

**Billboard Control
1994**

DO YOU AGREE WITH THIS STATEMENT?

BILLBOARD CONTROL: TO PROTECT THE AREA'S SCENIC ENVIRONMENT, THE LEAGUE OF WOMEN VOTERS OF APPLETON SUPPORTS MEASURES THAT:

- BAN CONSTRUCTION OF ANY NEW BILLBOARDS (OFF-PREMISE SIGNS)
- PHASE OUT EXISTING BILLBOARDS OVER A REASONABLE PERIOD OF TIME
- REPLACE BILLBOARDS WITH STANDARDIZED LOGO AND TOURIST-ORIENTED DIRECTIONAL SIGNS (TODS)

AT OUR ANNUAL MEETING ON APRIL 25TH, WE WILL BE DEBATING ADOPTING THIS POSITION BY CONCURRENCE. OPPORTUNITIES TO ACT ON THIS ISSUE WILL BE MORE FREQUENT AS SURROUNDING COMMUNITIES CONSIDER OPTIONS TO DEAL WITH THIS PROBLEM. SOME BACKGROUND INFO.:

- * TODAY, MORE THAN 2,000 U.S. CITIES BAN BILLBOARDS
-SO DO FIVE STATES: VERMONT, MAINE, RHODE ISLAND, ALASKA, AND HAWAII. (ALL KNOWN AS PREMIER TOURIST DESTINATIONS).
- * ALSO KNOWN AS AN OFF-PREMISE SIGN, A BILLBOARD ADVERTISES PRODUCTS OR SERVICES THAT ARE NOT SOLD OR DISTRIBUTED AT THE SITE WHERE THE SIGN IS LOCATED.
- * THE BILLBOARD IS ADVERTISING'S SLAM DUNK. BIG! INTRUSIVE! OUT OF PLACE! YOU CAN'T TURN THE PAGE; YOU CAN'T CHANGE THE STATION.
- * BILLBOARDS ARE ESPECIALLY DESTRUCTIVE OF OLDER AND DECLINING TOWNS, BECAUSE THEIR PRESENCE INHIBITS THE KIND OF IMPROVEMENTS AND INVESTMENTS- BOTH PUBLIC AND PRIVATE THAT ARE NEEDED TO UPGRADE SUCH COMMUNITIES. THUS, BILLBOARDS ARE BOTH A CAUSE AND SYMPTOM OF URBAN DECAY, AND THEIR ELIMINATION OR REDUCTION IN NUMBER CAN BE A FIRST STEP IN STIMULATING THE REVITALIZATION OF DEPRESSED DOWNTOWNS AND NEIGHBORHOOD COMMERCIAL DISTRICTS.
- * IN RECENT YEARS, THE TREND HAS BEEN FOR CITIES TO BAN THE CONSTRUCTION OF NEW BILLBOARDS.

Oshkosh LWV Billboard position

BILLBOARD CONTROL

DO YOU AGREE WITH THIS STATEMENT?

BILLBOARD CONTROL: To protect the area's scenic environment, the Oshkosh League of Women Voters supports measures that:

- ban construction of any new billboards (off-premise signs)
- phase out existing billboards over a reasonable period of time
- replace billboards with standardized logo and tourist-oriented directional signs (TODS)

On October 26 the Oshkosh LWV Board suggested that members be polled to determine if they would concur with a position statement to address the proliferation of billboards in the area. Opportunities to act upon this issue are becoming more frequent as surrounding communities and the county consider ways to deal with what has become an increasing problem.

We would like to use the above statement to guide future League action. The statement reflects the opinion of the Board and League members who attended League's public meeting on billboards in September. Information from that meeting and additional resource material were included in last month's Bulletin. Please reread that information to help you decide if you concur with this statement. **We will assume concurrence unless we hear from you.** If you need additional information, do not agree with the statement, or wish to suggest wording changes, please call Jan Scalpone (231-0063). We will let you know what happens in next month's newsletter.

Wisconsin Women's Network "Stateswoman of the Year"

The League's long-time and well-loved member, Connie Threinen, has been nominated to be the WWN Stateswoman of the Year. She will be honored at a dinner on November 17, 1994, at the Concourse Hotel in Madison.

Connie joined the League in the 1950's and has served on the Board of LWV-Dane County. She has also served on the LWVWI's Legislative Committee and lobbied for civil rights and women's issues for many years. She was instrumental in the passage of S.118.13 (guaranteeing gender equity in schools), marital property reform, and in fighting limitations on the right to an abortion. She has also served as the WWN Chair and on the WWN Sex Equity Task Force, on the DPI Human Growth and Development Advisory Committee, and the Adolescent Pregnancy Prevention Board.

Like most League members, she is not a single issue person, being active on environmental issues, also. She has been an active member of Capital Community Citizens, an organization concerned with Dane County environmental issues.

For more information, contact *Sally Phelps* at 310 North Pinckney Street, Madison 53703, or call 608/251-4834.