



LEAGUE OF WOMEN VOTERS
of the St. Petersburg Area

Post Office Box 11775
St. Petersburg, FL 33733-1775
www.lwvspa.org

August 3, 2011

Dear Honorable Mayor Foster and Members of the St. Petersburg City Council,

Thank you for your service to our city as our elected leaders. We appreciate your hard work and dedication, and we also appreciate that your job is at times more difficult than most people might even realize. The League is always here to work with you to help promote greater understanding of city processes and policies and to obtain stronger civic involvement.

By way of introduction, the League of Women Voters of the St. Pete Area is a nonpartisan political organization, encourages informed and active participation on government, works to increase understanding of major public policy issues, and influences public policy through education and advocacy. We do take action on selected government issues based on a firm foundation of positions derived from careful study.

After careful consideration of local League policies and positions, our Board of Directors voted unanimously to oppose the so-called digital billboard swap ordinance that Council is considering. We cited our LWV longstanding positions below to come to this conclusion:

1. Maintain, protect, and improve an esthetically pleasing and ecologically sound quality of life in St. Petersburg
2. Minimize vision, air, and noise pollution in roadway design
3. Give consideration of public recommendations (on street safety)

We understand that the swap may seem desirable as a way to rid older billboards, and we share that goal of eliminating older, unsightly billboards. However, those older signs are set to come down eventually by attrition under our current sign ordinance. We do not see this arrangement as particularly beneficial to the public interest.

Thank you for considering our thoughts on this matter, and I am available to answer any questions. We look forward to the dialogue.

Warm regards,

Darden Rice

President, League of Women Voters of the St. Pete Area