

On Thu, Oct 6, 2011 at 1:47 AM, Eva M Ballo <emballo25@yahoo.com> wrote:

Dear Mr. Espinosa,

I am deeply concerned about the proliferation of LED Billboards in our city, especially in connection with the plans for the area in and around Farmers Field and the projected new Arena there. From all indications, the City Council has been negligent about demanding neutral in-depth environmental impact studies relative to the issues of neighborhood blight, traffic congestion and its concomitant amelioration and costs to the taxpayers, and the possible hazards to Freeway drivers running the gamut of LED Billboards nearby. The public interest needs to be paramount in the minds of our city's decision makers, and I urge the PLUM Committee to consider highly protective language for the legislation regulating advertising signage, especially in the public areas of our metropolis.

Similarly, it is my hope that our State legislators will take a serious look at these issues affecting the entire State, and follow up with the necessary action.

Please be good enough to bring this message in its entirety to the attention of the PLUM Committee. Thank You!

Eva M. Ballo

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