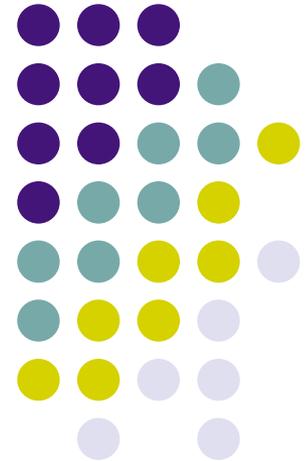
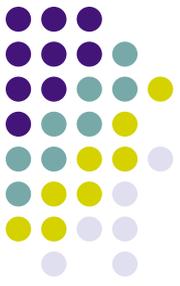


BIG vs. The Little Guys



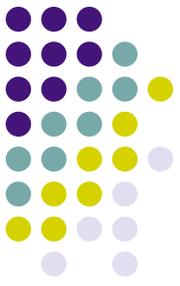
**(students names
removed)**





The Local Issue

- The Bartowski Investment Group, along with a few local companies, want to build huge digital billboards in Marple, Haverford, and Springfield township.
- The proposed seven giant digital billboards in Marple township are 14' by 48' and 62' high. They will resemble giant flat-screen TVs with as many as eight different ads repeating constantly in a continuous loop.

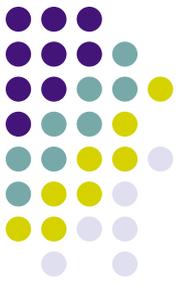


Proposed Locations for the Billboards

- Nicholas Smith
- Man's Alternative
- Arrow Cleaners
- Drexel Hill Pizza
- Dentist Office
- Bosnan Dental Building
- Rita's Water Ice



How Do Billboards Impact the Community?

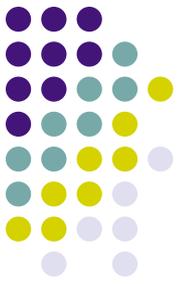


They...

- Attract Vandalism
 - costs township efforts to clean up/nag the billboard company if obscenities/vulgarity are featured on the billboards
- Have a negative affect on property values
- Shine into people's homes
- Depict unwanted or vulgar ads, such as smoking, alcohol, gambling, etc.
- Take away business from the local community
- Create an increase in automobile accidents
- Give the community a more urban atmosphere



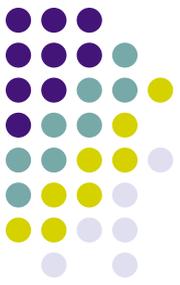
Poll: Do you support billboards being built in Broomall?



- In class: 2-Yes 13-No
- No adult we have asked has said they support billboards being built in Marple township.

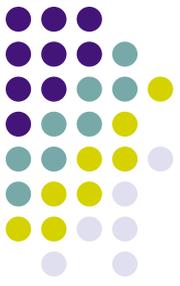


What is the current law or policy as it stands? What is the stance or local community takes on this issue today?



- BIG filed a complaint in court, claiming there were problems involved with the ordinance (prohibiting off-premise advertising signs), leading the township to begin a review of the ordinance in July 2008.
- The following month when BIG requested permission to install their 652 sq. ft. billboards, Marple township decided to review the regulations.
- Changes made: allowed billboards no larger than 160 feet in the Lawrence Park Industrial Center with the provision they are at least 500 feet from residents.
- Bartowski argued that placing billboards in the industrial center would inhibit visibility, due to less traffic, and thus filed an appeal. BIG and his attorney, Carl S. Primavera, argue that zoning restrictions prohibiting billboards are outright unconstitutional as it negatively effects his advertising business; he is trying to demonstrate a "hardship" by reason of this ordinance.

Who plays a significant role in dealing with this issue?



- Thaddeus Bartowski, the principal of BIG

Vs.

- Township Solicitor Frank Daly
 - Deals with cases involved in townships and zoning regulations

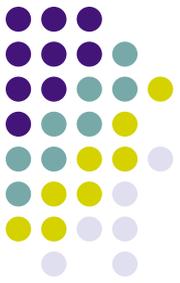


The Conflict

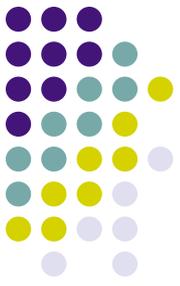
- Bartowski Investment Group
- Businesses who own the properties the billboards are being placed on.

