

From: [Rachel Applegate \(PND\)](#)
To: [Ray Banker \(PND\)](#)
Subject: FW: [SUSPECTED SPAM]Billboard ruin our community
Date: Tuesday, June 8, 2021 6:54:00 AM

From: Dominic Martinez <dominic.j.martinez@gmail.com>
Sent: Monday, June 7, 2021 9:25 PM
To: Rachel Applegate (PND) <Rachel.Applegate@Maricopa.Gov>
Subject: [SUSPECTED SPAM]Billboard ruin our community

My name is Dominic Martinez and I live in Laveen Arizona. I believe that we should not allow billboards to ruin our community. Billboards are extremely well lit. Not only regular billboards but also LED billboards put out tremendous amounts of light. These billboards will add additional light into our night sky and furthermore drowning out the stars that we have over South mountain. By allowing these billboards to be so close and so frequent we will never see stars in this area of the valley again. An additional way that billboard's ruin the community is they will block our views of the mountain. One of my favorite things to do is drive the new highway and we should be preserving this as a scenic road not selling it out to the highest bidder. The scenic views on the loop 202 are one of the best views of the entire Phoenix Metro area. If you were to rate these views by anyone that drives from Chandler to the west side you would understand this too. By trying to place billboards in this area you will not only ruin the views but also obstruct the scenery of our great desert. Billboards are terrible foreign communities mainly because they will bring additional unneeded light to our night skies and they will ruin our beautiful views of the Estrella mountains. These billboards will be no benefit to our community the money will not benefit our community. There are many places in the valley that have billboards and others that do not and you can tell what type of people live in those neighborhoods. Please do not make South Phoenix deal with billboards because you want to please your big business agendas. We need to make sure that we're thinking about what are tourist will think of us as a visit our area and drive on our highways. Phoenix should not be a giant advertisement as you cruise down to the stadium from the east side to the west side. Please consider rejecting any recommendations or request for billboards on the loop 202 by Leveen.

Please try to make this a loop 202 a scenic route and preserve our community. Thank you for reading this I appreciate your time.

Dominic Martinez

From: [Kathy Semder \(COA\)](#)
To: [Rachel Applegate \(PND\)](#); [Ray Banker \(PND\)](#)
Cc: [Darren V. Gérard \(PND\)](#); [Bill Leal \(OBM\)](#)
Subject: FW: Online Form Submittal: Citizen Comments
Date: Tuesday, June 15, 2021 4:59:29 PM

FYI.

Thank you,

Kathy Semder
Ombudsman

From: noreply@civicplus.com <noreply@civicplus.com>
Sent: Tuesday, June 15, 2021 4:58 PM
To: PND Regulatory <PNDRegulatory@maricopa.gov>; Kathy Semder (COA) <Kathy.Semder@Maricopa.Gov>; Andy Linton (OBM) <Andy.Linton@Maricopa.Gov>; Bill Leal (OBM) <Bill.Leal@Maricopa.Gov>; Kathryn Garcia (OBM) <Kathryn.Garcia@Maricopa.Gov>; Blanca Caballero (ENV) <Blanca.Caballero@Maricopa.gov>
Subject: Online Form Submittal: Citizen Comments

Citizen Comments

Each Regulatory Department is committed to providing opportunities for stakeholder input regarding the adoption and amendment of all regulatory requirements. Your input will be collected and forwarded to the appropriate department. You will receive a written response from the applicable department within two business days. We appreciate your comments and your time.

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| Case Number/Rule | TA2018001 - Off-Site Advertising Signs (Billboards) |
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| Department | Planning and Development |
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| I would like to | Other |
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| First Name | Tony |
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| Last Name | Bianchi |
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| Organization | Phoenix-Mesa Gateway Airport Authority |
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| City | Mesa |
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| Zip | 85212-6014 |
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| | |
|---|---|
| Email | tbianchi@gatewayairport.com |
| Phone Number | 14809887649 |
| Phone Type | Work |
| Would you like someone to contact you? | No |
| Comments | <p>Some concerns in county areas adjacent to Gateway Airport is the height of allowed signs, location in proximity to runways and flight paths, and the digital illumination intensity and timing of display changes. We address this with municipalities on freeway monument signs. State Route 202 and State Route 24 (now being extended) border Gateway Airport. In the 'Definitions' section for 'Freeway' it lists SR 202, but is there a plan to add SR 24 as well, if County areas are contained in the alignment? Gateway's concern is that any new billboard signs allowed in vicinity of the airport undergo an FAA 7460 review to determine if the height and any wireless frequencies could be of impact to airport operations. This was recently completed for new billboards on County land on Ellsworth Road, adjacent to Gateway Airport, and if we would be notified on any new proposals.</p> <p>Those are my comments & concerns. Please free to contact me if you have additional questions, or wish to discuss during this text amendment. Thanks</p> |
| If applicable, attach supporting documentation associated with your comment. The only file types supported are MS Office and Adobe Acrobat. | <i>Field not completed.</i> |

