

Digital Billboard Opposition

At the Cooper-Grant Neighborhood Association (CGNA) monthly meeting held on April 23, 2018, after hearing from the developer of the project, the members of CGNA present at that meeting voted to **OPPOSE the variances requested** for the proposed digital billboard sign by InterState Advertising/ Camden Charitable Funding Project, LLC on the Camden Waterfront.

At this April meeting concerns were expressed regarding how this sign will impact the quality of life and the further development along our waterfront and in our communities north and south of the Ben Franklin Bridge. These concerns include:

1. **Billboards** are expressively **prohibited** in the **North Camden Neighborhood and Waterfront Park Plan** as adopted by the City of Camden.
2. **Dual use** on a site is **not permitted.**
3. The site is a grandfathered industrial use site in an **area that is no longer industrial.** Permitting this will essentially expand and extend the grandfathered use of an industrial site which current master plans call for alternative uses.
4. In consideration of the waterfront redevelopment/renaissance the proposed billboard would **negatively impact** views from our **historic neighborhood** of the 100 year old iconic bridge.
5. The former Riverfront State Prison was demolished in recent years, considered a hindrance to waterfront development, and a beautiful new trail park was constructed to promote active use of the site and spur development. We believe the proposed 24/7 LED billboard would adversely affect potential development of the site, obstructing views and ultimately lead to a **decrease in the property values** in the community that have direct sight of the billboard.
6. This billboard would be a **distraction** and an eyesore from the pedestrian walkways on the Ben Franklin Bridge, which are used by community members as well as runners, cyclists, and commuters in the area.
7. There is a **history of billboard opposition** in the community, as well as opposition to the type of advertisements/messages on these billboards.
8. The proposed billboard adds **light pollution** in a community that is already overburdened with its share of pollution, which studies show affect the health and well-being of a community.
9. There is a history and continued pattern of using tax-payer funds to construct and demolish projects on the waterfront within a relatively short period of time. Should this billboard be approved and constructed, taxpayers or a potential developer may once again bear **the future costs** of relocating an ill-placed major structure.

After seeking more input and information after the April meeting, on August 27th 2018 the Cooper-Grant Neighborhood Association voted unanimously to oppose the billboard.

We, the members of Cooper-Grant Neighborhood Association, officially petition the City of Camden Zoning Board **to deny approval for the proposed variances requested for the digital billboard** by InterState Advertising/ Camden Charitable Funding Project, LLC in North Camden, next to the Ben Franklin Bridge, due to concerns outlined above which would have a prolonged impact on the Cooper-Grant, Central Waterfront and North Camden neighborhoods.

Will you stand with us and speak up on behalf of the community to oppose this project?

TO have your voice heard please attend the Zoning Board meeting:

ZONING BOARD Meeting Monday Oct 1st 5pm until....

@ City Council Chambers 2nd floor of City Hall 5th and Market Sts