



COMMUNITY DEVELOPMENT DEPARTMENT
129 North Second Street, 2nd Floor, Yakima, Washington 98901
Phone (509) 575-6113 • Fax (509) 576-6576
www.yakimawa.gov

MEMORANDUM

TO: Planning Commission
FROM: Steve Osguthorpe, AICP, Community Development Director 
SUBJECT: Billboards & Digital Signs – Continued Discussion
Date: January 29, 2014

At the January 22 Planning Commission meeting, staff provided a list of tentative recommendations pertaining to digital signs. The list of recommendations is attached. We will discuss these more fully at our January 29 meeting and the Commission will provide recommendations to staff on drafting digital sign code language in preparation for a formal public hearing. I will also prepare a more detailed summary of the digital sign issue that reflects conversations we've had to date on this topic, and that addresses the staff's recommendations.

The Commission will complete discussion of digital signs on January 29 and also take up the topic of billboards to provide direction to staff on this issue as well. In preparation for that discussion, I have prepared the following summary report on billboards, with tentative recommendations on billboard regulation.

Differentiating Billboards from On-Premise Signs

The purpose of on-site signage is to identify the business or services available at the site on which the sign is located. On-premise signage is an essential and crucial component of local business. Billboards are different from on-premise signs in that billboards do not promote products or services available at the site on which they are located. Their primary purpose is to generate revenue by selling advertising space to off-site businesses, corporations, organizations and other entities. While billboards do advertise some local businesses, the majority of entities that advertise on billboards are located out of the city, out of the region and even out of the state or country. Moreover, the revenue generated by billboard ads likewise goes primarily to non-local corporations that own the billboards. Specifically, the revenue from billboards in Washington and/or Yakima go to Clear Channel, based in San Antonio, Texas; Lamar Advertising, based in Baton Rouge, Louisiana; CBS Outdoor Advertising, based in New York, New York; Metro Outdoor, based in Scottsdale, Arizona.

Costs to Local Government:

Billboards have been found to produce adverse impacts and costs at the local level, which are summarized as follows:

1. Reduced Property Values: A study conducted in Philadelphia in 2011 found that properties located within 500 feet of a billboard have a decreased real estate value of



\$30,826. Homes located further than 500 feet but within a census tract/community where billboards are present experience a decrease of \$947 for every billboard in that census tract¹.

2. Negative Socio-economic Indicators. The above-referenced study focused also on 20 major US cities, including those with non-strict billboard controls, and those with strict billboard controls, finding that (1) The median income for strict control cities is higher than that for non-strict cities; (2) The mean poverty rate for cities with stricter sign control is lower than for cities without strict sign controls; and (3) The mean home vacancy rate is lower for strict sign control cities.²

The presence of billboards is often an indicator of, or associated with, neighborhood instability, and that may reflect on Yakima, where over 90% of existing billboards are located in neighborhoods east of 16th Avenue.

3. No Tax Revenue to Local Government. In Washington State, billboards are considered personal property for tax purposes, so placing a billboard on property is no different than parking a car or other personal item on a piece of property. Like other forms of personal property, billboards generate no revenue to local coffers except as they promote local tax paying businesses. In Yakima, only 25% of billboard ads are for local tax-paying businesses, and only 12% of those are retail oriented. Under WAC 458-20-204, billboards are considered "outdoor advertising", which is subject to B & O taxes on the gross income from the advertising services, but none of that revenue comes back to the local jurisdiction. Moreover, advertisers are not required to collect retail sales tax, except for any actual product purchased locally to manufacture the sign. Most sign components are manufactured elsewhere.
4. Minimal Return to local Economy. Unlike on-premise signage that identifies a local business, only 25% of billboard ads in Yakima promote businesses located within city limits. The balance of ad content included:
 - a. 27% of ads for non-local corporations, such as Anheuser Busch, Budweiser, MillerCoors, Coca-Cola, McDonald's, Verizon, etc.
 - b. 25% of ads dedicated to alcohol and/or gambling. Most gambling ads were for casinos in Toppenish. (Toppenish bans billboards in its own community).
 - c. The balance of ads were public awareness ads, likely provided pro bono by the industry to fill billboards for which there was no demand for paying advertisers.
5. Litigation. The likelihood of litigation against the city increases in relation to both the number of billboards within a city and the city's efforts to regulate billboards or to develop around existing billboards. The industry has filed lawsuits against the city of Seattle in 1980, 1997, and 2002, and against the City of Tacoma in 1997, 2007, and 2011. Lawsuits were largely based upon efforts to remove existing billboards and efforts to ban digital billboards. Outside of Washington State, an example comes from Los Angeles,

¹ Jonathan Snyder, Beyond Aesthetics: How Billboards Affect Economic Prosperity, December 2011, Funded by the Samuel S. Fels Fund.

² Ibid.

where CBS Outdoor sued the city for 2.3 million dollars over the loss of two billboards on a building demolished twelve years ago to make way for the Hollywood & Highland entertainment and shopping complex. Another example comes from Salt Lake City, where Reagan Sign Company filed a 1 million dollar lawsuit against the city claiming that the parking lot lights of a new hotel blocked visibility of one of Reagan's billboards. That comes even after the City required the relocation of the hotels sign to avoid blocking the billboards.

6. Required Compensation to Industry. Any billboard that may require removal to make way for new development can cost a city millions of dollars. A recent example comes from the City of Minneapolis, where the Minnesota DOT required removal of a digital billboard to facilitate a planned bridge project over the Mississippi River into St. Paul. The cost to have the billboard removed was 4.3 million dollars including the value of the structure, even though the same billboard structure was simply relocated to a site a short distance away. The industry charged not only the value of the billboard structure, but also projected lost revenue. Other costs to Minnesota included the cost of 3 million dollars to remove 4 conventional billboards (\$750,000 each), for a total of \$7.321 million dollars paid to Clear Channel from Minnesota's highway construction budget. These billboards were along State highways, but the same situation could affect road projects at the local level.
7. Inhibition on City Renewal Projects. Under the Highway Beautification Act, billboard operators are permitted to come onto the public highway right of way and clear-cut public trees to improve the visibility of their billboards. That could affect the City of Yakima's ability to enhance its entrance corridors. An example of this comes from Florida. In an effort to beautify a stretch of State Road 84, sabal palm trees were planted along the swales and median. This angered Clear Channel Communications Inc. which filed a complaint with the Florida Department of Transportation, stating that the organization that planted the trees would have to move 18 of the trees or see them destroyed. The trees were removed.

