

I think that I shall never see
A Tybee billboard lovely as a tree.

-- With apologies to Ogen Nash

The inspiration



Not ready for prime time



Sign litter?



Billboard attributes

- Pros:
- High visibility
- Captive audience

- Cons:
- High visibility
- Captive audience

Billboard negatives for Tybee

- Hide natural beauty
- Are unattractive
- May be located in wrong places

What can be done

- Find alternatives for advertisers and billboard owners
- Pursue statewide legislation
 - Billboard permit fees
 - Current annual fee: \$25
 - Current taxpayer dollars spent annually on roads: \$2 billion
 - Right of public to challenge

What visitors now see



What visitors could see

