out a separate sheet for each piece of legislation in which you are interested.)

Please check only one (1) of the following six (6):

() I wish to **speak** in favor of the legislation.

() I wish to **speak** in opposition of the legislation

() I wish to **register** in favor of the legislation

() I wish to **register** in opposition of the legislation Formula change

() I'm in favor of the legislation, but only here to answer questions

() I'm in opposition of the legislation, but only here to answer questions

Please put the legislation number from referred matters list beside the appropriate committee(s).

J&A _____ 1

HPU _____

F&P _____

TAN

COMMITTEE HEARING REGISTRATION SLIP

Name: Barbara Strohm Date: May 31, 2011

PLEASE PRINT

Address: 2627 Vanloon Rd. La Crosse, WI

I represent: myself

Legislation: _____

(Please fill out a separate sheet for each piece of legislation in which you are interested.)

Please check only one (1) of the following six (6):

() I wish to **speak** in favor of the legislation.

() I wish to **speak** in opposition of the legislation

() I wish to **register** in favor of the legislation

I wish to **register** in opposition of the legislation formed change

() I'm in favor of the legislation, but only here to answer questions

() I'm in opposition of the legislation, but only here to answer questions

Please put the legislation number from referred matters list beside the appropriate committee(s).

J&A #1

HPU _____

F&P _____

TAN

COMMITTEE HEARING REGISTRATION SLIP

Name: Jane Rada Date: 5-31-11

PLEASE PRINT

Address: 2823 Cass

I represent: _____

Legislation: Moratorium + Formula Change

(Please fill out a separate sheet for each piece of legislation in which you are interested.)

Please check only one (1) of the following six (6):

() I wish to **speak** in favor of the legislation.

() I wish to **speak** in opposition of the legislation

() I wish to **register** in favor of the legislation

() I wish to **register** in opposition of the legislation (*formula change*)

() I'm in favor of the legislation, but only here to answer questions

() I'm in opposition of the legislation, but only here to answer questions

Please put the legislation number from referred matters list beside the appropriate committee(s).

J&A _____ | _____

HPU _____

F&P _____

TAN

COMMITTEE HEARING REGISTRATION SLIP

Name: John Stuber Date: 5/31/11
PLEASE PRINT

Address: 934 Milson Court

I represent: Neighborhood affected by large number of billboards

Legislation: ~~Rate~~ formula change

(Please fill out a separate sheet for each piece of legislation in which you are interested.)

Please check only one (1) of the following six (6):

- () I wish to **speak** in favor of the legislation.
- () I wish to **speak** in opposition of the legislation

() I wish to **register** in favor of the legislation

() I wish to **register** in opposition of the legislation Formula change

() I'm in favor of the legislation, but only here to answer questions

() I'm in opposition of the legislation, but only here to answer questions

Please put the legislation number from referred matters list beside the appropriate committee(s).

J&A #1

HPU

F&P

TAN

COMMITTEE HEARING REGISTRATION SLIP

Name: Karen Ringstrom Date: 5/31/11
PLEASE PRINT

Address: 2545 Edgewood Place La Crosse

I represent: I'm a homeowner

Legislation: #1 Formula change

(Please fill out a separate sheet for each piece of legislation in which you are interested.)

Please check only ONE (1) of the following six (6):

- () I wish to **speak** in favor of the legislation.
- () I wish to **speak** in opposition of the legislation

() I wish to **register** in favor of the legislation

I wish to **register** in opposition of the legislation Formula change

() I'm in favor of the legislation, but only here to answer questions

() I'm in opposition of the legislation, but only here to answer questions

Please put the legislation number from referred matters list beside the appropriate committee(s).

J&A 1

HPU

F&P

TAN

COMMITTEE HEARING REGISTRATION SLIP

Name: Nancy McCarthy Date: 5/31/11
PLEASE PRINT

Address: 2419 Hengel Ct. # 101, LaCrosse WI 54601

I represent: League of Women Voters

Legislation: _____

(Please fill out a separate sheet for each piece of legislation in which you are interested.)

Please check only ONE (1) of the following six (6):

- () I wish to **speak** in favor of the legislation.
- () I wish to **speak** in opposition of the legislation

- () I wish to **register** in favor of the legislation
- I wish to **register** in opposition of the legislation

- () I'm in favor of the legislation, but only here to answer questions
- () I'm in opposition of the legislation, but only here to answer questions

Please put the legislation number from referred matters list beside the appropriate committee(s).