Email not displaying correctly? [View it in your browser.](#)

From: [Carter Emerson](#)
To: [Ray Banker \(PND\)](#)
Cc: [Georgia Wolfe](#)
Subject: Billboard TA
Date: Tuesday, June 15, 2021 6:54:42 PM

My wife and I live in Paradise Valley. We strongly oppose the billboard proposal.

Sent from my iPhone

From: [Vicki Marce](#)
To: [Ray Banker \(PND\)](#)
Subject: Billboards
Date: Tuesday, June 15, 2021 11:11:59 PM

What we do not need in our beautiful state are more distracting, unattractive and unnecessary billboards. There must be a better way to get revenue than creating distractions causing more lack of concentration to drivers and passerby's. To say nothing about the potential fire hazards these items create.

We have a beautiful state and bigger, brighter and flashier is not the answer.
Allow us to all enjoy honest beauty without advertising or other attention grabbing devices.

A long time Arizona resident,

Victoria Marce

Sent from my iPhone

From: [billakins1](#)
To: [Rachel Applegate \(PND\)](#)
Subject: I opposed the digital signage
Date: Tuesday, June 15, 2021 5:03:21 PM

Sent from my Verizon, Samsung Galaxy smartphone

From: [Cindy Haddad](#)
To: [Rachel Applegate \(PND\)](#)
Subject: Opposition to TA2018001
Date: Wednesday, June 16, 2021 11:42:44 AM

To Planning and Zoning Commissioners:

Please register my opposition to the Text Amendment (TA) - TA2018001 – Off-site Advertising (Billboards).

This TA seeks to permit billboards across county lands, allowing these signs to be as high as 80 feet tall, as close as 500 feet apart and as near as 150 feet from residential property.

Most significantly, this proposed TA would allow digital billboards within the county. Currently the county does not allow this use. This would be a major increase in intensity and use with messaging changing as often as 8 seconds on digital faces double the size of current billboards.

If approved, the process for challenging a billboard would be just one public hearing. Residents and other stakeholders deserve a fair and open process to voice our concerns to the county.

I do not want intrusive light to trespass into residential areas. I do not want to see more billboards on our highways distracting drivers and compromising driver safety. I do not want advertising technology to rob our public views and beautiful scenery during the day and our dark skies at night.

Light pollution is a terrible problem in the City of Phoenix, and there is no need to create an additional light pollution issue throughout our vast Maricopa County road system.

Please reject the proposed Text Amendment – TA2018001.

Thank you in advance for your help.

Cindy Haddad
3402 N 42nd St
Phoenix, AZ 85018
(via email)

From: [Crystal DeVelis](#)
To: [Rachel Applegate \(PND\)](#)
Subject: Please deny TA2018001 – Off-Site Advertising Signs (Billboards) June 17, 2021 meeting
Date: Tuesday, June 15, 2021 1:44:22 PM

Please note my very strong objection to the above amendment to our County Zoning. There is absolutely no good reason for more intrusive and unsightly advertising via billboards, nor the added distraction and danger of digital billboards. Maricopa County is not Las Vegas. Please preserve the views of our lovely state for those traveling within and through. Highway billboards have been a nuisance and calls for their elimination go back to Lady Bird Johnson. We are being bombarded and overloaded with light-polluting, distracting, view blocking billboards for far too long. The only ones who benefit are sign owners and property landlords. It does not serve to benefit the tax-paying citizens of Maricopa County in any way.

The County Commission's response will reflect my voting choices. Thank you.

