



President's Message

Dear Friend of Scenic Kentucky,

Scenic Kentucky's stated mission is "to maintain and enhance the beauty of the Commonwealth of Kentucky". Accordingly we have addressed several aspects of this mission. During the year we have recognized two outstanding programs that have shown excellence in the development and enhancement of their respective community. In turn, Scenic Kentucky has had quite a year addressing off-premise electrical, light emitting diode (LED), billboards. Our quality of life and attractiveness to business and non-business alike is greatly affected through first impressions. Thus, we believe these LED off-premise signs (billboards) negatively affect our communities and the commonwealth.

Awards of Excellence

Scenic Kentucky gave two awards for excellence this year. The first *Award of Excellence* was to the City of Midway, located off of I-64 in Central Kentucky. The award was given to Mayor Tom Bozarth on March 25th. The award was also recognized the same day through Representative James Kay before the full Kentucky House of Representatives. The award highlighted the outstanding effort to protect and enhance the scenic and aesthetic value of the city. The saving and restoring of a beautiful and historic downtown was noted. It is now a viable and very attractive commercial district that greatly contributes to the manmade beauty of the commonwealth. (See the Scenic Kentucky website for more on this award.)



The second *Award of Excellence* was to the City of Windy Hills, a small suburban Louisville Metro community adjacent to a busy interstate intersection with a fair amount of commercial activity. Members of the community determined to create an entryway an approximate four acre potential commercial tract. The community park site, called the Windy Hills Green, was purchased after putting together a combination of funding sources, under the leadership of City Council Member Suzanne Spencer. These include some tax dollars, some city budgeted funds and a \$5,000 donation that then brought in a \$15,000 match. After purchasing the site, a landscape architect was hired to design a community "walking park" and a signature entrance. In addition, a damaged tree was sculpted as "Rudy Bear" (the park is off 'Rudy Lane'). An arborist has been hired to advise the city's Tree Board on the maintenance of trees that are varied and give seasonal color to the park. The award was given to Mayor Louis Phillips on September 21st. (cont.)

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**Website /Newsletter
Editor/Designer**

John Paul

Lobbyist

Erik Jarboe

Mailing Address

P.O. Box 23317

Louisville, Ky. 40223-0317

info@scenickentucky.org

www.scenickentucky.org

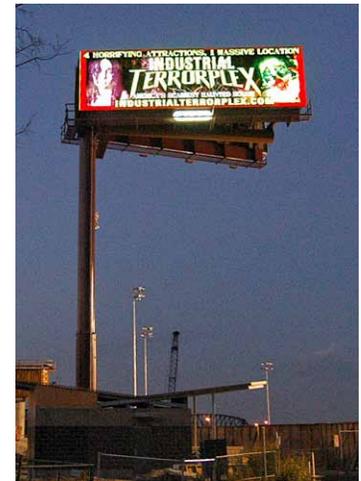
President's Message (cont.)

**Revision of the Kentucky Transportation Cabinet's
Administrative Regulations**

There were a couple of pieces of legislation concerning billboards in the 2014 Winter Kentucky Legislative Session. Scenic Kentucky was prepared to address these issues. At the same time the KYTC was initiating a comprehensive rewrite of its Administrative Regulations. The various House bills lingered in committee accordingly. As noted elsewhere in this newsletter, it was determined that the January draft of the administrative regulations should be pulled from the "fast track" it was on. Both the billboard industry and others were to be given more opportunities for comment and input. Scenic Kentucky was added to the new review committee and numerous meetings have been held. A final draft is expected this Fall in time for the 2015 Winter Kentucky Legislative Session. (The Executive Director's Report gives a more detailed accounting of the process and what has transpired to-date.)

