

# Albert Miller

**#335192 | October 24, 2024**

## Testimony to **Portland City Council** on the **Rose Quarter Sign Code Project, Recommended Draft**

I am writing to oppose the proposed amendment to increase the size and presence of digital signage in the Rose Quarter. While I understand the desire for the benefits of digital screens in the entertainment district, permitting increased digital signage risks harming the area's unique character, safety, and the environment. Digital billboards contribute to visual clutter, by design reduce safety by distracting pedestrians and drivers, and increase light pollution, all of which are concerns in an already congested area. They also detract from the community-first, sustainable values Portland is known for. Moreover, digital billboards produce dramatic light pollution and are extremely distracting. Introducing a flood of digital signage in the Rose Quarter will go a long way towards destroying the distinctive character for which Portland is known. If the council decides to open the floodgates to digital signs in spite of the material points made against it, I urge the Council to narrow the permissiveness of this amendment to allow only signage attached to the Moda Center itself (similar to the Chase Center), rather than allowing a proliferation of digital signage throughout the Rose Quarter Entertainment Sign District. This compromise would support the goals of the amendment while mitigating the overall damage to the Rose Quarter area. I'll leave you with, if asked honestly, would anyone who lived here truly want to have their entire field of view dominated by more, aggressive, digital advertisement? Would you? Additional reading: <https://www.scenic.org/2023/06/20/billboards-the-case-for-control/>

Testimony is presented without formatting.

Portland City Council Meeting  
Wednesday, October 30, 2024 - 2:00 p.m.  
Verbal Testimony

	Agenda Item	Name
1	947	Dewayne Hankins
2	947	AJ Zahn