

October 28, 2009

Subject: Support in Opposing Advertising Benches in Louisville Metro Area

Dear Mayor Abramson and Louisville Metro Council Members:

Scenic Kentucky Inc. strongly supports Metro Council Members Hal Heiner, Rick Blackwell, Kelly Downard and Mary Woolridge efforts to remove and further prohibit the erection of advertising benches as noted in the October 21st article in the Courier Journal. Scenic Kentucky is an organization known as a voice for protecting Kentucky's natural beauty and opposing billboard blight along our local and state highways.

These advertising benches are an esthetic eyesore and contradict the Brightside beautification effort of Louisville Metro (and their goal of "Keeping America Beautiful"). They are an insult to Middletown and other cities that have spent thousands of local and public grant dollars landscaping and adding sidewalks to make their business areas more attractive.

These and other off-premise signs / billboards (and they are off-premise signs) that have proliferated in our neighborhoods add nothing and frequently detract from the value of surrounding properties. Sign clutter suggests business deterioration and is not the image our business community wants to portray. It certainly is not the message that Louisville Metro should convey.

Sincerely,

Marlene Grissom, President
Scenic Kentucky, Inc