J&A _____

HPU _____

F&P _____

TAN

COMMITTEE HEARING REGISTRATION SLIP

Name: Charles Weeth Date: 05/31/11
PLEASE PRINT

Address: 122 17th St S

I represent: Livable Neighborhoods & Citizens for a Sounder

Legislation: 2/3 to 1/3

(Please fill out a separate sheet for each piece of legislation in which you are interested.)

Please check only one (1) of the following six (6):

- () I wish to **speak** in favor of the legislation.
- () I wish to **speak** in opposition of the legislation

- () I wish to **register** in favor of the legislation
- () I wish to **register** in opposition of the legislation

Formula Change

- () I'm in favor of the legislation, but only here to answer questions
- () I'm in opposition of the legislation, but only here to answer questions

Please put the legislation number from referred matters list beside the appropriate committee(s).

J&A 1

HPU _____

F&P _____

TAN

COMMITTEE HEARING REGISTRATION SLIP

Name: Carolyn Mahlum-Jensen Date: May 31, 2011
PLEASE PRINT

Address: 2642 Hackberry Ln.

I represent: self

Legislation: Formula change

(Please fill out a separate sheet for each piece of legislation in which you are interested.)

Please check only one (1) of the following six (6):

- () I wish to **speak** in favor of the legislation.
- () I wish to **speak** in opposition of the legislation

() I wish to **register** in favor of the legislation

I wish to **register** in opposition of the legislation Formula change

() I'm in favor of the legislation, but only here to answer questions

() I'm in opposition of the legislation, but only here to answer questions

() I'm in opposition of the legislation, but only here to answer questions

April 27, 2011

City Clerk Teri Lehrke

Dear Ms Lehrke,

Pursuant to Common Council Rule XI. "Any member voting on the prevailing side may move a reconsideration at the same or succeeding meeting," I respectfully request reconsideration of the April 14 Common Council action on:

An Ordinance to amend Paragraph 20.25(O)(4)(b)(vii) of the Code of Ordinances of the City of La Crosse regarding electronic billboard signs.

I voted on the prevailing side.

Sincerely,



Eric Schmidt
Council Member, District 5





May 12, 2011

La Crosse Common Council
City of La Crosse
400 La Crosse Street
La Crosse, Wisconsin 54601

RE: Reconsideration of Text Amendment
About 1/3 Trade in for Digital Signs

Dear Common Council Members:

As you are aware that in the April Council cycle, the council approved on a 10-5 vote to change to the electronic digital billboard ordinance on the number of signs that need to be traded in for an electronic digital billboard. This ordinance has been in place since approximately March of 2008. No digital billboards have gone up in the last three plus years. Olympus Media is now embracing the opportunity to invest into the community for electronic digital billboards. The electronic digital billboards will allow a business to advertise their product and services with this new technology. The technology allows the opportunity for the advertisers the flexibility to change advertisement on a daily or hourly basis depending on the goods and services they want to target for their business.

With the change of the ordinance to 1/3, the entire community wins:

- 1) Olympus Media will invest in the community with more than \$700,000 in the latest digital technology.
- 2) There will be a positive personal property tax gained for the city.
- 3) The advertiser has greater flexibility to advertise goods and service.
- 4) The businesses will grow.
- 5) May need to hire new people to service the in flex of new business.
- 6) The people who want signs removed in the City of La Crosse will have signs removed.
- 7) We have an opportunity to advertise for public service in ways they have we not been able to in the past.
- 8) The government may have opportunities to advise awareness notices to the public.
- 9) If there is an emergency, such as an Amber Alerts, missing children, FBI, weather alerts, accidents or road issues, we have a quick response to notify the traveling public of the impending information that they need to be aware of.

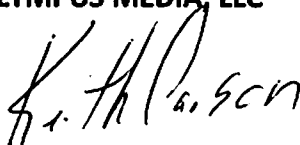
At all the committee hearings, including the Committee of the Whole and Common Council, there were very detailed discussions regarding the impact. The discussions were well thought out and well discussed. I believe this is a great opportunity for the citizens and the businesses in the City of La Crosse to improve the economics in the City of La Crosse and surrounding areas.

Enclosed are several testimonials of current advertisers on billboard signs.

If you have any questions regarding the above, please feel free ask me and I will be more than happy to explain any of the materials enclosed.