Other News

Scenic Kentucky was represented at a recent Public Hearing before the Louisville Metro Board of Zoning Adjustment to hear an appeal of the Metro staff determination that three (3) non-conforming billboards were recently illegally converted to the LED type boards. These boards are along the I-65 corridor near and through downtown Louisville. S K testified in opposition to the appeal about this violation of the Metro sign code. BOZA upheld the staff position and denied the CBS Outdoor companies appeal. A lawsuit is anticipated. Scenic Kentucky will follow this closely and keep you informed on what happens. The community needs to step-up in support of prohibiting the polluting of our environment and the creation of unsafe highways through the imposition of these LED signs. (A more detailed report is further on in this newsletter, as well as other reports on the safety of these signs.)



Scenic Kentucky has initiated its Annual Fall Fund Drive. If you find that these yearly and numerous attempts to change the billboard scene in Louisville Metro, Lexington-Fayette Urban County, Northern Kentucky and all the other many communities across the Commonwealth of Kentucky are distressing to you, please consider helping us at this time. We would be pleased with any contribution you can make to support our ongoing battle to control the existing boards and to prohibit the new LED types. Kentucky is blessed that it does not have or, at this time, allow the billboard proliferation along its highways that exists in many other states; we need to keep it that way. Please show your support by writing to the Mayor's office and letters to the editor.

We look forward, with your help, to many new successes.

Sincerely,

Marlene M. Grissom, President
Scenic Kentucky



Scenic Kentucky will vigorously oppose this rewrite of the state's Administrative Regulations.

Executive Director's Report

Efforts to rewrite the Kentucky Transportation Cabinet's set of Administrative Regulations

The Kentucky Transportation Cabinet has made a special effort this year to revise the Cabinet's Administrative Regulations that address billboards on state highways.

The initial work started during the January to March 2014 Kentucky Legislative Session. An early set of draft standards was written. It is a redraft in four parts – Definitions, Static Advertising Devices, Electronic Advertising Devices, and Removal of Vegetation. As these drafts were being circulated, it was decided to postpone action until after the Legislative Session so that interested parties could review the material and have additional input. A committee was formed to review the drafts. Scenic Kentucky was granted one position on this working committee of approximately nineteen representatives. The Transportation Cabinet has up to seven members. The billboard industry originally had eighteen representatives but the actual working number varies up to twelve.

The second part of this effort consisted of a series of meetings and redrafts that followed over the next several months in Frankfort. The January draft of regulations was modified, part by part, working from the easiest to the more difficult topic. The order of review was Definitions, Vegetative Removal (to see the billboards better), Static Devices, and finally Electronic Devices. The meeting dates started with June 7th, followed by June 29th, July 25th, September 3rd, October 1st and October 24th. Accordingly, a final draft will be put together that will be sent out for public comment and then possibly to the appropriate legislative committee. Ultimately it will go the Governor for action. The billboard committee was told that the Cabinet has the project on "a fast track", and that they want it through the appropriate legislative committee so that it is ready for the 2015 (winter) Legislative Session.



LED billboard at 330 E. Burnett Ave.

Scenic Kentucky will vigorously oppose this rewrite of the state's Administrative Regulations. What the rewrite does is:

(A) Allows for cutting of trees and vegetation such that the billboard message can be seen – at a cost to the natural beauty of the area while removing both a sound and visual barrier for all the adjacent properties.

(B) Creates a way to convert existing static billboards to very bright electronic (LED) boards that change copy as frequently as every 8 seconds, distracting the motoring public by brightness and frequent change of advertisement (considered unsafe by many) and impacting on adjacent properties due to brightness and loss of property privacy and value. (cont.)

Executive Director's Report (cont.)

(C) Retains more boards through reduced board swap proposals (both static and digital) while permitting larger size boards.

The second approach taken has been to find the best alternative if this new set of Administrative Regulations was to become law. In that vein, several suggestions have been made:

(A) For permission to remove vegetation, it seemed appropriate to require the adjacent neighbor's approval where vegetative removal crosses their protected vision lines, require a certified arborist sign-off on removal of all cut down material; and oppose a weakened four board trade-off for a vegetative removal permit.