Vs.

- Marple Township citizens and local businesses.



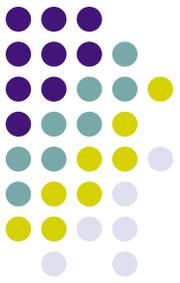
Bartowski Investment Group and Businesses owning the properties



- BIG wants to install billboards on the property of local businesses to make money from advertising
- These local businesses want to make money by renting the land for the billboards to BIG
- Some local businesses also believe they can use the billboards to direct business to them.



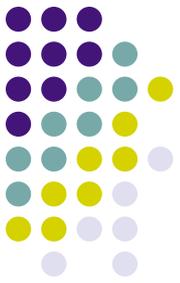
Concerns of Marple Township Citizens and Local Businesses



- Sometimes traffic on West Chester Pike is bumper to bumper, and if you're looking at a sign 62 feet in the air and somebody in front of you stops, you might bump into them.
- The billboards are going to be unmanned with service ladders, and could be attractive to adolescents.
- Billboards might encourage vandalism.
- A shopping center sign recently fell over in one of the areas in Springfield that a billboard is proposed to be installed. Many are worried that a billboard falling on someone could be a huge and dangerous liability.

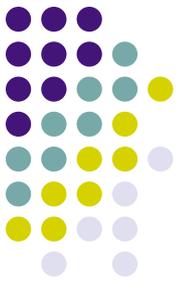


Concerns of Marple Township Citizens and Local Businesses (cont.)

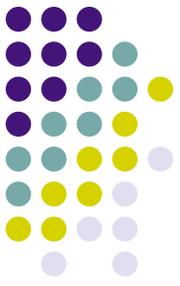


- Billboards will have a negative effect on property values, as expressed by Robert Firkser representing Century 21 Absolute Realty.
- People are worried about the lights illuminating these digital billboards will shine into people's homes. Some homes are within 200 feet from the proposed billboard sites.
- There are concerns that billboards will feature alcohol, cigarette, and casino ads, urbanizing and giving the town a "trashy" feel while also encouraging younger residents to participate in these reckless or dangerous activities.
- Local businesses are also worried that billboards might direct customers not towards their own business, but online or out of town, away from the township's "fragile business corridor."

Our Action Plan



- Modify the ordinance to allow billboards that are 350 sq. ft. (almost half BIG's intended 672 sq. ft. and more than double the proposed size of 160 sq. ft. by Marple Township)
- The township has the authority to evoke BIG's right to keep the billboard up if they continue to express a vulgar ad or are not maintaining the billboard (such as not taking measures to secure the safety of adolescents or to get rid of vulgar vandalism)

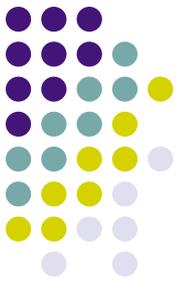


Our Action Plan (cont.)

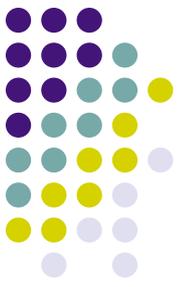
- A limit on how bright they can be (so they can not shine into people's homes).
- A limit of 10 billboards (total) allowed in Marple Township
- Billboards must be 400 ft or more away from residential homes



Costs and Benefits



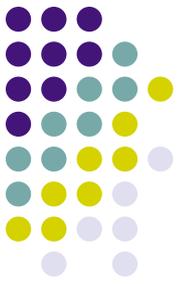
- The **opportunity cost** of BIG accepting this new policy is having bigger, brighter billboards and having the freedom to have any ad on them that they want. However, their **trade-off** allows them to still make a profit and place ads wherever they want, as long as they fit the regulations set by the township.
- The **opportunity cost** of the citizens is not having to look at billboards at all in their community. However, their **trade-off** allows some local companies to make a profit and even provides them with a second outpost for advertisements. The trade-off pleases BIG while still alleviating their fears and allowing them to have a say in what ads can be displayed.



