

**TO THE PRESIDENT AND MEMBERS OF THE COUNCIL OF THE CITY OF PHILADELPHIA:**

*I am hereby returning to your Honorable Body Bill Nos. 140906-A and 140907 without my signature. This pair of bills provides for the zoning, review, and permitting of “Urban Experiential Displays” or UEDs. These proposed electronic displays would carry advertising and other visual material.*

*I understand the concerns of those who have objected to UEDs, but also recognize that in certain locations, well-designed displays, compatible with their surroundings, may in fact add to the landscape. Bill Nos. 140906-A and 140907 are a start, but I have significant concerns about them.*

*Missing is any kind of design review capable of ensuring appropriateness. There is also no certainty that critical traffic safety issues will be taken into account for each and every proposal. And as the legislation now stands, community benefit agreements, which have been integral to this proposal from the start, would be unenforceable by the City, and provide zero accountability for either the developer or the community organization.*

*For these reasons, I cannot sign these bills at this time. However, the Sponsor—Councilman Mark Squilla—and members of my Administration have worked hard to resolve the outstanding issues. That resolution is embodied in a further bill Councilman Squilla is introducing today. It provides for rigorous review and approval of each UED to ensure the proposal is superbly-designed and appropriate to its location. It makes traffic safety a paramount requirement. And community benefits agreements can be enforced and overseen to provide real accountability. I support that bill, and will sign it.*