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From: Heather Lowe [heather@heatherlowedesign.com]
Sent: Wednesday, January 08, 2014 3:00 PM
To: Osguthorpe, Steve
Subject: DIGITAL BILLBOARDS - YAKIMA PLANNING COMMISSION MEETING 1.8.14
Attachments: image003.jpg

Importance: High

ATTENTION: PLANNING COMMISSION

Please enter this email as a public comment for today's workshop meeting.

Please make copies of the information on this internet link for distribution to the attendees and for the permanent file and read it aloud for the recorded session.

<http://www.blightfighters.org/reference/>

This page includes links to KEY INFORMATION regarding digital billboards

and announce that a library of information is available at www.keepwashingtonbeautiful.org for the public, planners and City Council Members

Thank you

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"If one advances confidently in the direction of his dreams, and endeavors to live the life which he has imagined, he will meet with a success unexpected in common hours" Henry David Thoreau

Digital Billboard Information Sources

It can be daunting to quickly find materials specific to the various subtopics within the complex field of digital signage. Here are some links to resources that various citizens around the country have found to be effective in their battles against blight.

ENERGY CONSUMPTION

"Illuminating the Issues – Digital Signage and Philadelphia's Green Future" [Click here to read this paper \(.pdf\)](#) that includes technical details necessary to understanding digital sign industry energy consumption issues.

IMPACT ON THE COMMUNITY

"Beyond Aesthetics: How Billboards Affect Economic Prosperity" [Click here to read this paper \(.pdf\)](#) about how property values and other economic variables are impacted by billboards.

Knight Foundation Soul of the Community Project employed a fresh approach to determining the factors that attach residents to their communities and the role of community attachment in an area's economic growth and well-being. [Click here to visit their website](#) for a comprehensive look at their findings.

LIGHTING TERMS AND TECHNOLOGY

This Illinois Coalition for Responsible Outdoor Lighting article is famously referred to as "Nits to you". The article's real title is "Digital Billboards: New Regulations for New Technology" and it helps sort out various terms like Nits and Illumination in the context of what you need to understand in order to regulate sign lighting correctly. [Click here to read a copy of this informative article \(.pdf\)](#).

You may also visit them at <http://www.illinoislighting.org/billboards>.

LEGAL

Case Law: Relevant Decisions Regarding Billboards and Other Scenic Issues

This is a good reference page that includes a number of gems that may apply directly to your situation. Please visit their case law page by [clicking here](#).

SAFETY

“Digital Billboards, Distracted Drivers”

“Remember Burma-Shave? Large electronic signs distract drivers in new ways” by Jerry Wachtel in the March 2011 edition of American Planning Associations PA provides an updated overview of this issue and points to additional resources on the topic. [Click Here for Wachtel’s original 2009 Safety Study.](#)