

# CITY OF ALBUQUERQUE



July 30, 2008

El Paso Chamber of Commerce  
10 Civic Center Plaza  
El Paso, Texas 79901

Dear Chamber Members:

As Planning Director for the City of Albuquerque, within which digital billboards have been in use for almost three years, Clear Channel Outdoor requested that I present you my opinion regarding the use of digital displays contemplated for the City of El Paso.


I would endorse their use in any city that is concerned about aesthetic quality and in any city that is at the same time wishes to benefit local business and promote public service advertising in a compact format.

The digital displays erected by Clear Channel Outdoor in Albuquerque significantly improve the image quality of the message, and thus the overall appearance of the structure. The compact nature of the panels and the format are much more effective in message delivery than larger billboards. The copy and image quality is very sharp and completely legible during the day without having undue brightness at night. While there is distinctively sharper image, I am not been made aware of any safety issues caused by the light intensity of the billboard image, nor have I heard of, or received, any complaints of driver distraction caused by the level of sign information. I also have not received or heard of any complaints regarding excessive nighttime brightness levels.

I believe the reason for the success of the billboard program in Albuquerque is primarily due to the responsible and sensitive manner in which Clear Channel Outdoor has deployed this new technology. Clear Channel has also worked diligently with the city to insure that all proper safeguards and considerations were undertaken prior to placement and erection of the signs.

In summary from my experience as Planning Director of the City of Albuquerque, I see no reason why any city would shun the use of this exciting technology. If you have any question, please do not hesitate to contact me at 505 924 3352.

Sincerely yours,

  
Richard Dineen, AIA  
Planning Director  
City of Albuquerque