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State of Minnesota
HOUSE OF REPRESENTATIVES

EIGHTY-EIGHTH SESSION

H. F. No. 2208

02/25/2014 Authored by Murphy, M.,
The bill was read for the first time and referred to the Committee on Transportation Policy
03/17/2014 Adoption of Report: Re-referred to the Committee on Transportation Finance

1.1 A bill for an act
1.2 relating to transportation; establishing community destination sign program;
1.3 amending Minnesota Statutes 2012, section 173.02, subdivision 16; proposing
1.4 coding for new law in Minnesota Statutes, chapter 160.

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

1.6 Section 1. **[160.75] COMMUNITY DESTINATION SIGN PROGRAM.**

1.7 Subdivision 1. **Definition.** For purposes of this section, "general retail services"
1.8 means a business that sells goods or services at retail and directly to an end-use consumer.

1.9 General retail services includes but is not limited to:

- 1.10 (1) personal services;
- 1.11 (2) repair services;
- 1.12 (3) hardware stores;
- 1.13 (4) lumber or building supply stores; and
- 1.14 (5) automotive parts sellers.

1.15 Subd. 2. **Program established.** (a) The commissioner shall establish a community
1.16 destination sign program for wayfinding to destinations or attractions of interest to the
1.17 traveling public.

1.18 (b) The commissioner shall establish program requirements, including but not
1.19 limited to application procedures, qualifications and criteria for signage, sign placement
1.20 requirements, sign design and construction specifications, and responsibility for signage
1.21 costs. The commissioner may include the program in the uniform manual under section
1.22 169.06, subdivision 1, or a similar engineering, procedures, or operations manual.

1.23 Subd. 3. **Eligibility.** (a) The community destination sign program must include as
1.24 eligible attractions and destinations:

2.1 (1) minor traffic generators; and

2.2 (2) general retail services, as provided under paragraph (b).

2.3 (b) To be eligible, a general retail service must be identified in a community
 2.4 wayfinding program that is (1) established by a statutory or home rule charter city, and (2)
 2.5 approved by the commissioner.

2.6 Subd. 4. **Design.** Sign design specifications established by the commissioner must
 2.7 allow for placement of:

2.8 (1) a city name and city logo or symbol;

2.9 (2) a logo for an attraction or destination identified on a sign; and

2.10 (3) up to five attractions or destinations on a community destination sign assembly.

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

2.12 Sec. 2. Minnesota Statutes 2012, section 173.02, subdivision 16, is amended to read:

2.13 Subd. 16. **Advertising device.** "Advertising device" means any billboard, sign,
 2.14 notice, poster, display, or other device visible to and primarily intended to advertise and
 2.15 inform or to attract or which does attract the attention of operators and occupants of motor
 2.16 vehicles and shall include any structure erected primarily for use in connection with
 2.17 the display of any such device and all lighting or other attachments used in connection
 2.18 therewith, except "star city" signs erected under section 173.085 and community
 2.19 destination signs erected under section 160.75.

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

2.21 Sec. 3. **COMMUNITY DESTINATION SIGN PROGRAM.**

2.22 By December 1, 2014, the commissioner of transportation shall amend the Traffic
 2.23 Engineering Manual, chapter 6, section 6-8.03, to conform with the provisions established
 2.24 in section 1.

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