Billboard Regulations in Washington State

With revenues to local government low and potential costs high, 91 percent of Washington cities surveyed have chosen to ban installation of additional billboards within their jurisdictions. Cities surveyed are included in the attached spreadsheet, which includes 16 eastern Washington cities, and 31 western Washington cities. Regulatory approaches included outright bans on new billboards, outright bans on any form of off-premise signs, and allowance for new billboards only in exchange for removal of existing billboards. A few cities that yet allow some form of billboards have so restricted their size and location as to effectively ban them, such as Wenatchee, which limits billboards to 60 square feet at 30 feet tall, or 100 square feet at 8 feet tall. The only cities in the survey that still effectively allow billboards are Ellensburg, Grandview, Port Angeles and Yakima. Among those cities, Grandview is the least restrictive (relying solely upon compliance with the building code) followed by Yakima that is less

restrictive than Ellensburg and Port Angeles in terms of the permitting process, allowed locations, and spacing between billboards (Yakima's spacing is 500 feet minimum compared to 1,000 foot minimum in Ellensburg and Port Angeles).

Billboard bans are currently supported by State level bans on digital signs along State highways and scenic byways. However, in response to local prohibitions, the billboard industry is focusing on the State legislature to lift the State ban so it can focus its efforts on local government. Legislation to this effect was introduced in both 2012 and 2013 under HB 1408 & SB 5304. The proposal failed in both years, but the same bills have been introduced this year, with no opportunity for public comment. If the legislation passes, it will remove the State's shield of protection, leaving local governments that choose to regulate or ban billboards along highways vulnerable to industry lawsuits. This should alarm local government because the propensity for lawsuits is high as evidenced by industry suits against Seattle, Tacoma, Los Angeles, Salt Lake City, and other jurisdictions choosing to limit billboards. The cost of fighting such litigation is beyond most cities' ability to pay and most simply give in. Most of these lawsuits were the result of trying to remove, regulate or develop around existing billboards.

Potential for Proliferation.

As stated above, Yakima's spacing allowances for billboards is less restrictive than all but one of the cities surveyed. When staff presented a map of Yakima's 500-foot spacing allowance at the December 11 workshop, it was asserted by those in the industry that such spacing could not occur because they couldn't sell enough ads to justify that amount of signage. An example from Rapid City, South Dakota demonstrates how this has occurred in other locations. With a population of approximately 70,000 (one third smaller than Yakima), Rapid City has 400 billboards throughout the city, and significantly more in the surrounding area. One industry alone has 204 signs in the area and many of these are clustered in short segments of highways. (See attached inventory for Epic Outdoor Advertising). For example, along I-90 at milepost 50, Epic has documented 12 signs within that one mile stretch.

It should be noted that minimally spaced billboards have already been installed along the western side of No. 1st Street in Yakima. It was suggested that this could not occur on the east side of No. 1st because of existing structures. That itself is not a limiting factor. Sign structures take only a few square feet of land and they are designed to conform to any needed configuration, including off-set faces and dogleg posts that allow projection over roof tops and maneuvering in tight spaces.



Derelict Conditions of Yakima's Billboards. There are growing numbers of billboards in Yakima that are derelict and intermittently abandoned. This is particularly evident on North 1st Street, where a number of high profile billboards characterize this entry corridor with tattered canvas and multiple layers of old peeling copy. These remain in this condition for extended periods of time until new copy is installed on an inexpensive thin canvas that is usually torn apart with the next major windstorm. They then hang in shreds that get wrapped around the sign structure or abutting fences and structures. These are typically public service or crime stopper ads that are likely installed pro bono as an interim means of using the sign structures.

This problem was brought to the attention of CBS Outdoor Representative Rob LaGrone during a PowerPoint presentation to the Council back in October 2013. Mr. LaGrone stated that the industry has representatives that regularly visit the area to correct such conditions, and he then had the problems identified in the October presentation corrected. However, in a short period of time, the signs went back to their tattered condition, leaving the City with the burden of having to chase these down as an enforcement action.

This then becomes one more challenge in the city's efforts to clean up North 1st Street. The signs create the appearance that neither the city nor property owners in this location care about the conditions of this corridor, and other problems related to this area such as prostitution and drugs continue. This is the classic "broken windows" syndrome identified by Bill Cook during a recent Planning Commission discussion of this topic. The broken windows theory is a criminological theory of the norm-setting and signaling effect of urban disorder and vandalism on additional crime and anti-social behavior. The theory states that maintaining and monitoring urban environments in a well-ordered condition may stop further vandalism and escalate into more serious crime.



Staff Tentative Recommendation on Billboards

Considering the potential costs and development impediments billboard bring to the local level, staff recommends the following:

1. Adopt a specific definition of billboards as follows:

“Billboard” means any sign face, the primary purpose of which is to lease, rent, let or otherwise allow sign space for a fee or other form of compensation to the underlying property owner or tenant, and to the sign face owner. Billboards primarily advertise, identify or promote off-premise businesses, products, services, organizations and entities. Billboards may occasionally provide ad space on a pro bono basis, and may, on a paid basis to the property owner or tenant, advertise products or services that are minimally and/or coincidentally available on the site.

2. Prohibit installation of any new billboards city-wide.
3. Allow existing legally installed billboards to be retained as legal non-conforming structures in all areas of the city, except along North 1st Street to within 660 feet of the highway interchange.
4. Create a sign overlay district along North 1st Street. All billboards within the North 1st Street overlay except those lying within 660 feet of the highway interchange (the area subject to the Highway Beautification Act) shall be removed after an amortization period of five years. The amortization period shall begin upon notice to the property owner.

