



May 3, 2013

**Ann Arbor City Council
City of Ann Arbor
301 E. Huron Street
Ann Arbor, MI 48107**

Dear Mayor Hieftje and members of the Ann Arbor City Council,

We are respectfully requesting a postponement of the second reading of the proposed amendments to Chapter 61 (Signs and Outdoor Advertising).

As stated at the Council meeting held April 1, 2013, the current ordinance allows for a total of thirty (30) billboard faces in the city. This limit has been in place for the last nineteen (19) years and the limit has not been reached.

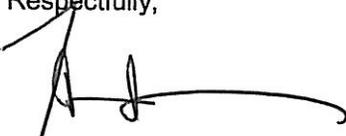
Councilman Warpehoski and Councilman Anglin will be holding a town hall meeting the evening of May 8, 2013 to discuss the amendments and others topics with the residents of their ward. The majority of Adams billboards in the city are located in ward 5.

We have submitted in your packet two additional items for your consideration. The first item is a summary from SEMCOG regarding accidents for the three years prior to the construction of the three digital billboards we own in Washtenaw County and the three years after. At each location around our digital billboards there has been a decrease in the number of accidents after our billboards were built. The SEMCOG data shows that there is no causal connection between digital billboards and accidents at these locations.

The second item is photo sheets of existing billboards we propose as possible billboards that could be converted to digital billboards without impact on any residence, school, park or church.

We would again respectfully request that the second reading of the proposed amendments to Chapter 61 (Signs and Outdoor Advertising) be postponed. Adams would not object to an extension of the moratorium on digital billboards for up to 90 days to allow for further review. We welcome the opportunity for further discussion on this matter.

Respectfully,



Todd McWilliams
General Manager
Adams Outdoor Advertising
880 James L Hart Parkway
Ypsilanti, MI 48197



SEMCOG

Southeast Michigan Control of Governments Traffic/Accident History Data

*Digital Structure erected - 2009

**From: Huron/W I 94 Ramp -
To: W I 94/Hamilton Ramp**

Before Structure:

- Total Crashes 2006-2008 = 33
- Average # of Crashes per year = 11

After Structure:

- Total Crashes 2009-2011 = 16
- Average # of Crashes per year = 5



**From: W I 94/Hamilton Ramp -
To: Grove St**

Before Structure:

- Total Crashes 2006-2008 = 21
- Average # of Crashes per year = 7

After Structure:

- Total Crashes 2009-2011 = 11
- Average # of Crashes per year = 4



From: Huron St S -

To: Whittaker/E I 94 Ramp

Before Structure:

- Total Crashes 2006-2008 = 68
- Average # of Crashes per year = 23

After Structure:

- Total Crashes 2009-2011 = 50
- Average # of Crashes per year = 17



SEMCOG

Southeast Michigan Control of Governments Traffic/Accident History Data

*South Face Digital Structure erected 2007

**From: 6 Mile/N US 23 Ramp –
To: N US 23/Barker Ramp**

Before Structure:

- Total Crashes 2004-2007 = 46
- Average # of Crashes per year = 12

After Structure:

- Total Crashes 2008-2011 = 48
- Average # of Crashes per year = 12



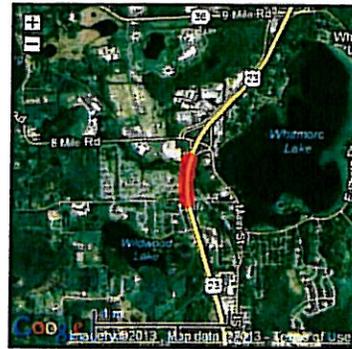
**From: N US 23/Barker Ramp –
To: Barker Rd**

Before Structure:

- Total Crashes 2004-2007 = 26
- Average # of Crashes per year = 7

After Structure:

- Total Crashes 2008-2011 = 22
- Average # of Crashes per year = 6



*North Face Digital Structure erected 2010

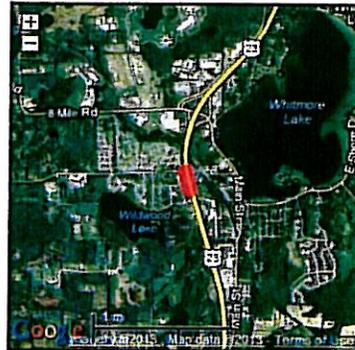
**From: Barker Rd/S US 23 Ramp -
To: Barker Rd**

Before Structure:

- Total Crashes 2008-2009 = 12
- Average # of Crashes per year = 6

After Structure:

- Total Crashes 2010-2011 = 7
- Average # of Crashes per year = 4



**From: Barker/S US 23 Ramp -
To: S US 23/6 Mile Ramp**

Before Structure:

- Total Crashes 2008-2009 = 39
- Average # of Crashes per year = 13

After Structure:

