

This letter was mailed to Myriam Marquez on Saturday July 9 from downtown post office, along with attachments. And signed by Ernest Martin...

Re Andres Viglucci's July 1 article, *U.S. officials disallow Miami's downtown ad murals*:

The Miami Herald's assertion that it is allowed to post two giant murals on the south face of its building, via a city "public service ad" exemption to the mural law, is utter hogwash.

The city's mural law allows temporary signs for "special events with citywide or countywide significance" ONLY on government-owned buildings.

The county's Sign Code, as Mr. Viglucci accurately reported, regulates outdoor ads within all municipalities. The county Sign Code expressly allows mural ads ONLY in approved locations.

The south face of One Herald Plaza is NOT an approved mural ad location. The Miami Herald charges the beneficiaries of those murals \$15,000 per month, per sign, to flout the law of our community. Priceless? No, at \$360,000 a year, that's shameful!