Digital Signs

Staff's Tentative Recommendations

(January 22, 2014)

Limit digital signs to:

- a. A defined brightness level that most closely resembles brightness of non-digital illuminated signs. (Demonstration may help determine this)
- b. Completely static except for timed message change
- c. Message change to occur through quick fade rather than instantaneous appear mode.
- d. One digital sign per premise
- e. 33 square feet max. size
- f. More intense commercial & industrial zones only. In less intense zones (i.e. B-1, SCC) and residential zones, limit digital to monochrome display with dark background.
- g. Along No. 1st Street, allow digital in lieu of outdoor temporary signs.

Billboard / Digital Sign - Regulations in Washington Cities

City / Jurisdiction	Billboards Allowed with Size/ Location Restrictions	Prohibit New Billboards	Prohibit Off-premise Signs (including billboards)	Allow New Billboards Only with Relocation Permit	Prohibit Digital Billboards / Signs	Digital Design Restrictions	Allow Digital Only with Reduction Provision	Eliminate Existing Billboards By Amortization
Ellensburg	✓ TC zone only, COP required, 288 sq. ft. max.					One digital sign per frontage, 3 sq. ft. max, 64 sq. ft. max. for public use. 3-second rule applies. 10-seconds pause for entire message		
Grandview	✓							
Kennewick		✓	✓					✓ Must meet size, area, height and electrical requirements by specified date.
Moses Lake		✓				50 sq. ft. max. size. Illumination limit - 8,000 nits daytime, 1000 nits nighttime. No white background		
Pasco			✓ (with exceptions for directional signs)					
Pullman			✓					
Richland		✓	✓					
Seiah		✓	✓					
Spokane			✓			Illumination limit - 3 foot-candles. 2-second rule applies. Limited to 50% of allowable signage. Prohibited in CHD zone.		
Spokane Valley		✓	✓					
Sunnyside	Totally discretionary with no guaranteed right. 200 sq. ft. max. Prohibited along designated entryways.		✓ (with very limited exceptions)					✓

Eastern Washington

City / Jurisdiction	Billboards Allowed with Size/ Location Restrictions	Prohibit New Billboards	Prohibit Off-premise Signs (including billboards)	Allow New Billboards Only with Relocation Permit	Prohibit Digital Billboards / Signs	Digital Design Restrictions	Allow Digital Only with Reduction Provision	Eliminate Existing Billboards By Amortization
Eastern Washington	Toppenish	✓				Allows digital only if no more than 40% of sign face. No moving images, 5000 nits day, 500 nits night		
	Union Gap		✓					
	Walla Walla	✓	✓		✓ (No changing message centers)	Allows electronic text only.		
	Wenatchee	✓ Limited to 60 sq. ft. @ 30 feet tall or 100 sq. ft. @ 8 ft. tall.	(Effectively)					
	Yakima	✓ M1, M2, CBD, GC and RD zones. 35 ft. tall, 500 ft. spacing.						
	Auburn	✓				Illumination limit - 8,000 nits daytime; 500 nits nighttime. 1.5 second rule applies, 5 second scroll allowed.		
	Bellevue	✓			✓ (Allowed for non-commercial use only)	4 minute rule applies. No motion or animation. Limited to text only.		✓
	Bellingham			✓				
	Bothell	✓						
	Bremerton	✓		✓				✓
Western Washington	Burien	✓	✓	✓		Limited to 50% area of free-standing sign.		
	Centralia	✓						✓ (90 days)
	Des Moines			✓		Illumination limit - 5,000 nits daytime; 500 nits nighttime. 2-second rule applies. No animation.		

City / Jurisdiction	Billboards Allowed with Size/ Location Restrictions	Prohibit New Billboards	Prohibit Off-premise Signs (including billboards)	Allow New Billboards Only with Relocation Permit	Prohibit Digital Billboards / Signs	Digital Design Restrictions	Allow Digital Only with Reduction Provision	Eliminate Existing Billboards By Amortization
Everett	✓ 20 ft. above street grade, 1000' separation, subject to removal clause.			✓ Requires removal of any nonconforming billboard owned by that company, and remove/conform when sold.	✓			
Federal Way		✓	✓					
Fife			✓					
Gig Harbor			✓		✓			
Kent				✓	✓ (prohibition applies to off-premise only)			
Lacey			✓		✓			
Lakewood		✓	✓					✓
Marysville		✓				No animation. 20 second rule applies. 30% of sign area max. Dimming mechanism required.		
Mill Creek			✓					
Olympia		✓	✓			(3 minute rule (very limited). 30 second rule applies)		
Port Angeles	✓ CA and Industrial Zones only 1000 ft. spacing.							
Port Orchard		✓	✓		✓ (billboards)			✓
Poulsbo		✓	✓					
Puyallup		✓				2 second rule applies.		
Renton			✓					

Western Washington

City / Jurisdiction	Billboards Allowed with Size/ Location Restrictions	Prohibit New Billboards	Prohibit Off-premise Signs (including billboards)	Allow New Billboards Only with Relocation Permit	Prohibit Digital Billboards / Signs	Digital Design Restrictions	Allow Digital Only with Reduction Provision	Eliminate Existing Billboards By Amortization
Sea Tac		✓	✓			Illumination limit - 8,000 nits daytime; 500 nits nighttime. 1.5-second rule applies. Requires dark background.		✓
Seattle	✓ (subject to removal clause)	✓ (except under removal clause)	✓ (within 660 feet of highways)	✓	✓ (billboards)	2 second rule, with 20 second pause.		
Sequim		✓	✓					
Shelton		✓	✓		✓ (except for 10-acre shopping center)			
Shoreline		✓	✓			20-second rule applies. No moving messages.		
Tacoma	✓ (subject to removal clause)	✓ (except under removal clause)		✓		4 / 8 second rule applies. Illumination limit - 8,000 nits daytime; 1000 nits nighttime. Requires ambient light monitor		✓
Vancouver		✓	✓					
Woodinville		✓	✓		✓ (Allowed only in Public/Institution Zone)	32 sq.ft. max. Single color only (warm tone). 4 second rule applies.		

Legend – Cities highlighted in yellow are those that permit the typical billboard without any requirements for mitigation (e.g., no requirements to remove existing billboards to allow new billboards), and without limiting factors such as the fully-discretionary, no guarantee provisions of Sunnyside.