Sincerely,

OLYMPUS MEDIA, LLC

A handwritten signature in black ink that reads "Keith Carson". The signature is written in a cursive style with a large initial "K" and "C".

Keith Carson
Real Estate Manager

KC/crh
Encs.



May 12, 2011

Common Council
City of La Crosse
400 La Crosse Street
La Crosse, Wisconsin 54601

RE: Billboards

Dear Common Council Members:

Billboards have been an effective advertising medium for my advertising budget. I have seen great results from these advertising dollars spent on billboards.

I encourage the council to turn down the motion for reconsideration.

Sincerely,


Jeff Fennie
Taco Johns, owner



1507 Losey Blvd. S.
La Crosse, WI 54601
(608)783-YUMM (9866)
Fax (888) 531-6909
info@783yummm.com
www.783yummm.com

May 12, 2011

La Crosse City Council

Re: Olympus Media LED Signs

Dear Sir/Madam,

As the owner of three local small businesses, I wanted to express my support for the digital LED signs that Olympus is interested in converting to. With the current economic uncertainty and hardship this is an extremely difficult time to establish and grow a business in the Coulee Region. The loss of many new business start-ups coupled with the loss of well established small businesses makes the problems worse in an exponential fashion. The ability of a small business to rapidly adapt to the ever decreasing demands of these economic stressors is one key to survival. Even with a great "new product" word of mouth only goes so fast to helping increase demand. Even though word of mouth has grown faster than we expected for our 2 new businesses, some type of global marketing is still essential to increase demand at a rate that will support financial viability. This is an area where we have used billboard signs to our advantage. They give us exposure to a large population in a specific travel path. We feel they are essential to the growth we have seen.

Unfortunately, they are a "static" source of information for the month or 6 weeks that the paper lasts. While this may be okay for holiday promotions, it really doesn't allow us to adapt our marketing to our ever changing product or promotions. In fact there is currently no marketing product that can be considered economically viable that allows us to tailor our messages to a specific target market as frequent as our business requires. This further makes the stride for financial viability and survivability in this economy difficult.

From my experience seeing the LED signs being proposed by Olympus in other markets, these will be a significant marketing tool for business in the Coulee Region. My understanding is that studies have also shown them to be safe from a vehicle/traffic safety standpoint.

Please support these signs and, in this time of economic stress, don't require changes (i.e., taking x % of existing boards out of service) that will make them an unaffordable option for small businesses. I believe that the addition of this marketing capability will help businesses both small and large prosper in the Coulee Region.

Thank you for your time and consideration!

Sincerely,

Tina C. Schumaker, owner
Absolutely Edible LLC
Transcription Unlimited
JavaVino

...deliciously unforgettable!

THE **FBI** FEDERAL BUREAU OF INVESTIGATION



Stories Get FBI Updates

Home • News • Stories • 2011 • February • Help Us Catch the East Coast Rapist



The investigation involves 12 sexual assaults or attempted sexual assaults between 1997 and 2009 by the same offender. Each of the assaults is linked by DNA.

Help Us Catch the East Coast Rapist New Digital Billboard Campaign Launched

UPDATE: The East Coast Rape Task Force, comprised of law enforcement officers from Virginia, Maryland, Connecticut, Rhode Island, the FBI, and the U.S. Marshals Fugitive Task Force – have arrested a suspect in the East Coast Rape cases. Aaron H. Thomas, 39, was arrested in New Haven, Connecticut. More (03/07/11)

02/28/11

A new digital billboard campaign launched today aims to help investigators catch the "East Coast Rapist," a violent serial offender who has attacked or attempted to attack a dozen women in Maryland, Virginia, Connecticut, and Rhode Island for more than a decade.

The billboards feature composite sketches of the rapist and a toll-free telephone number where people can call to provide information. "These billboards give local police departments and the FBI an added edge to identify, locate, and apprehend the subject," said Ronald Hosko, special agent in charge of the Criminal Division in our Washington Field Office. "The public is the most important tool law enforcement has for solving crimes like this."

The East Coast Rapist attacked his first victim in February 1997 in a Maryland suburb of Washington D.C. He approached the 25-year-old victim on a bicycle as she walked home from work. The attacker began a conversation but then pulled a gun, forced the woman into nearby woods, and raped her.

Since then, 11 more attacks or attempted attacks have occurred. The female victims have been white, black, and Hispanic. The rapist generally approaches victims outdoors on foot and threatens them with a weapon—usually a knife or a handgun. He sometimes wears a black mask or hooded sweatshirt to conceal his face. He typically asks for money, giving victims the impression they are being robbed. But after the assault, no robbery occurs.