-- Crystal DeVelis
4351 E. Whitton Ave
Phoenix, AZ 85018

From: [Kati Festy-Sandor](#)
To: [Rachel Applegate \(PND\)](#)
Subject: Fwd: Signs
Date: Tuesday, June 15, 2021 9:47:02 PM

Sent from my iPad

Begin forwarded message:

From: Kati Festy-Sandor <kjfesty@yahoo.com>
Date: June 15, 2021 at 9:41:30 PM MST
To: ray.banker@maricopa.gov
Subject: Signs

I oppose any proposal of more, of taller of being closer and using digital signs destroying and obscuring beautiful sights and dark sky distracting drivers. All in all it is creating a junkyard of signs of streets ,highways cities of the Earth
Dr. Katalin Festy-Sandor

Sent from my iPad

From: [Jill Goldsmith](#)
To: [Rachel Applegate \(PND\)](#)
Subject: Preserve our deserts -Say no to more and bigger billboards
Date: Wednesday, June 16, 2021 4:38:09 AM

Dear Ms. Applegate, and Planning and Zoning Commissioners:

Please register my opposition to the Text Amendment (TA) - TA2018001 – Off-site Advertising (Billboards).

This TA seeks to permit billboards across county lands, allowing these signs to be as high as 80 feet tall, as close as 500 feet apart and as near as 150 feet from residential property.

Most significantly, this proposed TA would allow digital billboards within the county. Currently the county does not allow this use. This would be a major increase in intensity and use with messaging changing as often as 8 seconds on digital faces double the size of current billboards.

If approved, the process for challenging a billboard would be just one public hearing. Residents and other stakeholders deserve a fair and open process to voice our concerns to the county.

I do not want intrusive light to trespass into residential areas. I do not want to see more billboards on our highways distracting drivers and compromising driver safety. I do not want advertising technology to rob our public views and beautiful scenery during the day and our dark skies at night.

Please reject the proposed Text Amendment – TA2018001.

Thank you.

Jill S. Goldsmith, JD, LAC, NCC
602-320-1791
jillsgoldsmith@gmail.com

From: [Neal Haddad](#)
To: [Rachel Applegate \(PND\)](#)
Cc: [Ray Banker \(PND\)](#)
Subject: Opposition to TA2018001
Date: Wednesday, June 16, 2021 6:50:10 AM

To Planning and Zoning Commissioners:

Please register my opposition to the Text Amendment (TA) - TA2018001 – Off-site Advertising (Billboards).

This TA seeks to permit billboards across county lands, allowing these signs to be as high as 80 feet tall, as close as 500 feet apart and as near as 150 feet from residential property.

Most significantly, this proposed TA would allow digital billboards within the county. Currently the county does not allow this use. This would be a major increase in intensity and use with messaging changing as often as 8 seconds on digital faces double the size of current billboards.

If approved, the process for challenging a billboard would be just one public hearing. Residents and other stakeholders deserve a fair and open process to voice our concerns to the county.

I do not want intrusive light to trespass into residential areas. I do not want to see more billboards on our highways distracting drivers and compromising driver safety. I do not want advertising technology to rob our public views and beautiful scenery during the day and our dark skies at night.

Please reject the proposed Text Amendment – TA2018001.

Thank you.

Neal Haddad
3402 N. 42nd St.
Phoenix, AZ 85018

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Neal Haddad
neal.haddad@gmail.com

From: [Cindy Haddad](#)
To: [Ray Banker \(PND\)](#)
Subject: Opposition to TA2018001
Date: Wednesday, June 16, 2021 11:36:13 AM

To Planning and Zoning Commissioners:

Please register my opposition to the Text Amendment (TA) - TA2018001 – Off-site Advertising (Billboards).

This TA seeks to permit billboards across county lands, allowing these signs to be as high as 80 feet tall, as close as 500 feet apart and as near as 150 feet from residential property.

Most significantly, this proposed TA would allow digital billboards within the county. Currently the county does not allow this use. This would be a major increase in intensity and use with messaging changing as often as 8 seconds on digital faces double the size of current billboards.

If approved, the process for challenging a billboard would be just one public hearing. Residents and other stakeholders deserve a fair and open process to voice our concerns to the county.

I do not want intrusive light to trespass into residential areas. I do not want to see more billboards on our highways distracting drivers and compromising driver safety. I do not want advertising technology to rob our public views and beautiful scenery during the day and our dark skies at night.

Light pollution is a terrible problem in the City of Phoenix, and there is no need to create an additional light pollution issue throughout our vast Maricopa County road system.