(B) For static advertising devices, the cabinet proposed a swap of one new board for the removal of four old boards. Illegal non-conforming boards were counted as well as legal non-conforming boards in the swap. Scenic Kentucky has strongly opposed such recognition. Illegal is illegal. Illegal boards should come down and not count in any way toward the trade-off. In addition, the wide-open selection of the location of the trade-off boards was opposed. It was noted that the community where the new board would be located should have input to what boards are traded and thus benefit from the swap; only if this is not possible should this action be taken outside of the local jurisdiction.

(C) For electronic advertising devices, the proposed size of the face of the LED sign was proposed at 450 sq. ft. Subsequently size proposals constantly increased to 672 sq. ft. and then to 1250 sq. ft. Scenic Kentucky supports the smaller 450 sq. ft. size. Brightness became an issue. The billboard industry wants a night level of lighting at 300 nits (a nit is a level of light brightness/luminance). This is three times what is acceptable elsewhere. Based on Dark Skies research documents, Scenic Kentucky is on record supporting 100 nits of luminance at night. Spacing between LED billboards started out at 2,500 ft., was reduced to 1,500 ft., and then proposed at only 500 ft. Anything less than the 2,500 ft. spacing between boards has been opposed. The swap of boards to include illegal non-conforming boards again came up, as well as the location of the swaps. The Scenic Kentucky position on both of these issues was noted. The number of static boards to be removed for one LED board came up. The swap originally was six to one for both Interstates and Parkways, and for National highways and Federal-aid Primary roads. Discussions ensued about reducing this to four to one and then an even trade of 1sq. ft. to 1 sq. ft. The ratio of six to one is strongly supported.

Again, Scenic Kentucky is very opposed to these redrawn Kentucky Transportation Cabinet Administrative Regulations. The permitting of LED billboards is based on an erroneous interpretation that LED lit billboards do not violate the prohibition against flashing and intermittent signs and that they are safe for the motoring public. The Federal Highway Administration (FHWA) has been sued by Scenic America over just these issues. At a minimum, we should await the outcome of that lawsuit. These proposed regulations will be "vigorously opposed". These same issues have been prohibited in the past and Scenic Kentucky sees no reason to reverse them now.

- Paul Bergmann



LED billboard at 490
E. Witherspoon St.

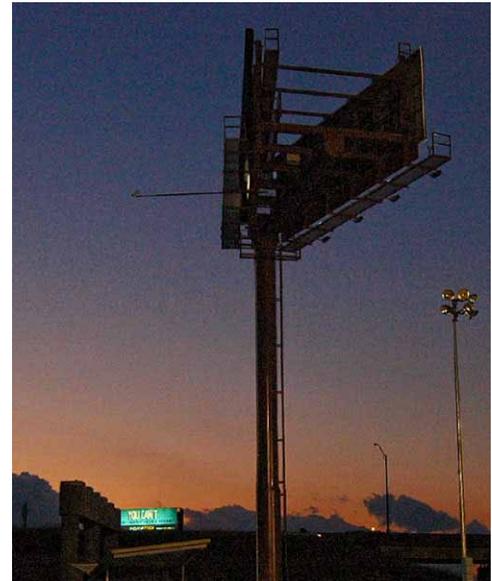
Illegal LED board conversions

The billboard company proceeded to convert them to LED signs through the use of renewal of electrical permits that addressed an upgrade of service and panel.

Metro Louisville Zoning Board of Adjustment Hearing October 6, 2014

Three Appeals of Staff Determination of Violation of Department Codes and Regulations Concerning Non-conforming Billboards --- Denied

Three static billboards were converted to electronic LED boards in 2013. They were cited as being in violation of the Metro Zoning's Form District codes. These static signs are legal non-conforming signs under the code, being in place before the code was changed in November 2009. Two billboards are under the Downtown Form District. The third board is under a Traditional Neighborhood Form district. Legal non-conforming uses cannot be "enlarged or extended beyond the scope and area that existed at the time the non-conformity began". The billboard company (CBS Outdoor, LLC) proceeded to convert them to LED signs through the use of renewal of electrical permits that addressed an upgrade of service and panel. The change from a static message to approximately six (6) per minute and to the brightness of the message was determined to be a major change of scope of the usage. The signs are located at 490 East Witherspoon St, 527 Franklin St. and 330 East Burnett Ave.



