

Council File 11-1705

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Dec 31, 2017 1:21 PM

Posted in group: **Clerk-PLUM-Committee**

Councilman Mike Bonin
11th District

PLUM Committee Members
City Hall

Dear Councilpersons:

I most strenuously urge you to vote against the proposed *City Wide Sign Ordinance* (Council File 11-1705). Its provisions would trash the visual and aesthetic environment of the City, which is already bad enough.

Specifically, it allows such billboards in almost any type of commercially-zoned business property. This means that if the bill passes in its present form, the sign companies could erect a new digital sign, with messages changing every 8 seconds, on nearly any commercial lot that they deem worthy.

It also allows on-site digital signs, which promote the specific company where they are sited, something never envisioned in previous drafts of this legislation.

The numerous studies that show a correlation between digital billboards and driver distraction that causes collisions are all being ignored by the PLUM committee. Likewise, the committee is ignoring aesthetic and environmental concerns.

There is no prohibition on billboards of any kind, digital or static, in city parks. And sign companies could request an exemption to the rules and make any sign up to 20% taller or larger.

Thank you for your attention.

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