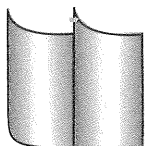


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HUDSON & COMPANY, INC.
BUILDING CONSTRUCTION CONSULTANTS

2007 MAR 30 AM 11:37 352-377-0623

March 29, 2007

**Clerk of Commission
City of Gainesville Commission
P.O. Box 490, Station 19
Gainesville, FL 32601-0490**

Re: Petition 139TCH-06PB, LED SIGN LIGHTS

Dear Kurt,

I am transmitting one (1) letter personally addressed to each Commissioner, one (1) identical letter addressed to you and two (2) identical letters for distribution to Planning Staff, City Attorney (or anyone you deem appropriate) to you attached to this letter of transmittal.

Each letter consists of a letter and a photograph.

Please distribute these to the members of the City Commission for the meeting dealing with the Plan Board's recommendation to ban LED signs in Gainesville.

I will not be able to attend this meeting because I will be traveling out of the country, so I am hoping that these letters can speak for me in my absence.

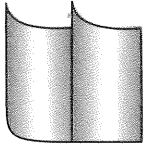
Thank you so much for your continued cooperation and service to Gainesville.

Sincerely,

Hudson & Company, Inc.

John E. Hudson
President

Enclosures: Seven (7) individually addressed letters to each City Commissioner.
One (1) individually addressed letter to Clerk of Commission.
Two (2) identical letters for distribution.
Ten (10) photographs to go with each letter.



**HUDSON &
COMPANY, INC.**
BUILDING CONSTRUCTION CONSULTANTS

352-377-0623

March 29, 2007

Clerk of Commission
City of Gainesville Commission
P.O. Box 490, Station 19
Gainesville, FL 32601-0490

Re: Petition 139TCH-06PB, LED SIGN LIGHTS

Dear Kurt,

I am writing to urge all of the members of the Gainesville City Commission to modify our sign ordinance to prohibit the use of any device that directs light sources toward the Right of Way and any property not owned by the owner of the offending sign in compliance with existing code section 30-345 (b) (8) (a).

Our Land Development Code already contains provisions to prevent "Light Trespass and Glare" in Section 30-345 (b) (8) (a). Quoting from the code "Directional luminaires such as floodlights, spotlights, **sign lights**, and area lights shall be so installed and aimed that they illuminate only the task intended and that the light they produce **does not shine directly onto neighboring properties or roadways.**" The existing LED signs in Gainesville that I have observed violate this provision of our code. Apparently the staff permitting these signs are not aware of the design of LED's, and that they have a focused beam of light of about 20 to 30 degrees which is aimed toward the viewer of the sign and does shine directly onto neighboring properties or roadways.

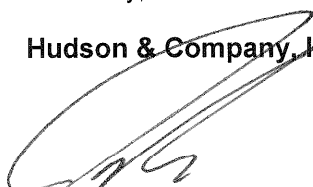
Brightness in LED's is controlled by the angle of light being emitted which is built into the LED's themselves which makes them qualify as "directional luminaires" and fall under our code. This is a concern in sign codes as some light sources are very bright (by being more focused) such as lasers, and have gotten cheap enough to be used in signs (like LED's have), so any code must be broad enough to restrict any light source from being directed into the roadways. It appears to me that the drafters of our existing code have covered these concerns very well, and application of the current code should prohibit LED signs due to their design. If LED signs are permitted in Gainesville LDC Section 30-345 (b) (8) (a) will have to be deleted or modified.

I know that the Chamber of Commerce folks are going to tell you that these signs are a valuable "tool" in helping spread the word about kidnaping, emergencies, etc., but if that is what they are really concerned about they could put a lens over the LED's and make them much more acceptable. See the photo attached with a thin plastic lens over part of the sign. That is not what they want. They want to use the focus of the LED's to "reach out" and grab our attention. That is not Gainesville, and should be stopped before these signs are everywhere.

Finally, I must comment that in all of my 25+ years in development I never had a client who came in and said "I'd like a small sign." They ALL want to know how big and how bright they can be. Unless we want to look at these bright red electronic signs for a LONG time we need to stop them now. I recently removed the old Plaza Theater sign that had polluted the 13th Street corridor for almost half a century, and I was only able to remove it because it had deteriorated structurally to the point that metal parts were falling onto the street below. Once a sign is up we have to live with it for a long time. Please stop these obnoxious LED signs now. Thank you.

Sincerely,

Hudson & Company, Inc.



John E. Hudson
President