The attacker is described as a black male between the ages of 20 and 40 who is 5'7" to 6' tall, weighs between 150 and 200 pounds, and has a medium to muscular build. In addition to a mask and hooded sweatshirt, he has worn a variety of clothes during attacks, including green overalls, a green camouflage coat or black jacket, dark sweatpants or blue jeans, tan boots or light-colored tennis shoes, a black hair rag, and a brown or black hat.

The rapist's last known attack was in Woodbridge, Virginia on Halloween night in 2009. He raped two teenagers on their way home from trick-or-treating.

All of the East Coast Rapist's attacks have been linked by DNA, said John Kelly, a detective with the Fairfax County Police Department in Virginia. "We have the DNA linking the offender, but we need someone to recognize and identify him."

The digital billboards will run in Maryland, Virginia, Connecticut, and Rhode Island, where the attacks and attempts have occurred, as well as in New Jersey, New York, and Delaware.

The FBI started its national digital billboard initiative in 2007 with the help of outdoor advertising companies that provide free access to more than 1,500 digital billboards in more than 40 states nationwide to publicize investigations and to provide public safety information. Since the start of the initiative, at least 39 cases have been solved as a direct result from tips from the public.

Today's campaign includes partnerships with a number of local police departments involved with the East Coast Rapist investigation. In addition to

Story Index

By Date

By Subject

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- Partnerships
- Public/Community Outreach
- Public Corruption
- Recruiting/Diversity
- Responding to Your Concerns
- Technology
- Training
- White-Collar Crime

COMMITTEE REPORT

To the Honorable Mayor and Common Council of the City of La Crosse:

Your Judiciary and Administrative Committee having under consideration the annexed ordinance to amend Paragraph 20.25(O)(4)(b)(vii) of the Code of Ordinances of the City of La Crosse regarding electronic billboard signs, and said matter having been referred to the City Plan Commission and same having made its report herein, recommends the same be adopted.

Respectfully submitted,

Richard P. Becker, Chmn.
Andrea Richmond
Douglas L. Farmer
Lorraine Rose Decker
Bob Seaquist

Typed: 4-6-11

Approved:

J&A Vote: 3-2; No - #8 & #10

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COMMON COUNCIL
CITY OF LA CROSSE

60

REPORT OF THE COMMITTEE OF THE WHOLE

The Committee of the Whole considered the attached matter and makes the following recommendation to the Common Council:

SUBJECT: Ord am. par. 20.25(0)(4)(b) re electronic billboards

MOTION: 1/15 reopen P.H. fails 4-10 (1, 9, 12, 15)

MOTION: 16/17 R-60 fails 5-9 (8, 10, 11, 16, 17)

MOTION: 13/1 com. rept.

	Absent	For	Against
1. Richmond			
2. Wagner			
3. Olson			
4. Johnson			
5. Schmidt			
6. Satory			1
7. VACANT			1
8. Seaquist			1
9. Becker			
10. Farmer			1
11. Kader			1
12. Ranis			
13. Maney			
14. Sweeney			
15. Decker			
16. Wigdahl			1
17. Swantz			1
TOTAL	2	8	6

Decker/Sweeney P.H. 14-0 (C)
DATA ON PUBLIC HEARINGS
Maney/Ranis cl. P.H. 14-0 (C)

The following persons appeared in favor:

NAME	ADDRESS
Randy Romig	
Mary McKinney	
Keith Carson	

The following persons appeared against:

NAME	ADDRESS
------	---------

Dated: 4/12/11

Signed: Teri Lehman

Please put the legislation number from referred matters list beside the appropriate committee(s).

I&A

60

HPU _____

F&P _____

GREEN

COMMITTEE HEARING REGISTRATION SLIP

Name: Charles Weeth Date: 04/12/11
PLEASE PRINT

Address: 122 17th Sts

I represent: Livable Neighborhood / Citizen for a scenic view

Legislation: 60 Billboards

(Please fill out a separate sheet for each piece of legislation in which you are interested.)

Please check only one (1) of the following six (6):

- I wish to **speak** in favor of the legislation.
- I wish to **speak** in opposition of the legislation

- I wish to **register** in favor of the legislation
- I wish to **register** in opposition of the legislation

- I'm in favor of the legislation, but only here to answer questions
- I'm in opposition of the legislation, but only here to answer questions

Please put the legislation number from referred matters list beside the appropriate committee(s).

