

**City of Columbus**  
**Public Hearing – CBS Outdoor Billboard IUP Amendment (PC-14-104)**  
**13363 W. Freeway Drive NE**  
**June 18, 2014**

The June 18, 2014 Public Hearing to receive testimony regarding the request of CBS Outdoor Billboard for an Interim Use Permit amendment to locate a dynamic billboard sign at 13363 West Freeway Drive, Columbus, MN was called to order at 7:02 p.m. by Chair Garth Sternberg at the City Hall. Present were Commission members Pam Wolowski, Jesse Preiner, and Jody Krebs; City Administrator Elizabeth Mursko, Planner Dean Johnson, and Recording Secretary Karen Boland.

Also in attendance were City Council member Denny Peterson, John Bodger, Perry Wagamon, James and Kandice Aho, Ron and Linda Kuehl, Mark and Jackie Kotchen, and Pat Preiner.

**Sternberg:** Next we will have a Public Hearing and discussion for address 13363 West Freeway Drive NE, IUP amendment application, pages 1 through 19 in our enclosures. And at this time I'd like to, uh, ask the secretary to read the announcement.

Notice was read at this time.

**Sternberg:** Thank you. At this time I'd like to ask the applicants to come forward. And, then, please state your name and address for the record.

**Bodger:** Thank you Mr. Chair, members of the Commission. John Bodger, CBS Outdoor, 815 Highway 169 North, Plymouth, Minnesota.

**Sternberg:** Thank you. What is the...can you give us a little background and explain what you're asking of us?

**Bodger:** Okay. CBS Outdoor is one of the largest outdoor advertising companies in the country. We have approximately 400 digital signs throughout the U.S. Ten of them are in the metro area. Um, we're in total agreement with Dean Johnson's planning report. He did a good job on it, going through all the details. We had an existing permit to build a static sign, and we want to put up a digital sign. You can rotate eight-second ads. I have an example of it that I can hand out.

**Mursko:** For the Planning Commission members, you do have a handout and it's the survey of the location of this, of the new billboard.

**Bodger:** That would be an example of the public service ad. And Elizabeth said that they could...like they do over at the Running Aces sign. But there's no set limit on what the City would receive, so, in the packet I put in the agreement we have with the City of Eagan. They get five minutes a month, which equates to 2250 eight-second spots a month. And that would be the minimum, and if the sign's not rented out, it would probably be a lot more for the City on it.

**Sternberg:** So that would be the minimum? Five minutes public service...

**Bodger:** Yup.

**Krebs:** Did you say it was a month?

**Sternberg:** Per month, yup.

**Bodger:** Per month. And you, and they're an 8-second ad, so, five minutes spreads out to quite a bit.

**Sternberg:** Sure.

**Mursko:** Certainly we'd like to police from...a recommendation from...City Administrator would certainly like to accept that offer.

**Krebs:** Mr. Chair, who would police the...what is put on there? Would that be our Administrator? Would it be City Council? Who would kind of monitor what would be placed on that as far as advertising?

**Mursko:** The, um...it's actually been delegated to the City Administrator, and I work with Running Aces as far as the content that goes out.

**Krebs:** Thank you.

**Sternberg:** Other questions?

**Wolowski:** Mr. Chair. So, Elizabeth, so then ad's sold, ads are sold, and then you approve what goes up. Is that the process?

**Mursko:** It's not what...it's not the information that's marketed by CBS, but, what I submit is the content for the five minutes. So, I can give you an example: like, for Running Aces, if you remember the first billboard was a waving flag, and it said, 'Welcome to Columbus.' That was our first one. The second one is, 'You're in Columbus. Stay a while.' That's ours that they have currently up.

**Wolowski:** Okay. I remember those.

**Mursko:** And, it would be similar, I would think, in the agreement we would have with CBS, that I would submit a couple of tag lines or a couple things and then they would pick the art work or how to do it, because I don't have the capability of doing the art work for it. And then we decide and then they just put it up.

**Bodger:** Right. It'd be done by e-mail, and then you just download it right on the sign. It's simple.

**Krebs:** So this...Mr. Chair...this would be an additional condition that we would add? To agree upon accepting the five-minute...

**Mursko:** John, the way it's done with Eagan is by agreement, correct? I mean, it's a separate document?

**Bodger:** Right. And a copy of that document's...

**Mursko:** I have it. They don't have it. But I have a copy of it. And, I think, you know...Dean, do you think it would be more of a finding than a condition?

**Johnson:** Well, we have a condition in here that says that they will provide public service messaging opportunities consistent with the requirements of the City Code. This implements that as a separate agreement. So I'd say it would probably be a stand-alone.

**Krebs:** Oh, a stand-alone agreement?

**Johnson:** That placeholder's already in there. I, you know, you could reference it, specifically...

**Bodger:** There was no set time on the City Code though.

**Johnson:** No. No. We talked about the average that goes on in the metropolitan area, and so, you can...you still have that as a condition, but if you end up having this proposed agreement executed between the City and CBS, then it's guaranteed. And, I thought I heard you say five minutes - five hours. Five hours a month.

**Bodger:** Oh, yeah. Yeah. Excuse me.

**Johnson:** That gets you the 2250 spots each month. I mean, that's a lot of time. It's more than I think we anticipated when we put that provision in our ordinance, in part, because there weren't a lot of dynamic signs around at that time, and nobody knew what that average might be. And, so, it's a little better in the ordinance to be kind of ominous.

**Mursko:** So, John, is the standard still that it's an 8-second delay or has that changed?

**Bodger:** It's an 8-second ad – the standard.

**Sternberg:** Any other questions, Planning Commission? Then at this time I think I would like to open the meeting to the public. Anyone from the public have anything to say on the matter? Then we're going to close this session.

**Mursko:** I had one...if you look on page 17, I did have one gentleman indicate that...I don't know whether he could not be at the meeting, but he did send an e-mail to the City, indicated that he did receive the Interim Use Permit. He has a five-acre parcel in the vicinity of where this billboard is going. He indicated that his kitchen window is in plain sight of this billboard. I

understand, and John can go over, they have had a conversation about that. He can explain a little bit about dynamic billboard and the lighting system, versus a static board.

**Bodger:** Yeah, it would be Trent Carlson. I talked to him a couple times. He has one of our other billboards fairly near his home, and the timer was all off on it. So, he said it was on at 2 in the morning. I said, well, it's supposed to go off at midnight and back on at 6. So, I said you've just got to call me, and we'll send the crew in. And then he was all worried, well, was this sign going to illuminate...and I went over to his yard and looked, and I couldn't see where the other sign is going to be. And, I told him, we can regulate the dimming on it if there is a problem. Just call our control center, and they'll dim it.

**Mursko:** So, in this particular configuration there aren't any outside lights, as in a stackboard. All the lighting comes from within out.

**Sternberg:** So this letter will be entered into the public record then?

**Mursko:** It will.

**Sternberg:** Uh, no one from the public. So we're going to close the meeting with the right to re-open if necessary.

Hearing closed at 7:11 p.m.

Respectfully Submitted:

Karen Boland, Recording Secretary