



January 25, 2008

Billboard

Ald. Michael Murphy
City of Milwaukee District #10
City Hall
200 E. Wells St., Room 205
Milwaukee, WI 53202

Dear Ald. Murphy:

This letter is in reference to Common Council File # 070548 – A substitute ordinance relating to revision of regulations for automatic changeable message signs, a file that was heard at the January 15 council meeting and held pending further research.

The Story Hill Neighborhood Association (SHNA) board of directors recently became aware of this legislation being considered before the Common Council. After considering the merits of the proposal, the SHNA is informing you that we are on record as being opposed to this bill.

We feel that allowing the outdoor advertisement industry to install LED billboards around the City of Milwaukee that will change electronic messages every six seconds is a safety issue, where drivers will become distracted to the point of causing accidents, sometimes at a high rate of speed on our area freeways. The LED boards also will add exponentially to the light pollution we already endure in the Story Hill neighborhood, and that all neighborhoods citywide experience that have billboards or are immediately adjacent to them. Finally, in these “green” conscious times, we feel that additional LED signage will only worsen the energy crisis at a time when the City of Milwaukee claims to be working towards reducing our dependence on non-sustainable energy sources.

We ask that you vote to defeat this bill when next brought before the council.

Thank you for this opportunity to share our concerns. Please feel free to share our position with whomever you see fit, and should you have any questions or concerns, do not hesitate to contact me at 414.303.3686.

Sincerely,

Sandy Rusch Walton, President
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