

Oversized Outdoor Advertising Talking Points / PLEASE MAKE THESE YOUR OWN

District 2 has sponsored and supports SR1. The district overwhelmingly opposes the oversized outdoor advertising signs scheduled for a vote at the City of Miami commission meeting on Thursday, April 25, 2024.

- We are asking people to **come and speak** in **SUPPORT of SR1 “AS IS” AND TO REJECT ANY AMENDMENTS**
- The [Downtown Neighbors Alliance](#), [Biscayne Neighborhoods Association](#), the [Downtown Development Authority](#), the Flagler BID, the [Frost Museum of Science](#), and numerous vertical communities and downtown residents also overwhelmingly **oppose** these oversized billboards AND SUPPORT SR1 - District 2 polling on Instagram and Text reflects 80+% of respondents reject these oversized signs.
- SR1 is a **COMPROMISE ORDINANCE** that seeks to repeal the provisions introduced by Commissioner Alex Diaz de la Portilla last year when there was no District 2 Commissioner that allowed for these oversized billboards.
 - It will roll back the standards to what they were before the modification was made and stop any of these signs from being erected in the future. It simply seeks to right a wrong. It's that simple.
- SR1 **DOES NOT** interfere with any permits that are vested or in process, and in **NO CASE** takes down any existing sign (which would create liability for the city).
 - Miami-Dade County (not the City of Miami) has had jurisdiction over the permitting at Arsht since it moved into the RTZ zone in 2021.
 - PAMM, has a lease that requires prior approval from the City of Miami. We have no documentation that such approval was ever granted. There may be standing for a claim to bring down the sign.
 - Carving out locations or doing anything other than returning to the previous standards are outside the scope of this ordinance and should be.
- This issue is a classic example of resident interests against monied interests. Too often the undue influence of money supersedes the interests of neighbors and residents. Orange Barrel Media, cultural organizations, and their employees and patrons who will profit from the advertising revenue are the primary parties supporting these oversized signs. The vertical communities, nearby residents, and other cultural organizations are not supportive.
- Alex Diaz de la Portilla received significant contributions from outdoor advertising special interests to support legislation for these oversized and extra-height structures.
- State guidelines are maximum size (950 sq ft) and maximum height (65 ft). The PAMM sign is a maximum size (1,800 sq ft) and maximum height (100 ft).

- PAMM and Arsht say these signs are **“on-premise.”** which means they don’t have to adhere to state guidelines. It also means that they can only advertise the establishment’s principal activity and **CANNOT** generate revenue for the organization.
- The PAMM and the Arsht Center have already spoken on the record, saying that these signs will generate revenue for their organizations - directly violating the state’s requirements. Also, this lack of revenue will harm their annual budgets.
- THIS IS A DISTRICT 2 ISSUE -The District 2 office is fielding all inquiries, complaints, issues, and ramifications regarding these oversized signs. The office has received multiple emails, phone calls, and visits regarding this issue and received numerous heated comments during public forums. It would be in the best interest of the entire commission to support the District 2 commissioner, representing downtowners, the vertical communities, and the most impacted.
- Some studies suggest that LED billboards can lower property values in the surrounding area due to factors like visual intrusion/pollution and perceived nuisance.
- Large LED billboards can contribute to visual clutter and detract from the aesthetics of an area, especially in scenic or historical locations. Their bright and dynamic displays can distract drivers, pedestrians, and residents nearby, potentially causing accidents or impairing the focus of individuals in the vicinity. The intense brightness of LED billboards, especially at night, can contribute to light pollution, which can disrupt ecosystems, affect wildlife behavior, and interfere with stargazing. In short, they change the character of the neighborhood and negatively impact the quality of life.
- **WE SHOULD SUPPORT THE COMPROMISE ORDINANCE SR1. “AS IS” AND REJECT ANY AMENDMENTS**

Several residents in the downtown area have shared photos. We encourage



