

NORMAN BRAMAN
2060 BISCAYNE BOULEVARD
SECOND FLOOR
MIAMI, FLORIDA 33137-5024
TELEPHONE: (305) 576-1889
FAX: (305) 576-9898

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HAND DELIVERED

Honorable Esteban Bovo, Jr., Commissioner
Miami-Dade County Board of County Commissioners
Stephen P. Clark Center
111 NW 1st Street, Suite 320
Miami, Florida 33128

Dear Commissioner Bovo:

I am writing you in the hope that you will oppose Commissioner Barreiro's proposal to allow cities to opt out completely from the Miami-Dade County sign ordinance. I understand that this amending ordinance comes before the Commission Infrastructure and Land Use Committee on July 13, 2011.

I do not view this as a county government "reform" issue. Rather, I view this as a community "quality of life" issue. Commercial advertising is virtually omnipresent. We all constantly are bombarded by it in our homes, in what we read, on our trains and buses, in our cars, etc. In turn, the outdoor advertising industry has become an influential and resourceful political force.

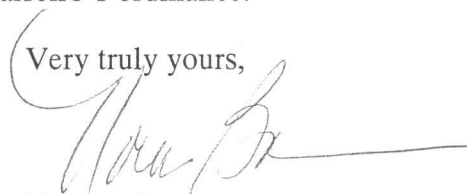
An over abundance of billboards and ELDBs (Electronic Digital Billboards) visually pollutes neighborhoods. Some of those now being proposed are huge—multi-multi-stories in height—and euphemistically are termed "media towers." Their existence creates driver distractions, even subliminally, by constantly changing electronic messages which are lighted and prepared to attract eyes that should be paying attention to traffic conditions. Further, property values, which have taken such a dramatic hit in this on-going recession, could be reduced in areas where billboards and ELDBs are erected because they are unsightly and developers generally are loathe to develop on sites that have views facing these eyesores.

Importantly, once a billboard is erected, it generally stays up in perpetuity. I am not against advertising. I am against allowing a plethora of billboards and ELDBs that can harm our lovely Miami-Dade County scenery, and could easily injure our most important revenue source--tourism.

I hope you will heed the messages of civic groups such as Scenic Miami-Dade County, Inc., Miami Neighborhood United, Urban Environment League, Tropical Audubon Society, the Village of El Portal, the Overtown Community Oversight Board Sierra Club of Miami, and many homeowners associations which are fervently opposed to this "opt-out" ordinance.

I urge you to vote against Commissioner Barreiro's ordinance.

Very truly yours,



Norman Braman