



January 6, 2014

Mayor and Council  
City of Sierra Vista  
1011 North Coronado Drive  
Sierra Vista, Arizona 85635

Via Email Attachment

**RE: Proposal to Allow Electronic Signage (On January 7, 2014 P&Z Agenda)**

Honorable Mayor Mueller and Members of the City Council:

Scenic Arizona is a statewide organization founded in 2001 and whose purpose is to protect and enhance Arizona's natural beauty for the benefit of the public. We are based in Pima County, where much of our activity occurs, but have members and affiliates throughout the state.

Having heard from members in the Sierra Vista area, we share their concern about the proposal to overturn the longstanding ban on electronic signs in Sierra Vista. We do not believe such action would be in the best interest of the general public, both the residents of Sierra Vista and the many other Arizonans who come to visit and share in the area's scenic and natural attributes (as prominently depicted in the scenes shown on the City of Sierra Vista website banner).

It should be remembered that Sierra Vista, like other communities throughout the state, was part of a wave of sign regulation reform in Arizona that occurred from the late 1970's through the early 1990's. That transformation left behind the era of oversized, garish signs and spawned the 1965 Highway Beautification Act championed by Lady Bird Johnson and the many state and local reforms that followed in its wake. Tucson, for example, well remembers being reviled on the July 1970 cover of Life Magazine as having the "ugliest street in America" and subsequently reformed its code in 1980.

One of the key provisions in these reforms, in addition to generally reducing size and height limits, was to prohibit electronic signage. The current language in the Sierra Vista code is typical in this regard and should be retained.

It is our hope that Sierra Vista would continue to celebrate the visual quality of its streetscapes and natural environment and resist the concerted efforts of a few narrow interests to turn back the clock.

Sincerely,

A handwritten signature in black ink that reads "Mark Mayer".

Mark Mayer  
Governmental Affairs & Outreach Coordinator

3935 East Calle de Jardin Tucson, Arizona 85711

*Scenic Arizona is an affiliate of Scenic America*