

Position Paper Outline

Should Cities Ban Ultra-Bright Digital Billboards in Residential Neighborhoods?

Introduction

- **Context:** Digital billboards are spreading into mixed-use and residential areas
- **Issue:** Debate over their impact on daily life, safety, and public space
- **Thesis statement:** Cities should ban ultra-bright digital billboards in residential neighborhoods because they disrupt living conditions, create safety risks, and weaken local control over shared space

Background

- Increase in digital outdoor advertising in urban areas
- Difference between traditional billboards and high-luminance digital screens
- Common concerns raised by residents, planners, and local officials

Position and Argument

- **Point 1: Light intrusion affects residential quality of life**
 - Screens stay visible through windows at night
 - Constant brightness disrupts sleep and comfort
- **Point 2: Driver and pedestrian distraction is a public safety issue**
 - Motion, brightness shifts, and rotating ads pull attention
 - High-traffic intersections become more visually chaotic

- **Point 3: Residential areas should not function as ad corridors**
 - Public space loses its local character
 - Commercial visibility starts overriding neighborhood interests

Counterargument and Rebuttal

- **Opposing view:** Digital billboards generate city revenue and support local business advertising
- **Rebuttal:** Revenue does not justify placing high-intensity screens where people live, and business promotion can happen through lower-impact formats
- **Supporting point:** Zoning rules already limit uses that harm residential environments

Proposed Solutions

- Prohibit digital billboards within a set distance of housing
- Set strict brightness caps and nighttime shutoff requirements
- Require neighborhood review before approval of any large outdoor screen

Conclusion

- Restate support for banning ultra-bright digital billboards in residential neighborhoods
- Emphasize protection of safety, comfort, and local control
- Final note on why residential space should stay livable, not commercialized