

July 13, 2009

Todd Pressman  
Pressman & Associates, Inc.  
P. O. Box 6015  
Palm Harbor, FL 34684

RE: Digital Billboards

During your presentation to the Pinellas County Board of County Commissioners on July 7, 2009, you requested that the Board consider amending its development code to permit digital billboards which scroll at intervals no greater than six seconds between messages. The Board had addressed this matter in the fall of 2008, and stated its intention to await a study by the Federal Highway Department Administration ("FHWA"), expected to be published in late 2009. At that July 7, 2009 Board meeting, you stated that the billboard industry desires that the Board amend its development code to permit digital billboards which scroll at no greater than six second intervals prior to the receipt and review of the above referenced FHWA study. As you are aware, in April of 2009, the Highway Subcommittee on Traffic Operations of the Association of State Highway and Transportation Officials received a commissioned report titled "Safety Impacts of the Emerging Digital Display Technology for Outdoor Advertising Signs," prepared by Jerry Wachtel, CPE. In Section 6 of the report, it noted that the following provisions should be addressed in digital billboard regulations: (1) minimum message display duration; (2) interval between successive displays; (3) visual effects between successive displays; (4) message sequencing; (5) amount of information displayed; (6) information presented; (7) brightness, luminance and illuminance; (8) display luminance in the event of failure; (9) longitudinal spacing between digital billboards; (10) digital billboard placement with relation to traffic control devices and drivers decision and center points; and (11) annual operating permits. A copy of the report was emailed to you on July 9, 2009.

In order to commence the process of examining your request to consider amending the County development code to permit digital billboards which scroll at a frequency no greater than six seconds between messages, please submit a proposal which addresses the above eleven (11) factors. Please also submit any studies and reports that support or address the various elements of your proposal in regards to the above eleven (11) factors.

If you have any questions, please don't hesitate to contact me.

Sincerely,

David S. Sadowsky  
Sr. Assistant County Attorney

DSS:tsc

xc James L. Bennett, Pinellas County Attorney  
Peter J. Yauch, Director of Public Works and Transportation