



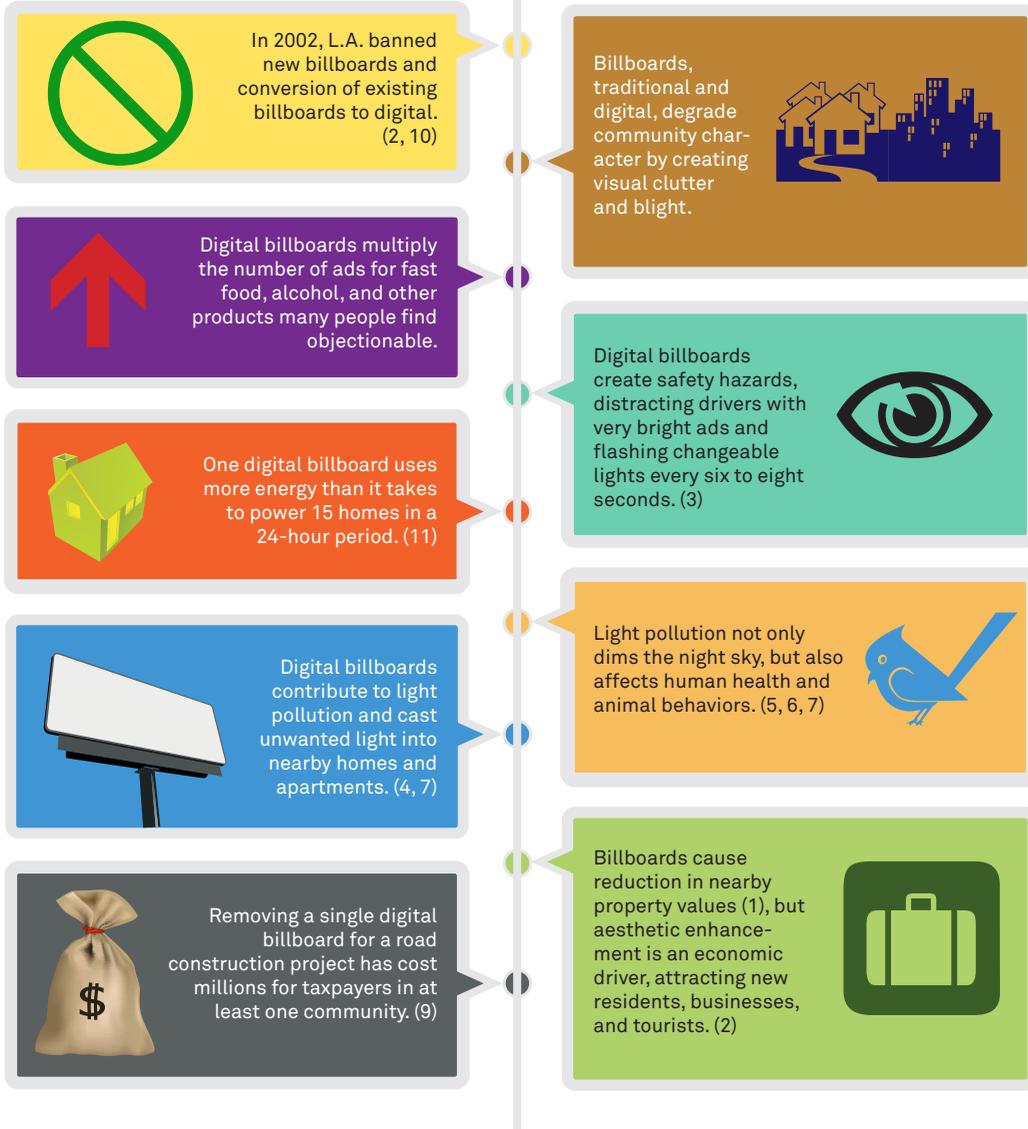
COALITION TO

Ban Billboard Blight

DEFEND OUR PUBLIC SPACES • PROTECT OUR VISUAL ENVIRONMENT

Community Impacts and Digital Advertising

Billboard companies in L.A. are lobbying the city to allow new digital billboards throughout the city.



Who Needs Digital Billboards?

The billboard industry sees digital displays as cash cows – the ad rotation means more real estate for more ad revenue – but there is no benefit to residents.

Driver safety is at the mercy of the billboard industry’s business plan. Distracting messages are blasting at three times the brightness of a traditional billboard at night, flipping every six to eight seconds. After a study showed drivers looked too long at these electronic signs, Sweden removed all digital billboards from its roadsides, but here safety studies are ignored.

No one seems able to turn these signs off at night, even if they are too bright or shine into nearby windows. They are on 24/7 in many areas, contributing to light pollution that scientists say is increasing globally by 6 per cent a year.

The billboard industry claims to offer community services, such as free space for law enforcement agencies. But cell phone apps and the Caltrans amber alert boards already serve the same purpose.

Communities don’t need digital billboards to be successful. For example, Hawaii, Alaska, Maine and Vermont prohibit all billboards.

What if we allow digital billboards now and try later to remove them? It costs taxpayers when digital billboards have to be removed for road projects. California law says billboard owners must be reimbursed for the removed sign and lost ad revenue.

For traditional billboards, that cost is high; for digitals, it’s astronomical. In St. Paul, Minn., the cost to taxpayers of removing a single digital billboard for a bridge project was \$4,321,000.

So who really needs digital billboards? The billboard industry does.

Contact us to find out how you can help stop digital proliferation.

Resources

1. “Beyond Aesthetics: How Billboards Affect Economic Prosperity,” Jonathan Snyder (2011)
2. scenic.org/billboards-a-sign-control/the-truth-about-billboards/100-billboard-control-is-good-for-business
3. scenic.org/billboards-a-sign-control/digital-billboards/112-digital-billboard-safety-studies
4. Digital LED Billboard Luminance Recommendations How Bright is Bright Enough
5. Turning Night Into Day: Light Pollution’s Impacts on Wildlife | lighting.com
6. Urbanwildlands.org/Resources/LongcoreRich2004.pdf
7. Illinoislighting.org/resources/ICROL-Digital Billboards.pdf
8. scenic.org/storage/PDFs/scenic%20america%20billboard%20fact%20sheet.pdf
9. finance-commerce.com “MnDOT paid \$4.3M to remove digital billboard” by Brian Johnson (2014)
10. Illuminating the Issues, Gregory Young, 2010