Of those jurisdictions that allow billboards, Yakima and Grandview are the least restrictive in terms of required spacing, lack of illumination restrictions, and the number of zones in which billboards are permitted

Epic Outdoor Advertising

Billboard Report

204 Total

Area Name	Description	Mile Marker	Direction	Size	Expiration	Illuminated	Price	Special Price
Digital Billboards	The GAP	1700	Eastbound - LHR	10.00 x 18.00	06/01/2013	Yes	\$0.00	
Digital Billboards	The GAP	1700	Westbound - RHR	10.00 x 18.00	06/01/2013	Yes	\$0.00	
Rapid City Area - Metro	Ellsworth AFB Main Gate	0	Westbound - LHR	10.00 x 22.00	01/01/2014	No	\$475.00	
Rapid City Area - Metro	Ellsworth AFB Main Gate	0	Eastbound - RHR	10.00 x 22.00	11/15/2013	No	\$475.00	
Rapid City Area - Metro	Hwy 79 Overpass	2650	Northbound - RHR	10.00 x 36.00	06/01/2014	Yes	\$650.00	
Rapid City Area - Metro	Hwy 79 Overpass	2650	Southbound - LHR	10.00 x 36.00	04/01/2014	Yes	\$600.00	
Rapid City Area - Metro	Elk Vale #2	2	Southbound - LHR	14.00 x 48.00	07/01/2014	No	\$650.00	
Rapid City Area - Metro	Elk Vale & Exit 61	1	Southbound - LHR	14.00 x 48.00	04/01/2014	Yes	\$750.00	
Rapid City Area - Metro	Elk Vale & Exit 61	1	Northbound - RHR	14.00 x 48.00	02/01/2014	Yes	\$750.00	
Rapid City Area - Metro	West Chicago	2710	Westbound - RHR	10.00 x 36.00	02/15/2014	Yes	\$400.00	
Rapid City Area - Metro	West Chicago	2710	Eastbound - LHR	10.00 x 36.00	01/15/2014	Yes	\$400.00	
Rapid City Area - Metro	Elk Vale #2	2	Northbound - RHR	14.00 x 48.00	02/01/2014	No	\$650.00	
Rapid City Area - Metro	Elk Vale #3	3	Northbound - RHR	14.00 x 48.00	05/01/2014	No	\$650.00	
Rapid City Area - Metro	Elk Vale #3	3	Southbound - LHR	14.00 x 48.00	06/15/2014	No	\$650.00	
Rapid City Area - Metro	E St. Patrick St Next to Valley Sports Bar	2660	Eastbound - LHR	12.00 x 32.00	11/01/2013	Yes	\$450.00	
Sturgis Area	I90 Sturgis	29	Westbound - LHR	10.00 x 36.00	02/01/2014	Yes	\$400.00	
Rapid City Area - Metro	E St. Patrick St Next to Keefer Sanitation	2510	Westbound - RHR	12.00 x 32.00	02/01/2014	Yes	\$450.00	
Rapid City Area - Metro	E St. Patrick St Next to Keefer Sanitation	2510	Eastbound - LHR	12.00 x 32.00	11/01/2013	Yes	\$400.00	
Rapid City Area - Metro	E St. Patrick St Next to Valley Sports Bar	2660	Westbound - RHR	12.00 x 32.00	05/01/2014	Yes	\$450.00	
Rapid City Area - Metro	E St. Patrick St Next to storage	2330	Westbound - RHR	12.00 x 32.00	10/01/2013	Yes	\$400.00	
Rapid City Area - Metro	E St. Patrick St Next to storage	2330	Eastbound - LHR	12.00 x 32.00	10/01/2013	Yes	\$400.00	
Rapid City Area - Metro	Elk Vale #4	4	Northbound - RHR	14.00 x 48.00	02/01/2014	No	\$650.00	
Rapid City Area - Metro	Elk Vale #4 2300	4	Southbound - LHR	14.00 x 48.00	04/01/2014	No	\$650.00	
Rapid City Area - Metro	E St Patrick St Poster	1	Westbound - RHR	10.00 x 22.00	12/01/2013	No	\$475.00	
Rapid City Area - Metro	E St Patrick St Poster	1	Eastbound - LHR	10.00 x 22.00	02/01/2014	No	\$475.00	
Sturgis Area	I90 Sturgis	28	Eastbound - RHR	10.00 x 36.00	06/01/2014	Yes	\$725.00	
Sturgis Area	I90 Sturgis	28	Westbound - LHR	10.00 x 36.00	06/01/2013	Yes	\$500.00	

