

SB 953

**May 24, 2016**

Dear Senators,

I hope all is well and I thank you for taking the time to listen to my concern. I currently own five properties and operate several businesses along the Eight Mile Corridor. In the recent past I have tried to use the billboards along the corridor to help promote my businesses to the local population. Advertising on billboards is viewed as an investment into a companies' growth, I found that my growth was hampered by obstructions from trees in multiple locations. Overall I found that the trees became a detriment to the potential growth I had anticipated from the total advertising expenditure I decided to do along the corridor. In some instances, I would drive by the signs I had purchased only to see that the trees blocked out half or in some instances the complete sign from most of the vantage points. (see attached photos from one of my campaigns in 2014). I fully believe that these billboards can provide a necessary benefit to the local business environment if given proper viewing capabilities. As a local businessman who primarily operates within the area of Macomb, Oakland, and Wayne County I have used billboards in the past to promote my locations in Romulus, as well as a my location in Royal Oak. Due to the vegetation growth and the very poor visibility from the vegetation, I no longer use billboards on 8 mile road and I know that has had an effect on my businesses, my revenue and overall JOB'S within my company. I have seen the benefits that visible billboards can bring to ones' company and, as I previously stated, I believe that if provided an adequate range of visibility, they can provide that same benefit to the mine and other businesses along the Eight Mile Corridor.

Sincerely,



Mark Waad  
President and Owner  
Executive Car Rental (formerly Marks 1 Car Rental)

**Executive Car Rental Warren**

2325 E 8 Mile Road  
Warren, MI 48091

**Executive Car Rental Oak Park**

14370 W. 8 Mile Road  
Oak Park, MI 48237

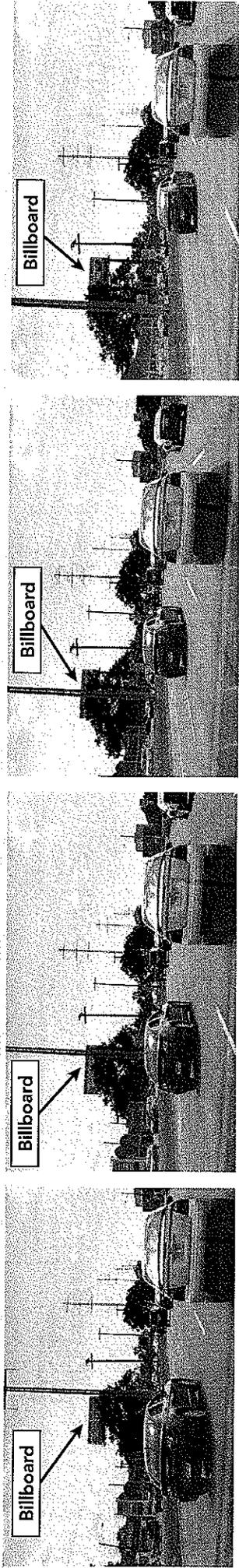
**Prime Collision**

2323 E. Eight Mile road, Warren

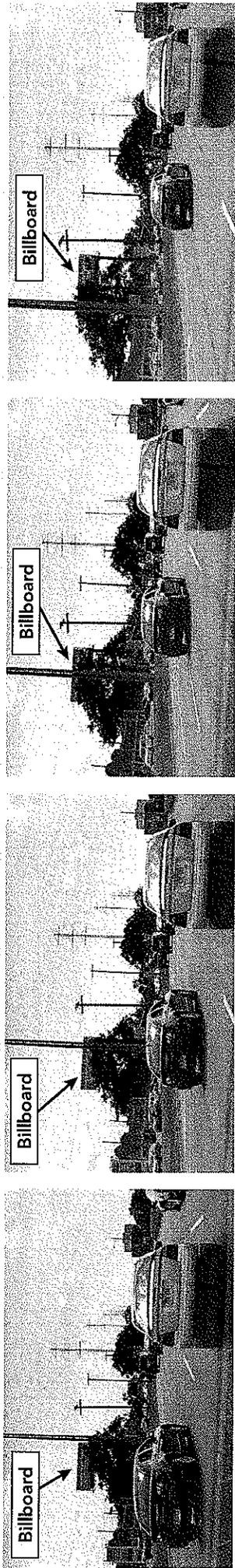
**Waad Executive Offices**

2321 E. Eight Mile Road

Example 1



Example 2



Example 3

