

# Friends of the San Pedro River

Mayor and City Council  
City of Sierra Vista  
1011 N Coronado Dr  
Sierra Vista, AZ 85635

January 14, 2014

To Mayor Rick Mueller and members of the Sierra Vista City Council,

On behalf of the Board, I present here the position of the Friends of the San Pedro River with regard to digital signs. The Friends would like to go on record as being opposed to the use of digital signs in Cochise County, to include Sierra Vista. We believe that these signs will fundamentally alter the natural environment of the area, harming its scenic and aesthetic value and thus harming it as a tourist destination.

The Friends are vitally concerned with the views and public appearance of our area. It is largely the unspoiled, relatively undeveloped nature of the area that attracts visitors from Phoenix, Tucson and other, more distant areas. We believe that allowing the widespread use of illuminated, digitized signage will fundamentally harm the rural nature of the area and thus harm visitation. The bright, glaring nature of digital signs detracts from the rural, natural feel of our area.

If all businesses continue to be forbidden from using these new digital signs, no one will be singled out, penalized nor at a disadvantage with regard to others. We urge the City Council to maintain the prohibition on these signs so they do not become an eyesore that lights up the landscape day and night. Today, Cochise County attracts visitors from around the globe to enjoy our wild areas and dark skies. Let us preserve this attraction.

Kindest regards,



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## Friends of the San Pedro River

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*Dedicated to the conservation and restoration of the river through advocacy, education, and interpretation*

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