LED billboard at 527 Franklin Street overlooking Louisville's Spaghetti Junction

Before the meeting started, one Board member (Paul Bergmann) recused himself from the hearing and any discussion since he is an employee of Scenic Kentucky.

The hearing proceeded with various Metro staff from Planning and Design, and Codes and Regulations and CBS's lawyers presenting their facts, positions and comments before the Board. A Scenic Kentucky representative (Mark Davis) presented Scenic Kentucky's position that these billboards violated their nonconforming status by this substantial change. The BOZA board proceeded into business session. An extensive discussion ensued of the pros and cons among the five (5) board members.

There was a vote to grant the appeal, which did not pass. There was a second vote to uphold the staff's determination that the change from a static billboard to an LED board was a significant expansion of a non-conforming use and therefore a violation of Metro regulations. This vote was three to uphold the determination, one opposed, and one abstention.

The end result was a vote that CBS Outdoor had violated their non-conforming status for each sign under the form districts. All Parties anticipate a law suit.

Court Approves Town's Digital Billboard Ban

In a published decision that will become precedent, the state appellate court paved the way for Franklin Township and other municipalities to ban billboards, previously deemed a form of free speech.

New Jersey State Appellate Court Sets Precedent with Franklin Township Billboard Ban

By Bob Makin bmakin@MyCentralJersey.com

October 17, 2014

Township of Franklin, Somerset County, New Jersey –

An unprecedented 40-page decision by the Appellate Division of the state's Superior Court has paved the way for not only the township but other municipalities to ban digital billboards from their communities.

Judge Marianne Espinosa delivered the unanimous decision today that she shared with Judges Clarkson Fisher and Ellen Koblitz. The decision will be published and serve as precedent, township attorney Louis Rainone said. "It's one of the first in the country that upholds a ban," Rainone said. "We couldn't find another, so it looks like it's the first time, which makes a pretty significant change in New Jersey law. Towns lose these billboard cases all the time."

The decision reversed a constitutional ruling last year in Superior Court that allowed for two billboards to be built by E&J Equities, a subsidiary of Rotor Clip, one of the township's largest taxpayers. E&J sued the township when it denied permits for the billboards, citing quality of life issues for residents, as well as distracted driving concerns.



Appellate Division Judge Marianne Espinosa

E&J's township-based attorney Francis P. Linus said he is reviewing the decision to determine whether to appeal to the state Supreme Court. That will be a challenge in the face of a unanimous appellate decision, Rainone said. "They have to convince the Supreme Court to take it," he said. "I think it's very well-reasoned, but you never know. It's an important issue." The issue's initial champion, Councilwoman Roz Sherman, said the decision was a victory for the township's residents and their quality of life. The \$110,000 the township invested in the lawsuit and its appeal was well spent, Sherman said. "We wanted to take care (of the) residents, and we did," she said. "It is a very happy moment. Our attorney did a great job, as well as the township staff. I'm hopeful other communities will benefit from this, and I think they will. And we will be extremely happy to support them any way we can. It's nice to win one once in a while."



A digital billboard that sits in between the Garden State Parkway and Route 35. The boards have sprung up all over New Jersey, part of one of the country's largest markets, but a NJ court decision allows municipalities to ban them.

**Knoxville, TN ruling
against LED boards**

Judge Rules against Digital Billboards in Knoxville

By Tony Hernandez ©2014 Scripps Media, Inc.

