

This Document can be made available in alternative formats upon request

State of Minnesota

HOUSE OF REPRESENTATIVES

EIGHTY-EIGHTH SESSION

H. F. No. 3206

03/19/2014 Authored by Hansen

The bill was read for the first time and referred to the Committee on Transportation Policy

1.1 A bill for an act
1.2 relating to transportation; highways; imposing limitations and moratorium on
1.3 electronic advertising devices; proposing coding for new law in Minnesota
1.4 Statutes, chapter 160.

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

1.6 Section 1. [160.2716] ELECTRONIC ADVERTISING DEVICES.

1.7 Subdivision 1. Definitions. (a) For purposes of this section, the following terms
1.8 have the meanings given them.

1.9 (b) "Electronic advertising device" means an advertising device, as defined in
1.10 section 173.02, subdivision 16, that:

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

1.13 (2) displays programmable content that can be controlled or changed through
1.14 electronic communications.

1.15 (c) "Person" means a natural person, partnership, corporation, association, or other
1.16 legal entity.

1.17 (d) The terms defined in section 173.02 have the meanings given them.

1.18 Subd. 2. Moratorium. A person or road authority shall not:

1.19 (1) erect an electronic advertising device;

1.20 (2) replace or upgrade components of an existing electronic advertising device; or

1.21 (3) convert or otherwise modify an existing advertising device to become an
1.22 electronic advertising device.

2.1 Subd. 3. **Exception; limitation on use.** A person or road authority may display
2.2 digital content on an electronic advertising device erected prior to the effective date of this
2.3 act, but only between the hours of 8:00 a.m. and 5:00 p.m.

2.4 Subd. 4. **Scope and application.** (a) Subdivisions 2 and 3 apply to an advertising
2.5 device whose advertising area or content is visible to a motorist from any street or
2.6 highway, including streets and highways within a statutory or home rule charter city.

2.7 (b) Subdivisions 2 and 3 do not apply to:

2.8 (1) advertising devices that advertise activities conducted on the property on which
2.9 the devices are located, including but not limited to (i) goods sold, stored, manufactured,
2.10 processed, or mined; (ii) services rendered; and (iii) entertainment provided;

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

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

2.13 (4) advertising devices erected under the authority granted in section 349A.09.

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