

A bill for an act

relating to highways; imposing moratorium on electronic advertising devices;
amending Minnesota Statutes 2008, section 160.02, by adding a subdivision;
proposing coding for new law in Minnesota Statutes, chapter 160.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MINNESOTA:

Section 1. Minnesota Statutes 2008, section 160.02, is amended by adding a
subdivision to read:

Subd. 30. **Electronic advertising device.** "Electronic advertising device" means an
advertising device, as defined section 173.02, subdivision 16, that:

(1) is capable of digitally displaying static or moving content, including but not
limited to text, images, animation, flashing lights, graphics, or video; and

(2) displays programmable content that can be controlled or changed through
electronic communication.

EFFECTIVE DATE. This section is effective the day following final enactment.

Sec. 2. **[160.2716] ELECTRONIC ADVERTISING DEVICES.**

Subdivision 1. **Definitions.** For purposes of this section:

(1) "person" means a natural person, partnership, corporation, association, or other
legal entity; and

(2) the terms defined in section 173.02 have the meanings given them.

Subd. 2. **Moratorium.** (a) Until June 30, 2013, a person or road authority shall not:

(1) erect an electronic advertising device; or

(2) convert or otherwise modify an existing advertising device to become an
electronic advertising device.

2.1 (b) The restrictions under paragraph (a) apply to an advertising device whose
2.2 advertising area or content is visible to a motorist from any street or highway, including
2.3 streets and highways within a statutory or home rule charter city.

2.4 Subd. 3. **Exemptions.** The provisions of subdivision 2 do not apply to:

2.5 (1) advertising devices that advertise activities conducted on the property on which
2.6 the devices are located, including but not limited to, goods sold, stored, manufactured,
2.7 processed, or mined; services rendered; and entertainment provided;

2.8 (2) traffic-control devices authorized under section 169.06;

2.9 (3) official signs and notices, public utility signs, and directional signs; and

2.10 (4) advertising devices authorized under chapter 349A.

2.11 **EFFECTIVE DATE.** This section is effective the day following final enactment.