



# MN SCENIC NEWS

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*A Citizen's Group Dedicated to a More Beautiful and Healthy State*

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## Scenic Minnesota Fights to Stop Two New Billboards on Cedar Avenue

Financially strapped Metropolitan Airports Commission trying to generate more revenue.

October 6 - The Metropolitan Airports Commission met today to award a concession for two new billboards to be built on Cedar Avenue. However, Scenic Minnesota came to the meeting with the Mayor of Richfield and managed to stop the process in its tracks.

Mayor Debbie Goettel spoke eloquently about keeping billboard blight off Cedar Avenue. Ossian Or, Executive Director of Scenic Minnesota spoke of the dangers of digital signs. Three commissioners, including St. Paul council member Pat Harris, voted no to award the billboard concession. Now the matter must be brought before the full commission on October 18.

MAC staff had recommended the award to Van Wagner Communications ([www.vanwagner.com](http://www.vanwagner.com)), a new player in the Twin Cities billboard market. Van Wagner beat out Clear Channel for two billboards on Highway 62 and the two proposed billboards on Cedar Avenue. CBS operates the other 6 billboards around the MSP airport.



## Lilydale Seeks to Redevelop Old Tennis Club

In a second bid to redevelop the old Lilydale Tennis Club, the city of Lilydale is being asked to use \$500,000 in TIF to remove one billboard that is visible from 35E near Highway 13. The Highland Bank has the property in foreclosure. The hearing is set for October 11 at 4:00 pm.

## CBS Appeals BZA Decision to SP City Council

St. Paul City Council will hear appeal on October 20th at 5:30pm

Having lost its appeal to the St. Paul Board of Zoning Appeals, CBS Outdoor is trying another appeal to the St. Paul City Council to reverse the BZA's decision to go along with City staff (which follows City sign ordinance guidelines) on saying that a billboard with digital lottery numbers is an electronic sign. Since the billboard is considered a dynamic display, CBS would have to remove several other billboards around the city.

## Bank Appealing City Demand to Remove Sign

Midway Bank is appealing a directive from the St. Paul Department of Safety and Inspections (DSI) to remove the old Hoeft Appliance sign on Mississippi Street and University Avenue in St. Paul. The company has been out of business for over a year, and city code requires that closed business signs be removed within 30 days.

## Ossian Or named to Scenic America Board

Ossian Or, Executive Director of Scenic Minnesota, was unanimously voted onto the Scenic America Board of Directors during their summer meeting in Newport, Rhode Island on July 30, 2010.

Or, a longtime resident of Saint Paul, has worked as a video producer for over thirty years. He was appointed Executive Director of Scenic Minnesota in 2009. There are currently 22 board members of Scenic America, and they serve terms of three years. Ossian is one of just two board members who is also a director of a state affiliate.

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