



Friends of Brown Canyon Ranch
Tommy Neyhart, President
January 10, 2014

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

Dear Mayor Mueller and members of the City Council:

Everyone desires to live in a unique place, different from anywhere else. It is our basic nature. One of the great special features of Sierra Vista is the dark skies that weather permitting, we experience and enjoy almost every night.

As someone who has travelled extensively throughout our country and the world, our dark skies are unique and need to be vigorously preserved at all costs.

Our business community feels that the brighter their signage, the more business they will generate. Having graduated with a Commerce degree from a major university (Oregon State), the success of a business is a function of providing a product or service that maximizes value to the consumer through innovation and good management. It's success is not dependent on how bright and gaudy is their signage. In fact, glaring signs will prove largely to be an annoyance to the consuming public and alienate their patronage.

Advertising is critical for a business to flourish, but not at the expense of our community's uniqueness and quality of life. Survey your constituency. The vast majority will tell you that the reason they relocated to Sierra Vista was to escape the bright lights. And for business, it's never been proven, and never will, that large bright flashing signs increase commercial activity.

In closing, I strongly urge you to adopt and enforce a lighting code that preserves our community's uniqueness. Please don't add Sierra Vista and it's suburbs to a growing list of towns and cities across our land who have cast esthetics aside for a superficial metropolitan look.

Sincerely,

**Tommy Neyhart
Caretaker, Brown Canyon Ranch
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