Please reject the proposed Text Amendment – TA2018001.

Thank you in advance for your help.

Cindy Haddad
3402 N 42nd St
Phoenix, AZ 85018
(via email)

Sent from my iPad

From: [Vacation Sensei](#)
To: [Ray Banker \(PND\)](#); [Rachel Applegate \(PND\)](#)
Cc: [Sandy Grunow](#)
Subject: [SUSPECTED SPAM]Text Amendment (TA) - TA2018001
Date: Wednesday, June 16, 2021 7:07:40 AM

Please receive this message as my opposition to TA2018001 - expansion of billboard usage proposal.

Should you have any questions, please feel free to contact me.

Sincerely,

--

Lyndon M. Hara, CSP
Phoenix Mid-Century Modern Neighborhood Assoc - **resident**
602 518 1852

From: [Dan Heim](#)
To: [Rachel Applegate \(PND\)](#)
Subject: input on the proposed digital billboard text amendment
Date: Wednesday, June 16, 2021 12:17:42 PM

Dear Ms Applegate,

I was told if I registered for tomorrow's webinar I'd have the opportunity to provide written input rather than speaking at that webinar. Here's my input:

I strongly oppose the addition of more electronic signage on several grounds:

1. We are losing our night sky, a valuable resource for Arizona pros and amateurs.
2. We don't need additional distractions for drivers.
3. Purely on the basis of energy conservation and climate change, these are absurd vehicles for advertising. The larger signs actually require internal AC to cool the electronics, and I know of at least one sign operator that has overridden the factory default settings that normally dim them at night.

If these signs *must* be built, I would urge some type of regulatory action to ensure electronic signs are dimmed at night when full brightness is not required for visibility. I would also urge the use of a new technology called SITELINE™ that can reduce the light scattered in other directions while still being visible to drivers. See:

<https://www.billboardinsider.com/light-blocking-technology-stopped-a-war-a-billboard-war-that-is/>

Although that article talks about light scattered to the sides into adjacent neighborhoods, the technology could easily be used to limit vertical scattering -- a significant contributor to light pollution. Thanks for listening.

Dan Heim
Desert Foothills Astronomy Club former-president
Science educator and writer
<https://sky-lights.org/>

From: [Sheila Lancelotta](#)
To: [Rachel Applegate \(PND\)](#)
Subject: Please register my opposition to the Text Amendment (TA) - TA2018001 – Off-site Advertising (Billboards).
Date: Tuesday, June 15, 2021 5:27:42 PM

To Planning and Zoning Commissioners:

Please register my opposition to the Text Amendment (TA) - TA2018001 – Off-site Advertising (Billboards).

This TA seeks to permit billboards across county lands, allowing these signs to be as high as 80 feet tall, as close as 500 feet apart and as near as 150 feet from residential property; and no setback requirement from residential zoning districts, when along a freeway.

Most significantly, this proposed TA would allow digital billboards within the county. Currently the county does not allow this use. This would be a major increase in intensity and use with messaging changing as often as 8 seconds on digital faces double the size of current billboards.

If approved, the process for challenging a billboard would be just one public hearing. Residents and other stakeholders deserve a fair and open process to voice our concerns to the county.

I do not want intrusive light to trespass into residential areas. I do not want to see more billboards on our highways distracting drivers and compromising driver safety.

I do not want advertising technology to rob our public views and beautiful scenery during the day and our dark skies at night.

Please reject the proposed Text Amendment – TA2018001.

Thank you.
Sheila Lancelotta
7045 W Beverly Rd
Laveen AZ 85339

From: [Kathy Maxwell](#)
To: [Rachel Applegate \(PND\)](#)
Subject: Laveen billboards
Date: Wednesday, June 16, 2021 7:56:24 AM

To Planning and Zoning Commissioners:

I would like to register my opposition to the Text Amendment (TA) - TA2018001 – Off-site Advertising (Billboards).

I am opposed to allowing billboards across county lands, allowing these signs to be as high as 80 feet tall, as close as 500 feet apart and as near as 150 feet from residential property; and no setback requirement from residential zoning districts, when along a freeway.

I am opposed to digital billboards within the county. Currently the county does not allow this use. This would be a major increase in intensity and use with messaging changing as often as 8 seconds on digital faces double the size of current billboards.