Rapid City Area - Metro	E St Joseph St	320	Westbound - RHR	10.00 x 36.00	04/01/2014	Yes	\$500.00	
Rapid City Area - Metro	E St Joseph St	320	Eastbound - LHR	10.00 x 36.00	10/01/2014	Yes	\$500.00	
I-90 - East of Rapid City	I90 Murdo	194	Westbound - RHR	14.00 x 40.00	09/15/2014	Yes	\$440.00	
Digital Billboards	E North St	0	Eastbound - LHR	10.00 x 18.00	01/01/2014	Yes	\$0.00	
Sturgis Area	I90 Sturgis	29	Eastbound - RHR	10.00 x 36.00	01/15/2014	Yes	\$600.00	
Sturgis Area	I90 Sturgis	29	Westbound - LHR	10.00 x 36.00	12/01/2014	Yes	\$500.00	
Sturgis Area	I90 Sturgis	29	Eastbound - RHR	10.00 x 36.00	01/15/2014	Yes	\$600.00	
Digital Billboards	Omaha St Digital	0	Westbound - RHR	10.00 x 18.00	05/01/2013	Yes	\$0.00	
Digital Billboards	Hwy 16 South Bear Country USA	58	Southbound - RHR	10.00 x 36.00	01/01/2014	Yes	\$0.00	
Digital Billboards	Hwy 16 South Bear Country USA	58	Northbound - LHR	10.00 x 36.00	01/01/2014	Yes	\$0.00	
Digital Billboards	St Patrick Street Digital	0	Westbound - LHR	10.00 x 18.00	05/01/2013	Yes	\$0.00	
Digital Billboards	St Patrick Street Digital	0	Eastbound - RHR	10.00 x 18.00	05/01/2013	Yes	\$0.00	
I-90 - East of Rapid City	I90 Kadoka	156	Westbound - RHR	14.00 x 40.00	03/01/2014	Yes	\$550.00	
I-90 - East of Rapid City	I90 Kadoka	153	Westbound - RHR	14.00 x 40.00	02/01/2014	Yes	\$500.00	
I-90 - East of Rapid City	I90 Kadoka	149	Eastbound - RHR	14.00 x 40.00	03/01/2014	Yes	\$440.00	
I-90 - East of Rapid City	I90 Wall	109	Eastbound - LHR	14.00 x 48.00	06/15/2014	Yes	\$500.00	
I-90 - East of Rapid City	I90 Wall	110	Eastbound - RHR	14.00 x 48.00	11/01/2016	Yes	\$700.00	
I-90 - East of Rapid City	I90 Wall	110	Westbound - LHR	14.00 x 48.00	04/01/2012	Yes	\$700.00	
I-90 - East of Rapid City	I90 Kadoka	141	Westbound - RHR	10.00 x 32.00	11/01/2014	No	\$400.00	
I-90 - East of Rapid City	I90 Kadoka	148	Eastbound - LHR	14.00 x 40.00	11/01/2013	Yes	\$400.00	
I-90 - East of Rapid City	I90 Wasta	99	Eastbound - LHR	14.00 x 48.00	02/01/2014	Yes	\$400.00	
Black Hills	Hwy 385 near Hwy 44	98	Northbound - RHR	10.00 x 32.00	06/01/2014	No	\$400.00	
Black Hills	Hwy 385 near Hwy 44	98	Southbound - LHR	10.00 x 32.00	04/01/2014	No	\$0.00	
I-90 - East of Rapid City	I90 Wasta	99	Westbound - RHR	14.00 x 48.00	02/01/2014	Yes	\$750.00	
I-90 - East of Rapid City	I90 Wall	109	Westbound - RHR	14.00 x 48.00	02/01/2014	Yes	\$700.00	
I-90 - East of Rapid City	I90 East	86	Westbound - RHR	10.00 x 20.00	11/15/2013	No	\$400.00	
I-90 - East of Rapid City	I90 East	89	Westbound - RHR	12.00 x 36.00	08/01/2014	No	\$450.00	
I-90 - East of Rapid City	I90 East	91	Westbound - RHR	10.00 x 32.00	11/15/2013	No	\$550.00	
I-90 - East of Rapid City	I90 East	75	Westbound - RHR	10.00 x 32.00	11/15/2014	No	\$400.00	
I-90 - East of Rapid City	I90 East	76	Westbound - RHR	4.00 x 8.00	06/01/2014	No	\$150.00	
I-90 - East of Rapid City	I90 East	80	Westbound - RHR	10.00 x 32.00	06/01/2014	No	\$500.00	
I-90 - East of Rapid City	I90 East	82	Westbound - RHR	4.00 x 8.00	07/01/2014	No	\$150.00	

I-90 - East of Rapid City	I90 East	82	Westbound - RHR	4.00 x 8.00	07/01/2014	No	\$150.00	
I-90 - East of Rapid City	I90 East	83	Eastbound - LHR	14.00 x 48.00	11/01/2016	No	\$350.00	
I-90 - East of Rapid City	I90 East	83	Westbound - RHR	14.00 x 48.00	03/01/2013	No	\$500.00	
Black Hills	Hwy 79 South of Rapid City	71	Southbound - LHR	16.00 x 36.00	11/15/2014	Yes	\$450.00	
I-90 - East of Rapid City	I90 East	74	Westbound - RHR	4.00 x 8.00	05/15/2014	No	\$175.00	
I-90 - East of Rapid City	I90 East	74	Westbound - RHR	4.00 x 8.00	05/15/2014	No	\$175.00	
I-90 - East of Rapid City	I90 East	74	Westbound - RHR	4.00 x 8.00	05/15/2014	No	\$175.00	
I-90 - East of Rapid City	I90 East	73	Westbound - RHR	4.00 x 8.00	06/01/2014	No	\$150.00	
I-90 - East of Rapid City	I90 Box Elder	64	Westbound - LHR	14.00 x 48.00	07/01/2014	Yes	\$700.00	
I-90 - East of Rapid City	I90 East	70	Westbound - RHR	10.00 x 32.00	06/01/2014	No	\$550.00	
Black Hills	Hwy 79 South of Rapid City	71	Northbound - RHR	16.00 x 36.00	11/15/2013	Yes	\$500.00	
Black Hills	Hwy 79 South of Rapid City	71	Southbound - LHR	16.00 x 36.00	07/01/2014	Yes	\$450.00	
Black Hills	Hwy 79 South of Rapid City	71	Northbound - RHR	16.00 x 36.00	11/15/2013	Yes	\$550.00	
I-90 - East of Rapid City	I90 Rapid City	63	Westbound - LHR	14.00 x 48.00	08/01/2012	Yes	\$900.00	
I-90 - East of Rapid City	I90 Rapid City	63	Eastbound - RHR	14.00 x 48.00	08/01/2013	Yes	\$800.00	
I-90 - East of Rapid City	I90 Rapid City	63	Westbound - LHR	14.00 x 48.00	08/15/2013	Yes	\$900.00	
I-90 - East of Rapid City	I90 Rapid City	63	Eastbound - RHR	14.00 x 48.00	01/01/2015	Yes	\$500.00	
I-90 - East of Rapid City	I90 Rapid City	63	Eastbound - RHR	14.00 x 48.00	12/01/2014	Yes	\$500.00	
I-90 - East of Rapid City	I90 Rapid City	63	Westbound - LHR	14.00 x 48.00	02/15/2014	Yes	\$900.00	
I-90 - East of Rapid City	I90 Box Elder	64	Eastbound - RHR	14.00 x 48.00	11/01/2016	Yes	\$500.00	
I-90 - East of Rapid City	I90 Rapid City	63	Westbound - LHR	14.00 x 48.00	01/05/2015	Yes	\$900.00	
I-90 - East of Rapid City	I90 Rapid City	63	Eastbound - RHR	14.00 x 48.00	08/01/2014	Yes	\$500.00	
I-90 - East of Rapid City	I90 Rapid City	63	Westbound - LHR	14.00 x 48.00	10/01/2013	Yes	\$900.00	
I-90 - East of Rapid City	I90 Rapid City	62	Westbound - LHR	14.00 x 48.00	10/01/2014	Yes	\$900.00	
I-90 - East of Rapid City	I90 Rapid City	63	Eastbound - RHR	14.00 x 48.00	10/01/2013	Yes	\$500.00	
I-90 - East of Rapid City	I90 Rapid City	63	Eastbound - RHR	14.00 x 48.00	02/01/2014	Yes	\$500.00	
I-90 - East of Rapid City	I90 Rapid City	63	Westbound - LHR	14.00 x 48.00	06/01/2015	Yes	\$900.00	
I-90 - East of Rapid City	I90 Rapid City	62	Westbound - LHR	14.00 x 48.00	08/15/2014	Yes	\$900.00	
I-90 - East of Rapid City	I90 Rapid City	62	Eastbound - RHR	14.00 x 48.00	03/01/2014	Yes	\$650.00	
I-90 - East of Rapid City	I90 Rapid City	62	Westbound - LHR	14.00 x 48.00	08/01/2014	Yes	\$900.00	
Nebraska	Hwy 385 & 20 Chadron	11	Southbound - RHR	10.00 x 32.00	09/15/2015	No	\$400.00	
Nebraska	Hwy 385 & 20 Chadron	10	Southbound - RHR	12.00 x 24.00	04/01/2014	No	\$200.00	

