

October 15, 2009

The Honorable John Peyton, Mayor
City of Jacksonville
117 West Duval Street, Suite 400
Jacksonville, FL 32202

Re: Ordinance 2009-401 – Bus Shelter Advertising

Dear Mayor Peyton:

In the next few days you will be making an important decision that will affect the visual environment of our City for many years to come. You must decide whether or not to veto Ordinance 2009-401 which would permit internally illuminated advertising on bus shelters in the public right-of-way. We hope that prior to making your decision you will consider this issue carefully and have the opportunity to consider all relevant information.

Most of us have been actively involved in visual pollution issues for over two decades, including the successful fight for Jacksonville's adoption of meaningful and effective sign regulations. We would appreciate the opportunity for a few of us to meet with you for thirty minutes before you make your decision. We would like to share our concerns regarding the bus shelter advertising ordinance and the profound effect it will have on our City's efforts to protect our scenic beauty. We also want to share with you some important information obtained since the time of the City Council vote – information that we believe is critical to your decision on this issue.

We look forward to meeting with you at your earliest convenience on this crucial issue.

Sincerely,

Tracey Arpen	Barbara Ketchum
Jack Diamond	Ted Pappas
Bill Brinton	Linda Ingham
Wayne Wood	Bill Scheu
Oliver Barakat	Espie Patrinely
John Welch	Doug Alred
Gloria Rinaman	

cc: Alan Mosley, Chief Administrative Officer
Kerri Stewart, Deputy Chief Administrative Officer
Adam Hollingsworth, Chief of Staff