A Knox County, TN Chancery Court judge has ruled a Louisiana-based company cannot convert its traditional vinyl billboard for digital advertising within Knoxville's city limits.

Chancellor Daryl R. Fansler's ruling, made Sept. 29, sides with the city of Knoxville and continues to block Lamar Advertising Co. from converting two billboards along Interstate 40 in Knoxville.

"We respect Chancellor Fansler's opinion, however, we intend to file a notice of appeal this week and look forward to having this matter resolved in the appellant courts," Gregory P. Isaacs, Lamar's attorney, said Wednesday.

The case has roots dating back to 2001 when Knoxville City Council banned the construction of any new billboard and also passed subsequent zoning changes to regulate other types of electronic signs.

"We are delighted that the court has upheld the city's billboard ban," Joyce Feld, president of local nonprofit Scenic Knoxville, said. "This battle has been going on for eight years."

The effort by Lamar to convert the signs in 2006 forced the city to successfully file an injunction to block the conversion and also drew objection from local residents.

What followed was the creation of a mayoral committee to research the issue, followed by efforts of the Metropolitan Planning Commission to find a compromise. That effort later died after City Council in 2008 refused to vote on the compromise after a lengthy debate.

In 2010, the city banned the use of any new electronic message centers all together, Feld said.

Fansler writes the city approved zoning regulations in 2004 governing electronic signage, and later concluded under the city's own ordinances the definition of EMC is different from the definition of billboard.

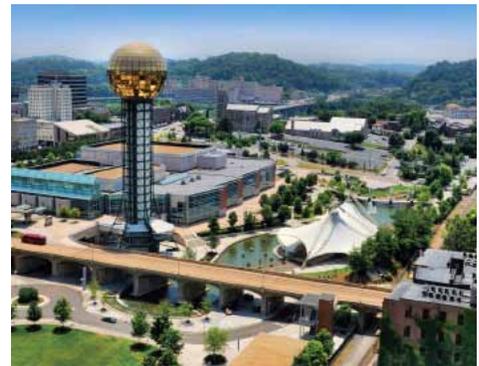
Even though Lamar's billboards were built before the 2001 ban and its use grandfathered into the city, the effort to change the sign also changes the intended use, Fansler wrote.

"Lamar cannot linguistically retreat to the most general notion of 'advertising' to contend that the use of the property has not been altered by the addition of digital displays to once immovable, static images," Fansler wrote.

Lamar also argued the state's General Assembly passed legislation in 2007 regulating electronic signs that trump the city's ordinances, according to Fansler's ruling.

Charles Swanson, the city of Knoxville's law director, said the recent ruling brings no implications to an existing effort to reform the city's vast signage regulations.

City Councilman Duane Grieve, who's leading the sign task force and founding member of Scenic Knoxville, said the effort does not include billboards because their use has been banned since 2001.



**“Lamar Advertising
has over 1,500 digital
boards across the
United States”**

**Texas:
A Billboard's Worth?**

Texas Supreme Court to Decide What a Billboard is Worth

By Aman Batheja ©The Texas Tribune



It would seem that a ruling on this could greatly impact future funds for road maintenance and roadway construction. This impact needs to be understood when State DOTs or Transportation Cabinets are addressing how to handle the various types of billboards in the recent thrust to amend the various states Administration Regulations.

- Scenic Kentucky

It's been eight years since the state of Texas condemned land and cleared two billboards standing in the way of an expanding Interstate 10 in Houston.

But the debate over how much Texas should pay Clear Channel Outdoor for those boards rages on, and officials now await a Texas Supreme Court ruling that they fear will make some future road projects more expensive.

The case began with two small, neighboring plots that the Texas Department of Transportation condemned in 2006 for highway expansion. Clear Channel Outdoor had leases on the plots, and the billboards on them. It was a highly trafficked area.

TxDOT offered to pay for the value of the structures, and pay for moving them. The company rejected the offer by the city to move the billboards because the city couldn't give the company "a comparable location in such a strategic market."

