

August 3, 2010

Broomfield Events Center
11450 Broomfield Lane
Broomfield, CO 80021

Dear Sir:

I am writing this to alert you to the dangerous effects your advertising sign, along the south side of US 36 has on traffic at night. This is a picture of the sign in question



I have driven past this sign often after dark. For the most part, the sign advertises your events without incident. I have driven past this sign when bright, white lighting is used on the advertisement. This use of white and brighter colors not only draws attention to the advertisement, but adds considerable glare to those drivers on US 36. While the brighter colors are being displayed, the bright glare is distractive and takes away from a driver's ability to safely drive this stretch of US 36.

Please consider softer colors at night so that to total effect of the advertisement does not disrupt the night vision of drivers on US 36. If white or brighter colors must be used after dark, please consider limiting the total time these bright colors are being displayed.

Thank you for considering my request and making the section of US 36 adjacent to your sign, safer to drive after dark.

Sincerely,

Michael Hotka
1425 Snowberry Land
Broomfield, CO 80020