

Billboard Seminar
Presented by Scenic America and Scenic Missouri
Wednesday, August 12, 2009
Hilton St. Louis Downtown
400 Olive Street

Designed for city attorneys, urban planners, sign administrators, elected officials and scenic advocates, participants in the billboard seminar will learn about the importance of regulating digital billboards, how to avoid common mistakes in sign codes that lead to litigation, and about community initiatives to reduce billboard clutter.

Tentative Agenda

8:30 a.m. – 9:00 a.m.	Registration and Refreshments
9:00 a.m. – 9:10 a.m.	Welcome and Intro Remarks (Scenic America)
9:10 a.m. – 10:50 a.m.	Overview of Digital Signs
9:10 a.m. – 9:50 a.m.	A. Regulating Billboards in the Digital Age (Mandelker)
9:50 a.m. – 10:30 a.m.	B. Safety Implications of Digital Signs (Wachtel)
10:30 a.m. – 10:50 a.m.	C. Digital Billboard Q&A
10:50 a.m. – 11:00 a.m.	Break
11:00 a.m. – 12:30 p.m.	Municipal Billboard Codes and Initiatives
11:00 a.m. – 11:30 a.m.	A. Attacks on Municipal Sign Ordinances (Brinton)
11:30 a.m. – 11:40 a.m.	B. Missouri Municipal Billboard Law (Regenbogen)
11:40 a.m. – 12:15 a.m.	C. Municipal Billboard Initiatives (Tabello & Butler)
12:15 a.m. – 12:30 p.m.	D. Municipal Billboard Issues Q & A
12:30 p.m.	Adjournment of Billboard Seminar

For Scenic America Affiliates Only

12:30 p.m. – 1:30 p.m.	Lunch
1:30 p.m. – 4:30 p.m.	Affiliate Discussion

Scheduled Speakers include:

William D. Brinton: Attorney and shareholder at Rogers Towers, P.A., Jacksonville, FL., specializing in litigation involving First Amendment issues and sign control; prepared amicus curiae briefs on behalf of the National League of Cities, the American Planning Association, the International Municipal Lawyers Association, and Scenic America, Inc. in sign control cases before the 4th, 6th, 9th, and 11th U.S. Courts of Appeal. He has served as a speaker at numerous seminars involving sign control and billboard issues, including those sponsored by the International Municipal Lawyers Association, the Florida Bar, Georgetown University Law Center and the North Carolina Association of Municipal Attorneys.

Daniel R. Mandelker: The Howard A. Stamper Professor of Law at Washington University School of Law, Professor Mandelker is one of the country's leading scholars and teachers in land use law. He is the co-author of the influential American Planning Association publication, "Street Graphics and The Law" (Revised Edition, 2004) and popular law school casebooks, including "Planning and Control of Land Development," "Land Use Law, a comprehensive treatise in this field;" and "Property Law and the Public Interest."

His stature as leading scholar and teacher is continually affirmed by invitations to lecture throughout the world, including the prestigious Denham Lecture at Cambridge University. Professor Mandelker was the principal consultant and contributor to the American Planning Association's model planning and zoning legislation project, which published a "Legislative Guidebook" containing new model legislation in 2002. He has made numerous presentations on sign law, including a presentation on Regulating Digital Billboards and Signs at the 2009 American Planning Association Conference.

Jerry Wachtel: Owner of the Veridian Group, Jerry Wachtel is an Engineering Psychologist with more than 30 years experience in human factors safety in transportation and other systems. He co-authored the pioneering FHWA study on safety concerns of electronic billboards and in 2009 authored a comprehensive review of prior safety studies on electronic billboards conducted for the American Association of State Highway and Transportation Officials. Jerry has served as an expert witness in numerous court cases, for both sides, on this issue. Jerry has worked both with State and local governments regarding their sign codes, and with the outdoor advertising industry. He is a Certified Professional Ergonomist, a Fellow of the Human Factors and Ergonomics Society, and a member of several Transportation Research Board committees, including a new TRB subcommittee on digital signage.

For More Information and Registration, go to www.scenic.org/stlouis.html

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