And the city's offer of a new spot was only good for 10 years, the company argued, "whereas, absent the condemnation, Clear Channel Outdoor's sign structures would have remained in place for decades more."

Clear Channel Outdoor filed suit, arguing the boards were fixtures of the condemned real estate and that the state was obligated to compensate it not only for the physical structures, but also for loss of future advertising revenue.

In 2008, a jury leaned the company's way. The state's appraisal expert pegged the appropriate compensation at \$50,600. The jury awarded Clear Channel \$268,235.27. In 2012, the 1st District Court of Appeals in Houston affirmed the jury's ruling.

During oral arguments before the court last month, Solicitor General Michael Murphy argued Clear Channel is asking for billboards to be treated differently than other businesses, "When the state condemns land, it doesn't take the business," Murphy said. "It takes only the physical property."

Any effort to determine lost income for a billboard company are "too speculative" to be valid, Murphy said.

"It's based on too many factors unrelated to the land, and it would be a sea change in condemnation law in Texas to allow businesses to be compensated for loss of their business on the land," Murphy said.

The state and its supporters point to Clear Channel's rejection of Houston's offer to move the billboards as an argument to throw out the jury award.

Houston has revised their sign codes in recent years to limit the proliferation of billboards, making it more difficult for companies to relocate their billboards, Lloyd said.

"When these relocations occur, it simply moves visual blight from one location to another," Lloyd said.

Clear Channel's lawyer told the justices that the relocation offer was optional and not relevant to how much the company deserves to be compensated. "We're trying to get the same treatment that's given to all property in condemnation," Yates said.

The justices are expected to rule later this year.

Electronic Billboard Swaps

Build a Billboard, Take a Few Down: Clear Channel Becomes First to Partake in Long Beach Billboard Ordinance

By Brian Addison @longbeachize.com

Back in 2007, then-Planning Administrator Derek Burnham, working with the now dissolved Redevelopment Agency (RDA) and its chair, Bill Baker, there was a glaring issue that blighted many neighborhoods: billboards. Atop small, two story buildings. Sitting on apartment complexes. Stretching above residential zones.

These tacky billboards were there legally but were non-compliant, meaning that the only reason they exist in the first place is due to the fact that they were installed before certain zoning codes existed.

“We had to wonder, ‘How can we get these things removed?’” Burnham said. “It was then we discovered a provision in the zoning code that allowed the amortization of billboards. The Planning Bureau began providing notice to billboard companies to remove certain nonconforming billboards, as allowed under the existing ordinance at the time.”

In 2008, a moratorium on new billboards was put in place to make way for a proposal to remove the billboards but was ultimately shot down. In the words of Burnham, when you’re dealing with what is

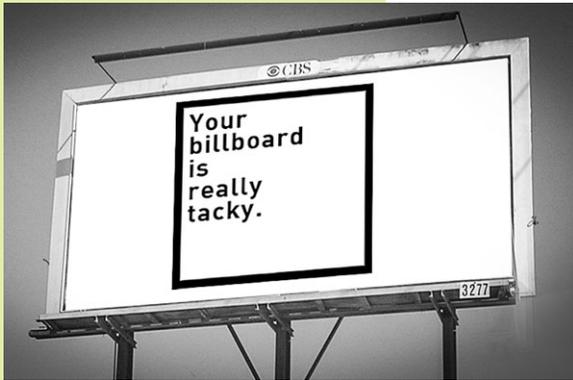
essentially a trade scheme, the fact that it’s new means it will be both contentious and argumentative. 2011 then marked the first billboard ordinance presented to City Council, including cap and trade provisions.

In other words, for any new billboards an advertising company wishes to install in the city, we could require them to remove a certain number of non-compliant billboards already in their inventory. The research for this was largely led by Scott Kinsey of the Planning Department.

