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SCENIC MICHIGAN SUPPORTS A PERMANENT MORATORIUM IN ANN ARBOR FOR
DIGITAL BILLBOARDS

On behalf of Scenic Michigan, a statewide organization that is focused on the "view from the road" I encourage the City of Ann Arbor to enact a permanent moratorium on digital billboards as you finalize the city sign ordinance.

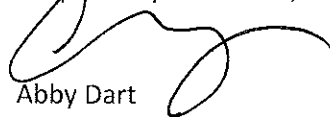
Scenic Michigan has worked with many cities in Michigan to provide resources and address concerns related both to the safety/distraction and aesthetic issues presented by digital billboards. Many other Michigan communities, such as Grand Rapids and the City of Walker when faced with a proposal from the Outdoor Advertising Industry to erect or convert existing billboards to digital have, after careful review, decided to prohibit these signs. The leaders, stakeholders and residents of these cities, both for safety and aesthetic reasons, determined that brightly lit, rapidly changing message boards, did not contribute to the vision the residents and city leaders believed were the best fit their community.

Traffic safety experts agree that "taking one's eyes off the road for more than two seconds for any reason not related to driving, significantly increases crash risk". By the industry's own admission, digital billboard technology is specifically created with the purpose of drawing the driver's eye off of the road and onto the digital billboard. The City of Ann Arbor, with an already complex and busy driving arena, does not need an additional distraction posing hazards to drivers.

In addition, digital billboards dramatically change the character of a community. Unlike static billboards, the brightly lit digital billboards and messages that change every 6 seconds, create an atmosphere which is dramatically in contrast to the historic character and aesthetically pleasing environment that the City of Ann Arbor has strived to maintain.

We hope that the leaders of the City of Ann Arbor agree with Scenic Michigan that the impact of the digital billboards on driver safety, aesthetics and the interests of local residents is too great a negative impact on your great town.

Respectfully submitted,



Abby Dart
Executive Director, Scenic Michigan

Our Mission is to preserve, protect and enhance Michigan's scenic resources.

Scenic Michigan is a 501(c)(3) tax exempt organization. Contributions are tax deductible.
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