



## McANA Position in Opposition to Electronic Variable Messaging Signs (EVMS)

Adopted 9/1/04

The Marion County Alliance of Neighborhood Associations (McANA) believes that the creation of quality commercial corridors and adequate community services is critical to the long-term sustainability of a community. In order to ensure the viability of such entities, tastefully designed and appropriately located identification signage is necessary to assist consumers in locating establishments that provide desired services, products and programs.

However, signage should be an ancillary exterior feature that complements the streetscape, encourages a high caliber of architectural and design elements and does not intrude on neighboring residential areas or distract motorists from safe driving practices.

We believe that signs that employ excess lighting and moving and/or changing messages, such as "electronic variable messaging signs (EVMS)" will result in less desirable streetscapes and are specifically designed to distract motorists from road and traffic conditions for longer than necessary periods of time therefore increasing the potential for hazardous conditions.

Therefore, McANA is opposed to accepting EVMS signs, or similar types of signs, as an addition to our community.