In October of 2013, the Department of Development Services unveiled a newer plan that would address advertisers’ desire to place new electronic billboards while decreasing static, non-compliant ones. Moving the new billboards to freeways only, each new electronic one will require an 8:1 removal process (i.e. if the new billboard is 1,000 sq. ft. in size, 8,000 sq. ft. of static, non-compliant billboards will have to be removed from the city) while each new static billboard will require a 2:1 removal process. Should the new billboard not increase in size, the removal ratio will be 4:1. In all cases, removal of the old ones will have to be complete before the new ones are installed. The billboard companies will also have to foot the cost of both the building of the new billboards and the removal of the old ones.

After nine months of debates and revisions, the ordinance was finally passed in July of this year. Clear Channel, one of the nation’s largest owners of billboards, proposed two new electronic billboards along the 710 freeway, one near the 91 freeway exchange and the other near Pacific Coast Highway.

According to Clear Channel’s proposal, two 14x48 foot double-sided electronic billboards will be installed. In exchange, Clear Channel has agreed to remove 36 non-compliant signs around Long Beach.



“for any new billboards an advertising company wishes to install in the city, we could require them to remove a certain number of non-compliant billboards already in their inventory.”

Electronic Billboard Swaps

Foley looking at converting to some digital billboards

By Will Robinson-Smith WALA-TV, Mobile, Alabama

Whether you're driving on Highway 59 or over on the Foley Beach Express, it's hard not to notice the dozens of billboards that dot the roads. That's why Foley's city council is considering changing its zoning ordinance to allow for digital signs, like the one just north of the city. "It's more efficient for the business and the retails. It's a little more expensive for business, but electronic billboards offer a lot of flexibility in getting more adds on there for other businesses," Mayor John Koniar said. Koniar said the digital signs won't create as much clutter in the city as the billboards do now. One of the conditions of putting in an electric sign is that the owner has to take down four traditional ones. "That would be a significant reduction of billboards in the city, so that's a win-win. Hopefully the billboard people will profit from it and the city will get some clutter removed," Koniar said. And because they have a higher price tag, there won't be a ton of them. Locals we spoke with said they think the move would be a smart one for the city.



Welcome to Foley, Alabama

Billboard Swap Scorecard

By Scenic Kentucky Staff

The Kentucky Transportation Cabinet staff charged with the rewrite of the Cabinet's Administrative Regulations requested any information Scenic Kentucky could forward on standards relating to swaps of some static billboards for one electronic billboard. The information below was sent us from Scenic America and forwarded to the cabinet.

Older information on static boards to LED boards swap The following information was gathered from Scenic America over a CBS sign company inquiry of the City of Dallas. (Note: It is helpful to know that some of these trades were the result of swap-and-trade ordinances, and some were the result of settlement of litigation.)

Hayward, CA - [CCO agreed to] 4 traditional faces for 1 digital face.

St. Paul, MN - 6 traditional faces for 1 digital face.

Tampa, FL - 10 traditional faces for 1 digital face.

Orlando, FL - 4 traditional faces for 1 digital face.

Cheyenne, WY - 3 traditional faces for 1 digital face.

Sacramento, CA - [CCO agreed to] removal of 24 traditional faces for 8 digital faces; ratio of 3 to 1, plus substantial financial consideration.

Gulfport, MS - 6 traditional structures for 1 digital structure (with certain requirements re square footage of faces).

Minnetonka, MN - [CCO agreed to] removal of 15 traditional faces for 6 digital faces. Tacoma, WA - [CCO agreed to] combination of 15 existing signs and permits (5 must be existing signs) for one digital face.

Tukwila, WA - 7 traditional faces for 1 digital face. Stuart, FL - 7 traditional faces for 1 digital face.

Pinellas County, FL – proposed 8 traditional faces for 1 digital face at 15-second interval.