In Relation to Politics and Economics

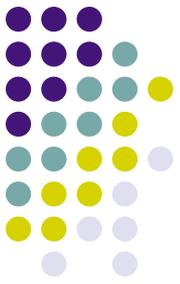
- This new plan will cause BIG to make a **trade-off**, giving up the **opportunity cost** of being able to put up billboards as large as it wants and in the locations it wants to, and settling for being able to put up smaller billboards in possibly non-ideal locations. The citizens might still be unhappy with this decision as it allows big, distracting signs to be put up along the roads of their local community, however, their **standard of living** is still preserved somewhat as the new restrictions will call for the billboards to be placed farther from residents homes so the bright lights will not shine into people's homes.

In Relation to Politics and Economics (cont.)



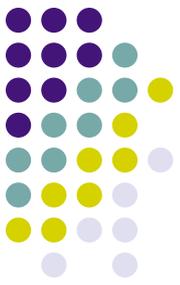
- Due to each person's **citizenship**, they have **individual rights**, allowing them to voice their opinion in government and fight off BIG corporations by regulations set into effect through their voice. They will also be allowed to petition this new plan through freedom of speech, if they still do not feel it justifies their wants or needs. BIG can also challenge Marple Township's decision in court if they feel their regulations on billboards are still unfair and still provide a hardship to their business. Thus, through **judicial review**, the case may be sent to a higher court of appeals, as it has just been done recently.

What We Need Township Solicitor Frank Daly To Do



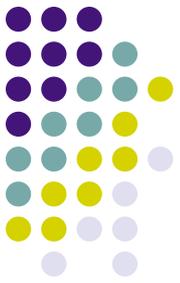
- Fight against the billboard proposal of BIG under their current terms, defending the opinions of the citizens and local businesses.
- Offer our action plan as a possible solution to BIG's conflict. He will tell them that he will help implement this new plan and new regulations of the billboards in Marple Township as long as they agree to it and put an end to this dispute.
- If they sign an agreement, Frank Daly will work to implement the new plan and gain support within the township for the new plan.
- If they disagree with this new plan, Frank Daly will continue to use the zoning board rules as currently stated to restrict BIG's ability to put up the billboards and fight them in the Court of Appeals.

A Problem is Never Quite Solved



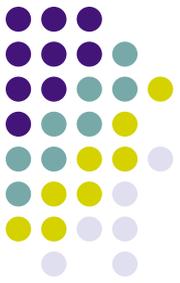
- Our action plan does meet the needs of diverse populations as it both allows BIG and local companies to make a profit off their advertising and alleviates some of the fears of the local community. There are still going to be many people opposed to this solution, such as citizens who simply do not want to look at so much advertising on a day-to-day basis, local business who are still fearful of advertising sending customers farther, and BIG being unhappy with the new restrictions on the size and location of their billboards. I would respond, adding that we did as much as we could to appease both sides of the controversy: BIG and some local companies vs. the citizens and other local companies, and that if either party is still unhappy with the action plan, they may work to instill a new one.

A Problem is Never Quite Solved (cont.)

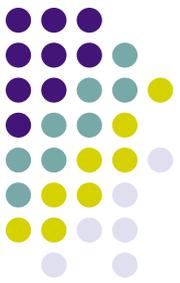


- The zoning board of Marple Township will continue to adapt the proposed policy to fit the need and wants of advertisement companies and the citizens. If citizens are unhappy with the billboards once they are constructed, they can work to amend the regulations set by the zoning board to allow or ban billboards.

Our Work



- Made a second compromise/change to the ordinance banning the billboards in order to try and appease BIG once again
- Read letters to the editors of newspapers, arguing against the billboards in our district
- Asked people around town and in school what they thought
- Thought from the point of view of BIG and the few local companies that will earn a profit from the billboards in order to come up with our compromising action plan.



Sources

- <http://www.nobillboards.com/marple>
- <http://www.dalylawfirm.com/Attorneys-Frank-Daly.php>
- <http://www.delcotimes.com/articles/2009/04/06/news/doc49d974c453485676397322.prt>
- http://www.mainlinemedianews.com/articles/2009/04/06/main_line_times/opinion/doc49d5159435033429799702.txt