



CITY OF HUMBOLDT  
OFFICE OF CITY ADMINISTRATION

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February 20, 2013

To: House Transportation Committee

From: Larry Tucker

Re: Outdoor Advertising

Dear members of the House Transportation Committee. I urge your support of HB 2310 which amends the restrictions on outdoor advertising signs along our primary highways in Kansas. As City Administrator for Humboldt Kansas, population of just under 2,000, our town sits approximately one mile off of the major transportation route through southeast Kansas, Highway 169. Built over 20 years ago, this major highway now directs traffic around Humboldt that once came through its downtown corridor.

Humboldt is not the County seat. Located in Allen County, it is an historic community which includes many interesting sites, museums, parks and is host to an outstanding public education system. Humboldt also provides over 1,000 jobs to those living in and around the area. However, because of these restrictions, it is difficult and expensive for a small community to promote these attributes to travelers and tourists that speed past by its City boundaries on a daily basis.

Some of those events and activities in Humboldt include its annual Biblesta celebration, a parade and all day activity promoting its religious heritage and community fabric. Others include its civil war designation as a Freedom Frontier community and its baseball history, home of major league hall of famer Walter Johnson and African-American hall of famer George Sweatt.

The amendments offered in this legislation would allow local land owners to take advantage of promoting and advertising the benefits of rural Kansas.

It would also help promote economic development in rural Kansas. Rural towns are working hard to start new business and create jobs to provide opportunities for its former youth and others to return, work and raise families in small towns like Humboldt.

As a City official and citizen, I encourage you to reduce these advertising sign restrictions and help rural Kansas communities stem the tide in their declining populations. Your support of HB 2310 will foster and plant the seeds to help us commence this effort.

Respectfully submitted,

Larry Tucker  
City Administrator

House Transportation  
Date: 2-20-13  
Attachment # 4