

Digital Signs & Wildlife Impacts



Cities are adopting lighting standards pushed by the sign industry at the peril of migrating birds and degradation of the night sky.



Migrating birds use the sun, moon and stars to navigate (1)
Nevada is part of the Pacific Flyway.



Digital signs emit light into the night sky, contributing to skyglow, a form of light pollution. (1, 3)



Built-in sunshade louvers do little to minimize digital signs' impact on the night sky. (3)



Artificial light may alter song bird mating patterns, causing male song birds to sing earlier and attracting females to perhaps poor quality mates. (1)

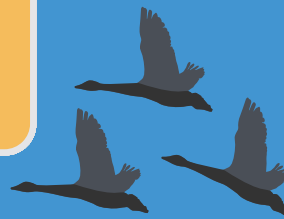
Digital billboards at night are often more than three times brighter than traditional billboards. (3, 4)



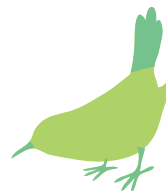
Golden Gate Audubon Society takes a stand against digital billboards.



Dazzling city lights lure and confuse migrating birds, causing them to collide with buildings or circle light sources until exhausted. (2)



Global light pollution is increasing by 6 percent per year. (1, 5)



Digitals and Light Pollution

Development and noise can disrupt the cycles and patterns of wildlife, but light is also enough to have a negative impact.

Mating behaviors, timing of migration, sleep and predation are determined by the length of nighttime darkness.

Light pollution — excessive or misdirected artificial light from streetlights, cars, fishing boats, digital billboards and other sources — has noticeable effects in areas where lights are close to natural habitats.

Incredibly, the sign industry is pushing digitals at three times the brightness levels as a traditional billboard at nighttime.

David Hickey of the International Sign Association, a pro-digital sign organization, said in June 2014: “Lots of times cities just copy each other, which is not always a good thing, but if they’re going to do it, at least they can copy language that the sign industry considers reasonable and beneficial.”

Their brightness standards may benefit the sign industry, but not much else.

Help protect one of Nevada’s most valuable public assets and one that migrating birds depend upon — a dark night sky.

Tell your public officials to turn off or turn down the brightness levels of digital signs at night. Or contact us to find out how you can help.

Resources

1. IO9.com/what-to-we-really-mean-when-we-say-light-is-pollution-552474 (2013)
2. Turning Night Into Day: Light Pollution's Impacts on Wildlife | lighting.com
3. Illinoislighting.org/resources/ICROL-Digital Billboards.pdf
4. Digital LED Billboard Luminance Recommendations How Bright is Bright Enough
5. ecologyandsociety.org/vol15/iss4/art13/