**Broken, peeling, rusted, and faded – it’s beyond time to raise the standard**

**Statement from Alderman Lamont Westmoreland**

**June 12, 2025**

Billboard and business signage owners across Milwaukee must do better. While some may believe that rusted, broken, or poorly maintained billboards and signs are a minor issue, I disagree. These signs are often some of the most visible structures in our neighborhoods – and when they’re neglected, they become glaring eyesores that diminish the character and pride of our communities.

Citizens should not have to pass by crumbling signs and faded advertisements every single day. The responsibility to maintain and improve the look and feel of our neighborhoods doesn’t fall solely on the residents who live there. Businesses – especially those who profit from billboards or operate with signage placed throughout the city – also have a duty to contribute to a clean and welcoming environment.

I’ve already had several deteriorating billboards and business signs remediated in District 5 to improve the aesthetic and quality of life for residents and visitors alike. However, this effort needs to be ongoing – and citywide.

Let’s also be clear: Signs that appear to be faded, broken, cracked, rusted, or otherwise deteriorated likely aren’t up to code. If you are responsible for signage that looks like this, it’s time to take action – because if you don’t, I will.

I’m calling on billboard companies and business owners to step up and routinely inspect, clean, paint, and maintain their signage. I’m also asking residents in District 5 to contact my office with specific locations where billboards (or business signage) are dragging down the look of an area.

And if you live outside of District 5 and notice the same problem? I encourage you to reach out to your respective Council member and demand action. Clean, vibrant, and cared-for neighborhoods should be a shared standard across all parts of our city.

Let’s raise the bar on how our neighborhoods look and feel – together.

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