

Glenda Wiles

From: Hillery Daily [charly.hillery@gmail.com]
Sent: Saturday, October 06, 2012 12:01 PM
To: Ravalli County Commissioners
Subject: Billboard size

Thanks for all your hard work:
On the subject of billboard sizes -

It seems that the relationships between economic activities -
the value of building and renting off-site mega billboards and versus the scenic amenities leading to
tourism/guiding/real estate values are pretty equal -
So why not promote the latter and spare us the former.

It seems like the smaller off-site billboards would generate as much business (as bigger ones) for an advertiser -
if they are all smaller.

Then there must be some balance between large and distracting versus small and hard to see.
Perhaps a slight increase in billboard size would be okay along hwy 93.

Please consider that an increase to 96 square feet on hwy 93 off-site billboards with no other size increases to
be enough.

Let me compare this issue to a music venue. Say a small restaurant. It really is counter productive for the band
to turn up the volume to where nobody can hear anything (else). At an appropriate volume - we can have our
cake and... well you know - we can enjoy the music and stay for desert.
This is to say that smaller billboards are very likely better for business.

thanks
Charles Mabbott
5677 West Fork Rd
Darby