



SCENIC KENTUCKY  
*An Affiliate of Scenic America*

September 13, 2017

Dear President Steve Long, Vice President Jimmy Carter, and Utica Town Council,

I am writing on behalf of the Board of Scenic Kentucky to express our support for a State Scenic Byway designation for the new Southern Indiana portion of the I-265 expressway. We wish to be on record as opposing allowing billboards and specifically LED billboards on the Indiana extension of I-265 through your community. Please note that Jefferson County, Kentucky had a similar “opportunity” in the late 1980’s and early 1990’s when the then new Gene Snyder Freeway (I-265) was opened around the perimeter of the growing Louisville urbanized area. Jefferson County chose to make this corridor billboard free, retaining the beauty of this newly opened area of the community through a prohibition of billboards.

You have the same choice today to preserve or not to preserve this extended traffic corridor in its natural state around our shared Greater Louisville and Southern Indiana Region. It would be a shame to travel through Kentucky on I-265 billboard free and then cross a beautiful and expensive new bridge and run head on into the exact opposite – a series of seven LED billboards – all flashing multiple messages every 8 to 10 seconds. **Billboards are known to be unsafe - their only purpose is to grab your attention.** Accordingly, you are not keeping your eyes on the road. This is specifically true of digital advertising signs (LED’s). At night they will create blind spots, after you pass them and proceed into the dark. These billboards will never come down as they are very expensive to erect and you will incur damages, if so attempted, due to assumed lost revenue for up to maybe 10 years to the billboard company. **Billboards devalue adjacent property. Finally, the billboard company will seek to control any and all plantings and tree cover that will block them.**

Is this the image you wish to portray for your community? Is this the legacy you wish to leave your community? Are you willing to live next to one that is lit and changes content and colors all day and night long?

Please reconsider the request before you. You are in a beautiful location with significant history. Please do not put this in jeopardy.

Respectfully submitted and with best wishes,

Marlene Grissom, President  
Scenic Kentucky

Copy: James Bruggers/The Courier-Journal, Scenic America, River Ridge Development Authority, Clark County Commission, One Southern Indiana, City of Jeffersonville, KIPDA