

Actionable Steps to Oppose the Proposed 90ft Illuminated Billboard

1. **Attend the Council Meeting-** March 19th at 7pm
 - Attend in person to voice your opposition. Public comments are typically allowed, so be prepared to share your concerns.
 - Prepare a clear, concise statement that highlights the negative impacts of the billboard on traffic safety, light pollution, aesthetics, and the community.

2. **Email the Zoning Board of Adjustment (ZOBA) Members/ Planning Board**
 - Email the ZOBA members expressing your opposition. Clearly state why the billboard would negatively impact the area. Concerns may include:
 - Disruption to local environment and aesthetics
 - Impact on traffic safety (e.g., distracted driving due to bright lights)
 - Potential adverse effects on local property values
 - Personalize your email by explaining how the billboard specifically affects you and your community.
 - **Members:**
 - Chris Titze
 - Tim Fisher
 - David Kratz
 - Christine Hong
 - Kurt Senesky
 - Joseph Whitney
 - Carlos Duarte (Alt 1)
 - Patrick Byrne (Alt 2)
 - Ed Moroney
 - Email the planning board email address: planning@denvilleni.org

3. **Mobilize Community Support**
 - Reach out to neighbors and local organizations to gather support. The more opposition you can rally, the stronger your case.
 - Inform your neighbors about the proposed billboard, its size, and its potential impact. Share on social media, tag local officials, and organize a petition (both online and in person).

4. **Write Letters to Local Newspapers and Media**
 - Use local newspapers, social media, and online forums to raise awareness and rally more opposition. Letters to the editor or posts on social media can help amplify your message.
 - Share your personal connection to the community and explain why you believe the billboard would harm it.

5. Reach Out to Local Officials

- Contact local officials such as the mayor and city council members to express your concerns. They may be able to influence the decision or draw more attention to your cause.
- Politely ask them to consider the long-term effects of the billboard on the community and its residents.

Key Talking Points:

Decreased Property Values: The presence of a commercial billboard leads to a decline in the perceived desirability of the neighborhood. This affects local real estate values as people are less inclined to live near areas with commercial distractions or unsightly installations.

Light Pollution: The billboard's lights contribute to increased light pollution, negatively impacting the natural night environment. This disturbs residents' ability to sleep and affects their overall well-being, especially within the Indian Lake community where people expect minimal artificial lighting. The billboard will be in direct sightline of most if not all homes in Indian lake and the surrounding neighborhoods.

Noise Pollution: Some light-up billboards include dynamic features like moving images, sounds, or advertisements that create unwanted noise, further disturbing the peace of the neighborhood.

Aesthetic Impact: A bright, illuminated billboard detracts from the neighborhood's aesthetic value, particularly if it contrasts sharply with the surrounding area's architecture or natural features. This decreases the visual appeal of the area and reduces property values.

Safety Concerns: The brightness of the billboard distracts drivers, leading to potential traffic accidents or unsafe driving conditions. Overly bright signage impairs a driver's ability to focus on the road and surrounding environment.

Noise Pollution: Some light-up billboards include dynamic features like moving images, sounds, or advertisements that create unwanted noise, further disturbing the peace of the neighborhood.

Disruption of Community Atmosphere: Neighborhoods foster a sense of community and tranquility. The introduction of an intrusive, commercial billboard disrupts the peaceful, residential nature of the area, affecting the overall quality of life for residents.

Violation of Zoning Laws or Regulations: A light-up billboard of this size violates zoning regulations on fireman's field. Such a billboard requires a special permit and goes against the intended land-use plan for the neighborhood.

Potential for Increased Crime: Brightly lit areas attract vandalism or other criminal activity. The presence of such billboards creates a more enticing target for mischief or illegal actions.

Health Implications: Continuous exposure to bright, artificial light has negative effects on health, such as disruption to circadian rhythms. This leads to sleep disorders and other health concerns, particularly for children and the elderly who are more vulnerable to such disruptions.