If approved, the process for challenging a billboard would be just one public hearing. Residents and other stakeholders deserve a fair and open process to voice our concerns to the county.

I do not want intrusive light to trespass into residential areas! I do not want to see more billboards on our highways distracting drivers and compromising driver safety. I do not want advertising technology to rob our public views and beautiful scenery during the day and our dark skies at night.

Please reject the proposed Text Amendment – TA2018001.

Thank you.

Kathleen Maxwell
6627 W. Harwell Rd.
Laveen, AZ 85339

Get [Outlook for Android](#)

From: [D in AZ](#)
To: [Rachel Applegate \(PND\)](#)
Subject: Opposition to TA2018001
Date: Tuesday, June 15, 2021 10:36:33 PM

To Planning and Zoning Commissioners:

Please register my opposition to the Text Amendment (TA) - TA2018001 – Off-site Advertising (Billboards).

I'm not sure why there is even any discussion to put up a big digital billboard along the 202 past Laveen. It's bad enough that our small town has been allowed to explode in development, resulting in losing it's character of being a rural farming community. What a shame to ruin the landscape even more with a decision like what is proposed.

Say no to Text Amendment TA2018001.

Darcy Meyer

3535 W Bohl St

Laveen, AZ 85339

From: [Wendell Montandon](#)
To: [Rachel Applegate \(PND\)](#)
Subject: Text Amendment (TA) - TA2018001 – Off-site Advertising (Billboards)
Date: Wednesday, June 16, 2021 11:17:57 AM

To Maricopa County Planning and Zoning Commissioners:

Please register my opposition to the Text Amendment (TA) - TA2018001 – Off-site Advertising (Billboards).

This TA seeks to permit billboards across county lands, allowing these signs to be as high as 80 feet tall, as close as 500 feet apart and as near as 150 feet from residential property.

Most significantly, this proposed TA would allow digital billboards within the county. Currently the county does not allow this use. This would be a major increase in intensity and use with messaging changing as often as 8 seconds on digital faces double the size of current billboards.

If approved, the process for challenging a billboard would be just one public hearing. Residents and other stakeholders deserve a fair and open process to voice our concerns to the county.

We can each control the amount of amount of Personal Social Media intrusion we want in our life. Billboards do not provide a control option infringing on space we all share. I do not want advertising technology to rob us of our views and natural scenery during the day and our dark skies at night any more than currently allowed. I do not want to see more billboards on our highways distracting drivers and compromising driver safety. I do not want intrusive light to trespass into residential areas.

Please reject the proposed Text Amendment – TA2018001.

Thank you, for your serious consideration on my behalf and that of my family, and I suspect on behalf of many of my friends, business associates and neighbors.

Wendell Montandon, MAI
MONTANDON FARLEY
VALUATION SERVICES
1300 East Missouri Avenue,
Suite 120
Phoenix, AZ 85014

Direct – 602-777-5159
Office – 602-285-9000
Cell – 602-228-3886

From: [Susan](#)
To: [Rachel Applegate \(PND\)](#)
Subject: Text Amendment (TA) - TA2018001 – Off-site Advertising (Digital Billboards)
Date: Tuesday, June 15, 2021 5:03:16 PM

Dear Ms Applegate,

I am requesting that you please register my opposition to the proposed Text Amendment (TA) - TA2018001 – Off-site Advertising (Digital Billboards).

I am Opposed to this TA for the following reasons:

- 1) This TA would allow billboards to multiply in number, concentration, and physical size across county lands, allowing these signs to be as high as 80 feet tall, as close as 500 feet apart and as near as 150 feet from residential property.
- 2) This proposed TA would allow digital billboards within areas of the county where they would be disruptive and distracting, since they would be visible from within areas where such intrusions are not allowed, namely scenic corridors. Currently the county does not allow this use.
- 3) Having bright, digital lighted messages changing every 8 seconds is not only an eyesore, but also a very dangerous distraction to drivers.
- 4) I believe it is wrong for such intrusive lighting to trespass into residential areas, or scenic areas.
- 5) Such intrusions by advertising technology will not only destroy our dark skies and ruin our beautiful natural scenery, but will likely be a disturbance and detriment to wildlife.

Please reject the proposed Text Amendment – TA2018001.

Thank you,
Susan Pickering
Phoenix resident
602-214-6815