



Scenic Overlook

October 2014

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The [ethics of advertising](#) on illegal billboards...

Small business owner says using digital billboards [doesn't make sense](#)...

Mississippi DOT [approves plans for](#) Faulkner Scenic Byway...

Massive citizen protest against [proposed digital billboard](#) in Ohio...

Georgia billboard laws [put one county](#) in a real bind...

Insurance industry concerned over digital billboard safety risks

A.M. Best, the leading insurance industry ratings agency, is putting the spotlight on digital billboard safety risks in the [current edition](#) of *Best's Review*, its widely distributed monthly publication.

The feature story comes at a time when the number of digital billboards along the nation's roadways is increasing rapidly. According to the article there are at least 5,200 digital billboards around the country as of October 2014.

"Any distraction that takes a driver's eyes off the road is dangerous and can lead to increased crash risk," said Bill Windsor, vice president of safety for Nationwide Insurance. "And there is, through research, evidence that digital billboards do get drivers' attention."

The insurance industry would be "well-thought to conduct studies of its own...because they are ultimately the ones paying for this," added James Ballidis, president of the law firm Allen, Flatt, Ballidis and Leslie.

[Click here to learn more and download the article.](#)



Wave of court rulings against digital billboards rolls on

A [unanimous decision](#) by the Appellate Division of New Jersey's Superior Court has paved the way for the state's municipalities to ban digital billboards from their communities.

Franklin Township took action four years ago to ban digital billboards. The ban was challenged by a developer as unconstitutional. But a three-judge panel said the township was well within its rights to prohibit digital billboards.

"Both Congress and our legislature have identified the promotion of safety on the highways and the preservation of natural beauty as interests to be served in their regulation of billboards," wrote the judges. The decision will be published and serve as precedent for



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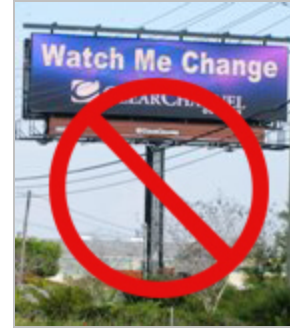
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Hear what Paula Poundstone thinks about billboards:



the state.

Meanwhile in Tennessee two important court decisions have upheld local regulations on digital billboards. The City of Knoxville's denial of Lamar Advertising's attempt to convert two static billboards to digital [has been upheld](#), and a court in Nashville has issued [a similar ruling](#) denying a digital billboard conversion there.



Paramedics express concern over digital billboard safety

Two paramedic associations have spoken out against digital billboards because of concerns about public safety.

Both the Toronto Paramedic Association and the Ontario Paramedic Association have [sent letters](#) to government officials asking that the prohibition on roadside digital billboards be maintained.



"Anything that unnecessarily distracts drivers from the focus of driving is contrary to your government's goal to keep Ontarians safe, and permitting such billboards would place all of us at greater risk of injury or death," the paramedics said in the release.

Their concerns were posed directly to the Ontario Minister of Transportation by Cheri DiNovo of the Legislative Assembly of Ontario. [Click here](#) to watch her questions and hear the Minister's responses.

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