I-90 - East of Rapid City	I90 Rapid City	62	Eastbound - RHR	14.00 x 48.00	08/01/2014	Yes	\$500.00	
I-90 - East of Rapid City	I90 Rapid City	62	Westbound - LHR	14.00 x 48.00	03/01/2014	Yes	\$900.00	
I-90 - East of Rapid City	I90 Rapid City	62	Eastbound - RHR	14.00 x 48.00	02/01/2015	Yes	\$500.00	
Nebraska	Hwy 385 & 20 Chadron	10	Northbound - LHR	12.00 x 24.00	11/15/2014	No	\$200.00	
I-90 - East of Rapid City	I90 Rapid City	62	Eastbound - RHR	14.00 x 48.00	07/01/2013	Yes	\$500.00	
I-90 - East of Rapid City	I90 Rapid City	62	Westbound - LHR	14.00 x 48.00	06/01/2014	Yes	\$1,000.00	
I-90 - East of Rapid City	I90 Rapid City	62	Eastbound - RHR	14.00 x 48.00	04/01/2014	Yes	\$500.00	
Nebraska	Hwy 385 Chadron	12	Northbound - RHR	12.00 x 32.00	04/01/2014	Yes	\$350.00	
Nebraska	Hwy 59 & 87 Alliance	14	Northbound - RHR	12.00 x 24.00	11/15/2013	No	\$200.00	
Nebraska	Hwy 2 Alliance	15	Westbound - LHR	12.00 x 24.00	11/15/2013	No	\$200.00	
Nebraska	Hwy 59 & 87 Alliance	14	Southbound - LHR	12.00 x 24.00	11/15/2013	No	\$200.00	
Nebraska	Hwy 2 Alliance	13	Westbound - RHR	12.00 x 24.00	06/15/2015	No	\$180.00	
Nebraska	Hwy 2 Alliance	13	Eastbound - LHR	12.00 x 24.00	11/15/2014	No	\$200.00	
Nebraska	Hwy 2 Alliance	15	Eastbound - RHR	12.00 x 24.00	11/15/2013	No	\$200.00	
Sturgis Area	I90 Sturgis	33	Eastbound - RHR	14.00 x 48.00	07/01/2013	Yes	\$650.00	
Sturgis Area	I90 Sturgis	33	Westbound - LHR	14.00 x 48.00	04/01/2013	Yes	\$800.00	
Sturgis Area	I90 Sturgis	32	Westbound - RHR	10.00 x 36.00	02/01/2014	Yes	\$950.00	
Sturgis Area	I90 Sturgis	32	Eastbound - LHR	10.00 x 36.00	03/01/2014	Yes	\$500.00	
Sturgis Area	I90 Sturgis	30	Westbound - LHR	10.00 x 36.00	08/01/2014	Yes	\$600.00	
Sturgis Area	I90 Sturgis	30	Eastbound - RHR	10.00 x 36.00	06/01/2013	Yes	\$600.00	
Sturgis Area	I90 Sturgis	42	Westbound - RHR	14.00 x 48.00	09/15/2013	Yes	\$650.00	
I-90 - West of Rapid City	I90 Sturgis	42	Eastbound - LHR	14.00 x 48.00	07/01/2013	Yes	\$650.00	
I-90 - West of Rapid City	I90 Sturgis	42	Eastbound - LHR	14.00 x 48.00	05/01/2014	Yes	\$650.00	
I-90 - West of Rapid City	I90 Sturgis	43	Eastbound - LHR	14.00 x 48.00	07/01/2014	Yes	\$650.00	
Sturgis Area	I90 Sturgis	43	Westbound - RHR	14.00 x 48.00	04/01/2013	Yes	\$650.00	
Sturgis Area	I90 Sturgis	42	Westbound - RHR	14.00 x 48.00	04/15/2013	Yes	\$650.00	
I-90 - West of Rapid City	I90 Sturgis	42	Eastbound - LHR	14.00 x 48.00	03/01/2013	Yes	\$700.00	
Sturgis Area	I90 Sturgis	42	Westbound - RHR	14.00 x 48.00	09/01/2013	Yes	\$650.00	
Sturgis Area	I90 Sturgis	43	Westbound - RHR	14.00 x 48.00	12/01/2014	Yes	\$650.00	
I-90 - West of Rapid City	I90 Sturgis	43	Eastbound - LHR	14.00 x 48.00	03/01/2013	Yes	\$650.00	
I-90 - West of Rapid City	I90 Sturgis	43	Eastbound - LHR	14.00 x 48.00	02/01/2013	Yes	\$650.00	
Sturgis Area	I90 Sturgis	43	Westbound - RHR	14.00 x 48.00	07/01/2013	Yes	\$600.00	

