

**Community Alert: Billboards Invade our Neighborhood**  
**By Linda Colley, University City Resident**

Freeway-sized, lighted billboards were recently installed at Westfield UTC facing Genesee Avenue. They can be seen from several streets around the mall. Currently, the billboards have ads for 24 Hour Fitness, but according to Westfield they plan to use them to advertise other stores and products sold in the mall, and even eventually lease them out using a commercial billboard company.

**What can we expect to see on the billboards?**

Scantly clad young women advertising Victoria's Secret? Shirtless young men advertising Abercrombie & Fitch ads? Ads for mattresses, Subway sandwiches, perfume, Nike shoes, Starbucks coffee, Apple iPhones? The sky's the limit.

**Doesn't San Diego ban billboards?**

San Diego has banned billboards for many years. It's one of the things that keeps us from looking like Los Angeles. The City approved these billboards behind closed doors, without the public's knowledge.

**What's next, a billboard on the roof of Sprouts or Von's?**

Actually, yes. The UTC billboards set a precedent that will allow retailers throughout the City to get billboards. If these billboards are allowed to remain, you can expect to see new billboards spring up throughout San Diego, including University City.

**What can we do?**

I have appealed the permitting of these billboards to the City Council, which can deny the permit. The City Council meeting will be held on Monday, March 11 at 6:00 p.m. on the 12<sup>th</sup> floor of City Hall – 202 C Street, in downtown San Diego. You can come and speak out against billboards in our neighborhood. You can also write our elected officials and tell them to stop approving billboards in our neighborhood:

Mayor Bob Filner – [bobfilner@sandiego.gov](mailto:bobfilner@sandiego.gov)  
City Attorney Jan Goldsmith – [cityattorney@sandiego.gov](mailto:cityattorney@sandiego.gov)  
Councilmembers:  
Sherri Lightner – [sherrilightner@sandiego.gov](mailto:sherrilightner@sandiego.gov)  
Kevin Faulconer – [kevinfaulconer@sandiego.gov](mailto:kevinfaulconer@sandiego.gov)  
Todd Gloria – [toddgloria@sandiego.gov](mailto:toddgloria@sandiego.gov)  
Mark Kersey – [markkersey@sandiego.gov](mailto:markkersey@sandiego.gov)  
Lorie Zapf – [loriezapf@sandiego.gov](mailto:loriezapf@sandiego.gov)  
Scott Sherman – [scottsherman@sandiego.gov](mailto:scottsherman@sandiego.gov)  
David Alvarez – [davidalvarez@sandiego.gov](mailto:davidalvarez@sandiego.gov)  
Marti Emerald – [martiemerald@sandiego.gov](mailto:martiemerald@sandiego.gov)

Please contact me at [lcolley1@san.rr.com](mailto:lcolley1@san.rr.com) if you'd like to help, or if you have any questions.

Sincerely,  
Linda Colley  
UC Resident

