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January 22, 2008

Office of the City Attorney
Ms. Marion Radson
P.O. Box 490, Station 46,
Gainesville, FL 32602-0490

Via Fax and U.S. Mail

Re: Electronic Sign Ordinance

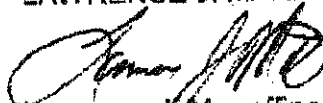
Dear Ms. Radson:

My office is at the corner of University Avenue and 34th Street, a very busy intersection. Traffic studies have shown that over 65,000 cars per day pass by my office. As a solo attorney practicing primarily personal injury and bankruptcy law, I depend on advertising to generate new business. I want to erect a sign with two or three lines of electronic display, similar to that used by Alarion Bank and Schackow & Mercadante. I have written letters on two other occasions, and been told that the matter would be resolved by the City in six months. Of course, the City extended the first six month moratorium for another six months, which is now about to expire.

If another moratorium is extended I will file suit as three "temporary" bans now would be *de facto* permanent. Just looking at the signs along University Avenue, many are not as attractive as the sign I am proposing. Any court would surely find a blanket ban on LED signs to be arbitrary when looking at the signs that are permitted. Please advise as to the current status of this situation immediately.

Very truly yours,

LAWRENCE J. MARRAFFINO, P.A.


Lawrence J. Marraffino

LJM:emm