- Total Crashes 2010-2011 = 19
- Average # of Crashes per year = 10



I-94 0.3 mi W/O Jackson Rd NS

Media Type: Custom Bulletins

Unit Type: Single

City: Ann Arbor

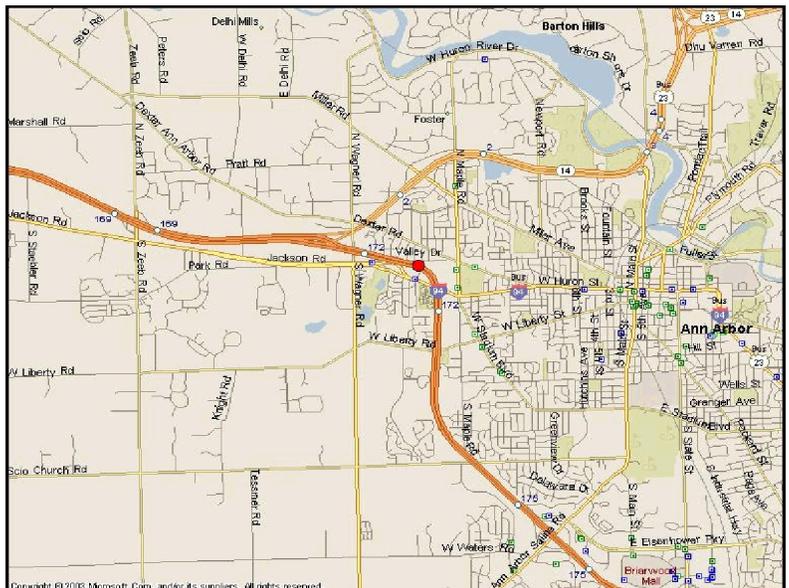
County: Washtenaw



Face Number: 20001
Direction Facing: East
Illuminated: N

Size: 12'3" X 24'9"
City: Ann Arbor
County: Washtenaw
State: Michigan
ZipCode: 48103

Latitude: 42.284900
Longitude: -83.787580



ADAMS OUTDOOR ADVERTISING
 880 James L. Hart Parkway
 Ypsilanti, MI 48197
 TEL: (734) 327-8999 FAX (734)
www.adamsoutdoor.com

Madison St 70 ft E/O Main St NS

Media Type: Custom Bulletins

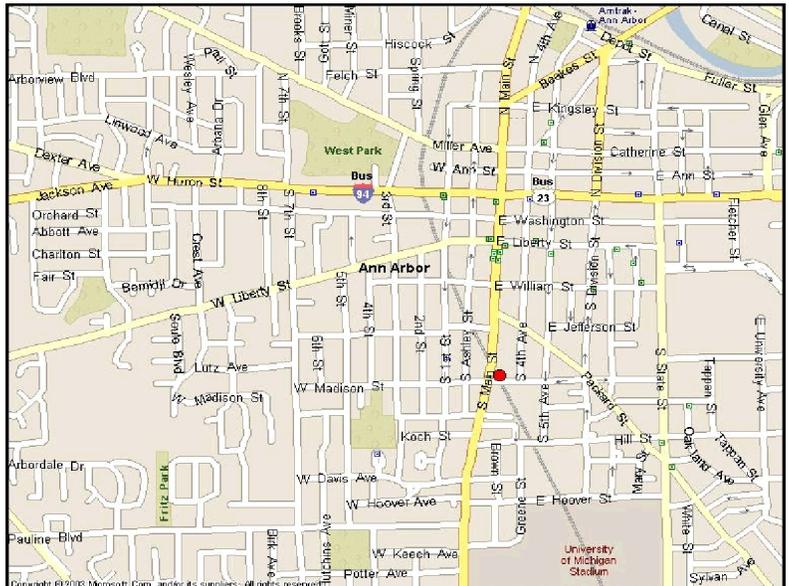
Unit Type: Backlit

City: Ann Arbor

County: Washtenaw



Face Number: 20021
 Direction Facing: West
 Illuminated: Y
 Size: 12' X 24'
 City: Ann Arbor
 County: Washtenaw
 State: Michigan
 ZipCode: 48104
 Latitude: 42.274310
 Longitude: -83.748470



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Main St N 645 ft N/O Summit St WS

Media Type: Custom Bulletins

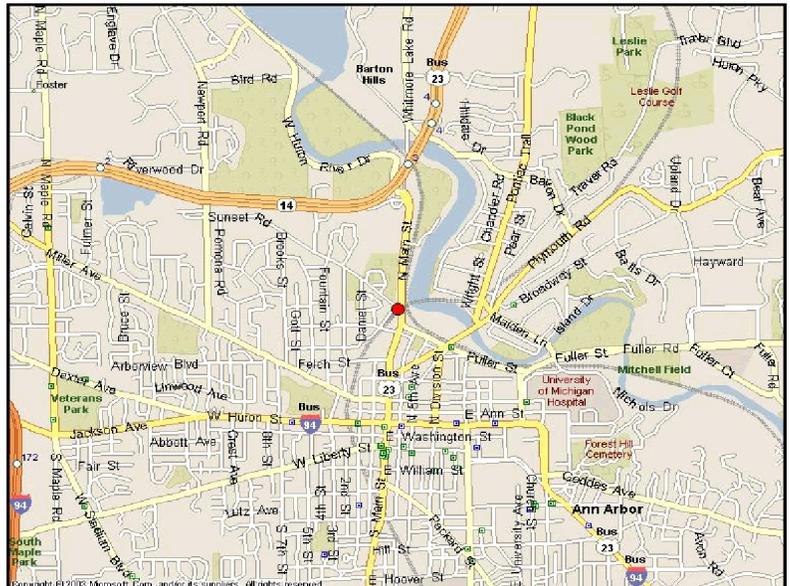
Unit Type: Single

City: Ann Arbor

County: Washtenaw



Face Number: 3901
 Direction Facing: South
 Illuminated: Y
 Size: 12'4" X 49'1.5"
 City: Ann Arbor
 County: Washtenaw
 State: Michigan
 ZipCode: 48104
 Latitude: 42.290160
 Longitude: -83.747320



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