

From: barry.schiller
To: [Thompson, Alexis](mailto:Thompson.Alexis)
Subject: testimony for 9/9 Zoning Board of Review hearing
Date: Tuesday, September 8, 2020 12:53:15 PM

Dear Alexis Thomson

with regard to Petts Properties' application for erecting a new billboard on I-95 which is III-3 on the Agenda at the 9/9/2020 meeting, please let the Zoning Board of Review know I recommend denying the application.

The billboard is "prohibited" for good reasons. One is about the state's appearance. I was on the State Planning Council's Transportation Advisory Committee when then-Governor Chafee promoted the idea of beautifying Rhode Island's gateways and key corridors as a means to improve quality of life and attract good economic development. We tried to find funding for better landscaping, historic signage, and more attractive roadsides with some success. This billboard company which doesn't seem to care about how we look would undermine this and make our roadways cruddy looking as this giant billboard, at 112 ft would be as high as an 11 story building!

I'm still a member of the state's Traffic Safety Coalition where a major goal is to reduce distracted driving. Highway injuries and fatalities have started to trend up, we don't need a monstrous new billboard anywhere near I-95 near the city's key interchanges, especially a two sided billboard that would distract motorists going in both directions just where they need to pay careful attention. This application should be rejected.

Thank you for considering my views on this matter

Barry Schiller

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