J&A

LED

HPU

F&P

GREEN

COMMITTEE HEARING REGISTRATION SLIP

Name: Jim Keneipp Date: 4/12
PLEASE PRINT

Address: 2018 13th Pl S, La Crosse

I represent: Citizen !!

Legislation: Billboards

(Please fill out a separate sheet for each piece of legislation in which you are interested.)

Please check only one (1) of the following six (6):

- () I wish to **speak** in favor of the legislation.
- () I wish to **speak** in opposition of the legislation

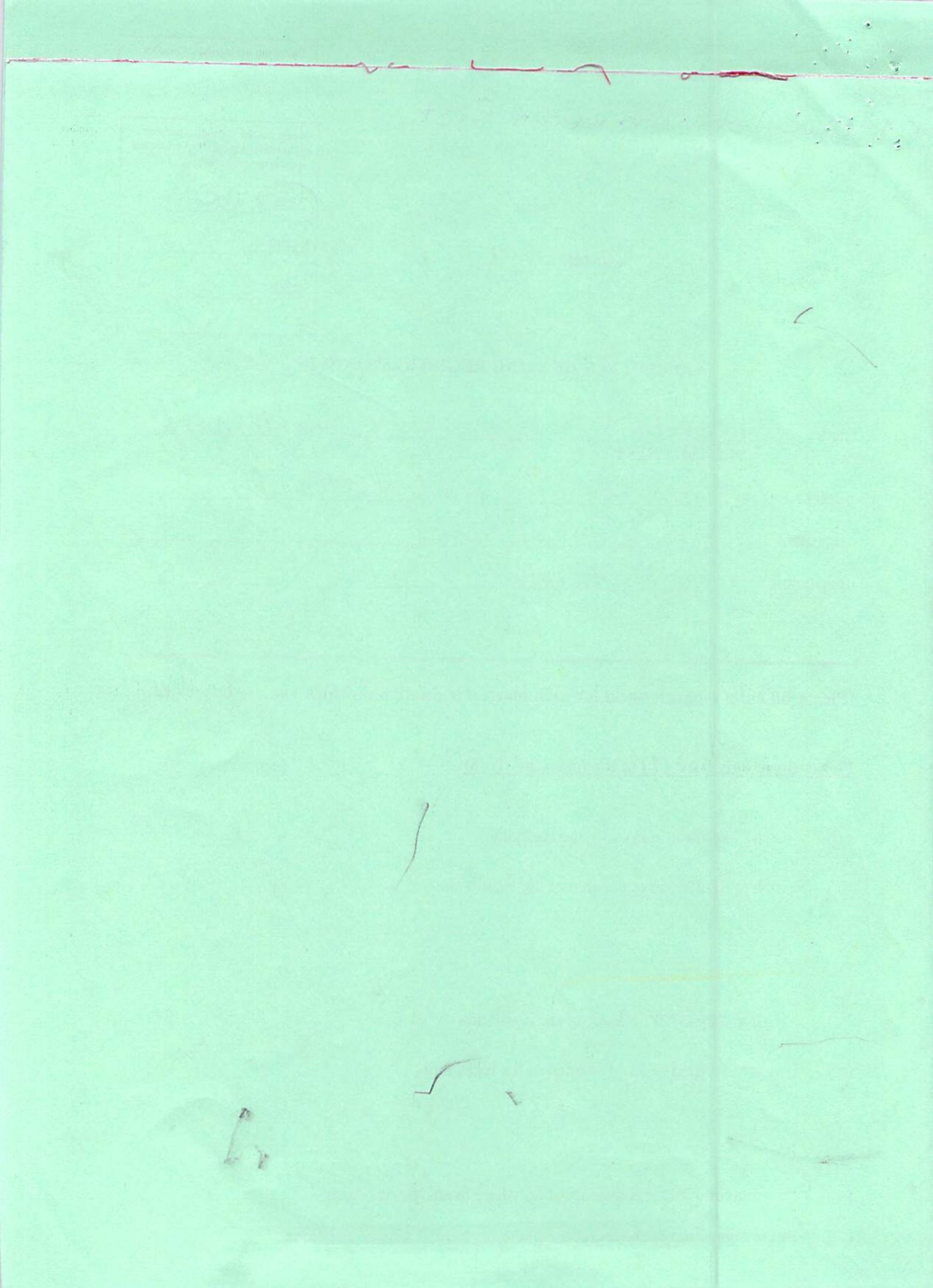
() I wish to **register** in favor of the legislation

I wish to **register** in opposition of the legislation
Keep La Crosse beautiful

() I'm in favor of the legislation, but only here to answer questions

() I'm in opposition of the legislation, but only here to answer questions

() I'm in opposition of the legislation, but only here to answer questions



* Requests to speak after
Randall Romig

Please put the legislation number
from referred matters list beside the
appropriate committee(s).

