

Electronic and Animated Signs

Temporary Moratorium

**(Show DVD of electronic signs
in Gville here)**

Recent Technology Causing Unusual Brightness

**Will proliferate & cause blight
& safety considerations**

“Deanna Singhal, research associate at the Traffic Injury Research Foundation, a driving safety group in Ottawa, believes that not only do digital billboards keep drivers' eyes away from the road more, but that they are also more ‘cognitively demanding.’”

**“Digital Billboards Hazardous,
Says Driver Safety Researchers”
Media Buyer Planner, 1/11/07**

“Several municipalities say they have allowed billboard companies to convert static billboards to digital ones, only to become annoyed by the powerfully bright, constantly changing displays. Some Minnesota towns, for instance, have adopted moratoriums on digital displays...”

**“Digital Billboards That Turn Your Head”
Washington Post, 5/3/07**

**“Outdoor Advertising Association of America...
expects to convert a few hundred of
its static billboards to digital each year.”**

**“Digital Billboards That Turn Your Head”
Washington Post, 5/3/07**

“...cities across the country from Rapid City to Atlanta are passing or considering ordinances to ban or limit the use of electronic billboards and message signs for fear that they might distract motorists. ...a federal study soon will be conducted to try to gauge the billboards' safety”

**“Some Question Safety of Using Digital Signs”
Argus Leader, 3/26/07**

“Opponents say the [electronic] signs, whether they display stationary images, flash images or use moving video, are dangerous because they naturally attract more attention. Fry pointed to a National Highway Traffic Safety Administration study on driver behavior released last year that found distractions in which a driver spent more than 2 seconds looking away from the road contributed to 22% of overall road accidents.”

**“Some Question Safety of Using Digital Signs”
Argus Leader, 3/26/07**

**“While there are currently only about
400 digital billboards across the country,
there may be
as many as 4,000 within 10 years,
according to the Outdoor
Advertising Association of America”**

**“Are Roadside Electronic Billboards Dangerous?”
New York Times, 1/11/07**

“...preservationists and historians call the bright lights a blight on the landscape.”

**“Controversy Bright Lights Billboards a Concern”
By Hugh Muir, The Free Lance Star
(Fredricksville VA), 4/24/07**

**“ . . . ”Something [LED signs] that
bright and intense looks
like something from outer space
landing next to a historic building .”**

**“Too Bright to Belong?”
By Brent Wistrom, Wichita (KS) Eagle, 12/13/06**

**May cause safety hazard
for motorists**

“...there are often important regulatory & zoning considerations that may impact the size & placement of ... electronic [signs], as some cities consider them to be a dangerous distraction to drivers.”

(sign company ad by Wirespring)

“Vivid, moving LED message signs are designed to catch the eye of impulse shoppers even in the glare of the afternoon sun.” (sign company ad by LED Sign Authority)

**Staff needs time to
evaluate appropriate
regs
or prohibit these signs**

**Protect aesthetics,
environment, public
safety**

What's Right for Gainesville?

- Brightness?
- Proper Size?
- Changing Message?
- Review of Current Sign Ordinance?
- Prohibit such signs

Small sample of cities prohibiting electronic signs

Arlington TX

Mesa AZ

Colorado Springs CO

Columbia MO

Orlando FL

San Diego CA

Coral Springs FL