



***Many Illegal Electronic Billboards Are Now Under Construction in DC***  
**C100 Calls on Mayor, Attorney General and Council  
to Take Them Down**

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Digi Media, an electronic billboard advertising company, is currently erecting, or has plans to erect, large, unpermitted and unlawful billboards on buildings in Chevy Chase, H Street NE, Downtown, Dupont Circle and various points in between. It has proceeded in defiance of stop work orders issued by the Department of Consumer and Regulatory Affairs.

A company document entitled "Digi Media Kit Digital Sign Locations" lists 20 locations where the company has already constructed, or intends to construct, the signs. (See attached undated document that does not accurately reflect recent progress on construction.)

"We call on the Mayor, the Council and the Attorney General to take immediate action to stop this illegal activity and to force Digi Media to take down these billboards now," said Nancy MacWood, Chairman of the Committee of 100 on the Federal City. "It is long past time for the Mayor to publish a proposed amendment to the construction code to curb this abuse that has been held up in the executive branch for many months, even as staff have conferred with the billboard industry behind closed doors."

Since the 1930's Washington has had one of the strongest laws in the country against the proliferation of large-scale outdoor advertising. That is still the case, despite DC's having allowed a permanently limited number of large wall screens (dubbed "Special Signs") in designated locations and electronic signage in a defined Gallery Place/Verizon Center area. Thus the nation's capital has avoided the widespread garish visual clutter that hi-tech electronic signage has brought to some of our sister cities around the nation and the world.

Billboard companies such as DigiMedia and Blue Sky Private Equity have targeted DC as ripe for expansion of electronic signage. "They seem to consider us an easy target because our law enforcement for Special Sign billboards and electronic billboards at the Verizon Center has been so weak and ineffectual," stated Ms. MacWood. "The billboard industry is seeking to erode the beauty of our historic city one step at a time. The Mayor, Attorney General and Council must act now to enforce the ban on new billboard construction in our city."

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