J&A 60

HPU _____

F&P _____

GREEN

COMMITTEE HEARING REGISTRATION SLIP

Name: MARY NIEMEYER Date: 4/12/11
PLEASE PRINT

Address: 1335 LAUDERDALE PLACE

I represent: _____

Legislation: _____

(Please fill out a separate sheet for each piece of legislation in which you are interested.)

Please check only one (1) of the following six (6):

- I wish to **speak** in favor of the legislation.
- I wish to **speak** in opposition of the legislation

- I wish to **register** in favor of the legislation
- I wish to **register** in opposition of the legislation

- I'm in favor of the legislation, but only here to answer questions
- I'm in opposition of the legislation, but only here to answer questions

COMMON COUNCIL CITY OF LA CROSSE

The following Committee(s) considered the attached matter and make(s) the following recommendation to the Common Council:
AN ORDINANCE to amend Paragraph 20.25(O)(4)(b)(vii) of the Code of Ordinances of

Subject: the City of La Crosse regarding electronic billboard signs.

JUDICIARY & ADMINISTRATION COMMITTEE

A NA R AF RF NR

To Approve

VOTE:	<u>ABSENT</u>	<u>FOR</u>	<u>AGAINST</u>
BECKER	_____	_____✓_____	_____
DECKER	_____	_____✓_____	_____
FARMER	_____	_____	_____✓_____
RICHMOND	_____	_____✓_____	_____
SEAQUIST	_____	_____	_____✓_____
 Total	_____	_____3_____	_____2_____

MOTION: 2nd
MOTION: 2nd
MOTION: 2nd

Date APR 06 2011 Signed *Douglas L Farmer*

HIGHWAYS, PROPERTIES & UTILITIES COMMITTEE

A NA R AF RF NR

VOTE:	<u>ABSENT</u>	<u>FOR</u>	<u>AGAINST</u>
JOHNSON	_____	_____	_____
MANEY	_____	_____	_____
RANIS	_____	_____	_____
SATORY	_____	_____	_____
WAGNER	_____	_____	_____
 Total	_____	_____	_____

MOTION: 2nd
MOTION: 2nd
MOTION: 2nd

Date _____ Signed _____

FINANCE & PERSONNEL COMMITTEE

A NA R AF RF NR

VOTE:	<u>ABSENT</u>	<u>FOR</u>	<u>AGAINST</u>
OLSON	_____	_____	_____
KADER	_____	_____	_____
SCHMIDT	_____	_____	_____
SWANTZ	_____	_____	_____
SWEENEY	_____	_____	_____
WIGDAHL	_____	_____	_____
 Total	_____	_____	_____

MOTION: 2nd
MOTION: 2nd
MOTION: 2nd

Date _____ Signed _____

Please put the legislation number from referred matters list beside the appropriate committee(s).

J&A 60

HPU _____

F&P _____

GREEN

COMMITTEE HEARING REGISTRATION SLIP

Name: To Ann Neve Date: 4/6/11

PLEASE PRINT

Address: 510 Market

I represent: Myself

Legislation: Ordinance Regarding Electronic Billboards

(Please fill out a separate sheet for each piece of legislation in which you are interested.)

Please check only one (1) of the following six (6):

- I wish to **speak** in favor of the legislation.
- I wish to **speak** in opposition of the legislation

- I wish to **register** in favor of the legislation
- I wish to **register** in opposition of the legislation

- I'm in favor of the legislation, but only here to answer questions
- I'm in opposition of the legislation, but only here to answer questions

Please put the legislation number from referred matters list beside the appropriate committee(s).

J&A 60

HPU _____

F&P _____

GREEN

COMMITTEE HEARING REGISTRATION SLIP

Name: Janice Hauswirth Date: 4/6/11
PLEASE PRINT

Address: 712 Division St La Crosse

I represent: myself

Legislation: # 60

(Please fill out a separate sheet for each piece of legislation in which you are interested.)