Billboards, particularly Electronic, are a Roadside Hazard

(SK editor's note: A recent FHWA study seems to say that LED boards are safe for the motoring public. This study has been questioned both as to its conclusion and how the end result was derived. Actually, the problem should be looked at in a larger context, an international one. Why have others said they are a problem and banned them, when we seem to be allowing them? Below are two studies reprinted with permission of Scenic America that comes to the opposite conclusion from that of the FHWA.)

A) Swedish Study Shows Digital Billboards Distract Drivers

A new study published in the journal Traffic Injury Prevention concludes that digital billboards attract and hold the gazes of drivers for far longer than a threshold that previous studies have shown to be dangerous.

The study, conducted by researchers at the Swedish National Road and Transport Research Institute and funded by the Swedish Transport Administration, found that drivers looked at digital billboards significantly longer than they did at other signs on the same stretch of road, with the digital signs often taking a driver's eyes off the road for more than two seconds.

A well-regarded 2006 study by Virginia Tech for the National Highway Traffic Safety Administration found that anything that takes a driver's eyes off the road for more than two seconds greatly increases the risk of a crash. The study also found that nearly 80 percent of all crashes involved driver inattention just prior to (within 3 seconds) of the crash.

The Swedish study's authors reasoned that it's not surprising that digital billboards attract greater attention from drivers: the signs are brighter, visible from greater distances, and display a constantly-changing series of advertisements. They concluded that digital billboards "have the potential ability to keep up the driver's curiosity over an extended period of time." Previous human behavior studies have shown that drivers are hardwired to notice bright, changing lights in their peripheral vision and to anticipate additional motion.

The Swedish government had given temporary authorization to erect digital billboards in 2009, but as a result of this and related studies the government ordered the removal of all digital billboards. Meanwhile in the United States these signs continue to go up at a rapid pace despite a growing body of evidence suggesting they pose a threat to traffic safety.

B) Israel Billboard Safety Study

Presentation of Study from the International Conference on Traffic and Transport Psychology

A study on one of Israel's busiest highways found that the removal of roadside billboards significantly reduced the number of crashes along the roadway, including a more than two-thirds reduction in fatal or injury crashes.

Results: All Crashes before and after sign removal

Year	Total Crashes	
	Control sites	Treatment sites
2006	849	106
2007	857	95
2008	825	65

Results: Injury Crashes before and after sign removal

Year	Injury/Fatal Crashes	
	Control sites	Treatment sites
2006	240	40
2007	262	55
2008	255	17

The analysis on the Ayalon Highway in Tel Aviv compared the number and types of crashes at treatment sections, where billboards were present along the roadway, with crashes within a control group of road sections where billboards had been removed or covered.

Statistics are on crashes from 2006 and 2007, when the billboards were visible, and 2008, when they were removed or covered. In 2007, before the billboards were removed or covered, there were a total of 95 crashes within the treatment sections. In 2008, after the billboards were removed or covered, there were 65 crashes, a decrease of more than one-third. The decrease in injury or fatal crashes was even more compelling: from 55 in the 'before' period of 2007 down to 17 in the 'after' period of 2008, a more than two-thirds reduction.

The study's authors said: "The downward trend in accidents in the 'after' period was robust and consistent... particularly for injury crashes. Therefore we can conclude that... there is empirical evidence of a link between the removal of advertising signs and the improvement of road safety on an urban / suburban highway."

The opportunity to perform the study presented itself because of a governmental order to temporarily remove or cover the billboards. This allowed the researchers, working on behalf of Israel's National Road Safety Authority, to look at crashes in the vicinity of these billboards both before and after they were removed or covered.



Membership Application

Yes, I want to help Scenic Kentucky fight visual blight and protect Kentucky's beauty. Enclosed is my annual tax-deductible contribution.

- \$25 \$50
 \$100 \$250
 \$500 \$1000
 \$2000 Other Amount _____

Name _____

Street _____

City _____ State _____ Zip _____

Telephone (H) _____

(W) _____

E-Mail _____

Please donate by check or online with PayPal. Your contribution will enable us to keep our Commonwealth blight-free and visually attractive.

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