I-90 - West of Rapid City	I90 Piedmont	43	Eastbound - RHR	10.00 x 32.00	10/01/2013	No	\$450.00	
Nebraska	Hwy 20 Chadron	13	Northbound - RHR	12.00 x 24.00	01/15/2015	No	\$300.00	
I-90 - West of Rapid City	I90 Rapid City	49	Westbound - LHR	14.00 x 48.00	07/01/2014	Yes	\$725.00	
I-90 - West of Rapid City	I90 Rapid City	49	Eastbound - RHR	14.00 x 48.00	02/15/2014	Yes	\$750.00	
I-90 - West of Rapid City	I90 Rapid City	49	Westbound - LHR	14.00 x 48.00	11/01/2014	Yes	\$725.00	
I-90 - West of Rapid City	I90 Rapid City	49	Eastbound - RHR	14.00 x 48.00	02/01/2014	Yes	\$750.00	
I-90 - West of Rapid City	I90 Rapid City	50	Westbound - LHR	14.00 x 48.00	02/01/2014	Yes	\$725.00	
I-90 - West of Rapid City	I90 Rapid City	50	Eastbound - RHR	14.00 x 48.00	09/01/2015	Yes	\$750.00	
I-90 - West of Rapid City	I90 Rapid City	50	Westbound - LHR	14.00 x 48.00	08/01/2014	Yes	\$700.00	
I-90 - West of Rapid City	I90 Rapid City	50	Eastbound - RHR	14.00 x 48.00	01/05/2015	Yes	\$750.00	
I-90 - West of Rapid City	I90 Rapid City	50	Westbound - LHR	14.00 x 48.00	10/01/2013	Yes	\$700.00	
I-90 - West of Rapid City	I90 Rapid City	50	Eastbound - RHR	14.00 x 48.00	06/01/2014	Yes	\$750.00	
I-90 - West of Rapid City	I90 Rapid City	50	Eastbound - RHR	14.00 x 48.00	06/01/2015	Yes	\$750.00	
I-90 - West of Rapid City	I90 Rapid City	50	Westbound - LHR	14.00 x 48.00	11/01/2014	Yes	\$700.00	
I-90 - West of Rapid City	I90 Rapid City	50	Eastbound - RHR	14.00 x 48.00	02/01/2015	Yes	\$750.00	
I-90 - West of Rapid City	I90 Rapid City	50	Westbound - LHR	14.00 x 48.00	03/01/2014	Yes	\$700.00	
I-90 - West of Rapid City	I90 Rapid City	50	Westbound - LHR	14.00 x 48.00	07/01/2014	Yes	\$700.00	
I-90 - West of Rapid City	I90 Rapid City	50	Eastbound - RHR	14.00 x 48.00	06/01/2013	Yes	\$750.00	
I-90 - West of Rapid City	I90 Rapid City	54	Westbound - RHR	14.00 x 48.00	02/01/2014	Yes	\$750.00	
I-90 - West of Rapid City	I90 Rapid City	54	Eastbound - LHR	14.00 x 48.00	04/01/2014	Yes	\$725.00	
I-90 - West of Rapid City	I90 Rapid City	54	Westbound - RHR	14.00 x 48.00	07/01/2014	Yes	\$725.00	
I-90 - West of Rapid City	I90 Rapid City	54	Eastbound - LHR	14.00 x 48.00	04/15/2014	Yes	\$750.00	
I-90 - West of Rapid City	I90 Rapid City	55	Westbound - RHR	14.00 x 48.00	02/01/2014	Yes	\$725.00	
I-90 - West of Rapid City	I90 Rapid City	55	Eastbound - LHR	14.00 x 48.00	11/01/2014	Yes	\$800.00	
Digital Billboards	E North St	0	Westbound - RHR	10.00 x 18.00	01/01/2014	Yes	\$0.00	
Black Hills	Hwy 16A	58	Southbound - LHR	10.00 x 36.00	10/01/2014	No	\$600.00	
Black Hills	Hwy 16	56	Northbound - RHR	8.00 x 28.00	03/01/2014	No	\$380.00	
Black Hills	Hwy 16A	58	Northbound - RHR	10.00 x 36.00	12/15/2014	No	\$400.00	
Black Hills	Hwy 16A	58	Southbound - LHR	10.00 x 36.00	04/01/2014	No	\$550.00	
Black Hills	Hwy 16A	58	Northbound - RHR	10.00 x 36.00	03/01/2014	No	\$600.00	
Black Hills	Hwy 16A	58	Southbound - LHR	10.00 x 36.00	05/01/2014	No	\$600.00	
Black Hills	Hwy 16A	58	Northbound - RHR	10.00 x 36.00	05/15/2014	No	\$600.00	

