



CITY OF NEW YORK
PRESIDENT
OF THE
BOROUGH OF STATEN ISLAND

JAMES S. ODDO
PRESIDENT

BOROUGH HALL
STATEN ISLAND, NY 10301

May 7, 2014

Mr. Richard Reithoffer
President
Reithoffer Shows Inc.
9022 Wiggins Road
Gibsonton, Florida 33534

Re: Illegal Posting of Signs on Staten Island

Dear Mr. Reithoffer:

I am writing to inform you that your company is currently in violation of Local Law 128 of 2013 regarding the illegal posting of signs. Specifically, signs have been posted on city property in numerous areas of Staten Island advertising the ongoing Staten Island Mall Carnival.

Local law 128 of 2013 states:

It shall be unlawful for any person to paste, post, paint, print, nail or attach or affix by any means whatsoever any handbill, poster, notice, sign, advertisement, sticker or other printed material upon any curb, gutter, flagstone, tree, lamppost, awning post, telegraph pole, telephone pole, public utility pole, public garbage bin, bus shelter, bridge, elevated train structure, highway fence, barrel, box, parking meter, mail box, traffic control device, traffic stanchion, traffic sign, tree box, tree pit protection device, bench, traffic barrier, hydrant, public pay telephone, city-owned grassy area adjacent to a street, any personal property maintained on a street or other city-owned property pursuant to a franchise, concession or revocable consent granted by the city or other such item or structure in any street, or to direct, suffer or permit any servant, agent, employee or other person under his or her control to engage in such activity; provided, however, that this section shall not apply to any handbill, poster, notice, sign, advertisement, sticker or other printed material so posted by or under the direction of the council, or by or under the direction of any city agency, or pursuant to a franchise, concession or revocable consent granted pursuant to chapter fourteen of the charter.

As you will note, it is unlawful to post signs on the city-owned grassy areas adjacent to a street. There are currently a plethora of such signs in such areas.

I am asking that you instruct your employees to immediately remove any and all illegally placed signs and refrain from placing any more on New York City property

Very truly yours,

James S. Oddo
James S. Oddo
Borough President

P.S. Last year my predecessor made a very public statement by collecting these illegal signs and dropping out the carnival property. That message seems to have been lost. Please tell this letter as yet another message. We don't take kindly to being ignored.