Please check only one (1) of the following six (6):

- I wish to **speak** in favor of the legislation.
- I wish to **speak** in opposition of the legislation

- I wish to **register** in favor of the legislation
- I wish to **register** in opposition of the legislation

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- I'm in opposition of the legislation, but only here to answer questions



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Please put the legislation number from referred matters list beside the appropriate committee(s).

J&A _____

HPU _____

F&P _____

GREEN

COMMITTEE HEARING REGISTRATION SLIP

Name: George Italiano Date: _____

PLEASE PRINT

Address: 621 Avon St.

I represent: Myself

Legislation: # 60

(Please fill out a separate sheet for each piece of legislation in which you are interested.)

Please check only one (1) of the following six (6):

() I wish to **speak** in favor of the legislation.

() I wish to **speak** in opposition of the legislation

() I wish to **register** in favor of the legislation

() I wish to **register** in opposition of the legislation

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Please put the legislation number from referred matters list beside the appropriate committee(s).

J&A 60

HPU _____

F&P _____

GREEN

COMMITTEE HEARING REGISTRATION SLIP

Name: MARY NIEMEYER Date: 4/6/11
PLEASE PRINT

Address: 1335 LAUDERDALE PLACE

I represent: OLYMPUS MEDIA

Legislation: 60 Digital Billboards

(Please fill out a separate sheet for each piece of legislation in which you are interested.)

Please check only one (1) of the following six (6):

- I wish to **speak** in favor of the legislation.
- I wish to **speak** in opposition of the legislation

- I wish to **register** in favor of the legislation
- I wish to **register** in opposition of the legislation

- I'm in favor of the legislation, but only here to answer questions
- I'm in opposition of the legislation, but only here to answer questions

Please put the legislation number from referred matters list beside the appropriate committee(s).

J&A

HPU

F&P

GREEN

COMMITTEE HEARING REGISTRATION SLIP

Name: Keith Carson Date: 4-6-11

PLEASE PRINT

Address: 2621 Sunrise DR.

I represent: Olympus Media LLC

Legislation: # 60

(Please fill out a separate sheet for each piece of legislation in which you are interested.)

Please check only one (1) of the following six (6):

- I wish to **speak** in favor of the legislation.
- I wish to **speak** in opposition of the legislation

- I wish to **register** in favor of the legislation
- I wish to **register** in opposition of the legislation

- I'm in favor of the legislation, but only here to answer questions
- I'm in opposition of the legislation, but only here to answer questions

ORDINANCE NO.: 4610

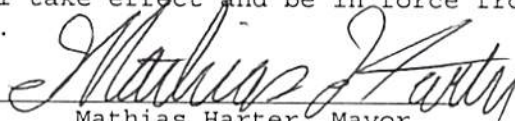
AN ORDINANCE to amend paragraph 20.25(O)(4)(b)(vii) of the Code of Ordinances of the City of La Crosse regarding electronic billboard signs.

THE COMMON COUNCIL of the City of La Crosse do ordain as follows:

SECTION I: Paragraph 20.25(O)(4)(b)(vii) shall be amended to read as follows:

(vii) Upon erection of an electronic billboard sign, the sign company and/or owner would need to agree to remove certain billboards of its choice. Removal of billboards would be based upon ~~two-thirds~~ one-third of the number of advertisers on the new electronic billboard sign determined on a per minute basis. The square footage of the new electronic billboard sign shall be used to calculate the aggregate square footage of the billboards to be removed. For example, if there are six advertisers per minute on the electronic billboard sign with 12'x 24' dimensions, then four existing billboards would need to be removed with an aggregate square footage of 1,152 square feet. A billboard that is replaced with an Electronic Billboard Sign shall be credited to any removal requirement. All billboards which have been removed commencing upon the effective date of this ordinance (January 20, 2008) shall be credited to the sign company to determine compliance with the removal requirements contained herein. Notwithstanding, no credit shall be granted for any billboard on City owned or leased property or for any billboard removed for which the City paid compensation unless the sign company reimburses said amount to the City.

SECTION II: This ordinance shall take effect and be in force from and after its passage and publication.


Mathias Harter, Mayor


Teri Lehrke, City Clerk

Passed: 4/14/11
Approved: 4/19/11
Published: 4/23/11

COUNCIL COPY