Black Hills	Hwy 16A	58	Northbound - LHR	14.00 x 48.00	07/01/2014	No	\$550.00	
Black Hills	Hwy 16A	58	Northbound - RHR	10.00 x 36.00	11/15/2013	No	\$500.00	
Black Hills	Hwy 16A	58	Southbound - LHR	10.00 x 36.00	04/01/2014	No	\$600.00	
Black Hills	Hwy 16	48	Eastbound - LHR	10.00 x 36.00	05/15/2014	No	\$600.00	
Black Hills	Hwy 16	48	Westbound - RHR	10.00 x 36.00	03/15/2014	No	\$600.00	
Black Hills	Hwy 16 BC	59	Eastbound - RHR	10.00 x 36.00	05/01/2014	No	\$600.00	
Black Hills	Hwy 16 BC	59	Westbound - LHR	10.00 x 36.00	10/15/2014	No	\$600.00	
Black Hills	Hwy 16 BC	59	Northbound - RHR	10.00 x 36.00	01/01/2014	No	\$600.00	
Black Hills	Hwy 16 BC	59	Southbound - LHR	10.00 x 36.00	04/01/2014	No	\$600.00	
Black Hills	Hwy 16 BC	59	Southbound - LHR	10.00 x 36.00	03/01/2014	No	\$600.00	
Black Hills	Hwy 16 BC	59	Northbound - RHR	10.00 x 36.00	06/01/2014	No	\$600.00	
Black Hills	Hwy 16 Fly T	61	Northbound - LHR	14.00 x 48.00	11/01/2014	Yes	\$650.00	
Black Hills	Hwy 16 Fly T	61	Southbound - RHR	14.00 x 48.00	05/15/2014	Yes	\$500.00	
Black Hills	Hwy 16	62	Northbound - LHR	14.00 x 48.00	01/01/2014	Yes	\$500.00	
Black Hills	Hwy 79 Oelrichs	61	Northbound - RHR	10.00 x 32.00	05/15/2014	No	\$300.00	
Rapid City Area - Metro	Hwy 44 Airport	53	Westbound - RHR	10.00 x 36.00	12/15/2014	No	\$400.00	
Rapid City Area - Metro	Hwy 44 Airport	53	Eastbound - LHR	10.00 x 36.00	11/15/2013	No	\$400.00	
Rapid City Area - Metro	Hwy 44 Airport	54	Eastbound - LHR	10.00 x 36.00	11/15/2013	No	\$400.00	
Rapid City Area - Metro	Hwy 44 Airport	54	Westbound - RHR	10.00 x 36.00	08/15/2014	No	\$400.00	
I-90 - West of Rapid City	I90 Rapid City	49	Eastbound - LHR	14.00 x 48.00	05/01/2013	Yes	\$800.00	
I-90 - West of Rapid City	I90 Rapid City	49	Westbound - RHR	14.00 x 48.00	11/15/2013	Yes	\$650.00	
I-90 - East of Rapid City	I90 Rapid City	61	Westbound - LHR	14.00 x 48.00	07/01/2013	Yes	\$700.00	
Rapid City Area - Metro	Jackson Blvd	2127	Westbound - LHR	10.00 x 22.00	08/01/2013	Yes	\$550.00	
Rapid City Area - Metro	Jackson Blvd	2127	Eastbound - RHR	10.00 x 22.00	05/01/2014	Yes	\$550.00	
Rapid City Area - Metro	Sturgis Rd	3435	Northbound - LHR	10.00 x 22.00	11/15/2013	Yes	\$475.00	
Rapid City Area - Metro	Sturgis Rd	3435	Southbound - RHR	10.00 x 22.00	10/15/2014	Yes	\$475.00	
Rapid City Area - Metro	W Main - End Jackson Blvd	1720	Northbound - RHR	10.00 x 36.00	01/15/2015	Yes	\$600.00	
Rapid City Area - Metro	Hwy 79 Storage	4130	Northbound - RHR	21.00 x 32.00	12/01/2014	Yes	\$500.00	
Rapid City Area - Metro	Hwy 79 Storage	4130	Southbound - LHR	21.00 x 32.00	05/15/2014	Yes	\$500.00	
Rapid City Area - Metro	Hwy 79 Storage	4120	Northbound - RHR	25.00 x 32.00	05/01/2014	Yes	\$450.00	
Rapid City Area - Metro	Hwy 79 Storage	4120	Southbound - LHR	25.00 x 32.00	06/01/2014	Yes	\$500.00	
Rapid City Area - Metro	Hwy 79 on ramp	0	Southbound - RHR	10.00 x 32.00	11/15/2013	Yes	\$500.00	

I-90 - East of Rapid City	I90 East	72	Westbound - RHR	10.00 x 32.00	12/15/2014	No	\$550.00	
Rapid City Area - Metro	E St. Joseph St Across from SDSMT	430	Westbound - RHR	10.00 x 32.00	02/01/2014	Yes	\$500.00	
Rapid City Area - Metro	E St. Joseph St Across from SDSMT	430	Eastbound - LHR	10.00 x 32.00	05/15/2014	Yes	\$500.00	
I-90 - East of Rapid City	I-90 Westbound Wood structure	88	Northbound - RHR	10.00 x 32.00	05/01/2013	No	\$450.00	
I-90 - West of Rapid City	I-90 West wood structure	54	Northbound - RHR	12.00 x 20.00	07/01/2012	No	\$400.00	
Rapid City Area - Metro	E. Main Street	310	Westbound - RHR	10.00 x 36.00	10/01/2013	Yes	\$500.00	
Rapid City Area - Metro	E. St. Joseph Street	310	Eastbound - LHR	10.00 x 36.00	10/15/2013	Yes	\$500.00	
I-90 - West of Rapid City	Summerset	48	Westbound - RHR	14.00 x 48.00	07/01/2013	Yes	\$750.00	
Rapid City Area - Metro	Summerset	48	Eastbound - LHR	14.00 x 48.00	08/01/2014	Yes	\$725.00	
Rapid City Area - Metro	Hwy 79 Ramp	0	Northbound - LHR	10.00 x 32.00	03/15/2014	Yes	\$350.00	
Rapid City Area - Metro	Cambell St	1	Northbound - RHR	10.00 x 36.00	02/01/2014	Yes	\$450.00	
Black Hills	14 West Mt Rushmore Rd/Custer	1	Northbound - RHR	10.00 x 36.00	07/01/2014	No	\$550.00	
Black Hills	14 West Mt Rushmore Rd/Custer	1	Westbound - LHR	10.00 x 36.00	07/01/2014	No	\$550.00	
Wyoming	Beulah Wyoming	204	Eastbound - RHR	14.00 x 48.00	06/01/2014	No	\$800.00	
Wyoming	Beulah Wyoming	204	Westbound - RHR	14.00 x 48.00	09/15/2014	No	\$800.00	
Black Hills	Hermosa SD	0	Northbound - RHR	10.60 x 36.00	12/01/2013	No	\$450.00	
Black Hills	Hermosa SD	0	Eastbound - LHR	10.60 x 36.00	04/01/2014	No	\$450.00	