

Cook Named New FOARE Board Chairman; McAndrew and French Join Board

In meetings that preceded the OAAA National Convention and Trade Show in San Diego, the Foundation for Outdoor Advertising Research and Education (FOARE) Board elected Paul Cook to serve as the new chairman. James P. McAndrew, CEO of Magic Media, and Beverly French, owner of Orde Sign & Graphics joined the Board as new members.



Paul Cook

Paul Cook has been a member of the FOARE Board since the Foundation was revitalized in 1999. He is the fourth generation of his family to work at Wolverine Sign Works. Headquartered in Oshtemo, Michigan, Cook is now president and CEO of the company.

Cook also serves as a member of the OAAA Board of Directors. He is successor to Charles Lamar of Woodlawn Land Company, Baton Rouge, Louisiana. Lamar

will continue to serve on the FOARE Board.

The Board also welcomes James P. McAndrew, who has more than 35 years of industry experience. Early in his career, he worked as an executive at several outdoor companies. McAndrew then created his own outdoor companies operating in New York and

Central America. He is CEO and chairman of Magic Media, the fourth largest outdoor company in the US.

McAndrew has been very active in the OAAA and currently serves on the OAAA Board of Directors.

The Board also elected Beverly French, a longtime leader in the outdoor advertising industry. She is owner of Orde Sign & Graphics, Inc., which is headquartered in Green Bay, Wisconsin. Having previously served on the OAAA Board of Directors

and as the OAAA's Vice Chair of Membership, she has been involved in many federal and state level organizations.

During the 2005 National Convention, French was the first woman to be inducted into the OAAA Hall of Fame.

According to the association's President and CEO Nancy Fletcher, "FOARE and the outdoor industry are extremely fortunate to have such a strong leadership team at the helm to serve and advance the needs of outdoor media companies, advertisers, and the general public."

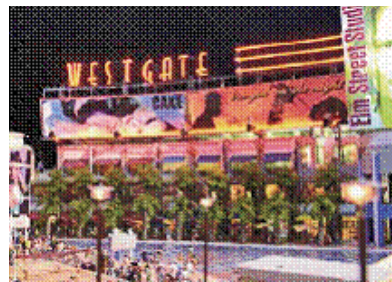
FOARE thanks Tom Norton and Brian McCarty who diligently served on the FOARE Board since 1999.

Also continuing as members of the FOARE Board are Dave Feldman, Park Outdoor Advertising; Charlie Lamar, Woodlawn Land Company; Gene Leehan, Clear Channel Outdoor; Joe Little, CBS Outdoor; Mark Moyer, Fairways Outdoor; and Bill Reagan, Reagan Outdoor Advertising.

Pilot Study Examines Incorporation of Outdoor in New Mixed Use Developments

Case Studies Suggest Outdoor Is Key Element To Successful Development

A recently completed pilot study commissioned by FOARE examined the use of outdoor advertising in recently built mixed use developments. It offers the industry some key, but preliminary insights into how outdoor advertising can be included in similar projects across the country. The pilot project examined the Westgate City Center in Glendale, Arizona and The Pier at Caesars



Left: Westgate City Center, Glendale, AZ.

Above: The Pier at Caesars, Atlantic City, NJ

in Atlantic City, New Jersey. Dr. Robert W. Marans, a research professor at the University of Michigan, where

he is affiliated with the Institute for Social Research and the Taubman College of

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Architecture and Urban Planning, conducted the research.

In each development, the study reviewed the obstacles faced, the extent to which local and state government agencies supported or hindered the effort to include outdoor advertising, and explored the public's response to the signage.

Overall, the study suggested that outdoor advertising can contribute to the overall success of new mixed use developments and more research would be helpful.

"The two case studies have shown that spectacular signage exists beyond Times Square and has the potential of greatly adding to the vitality and quality of commercial developments," Marans concludes. "As these case studies have shown, the process of achieving them is not without challenges."

Incorporation of signage in the Westgate development was a smoother process than experienced at The Pier development in Atlantic City. According to the study, much of the success of efforts to include outdoor signage in the Westgate City Center development can be traced to strong governmental support for the project. The project developer had to deal with a single governmental entity – the city of Glendale. On the other hand, developers of The Pier in Atlantic City had to deal with both local and state government agencies and officials.

Westgate vs. The Pier: A Tale of Two Developments (And Two Cities)

As noted above, Westgate City Center is a mixed use development in Glendale, AZ, a suburb of Phoenix. When complete, it will include a NHL arena, retail, offices, residential spaces, hotel accommodations, and a large entertainment district.

Billboards there, are used to help define spaces and to identi-

fy key entries to the open space adjacent to the arena. Despite being an integral part of the planned development, the signage for Westgate is operationally independent of the marketing and management of the overall project.

Glendale officials were eager to locate the development in their community as a means to expand the tax base and bring greater visibility to the community.

During several public hearings on the Glendale project, no complaints about the incorporation of outdoor advertising were made, and as significantly, no neighborhood group has expressed concern about the signage since the development opened. Public officials did add 31 stipulations about the use and size of signage as part of the zoning approval process.

The Pier at Caesars, which also opened last year, is a three and four level shopping and entertainment complex built on one of Atlantic City's oldest piers. It is located near the mid-point of the city's famous boardwalk. The complex is connected to the Caesars Hotel and Casino. The Pier was seen as a way to improve the overall attractiveness of the boardwalk and to enhance Atlantic City as a major East Coast resort destination.

Westgate City Center, Glendale, Arizona



Signage at The Pier is consistent with the use of outdoor advertising throughout the history of the boardwalk area. Yet, Marans reported that the city and state officials have viewed the signage program as "unprecedented." The construction management team reported numerous problems in obtaining city and state construction permits. Permit issues raised included design features to withstand hurricane force winds. This required some modification of the original engineering drawings and delayed the opening of The Pier by six to twelve months.

There have been no indications of organized community opposition to the signage proposed as part of the project. But, the project encountered additional delays due to labor union-related problems.

Next Steps

As a follow-up to Marans' research, the FOARE Board is continuing to analyze the pilot study with the prospect of conducting related research in urban environments and to recommend outdoor advertising as a vital element of mixed use developments and urban landscapes.

The Pier at Caesars, Atlantic City, New Jersey



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